

# AAAS Industry News

News for the Southeast Automotive Aftermarket

Summer 2016

## AAAS Officers

Jarrett Liles

Chairman

Connie Liles Auto Parts, Inc.  
Tallahassee, FL

Keith West

1st Vice Chairman

Auto Supply Company  
Bowdon, GA

Sid Dooley

2nd Vice Chairman

Associate Jobbers Warehouse  
Boaz, AL

Bill Lewis

Treasurer

Speed/Brior Auto Parts  
Greenville, AL

Steve Kampwerth

Immediate Past Chairman

Auto Electric & Carburetor  
Company, Inc.  
Birmingham, AL

## AAAS Staff

Randal H. Ward, CAE

President

randal@aaas.us

Robbie Allen, CPA

Workers' Compensation Fund

Director

robbie@aaas.us

George Ehrhard

Florida Operations Director

george@aaas.us

Kay J. McCoy

Employee Benefit Fund Director

kay@aaas.us

Sharon Pruet

Business Support Services

sharon@aaas.us

Denise Webb

Membership Services Director

denise@aaas.us

## TWENTY AAAS Educational Foundation Scholarships Awarded!

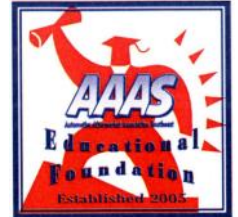
Automotive Aftermarket Association Southeast Educational Foundation (AAASEF) Chairman Clyde Darville of 3-D Service, Inc. in Tampa, FL is pleased to announce the winners of the 2016 AAASEF scholarships for the 2016-2017 academic year.

Additionally, AAASEF has reserved scholarship funds for association members and employees wishing to further their education or enhance their skills at trade schools, junior colleges, manufacturer sponsored clinics, etc. This effort is aimed at enhancing and expanding the capabilities of AAAS members and employees. Chairman Darville thanks all of the association members and industry contributors for their efforts in making this valuable program possible.

Students sponsored by Automotive Aftermarket Association Southeast (AAAS) members selected to receive the scholarships are listed on page 3. **CONGRATULATIONS TO THESE STUDENTS AND THEIR AAAS SPONSORS!**

AAAS, along with several other state and national associations, collaborates with the Global Automotive Aftermarket Symposium (GAAS) Scholarship Committee. Through this cooperative effort, students are able to complete one online application at [automotivescholarships.com/AAAS](http://automotivescholarships.com/AAAS) and receive consideration for the AAASEF and the GAAS scholarships plus other industry awards. More information is available at [aaas.us](http://aaas.us) | member programs. 🍀 📧

*As we celebrate the scholarships awarded this year, it is time plan for 2017. The Educational Foundation's success depends on the generous and gracious donations of our members and friends of the association. Please consider using the enclosed form to make a tax deductible donation or a pledge.*



## 2017 AAAS Conference—Plans are Underway

Chairman Jarrett Liles is proud to announce our **2017 Key Note Speaker will be Bill Hanvey, President and CEO, of the Auto Care Association.** Hanvey has spent his entire 25+ year career in the aftermarket. "I look forward to meeting Bill Hanvey and hearing directly from him, his perspective and insights on the State of the Aftermarket" said Liles.

Mark your calendars now for **June 8–11th** and join fellow members to gain the latest information from industry leaders, as well as, the opportunity to foster and enhance professional networks. The Sandestin Golf and Beach resort is a beautiful venue that promises fun for the whole family. For more information or to pre-register, call or email [denise@aaas.us](mailto:denise@aaas.us) or 800.239.7779. We look forward to seeing you there!



Bill Hanvey, President & CEO  
of the Auto Care Association

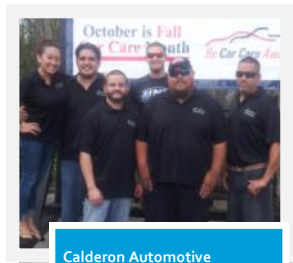
## AAAS Officers Elected

During the 2016 Conference and Trade Show, the association elected officers, re-electing Jarrett Liles, of Connie Liles Auto Parts, Tallahassee, FL as Chairman. Keith West will serve as First Vice Chairman with Sid Dooley acting as Second Vice Chairman and Steve Kampwerth continuing to serve as Immediate Past Chair. Bill Lewis was elected Treasurer.

The Directors selected and serving on the board include Liz Burlison-Barrett, Clyde Darville, Jay Galimore, Bob Greathouse, Steve Kean, Roger McCollum, Michael Morgan, Phil Payne, and Joe Ward. Randal Ward states, "AAAS is indeed fortunate to enjoy the volunteer leadership of this great group of automotive aftermarket professionals. Congratulations to each of these officers and directors!"

## October is Car Care Awareness Month—TIME TO SET A DATE!



Car Care Aware events are great for your community and your business. Connecting with a customer through a check up event is an effective way to build trust and loyalty. AAAS would like to help by providing association members hosting Car Care Aware Event in their community \$100 to help off set the costs of supplies and refreshments. Here is a helpful link to reference as you plan your event: [www.carcare.org](http://www.carcare.org) check out the Industry Tool Box. 🍀



Calderon Automotive  
annually hosts a Be Car Care  
Aware event in their  
community.

Please send the date and details for your event and we'll help you spread the word with a press release and through our social media channels!

**2016 AAAS Conference and Trade Show—**

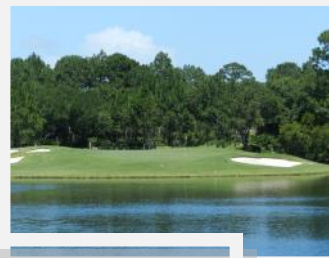
This year's AAAS Annual Conference and Trade Show was a huge success! AAAS Members, friends, and family joined together June 9 -12, 2016 at the magnificent Sandestin Village of Baytowne Wharf for a weekend of informative presentations, building professional relationships and friendships in a beautiful and relaxing atmosphere! Throughout the weekend, attendees enjoyed great food and company while participating in our popular events, including: a deep sea fishing outing, a golf tournament, a trade show, business sessions, social receptions and dinner parties. Check out the pictures below and throughout this newsletter!  



Alex Dotson and Steve



Jay Galimore wins a Grizzly Cooler from Federated!



Michael Morgan and George Ehrhard



George & Kit Ehrhard with Melissa & Keith West



Randal Ward, Michael O'Malley, Sid Dooley and Matt Ward



Award Winning Anglers— Michael Lampe, Rachel Rogers, Jessica Moody, Chad Moody and Jarrett Liles



Rhonda South, Liz Bureson-Barrett, Nancy Clay and Julie Hamilton



Lila Brannon and Randal Ward

**THANK YOU ~ 2016 Annual Conference and Trade Show Sponsors**

We truly appreciate the generous contributions we received from our sponsors! Please support the organizations that support AAAS.

**Platinum**

\*Federated  
Merrill Lynch

**Gold**

BlueCross BlueShield of Alabama  
CARQUEST  
LKO Corporation  
\*York Risk Services  
AAAS Employee Benefit Fund

**Silver**

CMI, LLC.

Meadowbrook Insurance Group  
N. A. Williams Company, Inc.  
Superior Financial Systems  
Automotive Aftermarket Fund  
Federated Insurance

**Bronze**

Aldridge, Borden & Company, PC  
Arrowhead General Insurance Agency  
Austill, Lewis & Pipkin, PC  
Auto Care Association/\*YANG  
\*Burgess-Roberts  
\*Carlisle Medical

Carr Riggs & Ingram

\*Jett Medical  
Johnstone Adams, LLC  
Morgan Stanley  
Principal Financial Group  
Prime Pay  
Safety National  
Schrader International  
The Beam Financial Group

Trustmark  
\*VSP  
Webb & Eley, PC  
\*Wilson and Berryhill

**\*Door Prizes**



**AAAS EBF ~ Welcome to the Board ~ Donald Hall**

Chairman Jarrett Liles has appointed Donald Hall of Harrell & Hall Enterprises to the AAAS Employee Benefit Fund Board of Trustees. Hall has been an active association member since 2009, Liles says, "Donald is a great supporter of our association and the industry. He is a natural leader in our association and will certainly serve our Employee Benefit Fund members well."

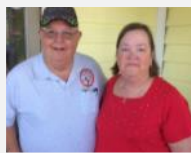
Hall is "pleased and proud to be asked to serve the association on this board. I think the health insurance program is one of the most important services our association offers, and I look forward to contributing any way I can. We are loyal members, and we have benefitted greatly from our participation in this particular program and from membership in the association in general."



Donald Hall

**Congratulations and Many Thanks Bill Hamilton**

The Board of Directors and staff of AAAS bid a fond farewell to Bill and Julie Hamilton. Bill has recently announced his retirement from the aftermarket industry. He has served on the AAAS Board of Directors for over thirty years. "There has never been a more loyal or supportive board member. Bill has handled the Membership Committee Chairmanship for most of those thirty years and has seen the association grow from a single state with three hundred members to four states and some six hundred fifty members." reminisces Randal Ward. "We wish the Hamilton's the best of luck and a very happy retirement."



Pictured above left and center Bill and Julie Hamilton. Right Jarrett Liles with Bill Hamilton

**Connie Liles Fleet Solutions Open**

Customers and community members alike gathered to celebrate the opening of Connie Liles Fleet Solutions in northeast Tallahassee, Jarrett Liles thanked over 100 attendees for their support and shared his vision for the future. George Ehrhard of AAAS was on hand for the event and declared it a huge success.

An open house or check up event is a terrific way to reach out to new and existing customers. Congratulations Connie Liles Auto Parts on opening your second location and hosting a successful event.



Jarrett Liles and George Ehrhard

**AAAS is here to help. If you are thinking of hosting an event, let us help you plan. Call 800.239.7779 or email denise@aaas.us today!**

**AAAS Educational Foundation  
2016-2017 Scholarship  
Recipients**

Student	Hometown	Sponsor	Award
Jordan Battee	Clayton, DE	DYK Automotive, LLC.	AAAS EF Scholarship
Kyle Beasley	Honoraville, AL	Southland International Trucks	AAAS EF Scholarship
Stephanie Burgett	Pinson, AL	Donnie's Paint and Body	AAAS EF Scholarship
Grace Day	Montgomery, AL	Federated Insurance	AAAS EF Scholarship
Andrew Golfos	Daphne, AL	Loxley Auto Parts, Inc.	AAAS EF Scholarship
Taylor Griffin	Andalusia, AL	B&C Automotive Inc.	AAAS EF Scholarship
Cambria Matthews	Pinson, AL	Southland International	AAAS EF Scholarship
Emily Quattlebaum	Dothan, AL	Fastener Service, Inc.	AAAS EF Scholarship
Frances Reilly	Brandon, MS	Rick's Pro Truck	AAAS EF Scholarship
Emmalee Richards	Lake Whales, FL	Auto Supply Company	AAAS EF Scholarship
Taylor Swindle	Warrior, AL	McGriff Tire	AAAS EF Scholarship
Kirsten Terhofter	Tallahassee, FL	Connie Liles Auto Parts	AAAS EF Scholarship
Brian Turner	Wetumpka, AL	Tire and Wheel Professionals	AAAS EF Scholarship
Haley Turner	Wetumpka, AL	Tire and Wheel Professionals	AAAS EF Scholarship
Steven Trunec	Hoover, AL	Southland International	AAAS EF Scholarship
Alex Ward	Bainbridge, GA	First Call Truck Parts	Mike Morgan Memorial Scholarship
Justin Lee	Union Grove, AL	Associate Jobbers Warehouse	Stan Waits Memorial Scholarship
Rachel Berbert	Marianna, FL	Tri-States Automotive	Dick Bell Memorial Scholarship
Luke Liles	Tallahassee, FL	Connie Liles Auto Parts	Al Hines Memorial Scholarship
Olivia Kampwerth	Birmingham, AL	Southern Distributors	Gertrude Ellis Memorial Scholarship

**If you're not connected , YOU'RE MISSING OUT!**

Have you figured it out? What does and signify in this newsletter? It means this information is available to you on our Facebook Page or through our email subscriptions. Want to be the first to know? Connect with us on Facebook ([www.facebook.com/AAASassociation](http://www.facebook.com/AAASassociation)), and add your e-mail address to your dues certification form or membership invoice. Keep up to date with valuable information and association programs.

## Legislative News

This spring AAAS leaders worked with several other associations, and the National Federation of Independent Business (NFIB) to tackle a major issue many of our Alabama members have faced, Third Party Audits. The following is an article summarizing the process and welcomed results.

### Legislation would ease frustration for small business owners.



After several rounds of negotiation, legislation to change the law concerning auditing and collection firms passed at the end of the 2016 Regular Legislative Session. SB 335 would update the Alabama Taxpayers' Bill of Rights and Uniform Revenue Procedures Act to prevent auditing and collection firms from mistreating businesses and to prevent businesses from being overburdened by the auditing process.

Over the years, the issue of third-party auditing and collection firms has been a major source of frustration for Alabama business owners. NFIB/Alabama has received numerous complaints over many years from members who are dealing with a third-party firm under contract with a municipality or county for auditing and collecting tax receipts. Many legislators have received complaints from constituents as well.



During a House State Government Committee public hearing in late March, one business owner revealed that a third-party auditing and collection firm had presented him with a tax bill for \$95,000, but after his attorney reviewed the audit findings, the tax bill was slashed to \$135.80. The business owner's payment to his attorney, however, was \$45,000.

### E-Tailing and Tax Collection

E-tailing is having a growing impact on the aftermarket industry. An upcoming change in tax collection may signal a shift that will benefit retail parts stores and many AAAS members.

Beginning November 1, 2016 Alabama residents will be charged tax on Amazon.com purchases. You can read more about how the Alabama Department of Revenue and Amazon came to this agreement in tax attorney [Jeff Patterson's recent article](#) on the [aaas.us/breaking news](#). The Birmingham Business Journal reported in an [similar article on July 6](#) that as many as 50 online retailers will also begin the practice of collecting taxes on goods sold in Alabama.  

### Who Represents You?

Get to know your elected officials and make sure they understand and represent your views as a constituent. Search [Openstates.org](#). Find your elected officials with a simple address search. After clicking on your elected official's name you will be able to see the committees on which they serve and bills they have introduced, supported and as well as their voting history. **Capitol Days will be schedule in early 2017.** Keep an eye out for the dates in your state and join fellow members to advocate for the aftermarket industry.  

### What is the PAC and Why Do We Have One?

The Association Political Action Committee (PAC) participates in elections in Alabama, Florida, Mississippi and Georgia. The PAC allows AAAS to increase the visibility and understanding of the Association, its members and the industry it represents to law makers. In short, a PAC allows an individual business to make a greater impact in the public policy arena than if they acted alone. The PAC also educates members of the legislatures on issues that matter most to the aftermarket industry, our Association and its membership. Without these efforts, elected officials might not realize the importance of our industry to their constituency or how issues they are deciding might impact both auto care busi-

nesses and their customers. Thus, the AAAS PAC helps strengthen our Association's voice by supporting key decision-makers who truly understand our industry and the work we do. It is important that we build relationships with our lawmakers.

As originally introduced, SB 335 would have prohibited municipalities from entering into a contract with a private auditing and collection firm. The sticking point—leading to an initial failure to pass to the House State Government Committee—was that these private firms would continue to audit, collect, and present final assessments on sales, use, and lodging taxes, as well as be paid a contingency fee for the collection of business and delivery licenses.

After the proposed compromise failed with a 7–6 vote, NFIB and other trade associations helped negotiate a compromise between all parties, and a substitute bill was adopted by the House State Government Committee and the Senate County and Municipal Government Committee unanimously. Under the substitute bill, private auditing and collection firms would have to meet specific requirements and make disclosures to the taxpayer when contracted by a municipality or county, including confidentiality requirements, use of an independent appeals officer, and signature approval on the final assessment from a public official or employee of the local government.

Many thanks Sen. Paul Sanford, Rep. Paul Lee, and Rep. Mark Tuggle for taking on this battle on behalf of small business! AAAS is proud to partner with the NFIB on many issues that impact AAAS member businesses and recommend that our members also consider NFIB membership. For more information go to [www.nfib.com/why-nfib/](http://www.nfib.com/why-nfib/)



nesses and their customers. Thus, the AAAS PAC helps strengthen our Association's voice by supporting key decision-makers who truly understand our industry and the work we do. It is important that we build relationships with our lawmakers.

Every AAAS member has the opportunity to contribute to the PAC when they participate in the dues certification process in September. Every contribution, no matter how big or small adds to the overall effectiveness of the PAC and sustains it into the future. For more information on the PAC and where the funds go call or e-mail Randal at 334.834.1848 or [Randal@aaas.us](mailto:Randal@aaas.us).

# CARE The Coalition for Auto Repair Equality

AAAS is proud to welcome The **Coalition for Auto Repair Equality (CARE)** as a strategic partner to AAAS. CARE is a national, nonprofit organization that represents companies in the automotive aftermarket, among them: NAPA, AutoZone, Advance Auto Parts, O'Reilly Auto Parts and Bridgestone-Firestone Retail Operations.

## Auto Care Association Applauds Michigan Governor's Veto of Aftermarket Parts Bill

The Auto Care Association today applauded Michigan Governor Rick Snyder for vetoing House Bill 4344, legislation intended to update regulations in the Michigan Motor Vehicle Service and Repair Act. However, the bill authors also included new language that limited the use of aftermarket parts by mandating that an aftermarket part would have to be verified by a nationally-recognized automotive parts testing agency.

law to prohibit mechanics from providing high quality and safe alternatives for customers is an inappropriate impediment on the competition that has resulted in both high quality OEM and aftermarket parts for Michigan drivers to enjoy."



The Auto Care Association earlier joined a number of other groups in an unsuccessful grassroots effort to defeat the bill in the legislature. In his letter to the legislature to explain the veto the governor said that "As Michigan continues its comeback, it is imperative that we ensure all components of that industry can remain strong, including Michigan's robust aftermarket parts industry." He also expressed his concern about HB 4344's effect on market competition for replacement parts on motor vehicles.

"We had a tremendous effort from the industry to communicate directly with the governor's office and I have to thank everyone who took the time to personally write the governor," said Bill Harvey, president and CEO, Auto Care Association. "We worked hard to sit down with the stakeholders early on in this process, but those efforts did not produce the compromise we were seeking, and we are very grateful that Governor Snyder had the astute ability to get to the heart of the matter and send this bill back to the legislature."

"Michigan's aftermarket auto parts industry is strong because of its competition with the OEM's," said Governor Snyder. "Enacting a



Source: Auto Care News

## Family Medical Leave Act (FMLA) Handbook Available

The USDOL has recently compiled a very useful employer tool. For companies having 50 or more employees, within a 75 mile radius, the Family Medical Leave Act (FMLA) can be a big headache. The Department has created an employer handbook to help explain the law and use as a tool when administering the benefits. A copy of the handbook can be found at:

<https://blog.dol.gov/2016/07/14/what-employers-need-to-know-about-the-family-and-medical-leave-act/>



Sherry Robertson, PHR at IGO Insurance Agency, Inc. may be reached at [sherry@igoinsurance.com](mailto:sherry@igoinsurance.com)  



**AAAS EMPLOYEE BENEFIT FUND PARTICIPANTS**  
**OPEN ENROLLMENT PERIOD FOR A JANUARY 1 EFFECTIVE DATE COMING EARLIER THIS YEAR!**  
**BE ON THE LOOKOUT FOR MORE DETAILS COMING SOON.**

## In Memoriam

*With heartfelt condolences, we honor the memory of...*

**Gerard Crnkovich** (June 18, 2016) ~ CMAX, Inc. ~ Newnan GA. Gerard was a member for many years and will be fondly remembered.

**Lorene Darville** (May 2016) ~ 3-D Service ~ Tampa, FL. Lorene helped establish 3-D Services 43 years ago. The Darville family have been long time supporters of the automotive industry and members of AAAS and FAWA.



## AAAS Board of Directors Votes to Approve Two New Member Service Programs

The Board of Directors reviewed and approved two new valuable services for AAAS members. Members will enjoy the benefit of preferred pricing in each program. Enclosed you'll find even more information regarding each program.

LegalShield as the recommended provider of Legal and Identity Theft service plans for members. LegalShield is one of the nation's leading safeguards for individuals, families and small businesses. The company also offers one of the industry's most affordable and comprehensive identity theft plans, IDShield. LegalShield plans provide protection to more than 3.7 million individuals and IDShield provides monitoring and restoration services to more than one million individuals across North America. More than 34,000 companies offer the LegalShield and IDShield plans to their employees as a voluntary benefit.

Over 47,000 small businesses have access to attorneys through LegalShield's small business plans.

For additional information or to enroll, contact Jimmy Parrish or Mark Rogers with any of your questions – [jparrish1018@gmail.com](mailto:jparrish1018@gmail.com) or [rogers.mark1951@gmail.com](mailto:rogers.mark1951@gmail.com).



PrimePay is the approved payroll and employee management services provider for our members. This partnership provides a discount on payroll and HR services, as well as access to mobile employee scheduling, time and labor management, and more. Plus, PrimePay is committed to serving AAAS members to the highest of standards.



To kick off the program, PrimePay is offering a Summer Free promotion to all AAAS members. This means you won't see your first invoice until October!

Why use PrimePay? PrimePay believes in the power of small businesses. Since 1986, they've taken care of back-office tasks so business owners can get back to doing what they love.

PrimePay's personalized services ensure compliance for clients nationwide. To learn more about this partnership, visit [www.primepay.com/aaas](http://www.primepay.com/aaas).



## Develop Your Social Media Reflexes

By Samuel Chiarelli

When you see red lights on the car in front of you, your foot presses the brake down. You learned this behavior when you first got behind the wheel, but now it's instinct. Red lights—whether on the vehicle ahead of you or on a traffic light—mean “stop.”

At Net Driven, we're teaching our dealers how to develop the same kind of instinct for social media opportunities. By engaging your audience on social media, you'll create a deeper connection with your customers. This relationship ensures that the next time they need a service, they'll be thinking of you.

So how do you improve your social media reflexes? Remember that anytime something happens concerning your business, it's an opportunity to communicate with your followers. Are you doing great custom work today? Do you have an employee of the month? Has an employee reached an employment milestone with you lately? These are all great opportunities to connect with your customers.

If you can make things easier for your customers, they'll appreciate it. Is there construction near your business that might require

taking an alternate route to you? Do you have special hours for holidays or events in the near future? Are you running any special offers at the moment? Any one of these ideas is also worth pursuing. Your customers will recognize that you went the extra mile for them.





But customers don't just see your brand within the walls of your business. They see your name in the community as well, and that visibility makes for some of the most engaging social media posts. Are you sponsoring a local sports team? Are you taking part in a charity event? Did you receive an award? The opportunities for creating engaging content from these activities are endless.

In short, the more you think about your customers, the more they'll think of you. Increase your social media presence daily and watch it reap rewards for your business and your bottom line. Need help getting involved with social media or want some tips on how to build your social media reflexes? Contact your Dean Kline at 1-877-860-2005 ext. 307 today!

## Early Birds Save on Calendar Orders Placed Before August 1st!

Calendars are an economical tool to advertise your business and they look great! Check out the many choices in the catalog is enclosed.

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

Please fill out the enclosed Order Form and fax to the AAAS office 334.834.1848 or e-mail to [Sharon@aaas.us](mailto:Sharon@aaas.us) to take advantage of this great offer. If you have any questions call 800.239.7779  



## 4 Things To Consider Before Choosing A Credit Card Processing Company

If you are like many other members, you have probably heard misleading promises of low rates and excellent customer service that are never fulfilled. As a member of the Automotive Aftermarket Association Southeast (AAAS), Superior Financial Systems (SFS) and AAAS understand your needs and are here to help. Most people choose a credit card processing company based on the lowest advertised rates, without checking important facts like:

### 1. What are the rates that your company will see?

Many of our competitors quote rates that your business will never see and will hide fees in disclaimers. AAAS' program partner Superior Financial Systems provides individually tailored programs that are more realistic to your industry/company, instead of providing you a cookie cutter program. Your business should see a reduction of 25%-30% off your fees - our average savings per merchant.

### 2. Is the company proactive about security and upcoming technology?

Most credit card processors neglect to discuss PCI compliance or any new technology with their merchants. Superior Financial Systems partners with the leading PCI compliance provider, Trustwave to ensure our merchants' PCI compliance needs are met and exceeded. You'll be kept aware of new information on tech-

nology upgrades and industry changes.

### 3. What is the estimated hold time when you need any type of assistance?

SFS does not believe in call queues and 100 percent of all calls are answered by a live person.

### 4. What is the company's merchant retention rate?

Superior Financial Systems' merchants are continuously pleased with their service and rates. They pride themselves on their 98% merchant retention rate.

AAAS' program partner Superior Financial Systems (SFS) provides custom, competitive credit card processing rates to AAAS members. SFS conducts free, no obligation fee analysis, provides in-depth explanations of how your existing program works and ways that it can be improved upon. To receive a free analysis, simply email a copy of your merchant statement to Todd Lazar at Superior Financial Systems, [todd@sfsprocessing.com](mailto:todd@sfsprocessing.com). For further information, call Todd Lazar at 888-737-7762.

Start saving money when you switch to AAAS' Credit Card program. When you enroll, SFS will waive all credit card processing fees for your first month (UP TO \$1,000)!



## Take a Stand Against Distracted Driving

Imagine yourself standing alongside a busy road, watching the cars go by. Now pretend you have super powers and can see everything going on in each car, and you see this: A driver looks down at his phone to check GPS directions. At the same time, traffic ahead slows. That driver's quick glance at his phone is enough of a distraction for him to not be prepared for the traffic slowdown. He rear-ends the vehicle in front of him resulting in two deaths and serious injuries to himself.

The driver wasn't talking on his cell phone. He wasn't texting. But he was distracted by an electronic device.

Describing distracted driving as an epidemic doesn't do it justice—it has gone beyond that. It is rampant, worsened by the influx of electronic devices constantly competing for drivers' attention. Distracted driving threatens our well-being on a daily basis. What can we do to make our roads safer?

### He Had a Choice

The driver's decision to check GPS was, literally, a life and death choice. Two people are dead. He could have made a different choice. But he didn't, and that's the point here. Drivers are setting priorities based on an electronic device, putting something as trivial as a text message, phone call, or other electronic communication ahead of safe, attentive driving. People everywhere are choosing—and, yes, it is a choice—to interact with mobile devices while they're on the road.

That choice puts everyone around them in danger.

### Wiser Choices

Federated Insurance wants to help your business address this issue so you can take measures to reduce the chances you or someone who works for you is involved in a crash resulting from distracted driving.

First, we realize people's attitudes aren't going to change overnight. The "it'll never happen to me" perception is alive and well, just as it was during the seatbelt and motorcycle helmet safety campaigns in the past.

But, eventually, with education, repetition, demonstrations, examples, and messages, people began to understand the importance of wearing seatbelts and motorcycle helmets—for themselves and the people important to them. And slowly but surely, it became a priority.

### What and Who is Important to You?

The key is persistence. Federated will continue to offer solutions to help your business to inform your employees. We'll present an insurance company's perspective. And we'll boldly ask, "What—and who—is important to you?"

Your family, friends, co-workers, and your business itself all play a vital role in the happy ending to each day. We want everyone to make it home safely.

This article is intended to provide general information and recommendations regarding risk prevention only. There is no guarantee that following these guidelines will result in reduced losses or eliminate any risks. This information may be subject to regulations and restrictions in your state and should not be considered legal advice. Qualified counsel should be sought regarding questions specific to your circumstances and applicable state laws. All rights reserved.



Federated Mutual Insurance Company • Federated Service Insurance Company\* • Federated Life Insurance Company  
Owatonna, Minnesota 55060 | Phone 507.455.5200 | [www.federatedinsurance.com](http://www.federatedinsurance.com)

\*Not licensed in the states of NH, NJ, and VT. © 2015 Federated Mutual Insurance Company



Randal Ward (Center) L-R Denise Webb, Kay McCoy, Robbie Allen and Sharon Pruett. Not Pictured—George Ehrhard

# AAAS

Automotive Aftermarket Association Southeast

Established in 1938, **Automotive Aftermarket Association Southeast, Inc.** is a nonprofit trade association representing the automotive parts manufacture, distribution, service and repair industry. We serve automotive aftermarket businesses in Alabama, Florida, Georgia and Mississippi. Our membership consists of parts manufacturers, distributors, jobbers, service facility specialists (paint & body, general repair, transmission, muffler shops, etc.), engine rebuilding and machine shop specialists.

11245 Chantilly Parkway Court  
Montgomery, AL 36117-7585  
800.239.7779

[aaas.us](http://aaas.us)

For more information, contact AAAS President,  
Randal Ward, at 800.239.7779 or [randal@aaas.us](mailto:randal@aaas.us)

*A Trade Association Serving the Automotive Parts Manufacture, Distribution, Service & Repair Industry*

AAAS Industry News is a quarterly publication of Automotive Aftermarket Association Southeast, Inc. This newsletter is for the exclusive use of the members of AAAS. Any reference herein to laws or governmental rules and regulations are made solely for the information of our members and in no way constitutes a legal interpretation of any legislative or administrative enactment. For advice concerning the legal effects of any enactments referred to herein, members should consult legal counsel or a certified public accountant.

## WELCOME, New Members!

More businesses making AAAS membership a part of their business plan! AAAS Chairman Jarrett Liles wishes to welcome the following members into the association. Liles encourages these and all members to investigate the programs offered through AAAS. 🇺🇸

Action Car & Truck  
Action of Enterprise  
Action Truck Center  
AM PM Road Services  
AM PM Road Services  
AM PM Road Services  
Atlanta Powertrain & Hydraulic  
Blackman Insurance  
Brian's Tire & Service  
Calhoun Auto Parts  
Chavers RV  
Davis Oil Company of Dothan  
Fuse5 Automotive Software  
Jim Whaley's Tire (2 locations)  
Jim Whaley's Tire  
Jim Whaley's Tire  
Legal Shield  
Massett Supply Company  
Precision Grinding  
PrimePay  
Southern Rubber Tire Pros  
Southern Truck Center  
Success1Auto  
Thermo King  
Truck Equipment Sales  
Truck Equipment Sales  
Westmoreland Tire—Fort Payne

Bainbridge, GA  
Enterprise, AL  
Dothan, AL  
Atlanta, GA  
Birmingham, AL  
Memphis, TN  
College Park, GA  
Bay Minette, AL  
Huntsville, AL  
Calhoun, GA  
Dothan, AL  
Dothan, AL  
Pensacola, FL  
Dothan, AL  
Ozark, AL  
Troy, AL  
Birmingham, AL  
D'Iberville, MS  
Birmingham, AL  
Birmingham, AL  
Birmingham, AL  
Birmingham, AL  
Daytona Beach, FL  
Mobile, AL  
Cantonment, FL  
Mobile, AL  
Fort Payne, AL

## AAAS Calendar of Events 2014 - 2015

AAAS Dues Certification	August—September 2016
AAAS Board of Directors Meeting	September 26, 2016
Car Care Awareness Month	October 2016
Automotive Aftermarket Fund ~ 25th Anniversary	October 1, 2016
AAAS Annual Conference & Trade Show, Sandestin, FL	June 8—11, 2017