



Global Perspectives

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January/February 2006

News From The Global Automotive Aftermarket Symposium

Shop Owners Panel Will Tackle "The Myths and Realities of Automotive Service and Repair"



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Ideas about the state of the automotive aftermarket repair industry abound in today's marketplace. Some are based in fact, while others are common misperceptions that have been perpetuated throughout the years. A panel of repair shop owners will participate in a discussion on "The Myths and Realities of Automotive Service and Repair."

According to **Ron Pyle**, president of the Automotive Service Association (ASA), the panel is working through a list of "myths and realities" that are common in the industry. Pyle, who will serve as moderator of the discussion, said the goal of the presentation is to "shatter some of these myths and perceptions and to hear from the panel of shop owners regarding the validity of these commonly held beliefs with the goal of answering: 'Are they true or not?'"



Ron Pyle

Pyle said some of the myths that will be examined, include:

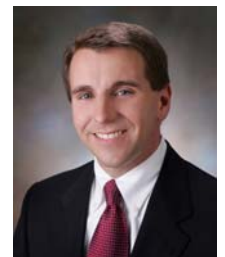
- Is there really a shortage of technicians?
- Is the quality of aftermarket products driving technicians to buy parts from the OE dealer?
- Will vehicle owners pay for diagnostic time?
- Will independent repair shops survive the technology shifts of the future?
- Are break down repairs more profitable than preventative maintenance?

The four panelists who have been selected represent shops from both the U.S. and Canada. Each panelist will provide their perspective on the marketplace based on the types of cars they repair and the customers that come into their shops. Here are brief profiles of the four panelists.

(Continued on page 2)

Polk Inventory Award Deadline Extended

R. L. Polk & Co. has announced that the deadline for submitting applications for the 2006 Polk Inventory Efficiency Award would be extended to March 1, 2006. The Polk Aftermarket Inventory Efficiency Award will be presented at the 2006 Global Automotive Aftermarket Symposium (GAAS) at the Hyatt Regency in Dearborn, Mich. on May 17-18, 2006.



Mike Gingell

In addition, Polk announced its \$1,000 donation to the Global Automotive Aftermarket Symposium (GAAS) Scholarship Committee in the name of 2006 Polk Inventory Efficiency Award winners in both the Manufacturer and the Retail/Distribution categories.

"We are very pleased to provide additional well-deserved recognition of our 2006 winners by making a contribution in their name to the GAAS Scholarship Committee," said **Mike Gingell**, vice president of Polk's North American Aftermarket business unit. "Not only will Polk be awarding aftermarket companies who are driving best practices and harboring a spirit of collaboration within the industry, we will now provide the opportunity for aspiring students to enter the aftermarket industry."

Companies wishing to be considered to win the award can fill out a submission form by going to usa.polk.com and clicking on "Aftermarket." ♦

Don't Miss "Outsourcing for Success"

Over the past decade, an increasing number of companies have turned to outsourcing as a means to lower operating costs, enhance productivity and enable business strategies. **Mark Paling**, a director at Alvarez & Marsal (A&M) Business Consulting, will present "Outsourcing for Success" on Thursday, May 18 during GAAS 2006.



Mark Paling

As the global outsourcing industry continues to experience dramatic growth in size, scope and opportunity, corporate uncertainties about outsourcing's complexity and risks are also increasing. Paling's presentation will discuss lessons learned, current trends and key factors for designing, implementing and managing successful outsourcing transactions.

At A&M, Paling advises clients on outsourcing strategy, evaluation, transac-

tion shaping and implementation of large scale initiatives. He also specializes in planning, delivery and management of information technology solutions and has extensive experience leading complex business transformation and technology integration programs. With over 20 years of consulting and operational management experience, Paling has helped companies across numerous industries including energy/natural resources, consumer products, electronics and high tech and financial services. His outsourcing experience includes advisory and implementation work with Microsoft, Burger King Corporation, Interstate Bakeries, Shell E&P, Tenneco and Accenture.

Prior to joining A&M, Paling was a partner with Accenture and also held IT executive positions with Tenneco and Kimberly-Clark Corporation. ♦

Shop Owners Panel (continued)

(Continued from page 1)



Aaron Clements

As far as technical training, he has received the Automotive Service Excellence Master Certification with L1 rating. He has also been the NAPA/ASE Technician of the Year for the Atlanta region for 11 years. Furthermore, Clements has hosted a radio talk show for 14 years now, primarily answering vehicle repair questions from callers.

Aaron Clements, is president of C & C Automotive, an automotive repair shop in Augusta, Georgia. He has been in the automotive repair industry for nearly 30 years. In addition, he has been an active member of ASA for over 20 years, currently serving as secretary/treasurer. As far as

trade. Cochrane Automotive's Parts Operation was named "Jobber of the Year" in 2003 by *Jobber News*. According to *Jobber News*, this honor is bestowed on a jobber who is exemplary for both achievement in business and for significant contribution to the aftermarket industry and community. Cochrane Automotive also operates a well known and highly respected automotive service repair facility specializing in today's high tech electronics and computer diagnostics.



Denny Kahler

Calif. Established in 1974, his company is a Bosch-authorized service center, an AAA Approved Automotive Repair facility and an ASE Blue Seal facility. Kahler strongly supports training and certification for his staff, including ASE certification for his technicians, some of whom are ASE master techs, as well as staff training by the Inter-Industry Conference on Auto Collision Repair (I-CAR).

Denny Kahler, Accredited Automotive Manager (AAM), serves as chairman of ASA. Kahler has been an ASA member since 1993. He is also an ASE certified master auto technician and the owner of Kahler's Werkstatt in Dublin,



John Cochrane

the owner and president of Cochrane Automotive, a company in business since 1976. Cochrane Automotive distributes automotive name brand parts and equipment for ACDelco and other major suppliers to the wholesale and retail

Early Bird Savings End Soon

Those planning to attend the 2006 Global Automotive Aftermarket Symposium still have time to take advantage of early bird registration savings. If you sign-up before March 24, 2006, you are eligible to save up to \$200 off regular registration rates.

A conference registration form is attached to this e-mail or is available by visiting the GAAS website at: www.globalsymposium.org. The form can either be sent via fax at 301-654-3299 or by mailing to:

F.A.I.R.
7101 Wisconsin Ave.
Suite 1300
Bethesda, MD 20814-3415



Betty Jo Young

is a management trainer for Texas and Louisiana for CTI (Carquest Technical Institute). Young is an AMI graduate and is an ASE certified service consultant. Young's Auto provides a full range of diagnostic and repair services, including A/C and heat, emissions, transmission, and full engine repair. Young's Automotive utilizes a full range of computer diagnostics. The shop is ASE and L1 certified, and an ASA member. Young's offers fleet accounts and commercial repairs, and participates in the Texas LIRAP program.

The panel discussion on "The Myths and Realities of Automotive Service and Repair" will be held during GAAS 2006 on Wednesday, May 17 right after lunch from 1 p.m. to 2 p.m. "The information you can glean from this presentation, makes it a 'must attend' event that you won't want to miss," added Pyle. ♦

For over 30 years, **Betty Jo Young** has been a co-owner of Young's Automotive Center and YES (Young's Education System) in Houston, Texas with her husband, Glenn. She is a past president of ASA Houston Chapter and

The Global Review Publication To Debut After 2006 Symposium

The organizers of the Global Automotive Aftermarket Symposium (GAAS) have announced a partnership agreement with Advanstar Automotive to publish a new magazine called, The Global Review. The publication will make its debut shortly after the 2006 Symposium, set for Wednesday, May 17, and Thursday, May 18, at the Hyatt Regency, Dearborn, Mich.

The Global Review will be the official publication for GAAS and will be published annually in July. The exclusive post-show wrap-up featured in this publication will include:

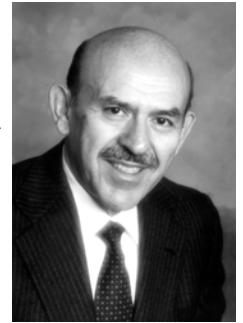
- Synopses of all presentations
- In-depth coverage of the top presentations

- Post-symposium interviews
- Market predictions
- Additional global perspectives and analysis
- A real world view from Mitch Schneider, nationally known shop owner and trainer
- “Be Car Care Aware” campaign update

With a total circulation of 64,000 copies, The Global Review will be distributed with Advanstar publications *Aftermarket Business* and *Motor Age*, and mailed to Wall Street analysts, investors and key legislators.

“As the Symposium has grown in stature, we recognize that a lot of important

information is shared during the two days the event is held,” said **Mort Schwartz**, co-chair of the Symposium. “We are pleased to announce this new agreement with Advanstar because it will provide us with a publication where this information can continue to be used throughout the year.”



Mort Schwartz

Advertising opportunities are available by contacting Advanstar personnel Larry Silvey, 440-891-2612 or lsilvey@advanstar.com, or Dan Thornton at 734-676-9135. ♦

Opening Pitch Reception Will Kick-Off GAAS 2006 at Ford Museum

Opportunities to discuss the state of the aftermarket and network with industry leaders – while enjoying the rich history of baseball -- will commence at the AASA Opening Pitch Reception on Tuesday, May 16, just prior to the start of the Global Automotive Aftermarket Symposium (GAAS).

Organized by the Automotive Aftermarket Suppliers Association (AASA) and sponsored by Ernst & Young LLP, the event will be hosted at the Henry Ford Museum in Dearborn, Mich.

The reception will held at the “Baseball as America” touring exhibit at the Ford Museum. It will offer GAAS attendees a chance to view baseball memorabilia and network. Plus, Hall of Fame players, **Brooks Robinson** and **Al Kaline**, will be on hand to meet GAAS participants.

“We hope the industry embraces this opportunity to interact with industry representatives and give GAAS the kick-off

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Brooks Robinson



Al Kaline

it deserves,” said **Theresa Spera**, manager of member services for AASA. “The outstanding Henry Ford Museum will provide a great venue and the exhibit is equally as impressive for baseball enthusiasts and

others alike.”

“GAAS is one of the most important events in an industry that is more important than ever,” noted **Mike Hanley**, global director of automotive for Ernst & Young.

“The automotive aftermarket makes a significant contribution to the American economy. The industry employs 4.6 million people and accounts for annual sales in excess of \$250 billion,”

said Hanley. “With Americans driving more and more miles, the aftermarket will only increase in size and importance. We’re pleased to be associated with this industry and look forward to what we

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