



For Immediate Release

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Automotive Oil Change Association Names Bryan White Executive Director

CHICAGO – July 30, 2015 – The Automotive Oil Change Association (AOCA) announced today that Bryan White has been named Executive Director. White will report to the AOCA Board of Directors and manage all business operations, finances and strategy for AOCA.

“Bryan has the experience, skills and passion needed to lead AOCA,” said AOCA President Len Minco. “His commitment to professionalism, combined with his creativity and expertise in association management, will certainly help the association grow and prosper.”

White brings more than eight years of association management experience, which includes roles focused around marketing and communication strategy, value proposition development, strategic partnerships, volunteer engagement, membership growth, and strategic planning. White has worked exclusively with corporate-based trade associations during his career and extensively with small business owners. Experience working within car care and related industries is also part of Bryan’s background. White has spent the past year working for AOCA’s current association management partner.

“I am excited and honored to serve as AOCA’s Executive Director,” said White. “I look forward to working with the board and volunteers of this great organization, and I’m ready for the challenge of finding new ways to help our members grow and prosper in this changing industry.”

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About AOCA

The Automotive Oil Change Association (AOCA) is a non-profit trade organization with more than 1,200 members representing over 3,800 auto maintenance centers throughout the United States, Mexico, Canada and many other countries around the world. The association was founded in 1987 to represent the convenient automotive service industry, and its mission is to provide its members with the business tools, resources and education to professionally and successfully deliver convenient automotive oil changes and other preventive maintenance services. AOCA is dedicated to enhancing the competency of fast lube owners, educating the public about the benefits of preventive automotive maintenance and maintaining a favorable business environment for the industry. AOCA members adhere to a Code of Ethics and a standard of service excellence. In addition, AOCA provides counsel on legislative and regulatory issues, represents the industry on Capitol Hill, develops research data on the convenient auto service market, and makes available a wide variety of business products and services to help members improve business operations. For more information, visit www.AOCA.org.