



Global Perspectives

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July/August 2005

News From The Global Automotive Aftermarket Symposium

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In 10 years, the GAAS Scholarship program has helped over 1,000 students get their careers started in the automotive aftermarket.

(Photo courtesy of UTI and used by permission.)

145 Students Receive Scholarship Awards In 2005 Marks A Milestone of \$1 Million in Aid

The Global Automotive Aftermarket Symposium (GAAS) awarded total of 145 students \$1,000 GAAS scholarships in 2005, pushing the awards to over 1,000 students and more than \$1 million in funding in its 10-year history. Of the 145 scholarships given this year, 18 were awarded to Canadian students.

"In our 10th anniversary year, GAAS had more than 700 students apply, a record number of applicants, and the quality of our applicants also was higher than ever," said Peter Kornafel, chairman of the GAAS Scholarship Selection Committee. "These numbers demonstrate the importance of the program and are evidence why the industry is strongly encouraged to contribute even greater resources toward the program. Assuring our future begins today.

"We also are pleased to see a trend of bright young women becoming automotive technicians among our scholarship applicants," Kornafel added. "They are helping to fill the industry gap of the technicians."

The annual investment to help develop future aftermarket industry leaders is primarily funded through proceeds from the annual Global Automotive Aftermarket Symposium.

The scholarships are available to students in two-year technical college programs and vocational schools and four-year college programs. To be eligible for a GAAS scholarship, applicants must be enrolled full-time in a college-level program or a NATEF (National Automotive Technician Education Foundation) accredited automotive technical program. Graduate programs and part-time undergraduate programs do not qualify.

The GAAS scholarship also is unique in that recipients can receive two financial grants: one while in school to assist with tuition and an equivalent grant awarded to all scholarship 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.

GAAS Scholarship applications for 2006 are available at www.automotivescholarships.com, or from the industry associations who sponsor GAAS. Applicants can also contact Jobie Dowd of MEMA at 919-549-4800 or jdowd@mema.org for applications.

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.aiacanada.com. Deadline for 2006 scholarship applications is Friday, March 31, 2006.

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

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Tehwana Tunbridge: 1,000th Scholarship Recipient

Tehwana Tunbridge, a 2005 graduate of Roy High School in Roy, Utah, has become the 1,000th student to receive a GAAS Scholarship. Tunbridge plans to attend Universal Technical Institute in Phoenix, Ariz. this fall, with the hopes of going on to advanced NASCAR training. During high school she was a member of the school's Skills USA VICA chapter, serving as secretary of the group this past year and participating in several regional and state competitions.

Tunbridge plans to attend the AAPEX/SEMA Shows in Las Vegas this fall and will be a guest at AAIA's Town Hall Meeting on Wednesday morning. Don't miss the chance to meet one of the future leaders of industry. ♦

Plans Begin To Take Shape For 2006 Symposium In Detroit

The 2006 Global Automotive Aftermarket Symposium will travel to Detroit for the third time in the 11-year history of the event. Be sure to mark the dates of Wednesday, May 17, and Thursday, May 18, 2006 for GAAS 2006 at the Hyatt Regency in Dearborn, Michigan.

The Symposium first came to Detroit in 1998, and returned to the Motor City in 2003. The trade associations who sponsor the Symposium are busy planning the agenda for 2006.



Hyatt Regency Dearborn

Preliminary topics include: a global economic presentation with emphasis upon China and India; underhood trends; manufacturing panel on counterfeiting, lean manufacturing and other topics; marketing panel discussion; Wall Street presentation, and more.

For more information on the 2006 Symposium, be sure to visit the Symposium's website for a current list of speakers and an updated agenda. Go to: www.globalsymposium.org. ♦

"Strategy Diva" Cynthia Cohen Back For 2006 Symposium

Strategic Mindshare founder and president, Cynthia R. Cohen, is a prominent business strategist. She has appeared twice before at the Global Automotive Aftermarket Symposium to rave reviews.



Cynthia Cohen

Cohen will make her third appearance at the 2006 Symposium in Dearborn, Michigan. Her presentation is titled: **"From 2 Wheels to 4 Wheels at Break Neck Speed...What's Ahead from the Next Generation of Customers."**

Considered one of the nation's leading authorities on consumer trends and strategic marketing, her areas of expertise include market positioning, branding, e-commerce and business strategy. She is also known for her groundbreaking research on the buying habits of ethnic con-

sumers, Boomer women, Generation Y and tweens, the consumer group Cohen named the "Speeders".

Cohen's clients range from global Fortune 500 companies to fast track start-ups, and include retailers, consumer product manufacturers, real estate firms, media companies and technology vendors.

Known as the "Strategy Diva," Cohen is a widely sought after speaker and authority on consumer trends who combines consumer insights and prognostications with realistic market penetrations strategies. Often quoted by the national press, she has appeared on Nightly Business Report, CNBC, CNN and other business news programs. She has a forthcoming book on consumer buying behavior.

Cohen is a member of the board of directors of bebe, Hot Topic and The Sports Authority. She is on the executive advisory board for the Center for Retailing Education and Research at the University of Florida as well as the advisory board for

The Southwest Retail Center for Education and Research at the University of Arizona. For the past several years she has held the position of vice chairman at the Center for Women's Business Research.

Continuing her long-time passion for mentoring female business students, Cohen established the Strategic Mindshare Foundation, which provides scholarships and mentoring to young women in business school. She is chairman of the Foundation.

A native of Cambridge, Massachusetts, Cohen initiated her career in retail at an inner city supermarket. Prior to Strategic Mindshare, she was a partner in management consulting at Deloitte & Touche. Cohen founded Marketplace 2000, now Strategic Mindshare, in 1990. Through her leadership Strategic Mindshare has become a preeminent strategy consulting firm. ♦

145 Students Receive Awards in 2005 (continued)

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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 Manu-

facturers Association (MEMA), Specialty Equipment Market Association (SEMA), Tire Industry Association (TIA), and University of the Aftermarket. ♦

Global Automotive Aftermarket Symposium

7101 Wisconsin Ave., Suite 1300

Bethesda, MD 20814-3415

Phone: 301-654-6664 • Fax: 301-654-3299 • Web: www.globalsymposium.org

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