



CIC Marketing Committee

April 3 & 4, 2003

Co-Chairs:

Stacy Bartnik

Carter & Carter

Lisa Bellizzi

Carstar

Guy Bargnes

BASF



Mission Statement

- **To create and implement a marketing communications program that enables CIC to represent and address :**
 - ◆ **Increase attendance and awareness of underrepresented industry segments**
 - ◆ **Increase local association involvement**
 - ◆ **Documentation**
 - ◆ **CIC web site exposure**



Committee Members

- Ron Klein
- Dennis Kennealy
- Karl Krug
- John McKnight
- Tom Moreland
- Margo Smith
- Russell Thrall
- John Webb



CIC Promotional Flyer

COLLISION INDUSTRY CONFERENCE

Coming to Seattle

When: October 28 (9am – 5pm) and October 29 (8 am – 5pm)
Where: Doubletree Hotel Reservations (661) 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 assist with participants from all segments of the industry to resolve frustrating industry issues."
2. **INDUSTRY CONTACTS:** The CI 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 CI meeting, attendees often find there are common challenges in their daily business. CI 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 CI 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 CI 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



CIC Promotional Flyer

- “Date & Location” change built in
- Usage: Insert in Publications, e-mail, Fax etc



Phoenix Awareness

- Distribution of the Flyer
- Advertising
- Sponsorship
- Personal invitation from CIC Chairman



Special “Thanks”

- Creation of original flyer
 - ◆ Karl Krug, Toyota Motor Sales
- Flyer Distribution
 - ◆ John Webb, CSI Complete
 - ◆ Tom Moreland, Akzo Nobel
 - ◆ Ron Klein, Kent Automotive
 - ◆ Herb Lieberman, LKQ Corporation
 - ◆ Lisa Bellizzi, CARSTAR



- CIC Awareness Advertising
 - ◆ George Florentine, Arizona Collision Craftsmen's Association
 - ◆ Bruce Yungkans, CCC
- Sponsorship
 - ◆ Carter & Carter



Future Plans of the Committee

- Continue with invitation from the CIC Chairman
- Opportunity for new participants to have a chance to become involved in the meeting
- Committee structure to reach all industry segments



How You Can Help CIC Ft. Lauderdale

- Volunteers to help distribute the flyer and promote attendance
- Sponsors for personal invitations from the CIC Chairman
- Contacts in the Ft Lauderdale area
 - ◆ Contact Stacy Bartnik @ 847-561-6817 or stacybartnik@attbi.com