

SAE 2009

# Sustainable Mobility Symposium

A Practical Applications Approach for Engineers

June 18-19, 2009

NextEnergy Auditorium, Detroit, Michigan, USA



## Symposium Highlights

- Keynote Luncheon Speaker - Ted London from the William Davidson Institute (WDI)
- Panel Discussions
  - Life Cycle Opportunities for Profits
  - Where the Rubber Meets the Road: A Policy Path for Sustainable Mobility
- Sustainable Mobility Pulse Check
- OEM and Supplier Case Studies
- Cooperative Ventures
- Tour of the State-of-the-Art NextEnergy Facility

[www.sae.org/sustainable](http://www.sae.org/sustainable)

Pre-Register by June 5, 2009

SAE Members Save \$400

Non-Members Save \$100



SAE 2009

# Sustainable Mobility Symposium

A Practical Applications Approach for Engineers

June 18-19, 2009 • NextEnergy Auditorium, Detroit, Michigan, USA

Sustainability is one of the key issues facing all industries today – especially the mobility industry. As such, every automotive design or manufacturing engineer has direct involvement with sustainable mobility – whether they know it or not.

This **practical approach** symposium will address the concepts of sustainability, and will provide engineers with ideas and practices to take back to integrate into their work environment. OEM and supplier case-studies, industry/government cooperative ventures, panel discussions, and a hands-on exercise will introduce participants to concepts and practices of sustainable mobility that can be applied to their job functions.

Symposium attendees will have the opportunity to interact with sustainability leaders from all industries and network with mobility professionals who are working towards sustainability in their organizations.

## What to Expect

- Understand the role of engineers in sustainable development
- Defining “*What is Sustainable Product Design?*”
- Ideas and concepts to implement at your workplace
- Learn how “Best-in-Class” companies integrate sustainability into daily work environments
- Understand how “Best-In-Class” companies take the 2030 report and translate it into product specifications
- Develop and understand how sustainability concepts influence your role within the organization

## Who Should Attend

The following professionals charged with sustainable mobility, sustainable development, environmental issues related to manufacturing and design:

- Design Engineers
- Production & Manufacturing Engineers & Managers
- Research & Development Engineers
- Academia
- Sustainable Development Managers and Staff

## About the Sustainable Development Program Committee

Sustainability development is the next phase of integrated product development. To be effective, companies must be willing to focus on emerging technologies, markets, partners, customers and stakeholders by developing a strategy by which business seeks product development approaches that also benefit the local environment and the quality of life.

The Sustainable Development Program Committee (SDPC) is responsible for overseeing the business of all environmental and sustainability activities of their committee of SAE’s Engineering Meetings Board’s Groups and other operating boards that address environmental sustainability issues at technical conferences and seminars. When feasible, the SDPC also recommends changes to the activities and their committees as well as the establishment of new environmental sustainability activities, committees and conferences to the EMB and outside organizations to enhance its role by including this technology in conferences and panels to expand the sustainability platform.

# Symposium Highlights



## Keynote Speaker

Ted London  
Senior Research Fellow  
Director, Base of the Pyramid  
Initiative  
William Davidson Institute (WDI)

### **Emerging Market Base of the Pyramid**

Ted London is a leading expert on the role and impact of market-based strategies on poverty alleviation. He is a Senior Research Fellow at the William Davidson Institute (WDI) and on the faculty at the University of Michigan's Ross School of Business. At WDI, he directs the Base of the Pyramid (BoP) Initiative, a program that champions innovative ways of thinking about more inclusive forms of capitalism. In leading this effort, Professor London generates groundbreaking research and actionable recommendations that explore the unique principals, insights, and implications of the BoP perspective on poverty alleviation.

### **Panel Discussions**

During these interactive discussions, attendees will have the opportunity to delve into the panel subject as well as participate in the discussions with industry specialists.

#### **Life Cycle Opportunities for Profits:**

This panel will discuss the use of Life Cycle Assessment to identify externalities (both positive and negative) so as to monetize them and put them on the balance sheet. This action would make it possible to take advantage of environmental improvements to generate revenue streams, for example through carbon credits or through savings on air and water pollution. This panel is a first step towards changing the GAAP in order assure transparent and consistent accounting

### **Tour of the State-of-the-Art NextEnergy Facility**

NextEnergy is a non-profit corporation founded to accelerate the Alternative Energy Technology (AET) industry in Michigan by promoting and funding research and development projects, and their commercialization.

Visitors who tour NextEnergy can expect to see the lab wing filled with 7 entrepreneurial and research organizations developing alternative energy technologies and products. On the campus they will see the Alternative Fuels Testing platform which tests new technologies on a variety of alternative and conventional fuels, as well as the Microgrid Power Pavilion, which tests distributed generation installations on or off the grid.



and harness the power of the marketplace and profitability to drive sustainability. Panelists include macroeconomists, accounting regulators, national environmental policy experts and LCA experts.

Moderators:

**Robert Kainz**, Retired, Chrysler  
**Rita Schenck**, IERE

Participants to date:

**Hazel Henderson**, Ethical Markets, Inc  
**Lang Marsh**, Portland State University,  
Eco-System Services  
**Lise Laurin**, EarthShift LLC

#### **Where the Rubber Meets the Road – A Policy Path for Sustainable Mobility:**

Sustainable Mobility is a complex aspiration because of numerous competing issues. Aligning the various participants in the mobility chain to address sustainability is essential to success. The closing session of the SAE Sustainable Mobility Symposium will provide insight into these challenges. Representatives from the public and private sectors will interact with Symposium participants to identify the policy enablers that will provide a pathway for sustainable mobility.

Moderators:

**Terry Cullum**, Retired, General Motors Corp.  
**Ron Williams**, Retired, General Motors Corp.

Panel Participants:

**John Mizroch**, Wilson Sonsini Attorneys at Law (Former Acting Assistant Secretary for Energy Efficiency and Renewable Energy, Department of Energy)  
**Ross Good**, Chrysler LLC  
**Keith Cooley**, NextEnergy  
**John German**, International Council on Clean Transportation (ICCT)



# Preliminary Symposium Agenda\*

**Thursday, June 18**

TIME	DESCRIPTION
7:00 a.m. - 5:00 p.m.	Registration
8:00 a.m.	<b>Welcoming Remarks</b> , SAE Representative / Symposium Chair, Nakia Simon, Chrysler LLC
<b>Sustainable Mobility Pulse Check</b>	
8:15 a.m.	<b>Progress Report from WBCSD</b> - Terry Cullum, Retired, General Motors Corporation
9:00 a.m.	<b>Is the Automotive System Sustainable?</b> Greg Keoleian, Center for Sustainable Systems, University of Michigan
9:45 a.m.	<b>Break</b>
10:30 a.m.	<b>Role of Vehicles in the Emerging Context of Transportation Systems</b> - Sue Zielinski, SMART (in CARRS) University of Michigan
11:00 a.m.	<b>Co-Funded Research for Future Success of the US Industry-Total Vehicle Package</b> - Don Walkowitz, USCAR
11:45 a.m.	<b>Morning Wrap-up Discussion</b> - Terry Cullum, Retired, General Motors Corp.
12:00 - 1:30 p.m.	<b>Lunch &amp; Luncheon Keynote: Emerging Market Base of the Pyramid</b> - Ted London, William Davidson Institute @ the University of Michigan
<b>Corporate Sustainable Mobility Programs: OEM and Supplier Case Studies</b>	
1:30 p.m.	<b>Balancing Market Demands with Corporate Sustainability Goals</b> - David Raney, American Honda Motor Company Inc.
2:00 p.m.	<b>Sustainability and Strategic Decision Making, BASF's Eco-efficiency Analysis</b> - Bruce W. Uhlman, BASF Corporation
2:30 p.m.	Kevin Butt, Toyota Motor Company
3:00 p.m.	<b>Break</b>
3:30 p.m.	<b>Corporate Sustainable Mobility: A Chrysler Case Study</b> - Reg Modlin, Chrysler LLC
4:00 p.m.	Joseph Holsten, LKQ
4:30 p.m.	<b>Practical Application of Sustainability to Automotive Painting Processes</b> - Tim Weingartz, Ford Motor Company
5:00 - 6:30 p.m.	<b>Tour of NextEnergy</b> <b>Networking Reception</b>

\* Speakers, Times and Topics Subject to Change. Visit [www.sae.org/sustainable](http://www.sae.org/sustainable) for the latest event updates.

# Preliminary Symposium Agenda\* continued

Friday, June 19

TIME	DESCRIPTION
7:00 a.m. - 10:00 a.m.	Registration
8:00 a.m.	<b>Welcoming Remarks</b> , SAE Representative / Symposium Chair, NAKIA Simon, Chrysler LLC
<b>Corporate Sustainable Mobility Programs: Non-Automotive</b>	
8:15 a.m.	<b>Aerospace Ventures in Sustainability</b> - Speaker TBA
8:45 a.m.	<b>Sustainable Mobility in Commercial Vehicle</b> - Speaker TBD, Ashland Composite Polymers
<b>LCA and Sustainability</b>	
9:15 a.m.	<b>LCA Case Study</b> – Peter Frise, Auto21
9:45 a.m.	<b>Break</b>
10:15 a.m.	<b>Panel Discussion:</b> <b>Life Cycle Opportunities for Profits</b> Moderators: <ul style="list-style-type: none"> <li>• Robert Kainz, Retired, Chrysler</li> <li>• Rita Schenck, IERE</li> </ul> Panel Participants (to date): <ul style="list-style-type: none"> <li>• Hazel Henderson, Ethical Markets LLC</li> <li>• Lang Marsh, Portland State University, Eco-System Services</li> <li>• Lise Laurin, EarthShift LLC</li> </ul>
11:45 a.m.	<b>Morning Wrap-up and Q &amp; A Session</b>
12:00 p.m.	<b>Lunch</b>
<b>Cooperative Ventures</b>	
1:30 p.m.	<b>VCA/DTE Study</b> - Keith Cooley, NextEnergy
2:00 p.m.	<b>Argonne/VRP - End of Life Vehicle Recycling</b> – Joseph Pomykala Jr., Argonne National Lab
2:30 p.m.	<b>Materials of Concerns (EEO Annex)</b> – Speaker TBA
3:00 p.m.	<b>Break</b>
3:30 p.m.	<b>Panel Discussion:</b> <b>Where the Rubber Meets the Road – A Policy Path for Sustainable Mobility</b> Moderators: <ul style="list-style-type: none"> <li>• Terry Cullum, Retired, General Motors Corp.</li> <li>• Ron Williams, Retired, General Motors Corp.</li> </ul> Panel Participants (to date) <ul style="list-style-type: none"> <li>• John Mizroch, Wilson Sonsini Attorneys at Law (Former Acting Assistant Secretary for Energy Efficiency and Renewable Energy, Department of Energy)</li> <li>• Ross Good, Chrysler LLC</li> <li>• Keith Cooley, NextEnergy</li> <li>• John German, International Council on Clean Transportation (ICCT)</li> </ul>
5:00 p.m.	<b>Symposium Wrap-up Discussion</b> - All Participants - Moderator: NAKIA Simon, Chrysler LLC and Conference Chair

\* Speakers, Times and Topics Subject to Change. Visit [www.sae.org/sustainable](http://www.sae.org/sustainable) for the latest event updates.

SAE Members save year-round on most SAE publications, conferences, seminars, and more!





# Registration and Fees

**Maximize Savings!**  
 Become an SAE Member and pre-register by June 5, 2009.

	<b>Before June 5</b>	<b>After June 5</b>
SAE Member	\$395	\$495
Non-Member*	\$695	\$795
Participant**	FREE	FREE
Tabletop Exhibit Personnel (1 per Tabletop)	FREE	FREE

Fee includes technical presentations, receptions, lunches, coffee breaks and access to electronic copies of the presentations immediately following the event.

\* includes one year of SAE membership

\*\* includes speakers, moderators, panelists, sponsoring committee, chairs & organizers

## To Register

[www.sae.org/sustainable](http://www.sae.org/sustainable)  
**SAE Customer Service**  
 1-877-606-7323 (U.S. and Canada)  
 1-724-776-4970  
 Email: [CustomerService@sae.org](mailto:CustomerService@sae.org)

**Conditions of Sale:** All cancellations must be in writing and received by SAE prior to June 5, 2009. A \$50 processing fee will be assessed for each cancelled registration that results in a refund. Refunds will not be issued if cancellation occurs on or after June 5, 2009. This policy includes special event and meal fees. For the SAE membership registration rates, member dues must be current at the start of the event. Children under 16 years of age are not permitted.



SAE will do what is feasible to make its events reasonably accessible to attendees. If you have special accommodation needs, please let us know in advance by calling 1-877-606-7323 (1-724-776-4970 outside U.S. and Canada). Accommodations requested on site will be provided only if possible for us to do so on short notice.

## Hotel and Travel Information

### The SAE 2009 Sustainable Mobility Symposium will be held at:

NextEnergy Conference Center  
 461 Burroughs Street  
 Detroit, MI 48202 USA  
 Phone: 313-833-0100  
 Fax: 313-833-0101  
[www.nextenergy.org](http://www.nextenergy.org)

### Parking at NextEnergy

Symposium attendees are welcome to park in the NextEnergy parking lot; there is no parking fee.

### Recommended Hotels

SAE has not contracted for a block of hotel rooms for this event. The following list of nearby hotels is provided for your convenience. All attendees are responsible for making their own lodging and travel arrangements.

#### Hotel St. Regis

3071 West Grand Boulevard  
 Detroit, MI 48202  
 Phone: 1-313-873-3000  
[www.hotelstregisdetroit.com](http://www.hotelstregisdetroit.com)

#### Inn On Ferry Street

60 East Ferry Street, Detroit, MI 48202  
 Phone: 1-313-871-6000  
[www.innonferrystreet.com](http://www.innonferrystreet.com)

#### Westin Book Cadillac Detroit

1114 Washington Boulevard  
 Detroit, MI 48226  
 Phone: 1-313-442-1620  
[www.bookcadillacwestin.com](http://www.bookcadillacwestin.com)

#### Holiday Inn Express Hotel & Suites Detroit - Downtown

1020 Washington Boulevard  
 Detroit, MI 48226  
 Phone: 1-800-345-8082  
[www.ichotelsgroup.com](http://www.ichotelsgroup.com)

#### Airport

Detroit Metropolitan Airport is approximately 23 miles from NextEnergy, or 30 minutes drive time.

Directions are as follows:

From the airport go west on Eureka Road toward Wayne Road. Merge onto I-275N toward Flint. Merge onto I-94E via Exit 17 toward Detroit Metro Airport. Take Exit 215C toward M-1/Woodward Avenue/John R Street. Stay straight to go onto Edsel Ford Freeway East. Turn right onto John R Street. Turn right onto Hendrie Street. Turn right onto Woodward Avenue/MI-1. Turn left onto Burroughs Street.

**Visit [www.sae.org/sustainable](http://www.sae.org/sustainable) for complete hotel and travel information.**

# Marketing Opportunities

*The Sustainable Mobility: A Practical Applications Approach for Engineers Symposium is an easy, cost-effective way to distinguish your company from the competition and reach your target audience of industry professionals!*

## Tabletop Display - \$2,200 (USD)

- One table top display space – 6' x 30" table with two chairs
- One Full Symposium Registration – includes lunch, refreshment breaks, evening reception and materials
- Recognition in the Event Program

## Tabletop Display Plus - \$2,500 (USD)

All benefits above, **PLUS:**

- One (1) additional Symposium Registration – includes lunch, refreshment breaks, evening reception and materials (valued at \$695)

## Symposium Partners

Choose one of the Partner Programs, an exclusive sponsorship or get creative with a customized package! Promote your company to top industry professionals and other attendees.

## Gold Partner - \$7,500 (USD)

*(Limited to 1 company)*

- Table top display space
- Recognition as the EXCLUSIVE host of the Networking Reception (Thursday night)
- Opportunity to provide a gift to all reception attendees (at sponsor's expense)
- Complimentary registration for three (3) symposium participants
- Gold Partner recognition on the event exhibitor online directory with link to your website, in the event guide, event signage and event promotions\*
- Banner ad on the event page of the SAE program
- Recognition in the proceedings

## Silver Partner - \$5,000 (USD)

*(Limited to 2 companies)*

- Recognition as exclusive host of one of the daily lunches
- Complimentary registration for two (2) symposium participants
- Silver Partner recognition on the event exhibitor online directory with link to your website, in the event guide, event signage and event promotions\*
- Opportunity to provide a gift to all lunch attendees (at sponsor's expense)
- Recognition in the proceedings

## Bronze Partner - \$2,500 (USD)

- Recognition as exclusive host of one of the daily coffee breaks
- Complimentary registration for one (1) symposium participant
- Bronze Partner recognition on the event exhibitor online directory with link to your website, in the event guide, event signage and event promotions\*

## Friends of the Industry - \$750 ((USD)

- Friend of the Industry recognition on the event exhibitor online directory with link to your website, in the event guide, event signage and event promotions\*

## Additional Sponsorships

Name Badge Lanyards.....\$3,000

Official Conference Pens and Notepads.....\$1,500 each

*Sponsor both for \$2,500!*

\* If exhibit/sponsorship is reserved prior to publication deadlines.

***Customized sponsorships are available!***

**For more information or to take advantage of these opportunities contact:**

**Arlene DiSilvio**

Phone: 1-724-772-4060

Email: [disilvio@sae.org](mailto:disilvio@sae.org)



**10%**  
TOTAL RECOVERED FIBER  
ALL POST-CONSUMER FIBER



P90581

**SAE International**<sup>™</sup>  
400 Commonwealth Drive  
Warrendale, PA 15096-0001

SAE 2009

# Sustainable Mobility Symposium

A Practical Applications Approach for Engineers

June 18-19, 2009  
NextEnergy Auditorium, Detroit, Michigan, USA

Pre-register by June 5, 2009  
SAE Members Save \$400  
Non-Members Save \$100

[www.sae.org/sustainable](http://www.sae.org/sustainable)