



Global Perspectives

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March/April 2007

News From The Global Automotive Aftermarket Symposium



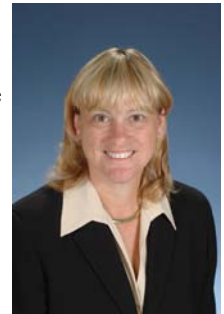
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Registration for the 2007 Symposium is still available. Just fill out the attached form on page 4 and fax or mail using the information listed. Don't miss out this year!

Nancy Fein of Lexus To Provide Customer Service Insights From Leading Automaker

Nancy Fein, vice president of customer services for Lexus, the luxury division of Toyota Motor Sales (TMS), U.S.A. Inc., will discuss “What Can We Learn about Service from Lexus?” on Tuesday, May 8, at the Global Automotive Aftermarket Symposium (GAAS) held at the Hyatt Regency O’Hare, Chicago, Ill.



Nancy Fein
Lexus

A couple of years ago, Fein was named one of the “Leading 100 Women in the Automotive Industry” by *Automotive News*.

In her role at Lexus, Fein is responsible for all activities in the parts, service, sales, service training and customer satisfaction departments. Since joining Toyota in 1982, Fein has held a number of positions, including corporate manager of New Era Business Systems, national retail development manager; national parts supply manager; national service planning and operations manager; warranty manager; and service administrator.

Most recently, Fein was in charge of service, parts, technical and consultation activities for the Toyota Los Angeles Region. Fein also served as general manager of the Toyota Kansas City Region of Toyota Motor Sales (TMS), U.S.A. Inc.

She was responsible for overall regional operations, including vehicle sales, customer service and

(Continued on page 3)

Panel To Tackle Changing The Training Culture

A panel of automotive service experts will discuss “Changing the Culture in Aftermarket Training: Perspective of the Independent Repairer” on Tuesday, May 8, during the 2007 Symposium in Chicago.

Everyone in the automotive aftermarket talks about the need for education and training, but few have been able to deliver just the right product to meet the needs of technicians. A panel of service dealers will tackle the service and education dilemma head on.

Moderated by Ron Pyle, president, Automotive Service Association, the panel will discuss improvements and measures that can foster better service training and educational opportunities for technicians. Speaking from the unique viewpoint of seasoned industry professionals, panelists include: Douglas Kirchdorfer, Downing Street Garage, Victor Tarasik, Vic’s Precision Automotive, Bill Tyson, Bill Tyson’s Auto Repair and George Witt, George Witt Service Inc.

Among other things, the panel will discuss what types of training have worked well, what could use improvement, and suggestions for innovative new training methods using the latest technology tools. You won’t want to miss the chance to hear way aftermarket service dealers see training as a means to stay ahead of and exceed the competition.

Kirchdorfer has been in the auto repair business since graduating from high school in 1972. He worked at a local garage in western Massachusetts learning both mechanical repair and later auto body repair. Kirchdorfer and his wife, Rebecca, purchased their



Douglas Kirchdorfer



Vic Tarasik

(Continued on page 3)

Hyatt O'Hare Hotel Undergoes Dramatic Renovation for GAAS 2007

The Hyatt Regency O'Hare, one of the world's largest convention hotels located in Rosemont, IL, is undergoing a \$60 million transformation of the iconic atrium design of Jonathan Portman's 1969 structure. The Hyatt O'Hare is serving as the host hotel for the 2007 Global Automotive Aftermarket Symposium.

Attendees who have stayed at the hotel before will experience the dramatic changes to the public spaces of the hotel and conference center when they arrive for the 2007 Symposium. The hotel has added cutting-edge design elements and a flexible wealth of amenities for both business and leisure travelers.

The hotel was closed from December 10, 2006 until February 1, 2007 to facilitate a fresh new look and feel to the dramatic atrium lobby. GAAS attendees will experience new décor and modern fur-

nishings.

The renovation of the Hyatt Regency O'Hare includes three new food and beverage options:

- The new Lobby-level restaurant **O'H**, is a three-meal restaurant featuring an open-air, exhibition kitchen.
- **Red**, the new lobby-level bar with large windows overlooking the beautifully landscaped hotel entrance, brings an abundance of natural light. High projection screens surround the bar for a unique, multi-sensory experience.
- Enjoy Starbucks coffee, cappuccino, espresso, and flavored coffees, along with a variety of fresh baked goods, fruit, sandwiches and snacks 24 hours a day in **Perks Coffee Bar**.

As the Hyatt O'Hare boasts, "this



world-class hotel will emerge in the Spring of 2007 as one of the most stunning and contemporary airport meeting and convention hotels in the world." ♦

Interactive Devices Will Add A New Flavor to the 2007 Event

To add a unique, interactive element to the Symposium in Chicago, an audience response system will be utilized this year. Each person who attends the Symposium will find a credit card sized device on the table near their seat, giving everyone the opportunity to voice their opinion on industry issues.

Weighing just 1 ounce, the radio frequency (RF) keypad utilizes the latest in technology advancements to



ensure audience response are accurate, timely and effortlessly transmitted. When you participate in the various polls that will be conducted during GAAS 2007, you will receive an answer confirmation on your response card through two-way communication. Successful transmissions are acknowledged on each participant's keypad via a three second long visual green light signal. The system ensures anonymity, so you can vote without

worrying what your neighbor thinks.

"We are excited to utilize this interactive technology," said GAAS Chair, Jimsey Keith. "We think it will be interesting to gather speaker evaluations this year using these devices. But more importantly, we are looking forward to ascertaining insights into industry issues that all of us have on our minds. Plus, it should be a lot of fun!"

The audience response device system is manufactured by Turning Technologies, and is being utilized at the 2007 Symposium through the generous support of Essential Action Design. ♦

Global Review Is The Official Symposium Publication

A joint project of the Global Automotive Aftermarket Symposium's sponsoring associations and the Advanstar Automotive Group, the *Global Review* is the official publication of the symposium. It not only covers the event in its entirety, but also includes analyses of the topics presented, post-show interviews, insightful commentary, input from symposium attendees and an update on GAAS scholarship recipients. Distributed



to a total of 64,000 readers, the *Global Review* covers the entire circulation of Aftermarket Business, the top tier circulation of Motor Age and a host of VIPs, including Wall Street

analysts, key legislators and investors. If you are interested in advertising in this unique publication, please contact Group

Publisher Doug Ferguson at 847-441-3717 or at dferguson@advanstar.com.

In addition, check out the Advanstar Automotive Group's onsite "TV studio" next door in the Grand Boardroom. The editors of Aftermarket Business will be conducting on-camera interviews with key aftermarket executives over the course of the symposium. The interviews will focus on market trends, and industry issues, challenges and opportunities. For even more insight to what you're learning at the symposium, just log on to aftermarketbusiness.com for the interviews and follow-up commentary. ♦

Pre-GAAS Workshop to Explore Critical Leadership Skills

Leadership: Creative Strategic Steps for Business,” a new half-day pre-Global Automotive Aftermarket Symposium (GAAS) workshop covering the vital new skills required to lead industry businesses in a time of dramatic, permanent change, will debut May 7, 2007, at Chicago’s Hyatt Regency O’Hare.

Presented by the University of the Aftermarket, this intensive four-hour workshop will focus on practical approaches to implementing radical organizational improvements in an age when the aftermarket and similar industries are under siege. The program will be led by John Passante, president and CEO, Or-

ganizational Development Group, Inc.

The workshop, running from 2 pm to 5:30 pm, will demonstrate how leadership, change and courage are inextricably linked in a time of competitive crisis. Areas of focus will include organizational adaptability; managing long-term transformation; pursuing the new competitive tools needed to prosper in a global economy; and defining industry challenges and capturing the corresponding opportunities.

Workshop participants will earn 0.4 continuing education credits that may be applied to an automotive aftermarket professional designation available through the University of the Aftermarket. These des-

ignations include Automotive Aftermarket Professional (AAP) and Master Automotive Aftermarket Professional (MAAP).

For more information or to enroll in the workshop, call 800-551-2882 or visit www.univaftmkt.org. ♦



John Passante

Panel To Tackle Changing The Training Culture (cont.)

present location, Downing Street Garage in Denver, Colorado in 1998.

Tarasik is president of Vic’s Precision Automotive, a company he started in 1987. Tarasik moved his business to its present location in the Houston suburb of The Woodlands, Texas, in 1992. With a company philosophy of “Restoring faith



Bill Tyson

in the auto industry,” Tarasik’s shop has 12-bays and has been the recipient of numerous awards.

Bill Tyson’s Auto Repair was established in 1993 as a way for Tyson to make money while he was finishing college. “Pretty much because no one else would give me a job with the odd hours I needed to attend classes,” said Tyson. Tyson’s Auto Repair now has 3 locations

in Palm Beach, Florida.

George Witt started his company in February of 1995 in a one-bay shop in a storage building on a dead end dirt road. In November of 1997 the business was moved to its current 10-bay location in Lincoln, Nebraska. Witt has never ran a newspaper, TV or radio advertisement during this tremendous growth period. The only advertising was George’s newsletters and word-of-mouth. ♦

Nancy Fein of Lexus To Provide Customer Service Insights (cont.)

(Continued from page 1)

market representation operations supporting 75 Toyota dealers in the states of Iowa, Kansas, Missouri, Nebraska, North Dakota and South Dakota. She also managed the integration of regional advertising, incentive, recognition and training/certification programs. Fein received a Bachelor of Science degree in mathematics from the Rochester Institute of Technology in Rochester, N.Y., and a master’s degree in management from the University of California, Los Angeles (UCLA).

Fein’s career at Toyota parallels much of American business’ interest in the Japanese style of management. Fein told the Alumni Network of the UCLA Anderson School of Management in an interview in 2005 that it’s given her a great perspective on doing business in both cultures.

“One of the things we find is that the Japanese style of doing business is very similar to the style women bring to leadership. They are consensus builders and people driven, as opposed to a hierarchical, domineering style. They have respect for individuals, bringing everyone to the table for decision-making. I adapt to that style

easily and sometimes am more comfortable with it than my male counterparts.”

Fein’s inclusion on the list of top women executives is in part proof that her management approach is a successful one. But she can still recall the time when it wasn’t so easy for women in the automotive industry.

“One of my very first jobs back in ‘84 and ‘85, was to help dealerships run ‘Ladies Night.’ We would teach women to check their oil and change a tire. And I would teach the class in a suit and high heels. We’ve come a long way and taken big steps in 23 years.” ♦

Global Automotive Aftermarket Symposium

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REGISTRATION

Global Automotive Aftermarket Symposium
Tuesday, May 8 – Wednesday, May 9, 2007
Hyatt Regency O'Hare • Chicago

One form per person. If additional copies are needed, please reproduce this form.

Attendee Information

I am a member of: AAIA AASA AIA Canada APRA ASA
 ASAAA AWDA MAP MEMA SEMA TIA (Please check all that apply)

Name _____

Name on badge _____

Title _____

Company _____

Address _____

City _____

State/Zip _____

Phone _____

Fax _____

E-mail _____

Job Function: Manufacturer Manufacturers' Reps
 Distributor Retailer Consultant Financial Analyst
 Other _____
 Check here if you have any special requests, dietary restrictions, or disabilities of which the staff should be aware. A staff person will contact you to discuss your needs more thoroughly.

Registration Fees

Early Bird (before March 23, 2007)

AAIA/AASA/AIA/APRA/ASA/ASAAA/AWDA/MAP/MEMA/SEMA/TIA Members

First Attendee\$695
 Additional Attendees\$595

Non Members

First Attendee\$895
 Additional Attendees\$795

Regular (after March 23, 2007)

AAIA/AASA/AIA/APRA/ASA/ASAAA/AWDA/MAP/MEMA/SEMA/TIA Members

First Attendee\$895
 Additional Attendees\$795

Non Members

First Attendee\$1,095
 Additional Attendees\$995

Payment

AmEx MasterCard
 Visa
 Check Enclosed - payable to F.A.I.R. (The Foundation for Aftermarket Industry Research) in U.S. funds.

Total Enclosed
\$ _____

Card Number _____

Expiration _____

Name on Card _____

Signature _____

Refund/Substitution Policy

Before April 3, 2007: Cancellations received in writing will be fully refunded, less a \$50 administrative charge.

Between April 3 and April 23, 2007: Cancellations received in writing will receive a 50 percent refund, less a \$50 administrative charge.

After April 23, 2007: There will be no refunds for cancellations. Attendee substitutions are accepted at any time.

Travel Accommodations

For reservations, contact the Hyatt Central Reservations at **800-233-1234** or the hotel directly at **847-696-1234**. Be sure to mention the Global Automotive Aftermarket Symposium to obtain the discounted group rate.

Rates: \$177 (single or double) plus tax. Rooms are guaranteed at this rate through April 3, 2007.

Discount Air Information: United Airlines offers discount airfare to the Global Automotive Aftermarket Symposium. Mention meeting I.D. code **#501UD** to your travel agent or phone the United Meeting Desk at 800-521-4041.

3 Ways To Register



Download Registration Form at:
www.globalsymposium.org



Fax to:
301-654-3299



Mail to:
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