

# THE HORN

Published by:



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

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

P.O. Box 97993, Raleigh, NC 27624 ♦ **Phone:** 800-849-8037 / 919-821-1314 ♦ **Fax:** 919-821-0753  
www.aaamsonline.com

Bulletin No. 611

June 2019

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

2019 BUSINESS CONFERENCE

The Margaritaville Resort

Gatlinburg, Tennessee

September 12 - 15, 2019

"ELEVATE YOUR BUSINESS WITH AAAMS"



### **-SCHEDULE AT A GLANCE-**

*(refer to Pages 6, 7 & 8 for registration, sponsorship and hotel information)*

#### Thursday, September 12, 2019

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

#### Friday, September 13, 2019

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

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

12:00 p.m.- 2:15 p.m. ...AAAMS Conference Committee Meeting

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

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

#### Saturday, September 14, 2019

7:15 a.m.- 8:00 a.m. .... Breakfast

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

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

9:00 a.m.- 9:15 a.m. ....Break

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

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

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

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

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

#### Sunday, September 15, 2019

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

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

## Service Bays Crank Up Repair Volume

“The car and light truck Do-It-For-Me (DIFM) market has increased at the same time that the number of service bays across the country has declined. In order for repair outlets to accommodate the steady growth of car and light truck DIFM repair, they had to increase products sales per bay. Over the past five years (2013 to 2018), the aftermarket Do-It-For-Me product volume has surged more than 15%, while the number of bays has fallen. As a result, product sales per service bay have climbed significantly,” said Jim Lang (the Lang Aftermarket iReport).

### Rising DIFM Vehicle Repair

Car and light truck Do-It-For-Me (DIFM) market products reached \$78 billion at user-price during 2013, at user-price. Do-It-For-Me product sales climbed to \$85 billion in 2010 and totaled more than \$65 billion by 2016. The 2020 Lang Aftermarket Annual, which will be published early in June, will provide complete analysis of 2018 DIFM product volume, which topped \$90 billion at user-price.

### Higher DIFM Volume, But Fewer Service Bays

Despite the significant increase in DIFM product volume between 2013 and 2018, something which would be expected to stimulate service bay growth, the number of service bays across the U.S. fell by 1%.

While DIFM products averaged approximately 3.0% in annual growth between 2013 and 2018, the service bay count moved in the opposite direction.

### Surging Product Volume Per Bay

Rising DIFM product sales coupled with the shrinking car and light truck population caused an increase in the annual volume of aftermarket products installed per bay in the U.S. Product sales per service bay surged approximately \$5,000 per bay between 2013 and 2015, with another \$6,100 in product sales added by the average bay over the next three years. Lang Marketing estimates that annual product volume for the typical service bay increased nearly \$11,200 or 17%, between 2013 and 2018. The *2020 Lang Aftermarket Annual*, which will be published in several weeks, will provide detailed analysis of DIFM product sales, the number of service bays, as well as the rising product volume per bay.

### 3.3% Product Growth Per Bay

Despite the decline in average service bay volume during 2008 and 2009 (following the 2008 Great Recession), product sales per bay for cars and light trucks climbed at a 3.3% average annual pace between 2013 and 2018. This annual product growth was greater than the average increase in total car and light truck product volume over this eight-year span. The increasing DIFM productivity per light vehicle service bay in the U.S. has enabled the diminishing service bay population to keep pace with the rise in car and light truck maintenance and repair.

### Opportunities Abound

For the diminishing number of service bays to keep pace with the steady rise in car and light truck DIFM repair, bays must continue to increase their productivity. This presents a unique opportunity for manufacturers, distributors, and retailers of tools and equipment to provide technicians with the ability to become more efficient and to increase their repair and maintenance production. Companies that provide service bay management training and software, technician instruction, and vehicle repair data also have great opportunities as service bays strive to expand their production to meet growing repair and maintenance demands.



## Auto Care Members Invited to Attend 2019 Legislative Summit

The Auto Care Association has announced that for the first time, the Auto Care Legislative Summit, a biennial educational and advocacy event in Washington, DC, will take place September 18-19, 2019 at the Hyatt Regency Washington on Capitol Hill in conjunction with the 2019 Auto Care Association Fall Leadership Days.

Leadership Days is a three-day event for the association's top volunteers and engaged members to discuss industry issues and drive association initiatives. With over 400 attendees expected to attend Fall Leadership Days, many of whom are expected to participate in the Summit, the Auto Care Association will play host to the largest-ever contingency of auto care industry advocates who wish to make their voices heard on Capitol Hill. <https://www.autocare.org/events/leadership-days/>

# Registration Now Open for AAPEX 2019

Registration is now open for AAPEX 2019, the world's gathering place for the more than \$1 trillion global automotive aftermarket industry. AAPEX 2019 will take place Tuesday, November 5 through Thursday, November 7, at the Sands Expo in Las Vegas. To register, attendees should visit the AAPEX 2019 website [www.aapexshow.com/](http://www.aapexshow.com/)

## Management Notes



Attorney General  
**Josh Stein**  
CONSUMER ALERT

## Get Ready for the 2019 Hurricane Season

June 1 marked the start of hurricane season, which runs through November.

Hurricanes Florence and Michael caused devastation across North Carolina last year – we should all begin now to prepare for hurricanes and any damage they may cause this year.

To get ready, begin assembling an emergency supply kit that you can take with you if a storm hits. You should include essential items like food, changes of clothes, back-up cash, hygiene items, and a first aid kit. You should also include copies of all-important documents, including drivers' license information, mortgage and insurance documents, bank account information, Social Security and health insurance cards, and passports. And don't forget to take your bills – creditors will still expect payments to be on time. Store another copy of those documents in your bank safety deposit box as well.

Inventory your home and car by taking video and photos of every area. If you need to submit an insurance claim because of damage, these records will make the process simpler.

Keep a battery-powered radio on hand. Even in a power outage, you'll be able to stay updated on the weather and get important alerts from government and law enforcement officials.

If a storm hits and the governor declares a state of emergency, North Carolina's price gouging law will go into effect immediately. This law makes it illegal to raise prices or charge too much during a crisis. Our office is committed to holding price gougers accountable and you can report it at 1-877-5-NO-SCAM or <http://ncdoj.gov/gouging>.

And remember—safety first. If you're asked to evacuate, it's best to do so as quickly as possible. Know your evacuation route, and make sure you've discussed it with everyone else in your household. Don't lose time by stopping to gather personal items.

For more general tips on preparing for a disaster, visit <https://readync.org/EN/Index.htm>

## Take the Pain Out of Confrontations

Occasional workplace conflicts are inevitable, but they need not be destructive. Follow these basic tips to smooth confrontations.

**When dealing with a grumbler, be honest and direct.** Stick to the facts, and resist unrelated topics. If you stray from your main point, you may unintentionally signal that you don't consider the core issue serious.

**Caution.** Don't judge or speculate about the person's motives. That indicates you're predisposed to opinion, not fact.

**Act immediately.** Confrontations aren't pleasant, but don't make excuses not to speak up. Example: If you're upset, wait until you're calm. Impulsive confrontations often leave lasting scars. But if you're criticizing someone for a specific action or behavior, it's best to meet as soon as that behavior occurs.

**Relax.** A confrontation is just like any other important conversation. There's no need to resort to threatening edicts or theatrical displays.

**End your discussion on a positive note to stress that it's professional, not personal.** Say: "Thanks for listening and telling me your side. I'm sure we can get past this and work together productively."

*Adapted for MAPSA Parts News from Coaching, Mentoring and Managing*

# AAAMS Members Save Big with PrimePay!

As an Automotive Aftermarket Association of the Mid-South member, you may take advantage of preferred pricing on services from PrimePay.

**SPECIAL OFFER:** Get 30 days of payroll processing fees for free! 35% Preferred AAAMS Discount Pricing on Payroll.

## ONLINE PAYROLL & TAX --

- 3-Step Payroll Processing
- Check Payment Options
- CPA, New Hire, Payroll Report Access
- Additional Standard & Advanced Reporting
- Year-End Services: forms W-2 & 1099
- Online Employee Access: Pay Statements
- All Payroll Taxes: Federal, State & Local Tax filing/Payments

## ONBOARDING --

- Digital Employee Onboarding
- E-Verification
- Employee information flows Right to Online Payroll
- Work Opportunity Tax Credit Screening

## REASONS TO SWITCH --

- Largest Privately-Held Payroll Company
- Local Customer Service Representatives
- Supporting a fellow AAAMS Member
- Exclusive Discounts

## GET STARTED —

- Contact Evan Lang—Sales Executive, South Region (Email: elang@primepay.com; Phone: 919-323-6878).
- Contact: Josh Woodburn—Area Sales Manager, North Carolina (Email: jwoodburn@primepay.com; Phone 919-368-3806).

## Best Practices for Accepting Customer Checks

Accepting checks is most likely a common part of your business's daily operation.

Accepting checks comes with risks, particularly when sales entail large amounts of money. There are steps that you can take to mitigate the risks associated with accepting customer checks. Following these simple steps can help avoid frequent issues.

First, ensure that your business's check policy prohibits the acceptance of temporary checks or checks with low numbers. Opening new accounts with little funds is common among people committing fraud, and low numbered checks can be a giveaway. In developing your policy, you may consider allowing exceptions to the general ban for long term customers with ongoing relationships who may have simply changed banks or the like.

A second element of your business policy should be prohibiting checks in excess of the purchase. This tactic is also used to commit fraud and there is little upside to accepting a check over the purchase price.

Businesses may also consider prohibiting personal checks altogether in favor of requiring a cashier's check. If not for all purchases, your policy may require a cashier's check on purchases over a certain dollar amount to mitigate risks. In drafting your policy, you should make clear that third-party checks, where a customer has a check made out to them that they are attempting to sign over, are prohibited and will not be accepted. Checks should only be accepted directly from the customer. Your business's policy should also include a zero-tolerance policy, meaning that checks will not be accepted from customers whose checks have bounced previously. In order to enforce such a policy, your business must develop a system of monitoring the status of checks accepted by the business on at least a weekly basis.

In addition to developing a thorough policy which establishes the risks your business finds to be acceptable, there are some employee practices that will also help prevent some common issues. Employees should watch the customer sign their name on the check and then confirm the identification of the person with an ID. Witnessing the signature and crosschecking identification are easy preventative measures to ensure the person whose name is on the check and the person signing it are actually the same. The employee should also check to make sure the check is dated as of the date of purchase and that the payee (your business) is the intended person or entity. Also, a quick verification that the written-out amount matches the numerical amount of the purchase price. Lastly, a general overview of the check to make sure it seems legitimate, has nothing crossed out or altered, and hasn't already been endorsed should be done prior to acceptance. These policies and practices are easy ways to manage and mitigate your business's risks in accepting checks.

—*Courtesy of Equipment Dealers Association*



**AAAMS, INC.**

**AUTOMOTIVE AFTERMARKET ASSOCIATION OF THE MID-SOUTH, INC**

*Serving the Automotive Aftermarket in North Carolina, South Carolina, Tennessee & Virginia*

P.O. Box 97993

Raleigh, NC 27624

800-849-8037 – Fax: 919-821-0753 – Email: rlsk@aaamsonline.com

**2019 AAAMS BUSINESS CONFERENCE  
"ELEVATE YOUR BUSINESS WITH AAAMS"  
September 12 - 15, 2019  
The Margaritaville Resort -- Gatlinburg, TN**

**SPONSORSHIP FORM**

- YES**, count us in as a sponsor of the AAAMS 2019 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 (Includes 1 Tabletop Table and 1 Complete Conference Package)	\$1,500.00	<input type="checkbox"/>
Gold Sponsorship (Includes 1 Tabletop Table)	\$1,000.00	<input type="checkbox"/>
Silver Sponsorship	\$500.00	<input type="checkbox"/>
Bronze Sponsorship	\$300.00	<input type="checkbox"/>
"Friends of AAAMS"	\$200.00	<input type="checkbox"/>

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

<b><u>Event</u></b>	President's Reception, Saturday Evening -----	\$1,500.00	<input type="checkbox"/>
<b><u>Breaks</u></b>	Morning Breaks, Saturday-----	\$700.00	<input type="checkbox"/> **

**\*\*SEE REGISTRATION FORM TO RESERVE TABLE(S) FOR TABLETOP DISPLAYS\*\***

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 Association of the Mid-South, Inc. appreciates the generosity of its Sponsors.

**QUESTIONS?**

Contact AAAMS

1-800-849-8037

Person Completing Form \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_

**2019 AAAMS Business Conference**

P.O. Box 97993

Raleigh, NC 27624

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

Please fax 919-821-0753

or mail form by sponsor

deadline August 30th.

# 2019 AAAMS BUSINESS CONFERENCE REGISTRATION

The Margaritaville Resort -- Gatlinburg, TN

SEPTEMBER 12 - 15, 2019

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

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 BUSINESS CONFERENCE PACKAGE(s)** (Includes \_\_\_\_\_ @ \$160.00/EA \$ \_\_\_\_\_  
Registration Fee, Friday Reception, Saturday Breakfast, Saturday  
Seminars, 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 10 years old - FREE)

**THURSDAY SOUTHERN TABLE BUFFET at the Resort** \_\_\_\_\_ @ \$50.00/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 10+ years of age) -- \_\_\_\_\_ @ \$50.00/EA \$ \_\_\_\_\_

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

SATURDAY EVENING RECEPTION AND AWARDS BANQUET----- \_\_\_\_\_ @ \$70.00/EA \$ \_\_\_\_\_

**OTHER:**

TABLETOP DISPLAY TABLE(S) (6 foot table)----- \_\_\_\_\_ @ \$200.00/TABLE \$ \_\_\_\_\_

**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 30.  
AFTER AUGUST 30, ONLY REGISTRATION FEES WILL BE REFUNDED.

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

On Saturday, September 14th, 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 Margaritaville Resort -- Gatlinburg, TN, must be made by the individual attendees directly with Margaritaville reservations by calling 1(888) 447-0222 or 1(865) 430-4200 (Resort Direct Line); or use the following link:  
<https://gc.synxis.com/rez.aspx?Hotel=8446&Chain=23717&arrive=9/12/2019&depart=9/15/2019&adult=1&child=0&group=2543071>
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. **CHECK-OUT TIME IS 11:00 AM.**
4. **NOTE:** *If you fail to cancel your reservations 48 hours prior to your check-in date, you will be billed for one night's room plus tax.*

## DAILY RATES

**SINGLE/DOUBLE GUESTROOMS---- \$159.00 Per Room Per Night, Plus Tax**  
(At time of Reservation, be sure to request either a room with 2 Queen Beds or 1 King.)

**On premise self- parking is FREE...Valet parking is currently \$13.17+ per day.**

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

THE MARGARITAVILLE RESORT

539 PARKWAY, GATLINBURG, TENNESSEE 37738

TELEPHONE 1(865) 430-4200

**IMPORTANT!!! IMPORTANT!!! IMPORTANT!!!** We are holding a block of rooms for Friday and Saturday nights (9/13 and 9/14) and a smaller block for Thursday night (9/12) at The Margaritaville Resort. On AUGUST 8, 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, and 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 GATLINBURG!!!**