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AUTOMOTIVE COMMUNICATION COUNCIL

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April 2011

ACC 2011 "Back to School" Conference in Indianapolis

The ACC 2011 conference themed "Back to School" focused on many industry topics relevant to marketing and communications professionals. Held at the Sheraton Indianapolis City Centre in Indianapolis, Ind., March 16-17, more than 35 aftermarket communication professionals spent a day and a half learning about the latest trends in the industry.

Day one was kicked off with a group discussion led by Tom Marx, The Marx Group, on "How's Business," where attendees discussed news and trends in the industry. Scott Lockett, AAIA, discussed the latest in aftermarket technology standards. Ralf Hug, The Trajectory Group, taught attendees how to "Break Out of the Commodotization Trap." Tony Molla, ASE, led a technician panel where he was joined by panelists: Kent Applegate, Kent's Automotive; Charles LeMasters, AVC Auto Inc.; and John Neely, PFM Truck Care Center. Mac McGovern, KYB America LLC, deciphered communication gaps between the supply chain in "Parts People are from Venus, Installers are from Mars." Derek Kaufman, Glacier Bay Technology, rounded out day one a presentation on the telematics trendline. Dr. Tim Nash, Northwood University, was the keynote speaker for the well-attended second day of the meeting, and discussed the world economy in "Intrapreneurship/Entrepreneurship and Global Competition."

Photos are now available by [clicking here](#). Select presentations from the meeting are also now available by [clicking here](#). The next ACC meeting will be in spring 2012, with possible CEU credits available. For more information, e-mail Jennifer Ortiz at jennifer.ortiz@aftermarket.org or call 240-333-1089.

Register Today for FREE ACC Webinar "What the Automotive Aftermarket Can Learn About Package

Design From the Leading Consumer Package Goods Brands"

Register today for the next FREE ACC Webinar, "What the Automotive Aftermarket Can Learn About Package Design From the Leading Consumer Package Goods Brands." This Webinar will take place on Thursday, April 14 at 2 p.m. EST.

[Click here](#) to register.

Visit ACC at GAAS!

Representatives from ACC will be hosting a table during the upcoming [Global Automotive Aftermarket Symposium](#) (GAAS), May 18-19 at the Hyatt Regency O'Hare in Chicago, Ill. Please stop by to learn more about ACC's programs and opportunities, and why your company's communications and marketing team should be a part of the oldest continually-running council in the industry!

ACC Welcomes New Members

ACC would like to extend a warm welcome to its newest members: Kristin Brocoff, CarMD.com Corp. and Christine Fisher, Gabriel.

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