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Conference Theme & Highlights

“Life-Long Learning and Professionalism” is the theme of the 2009 NCMA Knowledge Exchange. Continuing

education, skill sharpening, testing and certification – these are all essential strategies in career management and professional development. This year, the NCMA Knowledge Exchange agenda features leading experts in education, testing and certification. Whether you are just starting out in your career or you are a grizzled old automotive vet, their presentations will equip you with strategies and motivation to survive and thrive in these challenging times.



CHRIS NIERINTZ

from the President Notes

Serving as the president of NCMA for another year is one of the most rewarding experiences of my career. But it certainly comes with some special challenges this year. In 2009, our members and vendor associates need what NCMA can deliver more than ever. The association and our marquee event, the Knowledge Exchange, deliver education, professional and business development, and valuable networking opportunities that simply aren't available anywhere else.

This year, the annual NCMA Knowledge Exchange takes place May 2-5 at the Marriott Hotel Newport Beach in Newport Beach, Calif. The location is beautiful, for sure. But, the real value of coming to this location is the opportunity for more than 125 catalog and product data professionals to gather and learn



Brian Cruickshank, AAP, has been director of Northwood University's University of the Aftermarket (U of A) since February 2008.

Cruickshank, an award-winning automotive journalist and editor, spent the previous 14 years at Babcox Publications where he served in a number of editorial and leadership roles. Since 1999, he worked as the editor of *Counterman* magazine, as well as directing the editorial content of all of Babcox Publication's AAPEX properties, including *AAPEXToday*. In 2006, he received Northwood University's Automotive Education Award and earned his Automotive Aftermarket Professional (AAP) degree from the University of the Aftermarket in 2003.



Tony Molla is the vice president of communications for the National Institute for Automotive Service Excellence (ASE) in Leesburg, Va. With more than 35 years of experience in the automotive service industry, Molla has held positions at all levels, including technician, service manager, parts store manager, new car sales and automotive technical editor writing service manuals for the Chilton Book Company. He has authored more than a dozen technical and car care manuals. Prior to joining ASE in January 2000, he spent nine years as the editorial director of *Motor Age* magazine and *Automotive Body Repair News* (ABRN). □

from one

Notes from the President

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another and other experts. With the conference taking place in southern California, we expect a number of performance parts and accessory suppliers to attend, adding more to the diversity of the audience.

The NCMA board has worked hard this year to put together an agenda that delivers high value and addresses exactly what our members need today – straight talk about standards and best practices, as well as career development opportunities. The theme of the conference this year is “Life-Long Learning and Professionalism.” I believe it is important for those of us fortunate enough to be employed in the after-market to take a couple of days to sharpen our career skills and polish our professionalism in this competitive environment.

The AAIA staff has been busy attending to the hundreds of details that go into producing a successful event. You can be sure that they have planned a first-class event on a coach budget. We are pleased to be able to hold the line on the hotel group rate – but only if you **book your reservation no later than April 3**. To get the guaranteed group rate of \$189, please be sure to call Marriott Reservations at 1-800-228-9290 or click the exclusive NCMA reservations Web link found on the conference registration page at www.ncmacat.org.

I want to close this message with a special invitation to our vendor partners. Your technology and services are vital to our ability to do our jobs effectively and cost-efficiently. By supporting and exhibiting at the NCMA Knowledge Exchange, you have the opportunity to contact more than 125 customers and qualified prospects in just a couple of days. I don't know where else you can find such value. But it only works if you attend and exhibit at the NCMA Knowledge Exchange, May 2-5 in Newport Beach.

2009 promises to be full of challenges. Life-long learning and professional development are great strategies for confronting these challenges and emerging better and stronger. I hope to see you in May. Start by registering today at www.ncmacat.org.

Chris



Golf Outing

The annual NCMA Charity Golf Outing takes place Saturday, May 2 at the Tustin Ranch Golf Course, elected as 2008 Golf Course of the Year by the California Golf Course Owners Association (CGCOA). The fee of \$175 includes greens fee and driving range balls, cart with GPS, lunch and coach transportation. Players must be early risers because the bus leaves the Marriott at **6:30 a.m. SHARP**. Rental clubs are available for \$55 plus tax by contacting the Tustin Ranch Pro Shop directly at 714-730-1611. Golf pairings may be submitted on the Pairings Sheet found with your registration packet.

www.tustinranchgolf.com

Conference Agenda

Never before has an NCMA conference agenda included so many senior officers and respected voices from throughout the aftermarket supply chain. Conference attendees will hear: the voice of the customer, Mark Finestone, senior vice president, AutoZone; the voice of the supplier, Tim Martin, vice president, K&N Engineering; and the voice of the catalog solution provider, Tom Aliotti, senior vice president and GM, Activant Solutions.

Conference Agenda and Speakers Scheduled to Appear

Saturday, May 2

- 6:30 a.m. - 2 p.m.** **Golf Outing / Tustin Ranch Golf Club**
- 5 p.m. - 5:30 p.m.** **New Member Orientation**
- 5:30 p.m. - 7 p.m.** **Welcome Reception**
- 9 p.m. - 11 p.m.** **Hospitality Suite**

Sunday, May 3



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

Scott Luckett, Vice President, Technology Standards and Solutions, AAIA
Dennis Huibregtse, Senior Vice President, Global Aftermarket, Power Systems Research
 Scott O'Toole, Manager Product Pricing and PIES Compliance, Motor State Distributing
Tom Aliotti, Vice President and General Manager Automotive, Activant Solutions



1:30 p.m. - 4:30 p.m. **General Session**

Adrian Klingel, President, Illumaware
Tim Martin, Vice President, K&N Engineering
 Brian Cruickshank, Director, University of the Aftermarket



6 p.m. - 9 p.m. **President's Dinner and Aftermarket Foundation Auction** 9 p.m. - 11 p.m. **Hospitality Suite**

Monday, May 4



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

Mark Richardson, Catalog Manager, Falcon Steering Systems
 Tony Molla, Vice President, Communications, ASE
Mark Finestone, Senior Vice President, AutoZone

1:30 p.m. - 4:30 p.m. **Vendor Trade Show** 9 p.m. - 11 p.m. **Hospitality Suite**

Tuesday, May 5

8 a.m. - 11:30 a.m. **General Session**

Bart Noyes, Director IT, Interamerican Motor Corp.
 Chris Nierintz, Manager Product Data Services, Dorman Products, Inc.
 Scott Luckett, Vice President, Technology Standards and Solutions, AAIA

11:45 a.m. - 1:30 p.m. **President's Awards Banquet Luncheon**





4! First-Time Attendees (and Forgetful Old-Timers)

Whether this is your first NCMA conference or you can find the poker game blindfolded, here are some useful pointers to help you get around and get acclimated.

- The fee structure was simplified this year. If you have already paid your \$200 dues to be an NCMA member, the conference registration is \$495. If you are not already a member, the conference fee is \$695 – what could be easier? You may register a spouse or friend to attend all of the meals and social functions – that fee is \$295.
- The Marriott Hotel Newport Beach is located just 15 minutes from Orange County/John Wayne airport (SNA). It's an easy cab ride from the airport to the hotel and it's much less expensive than flying into Long Beach or Los Angeles International (LAX).
- There is no deadline for conference registration, but the Marriott rate of \$189 is only **guaranteed through April 3**. Make reservations by calling Marriott directly at 1-800-228-9290 or follow the link on the conference page at www.ncmacat.org.
- The conference attire is business casual during the day and resort casual in the evenings. Remember, this is a business trip, so leave the tank top and the Speedo™ at home.
- The NCMA board hosts a brief New Member Orientation on Saturday evening just before the Welcome Reception. This is where you will get your questions answered about NCMA and the flow of the conference over the next couple of days.
- New this year, the conference will end with the NCMA Catalog Awards Luncheon, on Tuesday, May 5. You could easily catch a flight out of John Wayne at 3 p.m. that afternoon and not miss an awards presentation or dessert.



NCMA Online

NCMA went “green” last year and has completely switched to electronic communication and publishing. Our e-newsletter, *Inside Cataloging*, is an example of that and so are the conference materials. You can download complete details about the 2009 Knowledge Exchange from our Web site at www.ncmacat.org. You can also register as an attendee or a vendor exhibitor, completely online. The process is fast and easy. Simply use your AAIA login, which is your primary e-mail address and your password (the default password is “welcome”). If you are new to the database, you can give us a call at 301-654-6664 and we'll set you up – or write to ncma@aftermarket.org.

We Need Your Balls... and Other Donations

The NCMA has an established tradition of supporting the Aftermarket Foundation, the aftermarket's only charity organization. The major fund-raising occurs as part of the President's Dinner and Charity Silent Auction, on Sunday evening, May 3. Members and vendors are invited to donate auction items to benefit the Aftermarket Foundation. An iPod, autographed NASCAR apparel, gift cards and golf balls (lots of golf balls) are popular donation items.



Mark Richardson, Falcon Steering, can hardly believe his luck in winning the autographed NAPA/Michael Waltrip jacket.

To allow the staff to better organize the auction, we are implementing a new procedure this year and require that all donated items be shipped to headquarters in Bethesda, Md. with documentation by April 1. There is a form and more information on the conference Web page at www.ncmacat.org or you can simply [click here](#).

The excitement really builds toward the end of the President's Dinner as the bidding draws to a close and the coveted items go home with a lucky attendee. Don't forget... it's for charity so donate and bid generously. □

A Word for Vendor Exhibitors

Business value is the catch phrase in today's economy and anything that doesn't have it is out the window. That's exactly why the NCMA Knowledge Exchange deserves to be on your 2009 business development calendar. There is no other event in the automotive aftermarket that delivers the value to vendor exhibitors as NCMA does.



The cost for an 8x10 booth with three hours of show time and two attendees registered for the full conference is \$1,250. More than 125 catalog managers and product data managers attend the conference and trade show, looking for new technologies and solutions that can help them operate more efficiently and better manage their content and publications. **They'll be looking for you.**

To help you stand out from the competition, NCMA offers a number of sponsorship opportunities – from a golf hole at \$150 to the President's Dinner at \$5,000. Visit the Web site and download the [Vendor Exhibitor packet](#) for complete information and pricing.

This year, NCMA has announced a new policy on logo merchandise. Vendors are now prohibited from distributing branded items or logo merchandise, except at a function they are sponsoring or at their booth in the trade show. This policy will help ensure that event sponsors receive the full value for their support of NCMA. □

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2008-2009 NCMA

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