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Larry Northup, AAP

Senior Director, Member Relations

Larry Northup joined the Auto Care Association in 2000 and supervises the member relations department, including member services and segment support. Northup is responsible for recruitment and retention of members for the Auto Care Association's nine industry segments. He also serves as liaison to the Automotive Warehouse Distributors Association (AWDA), one of the association's largest and most important industry segments. Previously, Northup spent more than three years as a lobbyist on the Auto Care Association's government affairs staff and as the staff liaison to the Auto Care Association's Paint, Body & Equipment Specialists segment.

Northup has more than 30 years of experience in all aspects of association management, having served as executive director or staff member for several trade groups, including two in the auto care market. For 13 years, he owned and operated Spectrum Management Inc., which provided management and administrative support services to associations and other non-profit clients.

Northup holds a master's of administrative science degree from Johns Hopkins University and a bachelor's of science in forestry from Virginia Tech. He is a committed "car guy" and cherishes his restored 1943 Willys Jeep.