



First Quarter | 2023 | AACF eNews

In This Issue: AACF News | About Concious Capitalism | How You Can Help

Updates from the Executive Director . . .

Dear aftermarket family,

I was hopeful that we would experience a somewhat normal routine in 2022 creating awareness, growing our base of volunteers, generating enthusiasm for the organization, enabling donations, increasing participation in our **annual golf tournament** and, of course, supporting those members of our industry that are in need.

Words can't describe how grateful I am to be able to report that we are back on track and poised for a productive 2023. Nothing best represents this comeback year than our recent golf tournament, in Las Vegas. We had an outpouring of support and, above all, we were able to celebrate its 30th anniversary. Special thanks to Larry Magee, President of the Board of Trustees and Jeff Helfrich, Chair of the Golf Committee, as well as the hundreds of people who came out to support it. That event was a meaningful statement. In addition, it provided the forum for the annual Board of Trustees' meeting and the opportunity for board committees to set the stage for this new year.

With all best wishes for a happy, healthy and prosperous New Year.

Joel Ayres

Executive Director, AACF



AACF BOARD NEWS

Committee Updates



Larry Magee, President, AACF Board of Trustees

The 30th-anniversary AACF Golf charity tournament was a tremendous success again this year thanks to the golf committee volunteers and our Board of Trustees, who worked for over six months planning and executing this year's event held in Las Vegas, during industry week for the SEMA and AAPEX shows. The beautiful 27-hole golf course at the **Spanish Trail Country Club** was near capacity once again this year and donations far exceeded our expectations. I would like to thank all who attended and especially our sponsors, donors, industry leaders and trustees for their donations and raffle items, which allows the

UPCOMING EVENTS

Feb. 27 - March 1, 2023

2023 Women in Auto Care
Leadership Conference
Palm Springs, Calif.

[More Info](#)

April 11-12, 2023

2023 AASA Vision Conference
Rosemont, IL

[More Info](#)

[How You Can Help](#)

foundation to achieve our mission of helping people within the automotive aftermarket who have experienced catastrophic life changing events and have nowhere else to turn. Planning for the 2023 AACF charity golf tournament will begin shortly and we can't wait to see everyone again in 2023.

AACF Marketing and PR Committee News

Our committee had a great breakout session during our annual Board of Trustees meeting recently in Las Vegas. We are asking people not only to connect us with their companies on LinkedIn, but also to share our posts and other news on their social media formats. That simple gesture will amplify our voice in a meaningful and authentic way and, who knows, you just might be helping someone who really needs our resources. (Photo above - **Peter McGillivray**, Marketing Committee Chairman)



AACF Golf Committee News

It was a record-breaking year for the 30th playing of the Bob Schoebrel Memorial Golf Tournament. The golf course was in great shape and the weather could not have been better for our events.

Attendance at our Sunday night cocktail reception and Monday golf tournament were back to pre-pandemic levels and

exceeded our expectations. The funds raised during the events will go a long way to support our own automotive aftermarket brothers and sisters that may have fallen on hard times and nowhere else to turn; it humbles me to be a small part of making that happen. We are looking forward to planning the 2023 event, which will take place Sunday, Oct 29th and Monday, Oct 30th and attracting some new sponsors in supporting this event and making it another record-breaking year. (Photo above - **Jeff Helfrich**, Golf Committee Chairman)

AACF Recipient Review Committee News

The AACF has developed a strategy to get resources where they're needed the most in a timelier fashion. This differentiates the AACF from other organizations that offer support, but there can be a delay in getting funds delivered. The Recipient Review Committee does its due diligence ahead of time and allocates resources to provide funds in an incredibly short period of time, getting aid to where it's needed before things get worse. "We've enjoyed some success in doing so with the recent disaster relief in Florida, for example," said Peter MacGillivray, Chair of the Marketing and PR Committee. "The committee was able to go through the applications and able to deliver the support and resources within 48 hours, in some cases." (Photo above - **Chuck McCourt**, Recipient Review Committee Chairman)



We are the only charity that enables you to help members of our industry that have nowhere else to turn. The work of the **Automotive Aftermarket Charitable Foundation** (AACF) is done by volunteers and a small staff, so our overhead is minimal. The AACF is a 501(c)(3) non-profit organization. Donations to AACF are tax-deductible to the extent permitted by law.

**** Please note our new payment remittance address below ****

Mail your donation to:

AACF

PO Box 947520

Atlanta, GA 30394-7520

DONATE TODAY

AACF PARTNERSHIPS & CHAMPIONS

SMP Employee Match Program was a success! Thank you to SMP Employees who participated.

DCS Consulting - First Champion donor of 2023! We thank them for being a Champion Donor for the past 5 years!

Several years ago I invited a Buddhist monk to speak to my Senior elective class, and quite interestingly, as he entered the room, he didn't say a word (that caught everyone's attention). He just walked to the board and wrote this: "EVERYONE WANTS TO SAVE THE WORLD, BUT NO ONE WANTS TO HELP MOM DO THE DISHES." We all laughed. But then he went on to say this to my students:

"Statistically, it's highly unlikely that any of you will ever have the opportunity to run into a burning orphanage and rescue an infant. But, in the smallest gesture of kindness -- a warm smile, holding the door for the person behind you, shoveling the driveway of the elderly person next door -- you have committed an act of immeasurable profundity, because to each of us, our life is our universe."

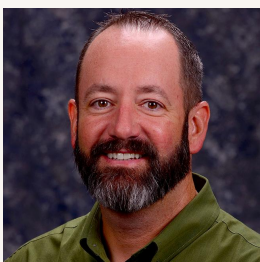
This is my hope for you for the New Year -- that by your smallest acts of kindness, you will save an other's world.



“The AACF Board is a group that have become successful after a lot of hard work and like to give back to the industry,” said Recipient Review Committee Chair Chuck McCourt, of McCourt

Marketing Group. “The Recipient Review Committee is a 7-person committee; all our members have a strong background in the automotive aftermarket,” explained McCourt, who has been in the industry for more than 50 years.

“We are a blessed group of people who really want to help others in our industry and know that many folks in our industry need physical and financial help and they need that help more than ever. It can take a long time for state and federal dollars to come through, so we try to make it timely when we get a referral—I respond whether it’s morning, noon or night. Our group has a quick process for voting and approval and, in many cases, we can approve the request within 24 to 36 hours and then process it and have a check written within 48 to 72 hours.”



We would like to welcome Wes Wise to our Board of Trustees. Wes is the Vice President, Professional Sales for **O’Reilly Auto Parts**. (Photo left - Wes Wise, AACF Trustee)

Wes will be replacing Chuck Rogers, at O’Reilly, who served for many years on our board. We thank Chuck for his work on the Recipient Review Committee and serving on our Board.

We would like to announce the appointment of Chuck McCourt as Chairman of the Recipient Review Committee. He has served many years on the committee and has now taken the lead. Thank you Bob Hirsch for remaining on the committee as a trustee and member.

Calling All HR Managers

The AACF is looking to connect with the automotive aftermarket industry’s Human Resource managers. If you’re reading this newsletter and work for a company that has an HR manager, we would like to hear from them. We know HR folks are often the first to know who is in need and who can benefit from the work that we do; we want them to refer employees from the industry, so we can help them. Let us know who your HR manager is. Help us and do that outreach to connect us, so we can help your company and our brothers and sisters in the industry.



In other board news, we would like to thank and welcome new Awareness Partner **STTC (Service Tire Truck Centers)**

DONOR SPOTLIGHT

Spotlight on Marc Blackman and Gold Eagle



The Gold Eagle Values: Balance; Commitment; Customer Focus; Innovation; Integrity; & Quality
The Corporate WHY: Driven to Protect & Preserve the Things You Love; or Love it Longer!

After a 10-year career with the Gallo Winery, Marc Blackman joined **Gold Eagle** in 1993. He has been with the company for 29 years and became Gold Eagle’s president in 2001, and CEO in 2007.

“Throughout Gold Eagle’s 90-year history, the Hirsch’s created a culture of strong values around running a sound business for the benefit of all stakeholders,” said Blackman. “Little did they know at the time that they were what’s

called today conscious capitalists. **Conscious Capitalism** is about the premise that business can, and frankly is, responsible to be a force for good. To be a force for good, a business must be successful. As a privately held company, we had to focus on business first but, once successful, Bob and Rich Hirsch--and I--have always envisioned giving back to both the community and our industry.

Not long before I joined the company, the Hirsch's launched a Foundation with the vision of taking a portion of our profits, investing them wisely, and giving back to the community. The creation of the Hirsch Foundation represented the beginning of Gold Eagle giving back. Representing support for the community, the Hirsch foundation has proudly provided support over the years to wonderful causes that focus on health and/or education.

In addition to causes that the Hirsch foundation supports, Bob and Rich Hirsch always believed in giving back to the great industry that has helped make Gold Eagle the success that it is today. When hearing about the Automotive Aftermarket Charity Foundation (AACF), which supports industry families during difficult times of need, Bob Hirsch became convinced that this was the best and most important way of giving back to the industry we have come to love. Helping our fellow past and current aftermarket employees and their families represented the true nature of what has become the aftermarket community. His passion led to not only financial contributions, but ultimately Bob ascended to become the chairman and leader of the AACF for almost 10 years. Through his leadership, the Automotive Aftermarket Charity Foundation grew in industry awareness as well as financial strength, which further enabled its ability to contribute to such a great cause.

The AACF was the start of Gold Eagle giving back to the automotive aftermarket industry. In addition to this great cause, Gold Eagle has supported Northwood University, and recently became a Lifetime Trustee for the University of the Aftermarket. In addition to Bob's leadership of the AACF, I helped bring the business-building tools of Category Management to our industry. More recently, I was chairman of the Automotive Aftermarket Suppliers Association (AASA – a division of MEMA, the Motor Equipment Manufacturing Association) and, in 2022, was named chairman of MEMA.

Most recently, Gold Eagle took action to assist during both the Pandemic and natural disasters. During the pandemic, Gold Eagle pivoted to assist with the production and distribution of hand sanitizers. The Heroes brand of hand sanitizer was created to commemorate not only the heroes working the pandemic to treat the sick, but also the heroes at Gold Eagle who kept themselves safe outside of work while bravely coming in to work at Gold Eagle to keep the company operating. Gold Eagle has also donated hand sanitizers to a great Chicago-based charity called "Earn with A Purpose", which provides work to autistic young adults as a way to provide meaning in their lives. Another example came from the recent disaster that was Hurricane Ian in Florida. In addition to donating actual product (Sta-Bil, 303, Heet, and Clindo), Gold Eagle donated \$.50 for every bottle of Sta-Bil sold nationally during the month of October (up to max of \$50,000) to the AACF for help with the aftermarket community in Florida.



In the past, Gold Eagle created the United States Lawn Mower Racing Association (USLMRA) and supported the Sta-Bil Lawn Mower Racing Series. This was a fun and effective way to not only promote Sta-Bil, but also provide affordable racing to chapters and their members throughout the country. As part of lawn mower racing, USLMRA racer Bobby Cleveland, set the all-time land-speed record at the Bonneville Salt flats, which was covered live by the Today Show.

Other fun ways Gold Eagle Team Members team up to give back to the community are through clothes drives, competitive food drives (teams within Gold Eagle competing) benefiting the Chicago Food Depository, American Cancer Society Walk & Roll, donating toys for Toys for Tots during the holidays, hosting the Gold Eagle Cars & Coffee event(s).

In addition to generating content to market our company, Gold Eagle's elite Content Team takes time to create various community-minded documentaries. These documentaries either assist consumers with the challenges of car ownership or call out heroes making a difference in our world. Examples of

these are the following:

1. Revving Up: How to video series on YouTube for the DIYer
2. From the Ground Up: Keeping our Desert Clean – calls out a passionate off-roading group in Arizona that clean up trash in the desert to keep the off-roading paths open and environmentally responsible.
3. Fastest Lap at Circuit of Americas: Feras Qartoumy set the new unlimited class overall lap record with a mark of 2:03.974, the best time ever posted by a production-based car. Sta-Bil and 303 sponsored his car.
4. Driv(H)er: Two inspiring women in Motor Sports – Kelsey Rowlings and Sally McNulty paving the way and rising through the ranks in motorsports. They are both completely self-made and self-taught. Both are sponsored by Sta-Bil and 303.

Finally, in July of 2022, Gold Eagle acquired Lubrication Specialties Inc (LSI), in Mount Gilead, OH. Gold Eagle and LSI are made for each other with common values, similar purposes, and a history of community giving. Together, we hope to only build on what each company has started.”

Joel Ayres on the Road



AACF Executive Director Joel Ayres visited with a number of industry leaders during the **SEMA** and **AAPEX** week held in Las Vegas, in October. His mission was to spread the word about the work of the AACF and update supporters and others about the successes of the past year and the goals for 2023. “It’s always a great opportunity to be in Las Vegas for industry week and move from the important work and fun at the AACF’s annual golf tournament to the showroom floors of SEMA and AAPEX,” said Ayres. “I also coordinated with the AAPEX team to supply news items about the golf tournament and our work on behalf of members of the automotive aftermarket industry and continue to strive to find more ways to get the message out about the work of AACF, as well as to try to inspire more supporters and referrals for our worthy recipients.”

In this photo, Joel Ayres on air during industry week in Las Vegas shares the stage of SEMA Central with host Kevin Oeste, also known for his V8 Speed and Resto Shop.

SEMA Hall of Famers: Joel Ayres, Executive Director of the Automotive Aftermarket Charitable Foundation, meets with Linda Vaughn (middle), “Miss Hurst” and First Lady of Motorsports, and Marla Moore (right), Marketing Director for The Coker Group, to talk about the work of AACF that supports members of the automotive aftermarket community in times of crisis or need.



Joel Ayres connects with Warren Mault (right), Northwood University’s Senior Advancement Director, at the Northwood University Award’s Luncheon, during the AAPEX Show. Ayres, who received an award from **Northwood University** in 2015, works diligently to spread the word about the mission of the AACF and its loving labor on behalf of members of the industry.

Joel Ayres (right) with **Chip Foose** at SEMA. Foose is highly-regarded as

an automobile designer, artist and star of Velocity's reality television series Overhaulin and has been a spokesperson for AACF.



All Are AACF Winners



Four industry leaders from the automotive aftermarket took home the top trophy at the Bob Schoeberl Memorial Golf Tournament. From left, Don Daugherty, of **Hovis Auto and Truck Supply**; Barry Hills of **Canammex/Thunderbolt**; Pete Thomas of **Parts Authority**; and Bob Rescoe of **Federated Auto Parts**.



Thank You to our Sponsors: The Automotive Aftermarket Charitable Foundation thanks all of the sponsors of the 2022 Bob Schoeberl Memorial Golf Tournament held during industry week of SEMA and AAPEX in Las Vegas. The 30th annual event drew 160 teams and raised more than \$600,000. Shown here are Larry Magee, of Magee Ventures Group, and President of the AACF

Board of Directors (left) and AACF Executive Director Joel Ayres, with the list of Diamond and Platinum Sponsors.



Thanks to our Gold Sponsors and all who donated door prizes! The Automotive Aftermarket Charitable Foundation thanks the long list of sponsors and volunteers who made a difference. Shown here are Chuck Rogers, of O'Reilly, and Jeff Helfrich, Chair of the Golf Committee and AACF board member.



BOARD OF DIRECTORS

LARRY MAGEE | President
 JON OWENS | Vice President | Epicor Software
 LUANNE BROWN | VP & Treasurer | eTool Developers
 ROSS KOGEL, JR. | Secretary | Tire Wholesalers Inc.
 GEORGE AFREMOW | SEMA
 MICHAEL CUCCIO | AutoZone
 MIKE DEVER | Genuine Parts Company
 ANDY DUDASH | Retired from TBC Corporation
 BILL HANVEY | President/CEO, Auto Care Association
 JEFF HELFRICH | TBC Corporation
 BOB HIRSCH | Gold Eagle Co.
 MARKO IBRAHIM | Bridgestone Retail Operations
 JOHN KAIRYS | TBC Corporation
 SCOTT KRINSKY | Advance Auto Parts

PETER MACGILLIVRAY | Electrify Expo
 PAUL MCCARTHY | President/COO, AASA
 CHUCK MCCOURT | McCourt Marketing Group LLC
 MIKE PEACE | The Pronto Network
 TYLER REEVES | Caliber Collision
 TODD SANDERS | Advance Auto Parts
 RICH SCOVNER | Castle Products
 SHELDON SILVERMAN | Smart Bomb Media Group
 MIKE SPAGNOLA | President/CEO, SEMA
 TERI THOMAS | Interstate Batteries
 SHANE WILLIS | Acel, LLC
 DAVID YOUNG | Valvoline, LLC
 WES WISE | O'Reilly Auto Parts

 JOEL AYRES | Executive Director
 MISTY WALKER | Executive Assistant

About AACE

The Automotive Aftermarket Charitable Foundation (AACE) has been helping aftermarket families turn tragedy into triumph since 1959. Like the industry, AACE is driven by passion and devoted to family. It's tough to ask for help, but when someone in the aftermarket family faces profound circumstances, AACE is there to help put the tough times in the rearview mirror. As a nonprofit, AACE accomplishes its mission through the support of generous donors, awareness partners and dedicated volunteers.

To learn more, visit AftermarketCharity.org.
 To donate, visit AftermarketCharity.org/donate
 To apply for help, visit AftermarketCharity.org/get-help

The AACE is a not-for-profit organization.

FOLLOW US

