



Automotive Consultant Association

Home | Member Center | The Network | Dealer Direct | Recruiting | Join ACA

The Automotive Consultant Association (ACA) is a national membership association dedicated to the support, promotion and success of consultants in the automotive industry. The ACA provides access to facilitation and training information, networking and recruitment opportunities, and detailed member profiles.

Connecting Experience >
< Connecting Opportunities

Connecting *you* >



In the Know...

Here's where you would highlight some information that might be beneficial to potential member. Or New news, such as Dealer Direct is now up and running.



Member Center

> **Member Log-In**
> Membership Directory

Member Profiles



The Network

Access a wide variety of networking tools as well as contacts and online profiles in their entirety.



Join ACA Today!

> Benefits
> Application
> Membership Dues
> FAQs

HOME PAGE

- Keep overall shape of homepage in a box, with a rule around it--- a defined shape. Could be on a white, dark blue or black background
- Connecting Experience, Opportunities, you-- Each type line would move across screen one at a time, into position from left and right sides. Type would be transparent.
- Little photo spots of members/images, would start with one and move until all 12 appear, maybe one by one in a row, or coming together in the middle or starting in the middle, and branching out left to right --- making use of some sort of motion. Also, reinforcing connection.
- I think a blurb explaining who you are is important to see right away-- since you are new, you need to explain who you are/what you do.
- I wanted to have 4 areas that you can simply highlight sections of the site you want to call attention to. These can change as the site evolves or once the other sections develop. Join ACA and Member Center could always be simplified into just a side button, if you want to call out Dealer Direct and Recruiting later on. These sections would have a link/s to information. Also, could add a fifth highlight section. This area can be flexible and changing.
- I thought there should be an Informative section first. Give potential members a nugget of info. to chew on. Something that would be beneficial, so right away they feel as though they have learned something, or left your site, feeling like it's worth it to join.
- Wanted to keep it simple, and user friendly. Corporate, but with a little flair. The limited use of color keeps it sophisticated and professional.



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Member Center

user name

password



ACA MEMBER PROFILE COLLECTION >

MEMBER



Welcome to the ACA

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> Member Profiles

[My Profile](#)

[Profile Search](#)

> Membership Directory

> The Network

> Dealer Direct

MEMBER CENTER

- Its a little unclear to me what information on this site you can and cannot access without having a user name and password. Once that is clear, I can recommend the best placement for User log-in.
- Member Profiles would have logo or call out button to highlight this feature.
- Basic header works the same across the top of the site for easy navigation.
- Directories within the section, would be to the left with links to the information.
- Each section would start with an intro, and then you could scroll down to info. Or just keep the box shape, and click on left side to go to info.
- I dont know if this is possible, but what about offering a customizable start page for members. Members are going to want potential clients to bypass the ACA homepage because its not relevant to their clients. And taking them to just the profile is a bit abrupt....Just a thought.



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MEMBER



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Member Profiles

[> Areas of Expertise](#)

[> Latest Projects](#)

[> References](#)

[> Links](#)

Space for
additional
member photos.



John J. Smith > Marketing Facilitator

Quick Bio/blurb/Intro ugiat nostrud exerci tation at ullamcorper. Salats vulputate velit esse lorem milestie. Pmolestie eutta Dolore eu satasfeugiat consequat dolore eu feugiat Wisi enim ad minim sall veniam quis nostrud ellsuscipit lobortis vulputate velit esse milestie at consquat vel satillum doloresanco lorem nsequat. Dolore magna ali quam erat illjm volutpat. Feugiat nostrud exerci tool salourtation. Exercitation ullamc orperellsuscipit loboris vulputate velit.

Location: Metro Detroit area. Willing to Travel in the Midwest

Expertise: Training & Facilitation

Years: 10

Clients: Ford Motor Company, Visteon Corporation

(B) [EDIT PROFILE](#) | [EDIT LINKS](#) | [UPDATE PHOTO](#)

BIO PAGE EXTERNAL AND INTERNAL

- Profile page highlights individual
- If member is accessing Bio page, they have edit, linking options (B)



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The Network

What's
NEW's

[> Search Database](#)

[> Referral Requests](#)

[> Profiles](#)

News On The Street

[What's News](#)

[Consulting Opportunities](#)

[Training Opportunities](#)

[➤ Messages](#)

We have the tools you need to get connected

Is there anymore critical aspect of being an independent consultant than networking?

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THE NETWORKING CENTER