



Global Perspectives

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News From The Global Automotive Aftermarket Symposium

Scholarship Awards to 159 Students in 2006; Additional Grants Made Available This Year

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The Global Automotive Aftermarket Symposium Scholarship Committee (GAAS) awarded a total of 159 students with \$1,000 GAAS scholarships in 2006, several of which were made possible with the support of additional donations to the fund.

“The GAAS scholarship committee initially selected 118 students from the United States and 15 from Canada from more than 1,000 applications, and the quality of our applicants was higher than ever,” said Pete Kornafel, chairman of the GAAS Scholarship Selection Committee. Seven of these scholarships were made possible due to the generous support of R.L. Polk & Co. and University of the Aftermarket's Art Fisher Memorial Scholarship Fund,” he noted.

A short time later, the GAAS Scholarship Committee (GAAS) was able to award 26 additional scholarships in 2006, due in large part to additional donations from University of the Aftermarket Foundation.

“The applicants for the GAAS scholarship this year were outstanding, so the GAAS Scholarship Selection Committee deeply appreciates the Foundation’s support,” said Pete Kornafel, committee chairman. “We were able to assist the education of more students who will pursue aftermarket careers,” he noted.

“The Foundation fully supports the efforts of GAAS as it develops the next generation of leadership in the aftermarket industry,” said Dave Caracci, chairman of the Foundation’s board of trustees. “We are proud to provide these extra funds to advance this vital aftermarket program,” he added.

The annual investment to help develop future aftermarket industry leaders is primarily funded

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GAAS Scholarships help students train for aftermarket careers.

Planning Begins For GAAS 2007 In Chicago

With the 2006 Symposium barely in its rearview mirror, the planning committee for the Global Automotive Aftermarket Symposium (GAAS) has already begun work on the 2007 program. The 2007 event is set for Tuesday and Wednesday, May 8-9, at the Hyatt Regency O’Hare in Chicago, Ill. Be sure to mark you calendar for next year’s Symposium.



Preliminary plans call for several panel discussions, including one with service dealers on training and education and how the aftermarket can best address their needs. Other presentations are planned on multicultural marketing, groundbreaking research on today’s service sector, a discussion on the face of today’s aftermarket, and information on how to survive in a global economy.

More information on the 2007 agenda will be provided in this publication, or visit www.globalsymposium.org throughout the year for more information. ♦

Memorable Words From GAAS 2006 In Dearborn, Michigan

Here are a few of the many highlights from the 2006 Symposium from the panelists and presenters who appeared on stage at Hyatt Regency in Dearborn, Michigan.

Dr. Michael Cox, Federal Reserve Bank of Dallas, on change:

“Hardly any ways of doing things that were optimal before are now optimal, and that's not going to stop. We can't legislate it away. We have to learn how to embrace it and indeed take the opportunities.”

Jose Maria Alapont, Federal-Mogul, on the global challenge:

“At the end of the day -- we are in the auto industry -- what counts is two things: the vehicle and the customer. Therefore, you need to have leading technologies and excellence. Quality is not even good enough. Excellence in product and services to make sure that you keep improving the performance of the vehicle and fully satisfying and exceeding the customer's expectations.”

Mike Howarth, KYB, on how to keep service dealers profitable:

“So many of us have marketing departments who throw posters and materials and leaflets and training at service dealers, thinking we're doing a good job, thinking we're supporting our customer. But we're not, we're not helping the service dealer sell more product and improve his profitability. And again, I come back to the issue of unperformed vehicle maintenance. We've got to teach service dealers how to sell. And right now the service dealer network in the U.S. is falling apart.”

John Passante, The Organizational Development Group on leadership:

“Ladies and gentlemen, the automobile's not going to go away, at least in my lifetime, which is a lot shorter than yours. It's not going to go away. It's up to you and I collectively, with collaboration and commitment and integrity, to find a way to service the people that are installing



An enthusiastic crowd of over 400 aftermarket executives attended the 2006 Global Symposium.

those parts.”

Willi Alexander, Parts Depot on marketing:

“The challenge that I see for marketing going forward is to grow share of account with fewer larger customers, where brand decisions are increasingly getting made further and further away from the consumer.”

Aaron Clements, C & C Automotive on the future:

“I believe the picture is very bright for the independent repair shops. If you look at it, there are cars everywhere, and if everyone wants to get their share, all they have to do is make that customer happy. And I think we do overlook one area in the whole process and that's the automotive technician. I think many times what we're trying to do is make this customer happy. Well, you have shop management. You have service advisors. You have fleet sales managers. You have parts people. And each one of them, they should be working very hard to give that technician everything he or she needs to repair that car, because that is what's producing our product, and we really need to concentrate on those technicians. Treat them right. Pay them good. Give them the benefits that they deserve.”

Rollie Olson, Parts Depot on management training for repair shops:

“...I think business training is very critical, and I'd also say I view that as our responsibility as a distributor. And we've

got a pretty active program, and we're going to be doing more and more of this, simply for self protection.”

Mike Schultz, Federated Auto Parts on suppliers and sourcing products from overseas:

“I think as distributors, the market drives us to where we're going to buy things from. We've spent a lot of time this week talking about the Chinese, and the threat that's coming through there. It is tremendous. It's real. There's a tremendous amount of product coming on shore at very attractive prices, and quite frankly, the quality is acceptable out there. So I think everybody's got their hands full on this.”

Lisa Kranc, AutoZone on Hispanic markets:

“In the Hispanic population, we can do signage from wall to wall in Spanish, but if the guy behind the counter doesn't speak in Spanish to that customer, we've all lost. We haven't gained that much. So it really is a total-system look at how do we market and how do we capture this business more effectively.”

Denny Kahler, Kahler's Werkstatt on repair shops:

“There's some shops you just wouldn't want to go into, wouldn't even consider it. And to me, a quality shop, it starts with the street in front of the shop; the customer's perception of the landscaping; the parking lot; the cars in the parking lot; the building, the office, the way the office is presented; what the shop looks like; the way the employees are dressed and appear.”

Shops that strive for that visual impact to their customer are going to have better customers that are more willing to spend the money and complain a lot less. You'll get the quality customer based on the quality and the commitment that you present.” ♦

Images From GAAS 2006 In Dearborn, Michigan



Scholarships Awarded to 159 Students in 2006 (continued)

(Continued from page 1)

through proceeds from the annual Global Automotive Aftermarket Symposium. This two-day program brings together numerous industry executives and examines the issues and trends affecting the automotive aftermarket industry and influencing its future. GAAS has become the aftermarket's premier educational conference. The 2007 event is set for Tuesday and Wednesday, May 8-9, at the Hyatt Regency O'Hare in Chicago, Ill. Details are at www.globalsymposium.org.

"The record number of applicants this year demonstrates the importance of the GAAS scholarship program," Kornafel noted. "Students interested in pursuing aftermarket careers know about our scholarships, and are seeking its support for their future. The industry is strongly encouraged to contribute even greater resources toward the program to assure a strong talent pool for our future," he added.

To be eligible for a GAAS scholarship, applicants must be enrolled full-time in a college-level program or an ASE/NATEF (National Automotive Technician Education Foundation) certified automotive technical program. Graduate programs and part-time undergraduate programs do not qualify.

The GAAS scholarship also is unique in that recipients who graduate from their program and show proof of employment as a technician in the automotive aftermarket for at least six months after graduation can receive a second, matching grant

GAAS Scholarship applications for 2007 will be available Friday, Sept. 1, 2006, online at www.automotivescholarships.com.

For more information on the scholarship or to apply online, applicants can go to www.automotivescholarships.com. A separate application for Canadian students is available from the Automotive Industries Association (AIA) of Canada at 613-728-5821, or at the organization's Web

site: www.aicanada.com. Deadline for 2007 scholarship applications is Friday, March 30, 2007.

Additional funding comes from contributions. Contributions can be made to the GAAS Scholarship Fund, c/o Susan Medick at AAIA, at 301-654-6664, or susan.medick@aftermarket.org.

The GAAS program is a joint professional education effort of the Alliance of State Automotive Aftermarket Associations (ASAAA), Automotive Aftermarket Industry Association (AAIA), Automotive Aftermarket Suppliers Association (AASA), Automotive Industries Association (AIA) of Canada, Automotive Parts Rebuilders Association (APRA), Automotive Service Association (ASA), Automotive Warehouse Distributors Association (AWDA), Motorist Assurance Program (MAP), Motor & Equipment Manufacturers Association (MEMA), Specialty Equipment Market Association (SEMA), Tire Industry Association (TIA), and University of the Aftermarket. ♦

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