



# CIC Marketing Committee

## October 16, 2002

*Bruce Cooley*

Sherwin Williams

*Russell Thrall*

ABRN & CollisionWeek

*Stacy Bartnik*

Carter & Carter



# Vision

- **To create and implement a marketing communications program that enables CIC to represent and address :**
  - ◆ **the evolving needs of all segments within the Industry**
  - ◆ **to promote progress in improving the Industry's effectiveness.**
  - ◆ **Achieve the ability to meet the competitive demands of the present and future marketplace.**



# Committee Members

- Dan Risley
- George Florentine
- Ed Dollar
- Ron Klein
- Ed Dahm
- Bob Smith
- Karl Krug
- J.R. (Jay) Perry
- David McClune
- Richard Arnold
- John Yoswick



# Public Affairs Subcommittee

## Co-Chair *Stacy Bartnik*

### ■ Mission Statement :

- ◆ To communicate the activities, events, accomplishments and current status of projects within CIC, to the Industry.
- ◆ To promote increased meeting attendance & more active participation at CIC.
- ◆ Increase awareness, by all Collision Repair Industry segments and participants at all levels.



# Public Affairs Subcommittee Action Plan

- **To distribute CIC information to all segments to the industry**
- **To promote CIC meeting participation in local markets.**
- **Improve participation by underrepresented and non-represented segments**



# CIC Promotional Flyer

## COLLISION INDUSTRY CONFERENCE

### Coming to Seattle

**When:** October 16 (9am – 5 pm) and October 17 (8 am – 5pm)  
**Where:** DoubleTree Hotel Reservations (604) 222-4233  
 For More Information: <http://www.cicinc.com>

#### WHAT IS THE COLLISION INDUSTRY CONFERENCE (CIC)?

The Collision Industry Conference is a gathering of people from all segments of the industry to provide a forum for discussion of national issues affecting the collision repair industry.

#### WHAT'S IN IT FOR ME, THE COLLISION REPAIRER?

1. **PROBLEM RESOLUTION:** As one attendee stated, "It's the only time the owner of whom you can meet with participants from all segments of the industry to resolve frustrating industry issues."
2. **INDUSTRY CONTACTS:** The CIC is an outstanding opportunity to meet with influential industry members face-to-face. Representatives from all segments involved in the collision repair industry are accessible either during the general forum or one-on-one. It's an ideal opportunity to obtain inside answers to difficult questions and have your concerns heard.
3. **INDUSTRY AWARENESS:** After attending a CIC meeting, attendees often find there are common challenges in their daily business. CIC meetings provide an opportunity for attendees to discuss issues with other industry participants and take home workable solutions.
4. **INDUSTRY RESPONSIBILITY:** Collision industry participants and consumers benefit from a strong collision repair industry. Participation in the Collision Industry Conference forum is important in keeping our industry strong.

#### CIC – Working Together Toward Universal Solutions

#### WHAT'S COVERED?

The CIC is led by a group of committees charged with addressing topics appropriate to their area of assignment. For more information on the responsibilities of each committee, consult the CIC Web site at: [www.cicinc.com](http://www.cicinc.com)

- Anti-Fraud
- Definition
- Education
- E-Commerce
- Estimating

- Industry Debates
- Insurance
- OSHA
- Legislative
- Operations

- Parts
- Time & Right
- Cycle Time Task Force
- Data Issues Task Force



# CIC Promotional Flyer

- “Date & Location”
- Usage:
  - ◆ Insert in Publications, e-mail, Fax etc
- Chairman’s Message for each meeting
  - ◆ Explain the importance of attending next meeting
  - ◆ Based upon CCIF marketing

# Special “*THANKS*”



- Creation & Production of the Flyer
  - ◆ **Karl Krug** Toyota Motor Sales
- Distribution of the Flyer
  - ◆ **Ed Dollar** -ACA
  - ◆ **Ron Klein**- Kent Automotive
  - ◆ **Ed Dahm**- Northwest Automotive Trades Assoc.
  - ◆ **Chuck VanSlaar**- Finishmaster
- Sponsorship New Attendees Entrance Fee
  - ◆ **Carter & Carter**





# Getting the Word Out for CIC Dallas Meeting @ NACE

- Stacy Needs Volunteers to help distribute the flyer and promote attendance
- Anyone Interested Please Contact her @
  - ◆ 847-507-3949
  - ◆ [stacybartnik@compuserve.com](mailto:stacybartnik@compuserve.com)

# Public Affairs Subcommittee

## Input Needed



- Creation of the flyer will help increase meeting attendance and participation.
  - ◆ What else can we be doing to promote CIC
- Still working on #2 & #3 Action Items
  - ◆ Getting CIC Information out to all Industry Segments
  - ◆ How do we improve Interest & Participation by the under-represented ?
  - ◆ By the non- represented ?



# Documentation Subcommittee

## Co-Chair *Russell Thrall*

- Mission Statement : To document the objectives and accomplishments of the Collision Industry Conference
  - ◆ by whatever means available
  - ◆ to promote a thorough understanding of the issues, intent, and progress of CIC Committees
  - ◆ 24/7 access to the industry, at large.



# Documentation Subcommittee Action Plan:

- To determine support for transcript or other meeting minutes documentation that would provide a thorough understanding of what CIC is trying to accomplish.
- To segment and summarize information produced by CIC, that could be used as a reference for all parties & segments.



# Documentation Subcommittee

- In-Depth Synopsis – 3500 words
  - ◆ 7 pages of text
- Cost:
  - ◆ \$16,750 for all 5 meetings
  - ◆ Sponsorships needed ASAP for December start
  - ◆ Sponsorships- 12@ \$1500