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**Automotive Aftermarket Association of the Mid-South,
Inc.**

Serving the Automotive Aftermarket in North Carolina, South Carolina, Tennessee, and Virginia

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Bulletin No. 601

July, 2018

2018 AAAMS Business Conference: "SAILING INTO THE FUTURE : TAKE 2"

The 2018 AAAMS Business Conference is fast approaching...September 20-23, at The Hilton Head Marriott Resort & Spa, Hilton Head Island, SC!!! Conference Chair Richard Gerard, Jr. and his committee have developed an outstanding program, and they want you to be there. Besides the networking with fellow members, enjoy the beautiful island and attractions. We hope that many of our Past Presidents and Past Directors will join us this year. This is our first annual conference in Hilton Head.

Our Keynote Speaker is Philip Atkins, Director, Strategic Research & Planning at the Automotive Aftermarket Suppliers Association (AASA), and he will give a talk about the outlook for the light vehicle aftermarket, about market drivers that are determining its near-term growth, and the megatrends expected to affect the long-term. How much growth should we expect over the next few years? AASA has recently collaborated with IGS Markit to update its market forecast and will be reporting on what to expect from key drivers such as: *VIO; *miles driven; and *unemployment. The talk will include details about the increasing addressable market (aka the sweet spot of cars 6-12 years old) and how cars of foreign nameplates are becoming an opportunity for the IAM.

Shifting his focus further out in time, Philip will speak about emerging vehicle technologies. He will provide an overview regarding key technologies, including:

- *"Connected" cars and the shift to the car as a software platform;
- *Autonomous driving;
- *Shared rides and the shift away from private ownership of light vehicles;
- *Electrification, the trend that will affect the market soonest;
- *E-tailing and the growth in this channel.

Finally, Philip will briefly describe why the automotive industry is front and center in the tariff battle.

After his presentation, Philip has agreed to help lead discussion among conference attendees regarding future industry trends, etc.

PLEASE, GO AHEAD AND MARK THE DATES ON YOUR CALENDAR AND THEN COMPLETE AND RETURN THE REGISTRATION MATERIAL ENCLOSED!!!



LEGAL/LEGISLATIVE



From left to right: Kierstin Turnock, Max Miller, Representative Setzer, Mark Savage, John Bottega and Randy Lisk.

Third Annual North Carolina Capitol Day---A Huge Success!!!

The third annual North Carolina Capitol Day was a tremendous success! AAAMS staff and members, Randy Lisk (AAAMS) Executive Vice President), Rick Brown (AAAMS President), Max Miller (AAAMS Immediate Past President), John Bottega (Waddell & Reed), Mark Savage (Exide Technologies), and Kierstin Turnock (LKQ) all took time out of their busy schedules to make their presence known and have their voices heard in Raleigh, North Carolina on May 23, 2018.

North Carolina Capitol Day 2018 provided AAAMS the opportunity to introduce the automotive aftermarket industry and regional association to North Carolina legislators; it also provided an opportunity to meet with old acquaintances to strengthen and solidify those relationships while reminding them of the aftermarket industry's needs and concerns.



From left to right: Mark Savage, Kierstin Turnock, Senator McInnis, Randy Lisk, and Max Miller.



From left to right: John Bottega, Randy Lisk, Senator Meredith, Kierstin Turnock, and Max Miller.

“I have always been interested in the political process, but because of various schedule conflicts, this was the first Capitol Day I have attended...and I'm glad I did. Each and every legislator and staff member treated us with full respect and seemed genuinely interested in learning more about our industry and our concerns. I fully support this annual event and certainly plan to attend next year”, Mark Savage of Exide Technologies.

AAAMS members participated in various meetings with legislators such as Senator Tom McInnis, Senator Wesley Meredith, Representative Mitchell Setzer, and Representative Dana Bumgardner. While the members were neither supporting nor opposing any specific state legislation, the members discussed their support of the maintaining an open market for automotive aftermarket parts.

“Although I am now a financial planner, my roots are in the automotive aftermarket industry, and I have been a member of this Association for several years. I attended last year's Capitol

accounts (HSA's) and the minimum deductible amounts and maximum out-of-pocket expense amount for high-deductible health plans. For 2019, the annual limit on deductible contributions is \$3,500 for individuals with self-only coverage (a \$50 increase from 2018) and \$7,000 for family coverage (a \$100 increase from 2018). The IRS recently announced that the 2018 limit for family coverage is \$6,900, after recalculating the amount under the new inflation adjustment of P.L. 115-97, the law known as the Tax Cuts and Jobs Act of 2017, as \$6,850 and then granting relief for the retroactive change. --- Journal of Accountancy

MANAGEMENT NOTES

"Why Isn't My Automotive Site on Google's Front Page?"

By: Stephanie Santore, Net Driven

Search engine ranking and visibility is the end game to search engine optimization. You want your site to be a top contender for rank organically on Google's search engine. You've created a website for your business. You've sent it out into the world wide web. You're sure you've done everything right. But, um, wait... it isn't on the first page. What's that about?!

First, we should get an idea of what ranking means. Here's the definition for ranking straight from [Moz.com's Learning Center](#):

"Ranking refers to the process search engines use to determine where a particular piece of content should appear on a SERP. Search visibility refers to how prominently a piece of content is displayed in search engine results."

It's difficult to not want to get to the number one organic spot, and **fast**. But don't forget, your website will be competing with similar automotive and tire businesses who are located in your immediate area that may have just as much relevant content as you do with their own set of SEO strategies in place. They may also have had a web presence for a year, maybe several. Everyone is vying for a coveted organic spot on page one. Google knows this. That's why there are guidelines when it comes to ranking in search engines.

If you're at the top of the ranks, Google will take a closer look at your site. It's important to keep this in mind when you're developing your SEO tactics. You must avoid low-quality techniques that might get you on the fast track to page one, but once you're there, send you zipping straight back to the depths of organic results due to penalties.

Google considers over 200 factors when ranking search queries. This can make it difficult to determine why a competitor might be outranking you. But, where high rank is concerned, it normally comes down to two things: a piece of content that is doing a better job of answering user intent and satisfying RankBrain's priority ranking factors. Aren't familiar with [RankBrain](#)? It's Google's machine learning program that evaluates and re-evaluates individual ranking factors for different industries and queries.

The gist:

You want to create value with your content. Ranking for the keywords of your choice can be tough, especially fighting for high-volume keywords on Google's first page. Create your content with the user in mind, focusing on depth and uniqueness. Answer their questions in an easy-to-read format, addressing the audience you intend to reach. Check out this [Master SEO Blueprint](#) for ideas on how to lay the foundation for solid SEO.

Also, pay attention to your page titles and meta descriptions. They may no longer affect rank as much as they used to, but they are what appears in the SERP's and they can vastly improve your website's [click-through-rate](#).

Design matters. Put thought into the way your site will look. A creative and well-made design with a site structure that is easy to navigate makes for a good user experience. That's the goal.

Stay away from outdated SEO tactics and other factors/techniques that could get your website penalized or at the very least, have Google take up an issue with it. Things like duplicate content, keyword stuffing, anchor text overuse, broken links, over-optimization, and "quick fixes" that claim to guarantee to get your site to number one. Check out the [full list of factors](#) that can grant you a penalty from Google and ultimately affect the performance and rank of your site.

And last but not least, **be patient**. The number one question any SEO specialist gets asked is: "How long until my website (page) ranks on top of Google?" Well, there is no definitive answer to that question because it is and will always remain variable. No website is ever guaranteed a number one spot on Google SERPS. Having up-to-date knowledge

Automotive Aftermarket Association of the Mid-South, Inc.
2018 BUSINESS CONFERENCE
HILTON HEAD MARRIOTT RESORT & SPA
HILTON HEAD ISLAND, SOUTH CAROLINA
September 20-23, 2018



Thursday, September 20, 2018

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

Friday, September 21, 2018

8:00 a.m. – 5:00 p.m.----- Conference Registration

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"

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

Saturday, September 22, 2018

7:30 a.m. – 8:15 a.m.----- Breakfast

8:00 a.m. – 11:00 a.m. ----- Conference Registration

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

9:00 a.m. – 9:15 a.m.----- Break

9:15 a.m. – 10:15 a.m. ----- Website Design and Social Media Program Review (Net Driven); Office Supplies Program Review (Kennedy Office); and Payroll Service Program Review (PrimePay)

10:15 a.m. - 10:30 a.m. ----- Break

10:30 a.m. – 12:00 p.m.-----"Trends in the Aftermarket--Near Term and Long Term"-- Philip Atkins, Automotive Aftermarket Suppliers Association (AASA) and Roundtable Discussions facilitated by Philip Atkins

6:30p.m. – 7:30 p.m. ----- President's Reception

7:30p.m. -- 10:00 p.m. -----Banquet, Awards, and AAAMS Scholarship Live Auction

Sunday, September 23, 2018

8:00a.m. -- 9:15 a.m.-----Breakfast and Inspirational Message -- Pastor Brett Myers, First Baptist Church- HHI

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

2018 AAAMS BUSINESS CONFERENCE REGISTRATION

Hilton Head Marriott Resort & Spa--Hilton Head Island, SC

SEPTEMBER 20-23, 2018

PLEASE PRINT OR TYPE. (REFER TO THE BACK SIDE OF THIS FORM TO RESERVE ROOMS.)

FIRM _____

OFFICE USE ONLY

ADDRESS _____

Date Rec'd _____

Amount Pd. \$ _____

CITY/STATE/ZIP _____

Check No. _____

Amount Due \$ _____

BY (*) _____ PHONE # _____ FAX # _____

(*) Email Address: _____

NAMES (AS THEY WILL APPEAR ON BADGES):

NAME #1 _____ NAME #3 _____

NAME #2 _____ NAME #4 _____

COMPLETE BUSINESS CONFERENCE PACKAGE(s) (Includes _____ @ \$160.00/EA \$ _____
Registration Fee, Friday Reception, Saturday Breakfast, Saturday Seminar, Saturday Reception, Saturday Banquet and Live Auction, Sunday Inspirational Breakfast, Chance on Grand Prize*.)

COMPLETE SPOUSE/CHILDREN PACKAGE(s) (Includes ½ Registration Fee _____ @ \$130.00/EA \$ _____
and All of the Above Events) (Children under 11 years old - FREE)

THURSDAY SOUTHERN DINNER BUFFET at the Resort _____ @ \$55.00/EA \$ _____

(Thursday Dinner Fee not included in Complete or Spouse/Children Packages)

IN LIEU OF COMPLETE PACKAGES, PLEASE RESERVE THE FOLLOWING:

BUSINESS CONFERENCE REGISTRATION FEE (Everyone 11+ years of age) -- _____ @ \$50.00/EA \$ _____

SATURDAY BREAKFAST ----- _____ @ \$28.00/EA \$ _____

SATURDAY EVENING RECEPTION AND AWARDS BANQUET----- _____ @ \$75.00/EA \$ _____

ATTENDEES: FRIDAY BOARD OF DIRECTORS MEETING @ NO CHARGE----- _____ @ \$0.00/EA \$ _____
(_____ will attend the Friday Board Meeting.)

★**CHECK (PAYABLE "AAAMS BUSINESS CONFERENCE FUND") IN THE AMOUNT OF \$_____ IS ENCLOSED.**

★Only Jobbers and Jobber Spouses / Guests may win the BIG CASH GRAND PRIZE. To be eligible to win it, the Registrant must purchase the Complete or Spouses Complete Package and be present for the drawing. While Affiliates and WD's cannot take home the Grand Prize, they are eligible to win several other Prizes.

★**CANCELLATION POLICY:** FULL REFUND IF RECEIVED AT AAAMS OFFICE BY AUGUST 31.
AFTER AUGUST 31, ONLY REGISTRATION FEES WILL BE REFUNDED.

★**Mail Registration & Check To:** AAAMS, Inc. • P.O. Box 97993 • Raleigh, NC 27624

On Saturday, September 22nd, a "Live Auction" will be held. Donated items will be on display beginning at 6:00 p.m. **The Automotive Aftermarket Association of the Mid-South, Inc. will donate all contributions from the auction to the AAAMS Scholarship Fund.** We need your help. Items are needed for the auction. Please indicate on this form what you will be willing to donate. (Cash is acceptable.)

WE ARE WILLING TO DONATE:

ITEM

ESTIMATED RETAIL VALUE

ROOM RESERVATIONS

1. All reservations at The Hilton Head Marriott Resort & Spa -- Hilton Head Island, SC, must be made by the individual attendees directly with Marriott reservations by calling (888) 511-5086, or online at www.marriott.com/hhhgr-----refer to the Group Code beside the appropriate room type listed below.
2. **CHECK-IN TIME IS 4:00 PM.** While some rooms may be available earlier, we have no guarantee that such will be the case.
3. **NOTE:** *If you fail to cancel your reservations 72 hours prior to your check-in date, you will be billed for one night's room plus tax.*

DAILY RATES

Resort View Guestrooms----- \$174.00 Per Room Per Night, Plus Tax---Group Code: 2 Queens--
ACTACTK; 1 King-- ACTACTA
Ocean View Guestrooms-----\$184.00 Per Room Per Night, Plus Tax---Group Code: 2 Queens--
ACTACTL; 1 King-- ACTACTB
Ocean Front Guestrooms-----\$204.00 Per Room Per Night, Plus Tax---Group Code: 2 Queens--
ACTACTM; 1 King-- ACTACTC

ALL ROOM TYPES ARE SUBJECT TO A \$5.00+ Resort Fee and a \$1.75 Destination Fee daily. On premise self- parking is FREE...Valet parking is currently \$18.00+ per day.

Resort Fee includes: use of Spa Steam Room, Local Calls, Wireless High Speed Internet Access throughout the Resort, and Shuttle Service to Golf and Local Shopping.

PLEASE NOTE: *The above sleeping room rates are offered (3) days pre and post event; based on availability as determined by the Resort.*

HILTON HEAD MARRIOTT RESORT & SPA

ONE HOTEL CIRCLE, HILTON HEAD ISLAND, SOUTH CAROLINA 29928

TELEPHONE (843) 686-8400 FACSIMILE (843) 686-8450

IMPORTANT!!! IMPORTANT!!! IMPORTANT!!! We are holding a block of rooms for Friday and Saturday nights (9/21 and 9/22) and a smaller block for Thursday night (9/20) at The Marriott Resort. On AUGUST 21, we have to release any of those rooms for which we have not reserved and guaranteed payment. After that date, the rooms go to the open market, are available on a first come, first served basis. SO...PLEASE RESERVE YOUR ROOM(S) EARLY!!!

AUTOMOTIVE AFTERMARKET ASSOCIATION OF THE MID-SOUTH, INC.
P.O. BOX 97993 RALEIGH, NORTH CAROLINA 27624
800-849-8037 919-821-1314 Fax. 919-821-0753

SEE YOU IN HILTON HEAD!!!