



Press Release

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FOR IMMEDIATE RELEASE

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NABC to Broadcast Second Meeting through Collision Hub

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

Princeton Junction, NJ, April 7, 2010 — The National Auto Body Council™ (NABC) will broadcast their Atlanta board meeting live on the Web using the collision repair networking site, Collision Hub® on April 13th at 9 a.m. EDT. This is the second meeting to be made available through Collision Hub.

The partnership with Collision Hub allows NABC to open a meeting to the industry without being limited by geographic constraints. Anyone with Internet access can view the proceedings through a window streaming live video. Users simply log into the Collision Hub Web site, www.collisionshub.com.

Collision Hub founder and CEO Kristen Felder along with Dave Henderson of Autowatch—both NABC members—are responsible for the broadcast. “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.”

Collision Hub broadcasts reinforce NABC’s commitment of openness 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.”

More than 400 users have accessed the playback of the January meeting from the Palm Springs meeting. “We received some exciting and valuable feedback from the January broadcast,” adds Felder. “We’re using it to make improvements to our next planned broadcast from Atlanta. We will continue to review and refine our approach because our goal is to improve with each subsequent broadcast.”

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.)

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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