



■ Welcome to ACC Spin

Welcome to *ACC Spin*, the online newsletter of the Automotive Communication 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.

■ A Great 2005 Spring ACC Conference

The ACC 2005 spring meeting was a terrific success. The meeting took place April 11-13 at the beautiful Hyatt Regency Huntington Beach in Huntington Beach, Calif. The meeting featured a host of interesting speakers and seminars for attendees.

- **Rich White**, AAIA, discussed the "State of the Aftermarket."
- **Jim Ryan**, Advanstar Off-Road Group, demonstrated "Strategies for Reaching the Off-Road Market."
- **Ash Dudakia**, Omnitek, detailed "Effects of the Electronic Information Revolution in the Automotive Aftermarket."
- **Mark Hanner**, Infowit, showed attendees the importance of "Taking Charge of Your Creative Projects."
- **Chad Chadwick**, Chadwick Communications, described "Branding Essentials."
- **Joel Elad**, eBay, showed attendees how to "eBay Your Business: Alternative Sales Strategies."
- **Jim Spoonhower**, SEMA, provided an "Overview: Reaching the Tuner Market."
- **John Russel**, Vision Entertainment, and **Michael Meyers**, NOPI Motorsports, presented "Marketing to Tuners at Hot Import Nights Events" and "Marketing to Tuners at NOPI Races."
- **Mike Roth**, TRG Studios, showed how to make "Photographic Quality Images From CAD Files."
- **Pam Krebs**, Robert Bosch Corporation, told the group about herself in the annual "Meet-A-Member."
- **Jennifer Tio**, Maximum Marketing Services, updated the group on "Be Car Care Aware" and the Car Care Council Women's Board.

For meeting pictures, visit www.acc-online.org.

■ President's Message

Here's the deal: I'll personally pay you \$100 if your suggestion for a speaker at the fall ACC meeting in Philadelphia is voted "MVP" (most valuable presentation) by the members present. I also challenge the ACC board members at our next meeting to earmark ACC funds to encourage more member involvement in speaker selection.



David Wheeler
ACC President

At the close of the spring meeting, I mentioned that we needed a better process to develop content for our meetings. You'll agree that Huntington Beach was an exceptional site for our spring meeting, we had excellent participation and some pretty good information presented - or do you agree? My sense is that not everyone finds the same topics valuable or even worthwhile. Even a blatant sales pitch may be valuable if we learn something, but don't waste our time otherwise.

Will Rogers is quoted as saying, "If advertisers spent the same amount of money on improving their products as they do on advertising, they wouldn't have to advertise them." Improving the ACC "product" by creating more value for members is an especially important activity now. ACC membership is up thanks to the "advertising" efforts of AAIA and some key individuals, but TPC has also never been higher given the increasing personal and professional demands on our time.

So here's the challenge: Give the fall meeting agenda in Philadelphia and the spring meeting in Savannah some real thought. If you know of a speaker that has some valuable information from which the membership will benefit, fire the suggestion off to Barry Harris, first vice president for ACC. Harris can be reached at barry.harris@timken.com or 330-471-6293. He'll appreciate the help in developing the agenda for both meetings. And, if your suggestion results in a presentation voted "MVP" by the members, I have a C-note for you!

Here is another way you can create value: While you're thinking about speakers and topics, jot down a few notes on people, products, services or ideas that have had a positive impact on your daily business activities. For example, did you know that there is a "Batch Automate" feature in Adobe Photoshop that can save you or your artist literally hours of photo manipulation time, for things like digital product images for online catalogs? We all learn new things every day that could benefit others in our group if we only had a forum for communication. Now you do. Bring your ideas or suggestions to share with the group during our final day of presentations and you will be rewarded for your contribution!

Finally, we should do a better job of saying thanks for the hard work of many in our group in behalf of ACC. Doug Ferguson, Group Publisher for Advanstar and our outgoing ACC president was a strong and exceptionally knowledgeable leader in '04/'05. Thanks, Doug! We are especially indebted to Jennifer Ortiz and Michael Barratt with AAIA for their organizational expertise and hard work behind the scenes on the meeting and hotel arrangements, printed materials, Web updates and more. Look for more recognition and applause for long-time contributors in our upcoming meetings.

■ Fall 2005 Meeting Plans Underway

Plans for the fall 2005 ACC meeting in Philadelphia, Pa. are underway. The meeting will be held Sept. 26-27 at the Loews Philadelphia Hotel. For more information on the hotel, visit www.loewshotels.com. Meeting information and registration will be available soon on the ACC Web site at www.acc-online.org.

■ ACC Gets a New Look and Logo

As voted on by the board at the spring 2005 meeting, the Automotive Communication Council has officially adopted a new look. With the help of Pam Krebs and the Robert Bosch Corporation, a new logo has been adopted. The look of *ACC Spin* has been updated, and look for the ACC Web site to be updated by the end of June. To receive the logo electronically, call 301-654-6664 or e-mail acc@aftermarket.org.



ACC's new logo

■ New Officers and Board Announced

The ACC elected new officers and members to the Board of Governors at the spring meeting in Huntington Beach, Calif.

- **President:** Dave Wheeler, Gates Corporation
- **First Vice President:** J. Barry Harris, The Timken Corporation
- **Second Vice President:** Tom Marx, The Marx Group
- **Treasurer:** Katie Noga, SKF Automotive Division
- **Secretary:** Neal Zipser, MEMA
- **Immediate Past President:** Doug Ferguson, Advanstar Automotive Group

2006 Term

- Pamela Krebs, Robert Bosch Corporation
- David Kobuszewski, NASCAR
- Jim McLean, Gates Corporation

2007 Term

- Bill Hanvey, Motormite/Dorman
- Tony Molla, ASE
- Brian Tarnacki, Federal-Mogul

J. Barry Harris, Tom Marx, Dave Wheeler, Katie Noga, Brian Tarnacki, Jon Owens and Doug Ferguson at the ACC spring meeting.



President's Reception



Group Dinner



A group of almost 40 aftermarket professionals attended the 2005 spring meeting.

■ Join Us

If you are an aftermarket marketing communications professional, visit www.acc-online.org for a membership application, and fax it to 301-654-3299.

Automotive Communication Council (ACC)

7101 Wisconsin Avenue, Suite 1300
Bethesda, MD 20814
www.acc-online.org

phone: 301-654-6664

fax: 301-654-3299

e-mail: acc@aftermarket.org

