

THE HORN



Published by:
Automotive Aftermarket Association of the Carolinas & Tennessee, Inc.
Serving the Automotive Aftermarket in North Carolina, South Carolina, and Tennessee
1720 Hillsborough St., Ste. LL One
Raleigh, NC 27605-1657
Phone: 800-849-8037 – Fax: 919-821-0753 – E-mail: apac219@aol.com

Bulletin No. 580

August, 2016

2016 AACT BUSINESS CONFERENCE: "Are Your Business Practices Stuck In Colonial Times?"

By now, all members should have received information regarding the upcoming Conference (September 8-11, 2016) in Williamsburg, VA. If you have not registered, please go ahead and do so. More registration material is enclosed. Program highlights include...

- * "Human Resources Legal Compliance Update" -- Sherry Robertson, IGO Insurance;
- * "Telematics: The Connected Car" -- Joe Register, Auto Care Association; and
- * "AACT Programs & Services Review" -- Randy Lisk, AACT.

All members can help sponsor this year's event by completing the enclosed Sponsorship Form. Any support is appreciated and all sponsors will be recognized.

I think you will agree that AACT Business Conference Chair Sandy Crews and her committee have put together an excellent program. We hope to see you in Williamsburg!!

2016 YEARBOOK / DIRECTORY ADVERTISERS

The 2016 Automotive Aftermarket Association of the Carolinas & Tennessee, Inc. Yearbook / Directory and Buying Guide will be distributed soon. We want to give **special thanks to those who advertised in our 2016 Yearbook:**

Auto Care Association
Auto Supply Co., Inc.
Battery Service, Inc.
CARQUEST
Destinations Credit Union
Duragloss/Brothers Research Corp.
East Penn Manufacturing Co., Inc.
Exide Technologies

IGO Insurance Agency
Interstate Batteries
NAPA AUTO PARTS
Net Driven
Jack Scholler Equipment
UCI - Goldsboro
N. A. Williams Co.

We really appreciate their support, and we hope you will give them a warm **Thank You** whenever you have the opportunity.

LEGAL / LEGISLATIVE

North Carolina Sales and Use Tax -- Sales of Shop Supplies and Paint

Since March 1, 2016, the AACT Staff has fielded numerous calls and emails regarding the many changes to the North Carolina sales and use tax laws. Through our efforts to obtain clarification, we are attempting to address below, specific sales and use tax issues incurred by sellers (AACT members) on sales of shop supplies (i.e. tape, sandpaper) and paint to purchasers (body shops) in North Carolina.

Sales of shop supplies and paint are subject to sales and use tax unless a seller receives a properly completed Form E-595E, Streamlined Sales and Use Tax Agreement Certificate of Exemption, or other exemption information required per N.C. Gen. Stat. §105-1064.28, from a purchaser. A blanket certificate of exemption continues in force so long as the purchaser is making recurring purchases [at least one purchase within a period of twelve (12) consecutive months] or until otherwise cancelled by the purchaser.

According to the Certificate of Exemption Instructions, sellers are relieved of the responsibility of collecting and remitting sales tax on the sale or sales for which the purchaser provided the seller with an exemption certificate, even if it is ultimately determined that the purchaser improperly claimed an exemption, provided all of the following conditions are met:

1. All fields on the exemption certificate are completed by the purchaser or the required information is captured and maintained;
2. The fully completed exemption certificate (or the required information) is provided to you at the time of sale or as otherwise provided by Section 317 of the SSUTA;
3. If the purchaser is claiming an entity-based exemption (i.e., an exemption based on who the purchaser is), the state that would otherwise be due the tax on the sale allows the specific entity-based exemption claimed by the purchaser if the purchase was made at a sale location operated by the seller within that state;
4. You do not fraudulently fail to collect the tax due; or
5. You do not solicit customers to unlawfully claim an exemption.

A purchaser who does not resell an item purchased under a certificate of exemption (i.e. shop supplies) is liable for any tax subsequently determined to be due on the sale pursuant to N.C. Gen. Stat. § 105-164.28(d). The general 4.75% State, applicable local (2.00% or 2.25%), and applicable transit (0.50%) rates of sales and use tax are due on the purchase price of such items and should be reported by the purchaser on Form E-500, Sales and Use Tax Return, filed with the Department along with payment of the tax due.

Questions regarding sales and use taxes may be directed to the North Carolina Department of Revenue's Taxpayer Assistance and Collection Center at telephone number 1-877-252-3052 (toll-free).

Seat Belts Required For Passengers In Trucks Starting August 8

The Federal Motor Carrier Safety Administration published a final rule in the Federal Register on June 7 requiring that all passengers traveling in property-carrying commercial motor vehicles wear seat belts. While it already required that drivers wear seat belts, the agency has been silent on whether passengers riding in large trucks must use seat belts. The rule, effective August 8, 2016, holds motor carriers and drivers responsible for ensuring that passengers riding in property-carrying CMVs are using seat belts. "Occupants would include instructors, evaluators or any other personnel who might be seated in a property-carrying CMV, regardless of their status," the agency said. Since 1990, federal regulations require manufacturers of trucks weighing more than 10,000 pounds to install seat belts or a "complete passenger protection system" at every seating position in a truck, the rule said.

INDUSTRY NEWS

The State of Auto Care

The Auto Care Association just released some interesting facts in their recent "The State of Auto Care" booklet.

- Regarding Telematics, there will be 250 million vehicles connected by 2020. Telematics are automobile systems that allow, and facilitate, the transmission of computerized data.
- Regarding Cybersecurity, with all this connectivity, analysts predict that in the next 5 years, 2500 vulnerabilities will be discovered in more than 50 million lines of code in today's vehicles, putting driver privacy at risk.
- There are 272 million vehicles on the road today, driven by 214 million drivers on U.S. roads which equates to an average of 1.18 cars per driver in America.
- There are 533,223 individual businesses coast to coast that manufacture, distribute, and sell motor vehicle parts, accessories, tools, equipment, supplies, and perform vehicle service and repair.
- The auto care industry's sales volume grows at an average of 3% annually.
- By 2020, experts predict that of the 250 million connected vehicles, 75% of them will have dynamic two-way communication.
- These 250 million connected vehicles in the U.S. will generate \$14.5 billion in revenue in automotive data assets.
- There are more than 50 million lines of code in today's vehicles, which is 25 times more than an F-16 fighter jet.
- The Auto Care industry employs a whopping 4.5 million people.
- There are approximately 300,000 jobs available in the Auto Care industry at any one time.
- As mentioned before, there are 272 million vehicles on the road today with an average age of 11.6 years and each driver drives 11,048 miles per year on average.
- Considering all drivers, 80% are the "Do-it-for-me" and 20% are the "Do-it-yourselfers".
- It is estimated that there are 60 billion in unperformed vehicle maintenance in the U.S. each year. Better education is needed.
- There are 264,108 retail parts outlets in the U.S.
- Finally, there are 57 million vehicles in the U.S. that are 16+ years old or older.

AAPEX ... November 1-3, 2016 **SEMA ... November 1-4, 2016** **Las Vegas, Nevada**

Online registration is up and running for the AAPEX / SEMA 2016 Show. The show will feature the latest products, technology, software and industry trends. There will be plenty of exhibitors eager to share their insights on the future and its impact on the industry and your business; AAPEXedu sessions and above average networking during the course of the show.

Register by visiting: <http://www.aapexshow.com/2016/public/enter.aspx>.

MANAGEMENT NOTES

Equality and Fairness in Transfer to Kids

Carl Rogers, Rogers & Associates

Stan Briggs was perplexed when he told his advisor, "My son, Patrick, has worked in the business for the last twelve years. In that time, the business has tripled its revenues and its profits. I've started to think about scaling back my activity and I realize how important it is (for my own retirement income) that Patrick be motivated to continue to grow the company profitably. Since I'd like to have him own the business some day, is there a way to start transferring it to him now? It seems unfair to make him pay for all of the business value since he created so much of it and since he is so important to my financial security. My son, of course, agrees wholeheartedly with this analysis but I'm not sure that his mother and sister are on the same page. What issues do I need to consider?"

Equal vs. Fair

First, Stan must determine if his son is already paying for the business through "sweat equity" (more working hours, greater risk and lower compensation than he could have earned elsewhere). If so, any reduction in the purchase price is not a gift, but rather recognition of Patrick's contribution.

Second, are Patrick's efforts adding value to the business? If so, should Patrick have to pay for his efforts by receiving a reduced share of Stan's ultimate estate?

Third, if Patrick's involvement in the business is critical to Stan's retirement, Stan should consider tying his son to the business using "golden handcuffs", such as awarding ownership if Patrick stays to run the business -- and the business stays profitable.

Fourth, in many business-owning families, every child is offered the opportunity for involvement in -- and ultimately ownership of -- the family business. Many times, however, only one child forgoes the allure of the "outside world" to commit to working in the sometimes uncertain and illiquid world of a closely held business. (Not to mention that having you for a boss should have some payoff!)

Where to Start

Analyze the transfer issue in light of your own goals. Be certain that any transfer to children will satisfy your exit objectives. Explore with your advisors other issues and concerns that may arise as you begin to transfer ownership to a child. For example, how much money will you need after you leave your business? What, if anything, needs to be done for your key employees or for your other children? Temper and qualify all transfers to children in light of your over-arching exit objectives. In short, make certain the transfer of ownership to a child is also a good business and retirement decision.

Using Advisors

When considering a transfer of your business to a child, don't underestimate the value of using experienced consultants and advisors. Their counsel, experience and input are perhaps never more important than when dealing with your own family. The need for independent, non-emotionally-charged advice can be critical. Having worked with other family businesses, these consultants along with your other advisors can offer practical advice.

Decision Framework

- First, determine the level of contribution your business-active child has made to the value of the business.
- Second, determine the contribution that child must continue to make to ensure the achievement of your exit objectives. Those determinations can form the basis of what is "fair" with respect to both the business-active child and the other children.
- Third, use your advisors to help explain, guide and implement the transfer of the business.

We are happy, as always, to assist you with analyzing the issues involved with a transfer of ownership to children.

If you would like to discuss how you can go about managing your company's continuity, please contact us **[Carl Rogers, Rogers & Associates -- E-mail: cerogers@aicinvest.com]**. We can collaborate with you and your other advisors to develop a customized incentive plan tailored to your business and your future..

*The information contained in this article is general in nature and is not legal, tax or financial advice. For information regarding your particular situation, contact an attorney or a tax or financial advisor. The information in this newsletter is provided with the understanding that it does not render legal, accounting, tax or financial advice. In specific cases, clients should consult their legal, accounting, tax or financial advisor. This article is not intended to give advice or to represent our firm as being qualified to give advice in all areas of professional services. Exit Planning is a discipline that typically requires the collaboration of multiple professional advisors. To the extent that our firm does not have the expertise required on a particular matter, we will always work closely with you to help you gain access to the resources and professional advice that you need. This is an opt-in newsletter published by Business Enterprise Institute, Inc. and presented to you by our firm. We appreciate your interest. The example provided is hypothetical and for illustrative purposes only. It includes fictitious names and does not represent any particular person or entity. **Circular 230 Disclosure:** Pursuant to recently-enacted U.S. Treasury Department Regulations, we are now required to advise you that, unless otherwise expressly indicated, any federal tax advice contained in this communication, including attachments and enclosures, is not intended or written to be used, and may not be used, for the purpose of: (i) avoiding tax-related penalties under the Internal Revenue Code or; (ii) promoting, marketing or recommending to another party any tax-related matters addressed herein. Securities and Investment Advisory services are offered solely through Ameritas Investment Corp. (AIC); Member FINRA/SIPC. AIC, Business Enterprise Institute, Inc. and Rogers & Associates are not affiliated. Additional products and services may be available through Carl E. Rogers, Jr. or Rogers & Associates that are not offered through AIC. Representatives of AIC do not provide tax or legal advice. Please consult your tax advisor or attorney regarding your situation. (Source: Carl Rogers, Rogers & Associates)*

Social Media Myths - Debunked (Continued . . .)

Holly Biondo, Net Driven

MYTH: "Social media doesn't complement traditional marketing strategies."

Social media can complement your traditional marketing in many ways. Sharing content on social media channels can benefit your business' advertising, public relations, consumer research, customer service, website, and sales strategies.

Social media helps gather feedback from your audience by observing what they like, share, and comment on the most, which is beneficial for your customer service strategies. Any questions, concerns, issues, or complaints can be answered (and possibly resolved) within seconds on social media. The faster you respond, the happier your audience is.

Is your shop holding a contest, or maybe a giveaway for free tires? Is there a coupon or rebate available on your business' website? Social media can strengthen the impact of any promotion. It's the perfect resource. There is no need to pay for a billboard or newspaper ad. Promote your special on Facebook through original content or paid advertisements that are directly targeted to your customers. Add content to your post that makes your audience want to make the next move. Reach your audience where they spend most of their time - on their smartphone. You will promote your business, as you build social relationships at the same time.

Using social media as a means of promotion does not mean forgetting about your website. Think of your business' website and its social media presence as a two-part team. One has the other's back at all times.

According to HubSpot, in 2014, 92% of marketers agreed that social media is important for their business to have and maintain. 80% of those marketers noted increased traffic to their websites through their efforts on social. This is why it's crucial that your social media pages and your website are integrated. Have your business' social media channels linked on your homepage through icons. This will promote traffic from your social media pages to your website and vice versa.

MYTH: "Social media doesn't influence quote request or purchase decisions."

So you think consumers don't look at a business' social media pages before requesting a quote on tires or deciding to schedule maintenance? A Nielsen report shows that 46% of online shoppers rely on social media before they decide to make a purchase or even ask for more information. Now you're asking, "Is this true for the tire and automotive industry?" Yes, multinational professional services firm, Deloitte, stated that when looking to buy automotive products and services, or thinking about requesting a quote for tires, 32% of users will turn to social media, where they are influenced to take action.

Social media gives your brand personality and increases the level of trust your customers have for your business. Maybe the pictures of tires on your website isn't enough to seal the deal, but that post you created last week about why your business is proud to sell the tire brands it does made a customer trust your brand and its products. Mission accomplished.

MYTH: "You can't measure effectiveness on social media."

Let's be clear, you *can* measure the effectiveness of your social media activity. Facebook offers Insights, where you can monitor your page's activity (once you hit 30 followers). Insights helps you see how your posts

are actually performing. You can see what times your audience is on Facebook, so you know what times to post. You can see how many people actually clicked on a link you posted, or watched a video. You can see the average age and location of your audience. Basically, Insights tells you what's working, and what's not. Twitter also offers its own tool, called Twitter Analytics.

Social media analytics can be very intimidating, especially when managing a new page. Dedicate free time to learning how these tools work and what they can do for you. You'll learn so much about your audience and you'll have the numbers to help you build your strategy.

MYTH: "Social media doesn't help me connect to my customer base."

Your brand and its customers will form a better connection through social media. When people follow celebrities on social media, it is not because they know them, but because they want to connect with them. They want to know what they do on a daily basis and what they are passionate about. The same goes for your business.

Your social media pages are a way for customers to see you in a different light. You are not just an auto repair shop. Maybe you are a family business where grandpa still supervises while his grandson is under the hood. Maybe there is a special tradition within the shop that makes your employees stand out. Whatever makes your business special -- share it. Humanize your business and watch as connections and values begin to form between your brand and its customer base.

Bottom Line:

Beginning your journey on social media can be intimidating, but once you rule out the common myths, the path to social success is pretty clear. Social media success does require effort. A well-planned strategy is key to gaining quality followers and being successful. Business-related social media pages are not one size fits all, but taking a few minutes throughout your day to monitor them will pay off. Remind yourself to look at your accounts, their activity, and their analytics a few times each day.

If you need a helping hand, we've got you covered! Net Driven's Social Media Master Tech was created to help you get social, without the stress. We manage, update, and monitor your pages for you! Your expertise is in your shop, ours is in ensuring your success online and on social media.

2017 Advertising Calendars

There have been a few enhancements to this program that we are really excited about. **This year we are also including several Promotional Items.** The Early Bird discount has again been extended from the original June 30th of each year to July 31, 2016 this year. All calendar orders placed and received by this date will qualify for a discount of more than 5%, excluding freight and taxes.

Calendars are an economical tool to advertise your business. One Standard Color includes all of these colors: Black, Reflex Blue, Red, Yellow, Brown, Gray, Green, and Orange. Color always makes things brighter and a great addition to this program. The calendar categories are the Appointment Calendars, Rectangle Stick-Up Pads, Patriotic Contractor Memo, a series of Good Value Calendars and Pocket Calendars.

No need to store your calendars all summer long, as shipment options are either, When Ready or After 10/15/16 and billing will be delayed until the end of October 2016.

Brochure and order forms have been mailed to anyone who has ordered advertising calendars within the past few years. If you are interested in our 2017 Advertising Calendar program and would like to receive a hard copy of the brochure and order form, call Rita Wieskamp at 800-849-8037, send her a fax at 828-286-4847, or send her an email at rwieskampaaact@aol.com right away and she'll get the information headed your way.

AAACT NEWS

Labor Day Holiday

The AACT office will be closed on Monday, September 5, 2016 for the Labor Day Holiday. Be safe!!

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

Automotive Aftermarket Association of the Carolinas & Tennessee
2016 BUSINESS CONFERENCE
"ARE YOUR BUSINESS PRACTICES STUCK IN COLONIAL TIMES?"
The Kingsmill Resort -- Williamsburg, VA
September 8-11



Thursday, September 8, 2016

- 6:00 p.m. - 7:00 p.m. ----- Welcome Reception (James Landing Grille @ Marina)
7:00 p.m. - 9:00 p.m. ----- Dinner Overlooking the James River (James Landing Grille @ Marina)

Friday, September 9, 2016

- 8:00 a.m. – 5:00 p.m.----- Conference Registration
9:00 a.m. – 12:00 p.m. ----- AACT Board of Directors, Past Presidents and Past Directors Meeting
12:00 p.m. – 12:15 p.m. ----- AACT Conference Committee Meeting
6:00 p.m. – 7:00 p.m.----- Kingsmill Resort Hosted Reception
7:00 p.m. – until.... ----- Dinner On Your Own

Saturday, September 10, 2016

- 7:00 a.m. – 8:00 a.m.----- Breakfast
8:00 a.m. – 11:00 a.m. ----- Conference Registration
8:15 a.m. – 8:45 a.m.----- "Human Resources Legal Compliance Update" - Sherry Robertson, IGO Insurance
8:45 a.m. – 9:00 a.m.----- Break
9:00 a.m. – 9:45 a.m.----- AACT Annual Business Meeting and "AACT Programs & Services Review"
9:45 a.m. - 10:00 a.m.----- Break
10:00 a.m. – 11:30 a.m. ----- "Telematics: The Connected Car" - Joe Register, Directory of Emerging Technologies, Auto Care Association
6:00 p.m. – 7:30 p.m.----- President's Reception and "Putting" Contest
7:30 p.m. – 9:45 p.m.----- Banquet, Awards, and AACT Scholarship Live Auction

Sunday, September 11, 2016

- 8:00 a.m. – 9:15 a.m. ----- Breakfast and Inspirational Message - Reverend Lindsay Poteat, Peninsula Rescue Mission
9:15 a.m.----- Conference Adjourns



Automotive Aftermarket Association of the Carolinas & Tennessee, Inc.
Serving the Automotive Aftermarket in North Carolina, South Carolina, and Tennessee
 1720 Hillsborough St. Ste. LL One
 Raleigh, NC 27605-1657
 800-849-8037 – Fax: 919-821-0753 – Email: APAC219@AOL.COM

2016 BUSINESS CONFERENCE
"Are Your Business Practices Stuck In Colonial Times?"
September 8-11, 2016
The Kingsmill Resort -- Williamsburg, VA

SPONSORSHIP FORM

YES, count us in as a sponsor of AAACT's 2016 Business Conference. All Sponsors receive prominent recognition in onsite brochure, "The Horn" Newsletter and on event signage.

Contribute at one of these Sponsorship Levels:

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

OR, Select from the following available Sponsorships:

- Event** President's Reception, Saturday Evening ----- \$1,000.00
- Breaks** Morning Breaks, Saturday ----- \$600.00

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 AAACT
 1-800-849-8037

2016 AAACT Business Conference
 1720 Hillsborough St., Ste. LL One
 Raleigh, NC 27605-1657

Please fax 919-821-0753
 or mail form by sponsor
 deadline August 19th.

Person completing form _____ Phone: (____) _____

Email _____

2016 BUSINESS CONFERENCE REGISTRATION

THE KINGSMILL RESORT - WILLIAMSBURG, VA

SEPTEMBER 8-11, 2016

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

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 _____ @ \$150.00/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 1/2 Registration Fee _____ @ \$125.00/EA \$ _____
 and All of the Above Events) (Children under 11 years old - FREE)

THURSDAY WELCOME RECEPTION & DINNER at James Landing Grille _____ @ \$55.00/EA \$ _____
@ Marina, Kingsmill Resort (Fee not included in Complete Packages)

IN LIEU OF COMPLETE PACKAGES, PLEASE RESERVE THE FOLLOWING:

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

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

SATURDAY EVENING RECEPTION AND AWARDS BANQUET----- _____ @ \$65.00/EA \$ _____

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

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

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

On Saturday, September 10th, a "Live Auction" will be held. Donated items will be on display beginning at 6:00 p.m. **The Automotive Aftermarket Association of the Carolinas & Tennessee, Inc. will donate all contributions from the auction to the AACT 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:

<u>ITEM</u>	<u>ESTIMATED RETAIL VALUE</u>
_____	_____
_____	_____

ROOM/SUITE RESERVATIONS

1. All reservations at The Kingsmill Resort - Williamsburg, VA must be made thru the AACT Office. The Resort 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/suites may be available earlier, we have no guarantee that such will be the case.
3. **NO DEPOSIT IS REQUIRED.** AACT is guaranteeing all rooms/suites 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/suite plus tax.*

DAILY RATES

Resort Guestrooms ----- \$159.00 Per Room Per Night, Plus Tax.
 Deluxe Guestrooms ----- \$169.00 Per Room Per Night, Plus Tax.
 River Guestrooms ----- \$199.00 Per Room Per Night, Plus Tax.
 River One-Bedroom Suites ----- \$239.00 Per Suite Per Night, Plus Tax.

ALL ROOM TYPES ARE NON-SMOKING. [A \$250.00 fee per room, per day, will be charged for non-compliance.] *Final room/suite assignment will be based upon availability at time of check-in.*

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

PLEASE RESERVE THE FOLLOWING:

NAME	ROOM TYPE	ARRIVE	DEPART
	<input type="checkbox"/> Resort Guestroom <input type="checkbox"/> Deluxe Guestroom <input type="checkbox"/> River Guestroom <input type="checkbox"/> River One-Bedroom Suite		
	<input type="checkbox"/> Resort Guestroom <input type="checkbox"/> Deluxe Guestroom <input type="checkbox"/> River Guestroom <input type="checkbox"/> River One-Bedroom Suite		

FIRM _____
 ADDRESS _____ P.O. BOX _____
 CITY/STATE/ZIP _____
 BY _____ PHONE NO. _____

IMPORTANT!! IMPORTANT!! IMPORTANT!! We are holding a block of rooms/suites for Friday and Saturday nights (9/9 and 9/10) and a smaller block for Thursday night (9/8) at The Kingsmill Resort. On AUGUST 25, we have to release any of those rooms/suites for which we have not reserved and guaranteed payment. After that date, the rooms/suites go to the open market, are available on a first come, first served basis. The room rates outlined above are applicable three (3) days prior and three (3) days after the scheduled program dates. **SO . . . PLEASE RESERVE YOUR ROOM(S)/SUITE(S) EARLY!!!**

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

See You in Williamsburg!!!!