

Independence drives us.

Engaging the Next Generation

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Today's Topics

- The Rise of YANG
- YANG Legislative Conference
- Ongoing Engagement
- Lessons Learned



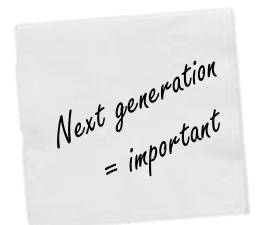




How YANG Got Started



- Early Discussions
 - o Temporary fellowship vs. permanent group
- 2013 Bar Napkin Conversation
 - o Two young members became first YANG Ambassadors
 - o Took immediate action: outreach to sales contacts
- Next Steps
 - o Launched in Jan. 2014
 - o YANG Advisory Council
 - Full-time staff commitment





YANG by the Numbers

Year 1 (2014): 353

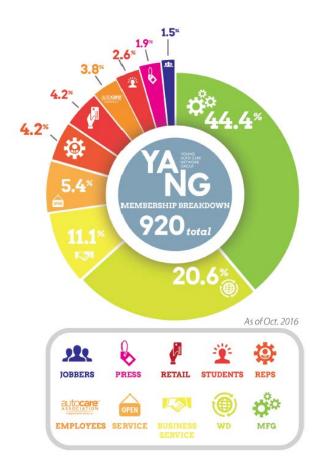
Year 2 (2015): 636

Year 3 (2016): **1,010**

Year 4 (2017 TYD): **1,200+**

30% Female

Average Age: 32





YANG Events & Communications

REGIONAL MEET-UPS

21 hosted in 2016



YANGSTER WRAP

Monthly newsletter



YANG @ AAPEX

AAPEX14: 30 people

AAPEX16: 260+ people



YANG LEADERSHIP CONFERENCE

• 50 in 2016; 75 in 2017











Promotion Timeline





Examples





Our Legislators Need to Hear From Us

Published on April 5, 2016









bly seen some variation of this headline before: "We Need a Stronger Advocate on Behalf of Your Company!" "Influencing



Why You Should Attend the 2016 YANG Legislative Conference ...or why you should send your under-40 employees to this event.

The auto care industry is one of thousands of industries wing for Congress' attention. The business The auto care illusisty is one or incussings or industries typing for congress attended. The business community, using its resources and connections, is incredibly effective at influencing Congress' decisions, COMMUNITY, USING ITS RESOURCES AND COMMISCIONS, IS INCREDIBLY EffeCTIVE AS INTURNORING CONGRESS OBCISIONS, but if the this most contact and inchinal and community that have the most connected this area. He are severed that



#YANGontheHill

Day 1

Issue Briefing

Two Guest Speakers

Meeting Tips

Role Play

Reception + Dinner

Day 2

Hill Meetings

> Group Photo

Lunch w/ Rep. Perry



26 Attendees

23 Companies

45 Meetings



Follow-Up

- Solicit feedback
- Share policy updates with company
- In-district meetings





Ongoing Efforts to Engage

- In-district meetings
- New key contacts
- PAC participation
- Association leadership opportunities



AutoCareAdvocacy.org





So What Works?

- 1. Encourage "member-driven"
- 2. Everyone is an ambassador
- 3. Prioritize networking & professional development
- 4. Strict age cut-off
- 5. Storytelling
- 6. Align feedback with future goals
- 7. Social media (duh)



What's Next for YANG?

- 2017 Auto Care Legislative Summit
 - YANG-sponsored closing reception
 - o Recruiting others to attend
- Strategic planning
 - o To better align with BoD's strategic pillars
- More members, more events







Thank you!

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