



June 2021 Bulletin

Please Pass Me Along to Share with other Stations!

ASSOCIATION CONTEST

CONGRATULATIONS TO THE MAY 2021 CONTEST WINNER JOHNNY ROCCO'S OF NEWBURGH, N.Y. 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

HOW TO COMPETE

For any gas station owner, standing out and gaining a competitive advantage over the competitors can be difficult especially when the gas prices are on the rise. Most customers give preference to gas stations offering the cheapest prices. If there is nothing special about your station, there are slim chances that you will get repeat business.

In order to make your gas station stand out, you need to improve your customer service and property's surroundings (more than difficult if you don't "own the dirt").

Due to increasing competition, it may seem impossible to increase your profits. Drivers want fast and affordable gas. You must develop a strategy to market your gas station. Here are some tips.

Service Beyond Gas

Gas prices are never fixed. Global events and speculators impact the availability of gas, which then affects the price. You can offer a repair shop or car wash services or a C-store for hot food, toiletries, and other fast-moving items. This is obvious to all of us, however, it's how these services are presented. A sloppy repair shop, not so clean C-store will not help, only hurt.

Marketing

You have to make people love your services. Maybe offering a loyalty card that earn your customers a free tank of gas after some fill-ups. A free hot dog from your convenience store for any customer who fills up during the lunch hour. Ensure that you can accept any form of payment. A good POS system can help you manage your transactions, store, and inventory.

Employee Training

Excellent customer service will retain and will attract new customers to your gas station. Train your employees and teach them how to respond to customers. Your employees should also know repeat customers on a personal level.

Have Set Hours

Nothing can annoy a customer more than driving to a gas station that is closed before the set business hours. If you open your gas station at 6 am, make sure you have at least one employee that punctually opens it on time. In case your employee doesn't show up for any reason whatsoever, have someone on the standby to carry out the task.

Vincent P. Nesci, Esq. General Counsel



AMERICAN RESCUE PLAN TAX CREDITS AVAILABLE TO SMALL EMPLOYERS TO PROVIDE PAID LEAVE TO EMPLOYEES RECEIVING COVID-19 VACCINES

The Internal Revenue Service and the Treasury Department announced today further details of tax credits available under the American Rescue Plan to help small businesses, including providing paid leave for employees receiving COVID-19 vaccinations.

The additional details, provided in a fact sheet released today, spell out some basic facts about the employers eligible for the tax credits. It also provides information on how these employers may claim the credit for leave paid to employees related to COVID-19 vaccinations.

Eligible employers, such as businesses and tax-exempt organizations with fewer than 500 employees and certain governmental employers, can receive a tax credit for providing paid time off for each employee receiving the vaccine and for any time needed to recover from the vaccine. For example, if an eligible employer offers employees a paid day off in order to get vaccinated, the employer can receive a tax credit equal to the wages paid to employees for that day (up to certain limits).

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“This new information is a shot in the arm for struggling small employers who are working hard to keep their businesses going while also watching out for the health of their employees,” said IRS Commissioner Chuck Rettig. “Our work on this issue is part of a larger effort by the IRS to assist the nation recover from the pandemic.”

The American Rescue Plan Act of 2021 (ARP) allows small and midsize employers, and certain governmental employers, to claim refundable tax credits that reimburse them for the cost of providing paid sick and family leave to their employees due to COVID-19, including leave taken by employees to receive or recover from COVID-19 vaccinations. Self-employed individuals are eligible for similar tax credits.

The ARP tax credits are available to eligible employers that pay sick and family leave for leave from April 1, 2021, through Sept. 30, 2021.

The paid leave credits under the ARP are tax credits against the employer’s share of the Medicare tax. The tax credits are refundable, which means that the employer is entitled to payment of the full amount of the credits if it exceeds the employer’s share of the Medicare tax.

In anticipation of claiming the credits on the Form 941, Employer’s Quarterly Federal Tax Return, eligible employers can keep the federal employment taxes that they otherwise would have deposited, including federal income tax withheld from employees, the employees’ share of social security and Medicare taxes and the eligible employer’s share of social security and Medicare taxes with respect to all employees up to the amount of credit for which they are eligible. If the eligible employer does not have enough federal employment taxes on deposit to cover the amount of the anticipated credits, the eligible employer may request an advance by filing Form 7200, Advance Payment of Employer Credits Due to COVID-19.

Self-employed individuals may claim comparable credits on the Form 1040, U.S. Individual Income Tax Return.

More details are available on a fact sheet that can be found at www.irs.gov/newsroom/fact-sheets.

SENATE REPUBLICANS RELEASE INFRASTRUCTURE FRAMEWORK

On April 22nd, Senators Shelley Moore Capito (R-W.Va.), Ranking Member of the Environment and Public Works (EPW) Committee; Roger Wicker (R-Miss.), Ranking Member of the Commerce, Science, & Transportation Committee; Pat Toomey (R-Pa.), Ranking Member of the Banking, Housing, & Urban Affairs Committee; Mike Crapo (R-Idaho), Ranking Member of the Finance Committee, and John Barrasso, Ranking Member of the Energy and Natural Resources (ENR) Committee, released a \$568 billion infrastructure framework.

The framework covers a five-year period. The framework defines infrastructure as: roads and bridges; public transit systems; rail; safety; drinking water and wastewater infrastructure; inland waterways and ports; airports; broadband infrastructure; and water storage.

The categories covered in the framework include:

- \$299 billion for roads and bridges.
- \$61 billion for transit.
- \$20 billion rail.
- \$35 billion for drinking and wastewater.
- \$13 billion for safety.
- \$17 billion for ports and inland waterways.
- \$44 billion airports.
- \$65 billion broadband.
- \$14 billion for water storage.

The framework suggests partnering with state and local governments on spending, encouraging private sector investment, and that the funding should flow through existing formula programs and discretionary programs.

The framework recommends paying for the program by shoring up infrastructure related trust funds, ensuring all users are paying (ex: electric vehicles), and repurposing unused federal spending. The proposal also stresses that the Tax Cuts and Jobs Act should be preserved and avoid any corporate tax increases.

SSDA-AT is happy to see the Republican Ranking Members are working together and striving to offer a negotiation tool to develop a bipartisan reauthorization bill. We also appreciate their efforts to ensure that roads and bridges receive increased funding over current levels.

We look forward to working with the White House and Congress to achieve robust highway and bridge investment before the September 30th deadline.

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ELITE WORLDWIDE

Having trouble making ends meet? Want to build a more profitable and successful business? Sometimes one needs to realize it takes money to make money. We are partnering with Elite Worldwide. They are one of the auto repair industry's original training, coaching & consulting companies, and was started in 1990 with two primary goals in mind: To help shop owners build more profitable, successful businesses and to give back to the industry that we love so much.

While there are countless ways that Elite can help you (In-person service advisor training, peer groups, coaching from top shop owners) they have narrowed their focus to the three topics that we discussed.

- 1) **Sales Master University** – This is an online service advisor sales training course that they put together based on the survey results from hundreds of shop owners sharing what they were looking for when it comes to service advisor sales training. Each of the 16 lessons can be taken entirely online, whenever the timing is most convenient for the shop, so the shop owner never has to pull the advisor off of the counter during a busy day to complete the training. They've also received great feedback that the course has helped service advisors with application (we give assignments the student has to complete after each training video), retention (student must score 100% on the lesson quiz) and delivers the much-needed accountability element (owners are able to monitor the advisor's progress and quiz scores). Here are a few of the other benefits that they list on the website:

- A full year of access to 16 packed lessons taught by Ratchet & Wrench All-Star Award winner Jen Monclus.
- Quizzes and activities to improve retention and accountability.
- Quality content developed by America's top shop owners and service advisors.
- Real world application you can implement in your shop immediately.
- Consistent and profitable sales cycles.
- Confident service advisors that turn customers into fans.

The course is usually \$765 for a full year of access, but they are offering \$150 coupon code which brings the price down to \$615 to SSDGNY as a member benefit. When you access the Sales Master University page: <https://salesmasteruniversity.com/> apply coupon code: **SSDGNY150** at checkout.

- 2) **Finding Top Techs** – This is a package that they recently put together to address the industry's ever-growing need for recruiting help. Shop owners who take advantage of this service get to spend 3 sessions on the phone with a top shop owner who's a master of recruiting, and also receive:
 - Elite's checklist for 12 proven ways to find top techs.
 - Tools to create a compensation & incentive program that attracts superstars.
 - Employment ad samples... that work!

They are so confident in their ability to meet and exceed expectations with this service that they actually offer a money-back guarantee to any shop owner who enrolls. The price of this service is \$795, but they are offering a \$200 coupon code which brings the price down to \$595 to SSDGNY as a member benefit. When you access the Finding Top techs page: <https://eliteworldwide.com/finding-top-techs/> apply coupon code: **SSDGNY200** at checkout.

- 3) Complimentary webinars – They usually hold one per month in which you as a SSDGNY member will be invited to.

If you would like to find out more details about the above information you can contact: Mike Boden, at m.boden@eliteworldwide.com.



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TST is an educational non-profit organization that helps fellow technicians and shop owners by sharing their knowledge.

They are devoted to the following:

- Keeping fellow technicians up to date with the latest technology.
- Providing quality training seminars and educational materials at a reasonable price.
- Delivering practical, useful repair information.
- Keeping technicians informed of industry trends.

SSDGNy is a member of TST. Because you are members of SSDGNy, you are automatically able to receive certain benefits from that organization.

This means:

- Discount - Live Seminars
- Discount - Yearly Big Event & Trade Show
- Discount - Live Simulcast / Webcasts
- Discount - On-Line Videos
- Watch Members Only Videos
- Discount - Tools and Equipment
- Access to Members only Store
- Discount - Training Materials (Books)

For more information on TST please visit their website at www.tstseminars.org and www.attstraining.com

During the COVID-19 pandemic, many recruiting budgets have been slashed, and employers are struggling to find talent. However, virtual recruitment can help HR teams address talent shortages. Virtual recruitment is the process of pursuing, vetting and hiring candidates electronically.

Here are four strategies:

1. **Host Virtual Career Fairs:** Hosting a virtual career fair allows interested parties to learn more about a company—much like in-person career fairs. Topics typically include a discussion of career opportunities and help inform potential recruits about the workplace.
2. **Strengthen Your Online Presence:** Any organization looking to recruit virtually must have a strong online presence. This includes maintaining multiple social media profiles, posting content regularly and interacting with followers. Having an attractive social media presence will help encourage candidates to follow and like the content the company posts. In turn, this provides a steady stream of passive recruiting leads.
3. **Broaden Your Search:** Some employers are allowing workers to remain remote indefinitely. If a position has no in-person work requirements, employers can consider expanding talent searches to a more geographically distant candidate pool.
4. **Invest in Quality Audiovisual Equipment:** Appearance matters in interviews to all parties involved, and this equally applies to virtual interviews. When speaking to candidates virtually, using a quality camera and microphone will say a lot about an organization's investment in employees.

REFERRALS

If 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 \$50.00 Amazon gift card. If you know of someone interested, please contact our Sales Representative Bill Griese at 914-227-0144.

WELCOME NEW MEMBERS

Gelardi Auto Body, Inc.
Fishkill, NY

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COMPLIANCE

Tobacco Sales Training Course

Do you and your employees hold a certificate of completion from a NYS approved Tobacco Sales Training Program? Service Station Dealers and Automotive Services has a NYS approved course that will soon be available to take online.

The course is available to all members of the Association and their staff for \$50.00 per person. The certificate is good for 2 years and it is non-transferrable. This means if an employee leaves your place of business, they cannot take that certificate with them. This also means any new employee you hire cannot bring their certificate that they may have received from a previous employer. If you are interested in taking this course, please call the association.

Sexual Harassment Policy and Training Procedures

Under the law, every employer in New York State is required to establish a sexual harassment prevention policy and provide sexual harassment prevention training to employees. We will supply you with your company policy and training model for you to present to your employees, give you copies of the policy and the training and case studies along with acknowledgements of receipts for all of these items for each and every employee.

This must be done every year. Many of you are in need of renewals the fee for renewals. The fee for renewals is \$50.00 for 1-5 employees, \$75.00 for 6-15 employees and \$150.00 for over 15 employees.

If you haven't fulfilled the requirement yet please do so soon. The fee for the original policy with packets is \$75.00 for 1-5 employees, \$125.00 for 6-15 employees and \$200.00 for over 15 employees. You will have all the necessary documentation to be in compliance with the DOL and the DHR.

Employee Handbook

Does your company need an Employee Handbook? Call the association or visit www.ssdgny.org and click on handbook questionnaire to receive the questionnaire. Once the questionnaire is filled out and sent back you will receive your handbook(s) bound and customized to what your company policies are. The cost for the initial handbook is \$100.00 and \$15.00 for each additional book.

CLASSIFIEDS

For Sale: Powersports Dealership for sale, Motorcycles, ATVS, UTVS, Snowmobiles, Generators/power washers. Parts dept. Service dept. 8500 sq. ft. building on 8 acres. Rent or buy. Kawasaki and Arctic Cat, Kymco, Generac generators. We are located on the Newburgh/Marlboro NY, RT 9w. High traffic road. Check our website bigboyztoysny.com Call Tony 845-781-3082 cell.

For Sale: NYS Insp. machine & license in Orange County. Asking \$20,000 or best offer. Please call Greg at 845-782-2505.

For Sale: On major state highway. Established Automotive business in the CATSKILLS. Body shop offers 4 plus bays, spray booth w/ complete inventory. Plus, Log home w/3 beds 2 + baths FDR, FIREPLACE. Too much to list. Owner retiring. Priced to sell \$549,000. 845 586 4882

TRIVIA QUESTION

What will you receive if you refer a shop to us for membership and they sign up? Call the office with the correct answer for a chance to win a free month's dues.

I hope you enjoyed reading this month's bulletin. If you have any questions, please call the association.

Regards,

Carla Obalde

Operations Manager

