

357 Industry Professionals Learn How to Reach "Aftermarket Next" At GAAS 2010 In Chicago

CHICAGO, IL – June 2, 2010 – Under the theme of "Aftermarket Next," the 2010 [Global Automotive Aftermarket Symposium](#) (GAAS) was held May 18 and 19 at the [Hyatt Regency](#) near Chicago. This year's event included 357 aftermarket professionals, who learned valuable insights about the next generation of customers and employees who are already part of the aftermarket's future.

"This year at GAAS we recognized the Millennial generation, born after 1982, that numbers over 80 million, " said Dave Caracci, GAAS chairman. "Many of our speakers and panelists helped us discover new marketing and training methods through social media and other methods to be more effective in reaching this group."

Mike Cooperman of J.D. Power's Web Intelligence Division presented "**Three Things You Need to Know When Marketing to Gen Y,**" while a panel of aftermarket suppliers from Honeywell, Tenneco and Snap-on discussed "**Supplying 2 a nu gNR8N - Are You Ready for What's Now? Innovations in Marketing & Branding.**"

Two former aftermarket executives, Jim Wright and Sandy Brawley, provided compelling market insights in separate presentations. Wright, chairman and CEO, Tractor Supply, presented his company's success story in "**A Decade of Turn Around and Growth Through People,**" while Brawley, president, GameChanger Products, looked at "**Winning the Consumer Products Battle: How Today's Small and Large Companies are Succeeding Through Innovation.**"

Timothy Weckesser, president and CEO, Sino Consulting, presented an "**Introduction to the China Market.**" John Watt, director, Certigard and automotive, Petro-Canada, helped answer the question: "**Why Do Automotive Service Providers leave (\$)Billions Unsold?**" While Jeff Henning, and Glenn Terry of Ernst & Young's Global Automotive Center and John Buggie, the firm's consumer products leader, looked at "**Global Automotive Market Recovery: Implications for the Aftermarket.**" A special question and answer session on the automotive industry's past and present was delivered during lunch on May 18 by Phil LeBeau, automotive and airline industry reporter for CNBC.

Other presentations included panel discussions on how automotive repair service chains are gaining traction in today's market and how the aftermarket will repair the increasingly complex computer connected cars in today's market. The University of the Aftermarket Leadership 2.0 Team presentation, **Making A Difference**, was a challenge to the industry to get more involved in the political process. The team consisted of Bill Johnston, regional manager, Tenneco, Tom Myroniak, vice president of marketing and market research, SEMA, Tom Piper, vice president, information technology, Automotive Supply Associates/Sanel Auto Parts, Ron Rossi, director, market research, AAIA and Trevor Tennant, senior manager, Piston Ring Supply.

The wrap-up to GAAS 2010, "**The Investor's View of the Aftermarket,**" was provided by Tony Cristello, senior vice president, BB&T Capital Markets.

GAAS 2010 featured two award presentations. The 2010 **Polk Aftermarket Inventory Efficiency Award** was presented to Tenneco Automotive, while Chuck Udell, MAAP, senior partner, Essential Action Design Group, was named the recipient of the 2010 **Mort Schwartz Excellence in Education Award.**



"GAAS is not possible without the generous support of our corporate sponsor, R.L. Polk & Co.," said Caracci. "We also thank the many other sponsors who stepped forward to help make GAAS 2010 a great success." Other sponsors included: opening reception, Ernst & Young and AAIA; coffee breaks, Zurich, Activant and BB&T Capital Markets; audience response devices, RepairPal; and audience questions, Automotive Week/The Greensheet.

Media sponsors included: AftermarketNews.com, Aftermarket Business, APRA Global Connection, Automotive Week/The Greensheet, Brake & Front End, Counterman, Import Car, Jobber News, Motor, Motor Age, Parts & People, SearchAutoParts.com, Tire Review, Tomorrow's Technician, Underhood Service

GAAS 2011 is scheduled for Wednesday, May 18 and Thursday, May 19 at the Hyatt Regency O'Hare. For more information, visit www.globalsymposium.org or contact 301-654-6664.

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Image attached (GAAS100265) – Caption: Philip J. LeBeau, automotive and airline industry reporter for CNBC based at the network's Chicago bureau, was a special guest lunch speaker during GAAS 2010 at the Hyatt Regency O'Hare. (Photo by Mark Baltzley)

About the Global Automotive Aftermarket Symposium

Founded in 1996, the Global Automotive Aftermarket Symposium (GAAS) has become the premier industry conference for senior-level aftermarket executives. The net proceeds from the event go toward funding industry scholarships. In 2010, 86 U.S. and 8 Canadian students who plan careers in the automotive aftermarket received GAAS Scholarships to help get their industry careers started. In the fourteen years of the program, more than 1,400 students have received aid totaling more than \$1,500,000. Details about the GAAS scholarship program are available at www.automotivescholarships.com.

The GAAS program is a joint professional education effort of the 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 Remanufacturers 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. R. L. Polk & Co. is the corporate sponsor of the Global Automotive Aftermarket Symposium. For more information, visit www.globalsymposium.org.



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