

Aftermarket | Foundation

Taking Care of our Own since 1959

Second Quarter | 2015 | eNews



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 Aftermarket Foundation is done by volunteers and a small staff, so our overhead is minimal. The Aftermarket Foundation is a 501(c)(3) non-profit organization. All donations are fully tax deductible.

[DONATE NOW](#)

From the President

This last March the Aftermarket Board met in Palm Beach, Florida for their annual strategic planning meeting for 2015. The Board was introduced to new Executive Director, Joel Ayres.

Ross Kogel, who had led the search committee and strategic planning committee chaired this meeting. Discussion centered on expanding the Awareness Partners Program started by Board member Terry O'Reilly. Industry businesses can participate by putting posters in their break rooms, letters in employee's paychecks and articles company newsletters.

Other topics covered were a new marketing plan, new brand identity launch, upcoming golf tournament and a change in some of our financial reporting. Overall the Board was very positive with what was happening in the next 12 months to take the Aftermarket Foundation to the next level.

Special thanks to our Chairman, Don Schlenger, for hosting the meeting and reception.

Sincerely,

Bob Hirsch
President

Upcoming Events

Jul. 24, 2015
SEMA Installation Banquet |
Millennium Biltmore Hotel |
Los Angeles, CA

Aug. 30 - Sep. 2, 2015
PWA | Embassy Suites Anaheim
Anaheim, CA

Nov. 3 - Nov. 6, 2015
SEMA Show |
Las Vegas Convention Center |
Las Vegas

Nov. 2 - Nov. 5, 2015
AAPEX | Sands Expo | Las Vegas

Nov. 3 - Nov. 6, 2015
Global Tire Expo | New Tropicana, | Las Vegas

Dec. 10 - Dec. 12, 2015
PRI | Indianapolis Conv. Center |
Indianapolis, IN

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Awareness Partner Program

There are many more needs within our industry which have not been reaching us, because the industry associates in need are not aware of us. We have also come to learn that the overwhelming majority of these special needs come from rank & file employees, rather than middle and upper management.

Thus, we have embarked upon an [Awareness Program](#) utilizing conscientious companies to undertake to inform their employees about the existence and purposes of the Aftermarket Foundation. [There is no cost to the company](#) – indeed, it gets the benefit of being seen by its employees as a ‘caring’ employer, and the Aftermarket Industry as special, offering a special ‘safety net’ for its people.

The Program typically has the effect of contributing to improved staff morale, and this increases if and when any employees actually receive help from the Foundation. We have also learned that when a company does fully inform its employees about the Foundation, it is not usually very long before applications come forward. This outline of benefits must be explained to the prospective Partner, as well as the declaration that it is simple, with no cost and no financial contribution requirements.

[For more information about the Awareness Partner Program contact >](#)

Golf Tournament

Las Vegas, NV – Once again this year the Automotive Aftermarket Charitable Foundation (www.aftermarketfoundation.org) will be hosting their Annual, All-Industry Golf Outing to kick-off Industry Week in Las Vegas just prior to the start of SEMA and AAPEX. The event, held annually for over 25 years now, will take place just off The Strip at the magnificent Las Vegas Country Club on Monday, Nov. 2nd with a “shotgun” start at 8:15am. All proceeds help fund the Foundation’s work as the Industries’ only charitable organization dedicated to helping industry workers at their most critical time of need.

**All-Industry Golf Outing
November 2, 2015
Las Vegas Country Club
Las Vegas, NV**

- Sponsor Recognition through Jumbotron
- Pre-event Reception
- **More Info on page 4 >**

Member Spotlight



The Aftermarket Foundation is pleased to introduce the Executive Director, Joel Ayres, who joined the association last month.

[Read More on page 3 >](#)

OUR GOAL IS TO RAISE \$\$\$\$ AND TO HELP

“Your generosity has kept me, my wife, my 9-year-old daughter and my 12-year-old son safe in our home for another month. Without your help we would have certainly failed. I hope that when I get back on my feet, maybe I can donate time of some sort to your foundation to show my appreciation. God bless you and all involved.”

“You’ll never know how thankful I am. You are saving my life.”

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Member Spotlight - Joel Ayres

Aftermarket Foundation Announces First Ever Executive Director Industry's charitable arm hires veteran Joel Ayres to increase Foundation's reach

The Executive Committee of the Aftermarket Foundation has hired Joel Ayres, an industry veteran of more than 30 years. In announcing the hiring of Ayres, Foundation Chairman Bob Hirsch commented, "The Foundation could not be more pleased than to have someone of Joel's caliber lead us into the next phase of our journey providing care and financial assistance to industry people affected by hardship. The need for our services has never been greater, and this is the first time in our nearly 60 year history that we've had a full time Director solely dedicated to enabling us to help more people and drive more giving. This is an exciting time indeed."

"As soon as I became aware of this position, I felt it was my calling," Ayres said. "All my life I've had a passion for the automotive aftermarket and for charitable efforts, and this was a chance to combine the two. I'm honored the Foundation chose me as their first, full time Executive Director, and are entrusting me to lead our philanthropic efforts and expand our reach and help more people. The need is great." Ayres has a long resume of charitable activism. Along the way, Ayres has also been named the SEMA Person of the Year, has been recognized by Trucking Times magazine for his significant contributions to the truck accessory market, and was given an award by HeartGallery of Sacramento for his tireless work contributing to adoptions.

"Joel is a unique individual. Clearly, he's a successful business person, yet he's been equally effective in initiating and leading so many philanthropic efforts," said Ross Kogel, Jr., President of Tire Wholesalers, Inc. and Chairman of the Foundation's Search Committee that was tasked with finding the Foundation's first Executive Director. "This Foundation has done amazing work for almost 60 years now, and our history of volunteer leadership has successfully led us to the point where we can now hire a full time Director to help expand our awareness and create an even greater capability to help."

[Read more about Aftermarket Foundation on page 6 >](#)



Joel Ayres | Executive Director
Automotive Aftermarket Charitable
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Sacramento, CA 95819
joel@aftermarketfoundation.org

Thank you for all your help over the past four years. I truly appreciate all that your Foundation has done for us. If there's ever a day that I can repay the Foundation back to help another family in need I will do so".
- Received from Laura, a prior recipient.

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All-Industry Golf Outing

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“Our Golf Committee is amazing,” proclaimed new Foundation Director Joel Ayres. “They work tirelessly in a volunteer capacity to organize the biggest and most well-executed golf event our industry has ever known.” The event, which sells out every year, is organized by a Committee consisting of industry leaders Andy Dudash of TBC Corp., Lynn Parker of Lynn Parker Associates, Larry Magee (retired former President of Bridgestone Retail Store Operations), John Nicholson of Auto-Gard Triple P, Inc., Rich Scovner of Tenneco, Jeff Helfrich of TBC Corp., and Marita Powell of the Automotive Aftermarket Charitable Foundation.

“We’ve had some unique attractions in the past, along with some celebrity appearances,” stated Committee member Andy Dudash. **“But, this year, we’re trucking in a giant Jumbotron® and going all out to really thank and recognize our cherished sponsors. Without their tremendous support, none of this would be possible.”** The Jumbotron will be similar to those many Industry Week patrons see cruising up and down The Strip displaying various advertisements and promotions. “We’re bringing that baby in there and setting it up just off to the side of the clubhouse where everyone can easily see it from many vantage points on the property,” said Committee member Lynn Parker, who came up with the idea. “This will truly provide our sponsors the recognition they deserve, plus we’ll be simulcasting real-time interviews and action from the course, along with various other highlights like pre-recorded videos and brand messaging. This will add **a real ‘PGA Tournament’ feel to our event.** We think our participating golfers will love it!”

“This is the Foundation’s single largest event of the year,” said Committee member Nicholson, “and it’s a time when industry leaders can get together and take a short break from competing in business and compete on the golf course instead—all for a really great cause.”

Event Highlights

Oct. 1, 2015
Registration Deadline

Nov. 1, 5:30 - 8:30pm
Pre-event Reception |
Las Vegas Country Club

Nov. 2, 8:15am
Event Begins |
Las Vegas Country Club

“I don’t know of any other organization that’s raised more money than golf has, because if you are a baseball player, you’re a football player, you’re a hockey player, if you’re just a businessman, and you want to raise some money for a charity, what do they do? They have a golf tournament. They have a golf outing, and they go out and they do it.”

- Lee Trevino

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All-Industry Golf Outing

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In addition to the golf tournament, the event also includes a continental breakfast and award luncheon just prior to and after the golf outing.

There's also a pre-event reception, held Sunday evening Nov. 1st from 5:30pm to 8:30pm also at Las Vegas Country Club. The golf outing and all sponsorship opportunities are open to all industry participants, from parts manufacturers and specialty products suppliers, to all forms and all levels of distribution, to rep agencies, advertising and marketing firms and technology providers, to automotive service chains, tire chains, collision repair shops and individually-owned repair facilities. All are welcome.

To learn more about how to become a sponsor and/or sign up to play in the event, simply contact Marita Powell at marita@aftermarketfoundation.org. In closing, director Ayers had this to say, "This is truly a special organization. The cause is one that applies directly to those working in the automotive aftermarket. For more than 50 years, the Automotive Aftermarket Charitable Foundation has been assisting individuals and families from the automotive aftermarket industry who have fallen on extreme hard times because of death, serious illness or other financial hardship. The tournament's fundraising will assist in our continuing efforts to achieve industry-wide awareness and let people know that the Foundation is there to help in times of urgent need. This is truly the industry taking care of its' own."



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"We make a living by what we get, But we make a life by what we give."

- Winston Churchill

"It's not how much we give but how much love we put into giving."

- Mother Teresa

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About Aftermarket Foundation

The Aftermarket Foundation was founded in 1959 as an organization dedicated to assisting automotive aftermarket people who because of catastrophic illness or terrible accident have exhausted all other available resources in maintaining a reasonable existence. The Foundation is staffed by industry executives who donate their time with the single goal of providing a solution to the family or individuals who have reached this position of great need. We depend on the generous assistance of our industry companies and individuals to provide the financial support to fund the foundation.

The Aftermarket Foundation is a not-for-profit organization.

For more information:
www.AftermarketFoundation.org



CONTACT AFTERMARKET FOUNDATION FOR MORE INFORMATION

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