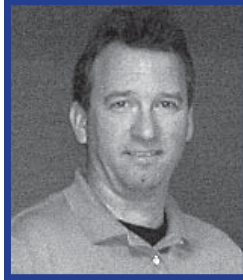




# 37th Annual KNOWLEDGE/EXCHANGE

APRIL 24-27, 2010 / HYATT REGENCY SAN ANTONIO / SAN ANTONIO, TX



## A Note from Mark Richardson, NCMA President

It is my pleasure to invite you to attend the 2010 NCMA Knowledge Exchange conference, April 24-27 along the Riverwalk in San Antonio, Texas. The conference theme is Content Without Borders and reflects the expanding and global nature of the information NCMA members and vendors are counted on to deliver to the vehicle aftermarket.

As an automotive catalog and content professional you don't want to miss the best opportunity of the year to sharpen your skills and network with your peers. Last year, the NCMA conference was one of the most successful events in the automotive industry. The 2010 Knowledge Exchange again promises to deliver the highest return in education and business value for the time and money you invest.

At the 37th annual NCMA conference you will find informative and respected keynote speakers, fascinating panel discussions and the opportunity to meet with technology and solution providers at the Vendor Trade Show. If you are an automotive catalog or content management professional, the NCMA conference is designed around your professional and educational needs.

We've brought back the golf outing and through a special arrangement with Hyatt, players will enjoy the beautiful Hill Country course on Saturday morning. Once again, the conference will end with the Catalog Awards Luncheon on Tuesday, offering most attendees a chance to be home for dinner.

Act now and make your plans to attend the NCMA Knowledge Exchange, April 24-27 in San Antonio. Everything you need can be found online at [www.ncmacat.org](http://www.ncmacat.org). We look forward to seeing you there.

## Conference Agenda and Speakers Scheduled to Appear

### **SATURDAY, April 24**

6:30 a.m. – 3 p.m. Golf Outing/Hyatt Hill Country

5 p.m. – 5:30 p.m. New Member Orientation

5:30 p.m. – 7 p.m. Welcome Reception

### **SUNDAY, April 25**

8 a.m. – 11:45 a.m.

General Session

Scott Luckett, AAIA

Paul Magin, Activant

Aftermarket Suppliers Panel

Customer Spotlight, O'Reilly Auto Parts

1:30 p.m. – 4:30 p.m.

Breakout Sessions

ACES & PIES Implementation Training

6 p.m. – 9 p.m.

President's Dinner Benefitting the

Aftermarket Foundation

### **MONDAY, April 26**

8 a.m. – 11:45 a.m.

General Session

Mark Richardson, Falcon Steering Systems

Catalog Printers Panel

Evaristo Garcia, Mexican Market Overview

Bryan Murphy, WHI Solutions

1:30 p.m. – 4:30 p.m.

Vendor Trade Show

### **TUESDAY, April 27**

8 a.m. -11:30 a.m.

General Session

John Washbish, Aftermarket Parts Alliance

Brad Duncan, OptiCat

PIMs and Data Pools – panel discussion

NCMA Data Receivers Panel

11:45 a.m. – 1:30 p.m.

President's Awards Banquet Luncheon



# CONFERENCE REGISTRATION FORM



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**PLEASE NOTE:** Online registration is available at [www.aftermarket.org](http://www.aftermarket.org). Each person registering must fill out a separate registration form or register online at [www.aftermarket.org](http://www.aftermarket.org). If additional copies are needed, reproduce this form. Please print or type.

### CONFERENCE REGISTRATION

FIRST NAME \_\_\_\_\_ LAST NAME \_\_\_\_\_

NICKNAME FOR BADGE \_\_\_\_\_

TITLE \_\_\_\_\_ COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

E-MAIL \_\_\_\_\_

### REGISTRATION FEE

- Member \$495
- Non-member \$695

TOTAL REGISTRATION \$ \_\_\_\_\_

### Cancellation Policy

If a registered person is unable to attend, the registration fee less \$50 administration fee will be refunded in full if cancellation is received in writing by the AAIA Meetings Department on or before March 26, 2010. If a cancellation is received in writing between March 27 and April 11, 2010, 50 percent of the registration fee will be refunded. Sorry, no refunds after April 12, 2010. Substitutes are accepted at no cost any time.

### Non-Member Conference Attendee Agreement

If you are registering as a "non-member" attendee, by submitting this Conference Registration Form to NCMA, you are declaring that your intention is to attend the NCMA Knowledge Exchange Conference to participate in the events and take advantage of the learning experience offered by NCMA. In that spirit, you also agree not to misuse this status as a means for soliciting business. We appreciate your support in making the NCMA Knowledge Exchange Conference a success for all of our members, guests and vendor partners.

### HOTEL INFORMATION

#### **Hyatt Regency San Antonio**

123 LaSoya Street

San Antonio, TX 78205 USA

Phone. 210-222-1234 / Toll-free. 800-223-1234

Group rate \$198 through March 26, 2010. Be sure to mention NCMA when making your reservation to guarantee rate.

### SOCIAL GUEST REGISTRATION FEE

FIRST NAME \_\_\_\_\_ LAST NAME \_\_\_\_\_

NICKNAME FOR BADGE \_\_\_\_\_

- \$195 Social Guest Registration includes meals and social functions\*

Total social guest registration \$ \_\_\_\_\_

\* No individual event fees offered.

### GOLF REGISTRATION

**Hyatt Hill Country Golf Club / [www.hyatthillcountrygolf.com](http://www.hyatthillcountrygolf.com)**

**Saturday, April 24, 2010 / 7:30 a.m. - 2 p.m.**

\$175 golf registration includes transportation, cart with GPS, range balls, greens fee and lunch. Please use the Golf Pairing Sheet to indicate with whom you'd like to golf.

Total golf registration \$ \_\_\_\_\_

NOTE: Rental clubs are available for approximately \$65 plus tax. Please call Hyatt Hill Country Golf Club directly at 210-520-4040. Please make reservations by 4/10/10.

GRAND TOTAL \$ \_\_\_\_\_

- Please check here if you have any special requests, dietary restrictions or disabilities of which NCMA should be aware. An AAIA staff member will contact you to discuss your needs more thoroughly.

### METHOD OF PAYMENT

(Payment must accompany registration form.)

Check enclosed # \_\_\_\_\_  
(payable to AAIA)

Please charge my

- Visa
- MasterCard
- American Express

CREDIT CARD NUMBER \_\_\_\_\_

EXPIRATION DATE \_\_\_\_\_

NAME ON CARD \_\_\_\_\_

SIGNATURE \_\_\_\_\_

**Please mail or fax completed form to:**

**Automotive Aftermarket Industry Association**

**NCMA, Attn: Meetings Department**

P.O. Box 37167

Baltimore, MD 21297-3167

Phone. 301-654-6664 / Fax. 301-654-3299

[www.aftermarket.org](http://www.aftermarket.org)



# GOLF PAIRING SHEET

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Your Name \_\_\_\_\_ Company \_\_\_\_\_

Please use this form to tell us with whom you'd like to golf.

Please check here if you'd like us to select a foursome for you.

**IMPORTANT NOTE: IF YOU ARE PAYING FOR MORE THAN ONE GOLFER, PLEASE CHECK THE BOX NEXT TO THEIR NAME. THE DRESS CODE FOR HYATT HILL COUNTRY GOLF CLUB IS SHIRT WITH COLLAR. DENIM IS ALLOWED, NO CUTOFFS. [www.hyatthillcountrygolf.com](http://www.hyatthillcountrygolf.com)**

### GROUP #1

<input type="checkbox"/> Name _____	<input type="checkbox"/> Name _____
Company _____	Company _____
<input type="checkbox"/> Name _____	<input type="checkbox"/> Name _____
Company _____	Company _____

### GROUP #2

<input type="checkbox"/> Name _____	<input type="checkbox"/> Name _____
Company _____	Company _____
<input type="checkbox"/> Name _____	<input type="checkbox"/> Name _____
Company _____	Company _____

### GROUP #3

<input type="checkbox"/> Name _____	<input type="checkbox"/> Name _____
Company _____	Company _____
<input type="checkbox"/> Name _____	<input type="checkbox"/> Name _____
Company _____	Company _____

### GROUP #4

<input type="checkbox"/> Name _____	<input type="checkbox"/> Name _____
Company _____	Company _____
<input type="checkbox"/> Name _____	<input type="checkbox"/> Name _____
Company _____	Company _____

**RENTAL CLUBS:** Rental clubs are available from the golf course for approximately \$65 plus tax. Please contact Hyatt Hill Country Golf Club directly at 210-520-4040 to arrange for your club rental. Please make reservations by 4/10/10.

**Please mail or fax completed form to:**

Automotive Aftermarket Industry Association  
NCMA, Attn: Robert Morris  
7101 Wisconsin Ave., Suite 1300  
Bethesda, MD 20814  
Phone. 301-654-6664 / Fax. 301-654-3299  
[www.aftermarket.org](http://www.aftermarket.org)