



To: OESA Members and Industry Guests
From: Neil De Koker, President and CEO, OESA

BULLETIN: 09-22
Date: November 3, 2009

OESA 2009 Outlook Conference and 11th Annual Meeting of Members
“New Thinking for a New Automotive Industry”

Nov. 9, 2009

Detroit Marriott Renaissance Center ♦ Detroit, Mich.

7:30 a.m. – 8:30 a.m. Registration, Continental Breakfast and Networking

8:30 a.m. – 5:30 p.m. Program ♦ 5:30 p.m. – 6:30 p.m. Reception ♦ 6:30 p.m. – 8:30 p.m. Dinner Program

The OESA board of directors and the OESA team invite members and industry guests to attend the OESA 2009 Outlook Conference and 11th Annual Meeting of Members on Nov. 9, 2009, at the Detroit Marriott Renaissance Center in Detroit, Mich.

This year's event is intended to be different. As always, it will be a time to learn from one another and develop new and existing relationships. It will also be a time for OESA members to show their support for *their* trade association. The accomplishments this year are due to the strong network of suppliers that makes up OESA.

The theme of the conference, “New Thinking for a New Automotive Industry,” recognizes that the automotive industry is undergoing a major transformation. It also delivers the message that it will take great minds, and execution, to achieve future success.

Confirmed speakers include:

- **Mike Jackson**, Chairman and CEO, AutoNation, Inc.
- **John Murphy**, Senior Director, Bank of America Merrill Lynch
- **James S. McElya**, CEO and Executive Chairman, Cooper-Standard Automotive Inc.
- **Michael Robinet**, Vice President, Global Vehicle Forecasts, CSM Worldwide
- **Gerald Greenwald**, Managing Partner and Co-Founder, Greenbriar Equity Group LLC
- **Barb Samardzich**, Vice President, Global Powertrain Engineering, Ford Motor Company
- **Mark Reuss**, Vice President, Global Vehicle Engineering, General Motors Co.
- **Kim Korth**, President and CEO, IRN, Inc.
- **John Weber**, President and CEO, Remy International
- **Peter Marks**, Chairman, President and CEO, Robert Bosch LLC
- **Roland Ehniss**, Executive Vice President, Electric Vehicle and Hybrid Technology, Robert Bosch GmbH
- **Juergen Reers**, Managing Partner, Roland Berger Strategy Consultants
- **Stephen J. Girsky**, President, S. J. Girsky and Co.
- **The Honorable Dave McCurdy**, President and CEO, The Alliance of Automobile Manufacturers
- **Steve St. Angelo**, Executive Vice President, Toyota Motor Engineering & Manufacturing North America

Linda Hasenfratz, CEO, Linamar Corporation, and the 2008-09 chair of OESA will deliver the chair's remarks during the annual meeting of members. A newly elected chairman will be introduced, as well as new members of the OESA 2009-10 board of directors.

Overnight accommodations are available for meeting attendees at the Detroit Marriott Renaissance Center for \$139 per night plus tax. Reservations at this discounted rate can be made through Oct. 19, 2009, after that date the rate is not guaranteed. To make a reservation, contact the Detroit Marriott Renaissance Center directly at 313.568.8000 and indicate you are with the OESA Annual Conference.

OESA members and industry guests may register in the events section of <http://www.oesa.org>. For registration questions, contact Felece Hickman at 248.952.6401 ext. 237 or fhickman@oesa.org. For content information, contact John Chalifoux at 248.952.6401 ext. 233 or jchalifoux@oesa.org.



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7:30 a.m.

Registration, Continental Breakfast and Networking

Registration Courtesy of: Inteva Products

Continental Breakfast Courtesy of: Whitehall Group, L.L.C

Annual General Meeting of Members

8:30 a.m.

Chair’s Remarks: **Linda Hasenfratz**, CEO, Linamar Corporation

President’s Report: **Neil De Koker**, President and CEO, OESA

Washington Update: **Ann Wilson**, Senior Vice President, Government Affairs, MEMA

OESA 2009 Outlook Conference

9 a.m.

Welcome and Introduction

Neil De Koker, President and CEO, OESA

9:10 a.m.

A New Automotive Industry: Unprecedented Norms Present High-Risk Opportunities

- **Stephen J. Girsky**, President, S. J. Girsky & Co.
- **Michael Robinet**, Vice President, Global Vehicle Forecasts, CSM Worldwide
- **John Murphy**, Senior Director, Bank of America Merrill Lynch
- **Kim Korth**, President and CEO, IRN, Inc.
- Moderator: **Dave Andrea**, Vice President, Industry Analysis and Economics, OESA

10:35 a.m.

Networking Break and Review of Exhibits

11 a.m.

Continuous Improvement; Continuous Quality

Steve St. Angelo, Executive Vice President, Toyota Motor Engineering & Manufacturing N.A., Inc.

11:35 a.m.

The Reinvention of General Motors

Mark Reuss, Vice President, Global Vehicle Engineering, General Motors Company

12:10 p.m.

Lunch

Lunch Courtesy of: HONIGMAN and Faegre & Benson

1:10 p.m.

Lunch Keynote Address

Mike Jackson, Chairman and CEO, AutoNation

1:55 p.m.

Move to conference room



ORIGINAL EQUIPMENT SUPPLIERS ASSOCIATION **AGENDA**

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AGENDA (cont.)

- 2:10 p.m. New Thinking: Key Steps to Achieving Better Results
- **James S. McElya**, Executive Chairman and CEO, Cooper-Standard Automotive, Inc.
 - **Peter Marks**, Chairman, President and CEO, Robert Bosch LLC
 - **John Weber**, President and CEO, Remy International
 - Moderator: **Neil De Koker**, President and CEO, OESA
- 3:25 p.m. Networking and Review of Exhibits
- 3:50 p.m. Technology Outlook: E-Mobility and Electrification of the Vehicle
- **Barb Samardzich**, Vice President, Global Powertrain Engineering, Ford Motor Company
 - **Roland Ehniss**, Executive Vice President, Robert Bosch GmbH
 - **Knut A. Simonsen**, Senior Vice President - Strategy and M&A, President - Energy Ventures, DTE Energy
 - Moderator: **Juergen Reers**, Managing Partner, Roland Berger Strategy Consultants
- 4:50 p.m. The Role of Private Equity in the Revitalization of the Automotive Industry
Gerald Greenwald, Managing Partner, Greenbriar Equity Group
- 5:25 p.m. Closing Remarks
Neil De Koker, President and CEO, OESA
- 5:30 p.m. Reception and Review of Exhibits
Networking Reception Courtesy of: SAP
- 6:30 p.m. Dinner Program
Presentation of Outgoing Chairman Gift and Incoming Chairman Remarks
Dinner
Dinner Courtesy of: Italian Trade Commission
- 7:45 p.m. Dinner Keynote Address
The Honorable Dave McCurdy, President and CEO, The Alliance of Automobile Manufacturers
- 8:30 p.m. Adjournment



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Company: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____

1. Name: _____ e-mail: _____

Title: _____

2. Name: _____ e-mail: _____

Title: _____

Registration Fees:

OESA Members:

Early Bird – On or before Oct. 26, 2009 _____ x \$595 = _____

Standard – After Oct. 26, 2009 _____ x \$695 = _____

Non-Members:

Early Bird – On or before Oct. 26, 2009 _____ x \$750 = _____

Standard – After Oct. 26, 2009 _____ x \$850 = _____

Payment Method: Check enclosed for \$ _____ (Make check payable to OESA) -OR-

Charge to (Select One): American Express MasterCard VISA

Card Number _____ Expiration Date _____

Name (as it appear on card) _____ Signature _____

Notes: **Refunds cannot be given after Oct. 26, 2009.** Substitutions are always welcome. Pay at the door registrants are held to the same cancellation policy as prepaid registrants and will be invoiced if cancellation is not received by Oct. 26, 2009. Fax the completed registration form to 248.952.6404 or register online with credit card payment at <http://www.oesa.org>.