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# Original Equipment Suppliers Association

## AGENDA

### OESA 2019 Professional Development Series II

April 12, 2019

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

8 a.m. – 11:30 a.m. Program

MSU Management Education Center

811 W. Square Lake Rd., Troy, Mich.

- 7:30 a.m. Registration, Networking & Continental Breakfast
- 8 a.m. Welcome and Introductions  
**Steve Horaney**, Vice President, Membership & Sales, OESA
- 8:10 a.m. Crafting a Compelling Vision  
**Jan Griffiths**, President & Founder, Gravitas Detroit  
“People don’t buy what you do, they buy why you do it” – Simon Sinek  
Crafting a compelling vision not only for your company and product, but also for your career, is critical to your success.
- 9:30 a.m. Networking Break
- 9:55 a.m. Managing “Directed Buy” Agreements  
**Michael Brady**, Partner, and Co-Chair, Automotive Industry Practice Group, Warner Norcross + Judd  
Learn how OEM customers are using “Directed Buy” arrangements, understand and develop a “Responsibility Matrix,” and how suppliers should approach these arrangements.
- 10:45 a.m. Industry Technology Update  
**Brian Daugherty**, Chief Technology Officer, Motor and Equipment Manufacturers Association (MEMA)  
Daugherty will share an update on current technology issues facing the automotive industry including automation, CAFE, V2X and cybersecurity as well as discuss realistic timing and expectations.
- 11:30 a.m. Wrap-Up and Adjournment  
**Steve Horaney**, Vice President, Membership & Sales, OESA