



CIC Marketing Committee

April 8 & 9, 2004

Co-Chairs:

Stacy Bartnik

Carter & Carter, International


Lisa Bellizzi

CARSTAR

Guy Bargnes

BASF

Mission Statement

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- **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
 - Tim Dawe
 - Dave Henderson
 - Dennis Kennealy
 - Karl Krug
 - John McKnight
 - Tom Moreland
 - Craig Roberts
 - Margo Smith
 - Russ Thrall
 - John Webb
 - Martin Wojciechowski
- Sherwin-Williams
DuPont
See Progress
Masters Collision Group
Toyota
Thoroughbred Collision
Akzo Nobel
Insurance Auto Auctions
Storm Appraisals
ABRN / CollisionWeek
CSi Complete
ABRA

Thank You

The following promoted attendance for this meeting:

- ◆ Guy Bargnes BASF
- ◆ Lisa Bellizzi CARSTAR
- ◆ Jimmy Byrd Byrd's Automotive
- ◆ Troy Holmes Collision Services
- ◆ John Junk SCA Appraisal
- ◆ Herb Lieberman LKQ Corp
- ◆ Tom Moreland Akzo Nobel
- ◆ Dan Risley SCRS
- ◆ Craig Roberts IAAI, Insurance Auto Auction
- ◆ Chuck Van Slaars FinishMasters
- ◆ John Webb CSi Complete
- ◆ Marty Wojciechowski ABRA



Web Site Update

- Page background and font changed to enhance visibility
- Committee pages updated
 - ◆ Mission Statement
 - ◆ Issues for 2004
 - ◆ All committee presentations
 - ◆ Minutes from conference calls
 - ◆ Updated committee rosters



Web Site Update

- Committee presentation timeline
 - ◆ After all presentations are made, they will be saved by the AV committee and given to Jordan. All presentations will be on the web site by the end of the following work week.
- *New* “Collision Industry Resource Center” link to CIECA





Setting Higher Standards for the Collision Industry
EMS Business Message Specification XML
Vehicle Damage Parts Procurement
PDR Imaging Implementation Guides Code Lists

Home	About CIECA	Committees/Programs	Events/Calendar	Membership	Members	Resources	Site Map
Forums	Publications	Resource Center					



[OEM Service Information Websites](#)

[NASTE](#)



[Collision Industry Associations](#)

[Collision Industry Publications, Forums, & Misc. Information Sites](#)

[Government Sites](#)



Special *Thank You*

- The Marketing Committee would like to thank Dave Henderson and his programmers at See Progress for their help in revising the site look and navigation of the CIC web site.




Sponsorship Program

- Thank you to Tom Stryker and Motor for offering to sponsor two new attendees at each meeting in 2004
- The names of two first time attendees will be selected and Motor will cover their meeting fee.
- And the two winners for the Nashville meeting are.....



What's New

- Presentation survey form
- Communication of upcoming meeting / follow-up communication after meeting
- Place a link to the CIC web site from your web site!



Getting the Word Out for CIC Washington DC

- 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