

# 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*



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Bulletin No. 637

December 2021

## Board Announced & Holiday Greetings

### 2021/2022 AAAMS/NYSAAA Board of Directors

AAAMS/NYSAAA is pleased to announce its Board of Directors for 2021/2022.

#### Officers

**President:** Rich Blose (Affiliate), Interstate Batteries, Monroeville, PA -- 412-951-9776

**Vice-President:** Nat Walker (District 3), Walker Auto & Truck, Raleigh, NC -- 919-833-7381

**Treasurer:** Ron White (Affiliate), Duragloss, Burlington, NC -- 800-638-7245

**Secretary:** Randy Lisk (Staff), AAAMS, Inc./NYSAAA, Raleigh, NC -- 919-821-1314

**Immediate Past President:** Tim Jones (District 5), Tim's Auto Parts, Sylva, NC -- 828-586-6569

#### Directors

**District 1:** Richard Gerard, Jr., Piston Ring & Machine Co., Washington, NC -- 252-946-5188

**District 2:** Max Miller, Miller Parts & Paint, Newton Grove, NC -- 910-900-7699

**District 4:** Scott Winchester, Battery Service, Inc., Charlotte, NC -- 704-377-1947

**District 6:** Doug Moore, Superior Parts Co, Inc., Pickens, SC -- 864-884-2558

**District 8:** Monty Hightower, Wholesale Parts, Inc., Chase City, VA -- 434-372-5181

**At Large WD:** Dan Guzik, NAPA AUTO PARTS, High Point, NC -- 336-878-4523

**At Large WD:** Danny Wusterbarth, General Parts, Inc./CARQUEST, China Grove, NC -- 225-290-6314

**New York:** Fred Forsythe, Jr., Forsythe Motor Parts, Syracuse, NY -- 315-474-7588

**New York:** Mark Oswald, Standard Motor Parts, Nassau, NY -- 518-221-7885



## Happy Holidays and Best Wishes for the New Year

**From Fred Forsythe, former managing director of NYSAAA**

In the past I have always written an article for the newsletter this time of year in which I would reflect on the approaching holidays and a look back at the past year. My main message was to wish our members a joyous holiday season and how our Association could not have done what we did the past year without your support and friendship. I have so much to be grateful for this year. I appreciate that Randy Lisk has allowed me to express my gratitude in this holiday newsletter.

As most of you know, I and my main man, Mike Lord, had reached the time to retire from NYSAAA. After much thought, we came to the conclusion that either we had to find someone to take over managing

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# Happy Holidays

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NYSAAA or it would most likely not continue. Our members had been so loyal to our Association that we knew we had to find some way to keep it going for those members. After a great deal of work, Randy Lisk and the Board of Directors of AAAMS agreed to step in and manage our Association for all of us. The merger of NYSAAA and AAAMS earlier this year is something we are so grateful for.

I just wanted to take this time to thank Randy, the Board of Directors, and the members of AAAMS for making this merger possible. In addition, I want to thank the members of NYSAAA for sticking with us during this transition and preserving the future of NYSAAA. I will always be grateful for all involved and will continue supporting NYSAAA/AAAMS in any way I can.

In the past, I had certainly lost much of the holiday spirit. There was the stress of purchasing gifts and getting them shipped in time, not to mention the drastic decline in my auto parts sales this time of year. December had just become a month of stress and I was happy when it was over.

Many in New York have read about what I did to change those feelings but I thought I would share it with my new friends at AAAMS. About ten years ago, I stopped at the grocery store on my way home from work. When I arrived, it was snowing so hard that I could only see a few feet ahead of me. However, in these conditions, I could hear a bell ringing. When I got up to the store, there was a gentleman standing there in that weather ringing the bell and collecting money for the Salvation Army's Red Kettle Campaign. Suddenly it dawned on me that this is the time of year for giving to those less fortunate as I stuffed a handful of cash into his kettle.

When I got home and reflected on this experience, I decided that the hundreds of dollars I had been spending on holiday gifts for adults in my family was going to end. That money was going to go to local charities. I let them all know and advised them to take the money they were going to spend on me and give it to local charities in their area.

Now every year I make a list of local charities and have the bank write bank checks to all these charities. Then I pick a day in December when the weather is nice and I ride around town and drop off the checks to the charities and thank them for all they do all year. You can't believe how great it feels and how it makes you feel less stressed and gives new meaning to the holiday season. It has become one of my favorite days of the year.

The reason I get bank checks and drop them off in person is I want it to be anonymous. I found out that if they get your name and address that they will send you a mailing every other week all year. The cost of those mailings wipes out your donation and then some.

While I should be more charitable all year, I have found that the holidays is a great time to make up for all I should have done during the year. It's the season for giving and what a great time to give to those that help the less fortunate all year in your community. Don't forget our four-legged friends at the SPCA and dog rescue shelters as well.

Happy Holidays to all my friends in NYSAAA and my new friends in AAAMS. You have given me much to be thankful for this past year.

## Legal/Legislative

### Vehicle-Ownning Voters Support Right to Repair Legislation

**New report states there is overwhelming opposition to manufacturers' use of design patents to restrict options for common repair parts**

Washington, D.C.—The CAR Coalition, a growing group of independent automotive parts, management and repair companies, associations, and insurers committed to preserving consumer choice and affordable vehicle repair, has released the results of a national survey of vehicle-owning voters, showing strong support for action on federal right to repair legislation, such as the bipartisan Save Money on Auto Repair Transportation (SMART) Act.

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# Vehicle-Owning Voters Support Right to Repair Legislation

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Results indicate:

- 78% of voters support right to repair legislation that:
  - Allows consumers to choose where and how to repair their vehicle.
  - Reduces design patent enforcement time from 15 to 2.5 years for collision repair parts, as proposed by the SMART Act.
  - Makes vehicle data more readily available.
- 92% of voters agree that consumers should be able to choose between automaker-branded and after-market car parts when making repairs.
- 85% of voters support vehicle data being made available to consumers and any repair shop they choose.
- Only 25% of voters believe that design patents should be used for common car items, such as side mirrors or bumpers.

“Repair restrictions on automobiles are driving prices higher at a time when many Americans can least afford it,” said Justin Rzepka, executive director of the CAR Coalition. “It’s time for Congress to get serious about solutions, including the SMART Act, to ensure consumers have options for quality, safe, affordable auto repairs and more control over their data.”

The survey, conducted nationally and in select states, including Delaware, Georgia, Massachusetts, Rhode Island, Texas, and Washington, found consistent strength for federal right to repair legislation from coast to coast.

In states and Washington, D.C., the right to repair movement is gaining ground. Last November, Massachusetts voters overwhelmingly approved an initiative to mandate that automakers install standard open data platforms in all vehicles starting in car model year 2022. In July, the White House issued an executive order on competition, encouraging action on right to repair.

Later that month, the Federal Trade Commission voted to increase enforcement against restrictions that limit consumers’ right to repair, including the automotive industry. In a policy statement, the Commission reiterated its view that “providing more choice in repairs can lead to lower costs, reduce e-waste by extending the useful lifespan of products, enable more timely repairs, and provide economic opportunities for entrepreneurs and local businesses.”

*The national survey was conducted Oct. 11-19, among 1,008 vehicle-owning voters with a margin of error of +/- 3.09% voters.*



## New York State Minimum Wage

### Revision to Previous Article

Last month we included an article concerning the increase in New York State’s minimum wage effective January 1, 2022. In the article we mentioned several major metropolitan areas across upstate New York. However, the increase applies to the entire upstate region ... basically everywhere except NYC, Westchester County and Long Island.

NYC has already been \$15.00 for all workers. Westchester and Long Island are currently \$14.50 for fast food employees and \$14.00 for all other employees. Effective January 1, 2022, all employees will increase to \$15.00 in Westchester and Long Island.

For the rest of the state, effective January 1, 2022, fast food workers will increase to \$15.00 while all other employees will increase to \$13.20 an hour. There have been many rumors around upstate that the minimum wage will go to \$15.00 an hour for all upstate employees. As mentioned, that only applies in 2022 to fast food workers.

We want to apologize to all our outstanding members in Western NY, Central NY, Captial District and especially to our much appreciated members in Northern and Southern NY for any confusion our last article might have caused.

# Internal Combustion Engine Vehicle Aftermarket Will Grow to 2030 and Beyond

### The Lang Report

“Electric Vehicles (EVs) currently comprise just over 1% of light vehicles in operation (VIO). Although car-makers will flood Dealer showrooms with new and improved Electric Vehicle models over the next five years, EVs face a long sales road before they represent a large portion of the country’s VIO.”

“Based on the relatively small EV population and its low average age through the balance of the decade, Lang Marketing projects that Internal Combustion Engine (ICE) vehicles will generate aftermarket product growth to 2030, and beyond.”

**EV Sales Have Not Reached Main Street U.S.A.** Electric Vehicle sales in the U.S. have lagged the EV adoption rate of many major countries. In the five years prior to the onset of COVID-19, Electric Vehicles in the U.S. averaged less than 2% of car and light truck sales. Plug-in Hybrid Electric Vehicles (PHEV) and Battery Electric Vehicles (BEV) have yet to enter the mainstream of the U.S. light vehicle market.

**EV Sales: 2020 and 2021.** EV sales fell in 2020, along with total car and light truck volume. However, the impact of COVID-19 on EV volume was less severe than on ICE Vehicles, and EVs increased their 2020 sales share to 1.5%. EVs (PHEVs and BEVs) will account for approximately 2.5% of 2021 light vehicle sales.

**EV Future sales.** There is no doubt that EV popularity will increase, bolstered in large part by the flood of new EV models reaching Dealer showrooms. This surge in new EV models is due largely to the carmakers’ expectations that consumers will rapidly shift to EVs, rather than stemming from a groundswell of consumer demand for EVs. This could cloud EV sales in the coming years.

**EV Future VIO.** While EVs will steadily increase their share of new car and light truck sales in the U.S. during the 2020s, their share of VIO will climb at a much slower pace. Even with aggressive sales growth, Electric Vehicles will account for only approximately 7% of cars and light trucks on U.S. roads by 2030.

**EV Aftermarket Impact Delayed.** Aside from Tires and certain Accessories, cars and light trucks do not make substantial contributions to aftermarket product volume until they are at least five years old. The repair-age sweet-spot (vehicle age categories with above average rates of aftermarket product volume) for most products ranges between six and ten years and for many products, it extends from eight to twelve years of vehicle age. Even with rising EV sales, it will take some years before EVs will have a meaningful impact on the aftermarket.

### 2030 Aftermarket: EV Elimination of ICE Volume

Three major factors will limit the aftermarket impact of Electric Vehicles to 2030 and beyond.

First, A significant portion of Electric Vehicles on the road in 2030 will be PHEVs, which have an internal combustion engine and an electric motor. PHEVs use a wide array of conventional aftermarket parts.

Second, even with strong annual sales growth, EVs will account for only approximately 7% of the total VIO by 2030. BEVs will represent a smaller share.

Third, the average age of EVs on U.S. roads during 2030 will be very low, less than 3 years. The average age of BEVs will be even lower.

### ICE Vehicle Aftermarket Growth to 2030 And Beyond

With their relatively small VIO and low average age, EVs will eliminate only a limited portion of 2030 ICE aftermarket volume (aside from Tires and certain Accessories).

Lang Marketing projects that EVs (PHEV and BEV models) will eliminate less than 2% of ICE aftermarket product sales in 2030. BEVs will eliminate a smaller portion. This means ICE cars and light trucks will continue to increase their aftermarket product volume to 2030 and beyond.

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# The Lang Report: Six Key Takeaways

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- Electric Vehicles (Plug-In Hybrids and Battery Electric Vehicles) have not yet entered the mainstream of light vehicles sales in the U.S.
- Aside from Tires and certain Accessories, light vehicles do not make substantial contributions to aftermarket product volume until they reach at least five years of age.
- Lang Marketing projects that EVs will represent only 7% of the VIO by 2030 with most EVs under three years old.
- The average age of EVs on US Roads during 2030 will be less than 3 years old. BEVs will have an even lower average age.
- The limited number of EVs in operation and their low average age mean that EVs (PHEV and BEV models) will eliminate less than 2% of ICE aftermarket product sales in 2030. BEVs will eliminate an even smaller portion.
- ICE vehicles will continue to generate aftermarket product growth in the U.S. to 2030 and beyond.

## Online Applications Available for

## 2022 University of the Aftermarket Foundation Scholarships

Applications are now being accepted online for the 2022 University of the Aftermarket Foundation Scholarships which are awarded to students planning automotive aftermarket careers. The application process is entirely electronic through the UAP Scholarship website...[www.automotivescholarships.com](http://www.automotivescholarships.com).

**The deadline to apply is March 31, 2022.**

The University of the Aftermarket Foundation and many more organizations award automotive scholarships. Your one complete on-line application will automatically be considered by every organization where you meet their qualifications. Thousands of scholarships have been awarded by UAF and all the collaborating organizations since 1998. By completing a single online application on the UAF website, students will be considered for AAAMS/NYSAAA Scholarship Fund awards as well...in any course of study. AAAMS/NYSAAA scholarships are open to any AAAMS/NYSAAA member in good standing, members' employees or immediate family members.

More Information regarding the AAAMS/NYSAAA Scholarship Program will be included in the January 2022 issue of "The Horn".

## Management Notes

### How Salespeople Can Manage Their Time Better

By John Chapin

When I talk to sales reps who aren't hitting their numbers it usually comes down to a lack of activity, in other words, they aren't making enough calls to get the prospects and ultimately make the sales. "I don't have enough time" is the biggest excuse I hear regarding why they aren't making the necessary calls. Not having enough time can be due to a few factors. Here they are and here's what you can do about them.

#### 3 Time Hurdles and What to Do

**Time Hurdle #1: There Really Isn't Enough Time.** This is the person being pulled in too many directions, they have too many non-sales items on their plate. These items could be service or administrative items, putting out too many fires, leadership responsibilities, and, in general, anything other than sales activities: prospecting, presenting, closing, and some high-level servicing of your most important accounts.

Many salespeople do this to themselves by over-servicing accounts and doing paperwork and other administrative items that others can and should do. Other salespeople have these items forced upon them either by management or a lack of company support.

If this is self-imposed, you have to stop doing what you shouldn't be doing: non-sales tasks others should be doing, and start doing what you should be doing: making more calls and more sales. If someone else is requiring

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# How Salespeople Can Manage Their Time Better

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you to do non-sales items that are taking up too much of your time, you have to talk to that person and either get some or all of these items off your plate, or have your job redefined and make the proper adjustments to pay, sales quota, and other expectations.

**Time Hurdle #2: Other Priorities.** At worst, this is the person who doesn't have time to make calls and hone their sales skills but has time to go out drinking with friends three or more nights a week, play golf multiple times during the week, and knows exactly what happened in last night's baseball game.

At best, this is the person who helps get the kids off to school in the morning, is home by five for dinner, dedicates nights and weekends to family and other personal items, and as a result, simply isn't putting enough hours into selling and/or their job.

While the latter situation sounds better and probably is, if the net result is not meeting your sales goals and expectations, your career needs to become more of a priority. Sales is not a 9 to 5 job especially for the first five years in any industry, and anytime you're not hitting your numbers. The disproportionate time commitment needs to be understood by the salesperson and communicated by the salesperson to all interested parties including family members and friends. While it's great to be there for all the family activities, have fun, and hang out with your friends, and that's the ultimate goal down the road, not pulling your weight and not doing what you're getting paid to do doesn't set a good example, and losing your job isn't good for anyone involved.

By the way, the number one reason for failure in sales is simply not putting in the necessary hours to learn sales and make the necessary calls. A 15% increase in hours worked has shown to increase production by as much as 38%.

**Time Hurdle #3: Overall Poor Time Management.** Most salespeople aren't great when it comes to time management. Here are some tips to improve your time management:

- **Study time management.** If you read some books and take some courses, you'll most likely pick up some good tips that will help you significantly improve how you manage your time. Find people who manage their time well and learn from them.
- **Have specific sales goals including one for daily sales activity and put a plan together to make those goals a reality.**
- **Have the self-discipline to stick to your plan.** Your number one priority is getting your daily activity done.
- **Get organized.** Put everything in its place. Keep like things together. Develop policies, procedures, and systems for things that are done repetitively. As I suggested with time management, study organization too. Read a few good books and take some courses. Also, find someone who's organized and find out what they do.
- **Find out where you're wasting your time.** Keep a time log for two weeks and keep track of where you spend your time during the day. No, this won't take more time, it will actually save you time because you'll stop doing things you shouldn't be doing because you don't want to write them down.
- **Work hard and work smart.** Work when you're at work, don't waste time. Develop a sense of urgency and try to get through things quickly. Also, follow the 80/20 Rule. This rule states that 80% of your results come from 20% of your activities. Do your best to work mostly on those 20% during the day. Find the quickest, most efficient ways to do things. Finally, don't do non-time-sensitive items during prime calling times.
- **Come up with your most important tasks for the next day the night before and prioritize those activities.** You should have a maximum of six to ten priority items. Do your best to get those activities done before anything else.
- **Eliminate and ignore distractions.** Shut off e-mail and voicemail notifications and only check them four or five times during the day. Put signs up, close your door, say 'no', and don't get sucked into useless conversations or sidetracked by people who simply want to waste time.
- **Delegate and hire other people to do things for you.** Find someone who's super-organized and have them control your calendar.

The simple solution to all of the above is to make your sales activities a priority and commit to learning how to manage your time better. If you follow through on those two decisions, you'll get more sales activities done and you'll become significantly better at time management.

*johnchapin@completeselling.com.*



# Association News

## Welcome New Members

Please join the Association Directors in welcoming the following new members into the Association:

**Fleet Ignition Co., Inc.**, Wantagh, NY (Jim May)

**NAPA Syracuse Distribution Center**, Syracuse, NY (Chris Piston)

**NAPA Albany Distribution Center**, Latham, NY (Scott Murphy)



## 2022 Vacation Schedules

For many years, your Association has provided Vacation Schedules ... 2022 will be no different.

A 2022 Vacation/Leave Schedule will be included in the January 2022 issue of "The Horn".



## Don't Forget That Your Association Can Be Your Source for the Following Products

We urge each member to keep in mind that your Association has the following Products Available to members:

### Insurance Products

- Business and Workers Compensation Insurance
- Life and Health Insurance

### Supplies

- Laser Invoices
- Laser Statements
- Window and Non-Window Envelopes
- Shop/Repair Forms
- Ink & Toner
- Ribbons
- Ad Specialty Items
- Stretch Wrap
- Plastic Bags , etc.

Contact Randy at 1-800-849-8037 regarding such items



## Association Office Holiday Schedule

The Association office will be closed the following days during the upcoming Holiday Season

### Christmas

Friday and Monday, December 24 and 27, 2021

### New Year's

Friday, December 31, 2021

- - Executive Vice President Randy Lisk

HAPPY  
*Holidays*



*From your friends at*  
**AAAMS/NYSAAA**