

insideCataloging



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NATIONAL CATALOG MANAGERS ASSOCIATION

Notes from the President: Mark Seng



Mark Seng

It is that time of year again. You barely get settled in after the holidays and suddenly the first quarter is almost over. It is now that we begin to really focus on the NCMA Conference in Savannah, and I'm looking forward to another exciting Knowledge Exchange in 2007.

It might also be news to many of you that, yes, I'm back. It's been a busy year for the NCMA Board and after a couple of Board members changed companies and had to step down, I first filled in as Past President and am now again President of NCMA. I am happy to be a part of the group again and am excited about the program we will be offering in May.

The 2007 NCMA Conference will, as always, focus on bringing you a tremendous value for your time and money. Whether you are a catalog manager, product manager, or marketing professional—Knowledge Exchange 2007 is designed to educate and inform. Don't miss the informative speaker presentations, interactive breakout sessions, and vendor trade show. It is simply the best opportunity of the year to network with your colleagues, vendors, and peers in the automotive cataloging business.

The breakout discussions—or Knowledge Sessions—will focus on three issues: 1) the benefits of standards adoption,

2) using the catalog and other related data as a sales tool, and 3) the continuing development of Category Management and what it means to the cataloging professional. These smaller interactive sessions will help you learn how to take what we have all been working on for several years and put it into action to create revenue for your company.

By now, you should have received the registration packets in the mail. In addition, conference registration is available fully online! Go to ncmacat.org, click on conference, and follow the instructions to register. Many thanks to AAIA for their tremendous support and this new registration software!

Another topic of discussion this year will be the proposal to become a segment within AAIA. Everyone should have received a mailing late last year from former President Scott Huston outlining this idea. The Board is very excited to present the membership with this opportunity and asks for your support to make this happen. Please watch for additional information on this prior to our May conference.

Don't miss out on a great opportunity to provide value to your organization! Please join us in Savannah, GA, May 5–8.

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**ONLINE
REGISTRATION
OPEN FOR
2007 NCMA CONFERENCE**

**The NCMA
conference will be
held in Savannah, GA
May 5-May 8 2007, Go
to NCMAcat.org
to register
or download forms.**



IMPORTANT NCMA CONFERENCE REGISTRATION INFORMATION



The 2007 NCMA Conference at the Hyatt in Savannah Georgia is shaping up to be another premier industry event - one where all who attend will come away with fresh new ideas.

The Board of Directors has been working very hard to make sure that these ideas will wet your appetite to delve in and use these new tools that you will be exposed to on your job.

For members that have never held a board position, let me give you a little insight on the amount of effort that is required to put on a successful conference. The board spends approximately 95% of it's time organizing the event details. Some of the things that go into pulling together a successful conference are to select a location, hotel & date, develop a theme & content of the conference, arrange for speakers, conference gifts, speaker gifts, develop meals to be served, organize the golf outing, conference registration mailings, conference signage, conference schedule, printing the conference brochures, developing the vendor trade show, selling vendors booth space, selling sponsorship

for meals, prizes and auction items, and the list goes on with many, many more requirements. All of this activity must stay within the conference budget.

That is where you come in. I think it would be safe to say that most members do not know the following regarding the cost of putting on a successful conference.

NCMA has already committed to pay \$51,600 for this conference to the Hotel. You might wonder why? Well, it is based on the contract that we sign in advance to guarantee the number of room nights that we will need for each night of the conference. Our room nights pay for the ballrooms, breakout rooms and vendor trade show hall we occupy during the event. If we do not fill the guest rooms with NCMA members, we still must pay the \$51,600, plus the unused room rates! (One year the NCMA coughed up an extra \$20,000 for unused rooms—OUCH!). We estimate the room nights needed from the previous conference numbers. If we guess to low, there will be members looking for rooms off-site. If we guess too high, we must pay for the unused rooms we contracted for.

Here is where you come in. In order for NCMA to receive the \$51,600 credit ***you must stay in the conference hotel.***

Why do I bring this subject up? Because each year we hear that there are members who are considering staying off site, attempting to save a few bucks.

We cannot continue to arrange these conferences and try to keep the cost in line if the membership does not stay on site. By registering early and staying at the selected hotel, it makes the job of organizing the conference easier and keeps the NCMA from exposure to huge unbudgeted expenditures. This is how we keep the prices of the conference fees and room nights stable while putting on a fantastic event at a top notch resort location. The undesired alternative is to only allow members who stay at the event hotel to attend the meetings, or to have the conference at the Motel 6 every year.

Can we count on your continued support? We'll leave the light on for you!

See you at the Hyatt Savannah for the NCMA 2007 Conference.

2007 CONFERENCE AGENDA OVERVIEW

Saturday 5 May 2007

7:00 AM – 3:00 PM	Golf Outing
3:00 PM – 5:00 PM	Registration & Name Badge Pickup
5:30 PM – 7:00 PM	Welcome Reception
7:00 PM – 9:00 PM	Dinner on your own
9:00 PM – 11:00 PM	Hospitality Suite

Sunday 6 May 2007

7:00 AM – 8:00 AM	Continental Breakfast
7:00 AM – 8:00 AM	Registration & Name Badge Pickup
7:15 AM – 7:45 AM	New Member Orientation
8:00 AM – 10:15 AM	General Sessions
10:15 AM – 10:30 AM	Break
10:30 AM – 11:30 AM	Knowledge Sessions (All 3 Presenting Simultaneously)
11:30 AM – 1:30 PM	Lunch on your own
1:30 PM – 2:30 PM	Knowledge Sessions <i>continued</i>
2:30 PM – 3:00 PM	Break
3:00 PM – 4:00 PM	Knowledge Sessions <i>continued</i>
6:30 PM – 9:00 PM	President's Dinner & Aftermarket Foundation Charity Auction
9:00 PM – 11:00 PM	Hospitality Suite

Monday 7 May 2007

7:00 AM – 8:00 AM	Continental Breakfast
8:00 AM – 12:00 PM	Exhibitor Trade Show Setup
8:00 AM – 10:15 AM	General Sessions
10:15 AM – 10:30 AM	Break
10:30 AM – 12:00 PM	General Sessions
12:00 PM – 1:30 PM	Industry Luncheon
1:30 PM – 4:30 PM	Trade Show Exposition
5:00 PM – 9:00 PM	Dinner on your own
9:00 PM – 11:00 PM	Hospitality Suite

Tuesday 8 May 2007

7:00 AM – 8:00 AM	Continental Breakfast
8:00 AM – 10:00 AM	General Sessions
10:00 AM – 10:15 AM	Break
10:15 AM – 11:45 AM	NCMA Business Meeting
11:45 AM – 1:45 PM	Buffet Lunch or Board Lunch
1:45 PM – 2:45 PM	NCMA Business Meeting
2:45 PM – 3:45 PM	General Session— Roundtable Discussion
3:45 PM – 4:00 PM	General Session
5:30 PM – 9:30 PM	Catalog Excellence Awards Banquet

Aftermarket Foundation Set To Provide Over \$250,000 in 2007

TROY, MI (January 8, 2007) – The Aftermarket Foundation today announced its goal to provide over \$250,000 in 2007 to individuals and families in need.

“The Foundation is a group of individuals and companies dedicated to the humanitarian mission of helping families in need in our industry,” says Aftermarket Foundation Chairman Don Schlenger. “We provide money to people who have dedicated their lives to our industry, and who now need help from the industry they helped to grow.”

A source of revenue for the Aftermarket Foundation is the group’s annual golf tournament. This past year, a record 138 individuals and 38 companies participated in its annual fund raiser and golf tournament on Monday, October 30, 2006 in Las Vegas, Nevada—the day before the annual SEMA / AAPEX shows. Any company interested in participating should contact the Aftermarket Foundation at 772-286-5500 or via email affta2003@yahoo.com. Other sources of revenue are trade associations, individu-

Non-Profit Volunteers Raise, Then Provide Funds to Those in Need

Contact: Ross Kogel (248) 521-5782

“This Group Gave Me Peace of Mind and Preserved My Dignity”

als and companies. Gifts range from \$25 to \$10,000.

Efforts of the Aftermarket Foundation

The Aftermarket Foundation helps those in need in our industry. For example, the Aftermarket Foundation helped Gregg S., a manufacturers’ representative, when he needed a liver transplant. Gregg’s health plan covered the actual surgery but his family had no income during the many months of his illness – both while he waited for the transplant and after his operation. Unfortunately, Gregg died when his body rejected the transplant, and today the Aftermarket

The
Aftermarket
FOUNDATION

“The Heart of the Aftermarket”

Foundation is helping his wife and teenage children recover.

In another example of the Foundation’s work, the organization helped Betty S. Betty S. is the wife of a business owner in the automotive aftermarket. Her husband, after losing his business, committed suicide, and Betty S. was left with his debts and the responsibility of caring for an 80-year-old mother, a stroke victim. After receiving assistance from the Aftermarket Foundation, Betty S. writes in her letter of thanks:

“The financial aid I’ve received from (the Aftermarket Foundation) has been my salvation. The members of the (Aftermarket Foundation) have helped me in so many ways. They have given me the peace of mind and preserved my dignity... A day doesn’t pass that I’m not aware of the financial aid and support that the (Aftermarket Foundation) has given me.”

*Betty S.
January 5, 1998*

“This is the ‘safety net’ for professionals in our industry, the source of last resort,” says Schlenger. “Every company in the industry should support this effort.”

The Aftermarket Foundation is a 501(c)(3) nonprofit organization founded in 1959. The group is dedicated to the humanitarian effort of helping people in need in our industry, and consists of an all-volunteer group that takes no income for their services. The Foundation can be accessed online at www.aftermarketfoundation.org, and the group’s annual financial audit is available upon request.

Please remember to bring items to donate to the Aftermarket Foundation auction at our Presidents dinner in Savannah this year. Our efforts make a difference!

Industry Luncheon Keynote Speaker

Bill Irwin worked in corporate management for a large company for 30 years, and he has been president of Irwin Associates, Inc. since 1987. He knows how to inspire all managers to motivate themselves. Learn why Bill says, “It is easier to lead a thousand than to push one”.

Bill, with his Seeing-Eye dog Orient, is the only blind hiker to have completed the 2,168-mile Appalachian Trail. He will prove to you that no one can kill your impossible dreams.

The way our culture is today, many people are weary from the day to day demands of work, family and life. All this can be exhausting and very frustrating.

Despite the circumstances and pressures we all face, it doesn’t have to be that way. Many who attend a function where Bill Irwin is the motivational keynote speaker discover a renewed energy and commitment to face the obstacles of life differently; they know that their life has been changed forever.



GO FOR THE DOUGH—Win \$300.00 Cash!

The \$300.00 bounty has been brought back for your new member recruiting efforts for the NCMA. The Advocate of the Year award will be announced at the 2007 conference for the person who can solicit the most new members for the NCMA.

Everyone can participate. This year prospective members can be directed to Loanne Papas (LPapas@meaa.meaa.com) VP Membership Services.

Good luck!

\$300

**IMPORTANT BY-LAW CHANGE TOPIC REMINDER!**

NCMA has the opportunity this year to become part of AAIA as a fully recognized and supported segment. This proposed relationship means many incredibly positive things that I hope to clearly outline in this letter to you.

Most all of you are familiar with the Automotive Aftermarket Industry Association, also referred to AAIA for obvious simpler purposes. AAIA serves the automotive aftermarket as a source for representation, government affairs, information, standards and tons more. Not only does AAIA play a role in the foreground of the aftermarket business but they also do numerous things in the background. NCMA has used the services of AAIA for years now including our mailing address, phone and fax, clearing house for dues and fees, financials and book keeping, legal, conference assistance, website hosting, & leadership and direction in industry issues that impact our membership. Already our ties are very close and personal to NCMA to say the least. The proposal from AAIA simply enables NCMA to officially become one of the many segment groups like the Heavy Duty segment HDDA, Auto International segment AIA and the Retail segment. NCMA would not only garner more support for our initiatives, but would then have most all of our administration and conference services handled with expertise in these areas by AAIA's professional staff. This alone would enable the NCMA board and volunteers to tackle real world cataloging issues opposed to spending time on more menial tasks such as managing mailings and making meal plans for our conference. It is imperative that you know that the NCMA board is unanimously in favor of becoming a segment group of AAIA.

Our structure, leadership and governance will not change nor will we become a silent, ineffective voice in our business. Quite the opposite in fact will occur. We will now have a bigger voice in the industry and more credibility being part of the core organization. NCMA will still exist in structure as it always has, to make the job of catalog folks easier, more efficient and effective. We expect that there will be some initial questions, so I will attempt to address a few of them now.

First, NCMA will be able to decide what we do with our financial surplus. The board is tentatively considering college scholarship donations, market research, marketing initiatives, donations, and some membership assistance. NCMA will still select the locations of our conferences and see to it that the locations are affordable for membership and do not rise based on the change. NCMA will still continue to vote in our board but now be available to focus on industry issues instead of administration. This merger will provide the NCMA with a solid base of administrative continuity and stability we as a rotating volunteer governing board currently do not enjoy. All current board members agree that this merger with the AAIA will make their duties easier and more enjoyable. The board of NCMA is certain that there will be more questions, concerns, pros and cons but we hope to continue the dialog with all members during the conference leading up to a vote during the business meeting.

The NCMA board is working hard to make the 2007 conference a great learning and networking experience as always. We look forward to becoming a stronger organization in the future as a result of this merger. 2007 NCMA BOARD OF DIRECTORS

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