

# YOUR 2012 GUIDE TO EVERYTHING **NORTHEAST™**



On March 9-11, AASP/NJ will usher in the 35th annual **NORTHEAST™** Automotive Services Show. The three-day event will welcome repairers from all over the country eager to experience the very best that this industry - and the NYC area - has to offer. This guide will provide you with tips and valuable information to help you plan the best **NORTHEAST™** weekend possible.

## **THE NATIONAL SCENE**

### Inside the 2012 **NORTHEAST™** Leadership Forum

A staple of the annual **NORTHEAST™** Automotive Services Show, the East Coast Resolution Forum & Leadership Meeting (Friday, March 9, 1pm-5pm) welcomes state automotive association representatives from around the country to provide updates on their organizations' activities as well as share industry news with their peers. This year's Leadership Conference will be co-sponsored by AASP/NJ and SCRS and moderated by Ed Kizenberger (LIABRA/NYSACTA).

#### **Leadership Conference Participants\* include:**

**Ed Kizenberger (Moderator):** As executive director for the Long Island Auto Body Repair Association (LIABRA) and the New York State Auto Collision Technicians Association (NYSACTA), Ed Kizenberger promotes and explains the issues of the auto collision industry to various levels of government, including the New York State Insurance Department and the New York State Department of Motor Vehicles. He is responsible for monitoring legislative and regulatory affairs within New York State, and has sat on the New York State Reparability Committee and testified at numerous public hearings on behalf of the collision repair community. He has spoken at many public community consumer events (both at local and state levels), and works to further the interests of automotive consumers and the industry at-large.

**Jeff McDowell (AASP/NJ President):** Jeff McDowell has owned Leslie's Auto Body in Woodbridge, NJ for the past 25 years. An active industry participant since 1983, he has been a member of various Garden State associations over the years, including his current stint as president of the Alliance of Automotive Service Providers of New Jersey (AASP/NJ).

**Charles Bryant (AASP/NJ Executive Director):** A tireless worker for repairers' rights, Charles Bryant is a regular industry speaker on issues of repair reimbursement and insurer disputes. In addition, he oversees a number of association projects, including the AASP/NJ Hot Line and Hit & Run Program, and serves as the New Jersey industry's leading public voice in support of the state's Auto Body License Law.

**Aaron Schulenburg (SCRS Executive Director):** A passionate representative of the collision repair community, Aaron Schulenburg serves as the executive director for the Society of Collision Repair Specialists (SCRS), a national trade association representing over 38 affiliate associations, 6,000 collision repair businesses and 58,500 specialized professionals within the collision repair industry. In addition to previously holding positions at collision repair facilities in Arizona, Delaware and Maryland, he has served as treasurer and Board member for the Washington Metropolitan Auto Body Association (WMABA), and acted as the first administrator for the nationally-acclaimed Database Enhancement Gateway (DEG).



*\*Not a complete listing. Participants subject to change without notice. To register, please visit [www.scrs.com](http://www.scrs.com).*

## 2012 NORTHEAST™ Vendor Appreciation After-Party (March 9, 10pm – 12am)

Throughout its 35-year history, the NORTHEAST™ Automotive Services Show has provided the collision repair and automotive service industries with an opportunity to unite in the spirit of true camaraderie. Since bringing the show to the Meadowlands Exposition Center, AASP/NJ has made it a point to provide a place for show exhibitors and industry personnel to join together for a relaxed evening of great food and friendship. Open to all NORTHEAST™ exhibiting companies, the NORTHEAST™ Vendor After-Party offers two hours of free beer, wine and soda as well as a cocktail buffet. The perfect way to unwind after the first day of the show, the Vendor After-Party allows vendors to network with the AASP/NJ Board of Directors and fellow exhibitors before the long weekend of seminars and sales begins. Additionally, the event offers a much-needed getaway for vendors who might have been too busy on the floor to catch a break or a meal during the show. After a busy day of exhibiting at the show, what could be better than sitting down, giving your feet a rest and having a meal while chatting with your peers in the industry – all at no charge? A long-awaited NORTHEAST™ hit year after year, the Vendor After-Party is AASP/NJ's way of saying "thanks" to the many exhibitors who continue to make the annual show such an overwhelming success. If you are an exhibitor, please make sure to stop by and say hello; the AASP/NJ Board is looking forward to meeting you and showing you their appreciation for all that you do for the show and our industry!



## 2012 NORTHEAST™ Family Day (March 11, 12pm to 2pm)

As anyone who travels to events in the collision repair and automotive service industries surely knows, being away from loved ones on business-related trips can be a lonely experience. Mindful of including everyone in the NORTHEAST™ activities, AASP/NJ has worked to ensure that the show remains a family-friendly affair. On March 11, the association will host a very special Family Day free to all NORTHEAST™ attendees with children. Family Day will feature various indoor carnival games and attraction for children ages 12 and under. From skeet ball to spin art, Family Day promises to be a memorable time for all who attend. There will even be a clown/face painter on hand to keep the kids smiling – plus free popcorn and ice cream. No longer will you need to leave the family home to attend a trade show. At NORTHEAST™, you won't need to call home to hear your kids laugh – you can watch them have fun as you take in the sights on the show floor! Can you think of any other automotive trade show that offers *this much* for the whole family?

(Note: Children must be accompanied by an adult to attend Family Day.)



## New York City for \$50 a Day\*

While New York City can be an expensive place to visit, we recommend these three distinct Big Apple experiences for under \$50.

### Friday, March 9

Madame Tussauds (234 West 42nd St., between 7th & 8th Avenues; [www.madametussauds.com](http://www.madametussauds.com)) presents amazingly lifelike wax figures of everyone from political figures to famous actors and rock stars. A discounted online adult ticket will run \$30.60, while validated parking at the IKON/Global Garage (143 West 40th St.) costs \$16 for up to 12 hours. According to Madame Tussauds' website, a usual tour through the museum takes around 90 minutes. The fun begins at 10am, with the final ticket for the night sold at 10pm.

### Saturday, March 10

For a recommended \$25 donation for adult admission, the Metropolitan Museum of Art (1000 5<sup>th</sup> Ave. @82nd St.; 212-535-7710; [www.metmuseum.org](http://www.metmuseum.org)) offers a 6pm-7pm "Museum Highlights" tour that enables visitors to explore the Museum's "living encyclopedia of world art." Spectators are introduced to extraordinary paintings, sculpture and decorative arts, and are acquainted with the history of the Museum and its layout. This tour provides an excellent introduction to the Metropolitan. The Museum parking garage, located at 5<sup>th</sup> Avenue and 80th St., is open 24 hours a day, seven days a week and offers a \$24 rate for two-hour parking.

### Sunday, March 11

It is possible to have a great meal in NYC at a decent price! Named after the famed monument in New York's Central Park, Cleopatra's Needle (2483-2485 Broadway @92<sup>nd</sup> St.; 212-769-6969; [www.cleopatrasneedlenny.com](http://www.cleopatrasneedlenny.com)) is a world-renowned New York hotspot known for serving up food, drinks and hot live Jazz to the New York Jazz community. The restaurant's original Mediterranean cuisine has been featured on the Food Network's "Best Eats in Town for \$40 a Day," while the hotspot's music offerings were featured in *Downbeat's* international club guide, "100 Great Venues to Hear Jazz." Cleo's current menu includes such affordable plates as New York Shell Steak (\$27.95) and Baked Salmon Steak (\$21.95). Admission is free, with a \$10 minimum per person during live Jazz.

\*Price per person and excluding tunnel toll charges. Prices, event times, etc. subject to change without notice.

## NORTHEAST™ 2012 Educational Offerings

While you're at NORTHEAST™ 2012 checking out the best products, equipment and services the industry has to offer, don't forget to take in some of this year's valuable educational offerings. The NORTHEAST™ 2012 seminar slate includes the following\*:

### Drying Waterborne: What You Need to Know

Presented by Tom Beck, CEO of Future Cure

### Shop Differentiation:

#### How to Make Your Shop Stand Out

Presented by Mark Ohlson, COO of VeriFacts Automotive

### OEM Repair Procedures vs. Repair Standards

Presented by Larry Montanez III, P&L Consultants

### Painting With Blended Nitrogen

Presented by Michael Haydell,  
President of Haydell Industries

### NUCAR Presents: Hybrid Aftermarket Service

Presented by Jim Mickle, GM;  
Facilitated by Nick Halliday, NUCAR

### How to Capture More Cars, Customers & Revenue Through Digital Marketing

Presented by Frank Terlep,  
Summit Software and Mobile Solutions

## And much more!

\*Seminars subject to change.



# 25 Can't Miss Ways to Enjoy the Area\*

From family-friendly fun to great concerts to memorable sporting events, a world of area entertainment awaits **NORTHEAST™** attendees.

## 1. Caroline's on Broadway

(1626 Broadway, NYC; 212-757-4100; [www.carolines.com](http://www.carolines.com))

This legendary Times Square institution hosts live comedy seven nights a week, 365 days a year. Check the club's online calendar for event and ticket information.

## 2. Chelsea Piers

(between 17th and 23rd St., NYC; 212-336-6800; [www.chelseapiers.com](http://www.chelseapiers.com))

The Chelsea Piers Sports & Entertainment Complex is a 28-acre waterfront sports village located between 17th and 23rd Streets along Manhattan's Hudson River. This \$120 million, privately-financed project opened in 1995, transforming four historic piers into a major center for public recreation and waterfront access. The complex features a variety of sports and entertainment venues, with activities ranging from golf to ice skating.

## 3. The Landmark Tavern

(626 11th Avenue, NYC; 212-247-2562; [www.thelandmarktavern.org](http://www.thelandmarktavern.org))

This long-running NYC restaurant (and one-time speakeasy) offers great food and classic New York charm in a laid-back setting. An easy drive (or walk) from the Lincoln Tunnel. Our editors highly recommend the Shepherd's Pie and Landmark Gourmet Burger.

## 4. Maxwell's

(1039 Washington Street, Hoboken, NJ; 201-653-1703; [www.maxwellsnj.com](http://www.maxwellsnj.com))

A favorite among music fans for decades, this legendary hotspot offers fantastic mid-priced dining and the best in mainstream and underground live bands.

## 5. Big Time Rush @ Radio City Music Hall, March 9

(1260 6 Ave., NYC; 212-247-4777; [www.radiocity.com](http://www.radiocity.com), [www.nick.com/btr](http://www.nick.com/btr))

This Nickelodeon boy band brings their teen-friendly Pop show to the Big Apple on the first night of NORTHEAST™. Tickets are \$53.15 to \$74.15 (with fees included).

## 6. Jon Anderson @ BB King's Blues Club & Grill, March 10

(237 W. 42nd St, NYC; 212-997-4144; [www.bbkingblues.com](http://www.bbkingblues.com), [www.jonanderson.com](http://www.jonanderson.com))

Progressive Rock legend and former Yes singer Jon Anderson brings his solo act to one of New York City's best live venues. Tickets are \$40 in advance, \$45 day of show. Show at 8pm.

## 7. NBA Basketball/NHL Hockey @Madison Square Garden

(7th Ave. between 31st and 33rd Streets, NYC; [www.thegarden.com](http://www.thegarden.com)).

New York Knicks vs. Philadelphia 76ers (1pm) / New York Rangers vs. New York Islanders (8pm), March 11. Add a little live basketball or ice hockey to your NORTHEAST™ experience with these Sunday games.

## 8. Rutt's Hut

(417 River Rd., Clifton, NJ; 973-779-8615; [www.ruttshut.com](http://www.ruttshut.com))

A must for out-of-state visitors, this New Jersey eatery is known for its deep-fried hot dogs (known as "rippers") and mustard-based relish made with cabbage, onions and carrots. An indulgent treat well worth the drive.

## 9. The Spotted Pig

(314 West 11th St., NYC; 212-620-0393; [www.thespottedpig.com](http://www.thespottedpig.com))

This hip, late-night Village spot offers one of the tastiest burgers around. They serve lunch Monday through Friday from 12 noon until 3pm, and a bar menu from 3pm to 5pm. Brunch starts at 11am on Saturday & Sunday, while dinner is served seven nights a week from 5:30pm to 2am.

## 10. J.J.'s Hot Dog Truck

(257 Bloomfield Ave., Newark, NJ)

Are we really recommending a hot dog truck? Yes, because J.J.'s "dirty water dogs" are that good.

## 11. NBA Basketball/NHL Hockey @ Prudential Center

(165 Mulberry Street, Newark, NJ; 973-757-6000; [www.prucenter.com](http://www.prucenter.com))

Nets vs. Rockets on March 10; Devils vs. Flyers on March 11.

## 12. The Book of Mormon @ Eugene O'Neill Theatre

(230 West 49th St., NYC; [www.bookofmormonbroadway.com](http://www.bookofmormonbroadway.com))

The creators of *South Park* bring you this critically-acclaimed, sidesplitting satire. Tickets begin at \$69.

## 13. Jersey Boys @ August Wilson Theatre

(245 W. 52nd St., NYC; 212-560-2194 [www.jerseyboysinfo.com](http://www.jerseyboysinfo.com))

Broadway's biggest success story takes you behind the music of Frankie Valli & The Four Seasons. Follow the rags-to-Rock-to-riches tale of four blue-collar kids working their way from the streets of Newark to the heights of stardom. Featuring such hits as "Sherry," "Big Girls

Don't Cry," "Can't Take My Eyes Off You," "Oh, What a Night" and more. Regular tickets run from \$47 to \$147.

## 14. Rock of Ages @ Helen Hayes Theatre

(240 W. 44th St., NYC; 212-944-9450; [www.rockofagesmusical.com](http://www.rockofagesmusical.com))

Set in LA's infamous Sunset Strip in 1987, *Rock of Ages* takes you back to the times of big bands with big egos and even bigger hair! This musical is currently being made into a movie starring Tom Cruise. Premium tickets are \$225 to \$250.

## 15. Ringling Bros. and Barnum & Bailey Presents Dragons @The IZOD Center

(50 State Route 120, East Rutherford, NJ; 201-935-8500; [www.meadowlands.com](http://www.meadowlands.com))

*Dragons* is a once-in-a-millennium event that honors the Year of the Dragon. Circus performers from the farthest reaches of the earth have assembled to showcase their astounding acts of bravery and astonishing athleticism. *Dragons* is a never-before-seen blend of renowned spiritual and real life legends that can be found only at the Greatest Show on Earth! Tickets range from \$20 to \$150.

## 16. Iced Earth & Symphony X @ Best Buy Theatre, March 10

(1515 Broadway, NYC; 212-930-1950; [www.bestbuytheatre.com](http://www.bestbuytheatre.com))

Those with a taste for Heavy Metal don't want to miss this show, housed in a 2,100-capacity venue. Tickets are \$46.70 incl. applicable fees.

## 17. They Might Be Giants @ Terminal Five, March 10

(610 W.56th St., NYC; 212-582-6600; [www.terminal5nyc.com](http://www.terminal5nyc.com))

Brooklyn's Alternative Rock pioneers They Might Be Giants' barnstorming live act returns with a brand new show. \$26.50 advance/\$30 day of show.

## 18. The Lion King @ Minskoff Theatre

(200 W. 45th St., NYC; 212-869-0550; [www.minskofftheatre.com](http://www.minskofftheatre.com))

This Disney classic continues to delight audiences on Broadway. Tickets are in the \$150 range.

## 19. Born to Be Wild @ American Museum of Natural History

(Central Park West, NYC; 212-769-5100; [www.amnh.org](http://www.amnh.org))

Narrated by Academy Award winner Morgan Freeman, *Born to be Wild* is an inspiring story of love, dedication and the remarkable bond between humans and animals. This film documents orphaned orangutans and elephants and the extraordinary people who rescue and raise them. Showings are 10:30 am-4:30 pm (every hour on the half hour). Ticket prices: \$25 (adults), \$19 (students/seniors), \$14.50 (children ages 2-12). Ticket price includes admission to the Museum.

## 20. Ralph's Pizza

(564 Franklin Ave., Nutley, NJ; 973-235-1130; [www.ralphspizzeria.com](http://www.ralphspizzeria.com))

No trip to New Jersey is complete without Jersey pizza, and this award-winning Italian restaurant offers the absolute best in the area.

## 21. Harmon Cove Outlet Center

(20 Enterprise Ave., Secaucus, NJ; 877-OUTLET2 / 201-348-4780;

[www.harmonmeadow.com](http://www.harmonmeadow.com)) This outlet mall boasts dozens of stores including Perry Ellis, Van Heusen and Lenox. Open seven days a week.

## 22. Cheeseburger in Paradise

(700 Plaza Dr., Secaucus, NJ; (201) 392-0500; [www.cheeseburgerinparadise.com](http://www.cheeseburgerinparadise.com))

This laid-back joint is open Friday 11:30am - 1:00am, Saturday 12:00pm - 1:00am and Sunday 12:00pm - 11:00pm.

## 23. Harness Racing @ Meadowlands Racetrack

(50 State Route 120, East Rutherford, NJ 07073; [www.thebigm.com](http://www.thebigm.com))

Enjoy the finest in Harness Racing at the "Big M." Racing dates: March 8-10, Post time 7:00pm.

## 24. Bronx Zoo

(2300 Southern Blvd., Bronx, NY; 718-367-1010; [www.bronxzoo.com](http://www.bronxzoo.com))

Located 30 minutes from the Meadowlands Expo Center, the Bronx Zoo offers \$16 adult tickets and \$12 admission for children ages 3-12. Open daily from 10am to 4:30pm.

## 25. Holsten's Brookdale Confectionery

(1063 Bloomfield Ave., Bloomfield, NJ; 973-338-7091; [www.holstens.com](http://www.holstens.com))

In business since 1939, Holsten's Brookdale Confectionery is a real old-fashioned ice cream parlor where you can get a black and white soda with homemade vanilla ice cream, an egg cream or a sundae with homemade ice cream. Holsten's also serves hot and cold sandwiches and there is a children's menu available. Best known as the location of the final scene in the *Sopranos* television series.

\* All events, prices, etc. subject to change without notice.





# Welcome to NORTHEAST™ **NOW WHAT?**

## (Tips & Hints for a Good Time at the Show)

### Stress-Free Parking

There is no need to worry about finding an affordable parking garage or rushing out before the meter expires, as NORTHEAST™ offers free parking for show attendees throughout the weekend.

### Memorabilia for a Great Cause

While on the show floor, be sure to check out the special memorabilia table by the main entrance, which features amazing items (autographed movie posters, signed photos, etc.) assembled to raise funds for the Russ Robson Memorial Scholarship.

### Shop in Advance

Seeing such a large number of vendors in one place can be overwhelming. Check out the vendor list and floorplan at [www.aaspnjnortheast.com](http://www.aaspnjnortheast.com) to see who is attending, and *where* they are slated to be located at the show.

### Confirm Your Itinerary

At such a large and active trade show, it is sometimes necessary for a special meeting or event to be rescheduled with little notice. Make sure your event is still on for a particular time – and still at the location originally publicized. Keep your eyes and ears open; the NORTHEAST™ 2012 seminar schedule will be posted prominently outside of each seminar room, and all important event announcements will be made regularly over the Meadowlands Exposition Center's public address system. The same goes for your hotel: Always make sure your confirmation is set in stone before traveling to Secaucus.

### Non-Profit Section

This year's NORTHEAST™ will feature AASP/NJ sister associations and related organizations working hard on behalf of the industry. Please show your support of these not-for-profit endeavors by stopping by this section and learning more about these groups' missions and how you can get involved.

### Product Displays and Demos

NORTHEAST™ will include a variety of special product displays and demonstrations on the show floor throughout the weekend. Please visit [www.aaspnjnortheast.com](http://www.aaspnjnortheast.com) for more information.

### The World Within Walking Distance

These are just some of the places you'll find just a few feet outside the Meadowlands Exposition Center: Out-back Steakhouse, Wal-Mart, Chipotle, Showplace Theater, Houlihan's...the list goes on!

### Stay Close to the Action

The Meadowlands Entertainment Complex is the site of five national hotel chains: Embassy Suites, Holiday Inn, Hampton Inn, Hyatt Place and Courtyard by Marriott.

### Take a Trip

Take full advantage of the fact that NORTHEAST™ is five miles outside of Manhattan by planning an unforgettable trip to the city. (See the previous page – for suggestions on NYC dining and entertainment.)

### Watch for the Camera Crew

CollisionHub will be on hand at NORTHEAST™ 2012, interviewing show representatives and providing coverage of the event on [www.collisionhub.com](http://www.collisionhub.com). Smile!

