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Summer 2010

News From The Global Automotive Aftermarket Symposium

R. L. Polk & Co. Continues As GAAS Sponsor

Inside this issue:

R. L. Polk & Co. Continues As GAAS Sponsor	1
GAAS Scholarship Collaboration Provides 136 Students with 2010 Awards Totaling \$158,000	1
Achievement Awards Presented at 2010 Symposium	2
Industry Receives "Aftermarket Next" Insights at GAAS 2010	3

R. L. Polk & Co. has renewed its corporate sponsorship of the Global Automotive Aftermarket Symposium (GAAS) for 2011. The recognized leader in data-driven solutions and automotive aftermarket intelligence, R. L. Polk & Co. has been the corporate sponsor of GAAS since 2003.



GAAS 2011 is scheduled for Wednesday, May 18 and Thursday, May 19 at the Hyatt Regency O'Hare near Chicago.

"I am excited to announce that our longtime partnership with R. L. Polk & Co. continues," said Dave Caracci, chairman of GAAS. "I appreciate Polk's renewed commitment to our event that helps educate our industry's leaders and also provides scholarship funds for students who want to pursue careers in the aftermarket."

Mark Seng, vice president, R. L. Polk & Co., said, "We are pleased to extend our support as the corporate sponsor of GAAS. The Symposium is an important opportunity for top managers in the aftermarket to expand their knowledge base and learn the latest business practices from top experts. GAAS is the single greatest opportunity each year for industry education and we are proud to be associated with this prestigious event."

(Continued on page 2)

GAAS Scholarship Collaboration Provides 136 Students with 2010 Awards Totaling \$158,000

In 2010, a total of 136 students were awarded 155 scholarships by the Global Automotive Aftermarket Symposium (GAAS) Scholarship fund, its contributors and other groups collaborating with the GAAS Scholarship Web site, www.AutomotiveScholarships.com.

Individual scholarships ranged from \$250 to \$3,000, and, in total, \$158,000 was awarded. In its 15-year history, the fund has presented more than \$1.5 million in awards to more than 1,500 students.

"Our success in becoming a one-stop shop for students seeking automotive scholarships is reflected in the number of students receiving multiple awards from GAAS and its partners," said Pete Kornafel chairman of the GAAS Scholarship Selection Committee. "19 students who submitted online applications were selected for multiple awards. 18 students received \$2,000 or more in awards and one student received a total of \$3,000."



Pete Kornafel announced in Chicago that 94 GAAS scholarships were awarded in 2010.

Ninety-four GAAS scholarships were awarded in 2010, including eight awards to students in Canada. The annual investment to develop future automotive aftermarket industry leaders is funded through proceeds from GAAS and donations from individual donors. Plus, funding from:

(Continued on page 4)

GAAS 2011

Mark your calendars for the 2011 edition of the Global Automotive Aftermarket Symposium (GAAS). GAAS 2011 is scheduled for Wednesday, May 18 and Thursday, May 19 at the Hyatt Regency O'Hare in Rosemont, Ill. (just minutes from Chicago's O'Hare airport). GAAS 2011 will mark the 16th anniversary of the event that first started in 1996. ♦

Achievement Awards Presented at 2010 Symposium

Chuck Udell, MAAP, was named the recipient of the Mort Schwartz Excellence in Education Award at GAAS 2010. Udell received the award from AAIA president and CEO, Kathleen Schmatz. Udell is a former director of Northwood University's University of the Aftermarket and currently a senior partner at Essential Action Design Group. Udell is a longtime veteran of the aftermarket and a tireless advocate for industry education and recruitment efforts.

The Mort Schwartz Excellence in Education Award is given annually to the person, institution or company that best represents the automotive aftermarket in the education arena. The award is named after GAAS founder Mort Schwartz.

R. L. Polk & Co. presented the 2010 Polk Inventory Efficiency Award to Tenneco, Inc. during GAAS 2010. The Polk Inventory Efficiency Award recognizes and rewards outstanding aftermarket companies for process improvements relative to inventory efficiency.

Tenneco, headquartered in Lake Forest, Ill., was honored for demonstrating excellence within the aftermarket manufacturer field. The organization was recognized for the development and implementation of its Inventory Analysis and Optimization Solution called INVision™. The award was accepted by Susan Ulrey, executive director of sales operations and customer service for Tenneco. ♦



Chuck Udell of Essential Action Design received the Mort Schwartz Excellence in Education Award from AAIA's Kathleen Schmatz.



The Polk Inventory Efficiency Award was presented by Mark Seng (far right) and Kendra Rawls (far left) of R.L. Polk & Co. to TJ Fontana and Susan Ulrey of Tenneco.

R. L. Polk & Co. Will Continue As GAAS Corporate Sponsor (cont.)

(Continued from page 1)

Under the agreement, R. L. Polk & Co. will present the prestigious Polk Inventory Efficiency Award at GAAS 2011. This is the seventh year for the awards

which recognizes and rewards outstanding aftermarket companies for process improvements relative to inventory efficiency. Winners of these awards will have demonstrated a positive impact on one of the largest problems in the aftermarket—

inventory efficiency. For more information on the awards, visit <http://ow.ly/2sruN>.

For more information on GAAS 2011, visit www.globalsymposium.org or phone (301) 654-6664. ♦

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Industry Receives "Aftermarket Next" Insights at GAAS 2010



357 senior-level aftermarket professionals attended GAAS 2010 in Chicago.



Dr. Timothy Weckesser talked about continued growth in China's automotive aftermarket.



Jim Wright inspired attendees with his company's turnaround story.



Special guest luncheon speaker Phil LeBeau of CNBC.



John Watt with ideas on capturing unperformed maintenance.



Tony Cristello gave an upbeat assessment of Wall Street's view of the aftermarket.



Sandy Brawley with new ideas for winning the consumer products battle.

(Continued on page 4)

Industry Receives "Aftermarket Next" Insights at GAAS 2010 (cont.)



Shop owner panel on how to repair tomorrow's cars.



Networking with industry colleagues is an important function at GAAS.



Automotive repair service chain executives discussed current practices.



Mike Cooperman told why Gen Y is shifting away from cars.



Representatives of Ernst & Young looked at the automotive OE industry.



Panel on aftermarket social media presented their successes.



U of A leadership team presented results from their winning project.

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GAAS Scholarship Collaboration Provides 136 Students with 2010 Awards (cont.)

(Continued from page 1)

- Breslow Foundation
 - Gates Corporation
 - Leadership Development Network
 - Michael Busch Memorial Fund
 - R.L. Polk
 - Standard Motor Products
 - U of A Foundation
 - Zurich
 - Automotive Aftermarket Association of the Carolinas and Tennessee (AAACT)
 - Automotive Aftermarket Association Southeast (AAAS)
 - Automotive Parts & Services Association (APSA)
 - Automotive Parts and Service Association of Illinois (APSA of IL)
 - Association of Diesel Specialists (ADS)
 - California/Nevada/Arizona Automotive Wholesalers' Association (CAWA)
 - Kentucky / Indiana Automotive Wholesalers Association (KIAWA)
 - Michigan Automotive Parts Association (MAPA)
 - New York State Automotive Aftermarket Association (NYSAAA)
 - Ohio Valley Automotive Aftermarket Association (OVAAA)
- Contributions can be made to the GAAS Scholarship Fund, c/o Susan Medick at AAIA, at (301) 654-6664, or susan.medick@aftermarket.org. ♦