

**CHESAPEAKE  
AUTOMOTIVE  
BUSINESS  
ASSOCIATION**

**Office & Shipping**

309 Crain Highway North  
Glen Burnie, MD 21061

Phone: (410) 647-0505

Fax: (410) 544-8130

Email: pat@caba.biz

**July-Aug, 2016**

**INSIDE**

**Member News-Page 2**

**Education Calendar - Pg. 6**

**President's Message—Pg. 12**

**Thanks Newsletter Sponsors**

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Tire World of Frederick**

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Pat Moog - Executive Manager  
Pat Derosier - Service Admin.



**The CABA Mission**

The Chesapeake Automotive Business Association is a not-for-profit 501(c)6 trade association of aftermarket businesses in Maryland, Delaware and Washington, DC. CABA is dedicated to the development of locally owned auto repair & tire service centers, their jobbers and the aftermarket professionals that supply them. The focus of CABA efforts are on programs and services that enhance our members' competitive skills, lower their business operating expenses and help them attract, motivate & keep the best employees. In summary: CULTIVATING EXCELLENCE!

**3 New Laws You Should Know About**

Scheduled minimum wage and gas tax increases, as well as state-run retirement plans, will impact small business owners. Friday, July 1, was the day several new laws went into effect. Here are three that small businesses should be aware of.

**Minimum Wage**

In 2014, legislators approved increases to the minimum wage that will take place gradually over several years. On July 1, the base wage rose from \$8.25 to \$8.75 per hour, and it is scheduled to increase again to \$9.25 next year and again to \$10.10 in July 2018.

**Gas Tax**

Maryland's gas tax is now nine-tenths of a cent higher, at 33.5 cents per gallon. This increase is part of a new law that was passed in 2013 and included a per-gallon tax increase and a new sales and use tax. The sales tax rate will phase in to a maximum of 5 percent based on the average annual price of a gallon of gas. The 2013 law also indexes future annual gas tax increases to the inflation rate, with a cap of an 8 percent increase in any year.

While gas prices have been on a downward trend since the 2013 law was passed, the increases do create an uneven playing field for gas stations located near the borders of Virginia, Delaware, and Washington, D.C., where the gas taxes are lower.

**Retirement Plans**

For workers who don't have access to a workplace savings program with their employer, a state-sponsored retirement savings plan is now in effect. The law applies to employers who use an automated payroll system, but don't offer a retirement savings program. IRAs would be created for these workers, who would need to make contributions to the account and could opt out of the program.

**CABA on Facebook**

Our Facebook URL is <http://www.facebook.com/cababiz1>.

This makes it easier for our "friends" and the world in general, to "like" us and to see what is going on. CABA board member Greg Weller has created our site and keeps it interesting with articles, photos and up-to-date information on all of CABA's events. Likewise, members can, with one click, get an update on regional meetings, CABA events and more. There are quick links to the credit union and CABA-endorsed service providers. Check us out!

***CABA: Doing as a group what each cannot do individually.***



MEMBER NEWS is a regular feature of the CABA Newsletter intended to relate recent news about CABA companies & our local industry people particularly concerning awards, obituaries, mergers & personnel changes. Anyone with news should send it to [pat@caba.biz](mailto:pat@caba.biz).

Welcome new members:

Do you know of any business owners who should be members of CABA? Call our office with their names. All aftermarket companies should be participating in CABA's legislative agenda and, at the same time, enjoying the many financial benefits available to them through the Association. To accomplish our motto: **"doing as a group what each cannot do individually,"** CABA needs everyone involved. *helping your own business at the same time.*

**CONTACT CABA FIRST FOR THESE BUSINESS NEEDS**

- Employee Retention Health Benefit
- Maryland State Inspection forms
- Vehicle & personal loans from AAEFCU
- Shop Management Mitchell1 & Snap-On ShopKey
- Identifix technical hotline
- Technical education
- Management education
- Electricity & Gas group-buying service
- Health Savings Accounts with AAEFCU
- Waste recycling services
- Custom-printed business forms
- Stock business forms
- Calendars
- Plastic parts bags
- Printer ribbons
- Stickers (warranty, core, etc.)
- Savings & Checking Accts with Destinations
- Cash investment CDs from Destinations
- Business Insurance
- HR Management Services/Payroll
- Check Guarantee
- Credit Card Processing
- Broadband Internet/Telecom
- Website design/hosting
- Uniform Rental
- Mystery Shopping with Sales Training





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**Members Can Benefit:**

**Savings, CDs & Loans**

**New/Used Vehicles**

**Home Equity and Mortgages**

**Personal Loans**

**For the latest savings and loan rates visit the Destinations credit union**

**website at**

**[www.destinationscu.org](http://www.destinationscu.org)**

**For more rates, call**

**410-663-2500**

**8767 Satyr Hill Rd**

**Parkville, MD 21234**



# **GRAB YOUR SEATS FOR TWO *BIG* 2016 WEEKENDS**

Dover International Speedway will once again host NASCAR's top drivers in 2016 with two tripleheader weekends on May 13-15 and Sept. 30-Oct. 2!

The NASCAR Sprint Cup Series will be back May 15 and Oct. 2, with the "AAA 400" in October once again serving as the first elimination event in next year's Chase for the NASCAR Sprint Cup playoffs.

The NASCAR XFINITY Series (May 14, Oct. 1), NASCAR Camping World Truck Series (May 13) and NASCAR K&N Pro Series East (Sept. 30) are also returning to the Monster Mile next year.

[Click here](#) to purchase tickets for the May 13-15 weekend and call 800-441-RACE to place a deposit on your fall tickets. Deposits can be accepted for as little as 10% of the total purchase price.

***DON'T MISS ANY OF THE ACTION IN 2016 AT THE MONSTER MILE!***



"Click here" The url is: <http://www.doverspeedway.com/buy-tickets-2>

Support the vendors who support the Association and therefore support you!

These programs have been chosen by the Board of Directors for their cost savings and especially for the service level that they provide.



**C.A.W.A. SERVICES, INC.**

308 Crain Highway North  
Glen Burnie, MD 21061-3090  
410-647-0505  
services@caba.biz



**CABA SERVICES DIRECTORY**

CABA membership offers many money-saving opportunities for your business. If you are not using the vendors listed below, please reconsider! You may be pleasantly surprised.

Service:	Provider:	Contact:	Phone:
Business Forms, calendars, business	CAWA Services	Pat Moog	410-647-0505
Business Insurance	Fred Meyer & Sons	Terri Meyer Willett	410-477-0900
Business Insurance	Federated Insurance	Michael McNamara	443 468-3253
Business Insurance	The Tamrac Group	Keith Erdman	410-568-1200
Cores & Scrap Metal	Maryland Core	Larry Karpman	410-276-4973
Credit Card Processing	Superior Financial Services	Todd Lazar	888-737-7762
Credit Union - Full Service Financial Institution	Destinations Credit Union	Customer Service	410-663-2500
Diagnostics and Repair Information	IDENTIFIX	Chuck Fuerst	651-604-6285
Electricity & Gas Co-op Purchasing	Sprague Energy	Tom Gussen	732-440-0031
Employee Retention Health Benefit Plans	Keller Stonebraker	Kim Conley	410-461-0705 ext 5139
Fuel Discounts & Tracking	Sunoco Fleet Card	Jeff Meserve	860-617-9531
MD State Inspection Forms	CAWA Services	Pat Moog	410-647-0505
Multiple Employer Retirement Plan	Wells Fargo Advisors	Robert Gascon	703-739-1451
Shop Management Software	Mitchell-1	John Heferman	301-694-1213
Telephone & Internet Equipment & Service	Global Telecom Brokers (GTB)	Dave Butler	410-581-4833 ext. 114
Website Hosting and Design	Net Driven	Jon Napoli	877-860-2005 ext. 400

**Carroll**  
TIRE COMPANY

4700 Trident Ct. #3  
Baltimore, MD 21227

**WE'VE GOT EQUIPMENT, TOO!**

# TIRES!

**YOU WANT THEM, WE'VE GOT THEM.**

CALL US TODAY! • 410-536-5630

**CABA members are eligible and former AEFCU Members are now...**

**Destinations Credit Union Members!**

**NEW & USED CAR LOAN RATES**

**REMAIN LOW!**

**RATES AS LOW AS 1.99%**

Refinancing your current loan may lower your monthly payment or shorten the period of your loan.

**Buying a Car Soon? Want to refinance at a lower rate? Get A Great Rate From *Your* Credit Union!**

Call our office: **410-663-2500**

Visit our web site: [www.destinationscu.org](http://www.destinationscu.org)

Or visit our main office: **8767 Satyr Hill Rd  
Parkville, MD 21234**

**Destinations Loan Rates**

Type of Loan	Term	APR as Low As:*
New or Used Auto/Truck	Up to 60 months	1.99%**
	61 to 83 months	2.49%**
	Up to 84 months	2.99%**
Other Secured (Motorcycle, boats, etc)	Up to 60 months	5.75%**
	Up to 120 months	6.75%**
Home Equity Line of Credit (80% Loan to Value )	Prime minus 1% (4% APR Floor)	
Home Equity Fixed Loan (80% Loan to Value )	Up to 7 yrs.	4.99%
	Up to 15 yrs.	5.49%
Signature (Personal)	Up to 60 months	10.50%**
	Up to 120 months	11.50%**
Overdraft Protection		10.50%**
MasterCard	Revolving	9.50%
MasterCard Credit Builder	Revolving	9.50%
Share Secured	Regular IRA Dividend Rate + 3%	
Mortgage	30 and 15 year fixed and ARMS	Call for rates

\* Rates based on credit history and may be higher  
 \*\* APR reflects 1/4% discount for Automatic Payment Transfer or Payroll Deduction  
 Add 1/4% back if repaid otherwise  
 Interest rates are subject to change without notice.

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> VISIT [ATD-US.COM](http://ATD-US.COM) for more information.

Miles Ahead™

The CABA Education Calendar is intended to present a comprehensive list of skills, management and technical classes of value to owners, managers, counter/sales professionals and technicians in Maryland, Delaware and Washington, DC. Any education provider including parts jobbers, manufacturers, associations, community colleges, education professionals and more are invited to submit their listing information (see below for format needed). Submit class information to CABA via email [pat@caba.biz](mailto:pat@caba.biz) at least one month in advance of the scheduled beginning date of each class.

CABA Education Calendar

Educator	Class ID	Location	Day(s)	Date(s)	Time	Total Cost
<b>Alignment, Brakes, Steering &amp; Suspension</b>						
Federal Mogul	Advanced Steering System Diagnostics	Linthicum Hts., MD	Tues	9/20	7:30am-4:30pm	\$125
Federal Mogul	Advanced Suspension System Diagnostics	Linthicum Hts., MD	Thur	8/4	7:30am-4:30pm	\$125
Federal Mogul	Advanced Alignment Diagnostics	Linthicum Hts., MD	Wed	9/21	7:30am-4:30pm	\$125
Federal Mogul	Advanced Alignment Diagnostics	Linthicum Hts., MD	Tues	10/4	7:30am-4:30pm	\$125
Federal Mogul	Advanced Alignment Diagnostics	Linthicum Hts., MD	Tues	11/15	7:30am-4:30pm	\$125
Federal Mogul	Brake Diagnostics and Service	Linthicum Hts., MD	Tues-Wed	8/23-8/24	7:30am-4:30pm	\$250
Federal Mogul	Brake Diagnostics and Service	Linthicum Hts., MD	Thur-Fri	11/17-11/18	7:30am-4:30pm	\$250
Federal Mogul	ABS Wheel Speed Sensor Diagnostics	Linthicum Hts., MD	Thur	8/25	7:30am-4:30pm	\$125
Federal Mogul	ABS Wheel Speed Sensor Diagnostics	Linthicum Hts., MD	Wed	10/5	7:30am-4:30pm	\$125
Federal Mogul	ABS Wheel Speed Sensor Diagnostics	Linthicum Hts., MD	Sat	11/12	7:30am-4:30pm	\$125
Federal Mogul	ABS Wheel Speed Sensor Diagnostics	Linthicum Hts., MD	Wed	11/16	7:30am-4:30pm	\$125
Federal Mogul	ABS Wheel Speed Sensor Diagnostics	Linthicum Hts., MD	Sat	11/19	7:30am-4:30pm	\$125
Federal Mogul	ABS/Stability Control & Traction Control Diag.	Linthicum Hts., MD	Thur	7/21	7:30am-4:30pm	\$125
Federal Mogul	ABS/Stability Control & Traction Control Diag.	Linthicum Hts., MD	Thur	10/6	7:30am-4:30pm	\$125
Federal Mogul	ABS/Stability Control & Traction Control Diag.	Linthicum Hts., MD	Thur	11/17	7:30am-4:30pm	\$125
Federal Mogul	Steering and Suspension Service	Linthicum Hts., MD	Tues	8/2	7:30am-4:30pm	\$125
<b>Diagnostic</b>						
Federal Mogul	Gasket Failure Analysis	Linthicum Hts., MD	Thur	9/22	7:30am-4:30pm	\$125
Federal Mogul	Gasket Failure Analysis	Linthicum Hts., MD	Sat	12/10	7:30am-4:30pm	\$125
Federal Mogul	Diagnosing Variable Valve Timing Systems	Linthicum Hts., MD	Thur	9/15	7:30am-4:30pm	\$125
Federal Mogul	Electronic Engine Diagnostics	Linthicum Hts., MD	Thur	10/20	7:30am-4:30pm	\$125
Federal Mogul	Electronic Engine Diagnostics	Linthicum Hts., MD	Thur	12/8	7:30am-4:30pm	\$125
Federal Mogul	Ignition Systems Diagnostics	Linthicum Hts., MD	Thur	12/8	7:30am-4:30pm	\$125
Federal Mogul	Mass Air Flow & Volumetric Efficiency Testing	Linthicum Hts., MD	Wed	9/14	7:30am-4:30pm	\$125
Federal Mogul	Mass Air Flow & Volumetric Efficiency Testing	Linthicum Hts., MD	Wed	10/19	7:30am-4:30pm	\$125
Federal Mogul	Mass Air Flow & Volumetric Efficiency Testing	Linthicum Hts., MD	Wed	12/7	7:30am-4:30pm	\$125
Federal Mogul	Mass Air Flow & Volumetric Efficiency Testing	Linthicum Hts., MD	Fri	12/9	7:30am-4:30pm	\$125
Federal Mogul	O2 and Wide Range Air Fuel Sensor Diagnostics	Linthicum Hts., MD	Tues	9/13	7:30am-4:30pm	\$125
Federal Mogul	O2 and Wide Range Air Fuel Sensor Diagnostics	Linthicum Hts., MD	Tues	10/18	7:30am-4:30pm	\$125
Federal Mogul	O2 and Wide Range Air Fuel Sensor Diagnostics	Linthicum Hts., MD	Tues	12/6	7:30am-4:30pm	\$125
<b>Electrical</b>						
Federal Mogul	Automotive Electronics	Linthicum Hts., MD	Thur-Fri	11/10-11/11	7:30am-4:30pm	\$250
<b>Tire Service &amp; Undercar</b>						
TIA	Commercial Tire Service-CTS400 Instructor Training & Certification - 4 Day	Baltimore (CCBC)	T-W-T-F	10/18 - 10/21	9am-4:30pm	TIA \$750; non-TIA \$1150
TIA	Commercial Tire Service-CTS400 Instructor Training & Certification - 3 Day	Baltimore (CCBC)	T-W-T	10/19 - 10/21	9am-4:30pm	TIA \$550; non-TIA \$950
<b>Management</b>						
Mitchell 1	ProDemand Feature Video Training <a href="http://m1training.net/">http://m1training.net/</a>	How-to Videos, viewable anytime – whether at work, on a break, or after hours. Each video is about 2 minutes in length and gives a concise overview of a ProDemand feature.				
Mitchell 1	ProDemand Live Training <a href="http://m1training.net/get2know/prodemand/">http://m1training.net/get2know/prodemand/</a> or call 888-724-6742	Live training request for your company alone.				
<b>Other</b>						
PGCC	Auto Technician: Basic Theory	Largo, MD	12 sessions		6pm-9:30pm	\$415.00
PGCC	Auto Technician: Brake Systems	Largo, MD	6 sessions		6pm-9:30pm	\$230.00
PGCC	Auto Technician: Engine Performance	Largo, MD	5 sessions		6pm-9:30pm	\$195.00
PGCC	Auto Technician: Electrical Systems	Largo, MD	5 sessions		6pm-9:30pm	\$195.00
PGCC	Automatic /Manual Transmission & Transaxle	Upper Marlboro, MD	8 sessions		6pm-10:00pm	\$390.00
PGCC	Auto Technician: Diesel Engine Theory/Maintenanc	Largo, MD	10 sessions		6pm-9:30pm	\$390.00
CCBC	First Responder Training for Hybrids	Catonsville, R Bldg	Sat		8am-5pm	\$199
CCBC	Understanding Battery-Elec & Hybrid-Elec	Catonsville, R Bldg	Tue/Wed		6pm-10:15pm	\$489
CCBC	Understanding Battery-Elec & Hybrid-Elec	Catonsville, R Bldg	Tue/Wed		6pm-10:15pm	\$489
Montgomery Coll	Introduction to Hybrid Electric Vehicles	Gudelsky Inst.	Mondays		6pm-10:00pm	\$175**
Montgomery Coll	Introduction to Hybrid Electric Vehicles	Gudelsky Inst.	Mondays		6pm-10:00pm	\$175**
SMP PTS Online	Computer Tips for Today's Technician (Part I)	Online	Tues		7pm or 9pm	\$35
SMP PTS Online	Computer Tips for Today's Technician (Part II)	Online	Tues		7pm or 9pm	\$35
TIA	Webinar - GE CarCareOne Financing	Online - 30 mins	1st/3rd Wec	Monthly	1pm Eastern	Register Onlin

**Information/Registration by Educator Name**

ATI (Automotive Training Institute): Phone (410) 792-9466  
 \*Talk to an ATI rep about additional discounts for CABA members  
 \*\*With rebate after attendance by owner  
 \*\*\*CABA Members \$99.00  
 \*\*\*\*Includes Dinner  
 \*\*\*\*\*Attendees responsible for cost of travel, (discounted) lodging and incidental meals

**On-Demand Training Resources**

Prius Hybrid No-start video (Van Batenburg on AVI) <http://fb.me/CWNO6JRC>  
 TPMS Tuesdays Online Live (Bartec) [www.bartecusa.com/tpms\\_tool\\_training.htm](http://www.bartecusa.com/tpms_tool_training.htm)  
 ASE Study Guide: [www.hunter.com](http://www.hunter.com) - Training - Catalog Courses  
 Technical Assessment Systems: [www.hunter.com](http://www.hunter.com) - Training - Catalog Courses  
 General Service: [www.hunter.com](http://www.hunter.com) - Training - Catalog Courses  
 TIA Twice Monthly (Wednesday) Webinars, to register go to: <http://tinyurl.com/tiawebinar0404>  
 Hybrid 101 - An online series of 11 classes: [www.fixhybrid.com/classschedule.html](http://www.fixhybrid.com/classschedule.html)  
 Maintenance: [www.hunter.com](http://www.hunter.com) - Training - Catalog Courses  
 ACDelco TECHCONNECT: [http://acdelcotechconnect.com/html/tss\\_train.jsp](http://acdelcotechconnect.com/html/tss_train.jsp)  
 SMP PTS Online Training - [www.standardbrand.com](http://www.standardbrand.com)

Contact CABA with corrections or additions to this calendar.  
 CABA: e-mail: [Pat@caba.biz](mailto:Pat@caba.biz) or call (410) 647-0505

## 4 THINGS TO CONSIDER BEFORE CHOOSING A CREDIT CARD PROCESSING COMPANY



If you are like many other members, you have probably heard misleading promises of low rates and excellent customer service that are never fulfilled. As a member of the Chesapeake Automotive Business Association (CABA), Superior Financial Systems (SFS) and CABA understand your needs and are here to help. Most people choose a credit card processing company based on the lowest advertised rates, without checking important facts like:

### *1. What are the rates that your company will see?*

Many of our competitors quote rates that your business will never see and will hide fees in disclaimers. CABA's program partner Superior Financial Systems provides individually tailored programs that are more realistic to your industry/company, instead of providing you a cookie cutter program. Your business should see a **reduction of 25%-30%** off your fees - our average savings per merchant.

### *2. Is the company proactive about security and upcoming technology?*

Most credit card processors neglect to discuss PCI compliance or any new technology with their merchants. Superior Financial Systems partners with the leading PCI compliance provider, Trustwave to ensure our merchants' PCI compliance needs are met and exceeded. You'll be kept aware of new information on technology upgrades and industry changes.

### *3. What is the estimated hold time when you need any type of assistance?*

SFS does not believe in call queues and **100 percent** of all calls are answered by a live person.

### *4. What is the company's merchant retention rate?*

Superior Financial Systems' merchants are continuously pleased with their service and rates. They pride themselves on their **98% merchant retention rate**.

CABA's program partner Superior Financial Systems (SFS) provides custom, competitive credit card processing rates to CABA members. SFS conducts free, no obligation fee analysis, provides in-depth explanations of how your existing program works and ways that it can be improved upon. To receive a free analysis, simply email a copy of your merchant statement to Todd Lazar at Superior Financial Systems, [todd@sfsprocessing.com](mailto:todd@sfsprocessing.com). For further information, call Todd Lazar at 888-737-7762.

**Start saving money when you switch to CABA's Credit Card program. When you enroll, SFS will waive all credit card processing fees for your first month (UP TO \$1,000)!**



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FAX: 410-544-8130

# 2017 CALENDAR ORDER FORM

## CHESAPEAKE AUTOMOTIVE BUSINESS ASSOCIATION

308 Crain Highway, North, Glen Burnie, MD 21061

P.O. # \_\_\_\_\_



Telephone: 410-412-5288  
PAT@CABA.BIZ

# 2017

ORDER FORM

### CUSTOMER INFORMATION (BILL TO)

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Email: \_\_\_\_\_

### SHIPPING INFORMATION

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Ship Order:  When ready  After 10-15-2016

### ORDER INFORMATION All calendar orders must be received by November 1, 2016 to ensure holiday delivery.

BOX A - Min. Qty 100									
Qty.	Style	Before 8/1/16	After 8/1/16	Total	Qty.	Style	Before 8/1/16	After 8/1/16	Total
	No. 1054 Puppies	\$1.32	\$1.37			No. 1807 Ducks Unlimited	\$1.32	\$1.37	
	No. 1112 Motivations Sat Evng	\$1.32	\$1.37			No. 1850 Muscle Cars	\$1.32	\$1.37	
	No. 1117 Country Memories	\$1.32	\$1.37			No. 1851 Antique Tractors	\$1.32	\$1.37	
	No. 1350 Golf	\$1.32	\$1.37			No. 1854 American Muscle	\$1.32	\$1.37	
	No. 1504 View from the Porch	\$1.32	\$1.37			No. 1855 Big Rigs	\$1.32	\$1.37	
	No. 1600 Motivations	\$1.32	\$1.37			No. 1856 Custom Bikes	\$1.32	\$1.37	
	No. 1601 Scenic Inspirations	\$1.32	\$1.37			No. 1857 Antique Trucks	\$1.32	\$1.37	
	No. 1700 Barns	\$1.32	\$1.37			No. 1858 Antique Cars	\$1.32	\$1.37	
	No. 1701 Scenes of America	\$1.32	\$1.37			No. 1859 Exotic Cars	\$1.32	\$1.37	
	No. 1709 American Splendor	\$1.32	\$1.37			No. 1861 Street Rods	\$1.32	\$1.37	
	No. 1715 Sunrise/Sunset	\$1.32	\$1.37			No. 1862 Junkyard Classics	\$1.32	\$1.37	
	No. 1724 Amazing Accomplishments	\$1.32	\$1.37			No. 1863 Classic Cars	\$1.32	\$1.37	
	No. 1732 National Geographic Photography	\$1.32	\$1.37			No. 1951 Classic Muscle	\$1.32	\$1.37	
	No. 1801 N. American Wildlife	\$1.32	\$1.37			ENVELOPES <input type="checkbox"/> Bulk \$.21 <input type="checkbox"/> Inserted \$.30			
<b>FREE EXTRA SHEET OPTIONS</b> (please check one if desired) <input type="checkbox"/> Automotive Insights Backmount <input type="checkbox"/> Season's Greetings Letter <input type="checkbox"/> 4-month Grid <input type="checkbox"/> Extra Sheet <input type="checkbox"/> Coupon Sheet									FREE

BOX B - Min. Qty 300 - 7002, 7005, 7012 Min. Qty 100 - 8001					
Qty.	Style	Before 8/1/16	After 8/1/16	Total	
	No. 7002 Craft Beer	\$1.18	\$1.32		
	No. 7005 Muscle Thunder	\$1.18	\$1.32		
	No. 7012 American Armed Forces	\$1.18	\$1.32		
	ENVELOPES <input type="checkbox"/> Bulk \$.21 <input type="checkbox"/> Inserted \$.30				
	No. 8001 Monthly Pocket Planner	\$1.28	\$1.34		
	ENVELOPES <input type="checkbox"/> Bulk \$.21 <input type="checkbox"/> Inserted \$.38				
<b>COVER COLOR OPTIONS</b> STANDARD <input type="checkbox"/> Black <input type="checkbox"/> Navy <input type="checkbox"/> Burgundy MATTE <input type="checkbox"/> Onyx <input type="checkbox"/> Blue <input type="checkbox"/> Red FOIL COLOR OPTIONS <input type="checkbox"/> Silver <input type="checkbox"/> Gold					
Box B Total					

BOX C - Min. Qty 150 - 5323 & 5324 Min. Qty 50 - 6108 & 6502					
Qty.	Style	Before 8/1/16	After 8/1/16	Total	
	No. 5323 13-month 2c Stick Up <input type="checkbox"/> Rectangle <input type="checkbox"/> Car	\$ .59	\$ .64		
	No. 5324 Memorable Muscle Stick Up <input type="checkbox"/> Rectangle <input type="checkbox"/> Car	\$ .64	\$ .67		
	ENVELOPES <input type="checkbox"/> Bulk \$.21 <input type="checkbox"/> Inserted \$.40				
<b>VINYL COLOR OPTIONS</b> <input type="checkbox"/> Black <input type="checkbox"/> Red <input type="checkbox"/> Yellow <input type="checkbox"/> Green <input type="checkbox"/> Blue <input type="checkbox"/> White <input type="checkbox"/> Beige <input type="checkbox"/> Grey <input type="checkbox"/> Light Blue <b>FOIL COLOR OPTIONS</b> <input type="checkbox"/> White <input type="checkbox"/> Black					
	No. 6108 Patriotic Contractor	\$4.24	\$4.44		
	MAILING TUBES		\$ .46		
	No. 6502 Patriotic Desk Pad	\$4.83	\$5.04		
Box C Total					

**Please Note: 4% over/under run is considered a full, billable order.**

**IMPRINT**  Black Imprint  Color Imprint \_\_\_\_\_  
 Additional color running charge: \$.18 *State color wanted*

### IMPRINT INFORMATION

1st Line \_\_\_\_\_

2nd Line \_\_\_\_\_

3rd Line \_\_\_\_\_

4th Line \_\_\_\_\_

### LOGO OPTIONS

Association Logo  National Logo  
 No Association Logo  Custom Logo (with camera-ready art)

### ARTWORK FOR CALENDARS

Exact Repeat  Yes  No  
 Number of Colors \_\_\_\_\_  
 Emailed Proof - No Charge

### SIGNATURE REQUIRED:

X \_\_\_\_\_

Total of Boxes A + B + C \$ \_\_\_\_\_

Actual shipping and sales tax charges will be added to invoice.

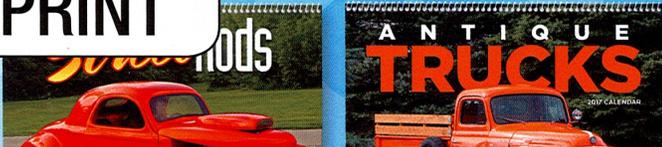
DATE: \_\_\_\_\_

# AUTOMOTIVE AFTERMARKET CALENDAR PROGRAM

CELEBRATE THE YEAR 2017 BY GETTING YOUR MESSAGE INTO  
THE HOME AND OFFICES OF YOUR CUSTOMERS...DAILY.

- Let them know that you intend to shine bright in this new age & will be there to serve their needs.
- Calendars are used all year. Plus they are often saved as personal records and looked at year after year.
- Calendars are used where buying decisions are made: on the job, in the office, on the road, or at home. 65% of all calendar recipients write appointments and reminders on their calendar. This daily involvement keeps your advertising sign working all day, every day.

**ANY ONE COLOR  
IMPRINT**



**JANUARY 2017**

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

CO-OP LOGO YOUR IMPRINT HERE

**JANUARY 2017**

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

CO-OP LOGO YOUR IMPRINT HERE

**JANUARY 2017**

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

CO-OP LOGO YOUR IMPRINT HERE

**NEW  
GREAT  
BONUS  
DEALS  
ON BACK**



We all know or have heard of individuals who have had a tragedy in their family and places them in a non-recoverable financial situation. For years, the automotive aftermarket has had a charity that helped such families, but it has been little publicized. Now, the Foundation is in the hands of industry professionals and truly wants to help individuals and families in need. The employee must be in the automotive aftermarket. The Foundation will examine each individual case and make a determination of what funds are needed. Here is the information and contact points. Save this page. We hope you never have to use it.

The AACF, or Automotive Aftermarket Charitable Foundation, was founded in 1959 to assist automotive aftermarket members and their families who, due to catastrophic illness or terrible accident, have exhausted all other available resources in maintaining a reasonable existence.

**Our Mission - to provide sustainable solutions for those in great need** - is what drives us every single day. To make good on our mission, we're staffed by a dedicated team of experienced industry executives who donate their time to this worthy cause.

**But we can't do it alone.**

The AACF depends on the generous assistance of companies and individuals within our industry to provide the financial support to fund the foundation. Together, we can assist those within our industry who desperately need help.

If tragedy strikes, it usually does so without warning. And when it does, the AACF is here to help find a solution.

Whether it's you, a loved one, co-worker, or someone you know in the industry that has fallen on hard times due to a catastrophic event or condition, you can turn to the AACF as an advocate and ally in this time of need. With professional experts and resources from across the Automotive Aftermarket, we provide advice and support - quickly and confidently.

**If you need help or know someone in need...**

You may contact us to discuss the particulars of the situation to see how the AACF can assist the individual or family.

ALL CALLS AND CORRESPONDENCE ARE IN THE STRICTEST OF CONFIDENCE.

AACF

5716 Folsom Blvd #149 Sacramento, CA 95819

Phone: 916-628-0271 Email: [info@aacfi.org](mailto:info@aacfi.org) <http://www.aacfi.org/>



**BALTIMORE**

**717 N. Hammonds Ferry Rd., Ste. F  
Linthicum Heights, MD 21090**



**See Garage Gurus™ training offerings in the training section of this newsletter.**

**FMgaragegurus.com**  
**888-771-6005**

 **FEDERAL-MOGUL  
MOTORPARTS**

**It pays to advertise in your monthly CABA newsletter! Call 410-647-0505 to reserve your Ad space.  
1/2 page: \$185 or 1/4 page \$150 (Big discounts for full year or half-year)**

### Little Known Facts...

Smart splinter remover: Just pour a drop of Elmer's Glue-All over the splinter, let dry, and peel the dried glue off the skin. The splinter sticks to the dried glue.

By recycling just one glass bottle, the amount of energy that is being saved is enough to light a 100 watt bulb for four hours.

In a lifetime, the average driver will honk 15,250 times.

All the Krispy Kreme donut stores collectively could make a doughnut stack as high as the Empire State Building in 2 minutes.

The average driving/car-bus riding a person spends about 3 months of their life at a red light.

On an American one dollar bill, there is an owl in the upper left-hand corner of the "1" encased in the shield and a spider hidden in the front upper right-hand corner.

The average person falls asleep in seven minutes.

There are 293 ways to make change for a dollar.

There are more chickens than there are people in the world.



### Event Calendar

AAPEX/SEMA  
Las Vegas, NV  
November 1st-4th, 2016

## Message from Your CABA Board Member

### Greetings CABA Members!

If you are anything like me, you probably wish you had a better handle on marketing your business. You probably wish you knew exactly where and how you should spend your money that would bring the greatest return. If you knew the answer to this question you could totally do away with what I often refer to as "MSM marketing", or mud-slinging marketing. This is where you sling enough mud on the wall hoping something will stick. MSM marketing most often involves buying the "random deals" when they come along. You know, buying the radio stations no one listens to anyway because you can get a phenomenal deal right now on 30 second spots to be aired between 12:00AM and 6:00AM, or buying that full page ad in the local bargain booster for half off right now with only six of your competitors in it because they only have one spot remaining to sell and they're at deadline before print. To tell you the truth trying to figure out what works and what doesn't drives me a bit crazy, not to mention that something working well for you now might not in 6 months or a year from now, and vice-versa something that isn't working now may take off like gang busters down the road.

Case and point, I don't have as good a handle on my business marketing as I would like to have, and I have a hunch many of you are probably in the same boat. With all the above said, there is one area of marketing you absolutely better have a handle on that is most certain to have an overwhelming impact on your business, and that is your "online reputation." As the experts say, your business's online reputation can make you or it can break you. The positive thing about having a great online reputation is that it will generate a lot of new business at very minimal cost to you as opposed to other forms of traditional marketing efforts that can be so much more expensive.

I am not on the front line in our stores that often, but I can tell you

when I am and when I ask a new customer what brought them to us, I cannot tell you how often they tell me it is because of what they read about us on our website reviews, Yelp, Google, and a whole hosts of other online review sites. More so now than ever before people are using the internet to find information about a business before they shop there. If small-business has negative online feedback it can prevent potential customers from using the organization.

While it can be difficult to monitor all the online feedback ones business gets, many small-business owners are certainly aware that negative feedback about their business can be most detrimental to their bottom line. So, if you are going to make this online marketing/reviews work to your advantage you better have a manager monitoring it daily and responding timely back to any negative feedback so that the negative feedback does not detract from the company's reputation. When a business responds back timely and professionally to a dissatisfied client, it can actually generate more customer loyalty by showing potential customers that you care and you are engaged with their audience.

Last but not least, I would highly recommend to any small-business owner if you do not have the time or talent in house to properly manage your business's online reputation, you seriously consider hiring an outside vendor to do it for you. This could be the very best marketing decision you'll ever make.

Doug Meekins  
CABA Board Member

