

NCMA Conference Agenda and Speakers Scheduled to Appear
May 2-5, 2009
Newport Beach Marriott Hotel

Saturday, May 2

- 7:30 am – 2:00 pm Golf Outing / Tustin Ranch Golf Club
www.tustinranchgolf.com
registration includes coach transportation, cart with GPS, range balls,
greens fee and lunch
- 5:00 pm – 5:30 pm New Member Orientation
- 5:30 pm – 7:00 pm Welcome Reception
- 7:00 pm – 9:00 pm Dinner on Your Own
- 9:00 pm – 11:00 pm Hospitality Suite

Sunday, May 3

- 8:00 am - 8:15 am Opening Remarks by Chris Nierintz, NCMA President
- 8:15 am - 9:00 am "The State of Catalog Data Standards"
Scott Lockett, VP Technology Standards, AAIA
- 9:00 am - 9:30 am "Beyond Automotive to Other-motive"
Dennis Huibregtse, Sr. VP Global Aftermarket, Power Systems Research
- 9:30 am – 10:00 am Break
- 10:00 am – 10:45 am "Product Information is Data Too"
Ryan Vernon, Director of Technology, Direct Communications, Inc
- 10:45 am – 11:45 am "What Goes Into an Electronic Catalog"
Tom Aliotti, VP & GM Automotive, Activant Solutions
- 11:45 am – 1:30 pm Lunch on Your Own
- 1:30 pm - 2:15 pm "ACES Tips, Practices and Lessons Learned"
Adrian Klingel, President, Illumaware
- 2:15 pm - 3:00 pm "The Specialty Perspective on Electronic Content"
Tim Martin, Director of IT, K&N Engineering
- 3:00 pm – 3:30 pm Break
- 3:30 pm – 4:30 pm Catalog End-User Panel Discussion
Moderated by Brian Cruickshank, Director, University of the Aftermarket
- 6:00 pm – 9:00 pm President's Dinner and Aftermarket Foundation Auction
- 9:00 pm – 11:00 pm Hospitality Suite

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Monday, May 4

- 8:00 am – 8:15 am Opening Remarks by Chris Nierintz, NCMA President
- 8:15 am – 8:30 am NCMA Program Announcement
Mark Richardson, Catalog Manager, Falcon Steering Systems
- 8:30 am – 9:15 am Testing and Certification
Tony Molla, VP Communications, ASE
- 9:15 am – 9:30 am NCMA Business Meeting
- 9:30 am – 10:00 am Break
- 10:00 am – 11:00 am Customer Spotlight – AutoZone
Mark Finestone, Senior VP, AutoZone
- 11:00 am – 11:45 am “Piloting Perfect Data in the Specialty and Performance Market”
Alan Dicker, Director of Business Technology, SEMA
- 12:00 pm - 1:30 pm Industry Luncheon
Brian Cruickshank, Director, University of the Aftermarket
- 1:30 pm – 4:30 pm Vendor Trade Show
- 5:00 pm – 8:00 pm Dinner on Your Own
- 9:00 pm – 11:00 pm Hospitality Suite

Tuesday, May 5

- 8:00 am – 8:45 am A Case Study in Content Management
Bart Noyes, Director IT, Interamerican Motor Corp
- 8:45 am – 9:30 am NCMA Member Panel Discussion
Moderated by Chris Nierintz, Manager Product Data Services, Dorman
- 9:30 am – 10:00 am Break
- 10:00 am – 10:45 am ACES and PIES Solutions
Scott Lockett, VP Technology, AAIA
- 10:45 am – 11:30 am Roundtable Discussions and Wrap-up
Moderated by Chris Nierintz, Manager Product Data Services, Dorman
- 11:45 am – 1:30 pm President’s Awards Luncheon
Recognition of winners in NCMA Catalog Judging