

PRELIMINARY SCHEDULE

Tuesday, MAY 12

1 p.m. - 5 p.m. Conference Registration
6 p.m. - 7 p.m. Embassy Suites Welcome Reception

Wednesday, MAY 13

8 a.m. - 9 a.m. **"Thriving in a Tough Economy"**
Sam Malatesta, Malatesta Capital Corp.

9 a.m. - 9:30 a.m. **Break**

9:30 a.m. - 10:15 a.m. **"New Metals & Repair Technologies"**
Dave Gruskos, Reliable Automotive Equipment

10:15 a.m. - 10:45 a.m. **Break**

10:45 a.m. - 12 p.m. **"Facts, Figures and Trends: A Guide to Understanding the Collision Industry"**
Greg Horn, Mitchell International

12 p.m. - 1 p.m. **Lunch**

1 p.m. - 1:45 p.m. **"How an Investment in Technology Pays You Back – Especially NOW!"**
Scott Luckett, AAIA

2 p.m. - 4 p.m. **Technology Panel – "Utilizing Technology to Work Smarter"**

4 p.m. - 6 p.m. **Technology Fair**

6:30 p.m. - 9 p.m. **Reception and Dinner**

Thursday, MAY 14

8 a.m. - 9:30 a.m. **"The Millennial Generation: The New Workforce"**
Gregory Mayo, Human Resource Solutions, Inc.

9:30 a.m. - 9:45 a.m. **Break**

9:45 a.m. - 10:15 a.m. **Waterborne Paint Basics Discussion**

10:15 a.m. - 10:30 a.m. **Break**

10:30 a.m. - 12 p.m. **"Specific Techniques to Improve the Quality and Quantity of Results Produced by Your Web Site"**
Ed Taylor, Web Site Strategist, SEO and Conversion Specialist

12 p.m. - 1 p.m. **Lunch**

1 p.m. **Close of Conference**

IMPORTANT INFORMATION

Deadlines

Friday, April 10, 2009
Make a hotel room reservation. Contact Embassy Suites directly at 602-765-5800 or 800-362-2779. Make sure to reference "AFT" to receive \$159/night rate.

Friday, May 1, 2009
Register for the conference by completing the enclosed form and faxing it to 301-654-3299 or online at www.aftermarket.org. No refunds after May 1, 2009.

Hotel Reservations

The room rate is \$159 per night for a single/double room, plus tax. *Complimentary Internet has been included in the room rate for PBES attendees during their stay.*

Embassy Suites Hotel Phoenix-Scottsdale
4415 East Paradise Village Parkway South
Phoenix, AZ 85032
(P) 602-765-5800* or 800-362-2779

* Reference AFT (for aftermarket) to secure the negotiated AAIA group rate.

Registration Fees

Jobber/Distributor Member First Delegate	\$425
Jobber/Distributor Member Additional Delegates	\$250
Jobber/Distributor Non-member First Delegate	\$650
Jobber/Distributor Non-member Additional Delegates	\$450
Manufacturer Member First Delegate	\$650
Manufacturer Member Additional Delegates	\$450
Manufacturer Non-member First Delegate	\$850
Manufacturer Non-member Additional Delegates	\$650
Spouse Member	\$199
Spouse Non-member	\$299

For Golf Tee Times

Carrie Bayless
Tournament/Catering Sales Director,
Stonecreek Golf Club
(P) 602-494-1215
(F) 602-953-2250
E-mail: cbayless@eaglegolf.com
Web site: www.stonecreekgc.com

For more information on the 2009 PBES Spring Conference, contact:

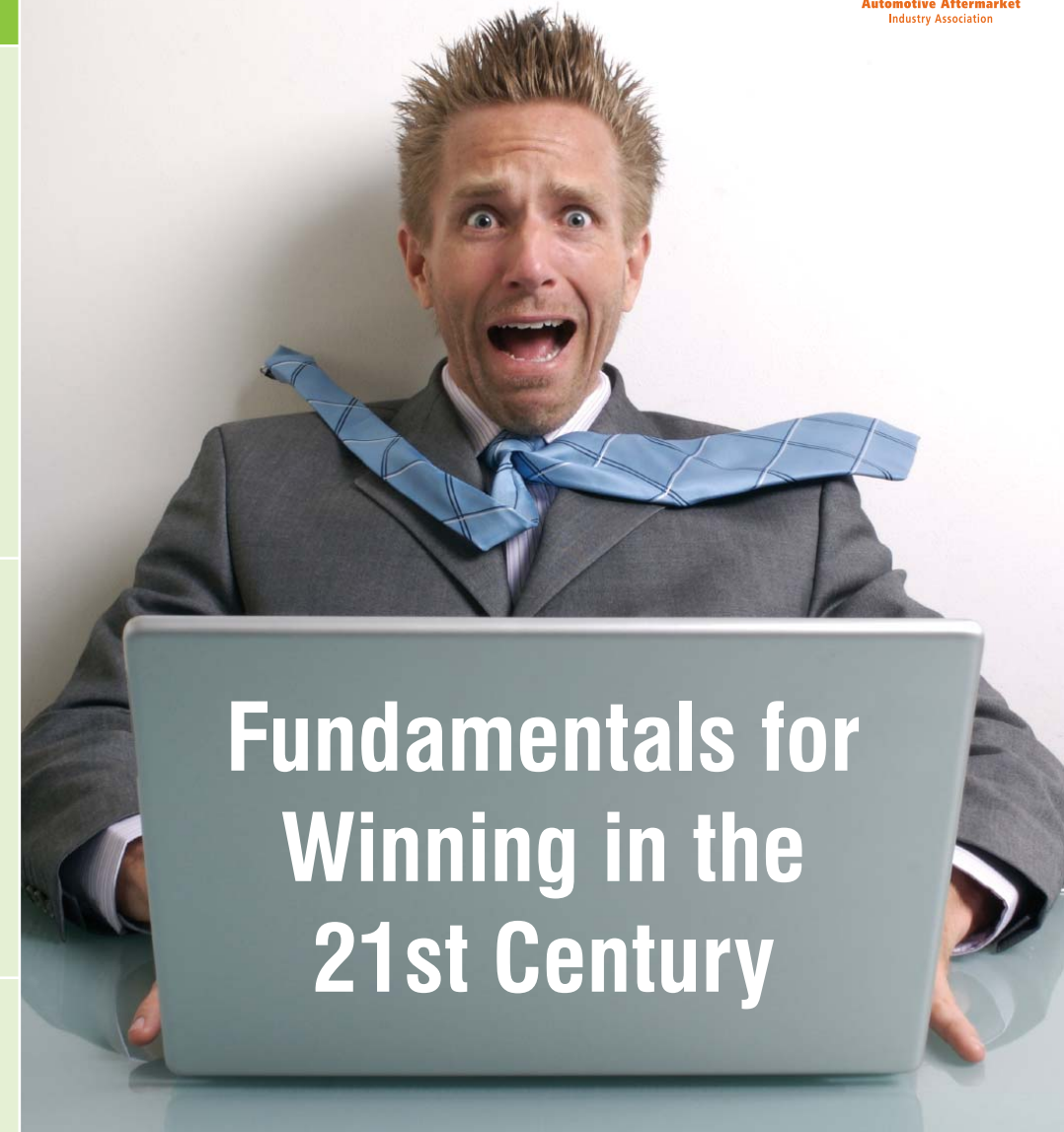
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Paint, Body and Equipment Specialists

A Segment of the Automotive Aftermarket Industry Association (AAIA)
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(P) 301-654-6664, (F) 301-654-3299, www.aftermarket.org



PBES 2009 Spring Conference

May 12-14, 2009
Embassy Suites Hotel Phoenix – Scottsdale
Phoenix, Ariz.



SELECTED SESSION DESCRIPTIONS AND SPEAKER INFORMATION

Wednesday, MAY 13



“Thriving in a Tough Economy”

Sam Malatesta, Malatesta Capital Corp.
8 a.m. - 9 a.m.

The focus of this session will be to share information and facts related to the current economic environment and its impact on the Auto Claims Economy. This session will communicate the key trends currently shaping the future growth and profitability of the automotive aftermarket. The objective will be to provoke thought with participants by sharing ideas that will lead to “new” value creation and differentiation within the supply chain. Attendees will learn:

- Key trends impacting manufacturer’s and your customer’s business
- The distributor’s “new value-added role” within the Auto Claims Economy
- Thought-provoking concepts around the future of distribution



“New Metals & Repair Technologies”

Dave Gruskos, Reliable Automotive Equipment
9:30 a.m. - 10:15 a.m.

Vehicle manufacturers are increasingly using special-alloyed steels in their efforts to build safer, lighter and more fuel-efficient vehicles. Today’s vehicle bodies can contain up to 12 different types of materials. Many of these materials are heat-sensitive and are also hard, with extremely high strength, which means that conventional repair methods cannot be used. Knowledge of material is therefore critical for ensuring that manufacturer-recommended products are used in repair work. Gruskos will identify how these new materials affect the collision repair industry. Attendees will take away information that they can provide to their body shop customers for:

- Preparing accurate estimates
- Deciding whether to straighten/repair or replace
- Procedures and parameters for welding and repair



“Facts, Figures and Trends: A Guide to Understanding the Collision Industry”

Greg Horn, Mitchell International
10:45 a.m. - 12 p.m.

Horn will provide a snapshot of current collision industry trends and the repair environment including the factors involved with accident claims frequency, total loss frequency, as well as changes in vehicle construction and auto technology that influence vehicle repair. Attendees will learn:

- What’s happening in the collision repair environment
- Where the number of accidents are headed
- What factors affect claim frequency

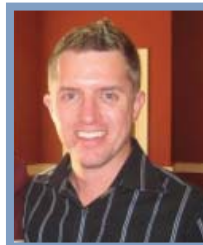


“How an Investment in Technology Pays You Back – Especially NOW!”

Scott Lockett, Automotive Aftermarket Industry Association (AAIA)
1 p.m. - 1:45 p.m.

Lockett will kick-off the afternoon with a review of the leading technology standards being adopted in the aftermarket and explain how businesses that apply technology are rewarded, especially in a challenging economy. Attendees will learn:

- About the e-commerce requirements of an on-demand market
- How focusing on the quality of your data will help sell more product
- The standards-based practices of top performers in the aftermarket



Technology Panel - “Utilizing Technology to Work Smarter”

Moderator: Christian Hassold, PBE Solutions, Inc.
2 p.m. - 4 p.m.

The dichotomy of economic cycles in business is that when things are good, managers tend to focus on growth. Yet when things are bad, managers focus on cost cutting. A typical manager will let these cycles drive their decision-making – the challenge is to become atypical and maximize profit opportunity while controlling costs independent of the cycles.

Technology offers numerous solutions to help us increase sales opportunities and maximize cost efficiency; the challenge is identifying and properly implementing these solutions in our very unique business environment.

This panel will examine several technology solutions that can help business leaders in the automotive aftermarket increase sales opportunities and reduce costs. In addition, panelists will be asked to discuss how they identified and implemented the technology solutions.

Technology Fair

4 p.m. - 6 p.m.

Thursday, MAY 14



“The Millennial Generation: The New Workforce”

Gregory Mayo, Human Resource Solutions, Inc.
8 a.m. - 9:30 a.m.

Mayo will lead a discussion on the general characteristics of the four generations composing the current workforce, the impact of the millennials in your workplace, the greatest challenges millennials face in the workforce today, as well as your company and the challenges you face to challenge and retain them. Attendees will learn:

- The secrets for working with and supervising the millennials that will help even the most pessimistic of managers effectively leverage this generation
- How to recognize the stereotypes that prevent us from understanding a different generation
- Specific approaches for successfully recruiting and retaining millennial employees

Waterborne Paint Basics Discussion

9:45 a.m. - 10:15 a.m.



“Specific Techniques to Improve the Quality and Quantity of Results Produced by Your Web Site”

Ed Taylor, Web Site Strategist, SEO and Conversion Specialist
10:30 a.m. - 12 p.m.

Just like ads, direct mail and salespeople, Web sites can be “top performers,” mediocre, a waste of time and money or, if a Web site is bad enough, it can actually drive potential customers away from your business! Because most business Web sites are created by developers who are not trained in, or experienced with, the latest “best practices” in Internet marketing, underperforming Web sites are all too common. Taylor will lead you through non-technical objectives and realistic strategies and tactics that can make the difference between the success and failure of your Web site. Attendees will learn:

- How to determine their value proposition and how to use it to increase Web site leads
- How to establish Web site objectives
- How to develop a complete action plan of specific “to-do’s” that can be quickly, easily and inexpensively implemented