

National
Catalog
Managers
Association

inside Cataloging

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MARK RICHARDSON, MAAP

from the President Notes

The NCMA Knowledge Exchange is right around the corner and **RIGHT NOW** is the time to book your flight, reserve a hotel room and make plans to attend. This newsletter is packed with all of the information you need to register, learn about the agenda and make your plans to attend. NCMA will be at the Renaissance Vinoy in St. Petersburg, Fla., April 9-12.

In addition to the conference, we are excited that our NCMA social networking site is up and running. If your membership dues have been paid, you received an invitation and information to update your profile at <http://connect.aftermarket.org>. This exclusive NCMA member benefit will allow you to blog, discuss and network with colleagues and peers who can help you professionally. I encourage you to see the story on page 3 for more details.

Now, book that flight and reserve your room... I'll see you in St. Petersburg.



Venue, Dates and Hotel Deadline

The 38th annual conference of the National Catalog Managers Association (NCMA) will take place April 9-12 at the Renaissance Vinoy in St. Petersburg, Fla. This is a beautifully restored historic property on the bay near Tampa. **NCMA has guaranteed a block of rooms at the amazing rate of \$175, but only until Friday, March 11.** Don't delay in booking your hotel reservation – [click here](#) – to make your reservation at the NCMA rate of \$175. After March 11, rooms and rates are priced as available (that means it will cost more).

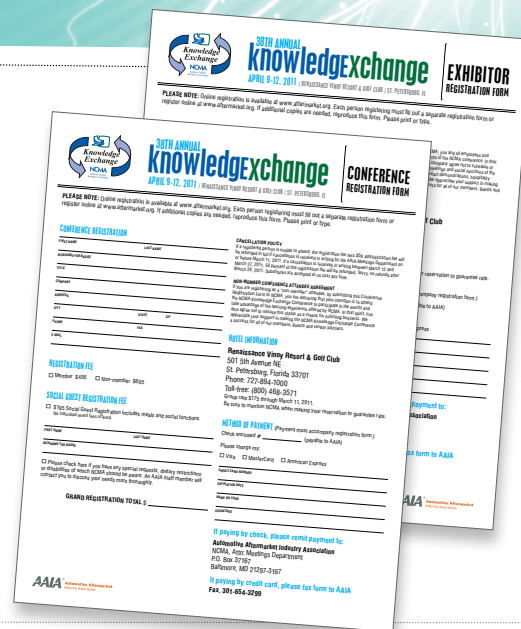
If you are flying to the conference, make plans to fly into **Tampa International Airport (TPA)**. It is about 19.5 miles north of the hotel and you can get a cab (approximately \$45) or the Super Shuttle (\$24). To make a Super Shuttle reservation and save, call 727-572-1111. You won't need a car to get around St. Petersburg and the hotel charges \$12 per night for parking. □

38TH ANNUAL
knowledgExchange
APRIL 9-12, 2011 / RENAISSANCE VINOY RESORT & GOLF CLUB / ST. PETERSBURG, FL

Registration

What! You haven't registered yet? What are you waiting for? NCMA members, guests and associates can register easily with the form from the Web site – [click here](#). If you've paid your dues (and more than 150 NCMA members have), your cost is \$495. Otherwise, add \$200 and we'll be happy to call you a member and teach you the secret handshake.

It's not too late to register as an exhibitor at the trade show, but we must have your paid registration no later than March 10 to ensure that your company appears in the printed materials. Exhibitors can register with this [form](#). □



Golf Outing

If you want to lose a few golf balls and perform some Florida landscaping, we have organized a casual golf outing on Saturday, April 9 at the Vinoy Golf Club. No prizes or contests... just some fun in the Florida sun. The fee to play is \$135 and club rentals are available from the pro shop for \$51. Contact the course directly at 727-896-8000 to arrange for your club rental.

We'll provide a continental breakfast, cart, range balls and lunch. But we must receive your paid registration by March 25 so we can get an accurate head count and get you paired up. You will find the form [here](#). Just e-mail it back to our starter Robert Morris at robert.morris@aftermarket.org. □



Conference Highlights

If **“content is king,”** then the 2011 NCMA conference must be the royal family. The NCMA Conference has established a reputation for a rich blend of education, training, professional development and industry networking. The speakers scheduled to appear at the 39th annual NCMA conference include senior decision-makers from many of the most respected companies in the industry. They include:

- **Bob Egan**, vice president, customer relations, global aftermarket, Federal-Mogul
- **Jon Dehne**, vice president, Advance Auto Parts
- **Ed Rammel**, vice president, marketing, Dayco Products
- **Thomas Beer**, president and CEO, Interamerican Motor Parts (IMC)

Other industry experts scheduled to present include: Jamie Longacre, president of Ready 2 Ride; Scott Lockett, vice president, technology standards, AIA; Marian Maasshoff, director of product development, MOTOR Information Systems; Julie Helm, vice president, sales, EdgeNet; and Bob Spano, aka Dr. Exhaust, director of product services, MagnaFlow Exhaust.

See the complete agenda by following this [link](#). □



Vendor Trade Show

“The NCMA Trade Show is the must-attend event of the year for our industry”... and we didn't even have to pay that exhibitor to say that. There are more than 30 companies already signed up and ready to demonstrate their latest technology, services and solutions to help NCMA members perform their jobs better and benefit their businesses. OE data, Vehicle PARC, data mapping and management, PIM, printing and multimedia management... these are just a few of the vendors you will find at the NCMA Trade Show.

Don't be left out. NCMA is the only event all year where nearly 200 of the leading automotive companies gather in search of systems and solutions to help them manage content more efficiently. □



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Breakout Sessions – ACES Training



Next year is the year of the Legacy AAIA Sunset, so a major portion of the education offered at NCMA this year is focused on the challenge of adopting ACES or migrating to ACES from Legacy. Three extended breakout sessions will be offered so attendees can get their questions answered by cataloging experts from the aftermarket. Whether you are a novice, intermediate or advanced data manager, there will be a session geared for your skill and interest level. Follow this [link](#) for the detailed conference agenda and begin to plan for how much you will learn. □

2010-2011 NCMA

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NCMA Establishes New Social Network Community

One of the benefits of being an NCMA member* is the new social network. This new community replaces the old MultiView member directory. It also supports discussion groups, blog and personal contacts. All members should go into their respective profiles and update them and post their photo. To log on to this network, visit www.aftermarket.org and click on the “CONNECT” button (on left-hand side). Enter your e-mail address in as the “user name” and the password is “welcome.” We look forward to establishing a current and robust member directory, as well as some informative discussion groups. NCMA is making new tools available for their members. Please take advantage of this and help develop a dynamic professional network and comprehensive member directory. □

*NCMA members have paid their \$200 member fees for 2011.