



SSD GNY March 2020 Bulletin

ASSOCIATION CONTEST

CONGRATULATIONS TO FEBRUARY 2020 CONTEST WINNER, SOUNDVIEW SERVICENTER OF MAMARONECK. Please read through this bulletin for your chance to win!!! Call the office with the correct answer to the trivia question and you will be entered in the monthly drawing for a chance to receive a free month's dues; a value of \$45.00.

ATTORNEY'S CORNER

Written by Association Counsel Vincent P. Nesci

SIGNS, SIGNS, ANYWHERE. WHO READS THEM?

The answer is simple, "NO ONE"! But the government says that you need them anyway. Here's a list you can start with:

TO BE POSTED

1. Minimum Wage
2. Wage Theft-DOL
3. Right to Know
4. Job Safety
5. Human Rights
6. Nursing Mothers
7. You must also post
 - > Worker's Comp and Disability
 - > Sales Tax
 - > Facility and Inspection Station Number
 - > Labor Rate



OTHER VARIOUS FORMS THAT YOU SHOULD HAVE EMPLOYEES SIGN DURING YOUR HIRING PROCESS:

Criminal Convictions

As of February 1, 2009, employers must post a copy of Article 23-A of the correction law relating to the employment of people with a criminal conviction. *Workers must be able to see and access the posting.*

Discrimination

Discrimination based on Race, Creed, Age, Color, Disability, National Origin, Sex or Marital Status is Prohibited (in English and Spanish).

Every employer shall notify its employees in writing (this is the safest way) or by publicly posting the employer's policy on sick leave, vacation, personal leave, holidays and hours.

Sexual Harassment

Every employer shall provide its employees, in writing, a copy of their Sexual Harassment Prevention policy. This policy is to include annual sexual harassment prevention training.

Equal Pay

No employer shall pay an employee at a rate less than the rate at which an employee of the opposite sex is paid for equal work performed in the same establishment.

Return to Work

Employers shall provide written notification of the provision of Labor Law § 206-c to employees returning to work following the birth of a child of their right to take unpaid leave to express breast milk. Notice may be provided individually to affected employees, or to all employees in an employee handbook, or by posting in a central location.

Wage Theft Prevention Act

Every employer shall provide to its employees in writing, in English and in the primary language of the employee, a notice containing their rate of pay and pay day.

OTHER REQUIREMENTS TO TAKE NOTICE OF:

Fair Labor Standards Act (FLSA)

Establishes minimum wages, overtime pay, record keeping and child labor standards for private sector and government workers. The FLSA is administered and enforced by the Wage and Hour Division.

Family and Medical Leave Act (FMLA)

Provides an entitlement of up to 12 weeks of job-protected, unpaid leave during any 12-month period to eligible, covered employees for the following reasons: 1) birth and care of the eligible employee's child, or placement for adoption or foster care of a child with the employee; 2) care of an immediate family member (spouse, child, parent) who has a serious health condition; or 3) when the employee is unable to work due to his or her own serious health condition. The FMLA is administered and enforced by the Wage and Hour Division.

Occupational Safety and Health (OSH) Act

Requires employers to comply with occupational safety and health standards issued by the Occupational Safety and Health Administration (OSHA) and to provide employees with a workplace that is free from recognized hazards that are causing or likely to cause death or serious physical harm. The OSH Act is administered and enforced by OSHA.

Employee Polygraph Protection Act (EPPA)

Prohibits most private employers from using lie detector tests, either for pre-employment screening or during the course of employment. The EPPA is administered and enforced by the Wage and Hour Division.

If you need any of these signs or forms please call the association or visit our website at www.ssdgny.org and click on **DOL Signs and Forms.**

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REFERRALS

Do you know of a station that needs our services and is interested in becoming a member? Refer them to us and upon signing you will receive a free month's dues. A \$45.00 credit will be added to your account. If you know of someone who may be interested please contact our Sales Representative Bill Griese at 914-227-0144.

VAPOR TAX

Effective December 1, 2019, a new 20% supplemental sales tax will apply to retail sales of vapor products in New York. The tax is collected by a vapor products dealer. Beginning on December 1, 2019, any business that intends to sell vapor products must be registered as a vapor products dealer before making sales of vapor products. For more information visit

<https://www.tax.ny.gov/bus/vpt/default.htm>

INFORMATION ON THE PAPER CARRYOUT BAG REDUCTION FEE EFFECTIVE MARCH 1, 2020

The New York State Bag Waste Reduction Act authorizes counties and cities to impose a five-cent paper carryout bag reduction fee on paper carryout bags that sales tax vendors provide to customers. Sales tax vendors that sell tangible personal property in a locality where the fee is imposed must collect the fee when they provide a paper carryout bag to a customer. Localities that are imposing the fee beginning March 1, 2020, are Suffolk County, Tompkins County and New York City.

Any vendor who charges a customer for a paper carryout bag in a jurisdiction that does not impose a fee (or charges in excess of a locally imposed fee) is selling tangible personal property subject to sales tax.

Starting March 1, all retailers and entities that collect sales tax will be prohibited from distributing plastic carryout bags to customers, with limited exceptions.

For more information, visit the Department of Environmental Conservation website at [Bag Waste Reduction Law: Information for Manufacturers and Retailers](#).

PET INSURANCE

How many pet lovers are out there? We now have a plan with Nationwide Insurance Company that is giving SSDGNY members discounts on Pet Insurance. Please call the association for more information.



INSURANCE QUOTES

Always be aware of increases on all of your insurance policies. Whether it be Health Insurance, Garage Keepers Liability Insurance or Workers Compensation we have great rates that may be able to lessen your overhead. Let your field representative know that you are interested in getting a quote to see if you can lower your expense.



KEEPING YOUR SOCIAL MEDIA ON THE ROAD TO SUCCESS

Best Practices for Managing Social Platforms for Auto Repair Shops

By: Jess Ross, Social Media Specialist, Net Driven

It's 2020 and social media is more important than ever for small and large businesses alike. While you may not think that social media is an aspect of your business landscape that you should be utilizing, statistics show otherwise. In the third quarter of 2018, there were more than 2.27 billion monthly active Facebook users which is a 10% increase year over year. Not only is Facebook where your customers are spending the bulk of their technological lives, but when utilized the right way, can significantly impact your business with little to no cost to you. The following steps in managing your social media will help you make the most of your posts.

Consistency is Key

Just like the team of technicians and mechanics in your shop, consistency is key in your social media posts. The businesses with consistent social posts are the ones who see the best return on their efforts. You want to consistently be in the eye of your customers, meaning you don't want to make a social post once a month. A consistent social presence would include at least 2 to 3 posts weekly. It might seem tedious to stay consistent with your social media, but it can be very easy if you use the right tools. Facebook has a scheduling tool that is extremely user-friendly and can be used to schedule posts in advance. This means that you can sit down for an hour or so every few weeks and schedule your posts to go out whenever you want, making the burden of posting content multiple times a week significantly less.



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Schedule Post

Publishing Schedule
☒ Publication
Select a date and time in the future to publish your post.
11/1/2019 2:31PM EDT

Distribution Schedule
☐ Stop News Feed Distribution
Select a date and time in the future for when you want your post to stop showing in News Feed. The post will still be visible, but News Feed distribution will end.

Cancel Schedule

Studies show that every 60 seconds on Facebook: 510,000 comments are posted, 293,000 statuses are updated, and 136,000 photos are uploaded. How do you ensure that your posts and photos are getting the most attention possible? Look at the facts. The highest Facebook traffic occurs between 1:00 and 3:00 PM. Also, engagement is 10% higher on Thursdays and Fridays than on other days of the week. Use these statistics to optimize your return.

Consistency does NOT mean spam

Attempting to be consistent can very easily cross the line into spamming. Spamming your customers' timelines may not only lead to them unliking your page all together, but it makes every post less likely to receive engagement.

Keep Content Relevant

Creating and posting social media content can be daunting, but it doesn't have to be. The key is not to think about it too hard and to stick to what you know. Not only will it keep the content relevant to your industry, but it will make it easier for you to post the content that your customers are expecting from you. For example, would you expect a restaurant to post about oil changes? No, but this is the place for your automotive shop to shine. Share knowledge on car care that makes you a trusted service provider in your community. While certain things like motivational pictures, celebrity gossip, and memes not relevant to your industry may receive likes and shares, they don't drive traffic back to your page for the right reasons. Keep your content relevant and your customers will continue to come back to your page for the information you would want them to get from you.

Personality is Key

"Don't just give your customers something to talk about, give them somebody to talk about." - Jay Baer, Social Media Expert. What Baer means by this is that you want

your social media content to feel like it's coming from another human being, not from some robot behind a computer screen. Giving your social presence personality is one of - if not the most important part of a social media strategy. Some major brands are starting to do this as well. Take Starbucks for example. They are known for replying back to tweets written to them, and when responding, sounding like the customer's friend. Engaging with your customers shows them that you actually care about their responses or insights into your business and gives them more of a reason to trust you. If you don't think this is important, statistics show that it is. Studies show 80% of people on social media choose to follow brands based on whether their content feels and sounds authentic.



Other ways to show your shop's personality on social media is through personal photos and stories. Hire a new mechanic? Do a profile on your new employee to welcome him or her to the shop. Did a member of your staff get married? Wish them a wonderful wedding day on your page with a photo of your staff celebrating. These types of posts typically see very high engagement and put a face on the business behind the page. Luckily, sounding and being authentic is as easy as being yourself - making using social media even easier!

Adopting these strategies and learning from them will help you use social media to its fullest potential to help your shop thrive. The best part? If practiced correctly, social media can be a free source of marketing and advertising for your shop that costs no more than a few hours of your time. So get behind that computer and set up your Facebook business page today to get your auto repair shop

Welcome New Members

European Import Repair
Chester, NY
VA Auto Motors Inc,
Bronx, NY
Sema Auto Repair
Bronx, NY

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NEW YORK CITY VOTES TO BAN CASHLESS STORES

NEW YORK — Don't expect to see complete frictionless checkout stores in the city anytime soon.

On Jan. 23, the New York City Council approved a measure requiring stores and restaurants to accept cash. By voting in favor of a ban against cashless stores, lawmakers said businesses that accept only cards discriminate against consumers who lack bank accounts and credit cards, according to *The Associated Press*. "This practice punishes the underbanked," City Council Speaker Corey Johnson said before the council's 43-3 vote in favor of the bill.



Under the measure, businesses that refuse cash will be fined \$1,000 for the first violation and \$1,500 for subsequent violations. The ban, which is expected to go into effect by the end of the year, also prohibits stores from charging higher prices for paying in cash. "Whatever your reasons, consumers should have the power to choose their preferred method of payment," City Councilman Ritchie Torres (D-Bronx), who sponsored the legislation, said before the council's vote.

The legislation now heads to Mayor Bill de Blasio's desk. A spokeswoman for the mayor said that de Blasio supports the intent of the bill but that his administration will review it.

If the mayor signs the legislation into law, the city will join other major cities and some states that prohibit cashless stores, among them Philadelphia and New Jersey.

In early 2019, New Jersey Gov. Phil Murphy signed legislation prohibiting cashless stores. The law exempts certain sectors, like parking facilities, car rentals and airport vendors. Murphy followed Philadelphia Mayor Jim Kenney who signed a measure into law prohibiting retailers from refusing to take cash or charging cash-paying customers a higher price, as *Convenience Store News* previously reported.

The New Jersey legislation was effective immediately. Philadelphia's ordinance, which exempts certain businesses like parking garages and wholesale club stores, went into effect in July. *As reported by Convenience Store News 1/24/2020*

NEGDI

NEGDI (North East Gasoline Dealers, Inc) which was formed in 2002, was a way to give individual service station dealers and convenience store owners the buying power of a large group. Phil Menna, President of the Group has reached out to us to offer this special pricing and other benefits to our members as well. All of you who own and operate convenience stores have suppliers but are you getting rebates? Are you getting special pricing? The convenience store supplier that NEGDI uses is Harold Levinson Associates. Many of you may use them as well

but are not reaping the benefits of being a member of this group. Members of NEGDI get benefits such as:

- Best pricing level available for C-Store items
- 6 days a week delivery
- 4% quarterly rebate on all eligible purchases
- Access to professional store layout and marketing
- No cost to join and no annual fees
- No contracts or long-term commitments

As members of our association we would like to help you save and also get yourselves rebates for purchases you make from HLA. If you are interested in joining please call the association so we can sign you up or visit www.ssdgny.org and click on NEGDI Application.

CLASSIFIEDS

Darien CT- Business for Sale with lease in place High traffic location, Gas Station and Auto Repair, turn key business, full service station, equipment / inventory included. Commission base station 4 bays, c-store, parking, additional building available for storage or rental income, great for fleet or car rental. Principles only. For additional information call Debra Tricarico 914-469-2617 Email: Dtricarico@houlihanlawrence.com Selling Price \$850,000.

TRIVIA QUESTION

How many comments are posted every 60 seconds on Facebook? Call the association with the correct answer and be entered into the monthly drawing for a chance to win a free month's dues.

WWW.SSDGNY.ORG

Don't forget to visit our website for the latest news and events. WWW.SSDGNY.ORG.

I hope you enjoyed reading this month's bulletin. If you have any questions feel free to call the association. We are here to help you and your industry.

Regards,

Carla Obalde

Operations Manager