



**2015 SC AUTOMOTIVE SUMMIT
& SC AUTO WEEK AGENDA**

Presented by



Topics and Speakers subject to change.

MONDAY, FEBRUARY 23

CUICAR | 5 Research Drive, Greenville, SC

8:45 am – 1:30 pm Pre-Summit Session: BMW Ultimate Driving Experience

BMW Performance Center | Greer, SC

Treat customers, suppliers, colleagues and yourself to the Ultimate Driving Experience! Behind the wheel of several high performance BMWs, you'll unleash your inner "Andretti" on three wildly exciting test tracks. Finish it off with a hot lap ride with a professional driver and your steely nerves will definitely be put to the test! Lunch and refreshments provided.

Cost: \$250 SCAC members; \$350 non-members

*(LIMITED CAPACITY: 18 **SOLD OUT!**)*

10:00 am – 2:30 pm Pre-Summit Session: ITIC Ride & Drive

AT&T Auditorium | CUICAR & ITIC Track

Take part in the worldwide exclusive unveiling of the draft master plan of the International Transportation Innovation Center's (ITIC) testing facilities. Located in Greenville, S.C., the expansion of the ITIC automotive test bed is being designed as the largest and most comprehensive in the U.S! Participants can provide ITIC and Tilke GmbH engineers with feedback on the master plan, then engage in an unforgettable ride & drive at the current ITIC test track in some of today's most high tech automobiles. This is one event you want to attend!

Transportation, lunch and refreshments provided.

(LIMITED CAPACITY: 100)

Cost: Included in the cost of Full Summit or Day One only. Must register for the SC Automotive Summit and select the ITIC Ride & Drive Session when registering.

2:30 pm Registration Open for Summit Attendees

AT&T Auditorium | CUICAR

3:00 pm

First Business Session

AT&T Auditorium | CUICAR

SC Automotive Council Greetings by Executive Director, Catherine Hayes

Opening Remarks by SCAC Chairman Hank Bennett, Robert Bosch, LLC

IngeniousSC! sponsored by CUICAR

Be among entrepreneurs, inventors, automotive start-ups, established Tier 1's, OEM's, and angel/venture capital investors previewing commercialization-ready technologies. Dynamic demonstrations of automotive innovations will feature Clemson University research that sets the stage for a mind-blowing three days!

Clemson University International Center for Automotive Research (CUICAR)

CUICAR Executive Director, Fred Cartwright

Industry Panel: Partnership Models to Integrate Innovation

Panelists representing manufacturers, suppliers and researchers share best practices for developing game-changing partnerships. Distinguished panelists and moderator include:

- Mike Mansueti, President, Robert Bosch, LLC
- Frank Gabbianelli, Chief Engineer, Magna Cosma International
- Ralph Dimenna, Director of Global Incubator Program Office, Michelin
- Greg Hillman, Director, SC Launch
- Moderator, Gary Smyth, Executive Director of Global R&D Laboratories, General Motors

CUICAR Intellectual Property Presentations

Clemson University faculty will present robust intellectual property to consider for commercialization in the areas of Advanced Manufacturing, Advanced Materials and Connectivity.

5:30 pm

**Opening Night Reception sponsored by Michelin
with Poster Presentations & Investor Networking**

AT&T Lobby | CUICAR

Get to know your fellow Summit attendees and sponsors at the Opening Night Reception. Learn more about the intellectual property and commercialization opportunities at the poster presentations. Hors d'oeuvres and beverages served. Special musical entertainment provided by **Doug Norwine**, saxophonist for the hit TV show *The Simpson's*!

7:00 pm

Individual Dinner Arrangements

7:00-10:00 pm

Hospitality Suite sponsored by HTI Employment Solutions
(Hyatt Teal Room)

TUESDAY, FEBRUARY 24

[Hyatt Regency Greenville | 220 N. Main St.](#)

7:30 am

Registration/Continental Breakfast/Exhibit Showcase

8:30 am

Second Business Session

SC Automotive Council Greetings by Executive Director, Catherine Hayes

Welcoming Remarks by SCAC Chairman Hank Bennett, Robert Bosch, LLC

- 8:45 am** **State of the S.C. Automotive Industry**
Bobby Hitt, S.C. Dept. of Commerce Secretary
S.C. Department of Commerce Secretary Bobby Hitt will highlight recent achievements within South Carolina’s burgeoning automotive industry and share exciting new developments from within and outside the state that will have a positive affect on the state’s industry overall.
- 9:15 am** **The Key Role of Supply Chains in the U.S. Automotive Industry and Beyond**
Dr. Susan Helper, U.S. Dept. of Commerce
- 10:00 am** **Redefining Mobility: from the Products We Make to those who Innovate Them**
Mike Mansuetti, President, Robert Bosch, LLC
- 10:45 am** **Break and Exhibit Showcase**
- 11:15 am** **Special Honorary Ceremony by Clemson University and Personal Interview:**
Ratan Tata with Automotive News Editor-in Chief, Keith Crain
Chairman Emeritus of India’s Tata Motors, Ratan Tata, makes a special appearance at the S.C. Automotive Summit where he will receive an honorary Doctorate degree from Clemson University followed by an exclusive on-stage interview with Keith Crain, editor-in-chief of *Automotive News*. Tata Motors is India’s largest automotive manufacturer and is making significant strides in global expansion.
- 12:15 pm** **Lunch and Exhibit Showcase**
- 12:30-12:45 pm** **Press Conference iMAGINE Upstate:**
Igniting Industry Leaders to Inspire the Workforce of Tomorrow
iMAGINE Upstate is series of programs and events promoting workforce development culminating in a festival on Saturday, April 4th, 2015. More than a festival, iMAGINE Upstate is an experience created to inspire students to take charge of their future.
- 1:15 pm** **Workforce Development Best Practice Panel**
With a national crisis in workforce readiness for manufacturing positions, academic and industry leaders consider challenges, opportunities and solutions to attract diverse students through each stage of education leading to a technical position. Moderator, Sky Foster, will explore innovative ideas with Panelists:
- Dr. Keith Miller, President, Greenville Technical College
 - Dr. Bob Couch, Director, Career Technical Education Lexington-Richland 5
 - JoAnn Bortles, SEMA Committee & Hot Rodders of Tomorrow
 - Steven Rath, Honda of SC Manufacturing, Inc.
 - Moderator, Sky Foster, Department Manager Corporate Communications, BMW Manufacturing Company, LLC
- 2:15 pm** **Academic/Industry Partnership Models in Practice**
- Susan Mizelle, Sage Automotive Interiors
 - Matt Critell, Dr. Phinnize J. Fisher Middle School

- 2:30 pm** **DEEP ORANGE, CUICAR**
Dr. Zoran Filipi, Chair Department of Automotive Engineering and CUICAR Masters Students
Deep Orange, a framework that immerses graduate automotive engineering students with OEM's and suppliers, incorporates breakthrough product innovations and new processes. Working collaboratively, students, multi-disciplinary faculty, and participating industry partners focus on producing a new vehicle prototype each year that WOWS the industry.
- 3:00 pm** **Break and Exhibit Showcase**
- 3:30 pm** **Designing the Future: Sage Automotive Interiors**
Dirk Pieper, CEO, and Julie Jacobs, Global Design Manager
For Sage Automotive Interiors, design inspiration comes from many places. This talk will highlight areas we explore for inspiration, new ideas and potential technologies that inform our future in the automotive interior space. It will cover the trend research, advanced product development approaches and the connections that have been forged through work with automotive collaborators at Clemson's ICAR campus.
- 4:15 pm** **Welcome to the City of Greenville**
Mayor Knox White, City of Greenville
- 4:25 pm** **Proterra: The Future of Urban Mobility**
Ryan Popple, CEO, and Eric McCarthy, VP Government Relations & General Counsel
Public transportation is reaching a cross road where alternative sources of energy and faster, more efficient vehicles must be sought. Executives of Proterra, the first electric bus manufacturer in the U.S., will provide an update on exciting technological advancements occurring within their company and the public transportation industry, along with new business developments.
- 5:10 pm** **Proterra Bus miniTour of Greenville**
Transportation to Reception
- 5:30 pm** **Reception sponsored by SAE Foundation**
Children's Museum of the Upstate
Transportation will be provided to and from the nearby Children's Museum of the Upstate for an industry reception. This lively location with live music and hands on fun ensures an entertaining experience for all!
- 7:15 pm** **Individual Dinner Arrangements**
7:00-10:00 pm **Hospitality Suite sponsored by HTI Employment Solutions**
(Hyatt Teal Room)

WEDNESDAY, FEBRUARY 25

[Hyatt Regency Greenville | 220 N. Main St.](#)

7:15 am – 8:15 am	Sign Up 1: SC Automotive B2B Supplier Matchmaker sessions Requires Preregistration
7:30 am	Breakfast and Exhibit Showcase
8:30 am	Third Business Session <i>Remarks by SCAC Chairman Hank Bennett, Robert Bosch, LLC</i>
8:35 am	KPMG White Paper: <i>Me, My Car, My Life</i> <i>The New World Order: Revolution in the Automotive Ecosystem</i> <i>Gary Silberg, KPMG Partner & National Automotive Sector Leader</i> Not since the first automotive revolution has there been such stunning innovation in the industry. Autonomous vehicles are only part of the story. The convergence of consumer and automotive technologies and the rise of mobility services are transforming the automotive industry and the way we live our lives.
9:30 am	Increasing Complexity: Managing Change in the Supply Chain <i>Laurie Harbour, President & CEO, Harbour Results</i> What trends are driving changes within the automotive industry? Laurie Harbour will discuss how increased complexity impacts every aspect of vehicle development and manufacturing and subsequently, the implications through the supply chain. Participants will hear key insights and information that will better prepare them for future success.
10:30 am	Break and Exhibit Showcase
10:45 am	Regional Collaboration in the New Automotive Economy: Center for Automotive Research (CAR) Industry Panel Bernard Swiecki, CAR Assistant Director Automotive Communities Partnership, will present a briefing on the implications of Mexico's success in attracting critical automotive investments over the last decade and how the SE region can compete and share in their success. A panel of industry experts, automakers and suppliers will then discuss how the region can better support its automotive endowment and grow it in the future. Panelists include: <ul style="list-style-type: none"> · Frank Ervin, Director Government Affairs, Magna International · Kim Ketchum, Director Corporate Business Development, Magneti Marelli · Kim Hill, Director of Sustainability and Economic Development, CAR
11:45 am	Door Prizes you want to WIN! <i>Closing Remarks by SCAC Chairman Hank Bennett, Robert Bosch, LLC</i> <i>Post Summit Sessions, SCAC Executive Director, Catherine Hayes</i>
11:55 am	SC Automotive Summit Adjourn

WEDNESDAY, FEBRUARY 25

Hyatt Regency Greenville | 220 N. Main St.

Post-Summit Sessions at the Hyatt require preregistration and include a Networking Lunch:

- CFO Forum
- SC Automotive B2B Supplier Matchmaker

**11:00 am – 1:00 pm Sign Up 2: SC Automotive B2B Matchmaker sessions
Requires Preregistration**

12:00 – 1:00 pm Networking Lunch precedes Post-Summit Sessions

1:00 pm – 3:30 pm Post-Summit Session: CFO Forum sponsored by KPMG

[Hyatt Regency Greenville | 220 N. Main St. | Crepe Myrtle Board Room](#)

Financial officers and directors throughout the automotive industry will gather for a networking and educational event. KPMG, Gary Silberg, will moderate a high powered industry panel discussing the “New Economics of the Industry.” With highlights from the KPMG Automotive Brief, *Is your Launch Process as Innovative as Your Cars?*, panelists and participants will consider insights pertinent to new product launch from a finance perspective: planning, budgeting, and reacting to change.

Distinguished CFO panelists include:

- Sherry McCraw, CFO, BMW Manufacturing Company
- Karl Kehr, CFO, ZF Transmissions Gray Court
- Paige Reed, CFO, Sage Automotive Interiors
- Stefan Bude, President and CFO, Draexlmaier Automotive of America

Networking Lunch included and CPE Credit available.

Limited Capacity: 30

**1:15 pm – 4:00 pm Post-Summit Session: SC Automotive B2B Supplier Matchmaker
Hosted by the SC Dept. of Commerce & SC Automotive Council**

[Hyatt Regency Greenville | 220 N. Main St. | Teal Ballroom – 2nd floor](#)

With over 250 companies manufacturing in South Carolina’s automotive industry, this matchmaker event is designed to find connections between OEM’s/Tier 1 companies and automotive suppliers to improve the supply chain for the best quality, delivery and value. The B2B Matchmaker is a focused speed-dating between procurement and engineering representatives and potential manufacturing and technical service suppliers. Networking Lunch included.

Preregistration is required and sign-ups for the matchmaking sessions are onsite from 11:00 am - 1:00 pm. B2B Matchmaking Sessions begin at 1:15 pm.

5:00 pm – 7:00 pm Post-Summit Session: SAWF Summit Soiree

[BMW Zentrum | Greer, SC](#)

The Southern Automotive Women’s Forum (SAWF) will host a professional development reception at the BMW Zentrum featuring issues relevant to women in automotive. Hors d’oeuvres and beverages provided. Learn more about SAWF and Register for this event at: <http://www.southernautowomen.org/>

ADDITIONAL S.C. AUTO WEEK EVENTS ...

See highlights below and find additional events on the new SC Auto Week website:

<http://scautoweek.com/>

Thursday, February 26

CUICAR | 5 Research Drive

9:00 am – 1:00 pm

All Girls Auto Know!

Presented by SAWF/SCAC/CUICAR

300 area middle school girls, parents, counselors and teachers will embark on a most STEAM-ulating field trip! Students and Adults will hear from some of the southeast's most innovative automotive industry professionals and see first-hand how females are shifting gears to help drive the direction of SC's auto industry.

Special guests include the Hot Rodders of Tomorrow Team Royal Purple, one of three ALL GIRL teams out of 110 teams, who qualified for the Championship playoff! <http://www.hotroddersoftomorrow.com/>. Invitation only.

Saturday, February 28

Michelin North America | The Parkway off Pelham Road and I-85

8:00 am – 12:00 pm

Cars and Coffee Custom Car Showcase - Public Welcome!

Car enthusiasts from across the spectrum will gather to either showcase their own car or simply admire those on display. There is no limit to what you'll find here: classic cars to candy cars, electric cars to monster trucks, roadsters to limousines, ... it's a veritable cacophony of cars! No registration is necessary. Visit Cars & Coffee of the Upstate on Facebook for event details.