

THE HORN

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**Automotive Aftermarket Association of the
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*Serving the Automotive Aftermarket in North Carolina,
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P.O. Box 97993, Raleigh, NC 27624 ♦ **Phone:** 800-849-8037 / 919-821-1314 ♦ **Fax:** 919-821-0753
www.aaamsonline.com

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2019 AAAMS Business Conference News

AAAMS Business Conference September 12-15, 2019 The Margaritaville Resort, Gatlinburg, Tennessee

Mark your calendars!

The 2019 AAAMS Business Conference will be held September 12-15, 2019 at The Margaritaville Resort in Gatlinburg, TN.

Conference Chair Doug Moore and his Committee have developed an excellent program, and they want to invite all members and prospects to join them in the Smoky Mountains. Attend, and experience everything that Gatlinburg and the Great Smoky Mountains have to offer.

This is our first Conference in Gatlinburg in many years, so please plan to attend and let's make it one of our best Conferences ever! Refer to the complete schedule on **page 8**.

Some highlights for this year include:

- * **Theme**—"Elevate Your Business with AAAMS" - Elevate Sales by Networking with Fellow AAAMS Members and Sharing Best Practices; Elevate Savings by Participating in Money-Saving AAAMS Programs; and Enjoy the Elevation and Beauty of the Smoky Mountains.
- * **Various AAAMS Vendors** will have tabletop displays and will be available throughout the Conference to discuss their Association Programs/Services.
- * **"Live Auction"** to benefit the AAAMS Scholarship Fund.

We hope to see you in Gatlinburg!

N.C. Capitol Day

N.C. Capitol Day to be Rescheduled

Due to various conflicts, the N.C. Capitol Day scheduled for Wednesday, May 15, 2019 will be rescheduled. AAAMS members in North Carolina will be notified once a new date has been confirmed.

Aftermarket Industry Representatives Ask for Equal Access to Repair Data

ATLANTA — Equal access to vehicle repair data can help level the playing field with original equipment manufacturers, according to aftermarket industry representatives.

Joe Register, vice president of emerging technologies within the technology and standards department of the Auto Care Association, argued that members of the aftermarket industry should be able to access the same repair data as original equipment manufacturers. The Auto Care Association represents independent automotive aftermarket manufacturers, distributors, repair shops, marketers and retailers.

Register spoke March 18 at the American Trucking Associations' 2019 Technology & Maintenance Council annual meeting. The session focused on a controversial issue known as "right to repair," a sore spot among truck makers, independent truck repair shops and carriers who want to do their repair work in-house.

"We feel we should have access to the same data that they have to repair a vehicle," Register said. "An incoming tide raises all boats. Everyone benefits from that exchange."

TMC's Right to Repair Task Force wrote a Technical Policy Advisory to offer ATA guidance in crafting policy on data ownership issues as they relate to maintaining trucks.

According to the advisory document, U.S. Environmental Protection Agency regulations require manufacturers to share certain emissions-related service information with third parties and vehicle owners at a reasonable price to facilitate proper maintenance.

In 2015, representatives of the aftermarket repair, trucking and engine-making industries signed a memorandum of understanding for sharing information pertaining to heavy duty trucks made in 2010 or later. The MOU codified common practices for sharing diagnostic tool information with third-party aftermarket tool manufacturers.

The MOU led to the establishment of the National Automotive Service Task Force, a nonprofit group made up of industry representatives that helps identify and correct gaps in information, service training and communication. Equipment manufacturers and technicians can contact NASTF for help with repairs if they can't resolve matters with their local dealer.

Register noted that data can be gleaned from a vehicle through telematics in addition to physical examinations. Drew Van Duren, technical director of internet of things security for OnBoard Security, said systems such as secure vehicle interface (SVI) can give a driver more ability to specify who has access to their data. OnBoard Security is a cybersecurity company based in Massachusetts. SVI is an in-vehicle system that facilitates data exchange between internal networks and external devices.

"Security is really all about the authentication of individuals and entities connecting into your systems," Van Duren said.

The right to repair issue was at the center of a Massachusetts law signed in 2014 by Gov. Deval Patrick. The Massachusetts right to repair law prohibited any motor vehicle manufacturer, starting with model year 2013, from selling or leasing a new vehicle without allowing the owner to have access to the same nonproprietary diagnostic tools and repair information made available to the manufacturer's dealers and in-state authorized repair facilities.

In 2018, new legislation was introduced in Massachusetts that would expand the right to repair law so that owners, rather than manufacturers, would have the ability to determine where mechanical repair data is sent.

Low Flowers, owner of Flowers Fleet Services in Oklahoma City and chairman of TMC's Access to Repair Information Task Force, said he plans to present the group's information to ATA policy experts in the spring. "[The] objective here is to make it so that we can have a conversation about vehicle communication that isn't unilateral," Register said.

This article, by Eleanor Lamb, was published in Transport Topics. Read it online at : <https://www.ttnews.com/articles/aftermarket-industry-representatives-ask-equal-access-repair-data>

Management Notes

The Two Most Important Character Traits of Successful Salespeople

By John Chapin

We know there are many character traits that determine long-term sales success or failure. That said, I find there are two key traits that really separate the cream of the crop from everyone else.

Two key traits of top-producers

Trait #1: Extreme Ownership

The most successful salespeople take complete ownership of everything in their life, and I do mean everything. From sales numbers all the way to car accidents, they see themselves as ultimately in control of, and responsible for, anything related to getting their job done and meeting obligations. In this way they are empowered so that when something goes wrong, they can immediately grab the bull by the horns and do what they have to in order to remedy the situation. They don't spend time complaining, playing the victim, or throwing their hands up in a "what's the use, it's out of my control" fashion. I've seen the best salespeople overcome weather, power outages, tornadoes, car accidents, trips to the hospital, and almost everything else you can imagine, to make sales calls and hit their numbers. If you have a meeting scheduled with them and the world is coming to an end, you can bet everything you own that they'll be there.

Top salespeople are committed to and completely accountable to their clients, their family, themselves, their company and co-workers, and everyone else they come into contact with. They are hard workers and self starters and have the willingness to push themselves harder than anyone else can possibly push them. If you tell them to make 20 calls, they'll make 30. If you tell them they're going to have to work nights and Saturdays, not only will they do that, they'll also be the first one in in the morning and they'll work Sundays too. You don't need to look over their shoulder to make sure they're doing what they should be doing. They understand they have an obligation to their clients, and to the company that pays them, to go above and beyond put in maximum effort.

Top producers are completely sold on their product to the point which, if it's one they themselves can own, they do, along with their family and friends. They have conviction and are passionate about helping others while at the same time saving people from the competition who at best, will not take as good of care of them as they will and, at worst, will even take advantage of them. They have a willingness to go far above and beyond for prospects and clients and will do anything and everything to win fairly and ethically.

Top producers understand that success is completely up to them. They take complete ownership, extreme ownership, reminding themselves that they are 100% responsible for their success. If they fail, they own it. Everything begins and ends with them. They don't blame anyone or anything outside of themselves. You won't hear them complaining about the competition being cheaper, the supposed bad market for their product, or the new industry regulations. They know that even in the toughest of conditions, someone is thriving, and they're determined it's going to be them. You also won't hear them blaming outside forces for a lost sale, past failure, or anything else that has put them in their present position in life.

Trait #2: Extreme drive and determination

The best are extremely driven and determined. They know why they are doing what they are doing and they know who and what they are doing it for. They know that the super stars aren't super-human, they are average, flawed individuals just like the rest of us. The difference is they've found a reason, a purpose within them, that gets them up early, keeps them up late, and keeps the fire of motivation and determination burning brightly within them and they use it to outwork everyone.

The champions are like extreme athletes when it comes to dedication, commitment and preparation. They make do-or-die commitments. They do whatever it takes to make their dreams and vision a reality and are willing to fight, or even die, for what they believe in. Top producers realize that there is no such thing as get-rich-quick or overnight success. They know that you must pay the price for success in advance and

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Important Character Traits of Successful Salespeople

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they do. They are willing to suffer and put in lots of work and they don't require immediate rewards or payoff. They are willing to work like no one will for three, five, or ten years or more, to live the rest of their life like no one can. Top salespeople understand that one of our biggest enemies of long-term success is the comfort zone, which can cause us to lose our fire. To defend against this the great ones create a mission statement that is so magnificent that they need to constantly be growing and expanding in order to fulfill it. They also surround themselves with people who continually challenge them and force them to grow. From time to time they assess their values and what's really important to them because they understand that priorities change as we go through life. They continue to make larger, grander goals and plans so as they approach the achievement of one goal, they have a bigger one keep their motivation strong.

Finally, the best understand that, yes, sheer will and determination will pretty much overcome any obstacle and take you anywhere you want to go in life. They apply that will and determination at a level that few humans are willing to match. They decide on a goal and then cut off all avenues of escape, they burn the boats behind them. They made the decision to climb the mountain knowing they are either getting to the top, or they are dying on the side of the mountain, but they are not coming down, they aren't quitting. It's all-or-nothing, do-or-die.

(Email John at johnchapin@completeselling.com)



10 Onboarding Best Practices Every Small Business Should Follow

03/25/19 by Rob Starr, excerpted by Sherry Robertson

Onboarding is the process where new employees get introduced to all the necessary behaviors, skills and knowledge they'll need. In a nutshell, it's the process of integrating a new person into your small business' culture and procedures.

Small Business Trends contacted Tawni Reed, an HR manager at BambooHR. She supplied the fact that 31% of new employees quit in the first six months and small businesses can't afford these high turnover rates. "The best of the employee onboarding programs we've seen are geared toward providing engagement to new hires from the beginning," she writes.

Here are 10 onboarding best practices every small business should follow:

1. **Be Proactive**

Start building a sense of belonging by sending them any company information before they start. If there's any paperwork that can be filled out, you can send it to them through email to start building their focus and engagement.

2. **Make an Announcement**

It's a good idea to introduce a new hire to the rest of the team. Everyone wants to know who the new face is in the crowd. You don't need to go too far into detail here. Just a few words about who the new employee is and the role they've been hired to fill.

3. **Go Over Company Policies**

Making sure new hires start out with the right information about company policies is critical, according to Reed. She underlines the need to make sure they understand your small businesses dress code, time off policies and pay periods to name just a few. It's also important to take your time to get this right. "Don't try and cram your entire onboarding program into one day," she writes. "Spread it out."

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10 Onboarding Practices

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4. **Go Over Your Company Values**

Once again, it's important to spend some time with the new hire here. If you're interested in having them engage with your values, don't just read them. Explain why each is important to your entire company.

5. **Assign Them a Buddy**

"Give your new employees a buddy to help in their first few months," Reed writes. NYU has even standardized some guidelines that should help if you get stuck pairing people. They write that new hires should have this kind of help for the first 60 days.

6. **Don't Forget the Details**

Your new hire might be fresh out of college or have years of experience in your industry. Either way, every office is different, so you can't forget any small details. Understanding the company culture and values is critical. However, you'll also want to be sure to tell them when lunch break is and where they park.

7. **Show Them Every Department**

Onboarding can take up a fair amount of time for everyone involved. Still it's critical for new hires to see the big picture if they want to know how their efforts contribute to the whole. Taking the time to show them every department in your small business pays off. It's also a good idea to assign one person in every department to answer questions.

8. **Introduce Them to Management**

Reed stresses that it's important for new employees to be introduced to everyone including supervisors and management. She highlights how important it is to set aside enough time for a decent exchange. "Make sure you set up some time to have your new employees not just meet your executive team but ask them questions."

9. **Be Clear**

Make sure they understand it's okay to ask questions during any part of the process. A new hire will be interested in everything that you've got to say. It's important to be clear and consistent when you're outlining what you'll expect from them. It pays off to go over their job description yourself before the onboarding begins.

10. **Line Up Your Resources**

A new employee can have questions even after the onboarding process is over. Having a team of people who can be available in key departments is invaluable. Setting up a social meeting or activity with this group and the new hire for the first few months can pay off in the long run.

Industry News

CarMD: Toyota Most Reliable, Mazda Most Affordable to Repair in 2018

Toyota was the brand least likely to need "Check Engine" repairs over the past year, according to the CarMD Vehicle Health Index, besting Acura and Hyundai, which came in at No. 2 and No. 3 respectively.

Irvine, CA-based CarMD Corp. studied data from more than 5.60 million vehicles from a variety of sources to identify the makes least likely to need "Check Engine" repairs. To rank these makes, the company used a formula to account for those with the lowest percentage of repair incidents per percentage of the vehicle population. Based on this data, an index frequency score was assigned. The lower the score, the higher the vehicle make ranking.

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Most Affordable to Repair in 2018

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CarMD found the following brands were the least likely to need a “Check Engine” repair over the past year:

- | | |
|---------------|------------------|
| 1. Toyota | 6. Subaru |
| 2. Acura | 7. Buick |
| 3. Hyundai | 8. Mercedes-Benz |
| 4. Honda | 9. Lexus |
| 5. Mitsubishi | 10. Nissan |

The following vehicle makes had the lowest average “Check Engine” light-related repair costs in 2018:

- | | |
|---------------------|-----------------------|
| 1. Mazda - \$286 | 6. Jeep - \$339 |
| 2. Kia - \$320 | 7. Chevrolet - \$341 |
| 3. Dodge - \$326 | 8. Volkswagon - \$358 |
| 4. Hyundai - \$328 | 9. Honda - \$427 |
| 5. Chrysler - \$329 | 10. Toyota - \$462 |

The following vehicles had the lowest “Check Engine” light-related repair frequency this past year:

- | | |
|--------------------------|--------------------------|
| 1. 2016 Audie Q5 | 6. 2017 GMC Acadia |
| 2. 2017 Honda Civic | 7. 2015 Subaru Forrester |
| 3. 2017 Subaru Crosstrek | 8. 2016 Honda CR-V |
| 4. 2017 Honda CR-V | 9. 2016 Honda Civic |
| 5. 2017 Honda HR-V | 10. 2016 Volvo XC-90 |

The following vehicles had the lowest average repair cost this past year:

- | | |
|----------------------------------|---------------------------------------|
| 1. 2017 Hyundai Tucson - \$67 | 6. 2017 Kia Soul - \$88 |
| 2. 2017 Hyundai Accent - \$69 | 7. 2016 Kia Forte - \$90 |
| 3. 2016 Kia Rio - \$70 | 8. 2016 Hyundai Tucson - \$91 |
| 4. 2014 Toyota Prius C - \$83 | 9. 2017 Hyundai Santa Fe Sport - \$92 |
| 5. 2017 Mitsubishi Mirage - \$84 | 10. 2017 Toyota 4Runner - \$107 |

The most common and affordable repair on nine out of 10 of the most affordable vehicles was to inspect or replace a loose, damaged or missing gas cap. The exception was the 2017 Mitsubishi Mirage, which was most frequently diagnosed with a faulty or incorrectly installed vacuum hose.

According to CarMD, it analyzed data from over 5.60 million in-use vehicles, model years 1996 to 2018, between October 1, 2017 and September 30, 2018.



The State of Auto Care 2019

The Auto Care Association has released “The State of Auto Care 2019: A Glimpse into The State of the Auto Care Industry” report. The comprehensive research provides an annual snapshot of the industry’s key facts, most pressing issues and how the association is addressing them from every possible angle.

For more information, contact The Auto Care Association at www.autocare.org.

Automotive Aftermarket Association of the Mid-South, Inc.
2019 BUSINESS CONFERENCE
THE MARGARITAVILLE RESORT
GATLINBURG, TENNESSEE
September 12 - 15, 2019

"ELEVATE YOUR BUSINESS WITH AAAMS"



Thursday, September 12, 2019

7:00 p.m. - 9:00 p.m. ----- Dinner for all Attendees at the Resort (Cash Bar)

Friday, September 13, 2019

8:00 a.m. – 5:00 p.m.----- Conference Registration (Vendor Tabletop Displays)

9:00 a.m. – 12:00 p.m. ----- AAAMS Board of Directors, Past Presidents and Past Directors Meeting

12:00 p.m. – 12:15 p.m. ----- AAAMS Conference Committee Meeting

6:00 p.m. – 7:00 p.m.----- AAAMS "Welcome Reception" (Vendor Tabletop Displays)

7:00 p.m. -- Until -----Dinner on Your Own

Saturday, September 14, 2019

7:15 a.m. – 8:00 a.m.----- Breakfast

8:00 a.m. – 11:00 a.m. ----- Conference Registration (Vendor Tabletop Displays)

8:15 a.m. – 9:00 a.m.-----AAAMS Annual Business Meeting and Business Insurance/HR Services Program Update

9:00 a.m. – 9:15 a.m.----- Break

9:15 a.m. – 10:35 a.m. ----- AAAMS Programs/Services Vendor Updates

10:35 a.m. - 10:45 a.m. ----- Break

10:45 a.m. – 12:00 p.m.-----"Trends in the Aftermarket--Near Term and Long Term" and Roundtable Discussions

6:30p.m. – 7:30 p.m.-----President's Reception (Vendor Tabletop Displays)

7:30p.m. -- 9:45 p.m. -----Banquet, Awards, and AAAMS Scholarship Live Auction

Sunday, September 15, 2019

8:00a.m. -- 9:15 a.m.-----Breakfast and Inspirational Message

9:15a.m. -----Conference Adjourns