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# 17<sup>TH</sup> WEST MICHIGAN AUTOMOTIVE SUPPLIERS SYMPOSIUM

# POWERING THE PIPELINE

**MARCH 10, 2016**  
**REGISTER TODAY!**  
GRAND RAPIDS, MI | 7:30A - NOON  
**VISIT VAGTC.ORG**

What is powering the North American auto industry? Innovation, global supply chains, and talent with a passion to be the best on the road. In an age where the competition is not only heating up between tiers, but also among global technology companies, finding the right tools and resources to keep up with the newest innovations is what will keep businesses successful now and in the future.

Join the 17<sup>th</sup> West Michigan Automotive Suppliers Symposium as we take a look at how Michigan is powering the automotive industry's pipeline through mergers and acquisitions, new innovations, and talent procurement. This yearly West Michigan premier automotive suppliers event brings together business owners, senior management, and decision makers from all tiers of the automotive industry. Providing the most up-to-date industry forecasts, latest issues and trends, with opportunities to network and learn from others in this increasingly challenging industry.

Title Sponsor:



Sponsors:



Location:

GRAND VALLEY STATE UNIVERSITY  
LOOSEMORE AUDITORIUM  
401 Fulton Street West  
Grand Rapids, Michigan

THURSDAY, MARCH 10, 2016

7:30am - 8:00am *Networking & Breakfast*

8:00am - Noon Program



Registration Fee: \$195

*\*Includes materials, complimentary parking & breakfast*

**Seating is limited. Register Today!**

*Registration will be available at the door with an additional \$25 late fee applied*



## 2016 SYMPOSIUM SPEAKERS



### **Deb Schroeder**

**Toyota Motor Engineering & Manufacturing North America, Inc.** Purchasing General Manager

Deb Schroeder is responsible for the procurement of all interior, exterior, and seating components utilized in North American vehicles. Prior to her current position, she was General Manager in Strategic Planning, supporting regional strategy for Toyota North America related to Sales, Manufacturing, and R&D. She was also the General Manager for Plastics, On-site Suppliers, & Internal and External Logistics at Toyota's truck manufacturing plant in San Antonio, TX. In this role she was responsible for oversight of various areas in plant manufacturing, including the plastics shop, on-site supplier support, and coordination of outsourced parts. Ms. Schroeder is a graduate of Indiana University.



### **Chris Hall**

**MOTUS Integrated Technologies** Vice President of Corporate Strategy

Chris Hall's 20 years in the automotive industry began as an engineer for a 'Detroit 3' automaker. A shift to a leading automotive supplier brought increased levels of responsibility culminating in the role of product leader for global headliners and overhead systems. Mr. Hall is now utilizing his experience to strengthen partnerships with customers, suppliers, and communities. He earned a BS in Mechanical Engineering from Central Michigan University, and a MBA from Grand Valley State University.



### **Noël Cuellar**

**Primera Plastics** CEO

Primera Plastics began 21 years ago as a small two-employee, two-machine plastic injection molding company. Humble beginnings? Perhaps. But for CEO Noël Cuellar, humility plus determination results in success; a lesson he learned from his parents early on. Now, employing more than 130 employees and operating 30 presses, Primera Plastics serves a variety of customers in the automotive and office furniture industries. Mr. Cuellar fosters a company culture dedicated to improving the lives of his employees and the greater community. He underscores the importance of education and continual learning as a way to create opportunity and value.



### **Mike Wall**

**IHS Automotive** Director of IHS Automotive Analysis

Mike Wall serves as the Director of Automotive Analysis at IHS Automotive. He brings over 18 years of financial analysis, forecasting, consulting, and manufacturing experience to IHS Automotive. Mr. Wall's primary focus is on assisting financial firms and suppliers in their evaluation and understanding of the auto industry, as well as providing in-depth analysis of vehicle markets and trends. Mr. Wall is able to offer clients timely and relevant insight, thereby aiding their strategic planning or investment analysis processes. Moreover, he has a deep background in the area of vehicle forecasting and market trend analysis allowing him to assist clients in their assessment of near-term risks and planning scenarios.

REGISTER AT [VAGTC.ORG](http://VAGTC.ORG) OR CALL (616) 331-6811 FOR MORE INFORMATION