

Wednesday, April 14, 2010

Ignite Automotive announces speakers who will share ideas to help boost auto industry's competitiveness

The Center for Integrated Business Research and Education (CIBRE) at OU's School of Business Administration is partnering with Edict Incorporated and the Society of Automotive Analysts to host a fast-paced, fun and thought-provoking event designed to elicit and promote ideas on how to help the American auto industry bounce back from its steady decline in the world market.

On Thursday, April 22, the "Ignite Automotive" event will welcome a select group of automotive "geeks" with perspective on any aspect of the industry to get on stage for five minutes and tell a gathering of hundreds of people their ideas. Those interested in the opportunity to speak can sign up at www.igniteautomotive.org/speak.html.

A national initiative run by local volunteers in communities across the country, Ignite aims to raise the collective IQ and build connections in each city. Via streaming and archived videos of local talks, local Ignites are sharing accumulated knowledge and passion with the world.

Topics and speakers will include:

- **Alcoholic America, Norman Witte III**
- **A Car for Every Need, but all Within My Budget, Mohan Tanniru**
- **Breakthroughs to Make an Automaker More Competitive, James T. Low, Ph.D., CPIM**
- **Changing Batteries Forever, David Stout**
- **Future of Automotive: More about the Clouds than the Pavement Gregg Garrett**
- **Ignite People and Culture: Transforming General Motors Elizabeth Briody**
- **Michigan Manufacturing is Not Dead!, Doug Van Slembrouck**
- **The Next EV, Nikunj Jain**
- **The Secret Weapon of the Auto Industry, Bil Moore**
- **Three Hair-Brained Schemes to Fix the Economy, the Auto Industry and the Energy Crisis Charlie Wollborg**
- **Think Outside the Car, Mike Bauer**

The April 22 event is set in the Oakland Center Banquet Rooms on Oakland University's campus in Rochester, Mich. All are welcome to either get involved or just come to listen. For more information on the event, visit www.igniteautomotive.org. For tickets, visit www.igniteautomotive.org/tickets.html.

SUMMARY

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Article Start Date: Wednesday, April 14, 2010