



Transmission

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Mississippi Automotive
Manufacturers Association

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[Mississippi Automotive Manufacturers Association \(MAMA\)](#)

[Alabama Automotive Manufacturers Association \(AAMA\)](#)

[Tennessee Automotive Manufacturers Association \(TAMA\)](#)

[Automotive News](#)

[Autobeat](#)

[Mississippi Department of Employment Security](#)

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[Mississippi Manufacturers Association](#)

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FROM THE DESK OF THE MAMA PRESIDENT

The last three months of 2011 closed the year with a flurry of activity, including the Toyota Line-Off ceremony in Blue Springs, the MAMA Scholarship Golf Tournament, and selection of the 2011 Scholars and Award of Excellence recipients. In my closing letter as president, I wanted to share with you a recap of the 2011 Southern Automotive Conference, "Restarting and Preparing for the Future," which was held November 3 – 4, 2011 in Huntsville, Alabama at the Westin Hotel and Convention Center.

The SAC rotates between Alabama, Tennessee, and Mississippi automotive associations, currently on a three-year cycle. However, all three organizations have a vested interest in the event's success and thus help the hosting association throughout the year in the planning of the event. This year was no exception.

I had the privilege to represent [MAMA](#) in the Lean Manufacturing panel discussions. Panelists presented the types of waste in the manufacturing process and discussed how to identify and reduce them in order to become more efficient. We also were asked to highlight our organization's demographics and accomplishments for 2011.

A joint board meeting with MAMA, [TAMA](#) and [AAMA](#) board members was held on Thursday evening that was attended by several of our board members, and we again shared the state of our business with those groups. The [Georgia AMA](#) was present at this meeting and updated the group as well.

During the entire conference we were able to display our new membership fliers and MAMA membership applications in a major display area for all the associations.

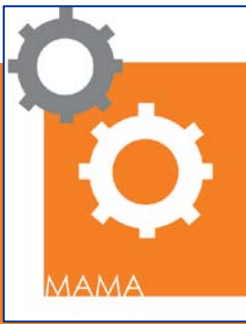
Keynote speaker [Kim Korth](#), President and owner of [IRN, Inc.](#), along with the OEM panel representing seven OEM/site specific speakers, highlighted Friday's events. This created a great atmosphere for learning what others are doing to improve in several areas of manufacturing. There was also abundant time to network with members from TAMA and AAMA as well as peruse the over 50 display areas set up throughout the two-day conference. Workshops offered during the conference were Employee Engagement, Lean Manufacturing, and Sustainability.

The [2012 SAC](#) will be hosted by TAMA and held in the Chattanooga area in October 2012. We will be looking forward to this event to network, learn and share information with our neighboring associations as well as our vendors and sponsors.

Thanks for the opportunity to represent our outstanding organization at this event and throughout 2011. Our region is poised for growth in 2012, and we are excited about the opportunities for the automotive industry in Mississippi.

Stogie

Donald Stoegbauer
2011 MAMA President



TOYOTA BEGINS COROLLA PRODUCTION IN MISSISSIPPI

Toyota team members and the automotive manufacturing industry celebrated the opening of [Toyota Motor Manufacturing, Mississippi, Inc.](#) (TMMMS) on Thursday, November 17, 2011. The company's new \$800 million plant outside of Tupelo assembles the Corolla.



Image from <http://www.toyotainaction.com/us/ms/>

Joining the celebration were Toyota Motor Corporation President Akio Toyoda and Mississippi Governor Haley Barbour. Don Stoegbauer, 2011 MAMA President, and MAMA Board Member Barbara McDaniel, director of governmental and external affairs for Toyota, were among those who attended the line-off ceremony.

TMMMS is Toyota's seventh wholly-owned vehicle assembly plant in North America. The plant has the capacity to produce 150,000 vehicles annually and will employ nearly 2,000. [Click here](#) to learn more about TMMMS and its impact in Mississippi.

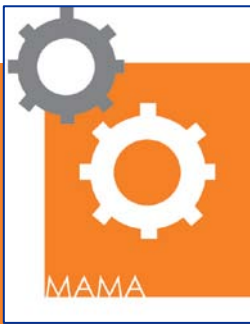
"Toyota has helped broaden opportunities in the automotive manufacturing industry in Mississippi," said Stoegbauer. "The association welcomes them and anticipates growing and becoming stronger in the coming months and years."

Fast Facts about Toyota in Mississippi

Location	Blue Springs, MS
Product	Toyota Corolla
Production capacity	150,000 vehicles/year
Site area	1,700 acres
Employment	2,000 by early 2012
Investment	\$800 million



Akio Toyoda, president of Toyota Motor Corporation, displays the State of Mississippi's new license plate on the first TMMMS-built Corolla on Nov. 17, 2011



UPCOMING EVENTS

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- **Wednesday, February 22 – Thursday, February 23, 2012**
Nissan Innovation Conference
Location: Nissan Plant, 300 Nissan Dr, Canton, MS
Conference: February 22: 8 am – 5 pm
February 23: 8 am – noon

- **Friday, March 2 – Saturday, March 3, 2012**
Cars Under the Stars
Car Show and MAMA Membership Event
March 2: Car show, quarterly MAMA membership meeting & social event
Emails will be sent with details about this members-only event
March 3: Car show open to the public
Tickets available at the door

- **June 2012**
Quarterly MAMA Membership Meeting
Location: [Center for Manufacturing Excellence](#)
[The University of Mississippi](#)
Additional details TBA

- **Friday, September 7, 2012**
Community Development Foundation
(Tupelo/Lee County Chamber of Commerce)
First Friday Forum
Sponsored by [MAMA](#)
Time: 7 am
Location: Food Court, Mall at Barnes Crossing, Tupelo, MS

- **Thursday, October 11 – Friday, October 12, 2012**
Southern Automotive Conference (SAC)
Joint AAMA, MAMA and TAMA Meeting
A joint meeting of the Alabama, Mississippi and Tennessee Automotive Associations
Location: Chattanooga, TN
[Click here](#) for additional details TBA
Questions: Contact Karen Hunter-Lowery
khunterlowery@tennauto.org

- **Thursday, October 25, 2012**
MAMA 8th Annual Scholarship
Golf Tournament
Proceeds to benefit the [MAMA Scholarship Fund](#)
Location: [Lake Caroline Golf Club](#), Madison, MS
Time: 7:30 am
Registration & details TBA



ANNUAL SCHOLARSHIP GOLF TOURNAMENT & AWARD OF EXCELLENCE

The 7th annual MAMA Scholarship Golf Tournament was held Thursday, October 20, 2011 at the [Lake Caroline Golf Club](#). The tournament had a chilly start at 8 am, and the 18 teams enjoyed a hamburger buffet after shooting the links.

A short MAMA membership meeting was held to recognize new members as well as the 5th Annual Award of Excellence recipient.



The 2011 Award of Excellence was given to the [Mississippi Development Authority](#). The nominations noted that the support MDA provided to MAMA for the 2010 Southern Automotive Conference helped make the event a success.

MDA Director of Existing Business Development Skip Scaggs and former MDA Deputy Director Whit Hughes accepted the award on behalf of MDA.

NISSAN INNOVATION CONFERENCE 2012



Hosted by [Nissan](#), [Mississippi State University's Center for Advanced Vehicular Systems Extension](#), and the [Mississippi Automotive Manufacturers Association](#), this year's Innovation Conference will be at the Nissan Plant, 300 Nissan Drive, Canton, MS, 39046 on February 22-23, 2012. The event is designed to provide automotive manufacturers and related businesses exposure to new and innovative equipment for improving quality in the automotive industry.

All MAMA members are invited to attend the conference. This will be a great opportunity to view the exhibitors' displays and network with colleagues in the industry. No registration is required. Carpooling is greatly appreciated.

For additional information, email [Jill Sellers](#), Program Coordinator, CAVSE, or call her at 601-407-2746.

CONFERENCE SCHEDULE

Wednesday, February 22

8 am – 5 pm

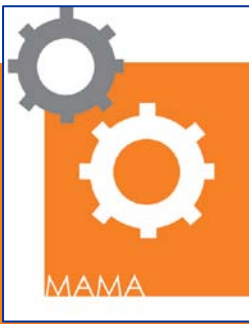
Thursday, February 23

8 am – noon

MAMA'S NEW LOOK— COMING TO A BROWSER IN FRONT OF YOU

MAMA's [website](#) is being redesigned to be more web-savvy and user-friendly. The new site will launch in February. Check us out!





2011 BOARD OF DIRECTORS

The 2011 Board of Directors recently had some changes:

- Steve Bednark of Tower Automotive—Madison resigned his post. He was replaced by Jason Miller of Tower.
- Whit Hughes of Mississippi Development Authority resigned his post. He was replaced by Skip Scaggs.

A slate of board members will be presented to the membership at the first meeting of the organization in 2012.

NAME	POSITION	TITLE/COMPANY
Gina Daniels	Past President	Executive Director Madison County Foundation
Donald Stoegbauer	President	Director, Paint Operations Nissan North America
Kevin Logan	Vice President	Vice President, Plant Manager Unipres Southeast USA, Inc.
Dave Boyer	Secretary	Vice President, Manufacturing (retired) Nissan North America
Jason Miller	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
Skip Scaggs	Director	Director Existing Business and Industry Division 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