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AUTOMOTIVE COMMUNICATION COUNCIL

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Greetings from Your New ACC President

70 Years of Service

1941 was an auspicious year for many reasons. One of the less well-known events was the founding of a small group of marketing and communications specialists. They called it the Automotive Advertising Council, and the legacy of those individuals lives on today. Seventy years later, I have the honor of being president of ACC, and continuing a tradition of service to the industry that is now a generation old. As you might expect when you get a group of talented people together, the creative ideas and insights shared on a variety of topics provides a pretty good look ahead, and helps to identify trends and, occasionally, "The Next Big Thing" for the wired world in which we live.

I remember discussing the rise of social media five years ago, and a great deal of what was predicted back then at an ACC meeting by various experts is now commonplace. Five years before that it was Internet-based marketing and communications. ACC has replaced one of its two annual meetings with bi-monthly Webinars. There are new market research tools available, and digital technology has reached the point where any business can talk directly to a customer, 24/7, in any manner from e-mail to texting to actual face-to-face video via Skype. So how do you use this new technology efficiently, effectively and properly?

That's where ACC comes in.

I've found that being a part of ACC helps me to stay ahead of the curve on changing technology. It's a think tank that provides ongoing training to veterans and development for those at the beginning stages of their career. I always walk out of an ACC meeting with a few nuggets that I can put to use immediately in my day-to-day operations and, even more importantly, how I can improve what we're already doing. But perhaps the most important member benefit is the opportunity to interact with some of the brightest marketing and communications minds in the industry. It's a great group to bounce ideas off of, and the friendships developed last a lifetime.

Sound like something in which you'd like to be involved? ACC is growing and we're always looking for a few more good men and women. You can find out more about ACC at our website, and see samples of the presentations and information available. After 70 years, ACC is still helping to develop the leaders of today and tomorrow. Visit www.acc-online.org to join today!

Join ACC for a Cocktail at GAAS!

ACC members and their guests attending the Global Automotive Aftermarket Symposium (GAAS) in Chicago, Ill. are invited to join ACC for a cocktail, network with ACC members and learn more about the council, during ACC's first-ever cocktail reception at GAAS! The reception is scheduled for 6 p.m.-7 p.m., Tuesday, May 17, at the Hyatt Regency O'Hare in Chicago, Ill.

Congratulations New ACC Officers and Board

ACC is pleased to announce its new officers and board of governors, who will work hard to make 2011 a great year for the Automotive Communication Council!

President - Tony Molla, ASE
First Vice President - Dawn Gagne, EXIDE
Second Vice President - Jeff Stankard, Babcox
Treasurer - Al Haberstroh, MontAD
Secretary - Lance Boldt, AutoNetTV
Immediate Past President - Dave Kobuszewski, NASCAR

2012 Board Term

Noam Chasan, Dorman
Tom Marx, The Marx Group
Brian Salvatore, Harris, Baio & McCullough
Bob Zimmerman, RCZimmerman & Associates

2013 Board Term

Kyle Freund, KYB America LLC
Georgianne Dickey, Affinia
Megan Talbott, NAPA Ballkamp
Andy James, New Pig

ACC Packaging Webinar Now Available Online

The latest in ACC's successful Webinar series, originally held Wednesday, April 20, is now available online. Click

[here](#) to view "What the Automotive Aftermarket Can Learn About Package Design From the Leading Consumer Package Goods Brands" by Mark Mitchell, Interact Packaging.

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