



A Segment of AAIA

2010 PBES Spring Conference

April 27-29, 2010
Embassy Suites Hotel Phoenix – Scottsdale
Phoenix, Ariz.

“Boosting Your Bottom Line”

Preliminary Conference Schedule

Tuesday, April 27

1 p.m. – 5 p.m.

Conference Registration

3 p.m. – 5:30 p.m.

Roundtable Discussions: Business Solutions for Jobbers

6 p.m. – 7 p.m.

PBES Welcome Reception

Wednesday, April 28

8 a.m. – 8:30 a.m.

Chairman’s Opening Remarks

8:30 a.m. – 11:30 a.m.

“Sales Mastery: How to Dominate Your Market in Any Economy”

Noah Rickun, BuyGitomer, Inc.

11:30 a.m. – 1 p.m.

Lunch

1 p.m. – 2 p.m.

“The Skilled Approach to Marketing: A Practical Guide to Getting Your Marketing in Gear”

Rick Ashley, Octane VTM

2:30 p.m. – 3:30 p.m.

“Creative Compensation Alternatives”

Bruce Katcher, Ph.D., Discovery Surveys, Inc.

3:45 p.m. – 4:45 p.m.

“The Status of Highway Safety: Are We There Yet?”

Kim Hazelbaker, Highway Loss Data Institute

6 p.m. – 9 p.m.

Reception and Dinner

Thursday, April 29

8 a.m. – 9:15 a.m.

“Getting Your Financial House in Order”

Jonathan Carey, BB&T Capital Markets

9:30 a.m. – 10:30 a.m.

“Current Events in the Collision Industry”

Greg Horn, Mitchell International, Inc.

10:30 a.m.

Adjourn/Close of Conference

Selected Session Descriptions and Speaker Information

Tuesday, April 27

Roundtable Discussions: Business Solutions for Jobbers 3 p.m. – 5:30 p.m.

Topics:

- 1) Technology for Efficiency and Effectiveness
- 2) Lean Practices: What Are You Doing to Cut Costs?
- 3) Cash Flow: What Are You Doing to Keep Cash Flowing?

Wednesday, April 28

“Sales Mastery: How to Dominate Your Market in Any Economy” *Noah Rickun, BuyGitomer, Inc.* 8:30 a.m. – 11:30 a.m.

The current economic environment is no time to grow a business by shrinking it – it is the time to win new customers, build your brand and achieve sales excellence. Your company’s sales and customer service personnel need proven strategies and actions to lead them to success and convert selling to buying. This program is presented by Noah Rickun, a certified Jeffrey Gitomer sales expert, with experience in the aftermarket industry. Rickun will provide valuable insight, best practices and real-world examples that can be implemented immediately by you and your staff. Attendees will learn:

- Principles of sales greatness that prepare you and your staff to win.
- Real-world insight and understanding on buying motives and how to create a buying atmosphere.
- How to build rich relationships, brand yourself and dominate your market.

“The Skilled Approach to Marketing: A Practical Guide to Getting Your Marketing in Gear” *Rick Ashley, Octane VTM* 1 p.m. – 2 p. m.

The essence of marketing is to understand your customers’ needs and develop a plan that surrounds those needs. To obtain the greatest revenue and profit increases, your marketing plan should focus on acquiring new customers; be outlined in detail; and include proper positioning along with consistent messages. Otherwise, your marketing efforts will not achieve the desired results and your dollars will be wasted. This session will cover the components of marketing; how to position your company; and how to deploy marketing initiatives creatively within your budget. Attendees will learn:

- How to create an easy, actionable marketing plan.
- How to divide and conquer your target audience for planning purposes.
- How your new marketing skills can save you money when it comes time to budget.

“Creative Compensation Alternatives”
Bruce Katcher, Ph.D., Discovery Surveys, Inc.
2:30 p.m. – 3:30 p.m.

When it comes to employee compensation, most business owners ask, “What do I have to pay each of my employees?” A better question is, “What do I want my compensation package to achieve?” This session addresses the components of compensation plans; why plans often fail; how to tie compensation plans to organizational and individual objectives; and alternative compensation methods. Attendees will learn:

- What pay compensation plans can and cannot do.
- How to develop compensation plans that are related to organizational objectives such as profit; customer service; cost control; and loyalty to the organization.
- How to introduce and institute different types of pay plans.

“The Status of Highway Safety: Are We There Yet?”
Kim Hazelbaker, Highway Loss Data Institute
3:45 p.m. – 4:45 p.m.

The Highway Loss Data Institute, a division of the Insurance Institute for Highway Safety (IIHS), shares and supports IIHS’s mission of reducing losses to both people and property from crashes on the nation’s highways, through scientific studies of insurance loss results by vehicle make and model. This program describes the scope of the highway safety problem, crash-testing results and statistics from the insurance database. Attendees will learn:

- Structure improvements and their effect on crashes.
- Effect of electronic stability control and hybrids on insurance claims.
- High horsepower in insurance losses.

Thursday, April 29

“Getting Your Financial House in Order”
Jonathan Carey, BB&T Capital Markets
8 a.m. – 9:15 a.m.

The principles of business survival dictate that business owners must handle, manage, find and protect their finances both to survive and prepare for the future. This session addresses how changes in the financial world are affecting your business; what your company’s finances need to look like to obtain credit; how to determine the value of your business for acquisition or sale; and how to partner with your bank. Attendees will learn:

- What your financials should look like for business growth and planning.
- The new world for business valuation.
- How to partner with your bank.

“Current Events in the Collision Industry”

Greg Horn, Mitchell International, Inc.

9:30 a.m. – 10:30 a.m.

Greg Horn outlines current events including accident and total loss frequency data, collision repair shop trends, parts and paint use trends, new automobile technology that will reduce collisions and injuries but increase repair costs and the latest information from the Mitchell Collision Parts Price Index, which looks at part inflation by type (OEM, Aftermarket, LKQ). Attendees will learn:

- What’s happening in the collision repair environment.
- Part and paint use trends.
- Vehicle origin and part type inflationary trends.

Important Information

Deadlines

Friday, March 19, 2010

Make a hotel room reservation. Contact Embassy Suites directly at 602-765-5800 or 800-362-2779. Make sure to reference “**PBES/AAIA Mtg**” to receive \$159/night rate.

Friday, April 16, 2010

Register for the conference by completing the attached registration form and faxing it to AAIA at 301-654-3299. Online registration at www.aftermarket.org will be available starting Feb. 1, 2010. No refunds after April 16, 2010.

Hotel Reservations

The room rate is \$159 per night for a single/double room, plus tax. *Complimentary Internet has been included in the room rate for PBES attendees during their stay.*

Embassy Suites Hotel Phoenix-Scottsdale
4415 East Paradise Village Parkway South
Phoenix, AZ 85032
(P) 602-765-5800* or 800-362-2779

* Reference “**PBES/AAIA Mtg**” to secure the negotiated AAIA group rate.

Registration Fees

Jobber/Distributor Member First Delegate	\$425
Jobber/Distributor Member Additional Delegates	\$250
Jobber/Distributor Non-member First Delegate	\$650
Jobber/Distributor Non-member Additional Delegates	\$450
Manufacturer Member First Delegate	\$650
Manufacturer Member Additional Delegates	\$450
Manufacturer Non-member First Delegate	\$850
Manufacturer Non-member Additional Delegates	\$650
Spouse Member	\$199
Spouse Non-member	\$299

For Golf Tee Times

Carrie Bayless

Tournament/Catering Sales Director

Stonecreek Golf Club

Phone: 602-494-1215

Fax: 602-953-2250

E-mail: cbayless@eaglegolf.com

Web site: www.stonecreekgc.com

For more information on the 2010 PBES Spring Conference, contact:

Arlene Davis, staff liaison, AAIA

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301-654-6664



2010 PBES

SPRING CONFERENCE

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BOOSTING YOUR BOTTOM LINE

April 27-29 • Embassy Suites Hotel Phoenix - Scottsdale • Phoenix, Ariz.

REGISTRATION FORM

First Name	Last Name	
Name on Badge	Title	
Company Name		
Address		
City	State	Zip
Phone	Fax	
E-mail		
Web site		
Spouse First Name	Spouse Last Name	
Name on Badge		

REGISTRATION FEES	X	
Jobber/Distributor Member First Delegate		\$425
Jobber/Distributor Member Additional Delegates		\$250
Jobber/Distributor Non-member First Delegate		\$650
Jobber/Distributor Non-member Additional Delegates		\$450
Manufacturer Member First Delegate		\$650
Manufacturer Member Additional Delegates		\$450
Manufacturer Non-member First Delegate		\$850
Manufacturer Non-member Additional Delegates		\$650
Spouse Member		\$199
Spouse Non-member		\$299
TOTAL	\$	

PAYMENT INFORMATION

Check enclosed: # _____ (payable to AAIA)

Charge to: Visa MC AmEx

Account #

Exp. Date

Name on Card

Authorized Signature

**ONLINE REGISTRATION AVAILABLE AT
WWW.AFTERMARKET.ORG.**

CANCELLATION POLICY:

If a registered person is unable to attend, the registration fee less a \$50 processing fee will be refunded in full if cancellation is received in writing by the AAIA PBES Conference office on or before March 19, 2010. If a cancellation is received in writing between March 19, 2010 and April 16, 2010, 50 percent of the registration fee will be refunded. Sorry, no refunds after April 16, 2010. Substitutes are accepted at no additional cost at any time.

HOTEL INFORMATION:

Deadline for reservations is March 19, 2010.

CONTACT THE HOTEL DIRECTLY TO RESERVE A ROOM.
Room rate is \$159 per night for a single/double room, plus tax.
Complimentary Internet has been included in the room rate for PBES attendees during their stay.

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* Make sure to reference **PBES/AAIA MTG** to secure negotiated group rate.

___ Please check here if you have any special requests, dietary restrictions or disabilities of which PBES should be aware. A member of the AAIA Meetings Department will be in contact for further details.

REMIT PAYMENT TO:

Automotive Aftermarket Industry Association (AAIA)

P.O. Box 37167, Baltimore, MD 21297-3167

Fax: 301-654-3299

FOR MORE INFORMATION ON THE CONFERENCE:

Contact Arlene Davis at 301-654-6664 or e-mail arlene.davis@aftermarket.org.



**Automotive Aftermarket
Industry Association**