



***TAMA / SP***  
***3<sup>rd</sup> Quarter Membership Meeting***

***Panel of Southern Automotive  
Industry Organizations***

***September 8, 2011***



# *Panel of Southern Automotive Industry Organizations*

- **Keith Updike**, BBK; Tennessee Automotive Manufacturers Association (TAMA)
- **Donald Stoegbauer**, Nissan North America; Mississippi Automotive Manufacturers Association (MAMA)
- **Lew Drummond**, Executive Director, Alabama Automotive Manufacturers Association (AAMA)
- **Rick Walker**, Falcon Automotive Manufacturing; Georgia Automotive Manufacturers Association (GAMA)
- **Hal Johnson**, Upstate Alliance; South Carolina Automotive Council (SCAC)
- **Amy Bunton**, Pathway Lending; Southern Automotive Women's Forum (SAWF)



***Third Quarter Membership Meeting  
September 8<sup>th</sup>, 2011***

# BBK and Performance Improvement, LLC



- International business advisory firm
- Core competency is manufacturing with significant automotive experience
- Unparalleled expertise in supplier risk and supply chain management
- Senior executives with problem solving reputations through hands-on interaction
- Interrelated team of finance and manufacturing expertise proficient in executing business strategies
- Middle market prices with global reach and superior results



**PERFORMANCE IMPROVEMENT, LLC**

- High impact professionals providing variable cost solutions
- Results - driven business model
- Focused on operational metrics improvement, VA/VE, supplier assessments, interim management, and production/quality system implementation
- Global support of production and launch activities
- Strategic analysis: manufacturing footprint and supply base rationalization studies and execution
- Hands-on implementation

- **Mission**

- “TAMA is a membership organization created to strengthen and expand Tennessee’s automotive industry. Specifically, it helps Tennessee automotive companies react to the challenges of the global automotive marketplace.”

- **History**

- Formed in 1987
- Result of Tennessee's rapidly growing automotive manufacturing industry led by Nissan North America and Saturn Corporation
- Original purpose was to provide a forum for interaction among the companies located in Tennessee
- TAMA has since expanded its scope to include both in-state and out-of-state businesses as well as companies integrally related to the automotive industry

- **Membership**

- Open to any company involved in the automotive manufacturing industry in Tennessee
- Includes OEMs, Tier 1, 2 and 3 suppliers, financial companies, law firms, contractors and other businesses that have specialized expertise in the automotive industry
- Currently 127 Members

- **Programs**

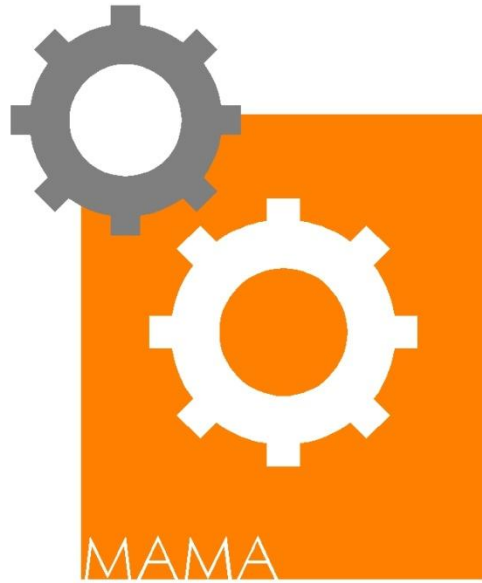
- TAMA's membership meets 4 times a year, 3 luncheons with keynote speakers and 1 tour of a Tennessee automotive manufacturing facility; TAMA also sponsors a golf tournament annually
- Sponsors special programs occasionally and alerts members of other programs in the area
- Southern Automotive Conference
- Scholarship Program

- **2011 Officers**

- President, Keith Updike – BBK
- Vice President, Thomas Brewer – South Central TN Workforce Alliance
- Secretary/Treasurer, Kevin Hunsinger – Deloitte & Touche LLP

- **2011 Board of Directors**

- Phil Carver – Advanced Sales & Engineering
- Toby Compton – TN Depart. of Economic & Community Development
- Joe Conner – Baker Donelson Bearman Caldwell & Berkowitz
- Andre Gist – Manufacturers Industrial Group
- Patrick Higgins – Marsh USA Inc.
- Bill Holt – Continental Machinery Movers
- Thomas Loafman – Volkswagen Group of America
- Bob Marsteller – Calsonic Kansei North America Inc.
- Bill May – General Motors Co.
- Barry Owens – Bridgestone Americas Inc.
- Rick Youngblood – Nissan North America, Inc.



# **Mississippi Automotive Manufacturers Association**

The Mississippi  
Automotive  
Manufacturers  
Association  
promotes the growth  
and development of  
the automotive  
industry in the state  
of Mississippi.





MAMA is committed to serve its members as a

- Problem solver for the automotive industry
- Scholarship provider (61K since 2006)
- Networking Facilitator
- Economic development supporter for the Mississippi automotive manufacturing cluster



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



# Membership

61 current member companies

2 OEMS

21 Tier One and Tier 2 Suppliers

32 Support

6 Educational Institutions

Associate Membership available in 2012

## Programs

- Quarterly Membership Meetings
- Scholarship Golf Tournament for networking and fundraising
- Award of Excellence
- Scholarships for Community College and University Students
- Southern Automotive Conference (hosting organization)
- Donations to Automotive Support Organization and Functions within the State of Mississippi







# E3: ECONOMY • ENERGY • ENVIRONMENT

SUPPORTING MANUFACTURING LEADERSHIP THROUGH SUSTAINABILITY

## Alabama E3 Supporting Profitable and Sustainable Manufacturing in Alabama through Eliminating WASTES, Reducing Costs, and Improving the Workforce



*Alabama Industrial Assessment Center*

**ADECA**

Alabama Department of Economic and Community Affairs





# What is Alabama E3?

- 🚧 **Economy, Energy and Environment – Supporting Manufacturing through Sustainability**
  - Joining together of resources/services to assist manufacturers to be profitable and sustainable by creating more efficient production processes, reducing all WASTES (water, air, solids, toxics, energy, safety), and decreasing costs.
  - When manufacturers are profitable, good jobs are retained and created and communities are vibrant.
- 🚧 **Collaboration** among 26+ local and state government, federal agencies, utility companies, associations, non-profits, and manufacturers.

# Alabama E3 Client Service Components



1. Lean, Energy, and Environmental Assessment
2. Lean/Energy/Environmental Implementation
3. “Green” Workforce Training/Education
4. SBDC Fiscal Assessment, Counseling & Assistance (including assistance with ALSaves)
5. Entrepreneurial and Innovation/Growth Services with focus on identifying new “green” markets, products and/or processes

# Estimated Value of Services



<b>Energy /Environmental Assessment</b>	<b>\$2,500 - \$8,000</b>
<b>Lean Assessment</b>	<b>\$2,500</b>
<b>Implementation Event</b>	<b>\$15,000</b>
<b>Training/Education</b>	<b>\$395 - \$10,000</b>
<b>Entrepreneurial &amp; Growth Services</b>	<b>\$1,500 - \$5,000</b>
<b>TOTAL</b>	<b>\$21,895 - \$40,500</b>

Assessment and Training Services are no cost; Kaizens and Growth Services are provided on a fee basis.

## Results to Date

- 15 Practical Energy Assessments completed
- 15 IAC Energy Assessments completed
- 23 Lean Assessments completed & 5 in process
- 40 Lean and Energy Implementation events completed



# ZF Line-side Logistics Kaizen Event

Goal: Reduce the number of parts staged line-side, reduce/eliminate double handling, travel distance & establish min/max for line-side parts

## Results:

	BEFORE (ft/day)	AFTER (ft/day)	% Improve	Miles per Year
Forklift Travel	14078	4072	71.08%	475
Small Parts Travel	128000	44800	65.00%	3939
Operator Travel	28800	14400	50.00%	682
Tugger Travel	106440	66440	38.00%	1894
Big Part Dunnage Travel	6250	2668	57.31%	339
TOTAL				7329



# Additional Kaizen Results

- ▬ Reduced travel to fill parts supply – 66%
  - Reduction of 2.6 miles per day (643 miles/yr)
  - Reduced labor costs
- ▬ Saved recharges of battery – 1.7 charges/day
  - 17,418 kwh/yr = \$1,742/yr
- ▬ Saved purchasing and disposal of 1 industrial battery/yr
  - \$4,500/yr
- ▬ Reduced green house gases = 2710.94 tonnes CO<sub>2</sub> equivalent
- ▬ Amount of criteria air pollutants reduced (SO<sub>x</sub>, NO<sub>x</sub>, CO)  
= 21.98 tonnes
- ▬ **Total Savings = \$35,000/yr**



**September 8, 2011**

**TAMA & SP MEETING**

**Rick Walker – President of GAMA**

## Mission

**GAMA's mission is to passionately promote the growth, profitability, and continual improvement of automotive manufacturing in Georgia.**

**GAMA – Formed in 2010 – Already at 150 members**

**Meeting Speakers (past and scheduled) – U.S. Head of Kia,  
Federal Reserve Economist, General Motors, Detroit Analysts**

# Supplier Strategies

**Innovation**

**Technology**

**Quality**

**Leadership**

**Profitability**

# GAMA INITIATIVES

- Environmental Improvement Committee
  - Share Best Practices
  - Promote Innovative Technology
  - Improve Quality and Profitability
  - At Least One GAMA Quarterly Presentation per Year
  - Provide Value



# SOUTH CAROLINA AUTOMOTIVE COUNCIL

*Excellerate*



Mercedes-Benz





# SOUTH CAROLINA AUTOMOTIVE COUNCIL

- ▶ Establish identity for SC's Automotive Manufacturing Sector
- ▶ Support Automotive Suppliers
  - Create Network
  - Maximize Resources
  - Shared Issues/Topics – Logistics/Supply Chain; Scheduling; Labor Matters; Technologies; Trends
- ▶ Build Partnerships & Foster Collaboration – Regional and Southeast
- ▶ Promote innovation, research & development; Access to new business
- ▶ Economic Development opportunity – Attract & Retain Auto Sector

*With guidance from manufacturing leadership , collaborative effort among SC Manufacturers Alliance, Upstate Alliance and AdvanceSC served as catalyst*





# Accomplishments of the SCAC

- ▶ 2008 to 2009 – Outlined Initiative to support automotive manufacturing sector
- ▶ Summer 2010 – Leadership Team and Structure in Place, Office Established on CU-ICAR Campus
- ▶ October 2010 – SCAC represented at Southern Automotive Conference (SAC) in partnership with TAMA, AAMA, MAMA in Tunica, MS
- ▶ November 2010 – SCAC Website Launch
- ▶ January 19, 2011 – *S.C. Automotive Cluster Impact Study* Released; Dr. Doug Woodard, University of South Carolina Moore School of Business
- ▶ Nov. 2011 – Southern Automotive Conference in Huntsville, AL
- ▶ **February 15–17, 2012 – SC Automotive Summit, Greenville, SC**





# SC Auto Cluster: Summary

- ▶ In South Carolina: a total economic impact of \$27.1 billion (2008).
- ▶ Ten percent of state economic activity.
- ▶ The auto cluster supports *84,935 full-time equivalent jobs in South Carolina.*
- ▶ Attracting new investment.
- ▶ Becoming innovative.

*Full study available at [www.scautomotivecouncil.com](http://www.scautomotivecouncil.com).*

South Carolina Automotive Council

5 Research Drive

Greenville, South Carolina 29607

[www.scautomotivecouncil.com](http://www.scautomotivecouncil.com)

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# Southern Automotive Women's Forum

September 8, 2011



# Mission and Vision Statements

**Mission-** The Southern Automotive Women's Forum (SAWF) is a non-profit, professional organization dedicated to **promoting Education and Scholarships in addition to Personal and Professional Advancement of women in the automotive industry** who are located in the Southern Region of the United States.

**It is the Vision** of the SAWF to collaborate with companies and organizations by leveraging the skills, abilities and talents of women to create a more regional automotive community, within the Southern States, and promote **scholarships, educational programs** and role model opportunities to attract and retain women to this dynamic industry.



# What our surveys have told us:

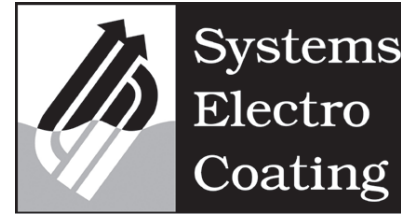
- Please help us grow within automotive and “groom our replacements.”
- Please bring new and younger women into the industry.
- Please develop an organization and processes that allow us to support young women who want to go into technical (STEM) fields and create opportunities to be the role models we did not have.



**Southern Automotive  
Women's Forum**



MIDDLE  
TENNESSEE  
STATE UNIVERSITY



BENTELER

THE UNIVERSITY of  
TENNESSEE  
CENTER for  
INDUSTRIAL SERVICES



Calsonic Kansei  
Calsonic Kansei North America, Inc.

HOLDINGS, LLC

NISSAN



Pathway  
Lending  
Financing Businesses. Strengthening Communities.



BAKER DONELSON  
BEARMAN, CALDWELL & BERKOWITZ, PC



pwc



BMW Manufacturing Co.

Southern Automotive  
Women's Forum



# The business case

- In closing, the business case is clear.
- We have pull for this organization, both from current women in automotive as well as the need to build a pipeline of future talent.
- One of the top reasons that young girls do not choose STEM fields, particularly automotive, is lack of role models.
- We have the role models and we now have the forums to bring them to young people who can benefit from meeting them.



**Southern Automotive  
Women's Forum**



# How Can You Get Involved?

- Membership
- Professional Development
  - November 2<sup>nd</sup> – SAC
- Sponsorship
- Scholarship

[www.southernautowomen.org](http://www.southernautowomen.org)





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