

## ETI ToolTech 2005 Is Tool/Equipment Industry's New Shining Star: *Plans Underway Now to Build 2006 Event*

The Equipment and Tool Institute's ToolTech – held April 26-28 in Indian Wells, Calif. – brought nearly 120 people from all segments of the industry together for networking, one-on-one meetings, a company showcase and other important events in a personal and intimate setting.

Planning is underway for ToolTech 2006, building on the success of the only event that focuses solely on the tool and equipment segment of the industry.

The ToolTech Company Showcase of ETI members provided a productive, personal atmosphere to discuss company products and services with buyers and decision-makers. Attendees to the showcase included OEMs and their facilitation partners, mass merchandisers, national accounts, large fleets and automotive service education providers.



Terry Kalley and Barry Harrison of Bright Solutions explain their product offering as part of the Company Showcase. The Company Showcase featured 27 booths highlighting different tool and equipment manufacturers.

Another important feature at ToolTech was the Town Hall meeting on April 27. "Our Town Hall meeting offered an open dialogue between our tool and equipment manufacturer members and the manufacturers' representatives," said Charlie Gorman, ETI executive manager. "We provided a forum for free-flowing discussion between the groups and allowed time to examine ETI services, manufacturer reps' concerns and needs and areas for mutual cooperation."

The ToolTech educational program featured a keynote address by Paul Baffico, founder of Invisible Intellect Management Services and retired president of Sears Automotive Group. The program also included a special session with the California Air Resource Board (CARB) for scan tool manufacturers.



### ToolTech Opening Reception

ToolTech attendees gather and network at the Opening Reception on Tuesday evening. Good food, great company and perfect weather combined to make this a great ice breaker for the event.



### Shop Talk with Paul Baffico

Paul Baffico gave a presentation on branding as part of the Shop Talk series on Wednesday. His presentation was informative and engaging. Shop Talk presentations are a highlight during ToolTech.

### Outgoing President

ETI 2004-2005 President Greg Potter (Chief Automotive) welcomes ETI members to the Annual Member Meeting. The progress and future direction of ETI were among the topics discussed.



### Manufacturers' Rep Town Hall Meeting

Michael Simon (Delphi- ISS) moderates a discussion on manufacturers' reps and their tie with ETI. The Institute is working on an effective way to incorporate reps, wholesalers and warehouse distributors (WDs) into its membership.



"I've attended ETI meetings for a number of years. I think the 2005 ToolTech event represented a significant departure from the 'old ways' and a genuine revitalization of the Institute's value proposition for both members and constituents, literally delivering on the promise of ETI's Mission Statement, and going a long way to strengthen both business and personal relationships our businesses are built on."

**Dave Zellers**

*Vice president, Product Quality and Service Support for Toyota Motor Sales USA Inc*



### Shop Talk OEM Panel

Wes Arnold (Honda), Jim Godby (Equipment Solutions), Al Kunishige (Nissan) and Al Kunishige (Nissan) presented. Attendees learned firsthand what they need to do and the process to follow to pre-

### CARB Special Session

Mike McCarthy of the California Air Resources Board (CARB) talks with scan tool manufacturers during a special session at ToolTech.



### Paul Baffico

...entation on marketing and  
...e Shop Talk Series on  
...ation was both relevant  
...s a series of guest speak-



### Passing of the Gavel

Greg Potter (right) ceremoniously passes the gavel to incoming ETI President Bill Eernisse of Rotary Lift.



### Networking, Networking and More Networking

"I felt like the event went very well and was well attended by the OEMs. That is important. The one-on-ones were very beneficial. I know the OEMs appreciated the interaction and dialog with the various suppliers and manufacturers."

**Tom Fisher**  
*Vice president & general manager of SPX Corp*



Tom Fisher (Dealer Equipment Services) all presented on the topic: "What it takes to become an OEM supplier."  
...sent an idea or product to the OEMs.



## And The Winners Are...

The first place team in the ToolTech Tee Time included (left to right): Bruce Franklin (SPX) Mike Leedle (Superior Service), Johnny "The Cannon" Mora (JS Products) and Kelly Kilgore (Delphi- ISS).

"[ToolTech] is the perfect forum for smaller suppliers with innovative products to meet some of the world's largest vehicle OEMs. The quality of the OEM participants was extremely high, with many decision makers in attendance. The entire week went flawlessly."

**Terry Kalley**  
*President of Bright Solutions*

## All Good Things Must Come to an End

Participants enjoy a closing banquet and awards ceremony at ToolTech – a grand finale to the industry's newest event.



To be kept informed about the progress of ToolTech 2006, send an e-mail to [mduggins@etools.org](mailto:mduggins@etools.org) and request to be added to ETI's mailing list.

For more details about ToolTech or other ETI programs and activities, contact:

Brian Irish  
Marketing Manager  
Equipment and Tool Institute  
PO Box 13966  
Research Triangle Park, NC 27709-3966  
Phone: 919-406-8823  
Fax: 919-406-1306  
e-mail: [birish@etools.org](mailto:birish@etools.org)  
Web site: [www.etools.org](http://www.etools.org)