



ORIGINAL EQUIPMENT SUPPLIERS ASSOCIATION **BULLETIN**

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

BULLETIN: 09-16
Date: April 24, 2009

A New Chapter: Restructuring the Automotive Industry

June 3, 2009

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

8:30 a.m. – 5 p.m. Program

The Dearborn Inn ♦ 20301 Oakwood Blvd. ♦ Dearborn, Mich.

OESA and Roland Berger Strategy Consultants invite OESA members and guests to attend “A New Chapter: Restructuring the Automotive Industry,” a full-day conference on June 3, 2009, at The Dearborn Inn in Dearborn, Mich. This program is intended for senior executives seeking insight on the direction of the automotive industry, as well as strategies on how to survive and prosper in these uncertain times.

Alan Mulally, president and CEO, Ford Motor Company, will present the keynote address. **Mulally** will address the audience and take questions regarding, among other things, restructuring strategies and initiatives he has led at Ford Motor Company and Boeing Co.

John Casesa, managing partner, Casesa Shapiro Group LLC, will open the morning session with his perspective on the steps necessary to restructure the automotive industry. In his presentation, “The Recapitalization of Detroit,” **Casesa** will provide attendees with his views on how the industry needs to resize, restructure and reinvest.

Juergen Reers, managing partner, Roland Berger Strategy Consultants, will provide the framework for later discussions with his presentation, “Strategies for Surviving the Crisis and Emerging Stronger.” The morning session will also feature speakers who will present the perspective of the vehicle manufacturer, the dealer and the supplier. **Jim McElya**, chairman and CEO, Cooper-Standard Automotive Inc., will share his experiences as the head of a leading automotive supplier. A panel discussion of all morning speakers will follow.

Following **Mulally’s** keynote address, the afternoon session will feature legal, financial restructuring, private equity, banking and government perspectives on the challenges and opportunities facing companies and firms in the automotive industry. **Tom Manganello**, partner, Warner Norcross and Judd, will share his expertise during his presentation, “Structuring Mergers and Cooperative Agreements in Today’s Environment.” **Joe Bione**, president and managing partner, Whitehall Group, L.L.C., will present “Managing Cash to the Nth Degree.” The afternoon speakers will also participate in a panel discussion.

OESA members and 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.

Supporting Partners:

Roland Berger
Strategy Consultants



WHITEHALL GROUP, L.L.C.

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www.oesa.org



ORIGINAL EQUIPMENT SUPPLIERS ASSOCIATION **AGENDA**

A New Chapter: Restructuring the Automotive Industry

June 3, 2009

7:30 a.m. – 8:30 a.m. Registration, Networking and Continental Breakfast ♦ 8:30 a.m. – 5 p.m. Program
The Dearborn Inn ♦ 20301 Oakwood Blvd. ♦ Dearborn, Mich.

7:30 a.m. – 8:30 a.m.	Registration, Networking and Continental Breakfast
8:30 a.m. – 8:50 a.m.	Welcome, Introduction and State of the Industry Neil De Koker , President and CEO, OESA
8:50 a.m. – 9:15 a.m.	The Recapitalization of Detroit John Casesa , Managing Partner, Casesa Shapiro Group LLC
9:15 a.m. – 9:40 a.m.	Strategies for Surviving the Crisis and Emerging Stronger Juergen Reers , Partner, Roland Berger Strategy Consultants
9:40 a.m. – 10:05 a.m.	The Demand Side – Retail Outlook Mike Jackson , Chairman and CEO, AutoNation Inc. (invited)
10:05 a.m. – 10:30 a.m.	Networking Break
10:30 a.m. – 10:55 a.m.	The Vehicle Manufacturer – The Road Ahead Steven St. Angelo , President, Toyota Motor Manufacturing, Kentucky (invited)
10:55 a.m. – 11:20 a.m.	The Supply Side – Challenges and Opportunities Jim McElya , Chairman and CEO, Cooper-Standard Automotive Inc.
11:20 a.m. – 12 p.m.	Panel Discussion Executive panel of morning speakers
12 p.m. – 1 p.m.	Lunch
1 p.m. – 1:45 p.m.	Keynote Address Alan Mulally , President and CEO, Ford Motor Company
1:45 p.m. – 2:10 p.m.	Structuring Mergers and Cooperative Agreements in Today's Environment Tom Manganello , Partner, Warner Norcross & Judd LLP
2:10 p.m. – 2:35 p.m.	Financing the Restart: Managing Cash to the N th Degree Joe Bione , President and Managing Partner, Whitehall Group, L.L.C.
2:35 p.m. – 3 p.m.	Private Equity During and After the Restructuring Greg Ledford , Managing Director, The Carlyle Group (invited)
3 p.m. – 3:25 p.m.	Investment/Commercial Bank View Speaker tba
3:25 p.m. – 3:50 p.m.	Networking Break
3:50 p.m. – 4:15 p.m.	Government View Speaker tba
4:15 p.m. – 4:55 p.m.	Panel Discussion Executive panel of afternoon speakers
4:55 p.m. – 5 p.m.	Closing Remarks Neil De Koker , President and CEO, OESA

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ORIGINAL EQUIPMENT SUPPLIERS ASSOCIATION **REGISTRATION**

A New Chapter: Restructuring the Automotive Industry

June 3, 2009

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

8:30 a.m. – 5 p.m. Program

The Dearborn Inn ♦ 20301 Oakwood Blvd. ♦ Dearborn, Mich. 48124

Company: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____

1. Name: _____ e-mail: _____

Title: _____

2. Name: _____ e-mail: _____

Title: _____

3. Name: _____ e-mail: _____

Title: _____

Registration Fees:

OESA Members on or before May 20, 2009: _____ x \$450 = _____

OESA Members after May 20, 2009: _____ x \$550 = _____

Non-Members on or before May 20, 2009: _____ x \$600 = _____

Non-Members after May 20, 2009: _____ x \$700 = _____

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 May 20, 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 May 20, 2009. Fax the completed registration form to 248.952.6404 or register online with credit card payment at <http://www.oesa.org>. (oesa.org)