

# AUTOMOTIVE ELECTRIC ASSOCIATION





A Segment of AAIA

## THE AEA MISSION STATEMENT

To support the automotive electric distributors in their efforts to supply and service the fleet, industrial and heavy duty distribution channels in the sales and service of starting, charging, lighting, instrumentation and related components.

Planned by a committee of industry peers including manufacturers and distributors, the AEA Annual Membership Meeting is designed to help you maximize the use of your time to conduct business. This meeting format also provides excellent opportunities to make and maintain important contacts in the industry during the social functions.

The relationships built and sustained over the course of this conference help manufacturers and distributors improve their business all year long. In addition, other benefits received by attending are:

- **Learning about new products being introduced to the market;**
- **Gaining sales and market share;**
- **Discussing your current issues during the one-on-one conferences between manufacturers and distributors;**
- **Locating additional suppliers of new product lines; and**
- **Benefiting from the vast knowledge and experience of industry peers.**



## Testimonials

"There are no other associations servicing the electrical markets that provide more extensive opportunities for one-on-one contact with the major players in the industry. From the opening reception to the closing banquet, the opportunities to collaborate with manufacturers and business peers are seemingly endless. We at C.E. Niehoff & Company find this yearly opportunity extremely beneficial for informing our customers of a variety of business issues on a personal level. The individual sessions provide an exchange of information and collection of valuable insight far exceeding that which has been prevalent in typical e-mail correspondence. Membership in the AEA should be a top priority for any electrical distributor seeking to expand his or her business."

*Paul J. Cacciatore, VP of Marketing and Sales, C.E. Niehoff & Co.*

"One of the first meetings I attended after purchasing ASE Supply was the AEA annual meeting. I don't think there is a better way of being indoctrinated into the industry than this meeting. It allowed me to become familiar with all of the players on the distribution side, as well as representatives of all of the key manufacturers in this segment. Having been in the automotive aftermarket industry for 30 years, I have never attended a meeting with the intense offering of one-on-one meetings with suppliers, peer networking opportunities and educational programs provided by the association and fellow members of the organization. This is a must-attend for anyone interested in specializing in the automotive electric industry."

*Brent Grabinger, CEO, ASE Supply, Inc./Thermo By Products*

"DENSO views the AEA Annual Meeting as an excellent opportunity to meet/interact with much of our customer base. Our marketplace is very unique and specific. The AEA provides a focal point for our industry. Where else can you go to one location, gather market information, obtain customer feedback and collaborate with industry leaders? In the age of the Internet and all the dot-coms, one thing remains to be true: people buy from people. The AEA Annual Meeting provides the opportunity for person-to-person connection. That is priceless."

*Diane Kenny, Manager-Heavy Duty Group, DENSO Sales California, Inc.*

"We have been attending the annual AEA conference since the 1980s and find it to be well worth the time and expense. It is the only place where we can meet with all our major suppliers at one time and the individual one-on-ones give us a chance to speak candidly with the decision makers. Equally as valuable are the contacts we have made with other distributors around the country. Over the years, we have made many friends. I encourage you to attend once; I think you'll become a regular."

*Bob Yates, President, Blanchard Auto Electric*

"Over the 36 years I have been a member of the AEA, the biggest benefit has been the association with its members. I have been able to network ideas to change my business as the markets and opportunities come and go. It is the only available source of information to meet with once a year to learn from others (manufacturers, customers AND competitors). This association has a reputation as an ethical and professionally-run organization."

*Chuck Hess, Vice President, H.G. Makelim Co.*

"From a large manufacturer's point of view, AEA membership is key to an electrical distributor's success! Delco Remy has a broad range of independent distribution, but those specific distributors that are AEA members are some of the most progressive and successful distributors in North America. I attribute much of this success to their membership in the AEA. Manufacturer relationships, peer networking, shared practices, new product introduction and even industry education and training all happen every year at the AEA Annual Meeting. Definitely a must-attend for the electrical distributor looking to succeed in their market."

*Kent Jones, VP, Sales and Marketing, Delco Remy*



"As a business owner, the biggest value that I get from AEA is the networking opportunities. During a three-to-four-day time period, I am afforded the opportunity to meet with all of my key vendors and business colleagues in one location. The association and recognition by the AEA has helped establish the credibility of my business. I can honestly say that my success can be immediately traced to the knowledge and relationships that have been built as a result of our membership."

*Showky Kaldawy, President, Mondial Automotive, Inc.*

"The AEA has provided the best-of-the-best in ideas and networking between the manufacturers and the distributors within the nicest possible environment. We not only get to discuss and vent, but we have the opportunity to travel to different areas of the United States and experience the finest in attractions and lodging that allows us to entertain ourselves and can also provide a special vacation treat for our families."

*Bo Powell, Sales Manager, Southeast Power of Orlando, Inc.*

"I attended my first AEA convention in 1998. It was like a big family reunion with people that I had never met before, but could totally relate to. The business contacts I made that first year are still used today. The AEA Annual Meeting offers a chance to not only meet one-on-one with the decision makers of companies I buy from, but to also learn what is selling from people in the same business. We have formed relationships and alliances with other distributors that have benefitted us mutually. We sell to each other and back each other up when we can't get products from the manufacturer. Of all the organizations I belong to, the AEA is by far my favorite. When I can walk into a room full of successful business men and women and be greeted as an old friend, it makes me feel like I'm doing something right."

*Steve Kelshaw, VP of Sales, Van's Electrical Systems*

"The AEA provides a great meeting format for Bosch and our customers. We especially appreciate the opportunity to have one-on-one meetings with our distributors' key personnel in a casual, comfortable environment. Additionally, Bosch is represented by departmental heads from every area of our business, resulting in an opportunity for our distributors to have all the Bosch 'decision-makers' together at one time. Additionally, I have learned to really appreciate the value of the networking opportunities the AEA one-on-ones, as well as the Welcome Reception/Trade Show and the Closing Banquet provide. After more than 25 years, I have yet to be disappointed."

*Thomas Novak, Director of Sales – Heavy Duty, Robert Bosch LLC*

**AAIA**<sup>®</sup>  
**Automotive Aftermarket**  
Industry Association



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### **Automotive Electric Association**

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