

SUMMER 2004

Detroit Tech Week: Bringing Value To The Aftermarket

The 24th annual exchange of information on advance models continues the pattern of success. OEs see the value of ensuring that the aftermarket can service their vehicles.

ETI's Detroit Tech Week is an event that is unique in the automotive industry. It marks an unprecedented level of cooperation between vehicle manufacturers and the service industry. This year's Tech Week was no different from the past in one major aspect: By all accounts it was a great success.

Design/engineering features of systems in future models — as well as vehicles themselves — are discussed and displayed at Tech Week, giving tool and equipment manufacturers a leg up on preparing for aftermarket service.

With roughly 75 percent of all vehicle service performed at non-dealer locations, it is easy to see why ETI member companies send their employees to Tech Week. Attendees learn about the new technologies and repair procedures directly from the designers and engineers that created them.

As a new addition to Tech Week this year, Volvo sent two service engineers from Sweden to give



FACES IN THE CROWD – Presenters from the several OE companies discuss the week's activities with each other.

authoritative presentations on its vehicles and systems. When added to the VW/Audi experts sent from Germany and engineers from the domestic manufacturers, it is easy to see that Detroit Tech Week is growing in its global impact and importance.

This recognition by OEMs of the benefits of having U.S. aftermarket service providers able to meet their vehicle owners' needs shows that Tech Week is not only valuable to the attendees, but to the carmakers as well.

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etr News & Views

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President Greg Potter

ETI: Perpetual Motion

Changes are being made to ETI to improve its value to members.

For the past few years we have talked and worked hard to move ETI in a positive and progressive manor. Coming off of a very successful 2003, we realize that our work will never be complete. Just as our companies must constantly evolve and strive for improvements in all aspects of our business, ETI must do the same.

My goal as president has been to solidify the foundation for ETI to be able to forge forward on that never-ending course of improvement. This has already been an exciting year with many positive changes in place and, as always, more are planned for the future. We have taken steps to ensure that the tradition and contribution of ETI to this exciting and dynamic industry continues and strengthens.

The first step taken was the changing of staff management for the Institute. In January, Charlie Gorman, ETI's technical manager, took over the position of executive manager, upon the retirement of Jim Lawrence. Charlie has been contracted by ETI to manage all of the Institute's affairs. Charlie reports directly to the ETI Executive Committee and manages our staff at MEMA's Management Services Group (MSG). I want to thank Jim for his years as executive manager of the Institute. During this period, ETI has endured some of its greatest challenges and has come out strong and healthy. We will all miss his effluent humor and direct, unambiguous points of view.

ETI also took a giant step forward by filling the newly created

position of marketing manager. There has long been a need for someone to focus time and effort into the marketing aspects of the Institute. In February, Brian Irish stepped into that role. Brian has already had a large impact and is looking to the future for ways to increase the value of ETI membership. His energy and new ideas are very exciting and refreshing. Brian is with MSG and reports to the executive manager.

Another step that the Institute took toward securing a solid future was negotiating a new contract with our management service provider MSG. Effective July 1, 2004, the new contract is more concise and offers us more flexibility. The new contract was negotiated at a lower overall annual fee to ETI.

The last step that I would like to mention is about the annual meeting/marketing conference. Upon close inspection and honest appraisal, we realized that the annual meeting/marketing conference just wasn't doing the job for many of our members. After taking this year off to shift to a spring timeframe, we have had some time to re-evaluate, and we will be introducing an entirely new meeting, Tool Tech, Tuesday through Thursday, April 26-28, 2005. This new meeting will have a new format, new content and the only company showcase specific to the equipment and tool industry. We are very excited about this new initiative that will be a great benefit to the whole industry. Please set this date aside now in your calendar. You will not want to miss this event.

What would a report from the president be without mention of the financial standing of the Institute? I am happy to report that we have never in recent history been in as good of shape as we are right now. All of our dues are paid up and in line, our members' equity to operating expenses ratio is on target and at an all-time modern high at greater than 60 percent. We have also added 11 new members in 2004.

As we finish out this year, I encourage each member and member delegate to look at where the Institute is headed and ask yourself — how can I add to the efforts of ETI? This is **our** organization designed to help **us**. It will only be as successful as our members are active in it.

We have a great group of concerned and talented individuals on the Board of Directors. These people make me proud to be a part of this organization and I want to personally thank each one for their individual contributions and their companies for their support. The quality of these individuals makes spending time with them a pleasure. I like to follow the adage to surround yourself with people that are better than you and success is sure to follow.

We will continue to strive for improvement in all we do. We welcome your comments and suggestions. I look forward to seeing you at our upcoming events. ■

Detroit Tech Week (continued)

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Overview of the Week's Activities

The first day of Tech Week was devoted to Vertical Group business and marketing reports, followed by the traditional welcome reception in the evening.

Over the next four days General Motors, Ford, DaimlerChrysler and Volkswagen each had a day of general and highly specific presentations. Breakout sessions geared specifically to the interests of each ETI Vertical Group were arranged for the first three days.

More than 150 ETI members, OEM presenters and guests attended an informal appreciation banquet at the Walter P. Chrysler Museum in suburban Auburn Hills. The display of vintage vehicles, concept cars and system innovations that emerged through the 20th century created an ambience that was overwhelmingly automotive.

Some Tech Week highlights are provided in this newsletter, but technical information is kept confidential. Each ETI-member attendee is sent a CD that contains the PowerPoint presentations, terminologies and specifications from each OEM's offerings. Registration continues to increase each year as ETI members realize the importance of Tech Week and experience first-hand the value of participation.

General Motors

The second day of Tech Week began at GM's Milford Proving Grounds. The Scan Tool and Underhood Technologies Group remained at the hotel with kick-off remarks presented by John Elias. Elias has filled many management positions during his tenure with the dealer equipment and special tools groups of GM. He outlined

the various management changes that have taken place in the service group since last year's Tech Week.

GM discussed many of its new and upcoming 2005 models and some of its recent innovations in detail. Attendees were also informed that GM is looking at new and innovative changes to its service manuals.

A noticeable void was present at the GM day this year. Due to lack of support from certain groups at GM, there was no Collision Repair session. Hopefully this is a one-time loss that can be corrected for future Tech Weeks.

Ford

Ford's Malcolm Barrett opened day three by setting the day's agenda, explaining the current management structure at the Rotunda division and making introductions of presenters. Ford also showcased an extensive vehicle display in the hotel's parking lot.

Wheel sensors were a hot topic at the Undercar discussion at Ford's building in the Fairlane Business Park III. The Collision group traveled to the Ford Paint and Body Technology Center in Ypsilanti, Mich., where Frank Wassilak and John Hughes, collision center manager, reviewed damageability features on some 2005 models and discussed repair procedures.

The Scan Tool/Underhood



FORD TRUCKS – The vehicle display included sales-leading pickup trucks, that drew considerable interest. This group of ETI "investigators" is led by (L) John Haralamos, Robert Bosch.

ETI members realize the importance of Tech Week and experience first-hand the value of participation.

Group's presentations were also informative. All of Ford's presentations, including text, graphics, specifications and statistics, will be included on the Detroit Tech Week CD.

Frank Boylan, support service technician, Volvo USA, and Tobias Martenson, Volvo Sweden, presented insights into Volvo service. The presence of a Volvo representative marked a first for Tech Week.

DaimlerChrysler

At DaimlerChrysler's World Headquarters and Technology Center in Auburn Hills, ETI members were welcomed by chief DCX contacts Brian Lewandowski, Todd McCall, Barry Ratzlaff and Ron McDaniel.

"Getting costs down is a two-way street. The OEM and aftermarket must work together to reduce costs for the consumer and we must help the technicians get it right the first time to reduce costs," was their collective message. McDaniel added, "It's also about time — not just about costs. Collaboration, like this meeting with ETI, will save repair time, provide better service and thus bring down costs for everyone."

Charlie Gorman added to these remarks by saying, "Daimler Chrysler epitomizes the reality that tools and equipment are essential to the kind of service that leads to customer satisfaction with a vehicle brand. The facility, the people and their attitudes are all improved by

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Charlie Gorman

ETI Prepares For the Future

ETI has prepared an agenda to expand member benefits and prepare itself for the future. The Board of Directors approved the plan, which sets the association's agenda for the next few years.

Over the years, ETI has developed into a technical organization that supports a small but very significant segment of the tool and equipment industry. Tremendous support and growth in the technical data arena has occurred and ETI is involved in many different projects and events affecting the tool and equipment industry. Some of these important and successful involvements include:

- ▼ **Detroit and Japan Tech Week**, which provides unparalleled access to OEM engineers and data stream information;
- ▼ **Information access legislation (CARB and EPA)** that has been beneficial to scan tool manufacturers and third-party information providers (publishers);
- ▼ **NASTF**, which is similar to the above but also includes non-emission tool and equipment information;
- ▼ **www.ertools.org**, ETI's Web site that contains unique technical and non-technical information used by many different segments of the automobile industry;
- ▼ **I/M (Inspection and Maintenance) Report**, which lists each I/M program in the United States and Canada with details and data about each one.

Industry Involvement

ETI has been working hard to build relationships with other organizations for the betterment of the industry. As we look to the future, there are many opportunities for cooperation. Here are some examples of our current involvement with other related organizations.

- ▼ **Motor Assurance Program (MAP)**
ETI and MAP gave presentations at each other's summer board meeting this year. MAP develops maintenance guidelines; ETI could develop equipment guidelines to support them.
- ▼ **Automotive Service Association (ASA)**
ASA represents independent shop owners and, to some extent, technicians. They invite us to their CARS convention and we invite a member of their staff to Tech Week.
- ▼ **National Automotive Service Task Force (NASTF)**
This is one of the most important alliances we have formed. ETI staff chairs the NASTF equipment committee and associated matrices. NASTF has formed an agreement to supply non-emission data stream information for scan tool manufacturers as well as

non-emissions related repair information to third-party information providers.

▼ **The Alliance and the Association of International Automobile Manufacturers (AIAM)**

These two organizations have been a tremendous help to ETI. They have been instrumental in helping ETI get important information from the individual OEMs to build aftermarket tool and equipment.

We will continue to look for opportunities to work and partner with other organizations. This collaborative process can help propel the industry into the future.

Future Direction

The Board of Directors is now looking to the future to ensure that ETI is prepared. A plan has been set forth to cultivate the value to member companies while increasing the visibility and role that ETI plays in the industry. It focuses on:

1. Solidifying areas of proven accomplishments,
2. Re-energizing some member services that have faded,
3. Developing and offering new and important member services, and
4. Setting a course of new growth and expansion.

Current and future members will realize great benefits from these actions.

We must expand past the specific tool and equipment segments with which we have been successful. It is imperative that we identify and exploit those issues that are important to other segments of the tool and equipment industry. My biggest concern is that too many tool and equipment companies, whether members of ETI or not, have taken a passive role regarding their place in the automotive industry.

With the possible exception of scan tool companies, most tool and equipment companies believe that, although their products make a significant positive impact on the overall motoring experience, they are too small and insignificant to have any real say in the use of these tools. They seem to be content to let other entities such as OEMs, special interest groups, insurance companies and governments determine their fate. We need to find a way to get these companies to rally around a cause.

New Marketing Tool

To help accomplish this, a new full-time position has been added to ETI's staff, Marketing Manager Brian Irish. Among many other responsibilities Brian will help to:

- ▼ Bring back important marketing projects that have faded over the last few years due to a lack of marketing focus, including statistical reporting, equipment performance guidelines, a member training directory, a who's who directory and an equipment investment planning guide.
- ▼ Interview prospective participants and propose directions and deliverables.

- ▼ Consult members, interview non-members and propose new projects and programs.
- ▼ Identify issues, events and activities where ETI members may benefit from collective participation.
- ▼ Strengthen relationships with allied associations.
- ▼ Explore opportunities for off-shore expansion in membership and products.

Face Lift for Annual Meeting

Another task given to Brian was to evaluate and propose changes to the ETI Annual Meeting/Marketing Conference. As we took a close look at the format and content of the old Annual Meeting/Marketing Conference, we realized that the meeting was not serving the membership as well as it could. Following his findings and recommendations, ETI will debut Tool Tech in April 2005.

After careful consideration, we have restructured the meeting and have developed a new format that we believe will be of tremendous value to members and offer them a unique opportunity to promote their companies. We will be releasing more detailed information at a later date, but here is some information regarding the format.

We will host a two-day Marketing Conference on Wednesday, April 27, and Thursday, April 28, 2005, that will debut an entirely new format and content, including a welcome reception, three to five guest speakers, a golf tournament, OEM one-on-ones, and the most exciting addition — we will be hosting the only automotive tool and equipment company showcase in the industry.

It will be a power-packed, two-day event that will bring together manufacturers and buyers in our industry.

An exhibition hall for ETI members to showcase their companies and their products is planned. This showcase opportunity will be limited strictly to ETI members, with the smallest member in mind. Each attending company will be allotted one booth in which to promote itself and its products. The companies will be allowed to use only what they can carry to their booths themselves. This arrangement will help eliminate the high expense normally associated with any trade show.

OEMs, mass merchandisers, large fleet operators, national accounts and anyone else involved in the industry will be invited to walk the floor and meet ETI member companies. Meeting rooms on or near the show floor will be provided for side meetings. The OEM one-on-ones will also be scheduled at different times throughout the show both days.

The intent is to provide an opportunity for ETI members to network and strengthen relationships with key industry players. Providing this new format and the only automotive tool and equipment show in the industry will allow us to provide members with a unique chance to market themselves to key buyers and add value to their ETI membership.

The Last Word

As the new executive manager, I look forward to improving what ETI does well, bringing new value to the members and adding more members to the association. This is an exciting time for ETI. We are on the right path to succeed and are preparing ourselves for the future. ■

A Tech Week Pictorial



Attentive Crowd – OEM Presenters held the full attention of ETI members during their presentations.



Collision Repair – Chris Roche discussed structures overview and the use of “crush cans” for energy absorption, along with characteristics of various metals. ETI members then examined them on various Chrysler vehicles.



Point Made – GM’s John Elias clarifies some points for Keith Davis of EJ Ward while Barry Harrison, Bright Solutions, in background, engages GM presenter on HVAC issues.



Volvo Experience – Frank Boylan of Volvo N.A. presented Volvo information. Tobias Mortenson of Volvo Sweden joined him in the Volvo debut. This inaugural Tech Week experience for Volvo will hopefully be the first of many.





New Scan Tool

Ray Solt returned to Tech Week for the fourth time and coordinated the VW/Audi presentations. Tech Week served as the occasion to introduce the new VW/Audi scan tool, which ETI members examined.



The New Guy – Brian Irish, recently named ETI marketing manager, takes the mike to express ETI's appreciation to all attendees.



Some Like It Hot – Al Riffenburg, Chrysler moderator, has an on-fire shirt, while Chrysler retiree Sam Bonnano stands by an older Chrysler concept car that bears some front-end resemblances to the Cross Fire.

From Germany

Karl-Heinz Kohler traveled from Germany to deliver a special presentation on Audi engineering. Volker Lantzsch, who described diagnostic procedures, accompanied him.



A Networking Lunch – Tech Week attendees enjoy a lunch at the headquarters hotel. Each day, attendees enjoyed a networking opportunity with OEM representatives and other industry professionals.



Musical Trio – The soothing sounds of soft clarinet medleys serenaded banquet attendees at the Chrysler Museum. Debuting were (L to R) Katelyn Pavik, Laura Potocki and Michelle Lewandowski.

2004 New Members

ADP Claim Services
Group

Autologic LLC

Bright Solutions Inc.

Chicago Pneumatic

EASE Diagnostics

E.J. Ward Inc.

Hickok Inc.

JS Products Inc.

Launch Tech Inc.

Stride Tool

Qualcomm

Equipment and Tool Institute Opens Access to I/M Overview

You may have seen the press release announcing that ETI is allowing unrestricted access to its "Inspection and Maintenance (I/M) Overview." It is now available on the Web site free of charge, regardless of ETI membership. Never before has ETI allowed free access to non-ETI members, and there has been an overwhelming response to date. As of the time of this publication the entire I/M Overview has been downloaded more than 10,000 times.

In addition to all of the publicity and exposure that the success of this document has brought to ETI, it has also had some beneficial side effects. Since its release on July 8, 2004, the Web site has had a record number of sessions each week. It seems that as people are coming to download the Overview, they are also taking time to browse the site and are learning about ETI and what it offers.

The I/M Overview is a comprehensive listing of all automotive inspection and maintenance programs in the United States and Canada. It details everything from the program's EPA designation and start date to test types, frequency, fees and volume. ETI also added the "OBDII Generic Communication Protocols by Manufacturer" listing and the "OBD CAN Equipped Vehicles" list at the end of the report.

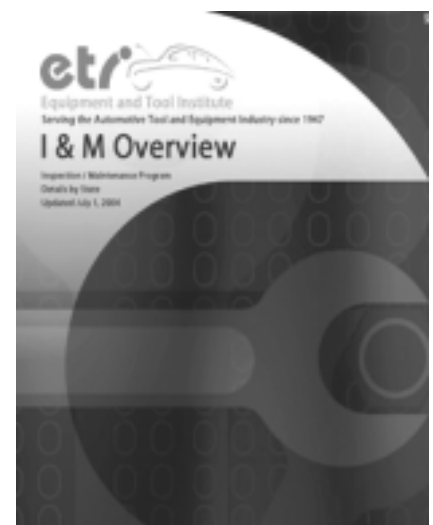
The I/M Overview will be a dynamic electronic document that will reflect changes as reported. ETI has already received numerous updates from state agencies and suggestions on information that could be added. In addition, semi-

annual updates will be conducted. There is also a change log tracking changes as they are added.

The I/M Overview is scheduled to be available free of charge on www.etoools.org until Saturday, Jan. 1, 2005. At that time, ETI members will still have free access. However, non-members may be charged an annual access fee to help defray the costs of the updates.

If you haven't downloaded your own copy yet, you can access it at www.etoools.org and click on the 2004 I/M Overview link. ■

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Did you know?

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access to tools and equipment that get the job done quickly and correctly.”

The Collision Repair Group breakout session featured graphic presentations on chassis structures and mounts. Materials of construction and manufacturing processes were detailed to offer equipment manufacturers an understanding of what might be required to affect collision repairs.

The amount of information presented to the Scan Tool & Underhood Groups for the Chrysler Group vehicles was simply overwhelming. Historically, Chrysler has done a superb job with Tech Week, but 2004 was arguably the best yet. The PowerPoint outline for each of these presentations will be part of the ETI Tech Week CD.

VW/Audi

VW/Audi offered outstanding presentations by experts from the United States and Germany. They gave a thorough look at the 2005 vehicle line and the systems VW/Audi employ and presented a new vehicle display.

Ray Solt, in his fourth year of representing VW at Tech Week, opened the general session with a look at the new models for 2005. ETI was honored to have experts Karl-Heinz Kohler and Volker Lantzsch from Germany present to give deeper insights to VW/Audi vehicles and systems.

ETI to Celebrate 25 Years Of Tech Week

In 2005 ETI will celebrate 25 years of Tech Week in Detroit. The theme will be a Silver Anniversary Celebration and will review the past 25 years of Tech Week, where it is now and what the future may hold. ETI looks forward to another successful event next year as it celebrates its success with those who have made it possible.

Brian Irish Joins ETI Team As New Marketing Manager

Newly created position is a key move toward expanding ETI's value to members.

As part of an ambitious plan to enhance member values and broaden the range of companies who benefit from joining ETI, the institute has created the position of marketing manager. Brian Irish joined the staff in this position in February and he will aid Charlie Gorman, recently named executive manager, in raising ETI to a new level of visibility and relevance in the industry.

Irish will be evaluating past and current marketing programs to measure their values to members. In recent years, some marketing programs have lost some of their luster through lack of attention. As part of the evaluation process, he will also suggest new services and offerings.

Irish is a graduate of Brigham Young University-Idaho with a degree in business management and an emphasis in marketing. In his prior position he was a marketing coordinator in the produce industry. He and his family have relocated to Raleigh, N.C., from Idaho Falls, Idaho, and he works from the ETI headquarters office there. He reports to Charlie Gorman, ETI executive manager.



Critique Time – At the end of the day, critique sheets filed by ETI members are evaluated by ETI committees. Here (L to R) Jim Kjeer, SPX; Charlie Gorman, ETI; Brian Irish, ETI; John Haralamos, Robert Bosch; and Garret Miller, SPX, check evaluations of DCX. Two thumbs up!

2004 Industry Events Calendar

September 14-19

Automechanika

Frankfurt, Germany

October 19-21

Fall Board Meeting

ETI Headquarters

10 Laboratory Drive

Research Triangle Park, NC 27709

November 2-5

AAPEX/SEMA Show

Sands Expo Center

Las Vegas, Nev.

December 6-10

Japan Tech Week

Hiroshima, Motegi,

and Tokyo, Japan

Details and agenda are available at

<http://etools.org/i4a/calendar/details.cfm?id=39>

New Leaders Strengthen ETI's Vertical Groups

Four outstanding industry executives have been named to leadership positions of ETI Vertical Groups — the action centers of the institute.

- ▼ Michael R. Cable, vice president, OEM Sales, at Hickok Inc., has been named Underhood Technology Group (UTG) chairman.
- ▼ Sylvain Julien, vice president and general manager of Celette N.A., now serves as the Collision Repair Group (CRG) chairman.
- ▼ Barry Harrison, sales engineer at Bright Solutions, is now chairman of the Air Conditioning subcommittee, a special arm of the Underhood Technology Group.
- ▼ Tim Morgan, director of technical services at Car-O-Liner, has been added to the Collision Repair Group as technical chairman.

Much of ETI's projects and progress is derived from issues that are studied, debated and resolved in the vertical groups.

Executive Manager Charlie Gorman, in congratulating the four new leaders, said, "their experience, expertise, knowledge and support will bolster ETI's position of leadership in issues relating to automotive service." ■

Vertical Groups Include

- ▼ Collision Repair Group (CRG)
- ▼ Shop Management and Information Software Group (SMG)
- ▼ Under Car Group (UCG)
- ▼ Scan Tool Group (STG)
- ▼ Underhood Technology Group (UTG)
 - I/M Subcommittee
 - 42-Volt Subcommittee
 - Air Conditioning Subcommittee.

ETI Founder's Award Presented To Keith Kreft

ETI's coveted Founder's Award was presented to Keith Kreft, recently of Snap-on Diagnostics, at a 2004 Board of Directors Meeting. Kreft is the 14th person to receive this award since it was first issued in 1985. Founder's Award recipients are those who have demonstrated an outstanding commitment to the Institute and to the automotive service industry.

Kreft has filled numerous committee positions at ETI including chairmanship of the NASTF equipment and tool matrix, which recorded OE compliance with information access to a broad range of automotive systems.

ETI Executive Manager Charlie Gorman, said that Kreft's appreciation of the challenges faced by the automotive technician resulted in many new and innovative approaches to solving vehicle service concerns.

As a vice president of engineering, numerous engine analyzers and hand-held OBDII scan tools were brought to market under his direction. ■



Face Lift for ETI Web Site Complete

You may have noticed something new if you have been on the ETI Web site lately. ETI has recently completed a transformation of www.etoools.org. The Web site now sports a new color scheme, masthead and a few new components.

"This face lift was long overdue," said Brian Irish, marketing manager for ETI. "The old green and black just had to go. In addition to the color changes, we also added a new masthead that is more modern and features our new logo. I think the changes are timely and will be appreciated by those who visit our site."

The decision to make the changes comes as part of a new marketing plan initiated by Irish. "The intent is to keep a consistent look to everything that ETI does," he said. "We are working on building name and identity recognition in the industry. This is just a first step in accomplishing that."

One of the newest features to the ETI Web site is a career center named "People & Positions." This free new service comes in response to repeated requests fielded by ETI from members of the industry.

"This new service is designed to be very specific and directed at the automotive aftermarket industry. While it is free, it is not for everyone," said Charlie Gorman, ETI executive manager. "We are offering

this as a service to members of our industry as a place where companies can find qualified employees and those looking for employment in the industry can post a résumé."

"The 'People & Positions' section of our Web site is not designed to compete with major job search engines like monster.com. We are simply offering another resource to the industry," Irish added. "The résumés and openings posted there will be extremely relevant and targeted to our industry. There will be a very specific group of people who will use this part of our site."

"As our Web traffic continues to increase, we continue to increase the features of our site. There is more to come in the future," Gorman noted. ■



Mark Your Calendars!

ETI will debut its new annual meeting/marketing conference, ToolTech, in April 2005. The new event will be held Tuesday through Thursday, April 26-28, in Southern California. More information will be released soon, but here is a brief description of the new format. You will notice that the overall length has been shortened and the number of speakers has been scaled back. Instead, ETI will be hosting the only showcase exclusively for automotive equipment and tool companies. Mark your calendars to be at this important showcase. Here is a look at the tentative format.

Tuesday	Traditional opening social
Wednesday	ETI member company showcase OEM one-on-ones Dinner with keynote speaker
Thursday	Breakfast speaker Company showcase continued OEM one-on-ones Lunch speaker ETI annual golf tournament Closing banquet with awards ceremony



ETI Board Meeting

Tuesday, Oct. 19 through Thursday, Oct. 21
Research Triangle Park, N.C.