

THE HORN

AAAMS, Inc.

DBA New York State Automotive Aftermarket Association

Serving the Automotive Aftermarket in North Carolina, South Carolina, Tennessee, Virginia, and New York



P.O. Box 97993, Raleigh, NC 27624 • Phone: 800-849-8037 / 919-821-1314 • Fax: 919-821-0753

www.aaamsonline.com

Bulletin No. 634

August 2021

Last Chance to Register for the Association Business Conference!

2021 AAAMS, Inc. (DBA NYSAAA) Business Conference September 23-26, 2021

The Margaritaville Resort, Gatlinburg, Tennessee

“Climbing the Mountain Back to Normality ... And Beyond”

By now, all members have received information regarding the upcoming Business Conference (September 23 - 26, 2021) at The Margaritaville Resort, Gatlinburg, TN. If you have not registered, please do so now.

An UPDATED copy of the Conference Schedule and Conference Registration information can be found on pages 6 - 8.

Program highlights include:

- CoCard Credit Card Processing Update in this ever changing industry;
- "David vs. Goliath - Preparing Your Business for Unknown Challenges" - Carter Smith, Industry Consultant, Dallas Texas...ten (10) years as North American Aftermarket Sales Manager for Interstate Batteries, Inc.;
- "Current Industry Outlook" - Automotive Aftermarket Suppliers Association (AASA), Raleigh, NC;
- Industry Roundtable Discussions at the Completion of the Industry Outlook Session;
- Live Auction to Benefit the AAAMS Scholarship Fund;
- Inspirational Message - Jim Eastin, Pigeon Forge, TN.

Members can help sponsor this year's event by completing the Sponsorship Form contained in previous issues of our Newsletter, or by calling Randy Lisk at 1-800-849-8037. Any support is appreciated, and all sponsors will be recognized.

We have an excellent program this year and we hope to see you in Gatlinburg!!!

Legal/Legislative

Aftermarket Groups Praise FTC on ‘Nixing the Fix Report,’ Calling for Action to Implement its Findings

The Auto Care Association, along with six other aftermarket trade groups, sent a letter to the new chair of the Federal Trade Commission (FTC) on June 30 expressing appreciation to the FTC for findings and conclusions of the recently released report entitled “Nixing the Fix: An FTC Report to Congress on Repair Restrictions.” The report highlights the barriers that face consumers when they seek independent repairs, including from independent motor vehicle service facilities.

The aftermarket groups state in their letter that “the report accurately describes the extensive breadth of problems vehicle owners face and recognizes that the commission can take certain steps relatively quickly without further statutory authority.” The aftermarket trade groups included a list of recommendations that the commission could undertake immediately and also included suggestions for more substantive actions that may require congressional action.

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Aftermarket Groups Praise FTC on 'Nixing the Fix Report,'

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The recommendations to the FTC included:

- Improve consumer education and compliance assurance with the Magnuson-Moss Warranty Act (MMWA), which prohibits the conditioning of warranties with the use of original equipment parts or service.
- Eliminate manufacturers' marketing practices that discourage the use of non-original equipment parts or services.
- Develop better enforcement tools that the commission can undertake to better ensure compliance with MMWA.
- Advocate for new legal authority that would expand the scope of MMWA to include commercial vehicles.
- Obtain legislation that would provide vehicle owners with access to data transmitted by their vehicle and provide them the ability to have that data made available to the independent repair shops where they have their vehicle repaired.
- In addition to the Auto Care Association, groups signing the letter included: Automotive Oil Change Association (AOCA); Service Station Dealers of American and Allied Trades (SSDA); Car Coalition (CAR); Automotive Recyclers Association (ARA); Specialty Equipment Market Association (SEMA); and Tire Industry Association (TIA).

A copy of the letter can be found [here](#).

Article by Camille Sheehan for the Auto Care Association.

Industry News

Hot Used Vehicle Market Boosts Aftermarket

The Lang Report

"Used vehicle demand in the U.S. has risen to unprecedented levels. The surge in remote working, a low supply of used vehicles, and new vehicle production (and sales) hampered by a shortage of computer chips have combined to push used car and light truck prices to record heights during the first-half of 2021."

"Rocketing sales and record-high used-vehicle prices are positive for the aftermarket since they raise the value threshold at which cars and light trucks are scrapped (positive for VIO growth), increase the age of vehicles in operation, and encourage customers to invest in repairing their vehicles."

High Demand and Low Supply

COVID-19 has caused remote working to climb exponentially, which has ignited the demand for used vehicles. While the demand for used cars and light trucks has surged, their supply has failed to keep pace.

Car rental companies, which have been hit hard by COVID-19, have reduced their new vehicle purchases since March 2020. As a result, the flow of used vehicles to the marketplace from rental companies is at historic lows. Typically, car rental companies have supplied upwards to two million used cars and light trucks annually. At the same time, new vehicle production has been curtailed by a lack of semiconductors.

Record-High Prices

With high demand and low supply, used-vehicle prices have gone through the roof. Double-digit price increases hit the market during in the first half of 2021.

In June, the price of used vehicles averaged a record level, topping \$24,400. This is a 10% price surge over the previous month and 25% higher than in 2020.

Used Light Trucks Are Hot

While passenger cars generally have the lowest prices in the used-vehicle market, they are hard to find and the fastest to sell. The recovering U.S. economy is forcing higher prices for used pickups and other work-related light trucks.

The 2008 Great Recession slashed new vehicle sales, which has caused a shortage today in older, low-priced vehicles, especially light trucks.

Dealer Profits and Bay Sales

With the unprecedented demand for used cars and light trucks, many Dealers can make greater profits on used vehicles (particularly CPO vehicles) than by selling new models. This is increasing Dealer bay volume as they make used vehicles ready for resale.

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Hot Used Vehicle Market Boosts Aftermarket

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At the same time, the shortage of new vehicles is forcing many Dealers to focus more than ever on the used vehicle market.

VIO Growth and Rising Vehicle Age

Soaring used car and light truck prices have increased the value threshold at which cars and light trucks are scrapped. This helps to reduce vehicle scrappage rates and boost the number of vehicles in operation (VIO). Both factors are ratcheting up the average age of vehicles on the road.

The greater life expectancy of vehicles is also increasing the number of cars and light trucks in older age categories.

Boost to Repair and Maintenance

Lower new vehicle production (the result of a worldwide chip shortage) along with higher used-vehicle prices are changing consumer attitudes toward retaining and repairing their older cars and light trucks.

Maintaining vehicles helps to keep them on the road longer and creates greater aftermarket product volume per mile travelled, since older vehicles consume more aftermarket products per mile than new cars and light trucks.

Aftermarket Synergism

The synergistic relationship between rising used-vehicle prices, lower scrappage, higher vehicle average age, and the growing number of older cars and light trucks on U.S. roads creates an algorithm that is positive for aftermarket growth.

Management Notes

Double Your Sales With One Simple Idea

By John Chapin

I recently came across an old sales book: *Secrets of Closing Sales* by Charles B. Roth. In the book he talked about a group of salespeople in Detroit who tried a new idea and increased their sales by 100%. He then talked about another group in NYC who used the same idea and increased sales by 150%. Finally, he cited several examples of individual salespeople who used the idea and increased their sales by as much as 400%.

Once again, what's the number one key to business building and more sales? Right, activity. Making lots of phone calls and/or in-person calls on lots of strangers that are potential prospects. Key number two? Right, having great sales skills. The new idea he's talking about ties in with key number two: Sales skills, and these days, this idea is not a new idea, though very few salespeople use it even though it is one of the easiest ways to significantly increase sales in a relatively short period of time. So, what is the idea? Role-playing. That's right, role-playing. Good old-fashioned practice where you practice your sales skills hopefully with other salespeople and your manager but if not, with a friend or family member, your dog, in the mirror, or simply by yourself with none of that. Either way, if you consistently practice all the prospect/client sales situations you're going to run into during the day, you're going to get much better much faster and as a result sell more.

When you think about it, role-playing is really akin to professional football teams practicing during the week before games on the weekend. In fact, let's face it, college teams practice, high school teams practice, shoot, even Pop Warner teams practice. And of course, all teams, not just football teams, practice. Can you imagine any professional team in any sport not practicing? Crazy, right? I mean how could they expect to win many games, never mind a championship without practice? At the same, isn't it interesting that we call ourselves professional salespeople and yet, the vast majority of us don't practice. How can you expect to be among the very best without practice?

There are a couple keys to role-playing however. First, you want your responses to be scripted. I know there's still some debate over scripts though I don't know why. Imagine your favorite movie scene for a moment, or one of them. Got it? Great, it's scripted.

Your favorite TV shows... all scripted. Obviously, the actors and actresses have memorized and practiced the lines and scenes that you love, and you need to memorize your lines too, but you simply must have what you need to say scripted into as few words as possible, using the most effective words possible. And that leads to point number two regarding role-playing which is: your ultimate success will only be as good as the content in the scripts and how well you know it. You could role-play all day every day, but if you're saying the wrong

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**AAAMS INC. / DBA NYSAAA
AUTOMOTIVE AFTERMARKET
CALENDAR PROGRAM**



**2022
ORDER FORM**

CUSTOMER INFORMATION (BILL TO)

Name: _____
 Address: _____
 City, State, Zip: _____
 Phone: _____ Fax: _____
 Contact Person: _____
 Email: _____

SHIPPING INFORMATION

Name: _____
 Address: _____
 City, State, Zip: _____
 Phone: _____
 Contact Person: _____
 Ship Order: When ready After 10-15-2021

ORDER INFORMATION All calendar orders must be received by November 1, 2021 to ensure holiday delivery.

BOX A - Min. Qty 100									
Qty.	Style	Before 9/1/21	After 9/1/21	Total	Qty.	Style	Before 9/1/21	After 9/1/21	Total
	No. 1054 Puppies	\$1.37	\$1.47			No. 1850 Muscle Cars	\$1.37	\$1.47	
	No. 1117 Country Memories	\$1.37	\$1.47			No. 1851 Antique Tractors	\$1.37	\$1.47	
	No. 1452 I Love America	\$1.37	\$1.47			No. 1854 American Muscle	\$1.37	\$1.47	
	No. 1600 Motivations	\$1.37	\$1.47			No. 1855 Big Rigs	\$1.37	\$1.47	
	No. 1601 Scenic Inspirations	\$1.37	\$1.47			No. 1857 Antique Trucks	\$1.37	\$1.47	
	No. 1700 Barns	\$1.37	\$1.47			No. 1858 Antique Cars	\$1.37	\$1.47	
	No. 1701 Scenes of America	\$1.37	\$1.47			No. 1859 Exotic Cars	\$1.37	\$1.47	
	No. 1709 American Splendor	\$1.37	\$1.47			No. 1861 Street Rods	\$1.37	\$1.47	
	No. 1715 Sunrise/Sunset	\$1.37	\$1.47			No. 1862 Junkyard Classics	\$1.37	\$1.47	
	No. 1801 N. American Wildlife	\$1.37	\$1.47			No. 1863 Classic Cars	\$1.37	\$1.47	
	No. 1805 Southeast Sportsman	\$1.37	\$1.47			No. 1951 Classic Muscle	\$1.37	\$1.47	
	No. 1806 Sportsman	\$1.37	\$1.47			ENVELOPES <input type="checkbox"/> Bulk \$.17 <input type="checkbox"/> Inserted \$.36			
FREE EXTRA SHEET OPTIONS (please check one if desired) <input type="checkbox"/> Automotive Insights Backmount <input type="checkbox"/> Season's Greetings Letter <input type="checkbox"/> 4-month Grid <input type="checkbox"/> Extra Sheet <input type="checkbox"/> Coupon Sheet									
									Box A Total

BOX B- Min. Qty 300 - 7005, 7012, 7032, 7046 Min. Qty 100 - 8001				
Qty.	Style	Before 9/1/21	After 9/1/21	Total
	No. 7005 Muscle Thunder	\$1.15	\$1.25	
	No. 7012 American Armed Forces	\$1.15	\$1.25	
	No. 7032 National Day	\$1.15	\$1.25	
	No. 7046 Scenic Memories	\$1.15	\$1.25	
	ENVELOPES Bulk \$.16 Inserted \$.36			
	No. 8001 Monthly Pocket Planner	\$1.28	\$1.38	
	ENVELOPES <input type="checkbox"/> Bulk \$.16 <input type="checkbox"/> Inserted \$.36			
COVER COLOR OPTIONS				
STANDARD <input type="checkbox"/> Black <input type="checkbox"/> Navy <input type="checkbox"/> Burgundy				
MATTE <input type="checkbox"/> Onyx <input type="checkbox"/> Blue <input type="checkbox"/> Red				
FOIL COLOR OPTIONS <input type="checkbox"/> Silver <input type="checkbox"/> Gold				
				Box B Total

BOX C- Min. Qty 150 - 5323, 5324 Min. Qty 50 - 6108, 6501, 6502, 6504, 6506				
Qty.	Style	Before 9/1/21	After 9/1/21	Total
	No. 5323 13-month 2c Stick Lip <input type="checkbox"/> Rectangle <input type="checkbox"/> Car	\$.68	\$.73	
	No. 5324 Memorable Muscle Stick Lip <input type="checkbox"/> Rectangle <input type="checkbox"/> Car	\$.78	\$.83	
	ENVELOPES <input type="checkbox"/> Bulk \$.16 <input type="checkbox"/> Inserted \$.36			
VINYL COLOR OPTIONS				
<input type="checkbox"/> Black <input type="checkbox"/> Red <input type="checkbox"/> Yellow <input type="checkbox"/> Green <input type="checkbox"/> Blue				
<input type="checkbox"/> White <input type="checkbox"/> Beige <input type="checkbox"/> Grey <input type="checkbox"/> Light Blue				
FOIL COLOR OPTIONS <input type="checkbox"/> White <input type="checkbox"/> Black				
	No. 6108 Patriotic Contractor	\$4.17	\$4.42	
	MAILING TUBES		\$.52	
	No. 6502 Patriotic Desk Pad	\$4.67	\$5.17	
	No. 6501 Red & White Desk Pad with vinyl corners	\$4.54	\$4.90	
	No. 6504 Blue & Black Desk Pad with vinyl corners	\$4.54	\$4.90	
	No. 6506 Black & White Desk Pad with vinyl corners	\$4.57	\$4.90	
				Box C Total

IMPRINT Black Imprint Color Imprint _____
 State color wanted

IMPRINT INFORMATION

Physical artwork will be kept until the order is produced.
 Artwork returned upon request, otherwise it will be discarded.

1st Line _____
 2nd Line _____
 3rd Line _____
 4th Line _____

LOGO OPTIONS

- Association Logo National Logo
- No Association Logo Custom Logo (with camera-ready art)

SIGNATURE REQUIRED:

_____ DATE: _____ Total of Boxes A + B + C \$ _____
 Actual shipping and sales tax charges will be added to invoice.

SEND ORDER FORM TO: **AUTOMOTIVE AFTERMARKET ASSOCIATION OF THE MID-SOUTH (DBA NYSAAA)**
 PO Box 97993 • Raleigh, NC 27624
 Phone: 919.821.1314 • Fax: 919.821.0753

**Automotive Aftermarket Association of the Mid-South, Inc.
DBA—New York State Automotive Aftermarket Association**

2021 BUSINESS CONFERENCE

The Margaritaville Resort
Gatlinburg, Tennessee
September 23-26, 2021



**"CLIMBING THE MOUNTAIN BACK TO NORMALITY - AND BEYOND"
-SCHEDULE AT A GLANCE-**

Thursday, September 23, 2021

7:00 pm - 8:30 pm ... Dinner for all Attendees at the Resort (Cash Bar)

Friday, September 24, 2021

8:30 am - 5:00 pm Conference Registration (Vendor Tabletop Displays)

9:00 am - 12:00 pm .. Board of Directors, Past Presidents and Past Directors Meeting

6:00 pm - 7:00 pm "Welcome Reception" (Vendor Tabletop Displays)

7:00 pm - Until Dinner on Your Own

Saturday, September 25, 2021

7:30 am - 8:15 am Breakfast

8:00 am - 11:00 am .. Conference Registration (Vendor Tabletop Displays)

8:30 am - 9:15 am Annual Business Meeting and CoCard Credit Card Processing Program Report

9:15 am - 9:30 am Break

9:30 am - 10:15 am .. "David vs. Goliath - Preparing Your Business for Unknown Challenges" —
Carter Smith, Dallas, Texas

10:15 am - 10:30 am .. Break

10:30 am - 11:30 am .. "Current Industry Outlook" — Automotive Aftermarket Suppliers Association,
Raleigh, NC

11:30 am - 12:15 pm .. Industry Roundtable Discussion

6:30 pm - 7:30 pm President's Reception (Vendor Tabletop Displays)

7:30 pm - 9:45 pm Banquet, Awards, & Live Auction for Association Scholarship Fund

Sunday, September 26, 2021

8:00 am - 9:15 am Breakfast and Inspirational Message - Jim Eastin, Pigeon Forge, TN

9:15 am Conference Adjourns

2021 AAAMS, INC./NYSAAA BUSINESS CONFERENCE REGISTRATION FORM

The Margaritaville Resort -- Gatlinburg, TN --- SEPTEMBER 23-26, 2021

PLEASE PRINT OR TYPE. (REFER TO THE BACK SIDE OF THIS FORM TO RESERVE ROOMS.)

FIRM _____

ADDRESS _____

CITY/STATE/ZIP _____

BY (*) _____ PHONE # _____ FAX # _____

(*) Email Address: _____

OFFICE USE ONLY

Date Rec'd _____

Amount Pd. \$ _____

Check No. _____

Amount Due \$ _____

NAMES (AS THEY WILL APPEAR ON BADGES):

NAME #1 _____ NAME #3 _____

NAME #2 _____ NAME #4 _____

COMPLETE BUSINESS CONFERENCE PACKAGE(s) (Includes _____ @ \$175.00/EA \$ _____
Registration Fee, Friday Reception, Saturday Breakfast, Saturday
Seminars, Saturday Reception, Saturday Banquet and Live Auction),
Sunday Inspirational Breakfast, Chance on Grand Prize and Other Cash Prizes.)

COMPLETE SPOUSE/CHILDREN PACKAGE(s) (Includes Registration Fee _____ @ \$150.00/EA \$ _____
and All of the Above Events) (Children under 10 years old - FREE)

THURSDAY DINNER at the Resort _____ @ \$60.00/EA \$ _____

(Thursday Dinner Fee not included in Complete or Spouse/Children Packages)

IN LIEU OF COMPLETE PACKAGES, PLEASE RESERVE THE FOLLOWING:

BUSINESS CONFERENCE REGISTRATION FEE (Everyone 10+ years of age) -- _____ @ \$75.00/EA \$ _____

SATURDAY BREAKFAST ----- _____ @ \$30.00/EA \$ _____

SATURDAY EVENING RECEPTION, AWARDS BANQUET, ENTERTAINMENT---- _____ @ \$70.00/EA \$ _____

OTHER:

TABLETOP DISPLAY TABLE(S) (6 foot table)----- _____ @ \$200.00/TABLE \$ _____

ATTENDEES: FRIDAY BOARD OF DIRECTORS MEETING @ NO CHARGE----- _____ @ \$0.00/EA \$ _____
(_____ will attend the Friday Board Meeting.)

****CHECK (PAYABLE TO "AAAMS/NYSAAA BUSINESS CONFERENCE") IN THE AMOUNT OF \$ _____ IS
ENCLOSED.**

****In order to win the BIG CASH GRAND PRIZE and other Cash Prizes, the Registrant must purchase the Complete
or Spouses Complete Package and be present for the drawing.**

****CANCELLATION POLICY:** FULL REFUND IF RECEIVED AT AAAMS OFFICE BY 9/9/2021.
AFTER 9/9/2021, ONLY REGISTRATION FEES WILL BE REFUNDED.

★ **Mail Registration & Check To:** AAAMS, Inc. • P.O. Box 97993 • Raleigh, NC 27624.

On Saturday, September 25th, a "Live Auction" will be held. Donated items will be on display beginning at 6:00 p.m.
The AAAMS, Inc./NYSAAA will donate all contributions from the Auction to the Scholarship Fund. We need your help.
Items are needed for the auction. Please indicate on this form what you will be willing to donate. Cash is acceptable.

WE ARE WILLING TO DONATE:

*ITEM(S) _____

*ESTIMATED RETAIL VALUE(S) _____

ROOM RESERVATIONS

1. All reservations at The Margaritaville Resort -- Gatlinburg, TN, must be made by the individual attendees directly with Margaritaville reservations by calling 1(888) 447-0222 or online as follows...www.margaritavilleresortgatlinburg.com (click Book Now...complete dates of stay information...click Special Code and in Promo drop down box click Group Code and enter 5356896).
2. **CHECK-IN TIME IS 4:00 PM.** While some rooms may be available earlier, we have no guarantee that such will be the case.
3. **CHECK-OUT TIME IS 11:00 AM.**
4. **NOTE:** *If you fail to cancel your reservations 48 hours prior to your check-in date, you will be billed for one night's room plus tax.*

DAILY RATES

SINGLE/DOUBLE GUESTROOMS---- \$175.00 Per Room Per Night, Plus Tax
(At time of Reservation, be sure to request either a room with 2 Queen Beds or 1 King.)

On premise self- parking is FREE...Valet parking is also available for \$12.00/Day.

PLEASE NOTE: *The above sleeping room rate is offered 3 days prior and 3 days post event; based on availability as determined by the Resort.*

THE MARGARITAVILLE RESORT

539 PARKWAY, GATLINBURG, TENNESSEE 37738

TELEPHONE 1(865) 430-4200

IMPORTANT!!! IMPORTANT!!! IMPORTANT!!! We are holding a block of rooms for Friday and Saturday nights (9/24 and 9/25) and a smaller block for Thursday night (9/23) at The Margaritaville Resort. On AUGUST 19, we have to release any of those rooms for which we have not reserved and guaranteed payment. After that date, the rooms go to the open market, and are available on a first come, first served basis. SO...PLEASE RESERVE YOUR ROOM(S) EARLY!!!

AUTOMOTIVE AFTERMARKET ASSOCIATION OF THE MID-SOUTH, INC.

DBA - New York State Automotive Aftermarket Association

P.O. BOX 97993 RALEIGH, NORTH CAROLINA 27624

800-849-8037 919-821-1314 Fax. 919-821-0753

rlisk@aaamsonline.com

SEE YOU IN GATLINBURG!!!