



AUTOMOTIVE COMMUNICATION COUNCIL

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A Note from the President

ACC is heating things up this summer with continued outstanding opportunities for automotive marketing and communication professionals! Be sure to catch the next installment in the ever-popular ACC teleconversation and Webinar series, Thursday, August 19 at 2 p.m. EDT, presented by [Catch Your Limit](#) (details below). If you missed the most recent installment on June 16, "[The GameChanger Manifesto](#)" by Sandy Brawley, you can view the slide show by [clicking here](#).

It's because of our strong, supportive membership that ACC can continue to launch value-added programs like these, not to mention our annual meeting and outstanding networking opportunities. The ACC board has created a new membership option this year, to get even more automotive professionals involved in the council. With your dues of \$395, any additional representatives from your company can join ACC for just \$200 - a really hot deal, just in time for this summer's renewals! Keep an eye on your mailbox for your renewal information, and [click here](#) to check out all the benefits of ACC membership.

Stay tuned for all the great things ACC has in store to keep bringing you the coolest in communication and marketing trends and information, and the hottest opportunities in the industry! Thank you for your support, and enjoy your summer!

Dave Kobuszewski, NASCAR
 ACC President

Register Now for August 19 ACC Webinar!

ACC is pleased to announce the next installment of its popular, well-attended Webinar and Teleconversation Series, "Creative Thinking," presented by [Catch Your Limit](#). The Webinar is scheduled for Thursday, August 19 at 2 p.m. EDT.

To register for this Webinar, e-mail beatrice.livioco@aftermarket.org.

ACC Membership Renewals Now Due!

Keep an eye on your mailbox for your ACC renewal reminder and submit your dues today, to ensure that ACC can continue to bring you value-added programs and opportunities! Remember, now additional members of your company can join ACC for

only \$200 each. [Click here for more details](#). If you are a member and haven't received your renewal notice, contact Jennifer Ortiz at 240-333-1089 or e-mail jennifer.ortiz@aftermarket.org.

ENTER TODAY! 2010 Automotive Communication Awards

The Car Care Council Women's Board (WB) and the Automotive Communication Council (ACC) applaud those companies and agencies that provide automotive information to consumers and the trade professionals who interact with them on a daily basis.

New this Year!

Social Media: Categories for social media efforts have been added to both Business-to-Consumer and Business-to-Business sections. Highlight your use of Facebook, Twitter, blogs or other social media platforms in automotive marketing and communications.

Show Us Your Wheels: Teens, show us your wheels and win an iPod! The Car Care Council Women's Board wants to know why you are passionate about your vehicle and how you maintain it. Entries should be submitted via YouTube link and must be no longer than three minutes. There is no charge for entries and the deadline is Friday, Oct. 1, 2010. The winner will receive an iPod and have their video posted on the Women's Board Web site.

Also, now in its third year, two best-in-show (Business-to-Consumer and Business-to-Business) awards will be announced and presented at the WB Reception at AAPEX, Tuesday, Nov. 2!

Entries for the 2010 Automotive Communications Awards are due by Friday, Sept. 3; "Show Us Your Wheels" entries are due Friday, Oct. 1. [Click here for the entry form](#). For more information on the 2010 ACA awards or to become a judge, contact Beatrice Livioco at 301-654-6664 or e-mail beatrice.livioco@aftermarket.org.

ACC Introduces Even More Value with New Membership Option and Flyer

ACC provides unprecedented opportunities to learn about the latest trends in marketing, and an effective forum to exchange ideas and share success stories with like-minded aftermarket professionals. And now membership is even more cost-effective than ever - initial annual dues are \$395, and additional company members can join for just \$200! [Click here for our new flyer and application](#), and be a part of the oldest (since 1941!), most established, best-kept secret of communications professionals in the automotive aftermarket!

ACC Spring 2011 Meeting Planning Underway

Continuing in the tradition of ACC's successful annual meetings

(like our April 2010 "[All Things Digital](#)" event), the ACC spring 2011 meeting is now being planned. Watch your inbox for updates on location, dates and theme, coming soon!