



## Fourth Quarter | 2019 | AACF eNews

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### REFLECTIONS ON 2019 - From the Executive Director, Joel Ayres



Going into my 4th year since becoming the first Executive Director in the Foundation's history, I can say I'm just as excited and enthused as when I accepted this position in 2015. As I look back on 2019, I'd like to share some thoughts with our many supporters, recipients, and volunteers our newsletter goes out to.

2019 is the 60th Anniversary of the AACF. Founded in 1959, for 56 years this Foundation was completely run by an all-volunteer Board of aftermarket executives dedicated to helping our own industry families. Since then some of those first volunteers continue to dedicate time and money to helping those that have fallen on hard times. One original board member, Don Schlenger, turned 98 this year and continues to offer wise insights in helping the AACF succeed.

We just completed the annual Bob Schoeberl Memorial Golf Tournament, our biggest fundraiser of the year. Many of our golf committee members were at the very first tournament 29 years ago. We moved to the beautiful Spanish Trail Country Club in 2018 to accommodate more golfers. The move proved to be the right choice as this year sold out to the maximum golfers allowed.

After 12 years as President of the AACF Board of Trustees, Bob Hirsch stepped down and long term board member, Lynn Parker was elected our new President and board member, Larry Magee was elected Vice-President. This year also saw 5 new board members added from several different aftermarket companies. These executives joined our group of dedicated and big hearted industry executives already serving on the board. Our men and women on the board have very busy lives with their companies, yet still put in many hours helping those families in our industry that need assistance.

As the **ONLY** charity helping **ONLY** those who are employed in

### UPCOMING EVENTS

#### Jan 27-30

HDAW 2020  
Gaylord Texan Resort & Convention  
Center | Grapevine, TX

[More Info](#)

#### Feb 19-20

Women in Auto Care Leadership  
Conference  
Omni Charlotte | Charlotte, NC

[More Info](#)

#### March 26-28

Mid-America Trucking Show  
Kentucky Exposition Center |  
Louisville, KY

[More Info](#)

Please, if you feel like you are one of the fortunate ones I urge you to help in any way you can. There are 3 vehicles to share with AACF and you can read about them in several sections of this newsletter.

**1. Donations!** On average, our expense is \$2,500 per recipient, some less and some much more. Consider helping at any level of donation. Every donation helps.

**2. Have your company become an Awareness Partner!** It's a zero cost option and is a way to let your employees know we are here if they should need help. It's an easy process. Let us know if we can provide more details.

the aftermarket industry, we could not do it without the financial support of many automotive aftermarket companies and industry associations including **Auto Care Association**, **MEMA**, and **SEMA**.

We continue to increase the number of persons we are helping through the companies that have signed up on our Awareness Partner Program. This program is free to the participating company and helps us get the word out to individuals that may need our support. This year XX more companies joined the Partner program. Many industry magazines have also donated ad space to let the industry know who we are and how we can help. Several aftermarket service providers, like **Yonder Marketing**, **CWK Media**, The **BuzzMaker PR firm** and **eTool Developers**, have donated their services to improve the Foundation's image and awareness.

We are blessed to have so many companies, associations, media, and executives willing to "pay it forward". Just look at our impressive list of **supporters** on [aacfi.org](http://aacfi.org).

As the holidays are upon us I hope you take a moment to realize how fortunate we are to be celebrating with our own families and friends. Please remember to be thankful and think of the many people who are less fortunate and are grateful that there are organizations like AACF to help ease their burdens.

On behalf of the AACF Board of Trustees and the AACF staff we wish you and your families the happiest of holidays and we thank you for your ongoing support.

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## How You Can Help

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.

Mail your donation to:

AACF

PO Box 864520

Orlando, FL 32886-4520

**DONATE TODAY**

3. **Spread the word** of the good work! If you know of someone that may need our help, refer them to our confidential application process.

If you already participate please recommend us to other communities within your influence - other organizations you do business with, customers, friends of the industry, community partners. We are very proud of our AACF family and hope you are too.

You can help us make a difference for an aftermarket family. We know it. We feel it. Together we can do it. Let us know how we can help you to help others.

- Joel Ayres, AACF Executive Director



When you shop  
at **smile.amazon.com**,  
Amazon donates.



It's almost a wrap! Remember, when you finish your holiday shopping at [smile.amazon.com](http://smile.amazon.com), AmazonSmile donates to the Automotive Aftermarket Charitable Foundation at no cost to you

## RECIPIENT SPOTLIGHT

### Words of Appreciation

"We're coming up on the year since that horrible fire, just wanted to let you know how much we appreciate you being there for us. We have settled in a beautiful RV in the country south of

Oroville. we're still wondering what the future holds, but we know God is good and has a plan for our lives, all of our lives.

Thank you again God bless you and yours."

-Recipient

"To all of you at the AACF who helped us again in November. Thanks for standing by us as we seek Gods will in our lives. Although it often seems impossible, I know God will open a door for employment and will bless me with better health. Sincere thanks."

-Recipient

"I could not financially survive without your help. Thank you very, very much. Have a wonderful holiday season. God bless you."

-Recipient

## BOARD MEMBER SPOTLIGHT

### Mike Peace - National Pronto

*A little about your career: What is your current position and place of employment, and how long have you been working in the industry?*

Currently I am the VP of National Accounts & Business Development for National Pronto. I have been in the Industry for over 30 years!

Wow, guess that explains the change in hair color.

*How did you first get involved with AACF ?*

I first became aware of the AACF in 2010 while serving as the National Sales Manager at The Timken Company. Former AACF Board Trustee, Murray Sullivan, contacted me and made me aware of the Bob Schoeberl Memorial Golf Tournament and solicited my support. Unfortunately I couldn't play in the Tournament but we did become a sponsor.

*Why does giving back to AACF means so much to you?*

This industry has blessed me and my family many times over. If I can give back in a small way by serving the industry and the people that work in it through the AACF I consider that an enormous privilege.

In November I attended my first AACF Board Trustee meeting. I was overwhelmed with the dedication and the commitment of my fellow Board Trustees and their sincere desire to make a difference for those in our industry that need a helping hand. It was both a gratifying and humbling experience that I won't soon forget.

-Mike Peace



[See all AACF Leadership](#)

## AWARENESS PARTNER SPOTLIGHT

### 2019 NEW AWARENESS PARTNERS:

- **Automotive Parts Headquarters, Inc.**
- **Sinister Diesel**
- **Hellwig Products**
- **Pilot Automotive**

The Awareness Partner Program is a partnership between your





#### AACF AWARENESS PARTNER PROGRAM

We would like to get this out of the way first. We're not asking for donations; we're requesting your help.

##### 1. Who we are:

- For over 50 years, The Automotive Aftermarket Charitable Foundation (AACF) has been the only charity focused exclusively on the people of the automotive aftermarket.
- Recipients are helped who are experiencing financial hardship due to death, catastrophic illness, or accident.

##### 2. What are the benefits?

- With no cost to your company, you demonstrate you are a caring employer.
- Improved staff morale, especially when any employees receive help from The Foundation.
- When employees are informed of the AACF, applications come forward that would otherwise be unknown problems.

##### 3. How you can help:

- Many cases of need do not reach us, usually due to a lack of awareness of The AACF.
- We have begun an Awareness Partner Program so conscientious companies can inform their employees about the help offered by The Foundation.

##### Steps to become an Awareness Partner:

- + **Designate someone in your company** to care for this, and inform us of their contact information. Usually someone in the HR department.
- + **Post an AACF "Awareness" poster** in suitable employee information locations: bulletin boards, lunchrooms, and time clock stations, for example. We can provide posters or you can print your own with approval from AACF.
- + **Prepare and distribute a specific "Employee Communication"** through an article in your newsletter, a memo to pay envelopes, or a broadcast email to employees. We will supply sample wording. You can customize with your company logo and any additional content, provided The Foundation gives final approval to ensure consistency with our message.
- + **Communicate in writing** to our Executive Director when these two things are done.
- + **Provide a high definition copy** of your company logo and word mark so we can recognize you as a Partner Company on our website.
- + **Web link exchanges** are optional but not mandatory.

That's our program in a nutshell. We are hopeful you will participate and bring the benefits of the AACF to your company. We appreciate all efforts to assist us in sharing our mission.

company and AACF to promote awareness of our services to your employees. There is no cost to participate, and it is a great way for a company to help AACF identify aftermarket families in need. Please join us today!

**Download more information >**

"It is a very unique charity, focused on people who have made a career in our industry. AACF has helped many people, but many more need help. Any aftermarket company can partner with AACF simply by helping raise awareness to employees, customers, and suppliers."

*-Tim Martin (Aftermarket Advisors)*

## EVENT UPDATES



shown above, Jiffy Lube team of Mike Rodriguez, Cody Norris, John Watkins and Jody Hamous

shown below, Alan Eagleson, Justin Large, Brian Mielko, and Jeff Helfrich



### 2019 GOLF TOURNAMENT RE-CAP

The AACF is delighted to report a record participation from its' hugely popular annual golf outing event.

"This was the most successful tournament in the 29 year history of holding this event; we had the largest turnout, with over 216 golfers. A combined crowd of over 250 of our industry executives attended the Sunday night cocktail reception & Monday's golf event," said Andy Dudash of TBC Corporation and AACF Golf Committee Chairperson, "all to raise money in support of the AACF."

Dudash goes on to say, "this event continues to amaze all who attend and witnessing first hand the unselfish support from all the attendees, event sponsors, helpers, organizers, etc. that take a day to come together and give back to an industry that has been good to them.

Congratulations to the winning team from Jiffy Lube, Mike Rodriguez, Cody Norris, John Watkins, and Jody Hamous.

Next year will mark the tournament's 30th anniversary and will most likely sell out early. Be sure to mark your calendars for the 2020 Bob Schoeberl Memorial Charity Golf Tournament, held again at the stunning Spanish Trail Country Club in Las Vegas on **November, 1st - 2nd, 2020**.



## BOARD UPDATES AND INFO



### THANK YOU CHAMPIONS

- **Nissan USA**
- **SEMA**
- **Auto Care Association**
- **AASA/MEMA**
- **Don Smith**
- **The Group – Federated & Pronto Auto Parts**

[Donate Now](#)



### About the AACF Champion Program

**AACF Champions** are generous, big-hearted aftermarket brands and individuals that have committed to supporting aftermarket families in need with a donation of \$25,000 or more. We simply can't thank them enough.

[Read More about this program](#)

### AACF Recognizes Champion Donors



(shown left to right - Joel Ayres (AACF), Paul McCarthy (AASA/MEMA), George Afremow (SEMA), Bill Hanvey (Auto Care Association), Bill Long (MEMA), and Lynn Parker (AACF))

At this year's Industry Week in Vegas, the three associations, **Auto Care Association**, **AASA/MEMA**, and **SEMA** accepted a special award for the many years of dedication and support to the Foundation.



**The Group - Federated & Pronto Auto Parts** is the most recent Champion Donor and is

committed to continuing support of the Foundation. Shown from the left is Lynn Parker (AACF), Robert Roos and Mike Peace (Federated), and Joel Ayres (AACF).

We are thrilled to have a new Champion donor, **Nissan North America** - Pictured are Joel Ayres (AACF), Jack Saunders (Nissan) Lynn Parker (AACF)



Champion Donor, Don Smith (DCS Consulting, SEMA Hall of Fame member) and Joel Ayres (AACF)

WE DON'T HAVE TO ENGAGE IN  
GRAND, HEROIC ACTIONS  
TO PARTICIPATE IN THE  
PROCESS OF CHANGE.  
SMALL ACTS,  
WHEN MULTIPLIED BY  
MILLIONS OF PEOPLE,  
CAN TRANSFORM THE WORLD.

HOWARD ZINN



We thank each Champion member for their support. With their partnership we are able to help more aftermarket families.

## AACF BOARD NEWS

We would like to welcome new Board Trustee, Shannon McWilliams. Shannon is the Vice President of Sales at **Interstate Batteries**, and also the new AACF Marketing & Public Relations Committee Chairman.

In November, the AACF Board of Trustees met during industry week in Las Vegas for another successful annual meeting. Members of AMRA Board joined the AACF Board for lunch.

Congratulations to AACF Executive Director, Joel Ayres who was inducted into the **TORA** (Truck & Off Road Alliance) Hall of Fame during Industry week.

## BOARD OF DIRECTORS

DONALD SCHLENGER | Chairman | Retired  
LYNN PARKER | President  
BOB HIRSCH | Immediate Past President | Gold Eagle Co.  
LUANNE BROWN | Treasurer | eTool Developers  
TERRY O'REILLY | Secretary | Pricedex Software Inc.  
GEORGE AFREMOW | SEMA  
MICHAEL CUCCIO | AutoZone  
ANDY DUDASH | TBC Corporation  
BILL HANVEY | President/CEO, Auto Care Association  
JEFF HELFRICH | TBC Corporation  
MARKO IBRAHIM | Bridgestone Retail Operations  
CHRIS KERSTING | President/CEO, SEMA  
ROSS KOGEL, JR. | Tire Wholesalers Inc.  
SCOTT KRINSKY | Advance Auto Parts  
LARRY MAGEE | Heartland Automotive Services

PAUL MCCARTHY | President/COO, AASA  
CHUCK MCCOURT | McCourt Marketing Group LLC  
SHANNON MCWILLIAMS | Interstate Batteries  
JON OWENS | Epicor Software  
MIKE PEACE | National Pronto Association  
TYLER REEVES | Interstate Batteries  
CHUCK ROGERS | O'Reilly Auto Parts  
RICH SCOVNER | Castle Products  
SHELDON SILVERMAN | Smart Bomb Media Group  
DENNIS TOLIVAR | Genuine Parts Company  
MIKE WILCOX | Hennessy Industries  
SHANE WILLIS | Acel, LLC  
DAVID YOUNG | Valvoline, LLC  
  
JOEL AYRES | Executive Director  
MISTY WALKER | Executive Assistant

## About Automotive Aftermarket Charitable Foundation (AACF)

**The Automotive Aftermarket Charitable Foundation (AACF)** has been helping aftermarket families turn tragedy into triumph since 1959. Like the industry, AACF 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, AACF is there to help put the tough



times in the rearview mirror. As a nonprofit, AACF accomplishes its mission through the support of generous donors, awareness partners and dedicated volunteers.

To learn more, visit [\*\*www.AftermarketCharity.org\*\*](http://www.AftermarketCharity.org).

To donate, visit [\*\*http://bit.ly/AACF-Cares\*\*](http://bit.ly/AACF-Cares).

To apply for help, visit [\*\*http://bit.ly/AACF-get-help\*\*](http://bit.ly/AACF-get-help).

The AACF is a not-for-profit organization.

AACF  
[\*\*AftermarketCharity.org\*\*](http://www.AftermarketCharity.org)

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