

National
Catalog
Managers
Association

inside Cataloging

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Wow, I blinked and summer is over...

Hard to believe, but it's been five months since the conference. Once again based on rising attendance, feedback from our membership and vendor community, and our trade show that continues to grow, this has turned out to be another record-setting year. Membership continues to grow, conference attendance was higher, and the vendor trade show is continually improving in value. I take great pride in the fact that I'm a member of the National Catalog Managers Association. NCMA has been anything but dormant over the years. We've continually evolved, as has our industry, and I don't see anything but even better news for the future.

The highlight of the year, and probably will continue to be so is our yearly conference and this year was no exception.

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Featured Speakers from NCMA 2011 Knowledge Exchange



Bob Egan, Federal-Mogul



Jon Dehne, Advance



Gary Molinaro, The Greensheet



Ed Rammel, Dayco

38TH ANNUAL KnowledgeExchange

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



Marian Maasshoff, MOTOR

Notes from the President

CONTINUED FROM PAGE 1

Hopefully everyone enjoyed the presentations, but more importantly were able to bring back a little more knowledge and inspiration than prior to attending. This year's conference was exceptional in both atmosphere and content. I'd like to personally thank everyone that was involved with this year's event. From the industry expert speakers to the training breakout sessions, from the vendor trade show to the end user panel, all participants put on a very educational conference. A special thank you should also be given to the AAIA staff that works very diligently behind the scenes in order to provide this tremendous experience for all.

Well, enough sitting on our laurels, it's time to roll up our sleeves and get back to work. The automotive industry is changing and change has been accelerating in the last few years. We as an organization must do the same if we're to be a benefit to our membership.

Here are a few areas where we as an organization hope to be of assistance:

NCMA Social Networking Site – This new social network site has been designed to replace our old member directory, as well as to form discussion groups, blogs and establish contacts. Now that it's out there, it's up to all of us regarding the value it brings to our organization.

Catalog Judging – There'll be a slight change in the categories being judged this year. The CD catalog category will be deleted and replaced by a new category, Smart Phone App/Website Catalog. Technology is evolving and we want to embrace the new tools at our disposal. The CD category has been declining each year and more and more people are moving to smart phones and accessing the web from any location. What better way to help sell product than to make information available through as many channels as possible.

ACP (Automotive Catalog Professional) Certificate Program – This program has been well received by the membership and it looks like we'll have our first graduating class for our 2012 conference. Several members have inquired about the volunteer service requirement for the ACP Certificate. Well, the board has met regarding this topic and came up with a couple of suggestions regarding service opportunities. Areas where volunteers are needed might include speaking and/or participating in a panel discussion at next year's conference, catalog judging, participating in AAIA's Product Specific Attribute project as a subject matter expert or by writing an article for the newsletter. Imagine adding a "Peer To Peer" column to our newsletter.

While all of this may sound good, it's only going to work with help from you, the membership of NCMA. An organization is only as good as the sum of its parts and that's where all of us come in. So please, let's all set apart a little time this year and help our organization achieve it's real potential.

Thanks,
Milt

NCMA Online Community

NCMA is a professional society of more than 200 individuals who share a common profession and interests. Where else can you turn to connect with so many aftermarket professionals who deal with the same challenges as you do every day? Well, the NCMA online community, of course.

<http://connect.aftermarket.org/> is home to the NCMA online community. This is your online membership directory... your online resource library... and your online social network and discussion board.

To join the community – and get more out of your NCMA membership – click the CONNECT button at www.ncmacat.org and log in. If this is your first visit, the user name is your business e-mail address and the password is "welcome."

We invite you to update your profile information... upload a photo... and message some friends and colleagues. The NCMA online community is what you make of it. **Log in today!**

See You in Vegas, Baby!

In 2012, the NCMA Knowledge Exchange is coming to Las Vegas at the fabulous new Cosmopolitan Hotel. Save the dates, April 21-24, 2012 for the next NCMA conference.

Unlike anything you have seen in Las Vegas, The Cosmopolitan is an exciting new hotel and casino resort featuring hotel rooms and condo-style accommodations, all with residential-inspired furnishings, and many with outdoor terraces that offer breathtaking views of the Las Vegas Strip. The Cosmopolitan further features numerous resort attractions, including premier restaurants and boutiques, 100,000 square foot casino, a nightclub, a full service spa and three unique pool experiences.

Product Attributes for Increased Sales

AAIA recently announced a significant new initiative to standardize the definitions of thousands of product-specific marketing attributes. Performance and physical characteristics of a product are becoming essential to the effective marketing of products online and in the store. When customers understand every aspect of form, fit and function of a product, they can make the correct selection for their needs. Detailed product attributes contribute to increased sales and reduced returns by helping customers and sales associates make the best product selection or recommendation.

Retailers have long understood the value of product-specific attributes in product selection and comparison. Recently, in the automotive aftermarket, retailers have begun developing their own product attribute hierarchies and requiring suppliers to provide the values that apply to their product category. With direction from the Technology Standards Committee and AAIA Board of Directors, the association approved a project to gather, normalize and publish the consensus attributes that apply to products commonly traded in the aftermarket. This will save resellers the expense of developing and maintaining their own hierarchy and spare suppliers the redundant expense of supporting multiple competing sets of values.

Pricedex Software and Direct Communications, Inc. (DCi) have been chosen to provide project leadership and a technical environment for the collection and standardization of the attribute values. Industry volunteers will provide project leadership and oversight on the Product Attributes Steering Committee. And hundreds of volunteers will be called upon to contribute and evaluate the relevant attributes for each of thousands of product categories.

Today's customer – whether a consumer, service professional or store associate – expects to have access to any and all of the information helpful in making an informed product selection and purchase. Resellers understand the needs and expectations of the customers for product information. And, no one knows the performance and physical attributes of the product better than the supplier. So, AAIA plans a collaborative effort between suppliers and their distribution partners to arrive at consensus on the relevant marketing attributes, product-by-product.

For more information, to learn how your company can benefit and to volunteer as a SME, visit www.aftermarket.org/attributes.

NCMA members can make a significant contribution to this project by volunteering to be a SME. Teams of Subject Matter Experts are forming to review the “super set” of attributes, determine what is missing and arrive at consensus on what is relevant to selling the correct product and meeting the customer's needs. Teams of 4-6 SMEs will meet several times on the phone over two weeks to address each product category. Volunteering as a Product Attribute SME counts toward the industry service requirement of the NCMA ACP designation. To volunteer, visit www.aftermarket.org/attributes.



NCMA Membership Dues

Membership in NCMA is available to any individual employed by a company that is a current member of the Automotive Aftermarket Industry Association (AAIA) and that company must be engaged in the manufacture, supply or distribution of automotive products. Annual NCMA membership dues of \$200 are invoiced in October and payable by Jan. 1.

Here are five reasons it is important to pay your NCMA dues on time:

1. Avoid an interruption of use of the NCMA online Community Site. When memberships lapse, service is interrupted.
2. Remain eligible to vote for officers and board members in the election prior to the conference. Only members in good standing can vote.
3. Remain eligible to submit your catalog for judging in the annual Catalog Excellence Awards. Only members in good standing may receive catalog awards.
4. Get \$200 off the cost of registration for the annual NCMA Knowledge Exchange conference.
5. Finally, remain listed in the NCMA membership database to ensure uninterrupted communication about industry news and events.

Watch for your NCMA membership dues renewal via e-mail. And thank you for supporting the NCMA!



Ricky Robertson, Beck Arnley

MEET A MEMBER

Hi, my name is Ricky Robertson and I'm the electronic catalog manager for Beck Arnley. I've been with Beck Arnley for nearly 32 years. Here at Beck Arnley, we understand that we live in a world that wants up-to-date information at their fingertips. When a customer comes to us for a part, we must have accurate and up to date application data or we will lose the sale and that's a sale we can never get back.

We understand that more and more customers are going online to buy their parts and they will make their decision based on what they see, so we have to be the best at what they see, especially since 90 percent of all customers turn to Electronic Cataloging before they turn to paper to get their application information.

A few years ago, it's hard to imagine putting all of our application data together in a printed format, spending weeks proofing it, sending it to the printer and finally shipping it to our customers. By the time the catalogs got to the customers, the data was already months old and now that the customer actually had the catalogs in his hands, no updated information was going in and no bad information was coming out.

Fast forward to today and you will find that we have a living breathing catalog. Information is constantly being revised and tweaked with New information going in and Bad information coming out.

At Beck Arnley, we have 90 Product Groups, with more than 1400 different part types that validate against the VCDB. With more than 25,000 parts and multiple image formats, it can be a huge challenge to make it all work, but we understand that the world is not standing still and if we try to remain in our old ways of doing things, the world, business and opportunity will pass us by.

If you are in the middle of converting over your data from Legacy to ACES, or if you are just getting started with electronic cataloging, I want to encourage you and let you know that there's a lot of support from the (AAIA) Automotive Aftermarket Industry Association and NCMA. When there appears to be no light at the end of the tunnel, they shine a light for you and helps guide you through.

At Beck Arnley, we don't claim we have arrived; we just do our best to make sure every update of data we send out is better than the last. We keep moving forward and we keep the doors of communication open with all our customers.

I hope to see you all at the next NCMA conference in Vegas.

Ricky Robertson
Beck Arnley
Electronic Catalog Manager

I Want My ACP (said to the Dire Straits tune “Money for Nothing”)

The Automotive Catalog Professional (ACP) certificate program was announced to the NCMA membership in 2010 and we expect to recognize our first recipients at the NCMA conference in Las Vegas next April. The program is administered by the University of the Aftermarket and recognizes individuals with a high level of professionalism and industry knowledge in the area of catalog and product content management.

The ACP certificate is something that will signal to employers and peers that you have demonstrated a commitment to your professional skills and have the training necessary to perform at a high level. To the NCMA member, the ACP designation is a symbol of accomplishment and professionalism that enhances their credentials and resume.

The ACP designation is available only to members of the NCMA and requires satisfactory completion of five requirements:

- **Completion of ACES and PIES training classes online**

This requirement can be satisfied with the on-demand ACES and PIES seminars which are available from the University's On-Demand website. Get the basics of the industry standards without the time and expense of travel.

- **Completion of elective training to broaden your industry education**

Industry and aftermarket business training is available from many sources including the University of the Aftermarket, the Global Automotive Aftermarket Symposium, AAPEX Learning Forum, The Aftermarket eForum™ and classes approved by the U of A.

- **NCMA Conference attendance**

Attendance at two NCMA conferences ensures that the member has been exposed to many technical and business topics presented by industry leaders and subject matter experts.

- **NCMA and Industry volunteer service**

Volunteer contribution to the NCMA or AAIA is a way to demonstrate leadership and give back to the industry organizations that are important to your employment. Examples of volunteer service include:

- Serving on the NCMA Board of Directors
- Serving as an NCMA Catalog Judge
- Contributing an editorial article for the NCMA newsletter or speaking at the conference
- Participating on the AAIA Technology Standards Committee or one of the subcommittees or Task Forces
- Contributing to the Product Attribute project as a Subject Matter Expert (SME)

- **And a deliverable research paper**

Finally, cap off your certificate qualifications with a paper that demonstrates your knowledge and professional skills in a subject that is relevant to your profession.

Many NCMA members could be eligible to receive their ACP at the Knowledge Exchange in 2012. Currently, the University of the Aftermarket is offering a special discount of 20 percent to the On-Demand classes. Enter the promo code NCMA when purchasing the classes to receive 20 percent off the regular price of \$49.95.

For complete information about the ACP certificate program, visit <http://www.northwood.edu/aftermarket/acp-designation.aspx>.



Meet Your New BOARD MEMBERS



Brian Rowland, US Auto Parts

In early 2008, Brian joined US Auto Parts (NASDAQ: PRTS) as the vice president of category management. In this role, Brian is responsible for effectively merchandising and pricing more than two million existing SKUs in the US Auto Parts offering and bringing more than 250,000 new SKUs to market each year. Brian started his career working for Accenture, a global consulting firm, helping Fortune 100 clients successfully complete global ERP implementations. From there, Brian accepted a program management position with Blockbuster Online™ where he specialized in “Bricks & Clicks” integration. Brian has always had a passion for cars and motorcycles; especially muscle cars and Harley-Davidsons. After owning multiple Harley-Davidson’s and restoring a 1977 Jeep CJ-5, he’s currently trying to figure out how he can afford a first generation Camaro. In his leisure time, Brian enjoys hiking, running, cycling and dreaming of muscle cars with his wife, Ericka, and two young sons.



Christa Walthall, Gates Corp.

After graduating with a bachelor of science degree from the University of Nebraska – Lincoln, Christa moved back to her native state of Colorado and shortly thereafter began working at Gates. Over the last 12 years she’s advanced her cataloging career by moving up through the ranks, working with both paper and electronic cataloging. She began attending the NCMA Knowledge Exchange Conferences in 2004 and is a member of the Gates Catalog Team that’s received 11 NCMA Catalog Excellence Awards over the last eight years.

www.ncmacat.org



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2011-2012 NCMA

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