

# 2023 QUALITY SUMMIT

OCTOBER 4, 2023

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Session Time	Main Room Session Powering Electrification	Small Room Session Future of QMS
7:30 AM - 8:30 AM	<b>Registration and Continental Breakfast</b> <i>Room: Opal/Onyx/Garnet</i>	
8:30 AM - 8:45 AM	<b>Welcome</b> <i>Room: Crystal/Sapphire/Ruby</i> <b>Harald Wilhelm</b> <i>Vice President, Quality Products &amp; Services</i> AIAG	
8:45 AM - 9:30 AM	<b>Industry Keynote Speakers</b> <i>Room: Crystal/Sapphire/Ruby</i> <b>*Introduction: Matt Pohlman, CEO</b> <b>Amin Alidina</b> <i>Global Director, Supplier Technical Assistance</i> <b>Joshua Halliburton</b> <i>Executive Director, Quality</i> Ford Motor Company  As the automotive industry landscape becomes more connected and electric, what customers care about is changing as well. Product quality will always be key but increasingly customers care about and are delighted by the quality of the experiences we create through software and features. To create these experiences, now more than ever, OEMS and the supply-base must be collaborative for agile development of software and integrated platforms.	
9:30 AM - 10:00 AM	<b>Networking Break</b> <i>Room: Opal/Onyx/Garnet</i>	
10:00 AM - 10:45 AM	<b>Rules 6<sup>th</sup> Edition</b> <b>(Overview of Changes that impacts Clients)</b> <i>Room: Crystal/Sapphire/Ruby</i> <b>*Introduction: IAOB - James Bruin</b> <b>Michelle Maxwell</b> <i>Director-IATF Initiative Development &amp; Implementation</i> IAOB  Is your organization certified to IATF 16949 or considering certification to IATF 16949? This session is for you! IATF is updating the Rules for achieving and maintaining IATF recognition from 5 <sup>th</sup> Edition to 6 <sup>th</sup> Edition. Join us for an informative presentation on significant changes that may impact your organization, and the rationale behind those changes.  This presentation will give you the necessary understanding to advise your organization on upcoming potential impacts to auditing budgets, audit scheduling, audit preparation, audit conduct, timing for submission of nonconformity responses, transfers to a new certification body, and so much more.	

<p>10:55 AM - 11:40 AM</p>	<p><b><u>Applying the AIAG Core Tools in the Semiconductor Industry</u></b>  <i>Room: Crystal/Sapphire/Ruby</i>  <i>*Introduction: Plexus – Jeremy Hazel</i>  <b><u>Gary Capron</u></b>  <i>Control of Manufacturing Manager</i>  <i>Micron Technology</i></p> <p>AIAG’s Core Tools were designed to help automotive companies improve the quality and efficiency of their processes – but the semiconductor industry has certain traits (e.g., supplying catalog parts, being a Tier 3, and having fully automated manufacturing processes) that make the Core Tools challenging to apply in some cases.</p> <p>Focusing on using a Non-Standard Development Flow, how certain requirements are met when using fully automated processes, and the semiconductor definition of Rework, this session will help you better understand the complexities of the semiconductor industry, and how to get the most value from the Core Tools.</p>	<p><b><u>Quality 4.0 Briefing – Past, Present, and Future Things Every QA Professional Must Understand</u></b>  <b><u>Harrington Quality 4.0 Whitepaper</u></b>  <b><u>View Audio Link</u></b>  <i>Room: Emerald/Amethyst</i>  <i>*Introduction: Ease – Corey Anderson</i>  <b><u>John Cachat</u></b>  <i>Engineer</i>  <i>PeProSo, LLC</i></p> <p>Quality professionals often play a vital role in leading their organizations to apply proven quality disciplines to new, digital, and disruptive technologies – but deploying a digital strategy can have unique challenges.</p> <p>Highlighting the Quality 4.0 tools that can help alleviate these challenges when implementing and deploying systems to support digital transformation, this session will explore Quality 4.0 impacts on people, processes, and technology.</p> <p>Join us to learn more, and help your organization make the vital connection between a future Quality 4.0 and their ability to thrive in disruption, using quality principles to enable transformation and growth.</p>
<p>11:40 AM - 1:00 PM</p>	<p><b>Networking Lunch</b>  <i>Room: Opal/Onyx/Garnet</i></p>	<p><b>Lunch Table Topics</b>  <i>Room: Platinum Ballroom</i></p>
<p>1:00 PM - 2:45PM</p>	<p><b><u>IAOB CB of the Year &amp; OEM Panel Discussion</u></b>  <b><u>“Quality Challenges in the Transition to Electrification”</u></b>  <i>Room: Crystal/Sapphire/Ruby</i>  <i>* Moderator: IAOB - James Bruin</i>  <b><u>Sunita Shahmehri</u></b>  <i>STA – NA Operations</i>  <i>Ford Motor Company</i>  <b><u>Chris Mailloux</u></b>  <i>Director of Supplier Quality</i>  <i>General Motors Corporation</i>  <b><u>Darryl Sherman</u></b>  <i>Purchasing Technical Division Leader</i>  <i>Honda Development &amp; Manufacturing of America</i>  <b><u>Bruce Williams</u></b>  <i>Head of NA Process Methods &amp; Warranty Recovery,</i>  <i>Stellantis</i></p>	
<p>2:45 PM - 3:15 PM</p>	<p><b>Networking Break</b></p>	

<p>3:15 PM - 4:00 PM</p>	<p><b><u>The Road to Reliability: Blazing Trails to Meet CASE</u></b>  <b>(Connected/Autonomous/Shared/Electrified),  the new Gold Rush</b>  <i>Room: Crystal/Sapphire/Ruby</i>  <i>*Introduction: RGBSI</i>  <u>Tracy Riggan</u>  Senior Director, Solutions  IPC</p> <p>CASE is the gold rush of our times. What dead ends can we avoid, what bumpy roads can we smooth, what deadlines can we beat, and what resources can we save with greater cooperation?</p> <p>Join us to learn how the aerospace industry worked with their electronics supply chain to streamline requirements, save time and money, and raise reliability – and how inter-industry coordination on establishing base requirements and directional targets at the industry level can pave the way for achieving higher reliability, build economies of scale, strengthen supplier relationships, and spur innovation.</p>	<p><b><u>Disruptive Quality – Next Level Thinking</u></b>  <b><u>View Audio Link</u></b>  <i>Room: Emerald/Amethyst</i>  <i>*Introduction: Plex – Brian Martensen</i>  <u>Toni Hollis</u>  Senior Global Quality Manager  Lear Corp</p> <p>With the advancement of robotics, artificial intelligence, remote learning, and advanced materials, our world – and the culture of quality – is changing rapidly.</p> <p>To adjust to these changes and prepare for the future, we must anticipate and welcome disruption. How are our systems vulnerable in day-to-day activities? What do our processes tell us? We must develop ways to innovate, and in doing so, reimagine the entire system to accommodate this disruption.</p> <p>In this session, we will look at how the past represents the framework of the future, what the future of quality must embrace, and learn that disruption is not a bad thing.</p>
<p>4:10 PM - 4:55 PM</p>	<p><b><u>Robust Engineering and its Application to Electric Vehicles</u></b>  <i>Room: Crystal/Sapphire/Ruby</i>  <i>*Introduction: Bureau Veritas – David Vigil</i>  <u>Dr. Jay Zhou</u>  CTO  JHZ Strategic QA</p> <p>As the development of electric and autonomous vehicles accelerates, robust design and robust engineering are becoming increasingly essential in ensuring the quality and reliability of these products and technologies.</p> <p>The goal of this session is to facilitate a better understanding of robust design and robust engineering, where to apply these methodologies, and how their implementation can reduce recalls and warranty, improve quality and business results, and increase customer satisfaction.</p>	<p><b><u>The Digital Transformation of an Established Automotive QMS</u></b>  <b><u>View Audio Link</u></b>  <i>Room: Emerald/Amethyst</i>  <i>*Introduction: Dave Mimms, AIAG</i>  <u>Brian Martensen</u>, Product Manager, Plex, by Rockwell Automation  <u>Chrisandra Bayne</u>, Quality Manager, Mitchell Plastics</p> <p>Focusing on the process, solution, and lessons learned during their Quality 4.0 transformation, this session will explore Mitchell Plastics’ journey from a paper-based system to a digital QMS.</p> <p>Plex will support this session by discussing how their team worked with Mitchell Plastics to utilize Plex QMS to transform their QMS and create a culture of quality.</p>
<p>5:00 PM - 7:00 PM</p>	<p style="text-align: center;"><b>Networking Reception</b>  <i>Room: Outdoor Courtyard (weather permitting) or Platinum Ballroom</i></p>	

# 2023 QUALITY SUMMIT

OCTOBER 5, 2023

Session Time	Session Title & Speaker	Session Title & Speaker
7:30 AM - 8:30 AM	<p style="text-align: center;"><b>Networking and Continental Breakfast</b> <i>Room: Opal/Onyx/Garnet</i></p>	
8:30 AM - 8:40 AM	<p style="text-align: center;"><b>Welcome Day 2 Overview</b> <i>Room: Crystal/Sapphire/Ruby</i> <b>Harald Wilhelm</b> Vice President, Quality Products &amp; Services AIAG</p>	
8:40 AM – 9:25 AM	<p style="text-align: center;"><b><u>New APQP &amp; Control Plan – What’s In It For Me?</u></b> <i>Room: Crystal/Sapphire/Ruby</i> <i>*Moderator: Harald Wilhelm</i></p> <p style="text-align: center;"><b>Scott Trantham</b>, Global Supplier Quality Manager, GM <b>Greg Szelazek</b>, Senior Supplier Quality Development Engineer, Stellantis <b>Keith Peterfeso</b>, Supplier Quality Assistance-Business and Strategy Office , Ford</p> <p>Ford, General Motors and Stellantis – the authors of the APQP manual – are updating the APQP 2<sup>nd</sup> edition with a new APQP 3<sup>rd</sup> edition, and a new, stand-alone Control Plan manual.</p> <p>The updated APQP will address how to improve successful new product launches, updates to reflect “agile” project management, and the “why” behind the “what” and “when,” while the new Control Plan will provide in-depth detail on the development of control plans, with examples and guidance on ensuring robust execution.</p> <p>Focusing on the updates, benefits, and goals of these new documents, this session will explore the background and value of APQP and Control Plans, along with publication dates, and other important implementation information.</p>	
9:35 AM - 10:20 AM	<p style="text-align: center;"><b><u>IATF 16949 &amp; Rules QA Session Panel</u></b> <i>Room: Crystal/Sapphire/Ruby</i> <i>*Introduction: Plato – Claudia Lange</i></p> <p style="text-align: center;">Session Moderator: <b>James Bruin</b>, Executive Director, IATF Strategic Development <b>Michelle Maxwell</b>, Director-IATF Initiative Development &amp; Implementation <b>Erin Gerardi</b>, Program Manager IATF Initiatives IAOB</p> <p>Back by popular demand, the International Automotive Oversight Bureau’s (IAOB) Cherie Reiche, Managing Director - IAOB Initiatives and Office Management; Michelle Maxwell, Director - IATF Initiative Development &amp; Implementation; and Erin Gerardi, Program Manager IATF Initiatives, will present and answer questions about IATF 16949, Rules Sanctioned Interpretations, and Frequently Asked Questions. Please bring your questions about these two requirements documents to this session, which will be moderated by James Bruin, Executive Director of the IAOB.</p>	
10:20 AM - 10:50 AM	<p style="text-align: center;"><b>Networking Break</b> <i>Room: Opal/Onyx/Garnet</i></p>	

**Closing Keynote**  
**Creating a Limitless Culture**

*Room: Crystal/Sapphire/Ruby*

*\*Introduction: Harald Wilhelm*

**Ben Whiting**

*Corporate entertainer, magician and mind reader*

10:50 AM - 11:35 AM

What do you get when you combine a background in leadership development with decades of corporate entertainment experience? Something that is fun, engaging, and that builds the bridge between insight and actionable strategies, which is what Ben Whiting's *Creating a Limitless Culture*™ keynote is all about.

Along with experiencing jaw-dropping (and often hilarious) magic and mind reading, you will be able to increase productivity through better communication, reduce drama by learning how to create and sustain quality relationships in the workplace, and learn to thrive amidst constant change with a simple mindset shift that will also help you find not just happiness, but fulfillment in your day-to-day work life (while having A LOT of fun!).

11:35 AM - 11:50 AM

**Prize Drawing**

*Room: Crystal/Sapphire/Ruby*