



ASSOCIATION HIGHLIGHTS

April 2011

Ottawa was the place to be for Automotive Aftermarket CEOs, Executives and Young Executives alike on April 19th and 20th, where the AIA YES Conference, the AIA ACE Conference, the 69th Annual General Meeting and the CEO Roundtable took place at the Westin Hotel. To view pictures of the event, visit our Facebook Page.

AIA CANADA'S NEW BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

MAURO CIFELLI - CHAIRMAN
Vast-Auto Distribution Ltée

JOHN P. MACDONALD - FIRST VICE CHAIR
Ideal Supply Company Limited

ROBERT HATTEM - SECOND VICE CHAIR
NAPA

BRAD MORRIS - IMMEDIATE PAST CHAIR
Grote Industries

MARC BRAZEAU
President, AIA Canada

DIRECTORS AT LARGE

GREG SIMS
OK Tire Stores Inc.

BOB SINCLAIR
Dixie Electric Ltd.

DENIS MATHIEU
Uni-Sélect Inc.

MARIO TREMBLAY
Dupont Automotive Finishes

TONY CANADE
Assured Automotive

BOB MACDONALD
Wakefield Canada Ltd.

ROBERT PITT
Affinia Canada Corp.

ANDREW DAVIES
Canadian Tire Corp.

MIKE FAZACKERLEY
Matthew.Scott Data Marketing



AIA Canada welcomes our newly appointed Board members (left to right):
Bob MacDonald (Wakefield Canada), Mike Fazackerley (Matthew Scott Data Marketing);
Mauro Cifelli (Vast-Auto Distribution), Robert Pitt (Affinia Canada); Andrew Davies (Canadian Tire Corp.)

AIA CANADA'S ANNUAL GENERAL MEETING

AIA's 69th Annual General Meeting was all business on the morning of the 20th of April, and business at AIA is good. Keeping in tradition, outgoing Chairman of the Board Brad Morris opened the program by recognizing past Chairs of the AIA Board. Marc Brazeau then stepped in to announce some membership milestone anniversaries. A special presentation was made to Robert Pitt, Affinia Canada Corp., in celebration of their 60 year membership with the Association.



Chairman Brad Morris took the time to recognize the Directors completing their terms on the AIA Board, and presented each director with a keepsake memento from the association. Brad then shared a few words with the attendees, concluding his term as Chairman of the AIA Board of Directors, and welcomed Mauro Cifelli of Vast-Auto Distribution Ltée as the new Chair of AIA. New AIA Chairman Mauro Cifelli addressed the membership by outlining his goals and objectives during his term.

To view photos of the Board of Directors, [click here](#).

To view the Press Release announcing the new directors of the AIA Board of Directors, [click here](#).

To view the Press Release announcing Mauro Cifelli as the new Chair of the AIA Board of Directors, [click here](#).

To view the speech by AIA Chairman, Mauro Cifelli, [click here](#).



CEO ROUNDTABLE MEETING

A total of 23 industry leaders from Canada's automotive aftermarket sector came together in Ottawa on April 19th for AIA's Annual CEO Roundtable Meeting.

A number of high priority issues were addressed including product standards, industry image and market growth opportunities. In addition, an update was provided on the federal elections as well as a presentation on the Canadian Automotive Service Information Standard (CASIS), the voluntary agreement that AIA recently signed with the auto manufacturers and NATA. This annual roundtable meeting, presided by AIA's Chairman of the Board, brings together the most senior leaders from the aftermarket industry to provide valuable input and feedback to AIA's Board and Executive Committee. Next year's event will once again take place prior to the Annual General Meeting in the Spring of 2012.

ED COATES HONOURED WITH PRESTIGIOUS AIA DISTINGUISHED SERVICE AWARD

The winner of this year's prestigious AIA Distinguished Service Award is industry veteran Ed Coates. Brad Morris, AIA Past Chairman presented the award to Mr. Coates at the AIA Aftermarket Conference for Executives, stating that with over 37 years of industry involvement, Ed Coates' leadership and innovative business thinking make him an ideal recipient for this award. He also noted that, "Ed Coates has been a supporter of many industry and community projects over the years. His personal support for a number of causes, both in the industry and in his community, reflects the corporate values that Lordco has become well-known for."

Ed Coates is currently the sole shareholder and President of Lordco Auto Parts, and has been the key figure behind a succession of creative and successful expansions that have made the 90-plus Lordco store chain a force in the automotive aftermarket in Western Canada.



During his acceptance speech, Ed recognized his wife Marlyn and his daughter Samantha who were there with him for the award presentation as well as his other three children who are working in the business. He also credited his brother Doug for helping him to make Lordco a business success.

Ed noted that he and his partner Roy Lord started the company Lordco Parts Ltd. in 1974, with Ed buying out his partner in the early 1980s. Since then, Lordco has grown to become the largest, privately held independent automotive parts distributor in Canada and currently employs about 1,500 people.

Ed concluded his speech stating that he still loves what he is doing and enjoys going to work each and every day and being involved in the day to day operations of the company and has no plans to slow down.



2011 AFTERMARKET CONFERENCE FOR EXECUTIVES

The 2011 ACE Conference has always been designed to offer the industry's senior leaders with tools, insights and strategies needed to respond to current marketplace conditions. ACE's solid reputation for quality and value was kept this year, with the help of dynamic speakers and a high-calibre event location.



Students from CAI enjoying the ACE Conference

The Conference speaker line-up commenced with Jeremy Gutsche, an innovation expert and the founder of TrendHunter.com, the world's largest network for trend spotting and innovation. Kevin Lynch, Vice-Chair of the BMO Financial Group, continued the day with an economic point of view to share with attendees.

The final speaker of the day was Mr. Rex Murphy, one of Canada's most respected opinion leaders. With his witty intellect and profound insights into issues affecting Canadians, Murphy entertained the crowd and ended the day on a high note.

The day finished with a closing speech from Marc Brazeau, inviting everyone to save the date for the 70th AIA Canada Anniversary Gala, which will be held on November 23rd, 2011.





YES CONFERENCE - SOCIAL MEDIA, WHAT'S IT ALL ABOUT?

If the theme of the day at the YES Conference was not evident, it became much clearer when, by a show of hands, only 2 out of the 65 attendees were not owners of Smart Phones.

The 2011 YES Conference, organized by the YES (Young Executive Society) Committee, provided an incredible opportunity for Executives of all ages to get together and learn about the hot marketing topics of the year: Social Media, mobile marketing and technology. With the help of session speakers Daniel Heron and Rob Woodbridge, the event was interactive and fast-paced.



In addition, Larry Samuelson, expert in mentorship and leadership, led a fascinating session themed "Good advice I never got", providing Young Executives and Executives with insight on issues and strategies that would benefit individuals in having a successful career in the aftermarket industry.

Attendees also had the opportunity to hear from top Georgian College Students, who delivered a presentation on a specific issue affecting the industry at the Student

Aftermarket Day last November. These students, selected as the best presentation out of all the finalists, were given the opportunity to present at the YES Conference and attend the two-day events at the Westin Hotel.

At the beginning of the conference, the winner of the 2011 YES Young Leader of the Year Award was announced.

JEFF VANDESANDE, PRESIDENT OF BESTBUY DISTRIBUTORS, RECEIVES AIA'S YES YOUNG LEADER OF THE YEAR AWARD

The award for the 2011 YES Young Leader of the Year Award was presented during the Young Executive Society Conference. Jeff was also recognized at the Aftermarket Conference of Executives the following day. This is the fourth year that YES has awarded an outstanding employee for their dedication to the industry, their leadership and innovation.

"Jeff VandeSande demonstrates his incredible leadership skills, his work ethic and his management abilities on a day to day basis. He was very involved when the YES Committee was founded. He is an incredible Young Leader, but also an active participant in the Aftermarket community on a national and regional level," stated Eric Boutin, 2010 Young Leader of the Year Award winner.

Jeff acknowledged his appreciation to the Bestbuy Board of Directors for allowing him for the time to spend as a volunteer with the association. He recommended involvement with AIA for all young executives as a way of learning more about the industry, networking with colleagues and the enduring friendships that are formed. In addition, Jeff acknowledged the constant support he has received from his family that have allowed him to realize his goals and achievements.

With his current position as President of Bestbuy Distributors, and his previous professional experience with Grant Brothers Sales and NAPA, Jeff has gained a great deal of appreciation of the industry in general. AIA and the YES Committee are very proud to make Mr. VandeSande their 2011 Young Leader of the Year Award recipient.

