



# CIC Marketing Committee

## July 23, 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 :**
  - ◆ **Increased participation and awareness of underrepresented industry segments**
  - ◆ **Increase local association involvement**
  - ◆ **Documentation**
  - ◆ **CIC web site exposure**

# Committee Members

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- Bruce Cooley Sherwin-Williams
  - Ron Klein Kent Automotive
  - Dennis Kennealy Masters Collision Group
  - Karl Krug Toyota
  - John McKnight Thoroughbred Collision
  - Tom Moreland Akzo Nobel
  - Margo Smith Storm Appraisals
  - Russ Thrall ABRN / CollisionWeek
  - Martin Wojciechowski ABRA
  - John Webb CSi Complete
  - Craig Robert Insurance Auto Auctions

# Ft Lauderdale Awareness

- Distribution of Flyer
- Advertising



# CIC Promotional Flyer

## COLLISION INDUSTRY CONFERENCE

### Coming to Ft. Lauderdale

**When:** Wednesday July 23, 2003 (8:00 am to 5:30 pm) Reception to follow  
**Where:** Westin Diplomat Resort Reservations through I-CAR: 847-590-1191  
For More Information: <http://www.ciclink.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 forum I'm aware of where 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 elusive 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 major 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 built around 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.ciclink.com](http://www.ciclink.com)

Anti-Fraud	Industry Discussions	Parts
Definitions	Insurance	Write-It-Right
Education	OEM	Cycle Time Task Force
E-Commerce	Legislative	Data Issues Task Force
Estimating	Operations	

# Special “*THANKS*”



- The following people have helped promote attendance for this meeting:

- ◆ Troy Holmes                      Collision Services
- ◆ Ron Klein                              Kent Automotive
- ◆ Herb Lieberman                      LKQ Corp Damron Facility
- ◆ Kevin Nelson                          Car Quest
- ◆ Greg Strandberg                      Filter Works USA
- ◆ Tom Fogarty                          Finish Masters
- ◆ John Webb                              CSi Complete
- ◆ Bruce Yungkans                      CCC



# Web Site

- Status of Web Site Updates
  - ◆ Committee information
  - ◆ Report format changes for easier downloading
  - ◆ Gold Pin Search
  - ◆ Archiving (in process)
  - ◆ List of all committee accomplishments (future)
  - ◆ Feedback form (future)

Thanks to Jordan Lewis for her efforts to improve the web site



# Web Site Re-Design Concept

- New “Look & Feel”
- Improved Navigation
- Faster Load Time
- More Intuitive Linking




# Web Site Re-Design Concept



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**COLLISION INDUSTRY CONFERENCE**  
P.O. Box 2900  
Pasco, WA 99302



### About CIC

- ADMINISTRATION
- 2003 CHAIRMAN
- PAST CHAIRPERSONS
- GOLD PIN SPONSORS
- GOLD PIN SEARCH
- INDUSTRY SEGMENTS
- GLOSSARY OF TERMS
- NEWS & PRESS RELEASES

### CIC Meetings

- 2003 MEETING SCHEDULE

### Committees & Task Forces

- EDUCATION
- ESTIMATING
- FRAUD AWARENESS
- INDUSTRY DISCUSSIONS
- INFORMATION TECHNOLOGY
- INSURANCE
- LEGISLATIVE
- MARKETING
- OEM
- OPERATIONS
- PARTS
- TECHNICAL PRESENTATIONS
- WRITE IT RIGHT
- CYCLE TIME TASK FORCE
- DATA ISSUES TASK FORCE

### Reports & Presentations

- 2003 REPORTS
- ARCHIVED REPORTS

### Crash Parts Demonstrations

- RESULTS LISTINGS

### Database Forum

- INQUIRIES & RESPONSES

### Industry Links

- ASSOCIATIONS
- GOVERNMENT SITES
- FORUMS & PUBLICATIONS
- CIC SPONSORS

### Upcoming Meetings

**July 23, 2003  
Fort Lauderdale, FLA**  
In conjunction with I-Car.  
Golf outing to follow.

→ [Learn more](#)

### What's New?

**Consumer's Guide to Collision Repair Process Brochure**  
as mentioned in Moving Parts Magazine  
\*\*Download time is from 30 sec. to 4 min.


→ [Download PDF](#)

### What is CIC?

*The Collision Industry Conference (CIC) is a forum for the discussion of national issues affecting the various segments involved in the collision repair industry. Membership is open to all individuals who share an interest in the collision industry.*

### Thanks to our Sponsors

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**ADP**   **BASF**   **sikkens**   **collisionlink**   **PPG**

**Auto NETWORK**   **DUPONT**   **Mitchell**   **SGRS**   **INFORMATION SERVICES INC.**

**MOTOR**   **fix COLLISION**   **SHERWIN WILLIAMS AUTOMOTIVE FINISHES**   **CSI Complete**

[Website Feedback](#)



# CIC Attendee Profile

- 2002-2003 Gold Pin Members 287  
17.7% of the total attendees
  - ◆ Repairers 39.4%
  - ◆ Information Providers 9.6%
  - ◆ Insurers 7.7%
  - ◆ Paint Companies 6.8%
  - ◆ Consultants 6.8%
  - ◆ Suppliers, Aftermarket, LKQ 5.0%



# Attendee Profile continued

- ◆ Manufacturers 4.1%
- ◆ Association 4.1%
- ◆ Media 3.6%
- ◆ Educational 2.7%
- ◆ Product Companies 2.7%
- ◆ Distributors 1.8%
- ◆ Appraisal Companies .09%
- ◆ Other 5.6%



# The Future

- Follow up letter to all first time CIC attendees
- Marketing committee members available at registration desk
- Attendee survey at October meeting
- Partnering new attendees with Gold Pin member
  - ◆ If you are interesting in welcoming a new attendee at the Boston meeting, please contact a member of the Marketing Committee



# Committee Accomplishments

- Please submit a list of committee accomplishments to Jordan or Marketing Committee co-chairs

Jordan Lewis – [jordan@collision-concepts.com](mailto:jordan@collision-concepts.com)

Stacy Bartnik – [stacybartnik@comcast.net](mailto:stacybartnik@comcast.net)

Lisa Bellizzi – [lbelizzi@prodigy.net](mailto:lbelizzi@prodigy.net)

Guy Bargnes – [bargneo@basf.com](mailto:bargneo@basf.com)



# Getting the Word Out for CIC Boston and Orlando Meetings

- How you can help
  - ◆ Distribute CIC flyer
  - ◆ Discuss CIC and the benefits
  - ◆ Promote upcoming meetings
- Anyone Interested Please Contact Stacy:
  - ◆ 847-561-6817
  - ◆ [stacybartnik@comcast.net](mailto:stacybartnik@comcast.net)