

National
Catalog
Managers
Association

inside Cataloging

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MARK RICHARDSON, MAAP

from the President
Notes

About two months have passed since the 2010 NCMA Knowledge Exchange in San Antonio, Texas, and from the number of attendees, feedback from the membership and vendor community, and evaluations, it appears we had a record-breaking year in many respects. Every way you can possibly measure such an event tells us we succeeded in bringing together our industry experts, guests, and vendors to network and learn from each other in an intensive three-day event. Together we are increasing the awareness of our community and providing ever increasing value to our companies and business partners, and the NCMA is getting stronger along the way. I want to personally thank everyone who came to the conference and participated in making it such a great success! We all should be proud. In our recent June board meeting at the head-

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2010 Conference Wrap-Up

The 2010 NCMA Knowledge Exchange at the Hyatt Regency Riverwalk in San Antonio was by far the biggest and most attended conference to date. Almost 90 percent of all NCMA members attended what was arguably the best venue yet.



But it wasn't just the **where**. It was the **what**.

We were fortunate to be able to offer industry-experienced speakers who gave fascinating presentations. Our panel discussions were enlightening and revealing; almost like we were being let in on industry secrets! The breakout sessions on Sunday were well received and informative. And who would refute that John Washbush gave a barnburner of a keynote speech? Best of all, let's not forget the vendor trade show. Friendly folks dedicated to providing catalog (sorry, content) managers and the companies they work for the tools necessary to succeed and prosper. Yesiree, the 2010 conference had it all.

Make no mistake, it is our enthusiastic trade show vendors that make these NCMA conferences possible. An astonishing 30 percent increase in attendance and record high vendor participation in 2010 sets the expectations even higher for St. Petersburg, Fla. in 2011. We are fortunate to be able to host the 2011 NCMA conference in such a spectacular setting. The presentations and panel discussions and breakout sessions are but three reasons to attend. Even more important are the many social events in the evenings that provide a great opportunity to spend time and establish contacts and relationships that would be impossible anywhere else.

We look forward to seeing all of you in St. Petersburg, Fla. in 2011! □



2010 Knowledge Exchange Photo Gallery

Photos courtesy of Ritchie Porch, Centric Parts. To view the complete album, visit the "Conference" page at www.ncmacat.org.



Evaristo Garcia briefed NCMA on Mexico



John Washbish, President & CEO, Aftermarket Auto Parts Alliance



Bob Waibel, Dayco Products



Julie Burt, CARDONE Industries



Paul Magin, Activant Solutions



Brad Duncan, OptiCat



Scott Luckett, AAIA



Doug Winsby presented the PIES Breakout



Jeff Alexander, Affinia Group accepts Catalog Excellence Award from Mark Richardson, Falcon Steering

Notes from the President

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quarters of AAIA in Bethesda, Md., we had the daunting challenge to sort through the information from San Antonio and begin to formulate an even bigger and better conference for 2011. We had a very productive meeting, and have already put ideas and concepts into place for next year. Details will be coming out soon, so watch for the next newsletter to announce more about the program for St. Petersburg, Fla.

I would like to comment briefly on one specific topic discussed by the board during our recent on-site meeting. Those who attended the conference this year may remember the wonderful presentation made by John Washbush, and his particular suggestion that the NCMA change its name to The National Content Managers Association, because we are responsible for much more than just catalog data. We took this proposed change very seriously, and thoroughly explored all aspects and ramifications of such a change during a discussion where all board members expressed their opinions and provided input, which was used to make an informed and thoughtful decision. After all discussion was completed, it was decided that the name would remain the same and no change would be recommended, but that using the descriptive term "content" in our marketing materials would better describe some of the increasing responsibilities catalog managers have. The "C" in NCMA still stands for catalog.

On another note, the launch of the Automotive Catalog Professional (ACP) certificate program was well received by the membership and is moving forward quickly. Contact information for all attendees of the 2010 conference has been submitted to Northwood University, and everyone who attended will receive 1.5 CEU credits, which increased from 1.0 credits due to the large amount of educational content this year. You should receive a transcript by e-mail over the next coming weeks showing your progress toward completion. Please take advantage of this educational opportunity and show your support for the NCMA educational certificate initiative by keeping up-to-date with the most current information available. It is technically possible to have a graduating class at the 2011 conference, so get busy and you could be part of the first graduates of this new educational opportunity.

We are working on other new initiatives to bring the membership together on a more regular basis, which will allow daily contact and informational exchanges between members who might have questions others can answer. Our membership directory will be getting an upgrade which will allow better access and more features consistent with the increased power of Internet social networks such as Facebook, LinkedIn and Twitter. More details on this new interactive online tool are coming soon, so keep watching the Web site and newsletter for information.

Finally, I want to congratulate everyone for the outstanding success of our recent conference in the midst of the current challenging economic climate. Our members, vendors and presenters all did an outstanding job bringing the conference agenda to life and sharing their industry knowledge and service solutions. We have enjoyed very strong growth of membership and conference attendance, and can be proud that the NCMA is getting stronger due to our combined efforts and participation. For that, I thank you and we will plan to continue the job in Florida in April 2011. Put this conference in your planning budgets, and we will see you there!

Mark 

ACP Certificate Update

Northwood's University of the Aftermarket director Brian Cruickshank was to make the official announcement of the Aftermarket Catalog Professional (ACP) program at the 2010 NCMA Knowledge Exchange conference, but the travel gods conspired against him. His flight was late leaving Philadelphia and his connector to San Antonio was gone when he arrived, stranding him in Atlanta for the night. By the time he was able to find a flight the next day, the presentation was over and he simply returned home. His presentation, however, made it and we all were relieved that there was something to present. Cruickshank and his staff at Northwood are integral partners with the NCMA in this educational opportunity, and thanks to their hard work over the past year, we are up and running!

Regarding the program itself, everyone who attended the conference was credited with 1.5 CEUs toward completion of his or her ACP certificate. To date, there are 168 people who are now actively working toward the certificate, which is encouraging and further evidence of the commitment NCMA members have for continuing education related to their job duties. Watch the NCMA Web site for a new tab where everyone will be frequently updated on the program.

Transcripts on everyone's progress will be e-mailed out later in the year (around AAPEX). A reminder: The ACES and PIES Webinars are a requirement of the ACP certificate. NCMA members can take these Webinars for a limited time at a discount. Visit www.universityoftheaftermarket.com and click "On Demand." Your special code to receive the discount is "NCMA." Also, you may have additional CEU credits from other events you have participated in which could satisfy the elective requirement. To find out for sure, or to ask any other questions, please contact Northwood directly.

Contact Information:

**Susan Woodcock, Northwood University
University of the Aftermarket
Program Administrator / ACP Liaison
800-551-2882, woodcock@northwood.edu
www.universityoftheaftermarket.com**

NCMA Honors 17 Companies for Excellence in Cataloging

As the memories of our 37th Annual Knowledge Exchange Conference fade into the sunset, let's just take a few minutes to reflect on those companies that were honored this year.

NCMA has become a great place for the best of the best to come together to both learn and share their knowledge with their peers from companies from all over the country, and this year was no exception.

This year, 17 companies were honored with either a President's Award for Cataloging Excellence or an Electronic Data Excellence Award from our data receivers. Several companies were honored with multiple awards, with Affinia Under Vehicle Group and CARDONE Industries tying for the most, but Gates Corporation was close on their heels.

Each year a panel of our peers review the entries for the President's Awards for Cataloging Excellence for Print, CD and Web. In other words, representatives from our competitors review and judge our catalogs based on layout, consistent format, ease of use and information provided. From those entries, we award the Platinum (first place) and Gold (second place) awards in print, CD and Web.

In addition to Platinum and Gold, we also award three specialty awards for the printed catalogs. They are: Most User Friendly, Best Graphics and Best Cover. This year was our best turn out for entries in recent years with 32 catalogs submitted for judging.

Here are the winning catalogs for 2010 in the print, CD and Web categories.

But the story doesn't end here.

Our industry has been undergoing a major shift since the first electronic catalog emerged on the scene back in 1984 and now electronic catalogs have become the norm rather than the exception. I don't think there's a company out there that doesn't update their electronic data more often than they ever printed their paper catalogs. As the importance of electronic content grows, our focus should also shift to this extremely important method of selling our parts.

This year, seven of our data receivers judged each manufacturer on their electronic data content. The receivers presenting Electronic Data Excellence Awards this year were Activant, Advance Auto Parts, AutoZone, CARQUEST, Genuine Parts Company/NAPA, O'Reilly Auto Parts and WHI Solutions. Each of these data receivers evaluated the content submitted with data quality, coverage and timeliness as just a few of the areas where each manufacturer was judged.

Here are the winning companies for 2010 in the electronic data excellence category.

Paper Catalog – Most User Friendly

Airtex Products, LP, AX, 2009 Fuel Pumps, In-Tank Assemblies, Fuel Strainers

Paper Catalog – Best Graphics

AP Exhaust Products, Inc., AP Exhaust Professional Installer Catalog

Paper Catalog – Best Cover

Balkamp, Inc., T&E - Canada

Paper Catalog - Platinum

CARDONE Industries, 2010 Automotive Brakes

Paper Catalog - Gold

MAHLE Clevite Inc., Victor Reinz Master Gasket Catalog 1990 & Newer

CD Catalog – Platinum

Affinia Under Vehicle Group, Raybestos Brake eSelect

CD Catalog – Gold

Wix Filters, 2009 NAPA Filter CD-ROM Catalog

Web Catalog – Platinum

Affinia Under Vehicle Group, Raybestos Brake Web site

Web Catalog – Gold

Gates Corporation, NaviGates Online Catalog

Platinum, presented by Genuine Parts Company/NAPA to BBB Industries, LLC

Gold, presented by Genuine Parts Company/NAPA to Rayloc

Platinum, presented by WHI Solutions to Affinia Under Vehicle Group Raybestos

Gold, presented by WHI Solutions to Tenneco Inc. Monroe

Platinum, presented by O'Reilly Auto Parts to CARDONE Industries

Gold, presented by O'Reilly Auto Parts to K & N

Platinum, presented by Advance Auto Parts to Robert Bosch, LLC Purolator

Gold, presented by Advance Auto Parts to Federal-Mogul Corporation Wagner Brakes

Platinum, presented by Activant to IAP/Dura International

Gold, presented by Activant to CARDONE Industries

Platinum, presented by AutoZone to Dorman Products, Inc.

Gold, presented by AutoZone to ATSCO

Platinum, presented by CARQUEST to Gates Corporation

Social Networking / Online Directory

One of the greatest values of belonging to an association like NCMA is the ability to easily connect and network with like minded catalog and content professionals. This summer, NCMA is introducing a new online membership directory and community. Members will be able to easily update their profile, photo and contact information. Other features of the community will allow members to blog and start online discussion threads. Documents and other digital assets of specific interest to NCMA members can be posted, rated and commented. The NCMA Community is available exclusively to NCMA members and replaces the online directory powered by MultiView.

Watch for an announcement later this summer with instructions on how to log in and begin connecting and networking with your NCMA colleagues. Think of it as a private LinkedIn for NCMA.

Sponsor Recognition

The 2010 NCMA Knowledge Exchange was a success by any measure. But a critical component to that success is the generous and reliable support of our event sponsors. The vendors and solution partners who support the NCMA conference with their sponsorships are a key to managing the expenses and keeping the costs low for attendees. In exchange for their generous support, we encourage you to learn more about these companies and consider them when a need arises for their service or solutions.

- Our Welcome Reception was sponsored by Pricedex Software and the always-popular President's Dinner was generously sponsored by R. L. Polk & Co.
- The Hospitality Suites were sponsored by MOTOR Information Systems, Experian Automotive and Solenium Group.
- The Catalog Judging Awards Luncheon was presented by Activant and WHI Solutions sponsored the Industry Luncheon with Bryan Murphy.
- NCMA thanks Adair Printing, Power Systems Research and Edgenet for sponsoring the daily continental breakfasts.



Bryan Murphy, President & CEO, WHI Solutions



POLK hosted the President's Dinner



Doreen Slayter, Activant; Rick Graft and David P. Ortega, O'Reilly Auto Parts

NCMA Foundation Donation

The NCMA has a long tradition of social conscience and charitable support. This year was no exception as generous gifts were made possible by the attendees at the Knowledge Exchange in San Antonio. This year, in lieu of pens or paperweights, the NCMA made a \$1,000 donation to the Red Cross Disaster Relief Fund in the names of the speakers and panelists who participated in the conference.

The Aftermarket Foundation (www.aftermarketfoundation.org) has been the chosen beneficiary of fund raising activities at the annual Knowledge Exchange for several years. The Foundation is the aftermarket industry's only charity and lends support to families who have nowhere else to turn. The Foundation takes care of our own.

Whether it's the casino games at the President's Dinner or the raffles throughout the vendor trade show, NCMA attendees can always be counted on to play generously. But after all the games and raffles had ended there was one more act of generosity to come. Terry O'Reilly of Pricedex Software once again made a great contribution to round up the NCMA gift for the Aftermarket Foundation to \$3,000. Thanks to everyone who played... and a special "thank you" to Terry.



Scott Luckett, AAIA accepts the NCMA donation on behalf of the Aftermarket Foundation

Vendor Trade Show

This year's vendor trade show was packed full of a record number of NCMA members. Thirty-two vendor/exhibitors had a chance to interact with more NCMA members than ever. We had 28 repeat vendors which certainly speaks volumes about the benefits derived from the show. We were pleased to have four new vendors attend this year and they were:

Brown Printing Company

Doug Sweet, doug.sweet@bpc.com

Chrome Systems

Chip Wallace, chip.wallace@chrome.com

Malloy Inc.

Paul Barrett, paul_barrett@malloy.com

Opticat, LLC

Bryan Thueson, bthueson@opticat.net

Based on the response from the exhibitors, they felt that the show offers one of the best opportunities to meet with so many members at one time. Qualified leads were another key factor to the trade show's success. We hope to increase our booth space next year and continue to offer value for the exhibitors. We are grateful for all the vendors and their tremendous support of NCMA. Thank you, and we hope to see you again in St. Petersburg, Fla.



Nat Di Censo and Jacques Michel were busy in the JNP Soft booth

NCMA Board of Directors

Three new volunteer leaders were elected to serve on the NCMA Board of Directors. We look forward to their contribution and leadership.

Mark Boyer **CARQUEST**

I'm pleased to serve on the NCMA Board of Directors this year. With more than 10 years of catalog experience within the automotive aftermarket working for WDs, a parts manufacturer and the leading OE parts research company, I bring to the table the perspective of an individual that has been a part of the complete life cycle of an aftermarket parts catalog.

Duane Meadows **DENSO Sales California**

I am celebrating my fifth year with DENSO Sales California this July as senior electronic catalog project specialist. I attended my first NCMA Conference in Myrtle Beach, S.C. in 2006. The Knowledge Exchange has delivered year after year allowing me to spend face-time with others that do exactly what I do. I am very excited about the opportunity to serve on NCMA's Board of Directors.

Gail Volpe **Autopart International, Inc.**

I have been working for Autopart International for more than 20 years. In 2006, I was awarded the AIA Lifetime Achiever Award for my contributions to the progress of the Import Parts Industry. Ten years ago I was put in charge of parts information and told to "make it electronic." I joined the NCMA and went to my first conference to learn how to create a catalog electronically that could also support print. I am pleased to be secretary on the NCMA Board and able to give something back to the organization that helped me so much in accomplishing my goals.



L-R, 2010-2011 Board - Bob Waibel, Brian Griffin, Gail Volpe, Duane Meadows and Mark Richardson (absent, Milt Grimes, Mark Boyer)



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2010-2011 NCMA

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