



AUTOMOTIVE COMMUNICATION COUNCIL

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President's Message: Spreading the Word

by Tony Molla, ACC President

Anyone attending this year's Global Automotive Aftermarket Symposium (GAAS) in Chicago had the opportunity to stop by the ACC reception and have a drink on us. As you might expect, it wasn't totally altruistic (we are marketers, after all) and was planned to help spread the word about the value that membership in ACC can provide to both experienced and rookie marketing and communications professionals. The turnout was great and everyone had a good time while learning a little more about ACC. We're already planning for next year.

Although ACC is growing, we're looking to attract more of the younger mar-comm professionals into the organization. As I've said before, it's a great opportunity to meet and interact with some of the best marketing minds in the industry, while establishing those all-important contact and relationships that we find so critical to success.

If you didn't make GAAS this year, we'd still like to talk to you. Take a minute and drop us a line and find out how ACC can help you be a top performer, too! If you're already a member, pass this copy of *Spin* along to one of your colleagues. The combined knowledge base of ACC members is awesome, but we're always looking for new ideas!

Have a great summer!

REGISTER NOW for Next ACC Webinar!

Join the Automotive Communication Council (ACC) for a free Webinar on June 16, 11 a.m. EDT, presented by the latest winning University of the Aftermarket Leadership 2.0 team, The Freemarketeers. This presentation, "OE Warranties and Worry-Free Maintenance and Their Effects on the Aftermarket," will provide an update on the current status of OEM warranties by products covered and time

duration. It will also show how dealerships are using worry-free maintenance and technology to lure back business to the bays. This Webinar answers the question, "If the dealership sells the car, and will maintain the car, should the aftermarket be worry-free?" Space is limited. Reserve your Webinar seat now at: <https://www2.gotomeeting.com/register/813461211>.

Congratulations ACC Scholarship Winner!

Nicole Kelsey of Tucson, Ariz., is the 2011 recipient of the Automotive Communication Council (ACC) scholarship. Kelsey will receive a \$1,000 scholarship to advance her education. She plans to attend the University of Arizona and pursue her degree in automotive marketing.

"ACC is proud to support Nicole in the pursuit of her education and to have the opportunity to help such an exemplary marketing student achieve her goals," said ACC president Tony Molla, ASE. "The ACC scholarship is an investment in the aftermarket's future that we hope will encourage young, future professional leaders to pursue aftermarket career paths through the GAAS scholarship program."

ACC is among many organizations and associations that use the online scholarship application process available at the Global Automotive Aftermarket Symposium (GAAS) Scholarship website, www.automotivescholarships.com. GAAS recently presented 87 scholarships in its initial round of awards for the 2011-2012 academic year. In its 16-year history, the fund has presented more than \$1.5 million in awards to more than 1,500 students.

Thank You GAAS Event Attendees!

On May 17 in Chicago, Ill., ACC hosted its first-ever cocktail reception during the Global Automotive Aftermarket Symposium. Thank you to all who attended to learn more about ACC membership! [Click here to view photos from the event.](#)

Welcome New ACC Member!

ACC would like to welcome its newest member, Christine Fisher of Gabriel Ride Control. We look forward to your participation in the council!