



NCMA Knowledge Exchange

Detailed Agenda

April 24-27, 2010

Hyatt Regency, San Antonio, Texas

Saturday, April 24

- 6:30 am – 3:00 pm Golf Outing **Hyatt Hill Country Golf Club**
Sponsored by: **MOTOR**
- 3:00 pm – 5:00 pm Registration
- 5:00 pm – 5:30 pm New Member Orientation
- 5:30 pm – 7:00 pm Welcome Reception Sponsored by: **Pricedex Software**
- 7:00 pm – 9:00 pm Dinner on Your Own
- 9:00 pm – 11:00 pm Hospitality Suite Sponsored by: **MOTOR**

Sunday, April 25

7:00 am – 8:00 am Registration

8:00 am – 11:45 am General Session

8:00 – 8:15 am Welcome / Opening Remarks

8:15 – 9:00 am ACES – State of the Standard

Scott Lockett, vice president – Technology, AAIA

A fast-paced review of all things new (and some old) with the industry standard for electronic cataloging. Remarks will include citing the findings of an AAIA survey of suppliers and other ACES subscribers

9:00 – 9:30 am Activant – a whole new cat

Paul Magin, Senior Director – Automotive, Activant

The new Senior Director – Automotive Content & Connectivity at Activant reports on the revolutionary changes in their catalog publishing process and how the new process will affect NCMA members and their channel partners

9:30 – 10:00 am Break

10:00 – 11:00 am Suppliers Point of View

Panelists:

Mark Richardson, Falcon Steering

Bob Waibel, Dayco Products

Milt Grimes, CARDONE

Jeff Chalfin, Honeywell

Representatives of the NCMA Board sit down for a candid discussion of the topics and issues facing all catalog managers. Join us as a panel of industry peers addresses such questions as: How did you manage the transition from Legacy to ACES; how has data management changed in your company and what practices contribute to winning so many Catalog Judging Awards ... Milt?

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11:00 – 11:45 am Customer Spotlight

Wendy Hardesty – O'Reilly Auto Parts

NCMA shines the customer spotlight on one of the top-3 automotive chains in the U.S. – O'Reilly Auto Parts. This leading retailer has a unique 50-50 business mix which drives their appetite for replacement parts applications and rich, graphical product attributes and marketing data. O'Reilly Auto Parts will describe their standards-based data initiatives and detail the requirements for their channel partners.

11:45 am – 1:30 pm Lunch on Your Own

1:30 – 4:30 pm Breakout Sessions

Sessions run 50 minutes with 10 minutes between sessions

- 1) Migrating from AAIA Legacy to ACES – *Claudio DiSano, Solenium* - The most common path to ACES adoption involves converting content that was previously mapped to the Legacy Make/Model table. Claudio DiSano and Brian Griffin will detail the process and technology employed at IMC. Attendees will learn the best practices, tips and techniques to do the job right.
- 2) ACES Basics and the Activant Assessment – *Doreen Slayter, Activant* - What are the attributes of a well-formed ACES file and how can you tell if you got it right? Activant has seen and reviewed more ACES content than any other receiver. Listen as representatives of the data acquisition team detail what makes a great ACES file and how to interpret the results of the Activant ACES Assessment.
- 3) Advanced ACES – Application Images, XML and more – *Jay Wright, Vertical Development* - The Standard continues to evolve to meet ever increasing needs of industry trading partners for electronic content. Attendees will learn how to make use of the new features of ACES 3.0 for sending application images and other digital assets, as well as techniques for generating well-formed XML data feeds for your partners
- 4) Delivering PIES Product Content with XML – *Doug Winsby, Winsby Group* - They call PIES a “price sheet on steroids” ... columns and rows. How hard could it be? But the nesting and looping structure of the data elements demand XML as the most robust form of data delivery. Learn how to accelerate your PIES implementation and get from a spreadsheet to the delivery format preferred by all of the leading resellers

6:00 pm – 9:00 pm President's Dinner

Sponsored by: **R.L. POLK**

9:00 pm – 11:00 pm Hospitality Suite

Sponsored by: **Experian**

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Monday, April 26

8:00 am – 11:45 pm General Session

8:00 – 8:30 am

NCMA Certificate Program

Mark Richardson, Falcon Products

A major initiative of the association has been to develop a professional designation that NCMA members can earn to recognize their experience and accomplishments in the field of catalog and product data management. Mark Richardson will present the NCMA Automotive Catalog Professional program

8:30– 8:45 am

NCMA Business & Board Election

The slate of candidates for the NCMA Board of Directors is presented and Board elections conducted

8:45 – 9:30 am

Printing in the Digital Age

Despite huge advances in standards and methods of managing electronic content, printed catalogs are still commonly found throughout the aftermarket. Three leading print shops discuss how print technology has changed and how their business model and practices have changed in the digital age.

9:30 – 10:00 am

Break

10:00 – 10:45 am

Understanding Mexico

Evaristo Garcia, JATO Dynamics

The addition of Mexican vehicles to the AAIA vehicle database drives home the opportunities presented by this neighboring market for parts, service and content. Join us as Evaristo Garcia presents the essentials for understanding the automotive business and market requirements of retailers, distributors and installers in Mexico

10:45 – 11:45 am

Catalog and Counterparts in Mexico

The catalog end-user panel has become a staple of the NCMA Knowledge Exchange. This year we capitalize on our conference location and welcome a panel of professionals from behind the parts counters in Mexico. Attendees will learn how things are different and the same when it comes to catalog content and product information South of the border

12:00 pm – 1:30 pm

Luncheon w/ Speaker

Sponsored by: **WHI Solutions**

Bryan Murphy, President & CEO, WHI Solutions

The president and CEO of WHI has been around the automotive industry his entire life. In that time he has formed some opinions and observations. Join us as the always-candid Bryan Murphy reflects on current developments in the aftermarket and comments on issues from the WHI point-of-view

1:30 pm – 4:30 pm

Vendor Trade Show

Dinner on Your Own

9:00 pm – 11:00 pm

Hospitality Suite

Sponsored by: **Solenium**

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Tuesday, April 27

8:00 am – 11:45 pm General Session

8:00 – 8:45 am Keynote Presentation

John Washbish, President & CEO, Aftermarket Auto Parts Alliance

The new president of the Auto Value and Bumper-to-Bumper groups has understood the value of rich, standardized content since his days as president of Affinia Group. Don't miss the keynote presentation from this industry icon and self-professed technophobe

8:45 – 9:30 am Opticat / TecDoc

Brad Duncan, General Manager, OptiCat LLC

MEMA and TecDoc have joined forces with MindQuest to create a new entity called OptiCat whose purpose is to oversee the consolidation, validation and distribution of electronic parts catalog data. Brad will be discussing the advantages of a Do-It-Once "Supplier-Centric" model for preparation and distribution of catalog data.

9:30 – 10:00 am Break

10:00 – 11:00 am PIMs & Data Pools

Jillian Horton, Dorman

Ed Heon, DATAgility

Bill Lipsey, AutoZone

Tim Hardin, Advance

One of the most significant developments in the aftermarket this past year has been the deployment of several large-scale data pools and PIM initiatives. A panel of aftermarket companies with a stake in Product Information Management (PIM) or Data Pool initiatives share details about the objectives of their projects. A Q&A session will explore these projects and strive to understand their value to the supply chain and to those who fund them

11:00 – 11:45 am The Receivers Panel

Cap off the Knowledge Exchange with representatives of Advance, AutoZone, CARQUEST, NAPA, Pep Boys, O'Reilly and Amazon.com and they respond to probing questions about their data requirements, standards conformance and vendor mandates

11:45 – 12:00 pm Wrap-up

12:00 am – 1:30 pm Awards Luncheon

Sponsored by: **Activant**