



LEARNING FORUM 2010

SCHEDULE-AT-A-GLANCE

SUGGESTED AUDIENCE

- All Audiences
- Parts Stores/Repair Shops
- Retailers
- Warehouse Distributors

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-of-charge and open to everyone, except for the Lunch & Learn* sessions scheduled for Tuesday, Nov. 2, 11:45 a.m. to 1 p.m. and Wednesday, Nov. 3, 11:45 a.m. to 1 p.m., which requires registration and pre-payment of \$15 per person. The "who should attend" recommendations describe who might get the most benefit from a session.

All AAPEX Learning Forum education sessions are accredited for .1 CEUs by the University of the Aftermarket toward the AAP and MAAP professional designations.

Tuesday, November 2

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

■ OEM Proprietary Lubricants: Implications for the Aftermarket

Speakers: Marcy Watson, Elpama Communications, Moderator; Panelists: Greg Julian, Advanced Lubrication Specialties (Independent Lubricant Manufacturers Association); R. Scotti Lee, Oil Change Express (Automotive Oil Change Association); Alan Thacker, O'Reilly Auto Parts; Eric Johnson, General Motors

■ 2011 Aftermarket Outlook

Speaker: David Portalatin, The NPD Group, Inc.

7:30 a.m. - 9 a.m.

■ Selling Parts for Imports: Did You Ever Consider Listening to Your Customer? The Installer's View



Speakers: Martin Gold, S-G Imported Auto Parts, Moderator; and Panelists

9 a.m. - 10 a.m.

■ Government Affairs Update

Speaker: Aaron Lowe, Vice President, Government Affairs, AAIA

■ Relating, Not Translating: How to Market to Latinos

Speaker: Kelly McDonald, McDonald Marketing

11 a.m. - 12 p.m.

■ Advanced Pricing Strategies

Sponsored by Automotive Warehouse Distributors Association (AWDA)

Speaker: Dr. Al Bates, Profit Planning Group



11:45 a.m. - 1 p.m.

■ Social Media: What Is It and How Do You Know When It is Working?

LUNCH & LEARN SESSION – \$15 per person to attend

Speakers: Mark Sprague, NGK Spark Plugs, Moderator; Panelists: Jeff Hilimire, Engauge Digital; Natasha Swanson, Monarch Products, Inc. (register at www.aapexshow.com)

2 p.m. - 3 p.m.

■ Profit is Everybody's Business

Sponsored by Automotive Warehouse Distributors Association (AWDA)

Speaker: Dr. Al Bates, Profit Planning Group



■ New Vehicle Technologies and Their Impact on the Aftermarket

Speaker: Ken Hamann, Link Engineering Company

■ Customer Service: How to Keep Customers Rushing Back for More

Speaker: Kelly McDonald, McDonald Marketing

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

■ Ten Things Smart Executives Learn From Financial Downturns

Speaker: Gene Marks, Quicker! Better! Wiser!

■ They Want What? Meeting the Expectations of Service Shop Owners and Technicians

Speaker: Bill Haas, Automotive Service Association

Wednesday, November 3

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

- **Gadgets, Gizmos, Geeks: 25 Tools, Technologies and Web-Based Services that Smart Businesses Are Using to Keep Their Customers Happy**

Speaker: Gene Marks, Quicker! Better! Wiser!

- **Effective Communication for Today's Workplace: Strategies for Success**

Speaker: Lynnette Hahn, Dale Carnegie Training

9 a.m. - 10 a.m.

- **The New Health Care Law: What It Means for Your Business**

Sponsored by Automotive Warehouse Distributors Association (AWDA)

Speaker: Seth T. Perretta, Davis-Harman LLP



- **Bull's Eye Aftermarketing for Growth and Profits**

Speaker: Dave Caracci, Adjunct Professor, Northwood University, Chairman, Global Automotive Aftermarket Symposium; and Car Care Professionals Network (CCPN) Panelists



- **Data Quality and the Impact on Your Web Site Search Engines**

Speaker: Noel Pennington, Edgenet

11 a.m. - 12 p.m.

- **Value Based Selling: Breaking the Discounting Habit**

Sponsored by Automotive Warehouse Distributors Association (AWDA)

Speaker: Robert Nadeau, Industrial Performance Group



Thursday, November 4

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

- **Industry Standards – A Look Inside the Shop of Tomorrow**

Speakers: Scott Luckett, Vice President, Standards and Technology, AAIA; Ben Johnson, ALLDATA

7:30 a.m. - 9 a.m.

- **Hot International Markets: The Automotive Aftermarket in China, Brazil and Mexico**

Speaker: Mike Hanley, Ernst & Young, Moderator; Joe DeSantino, JDS Worldwide; Ed Szubielski, Federal Mogul; Dr. Timothy Weckesser, Sino-Consulting

- **Today's Escalating Import Car Parc: How To Capitalize on More Than Just the "Fast Movers"**

Speaker: Jeff Anderson and Justin Cooper, Experian Automotive



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11:45 a.m. - 1 p.m.

- **All Things Automotive: Connecting with Gen Y**
LUNCH & LEARN SESSION – \$15 per person to attend

Speaker: Andrew Dinsdale, Deloitte Consulting
(register at www.aapexshow.com)

2 p.m. - 3 p.m.

- **Cost-Effective Marketing Techniques for Distributors**

Sponsored by Automotive Warehouse Distributors Association (AWDA)

Speaker: Tom Marx, The Marx Group



- **Making It Right vs. Getting It Right**

Speaker: Robert Nadeau, Industrial Performance Group

- **High-Performance Distribution Centers: The Five Essentials**

Speaker: Dennis Hensen, The Siggins Company

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

- **Building Employee Engagement: Becoming An Employer of Choice**

Speaker: Lynnette Hahn, Dale Carnegie Training

- **Drive the Business, Steer the Brand**

Speaker: Phil Akin, Hellman, Inc.

9 a.m. - 10 a.m.

- **Communicating with Confidence: Service Consultants and Technicians Working Together for Vehicle Owners (And Increasing Profit for Repair Shops)**

Speaker: Chris Chesney, CARQUEST Technical Institute

- **Adding Social Media to Your Marketing Toolbox**

Speaker: Tyler Olson, SMCpros



- **Automotive Service Shops: Top Performer Benchmarks and How to Get There**

Speaker: John Watt, Petro-Canada, Certigard



E-mail sue.kalish@aftermarket.org for more information.