



Press Release

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FOR IMMEDIATE RELEASE

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NABC to Broadcast Meeting through Collision Hub

Association intends to extend its reach by using a networking, news and events Web site created specifically for the collision industry.

Princeton Junction, NJ, January 7, 2010 — A new era opens for the collision industry on Wednesday, January 13, 2010. On that day, at 7:30 a.m. Pacific Time, the National Auto Body Council™ (NABC) will broadcast their Palm Springs meeting live on the Web using the collision repair networking site, Collision Hub®.

This technological breakthrough allows NABC to open a meeting to the industry without being limited by geographic constraints. Anyone with broadband Internet access will be able to view the proceedings through a window streaming live video by logging into the Collision Hub Web site, www.collisionhub.com.

Collision Hub founder and CEO Kristen Felder along with Dave Henderson of Autowatch—both NABC members—first brought the idea to NABC before NACE. “Many within our industry want to participate in key events, but logistical or budgetary issues prevent them from doing so,” Felder says. “Through harnessing the power of the Internet and social networking technologies we can help dismantle those barriers. It’s an opportunity to unite the industry further.”

NABC believes Collision Hub will display and reinforce the association’s commitment of being open to the entire industry. “We’ve always been about transparency,” states NABC Executive Director Chuck Sulkala. “Collision Hub helps us make good on our goal by extending our industry reach—more folks will gain exposure to what we do. It goes both ways, as well: we’ll get direct feedback in live time from more people than ever. It’s a great chance to refine our focus on the needs of the industry.”

One NABC board member that will attend the January meeting from the convenience of his desktop is John Arnold of the Iowa Collision Repair Association. “As a new board member I really want to participate as much as I can, but there was no way I could make the long trip to southern California,” Arnold explains. “Thanks to Collision Hub, I’ll ‘be there’ despite the distance-causing time constraints.”

Collision Hub membership is not required to stream the broadcast for viewing purposes, but access to an online chat room that allows active participation including the live posting of questions does. (Submissions will be addressed by NABC at the time of the broadcast, time permitting.)

In the days following the broadcast, NABC will review and evaluate the experience and decide how it wants to go forward. “The help and guidance of Kristen and Dave has been terrific,” says NABC President George Avery. “Not all groups are in the unique position of NABC, which is completely open

and accessible, but the Collision Hub service set is versatile enough that savvy organizations will find a way to leverage it. NABC is delighted to take part in this exciting new initiative.”

Note: Interested parties can go to <http://www.youtube.com/watch?v=KHT-m1thqhc> to view a short instructional video on how to attend a meeting using Collision Hub.

About Collision Hub: Collision Hub provides a central network for professionals in the collision repair and -related industries. The site encourages participation of all parties and believes that all industry voices are important and should be provided a vehicle to express themselves and interact. The site offers a comprehensive industry calendar of events, blogs, videos, forums, photographs and over 30 specialty groups. Collision Hub is available on Facebook and can be followed on Twitter.

About NABC: NABC is a non-profit organization dedicated to enhancing the image of the collision industry. Our ongoing and continued success is a direct result of the efforts and support of our sponsoring companies and membership. Please contact NABC directly for membership information. Call 1-888-667-7433 (888-66PRIDE) or go to www.autobodycouncil.org.

NABC ~ Changing the image of our industry, one consumer at a time.

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