



Start time	Duration	Morning Session Presentations	Speaker	Location
7:30 AM	0:30	Registration and breakfast		Architecture Gallery (A210)
8:00 AM	0:15	Welcome <i>Workshop Overview, Sponsor Introductions .</i>	Alba Colon, Hendrick Motorsports	Architecture Auditorium (A200)
8:15 AM	0:45	Rules Overview <i>Learn about the latest revisions for the 2025 Formula SAE rules. The Q&A session will allow you the opportunity to ask questions to make sure your team is in compliance.</i>	Steve Sayovitz, Formula SAE Rules Chair	Architecture Auditorium (A200)
9:00 AM	1:00	Effective FSAE Team Organization and Planning <i>This session will focus on setting your team up for success. We will focus on identifying critical areas, effectively recruiting and developing team members, knowledge transfer for future teams, setting goals, and managing the timeline.</i>	Mike O'Neil, Essex Parts	Architecture Auditorium (A200)
10:00 AM	0:15	Networking Break		Architecture Gallery (A210)
10:15 AM	1:00	Cost 101 (Tracking Costs and other elements) <i>This is an informational session on the Cost and Manufacturing event in the Formula SAE competitions. Event background, points breakdown, notes for the 2025 competition season, and common errors seen in reports will be discussed.</i>	Emily Anthony, FAAC Incorporated	Architecture Auditorium (A200)
11:15 AM	1:00	Understanding Design Judging <i>This session will provide students with insights into how the Design Event works, what it takes to perform well, and how to use it to drive the team to perform better in many segments of the competition.</i>	Mike O'Neil, Essex Parts	Architecture Auditorium (A200)
12:15 PM	1:00	Networking Lunch		Architecture Gallery (A210)
1:15 PM	0:30	Business Presentation Overview <i>This presentation will provide you an understanding of the Business Presentation format for 2025, including changes to the event process and deadlines for each round of judging.</i>	Adam Zemke, Launch Michigan	Architecture Auditorium (A200)
1:45 PM	0:15	Networking Break		Architecture Gallery (A210)
2:00 PM	1:00	Introduction to Accumulator Thermal Management and Modeling <i>This lecture will cover the basic concepts and strategies of accumulator thermal management and walk through the development of a thermal model.</i>	Simon Cohen, Roush	Architecture Auditorium (A200)
		Racing Brake Systems <i>This session will cover the system needs, component sizing, disc design, tuning, related vehicle dynamics, and other subjects. Depth will range from the basics to performance enhancing fine details that are often missed.</i>	James Browne, General Motors	UTLC Gallery (T210)
		Suspension Design <i>This presentation will focus on the principles of designing a suspension system and its relationship to tires and vehicle performance.</i>	Darrell Hancock/Tim Drotar, Stellantis	Lear Auditorium (T429)
3:00 PM	0:15	Networking Break		Architecture Gallery (A210)
		The Frame & SES <i>In this lecture, we will review the latest Structural Equivalency Spreadsheet (SES) document, covering both tube & composite structures as well as IC & EV powertrains. We will also highlight common mistakes, and offer advice for students on how to best leverage this document to meet their safety and performance goals.</i>	Mary Bellino, Ford Motor Company and James Shaw, Fastway Engineering	UTLC Gallery (T210)
		Tire Testing and Modeling for Vehicle Dynamics <i>I've got access to the Tire Test Consortium (TTC) tire database. Now what do I do with it? This presentation will give an introduction to the Pacejka tire model and some useful first principle calculations.</i>	Tim Drotar, Stellantis	Lear Auditorium (T429)
4:15 PM	0:30	Networking Break		Architecture Gallery (A210)
4:45 PM	0:15	Open Resources for Formula SAE Teams <i>This presentation will briefly cover FSAE resources from trusted sources to support the design, manufacture, and development of FSAE cars as well as how to succeed at competition.</i>	Darrell Hancock, Stellantis Michael Royce, Albion Associates	Architecture Auditorium (A200)
5:00 PM	0:30	Open Forum (General Questions)	All Speakers	Architecture Auditorium (A200)
5:30 PM		Adjourn		
Speakers and Times Subject to Change			For additional information go to:	