



**GLOBAL
AUTOMOTIVE
AFTERMARKET
SYMPOSIUM**
WWW.GLOBALSYMPOSIUM.ORG

Global Perspectives

Connecting you to the industry's leading educational event.

Summer 2011

News From The Global Automotive Aftermarket Symposium

GAAS 2011 Goes "Fast Forward" To The Future

Inside this issue:

Aftermarket Fast Forward—A Look Back at GAAS 2011	2
---	---

Two Companies Honored with Polk Inventory Efficiency Award	3
--	---

Education Award Presented to Auto Wares' Fred Bunting	3
---	---

Final "Thank You" Goes Out to GAAS 2011 Sponsors	4
--	---

GAAS 2011--"Aftermarket Fast Forward: What You Need to Know to Stay Ahead"--was held May 18 and 19 at the Hyatt Regency O'Hare. Over 325 aftermarket professionals gathered for valuable education and networking. GAAS 2011 attendees will want to be sure to visit the content page at www.globalsymposium.org/presentations for access to audio, slides and transcripts from this year's event (user name and password required).



GAAS Chairman Dave Caracci

"This year attendees learned about the latest technology and trends to improve profitability, market share, and company performance," said **Dave Caracci**, GAAS chairman.

"I want to thank everyone for their attendance at this year's event," added Caracci. "The GAAS Steering Committee that helps plan the agenda will be looking through the evaluation forms submitted by attendees so that we can make our 2012 program even better."

The net proceeds of GAAS 2011 are being used to fund scholarships for students preparing for automotive aftermarket careers. ♦

GAAS Scholarship Awards For 2011 Total 107

Each year the Global Automotive Aftermarket Symposium (GAAS) Scholarship Selection Committee has the difficult task of selecting recipients for the organization's scholarship program. And the task was not any easier in 2011. After an initial selection of 87 U.S. awards and eight from Canada, the committee has announced an additional 12 selections which brings the 2011 total to 107 awards funded by GAAS and its sponsors and donors.

"We had a record number of outstanding applicants this year, and our scholarship committees reviewed approximately 523 applications," said Pere Kornafel, chairman of the GAAS Scholarship Selection Committee. "After a first round selection of 86 students, I'm pleased to announce that 106 students will receive awards this year – one student received scholarships in two categories," he added.

Several state associations and other organizations also used the online application process through the GAAS scholarship Web site, www.AutomotiveScholarships.org, and a group of Canadian student applications are in review. The final tally of students receiving scholarships will increase throughout the next few months.

Other scholarships awarded to date include five recipients of \$2,000 **Breslow Foundation** scholarships, which are awarded to students in the automotive aftermarket and performance markets. Recipients for the 2011 scholarships are: Kirk Barber, Brownsburg, Ind.; Kevin Eversole, North Aurora, Ill.; Nicole Kelsey Tucson, Az.; Arielle Padover, Wayne, N.J.; and Tiffany Welch, High Point, N.C.

The scholarships honor the late Barry Breslow, an active participant in the automotive aftermarket for many years. Breslow, who passed away in December 2005, was one of the original owners of Autospecialty Inc. and a former chairman of the Auto International Association (AIA), now a segment within AAIA. He also was a member of the AIA Hall of Fame and a past recipient of the AIA Person of the Year.

(Continued on page 4)

GAAS 2012



Be sure to save the date for GAAS 2012. The 17th edition of the popular aftermarket conference is set for Wednesday, May 16 and Thursday, May 17 at the Hyatt Regency O'Hare in Chicago. ♦

Aftermarket Fast Forward—A Look Back at GAAS 2011



Economist Bill Strauss of the Federal Reserve of Chicago helped get GAAS 2011 underway.



Laura Testé was part of a panel discussion on the “Changing Face of the Aftermarket.”



South American aftermarket panelist Gerson Prado from Brazil.



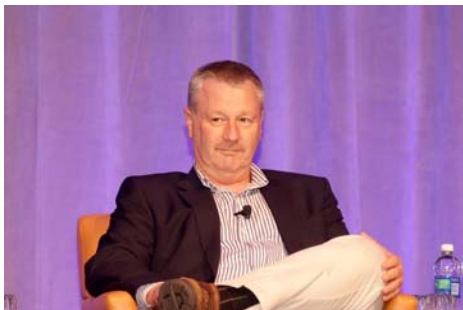
Brad Sechrist part of the winning U of A Leadership 2.0 team on OE warranties.



David Cole of the Center for Automotive Research provided the latest insights on Detroit.



Chris Chesney of CARQUEST peered under the hood at the Service Bay of Tomorrow.



Shop owner Greg Buckley participates in the panel discussion on repair shop technology.



Wall Street insights on the aftermarket from Tony Cristello of BB&T Capital Markets.



Career and technical education with Roger Tadajewski (left) and Frederick Brookhouse.

All photos courtesy of Mark Baltzley Photography and may not be reproduced or disseminated. To order photos from GAAS 2011, visit www.markbaltzley.com and click on “Online Proofing.” From there click on the event “GAAS 2011” and enter the password “GAAS.” You may also contact Mark Baltzley directly at (913) 268-5897 or e-mail: mark@markbaltzley.com.

Global Automotive Aftermarket Symposium

7101 Wisconsin Ave., Suite 1300

Bethesda, MD 20814-3415

Phone: (301) 654-6664 • Fax: (301) 654-3299 • Web: www.globalsymposium.org

Global Perspectives is published by the Global Automotive Aftermarket Symposium © 2011. All rights reserved.

Two Companies Honored with Polk Inventory Efficiency Award

Polk, the corporate sponsor of GAAS, presented the 2011 Polk Inventory Efficiency Awards during this year's Symposium. The Polk Inventory Efficiency Award program, now in its seventh year, annually recognizes and rewards outstanding aftermarket companies for process improvements relative to inventory and supply chain efficiency.

Two companies were honored with this year's awards: Veyance Technologies and Automotive Parts Headquarters, Inc. (APH). The awards were presented by Mark Seng, vice president, aftermarket and commercial vehicle and Polk's global aftermarket practice leader, and Stephen Polk, chairman, president and CEO of R. L. Polk & Co.

"We are pleased to honor Veyance Technologies and Automotive Parts Headquarters with this year's Polk Inventory Efficiency Award," said Seng. "It's an honor to have these organizations join a prestigious group of exceptional companies who are driving industry-leading inventory management and supply chain practices within the aftermarket."

Veyance Technologies, based in Fairlawn, Ohio, was recognized in the Manufacturer category. As the exclusive manufacturer of Goodyear Engineered Products worldwide, Veyance produces and markets Goodyear-branded air springs, automotive belts and hoses, conveyor belts and services, industrial and hydraulic hose, rubber track and molded products. The process improvements made by Veyance were focused across the supply chain, and included raw material, work-

in-process and finished goods inventory reductions along with streamlined distribution and logistic strategies.

New standards and workflow processes have been implemented across operations, sales and customer service within 23 Veyance manufacturing facilities, and 11 distribution centers in North America – while maintaining fill rate and on-time metrics of 95 percent or higher.

"On behalf of the Veyance Technologies team, we are pleased to receive this prestigious award from Polk," said Jon Cocco, general manager of Veyance's transportation and off-highway business. "It's a true testament to our team's hard work and effort to reduce costs by implementing efficiencies across our operations," he continued. "It is our hope that the work we've done can serve as an example for other companies as well."

Automotive Parts Headquarters, Inc. was recognized by Polk in the Retailer/ Distributor category. As a family- and employee-owned business, the St. Cloud, Minn.-based aftermarket auto parts distributor and store group implemented a unique twist on time-tested inventory management practices that helped them stand out among other nominees. The organization's focus was on improving customer service while increasing inventory efficiency. They strived to have the right inventory in their 110 locations, not just the right dollar amount of inventory. As part of this process, they built their



Leaders from Veyance Technologies and Polk



Leaders from APH and Polk

CounterLogic database that allows their inventory management system to know which products are required for specific repairs – ensuring all are items on hand when needed.

As a result, APH was able to achieve substantial reduction in inventory that had not moved in 24 months; double digit increases in coverage; and a healthy improvement in inventory turns.

"We'd like to thank Polk for recognizing the APH team with this important award in the industry," said Corey Bartlett, president of Automotive Parts Headquarters, Inc. "We're pleased to be recognized alongside other leaders in inventory efficiency in our industry, and look forward to continuing to hone our processes."

Award submissions were reviewed by a selection committee comprised of aftermarket industry leaders, not affiliated with Polk or any of the nominated companies. Winners were selected anonymously based on a set of criteria agreed upon by the judging committee. Applications are currently being accepted for the 2012 Polk Inventory Efficiency Awards program. ♦

Education Award Presented to Auto Wares' Fred Bunting

Each year GAAS provides the opportunity to honor aftermarket individuals and companies for their achievements. The 2011 Symposium was no exception.

Fred Bunting, CEO of Auto Wares in Grand Rapids, Mich., was presented with this year's Mort Schwartz



Excellence in Education Award. 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 and is named after GAAS founder Mort Schwartz, a

strong advocate for both the aftermarket industry and industry education.

Kathleen Schmatz, president and CEO of the Automotive Aftermarket Industry Association (AAIA), presented the award to Auto Wares President Barry Hill, who accepted the award on Bunting's behalf (Bunting was unable to attend). ♦

Final "Thank You" Goes Out to GAAS 2011 Sponsors

The Global Automotive Aftermarket Symposium (GAAS) would like to make a final "thank you" to our 2011 sponsors.

Corporate Sponsor



Coffee Break Sponsors



Reception Sponsors



Media Partners



Additional support for the Symposium comes from GAAS Media Supporters: *Motor, Parts and People, Professional Tool & Equipment News, and Rousseau Automotive Communication.* ♦

GAAS Scholarship Awards For 2011 Total 107 (continued)

(Continued from page 1)

Three students have been awarded scholarships by the **Leadership Development Network (LDN)** to pursue careers in the automotive aftermarket. These students will receive a \$1,000 scholarship to advance their education, either at two-year vocational/technical colleges or four-year colleges and universities. Recipients are: Brennen Cernuda, Frankfort, Ill.; Zachary Corey, Sandy Hook, Va.; and David Hornby, Williamsburg, Va.

Noel Myers, Vacaville, Calif. received the \$2,500 **MPS® International Aftermarket Scholarship** from Multi Parts Supply (MPS®), a multi-national auto parts supplier and supply chain management organization to the co-manufacturer market. This is the first time MPS offered a scholarship through GAAS.

The **National Automotive Technicians Education Foundation (NATEF)** announced the two recipients of \$1,000 **Michael Busch Memorial Fund** scholarships. They are: Donovan Dudas, North Branch, Mich.; and Kevin Schmidt, Batesville, Ind. The Michael Busch Memorial Scholarship fund was created in memory of the son of former collision shop owner and ASE board member Jim Busch, who operated a business in Issaquah, Wash., until his retirement.

The five recipients of \$1,000 **Standard Motor Products (SMP)** Scholarships are: Raymond Campbell, Plantersville, Ala.; Dillon Garcia, Hillsboro, Ore.; Jennifer Jara, Woodbury, Minn.; Julian Juarez,

San Antonio, Texas; and Shelby Perrin, Loveland, Colo. The SMP scholarships were established in 2010 with a pledge by the company of \$25,000 to fund five \$1,000 GAAS scholarships each year for five years for students planning careers as automotive technicians.

Thanks to a grant from the **University of the Aftermarket Foundation**, 30 students pursuing automotive aftermarket careers will receive GAAS scholarships. These students will receive a \$1,000 scholarship to advance their education, either at two-year vocational / technical colleges or four-year colleges and universities.

This year's recipients of **Gates**-sponsored scholarships are: Carl Boyd, Havertown, Pa.; Jason Callahan, Ogden, Utah; Brandon Day, Roy, Utah; Samantha Feldbauer, Springfield, Va.; John Geiger, Red Bluff, Calif.; Hayley Kincaid, Isom, Kent.; Cody Pringle, Deford, Mich.; and Atanasio Torres, Portland, Ore.

Nicole Kelsey of Tucson, Ariz., is the 2011 recipient of the **Automotive Communication Council (ACC)** scholarship. Kelsey will receive a \$1,000 scholarship to advance her education. She plans to attend the University of Arizona and pursue her degree in automotive marketing.

The **Women's Car Care Council (WB)**, has selected four recipients: Candace Churchill, La Grande, Ore. Received a \$2,500 award, while Chelsea Crisp, Strafford, N.H.; Mariana Sceggell, Center Conway, N.H.; and Michelle Perez, Half Moon Bay, Calif. each received \$1,000 awards.

The **Larry W. McCurdy Memorial Scholarship Fund** was created to honor the distinguished career and contributions McCurdy made to the aftermarket industry. Three \$2,500 scholarships were awarded to: Daniel Lind, Mauldin, S.C.; Jose Sera, Miami Lakes, Fla.; and Kenneth Marvel, Manheim, Pa.

In addition to their GAAS sponsorship, three \$1,000 awards were given to: Jose Puente, Grand Rapids, Mich. and Sydney Gard, Omaha, Neb. through **Polk**, and Toby Hall, Newton, Ill. through **BB&T Capital Markets**.

Additional scholarship will be presented through collaborative efforts with these associations: **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)**, and **Wisconsin Automotive Part Association (WAPA)**. Each of these other collaborating groups has their own criteria and selects their own recipients for their scholarships. ♦