



**For Immediate Use**  
**July 24, 2007**  
**GAAS PR 01-08**

**Media contact:**  
**Margaret Beck, MEMA**  
**919-406-8828**  
**media@mema.org**

## **The Challenge is On: Industry Asked for GAAS 2008 Lapel Pin Slogan**

**ROSEMONT, Ill.** – Pete Kornafel, chairman of the Global Automotive Aftermarket Symposium (GAAS) Scholarship Committee, has a challenge for the aftermarket industry: To develop the slogan that will appear on the annual GAAS lapel pins for 2007-2008. The individual that submits the winning slogan will receive a complimentary registration for the 2008 GAAS Symposium.

The lapel pins, which were introduced in 2006, help generate additional funds for the GAAS scholarship program that has distributed \$1.3 million in total aid to more than 1,300 students pursuing aftermarket careers.

The 2006 slogan, “Our Future Runs on GAAS Scholarships,” was chosen from a list created by the GAAS Scholarship Committee. The Committee decided that the industry should be challenged to develop a new slogan, according to Kornafel.

“We can never say that we have enough funds to help students begin their training to be our industry’s future leaders,” Kornafel said. “The number and the quality of applicants continue to increase each year and it’s a shame that we can’t give out more scholarships. Initiatives such as the lapel pins, as well as other contributions from industry organizations and companies, will help more students afford the education they need to begin their aftermarket careers.”

Slogans for the 2007-2008 lapel pins should be sent to Barbara Clark of AAIA at **barbara.clark@aftermarket.org**. Slogans must be submitted by Friday, Aug. 3. A winner will be announced by Monday, Aug. 13.

The GAAS scholarship program awarded 142 scholarships in 2007. Including this year’s awards, GAAS has presented more than 1,300 scholarships and more than \$1.3 million since it was

formed. Details about the GAAS scholarship program are available at **[www.automotivescholarships.com](http://www.automotivescholarships.com)**.

The annual investment to help develop future aftermarket industry leaders is primarily funded through proceeds from the annual Global Automotive Aftermarket Symposium. This two-day program brings together numerous industry executives and examines the issues and trends affecting the automotive aftermarket industry and influencing its future. GAAS has become the aftermarket's premier educational conference. The 2008 event is set for Tuesday and Wednesday, May 20-21, at the Hyatt Regency O'Hare in Chicago. Program details will be available soon at the event Web site, **[www.globalsymposium.org](http://www.globalsymposium.org)**.

Additional scholarship funding comes from industry contributions from individuals, companies and foundations. Contributions can be made to the GAAS Scholarship Fund, c/o Susan Medick at AAIA, at 301-654-6664, or **[susan.medick@aftermarket.org](mailto:susan.medick@aftermarket.org)**.

###