

■ Welcome to ACC Spin

Welcome to *ACC Spin*, the official newsletter of the Automotive Communications Council (ACC). We invite you to forward it to your colleagues. For questions or comments, or to unsubscribe, e-mail acc@aftermarket.org or call

240-333-1089.



■ Spring ACC Conference a Huge Success

The ACC 2004 Spring meeting was a resounding success. The meeting took place at the beautiful Westin Diplomat Resort & Spa in Hollywood, Fla., and was held May 2-4 and featured a host of interesting speakers and seminars for attendees.

- **Jim John**, Northwood University, discussed Northwood's Aftermarket Management curriculum.
- **Nile Cornelison**, Direct Communications Incorporated, presented "Technology Today: Tracking Consumer Media Response and Closing the Sales Loop."
- **Richard Murphy**, BPA International, addressed "The Value BPA Adds to the Buying and Selling of Media."
- **Jim Nowakowski**, Accountability Information Management, conducted a four-hour workshop on ad effectiveness.
- **Willi Alexander**, Parts Depot, discussed "Partnering With Vendors for Effective Marketing That Drives Sales."
- **Steve Boguski**, Newbury Partners, introduced "Strategic Branding in the Aftermarket."
- **Mike Colucci**, AccuData America, presented "Creating Competitive Advantage Through Data Solutions."
- **Brian Tarnacki**, Federal-Mogul, introduced himself during Meet-A-Member.
- **Rich White**, AAIA, updated the group on the "Be Car Care Aware" consumer education campaign.
- **Jennifer Ortiz**, AAIA, presented an update on the Car Care Council Women's Board.

For pictures of the meeting, visit the ACC Web site at www.acc-online.org. For more information on the fall 2004 meeting, scheduled for September 12-13 in Chicago, Ill., e-mail acc@aftermarket.org.

■ President's Message

Welcome fellow ACC members. The Spring 2004 Hollywood, Fla. meeting was one of the very best I can remember. Good attendance, fabulous hotel, superb food, outstanding speakers and terrific networking. Have I missed any adjectives here? It was a great meeting and there was lots of positive feedback.

Our next meeting will be a return to my hometown, the always-popular windy city, Chicago, Sept. 13 - Sept. 14. Our fall meeting is a day shorter than the spring meeting. The fall meeting will be at the beautiful Renaissance Hotel on Wacker Drive in downtown Chicago, right off the Chicago River. For those on AAIA committees, this should make traveling easy. The AAIA Committee Meetings are at the same hotel and end Sept. 12, while ACC begins the following day.

One issue the ACC board is addressing is expansion of our membership. Jennifer Tio, ACC second vice president, will be in charge of membership this year and has many great ideas in getting more people to become active in ACC. Jon Owens, past president, mentioned in his last *Spin* column, a new member drive being spearheaded by board members Barry Harris and Tom Marx. They have put together a great approach in trying to build memberships and we'll be implementing many of these ideas.

But it can't end there. You all know the best method of recruitment is "word of mouth." I encourage each of you to be "ACC Ambassadors" and bring at least one or two new members for our fall meeting. We're the best kept secret in the industry, and that needs to change.

David Wheeler, ACC first vice president of ACC, will be putting together powerful programs for the next two meetings. Some speakers already lined up for the fall meeting are Bob Moore, Bob Moore & Partners and Scott Lockett, AAIA, who will address marketing components as they relate to the new PIES standards and e-cataloging. Please let Dave know if you have any "hot" speakers or topics you want to see presented at one of our meetings.



Doug Ferguson
ACC President

We're hoping to have our spring 2005 meeting in the Los Angeles area (Santa Monica beach hopefully) following AAIA Committee Meetings in Huntington Beach, Calif. More information to come.

Lastly, I'd like to follow tradition and close with a fun quip, but am not sure I can compete with Jon Owens's great Henny Youngman quote on the evils of drinking. Thus, I'll conclude with a saying on one of my favorite T-shirts, which is torn and worn and nearing throwaway status. It reads, "I used to jog but the ice kept falling out of my glass." True to form... especially with the new margarita recipe we all got from member Brian Tarnacki. See you in Chicago!

Best, *Douglas Ferguson, ACC President*

■ New ACC Officers and Board Elected

The ACC elected new officers and members to the Board of Governors at the spring meeting. Jon Owens, publisher, Babcox Publications and outgoing president of the ACC, announced the ACC's new officers.

- **President:** Doug Ferguson, group publisher, Advanstar Automotive Group
- **First Vice President:** David Wheeler, ad/merchandising manager, Gates Rubber Company
- **Second Vice President:** Jennifer Tio, senior vice president, Maximum Marketing Services
- **Treasurer:** J. Barry Harris, national marketing manager, The Timken Corporation
- **Secretary:** Tom Marx, president, The Marx Group



ACC officers J. Barry Harris, Doug Ferguson, Tom Marx, David Wheeler and Jon Owens at the ACC 2004 spring meeting in Hollywood, Fla.

The new ACC Board of Governors is:

2005 Term

- Katie Noga, Chicago Rawhide
- Brian Tarnacki, Federal-Mogul
- Jim McLean, Gates Rubber Company

2006 Term

- Pamela Krebs, Robert Bosch Corporation
- David Kobuszewski, NASCAR
- Neal Zipser, MEMA

■ Get-Well Wishes

ACC extends get-well wishes to first vice president David Wheeler, who is recovering from surgery.

■ Meet-A-Member Margaritas

During his Meet-A-Member session at the spring 2004 ACC meeting, Brian Tarnacki of Federal-Mogul shared a family recipe for margaritas. Due to an overwhelming number of requests, the recipe is below.

- Two parts Jose Quervo Gold
 - One part Triple Sec
 - One part fresh-squeezed lime juice
 - Splash of Grand Marnier (optional)
 - Splash of packaged margarita mix (optional)
- Tarnacki recommends mixing in a shaker and serving over ice in salt-rimmed glasses for best results.

■ Promotional Opportunity for Members

Mark Mills of Motion Picture Magic, a presenter at the ACC spring 2003 meeting in Phoenix, Ariz., wanted members to be aware of a great promotional opportunity. The upcoming Walt Disney Pictures film, "HERBIE; FULLY LOADED," is an updated story of Herbie the Love Bug and will star Lindsay Lohan.

1. Production is seeking several companies who have NASCARs that they could use in filming.
2. Production is seeking one or two companies to be the sponsors of NASCAR pit areas including banner signage, branded pit team outfits, products, caps, etc.
3. Additionally, there is the potential for banner signage involvement at the NASCAR race where Maxy and Herbie compete. Production will mostly likely request hard dollar offers in the \$5,000 range for this involvement or waive the fee if a NASCAR is provided for use in filming and/or depending the rest of your involvement in the film.
4. Production is looking for vendor booths that could be shown at one or more of the NASCAR races within the film.
5. Last, promotional opportunities are available with this film, which would probably include waiver of the fee for banner signage at the NASCAR race and would lock-in category exclusivity.

For more information, or a film synopsis, e-mail acc@aftermarket.org.

■ Join Us

It's easy to become an ACC member. If you are an aftermarket marketing communications professional, visit www.acc-online.org for a membership application, and fax it to 301-654-3299. The sooner you apply, the sooner you'll be in position to start shifting your company's marketing communications into a higher gear.