

AAAS Industry News

News for the Southeast Automotive Aftermarket

Fall/Winter 2013

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Automotive Aftermarket Fund and Meadowbrook Work Comp Programs Announce Dividends

Alabama members participating in the Automotive Aftermarket Fund will enjoy a 15% dividend in 2014. Florida, Georgia & Mississippi AAAS members participating in the association's Meadowbrook work comp program will enjoy a 10% dividend. These dividends are based on each program's overall exceptional performance & each individual member's attention to good hiring practices & work place safety. AAAS Chairman Mike Morgan of Frost Transmission in Gadsden, AL stated "We are very pleased & proud of the performance & the solid member value delivered by both these great profit dollar saving programs. I encourage you to consider either Meadowbrook or AAF for your business." Please give the association a call for a no risk look at either of these great programs!



AAAS Employee Benefit Fund Board of Trustees Announce Rates/Benefits for 2014

Steve Kampwerth of Auto Electric & Carburetor Company, Inc. in Birmingham, AL, Chairman of the Automotive Aftermarket Association Southeast (AAAS) Employee Benefit Fund board of trustees, recently announced that the association's health program will see an average 8.68% increase in rates going into 2014. Kampwerth stated in a letter to the membership, "2014 will see health insurance change dramatically as the taxes, benefit mandates & policy changes in Obamacare are fully implemented. Considering the circumstances we all find ourselves in, the board is pleased & proud to be in a position to announce this very minimal rate increase with almost no change to benefits". Kampwerth also advised that the membership will not be invoiced for Obamacare taxes & fees. The Fund will be calculating & paying the taxes & fees for each member.

AAAS Annual Conference & Trade Show— June 5–8, 2014!

The annual gathering of AAAS members, families & friends is just around the corner! AAAS Chairman Mike Morgan invites you to take advantage of this great opportunity to join with your friends & fellow automotive aftermarket

industry professionals, June 5 – 8, at the beautiful Sandestin Village of Baytowne Wharf, located in Destin, Florida.

This year's AAAS Annual Conference & Trade Show promises to be a great weekend for meeting people, picking up industry information & relaxing & enjoying yourself! The Saturday morning business program will feature excellent educational speakers including AAIA Chief Information Officer, Scott Lockett, & Executive Director of NASTF, Skip Potter. We are extremely pleased to announce that this year's keynote speaker is John Washbish, President & CEO of Aftermarket Auto Parts Alliance, Inc. Mr. Washbish will be speaking about the changes & trends seen in the aftermar-

AAAS Scholarship Deadline— March 31, 2014

Applications are now being accepted online for the 2014 AAAS Educational Foundation Scholarships, as well as scholarships offered by Global Automotive Aftermarket Symposium (GAAS) & the University of the Aftermarket Scholarships.

The deadline for AAAS Educational Foundation (AAASEF), & all other 2014 scholarships is fast approaching. All applicants must be completed & submitted online by March 31, 2014. Go to automotivescholarships.com/AAAS or www.aaas.us under the Member Programs: Education to apply. The AAASEF scholarship fund was established in 2005 for the purpose of encouraging & financially assisting those individuals wishing to continue their education in college or technical training school.



ket & the things businesses should do to enhance survival in today's quickly changing marketplace! The business session alone is worth your time, effort & expense but with a weekend of food, fun & fellowship the AAAS conference guarantees to be a very enjoyable & profitable experience!

The Sandestin Village is a very popular vacation resort - rooms go fast! You can book your accommodations online at sandestin.com or by calling 800.320.8115. When making your reservation, be sure to mention that you are part of the AAAS Conference group.

You can find additional information on the conference at aaas.us | Events. We have a very interesting, informative & enjoyable program lined up! Beneficial information & networking at a fabulous resort promises to be a valuable investment for your business! Please give the association staff a call if you have any questions. We hope to see you in June!

AAASEF gives priority to AAAS members, member employees & family of member employees. Make sure the sponsor information section is completed on the application & the sponsor is a member of AAAS button is checked. All AAAS member sponsored & eligible applicants will be considered regardless of student's field of study. Incomplete applications will not be considered. Interested students can visit www.automotivescholarships.com for other scholarship opportunities, including GAAS Scholarships.

Also, please consider making your tax deductible contribution to AAASEF to this great cause! With your help, we can build a program that will assist numerous deserving students!

Not All Motor Oil Is Up To Standard, Says The American Petroleum Institute

The American Petroleum Institute (API) has evaluated results from its annual motor oil testing program and determined that almost one in five samples of bulk motor oil purchased from the marketplace in each of the past five years have failed to meet API motor oil performance standards.

"API has launched a new phase in its Motor Oil Matters program that will provide the information necessary to consumers to ensure they receive the high-quality motor oils that they expect for their vehicles," said Kevin Ferrick, API's Engine Oil Licensing and Certification System manager.

API purchased and tested more than 1,800 motor oils dispensed from bulk tanks over the past 5 years and reports that nearly 20 percent of the bulk oil samples tested failed to meet API standards. API compared the test results against thousands of licensed oil formulations to determine the identity of the oils and to verify that the oils met the performance level claimed.

"The Motor Oil Matters program reminds consumers about the importance of using quality motor oils in their cars and trucks," added Ferrick. "The Motor Oil Matters program also calls on certified oil change locations to go the extra step to verify the quality of the oil on invoices and receipts."



API recommends that consumers visit www.MotorOilMatters.org to find a Motor Oil Matters (MOM) certified oil change location, look for the MOM symbol at approved locations, read important information on oil quality, and download the MOM oil change checklist to take to their next oil change. Oil-change locations and motor oil distributors that share MOM's commitment to provide high quality motor oils — and submit to independent, third party auditing — have the opportunity to be recognized by MOM through the Motor Oil Matters distributor and installer licensing programs. *(aftermarketnews.com)*

AAAS Supports Be Car Care Aware Events in the Southeast



The Automotive Aftermarket Association Southeast (AAAS) came out in full support of the "Be Car Care Aware" program in October, supporting several members who chose to host events. According to AAAS President Randal Ward, "this program is a win-win proposition. As an environmentally conscious industry, we promote vehicle maintenance, plus this public service provides a positive image of our industry. AAAS has supported the program for about ten years, since we first heard about it, and we have budgeted funds to support any of our members who are willing to host an event."

"Be Car Care Aware" is a consumer-focused education program which teaches the benefits of regular maintenance checks and simple services which can reduce the cost of owning and operating a vehicle. They also emphasize the safety-related significance of ensuring vehicles are equipped with properly functioning lights and windshield wipers.

AAAS supported Doug and Lisa Enfinger, AAAS members and owners of Dothan Auto Specialists which is located at 1425 Hartford Highway, Dothan AL, when they hosted a "Be Car Care Aware" event on October 5. The Enfingers held the event at the neighborhood grocery store, right around the corner from their business. According to Mrs. Enfinger, they inspected around 40 vehicles, including oil, brakes and windshield wipers amongst the many other maintenance checks performed through the program. She claims, "It went really well. Two local morning shows, a radio station, and several websites and social networks came out to help up promote the event, so we were pleased with the publicity, and funds provided for supplies and food."

Enfinger notes that several suppliers for Auto Specialists were also present, including Interstate Battery, Eagle Towing, and Advance Auto Parts who sponsored door prizes. Since the event, "we've had some customers come in to express their appreciation for learning about maintaining their cars." Enfinger praises AAAS for their role in the event; "AAAS was really supportive. The program is already set up, but they provided marketing materials and some funds to buy food for attendees."

On October 26, Calderon Automotive Repair, with the support of AAAS, hosted a "Be Car Care Aware" event at their facility, located at 5801 15th Ave S, Orlando FL. Calderon Automotive Repair is a full-service preventative maintenance and auto repair center owned by Julio Calderon, a highly skilled auto repair technician for 13 years, and his wife, Nancy; they have operated the shop for the past six years.

During the event, Calderon inspected ten vehicles, offering each owner a detailed explanation of their individual inspection. Each inspection consisted of 40 items, including lights, tires, battery, lubricants, belts, hoses and other items under the hood. A local church sponsored a car wash and provided free food to attendees, contributing greatly to the overall success of the event, according to George Ehrhard, AAAS FL Operations Director.

Representatives of AAAS, including Ehrhard, were present and supplied various resources, such as marketing and promotional materials, to assist with the event.



Left to Right: Julio Calderon, Nancy Calderon, George Ehrhard, AAAS Florida Director



Annual Conference & Trade Show 2014

U.S. Department Of Energy Announces Plans For 38 New Advanced Transportation Technology Projects



The U.S. Department of Energy (DOE) recently announced it will spend more than \$45 million for 38 new projects that will research & develop vehicle technologies to improve fuel efficiency, lower transportation costs & protect the environment.

"By partnering with universities, private industry & our national labs, the Energy Department is helping to build a strong 21st century transportation sector that cuts harmful pollution, creates jobs & leads to a more sustainable energy future," said U.S. Department of Energy Secretary Ernest Moniz. "By improving the fuel economy of our cars & trucks, we can save families & businesses money at the pump & better protect our air & water."

The recently announced 38 projects span five major areas that are essential to advanced transportation technologies, such as light-weight & propulsion materials as well as affordable, efficient batteries, power electronics, fuels & lubricants, & efficient heating, ventilation & air conditioning systems. Some of the projects include the following:

- **Body-in-White Joining of Aluminum to Advanced High Strength Steel at Prototype Scale:** A project at Oak Ridge National Laboratory that will develop & validate solid-state spot joining technology to join body-in-white high strength steel & aluminum.
- **Breakthrough Techniques for Dissimilar Material Joining:** A project at Johns Hopkins University that will develop heat-generating foils to provide strong & stable bonds between aluminum alloys, magnesium alloys & steels.
- **Breakthrough Techniques for Dissimilar Material Joining:** A project at Oak Ridge National Laboratory that will demonstrate laser-assisted joining of aluminum & carbon fiber components to reduce vehicle weight.
- **Breakthrough Techniques for Dissimilar Material Joining:** A project at The Ohio State University that will develop & demonstrate vapor-assisted collision welding of dissimilar metals.
- **Breakthrough Techniques for Dissimilar Material Joining:** A project at Michigan State University, Composite Vehicle Research Center, that will demonstrate the bonding, reparability & reassembly of dissimilar materials using thermoplastic adhesives.
- **Applied Battery Research for Improvements in Cell Chemistry, Composition & Processing:** A project at the Pennsylvania State University to develop high-energy, long cycle life lithium-ion batteries for plug-in electric vehicle (PEV) applications consisting of a micro-sized porous silicon alloy-carbon composite anode coupled with a high-performance, Ni-rich layered oxide cathode coated with an ultra-stable LiFePO₄ coating.
- **Lubricant Formulations to Enhance Fuel Efficiency:** A project at Northwestern University that will develop novel lubricant formulations with the potential to improve the fuel efficiency of light & medium vehicles by at least 2 percent.
- **Lubricant Formulations to Enhance Fuel Efficiency:** A project at the Pacific Northwest National Laboratory that will develop & test novel molecules in base oils that may substantially improve fuel efficiency without increasing wear.
- **Lubricant Formulations to Enhance Fuel Efficiency:** A project at the Halla Visteon Climate Control USA LLC that will develop, integrate & demonstrate an efficient heating & cooling (heat pump) system as well as other novel solutions to achieve & maintain passenger comfort using less battery power.
- **Advanced, Integrated, Modular & Scalable Wide Bandgap (WBG) Inverter R&D for Electric Traction Drive Vehicles:** A project at Arkansas Power Electronics International Inc. that will demonstrate advanced wide bandgap inverters for under-the-hood electric vehicle traction drives.

A complete list of the U.S. Department of Energy's projects is available on ASA's legislative website at www.TakingTheHill.com.

Supreme Court to Review EPA Greenhouse Gas Permitting Program

On Oct. 15, the U.S. Supreme Court decided to review the Environmental Protection Agency's (EPA) program requiring facilities in certain industry categories to obtain permits from the agency in order to emit greenhouse gases. The final Supreme Court decision could have reverberating effects on several lawsuits around the country & in federal court.

In previous rulings, the court had upheld the agency's authority to regulate emissions of greenhouse gasses from automobiles. The decision to review the EPA rule regarding stationary sources is to determine whether the authority over vehicles greenhouse gas emissions triggers jurisdiction through the Clean Air Act to implement the permitting program for energy & manufacturing facilities being built or under modification.

The announcement by the Supreme Court could have major implications for other pending decisions currently at the lower court level. The D.C. Circuit Court is currently holding four cases challenging the permitting program pending the Supreme Court's final decision. Further, any cases that have already been decided on this issue or were reliant on the EPA's authority to run the program have 30 days to file for requests for rehearing and pending cases have the same time frame to seek a motion that the ultimate court decision controls their further proceedings. It is unknown when the Supreme Court will issue its final decision on whether or not to uphold the EPA's authority to govern greenhouse gas emissions in energy and manufacturing sectors.

(AIA Capital Report)

Sandestin Village of Baytowne Wharf ~ Destin, FL ~ June 5 - 8
~ Make your conference reservations today at 800.320.8115 ~

Three Keys to Success in Sales, Business & Life

Key #1: Be Likeable and Get Along With Other People

Everyone knows that if people are going to buy from you, assuming it is a substantial investment or the buying cycle is longer than ten minutes, the buyer needs to like you, but Key #1 goes way beyond that.

Key #1 shows up when you are looked up to, not just by family, friends, peers, and subordinates, but also even by those who outrank you on the chain of command. It shows up when everyone respects you, even those that do not respect themselves. It shows up when you get along with the person no one else can and they get along with you. It shows up when people talk behind your back about what a nice person you are. The room is a better place when you are in it and darker when you are gone. Your ability to be respected, liked, and get along permeates gender, race, class, generation, and personality type. You do not see any of that and people feel it. You intuitively treat people the way they want to be treated, show them respect, and make sure they know they matter. You do not just get along in sales situations, or with your crowd, you get along all the time with everyone, from the young child, to the laborer, to the CEO. You let others be right, let them be important, you let them have the spotlight if they want it. You are not a pushover, you know there are battles to fight, and yet, you recognize that most things in life are simply a matter of taste or opinion and not life and death.

Key #1 is embodied in the consummate "nice person" who genuinely likes other people and really cares about them. This person realizes that other people come before the sale, or anything else for that matter. They also understand at the deepest recesses of their being that life really is all about relationships and that our happiness or sadness depends upon the quality of those relationships.

Key #2: The Ability to Sell

To get anywhere in life, you need to be able to sell yourself and your ideas. All people, from children to adults, need to learn to sell effectively. Every important accomplishment in life will involve working with and influencing other people. The ability to sell goes

AAAS at AAPEX!

AAAS Florida Director of Operations, George Ehrhard manned the State Association's booth at the annual AAPEX show in Las Vegas November 5-7. He is pictured below with AAAS President, Randal Ward; Jim Quinten, President ASPSA; AAAS Chairman, Mike Morgan; & Executive Vice President of AAAS, Randy List. AAPEX represents the \$477 billion global motor vehicle aftermarket with more than 130,000 professionals from around the globe participating in Automotive Aftermarket Industry Week in Las Vegas, Nevada. AAPEX is your connection to automotive aftermarket industry leaders & innovators all in one place. Automotive parts wholesale distributors, retailers, service chains, jobbers & service professionals attend AAPEX. These buyers represent billions of dollars in buying power. AAPEX 2014 will be held Tuesday, Nov. 4 through Thursday, Nov. 6, at the Sands Expo, Las Vegas, Nev., & will feature nearly 2,400 exhibitors & approximately 5,000 booths.

far beyond being great at selling a product or service. It also involves your ability to sell your ideas to coworkers, to get them to willingly work hard for you and with you. In your personal life the ability to sell means you are able to effectively sell your ideas at the Town Hall meeting or at the Parent Teacher conference. It is the ability to sell ideas to your neighbors, business owners whose stores you frequent, and in general, all the people you run into during the day. It means an open and full relationship with your significant other in which your and their needs are met. It means having more influence over your children than their friends do. It means gaining an understanding with parents, siblings, and other family members. In short, the ability to sell is the ability to effectively connect, communicate and positively influence others on all levels. To clearly articulate and educate such that others see and adopt your viewpoint. It means effectively selling yourself, not just as a salesperson, but also as a mate, parent, friend, member of the community, and member of society.



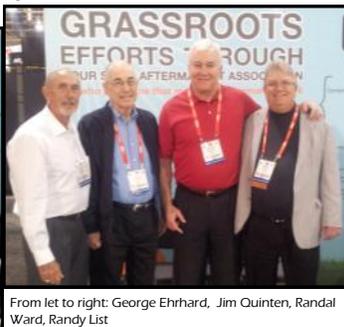
Key #3: Motivation

Motivation is more than just being fired up and ready to go. Motivation includes all the mental weaponry necessary to bring a high level of performance at all times. Motivation means you keep going when times are tough and you do not rest on your laurels when times are good. Though motivation is important when you are comfortable and things are going well, it is more important when times are tough because nothing is more difficult than enduring the hardships of life.

Motivation means suffering the slings and arrows, damning the torpedoes and moving forward despite seemingly impossible obstacles, and still working harder than everyone else. It means regaining a positive attitude after being human for a moment. It means never giving up on your dream until your very last breath. That is true motivation and with it, nothing will stop you from achieving anything you want.



AAAS Florida Director George Ehrhard



From left to right: George Ehrhard, Jim Quinten, Randal Ward, Randy List



From left to right: Jim Quinten, Mike Morgan, Randy List



From left to right: Randal Ward, Mike Morgan, George Ehrhard

Auto Service Goes High-Tech

Increasingly, automotive repair and service is becoming a high-tech profession, note officials with the non-profit National Institute for Automotive Service Excellence (ASE). Old images die hard, but yesterday's mechanics have become today's technicians, complete with hand-held computer diagnostic tools and a wall full of credentials attesting to their abilities.

In a recent poll of ASE-certified automotive technicians, over four-fifths said they used a computer on the job, more than two-thirds said they owned a computer at home, and over half said they had access to the Internet.

"The profession is being revolutionized," notes ASE President Tim Zilke. "Brute force has been supplanted by brain power. If you don't think so, just look under the hood of one of today's sport coupes or SUVs. This is rocket science-or very close to it. Today's auto technicians need to be master diagnosticians, well versed in electronics, and have smooth customer service skills." Auto technicians face components and repairs virtually unheard of a generation ago: on-board computers, electronic fuel injection, and anti-

lock brakes, to name but a few advances.

Fortunately, the requirements on motorists are much less. According to ASE, a major component of satisfactory auto repair is good communication between shop and customer.

ASE suggests that consumers read their owner's manual to become familiar with the basic systems and the service intervals. Once at the repair establishment, be prepared to describe the symptoms; but do not suggest a specific course of repair. Do not be embarrassed to ask questions or definitions of technical terms. Don't expect an on-the-spot diagnosis, but ask to be apprised of the problem, course of action, and costs before work begins. And, be sure you understand policies regarding diagnostic fees, labor rates, return of old parts, and guarantees, ASE advises.

(www.ase.com)



Risk Management: Avoiding Crisis & Staying Afloat



In general, most of us agree that a back-up plan is worthwhile. It's universally accepted as fact that most entrepreneurs are comfortable taking risks. But many business owners focus more on the ultimate risk of failure on a macro-level rather than the smaller—but no less devastating—everyday risks. Those typically include property damage, public relation issues, natural disasters, and other risks that many unknowingly accept when owning a business. But once you're in, they are a part of the business. The good news is that the risks are manageable, avoidable, and sometimes even insurable if you plan ahead. So let's start planning.

STEPS TO RISK MANAGEMENT

When preparing to create a risk management policy for a business, the owner must first lay the foundation for risk management by:

- 1. Assessing the business' risks.** A business owner must completely understand all of the risks that the business faces before the owner can properly plan for them. The business owner should consider risks relative to property ownership and damage, liabilities and risks brought on by employee negligence and those introduced by social media and the Internet.
- 2. Determine which risks can be covered by insurance.** Business owners may purchase commercial property, liability, cyber risk insurance, and more. Any risk that can be covered by insurance typically should be.
- 3. Estimate appropriate insurance limits based on potential financial risk.** A business owner's ability to be protected from risk through insurance is only helpful when the individual has an idea of the maximum financial risk. This step requires the business owner understanding liability exposure, business property value, and the potential for workers' compensation damages.

CREATE AN ONGOING POLICY OF RISK MANAGEMENT AND MITIGATION

Understanding risks and insuring against them is a basic step that all business owners can make, but it's even better to help manage risks by developing policies that mitigate them.

- 1. Create specific risk mitigation policies.** By using each of the risks the business owner found in the first exercise, the owner can then think about the many ways that the owner and the staff conduct business and how these methods can negatively impact the risks. Then, policies can be developed for each individual risk that will lessen the overall exposure.
- 2. Monitor compliance and measure results.** A business owner must monitor employee compliance with written risk management policies and measure their effectiveness. Of course, if the effectiveness is limited, then it's time to re-visit the drawing board.
- 3. Update insurance and policies annually.** Insurance must be updated annually to reflect increased or decreased risk and changes in the value of property or financial exposure.

(Carr Riggs & Ingram, CPAs and Advisors)

We hope that you will make plans to join us next summer for our AAAS Annual Conference & Trade Show.

The 2014 conference will be held June 5 - 8 at the Sandestin Village of Baytowne Wharf in Destin, Florida!

Go ahead and book your resort accommodations online at

sandestin.com or by calling 800.320.8115. Make sure that you mention that you are part of the AAAS group.

More information is available at aaas.us | events.

Beneficial information and networking at a fabulous resort promises to be a valuable investment for your business!

In Memoriam

With heartfelt condolences, we remember and honor the memory of...

Betty S. Meriwether (September 21, 2013) ~ Meriwether Properties ~ Montgomery, AL. The Meriwether family has been a member of AAAS for 30 years.



Major changes to the Hazard Communication Standard for ALL BUSINESSES Effective 12-1-2013

Beginning 12/1/13, MSDS (Material Safety Data Sheets) will now be referred to as GHS (Globally Harmonized System of Classification and Labeling of Chemicals). In addition, there are 3 upcoming, major changes to the Hazard Communication Standard:

- Hazard classification: Provides specific criteria for classification of health and physical hazards, as well as classification of mixtures.
- Labels: Chemical manufacturers and importers will be required to provide a label that includes a harmonized signal word, pictogram, and hazard statement for each hazard class and category. Precautionary statements must also be provided.
- Safety Data Sheets: Will now have a specified 16-section format.



The revised Hazard Communication Standard (HazCom 2012) requires that the information on the SDS (Safety Data Sheets) be presented using specific headings in a specified sequence. The format of the 16-section SDS should include the following sections:

Section 1.	Identification	Section 9.	Physical and chemical properties
Section 2.	Hazard(s) identification	Section 10.	Stability and reactivity
Section 3.	Composition/information on ingredients	Section 11.	Toxicological information
Section 4.	First-Aid measures	Section 12.	Ecological information
Section 5.	Fire-fighting measures	Section 13.	Disposal considerations
Section 6.	Accidental release measures	Section 14.	Transport information
Section 7.	Handling and storage	Section 15.	Regulatory information
Section 8.	Exposure controls/personal protection	Section 16.	Other information, including date of preparation or last revision of preparation or last revision

The SDS format is the same as the ANSI (American National Standards Institute) standard format which is widely used in the U.S. and is already familiar to many employers and employees. Information is also included as to the information provided under each heading. The SDS must also contain Sections 12-15, to be consistent with the United Nations' GHS. Although the headings for Sections 12-15 are mandatory, OSHA will not enforce the content of these four sections because these sections are within other agencies' jurisdictions.

Employers are *required* to train workers by December 1, 2013 on the new labels elements and safety data sheets format to facilitate recognition and understanding.

December 1, 2013 Training Requirements Fact Sheet: <https://www.osha.gov/Publications/OSHA3642.pdf>

OSHA Brief on Labels and Pictograms: <https://www.osha.gov/Publications/OSHA3636.pdf>

OSHA: Exit Routes Are Mandatory

Did you know that OSHA applies to ALL businesses? The U.S. Occupational Safety & Health Administration (OSHA) has issued a national memorandum on exit routes, directing inspectors to carefully examine whether employers have provided & maintained an adequate means of exit from work areas, the agency announced on June 17, 2013. The memo directs inspectors to determine whether an adequate number of exit routes are provided & whether those routes are unobstructed, as well as to ensure that exit doors are not locked. OSHA described an exit route as a "continuous & unobstructed path of exit travel from any point within a workplace to a place of safety."

Know the Number of Exits Needed

Usually, a workplace must have at least two exit routes to permit employees & visitors to promptly evacuate the building during an emergency, according to OSHA. More than two may be required, depending on the number of employees, the size of the building & the arrangement of the site. In some cases, if all employees & other occupants can exit safely during an emergency, one exit route is acceptable. Exit routes must be located as far from each other as possible, in case one is blocked by fire or smoke.

Free & Unobstructed

Ensure that exit routes are not obstructed by:

- Materials, equipment, locked doors or dead-end corridors.

- Decorations or signs that obscure the visibility of exit-route doors.
- Objects that could impede access to the exit route during construction, repair or alterations to a workplace.
- Explosive or highly flammable furnishings.

It cannot be stressed enough that exit doors must be unlocked from the inside. They must also be free of devices or alarms that could restrict their use if the device or alarm fails.

Properly Labeled & Maintained

Exit routes & doors must be properly labeled & maintained. This includes:

- Providing adequate lighting.
- Posting signs along the exit route indicating the direction of travel to the nearest exit & exit discharge if that direction is not immediately apparent.
- Marking doors or passages along an exit route with signs, such as "Not an exit" or "Break Room," to prevent confusion as to their purpose.
- Using "Exit" signs that have large legible letters.

Methods of egress must be posted in all enclosed areas. Additionally, OSHA strongly recommends that all employers keep a written emergency action plan in the workplace & make it available for employees to review.

Flexibility is Top Trend for Today's Employees

Most of us have long known that life/work balance issues are a priority for today's workers, especially the Millennials. However, recently, Harris Interactive conducted a study for Mom Corps that confirmed the continuing importance of flexibility. Mom Corps is a job board & career development site. Their findings offer insights & trend data, reinforcing the significance of workplace flexibility as a strategy that benefits both employees & their organizations.

Nearly three-quarters of working adults polled (73 percent) agreed that flexibility is one of the most important factors they consider when looking for a new job or deciding what company to work for. This score represents a more than 10 percentage point increase from 2012 (61 percent).

Many employers already understand the value of helping their workers balance life & work. More than two thirds (68 percent) of working adults agree that their company would be willing to accommodate them if they requested a flexible work schedule, due to reasons like family care, personal work preferences, health issues, etc.

When asked if they would be willing to give up a portion of their salary for more flexibility at work, 45 percent of the working adults surveyed said they would be willing to relinquish at least some portion of their salary.

While an increase in the availability of flexible work options is a positive development, employees still report feeling limited in their personal ability to gain or use flexible work options. Almost half (47 percent) of working adults agreed that asking for flexible work options hurts their chances of advancing in their job. Almost 40 percent agreed that they have considered leaving or have left a job because it wasn't flexible enough. However, the most telling data point is that nearly four in 10 working professionals surveyed have left or have considered leaving a job for greater levels of flexibility."

Although this study was conducted with U.S. employees, workplaces throughout the globe are undergoing a change from only traditional work hours & workspaces to an acceptance of a wider variety of options. In the future, this will not be optional. Millennials will expect employers to offer this flexibility without exacting a price.



(From *The Herman Trend Alert* by Joyce Gioia)

Your Merchant Statement and What It Really Means



In the merchant services world, as in the business world, everything boils

down to two things: time, & money. Sometimes, these two concepts are easily managed, & other times, they can leave you staring at a piece of paper for an hour, asking yourself how all those numbers add up to savings & efficiency within your business.

Every month, a prime example of one of these papers shows up in the mail. It's your merchant statement, & for some businesses, it's the dreaded envelope no one wants to open. Sure, it tells you how much money you processed in a month, & how much you paid in fees. It even helps reconcile your bank statement with your batches, & gives you a condensed record of transaction history when tax time comes around. But it's also just a bunch of numbers, organized into categories that, more often than not, make absolutely no real world sense. Probably the most difficult to comprehend aspect of the merchant statement is the fees section. There seems to be an awful lot

of fee line items, & not a lot of explanation as to what they all mean.

First, you have to understand where the fees come from. The common misconception is that the processor sets these fees, & reaps all the rewards. This turns out to be false. The fees are actually established first by the Card Associations (Visa, MasterCard, etc) & then the banks. It's the banks that then pass these fees onto the processors, & it's their responsibility to make sure the fees are collected.

Secondly, it's important to realize how the fees are generated. Every time the credit card machine, or software, accesses the processing network, there's a fee, whether it's to issue a return, or check if a card has enough money on it, or to run a large transaction. Some of those fees get passed on to the merchant, & some are absorbed by the processor.

Your merchant statement is designed to give you a detailed breakdown of what your total fees are comprised of. Each Card Association is given its own section, & all the fees that are passed on to the merchant are broken out per line item. Primarily, a merchant should focus on the *transaction* or *pos auths*, *qualified*, *mid qualified*, &

non qualified line items. These are where the majority of your fees come from.

The *qualified*, *mid qualified*, & *non qualified* fields are driven by your volume. For example, if you processed a total of \$20,000 in a single calendar month, you'd see that \$20k broken out over the three categories. Each set of fees results from a percentage of the volume in that category. Ideally speaking, at least 90% of your total monthly volume (the \$20k) should fall into the *qualified* & *mid qualified* categories. That leaves 10% to drop to *non qualified*, which is considered an acceptable level of downgrades.

Any processor worth its salt will tell you to always review your merchant statement. Pay particular attention to the categories listed above, as that's where the majority of your expense is coming from. If something doesn't look right, i.e., your *non qualified* volume ends up being closer to 30% instead of the 10%, then chances are you're doing something wrong when you process cards. Sometimes it's a simple fix – enter the invoice number, or the zip code – & sometimes it requires a more in depth review. Either way, your processor should always be willing to help you figure it out, & in the end, help you lower your expenses.

Use Social Media To Stay In Mind With Clients

Did You Know That Having 1,000 Facebook "Likes" Boosts Web Traffic By An Average Of 185%? Facebook is no longer just a way for friends to connect—it's a useful business tool that can help drive more sales to you & your dealers. According to Net Driven, here are five tips to boost your customers' business through social media:

1. Be consistent: Post 5 times per week so you're "top of mind" for your fans.
2. Time it right: The best time to post for retailers is from 8:00 AM to 2:00 PM
3. Posts between 100-150 characters (fewer than 3 lines of text) see 60% more likes, comments, & shares than longer posts.
4. Use eye-catching images: Alternate photos & video with text-only updates.
5. Offer value: Before sharing something, ask yourself if you think your fans will find value in the content.





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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.

For more information, contact AAAS President, Randal Ward, at 800.239.7779 or randal@aaas.us.

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

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WELCOME, New Members

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



- ACE Industry Co. Inc.
- Clips & More
- Cockrells Wrecker
- Conroy, Simberg, Ganon, Krevans, Abel, Lurvey, Morrow & Schefer P.A.
- CrossCheck, Inc.
- Evans Automotive
- Marsh Body Shop, Inc.
- Meineke Car Care Center
- National Coatings & Supplies
- Robert Elgart Automotive
- Southern Distributors- Montgomery

- Dadeville, AL
- Hoover, AL
- Mobile, AL
- Hollywood, FL
- Petaluma, CA
- Dothan, AL
- Morris, AL
- Montgomery, AL
- Raleigh, NC
- Philadelphia, PA
- Montgomery, AL

AAAS Calendar of Events 2014

- March 31 AAAS Educational Foundation and GAAS Scholarship Deadline
- June 5-8 AAAS Conference & Trade Show ~ Sandestin, Florida

