

AAAS Industry News

News for the Southeast Automotive Aftermarket

Spring 2015

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Tallahassee, FL

Keith West

1st 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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Robbie Allen, CPA

Workers' Compensation Fund

Director

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George Ehrhard

Florida Operations Director

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Sharon Pruett

Business Support Services

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Laura Leigh Scott

Workers' Compensation Fund

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Denise Webb

Membership Services Director

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Remembering Mike Morgan

AAAS Chairman of the Board Michael Lee Morgan passed away Sunday, February 22, 2015. Mike was a long time AAAS member and had served the association as a board member, a trustee in the health program and finally as Chairman of the Board. Mike will be sorely missed. He was just shy of finishing his third year as Chairman and under his leadership the association experienced several of its most productive and successful years. "Mike was kind, interested in others, and just a quality person with a wealth of knowledge of our industry. We have lost a close friend and we'll all miss his wisdom and leadership" remembers fellow board member Roger McCullom of N.A. Williams.

Mike loved his industry and worked tirelessly for its betterment. He began his career at Culp Iron and Metal Company where he spent 10 years. He then assumed the ownership of Frost Transmission, Inc. in 1985 where he remained after turning over the reins to his son Michael in 2012. Fellow board member Sid Dooley stated "Mike was as passionate for his association as he was for his golf game which he loved dearly". Mike was indeed an avid golfer. He was a member of the Gadsden Country Club, a member of the Alabama 60+ Golf Association, and played golf regularly with his many friends. Mike and Susan loved to travel with friends both nationally and internationally, but what he loved most was the time spent with his three grandchildren. He was also very active in his community and his church where he was serving on the Board of Directors of the Episcopal Day School.

Mike is survived by his wife of 46 years, Susan Frost Morgan, son and daughter-in-law, Michael and Misti Morgan; daughter and son-in-law Ashley and Gary McVicar; grandchildren, Josie McVicar, Trey Morgan, and Garrett McVicar, all of Gadsden, Alabama.

Friends wishing to express condolences may make contributions in his memory to the Episcopal Day School, the Episcopal Church of the Holy Comforter, or the AAAS Educational Foundation. The volunteer leadership of the association and the foundation will be establishing a scholarship to honor Mike's many contributions to the association and to the industry.

AAAS President Randal Ward wished to add a personal note. "It has been my distinct honor and absolute pleasure to know, work with and become friends with some great people in my thirty five year career here at AAAS. Mike Morgan stands out in that group. Yes, he was indeed a great leader and a dedicated volunteer for the association but much more than that he was my great friend. I met so many people thru Mike and several are now members of the association due to his enthusiasm and belief in the association and its mission. I was so happy and honored that Mike invited me to play in his member guest golf tournament at Gadsden Country Club. He knew I wasn't any good at the game but it was all about spending some great time together and having a lot of fun. That was Mike. I will miss our many conversations, working on various projects with him and, of course, teeing it up with my wonderful friend".

AAAS Annual Conference & Trade Show— June

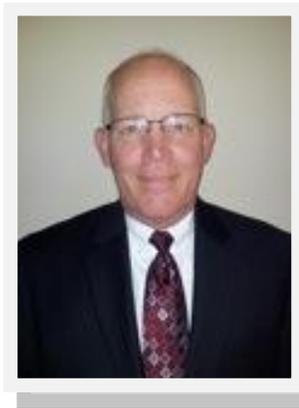
The annual gathering of AAAS members, families & friends is just around the corner! AAAS Chairman Jarrett Liles invites you to take advantage of this great opportunity to join with your friends and fellow automotive aftermarket industry professionals, June 11-14, at the beautiful Sandestin Village of 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 and relaxing and enjoying yourself!

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, or mention **group code 2389V2**.

A conference flyer, with registration information is enclosed, and you can find additional information at aaas.us/Events. We have a very interesting, informative and enjoyable program lined up! Beneficial information and 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!



2015 Conference Key Note Speaker - Larry Pavey, Vice President of Federated Auto Parts



Automotive Aftermarket Association Southeast, Inc. (AAAS) is very pleased to announce that Larry Pavey, president of Federated Auto Parts will be the keynote speaker at the association's annual conference and trade show.

Larry Pavey has spent his career in the automotive aftermarket, working first for a jobber while attending high school and college and then a warehouse distributor. In 1976, Pavey joined Walker Manufacturing and held a variety of sales management positions in several

markets, advancing within the organization.

After six years with Walker, Pavey joined Echlin's newly-formed BWD division as Midwest regional sales manager and was later promoted to vice president of marketing for the Borg Warner, Niehoff and Whitaker brands. After Echlin acquired the assets of Raybestos brakes in 1985, Pavey moved to Echlin's Brake Parts Inc. (BPI) division. He served in a variety of management roles,

including vice president of sales and marketing and general manager of aftermarket distribution and remanufacturing.

Pavey was named president of BPI in 1990. While at the helm, he guided BPI through more than 20 acquisitions, growing the division to the largest brake supplier in the aftermarket. In 1997, Pavey was named president of Echlin's North American operations and had responsibility for all of the company's aftermarket business. The following year Echlin was acquired by Dana Corporation and Pavey was named president of Dana's Under Vehicle Group where he led the global under vehicle business for the next six years.

After retiring from Dana Corporation, Pavey worked for a venture capital firm seeking to turn around a remanufacturing company. After 18 months, he moved back to the distribution side of the business, joining a former client, Federated Auto Parts, serving as senior vice president.

Pavey was recently elected president of Federated Auto Parts at the group's national meeting. Through the years, he has been active in many industry associations including serving as a board member of ASE, AAPA, ASIA, AAIA and MEMA, and currently serves on the AWDA Board of Governors and the AAIA Government Affairs Committee.

Why you shouldn't miss the conference

- ❖ Our speakers are industry leaders and experts with valuable insights and timely information that will help you lead your business
- ❖ Take advantage of this fantastic opportunity to build and renew friendships and professional network in person
- ❖ Relax and Discover this vibrant Baytowne Village and explore shops and boutiques, enjoy award winning restaurants, and so much more
- ❖ There's a perfect mix of valuable information, good company, food, fun and fellowship!

Member Favorite Deep Sea Fishing Charter!



Board the Miss Hazel early Friday morning and see why Destin, Florida, is known as "the Luckiest Fishing Village in the world". This boat has a huge 20 ft. x 20 ft. fishing deck, top of the line fishing rods, bait, license, tackle and best of all ... a lot of fun. Captain Bill Williams has many years of experience in the fishing industry and utilizes state-of-the-art marine electronic equipment to help locate the perfect catch. You are guaranteed to have a fun-filled and exciting outing on the Gulf of Mexico. Prizes will be awarded for the top catches of the day! Everything you need to enjoy this day will be provided including lunch, courtesy of Federated Insurance. It doesn't matter if you are a novice or professional; all you need is an ability to have fun! Hurry and get your registration in! The boat always fills-up fast!

FUN *FORE* A GOOD CAUSE—2015 Bell/Hines Memorial Scholarship Fundraiser Golf Tournament

Join us Saturday afternoon, June 13th, at 12:30 p.m. at the Baytowne Raven Golf Course for the Bell/Hines Memorial Scholarship Fundraiser Golf Tournament. This four player scramble tournament benefits the Automotive Aftermarket Association Education Foundation Dick Bell and Al Hines Memorial Scholarships. There are fantastic prizes for this year's tournament competitions; including longest drive, closest to the Pin and a \$10,000 possible prize for a hole-in-one, sponsored by Federated Insurance.

Entry fee includes: Greens fee, Lunch, Refreshments & Golf kit



2015 Conference Saturday Morning Business Program Preview

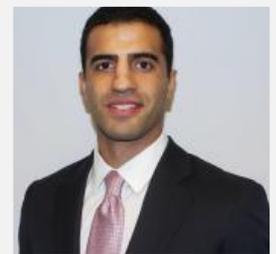
The Saturday morning business program is comprised of an impressive list of guest speakers who will deliver timely educational and informative presentations on many of the most important topics facing the aftermarket industry. The program will begin with Larry Pavey who will discuss **"Aftermarket Changes and Trends Impacting You and Your Business"**.

Following Mr. Pavey, Jeff Patterson will present **"Preparing For and Facing A Third Party Government Audit"**. Many business owners are faced with third party audits. It can be a daunting and overwhelming process. In turn the business's customers and contacts may also be identified for audits. Mr. Patterson is a skilled attorney and 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 who are located within Alabama and other states. With his background and experience, Jeff's presentation will give attendees valuable insight into third party audits.



After a short break, the meeting will resume with speaker Sherry Robertson. Ms. Robertson is the Vice President and Human Resource Director with IGO Insurance Agency. She will present **"Dealing with Challenging Human Relation Issues and Situations in the Workplace"**. With over 25 years of business management experience and 17 years of focused HR, Sherry most recently served as Human Resource Director for a Raleigh property management company, before creating her own Human Resource consulting firm, Answers4HR. Sherry is dedicated to her profession and is required to follow updates of local, state, and federal Human Resource laws. She is a member of the Raleigh-Wake Human Resource Management Association (RWHRMA), the national Society for Human Resources Management (SHRM), and a supporting member of the Automotive Aftermarket Association of the Carolinas and Tennessee (AAACT) and the Automotive Aftermarket Association of the Southeast (AAAS).

Finishing up this great program will be, Behzad Rassuli, Vice President of Market Intelligence for the Auto Care Association. Mr. Rassuli will discuss **"E-Tailing in the Automotive Aftermarket"**. E-tailing is the fastest growing retail sector in the auto care industry. Mr. Rassuli joined the Auto Care Association in 2014 and oversees the market intelligence department, including the Digital Auto Care Factbook. Prior to joining the Auto Care Association, Rassuli spent more than four years conducting market research and strategy at CARFAX, helping to grow the company from a vehicle history report provider for a used car purchase, to a business providing value to consumers and dealers throughout the entire vehicle ownership life cycle. Prior to joining CARFAX, Rassuli spent five years at Arlington, Va.-based Corporate Executive Board and was responsible for competitive intelligence and corporate strategy, as well as having served in research functions servicing the company's executive membership base.



The business session alone is worth your time, effort and expense but with a weekend of food, fun and fellowship the AAAS conference guarantees to be a very enjoyable and valuable experience!

Apply Before MARCH 31st 2015! - 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.

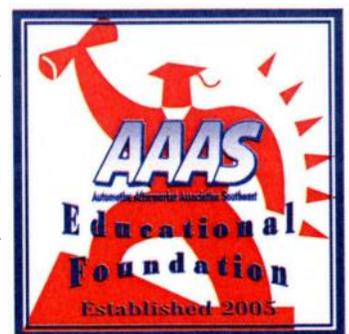
The deadline for AAAS Educational Foundation (AAASEF), & all other 2015 scholarships is fast approaching. All applicants must be completed & submitted online by March 31, 2015. Go to automotivescholarships.com/AAAS or aaas.us under the Member Programs: Education to apply. The AAASEF scholarship fund 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 mem-

ber 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!



Steve Kean Joins AAAS Board of Directors



February 16, 2015—Chairman Mike Morgan appointed Steve Kean of Rick's Pro Truck & Auto Accessories, Inc. of Brandon, MS to the Board of Directors. Steve is a Certified Public Accountant and became the Chief Financial Officer of Rick's Pro Trucks in 2012. "We are delighted to have an individual with Steve's experience and knowledge join the association leadership. His participation and contributions will most certainly make us a much stronger and more effective organization," stated Randal Ward, AAAS President. Steve kicked off his appointment to the AAAS Board of Directors by participating in MS Capitol Day, January 21st in Jackson, MS.

Pictured L-R Randal Ward, Steve Kean, Rep Ray Rogers and Terisha Lee visiting with legislators during MS Capitol Day 2015

E-Tailing

E-Tailing (selling goods and services via the internet) is a growing part of the aftermarket industry.

The Auto Care Association has released a new infographic detailing the expanding trend of e-tailing, the fastest-growing retail sector in the auto care industry and a significant revenue stream for auto parts sales.

The infographic, a snapshot of the association's new online study, *E-Tailing in the Automotive Aftermarket*, highlights five online purchasing trends essential to existing and future businesses.

The infographic illustrates some of the study's key findings, including:

- * E-tailing accounts for \$6 billion in replacement parts sales;
- * Service providers make more online parts purchases than consumers/DIYers;
- * Online parts sales will double in volume by 2018; and

* Automotive replacements parts are among the top purchases in overall online consumer purchasing trends.

"Our new infographic provides unique insight into the e-tailing purchase behaviors that are most impacting our industry," said Kathleen Schmatz, president and CEO, Auto Care Association. "These select details from our groundbreaking new study provide succinct perspective of this growing trend, and how it is shaping our industry now and in the future."

The full "E-Tailing in the Automotive Aftermarket" report provides analysis of the e-tailing channel based upon a triangulated analysis of pre-existing studies, existing data, consumer and installer surveys and in-depth interviews (IDIs) within the auto care industry. The report serves as a foundation for the association to provide a unified estimate of online sales within the aftermarket. In addition to the full report, the research also is available in four modules: Executive Summary, Market Size and Growth, Repair Shop/Installer Survey Results and Consumer/Vehicle Owner Survey Results.



Approximately 85 percent of respondents are using the internet to conduct research regarding automotive replacement parts.

www.autocare.org/etailing/

E-Tailing Information and Resources for you...

[AAAS 2015 Conference and Trade Show](#)—hear first hand the latest research and its implications for your business

[E-Tailing Paper by the Auto Care Association](#)

[What you need to know about selling auto parts online - by Rachel Miller](#)

AUTO CARE ASSOCIATION LAUNCHES AUTO CARE CAREERS WEBSITE

The Auto Care Association has launched a new auto care careers website, autocarecareers.org, to educate young people about, and attract them to, careers in the auto care industry. The website, created as part of the association's Education Committee Auto Care Careers initiative, features resources and information highlighting the variety of professional positions, fast growth potential and dynamic career paths available in the auto care industry.

Among the valuable materials on the website are downloadable fact sheets in the "Resources" section, designed for a variety of key audiences, including secondary students, parents and counselors, college students and graduates, military and technicians. The fact sheets detail the wide range of potential job titles and the skills required for industry positions, and present individual testimonials and key data about the industry.

The website "Careers" page features a custom-built, interactive career accelerator featuring five industry segments – retail/wholesale, manufacturing, distribution, industry-wide positions and service/repair. Users can click on their preferred path to learn more about the positions, advance-

ment opportunities and career trajectories available in the auto care industry.

"The auto care industry has the ability to provide exactly what young people are looking for in the workforce – fast career advancement, a job for just about every professional interest, and interesting and exciting work," said Kathleen Schmatz, president and CEO, Auto Care Association. "The auto care careers website is our first big step in communicating the value and potential of our industry to outside stakeholders, and the potential employees that will be the future of the auto care industry."

The association encourages member companies to link to the new site at www.autocarecareers.org, and use it as a resource in their recruitment efforts. Members are also encouraged to download and print the fact sheets as useful handouts for potential employees about the industry and its careers. Plans are already underway to communicate with additional non-industry audiences about the site, its variety of resources and the vast career opportunities in the auto care industry.

—Courtesy of AutoCare Association

Capitol Days

Capitol Day is an annual event facilitated by AAAS for its members. The event allows AAAS to advocate for a strong, free and competitive automotive aftermarket industry to legislators that make decisions affecting the industry.

MISSISSIPPI—Capitol Day 2015 in Jackson, Mississippi was a first time event and it was an unqualified success. Steve Kean of Rick's Pro Truck, Randal Ward (President AAAS), Tally Noah of Big 10 Tire and Christine Sankar and Terisha Lee of LKQ Corporation, walked the halls of the capitol in Jackson and met with over a dozen legislators on January, 21, 2015.

Mississippi Capitol Day 2015 gave the members of the association an opportunity to introduce themselves and their businesses to legislators. It also gave the members a chance to promote the automotive aftermarket industry in Mississippi and make legislators aware of the concerns and issues regarding the industry. "Capitol Day was well worth the time and a great success in my mind. I never recognized the importance of our industry being politically active until now. I was able to see how our efforts could help set the stage for an effort to either defeat or pass a piece of legislation. I saw firsthand that our legislators are actually interested and concerned about us as business people and employers. I believe our effort helped educate those we met with and certainly strengthened our hand in the legislature. I believe we have some friends in Jackson." stated Steve Kean, AAAS Board of Directors member.



Left to Right - Randal Ward, AAAS President, Christine Sankar, LKQ Corp, Senator Michael Dugan, Keith West, Auto Supply Company, and Bob Knight, PSKB

AAAS Chairman Jarrett Liles "Our Capitol Day events, as well as our day to day endeavors, and our strong Political Action Committee (PAC), align us with efforts to establish a nationwide legislative advocacy network recently announced by the Auto Care Association, the Alliance of State Automotive Aftermarket Associations and the Alliance of Auto Service Providers. We proud our association has been able to take a leadership role in this immensely important effort."



Left to Right Tally Noah, Big 10 Tires, Randal Ward, AAAS President, Senator Russell Jolly, Steve Kean, Rick's Pro Truck & Auto Accessories, Christine Sankar, LKQ

GEORGIA—The third annual AAAS Georgia Capitol Day for AAAS took place February 20, 2015 and was very successful. In attendance were Keith West of Auto Supply Company, Bob Knight of PSKB, Randal Ward (AAAS President), Christine Sankar and Terisha Lee of LKQ Corporation.

During the day's activities in the Capitol, AAAS members met with over a dozen legislators and were given the opportunity to introduce themselves, their businesses and discuss the automotive aftermarket industry in Georgia with them. "A day well spent! This is a great opportunity to meet with and help educate elected officials learn about our industry. It was gratifying to visit with people we met in previous visits and to hear them discussing our industry and the economic impact it has. Our message of consumer choice in parts and repair options is shared by many of our elected representatives and resonated well with the new folks we met with. I encourage anyone in the industry to take advantage of this opportunity and participate in the next Capitol Day in the state that you reside. This effort is beneficial to all of us who make a living in the automotive aftermarket" stated Keith West, AAAS Board of Directors Vice Chairman.

Legislators such as Senator Michael Dugan and Senator Tyler Harper were knowledgeable of the industry and offered great feedback regarding industry issues and concerns, as well as, the success of small businesses in Georgia. Senator Buddy Carter graciously thanked the members for coming to the Capitol to meet with legislators. Representative Lynn Smith was very engaged with members and eager to learn about their businesses and the aftermarket industry. Members solidified old and established new relationships with legislators and offered AAAS and themselves as a resource to the legislators should they have any questions about the industry in the future.

The Capitol Days events are set up to allow the association membership and staff to meet legislators, to help educate the elected representatives about the aftermarket industry, our issues and concerns. The members and staff establish relationships and build rapport with legislators and offer themselves as a resource on questions or issues the legislators may face in years to come. The next Capitol Days event is scheduled for Florida March 24-25. 2016 will see the first Alabama Capitol Day.

Capitol Day is an annual event facilitated by AAAS for its members. The event strengthens the association's hand in advocating for a strong, free and competitive automotive aftermarket industry to legislators that make decisions affecting the industry. Florida Capitol Day is scheduled for March 24-25 and Alabama will see its first Capitol Day in 2016.

Read More about the efforts of the newly launched [Alliance of State Automotive Aftermarket Associations and the Alliance of Auto Service Providers Grassroots Network](#)

Workplace Safety Programs Help Your Bottom Line

US Dept. of Labor Blog, by Caitlin Harwood for OSHA, 12/31/14

Workplace fatalities and injuries are always tragic, but for a small business they can be completely catastrophic. For many small employers, if a life is lost on their job it also means losing their business. Injuries and illnesses also mean trained, reliable employees spend time away from work; businesses pay more in workers' compensation costs; and insurance premiums skyrocket. Preventing injuries and illnesses in the workplace provides a huge return on investment. It doesn't just save lives, it saves time and money.

The safest workplaces have a management team that's dedicated to identifying and correcting hazards. They know that safety measures and training are worth every penny. Preventable workplace injuries and deaths can be devastating – not just to workers and families, but also to a company's bottom line. Occupational injuries and illness cost American businesses more than \$53 billion a year, or over \$1 billion a week, in workers' compensation costs alone.

Knowing how to identify hazards in your workplace is a critical step towards safety and health management. There are five key components of the hazard identification process:

- Collecting information
- Observing the workplace
- Investigating incidents
- Encouraging workers to participate
- Prioritizing hazards

Studies have also shown that there is a direct correlation between a company's performance in safety and its productivity and profits.

In fact, for every dollar spent on an injury and illness prevention program, an employer can expect up to six times in returns on the investment!

OSHA's On-site Consultation Program offers free and confidential advice on how to keep workers safe to small and medium-sized businesses in all states across the country. In Fiscal Year 2013, OSHA's On-site Consultation Program conducted approximately 30,000 visits to small business worksites covering over 1.5 million workers nationwide. On-site consultations are completely separate from OSHA's enforcement activities, and they never result in citations, penalties or follow-up investigations. They also work: Quality Associates, a packaging company in North Carolina, saw an 80% reduction in their workplace injury and illness rates from 2008 to 2012 after participating in the On-site Consultation program. This reduction also meant a 22% decrease in their workers compensation premiums.

In recognition of these achievements, Quality Associates was accepted into OSHA's Safety and Health Achievement Recognition Program in February 2010. SHARP recognizes small businesses operating an exemplary injury and illness prevention program and exempts worksites from OSHA programmed inspections during the period a SHARP certification is valid.

In the end, maintaining high identification standards could save time, money, and most importantly, lives. That's why OSHA is excited to be able to provide compliance assistance to help employers take control of their workplaces and protect workers.

HR Resources for you...

Florida members

Georgia members

Alabama members

Mississippi members

www.floridasafetycouncil.org

www.oshainfo.gatech.edu/news/FY14_OSHA_Course_Catalog.pdf

www.alabamasafestate.ua.edu/education-training/OTI-education-center

Use OSHA's S.H.A.R.P. program www.forkliftcertificationguide.org

This was just a quick look-up of the states and their offerings. Make certain to pay attention to forklift training. If you need materials, signage, more info, please contact Sherry @ Toll Free (800) 243-1560. **LET'S MAKE SURE WE'RE READY.**

National Car Care Month

The non-profit Car Care Council has an assortment of promotional tools designed to help you take advantage of the opportunities that National Car Care Month can create, including:

Host a car care event in your community. Visit www.carcare.org/industry-participants/host-an-event to list your event or clinic at no charge on the Car Care Council's website and Facebook page. Inexpensive to conduct, car care events are a valuable opportunity to raise awareness of your business in the community, while growing your bottom line at the same time. When registering an event you can request up to 100 inspection forms for free.

- * Suggest your customers visit www.carcare.org/car-care-guide to view the newly designed digital Car Care Guide and order a free print copy for their glove box. Available in English and Spanish, the guide can be purchased in bulk to hand out to customers by visiting the council's [Industry Tool Box](#).
- * Get one of the council's newly updated [point-of-sale kits](#) containing banners, mirror danglers, posters, handouts and other items to help auto care businesses celebrate National Car Care Month. * Recommend that your customers check out the Car Care Council's free service schedules at www.carcare.org/car-care-service-schedules and sign up for the customized service schedule with e-mail reminders.
- * Print out car care tips at <http://www.carcare.org/car-care-resource/car-care-tips/> and leave them out for customers to read while they are in a waiting room or standing at the counter. Car care tips are also easy to share across all social media platforms.



Stay Connected.....

We've got more great resources and information to share. Connect with us on Facebook, Twitter or check us out at aaas.us

New Standard Mileage Rates and Transportation Benefit Tax Changes

The 2015 optional standard mileage rate used to calculate the deductible costs of operating an automobile for business purposes is now in effect. Separately, a new law retroactively increases the 2014 monthly benefit exclusion for certain transportation benefits provided to employees.

2015 Standard Mileage Rates

Beginning on January 1, 2015, the standard mileage rate for the use of a car (also vans, pickups or panel trucks) is 57.5 cents per mile for business miles driven. Use of the standard rate is subject to certain requirements and limitations explained in IRS Rev. Proc.

2010-51. Taxpayers always have the option of calculating the actual costs of using their vehicle rather than using the standard mileage rates.

Additional information, including the basis reduction amounts for taxpayers choosing the business standard mileage rate, is available in [IRS Notice 2014-79](#).



Have You Looked At Your Rates Lately?

Each year, as you sit down to review your books and see how this year matches up to the year before, add in a review of your merchant account. Take the December statements for 2013 and 2012, and do an apples-to-apples comparison on your rates, miscellaneous fees, and total sales reported for the year.

Why, you ask?

The short answer is, why not? It takes about 10 minutes total, and if everything matches up, you're all set and it's back to business as usual. Chances are pretty high though that your rates will have gone up, there are new fees that you've never seen before, and you may have missed an important security update or new program announcement.

If you find that something has in fact changed, the question now becomes, what to do next? The short answer here is call Superior Financial Systems, regardless of who you process with. As a member of AAAS, you have access to a wealth of knowledge in the merchant services industry through experts ready and waiting to help you review your statements and make sure you're getting the most bang for your buck, and show you ways to make sure it stays that way. To give you an idea of what SFS does during a review of your account, here are a few things we take into consideration, beyond the normal rate review:

Have there been any major changes in your business in the last year? Things such as expansion for a new product line or location, upgrades to office hardware and systems, launched a new web-site?

What growth are you envisioning for your business in the next six months? Twelve months? Five years?

What type of customers do you accept credit cards from? Business clients? Consumers? Do you offer delivery or installation services?

We approach each merchant account review as a consultation; the focus of the review is your business, and making sure your merchant account best benefits you, in whatever capacity that may be. Even if you don't want an independent review, we still strongly recommend every business owner take a few minutes to look over their statements and make sure everything makes sense, and the rates look reasonable. Ask yourself the questions above, and make sure your merchant account is growing along with you, not against you. In some cases, a simple phone call to your processor can result in hundreds of dollars of savings every year, and who couldn't use a little extra padding in the coffers? And on the off chance your processor won't work with you, we will.

And as always, Superior Financial Systems is here to help – whether you process with us or not, if you have any questions about credit cards, rates, or your account in general, we are here and ready to guide you. For further information, please call Todd Lazar at (888) 737-7762 or e-mail todd@sfsprocessing.com.

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



In Memoriam

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

Walter James Darville, Jr. (January 19, 2015) ~ 3-D Service Inc. ~ Tampa, FL. The Darville family have been long time supporters of the automotive industry and members of AAAS and FAWA.

Neal Williams (February 14, 2015) ~ N.A. Williams ~ Atlanta, GA. Neal was a renowned leader in the automotive aftermarket industry and a great supporter of AAAS.





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.

11245 Chantilly Parkway Court
Montgomery, AL 36117-7585

334.834.1848
800.239.7779

aaas.us

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

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.

Andalusia Marine & Powersports, Inc.
Austil, Lewis, Pipkin & Maddox, P.C.
Birmingham Frame and Alignment, LLC.
Hesco Automotive & Performance Center, LLC
Holcomb Collision, LLC
Marketing and Promotion, LLC
Outsource Corporate Partners
Replica Plastics, LLC
Shoals Tire & Wheel

Andalusia, AL
Birmingham, AL
Birmingham, AL
Birmingham, AL
Boaz, AL
Grapevine, TX
Vestavia, AL
Dothan, AL
Muscle Shoals, AL

AAAS Calendar of Events 2014 - 2015

AAAS Florida Capitol Days

March 24-25, 2015

Be Car Care Aware

March 2015

AAAS Annual Conference & Trade Show, Sandestin, FL

June 11-14, 2015

