



Planning for Japan Tech Week 2005 Under Way

The 2005 ETI/JAMA Japan Tech Week (JTW) is set for Monday, Dec. 5, through Friday, Dec. 9, in Redondo Beach, Calif. Japan Tech Week is an opportunity for ETI member companies and the Japanese carmakers to meet and discuss new models, new technologies and changes to existing service and repair procedures. This meeting will mark the 18th annual meeting of these two groups.

"Each year, participation in JTW continues to increase. This year is very important for the future growth of this event," said Charlie Gorman, ETI executive manager. "Due the recent increase in interest and participation in Japan Tech Week by ETI members, the Japanese OEMs are considering presenting concurrent sessions targeted to different vertical groups, similar to the format of Detroit Tech Week."

ETI has a unique relationship with the Japanese automakers through the Japan Automobile Manufacturers Association (JAMA). JAMA facilitates dialogue and interaction for the event to a degree unseen in most of the industry. Planning each Japan Tech Week



with the assistance of JAMA starts almost as soon as the current Tech Week ends. The presentation topics are selected through a process which gives ETI members the opportunity to decide which are most important to their business.

This advance planning is a key to the event's success says Gorman. "This year more than ever, we need ETI membership to give their input," he noted. "If we get enough response, the Japanese OEMs will run concurrent sessions. We have

been asking for this for some time, and now the ball is in our court," Gorman said.

Any ETI member who would like to request a specific presentation from any Japanese OEM can e-mail it directly to Charlie Gorman at cgorman@etools.org. More topic suggestions will be available when a list of new technologies from the Japanese OEMs is published around the end of August.

"Once this list is published, it is imperative that ETI members give their input," Gorman reiterated.

With the growing presence of Japanese medium- and heavy-duty trucks in the United States and the heavy duty OBD II regulations on the horizon, JAMA also is working to expand the Japanese OEM participation by inviting Hino and Mitsubishi Fuso to participate in this year's Tech Week.

More details about Japan Tech Week 2005 will be available soon. Members can access the latest information at the ETI Web site, www.etools.org. JTW 2006 will be held in Japan in accordance with the event's alternating schedule between U.S. and Japan venues.

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ETI in the News





Bill Ernisse
2005-2006 ETI President

"One of our on-going objectives is to continue to grow membership and to improve and increase member services."



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Letter from the President

As I accepted the gavel representative of the presidency of the Equipment and Tool Institute at ToolTech in April, I reflected back on the many years I have been involved with the Institute. During the past 15 years, I have represented two different companies in various committee and vertical group positions. I was elected to several terms on the board, and eventually worked my way through the chairs of the Executive Committee. In addition to being beneficial for the companies I represented, my experience was also very satisfying personally.

The relationships and friendships that I have developed over the years have proven to be both valuable and fulfilling. Based on these personal experiences, I would like to take this opportunity to urge all ETI members, particularly those newer members who have recently joined, to become active within their respective vertical groups, and to volunteer for available committee and board positions.

There's an old adage that states that "you get out of something what you put into it." You have an opportunity as active members, to influence the direction of the Institute and address issues of particular concern for your companies. You can utilize the extensive talents, assets and networking capability of the Institute, and of your fellow member companies, to achieve collective objectives within the automotive industry, as well as with related industries and governmental agencies. As an active member of the Institute, your membership dues afford you a cost effective avenue that, if pursued individually, would be considerably more expensive for your company.

As president, I will have the opportunity over the course of the coming year to work with my fellow executive committee and board members, and continue the positive direction of the Institute. After a number of years where we have seen record numbers of consolidation of member companies, our membership is now steady and your Institute has never been more sound financially.

One of our on-going objectives is to continue to grow membership and to improve and increase member services. When Charlie Gorman, a long time active member of ETI and former Technical Chairman who served in many other positions with ETI too numerous to mention, became the first full time employee of ETI as executive manager, the management and technical direction of the Institute was solidified and really took off. Those of you who know and work with Charlie can attest to the value he brings to the Institute.

Last year we added our second full time position when Brian Irish was hired as ETI's marketing manager. We have been very pleased with how quickly Brian has gotten up to speed, been able to absorb the focus of the Institute and immediately contribute.

Our focus for the coming year in marketing will be to realize and see the same improvement and development for marketing services that we have seen on the technical side. We have many exciting activities scheduled for the upcoming year. I strongly urge you to actively participate in as many of ETI's events this year as possible.

This will be an exciting year. I have had the opportunity to work with a number of diverse individuals who have served as president during the past 15 years. They came from many different companies and backgrounds. They each had the opportunity to champion specific objectives germane to the Institute during their respective tenures. I know I will be able to benefit from their example and guide the Institute in achieving our objectives for 2005.

Respectfully,

New Leadership for ETI

At the annual Equipment and Tool Institute Member Meeting held in conjunction with ToolTech in April, new officers and directors for the institute were installed.

2005-2006 ETI Officers



Bill Eernisse
Rotary Lift
President



Michael Simon
Delphi- ISS
Vice President, Programs



John Wiedemann
JS Products
Vice President, Marketing



Ron Ortiz
Stride Tool
Secretary/Treasurer



Greg Potter
Chief Automotive Systems
Immediate Past President

Newly Elected Directors

2005-2007 Term

Don Vanderheyden, Hennessy Industries
Mike Cable, Hickok

2005-2008 Term

Dave Schaar, SPX
Andrew Richardson, Shure Manufacturing (second term)
John Brennan, Snap-On

Subcommittee Chairs

I/M Subcommittee Chairman – Alan Tecmire, Vetronix
Hybrid Vehicle (formerly 42 Volt) Subcommittee Chair – Bruce Franklin, SPX



Detroit Tech Week: 25 Years of Collaboration

Detroit Tech Week, held June 20-24, marked its silver anniversary this year. For 25 years, engineers from ETI member companies have traveled to Detroit for a week of technical presentations, vehicle displays, hands-on demonstrations and networking with the Big Three car makers.

Tech Week, as it was first called, allows the OEMs and the tool and equipment companies to meet and collaborate. Throughout its 25 years, the Detroit Tech Week's mission has remained the same: to ensure that the proper tools, equipment and information are available to the automotive aftermarket by the time new vehicles are on the streets.

Detroit Tech Weeks' Silver Anniversary was a fitting time to reflect back to the event's origins. The "founding fathers" were honored for their hard work and dedication at the Silver Anniversary Celebration held at the Henry Ford Museum on June 22.

This year's event heralded the return of GM's collision repair group. Delphi also joined Tech Week this year as a major Tier 1 supplier with presentations on new technologies.

Volvo presented to the Underhood and Scan Tool groups for the second year, and continues to expand and enhance its presence each year. Detroit Tech Week continues to enjoy the support of DaimlerChrysler, Ford Motor Co., General Motors and Volkswagen/Audi of North America.

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See pages 4 & 5 for Detroit Tech Week photos.



Ford

Dan Wood (left) of Ford addresses Tech Week attendees at the beginning of Ford day on Tuesday morning. After the presentations, ETI attendees spent time examining the new models, including this medium-duty truck (below).



Delphi Joins Detroit Tech Week

Ken Osborn was one of three time participants in Detroit Tech Week. Other participants include the Tier 1 suppliers and the growth of DTW.

DaimlerChrysler

DCX Day started with a general session (right) held in the DCTC auditorium at DaimlerChrysler World Headquarters in Auburn Hills. Members of the Under Car group checked out the new technologies discussed in their presentations during the morning (below).



“Silver Anniversary Celebration” OEM Appreciation Banquet

More than 170 ETI members and OEM representatives mingled at the DTW 25th Anniversary Celebration. The event was a great background for the celebration. Shown (left to right) are the Ford group, Chrysler group, the GM group, and the organizers organizing Tech Week. Founders in attendance were (left to right): John Kushnerick (1995 ETI President), Sam Bonnanno (DCX), Stan Svoboda (Ford), Fran Pauler and Doug Fox (1991 ETI President).

VW/Audi

Volkswagen/Audi's vehicle display attracted the interest of the DTW attendees (right). Karl-Heinz Koehler (below) and two other engineers from Germany traveled to Detroit again this year to present technical data to attendees.



Tech Week

presenters from Delphi, first Tech Week. This expansion to is reflective of the continued



General Motors

John Elias (left) of GM addressed the ToolTech attendees at the OEM Appreciation Banquet and expressed his appreciation to his staff. (Below) Werner Meier and Fred Uhlig, former GM employees, were recognized at the Silver Anniversary Celebration OEM Appreciation Banquet for their involvement in the founding of Tech Week. Shown with Meier and Uhlig is Charlie Gorman, ETI executive manager.



Celebration and OEM Appreciation Banquet. The Henry Ford Museum provided a spectacular banquet setting, the German VW/Audi delegation, and a group of the members instrumental in (President), Fred Uhlig (GM), Jim Wanberg (1998 ETI President), Gary McGonegal (1999 ETI President).



Charlie Gorman
Executive Manager

From the Executive Manager

Get Involved in ETI

I have been involved in ETI since 1993. I say that while choosing my words intentionally. To me there is a huge difference in being a member of ETI and being involved in ETI. ETI has many members, but it seems that not many people are involved. I would like to address my comments to this point.

When potential new members ask us why they should become members of ETI, part of the broad list of benefits we tell them about is that ETI is the industry voice of the companies that sell tools and equipment in North America. If you want to have a say in what the industry voice is, voluntary involvement in ETI is essential.

We also mention that it is sometimes difficult for a single tool or equipment company to influence a government regulation or a vehicle manufacturer's policy. Through ETI, your company relationships can remain intact while through consensus building within ETI, your cause can become an industry initiative. However, the key is that none of this can happen if you are not involved in voluntary activity.

Consolidations and downsizing have put tremendous pressure on today's managers. There simply isn't enough time to complete all the tasks that are assigned. Time and resource management has never been more important. Some may ask, "If current tasks are difficult to complete on time, how in the world can there be time for activity outside the company?" More specifically, "How can today's managers justify volunteering resources to ETI when they already have difficulty getting everything else completed on time?"

I think the trouble lies with the perception of what we are asking volunteers to do. Our goal is to make every ETI program and project a money and time saver. Our two Tech Weeks each year, for example, are designed to save member companies time and money. This is not time away from the job for your engineers and product managers; it is the job. Tech Week prevents each company from having to dig out this information and create the personal relationships on their own.

If your company is not getting what they need from Tech Week, it is probably because no one from your company is participating in the planning stage and therefore you are not giving vital input on what is presented at Tech Week. Lack of value in ETI becomes a self fulfilling prophecy. No input equals no output which equals no value.

Each individual should look at ETI as a means to an end: How can ETI help you reach the goals you and your company have set? A good example of this can be found in the Scan Tool Group. Obtaining information necessary to build scan tools would have been a lot more difficult, if not impossible, if each manufacturer had to go get it on their own.

Through regulation, negotiation, agreement and mutual benefit, we have accomplished this as an industry; thus saving incalculable time and money. This is clearly an example where volunteerism has paid off. There is no reason why other vertical groups and marketing committees can't reach similar levels of accomplishment.

Recently, we attempted to reinstate statistical reports. Due to too few reporting companies and the lack of front-end design support, this project failed. I wonder how much time and money is being expended by our individual company marketing departments to determine what could have been determined if each company had participated in the ETI project. Is this a case of each company not having the time to give to ETI's project because they are too busy trying to determine the market on their own?

I would ask you to look at your job and first determine what part of your problem is shared by the entire industry, instead of thinking about solving problems using traditional

"Our goal is to make every ETI program and project a money and time saver."

Welcome New Members

New members since the last edition of News and Views:

Bowser Electronics
Autoland Scientech
Harrison R & D
Edge Products

resources and methods. Then ask yourself what services ETI can provide to help solve the problem and how you can work within the ETI structure to see this through.

I have personally found ETI to be a powerful force in the automotive repair industry. Back when I was doing volunteer work for ETI, I found several opportunities to promote my company's agenda because it was the same as the industry agenda. It was important to create an atmosphere where business could be done before we could all fight over market share. ETI was instrumental in creating a workable environment to do business.

But it wasn't just a matter of calling ETI staff and telling them to get on it. It took effort on my part to see it through. As we go forward you will hear about ETI opportunities and calls for input. I hope you will look at these opportunities in a new light. Make ETI work for you. The value you add will come back exponentially.

ETI is dedicated to promoting and defending the interests of the tool and equipment industry. But no one person or small group should have the authority or the power to determine what those interests are. It takes volunteers from a broad cross section of the industry to truly determine what is most important to the group as a whole. 

Detroit Tech Week: 25 Years of Collaboration

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This year's event began with meetings of ETI vertical groups on June 20. The association also hosted a news conference to mark Detroit Tech Week's 25th anniversary.

Ford gave its Underhood Technologies and Scan Tool presentations at the hotel on June 21, with the Under Car and Collision Repair groups traveling to the Allen Park and Ypsilanti facilities respectively. The day concluded with Delphi's presentations.

On June 22, DaimlerChrysler hosted the DTW participants at its world headquarters in Auburn Hills for their presentations. The day's activities concluded with the Silver Anniversary reception at the Henry Ford Museum.

General Motors hosted the June 23 meeting morning session at the GM Technical Center in Warren. Members of the AMD group had a separate GM Data Licensee only meeting, in the afternoon.

Detroit Tech Week concluded on June 24 with the VW/Audi presentations and vehicle displays.

Dates are set for the 2006 Detroit Tech Week, Monday, June 19, through Friday, June 23, with the banquet scheduled at the GM Heritage Museum. 

ETI News & Views Welcomes Your Article

ETI welcomes articles from members for the future editions of News and Views. Anyone interested in submitting an article on an industry topic may do so by e-mailing the article to birish@etools.org. The next issue is scheduled for January 2006; the deadline for articles is Thursday, Dec. 1.

2005 INDUSTRY CALENDAR

NCVECS Clean Air Conference

Monday, Sept. 26 -
Thursday, Sept. 29
*Keystone Resort &
Conference Center
Keystone, Colo.*

NASTF Meeting

Wednesday, November 2,
1:30 pm
*Mirage Hotel & Casino
Las Vegas, Nevada.*



Automotive Aftermarket Products Expo (AAPEX)

Tuesday, Nov. 1 -
Friday, Nov. 4
*Sands Expo Center
Las Vegas, Nev.*

Japan Tech Week

Monday, Dec. 5 -
Thursday, Dec. 8
Redondo Beach, Calif.



ETI ToolTech Report

BY TOM NASH

The Equipment and Tool Institute's annual marketing meeting took on a new look this year. ToolTech, with member companies networking with automobile manufacturers, defined the event's new direction.

The Equipment and Tool Institute (ETI) recently launched a new concept for its annual marketing meeting. The event, dubbed ToolTech, brought together not only ETI members but also representatives from the automobile manufacturing companies.

Held at the Renaissance Esmeralda Resort in Indian Wells, California, the event focused on the requests of ETI members to network with the automakers and learn more about the process of presenting their products and services to auto company equipment buyers.

During the membership business meeting, outgoing president Greg Potter of Chief Automotive Systems handed the gavel over to new president Bill Eernisse of Rotary Lift Co.

One of the most anticipated events of the conference was the Company Showcase, an exhibition of 27 ETI member companies, displaying their latest products for prospective buyers and potential sales representatives.

Another highlight was a presentation by Mike McCarthy of the California Air Resources Board (CARB), who outlined the current status of the organization and prospects for the future. McCarthy focused on OBD II diagnostics for the scan tool makers in the audience. Of particular interest was CARB's proposed emissions regulations, scheduled for enforcement in the near future.

The keynote speaker of the event was Paul Baffico, retired president of Sears Automotive Group and founder of Invisible Intellect Management Services. His

presentation, "Brand Strategy and Management: How Value Is Enhanced," was well received by those in attendance. Each attendee came away from the presentation with good ideas for strengthening their own company's brand.

The event also featured a Town Hall



Photo: Tom Nash

New officers were installed during ETI's business meeting. Here, 2004 president Greg Potter (left) passes the gavel to incoming president Bill Eernisse.

meeting with sales representatives from the aftermarket automotive repair industry to introduce the reps to ETI members and discuss mutual benefits. The meeting was hosted by Mike Simon of Delphi Corp., who's also ETI's Vice President of Marketing.

During ToolTech, ETI member companies were able to arrange private one-on-one meetings with tool buyers for the automakers or independent

sales reps. All of the available time slots were quickly filled. Many attendees indicated that this format was reason enough to attend next year's ToolTech.

To further enhance the understanding between ETI members and auto companies, a panel of OEM buyers spoke on their policies, rules and procedures for accepting tools and equipment into their dealer programs.

When asked if the new format was successful, ETI Marketing Manager Brian Irish responded, "ToolTech was a departure from the norm for ETI. We had never attempted anything like this before. The response that I am getting from the attendees is that it was a very successful event. People were able to network, meet with the OEMs, create new key contacts and promote their companies and products. Many of our smaller members were able to meet key contacts at the OEMs. This is a task that many of them have been trying to do for a long time. ToolTech helped make it happen."

Reflecting on the future of this type of format for the association's annual meetings, Executive Director Charlie Gorman put it this way: "There is no doubt about this event's future. It will take place around the same time next year and we are already in the process of choosing a venue. ToolTech is the result of listening to ETI event participants and reacting to their needs." ❑

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