

# THE HORN



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*Serving the Automotive Aftermarket in North Carolina, South Carolina, and Tennessee*  
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Bulletin No. 568

July, 2015

## **2015 AACT CONVENTION: "Don't Gamble On Your Future -- Prepare Now!!!"**

The 2015 AACT Convention is scheduled for September 10-13, at Harrah's Casino Resort in Cherokee, NC!! Convention Chair Sandy Crews and her committee have developed a great program, and they urge all members to attend this year's event. Besides enjoying Harrah's, Cherokee has a lot to offer. Go to [www.cherokeesmokies.com](http://www.cherokeesmokies.com) for sites and attractions in the Cherokee area. We hope that many of our Past Presidents and Past Directors will join us for this year's event.

We are also providing the opportunity for all AACT members to help sponsor this year's Convention. Any support is appreciated and all sponsors will be recognized. A Sponsorship Form is enclosed for your convenience.

Go ahead and mark the dates on your calendar, and complete and return the registration material enclosed.

## **LEGAL / LEGISLATIVE**

### **A Small Business Owner's Guide to the Hiring Process**

By Bridget W. Pollack, Guest Blogger for SBA -- Published April 9, 2015

The goal of every small business owner is growth, but with growth comes more responsibilities and more work. You may already juggle being the boss, accountant, office manager, maybe even janitor, but at some point, you realize you can't do it all. Finding a new team member can be a daunting task, and 42% of small business owners say hiring new employees is their biggest challenge for 2015. Here are a few resources to make the employment process more manageable and effective for your small business:

#### **Clarify your needs for the position: Writing a job description**

Don't say "I need help," but rather determine exactly what kind of help you need. In the recent SCORE webinar "Hiring the Right Employee," Tricia McLaurin, a senior human resources representative with Paychex, explains the importance of defining the job duties and company's needs. She says writing a clear, detailed job description, with tasks outlined and skills identified, will help you find the ideal employee. And make sure you are aware of compliance under state and federal law such as the Fair Labor Standards Act. If you're not sure, call your HR Hotline at 800-243-1560.

Once you are satisfied with the job description, the next challenge is finding suitable applicants. Today, advertising in traditional media or online job boards may not be enough. Social media has become a boon in the recruitment stage:

- 94% of recruiters use or plan to use social media for recruiting.
- 73% of millennials found their last job through social media
- Employers who used social media to hire found a 49% improvement in candidate quality over candidates sourced only through traditional recruiting channels.

### **Selecting the best employee**

At this stage of the game, it's important to be thorough; the Department of Labor estimates bad hires and employee turnover can cost a company 30% of its yearly earnings.

After critically reviewing job applications and résumés, whittle your choices down to the top candidates. Your HR source at IGO Insurance can teach you more about fair practices requirements, such as avoiding discriminatory questions in the interview. And when the interviews lead to promising results, reference and background checks can help determine someone's personality and work ethic.

Examining all the factors, you finally pick the ideal person for the job and your company's future. You make a job offer, and all parties are satisfied with the employment arrangements. Congratulations, you hired a new employee!

Building a successful, supportive team is a difficult challenge, and your IGO Insurance HR Resource is always available with free, sound advice. Call Sherry Robertson, PHR at 800-243-1560

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## **3 New Social Media Laws**

It can be hard to keep up with employment laws and their interpretations, as well as the possible implications. With the fast pace of emerging technologies, It can be even harder to keep up with the laws surrounding electronic communication. There have been some recent changes in social media laws that affect workers and their bosses on the national level. Here are 3 to know:

1) The Stored Communications Act allows employers to monitor ONLY employees' e-mail stored on in-house computer systems. Employers may NOT access employees' private email access in cloud accounts such as Gmail or Yahoo, if the employee is using their own phone, tablet or laptop. However, if the employee is using a business-owned device, the employer is permitted to access any info downloaded onto that device. Employees need be aware that their info is likely being downloaded.

2) The Purple Communications Ruling, from the National Labor Relations Board (NLRB), states that employers CANNOT restrict use of *company* email accounts to business-only use, during *non-working hours*. This can be tricky when trying to define "working hours" in this electronic age. Working hours can sometimes include round-the-clock responsibility and an expectation of constant connectedness. To help keep things straight, it is recommended that workers keep everything separate; using a personal account for personal matters and a business account for business matters, regardless of the time of day.

3) Also on the national level, a recent ruling from the NLRB said that corporate social media policies CANNOT be overly broad or discourage employees from exercising their rights to engage in protected concerted activity.

Protected Concerted Activity is a legal term used in labor policy to define employee protection against employer retaliation in the United States. It defines the activities in which workers may partake, without fear of employer retaliation. Generally speaking, there is protected concerted activity when two or more employees act together to improve their terms and conditions of employment. Employees have a right to advocate in this manner even where there is no union involved. A few examples of protected concerted activities are:

- Two or more employees addressing their employer about improving their pay
- Two or more employees discussing work-related issues beyond pay, such as safety concerns, with each other
- An employee speaking to an employer on behalf of one or more co-workers about improving workplace conditions
- Being fairly represented by a union

- Assisting a union in organizing your fellow employees
- Forming, or attempting to form, a union in your workplace
- Joining a union, whether the union is recognized by your employer or not
- Refusing to do any or all of these things

Following multiple cases about the use of social media, this ruling found that a Facebook page is, in fact, private and employees DO have the right to freedom of expression. However, if an employee is making posts using the employer's device and that info is being cached or stored on that device, then the employer does have the right to access that information. This is a case where the company needs to have clearly defined policies and employees should tend toward discretion, especially as it isn't clear that the law is going to evolve in an employee-friendly way. More and more, employees are taking to the internet to express their opinions. It is an employer's responsibility to monitor the discussions being conducted on company equipment.

Does your employee handbook address the use of computers and social media in your workplace? Are you illegally restricting your employees' use of company equipment, when they are expressing their opinions regarding work? Are you separating business and personal electronic equipment such as phones, tablets, pads, and computers?

Need help? Call the HR hotline at 800-243-1560, or Contact your HR Representative: Sherry S. Robertson, PHR; 919-782-1560 x104; 919-819-3335; [sherry@igoinsurance.com](mailto:sherry@igoinsurance.com); [www.igoinsurance.com](http://www.igoinsurance.com).

## MANAGEMENT NOTES

### Stop Sales Pipeline Feast or Famine

*By John Chapin*

If you've been in sales for any length of time, you have more than likely experienced the ebb and flow of prospects in your pipeline from time to time. We all know there will be certain days, weeks, and months that are heavy with appointments, servicing of accounts, and other items that make it difficult to find time to prospect. That said, here are some ideas to ensure that you always have plenty of prospects in the pipeline.

#### How to Always Have Plenty of Prospects

**First, you have to be prospecting every day.** Even on your busiest day, you've got to make some prospecting calls. No matter what you have going on personally or professionally, there are always 10 to 20 minutes in the day, probably more, to make some calls. Over a year, even a few calls a day really adds up. Prospecting every day also ensures that you stay sharp and get in the habit of doing it.

**Note 1:** Assuming it only takes about 2 minutes to make a call, or 5 minutes if you actually contact someone, you can make anywhere from 2 to 10 calls in 10 to 20 minutes. Shoot for a minimum of at least 5 calls even on the busiest days. If you fall short, and do 3 or 4, that's still 720 to 960 calls a year over a 48-week working year.

**Note 2:** If you don't think you have any time, track your time and where each minute goes during the day. If you do this, you will literally find hours in your day. In any case, you can always find 15 to 30 minutes somewhere.

**Second, take advantage of the slow times.** When times are slow in terms of sales and other activities, you have to take advantage of these times by making a significant number of prospecting calls. For example, if your goal is 20 calls a day, shoot for 40 or more calls a day, when times are slow. This is when you will get the majority of your prospects and also when you will make up for the crazy-busy days in which you had little time to prospect.

**One of the biggest prospecting issues is that when people have time to prospect, they either don't do enough or they hit their daily goal and stop.** The people who always have plenty of prospects make two to three times the amount of daily prospecting calls when they have the time.

**Third, make prospecting a priority.** When your primary job is to produce revenue (sell), you have three priorities: prospecting, presenting, and closing. Those three activities simply have to come before the other things you're doing during the day and they are *all* important. Many times, when there is plenty of time to prospect, salespeople find ways to "kill" time. **Most salespeople get really creative when it comes to avoiding the hard work of prospecting.** Cleaning the desk, looking up information on a prospect or customer (for more than a few minutes), reading articles during prime calling hours, going to doctor or dentist appointments during prime calling hours, answering an e-mail that isn't important but is quick, making a phone call that isn't important but is quick, are all examples of items that are less important than prospecting. **Make sure that during prime calling time you are focused on closing sales, appointments, and prospecting.**

**Fourth, get better at sales and prospecting.** When is the last time you read a book on sales or prospecting? When is the last time you changed or refined any part of your sales or prospecting process? It's critical that you continue to get better in these areas. The better you are at prospecting and selling, the fewer calls you have to make and the fewer people you need to talk to. Practice, drill, and rehearse your prospecting calls. You have to be practicing your lines with other salespeople and/or friends and family. This goes for prospecting as well as other sales situations such as: presentations, objections, questions you ask prospects, etc.

**Fifth, work more hours when there is less time to prospect.** There will be times when you simply have to work more hours. Even if you only work an average of an extra 30 minutes a day, or 2-1/2 hours a week, on average, that's enough time for 10 phone calls per day or 50 per week.

**Here are some other ideas that can help hit your prospecting goals:**

- Time block your prospecting as an appointment on your schedule.
- Have someone hold you accountable.
- Team up with someone and make calls at the same time.
- Have a contest with someone. Who can make the most calls and get the most appointments?

**Finally, remember: Someone out there is keeping their pipeline full at all times. Actually, lots of people are.** Whatever your excuse is, how bad you have it, how busy your day is, there is someone out there who has it worse than you and has overcome that to achieve a full sales pipeline at all times. Is it the majority of people? No. But there are many who are getting it done. Executing on most of the above items will simply come down to sheer determination and effort to do what must be done. Is it going to be easy? No. Can you do it and will it be worth it? Yes.

**Note:** The examples I used for this article involve making phone calls versus in-person calls. Whatever types of calls you're making, the thing to keep in mind is that even on the busiest days you can always make 1 or 2 in-person visits or 5 to 10 phone calls. Either way, you've got to do *some* prospecting every day.

*John Chapin is a sales and motivational speaker and trainer. For his free newsletter, or if you would like him to speak at your next event, go to: [www.completeselling.com](http://www.completeselling.com). John has over 27 years of sales experience as a number one sales rep and is the author of the 2010 sales book of the year: *Sales Encyclopedia*. For permission to reprint, email: [johnchapin@completeselling.com](mailto:johnchapin@completeselling.com).*

## INDUSTRY NEWS

### 2015 Will Hit Record Miles

*"2015 mileage on U.S. roads will achieve the greatest annual percentage growth in more than 15 years, hitting a new record for annual miles by all types of vehicles. Cars and light trucks will record their strongest 2015 monthly mileage increases during the first quarter of 2015, diminishing in monthly percentage growth as the year progresses. Foreign nameplates will generate a disproportionate share of total mileage as well as mileage growth share, since they comprise a majority of vehicles in age categories with the highest annual use (driving)." - Jim Lang*

**Annual Mileage Struggle.** Annual mileage on U.S. roads by all types of vehicles was lower during 2014 than seven years earlier in 2007. Following a 0.5% gain during 2007, mileage declined in three of the following seven years: down 1.8% in 2008, 0.7% during 2009 and 0.8% in 2011. Despite modest annual driving gains in 2012 and 2013, significant mileage growth did not appear until 2014, when driving rose 1.7%. This was the first time annual mileage growth topped 1% in the U.S. in ten years.

**2014 Miles Below 2007.** Despite the 1.7% increase in 2014 driving by all types of vehicles, total mileage on U.S. roads for the year failed to top peak mileage recorded during 2007 (3.031 trillion miles).

**2015 New Peak Mileage.** 2015 mileage will greatly exceed the 0.2% gain over 2014 necessary to establish a new annual mileage record for all types of vehicle on U.S. roads. This will be easily accomplished, propelled by a 2% growth in light vehicle VIO (vehicles in operation) during the year (Lang Marketing's projection).

**Mileage Growth Through 2015.** 2015 miles by all types of vehicles recorded a strong first quarter gain, up 4.1%. However, this high growth rate will not continue throughout 2015 since comparable 2014 monthly mileage (against which 2015 growth is measured) becomes more challenging as 2015 progresses. For example, the 4.1% 2015 first quarter gain was accomplished in comparison to a 0.2% mileage decline during the first three months of 2014. It becomes progressively more difficult for 2015 to top 2014 mileage during the second, third and fourth quarters. Rather than decline (like the first three months of 2014), second quarter 2014 mileage rose 1.4% followed by a larger 1.5% gain during the third quarter. Fourth quarter 2014 mileage was very strong, soaring 3%, which was the most significant increase of any three-month period over the past fifteen years. As a result, it will become increasingly difficult for 2015 mileage to record monthly gains as the year progresses.

**Lang Marketing's 2015 Mileage Forecast.** Based on the anticipated annual growth of cars and light trucks on U.S. roads and the increasing mileage growth recorded last year during the second through fourth quarters, Lang Marketing estimates total 2015 mileage growth by all types of vehicles will range between 2.5% & 2.8%. This will be the strongest annual mileage increase by all types of vehicles since 1997 when miles rose 4.7%.

**Car and Light Truck 2015 Mileage.** Mileage gains for light vehicles during 2015 will be more modest, with Lang Marketing estimating commercial and heavier vehicles (class 4 and larger) recording a higher rate of mileage growth than cars and light trucks. As a result, Lang Marketing anticipates car and light truck 2015 miles will rise between 2.3% and 2.5%.

**Six Major Takeaways:**

1. Over the past six years, total mileage on U.S. roads declined during 2008, 2009 and 2011, before significant mileage growth reappeared in 2014, with a 1.7% gain. Despite the 2014 increase, annual 2014 mileage failed to top 2007 miles by all types of vehicles.
2. 2015 mileage will set a new record on U.S. roads by all types of vehicle, eclipsing the 2007 peak of 3.031 trillion miles.
3. Mileage growth during 2015 will be propelled by a 2% growth in car and light truck VIO during the year (projected by Lang Marketing). This VIO increase will follow an equally strong gain during 2014.
4. Following a 4.1% mileage increase during the first quarter, 2015 mileage growth will become more difficult as the year moves along, since comparable mileage for 2014 (against which 2015 growth is measured) becomes progressively stronger and, therefore, more difficult to top.
5. Lang Marketing estimates 2015 annual mileage on U.S. roads by all types of vehicles will increase between 2.5% and 2.8%, marking the strongest annual mileage gain since 1997, when mileage soared 4.7%.
6. Lang Marketing estimates commercial and heavier vehicles (class 4 and larger) will record greater 2015 mileage growth than cars and light trucks. Consequently, Lang Marketing estimates car and light truck 2015 miles will rise between 2.3% and 2.5%.

# AAACT NEWS

## In Memoriam

We were saddened by the recent death of **William Glenn White** (73 years old) of Burlington, NC ... brother of AACT Immediate Past President **Ron White, Duragloss**. Our thoughts and prayers are with the White family.

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## "Early Bird Discounts" on 2016 Advertising Calendars

**Yes, it's that time of the year again . . . . . Time to order your 2016 Advertising Calendars.** The **"early bird" discount is effective until August 1, 2015.** **Please** keep in mind that you can order your calendars before August 1, 2015 and receive the "early bird" discount ... check the box to have the calendars shipped "After 10-15-15" ... receive your calendars in October ... and we won't send you an invoice for the calendars until after we are notified that they are on their way to you!!

Brochure and order forms have been mailed to anyone who has ordered advertising calendars within the past few years. They have also been emailed to any members who have provided us with email addresses. If you are interested in our 2016 Advertising Calendar program and would like to receive a hard copy of the brochure and order form, call Rita Wieskamp at 1-800-849-8037, send her a fax at 828-286-4847, or send her an email at [rwieskampaaact@aol.com](mailto:rwieskampaaact@aol.com) right away and she'll get the information headed your way.

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### Labor Day Holiday

The AAAC office will be closed on Monday, September 7, 2015, for the Labor Day Holiday.

## INSURANCE NEWS

### Health Insurance Update

Blue Cross Blue Shield of North Carolina has asked state regulators for a 25.7 average rate increase on individual insurance plans purchased under the Affordable Care Act for 2016.

The request, which still needs to be approved by the North Carolina Department of Insurance, doesn't include employer-sponsored health plans or to any existing coverage grandfathered in under the federal health care law.

Two other insurers, Coventry Health Care of the Carolinas and United Healthcare, also offer plans through the HealthCare.gov marketplace to North Carolina residents. Coventry, which is merging with Aetna, has asked for an average 18% increase, while United submitted a request for an average 12.5% increase.

Blue Cross Vice President and Chief Actuary Patrick Getzen said more than 325,000 people statewide enrolled in the insurer's plans offered on the HealthCare.gov marketplace in 2015. Although the demographics are similar to those who enrolled in 2014, he said, the current group of clients has more chronic health conditions, such as cancer, heart disease or diabetes.

Higher premiums would help offset the growing cost of medical services, he said, noting that Blue Cross could revise its request in the next month or so and seek an even larger increase. The company based its current request on 2014 data and wants to collect more information on 2015 costs before deciding on amending its filings with state regulators.

The Affordable Care Act requires that insurers spend at least 80 cents of every premium dollar directly on health care. Blue Cross officials have said the company spends 86 cents of every dollar on care.

This is not good news for people with individual coverage unless you are eligible for the tax credit subsidies. If that is the case, then that should significantly offset the rate increases for next year. If you have any questions about your health insurance coverage, please call **Hodges Insurance** at **919-496-5155** and speak with Traci, Chris, or Bryan. Thank you!

~ **Randy Lisk, Executive Vice-President**

**Automotive Aftermarket Association of the Carolinas & Tennessee  
2015 CONVENTION  
Harrah's Casino Resort -- Cherokee, NC  
September 10-13**



**Thursday, September 10, 2015**

- 6:00 p.m. - 7:00 p.m. ----- Social Hour (Cash Bar)
- 7:00 p.m. - 9:00 p.m. ----- AACT Board of Directors, Past Presidents and Past Directors Dinner

**Friday, September 11, 2015**

- 8:00 a.m. – 5:00 p.m.----- Convention Registration
- 8:30 a.m. – 11:30 a.m. ----- AACT Board of Directors, Past Presidents and Past Directors Meeting
- 11:30 a.m. – 11:45 a.m. ----- AACT Convention Committee Meeting
- 6:00 p.m. – 7:00 p.m.----- Welcome Reception
- 7:00 p.m. – until.... ----- Dinner On Your Own
- 9:00 p.m.----- Doobie Brothers Performance at Harrah's

**Saturday, September 12, 2015**

- 8:00 a.m. – 11:00 a.m. ----- Convention Registration
- 7:45 a.m. – 8:15 a.m.----- Breakfast
- 8:15 a.m. – 8:45 a.m.----- "Exit Planning" -- Carl Rogers, Rogers & Associates
- 8:45 a.m. – 9:00 a.m.----- Break
- 9:00 a.m. – 9:45 a.m.----- AACT Annual Business Meeting and "Credit Card Processing Update" -- Ricky Pearce, CoCard
- 9:45 a.m. - 10:00 a.m.----- Break
- 10:00 a.m. – 11:30 a.m. ----- "Digital Marketing in an Attention Economy" ... Learn winning digital and social marketing strategies to benefit your business -- Arfa Syed, Auto Care Association
- 6:30 p.m. – 7:15 p.m.----- President's Reception
- 7:15 p.m. – 9:30 p.m.----- Banquet, Awards, and AACT Scholarship Live Auction

**Sunday, September 13, 2015**

- 7:45 a.m. – 9:15 a.m. ----- Breakfast and Inspirational Message -- Pastor Rich Sneed, Cherokee, NC
- 9:15 a.m.----- Convention Adjourns



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800-849-8037 – Fax: 919-821-0753 – Email: APAC219@AOL.COM

**2015 CONVENTION**

**September 10-13, 2015**

**Harrah's Casino Resort - Cherokee, NC**

**SPONSORSHIP FORM**

**Yes**, count us in as a sponsor of AACT's 2015 Convention. All Sponsors receive prominent recognition in onsite brochure, "The Horn" Newsletter and on event signage.

***Contribute at one of these Sponsorship Levels:***

- Bronze Sponsorship----- \$300.00
- Silver Sponsorship----- \$500.00
- Gold Sponsorship ----- \$1,000.00
- Platinum Sponsorship ----- \$1,500.00
- "Friends of AACT" ----- \$200.00

***Or, Select from the following available Sponsorships:***

- Event**      President's Reception, Saturday Evening ----- \$1,000.00
- Breaks**      Morning Breaks, Saturday----- \$500.00

**Our Firm Name should be listed as follows:**

\_\_\_\_\_  
(Please type or print clearly. Names are taken from this for displayed signage & print materials.)

The Automotive Aftermarket of the Carolinas and Tennessee, Inc. appreciates the generosity of its Sponsors.

**QUESTIONS?**

Contact AACT  
1-800-849-8037

**2015 AACT Convention**

1720 Hillsborough St., Ste. LL One  
Raleigh, NC 27605-1657

Please fax 919-821-0753

or mail form by sponsor  
deadline August 21st.

Person completing form \_\_\_\_\_ Phone: (\_\_\_\_) \_\_\_\_\_

Email \_\_\_\_\_

# 2015 CONVENTION REGISTRATION

## HARRAH'S CASINO RESORT - CHEROKEE, NC

### SEPTEMBER 10-13, 2015

**PLEASE PRINT OR TYPE.** (RESERVE ROOMS ON BACK SIDE OF THIS FORM.)

FIRM \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY/STATE/ZIP \_\_\_\_\_

BY (\*) \_\_\_\_\_ PHONE # \_\_\_\_\_ FAX # \_\_\_\_\_

(\*) Email Address: \_\_\_\_\_

**OFFICE USE ONLY**

Date Rec'd \_\_\_\_\_

Amount Pd. \$ \_\_\_\_\_

Check No. \_\_\_\_\_

Amount Due \$ \_\_\_\_\_

**NAMES** (AS THEY WILL APPEAR ON BADGES):

NAME #1 \_\_\_\_\_ NAME #3 \_\_\_\_\_

NAME #2 \_\_\_\_\_ NAME #4 \_\_\_\_\_

**COMPLETE CONVENTION PACKAGE(s)** (Includes Registration Fee, \_\_\_\_\_ @ \$150.00/EA \$ \_\_\_\_\_  
 Friday Welcome 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 1/2 Registration Fee \_\_\_\_\_ @ \$125.00/EA \$ \_\_\_\_\_  
 and All of the Above Events) (Children under 11 years old - FREE)

**AAACT BOARD OF DIRECTORS, PAST PRESIDENTS & PAST DIRECTORS** \_\_\_\_\_ @ \$50.00/EA \$ \_\_\_\_\_  
**DINNER @ Harrah's Casino Resort, Cherokee, NC on Thursday Evening.**  
 (Fee not included in Complete Packages)

**IN LIEU OF COMPLETE PACKAGES, PLEASE RESERVE THE FOLLOWING:**

CONVENTION REGISTRATION FEE (Everyone 11+ years of age) ----- @ \$50.00/EA \$ \_\_\_\_\_

SATURDAY BREAKFAST ----- @ \$25.00/EA \$ \_\_\_\_\_

SATURDAY EVENING RECEPTION AND AWARDS BANQUET----- @ \$55.00/EA \$ \_\_\_\_\_

**ATTENDEES:**

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

(★)**FRIDAY EVENING DOOBIE BROTHERS PERFORMANCE @ HARRAH'S** ----- @ \$55.00/EA \$ \_\_\_\_\_

(\_\_\_\_\_ will attend the Doobie Brothers Performance.)

(★)**NOTE: DOOBIE BROTHERS TICKETS ARE "NON-REFUNDABLE"!!---TOTAL \$ \_\_\_\_\_**

**CHECK (PAYABLE "AAACT CONVENTION 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 AAACT OFFICE BY AUGUST 25.  
 AFTER AUGUST 25, ONLY REGISTRATION FEES WILL BE REFUNDED.

**\*\*Mail Registration & Check To:** AAACT, Inc. • 1720 Hillsborough St., Ste. LL1 • Raleigh, NC 27605-1657

On Saturday, September 12<sup>th</sup>, a "Live Auction" will be held. Donated items will be on display beginning at 6:30 p.m. **The Automotive Aftermarket Association of the Carolinas & Tennessee, Inc. will donate all contributions from the auction to the AAACT 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**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

# HOTEL RESERVATIONS

1. All reservations at Harrah's Casino Resort - Cherokee, NC must be made thru the AACT Office. The Hotel will not accept direct reservations. Mail reservations to:  
AACT, INC. • 1720 HILLSBOROUGH ST., SUITE LL1 • RALEIGH, NC 27605-1657.
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. **NO DEPOSIT IS REQUIRED.** AACT is guaranteeing all rooms for late arrival.
4. **★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

**(★) Single / Double \$179.00 Per Room Per Night (plus tax) ... additional persons will be charged at a rate of \$10.00 per person, per night with a maximum (4) four persons per guest room.**

***(★)Final room assignment will be based upon availability at time of check-in.***

**PLEASE NOTE: ROOM RESERVATION REQUESTS ARE ACCEPTED ONLY FROM PERSONS WHO HAVE REGISTERED FOR THE CONVENTION. THIS IS ALSO TRUE OF MEAL FUNCTION RESERVATION REQUESTS.**

### PLEASE RESERVE THE FOLLOWING:

NAME	ROOM TYPE	ARRIVE	DEPART
	<b><u>Choose 1:</u></b> <input type="checkbox"/> SINGLE-1 King Bed <input type="checkbox"/> Smoking <input type="checkbox"/> DOUBLE-2 Queen Beds <input type="checkbox"/> Non-Smoking		
	<b><u>Choose 1:</u></b> <input type="checkbox"/> SINGLE-1 King Bed <input type="checkbox"/> Smoking <input type="checkbox"/> DOUBLE-2 Queen Beds <input type="checkbox"/> Non-Smoking		
	<input type="checkbox"/> SINGLE-1 King Bed <input type="checkbox"/> Smoking <input type="checkbox"/> DOUBLE-2 Queen Beds <input type="checkbox"/> Non-Smoking		
	<input type="checkbox"/> SINGLE-1 King Bed <input type="checkbox"/> Smoking <input type="checkbox"/> DOUBLE-2 Queen Beds <input type="checkbox"/> Non-Smoking		

FIRM \_\_\_\_\_

ADDRESS \_\_\_\_\_ P.O. BOX \_\_\_\_\_

CITY/STATE/ZIP \_\_\_\_\_

BY \_\_\_\_\_ PHONE NO. \_\_\_\_\_

**IMPORTANT!! IMPORTANT!! IMPORTANT!!** We are holding a block of rooms for Friday and Saturday nights (9/11 and 9/12) and a smaller block for Thursday night (9/10) at Harrah's Casino Resort. On **AUGUST 25**, 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, and may be subject to regular rack rate. **SO . . . . PLEASE RESERVE YOUR ROOM(S) EARLY!!!**

**MAIL TO: AACT INC. • 1720 HILLSBOROUGH ST., SUITE LL1 • RALEIGH, NC 27605-1657**

***See You in Cherokee!!!!***