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## **University of the Aftermarket Offers CEU Credits for GAAS 2010** *Winning team from U of A's Leadership 2.0 class will make presentation at GAAS*

**CHICAGO, IL – April 1, 2010** – The [University of the Aftermarket](http://www.universityoftheaftermarket.com) is offering continuing education units (CEUs) for those who participate in the 2010 [Global Automotive Aftermarket Symposium](http://www.globalsymposium.org) (GAAS), Tuesday, May 18 and Wednesday, May 19 at the [Hyatt Regency](http://www.hyatt.com) near Chicago. GAAS attendees will receive 1.0 CEUs toward the University of the Aftermarket's Automotive Aftermarket Professional (AAP) or Master Automotive Aftermarket Professional (MAAP) designation.

"We are excited to offer Symposium attendees the opportunity to earn CEUs toward their AAP and MAAP certificates," said [Brian Cruickshank](#), AAP, director of the University of the Aftermarket. "Interest in the AAP and MAAP certificates has never been stronger, which demonstrates that our industry understands that continuing business management education is a must in today's increasingly competitive marketplace."

In addition to University of the Aftermarket CEUs, GAAS has also been approved by Northwood University for credit toward its Automotive Aftermarket Management degree.

As part of GAAS 2010, the winning team from the University of the Aftermarket's Leadership 2.0 class will present their class project on Wednesday, May 19 at 10 am. "Leadership 2.0 is the aftermarket's premier executive development experience and a cornerstone of the industry's efforts to develop the next generation of visionary executives," said Cruickshank. "Our winning team will be selected in early April. This is a great opportunity for these future leaders to present their thoughts at one of the industry's leading educational events."

To register for GAAS 2010, "**Aftermarket Next: Insights on a New Generation of Customers and Employees**," visit <http://www.globalsymposium.org/registration.shtml>. For more information on GAAS 2010, visit [www.globalsymposium.org](http://www.globalsymposium.org) or phone (301) 654-6664. You can also connect with GAAS through [Facebook](#), [YouTube](#), [LinkedIn](#), and [Twitter](#).

The University of the Aftermarket is the provider of university-level continuing education for professionals in the vehicle parts manufacturing, distribution, association and service categories. For more information, phone (800) 551-2882 or visit [www.universityoftheaftermarket.com](http://www.universityoftheaftermarket.com).

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### **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 2009, 75 students who plan careers in the automotive aftermarket received GAAS Scholarships to help get their industry careers started. In the thirteen years of the program, more than 1,400 students have received aid totaling more than \$1,400,000. Details about the GAAS scholarship program are available at [www.automotivescholarships.com](http://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](http://www.globalsymposium.org).



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