

National  
Catalog  
Managers  
Association

# inside Cataloging

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MILT GRIMES

## from the President Notes

### Notes from the President

Season's greetings and happy holidays to everyone in the NCMA community. This is a time of year when many of us pause to reflect on events and accomplishments of the past 12 months. If you're like me, you also make lists and set goals for the coming year. My plan usually goes off the tracks by the second week of January. But, at least I start with the best of intentions. So, here is my NCMA holiday list... and I'm checking it twice:

- Save the date and plan to attend the NCMA Knowledge Exchange at The Cosmopolitan Hotel in Las Vegas, April 21-24, 2012.
- Pay my NCMA dues by Dec. 31, 2011.
- Update my profile in the online NCMA membership community – find a friend and start a discussion thread.
- Submit my paper, web or new mobile catalog app into the NCMA Catalog Excellence Awards.

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## Catalog Judging

### New Mobile App Category

The NCMA President's Catalog Excellence Awards are presented annually to recognize the best examples of printed and electronic catalogs. Each year winners are chosen from dozens of entries and presented at the awards luncheon at the Knowledge Exchange.

In recognition of the growing role of smart phones and mobile apps, the NCMA catalog judges have created a new category for Mobile Web and Catalog Apps. Submitting your catalog for judging is easy, but you must act quickly. The judging criteria and application forms are found on the NCMA website at [www.ncmacat.org](http://www.ncmacat.org) (select catalog judging). **The deadline for submitting your paper or electronic catalog is Jan. 13, 2012.**

## Board of Directors Nominations

There are currently seven seats on the NCMA Board of Directors of varying terms and three are up for election in 2012. Service on the NCMA board is a great way to satisfy a requirement for the Aftermarket Catalog Professional (ACP) designation, Industry Service, and it allows you to contribute directly to the leadership of the organization. The nominating committee will receive and review nominations for the board and propose a slate of candidates for a full membership election prior to the conference.

To volunteer for the board or to nominate someone else for consideration write to [ncma@aftermarket.org](mailto:ncma@aftermarket.org). Include a short description of qualifications and aftermarket experience.

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- Take advantage of the huge discount on ACES and PIES training videos offered by Northwood.
- Volunteer for Industry Service credit toward my ACP as a Subject Matter Expert on the Attributes Project.

Your board has been very busy planning the 39th annual Knowledge Exchange Conference and related events. And, this issue of the newsletter is full of ways you can busy yourself to make the most of your NCMA membership. We urge you to pursue your Aftermarket Catalog Professional (ACP) designation. It's important to update your profile in the online membership community and connect with your colleagues. Don't forget to pay your dues to be eligible to vote for new members of the board of directors. And, of course, you should submit your electronic or paper catalog for judging. Receiving the NCMA President's Award is a great recognition of your work. This year we have added a new category for judging mobile catalog apps.

NCMA is an active and progressive organization. Many of the programs I just listed didn't even exist a few years ago. As a professional society of the Automotive Aftermarket Industry Association (AAIA), we exist to serve the interests of catalog and product information professionals. If you have suggestions about how we can serve your needs and interests even better, please contact a member of the board or a member of the AAIA staff. Read on to learn more about what's going on at NCMA. From the AAIA staff and board of directors of NCMA, best wishes for the holidays and Happy New Year.

Thanks,  
Milt

## Dues are Due

NCMA membership is available to catalog and product information professionals employed in the aftermarket supply chain (suppliers and distributors) by member companies of the Automotive Aftermarket Industry Association (AAIA). NCMA is a professional society, which means membership belongs to individuals who qualify and choose to belong.

NCMA dues of \$200 are paid annually for the upcoming calendar year. Only members in good standing (who have paid their dues) are eligible to submit their catalog for judging and to vote for officers in the board of directors election. Only current members of NCMA have access to the online membership community and membership directory. Finally, members must be current to qualify for their ACP designation from the University of the Aftermarket.

So, you see... there's a reason it's important to pay your NCMA dues on time. To pay by credit card or request a year-end dues invoice please contact Robert Morris of the AAIA staff at [robert.morris@aftermarket.org](mailto:robert.morris@aftermarket.org) or call 240-333-1068.

## Conference Highlights

### Save the Date

For four days, April 21-24, The Cosmopolitan Hotel on The Strip in Las Vegas will be home to the 39th annual NCMA Knowledge Exchange Conference. The Cosmopolitan features 52 floors of urban-inspired elegance (their words) with many rooms featuring terraces overlooking Las Vegas Boulevard. The newest hotel on The Strip comes with a great room rate of \$169 and all the entertainment, dining and nightlife you can handle.

### Vendor Exhibitors

The NCMA conference is a great opportunity to discover the newest technology solutions and vendor partners for your data management and printing requirements. The trade show on Monday afternoon will be packed with exhibitors anxious to show off their latest innovations and money-saving solutions. Vendors interested in exhibiting at the NCMA trade show should contact [ncma@aftermarket.org](mailto:ncma@aftermarket.org) for more information and a registration form.

### Keynote Speakers

The 39th annual Knowledge Exchange will feature a complete program of training, education and industry insights. Included on the agenda will be:

- **Dil Kulathum**, vice president, international, CARDONE Industries, who will speak about the challenges of supplying catalog and product content in a global aftermarket environment;
- **Shane Evangelist**, CEO, U.S. Auto Parts, to offer insights into the information and business requirements of a successful online automotive retailer; and
- **Mark Seng**, vice president, global aftermarket – commercial sales, Polk who will present five trends that will impact the future of every company involved in the independent aftermarket.

These are just some of the industry leaders and experts who will be on the program, April 21-24.

## ACP Qualifications

To quote the University of the Aftermarket:

***“The NCMA Automotive Catalog Professional (ACP) designation program codifies and more accurately defines the skills and experiences to become a professional catalog manager. It denotes a path that professionals can follow in order to develop the skills, contacts and knowledge that define today's catalog professional.”***

To attain the ACP designation, NCMA members must fulfill the following:

Requirement	Minimum CEUs
<b>ACES and PIES Webinars</b> – training on many topics related to the industry standards available on-demand	0.7
<b>Electives</b> – other University of the Aftermarket-approved courses	0.3
<b>NCMA Courses</b> – attendance at two or more NCMA conferences	1.0
<b>NCMA Service</b> - any service provided to NCMA (This could include [but is not limited to] holding an officer's role, committee membership, speaking, assisting in conference prep, etc. Final approval of NCMA Service component will come from the NCMA chairman.)	1.0
<b>Deliverable</b> – a five-page paper on a pre-approved topic	1.0
<b>Total Credits:</b>	<b>4.0</b>

## University of the Aftermarket Training Discount

The University of the Aftermarket has announced a steep discount in the cost of the on-demand ACES and PIES training class just in time to help you reach your ACP qualifications for 2012. Six seminars of 30-40 minutes each are required to cover the ACES and PIES topic. Normally priced at \$49.95 each, all seminars are reduced to \$19.95. But when you use the Promo Code of NCMA, the price is reduced another 20 percent to \$15.96 per seminar. **That's a total cost of \$95 for 95 days leading up to the NCMA conference.**

Don't miss this opportunity to get essential ACES and PIES training at unprecedented pricing! View the on-demand course catalog at <http://www.northwood.edu/aftermarket/on-demand.aspx>.

**www.  
ncmacat.  
org**

## NCMA Service

The NCMA Service requirement can be satisfied by serving on the NCMA board or speaking at the conference. Members can contribute an article to the newsletter or volunteer to serve as a subject matter expert for the product attribute definition project. Get involved in your industry and get a step closer to earning your ACP. To see if your service work qualifies for ACP credit and to learn where you stand with your ACP, contact Brian Cruickshank of the University of the Aftermarket (visit <http://www.northwood.edu/forms/mailer/?recipient=brianc>).

## Product Attribute Update

Earlier this year, the AAIA Technology Standards Committee launched a long-term project to define the product-specific performance and physical attributes needed in the vehicle aftermarket. Thousands of automotive products have tens of thousands of attributes between them that consumers and professionals depend upon to separate one product from another and make informed purchase decisions. Consistency and standardization in the definition of these attributes help lower the cost to suppliers and increase sales to informed customers.

Here's where you come in... The members of NCMA possess the product information and expertise to contribute to this massive project. Under the project leadership of Pricedex Software and DCi, teams of Subject Matter Experts (SMEs) are being formed to review the needed attributes for categories of products from the Parts Classification Database (PCDB). Once consensus is reached, the attributes will be published as an extension of the PCDB and made available for the industry to exchange in PIES and other file types.

AAIA is anxious to identify volunteers who are experts in one or more product categories to contribute to this project. A commitment of 10-20 hours over two to three weeks is typical for a collection of related products. SMEs qualify for credit towards their ACP. To register as a SME, please visit [www.aftermarket.org/attributes](http://www.aftermarket.org/attributes) and complete the short contact form to indicate what product you are qualified to assist with. Well-defined product attributes will increase sales and reduce new product returns. It is natural for NCMA members to take a leading role in the successful completion of this project.

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## The NCMA and Aftermarket Foundation

*Terry O'Reilly, president and CEO, Pricedex Software, has served on the board of directors for the Aftermarket Foundation since 2010. NCMA and the Aftermarket Foundation have been partners for common good for nearly a decade. O'Reilly describes how the partnership came to be and illustrates the valuable role of the Foundation in the lives of the families it serves.*

The Aftermarket Foundation is a charitable organization, originally founded in 1959, devoted strictly to people who have chosen an automotive aftermarket career, and their dependents and families. The Foundation's motto is: *If we don't look after our own... who will?*

Its sole purpose is helping people of our industry (and their families and dependents) who have fallen into dire circumstances due to death, serious illness or accident, or other serious financial hardship, with nowhere else to turn. It is the only charity focused exclusively on the people in our industry. The Foundation provides financial assistance but, in many cases, is able to channel claimants to other established, conventional sources of help and support, including consultations and counselling, where applicable.

In describing how the Aftermarket Foundation and NCMA partnership formed, past NCMA president, Mark Seng, now vice president aftermarket and commercial vehicles for Polk, told us that there were two separate ideas came together at around the same time.

"Back in about 2003 or 2004, as president of NCMA, I was looking for something new to spice up one of the nights of the conference, and was discussing some of my thoughts with a number of other NCMA associates," Seng said. "I was thinking of a special 'President's Dinner' and something to actually make it special. Around that same time, one of our very supportive service providers, Nick Porrini of Technologue, had recently lost his wife, Sandy, to cancer, and had asked, instead of flowers or other recognitions, that memorial contributions be made to the Aftermarket Foundation."

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“For me it was that simple,” said Porrini. “I couldn’t think of anything that could have made the President’s Dinner more meaningful, and the idea struck a harmonic chord with Mark Seng, the NCMA president at that time.”

“Those two things came together, and we launched the President’s Dinner with a Silent Auction and raffle, with all funds raised going to the Aftermarket Foundation,” said Seng.

Seng also pointed out that the Foundation had been very appreciative of the NCMA contributions and that, for a couple of years, the NCMA conference had been the second highest single fundraising event for the Foundation.

“We had some fun, and we added some excitement, but underneath it all, I think we all knew that we were supporting a very worthy cause, and felt good about what we were doing,” said Seng. “In retrospect, I’m certainly proud of what we’ve done for the Foundation, as I will always be proud of my years involved with NCMA.”

So it appears that this was a perfect partnership of a “common-good” industry organization, going another step beyond to also make its stamp on another common-good organization of an entirely different kind.

It occurs to us that Mark Seng is quite right. We should all be proud of our involvement with NCMA, but we can also be especially proud of being part of NCMA’s support of the Aftermarket Foundation. After all — *If we don’t look after our own... who will?*

For O’Reilly’s complete, unabridged text of *Partners in Common Good*, click here.



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# happy holidays