



# Marketing Executives Council

## Overview and Application Form

Advancing the Automotive Aftermarket Supplier Industry through Collaborative Marketing and Communications

The MEC is a forum for automotive aftermarket supplier marketing executives to collaborate in helping to improve the state and image of the North American manufacturer base. The Council will serve a major role in helping AASA communicate to key audiences and develop communication strategies and action items. This is the first council ever created strictly for aftermarket supplier marketing executives; non-supplier / non-AASA companies are not allowed to become members, but may be invited to participate at meetings. The MEC will focus on solving challenges and create opportunities to improve the image and strength of the North American aftermarket supplier.

### Membership

The Council is open to marketing executives of regular AASA member companies (aftermarket suppliers only – no affiliate members). Two representatives from each company can participate; one as a regular member and one as an alternate; should be the highest level marketing executive within the company or for the automotive aftermarket. Dues include a portion to cover meeting expenses and overhead as well as a portion dedicated to special projects.

### Meetings

The Council will meet regularly at mutually agreed upon times and locations selected by the board of governors. A roundtable format is followed, and meetings are normally conducted between the hours of 10:00 am until 4:00 pm. An issues format is the primary approach used where previously identified issues are presented and discussed and the exchange of opinions, ideas and issues result in resolutions of the issue or a plan for further investigation and analysis is agreed upon. Among the top council initiatives are Supplier Image Enhancement, Market Research and Trade Shows.

### Contact Information

Leadership is by a board of governors which include a chairman, vice-chairman and two at large members appointed from the council membership as well as an AASA staff executive. For more information, contact [jcameron@mema.org](mailto:jcameron@mema.org).

Submit application and payment to:

AASA Marketing Executives Council ▪ PO Box 13966 ▪ Research Triangle Park, NC 27709-3966  
Phone: 919-406-4800 ▪ Fax: 919-549-4824

Company \_\_\_\_\_

Representative \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Alternate Representative \_\_\_\_\_ Title \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

2011 Annual Dues of \$2000 must accompany application and can be paid by one of the following:

Name on Credit Card \_\_\_\_\_ Credit Card type \_\_\_\_\_  
(Exactly as on card) (AmEx, Visa, Master Card)

Credit Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_