



39TH ANNUAL
knowledgeExchange
april 21-24, 2012 the cosmopolitan of las vegas

DETAILED AGENDA

SATURDAY, APRIL 21

7 a.m. **Scramble Golf Tournament at Sienna Golf Club**

5 p.m. - 5:30 p.m. **New NCMA Member Orientation**

If you are a first-time NCMA conference attendee, we invite you to a short meet-and-greet with members of the board and other attendees. This short but informative session will tell you a bit about the purpose and organization of NCMA – followed immediately by the Welcome Reception.

5:30 p.m. – 7 p.m. **Welcome Reception**

sponsored by Pricedex



Join us in the magnificent Chandelier Bar for the Welcome Reception. Catch up with old friends and greet new ones before heading out for dinner on your own at one of the hundreds of nearby restaurants.

7 p.m. – 9 p.m. **Dinner on your own**

9 p.m. – 11 p.m. **Hospitality Suite**

sponsored by Epicor



SUNDAY, APRIL 22

8 a.m. – 11:45 a.m. **General Session**

7 a.m. – 8 a.m. **Continental Breakfast**

sponsored by Illumaware



8 a.m. – 8:15 a.m. **Welcome and Opening**

Milt Grimes / CARDONE

8:15 a.m. – 9 a.m. **State of the Standards**

Scott Luckett / AAIA



2012 is the most significant year yet for the aftermarket data standards and this update from the AAIA staff executive covers everything that's new and relevant to NCMA members about ACES and PIES. Hear Luckett describe the ACES Roadmap, steps to accelerate vehicle publication and describe the industry collaboration that will lead to the day "ACES is Finished."

9 a.m. – 9:30 a.m. **MOTOR ACES Update**

Marian Maasshoff / MOTOR



MOTOR Information provides critical research and management of the ACES Vehicle and Parts database. Maasshoff will explain the newest features of the VCdb and PCdb as well as the steps being taken to dramatically improve speed to market for new vehicle information.

9:30 – 10 a.m. **Coffee Break**

sponsored by Illumaware



10 a.m. – 10:45 a.m. **Technology on the Go**

Jay Wright / ShowMeTheParts.com



Mobile websites, ecatalogs and other automotive product information on-the-go are becoming more common. Jay Wright will explain the best practices and keys to success when putting your product information and catalog in the palm of your customer's hand.

SUNDAY, APRIL 22, CONT.

10:45 a.m. – 11:30 a.m. **Product Attributes Briefing** *Jeff Marshall / Pricedex Software*



The project to define product specific attributes is the biggest undertaking since the vehicle database. The project management team will explain what the project is about, how you can participate and benefit from standardized product-level attribute definitions.

11:30 a.m. – 1:15 p.m. **Lunch on your own**

1:15 p.m. – 4:45 p.m. **Technical Breakout Training Sessions**

Three tracks offer the opportunity to get into the technical details and add to your understanding of topics vital to your professional development. Whether you are an NCMA first-timer or a veteran who's heard it all, there is sure to be lots of new tips and techniques during the technical breakouts.

ACES Topics	PIES Topics	New Technology
<p>Migrating from Legacy to ACES If you haven't moved your catalog data from AAIA Legacy to ACES it's almost too late. This session offers a crash course in surviving the ACES Countdown clock. <i>Sean Ryan, Julie Burt</i></p>	<p>How to Support the AWDA Spec Automotive WDs have a requirement for product information that's different from the industry standard, PIES – or is it? <i>Tom Frey</i></p>	<p>QR Codes Here we will explain how to produce Quick Response codes and make them an important part of your print and electronic marketing strategy. <i>Michelle Bracali</i></p>
<p>Top-10 ACES Tips Is there more to ACES than XML tags and database codes? This session will explain the top 10 things that will speed your data to market and help sell more parts. <i>Melissa Madrigal</i></p>	<p>Producing PIES XML is Not Magic No programming experience necessary ... learn how to produce the needed XML files from your product information native spreadsheets and database files. <i>Doug Winsby</i></p>	<p>Smart Phone Apps for Aftermarket The aftermarket App store is open. Learn how to develop and deploy you catalog and product information to a mobile and connected customer. <i>Mark Toebben</i></p>
<p>What Makes Content Great The difference between technical compliance with a standard and brilliant data can have quite an impact on your sales. <i>Jim Grubbs</i></p>	<p>Database Solutions for PIES The next big frontier is Product Information and you've heard it will cost a ton. But you always have alternatives. Learn about the paths to PIES ranging from \$1,000 and up. <i>Adrian Klingel</i></p>	<p>Product Images and Digital Assets - for Today and Tomorrow This session will paint a vivid picture of how to manage and distribute your images and multi-media assets <i>Pat Weilmeier</i></p>

6 p.m. – 8 p.m. **President's Dinner** *sponsored by POLK*

This elegant buffet dinner and networking event is sponsored by POLK and benefits the Aftermarket Foundation. Las Vegas style illusionists and entertainment are sure to make for an unforgettable evening. The President's Dinner promises good food, music and a lot of fun.

9 p.m. – 11 p.m. **Hospitality Suite** *sponsored by POLK*

MONDAY, APRIL 23

8 a.m. – 11:45 a.m. **General Session**

7 a.m. – 8 a.m. **Continental Breakfast** *sponsored by Adair Printing*



MONDAY, APRIL 23, CONT.

8 a.m. – 8:45 a.m.

Mexico Market Update

Evaristo Garcia / Integrate Data Facts



Back by popular demand, Evaristo Garcia will update NCMA on all of the important demographics of the Mexican market and how they've changed in recent years. Whether you are a manufacturer, distributor or retailer – you'll want to hear how the Mexican market weathered the recession and discover where the business opportunities are to be found.

8:45 a.m. – 9 a.m.

NCMA Business Meeting

Milt Grimes / CARDONE

The election of officers and other business of the association will be front and center.

9 a.m. – 9:45 am

Imaging and Digital Assets

Pat Weilmeier / Visual SKUs



Product images and other rich media are becoming essential marketing tools in the digital aftermarket. The facilitator for the imaging and digital assets workgroup will describe the most important findings and recommendations in producing images, audio and video assets that are cost-effective and help increase sales.

9:45 a.m. – 10:15 a.m.

Coffee Break

sponsored by **Macomb Marketing**



10:15 a.m. – 11 a.m.

The Customer Spotlight

Shane Evangelist / U.S. Auto Parts



Shane Evangelist knows online retailing. And U.S. Auto Parts is the largest online retailer devoted exclusively to automotive products. He will talk about the keys to success in online retailing and the unique requirements of selling exclusively on the web. Drawing upon his prior experience at Blockbuster, Evangelist will explore what makes automotive unique and the steps every NCMA member can take to be a successful partner.

11 a.m. – 11:45 a.m.

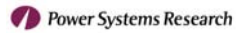
Reseller Round Tables

Think of it as "speed dating" for catalog managers. You want to know the content requirements and mandates for your current and prospective trading partners. Meet at tables hosted by leading retailers and program groups to discover what they want, what they require and what it takes to be a great data partner.

12 p.m. – 1:30 p.m.

Industry Luncheon

sponsored by **Power Systems Research**



Brian Albright, contributing editor, Advanstar's Global Aftermarket Business magazine writes regularly about technology and ebusiness for their readers. Albright will share his observations about the aftermarket and draw upon the dozens of interviews and feature stories he has written.

1:30 p.m. – 4:30 p.m.

Vendor Trade Show

In one afternoon you can explore all of the print and electronic solution and service providers to the aftermarket industry. For anyone looking to do it better or do it for less, the NCMA vendor trade show offers one-stop shopping for catalog managers.

5 p.m. – 8 p.m.

Dinner on your own

9 p.m. – 11 p.m.

Hospitality Suite

sponsored by **MOTOR**



TUESDAY, APRIL 24

8 a.m. – 11:45 a.m.

General Session

7 a.m. – 8 a.m.

Continental Breakfast


sponsored by **WHI Solutions**



TUESDAY, APRIL 24, CONT.


8 a.m. – 8:15 am **Report Roundtable Findings** **NCMA**
NCMA will present a summary of the Reseller Roundtables. Do the requirements of the industry line up with prior NCMA survey results?

8:15 a.m. – 9 a.m. **Five Automotive Trends You Cannot Ignore** **Mark Seng / POLK**
 POLK's "5 Trends in 5 Minutes" has been a highlight of the AAIA Town Hall breakfast since 2010. NCMA is pleased to welcome Mark Seng to present an expanded view of the five major trends and influences that will impact every organization seeking success in the independent aftermarket.

9 a.m. – 9:30 a.m. **Inaugural ACP Graduation Class** **Brian Cruickshank / U of A**
 The Automotive Catalog Professional (ACP) designation was created by NCMA and the University of the Aftermarket to recognize those individuals who have achieved an exceptional level of professional knowledge and experience. Join us as we recognize the first NCMA members to receive their ACP.

9:30 a.m. – 10 a.m. **Coffee Break** *sponsored by JNPSoft* 

10 a.m. – 10:45 a.m. **Global Supplier Perspective** **Dil Kulathum / CARDONE**
 For over a decade, Kulathum has been responsible for global marketing and business development of CARDONE outside the US. With Global Catalog Services among his responsibilities, he will share his observations on the state of technology in the aftermarket and discuss how North America compares and contrasts with Mexico, South America, Europe and other regions.

10:45 a.m. – 11:30 a.m. **NCMA Peer-to-Peer** **Doreen Slayter / CARQUEST**
 Get to know an NCMA member and hear the story of her career in the aftermarket. Doreen Slayter is a respected aftermarket veteran whose accomplishments and experience have earned her the moniker – Queen of Catalog. Most significant of all, this woman excelled professionally in a man's world. We can all learn something from the experiences and observations of Doreen Slayter.

11:30 p.m. – 11:45 p.m. **Conference Wrap-Up** **Milt Grimes / CARDONE**

12 p.m. - 1:30 p.m. **Luncheon and Catalog Excellence Awards**
sponsored by Vertical Development / ShowMeTheParts.com  
A highlight of the NCMA conference is the opportunity to recognize the best examples of print and electronic cataloging in the industry. The President's Awards for Catalog Excellence will feature a new category for Mobile Catalog Apps.

1:30 p.m. **NCMA Conference Adjourns**