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November 2011

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President's Message - Happy Holidays!

by Tony Molla, ACC President

As the year draws to a close, I would like to take this opportunity to wish you and yours a very happy holiday season!

This time of year is the perfect opportunity to reflect on all that has been accomplished in 2011. ACC hosted its first reception at GAAS, presented the 2011 "Back to School" Conference and continued a successful webinar series this year. Cheers to ACC for a job well done!

This is also a great time to be excited about what's to come. ACC members and supporters can look forward to the launch of a brand new website and social media efforts along with the 2012 ACC Conference in Charleston, S.C. As always, we are open to new ideas and suggestions, so who knows what might come up for 2012?

Again, happy holidays everyone!

Register Now for the next ACC Webinar!

Join the Automotive Communication Council for our latest webinar on Tuesday, Dec. 6, at 2 p.m. EST, and hear from this year's Automotive Communications Awards best-in-show winners. Representatives from Raybestos and Armored AutoGroup will introduce their award-winning programs and discuss how they were created and how they measure success. There is no charge for the webinar.

Space is limited, so [click here](#) to register!

2012 ACC Conference - Register Now!

Register today for the 2012 ACC Conference being held June 6-7, 2012, at the Francis Marion Hotel in Charleston, S.C.

[Click here](#) to register. More information coming soon on <http://www.acc-online.org>.

Congratulations to the 2011 Automotive Communications Award Winners!

Each year, the Automotive Communication Council (ACC) and the Car Care Council Women's Board recognize those companies and agencies that provide automotive information to consumers and the trade professionals who interact with them on a daily basis through the Automotive Communications Awards competition.

This year, the program received a record number of close to 200 entries.

For a full list of this year's recipients, [click here](#).

Administered by the ACC, the Best-in-Show Awards recognize two outstanding ACA winners in the categories of Business-to-Consumer and Business-to-Business.

They include:

- Best-in-Show (Business-to-Consumer), Best Facebook Customization
Armored AutoGroup, Armor All Facebook Campaign
- Best-in-Show (Business-to-Business), Social Media Efforts
Raybestos Brake and Chassis, RaybestosGarage.com

About Us

The Automotive Communication Council (ACC) is a national, non-profit organization comprised of marketing professionals engaged in public relations, advertising, branding and other communication practices for automotive aftermarket companies. ACC provides a networking forum for the exchange of ideas, information and resources about issues, challenges and trends impacting companies and organizations throughout the aftermarket industry.



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