

## New Direction for Automotive Industry to Be Discussed at Think Tank Session

Written by Mark McLaughlin  
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IA/IL QUAD-CITIES – According to Rob Woodall, Director of Manufacturing at Alcoa's Davenport Works, the automotive industry will soon be taking an exciting new direction that could yield major benefits for the Quad-Cities area. Woodall will be discussing this topic at a Think Tank session to be held Feb. 6. Think Tank is a new division of Results Marketing in Bettendorf, Iowa.

“The goal of the Think Tank is to provide a forum for the Quad-City area’s most compelling thinkers and doers,” said Todd Ashby, Managing Partner of Results Marketing. “We are proud to have Rob Woodall as our first presenter and look forward to learning about his highly important topic.” Results Marketing is also the creator of the Idea Lab, a progressive discussion group, and is the hosting sponsor of Leadercast in the Quad-Cities area. The Think Tank session will be held 6 to 8 p.m. on Thurs.,

### **Feb. 6**

at Rivermont Collegiate, 1821 Sunset Dr., Bettendorf, Iowa. Cost of the session is \$20 and includes complimentary hors d’oeuvres.

“The Rivermont campus used to be the estate of Bettendorf’s namesake, inventor William Bettendorf,” Ashby said. “He was the creative force behind the Bettendorf Metal Wheel Co. and a key figure in the history of transportation in the Midwest, so it is especially fitting that Woodall’s revolutionary message will be delivered on the Bettendorf family’s former property.”

This Think Tank session will be hosted by Scott Naumann, who served as host/emcee at Leadercast 2013. The presenting sponsor for this event is Dahl Ford, and the stage setting is provided by Abbey Carpet Gallery. **The Benefits of Aluminum**

“The use of aluminum by the automotive industry is going to nearly double in the next decade,” said Woodall, “and we are now at the threshold of the implementation of that plan. Some car and truck makers will be switching to aluminum because it will decrease the weight of vehicles while improving their fuel efficiency, safety, durability and performance.”

Signs of the switchover to aluminum are already emerging in the automotive industry. For example, Ford recently announced it is converting its most popular truck to an aluminum

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intensive vehicle. Also, Alcoa has just completed a \$300 million project here in the Quad Cities to make aluminum sheet for the auto industry.

At Woodall's presentation, he will discuss the many benefits of aluminum, and tell why this development will have positive ramifications in the Quad-Cities. "The switchover to aluminum will not be immediate," he said, "nor will it include all vehicles by all makers. But a major step-up in the process is on the horizon, and Alcoa stands ready to meet the demand. That step-up will bring welcome business growth to the Quad-Cities area." To find out more or to register, call Marcia Brandt of Results Marketing at

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