



**All the People,  
All the Products,  
In One Place,  
At One Time**

**T**he AAPEX value proposition tagline – “All the people, all the products, in one place, at one time,” couldn’t be more timely in the face of rising energy costs. With airlines cutting flights and limiting choices while dramatically raising ticket prices, it makes it much less economical for aftermarket executives to travel throughout the country to meet with customers one-on-one. The efficiency and convenience of being able to see exactly who and what you need at the same place at the same time saves money and valuable time.

As co-owner of AAPEX, AAIA is extremely proud that our member companies clearly represent the majority of the exhibitors and buyers at AAPEX, and contribute greatly to the success of the largest automotive aftermarket trade-only show in North America. New and improved education sessions, networking events and of course, our shining star, Town Hall, compliment the exhibits showcased over one million square feet of show floor. Learn about all the events being offered by your association at this year’s show, all in one place, at one time – at AAPEX 2008.

**All AAIA educational events are approved by the University of the Aftermarket for CEU credit toward the AAP and MAAP certificates.** All details, including room locations, are as of press time. For updated information on any of these events, including more detail on sessions, take-aways, who should attend and necessary reservations, visit [www.aapexshow.com](http://www.aapexshow.com).

Boxes with highlights denote AAIA Educational Events

## SUNDAY, NOVEMBER 2

12 p.m. - 1:45 p.m.

### Selling to the Chinese Aftermarket: Getting It Right

Venetian Hotel, Marco Polo Room 701  
Representatives from China International Auto Parts Expo (CIAPE)  
Sponsored by AAIA and the DAC  
Luncheon seminar; no charge, but reservations required.

This timely seminar will address opportunities and challenges in China’s fast-growing aftermarket, with the latest information on the Chinese market, regulations and business practices.

2 p.m. - 4:15 p.m.

### The Petroleum Problem: Strategies and Solutions for Distributors

Venetian Hotel, Titian Ballroom, Room 2303  
Sponsored by the University of the Aftermarket

Free registration for AWDA conference registrants. \$50 registration fee, for all other aftermarket professionals. Visit [www.aftermarket.org](http://www.aftermarket.org), click “Meetings/Events”.

## MONDAY, NOVEMBER 3

1 p.m. - 3 p.m.

### 2008 – A Technical Tipping Point for the Aftermarket

Sands Expo Center, Rooms 303/304  
Scott Lockett, Vice President, Technology Standards and Solutions, AAIA

Lockett will brief the industry on the full range of AAIA technology initiatives – from ACES and PIES (Industry Data Standards) to Web Service, Service Oriented Architecture, e-commerce, PARTnerShip Network and more. This session will include the latest information about the standards and technical solutions that are transforming the aftermarket industry.

6:30 p.m. - 8 p.m.

### AAIA/AASA Chairmen’s Reception

Venetian Hotel, Titian Ballroom, Room 2201

Hosted by AAIA Chairman Jerry O’Pry, and AASA Board of Governors Chairman Dennis Welvaert, the reception is a standing-room-only networking event for association members and guests, with free cocktails and hors d’oeuvres.

## TUESDAY, NOVEMBER 4

7:45 a.m. - 9 a.m.

### Auto International Association (AIA) Seminar Selling Parts for Imports: Did You Ever Consider Listening to Your Customer? The Installer’s View

Sands Expo Center, Rooms 303/304  
Moderator: Martin Gold, S-G Imported Car Parts  
Panelists: Mitch Schneider, Car Care Professionals Network (CCPN); Vic Tarasik, Vic’s Precision Automotive; Carlos Rodriguez, Ted Wiens Firestone; Stacy Le Piere, Midas of Las Vegas  
Breakfast seminar; no charge, but reservation required.

A diverse panel of shop owners, regional buyers and technicians, who deal daily with parts stores and counter people, will detail specifically what they want and need from their auto parts suppliers. In addition to hot topics such as, “How can your parts supplier help you to compete with expanding dealer service networks?” and “Is your road salesperson doing what the shops need?”, the session will cover, “How well can your parts store help you with new technologies, such as telematics?” In past years, this popular seminar has been driven by audience participation and it is encouraged throughout the session.

10 a.m. - 11 a.m.

### 2009 Aftermarket Outlook

Sands Expo Center, Rooms 303/304  
David Portalatin, The NPD Group, Inc.

What impact have major changes in driving patterns, consumer spending and vehicle sales had on the U.S. automotive aftermarket, and what trends can be expected in 2009? Drawing from a wealth of economic trends, consumer research and product sales data, Portalatin will share insights on today’s – and tomorrow’s – aftermarket consumer.

1 p.m. - 2 p.m.

### Telematics: A Major Threat or Opportunity for the Automotive Aftermarket?

Sands Expo Center, Rooms 303/304  
Derek Kaufman, C3 Network, Inc.

The rising use of vehicle telematics is a concern to many aftermarket manufacturers, based on their assumption that OEMs will use the technology to freeze aftermarket players out of the market. The big questions are: “Will aftermarket companies have a role in the telematics future?” and “What do they need to do to secure their future growth in the industry?” The results of the recent AAIA-commissioned telematics study will be presented.

**3 p.m. - 4 p.m.****Emerging Markets: The Indian Influence**Sands Expo Center, Rooms 303/304  
Dr. Debashish Chakraborty, Central Michigan University

India is the eleventh largest automotive market in the world and is poised to overtake China as the world's fastest growing car market. With a population exceeding 1.1 billion and a surging economy, India has become a huge attraction for both OE and aftermarket manufacturers. Dr. Chakraborty will discuss trends in the Indian auto industry, growth projections, exports, imports and the potential for mergers and acquisitions of brands external to the subcontinent.

**5 p.m. - 6:30 p.m.****Leadership Development Network (LDN) Reception**

Venetian Hotel, Marco Polo, Room 701

Join the Leadership Development Network (LDN) as they celebrate advancement opportunities within the aftermarket industry. The reception is open to all. Meet three top NHRA drivers and bring your business cards. Door prizes will be available.

**5 p.m. - 6:30 p.m.****Car Care Council Women's Board Reception**

Sands Expo Center, Rooms 202/203

The Car Care Council Women's Board will be celebrating the 2008 Automotive Communications Awards winners at their reception. The board will also present its Aftermarket Woman of the Year Award and honor the recipient of their top scholarship in 2008.

**GOLD SPONSORS**Penray Companies, Inc.  
SKF Automotive Division**SILVER SPONSORS**Automotive Communication Council (ACC)  
Jiffy Lube International, Inc.  
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Maximum Marketing Services  
Mobile Air Conditioning Society (MACS)  
N.A. Williams Company  
*Tomorrow's Technician Magazine***5 p.m. - 7 p.m.****Auto International Association (AIA) Fabulous Networking Reception**Venetian Hotel, Titian Ballroom, Room 2201  
Invitation-only event.

Sponsored by leading AIA companies, this event is an opportunity for AIA members and special guests from the international automotive community to network in style and cap day one of the show. For tickets, e-mail Lee Kadrich at lee.kadrich@aftermarket.org.

Both the AIA Fabulous Networking Reception and the AIA Luncheon and Awards Program are sponsored by:

**GOLD SPONSORS**Aisin World Corp. of America  
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*ImportCar Magazine*  
Karllyn/STI  
KOTRA (Korea Trade-Investment Promotion Agency)  
Multi Parts Supply USA  
Original Engine Management  
WORLDPAK**WEDNESDAY, NOVEMBER 5****7 a.m. - 8:50 a.m.****AAIA Town Hall**Venetian Hotel, Palazzo Ballroom  
Sponsored by NASCAR Performance  
Tickets required.**How Rising Energy Costs are Fueling Changes In the Aftermarket**

No issue in recent memory has had such a profound impact on every segment of our industry as increased fuel costs. This year's distinguished AAIA Town Hall panel will drill down into this issue from every angle: the motorist, service and repair, manufacturing, distribution and offer future scenarios and solutions for attendees to take away. Kathleen Schmatz, AAIA president and CEO, will moderate the Town Hall panel which will include:

**Tom Kloza,**  
Chief Oil Analyst, Oil Price Information Service**Frank Ordonez,**  
President of Aftermarket Operations, Delphi Corporation**David Portalatin,**  
Director of Industry Analysis, The NPJ Group, Inc.**Tony Zanders,**  
President, Heritage Auto Repair and Chair, Car Care Professionals Network (CCPN)

Reserve tickets and tables online at [www.aftermarket.org](http://www.aftermarket.org). Individual tickets are \$90 and a table of 10 is \$750.

**WEDNESDAY, NOVEMBER 5****10 a.m. - 11:30 a.m.****Secrets to Successfully Working with the Millennial Generation**Sands Expo Center, Rooms 303/304  
Gregory Mayo, Human Resource Solutions, Inc.

As each generation before them, the millennial generation, born between 1980 and 2000, has characteristics of its own. Born into the world of the Internet, cell phones and video games, they are tech savvy with short attention spans. So where does this leave Millennials as up and coming employees? Learn the secrets for working with and supervising Millennials that will help even the most pessimistic of managers effectively leverage this generation!

# Plan Your AAPEX with networkNow!



Get the most out of your AAPEX 2008 experience with networkNow!, a free service that automatically matches and selects the best possible connections for you based on the information you provide. Offered for all registered buyers and exhibitors on [www.aapexshow.com](http://www.aapexshow.com), networkNow! allows you to schedule meetings before, during and after the show, search for products and sessions, create a personalized, printable show floor plan and more. Using information provided on registration forms and exhibit applications, networkNow! searches out the best matches based on criteria such as product needs, years in business, geographic location and number of locations, among others. Once matched, buyers can contact exhibitors via e-mail, and vice versa, and also request on-site appointments. Both buyers and exhibitors can update their match criteria at any time, allowing them to conduct multiple searches. Alternatively, they can leave a search running and as new exhibitors or buyers who match their criteria are added, networkNow! will inform them.

Additionally, the system is fully integrated into the AAPEX schedule of events, which allows users to add seminars and other events to their personal schedules within networkNow! The schedule can be downloaded into Microsoft Outlook or a PDA. You can begin connecting today, even before AAPEX 2008 begins, by visiting [www.aapexshow.com](http://www.aapexshow.com).

**12 p.m. - 1 p.m.****Auto International Association (AIA) Luncheon and Awards Program**Venetian Hotel, Titian Ballroom, Room 2201  
Invitation-only event.

This reception and luncheon for AIA sponsors and their guests, provides the AIA community with a great meeting point and the opportunity to salute this year's winners of AIA's People and Industry Awards.

For sponsors of this event and the AIA Fabulous Networking Reception, see p. 6.

**1 p.m. - 2 p.m.****Obtaining Access to Vehicle Service Information and Tools: A Global Update**Sands Expo Center, Rooms 303/304  
Aaron Lowe, Vice President, Government Affairs, AAIA;  
Scott Smith, AIA Canada

2008 has been busy for AAIA and its partners toward obtaining access to car company tools, software and service information needed to work on today's highly-computerized vehicles, both in the U.S. and globally. Attendees will obtain an update on the good and the bad news regarding the global battle for access to repair information, software and tools, as well as a look at how advances in vehicle technology might impact these battles in the not to distant future.

**3 p.m. - 4 p.m.****Exceptional Customer Service: Your Key to Company Growth**Sands Expo Center, Rooms 303/304  
Gary Bohannon, The Warranty Group, Inc.

Which companies will merely survive and which will thrive in the current economy? That question will be decided by your customers and those of your competition. Your company will gain a competitive advantage by offering your customers deliverables that strengthen loyalty and insulate you from price competition. In this session, discover what your employees need to deliver an exceptional customer experience, stay ahead of the competition and improve your bottom line.

**3 p.m. - 5 p.m.****Car Care Professionals Network (CCPN) Roundtables: Shop Owners Sharing Tips and Techniques**Sands Expo Center, Rooms 301/302  
For CCPN members only. Registration required.

This milestone event is designed to afford CCPN members a high-level, owner-to-owner exchange of hands-on information in an intimate and interactive, round-table environment. Participation is invitation only and will provide useful take-away information not readily available elsewhere, as well as a reception following the event where discussions from the session may continue in an informal setting.

**5 p.m. - 6 p.m.****Car Care Professionals Network (CCPN) Reception**Sands Expo Center, Rooms 202/203  
For CCPN members only. Registration required by e-mailing [susan.kalish@aftermarket.org](mailto:susan.kalish@aftermarket.org).

CCPN members are invited to join other roundtable participants in a relaxed environment to discuss information shared during the first-ever CCPN roundtables.

**THURSDAY, NOVEMBER 6****7:30 a.m. - 9 a.m.****Toyota's Advanced Hybrid Technologies — Are You Prepared to Support Them in Your Shop?**Sands Expo Center, Rooms 301/302  
Mark Saxonberg and Ed Ralbovsky, Toyota Motor Sales USA, Inc.

Driven by stringent emissions and safety standards, consumer demand for improved fuel economy and a revolution in enabling electronic technologies, technicians can't begin a diagnosis or repair without understanding how systems work and affordable access to appropriate information and tools. Saxonberg and Ralbovsky will provide the latest information on Toyota Motor Corporation's hybrid vehicle technology and the service support resources Toyota Motor Sales USA has under development to support these products.

7:45 a.m. - 9 a.m.

## Auto International Association (AIA) Seminar Selling to the U.S. Aftermarket: Getting It Right

Sands Expo Center, Rooms 303/304  
Henry P. Alessio, Walden Consultants, Ltd.  
Breakfast seminar; no charge, but reservation required.

Back by popular demand for its eighth year, this seminar is a high priority for international parts suppliers, especially those wishing to begin or expand sales to the U.S. aftermarket. Presented by industry expert Henry Alessio, Walden Consultants, the session will share strategic advice as it outlines the opportunities in a complex and changing aftermarket roadmap. Industry experts Vinay Mamidi, CSF, Inc., and Kenneth N. Miller, Brembo North America Inc., will share their experiences "getting it right" in entering the U.S. aftermarket.

9 a.m. - 10 a.m.

## The Current Hybrid State of Affairs

Sands Expo Center, Rooms 301/302  
Craig Van Batenburg, Automotive Career Development Center

This class will enable you to ask any questions you have about hybrid gas or diesel/electric motor vehicles. The topics that will be covered are what hybrid tools and equipment are required for service and repair, when to get into the marketplace and some of the more misunderstood technical service issues. Van Batenburg is a technical journalist, former repair shop owner and CEO of ACDC based in Massachusetts.

10 a.m. - 11 a.m.

## The New Change in the Vehicle Market — What Does It Mean To You?

Sands Expo Center, Rooms 303/304  
Mark Seng, R. L. Polk & Co.

High gas prices, shrinking home values, the rapidly changing global landscape—all are affecting the world's vehicle population like never before. Hybrids and alternative fuel vehicles are starting to have an impact. In this session, learn what you can expect in the next three to five years and how can you prepare for our rapidly-changing industry.

### FRIDAY, NOVEMBER 7

7:30 a.m. - 9:30 a.m.

## PBES Town Hall

## The Ten T's of Customer Acquisition & Retention: Proven Initiatives for Building Relationships and Profits

Mandalay Bay Convention Center, Islander F and G  
Tickets required.  
Steven S. Little, The Business Growth Expert

Today's businesses are interested in growth, and are looking to improve their customer relationships to increase sales, lower costs and maximize profits. Little examines how today's most successful organizations are transforming the way they acquire and retain customers.

## AAIA Member Business Center

Sands Expo Center, Rooms 204-206

The AAIA Member Business Center is the place for members to visit, meet with colleagues or just relax. Members are encouraged to stop in and enjoy a cup of coffee or hold a meeting in one of the private conference rooms. Check e-mail at our computer station or print a boarding pass. Copiers and fax machines are available as well. To reserve a meeting room, e-mail [aaiaabusctr@aftermarket.org](mailto:aaiaabusctr@aftermarket.org). Please specify contact name, e-mail and telephone number (including on-site contact information), company name, date and time of meeting, length of meeting and how many people will be in attendance.

*Please note: Non-exhibiting member companies may not reserve private conference rooms for the purpose of solicitation, special presentations, exhibiting supplier merchandise, samples or catalogs. A non-exhibiting company observed breaking any of the rules will be removed and prohibited from attending for the next five years or exhibiting for the next two years.*

