



AAIAEVENTS@ 2011

AAIA
Automotive Aftermarket
Industry Association

SUNDAY, OCT. 30

3:45 p.m. - 5:10 p.m.

AWDA Executive Briefing

The Economic Climate: A Macro and Micro Aftermarket Perspective

Speaker: Dr. Robert Baur, Principal Global Investors; Panelists: Richard Roy, Uni-Select; John Quirk, VIP; Danny Ward, Southeastern Automotive Warehouse

Presented by the University of the Aftermarket



Venetian Hotel, Murano, Room 3301

Free to AWDA conference registrants with a badge, all others \$50.

6 p.m. - 6:45 p.m.

AWDA Opening General Session and Manufacturers' Reception

Venetian Hotel, Veronese Ballroom (AWDA badge or invitation required.)

MONDAY, OCT. 31

9 a.m. - 4 p.m.

AAIA Member Center

Sands Expo Center, 204-206

6 p.m. - 7:30 p.m.

AAIA/AASA Chairmen's Reception

Venetian Hotel, Titian, Room 2201

TUESDAY, NOV. 1

7:30 a.m. - 5 p.m.

AAIA Member Center

Sands Expo Center, 204-206

7:30 a.m. - 8:30 a.m.

2012 Aftermarket Outlook

Speaker: David Portalatin, The NPD Group

(Also on Wednesday, Nov. 2, 2011, 2 p.m. - 3 p.m.)

Increasing Your Competitive Advantage by Communicating a Stronger Philosophy/Positioning Within Your Markets

Speaker: Jim Pancero, Jim Pancero, Inc.

Sponsored by Automotive Warehouse Distributors Association



Import Parts Explosion: Are You Taking Your Share?

Speakers: Moderator: Marty Gold, S-G Imported Parts, Inc.; Panelists: Ken Carter, MAHLE Clevite Inc.; Tom Seboldt, O'Reilly Auto Parts; Dave Miller, Gates Corp.; Fred Myers, One Stop Under Car

Presented by Auto International Association



9 a.m. - 10 a.m.

Market Intelligence: Don't Do Business Without It!

Speakers: Dr. Tim Nash, Northwood University and Ron Rossi, AAIA

11 a.m. - 12 p.m.

The Four Critical Steps to Increasing Your Sales Management Leadership and Team's Selling Success

Speaker: Jim Pancero, Jim Pancero, Inc.

Sponsored by Automotive Warehouse Distributors Association



* Learning Forum Sessions listed in blue.

11:45 a.m. - 1 p.m. *LUNCH & LEARN SESSION

* \$25 per person to attend, www.aapexshow.com

Not More Social Media! The Continuing Evolution of Social Media Integration Within Marketing Campaigns

Speaker: Tyler Olson, SMCpros

2 p.m. - 3 p.m.

Building Successful Categories for Aftermarket Products

Speakers: Mary-Beth Kellenberger and Stephen Spivey, Frost & Sullivan

Your Business and Your Market Share Are Being Affected by Your State Legislature

Speakers: Rodney Pierini, CAWA; Aaron Lowe, AAIA; Ann Wilson, MEMA; Jennifer Zins, Plotkin Zins & Associates

Presented by ASAAA, AAIA and MEMA

3:30 p.m. - 4:30 p.m.

QR Codes 101: What Are They and How Can They Grow Your Business?

Speaker: Tyler Olson, SMCpros

Advances in Aftermarket Data Standards

Speaker: Scott Lockett, AAIA and Technology Standards Committee Representatives

5 p.m. - 6 p.m.

Leadership Development Network (LDN) Reception

Venetian Hotel, Veronese, Room 2401

5 p.m. - 6:30 p.m.

Car Care Council Women's Board (WB) Reception

Sands Expo Center, Rooms 202-203

5 p.m. - 7 p.m.

Auto International Association (AIA) Fabulous Networking Reception

Venetian Hotel, Titian, Room 2201 (Invitation-only event.)

WEDNESDAY, NOV. 2

7 a.m. - 8:50 a.m.

AAIA Town Hall

Venetian Hotel, Palazzo Ballroom (Tickets required.)

7:30 a.m. - 5 p.m.

AAIA Member Center

Sands Expo Center, 204-206

7:30 a.m. - 8:30 a.m.

You'll Love Working Here! The Performance Power of Workplace Culture

Speaker: Jay Forte, Humanmetrics LLC

Packaging That Attracts Consumers: Winning Ideas to Generate Sales in the Automotive Aftermarket

Speaker: Jim George, Institute of Packaging Professionals (IOPP)

Presented by the Institute of Packaging Professionals



9 a.m. – 10 a.m.

Salespeople Are From Venus: Installers Are From Mars

Speaker: Mac McGovern, KYB Americas Corp.

**Emerging Business Models:
New Pathways to Growth and Profit**

Speaker: Michael Marks, Indian River Consulting Group

Sponsored by Automotive Warehouse Distributors Association



11 a.m. – 12 p.m.

Selling Process Techniques: The New Age of Selling

Speaker: Michael Marks, Indian River Consulting Group

Sponsored by Automotive Warehouse Distributors Association



11:45 a.m. – 1 p.m. *LUNCH & LEARN SESSION

* \$25 per person to attend, www.aapexshow.com

**New Fuel Technologies: Plug Into Profits
with Electric and Hybrid Cars**

Moderator: Tony Molla, ASE; Panelists: Bryan Funke, Polk; Matt Overbeck, Overbeck Auto Services; Dave Taylor, Taylor Automotive; Craig Van Batenburg, ACDC

12 p.m. – 1 p.m.

**Auto International Association (AIA) Luncheon
and Awards Program**

Venetian Hotel, Titian, Room 2201 (Invitation-only event.)

2 p.m. – 3 p.m.

**Your People Are Your Profits – How to Guide Your
Employees to be Efficient, Effective and Extraordinary**

Speaker: Jay Forte, Humanetrics LLC

2012 Aftermarket Outlook

Speaker: David Portlatin, The NPD Group

**5 Trends in 5 Minutes: Trends Affecting
the Aftermarket Environment**

Speaker: Mark Seng, Polk

3:30 p.m. – 4:30 p.m.

**How a Revived Auto Industry and Continued
Emergence of Import Nameplates Will
Shape Aftermarket Decision Making**

Speakers: Justin Cooper and Jeffrey Anderson, Experian

Presented by Auto International Association



Making Packaging a Team Player in Brand Protection

Speakers: Patrick Arnold, McAndres, Held & Malloy; Keith Cutri, Eastern Kodak Company

Presented by the Institute of Packaging Professionals



THURSDAY, NOV. 3

7:30 a.m. – 5 p.m.

AAIA Member Center

Sands Expo Center, 204-206

7:30 a.m. – 8:30 a.m.

**Inside the Shop of Tomorrow and
Aftermarket Telematics**

Speaker: Scott Luckett, AAIA and Ben Johnson, ALLDATA

**Advantages of Internet Access in Repair
Shops to Increase Productivity**

Speaker: Dave Costatino, Mitchell 1

9 a.m. – 10 a.m.

A Service Professionals @ AAPEX Session

Mode \$06 Data and Drive Cycle Diagnostics

Speaker: David Hobbs, Delphi Corp.

Sponsored by the Car Care Professionals Network and the
AWDA Manufacturers Advisory Council (MAC)



**Customer Relationship Management for Repair Shops:
The Myths and Facts**

Speaker: Fay Khazai, Tech Gemini, Inc.

Share the Knowledge – Gain the Profits

Speaker: Danny Sanchez, Autoshop Solutions Inc.

Presented by Alliance of Automotive Service Providers (AASP)



11 a.m. – 12 p.m.

A Service Professionals @ AAPEX Session

Catalytic Converter OBD II Diagnosis

Speaker: Gary Stamberger, Magnaflow Exhaust Products

Sponsored by the Car Care Professionals Network (CCPN) and
the AWDA Manufacturers Advisory Council (MAC)



**For more information, visit www.aftermarket.org
or call 301-654-6664.**

The AAPEX Learning Forum sessions will be held at the Venetian Hotel, on the Venetian/Palazzo Congress Center Level 1, Marco Polo Rooms 701 - 706, in Las Vegas, Nev. The Learning Forum sessions are free and open to everyone, except for the Lunch and Learn* sessions scheduled for Tuesday, Nov. 1, 11:45 a.m. - 1 p.m. and Wednesday, Nov. 2, 2011, 11:45 a.m. - 1 p.m., which requires registration and pre-payment of \$25 per person. All AAPEX Learning Forum education sessions are accredited for .1 CEUs by the University of the Aftermarket toward the AAP and MAAP professional designations.



AIA Booth #9027



AWDA Booth #3667



**Car Care Fair
Booth #3267**



**Engine Rebuilder
Demo Booth #4081**



**Shop of Tomorrow
Booth #3066**