



# Transmission

A quarterly newsletter of the  
**Mississippi Automotive  
Manufacturers Association**

April-June 2011

<http://www.mamaonline.net>

Volume 1, Number 2

Kathryn Rodenmeyer, MAMA Coordinator, Editor

Heather Wainwright, MSU CAVS, Co-editor

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## Helpful Links

Mississippi Automotive Manufacturers Association (MAMA)

Alabama Automotive Manufacturers Association (AAMA)

Tennessee Automotive Manufacturers Association (TAMA)

Automotive News

Autobeat

Mississippi Department of Employment Security

Mississippi Development Authority

Mississippi Manufacturers Association

Southeast Energy Efficiency Alliance

## From the Desk of the MAMA President

How quickly time flies.....before you know it, a quarter has passed and it's again time for our [MAMA](#) quarterly newsletter. These past few months have been extremely eventful for both our industry and the Southern region of the country. Our OEM's and suppliers are still feeling the effects of the devastating earthquake and tsunami in Japan and, on top of it all, have had to deal with the recent outbreak of powerful storms and tornadoes in the South. These storms have left behind severe damage, loss of life and long-term power outages, especially in the state of Alabama and Monroe County in Mississippi. Our thoughts and prayers go out to all the people affected by these natural disasters.

As an automotive support organization, the MAMA board recently voted to approve a \$5,000 donation to the [Japan America Society of Mississippi \(JASMIS\)](#), and we [presented the organization with a check](#) at our March 25<sup>th</sup> quarterly membership meeting at the [CAVS Extension Center](#) in Canton. These funds will be used to support relief activities in some of the hardest hit areas of Japan. Our gratitude is extended to Dr. Paul Tashiro for his efforts with JAMIS to ensure the money is delivered to the proper areas in Japan.

We also conducted our regularly scheduled quarterly membership meeting on March 25<sup>th</sup>. Attendance was not as high as we would like to see, but for those who attended the lunch-and-learn session, it was both fulfilling and educational. Thanks to Roger King of [CAVS](#) and Clay Walden of CAVS Extension for sponsoring this informative meeting. We were able to welcome two new members into the organization: [Toyota](#) was represented by Barbara McDaniel (External & Governmental Affairs) and David Copenhaver (VP of Operations in Blue Springs, MS), and [Watkins Eager](#) was represented by David Ayers. Welcome aboard!!

We are planning our second quarterly membership meeting for August and will send out the details of this important event as soon as the planning is complete. Our annual golf outing is planned for October 20<sup>th</sup> this year, so please save the date for this great networking opportunity as well.

Please continue to support MAMA and the great State of Mississippi. Thank you and have a great day.

*'Stogie*

Donald Stoegbauer  
2011 MAMA President

## Important MAMA Information

<http://www.mamaonline.net>

### Mailing Address

Mississippi Automotive  
Manufacturers Association  
300 Nissan Dr., Bin 65  
Canton, MS 39046

### Contact Information

Kathryn Rodenmeyer  
Coordinator  
601-982-9570  
[msautomanufacturers@gmail.com](mailto:msautomanufacturers@gmail.com)

### To join MAMA

Please print the PDF application on the website and mail it to MAMA.

For additional information about MAMA or becoming a member, contact [Dave Boyer](#), MAMA Secretary.

## Southern Automotive Conference News

Southern Automotive Conference (SAC2011)

Joint meeting of [AAMA](#), [MAMA](#) and [TAMA](#)

November 3-4, 2011

Westin Convention Center, Huntsville, AL

For an agenda and to register, visit [www.aama.to](http://www.aama.to)

### SAC2011 Sponsorships Available

Contact: [Rana Clark](mailto:rana.clark@uah.edu) ([rana.clark@uah.edu](mailto:rana.clark@uah.edu))

#### GOLD SPONSOR (\$5,000)

**Benefits:**

One year membership in AAMA

Five minutes at Opening Luncheon to address attendees

Company logo on SAC2011 program and conference handouts

Two pages of text in program handout (black and white, sponsor provides layout)

Full page black and white ad in handout (sponsor provides layout)

Four (4) SAC2011 conference registrations

#### SILVER SPONSOR (\$2,000)

**Benefits:**

One year membership in AAMA

Company logo on SAC2011 program and conference handouts

One page of text in program handout (black and white, sponsor provides layout)

Half page black and white ad in handout (sponsor provides layout)

Three (3) SAC2011 conference registrations

#### BRONZ SPONSOR\* (\$1,000)

**Benefits:**

Company logo on SAC2011 program and conference handouts

1/4 page black and white ad in handout (sponsor provides layout)

Two (2) SAC2011 conference registrations

*\* Requires membership in one of the associations*

### SAC2011 Booths Available

The 2011 Southern Automotive Conference is fast approaching, and the [Alabama Automotive Manufacturers Association \(AAMA\)](#) launched its booth sales for the November 3-4, 2011 event.

Each association (MAMA, TAMA, AAMA) has a limited number to sell on a first come, first served basis. Please reply to [Kathryn Rodenmeyer](#) if you would like to **purchase one of MAMA's allocated booth spaces** at the 2011 SAC Conference. Once your company's membership is verified, your request will be sent to AAMA and copied to you. AAMA will follow up.

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## BOOTH COST/SCHEDULE

Cost: \$1,000

Includes the following:

- 10ft x 10ft exhibit area with drapes
- one 6ft table and two side chairs
- basic power; special power requirements must be negotiated with the hotel
- two conference registrations
- one-page black and white listing in conference handout (exhibitor must provide layout)

Nov 3: morning booth setup

Nov 3: exhibits open noon - 7:00 pm

Nov 4: exhibits open 7:00 - 8:00 am during registration and 9:30 - 10:30 am during break

## 2010 Video Highlights

The 2010 Southern Automotive Conference, sponsored by the Mississippi Automotive Manufacturers Association in Tunica, Mississippi at Harrah's Casino was well attended with over 400 participants, 25 Mississippi-based corporate sponsors, and 53 industrial exhibitors. The two day event addressed the ever-changing business environment facing today's automotive decision makers. [Click here](#) to view **video highlights** of the conference.



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## MAMA Scholar Spotlight

*The 2010 MAMA Scholarship program awarded \$14,000 between 8 deserving students at three community colleges and Mississippi State University. We are proud to feature the MAMA Scholars in this and future issues of the newsletter.*



Joseph Gavin Tolbert

A mechanical engineering major from Lucedale, MS, **Joseph Gavin Tolbert** attends [Mississippi State University](#), where he is training to join the ranks of engineers who are, as he states, "designing the world of tomorrow." After earning his engineering degree, he plans to continue his education at graduate-level business school. "An MBA would better help me to develop my leadership skills and take on leadership roles and positions with the company that I work for." Tolbert credits the MAMA scholarship for contributing to his opportunity to pursue these goals: "The financial struggle it takes to get an education can sometimes be discouraging, but it is because of scholarships like the MAMA scholarship that I will make it through."

## Upcoming Events

**PLEASE NOTE:** The **MAMA General Membership Meeting** scheduled for June has been postponed until **August**. We will be back in touch this summer with details.

SAVE THE DATE

- **Wednesday, June 1–Friday, June 3**  
**Mississippi Manufacturers Association 59<sup>th</sup> Annual Convention**



Location: [Beau Rivage Resort & Casino](#), Biloxi, MS

Visit the [MMA website](#) for details and to register.

- **Wednesday, June 22**  
**Nissan/Bank Plus Drive for Education Golf Classic**



Nissan/BankPlus  
Drive for Education  
Golf Classic

Location: [Lake Caroline Golf Club](#), Madison, MS

Schedule: 7:30 am registration,  
8:30 am tee time; 1:00 pm  
reception/lunch

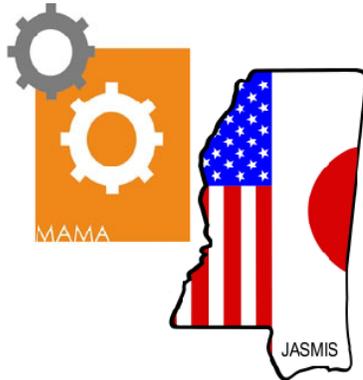
- **August TBA**  
**General Membership Meeting**

- **Thursday, October 20**  
**MAMA Golf Tournament**  
Proceeds to benefit the MAMA Scholarship Fund  
Location: [Lake Caroline Golf Club](#), Madison, MS  
Sponsorship information coming soon!

- **Thursday, November 3–Friday, November 4**  
**Southern Automotive Conference (SAC) 2011  
Joint AAMA, MAMA and TAMA Meeting**  
A joint meeting of the Alabama, Mississippi and  
Tennessee Automotive Associations  
Location: [Westin Convention Center](#), Huntsville,  
Alabama  
**Details** posted and updated at [AAMA website](#).

## Earthquake & Tsunami Relief for Japan

### *MAMA Joins JASMIS to Send Aid for Disaster Relief*



The Mississippi Automotive Manufacturers Association (MAMA) donated \$5,000 for disaster relief to the Japan-America Society of Mississippi (JASMIS). Funds will go directly to support the Sendai Earthquake and Tsunami disaster relief in Japan.

"Providing this donation is one way that we in the automotive manufacturing business can do our part to help with relief and recovery in Japan," said Don Stoegbauer, Nissan Paint Plant Director and 2011

MAMA President. "It is the right thing to do."

The Japan-America Society of Mississippi is a 501(c)(3) non-profit organization established in 2002 to serve all Mississippi residents and Japanese nationals with a mutual interest in each other's economy and culture. Based in Jackson and Tupelo, the Society sponsors a wide variety of business-related and enrichment programs to benefit its members and the general public through active contributions from its supporters. It is the statewide affiliate of the National Association of Japan America Societies.

JASMIS established the JASMIS Japan Relief Fund for the express purpose of providing earthquake and tsunami aid. One hundred percent of all donations will be directed to relief agencies inside Japan, in collaboration with the National Association of Japan-America Societies and the Consulate-General of Japan in Nashville.

"The Japan-America Society of Mississippi welcomes this heartfelt and generous contribution from our close friends at MAMA, and we look forward to putting it to work quickly" said Dr. Paul Tashiro, President of JASMIS. "The tragic circumstances unfolding in Japan now will not be short-lived. With support like this, JASMIS and its partners will be able to help make a long term impact in the region, and in the lives and communities that have been so dramatically affected."

#### **Additional Contributions for Relief Efforts**

Donations may be directed as follows:

*Payable To:* Japan-America Society of Mississippi  
*Address:* Japan-America Society of Mississippi JRF  
Post Office Box 7354  
Tupelo, MS 38802-7354  
*Memo:* JASMIS Japan Relief Fund

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Members of the Mississippi Automotive Manufacturers Association (MAMA) board present a \$5,000 donation to the Japan-America Society of MS (JASMIS) to aid in disaster relief for Japan. Pictured are (back row, left to right) Gina Daniels, executive director, Madison County Foundation, MAMA past president; David Boyer, retired - Nissan, MAMA secretary; Dr. Roger King, director, MS State University Center for Advanced Vehicular Systems, MAMA board; Tom Cook, of counsel, Copeland Cook Taylor Bush, P.A., MAMA board; Marty Hopkins, Yates Services, MAMA board; (middle row, left to right) Barbara McDaniel, external and governmental affairs, Toyota, MAMA board; Dan Bednarzyk, VP of Manufacturing, Nissan - Canton, MAMA board; Dr. Peggy Coleman, secretary, JASMIS; Derwood Boyles, honorary board member, JASMIS; Regina Boyles; (front row, left to right) Dr. Paul Tashiro, president, JASMIS and Donald Stoegbauer, paint plant director, Nissan - Canton, MAMA president.

## Job Hunter on MPB Spotlights Automotive Manufacturing

Mississippi Public Broadcasting (MPB) hopes to shed light on in-demand jobs in Mississippi through *Job Hunter*, a television series that guides viewers through the journey to find advanced manufacturing careers in Mississippi.

MPB TV premiered the first episode in January, which focused on automotive manufacturing (watch the [teaser](#)). The inaugural episode featured MAMA members Holmes Community College D.P. McGowan Workforce Training Center, Nissan, Systems

Electro Coating, and Mississippi State University Center for Advanced Vehicular Systems. Subsequent episodes highlight different industrial sectors in the state, from aerospace and heavy metal to unique and plastics manufacturing.

Tune in to MPB TV Thursdays at 7 p.m. and Saturdays at 4:30 p.m. to watch the series.



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## Nissan/BankPlus Drive for Education Golf Classic



### Nissan/BankPlus Drive for Education Golf Classic

You are invited to participate in the Annual Nissan/BankPlus Drive for Education Golf Classic on Wednesday, June 22, 2011 at Lake Caroline Golf Club in Madison, Mississippi. This golf outing is a fundraiser for the Nissan/BankPlus Mini-Grant Program for Madison County and Canton school districts.

Your company's entry into the tournament really makes a difference. Since 2007, sponsors have helped us raise over \$200,000 for these two districts. The money raised will allow teachers and students to benefit from grants of up to \$1,500 each, which will enhance their current classroom curriculums.

To register your company as a sponsor and/or as a team, or for additional information, please email/call Bryan Horn ([bryan.horn@nissan-usa.com](mailto:bryan.horn@nissan-usa.com)/601.855.6191).

Thank you for your consideration. We hope you will make it a priority to participate.

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## CAVS & CAVSE: A Pathway to Growth in the Automotive Manufacturing Industry

### *First Quarter 2011 General Meeting Highlights*

The Mississippi Automotive Manufacturers Association (MAMA)'s first General Membership Meeting of the year convened on March 25, 2011 at Mississippi State University's Center for Advanced Vehicular Systems Extension Center (CAVSE) in Canton, MS. Prior to introducing the scheduled business of the day, MAMA president Donald Stoegbauer presented a \$5,000 check to Paul Y. Tashiro, president of the Japan-America Society of Mississippi (JASMS), for support of the relief effort related to the massive earthquake that struck Japan.



**CAVS**



**CAVS  
EXTENSION**

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After the check presentation, [Dr. Roger King](#), director of Mississippi State University's [Center for Advanced Vehicular Systems \(CAVS\)](#) and MAMA board member, offered a general overview of CAVS' research activities, capabilities, facilities, and other means of support that are available to sustain and advance automotive manufacturers and suppliers in the ever-changing, financially demanding, technologically robust business environment in which they operate. As Dr. King explained, the management teams for both CAVS in Starkville and the CAVSE in Canton maintain unflagging outreach efforts to industry, particularly Mississippi industry, in order to increase awareness and utilization of both centers' unique resources.

To that end, directly following the meeting, CAVS and CAVSE faculty hosted 20-minute breakout sessions to highlight some of those particular services and capabilities, including:

- ✦ ***Manufacturing Simulation Modeling*** – Simulation modeling used to diagnose bottlenecks and to develop alternatives to improve plant productivity.
- ✦ ***Rapid Problem Solving*** – Powerful paradigm using a data driven methodology to resolve dominant causes of manufacturing problems and radically improve the quality of manufacturing processes.
- ✦ ***Lean Manufacturing*** – Wide variety of workshops and technical assistance available to support lean transformation of manufacturing operations.
- ✦ ***Engineering Support*** – Advanced capabilities available to support product design and development.
- ✦ ***Advanced Materials Testing Capability*** – Laboratory services and advanced testing equipment for materials and product testing.

For additional information, please contact [Roger King \(CAVS\)](#), [Zach Rowland \(CAVS\)](#), or [Clay Walden \(CAVSE\)](#).



**MISSISSIPPI STATE**  
UNIVERSITY



JAMES WORTH  
**BAGLEY**  
COLLEGE OF ENGINEERING  
MISSISSIPPI STATE UNIVERSITY

## MAMA Board of Directors

NAME	POSITION	TITLE/COMPANY
<a href="#">Gina Daniels</a>	Past President	Executive Director <a href="#">Madison County Foundation</a>
<a href="#">Donald Stoegbauer</a>	President	Director, Paint Operations <a href="#">Nissan North America</a>
<a href="#">Kevin Logan</a>	Vice President	Vice President, Plant Manager <a href="#">Unipres Southeast USA, Inc.</a>
<a href="#">Gene Delcomyn</a>	Treasurer	Senior Executive Vice President and President Metro Region <a href="#">BankPlus</a>
<a href="#">Dave Boyer</a>	Secretary	Vice President, Manufacturing (retired) <a href="#">Nissan North America</a>

## MAMA Board of Directors (cont.)

NAME	POSITION	TITLE/COMPANY
Steve Bednark	Director	Plant Manager Tower Automotive-Madison
Dan Bednarzyk	Director	Vice President, Manufacturing Nissan North America
Mike Blankenship	Director	Director Workforce Development Center Holmes Community College
Tom Cook	Director	Attorney, Of Counsel Copeland, Cook, Taylor & Bush, P.A.
Patrick Higgins	Director	Managing Director Marsh
Marty Hopkins	Director	Group Manager, Maintenance Yates Services
Whit Hughes	Director	Deputy Director Mississippi Development Authority
Roger King, PhD	Director	Director Center for Advanced Vehicular Systems Mississippi State University
Barbara McDaniel	Director	External & Governmental Affairs Toyota
Trent Mulloy	Director	President Laurel Machine & Foundry
John Turner	Director	Director of Economic Development Entergy
Kathryn Rodenmeyer, APR	Coordinator	Coordinator Mississippi Automotive Manufacturers Association