

■ National Car Care Month Plans Underway

This is the time of year when companies should be finalizing their National Car Care Month plans. For the second year, National Car Care Month will be held in April, but planning should take place months in advance.



Aftermarket companies need to show their support for the “Be Car Care Aware” consumer education campaign by participating in this rallying point for the entire aftermarket industry. Although every month is car care month, in April companies should make a concerted effort to increase public awareness about the benefits of good vehicle maintenance and repair.

To get involved in National Car Care Month and the “Be Car Care Aware” campaign, visit the Car Care Council’s Web site at www.carcare.org, e-mail info@carcare.org or call 240-333-1088.

■ Spring ACC Conference in Hollywood, Fla.

Building on the highly successful ACC Fall Conference in Chicago, ACC is compiling a dynamite agenda for the Spring 2004 conference in Florida. Please join your colleagues in Hollywood, Fla. for an insightful, fun and unique event full of learning, networking and socializing.



Back by popular demand is Jim Nowakowski, who blew away attendees at the fall event with his presentation on

“Measuring Advertising Effectiveness and Response.” In post-event evaluations, Nowakowski was the highest-rated speaker of the event.

Many other great presentations have already been finalized, and you can always count on our great “social” activities. Now is the time to register for the event. You can register online at www.acc-online.org, or by calling the ACC meetings department at 301-654-6664. The hotel is convenient to Ft. Lauderdale International Airport. For hotel reservations, call 888-627-9057. Our group rate is \$179 single/double.

■ President’s Message

Hello ACC, and welcome to the rebirth of ACC *Spin*. This newsletter is designed to communicate all that is happening within our organization.

It’s time to turn our thoughts too sunny, warm, tropical Florida. Sandy beaches, warm south-Atlantic breezes, palm trees and strong, tropical drinks. All the ingredients for a Spring ACC Meeting. So, get ready folks, we’re descending upon beautiful Hollywood, Fla., May 2-4.

On the heels of our content-rich, successful fall meeting in Chicago at the ultra-cool House of Blues Hotel, ACC Vice Chairman Doug Ferguson has been busy assembling another powerhouse lineup of speakers/presenters. For those who attended, you’ll recall the great “Ad Effectiveness” presentation Jim Nowakowski made at the Chicago meeting. Nowakowski is back for the spring session, not just for an hour, but for an entire four-hour morning session.

The other presenters that are scheduled to appear, along with our traditional “breakout” sessions, combined with our always-fun attitude and stellar location should help to make this one of the very best ACC meetings ever so, don’t miss it.

ACC officers are currently working on two new projects that will prove to be extremely beneficial to our council. The first is a new member drive that’s being coordinated

by Barry Harris of Timken and Tom Marx of The Marx Group.

Many thanks to those two for their time, energy and creative thinking to help drive new members to

ACC. They will report on their progress to the board



Jim Nowakowski

discusses the effect and impact of ads.



The ACC group enjoys dinner at the Greek Islands restaurant at the fall meeting in Chicago.

at the upcoming spring meeting, and we will share this with attendees during our general business session that traditionally closes

our meeting.

The other initiative is an effort to devise a way to enable ACC to select and deliver marketing-based awards to companies throughout our industry. This effort is being pursued by a sub-committee consisting of Katie Noga from Chicago Rawhide, Doug Ferguson from Advanstar, Brian Tarnacki from Federal Mogul and Jenny Tio from Maximum Marketing. They are also scheduled to report their progress to the board at the spring meeting and this will also then be presented to the entire council at the closing general business session.

I hope you enjoy this edition of *ACC Spin*. Your comments and recommendations are welcome but will probably not be acted upon! (just kidding!). I leave you with my favorite Henny Youngman line to prepare you for your additional reading here in the *Spin*:

“When I read about the evils of drinking, I gave up reading!”

— Jon Owens, ACC Chairman
~9er

■ Afternoon of Golf Added to Spring Agenda

Par for the course, ACC will have an afternoon of plaid-panted fun. Attendees of ACC’s spring conference are invited to play a round of golf on Monday, May 3, at 1:30 p.m. at the Westin Diplomat Resort & Spa. A round of golf is \$149 per person.

The golf registration is included on the online registration form at www.acc-online.org, or interested parties can call the ACC meetings department at 301-654-6664.

■ ACC Sponsors Women’s Board Reception

The Automotive Communications Council (ACC) was a diamond sponsor of the 2003 Women’s Board reception on Nov. 4 during the Automotive Aftermarket Products Expo (AAPEX) in Las Vegas.

Automotive Communication Council (ACC)
4600 East-West Highway, Suite 300
Bethesda, MD 20814
www.acc-online.org

During the reception, Terry McCormack, president of Dana Automotive Aftermarket Group, and Dick Morgan, president of Aftermarket Auto Parts Alliance, presented 19 Women’s Automotive Communications Awards (WACA) to companies and agencies that produced outstanding advertising, marketing and communications materials.

ACC and the Car Care Council’s Women’s Board are reviewing ways to partner for the WACA awards in the future.

■ Join Us

It’s easy to become an ACC member. If you are an aftermarket marketing communications professional,

Act Now!
Register early for the spring conference to save \$100. The early-bird deadline for the 2004 Spring ACC Conference is March 2, 2004. Visit www.acc-online.org to register.

simply visit our Web site at www.acc-online.org and fill out the membership application and fax it to 301-654-6664. The sooner you apply, the sooner you’ll be in position to start shifting your company’s marketing communications into a higher gear.

■ ACC Mission

To provide a sophisticated, beneficial and supportive networking forum for marketing professionals engaged in public relations, advertising, branding and other communication practices in an effort to help them manage ideas, information and resources about issues, challenges and trends impacting the automotive aftermarket industry.

ACC Officers

President Jon Owens Babcox	Treasurer Jennifer Tio Maximum Marketing
First Vice President Doug Ferguson Advanstar	Secretary J. Barry Harris The Timken Corporation
Second Vice President Dave Wheeler Gates Rubber Co. - NAPA	Immediate Past President David Touchette Cooper Bussmann

phone: 301-654-6664
fax: 301-654-3299
e-mail: acc@aftermarket.org

