

"Our family is deeply grateful for your support and help . . ."



Automotive Aftermarket Charitable Foundation

Taking Care of our Own since 1959

The AACF is about taking care of its own.
After all, if we don't take care
of our own, who will?

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Automotive Celebrities Get Involved



Two (2) popular automotive "celebrities", legendary car designer Chip Foose, star of "Overhaulin'", and Dennis Gage, star of "My Classic Car" recently recorded promotional videos for the Automotive Aftermarket Charitable Foundation (AACF). Carson Lev, President of Redphin Productions, exclusive representor for

Chip Foose, said "Chip and I proudly support and applaud the important work of the Automotive Aftermarket Charitable Foundation. We were happy to lend Chips voice to this worthy cause". Lev went on to say "AACF provides resources, guidance, and financial support in times of illnesses and unexpected catastrophes to our friends and families in this great industry we love so much"

Dennis Gage added his thoughts, "One of the great things about this industry is that it's like an extended family, and we genuinely care about the people in it and want to help those when they need it most. The AACF provides a way to focus this good will and generosity to get resources to those when they have nowhere else to turn. They're truly an inspiring group, and I was honored to help raise the awareness of the fantastic work they do."

Joel Ayres, AACF Executive Director, stated "The fact that these busy and popular celebrities would take the time to record these public service ads in their studios, shows the character of each man and the generous hearts that can be found in our industry." The videos will be used at AACF events and presentations, shown during industry events like AAPEX/SEMA, and made available for public consumption via the Foundation website at www.aacfi.org.

"But celebrity really doesn't mean anything unless you use it for finding some way to give back and I've always felt that way." — Judith Light



Upcoming Events

Feb 15 - 17
2017 Women In Auto Care Winter Leadership Conference
Anaheim Marriott Hotel |
Anaheim, CA

March 7 - 11
IFPE 2017 - International Exposition for Power Transmission
Las Vegas Convention Center |
Las Vegas, NV

March 23 - 25
Mid-America Truck Show
Kentucky Expo Center |
Louisville, KY

March 29 - 31
AASA Vision Conference
Loews Chicago O'Hare Hotel |
Chicago, IL

Sept. 23
Cruisin' For A Cure™
OC Fair
Costa Mesa, CA

Oct. 1 - 4
AASA Technology Conference
Hyatt Regency |
Clearwater, FL



Visit us online at AACFI.org | [linkedin.com/company/automotive-aftermarket-charitable-foundation](https://www.linkedin.com/company/automotive-aftermarket-charitable-foundation) | [facebook.com/AACFI](https://www.facebook.com/AACFI)



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Luanne Brown
President, eTool Developers

"The heart that gives, gathers."
- Tao Te Ching

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. All donations are fully tax deductible.

Mail your donation to:
Aftermarket Foundation
PO Box 864520
Orlando, FL 32886-4520

Online:
www.AACFI.org/donate-today

Member Spotlight - Luanne Brown

Luanne is currently the AACF Finance Committee Chairman, and serves on other AACF committees including the Strategic Planning Committee, Marketing & Public Relations Committee, and Revenue Growth Committee. Her time and commitment to the Foundation is greatly appreciated!

What is your current position and place of employment and how long have you been working at your current job.

I am the company founder and President of eTool Developers, LLC. "eTools" specializes in the development of websites, dealer portals, shopping carts, product information management systems (data on-boarding tools) and eLearning platforms for the automotive aftermarket. Based in Grand Rapids, MI, eTools was established in 2001 and recently celebrated its 15th year anniversary.

What are your hobbies, what do you enjoy doing in your free time?

I like to go camping, and hiking. I enjoy playing Frisbee and having picnics at the Beach. I also love visiting with friends and touring wineries. Anything outdoors!

When did you first get involved with AACF? How did your involvement come about?

In 2014 I came to AACFI as SEMA'S representative on the Board as I was Chair of SEMA Cares.

How have you or your employees been personally touched by the AACF?

I don't really have a personal connection with any recipient, but recipient Rick Hogan is probably the closest. He worked for a SEMA company before he was injured and I have been personally involved in helping Rick.

Why does giving back mean so much to you?

I am a solution provider; I solve problems for a living. I have always been involved as a volunteer in giving back to society. The Foundation really touched me because I was able to help people employed in the Automotive Aftermarket and help give back to an industry that has provided so much to me, my team, and my family. This is something I do that is very rewarding, you think you're helping others when in fact, you are helping yourself the most!

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AACF Awareness Partner News



President of B&B Automotive Warehouse, Lathan Alexander, shares his experience with the AACF. They have been a Federated Auto Parts Distributor since 1985. Five of the six branch locations throughout Louisiana are located in the area of the 2016 Flood. Although their businesses were spared flooding, several of their employees lost everything.

How did you first hear about the AACF?

Trevor Martin from Vaca Valley Auto Parts told me about it and got Larry Pavey from Federated involved.

How have we been able to help your employees and/or offered support?

The monetary support given by the AACF was a welcomed and crucial component to help these people refurbish their damaged homes as they re-bought items that Flood Insurance and FEMA didn't cover.

Why did you choose to get involved and partner with the AACF?

It was a Godsend in the tragic aftermath of the Louisiana Floods to discover the AACF. At a time when so many of our customers and employees suffered total devastation, their support provided a key component to our colleagues who faced putting their lives back together. When a disaster like this occurs, insurance and FEMA were instrumental in rebuilding. But when you consider the scope of losing your home, all of your appliances, all of your furniture, all of your clothing...insurance can't cover it all. Charitable foundations like the AACF provide a critical component that fills in the gaps. I guess the most powerful impression I got from this experience was the enlightenment it gave me about our industry. We all know that the automotive industry is massive, yet I always thought that our segment of the industry...the Aftermarket...was in many ways like a tight knit community. The AACF confirmed that impression. I personally know many of the folks who support this amazing "helping hand" that is reserved just for our industry. They forever have my support. It's my prayer that more of our industry will become aware of their work and find a way to support them as well. When the need is there, they can be depended upon to show up with a helping hand.

Awareness Partner Program

The AACF Awareness Partner Program was developed so conscientious companies can inform their employees about the help offered by The Foundation.

WHAT ARE THE BENEFITS?

A current or past employee may need the assistance that only the AACF can offer. By supporting its work you are providing a benefit to employees as well as giving back to your industry. Your company's involvement will also show your employees that you are a 'caring' company with 'heart'.

WHAT IS THE COST?

There is no cost. Any additional contributions to the Foundation would also assist us in extending our reach and would be appreciated, but this is not a prerequisite to participate in the Awareness Partner Program.

WHAT WE WOULD LIKE YOU TO DO TO BECOME A PARTNER:

Share the information with your HR Department. Hang information posters on cafeteria and corridor bulletin boards. Publish a brief article in your periodic employee newsletter. Add information to employee web pages.

JOIN OUR PARTNERSHIP

Contact Joel Ayres, Executive Director
(916) 628-0271
Joel@AACFi.org





Chris Kersting
President & CEO, SEMA

Thank You AACF Partner Organization

There is a saying – “charity begins at home” – I’ve always wondered what exactly that means. I looked it up and it means that it’s important to first take care of family and those who are close to you.

I got started in the automotive aftermarket nearly thirty years ago, initially working as legal counsel for SEMA. Something that was apparent from the start – the aftermarket was a community of close relationships, of people who enjoy working together and also care about each other. Whether voting to assist a small company threatened by arcane regulations, or celebrating an individual’s participation at the annual awards banquet, or being there as friends through hardships, the SEMA community was more than business, it was people who treated each other as family. And I’ve come to see that the same is true for the MEMA and Auto Care communities.

Early in my work at the association, Chuck Blum, then SEMA CEO, introduced me to the Aftermarket Foundation. How fitting that there was a charity for the industry, aiming to help our friends in times of need. SEMA was pleased to have the opportunity to become more active in this outstanding organization, both in terms of fundraising and also to spread the word that this resource is available. Over the years I’ve had the privilege to share the word about AACF to the SEMA aftermarket and to be involved with SEMA volunteers who stepped up to be active on the AACF board. It was exciting to see that one of SEMA’s strongest charitable volunteers, Joel Ayres, demonstrated an even greater level of care and commitment by dedicating himself fully as AACF’s first-ever executive director.

I urge all of you to consider getting more involved with AACF – if only to actively share information about this valuable resource with the people in your branch of our family tree. Better still, participate in the annual fundraising or contact Joel Ayres to learn how you can help. What better way to dedicate charitable donations and effort than to assist the family members in our own business community? The letters AACF receives from those who receive help in times of dire need make clear that AACF funds can truly be a lifeline of last resort.

*“You are indeed a blessing in my life that I’m very thankful for.
You make a huge difference in so many lives.”*
-Current Recipient



Thank you to our In-Kind donors for advertising and marketing. Thank you for helping us raise awareness about the AACF!

The Shop Magazine
The GreenSheet
eTool Developers
Interstate Batteries
Babcox Media
Bobit Publications
Yonder Marketing

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About Automotive Aftermarket Charitable Foundation

The Automotive Aftermarket Charitable 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 AACF is a not-for-profit organization.

For more information:
www.AACFi.org

CONTACT AACF FOR MORE INFORMATION

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