



CIC Marketing Committee

December, 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.



CIC Promotional Flyer

COLLISION INDUSTRY CONFERENCE

Coming to Seattle

When: October 10 (9am – 5 pm) and October 11 (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 advice 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

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

- Industry Debates
- Insurance
- OSHA
- Regulative
- Operations

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

Special “*THANKS*”



- Creation & Production of the Flyer
 - ◆ **Karl Krug** Toyota Motor Sales
- Distribution of the Flyer
 - ◆ **Ron Klein**- Kent Automotive
 - ◆ **Chuck VanSlaar**- Finishmaster



Getting the Word Out for CIC San Diego and Phoenix Meetings

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



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

- First In-Depth Synopsis will cover this meeting – 3500 words
 - ◆ 7 pages of text
- Special Thank You:
 - ◆ BASF; Toyota; Sherwin Williams; General Motors
 - ◆ Sponsorships- 12@ \$1500