



Global Perspectives

Connecting you to the industry's leading educational event. **January/February 2005**

News From The Global Automotive Aftermarket Symposium



In celebration of the 10th anniversary of the Symposium, the theme for the 2005 event will look at the industry's past, present and future.

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Impressive 2005 Symposium Speaker Line-up Set

The 2005 Global Automotive Aftermarket Symposium (GAAS) will convene in a little less than three months, and an impressive line-up of speakers has been recruited to address the industry's premier conference.

"We are quite pleased with the speakers who will present at our 10th anniversary Symposium," said Symposium chairman Mort Schwartz. "We have a nice blend of speakers from both within and outside the industry. Plus, we have a couple of speakers, like Washington Redskins head coach Joe Gibbs, and Northwood University president Dr. David Fry, who have been widely popular in the past."

Day one of the Symposium will begin with a keynote pres-

entation by MIT management and economics professor Lester C. Thurow on "Keys to Global Prosperity."



James E. Press

Immediately, following Thurow will be "The OE Outlook" from James E. Press, executive vice president and chief operating officer of Toyota Motor Sales U.S.A., Inc. Other highlights of day one of the Symposium on Wednesday, May 11:

- "Best Practices in Aftermarket Pricing" by Jeremy Eaton and Glenn Mercer, McKinsey and Company
- "The Manufacturing

Challenge" a panel discussion moderated by Bob McKenna, MEMA with panelists: Joseph P. Felicelli, Federal-Mogul; Terry McCormack, AF-FINIA; Larry Pavey, ARI, and Bruce Zorich, United Components, Inc.

- "Teamwork, Perseverance and Excellence," a luncheon presentation by Joe Gibbs, Washington Redskins
- "Who Will Fix The Cars?," a panel discussion moderated by Larry Silvey, Aftermarket Business with panelists: Mike Kamal, Automotive Distribution Network; Peter D. Lord, GM Service and

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Business Coach Donald Cooper To Provide Vision

According to business speaker and coach, Donald Cooper, most businesses make the mistake of defining themselves by what they sell and how they do it today. Cooper will speak at GAAS 2005 on Thursday, May 12 on: "Perspectives for the Future... Defining a Compelling & Profitable Purpose for your Business!"

Cooper promises to deliver clear, unique and practical insights on how to rethink, "refeel", refocus and reenergize your business. Drawing from his unique experience as a world-class manufacturer,



Donald Cooper

award-winning retailer and business coach, he is known for delivering the "straight goods" on how to sell more, manage smarter, make more money and have a life!

Cooper says there is huge confusion about both vision and mission in business today. Just about nobody 'gets it.' He believes that many business owners and leaders even believe

that there's no point in creating a vision for their business in a fast-changing and unpredictable world. "The truth is that the best way to thrive in an uncertain future is to create the future," explains Cooper.

"Your vision is a clear and measurable statement of what you're committed to become to be a profitable and responsible market leader in 3 to 5 years," Cooper states. Further, he says that a business can't have goals. "It's a thing and things can't have goals. Only people can have goals. Only people can have visions." ♦

Polk Award Will Be Presented At GAAS; Applications Available

The Polk Inventory Efficiency Award, sponsored by R.L. Polk & Co., recognizes and rewards outstanding automotive aftermarket companies for process improvements relative to inventory efficiency. The award will be presented at



GAAS 2005 on Thursday, May 11.

Automotive aftermarket companies including manufacturers, retailers and distributors are eligible to receive the award. Any initiative that has had a significant impact on the inventory management and efficiency of the organization and/or the aftermarket industry

is eligible for consideration.

All entries must be received by Friday, March 4, 2005. Send all nominations to: R.L. Polk & Co., ATTN: Polk Inventory Efficiency Award, 26955 Northwestern Hwy., Southfield, MI 48034-8455; or e-mail aftermarket@polk.com. ♦

Industry Challenged To Recruit More Scholarship Applicants

The automotive aftermarket industry has been challenged to recruit more students to seek careers in the market segment and sponsor more GAAS Scholarship applications for the program.

This unique scholarship is available to students in two-year vocational/technical school programs and four-year college degree programs. Steve Hoellein of Felt Auto Parts Co., Ogden, Utah, has pledged to donate \$1,000 to the GAAS scholarship fund in honor of the first company to sponsor more applications than his company.

“This challenge is an effort to get more of our industry people involved with edu-

cation in their areas, and to reach out to the high schools and meet with teachers and students,” Hoellein said.

More than 75 percent of GAAS scholarship recipients are currently employed in the aftermarket. It is anticipated that the 1,000th GAAS scholarship will be awarded in 2005, a million-dollar milestone for the 10th anniversary.

Scholarship applicants must meet the GAAS scholarship application criteria for submission. GAAS scholarship program details and an application are available online at www.automotivescholarships.com. The deadline for 2005 applications is Thursday,

March 31.

The scholarship program is funded through donations such as Hoellein’s challenge and the proceeds from the annual Global Automotive Aftermarket Symposium (GAAS). In 2004, the program awarded a record 145 scholarships of \$1,000 to students planning aftermarket careers and to sons and daughters of industry families.

Donations should be sent to GAAS Fund, c/o Susan Medick, AAIA, 4600 East-West Highway, Suite 300, Bethesda, MD 20814, susan.medick@aftermarket.org or 301-654-6664. ♦

Impressive 2005 Symposium Speaker Line-up Set - *continued from p. 1*

Parts Operations; Cheryl Ward, Gemini Automotive Care Centers, and John Watt, Petro-Canada Certi-gard

- **“Polk Aftermarket Inventory Efficiency Award”** by Mike Gingell, R.L. Polk & Co.
 - **“Next Generation Panel Discussion”** moderated by Bill Babcox, Babcox Publications with panelists: Lisa Chissus, Flex-a-lite Consolidated; Gordon Fenwick, Fenwick Automotive Products; Fletcher Lord, Jr., Parts Warehouse, Inc., and Doug Washbush, Moog Louisville Warehouse
 - **“Past, Present and Future”** by Dr. David E. Fry, Northwood University
- The second day of the Symposium on

Thursday, May 12 will begin with a **“Wall Street View of the Automotive Aftermarket”** featuring Steve Girsky, a managing director at Morgan Stanley. Other presentations will include:



- **“Be Car Care Aware”** *Steve Girsky* Campaign Update by Jay Burkhart, Federal-Mogul and chairman of the Car Care Council executive board
- **“Perspectives for the Future... Defining a Compelling & Profitable Purpose for your Business!”** by Donald Cooper, Business Speaker and Coach (see article on page 1)
- **“Industry Leaders Panel”** moderated by Al Gaspar, AAIA and featuring: David E. O’Reilly, O’Reilly

Automotive; Steve Odland, Auto-Zone; Larry Samuelson, NAPA, and O. Temple Sloan, III, CAR-QUEST/General Parts, Inc.

The early bird registration deadline for the 2005 Symposium has been extended until Friday, March 25, 2005. Those who register before that date will receive \$200 off regular registration rates. Those who are members of the GAAS sponsoring associations are also entitled to reduced registration fees.

For complete speaker bios, agenda and general information on the Symposium, including registration forms, be sure to visit: www.globalsymposium.org. ♦

Global Automotive Aftermarket Symposium

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