



TRI-STATE  
**MANUFACTURERS'**  
**ALLIANCE**

A program of:  
THE CHAMBER OF COMMERCE OF  
**SOUTHWEST INDIANA**  
Leading Business. Growing Communities.

## Speakers

### Center for Automotive Research



**Mr. Kim Hill**  
Director,  
Sustainability and Economic  
Development Strategies  
Director,  
Automotive Communities Partnership  
Associate Director, Research



**Mr. Bernard Swiecki**  
Assistant Director,  
Automotive Communities Partnership

### University of Waterloo



**Mr. Ross McKenzie**  
Managing Director,  
WatCAR (Waterloo Centre for  
Automotive Research)

## TSMA Fourth Quarter Event

Wednesday, November 10, 2010

Ivy Tech Auditorium (3501 N. First Avenue, Evansville)

7:30 a.m. – 8:00 a.m. Registration & Networking

8:00 a.m. - 9:30 a.m. Program

FREE to TSMA members;

\$35 per person for non-TSMA members

Free-of-charge for college students, faculty and staff!

*TSMA is pleased to host national automotive experts from the Center for Automotive Research (CAR) to discuss the state of the industry with our local manufacturers and businesses.*

**Don't think your company is tied in to the automotive industry?**

**Think again!**

Mr. Kim Hill, CAR's Director of the Automotive Communities Partnership (ACP), along with Mr. Bernard Swiecki, will speak about the importance of communities embarking on a common course to bring new investment to the region. They will discuss how your company can be a direct link to this thriving industry.

The Great Lakes-based ACP helps communities understand an automotive industry facing the many challenges of global competition, and its expert staff can help teach our region's businesses how to adapt and respond to the challenges and opportunities that currently exist in the industry.

Joining Mr. Hill and Mr. Swiecki will be Mr. Ross McKenzie, who oversees automotive research and outreach activity at the University of Waterloo and facilitates industry-academic relationships in existing and emerging automotive technologies. He joined the Waterloo Centre for Automotive Research (WatCAR) as Managing Director in September 2007.

Mr. McKenzie has over 25 years experience in investment attraction, market development and international trade.

You won't want to miss hearing about Mr. McKenzie's involvement with the rapidly advancing technologies in all segments of the automotive sector. For instance, did you know that wheat straw-reinforced plastics are incorporated into Ford Motor Company's 2010 Ford Flex?

What are the opportunities for your company?  
Join us to find out!

To register, please contact Julie Ko, manager of business services, at 812.425.8147 or via e-mail at [jko@ccswin.com](mailto:jko@ccswin.com).



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