



Events

MTC Fall Conference

October 16-18
Marco Island, Florida

OptiCat User Meeting

October 19
Marco Island, Florida

AASA Executive Breakfast

November 1
Las Vegas

AAPEX

November 1-3
Las Vegas

Board

Jim Schwinn, chairman
Schaeffler Group

Fred Dingraudo
Affinia Group

Susan Ulrey
Tenneco

Lisa Henkel
Gates

Ray Nicholas
Standard Motor Products

Staff

Chris Gardner
Executive Director
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MTC Fall Conference Update

Customer Presentations are Conference Highlight

The demand for Customer Presentations at the MTC Fall Conference has grown since they were introduced a few years ago. This element of the event is designed for the specific purpose of helping aftermarket suppliers better prepare to meet customer e-commerce, data and supply chain needs in the future. Information provided will eliminate the “surprise” that manufacturers experience when a channel partner announces penalties for not meeting data/EDI/bar coding or other requirements by an upcoming date.

The following presenters will help MTC members better understand the technology landscape, challenges, requirements and plans of key customers:

- Randy Buller, President of Parts Authority – will represent a unique WD that is a traditional/e-Tailing hybrid business
- Dale Hopkins, Vice President, Information Technology for the Aftermarket Auto Parts Alliance – will represent one of the leading program groups
- Chris Kersting, President of SEMA – will represent thousands of WDs, speed shops and other specialty distribution outlets

MTC members are encouraged to invite a Customer Service or Marketing manager to accompany them to the Fall Conference to better understand the direction that channel partners are heading.

Visit the [MTC Web site](#) for the complete agenda and to register for the event and make hotel room reservations soon.

OptiCat Update

Teleconference for AASA and MTC Members

OptiCat has made significant progress over the past few months and has completed the development of OnBoard, OnDemand and the DIO Repository. Several suppliers have successfully uploaded data sets, data receivers are testing the data, and a new campaign has been launched to fill OptiCat’s DIO Repository with the industry’s supplier data.

All AASA manufacturer members are invited to participate in a free teleconference on to learn about all OptiCat activities and future plans. The sessions will be held:

[August 3, 2:00-3:00 EDT](#)

[August 11, 11:00-12:00 EDT](#)

Click on the dates above to register for either conference call.





MTC Board Update

The MEMA Technology Council (MTC) is managed by the staff of the Automotive Aftermarket Suppliers Association (AASA). A board of six individuals from MTC manufacturer member companies provides direction for the Council and encourages all members – manufacturers and affiliates – to contact a board member to discuss the MTC. The board specifically wants to hear what you need from the MTC, which would include technology collaborating on challenges that you are having difficulty addressing on your own.

The board holds monthly conference calls to plan events, discuss thought leadership opportunities and consider suggestions from members regarding new initiatives. Two face-to-face meetings are held each year for long-term strategic planning. Current board members include Jim Schwinn, Fred Dingraudo, Susan Ulrey, Lisa Henkel, Ray Nicholas and Chris Gardner.

www.mematechnology.org

Affiliate Member Spotlight: Polk

Polk collects and interprets automotive market data and offers its knowledge, insight and extensive industry expertise to help its clients make good decisions and implement change, consistently throughout the world. Offerings include vehicle parc, sales and registration statistics to analyze channel performance and market share as well as demand forecasts for vehicles, services, parts and components. At the same time, it plans effective retail networks for sales and service, implement change programs to improve dealer operations, profile and contact customers, remarket used vehicles and provide financial composites and network viability studies.

Learn more about Polk at www.polk.com.



MTC Fall Conference Oct. 16-19 Marco Island, Fla.

Theme

The theme will focus on *Strategy over Tactics = Success* as attendees learn about and discuss how emerging trends will affect aftermarket technology managers.

Topics

- Aftermarket e-Tailing Research Study Report
- Manufacturer-only Session
- OptiCat Users Meeting
- Emerging Technology Trends
- Member Spotlight
- Customer Presentations
- Much more

Registration/Information

- Accessed via the MTC Web site and clicking on 2011 Fall Conference
- Agenda and more details available at the site

Fees

- One person from each member company – Free
- Second person from member company – \$500
- Non-members – \$750
- Channel partners – \$375

Hotel Reservation

- Marco Island Marriott
- Event room rate is \$179
- Online reservations available through the MTC Web site



OptiCat Update

Production Ready – OnBoard and OnDemand are complete and ready for production use. Several manufacturers recently conducted successful tests with ACES and Legacy data sets. Select data receivers are currently testing the data.

“I’m In” – OptiCat has launched an aggressive campaign to fill the DIO Repository with supplier data. For a limited time, suppliers can upload ACES, PIES, Legacy and AWDA-formatted data to OptiCat for no cost to enable them to evaluate OnBoard’s simplicity and flexibility. Only data from paying suppliers will be delivered to participating channel partners.

Users Meeting – The first OptiCat Users Meeting will be held October 19 in conjunction with the MTC Fall Conference. Topics include OptiCat Status, Development of the OptiCat Report Card, Technical Architecture/Infrastructure and hands-on training of the software and user interface. Separate registration is required (using the MTC Fall Conference registration form). The cost is \$50 for manufacturers and free for channel partners.

www.opticat.net

MTC Activities

OptiCat – MEMA/AASA is part owner of the industry data cooperative that enables suppliers to deliver data in a single format to a single destination, protect data IP and access the industry’s most comprehensive vehicle tables.

Customer E-commerce Matrix – This simple-to-use tool was developed to help suppliers more easily identify the technologies and data formats their top customers require. The Matrix is hosted and maintained by Pricedex Software.

Online Member Profile – This virtual “Birds of a Feather” enables MTC members to find other members who utilize similar software, hardware and applications.

eCommerce Directory – This simple directory provides a picture of the initiatives by customers and 3rd party providers in the areas of EDI, special ordering and eCommerce.

Members

The following companies have paid their MTC 2011 membership dues:

Regular (manufacturers)

ADVICS North America
Affinia Group
American Grease Stick (AGS)
ATP
Beck/Arnley
Bendix Commercial Vehicle Systems
Cloyes Gear & Products
Dayco Products
Delphi Products & Service Solutions
East Penn Manufacturing
Exide Technologies
Federal-Mogul
Gates
Honeywell Consumer Products
KYB America
Mahle Industries
NGK Spark Plugs
Peterson Manufacturing
Peterson Spring
Robert Bosch
SKF
Schaeffler Group
Standard Motor Products
Tendeco
Tenneco

Timken
USA Industries
WAIGlobal

Affiliate (solution providers)

Activant
Corcentric
Edgenet
Experian
OptiCat
Polk
Pricedex Software
TecCom

