

THE HORN



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2017 AACT Business Conference Cancelled Because of Hurricane Irma

For only the second time in over three decades, the Association Annual Convention/Conference had to be cancelled because of the weather. The 2017 AACT Business Conference scheduled for September 7-10 in Hilton Head Island, SC, had to be cancelled because of the impending storm--Hurricane Irma. Although Irma could have been much worse in the Carolinas and Tennessee, our thoughts and prayers are with those directly and indirectly affected by that massive storm (also, we can't forget about Hurricane Harvey).

We are currently working on a contract with the Hilton Head Marriott to reschedule the Conference for September 2018. Holding an event in Hilton Head created a great deal of excitement and interest among our members, and we look forward to making that happen. More details to follow.

The AACT Board of Directors held a special meeting in October to recognize outgoing Officers and Directors and install new Officers and Directors for the new Association year.

A full report on such meeting will be carried in the November 2017 issue of "The Horn" newsletter.

LEGAL/LEGISLATIVE

Supreme Court Decision Delivers Major Victory for Aftermarket

In a major victory for the auto care industry, the Supreme Court upheld the legal precedent of patent exhaustion, which states that a company's right to protect its patent ends when the product is sold to the end user. Information from an amicus brief submitted to the Supreme Court by the Auto Care Association was used by Chief Justice John G. Roberts Jr. in reversing the Federal Circuit decision that would have been damaging to the manufacture and sales of aftermarket parts.

The case, *Impression Products, Inc. v. Lexmark International, Inc.*, involved the ability of Lexmark to restrict purchasers from reusing their printer cartridges or providing the used cartridges to anyone other than Lexmark. The Federal Circuit case determined patent holders can retain rights after sale as long as the restrictions on use are clearly communicated.

"While the case applied to printer cartridges, the impact of the Federal Circuit decision would have been extensive, restricting the ability of companies to produce and sell aftermarket and remanufactured parts based on the fear of violating a car company's patent," said Bill Hanvey, president and CEO, Auto Care Association.

If upheld, the Federal Circuit decision would have provided patent holders with extensive power over how

4 Resources to Help You Create a Safe Workplace

By Joshlyn Ross, Contributor, US Small Business Assoc., June 1, 2017

Excerpted by Sherry Robertson, PHR, SHRM-CP, Fax: 800-243-1560

When was the last time you've revisited your workplace safety plan? Not only is it the law, but it also can ensure that you and your employees are always safe. We would like to highlight four resources that will help you identify unsafe behaviors, create opportunities for improvement and help you (and your employees) make well-informed safety decisions daily.

1. Ensure your business meets legal requirements with OSHA

Employers are responsible for providing a safe and healthful workplace for their employees. The Occupational Safety and Health Administration's (OSHA) role is to assure the safety and health of America's workers by setting and enforcing standards as well as providing training and education to business owners. Check out OSHA's Handbook for Small Business to ensure that your small business meets the legal requirements of the *Occupational Safety and Health Act of 1970*.

2. Find the Workplace Health and Safety Requirements that Apply to You

Do you need help creating a workplace safety prevention plan but unsure of where to start? Follow this step-by-step guide to determine which OSHA requirements apply to your workplace and how you can comply.

3. Take advantage of training and educational programs

Now that you know what needs to be done, it's time to execute. Get the help you need to ensure that you and your employees are prepared to handle safety and health hazards in the workplace. OSHA offers courses, educational programs and training materials that are administered by the OSHA Directorate of Training and Education.

4. Request an on-site consultation for review

Have you recently completed your workplace safety changes? Now is the time to sign up for a free on-site consultation service. Consultants will work with employers to identify workplace hazards, provide advice on compliance with OSHA standards and assist in establishing injury and illness prevention programs.

For more information on these safety tips and other resources, visit www.osha.gov



Revised I-9 Form Now In Effect

A special HR bulletin for IGO Insurance Customers from IGO HR Solutions

To Our Customers:

On July 17, 2017, the U.S. Citizenship and Immigration Service (USCIS) announced the release of a revised version of Form I-9, Employment Eligibility Verification. The revised version use took effect on September 18, 2017. This means you must use the revised form for your new hires and those going forward.

REVISIONS TO THE FORM'S INSTRUCTIONS:

- The instructions on Section 2 have been slightly changed to read: "Employers or their authorized representative must complete and sign Section 2, within 3 business days of the employee's first day of employment."
- The name of the "Office of Special Counsel for Immigration-Related Unfair Employment Practices" (OSC) has been changed. Its new name is "Immigrant and Employee Rights Section" (IER).

REVISIONS TO THE LIST OF ACCEPTABLE DOCUMENTS:

- The "Consular Report of Birth Abroad" (Form FS-240) was added as a List C document
- All the certifications of report of birth issued by the Department of State (Form FS-545, Form DS-1350, and Form FS-240) have been combined.

- The List C documents have been renumbered, except for the Social Security card, which remains #1 on the list

If you have any questions about the new form, please contact your attorney for assistance. You may also contact your HR Service:

Sherry Robertson, PHR, SHRM-CP
sherry@igoinsurance.com or 800-243-1560.

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MANAGEMENT NOTES

Why Setting Goals Is Important, Even If They Change

By Carl Rogers

Setting goals is critically important to owners who begin Exit Planning. Without goals, even the strongest processes fail, because they have no purpose to work toward. Your goals are what guide your process toward a successful exit, and without them, you'll find yourself spinning your wheels in the mud of indecision.

While setting goals is the most important thing you do as you begin your business exit journey, it doesn't mean that you have to know exactly where you'll end up after you exit your business. Goals can and often must change to give you the best chance to exit your business on your terms. Business exits are rarely all-or-nothing propositions. Having the foresight to set actionable goals combined with the flexibility to change them when necessary gives you the freedom to pursue your vision of a successful business exit.

Let's look at three reasons why setting goals is so important, even though they might change.

1. Establishes Your Target

Setting goals allows you to establish a target that defines what a successful exit looks like for you, your family, and your business. By establishing the *why* behind exiting your business, you can discover *how* you can get to that point, giving you a reason to pursue those goals and putting yourself on the path toward Exit Planning success.

2. Provides a Road Map

Setting goals helps you develop a road map for how to achieve your goals. Knowing the terrain that stands between you and a successful business exit gives you the chance and confidence to properly prepare for the journey. This takes much of the initial anxiety about Exit Planning out of the equation by showing you that you can achieve your goals if you take the first steps toward approaching them systematically. Like an adventurer crossing the country on foot, you need to have a general idea for where you want to end up so that you can bring the appropriate tools and follow the best path to get there.

Setting goals also helps you track where you are on your journey toward Exit Planning success. Having an appreciation for where you are on the path toward your exit goals can encourage you to stay the course when times are good and refocus if things get bumpy.

3. Addresses Conflicts Before They Do Damage

A common mistake owners make when setting goals is assuming that their goals will mesh smoothly with their overall plans. However, goals can conflict with one another, and sometimes, those conflicts can derail even the best-intended Exit Plans. This is where the concept of flexibility plays an important role. For example, say you wanted to sell your company to a third party in five years for \$5 million. Five years go by, and you find a buyer willing to pay you \$5 million, but with some caveats: The buyer is shutting down local operations, will lay off all of your employees with no severance, and your brand name will be absorbed by the buyer's conglomerate,

If you're like most people reading this, you don't have the resources of an I.B.M. and you probably can't invest nine months doing the training mentioned above. In that case, you want to do something similar to what I do when training brand new agents in the insurance industry. The first thing they do is spend two days in one of the top insurance producer schools. When they get back, I give them a play book with reinforcement CDs, all the scripts, and everything else necessary to handle all sales situations and scenarios they're going to encounter when they're out prospecting and chasing new business. They memorize these and we practice and role-play. After a very short period of time, once they have the basics down, they start calling on live prospects. They learn most of what they learn by getting their nose bloodied out calling on small accounts.

After weeks of internalizing everything they learned in the first school and from me, I send them to a second school. We follow the same reinforcement process as we did above. Next, I send them to a third school and once again, the process is repeated.

By the time they've completed the above process, their sales skills are better than about 97% of the people they are competing against. As a result, because sales skills are the most important skills *by far*, they are doing a significant amount of business at this point.

Step 2: Activity

Although activity is actually more important than sales skills, it is second in chronological order. Before I send someone out to make calls, I want them to have a general idea of what they're saying so we train on sales skills first.

Step 2 is all about massive activity and tracking that activity. The insurance agents have a quota for new people they have to attempt to contact every week. At the end of the week I want: the number of new people called on, spoken to, prospects, appointments, follow-up calls on prospects not reached, sales, and several other items.

While the most important tool a salesperson can have is great sales skills, the most important attributes a salesperson can have are: hard-working, persistent, and an ability to persevere. This is all about making a ton of calls and staying after it no matter how badly they get beat up.

Step 3: Continuous practice and reinforcement of sales skills.

Your people have to constantly be reading the scripts, listening to sales CDs in the car, role-playing, and otherwise practicing, drilling and rehearsing everything they've learned. As a leader you want to test them by throwing objections and different situations at them along with going on some calls. It's also important to work on sales skills in sales meetings.

This also means resending your people to training. An insurance agent will go to each of the producer schools three times the first three years they are working with me. Each time they learn something they missed the first time and the ideas they do remember get further reinforced and improved. Every time they come back there is an instant bump in sales.

Step 4: Continue to improve and innovate.

Once you find what works, don't rest on your laurels. Continue to look for ways to improve and get better. Look for better ways to compete, better answers to objections, better ways to communicate and build relationships, and in short, more effective and efficient ways to operate.

Step 5: Remove obstacles from the sales process.

Obstacles come in several forms. It can be support people not doing their jobs, inefficient systems or processes, tedious, unnecessary, extra items that you ask your people to do or even having salespeople doing items that support people should be doing. Keep an eye out for anything that seems to be taking your salespeople away

AAACT NEWS

Miller Parts & Paint Hosts Congressman George Holding

With the assistance of the Auto Care Association and Automotive Aftermarket Association of the Carolinas and Tennessee, AAACT President Max Miller, Miller Parts & Paint, hosted Congressman George Holding (North Carolina Congressional District 2) at his Coats, NC store on Wednesday, August 23, 2017. In addition to Congressman Holding and Miller, also in attendance were...Laurie Reinbolt, Advance Auto Parts, Bob Conley, CARQUEST Auto Parts and Randy Lisk, AAACT, Inc. The group took a walking tour of the parts store and then sat down for a meeting with Congressman Holding. Issues discussed included: Vehicle Data Availability and Ownership, Embedded Software, Tax Reform and Healthcare Reform. The Congressman seemed well versed on each subject and is supportive of our concerns.

Everyone involved was pleased with the meeting and feels that such meetings are important for the Association to remain relevant in our industry and to its members.

If you have a close relationship with your Congressman or Congresswoman and would like to host such an event, please contact Randy Lisk at 1-800-849-8037.



Photo...shown from left to right: Randy Lisk, AAACT, Inc.; Laurie Reinbolt, Advance Auto Parts; Max Miller, Miller Parts & Paint; Congressman George Holding; and Bob Conley, CARQUEST Auto Parts.

— Randy Lisk, Executive Vice President