

# AAAS Industry News

News for the Southeast Automotive Aftermarket

Fall 2014

## AAAS Officers

**Mike Morgan**  
*Chairman*  
Frost Transmission, Inc.  
Gadsden, AL

**Jarrett Liles**  
*1st Vice Chairman*  
Connie Liles Auto Parts, Inc.  
Tallahassee, FL

**Keith West**  
*2nd Vice Chairman*  
Auto Supply Company  
Bowdon, GA

**Bill Lewis**  
*Treasurer*  
Southern Generators, Inc.  
Greenville, AL

**Steve Kampwerth**  
*Immediate Past Chairman*  
Auto Electric & Carburetor  
Company, Inc.  
Birmingham, AL

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## AAAS Employee Benefit Fund

Chairman of the AAASEBF Board of Trustees Steve Kampwerth of Auto Electric and Carburetor in Birmingham is pleased to announce a very minimal average 2.47% increase in rates effective 1/1/2015. **The Board of Trustees is also very excited to announce that members who participate in both the AAASEBF (health) and the Automotive Aftermarket Fund or Meadowbrook program (work comp) will be eligible for a 2% discount on the health premium!**

The good news continues. The program will add three lab tests to the wellness visit benefits that were somehow left out of the Obamacare mandates.

There will be no benefit changes or rate increases in the life and vision options in the AAASEBF program. The dental program will see no benefit change but will see a slight rate increase, \$1 single and \$2 family per month.

"We hope you agree that this minimal rate increase, addition of benefits and the 2% discount

opportunity are great achievements in light of the taxes, mandated benefits costs and bureaucracy loaded onto

health insurance by Obamacare. We appreciate so much your patience as your association staff deals with the challenges of managing a multi-employer group in this most difficult environment. We will always do our best to keep you informed; and, of course, manage your association program to best position it to serve you and your employees."

"It has taken a lot of hard work, sacrifice and teamwork to build the kind of program we have serving us so well today. Thank you for your confidence and continued loyal support. It is a privilege to be of service to you." Stated association President Randal Ward.

Please give the association a call if you have questions or would like more information on this unique program.



## Association Work Comp Programs Declare Dividends

Alabama members participating in the Automotive Aftermarket Fund will enjoy an average 22% dividend in 2015. 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. In addition, members participating in both the AAAS Employee Benefit Fund Blue Cross program and either of the association's work comp programs will be eligible for a 2% discount on their health insurance. AAAS

Chairman Mike Morgan of Frost Transmission in Gadsden, AL stated "Again this year our two work comp programs have performed exceedingly well with both great profit dollar saving programs delivering solid member value. 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!



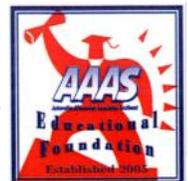
## Attention College Students: 2015 Scholarship Opportunities

Applications are now being accepted online for the 2015 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 2015 scholarships is fast approaching. **All applicants must be completed & submitted online by March 31, 2015.** Go to [automotivescholarships.com/AAAS](http://automotivescholarships.com/AAAS) or [aaas.us](http://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.

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](http://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!



## The Risk of Misclassifying Workers

The multiple risks associated with misclassifying workers as independent contractors rather than employees are growing. Both large and small businesses are now under scrutiny. And there has been a substantial increase in Alabama Department of Labor (ADOL), U.S. Department of Labor (U.S. DOL) and Internal Revenue Service (IRS) activity in recent months. We believe the Affordable Care Act has played a part in this increased audit activity.

The U.S. DOL issued grants recently to a number of state departments of labor for the express purpose of increasing their independent contractor misclassification investigations. The U.S.

Treasury Inspector General and Congress are also calling for increased IRS audits which, in turn, often generate a U.S. DOL investigation, followed by state DOL and state DOR audit, as a result of inter-agency information sharing agreements.



## New Program Available to help AAAS Members with Pension Planning

The AAAS board recently came to a decision to recommend the services of the Principal Financial Group to provide the aftermarket business an economical alternative to provide 401K and other retirement plan options as well as other services. Chairman Mike Morgan stated: "A retirement plan contributes greatly to the stability of your work force and this economical option will help make it possible for more of our members to consider offering this great employee benefit."

The Principal Financial Group is also offering member companies exclusive access to their Business Owner and Executive Solution program. This program enables you to receive complimentary services for business valuations and reviews of existing buy/sell agreements and life insurance policies. You may also access this

review for your personal insurance and investments.

This program will be administered through the Birmingham office of Principal Financial Group but will provide local representatives as needed to work with member companies in the AAAS four state service area, Florida, Georgia, Alabama and Mississippi. If you are interested in learning more about this program please contact Mark Rogers at [Rogers.mark@principal.com](mailto:Rogers.mark@principal.com) and 800-253-7989 ext. 531.



## Effective Succession Planning

By Mark Rogers, Principal National and Principal Life Financial Representative, Princor Registered Representative

Your business is not just your pride and joy but a major source of income for you, your family, and your employees. While the business is a large part of your life today, the reality is that someday you may want to retire, step back from the business to concentrate on new ventures or you could become disabled or unexpectedly pass away. What would happen to your business if you were no longer around to run it? Putting an effective succession plan into place allows you to take the guesswork out of transferring ownership, and provides peace of mind that your business, and your family, is taken care of.

If you're like most business owners, you may plan to pass your business on to your family or sell it to co-owners. Ninety percent of the 21 million U.S. businesses are family owned. Yet only 30 percent of family-run companies today succeed into the second generation, and only 15 percent survive into the third (Source: [SBA.gov](http://SBA.gov)). A major reason for this is the tax cost of passing on ownership.

Just as it was when you started your business, the key to successfully passing your business on is a well thought out plan. A well-designed succession plan can help meet your objectives and address management, control and funding of the business as well as coordinating with your personal estate plan.

What constitutes an effective succession plan depends on your particular objectives. Every plan begins with you deciding how you want to transfer your business. Based on those objectives, there are many strategies that can help you assure a smooth and complete transition of your business to new management and can control the tax burden for the new owners.

Begin building your plan by contacting your financial professionals – attorney, accountant, and insurance representative. They can guide you through the valuation process (vital in establishing the total worth of your business for tax purposes), recommend options that can help you achieve your objectives and provide vehicles for funding the plan. It will take all of your financial professionals working together to build a succession plan that will help accomplish your objectives, is flexible, properly funded and cost effective. Without a succession plan, the effect on your heirs, your estate and your business could be devastating.

While this communication may be used to promote or market a transaction or an idea that is discussed in the publication, it is intended to provide general information about the subject matter covered and is provided with the understanding that The Principal is not rendering legal, accounting, or tax advice. It is not a marketed opinion and may not be used to avoid penalties under the Internal Revenue Code. You should consult with appropriate counsel or other advisors on all matters pertaining to legal, tax, or accounting obligations and requirements.

**AAAS is proud to announce our partnership with Principle Financial to provide pension planning to all of our members. For more information, please contact Mark Rogers at [rogers.mark@principal.com](mailto:rogers.mark@principal.com) or 205.444.9004 ext. 531.**



## N.A. Williams Celebrates 80th Anniversary

By aftermarketNews staff

ATLANTA, Ga. – Founded in 1934, N.A. Williams is celebrating 80 years of providing sales and marketing services to its manufacturer principals and customers.

"We're very proud to achieve such a major milestone that's been made possible by the hard work and dedication of all N.A. Williams associates over the years," said Roger McCollum, president and CEO of N.A. Williams. "From our very beginning, our team has focused on enhancing the value of business relationships to help grow market share for our principals and increase sales for our customers."

As the fourth generation of the Williams family joins the business, the strong values and ideals established by the founder, N.A. "Red" Williams, are still at the core of the operation. Eight decades of experience has seen the industry evolve and has allowed the business to adapt to the changes and continue to thrive.

### Car Care Guide Redesigned

Car Care Council (CCC) has redesigned its Car Care Guide. The council added 20 additional pages of new information to help motorists "be car care aware by better understanding the when, why and how of caring for their vehicles," the CCC said.

According to the CCC, the guide uses easy-to-understand everyday language rather than technical automotive jargon, fits easily in a glove box and covers the most common preventive maintenance occasions and procedures that should be performed to keep cars safe, dependable and efficient.

It also includes descriptions of major vehicle systems and parts and a list of questions to ask about maintenance or repair procedures. A car care checklist reminds motorists what vehicle systems need to be maintained and when service should be performed.

New sections include finding an automotive repair shop, alternative fuels, understanding vehicle warranties, vehicle telematics, careers in the auto care industry, as well as an expanded environmental awareness section, according to the Bethesda-based organization. It noted that the new guide "was reviewed by industry experts with various backgrounds and areas of expertise and the information has been vetted by car care professionals."

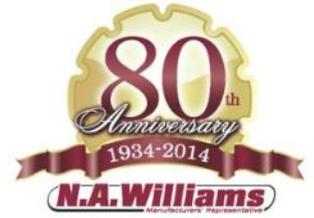
"Because properly maintained vehicles perform more safely and dependably for drivers and their families, the Car Care Council is

### You Are Invited—AAAS Annual Conference and Trade Show 2015

AAAS Chairman Mike Morgan invites you to take advantage of this great opportunity to join with your friends & fellow automotive aftermarket industry professionals, June 11-14, 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! We are extremely pleased to announce that this year's keynote speaker is **Larry Pavey, President of Federated Auto Parts**. 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!

Initially serving eight Southeastern states, N.A. Williams has grown to serve major accounts nationally with regional coverage in 23 states and Mexico. The company has expanded from its base in the auto care industry to also serve the commercial vehicle, performance/truck, hardware, DIY home center, value retail, and farm and fleet markets.



"All of us at N.A. Williams thank our valued customers and principal partners for making this anniversary possible," said McCollum. "Their feedback has shaped our company throughout the years and their faith in our ability to support them has sustained us. We look forward to serving them for many more years to come."

*Many congratulations to a longtime member and great supporter of the Automotive Aftermarket Association!*

committed to providing useful information and tools for motorists, like the newly updated, easy-to-follow Car Care Guide, to help take the mystery out of auto service and repair," said Rich White, executive director of the CCC.

In addition to the new Car Care Guide, the council provides a wide variety of useful auto care information via its website and social media platforms, like a custom service schedule and email reminder service, Car Care Minute videos and Maintenance Mondays tips. The Car Care Council can be followed on Facebook, Twitter, Instagram and Pinterest.

The council is the source of information for the "Be Car Care Aware" consumer education campaign promoting the benefits of regular vehicle care, maintenance and repair to consumers. Available in English and Spanish, copies of the new 80-page guide can be ordered free of charge by visiting the Car Care Council website [carcare.org](http://carcare.org)



The Sandestin Village is a very popular vacation resort - rooms go fast! You can book your accommodations online at [sandestin.com](http://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 (2389V2).



You can find additional information on the conference at [aaas.us](http://aaas.us) | Events. We hope to see you in June!

## New Program Available to help AAAS Members with Tax and Audit Issues

Please join the AAAS Board in welcoming Jeff Patterson, LLC to the AAAS portfolio of recommended services. Jeff Patterson practiced law inside the Alabama Department of Revenue for more than 13 years, where he litigated hundreds of business and individual tax cases, and advised commissioners and division directors on various tax topics.

In 2006, Jeff formed his own firm in which he now represents corporate and individual taxpayers. Jeff's representation encompasses a wide range of business and individual tax issues. One issue, of which he has experience, that has affected several AAAS members is audits (including audits performed by private firms).

### 4 Key Insights into Your Website's Performance

As a business owner, you put a lot of thought into selecting a website provider, choosing the design, and fine tuning the content. Too often though, the two most important questions are overlooked. What do you actually want that content to accomplish, and how will you measure the results of your efforts?

Most website providers that offer SEO, if they are focused on producing results, will provide you with analytics for your site. But, what do those numbers mean, and what do they really say about the performance of your site?

If you want to measure the success of your site, here is a simple breakdown of what you should be focused on.

#### Visitors

The number of visitors is important, but you want to differentiate between unique visitors and repeat visitors. Each unique visitor represents one person, no matter how many times they have visited your site. You could have 200 visitors in a certain period of time, but only 100 unique visitors. The other 100 are people who have already been on your site.

You want people to come back to your site time and time again, this means that your website is effective in providing information and answering their questions. But you also want to measure how many new visitors your marketing efforts are bringing to your site, because ultimately, you want to be attracting new prospects regularly. New prospects can turn into new sales.

#### Traffic Source

Once you know how many people are visiting your site, and how many of them are uniquely new to your site, you'll want to know how they actually got there. Was it through organic search results, PPC advertising, or a campaign you are running? This is referred to as the traffic source. This is crucial in understanding which of your marketing efforts are successful and which are not. It is important to note that some techniques may take time before seeing results, such as SEO and email marketing campaigns. They don't produce instant results.

#### Time Spent on Site

The amount of time spent on your site is going to vary from person to person, but there are a few ways to get some very useful insight

## AAASEBF Annual Open Enrollment

December is annual open enrollment time for the AAAS Employee Benefit Fund (AAASEBF). AAASEBF member company employees that did not apply for health, dental or vision coverage to be effective within 30 days following their new hire 60-day probationary period will have the opportunity to enroll in December for coverage to be effective January 1, 2015; otherwise, they will not be able to enroll for health/dental/vision coverage again until the next annual open enrollment period unless there is a qualifying

event. Your AAASEBF Summary Plan Description (SPD) benefits booklet lists applicable qualifying events, eligibility and enrollment information. Please be reminded of the Affordable Care Act (ACA) 90-day waiting period limitation compliance. The SPD and more AAASEBF information is available on our website at [aaas.us](http://aaas.us).



Contact Jeff Patterson at 334.215.4446 or via email [jeffpatterson@jeffpattersonlaw.com](mailto:jeffpatterson@jeffpattersonlaw.com)

using these numbers. If the average time spent on your site is very small, say 30 seconds, you may have a problem.



If visitors are landing on your site, and then backing off after 30 seconds, there is more than likely an issue with some aspect of your site. Some common problems are appearance, usability, slow loading times, confusing layout, or simply that the message is not clear to the viewer. What is it that you want them to do?

If the average time spent on your site is longer, you can safely assume that visitors are able to interact with your site and they are finding the content beneficial and interesting.

#### Number of Pages per Visit

This number tells you, on average, how many pages each visitor is viewing on your site. If you have pages and pages of content on your site, but the average number of pages visited is 1, there may be a problem. People may be having trouble navigating the site, or maybe there aren't clear enough directions leading people to your content. Your site should be both engaging and directional. It should lead your prospects through the different pages. Think of the amount of time and resources that went into creating those pages, and if you are not leading people to them, they are not being utilized.

Now that you understand what these analytics mean, and what they actually measure, you can understand why they are so important to monitor. If you want your site to be successful, you need to know what's working and what's not, plain and simple. Keep these four measures in mind next time you look at your analytics, and you will be amazed at how much you can learn.

Keep in mind that if the numbers aren't where you would like them to be, that's ok. Think of it as a testing method. If you see that the numbers are too low, or they are indicative of a problem, dig deeper. One of the most valuable characteristics of analytics is that they allow us to see exactly what is going on with our site, and then fine tune it to increase performance. Before analytics, it was like throwing darts while blindfolded. You could never be sure that your efforts were working, and there was really no way to measure the results. Now, there is nothing stopping you from being in complete control of the success of your site. (Source: *Net Driven*)



## Florida October Be Car Care Event 2014

Calderon Automotive Repair, held its Be Car Care Aware event October 18th. It quickly became a complete success with addition of the Church sponsored car wash, inflatable slide for the kids and free food for everyone. Julio Calderon, owner, and his staff inspected the cars and explained in detail to each owner the results of their individual inspection. Each inspection consists of 40 items to be inspected such as: Lights, lubricants, battery, belts, hoses and other under hood items and tires.

Julio is a highly skilled auto repair tech for the past 13 years. Julio and his wife Nancy have operated their business for the past seven years. Calderon Automotive Repair is a full-service preventive maintenance and auto repair center in the Orlando, area.

Calderon Automotive Repair Services has been selected for the 2014 Best of Orlando Award in the Auto Repair category by the Orlando Award Program. Each year, the Orlando Award Program identifies companies that have achieved exceptional marketing

success in their local community and business category.

Be Car Care Aware is a consumer education program that shows the benefits of regular maintenance checks and simple service that can greatly reduce the cost of car ownership. Also for safe driving, be able to see and be seen with proper working lights, windshield wiper and washers.

Automotive Aftermarket Association Southeast, Florida Operations Director, George Ehrhard, was present and secured a variety of resources, marketing and promotional materials to help put on the event.



Left to Right: George Ehrhard, AAAS with Nancy and Julio Calderon.

## Do We Have to Pay for That?

The time that employers must pay for isn't always clear. To help make sense of the confusion, here are answers to some frequently asked questions about when companies have to pay employees based on Labor Department regulations.

### Getting Dressed

Police officers claimed that they should be compensated for the time spent before and after their work shifts, donning and doffing their police uniforms and gear. Most municipalities, require police officers to wear certain uniforms and related gear, including weapons.

The officers explained that it was preferable to don and doff their uniforms at the police station for several reasons, including the possibility of theft or loss, soiling of the uniform before or after work, and the safety of family members regarding weaponry. The Court however, found that the time was not compensable because the officers had the option of donning and doffing their uniforms and gear at home.

### Employees on Call

If you require employees to remain on your premises while they wait for an assignment (for example, firefighters waiting for an emergency call). If this is the case, they are considered to be working and must be paid, even if they are doing other things, such as playing cards.

Yes, you must pay employees if you allow them to leave but restrict their activities, (such as requiring them to remain close to the workplace or not drink alcohol while on call).

No, you don't have to pay employees if you allow them to go home and they are free to leave messages saying where they can be reached. In most cases like these, the employees are not considered to be working.

### Travel Time

Yes, you have to pay for travel time between locations. You must pay for travel to any required destination.

### Meal Time and Rest Breaks

Yes, you do have to pay if the employee continues working during lunch or rest breaks. For example, if your receptionist spends her lunchtime at her desk, answering the phone as usual and has not been relieved of her duties, you do have to pay her for the time. What if she works during lunch breaks against your instructions? It's up to you to enforce the rules.

State laws regulate break periods, including the minimum time required for meals and rest breaks and whether the time must be paid. But even states that don't require paid breaks, like NC, do require employers to pay employees if job duties are performed while on long breaks. (Source: *Flex-Pay Newsletter*, Aug. 2014)

Be sure to check your state laws for specifics, or contact your HR source:

Sherry Robertson, PHR, IGO Insurance Agency, Inc., 800.243.1560, or [sherry@igoinsurance.com](mailto:sherry@igoinsurance.com)



## In Memoriam

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

**Jerry Mack Wiggins** (August 2, 2014) ~ Wiggins Auto Parts, Panama City, FL. Jerry has been long time supporter of the automotive industry and member of AAAS and FAWA.

**Judith R. Mixon** (August 22, 2014) of Courtesy Motors, Hattiesburg, MS. The Mixon family have been members of AAAS for nine years.

**Scottie Spates** (September 29, 2014) ~ Opelika, AL. Scottie served as the Director of the Worker's Comp. Division, for the State of Alabama. His hard work and dedication will forever have a positive impact on the families of our industry. Scottie was a great friend and supporter of AAAS.

## Southeast Tops List of States with Most Energy Efficient Cars

According to a new study from personal finance website WalletHub.com, Florida is the most energy efficient state when it comes to cars.

The study, conducted in light of National Energy Awareness Month, compiled data from the U.S. Census Bureau, the National Climatic Data Center, the Energy Information Administration and the Federal Highway Administration to determine the "car-related energy efficiency for each of 48 states," according to reports by Matt Mauney, orlandosentinel.com.

Due to data limitations, Alaska, Hawaii, and the District of Columbia were excluded due to a limited amount of data. According to Mauney, the rankings were determined by comparing the annual vehicle miles driven in each state with the amount of gasoline (in gallons) consumed. Southeastern states lead the U.S. in this cate-

gory, with Florida in the number one spot, followed by North Carolina and Alabama. However, in other energy efficiency departments,

Florida doesn't do so hot. The Sunshine State is ranked 17th for overall energy efficiency, 37th for home energy efficiency, and 27 out of 48 for least energy expensive states. (Source: Autobodynews.com)



## EMV vs. Chargeback

Chargeback [chahrj-bak] noun: Ugly debits to the business bank account that come out of nowhere, and eat up profit that could be used to pad the coffers; buy more advertising, or better yet, more inventory; maybe pad the employee bonus fund for the upcoming holidays.

If you've been in business longer than two years, and have never once received a chargeback, consider yourself lucky; knock on wood, cross your fingers, rub a lucky rabbit's foot. You're a rare breed, and whatever it is you're doing, keep on doing it.

In 2012, merchants absorbed 37% of the credit and debit card reported loss, meaning businesses around the world shared the burden of paying back 4.17 billion dollars globally. According to studies conducted in 2014, 17% of Americans have been victims of either credit card or debit card fraud.

How often have you asked yourself why the banks aren't doing more to stop card fraud at the source? It makes sense, right? You do your due diligence at the counter – check the card for the signature, ask for a driver's license to confirm identity, enter in the last four of the card and the 3-digit security code on the back. Everything checks out, but a month later, your bank account gets hit with a chargeback debit for duplicate/stolen card, and there isn't a thing you can do about it. If your hands are tied, then why

isn't the bank that issued the card doing more to help? Why aren't Visa and MasterCard, for that matter?

Enter EMV. EMV, which stands for EuroPay, MasterCard, Visa, is a joint program created by the major card associations in an effort to combat stolen, duplicate cards at the Point of Sale. If you've ever been to Europe, you're very familiar with this program; in some parts of Europe, if your card doesn't have a chip in it, you can't use it – not even by swiping the card through the reader.

EMV itself is not a technical device, but rather a set of standards drafted to ensure today's technology is working as hard as it can to protect both merchants and cardholders. The planned roll out for the United States, coming late 2015, is targeted for the retail sector first – those businesses that deal primarily with face-to-face customers, and swipe the majority of their cards. By adopting both smart chip-cards and smart chip-capable terminals, duplicate card fraud should drastically decrease, a vital win in the fight against card fraud.

Most major banks in the U.S. have been issuing cards with EMV smart chips in them for the last two years; terminal vendors for merchant equipment have begun rolling out EMV-compliant terminals as well. Processors and platforms are pushing the updates this year to support the new security protocols. EMV is coming, and the more prepared businesses are, the easier this transition will be. Call your processor to verify the EMV-readiness of your merchant account and terminal; be aware and that customers will start asking questions about EMV and how you intend to process EMV transactions. And as always, Superior Financial Systems is here to help – whether you process with us or not, if you have any questions about EMV and how to best ready your business, we are here and ready to guide you.

AAAS is partnered with Superior Financial Systems (SFS) to provide custom, competitive credit card processing rates to all of our members. SFS conducts free, no obligation fee analyses, and provides in depth explanations of how your existing program works, and ways that it can be improved upon.

For more information, please contact Todd Lazar at 877.737.7762, or email him at Todd@sfsprocessing.com

### EMV 101 - The Basics

WHAT IT IS	WHAT IT DOES
<ol style="list-style-type: none"> <li>1. EMV stands for Europay, Visa, Mastercard</li> <li>2. A set of standards used to better protect BOTH businesses and consumers</li> </ol>	<ol style="list-style-type: none"> <li>1. Adds a smart chip to consumer cards to aid in duplicate card detection.</li> <li>2. Shifts liability away from the business when the transaction is properly processed.</li> </ol>
HOW IT WORKS	
<ol style="list-style-type: none"> <li>1. EMV cards can be either inserted into the terminal or swiped through the magnetic card reader.</li> <li>2. When inserted, the terminal will hold the card for a brief duration, during which the new security protocols verify the card's authenticity, and issue a unique transaction ID that cannot be reused</li> </ol>	

## AASA Know Your Parts® Launches New Diagnostics Campaign at AAPEX

AASA officially launched the “Know Your Parts” rotating electrical diagnostics campaign at AAPEX this week, offering demonstrations of the new dedicated micro website throughout the show at the “Know Your Parts” exhibit. The site features articles, graphics and videos, as well as content from sponsor companies, designed to educate repair professionals on the importance of thorough diagnostics in order to prevent comebacks and to maximize bay time.

The rotating electrical campaign is the second in a series of category-specific campaigns designed to educate technicians, shop owners, service writers and other industry repair professionals on

the importance of running diagnostics and the value of installing quality premium parts.

The new campaign, created by Montgomery Advertising (MontAd), will run through 2015. In addition to the dedicated micro website and the AAPEX exhibit, the rotating electrical campaign will include a mobile-optimized site and an app designed for service professionals. (Source: the GreenSheet Automotive Week)



## A Plug for Electrical Fire Prevention

In our technology-centered lives, we tend to take for granted what ultimately makes all our gadgets work: electricity! We rush to “plug in” and generally don’t think twice about the power that keeps us connected.

To bring attention to a growing hazard, let’s discuss electricity—a power source that’s similarly taken for granted and often ignored as a fire risk.

### Extension Cords

Extension cords are useful for temporary wiring needs. The key word here is temporary. Extension cords should never be used as a permanent fix for reaching a primary power supply.

Extension cord fire risk is mainly from overload. Overloads occur when extension cords are carrying more current than they are capable of, which can cause the plug, socket, or the entire cord to heat up. If the cord is near some easily combustible material, the excess heat could ignite a fire.

Cord size and capacity must meet or exceed the requirements of the device being plugged into it. For example, a tool needing 14 amps must be powered by an extension cord with a minimum capacity of 14 amps. This is particularly important for longer cords, since power capacity diminishes with length.

### Power Strips

Country singer Trace Adkins made headlines in 2011 because of a fire that burned down his house. Investigators determined the fire started in the garage...from an overheated power strip.

Have you ever “discovered” a power strip hidden beneath dusty, forgotten piles of papers or other things? We probably all have and didn’t even consider the potential risk. But think about this: That buried power strip may be generating heat that could, over time, lead to combustion of whatever material it’s near.

Most power strips have the capacity to power multiple items, or the equivalent of 15 amps. The power draw of each item should be considered before plugging in additional devices. As items are added, the chances increase for overheating and overloading the power strip.

### Power Load

Knowing what types of electrical setups your company has is just

the basis of a proactive fire prevention risk management plan. As electrical use increases, attention must be paid to the overall load on the entire system. Recognizable warning signs of inadequate load may be as slight as lights dimming when equipment turns on, to a more urgent indication like a breaker that continually trips. All workers should be aware of the warning signs, as early detection of electrical issues is a valuable preventive for fires. If your electrical system is showing signs of being insufficient, a competent electrical contractor should be consulted. This is especially important before installing any new machinery or whenever electrical problems are noticed.



### Daisy Chaining

Daisy chaining refers to an unsafe method of linking extension cords or power strips together in any combination, which can present undue fire risk and should never be allowed. The main reason people set up daisy chains is from a need for either more cord length or more outlets. Both situations create increased stress on the power strip or extension cord that is plugged into the main outlet. That plug will have the most load and be increasingly stressed with each item added to the “chain.”

### The Burning Issue of Electrical Fires

There are so many good reasons to pay attention to the electrical system your business uses every day. Not only will awareness help decrease the risk of electric shock and fire, you could also see more efficient use of power and less maintenance needed.

Conscientious awareness and fire prevention tactics can actually contribute to your company’s fiscal fitness. The costs for electrical system improvements or a stepped-up maintenance program can generally be absorbed. But the costs from a fire can mean the difference between staying in business or not. By incorporating risk management strategies, you are taking important steps toward helping to keep your employees and business safe.

*Federated Insurance has developed a **Fire Prevention Packaged Program**, which includes specific checklists and resources for your fire prevention and educational efforts. Contact your local Federated marketing representative or Federated’s Risk Management Resource Center (800-838-1760 or e-mail [riskmanagementmaterials@fedins.com](mailto:riskmanagementmaterials@fedins.com)) for more information.*

## Stay Connected.....

Want to stay up to date and current with Association news? E-mail [denise@aaas.us](mailto:denise@aaas.us) and we’ll add you to our members’ only e-mail list.



Randal Ward, Sharon Pruet, Denise Webb, Robbie Allen,  
 Laura Leigh Scott and Kay McCoy  
 (left to right)



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.

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*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.

Brother's Auto Machine Shop  
 Calderon Automotive Repair Services  
 Energy Systems Southeast  
 Frank's Body Shop, Inc  
 NAPA Auto Parts  
 Outdoor Equipment Company  
 Metals in Motion, Inc.  
 NEX21, LLC

Oxford, AL  
 Orlando, FL  
 Birmingham, AL  
 Jackson, AL  
 Tuscaloosa, AL  
 Bolivar, TN  
 Ashville, AL  
 Vestavia, AL

**AAAS Calendar of Events 2014 - 2015**

AAAS EBF Informational lunch meetings (rsvp 800.239.7779 or denise@aaas.us)

Montgomery  
 Dothan  
 Mobile  
 Birmingham  
 Decatur  
 Atlanta

AAAS Office  
 The Old Mill  
 Felix's Fish Camp & Grill  
 Hilton Perimeter Park  
 McCullom's Catfish & Seafood  
 Stoney River Steakhouse and Grill

November 18, noon  
 November 19, noon  
 November 20, noon  
 November 25, noon  
 December 3, noon  
 December 10, noon

AAAS Georgia Capitol Days

January 20, 2015

AAAS Mississippi Capitol Days

February 3, 2015

AAAS Florida Capitol Days

March 24-25, 2015

Be Car Care Aware

March 2015