



# CIC Marketing Committee

## June 9 & 10, 2004

### *Co-Chairs:*

*Stacy Bartnik* Carter & Carter,  
International

*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
  - 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
- ◆ Teresa Bolton ASE
- ◆ Troy Holmes Collision Services
- ◆ John Junk SCA Appraisal
- ◆ Herb Lieberman LKQ Corp
- ◆ Sheila Loftus Hammer & Dolly
- ◆ Tom Moreland Akzo Nobel
- ◆ Dan Risley SCRS
- ◆ Russ Thrall CollisionWeek
- ◆ Chuck VanSlaars FinishMaster
- ◆ John Webb CSi Complete

# Special Thank You

- John & Doug Webb – CSi Complete

CSi Complete correlated the data from 496 survey forms and create the graphs we will review today

- Lisa Bellizi – CARSTAR

Printed and shipped the survey forms for this meeting



# Marketing Committee Survey Results

Compiled from responses  
received at CIC Meeting –  
Nashville, TN

April, 2004



# Survey Objectives

- Documentation of CIC Activities
  - ◆ Per Mission Statement
- Provide Feedback to Committees
  - ◆ Attendee Expectations
  - ◆ Topic Relevance
- Input for Future Planning
  - ◆ Committee Level
  - ◆ Annual Planning Meeting



# Survey Methodology

- Developed & Designed by Karl Krug w/ Committee
- 8 – 9 Questions
- 1 to 5 ranking
- Committee Specific
  - ◆ Interest Level
  - ◆ Relevance
  - ◆ Value

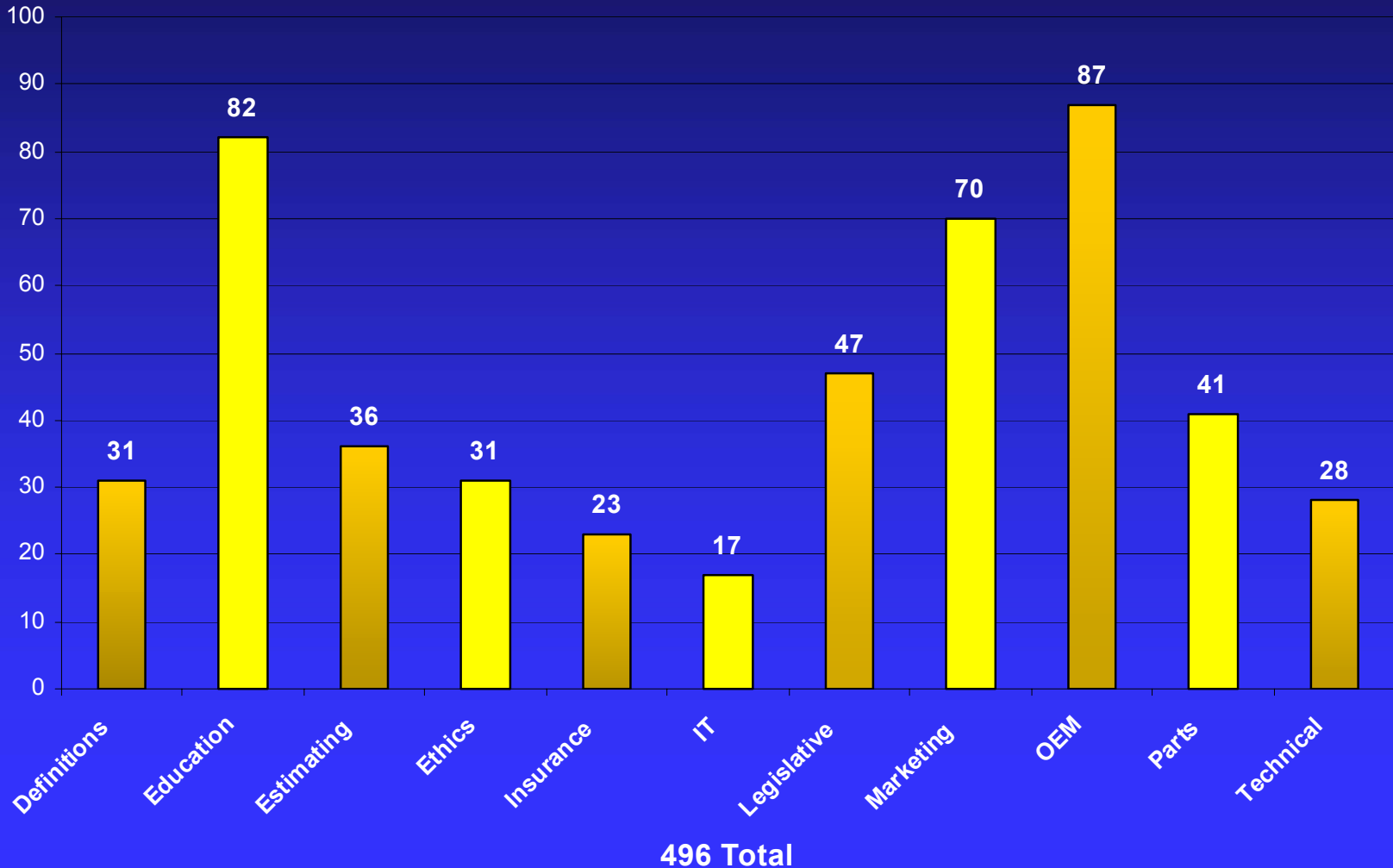




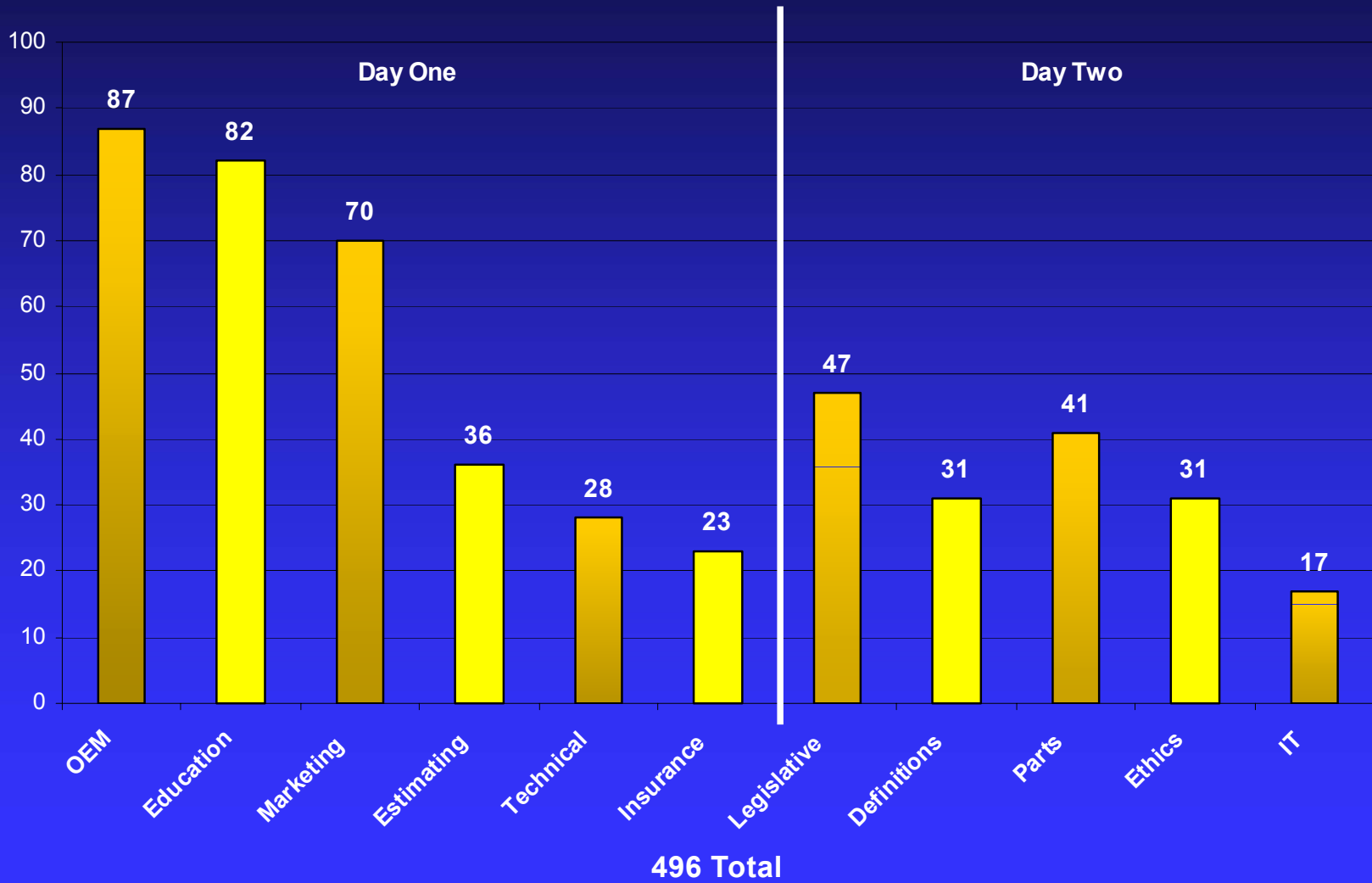
# Survey Methodology

- 2 Open Ended
- Launched at Nashville CIC Meeting
- Collected After Each Committee Presentation
- Tabulated by **CSi Complete**
- 496 Responses

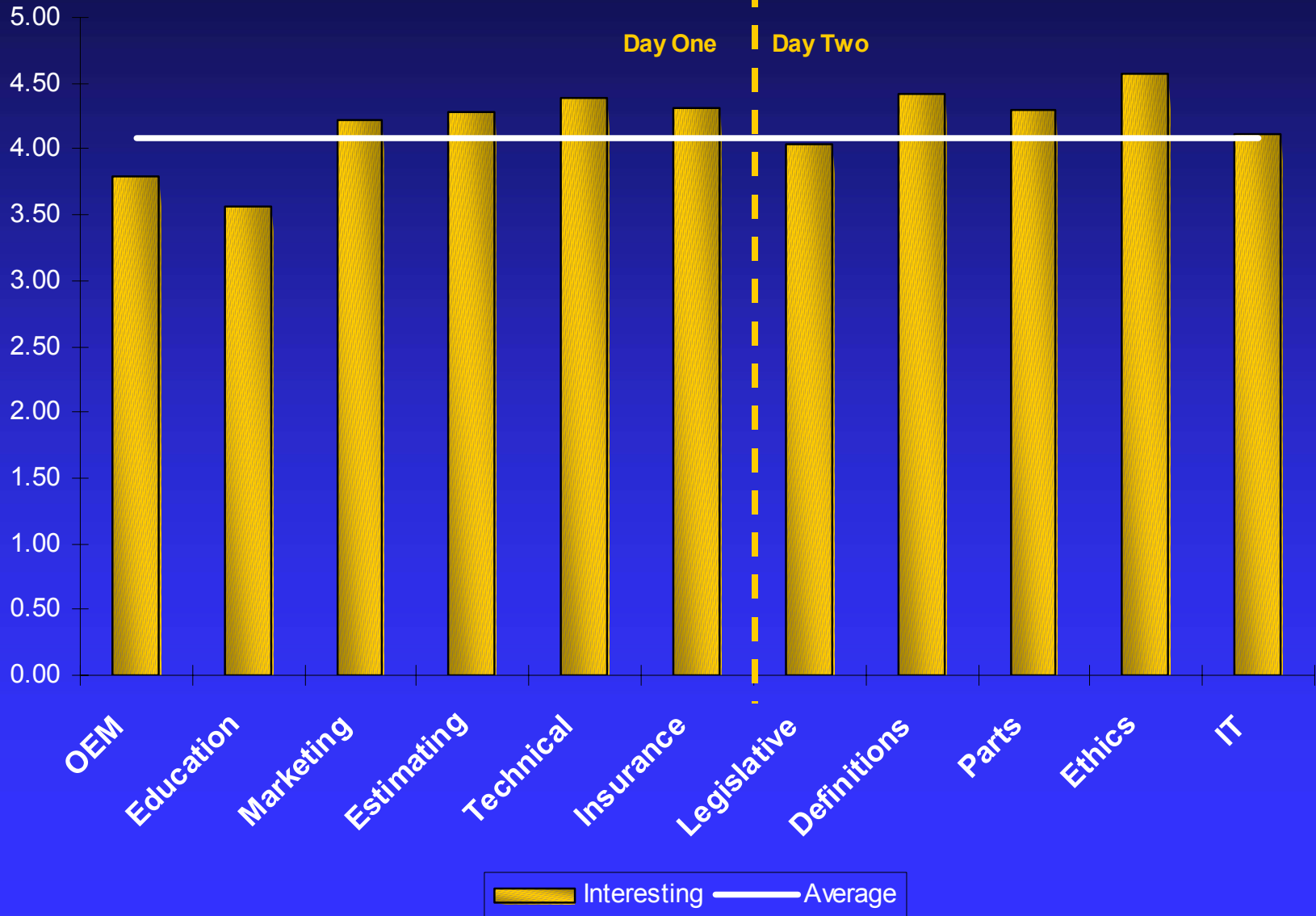
# Total Survey Responses by Committee Presentation



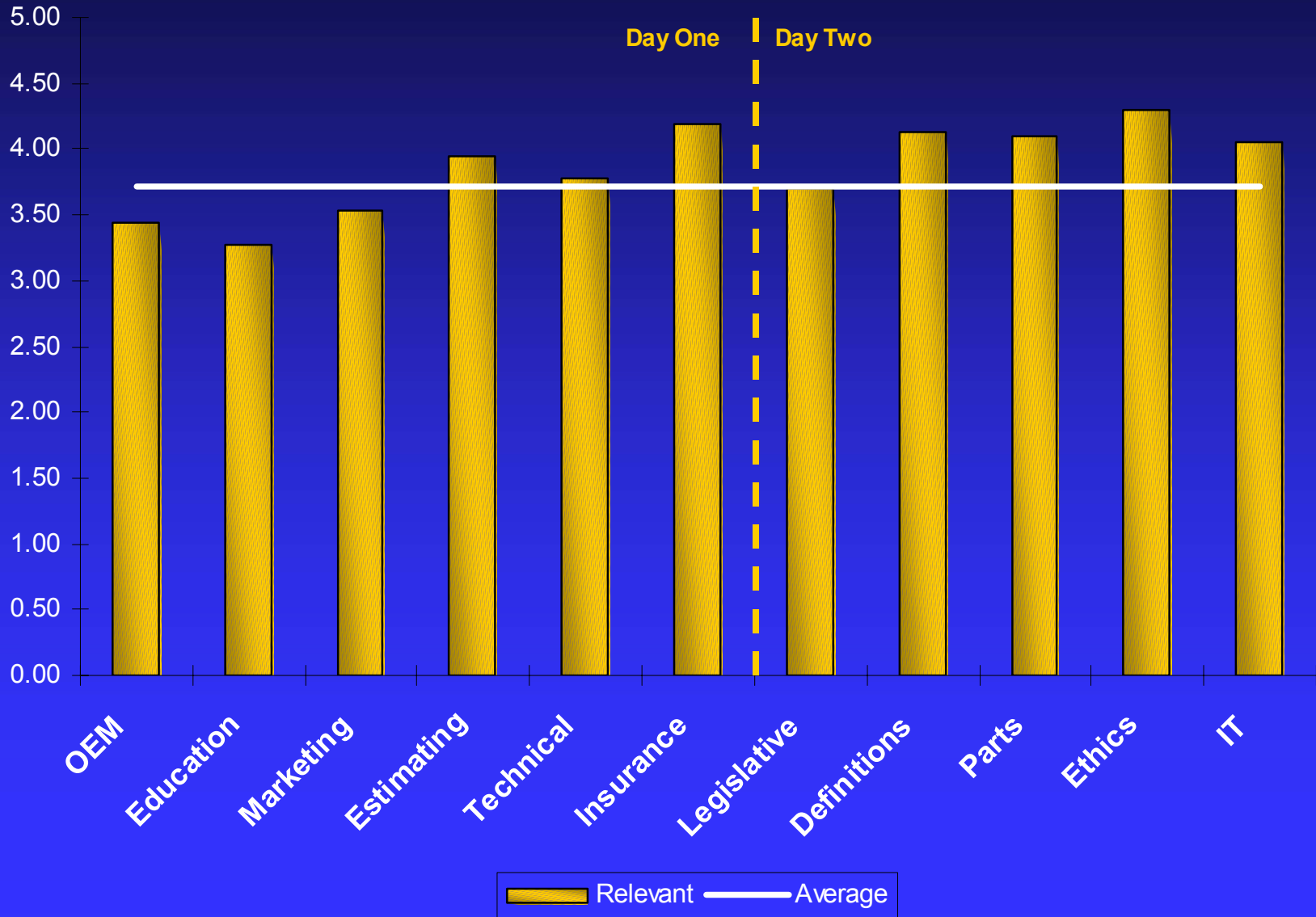
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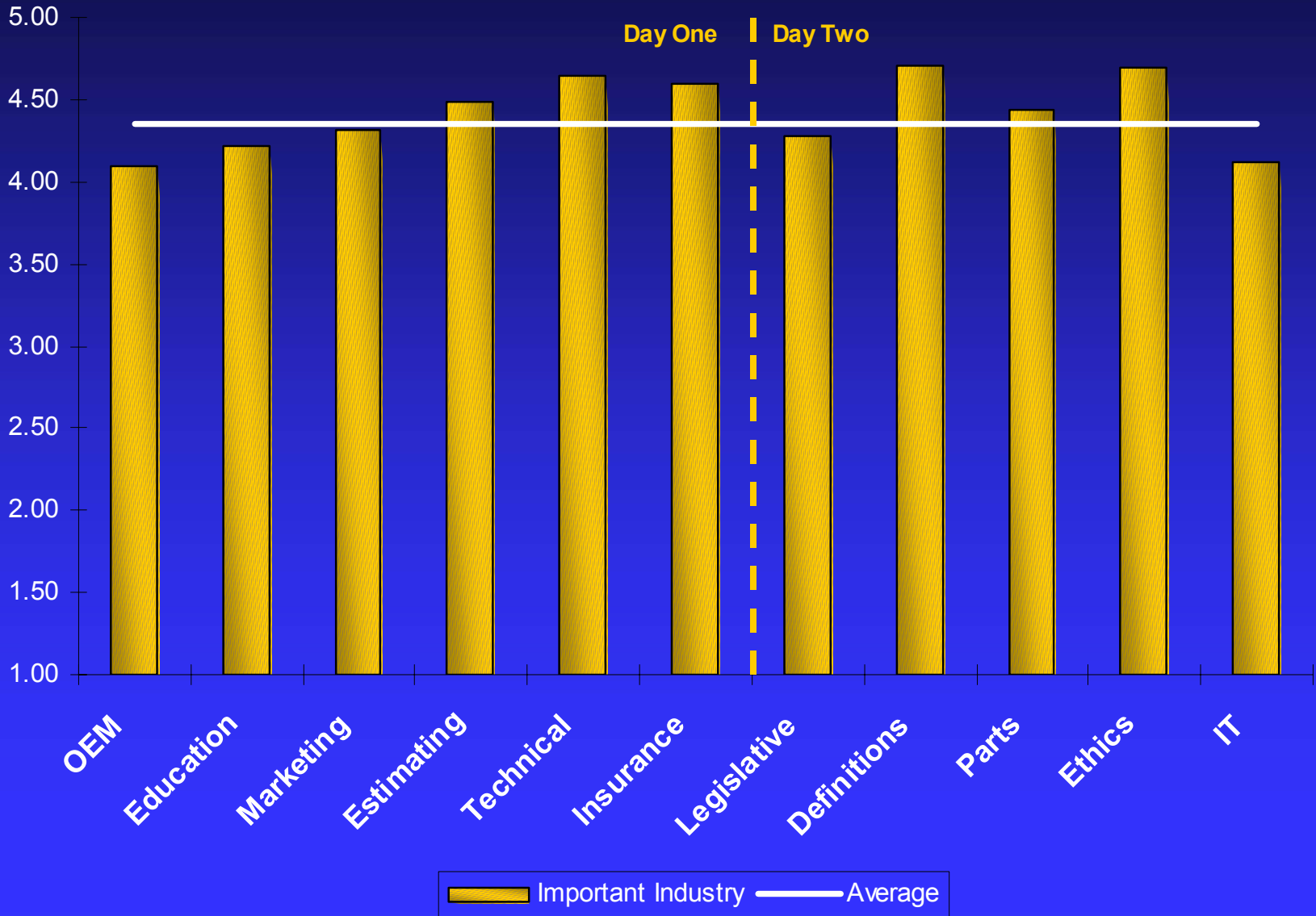
# How Interesting was the Session?



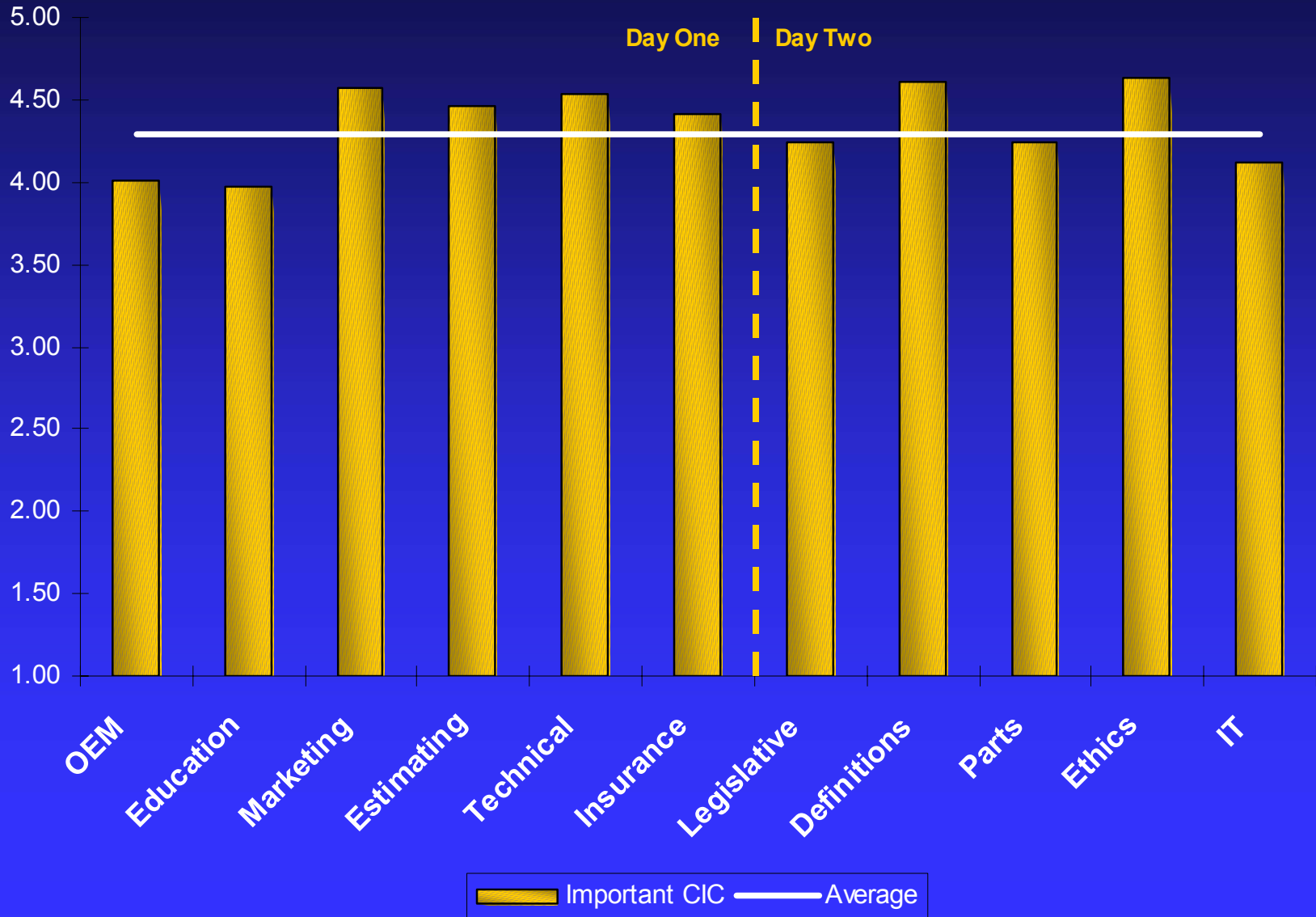
# How Relevant was the Session?



# How Industry Important was the Session?

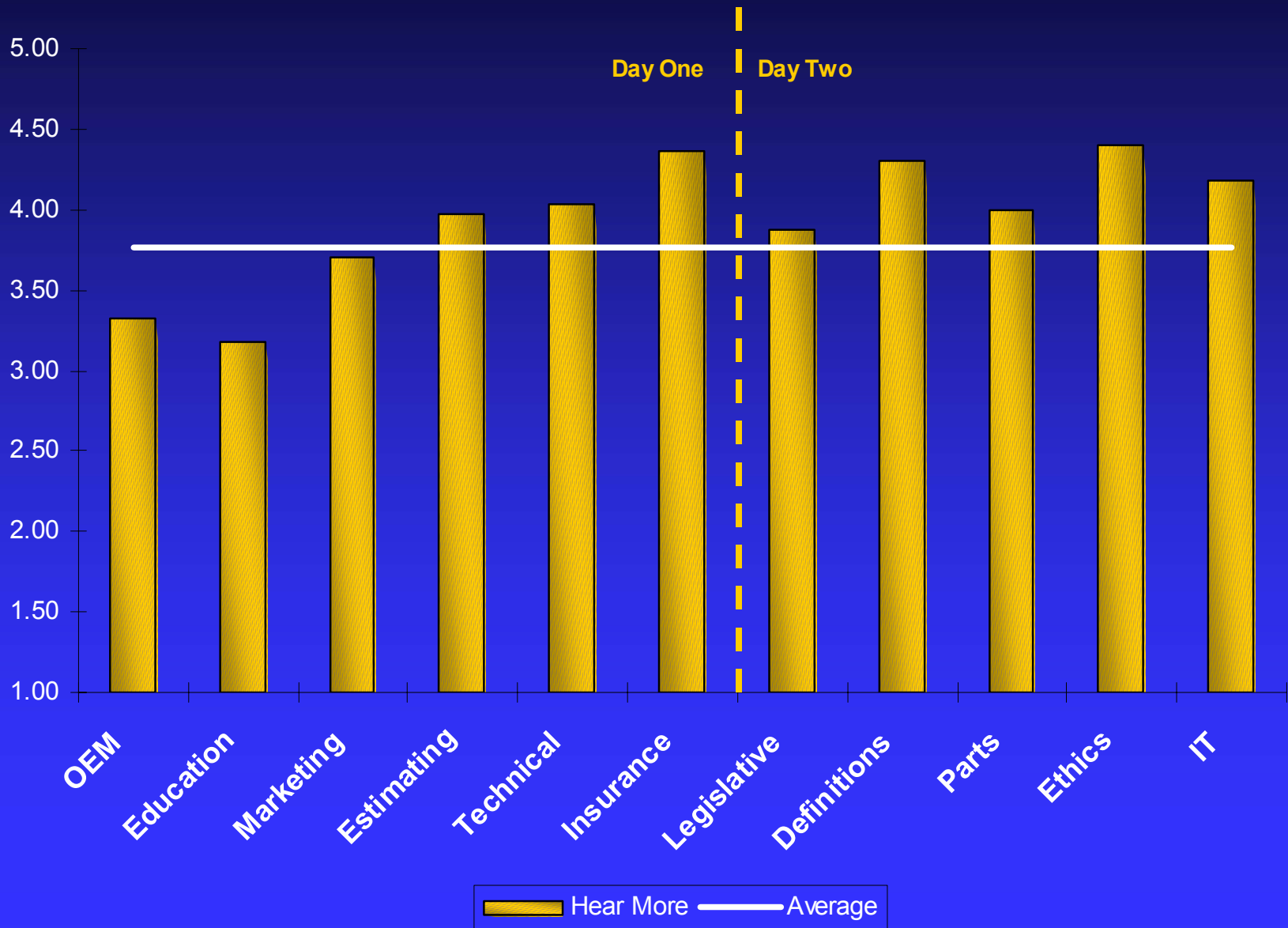


# How Important to CIC was the Session?





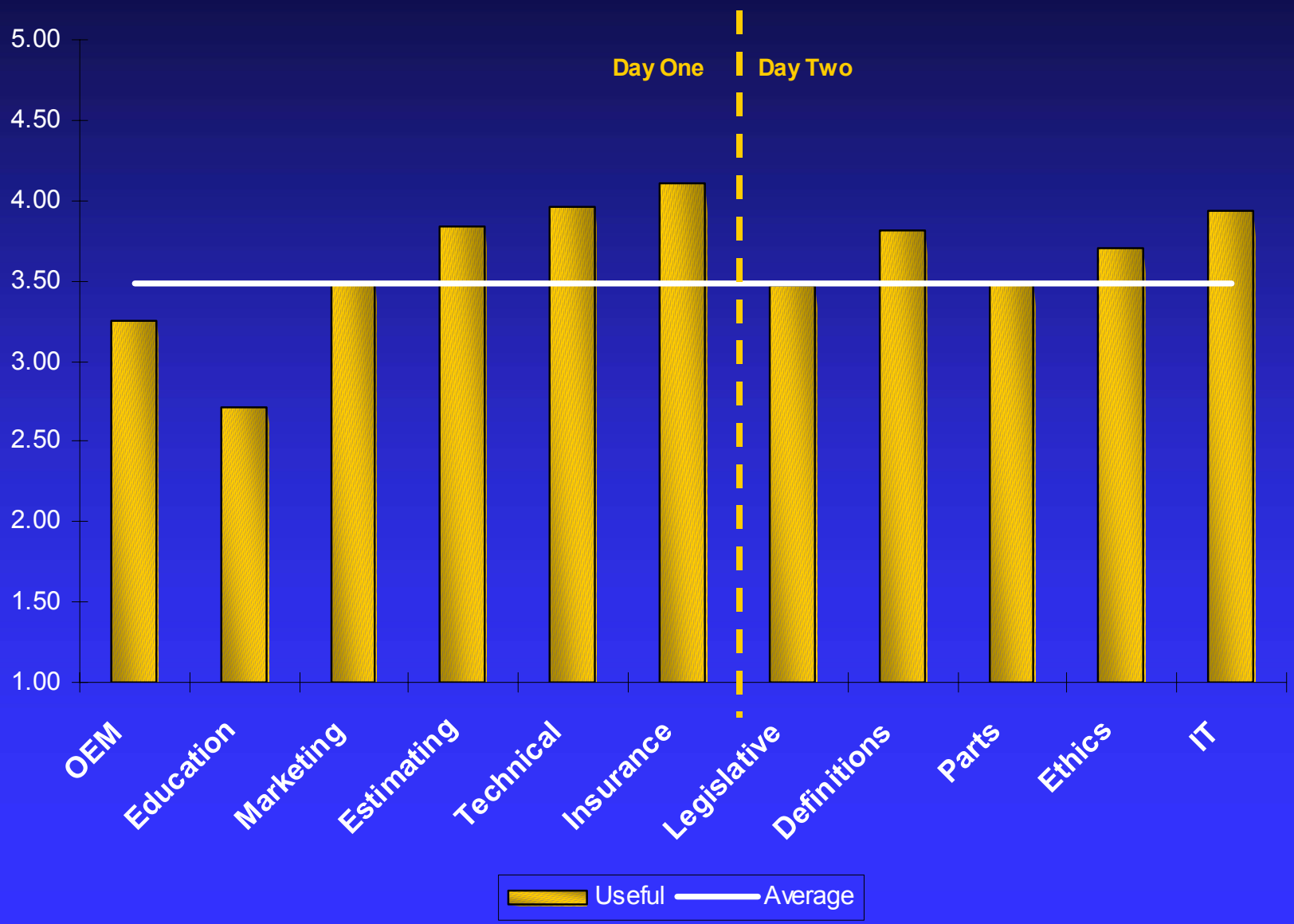
# Do you want to Hear More?



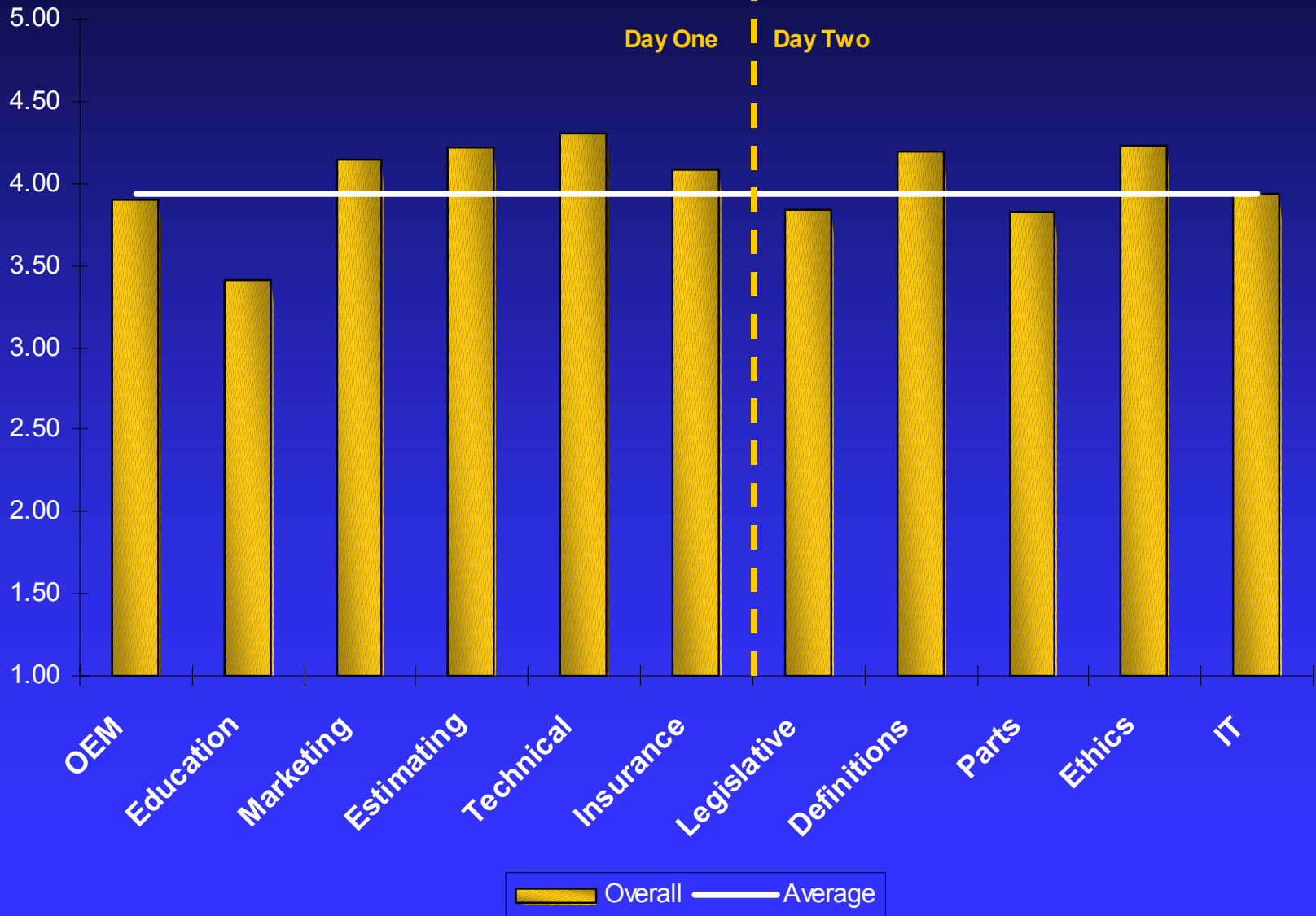




# How Useful was the Session?



# How would you rate the session Overall?






# What Does It Mean?

- Value and Interest in most areas
- Trends limited
- No significant shortcomings
- More data necessary
- Broader base of response information



# Next Steps

- Continue to conduct surveys at remainder of CIC Meetings 2004
- Refine survey process
- Encourage attendee participation
- Report detail to individual committees
- Use summary data as an element of 2005 Planning Session



# Getting the Word Out for CIC Chicago, IL

- 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)