



AUTOMOTIVE  
OIL CHANGE  
ASSOCIATION

## Automotive Oil Change Association (AOCA) About AOCA Committees

### Overview

The AOCA Committee structure, which is being revitalized in 2009, is the core of the association's project and service development activities. Committees provide guidance and strategic recommendations to the AOCA Board of Directors on a variety of topics and issues. AOCA encourages member companies to participate in committees. Not only does the organization and industry benefit greatly, but so too does the individual and their company, as the networking opportunities with committees are unparalleled. Also, there is no better way to gain leadership experience than to serve on committees.

### Current AOCA Committees

Current AOCA Committees include: **Convention** Committee, **Education** Committee, **Government Affairs** Committee and **Membership** Committee.

Also, a number of new committees were proposed and accepted by the AOCA Board in 2009. They are: **Best Practices** Committee, **Green** Committee, **Industry Relations** Committee, **PR and Marketing** Committee, **Research** Committee, and **Technical Advisory** Committee.

Lastly, there are a number of Committees of the Board of Directors. This means they are comprised of Board members only, unless the Board asks non-Board members to serve. They are: **Bylaws** Committee, **Finance** Committee, **Nominating** Committee, and **Strategic Planning** Committee.

AOCA Committees are encouraged and expected to work in unison when areas of interest cross paths. For example, if the **Technical Advisory** Committee identifies a regulatory issue, it would work in unison with the **Government Affairs** Committee on solutions.

### Committee Tools

AOCA Committees have a number of tools available to them to further their programs and ideas. They include, but are not limited to:

- Communications and Information products. These include:
  - Articles for internal and external publications
  - Email blasts
  - How To Guides
  - Web resources
- Public Relations Activities
  - Campaigns
  - Press releases

- Marketing activities
- Best Practices
- Education Products
  - Classroom courses
  - Web seminars
  - Distance learning
- Government Affairs efforts
  - Lobbying
  - Communication to Governments/entities
  - Position Statements
- Benefits Programs
- Convention Activities
  - Seminars
- Research Products

### **How to Get Involved**

AOCA Committees are led by a Chair and Vice Chair and supported by the Board through the Board Liaison. Each committee is comprised of members in good standing. While committees operate on a consensus basis, there are occasions where votes are necessitated. Therefore each committee has an approved charter, reporting and guidance process.

There are no limits as to the number of committees on which members may serve. Those interested in serving should contact a Board member, Committee Chair or Vice Chair, the association President or association staff to communicate their interest.

### **What Is Expected**

AOCA staff and leadership understand very well that member personnel are very busy people. So, AOCA does all it can to ensure that serving on a committee for a member is not too demanding and does not negatively impact business. In fact, the leadership and staff work hard to make sure the experience of members is as streamlined as possible. The way to look at it is, what the organization really needs is our members' brain power, ideas and help in prioritizing association activities. Normally committees meet by conference call once every quarter or more if necessary. Also, committees will meet face-to-face during the **AOCA Annual Convention and Fast Lube Expo**.

Thank you for your service!