



AUTOMOTIVE COMMUNICATION COUNCIL

AUTOMOTIVE COMMUNICATION COUNCIL (ACC)

*Serving Industry Member Companies and  
Marketing Communications Professionals  
for More Than 60 Years.*

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## **President's Message**

Thank you to all that attended our Fall Conference in Boston. It was great to see some new participants, as well as the usual suspects.

I wanted to share with you that an important initiative that was begun last year under the leadership of Barry Harris, is living on. Your board continues to meet monthly by teleconference, which allows ACC to move forward on initiatives that support the industry, as well as ACC members.

Our membership drive is in full swing, we are working on the [Wikipedia](#) project and we are continuing to look at ways that AAPEX can be an even more productive event for exhibitors and buyers.

By meeting monthly, the ACC Board has been able to move these initiatives, and others, along far more effectively. I wish to acknowledge the [board members](#) for their time and commitment. We'll keep in touch with you about the results of these programs.

See you all in Las Vegas!

Tom Marx  
The Marx Group

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## ACC 2007 Fall Meeting

In September, more than 30 ACC members and guests attended the ACC 2007 Fall Meeting in Boston, Mass. Held at the historic Omni Parker House Hotel, Sept. 24-25, the meeting provided attendees the opportunity to network and address issues that are affecting the aftermarket industry.

Luanne Brown, eTool Developers, launched day one with a presentation on the emerging trend of online training, followed by Rick Thomas of Media Rich Marketing, educating the group on the ease, success and affordability of product placement in the media. Attendees had the opportunity to participate in the popular Service Dealer Roundtable discussion, which was made up of local service dealers. The day ended with the group heading to the world famous "Cheers" restaurant for some great food and company.

The second day of the event was kicked off by a presentation by Paul Hake, Paul Hake Productions, LLC who spoke to the group about interactive media and online entertainment and how to target an audience through online gaming. The group then had the opportunity to participate in a guided walking tour to see the historical sights of Boston. The meeting wrapped up with the business meeting, which focused on the opportunity to design the way the world perceives the automotive aftermarket through the popular Web site Wikipedia.

Photos are now available by clicking [here](#).

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## ACC Spring Meeting Registration Now Available

ACC is pleased to announce that the ACC 2008 Spring Meeting will take place in Charlotte, N.C., April 28-30, 2008.

The spring meeting will be offering a variety of speakers including a roundtable discussion with jobbers. In the planning phase are insights into the heavy duty aftermarket, and feature events include a tour of the Joe Gibbs racing center and the opportunity to participate in group break-out sessions.

Click [here](#) to register, and watch your e-mail or visit <http://www.acc-online.org/> as the agenda unfolds. The event starts on Monday, April 28 at 11 a.m. for a meeting of the ACC Board of Governors, and the members' event kicks off at 1 p.m. Activities are planned for Tuesday and Wednesday, so plan your departures after 3 p.m. Wednesday, April 30.

ACC is currently researching possible dates and locations for the fall 2008 meeting. Tentative dates include Sept. 15-16 and Sept. 22-23. Please contact Alexis Walters at 240-333-1089 or e-mail [alexis.walters@aftermarket.org](mailto:alexis.walters@aftermarket.org) if you know of any industry events that conflict with those dates.

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## Join the Women's Board for Automotive Communications Awards (ACA) Reception at AAPEX

The Car Care Council Women's Board (WB) and the Automotive Communications Council (ACC) applaud those companies and agencies that provide automotive information to consumers and the trade professionals who interact with them on a daily basis. Whether it be through outstanding advertising, marketing, merchandising and/or effective PR, these two organize recognize these companies' efforts through the

Automotive Communications Awards (ACA) competition.

This year, a record 133 ACA entries were submitted, and awards will be presented at the WB reception at AAPEX, Tuesday, Oct. 30, 2007, 5 p.m. - 6:30 p.m. in the Sands Expo Center, Rooms 202-203, Las Vegas, Nev. Also at the event, you can congratulate the WB Aftermarket Woman of the Year and the WB scholarship recipient, enjoy drinks and hors d'oeuvres, network with your peers and find out more about the WB and ACC.

All ACC members and non-members are welcome; no RSVP required. For more information, visit <http://women.carcare.org/>.

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## **ACC Creates GAAS Scholarship**

ACC has announced that it will donate funds for two scholarships in the annual Global Automotive Aftermarket Symposium (GAAS) scholarship program. The scholarships will be earmarked for students looking to practice marketing, public relations, journalism, advertising or a related field in the aftermarket.

Each year, GAAS organizers receive hundreds of applications from students looking to enter the industry – primarily to be technicians. The Automotive Communication Council wants to provide assistance to students who are looking to enter some aspect of marketing communications. These are important roles that companies within our industry need in order to survive in today's global marketplace.

For more information on GAAS scholarships, visit <http://www.automotivescholarships.com/>. For more information about GAAS, visit <http://www.globalsymposium.org/>.

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## **ACC Defines Automotive Aftermarket in Wikipedia**

During the ACC fall 2007 meeting in Boston, Mass., the group discussed the current definition of aftermarket that is featured on the popular Web site [Wikipedia](#). With input from the group, a new definition of aftermarket was submitted to Wikipedia for posting. The [current definition](#) is being reviewed by board members for edits.

If you have comments or suggestions for the final definition, please e-mail them to Alexis Walters at [alexis.walters@aftermarket.org](mailto:alexis.walters@aftermarket.org) by Friday, Nov. 9.

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## **ACC Tip of the Month**

### **Use Flash Within Your Web Site**

Adobe Flash technology has become a popular method for adding animation and interactivity to Web pages. Although the use of Flash can increase the curb appeal of a Web site, be careful how you use the technology.

A Web site designed entirely within Flash may prevent search engines from fully and properly indexing the site which may result in poor search engine positioning. The ramification is that your site will not appear near the top in keyword searches thus making it harder for people to find your site. You then have to take special steps to ensure that a search engine will index it - when just using proper XHTML standards would have probably

sufficed.

A Flash as the “splash” page also delays the user from getting the information he or she is looking for. If you do use a Flash as the splash page, make sure to include a “skip intro” feature. A better use of Flash is to “embed” or integrate the Flash into the home page.

In summary, consider using other technologies such as AJAX or advanced style sheet development techniques as an alternative to overusing Flash.

*Submitted by Neal Zipser, The Catevo Group*

If you have any suggestions for a future tip of the month, contact Alexis Walters at 240-333-1089 or e-mail [alexis.walters@aftermarket.org](mailto:alexis.walters@aftermarket.org).

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## **Congratulations Jeff Stankard**

The ACC Board and Officers would like to congratulate ACC member Jeff Stankard, the winner of a \$100 American Express gift card. Jeff’s name was randomly drawn from all meeting attendees who completed the fall meeting online evaluation. Congratulations Jeff, and thanks to all who participated!

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