



# 36th Annual KNOWLEDGE/EXCHANGE

MAY 2-5, 2009 / NEWPORT BEACH MARRIOTT / NEWPORT BEACH, CALIF.



## A Note from Chris Nierintz, NCMA President

“Associating with the Best” has been a tagline for the National Catalog Managers Association (NCMA) for several years now. In 2009, it is more important than ever to participate in events and conferences that can further your career and add value for your employer. I am pleased to invite you to the 2009 NCMA Knowledge Exchange at the Marriott Resort Hotel in Newport Beach, Calif., May 2-5.

This year the NCMA conference is where you will improve your career skills, get the latest information in your field and learn from your peers and colleagues. Life-long learning and professional development are essential tactics in your career management strategy. The Board of Directors of NCMA has put together a program that is sure to meet your needs.

I encourage you to mark your calendar today and start making your plans to attend the 36th annual NCMA Knowledge Exchange, May 2-5 in Newport Beach. There you will find informative keynote speakers, fascinating panel discussions, energetic roundtables, and the opportunity to network with dozens of the best publishing and technology vendors in the aftermarket. You'll also enjoy networking with colleagues and friends in a relaxed atmosphere.

The Conference Registration Form has been simplified this year with a single registration rate for members and non-members. You will also notice that we offer only a single Social Guest Registration fee – no individual event registrations are available. If you are a golfer you will understand the fact that we had to raise the fee this year (only) to cover the higher expense of playing in Southern California. Finally, you will notice in the Conference Agenda that the program will end with the President's Awards Banquet Luncheon.

I encourage you to make your plans to attend NCMA Knowledge Exchange today. You won't regret investing in your professional career and “Associating with the Best.”

## Conference Agenda and Speakers Scheduled to Appear

### SATURDAY, MAY 2

7:30 a.m. – 2 p.m. Golf Outing/Tustin Ranch Golf Club

5 p.m. – 5:30 p.m. New Member Orientation

5:30 p.m. – 7 p.m. Welcome Reception

### SUNDAY, MAY 3

8 a.m. – 11:45 a.m.

General Session

Scott Lockett, AAIA

Dennis Huibregtse, Power Systems Research

Ryan Vernon, Direct Communications, Inc

Tom Aliotti, Activant Solutions

1:30 p.m. – 4:30 p.m.

General Session

Adrian Klingel, Illumaware

Tim Martin, K&N Engineering

Brian Cruickshank, University of the Aftermarket

6 p.m. – 9 p.m.

President's Dinner/Aftermarket Foundation Auction

### MONDAY, MAY 4

8 a.m. – 11:45 a.m.

General Session

Mark Richardson, Falcon Steering Systems

Tony Molla, ASE

Mark Finestone, AutoZone

1:30 p.m. – 4:30 p.m.

Vendor Trade Show

### TUESDAY, MAY 5

8 a.m. -11:30 a.m.

General Session

Bart Noyes, Interamerican Motor Corp

Chris Nierintz, Dorman

Scott Lockett, AAIA

11:45 a.m. – 1:30 p.m.

President's Awards Banquet Luncheon



CONFERENCE REGISTRATION FORM



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PLEASE NOTE: Online registration is available at www.aftermarket.org. Each person registering must fill out a separate registration form or register online at www.aftermarket.org. If additional copies are needed, reproduce this form. Please print or type.

CONFERENCE REGISTRATION

FIRST NAME LAST NAME

NICKNAME FOR BADGE

TITLE COMPANY

ADDRESS

CITY STATE ZIP

PHONE FAX

E-MAIL

REGISTRATION FEE

- Member \$495
Non-member \$695

TOTAL REGISTRATION \$

Cancellation Policy

If a registered person is unable to attend, the registration fee less \$50 administration fee will be refunded in full if cancellation is received in writing by the AAIA Meetings Department on or before April 3, 2009.

Non-Member Conference Attendee Agreement

If you are registering as a "non-member" attendee, by submitting this Conference Registration Form to NCMA, you are declaring that your intention is to attend the NCMA Knowledge Exchange Conference to participate in the events and take advantage of the learning experience offered by NCMA.

HOTEL INFORMATION

Newport Beach Marriott Hotel & Spa

900 Newport Center Drive
Newport Beach, California 92660 USA
Phone. 1-949-640-4000 / Toll-free. 1-800-228-9290
Group rate \$189 through April 3, 2009. Be sure to mention NCMA when making your reservation to guarantee rate.

SOCIAL GUEST REGISTRATION FEE

FIRST NAME LAST NAME

NICKNAME FOR BADGE

- \$295 Social Guest Registration includes meals and social functions\*

Total social guest registration \$

\* No individual event fees offered.

GOLF REGISTRATION

Tustin Ranch Golf Club / www.tustinranchgolf.com

Saturday, May 2, 2009 / 7:30 a.m. - 2 p.m.

\$175 golf registration includes transportation, cart with GPS, range balls, greens fee and lunch. Please use the Golf Pairing Sheet to indicate with whom you'd like to golf.

Total golf registration \$

NOTE: Rental clubs are available for approximately \$55 plus tax. Please call Tustin Ranch Golf Club directly at 714-730-1611. Please make reservations by 4/18/09.

GRAND TOTAL \$

- Please check here if you have any special requests, dietary restrictions or disabilities of which NCMA should be aware. An AAIA staff member will contact you to discuss your needs more thoroughly.

METHOD OF PAYMENT

(Payment must accompany registration form.)

Check enclosed # (payable to AAIA)

Please charge my Visa MasterCard American Express

CREDIT CARD NUMBER

EXPIRATION DATE

NAME ON CARD

SIGNATURE

Please mail or fax completed form to:

Automotive Aftermarket Industry Association
NCMA, Attn: Meetings Department
Payment Section / Department 79385
Baltimore, MD 21279-0385
Phone. 301-654-6664 / Fax. 301-654-3299
www.aftermarket.org



# GOLF PAIRING SHEET



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Your Name \_\_\_\_\_ Company \_\_\_\_\_

Please use this form to tell us with whom you'd like to golf.

Please check here if you'd like us to select a foursome for you.

**IMPORTANT NOTE: IF YOU ARE PAYING FOR MORE THAN ONE GOLFER, PLEASE CHECK THE BOX NEXT TO THEIR NAME. THE DRESS CODE FOR TUSTIN RANCH GOLF CLUB IS SHIRT WITH COLLAR, AND NO DENIM. [www.tustinranchgolf.com](http://www.tustinranchgolf.com)**

### GROUP #1

<input type="checkbox"/> Name _____	<input type="checkbox"/> Name _____
Company _____	Company _____
<input type="checkbox"/> Name _____	<input type="checkbox"/> Name _____
Company _____	Company _____

### GROUP #2

<input type="checkbox"/> Name _____	<input type="checkbox"/> Name _____
Company _____	Company _____
<input type="checkbox"/> Name _____	<input type="checkbox"/> Name _____
Company _____	Company _____

### GROUP #3

<input type="checkbox"/> Name _____	<input type="checkbox"/> Name _____
Company _____	Company _____
<input type="checkbox"/> Name _____	<input type="checkbox"/> Name _____
Company _____	Company _____

### GROUP #4

<input type="checkbox"/> Name _____	<input type="checkbox"/> Name _____
Company _____	Company _____
<input type="checkbox"/> Name _____	<input type="checkbox"/> Name _____
Company _____	Company _____

**RENTAL CLUBS:** Rental clubs are available from the golf course for approximately \$55 plus tax. Please contact Tustin Ranch Golf Club directly at 714-730-1611 to arrange for your club rental. Please make reservations by 4/18/09.

**Please mail or fax completed form to:**

Automotive Aftermarket Industry Association  
NCMA, Attn: Robert Morris  
7101 Wisconsin Ave., Suite 1300  
Bethesda, MD 20814  
Phone. 301-654-6664 / Fax. 301-654-3299  
[www.aftermarket.org](http://www.aftermarket.org)