



*Automotive Service Councils of California*  
Professionals in Automotive Service ~ Since 1940

***We Support ASE***

## **Automotive Service Councils of California**

One Capitol Mall, Suite 320  
Sacramento, California 95814  
(916) 924-9054  
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# ASCCA 2015 Summer Conference

June 12-14 2015

Marriott Irvine Hotel

18000 Von Karman Ave, Irvine, CA 92612

## Call for Presentations

The *Automotive Service Councils of California* invites presentation submissions for our 2015 ASCCA Summer Conference on Saturday, June 13, 2015 and Sunday, June 14, 2015.

Do not miss this premier educational event for automotive aftermarket professionals! Consistent with ASCCA mission of striving to provide members information and education in a networking forum, the ASCCA Summer Conference aims to provide a curriculum that will develop and enhance the skills and knowledge automotive aftermarket professionals and technicians.

We invite you to submit your proposed presentation(s) via email to [rhickerson@amgroup.us](mailto:rhickerson@amgroup.us) by September 30, 2014.

ASCCA invites the submission of presentations addressing a wide variety of subspecialty areas including, but not limited to the following:

- **Business Operations**
- **Marketing**
- **Sales Training / Customer Service**
- **Technical Training**



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# ASCCA 2015 Summer Conference Presentation Guidelines

- 1. Presenter** – Must include name of the presenter and credentials, business name, preferred mailing address, and contact information, including phone and email.
- 2. Attach a CV or resume** – for each presenter to the presentation. Include educational and professional qualifications related to the proposed topic.
- 3. Presenter Biography** – 150 words per presenter; biography should include a summary of each presenter's educational and practice background that relates directly to the qualifications to speak on proposed topic.
- 4. Presentation History of Presenter**  
List up to three significant presentations within the last five years, including; title, location, year, level (e.g. local, state, regional, national) and size of audience. **Presentation** – 400 words or less.
- 5. Indicate Presentation Learning Level**
  - Basic
  - Intermediate
  - Advanced
- 6. Course Objectives** – Please list at least three objectives for the session. Use behaviorally stated verbs (e.g. words such as define, list, identify, and demonstrate).
- 7. Summary** – 25 words or less, presentation description to be included in the conference program.

### **Presentation Selection Process**

1. ASCCA speaker presentations will be submitted to the ASCCA Educational, Training & Information (ETI) Committee for final review.
2. The ASCCA ETI Committee will make the final selections.
3. A letter of acceptance or decline of your presentation(s) will be mailed on or before November 1.
4. Due to the volume and quality of submissions, ASCCA does NOT provide honoraria, hotel or travel accommodations.
5. Any questions or concerns contact Rachel Hickerson at [rhickerson@amgroup.us](mailto:rhickerson@amgroup.us) or by phone 800-810-4272 x109.

## **DEADLINE FOR SUBMISSION** **Friday, September 30, 2014**

Please send completed presentations to ASCCA Meeting Manager Rachel Hickerson by e-mail to [rhickerson@amgroup.us](mailto:rhickerson@amgroup.us).