

# THE HORN

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

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

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## AAAMS 2019 Business Conference News

### What to do in Gatlinburg

The 2019 AAAMS Business Conference is scheduled for September 12-15, at The Margaritaville Resort, Gatlinburg, TN. Please refer to pages 6, 7, and 8 for the complete schedule, registration form and room reservation information

What is there to do in Gatlinburg? Well take a look at this list:

First is Anakeesta - A new scenic Chondola ride that takes you to the top of Anakeesta mountain from downtown Gatlinburg...and while on top, you can enjoy: a 16 Bridge Tree canopy walk that suspends you off the ground floor 50-60 feet in the air; a brand new Vista Garden walk that will have you in awe; Firefly Village with shops, BBQ food truck, and Pearl's Pie in the Sky ice cream parlor; and Cliff Top Grill and Bar.

Other great activities include:

- Ober Gatlinburg Amusement Park & Ski Area.
- Ripley's Aquarium of the Smokies.
- Tons of Shopping in the Village.
- Great Smoky Mountains National Park.
- Pigeon Forge just a short drive away!
- Appalachian Ghost Walks.
- Christ in the Smokies Museum and Gardens.
- Space Needle Gatlinburg.
- Restaurants Too Many to Name.
- Pottery and Crafts.

We have just scratched the surface. Please consider joining us in Gatlinburg and spend a beautiful fall weekend in the Smokies!

## Industry News

### U.S. Aftermarket Sales Exceed Forecasted Growth by Nearly \$1 Billion

MEMA Industry News – June 26, 2019

The U.S. automotive aftermarket reached total sales of \$297 billion in 2018, exceeding the projected growth rate by nearly \$1 billion, according to the 2019 Joint Channel Forecast Model produced by the Automotive Aftermarket Suppliers Association (AASA) and the Auto Care Association.

The 2019 Joint Channel Forecast Model predicts that the total aftermarket sales will grow from \$297 billion in 2018 to \$338 billion through 2022, a 3.3 percent compound annual growth rate (CAGR) from 2018.

"In our report last year, we anticipated that the market would increase during 2018. But as this report shows,

*(continued on page 2)*

# Aftermarket Sales Exceed Forecasted Growth

*(continued from page 1)*

strong economic growth in our country spurred more aftermarket spending than anticipated,” said Paul McCarthy, president and chief operating officer, AASA. “This year’s report shows continued positives ahead for aftermarket growth, such as increases in vehicles in operation (VIO) and an aging vehicle parc. However, it also indicates challenges too, such as shifts in the distribution model as consumers’ expectations for service and repair change. We believe the aftermarket will meet the challenges and opportunities ahead as it always has, through leadership, vision and entrepreneurial spirit.”

“More vehicles on the road with an average age of nearly 12 years old -- and the 12-year-and-older category now representing 44 percent of total light vehicles and growing at 4 percent annually -- equals good business for the aftermarket,” said Bill Harvey, president and CEO, Auto Care Association. “Coupling that with steady miles driven, growth in e-tailing and high consumer confidence reinforces the positive outlook for the industry. Emerging technologies such as ADAS, electrification and automation will present more opportunities for this growth to continue through 2022 and beyond.”

The market sizing and forecast is conducted on behalf of AASA and the Auto Care Association by IHS Markit, the world renowned economic and market information firm. The forecast is based on the U.S. Census Bureau’s Economic Census, IMR and IHS vehicle data (formerly R.L. Polk data), and IHS Markit’s proprietary economic analysis and forecasting models.

The Joint Channel Forecast Model will be available soon at the AASA website, [www.aftermarketsuppliers.org](http://www.aftermarketsuppliers.org), and in the Auto Care Association’s 2020 Auto Care Factbook, available today at [www.autocare.org](http://www.autocare.org).

## Management Notes

### How Many Hours Per Week Equals Sales Success?

By John Chapin

Recently I was speaking with an insurance agency owner about the lack of success of his two most recent hires. When I asked how many hours they were putting in, the answer was, “About 45 or 50 per week.” Keep in mind, these agents are in their 20s, are new to the industry and relatively new to sales. In other words, not only do they have to spend time learning about an industry they know next to nothing about, they also have to learn how to sell, in addition to learning the ins and outs of the new company they work for. Taking all of that into consideration, I gave him my estimate of how many hours they should be putting in. His response? “Look, you can’t expect Millennials to work more than 40 or 50 hours a week.”

#### How many hours should a new sales rep be putting in?

When hiring a new sales rep, I tell people to look for five things: people skills, mental toughness, work ethic, attitude, and character (honesty and integrity). You give me a person who’s positive and upbeat, is good at connecting and communicating with people, is able to persist and persevere through rejection, will always do the right thing, and is willing to work their butt off to be successful, and I’ll show you someone who will be successful in sales, and pretty much anything else for that matter. The number of hours someone is willing to put in, though most closely related to work ethic, also ties into attitude, mental toughness, and character (they’re taking money from you to do a job which requires putting in the effort necessary to get the results and pay you back).

Ultimately there are four factors that determine how much time someone needs to put in, one: how good their sales skills are, two: how well they know the industry, three: how large, loyal, and influential is their network, and four: whether or not they are new to the company they’re now working for.

#### Factor #1: Sales skills

In order to be successful at the highest levels, the new sales rep will need great sales skills. If they were in another industry previously, and already have great sales skills, that’s good but they’ll still have to adapt their skills to the new industry. Either way, developing great sales skills is a job all by itself and a significant amount of time needs to be spent here.

*(continued on page 3)*





# Capitol Day

# 2019



From left to right: Jacob Smith, Sen. Sanderson, Randy Lisk, Rudy Rosenmayer

The fourth annual North Carolina Capitol Days was a tremendous success! AAAMS representatives, Randy Lisk (AAAMS Executive Vice President), Rudy Rosenmayer and Jacob Smith (LKQ – AAAMS member) all took the time to make their presence known and have their voices heard in Raleigh, North Carolina on June 12th, 2019.

North Carolina Capitol Day 2019 provided AAAMS the opportunity to introduce the automotive aftermarket industry and regional association to North Carolina legislators; it also provided an opportunity to meet with old acquaintances to strengthen and solidify those relationships while reminding them of the aftermarket industry’s needs and concerns.

The AAAMS representatives participated in various meetings with legislators such as House Majority Leader John Bell, Sen. McInnis, Rep. Torbett, and Rep. Conrad. While the members were neither supporting nor opposing any specific state legislation, the members discussed their support for maintaining a fair and open market for automotive aftermarket parts.

Capitol Day is an annual event that allows AAAMS to advocate for a strong and competitive automotive aftermarket industry to those who make decisions that affect the industry. While we are so thankful to this year’s participants, we encourage more AAAMS members to join us in Raleigh in 2020!



From left to right: Rudy Rosenmayer, Rep. Conrad, Randy Lisk



From left to right: Rudy Rosenmayer, Randy Lisk, Rep. Bumgardner, Jacob Smith



From left to right: Rudy Rosenmayer, Rep. Everitt, Jacob Smith, Randy Lisk

# SuperFleet Mastercard® Association Fueling Program



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[holden.moll@fleetcor.com](mailto:holden.moll@fleetcor.com) to start earning your  
association savings!

Be sure to reference Automotive Aftermarket  
Association of the Mid-South for your special  
15¢ discount.

†Limited time offer valid for new Speedway SuperFleet MasterCard applications received from 4/1/2019 through 7/31/2019. New approved accounts will earn a 15 cents per gallon rebate on Speedway fuel purchases in the first three months after account opening. Rebates are cents per gallon based on the number of gallons purchased at Speedway locations per billing cycle. The maximum promotional rebate earnings are on 2,000 gallons per month regardless of billing terms.

The SuperFleet Mastercard® is issued by Regions Bank, pursuant to a license by Mastercard International Incorporated. Mastercard is a registered trademark of Mastercard International Incorporated.

\*Fees may apply

**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"**



**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. – 12:15 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 22, 2018**

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 Program Update (IGO Insurance Agency)

9:00 a.m. – 9:15 a.m.----- Break

9:15 a.m. – 10:35 a.m. ----- AAAMS Programs/Services Vendor Updates (Fleetcor/Speedway; Kennedy Office; Net Driven; PrimePay LLC)

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 (Tom Tucker, Auto Care Association)

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 23, 2018**

8:00a.m. -- 9:15 a.m.-----Breakfast and Inspirational Message (Jim Eastin)

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

# 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 online at www.-----.
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!!!