



The Inside Track

AAPEX Learning Forum

FULL PROGRAM

2009

**Dates:**

Tuesday, November 3 -
Thursday, November 5, 2009

Location:

Venetian/Palazzo Congress Center Level 1
Marco Polo Rooms 701-706

Registration:

Free to all AAPEX attendees

More Info:

www.AAPEXShow.com

**Continuing Education Unit - CEU:**

All Inside Track: AAPEX Learning Forum education sessions are accredited for .1 CEUs by the University of the Aftermarket toward the AAP and MAAP professional designations.

Turn your trip into a real learning experience.

AAPEX's education seminars cover a variety of topics for all audiences, including current aftermarket industry trends, regulatory issues, sales management/technical trends and best practices.



Tuesday, November 3

Full Program



The Inside Track AAPEX Learning Forum

7:30 a.m. – 8:30 a.m. Sessions

The Sacred Cows of Automotive Aftermarket Distribution: It's Not What You Take In - It's What You Take Home



Speaker: Brent Grover, Evergreen Consulting, LLC
Sponsored by Automotive Warehouse Distributors Association (AWDA)

Brent Grover of Evergreen Consulting will attack the "sacred cows" that hold you back from top-quartile profitability, in good times and bad! Grover will give you actionable advice about planning your profit strategy, jump-starting profitable growth through a series of small acquisitions and strategically pricing your products to the "point of customer resistance." Grover presents a planning approach that starts with and focuses on critical profit areas that need to be developed rather than focusing on sales. He will also demonstrate how you can increase your gross margin percent by at least two points.

You'll learn:

- A new way to increase your gross margin by at least 200 basis points (2 percent).
- Why all sales dollars are not created equal.
- How to use "one-page strategic planning" to focus on operating profits.

Connected Vehicle Technologies: Accelerating the Commercialization & Acceptance of Integrated Automotive & Consumer Electronics

Speakers: John Waraniak, Specialty Equipment Market Association (SEMA) and Michael Blicher, Immersion Corp.

On-board vehicle technology, combined with vehicle-to-vehicle and vehicle-to-roadsides technologies are creating many new and exciting opportunities for aftermarket manufacturers, installers and retailers. The challenges, opportunities and solutions lie in how effectively these technology features, functions and systems are being integrated into vehicles. A renewed level of cooperation and collaboration between the auto OEMs and the aftermarket can make the difference between built-in profits and reverse engineered costs, and most importantly - consumer satisfaction. This session describes the work of the Automotive Electronics Connectivity Committee (AECC) as well as the AECC Project Vehicle.

You'll learn:

- What vehicle technology is available today and for the future.
- The value that lies in how effectively these features can be integrated.
- What the aftermarket industry can do to take advantage of this phenomenon.

Selling Parts for Imports: Did You Ever Consider Listening to Your Customer? The Installer's View

Speaker: Martin Gold, S-G Imported Auto Parts, Moderator, and Panelists
Presented by Auto International Association (AIA)

A diverse panel of shop owners, regional buyers and technicians, who deal daily with parts stores and counter people, will detail specifically what they want and need from their auto parts suppliers. In addition to hot topics such as, "How can your parts supplier help you to compete with expanding dealer service networks?" and "Is your road salesperson doing what shops need?", the session will cover, "How well can your parts store help you with new technologies, such as telematics?" In past years, this popular seminar has been driven by audience participation and it is encouraged throughout the session.

You'll learn:

- The key factors that influence vendor choice.
- Ingredients for a productive relationship.
- Experiences and viewpoints from a variety of aftermarket professionals.

2010 Aftermarket Outlook

Speaker: David Portalatin, The NPD Group

2009 has been a year of economic challenge and unprecedented change in consumer behavior. What impact have major changes in driving patterns, consumer spending and vehicle sales had on the U.S. automotive aftermarket, and what trends can be expected in 2010? Drawing from a wealth of economic trends, consumer research and product sales data, NPD Industry Analyst David Portalatin will share insights on today's - and tomorrow's - aftermarket consumer. In addition, this session will feature results from NPD's 2010 Aftermarket Consumer Outlook study including attitudes and anticipated behavior for 2010. The 2010 Aftermarket Consumer Outlook study is an AAPEX exclusive with results publicly released for the first time at this highly anticipated session.

You'll learn:

- What to expect in consumer automotive products and services spending for 2010.
- How changes in consumer driving patterns and vehicle purchasing are impacting the aftermarket.
- Which changing consumer attitudes may represent opportunities for growth.

9 a.m. – 10 a.m. Sessions

Business Opportunities in Promising Export Markets: U. S. Department of Commerce

Speakers: Natasha Keylard and Specialists, U. S. Department of Commerce

The U. S. Department of Commerce has trade specialists in 107 cities and in more than 80 countries to help your company get started in exporting or increasing your sales to new global markets. This session will outline how your company can identify markets with opportunities for your products, provide examples of and highlight specific market opportunities.

You'll learn:

- How to identify markets for your products.
- Available tools from the U. S. Department of Commerce.
- Promising export markets.

Protect the Winners and Fix the Losers: Customer Profitability Analysis



Speaker: Brent Grover, Evergreen Consulting, LLC
Sponsored by Automotive Warehouse Distributors Association (AWDA)

In building a successful customer-focused distribution business, it's critical to focus on customers with the greatest profit potential. Dividing your customer base into groups or segments is the fastest way to identify them and understand the common threads of customer profitability. Brent Grover of Evergreen Consulting will demonstrate, through a process called "Customer Profitability Analysis," how you can determine the actual profit (and loss) from your customers. He will suggest ways to "build a high fence" around your high-growth, high-profit accounts and proven methods to turn around even the biggest money-losers.

You'll learn:

- A method for identifying and protecting your most profitable customers.
- How to focus your team on operating profits rather than solely on sales growth.
- Why you should never "fire" customers.

CAFE Standards and Future Vehicles: Ford Motor Company's Blueprint for a Sustainable Future

Speaker: John Trajnowski, Ford Motor Company

In light of aggressive nationwide fuel efficiency standards adopted in Washington earlier this year, vehicle manufacturers are now firming-up plans to improve the fuel efficiency of their products on a fleet-wide basis. In this session, Ford will review plans to improve existing technologies to increase fuel efficiency, as well as plans to introduce new fuel efficient technologies and vehicles. He will discuss the roll-out of these plans on a near-term (through 2011), mid-term (2011-2020) and long-term (2020+) basis. Ford's plans to introduce new technologies such as EcoBoost, renewable fuels, hybrid electric vehicles, plug-in hybrids, battery-electric vehicles, hydrogen-fueled and fuel cell vehicles will be covered in this session.

You'll learn:

- The different types of fuel efficiency technology that are planned for the near term and through 2030.
- How improvements to existing technologies will be used to significantly improve fuel efficiency in the near term.
- The types of new technology vehicles being developed for the future, and a timetable for when you will likely be driving them.

The New Global Automotive Aftermarket What Will the Recovery in Global Volumes Mean to You?

Speakers: Uwe Biastoch and Dave Goebel, R. L. Polk & Co.

The global automotive aftermarket industry is at a crossroads. Challenges of the global economy, reductions in global vehicle demand, the contrast between saturated and emerging vehicle markets, changes to the automotive manufacturing landscape, and new players looking to dominate the global stage... what does all this mean to you? Come hear how the ever-changing global automotive forecast is expected to change our industry in the years to come.

You'll learn:

- The economic outlook of the U.S., Europe and Asia.
- How new vehicle registrations, production and the global vehicle population are expected to change in the coming years.
- Expectations on how the global aftermarket may emerge.

Suggested Audience: Retailers Shop Owners & Parts Stores Everyone WDs



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7:30 a.m. – 8:30 a.m. Sessions

Successfully Managing Distributor-Manufacturer Relationships



Speaker: Michael Marks, Indian River Consulting Group
Sponsored by Automotive Warehouse Distributors Association (AWDA)

Join Mike Marks for a real world practical look at supplier relationships. It takes a long time to develop good distributor-supplier relationships. Unfortunately, it only takes a short time to destroy them. This session will help you understand what is behind the friction that exists when both partners work at legitimate cross-purposes because their paths to profit and growth are very different. Issues such as finances, returns, outsourcing, fulfillment and multiple lines will be addressed. A real-world framework for diagnostic insights and action planning that can move a relationship from dysfunctional to effective and help both sides achieve shared and individual goals will be presented.

You'll learn:

- The importance of communication in the distributor/supplier relationship.
- How to understand distributor expectations versus supplier strategy.
- How to identify and correct emerging problems before they become critical.

Transforming Workers to Winners

Speaker: John Passante, Ph.D., The Organizational Development Group

The most successful businesses are those that provide motivating environments that engage employee creative abilities and accelerate the performance of the entire workforce, especially those on the front line, from the bottom to the top. Managers and supervisors at all levels must create a work environment where people enjoy what they do, feel like they have a purpose, have pride in what they do and can reach their potential. This session will cover ways to engage, involve and raise the innovative potential of the workforce, including how to empower employees to think like a manager, innovative management tools and attracting and managing quality employees.

You'll learn:

- The relation between the work environment and employee performance.
- Manager and supervisor responsibilities in transforming workers to winners.
- How to introduce positive change that enables workers to utilize their potential and make a difference.

Customer Loyalty Studies: Implications for the Future

Speaker: Jeff Anderson, Experian Automotive

This seminar will provide an automotive industry overview of customer loyalty with manufacturer, make and model highlights. Discussion will also focus on loyalty measurement and impact across the customer lifecycle, and how a single definition of loyalty may not be appropriate for manufacturers, dealers, or dealer groups. These insights, along with retention and ownership trends, can be very helpful in anticipating customer trends and behaviors in the automotive aftermarket industry.

You'll learn:

- Overview of loyalty trends across the automotive industry.
- Trends in vehicle retention and length of ownership for new and used vehicles.
- Implications of customer loyalty for orphan brands such as Pontiac.

Creative Ways to Connect to Customers

Speaker: Marcy Watson, Elpama Communications LLC

Customers are the lifeblood of your business so it's essential to stay in touch with them between visits. The ways to reach out to consumers are changing as more and more people are using the Internet to gather information and social media to communicate. These emerging technologies can be intimidating, but they can be very useful if you know how to use them to your advantage. This session will address how to use the Internet to communicate with customers by developing content especially for them as well as how to use social media to drive them to your business.

You'll learn:

- How to develop your Web site as an information resource for customers.
- How to drive sales with customer-focused news releases.
- How to use social media to regularly connect with customers.

9 a.m. – 10 a.m. Sessions

NHTSA Safety & Regulatory Plans: What is Coming Down the Pike?

Speaker: Ronald Medford, U. S. National Highway Traffic Safety Administration

The mission of the National Highway Traffic Safety Administration (NHTSA) is to save lives, prevent injuries and reduce vehicle-related crashes. In order to meet this goal, NHTSA conducts research, leads campaigns, provides guidance to drivers and manufacturers and enforces U.S. laws and regulations. Acting Deputy Administrator Ronald Medford will outline NHTSA's current and anticipated regulations regarding fuel economy standards, traffic safety, vehicle/equipment safety initiatives and enforcement direction.

You'll learn:

- The impact of upcoming rules on motor vehicles.
- Current and upcoming NHTSA actions that will affect the aftermarket.
- Upcoming NHTSA priorities.

Driving Business Performance Through a Diverse Workforce

Speaker: John DiBenedetto, General Parts Intl./CARQUEST

The multi-ethnic consumer pool in North America is expanding dramatically. The influence of multicultural consumers is growing in every industry and the bottom line reflects the efforts of businesses to capitalize on that phenomenon. Diverse groups of people bring to organizations more and different ways of seeing a problem and, as a result, more effective ways of solving it. Earlier this year, General Parts International, Inc. (GPI) launched a diversity strategy program which emphasized an understanding of diverse perspectives in order to grow ideas, products and services. In this session, GPI will share their diversity initiative and its successes.

You'll learn:

- How to develop and implement a multi-year diversity strategy.
- How to educate and communicate that diversity is both a business necessity, as well as the right thing to do.
- Key diversity metrics to assure accountability, effectiveness and continuous improvement.

The Recovery is Coming: Will You Be Ready?



Speaker: Michael Marks, Indian River Consulting Group
Sponsored by Automotive Warehouse Distributors Association (AWDA)

Leading economic indicators suggest that the economic cycle is about to turn. The real question is "What will the rebound cycle look like for your company?" Those firms that simply hunkered down to survive, that also believe that things will go back to normal, are taking large risks, whether they know it or not. Both external issues, such as the availability of business financing, dealer/OE impact and new car sales, and internal issues, such as when to hire back staff, will need to be reviewed and analyzed. Success in the next rebound will be about doing new things, not just the same things better. Executives need to have a serious internal conversation with their teams to discuss risks, innovation, and competitive advantage. There is not one right answer but there is one right way to have that conversation. Mike Marks will provide participants with their own detailed framework to go back and have this conversation. Be sure your company is ready.

You'll learn:

- Steps needed to take advantage of the economic recovery.
- What the rapid growth forces could look like.
- A road map for you and your staff.

Current Trends in Financing for the Automotive Aftermarket

Speakers: Roberts Bass & Pete Loescher, BB&T Capital Markets

The credit markets have affected everyone. Traditional banks have scaled back lending; alternative sources of capital have left the market and money is simply more expensive. To make matters worse many capital lenders are incorrectly associating the aftermarket with the "automotive OE" world. The head of Automotive Aftermarket Corporate Banking and Supply Chain Finance at BB&T Capital Markets will provide an update on current capital market conditions, describing today's sources and costs of capital.

You'll learn:

- The market for bank financing – who is getting it and what exactly are the banks looking for today.
- Alternative sources of capital – what are they and what the current costs are.
- "Supplier Factoring Programs" – what are they, why they work and why they are not factoring.

Thursday, November 5

Full Program



The Inside Track AAPEX Learning Forum

7:30 a.m. – 8:30 a.m. Sessions

Motor Oil: How Automotive Technology Changes Impact Motor Oil Technology & Service Requirements

Speakers: Jeff Jones and Tom Olszewski, ExxonMobil, James Linden and Eric Johnson, General Motors

Motor oil can play a significant role for service dealers and repair shops. Understanding the industry issues that may impact their ability to provide service to consumers and generate a revenue stream for their business is critical. This discussion is designed to update service dealers on current motor oil trends as well as information on how automotive technology changes may impact oil technology and service requirements.

You'll learn:

- Current motor oil trends including change intervals and viscosity.
- Changing engine technology and the projected impact on lubricants.
- Status and impact of the ILSAC GF-5 oil industry specification.

Industry Dynamics and Dealership Service Bays: Crisis or Opportunity for the Aftermarket?

Speaker: Malcolm Sissmore, Delphi Products & Service Solutions

Former car dealerships that expand their service bay operations across a wider scope of vehicle ages and makes and offer more amenities (waiting rooms, large and modern facilities, etc.) may mean increased competition to aftermarket service and repair providers. However, with a solid strategy for customer growth, training preparedness and a mindset on optimizing the market, service and repair providers can meet, and may even beat, this revolving competition. This session covers what the aftermarket can do to take advantage of the opportunities presented by the changes occurring at the dealerships.

You'll learn:

- The planning and investment required to benefit from the current dealer marketplace.
- How to identify the benefits and opportunities resulting from dealership transitions (closing or going all-makes).
- Training, education and organizational development for success.

The Professional Wholesale Counterperson – “What Customers Want”

Speaker: Jeff Masterman, Standard Motor Products

How can counterpersons earn a place on the “speed dial list” of shop owners and lead technicians? In a recent survey of several successful shop owners and lead technicians, the typical results were “tell me when there is a problem, remind me about other items I will need to complete the job, ask all the questions necessary to get the right part the first time...” This session will outline the characteristics required to be a successful counterperson from the perspective of the technician and shop owner. The order process will be presented in steps that can be incorporated into your policies and improve your success with wholesale business.

You'll learn:

- The dependence of shop owners and lead technicians on counterpersons.
- The counterperson customer service role.
- The importance of effective counterpersons in growing a business.

Aftermarket Government Affairs Update

Speakers: Ann Wilson, Motor & Equipment Manufacturers Association (MEMA) and Aaron Lowe, Automotive Aftermarket Industry Association (AAIA)

The problems faced by the auto industry have had a definite impact on the government affairs agendas of aftermarket organizations. Join Ann Wilson, senior vice president for government affairs for the Motor & Equipment Manufacturers Association (MEMA) and Aaron Lowe, vice president of government affairs for the Automotive Aftermarket Industry Association (AAIA) as they discuss how the current financial crisis in the automotive industry has caused the aftermarket trade groups to rethink and retool their legislative and regulatory agendas for the 111th Congress.

You'll learn the efforts:

- To secure financial assistance for auto suppliers.
- Impact the outcome of the “Cash for Clunkers” debate.
- Obtain enactment of Right to Repair legislation.

9 a.m. – 10 a.m. Sessions

What Does Underperformed Maintenance Mean to Your Shop's Profitability?

Speakers: John Watt, Petro-Canada Certigard and Deborah Moynes-Keshen, AIA Canada Presented by AIA Canada

Is your shop taking full advantage of the underperformed maintenance market? AIA Canada research demonstrates that by conducting a 10-point inspection for customers with vehicles currently in your bays, then advising them on must-do maintenance versus maintenance that can be postponed, your shop earns the increased trust of your customers as well as sees higher transactions, leading to higher profitability. Data from shops that have successfully implemented this procedure will be presented, and ways that every level of the supply chain can benefit by tackling underperformance maintenance will be discussed.

You'll learn:

- How solving the challenge of underperformed maintenance can lead to increased profitability.
- Actual data on how increased transactions can improve profitability.
- How the enhanced shop profitability affects the entire supply chain.

Marketing On a Shoestring Budget

Speakers: Rick White, 180 Biz Solutions
Sponsored by Alliance of Automotive Service Professionals (AASP)

In today's economic climate it is tempting for shop owners to cut back on marketing when, in fact, it is NOW that they need to market the most! Don't cut back on marketing – get SMART. This seminar is designed to give you tangible ideas to take with you to market your business with little or no cost!

You'll learn:

- The value of marketing in today's economy.
- How to market your business effectively without a big investment.
- Ideas and tools you can implement immediately.

Preparing for Tomorrow's Vehicle Technologies

Speaker: Chris Chesney, CARQUEST

The automotive service industry has always had to keep up with ever changing technology. It has survived the evolution of vehicle systems successfully by reacting to change after it arrives in their bays. However, in today's environment of economic uncertainty the automotive service provider must be proactive in their preparation for new technologies before they arrive at their facility. This session will uncover new technologies that will be emerging in the next few years including plug-in hybrids, fuel and emission advancements, electronic brake and suspension systems, clean diesels, telematics and new powertrain options.

You'll learn:

- New technologies that may have an impact on your business.
- How to create a strategy that will prepare your business to meet challenges.
- The resources available to help stay abreast of and prepare for these new technologies.

Snapshot of the Auto Industry and the Effect on the Aftermarket

Speakers: Bob McKenna, Steve Handschuh and Ann Wilson, Motor & Equipment Manufacturers Association (MEMA) and Mike Hanley, Ernst & Young

The North American automotive industry experienced unprecedented turmoil and change in the last 24 months. This seminar will feature subject-matter experts reviewing the major issues emerging from the automotive industry restructuring and the short-term and long-term effects on the North American automotive aftermarket.

You'll learn:

- The Auto Task Force and the Supplier Community
- Legislative & Regulatory Impact on the Industry
- The impact of the Auto Industry Restructuring on the Aftermarket

Suggested Audience: Retailers WDs Everyone Shop Owners & Parts Stores



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