

CIC Marketing Committee (Ad-Hoc)

July 21-22, 2010



Marketing Committee 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

Chuck Mayne, Chair

Karen Fierst

Lisa Siembab

Guy Bargnes

Erica Schaeffer-Saari

Mike Kunkel

Rick Tuuri

Akzo Nobel

KarenOr Consultants

CT Autobody Asso.

Painters Supply

Chrysler

American Auto Salv

Audatex



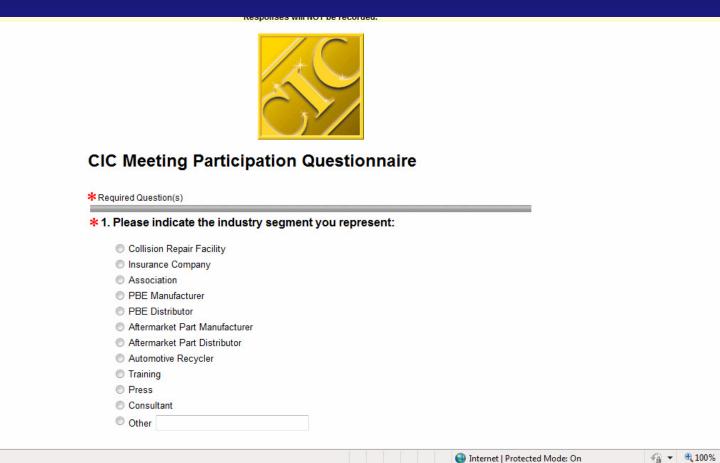
CIC Meeting Attendee Survey

- Look for areas to improve meeting programming:
 - **♦** Segments
 - ◆ Attendees
 - ◆ Networking
 - ◆ Presentation Value



Done

Email with Link or www.ciclink.com





Marketing Committee Outreach Program

- PBE Jobbers Developing Segment
- AAIA Automotive Aftermarket Industries Association
 - ◆PBES Paint Body & Equipment Specialists
 - Regional Meetings in conjunction with CIC.



Marketing Committee Outreach Program

■ PBES – Paint Body & Equipment Specialists.





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Thank You for your Survey Participation