

# 2021-2022 Leadership 2.0 Fact Sheet

**DATE:** April 2021  
**TO:** Alliance Membership  
**SUBJECT:** Leadership 2.0 Scholarship

**PURPOSE:** Leadership 2.0 is the industry's efforts to foster the development of a new generation of visionary executives who will help drive the aftermarket to new levels.

**DETAILS:** Hosted by Northwood University, Leadership 2.0 is an intense and intellectually challenging executive development program, offered as two, one week sessions. This experience is deeply rooted in the theoretical and practical application of auto care leadership principles. A team project is completed between both sessions and participants must attend both sessions. Participants will receive 7.0 continuing education units (CEUs) toward completion of their Automotive Aftermarket Professional (AAP) or Master Automotive Aftermarket Professional (MAAP) certifications. Being a part of the team project satisfies the written paper requirement for the AAP program completion.

**DEADLINE:** Applications are due by Midnight PST on Friday, May 31, 2021 to [marketing@alliance1.com](mailto:marketing@alliance1.com)

**DATES:** Session 1: Aug. 22-Aug. 27, 2021; Northwood University, Midland, MI  
Session 2: March 2022 (Dates TBA)

**ELIGIBILITY:** This scholarship is open to all Alliance members (Service Center, Parts Store, and Warehouse Distributor).

**Costs:** \$6,350.00 for both sessions; includes meals, networking events, course materials and tuitions.

**Scholarships:** The Aftermarket Auto Parts Alliance gives two full scholarships valued at \$6,350.00. One scholarship is for one WD and one is for a service dealer.

**SUPPORT MATERIALS:**

- [2021-2022 Leadership 2.0 Application PDF](#)

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