

# Who to Call @ PAA

## Communications

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## Details

PAA's Communication Department produces 24 News Bulletins for its membership, written with Chad Marsar (Ext. 3379) Vice President Legal & Regulatory Affairs, and 12 Service Department Updates. The purpose of the Bulletins and Updates are to keep PAA members informed of issues affecting the industry. The PAA Bulletin covers regulatory and legislative updates and changes; provides need-to-know information coming from the various state departments, including PennDOT, Attorney General, and Department of Banking; and, best practices on compliance.

PAA's website provides an additional resource to PAA members. A great deal of information dealerships can utilize regarding what PAA offers is available on the website, also included on the site is a "Members Only" area. The "Members Only" site allows dealers to access and search Bulletins. It also includes links to view titlework, process criminal history reports, and access safety recertification training. Dealers can submit questions online through the Online Hotline. A Director Portal on the website gives PAA Board Members access to financials, membership reports, and meeting minutes.

*PAA Automotive* is PAA's magazine, produced three times a year with summer, fall and winter issues. Articles are solicited from PAA staff and outside vendors, which address a variety of industry topics. Ads are sold to industry partners to help offset the cost of producing the magazine.

The Communication Department also produces videos, marketing and promotional materials.