

# Reinventing the Industrial Heartland: Supply Chain Sustainability and the New Automotive Industry

Thursday, October 6, 2011  
Room 221 • Fluno Center • 601 University Avenue • Madison • WI

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- 7:00 A.M.**            **Registration** (Fluno Center 1<sup>st</sup> Floor Atrium)  
Breakfast and issue-specific networking (Executive Dining Room, 1st Floor)
- 8:30 A.M.**            **Opening Remarks: Neil Heinen**, Editorial Director, WISC Madison
- 8:45 A.M.**            **Welcome**  
**William Drozdiak**, President, American Council on Germany  
**Gilles Bousquet**, Dean, Division of International Studies, Vice Provost for Globalization and Director of the International Institute, University of Wisconsin-Madison  
  
<http://vimeo.com/31549032>
- 9:00 A.M.**            **Setting the Stage**  
**William Drozdiak**, President, American Council on Germany  
**Richard Longworth**, Senior Fellow, Chicago Council on Global Affairs  
**J. D. Bindenagel**, Vice President, De Paul University, Member of the Board of the German-American Chamber of Commerce in the Midwest  
  
<http://vimeo.com/34532015>
- 9:45 A.M.**            **Panel One: The Supply Chain/Web of the Future**  
**Challenge: Professor Gary Herrigel**, Political Science, University of Chicago  
**Moderator: Professor Douglas Fisher**, Director, Center for Supply Chain Management, Marquette University School of Business  
**Mathew Alagna**, CEO, Thomas Magnete USA, LLC  
  
<http://vimeo.com/31791095>
- 11:00 A.M.**            **Panel Two: Auto/Mobility of the Future**  
**Challenge: Lee Swindall**, VP, Business & Industry Development, WI Economic Development Corporation  
**Moderator: Professor Robert Lorenz**, Mechanical Engineering and Co-Director, WI Electric Machines and Power Electronics Consortium, University of Wisconsin-Madison  
**Manuel Sattig**, BMW Group, Munich  
**Steve Vielmetti**, Vice President, Strategic Supply Chain, Johnson Controls Inc.  
  
<http://vimeo.com/33215054>
- 12:30 P.M.**            **Lunch** (Executive Dining Room, 1st Floor)
- 1:30 P.M.**            **Keynote Address: Peter Schneider** Author and Commentator, Berlin, Germany  
  
<http://vimeo.com/33011487>
- 2:15 P.M.**            **Panel Three: The Role of Government in the Future**  
**Challenge: Cathy Stepp**, Secretary, WI Dept of Natural Resources  
**Moderator: Professor Graham Wilson**, Chair, Political Science, Boston University  
**Dr. Matthias Weigand**, Head of Cross-Sectoral Law, Bavarian State Ministry for State Development and Environmental Affairs, Munich  
**Audi Representative**  
  
<http://vimeo.com/33088206>

- 3:30 P.M.**            **Future steps**  
**William Drozdiak**, President, American Council on Germany  
**Cathy Stepp**, Secretary, WI Dept of Natural Resources  
**Mike Klonsinski**, Chief Operating Officer, WI Economic Development Corporation
- <http://vimeo.com/33875139>
- 3:50 P.M.**            **Conclusion: Neil Heinen**, Editorial Director, WISC Madison
- 4:00 P.M.**            **Reception** (Fluno Center Study Pub 8<sup>th</sup> Floor)

***With thanks to the American Council on Germany, the German Marshall Fund of the U.S. and Center for German and European Studies, UW-Madison for making the conference possible.***