

## **Mailing**

P.O. Box 938  
Severna Park, MD 21146

## **Office & Shipping**

75 Ritchie Highway  
Pasadena, MD 21122

Phone: (410) 647-0505

Fax: (410) 544-8130

Email: [sal@caba.biz](mailto:sal@caba.biz)

Website: [www.caba.biz](http://www.caba.biz)

[www.facebook.com/cababiz1](http://www.facebook.com/cababiz1)

## **July-August, 2014**

### **INSIDE**

**Legislative News—Pg 2**  
**Education Calendar - Pg 7**  
**Msg from Your Exec—Pg 15**  
**President's Message—Pg 16**

### **Thanks Newsletter Sponsors**

**American Tire Distributors**  
**Tire World of Frederick**  
**Carroll Tire**  
**Maryland Tire Express**  
**Quaker City NAPA**

### **CABA Board of Directors**

Vernon Lyon— President/CEO  
Rob Wilson— 1st VP  
Bob Wilson—2nd VP  
Dave Wastler—Sec/Treasurer

### **Directors**

Efrain Betancourt  
Mike Caroglanian  
Bill Cropper  
Ray Gue  
Mike Kress  
Joe Norris  
Ralph Schissler  
Dave Schoennagel  
Bryan Smith  
Rick Strevig  
Dave Sutton  
Greg Weller  
Gerry White

### **Office Staff**

Jim Donohue - Executive Dir  
Sally Ernst - Executive Mgr  
Judy Shockley - Admin Mgr  
Pat Moog - Credit Union Mgr

# **Chesapeake Automotive**

## BUSINESS ASSOCIATION



### **The CABA Mission**

The Chesapeake Automotive Business Association is a not-for-profit 501(c)6 trade association of aftermarket businesses in Maryland, Delaware and Washington, DC. CABA is dedicated to the development of locally owned auto repair & tire service centers, their jobbers and the aftermarket professionals that supply them. The focus of CABA efforts are on programs and services that enhance our members' competitive skills, lower their business operating expenses and help them attract, motivate & keep the best employees. In summary: **CULTIVATING EXCELLENCE!**

### **CABA Members Respond to the Call**

In early June, CABA sent all members a letter requesting a contribution of \$ 150.00 per location to help the Association with our education and legislative initiatives. This request was made by the Board of Directors.

The economy has taken its toll on all businesses, including associations. CABA too, has endured the loss of membership from industry consolidation and attrition. As a result, your Association is in need of funds to continue to serve our membership.

The response was been most gratifying. Not just for the contributions, but for the recognition among members of the value the Association offers to their businesses.

Hand-written notes thanking us for the work CABA does on member behalf was emotionally uplifting to both Board and staff. It is very rewarding to see the Association's efforts are indeed recognized and appreciated.

We would like to thank the following members for their great support:

Admiral Tire & Auto Centers	Emanuel Tire Company
B&L Sales	Executive Tire
Baxter Tire & Auto	Ferguson Corporation
Brentwood Foreign Auto	Mainline Automotive
Brooks Huff Tire & Auto	Montgomery Firestone Service Center
Century Auto Service	One Stop Automotive
CRW Parts	Tech Parts Express
Dobbin Auto Repair	The Waters Company

### **CABA Golf Outing: 27 and.....1**

After 27 years without a rain-out, CABA's luck ran "dry" this year. Unlike our luck, mother nature provided a day-long deluge, with over 2" of rain. See page 15.

### **CABA on Facebook**

Our Facebook URL is <http://www.facebook.com/cababiz1>.

This makes it easier for our "friends" and the world in general, to "like" us and to see what is going on. CABA board member Greg Weller has created our site and keeps it interesting with articles, photos and up-to-date information on all of CABA's events. Likewise, members can, with one click, get an update on regional meetings, CABA events and more. There are quick links to the credit union and CABA-endorsed service providers. Check us out!

***CABA: Doing as a group what each cannot do individually.***



### CONTACT CABA FIRST FOR THESE BUSINESS NEEDS

- Employee Retention Health Benefit
- Maryland State Inspection forms
- Vehicle & personal loans from AAFCU
- Shop Management Mitchell1 & Snap-On ShopKey
- Identifix technical hotline
- Technical education
- Management education
- Electricity & Gas group-buying service
- Health Savings Accounts with AAFCU
- Waste recycling services
- Custom-printed business forms
- Stock business forms
- Calendars
- Plastic parts bags
- Printer ribbons
- Stickers (warranty, core, etc)
- Savings & Checking Accts with AAFCU
- Cash investment CDs from AAFCU
- Business Insurance
- HR Management Services/Payroll
- Check Guarantee
- Credit Card Processing
- Broadband Internet/Telecom
- Website design/hosting
- Uniform Rental
- Mystery Shopping with Sales Training



#### Members Can Benefit:

Savings, CDs & Loans

New/Used Vehicles

Including delivery trucks &

Personal Loans

For the latest savings and loan rates  
visit the credit union  
website at

[www.aftermarketcu.com](http://www.aftermarketcu.com)

Call about 2015 Vacation Club Accounts

For more rates, call Pat Moog  
at 1-800-766-2292



Federally Insured by NCUA

## Member News

Page 2

MEMBER NEWS is a regular feature of the CABA Newsletter intended to relate recent news about CABA companies & our local industry people particularly concerning awards, obituaries, mergers & personnel changes. Anyone with news should send it to [sal@caba.biz](mailto:sal@caba.biz).

We regret to report that Laura Duda, wife of Dayco sales manager Craig Duda, passed away after a 3 year battle with cancer. Our sympathies go out to Craig and his family.

Our own Sally Ernst celebrates her 27th year with CAWA / CABA this month. Congratulations Sally and thank you for the great, great job that you do for us!

Do you know of any business owners who should be members of CABA? Call our office with their names. All aftermarket companies should be participating in CABA's legislative agenda and, at the same time, enjoying the many financial benefits available to them through the Association. To accomplish our motto: **"doing as a group what each cannot do individually,"** CABA needs everyone involved. helping your own business at the same time.

## Legislative News - Tire Aging and NHTSA

On July 11, 2014) the National Highway Traffic Safety Administration (NHTSA) announced that it will not seek to create a safety standard based on tire age.

"At this time, the agency does not believe it is necessary for motor vehicle safety to add a tire aging requirement to its light vehicle tire standard," NHTSA said in the executive summary of its report, "Tire Aging: A Summary of NHTSA's Work."

NHTSA gave the following three reasons for its decision.

First, current tire safety standards—which NHTSA revised as a mandate of the Transportation Safety Enhancement, Accountability and Documentation (TREAD) Act of 2000—have helped make tires more robust, the agency said. Oven-aged tires compliant with the new standards are more resistant to degradation than oven-aged tires manufactured before the new standards went into effect, NHTSA added.

"Second, light vehicle tires are performing better on the road as reflected in our most recent crash data," NHTSA said.

"Third, a mandatory TPMS (tire pressure monitoring system) on light vehicle tires since 2007 has helped alert consumers to under-inflation that is also known to degrade tires faster."

CABA welcomes NHTSA's decision, as it adds enormous power to our case against the annual tire aging legislation proposed by Delegate Benjamin Kramer in the Maryland House Economic Matters Committee. Delegate Kramer is expected to bring forth his proposition again in the 2015 session. CABA, the Tire Industry Association and Rubber Manufacturers Association will continue to work together to defeat the legislation, as we have each of the last three years.



CABA is online at [www.caba.biz](http://www.caba.biz) & [www.facebook.com/cababiz1](http://www.facebook.com/cababiz1)

**CABA MEMBER SERVICES DIRECTORY**

CABA membership offers many money-saving opportunities for your business. If you are not using the of the vendors listed below, please reconsider! You may be pleasantly surprised.

Service:	Provider:	Contact:	Phone:
Business forms, calendars, business cards, invoices, envelops and more	CAWA Services	Judy Shockley	410-647-0505
Business Insurance	Fred Meyer & Sons	Terri Meyer Willett	410-477-0900
Business Insurance	Federated Insurance	Mitchell Gorham	800-533-0472
Business Insurance	The Tamrac Group	Keith Erdman	410-568-1200
Credit Card Processing	Superior Financial Services	Todd Lazar	888-737-7762
Diagnostics and Repair Information	IDENTIFIX	Matt Cascarino	800-745-9649
Direct Marketing	Key Motive	Jerry Terrasi	734-259-4787
Electricity & Gas Co-op Purchasing	Metromedia Energy	Klaudet Ristovski	732-440-0006
Employee Retention Health Benefit Plans	Keller Stonebraker	Kim Conley	410-461-0705 ext 5139
MD State Inspection Forms	CAWA Services	Judy Shockley	410-647-0505
Multiple Employer Retirement Plan	Wells Fargo Advisors	Robert Gascon	703-739-1451
Shop Management Software	Mitchell-1	John Heferman	301-694-1213
Telephone & Internet Equipment & Service	Global Telecom Brokers (GTB)	Dave Butler	410-581-4833 ext. 114
Uniform & Floor Product Service	UniFirst	Kurt Nussle	888-851-2474 ext. 7
Website Hosting and Design	Net Driven	Thom Roche	877-860-2005 ext. 289



These vendors support CAWA with their sponsorships and money-saving programs for CAWA members. They deserve your consideration for the support they give to you!

## CAR LOAN SALE!

### HISTORICALLY GREAT RATES!!!

Refinancing your current loan may lower your monthly payment or shorten the period of your loan.

**Buying a Car Soon? Want to refinance at a lower rate? Get A Great Rate From *Your* Credit Union!**

Call our office: 410-647-0505 or visit our web site:  
www.aftermarketcu.com



<b>Savings</b> - Avg bal < \$2,500	0.05%
Savings - Avg bal \$2,500.01 to \$20,000	0.075%
Savings - Avg bal > \$20,000.01	0.10%
<b>Checking</b>	0.05%
HSA Checking - Avg bal < \$5,000	0.05%
HSA Checking - Avg bal \$5,000	0.075%
HSA Checking - Avg bal \$10,000. @ 6mo. CD	0.075%
HSA Checking - Avg bal \$15,000. @ 12mo. CD	0.10%
HSA Checking - Avg bal \$20,000. @ 24mo CD	0.15%
<b>Christmas Club</b>	0.05%
<b>Vacation Club</b>	0.05%
CD - 6 Month (\$500 min)	0.075%
CD - 12 Month (\$1,000 min)	0.10%
CD - 24 Month (\$5,000.00 min)	0.15%

**LOANS** (Rates shown are lowest possible with all discounts and no credit score adjustment applied)

<b>Personal</b> 12-24 months	8.90%
Personal 36 months	9.90%
*\$5000.max/<651; \$10,000 max/651-775; \$15K/>775	
<b>New Vehicle</b> - 48 Month - 100%/val	2.49%
New Vehicle - 60 Month - 100%/val	2.49%
New Vehicle (>\$12,500 Value) - 72 Month 100%/val	2.99%
Used Vehicle - <3yrs old <100k miles - 48 Months 100%/val	2.99%
Used Vehicle - <3yrs old <100k miles - 60 Months 100%/val	3.25%
Used Vehicle - 3-5 yrs old - 48 Months 100%/val	3.10%
Used Vehicle - 3-5 yrs old - 60 Months 100%/val	3.25%
Used Vehicle - >5 yrs old - 36 months 100%/val	2.99%
Used Vehicle - 3-5 yrs old—60k miles 72 mos 100%/val	4.90%

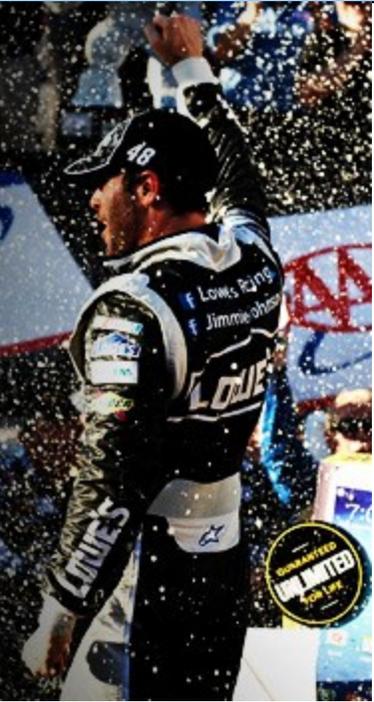
NAPA knows it's good business to support



KNOW HOW

Chesapeake Automotive Business Association

**NASCAR RETURNS TO  
THE MONSTER MILE ON  
MAY 30 - JUNE 1 AND  
SEPT. 26-28, 2014!**



This CABA Newsletter comes to you in electronic format 9 times per year. CABA e-mails the newsletter to the member principals. The newsletter is also available on our website: [www.caba.biz](http://www.caba.biz)  
If you wish to make any changes in who receives the newsletter, please advise the CABA office.



**Buying tires just got a whole lot easier. Call us. We offer a complete selection of Hankook tires. Set up your account today!**

*Serving Annapolis, DC Metro, Baltimore & surrounding Counties*



Optimo H727



Ventus S1 Noble2

**Online Catalog & Online Ordering**  
**[www.mdtireexpress.com](http://www.mdtireexpress.com)**  
**or call (410) 483-6087**

Our employee benefits health insurance broker, Kim Conley of Keller Stonebraker, passed along this excellent web site to find the lowest price on prescription drugs. Visit the web site: [www.GoodRx.com](http://www.GoodRx.com). This tool compares the retail prices of prescriptions by zip code.

For members with high-deductible Health Savings Accounts, this website is a valuable resource. Coupons are required on the generic pricing, but they are easily printed right from the quoted price on the [www.GoodRx.com](http://www.GoodRx.com) website.

To demonstrate the vast difference in prices, we entered Lipitor, 40mg, 30-day supply for stores in Severna Park, MD and the found following results:

	Lipitor	Generic
Safeway	\$ 259.32	\$ 14.12
Kmart	\$ 259.32	\$ 16.80
Walgreens	\$ 264.51	\$ 25.60
CVS Pharmacy	\$ 258.82	\$ 23.35
Rite-Aid	\$ 267.50	\$ 73.49
Target	\$ 261.01	\$ 14.68
Walmart	\$ 257.07	\$ 14.68

Health Savings Accounts

HSA's are available to both individuals and under employer programs.

1099 Self-Employed individuals must purchase a health care plan with a high-deductible. However, unlike employees with an employer-sponsored plan, self-employed individuals may not contribute money into the HSA as pre-tax. They are eligible for the tax deduction on all of their contributions, up to their maximum allowable contribution.

It is clear that with the changes mandated by Federal Government legislation regarding healthcare, that HSA accounts will grow in popularity. Note that HSA accounts are available NOW through your Automotive Aftermarket Employee Federal Credit Union!



**Carroll**  
TIRE COMPANY

4700 Trident Ct. #3  
Baltimore, MD 21227

**WE'VE GOT  
EQUIPMENT, TOO!**



# TIRES!

## YOU WANT THEM, WE'VE GOT THEM.














































# CALL US TODAY! • 410-536-5630

The CABA Education Calendar is intended to present a comprehensive list of skills, management and technical classes of value to owners, managers, counter/sales professionals and technicians in Maryland, Delaware and Washington, DC. Any education provider including parts jobbers, manufacturers, associations, community colleges, education professionals and more are invited to submit their listing information (see below for format needed). Submit class information to CABA via email [sal@caba.biz](mailto:sal@caba.biz) at least one month in advance of the scheduled beginning date of each class.

CABA Education Calendar

Educator	Class ID	Location	Day(s)	Date(s)	Time	Total Cost
<b>ASE Certification Exam Prep (No prerequisite)</b>						
Ask Reggie Johnson	ASE Certification Exam Prep	CABA - Pasadena MD	Sat	7/26	9am-5pm	\$175
<b>Alignment, Brakes, Steering &amp; Suspension</b>						
Hunter	Alignment Fundamentals Level I	Annapolis Jct, MD	Mon - Wed	7/28-7/30	8am-5pm	\$450
Hunter	Combo Fundamental/Inter Levels I & 2	Annapolis Jct, MD	Mon-Fri	7/28-8/1	8am-5pm	\$750
Hunter	Intermediate Align Level II	Annapolis Jct, MD	Thurs - Fri	7/31-8/1	8am-5pm	\$375
<b>Diagnostic</b>						
ATG	Transmission In-Car Diagnostics	Newark, DE	Wed/Thur	7/23-7/24	6:30-10pm	\$199.00
ATG	Transmission In-Car Diagnostics	York, PA	Wed/Thur	7/30-7/31	6:30-10pm	\$199.00
ATG	Transmission In-Car Diagnostics	Salisbury, MD	Wed/Thur	9/3-9/4	6:30-10pm	\$199.00
NAPA Auto Parts	Sensor Testing & Waveform Analysis	Baltimore, MD	Mon	08/25/14	6:00-10pm	\$125 ***
NAPA Auto Parts	Sensor Testing & Waveform Analysis	Gaithersburg, MD	Thur	08/28/14	6pm-10pm	\$125 ***
Standard Auto Parts	Diag Top Toyota/Lexus Engine Performance Problem	Westminster, MD	Wed	09/10/14	6:30pm	\$99.00
Standard Auto Parts	Diagnosing Vehicle Electronics Problems	Baltimore, MD	Thur	09/11/14	6:30pm	\$99.00
NAPA Auto Parts	Powertrain Diagnostics	Wilmington, DE	Tues	10/07/14	6pm-10pm	\$125 ***
NAPA Auto Parts	Sensor Testing & Waveform Analysis	Easton, MD	Wed	10/08/14	6:00-10pm	\$125 ***
NAPA Auto Parts	Sensor Testing & Waveform Analysis	Waldorf, MD	Thur	10/09/14	6:00-10pm	\$125 ***
NAPA Auto Parts	Sensor Testing & Waveform Analysis	Myersville, MD	Tues	10/14/14	5:30-9:30pm	\$125 ***
NAPA Auto Parts	Powertrain Diagnostics	Baltimore, ND	Mon	10/13/14	6:00-10pm	\$125 ***
NAPA Auto Parts	Powertrain Diagnostics	Gaithersburg, MD	Thur	10/16/14	6pm-10pm	\$125 ***
NAPA Auto Parts	Powertrain Diagnostics	Easton, MD	Wed	11/19/14	6:00-10pm	\$125 ***
NAPA Auto Parts	Powertrain Diagnostics	Waldorf, MD	Thur	11/20/14	6:00-10pm	\$125 ***
NAPA Auto Parts	Powertrain Diagnostics	Myersville, MD	Tues	12/02/14	5:30-9:30pm	\$125 ***
<b>Engine &amp; Performance</b>						
MD Dept. of Environment	Understanding OBD II	Baltimore, MD	Fri	7/18	9am-5pm	Free
MD Dept. of Environment	Understanding OBD II	Baltimore, MD	Sat	7/19	9am-5pm	Free
ATG	Transmission In-Car Diagnostics	College Park	Mon-Tues	8/11-8/12	6:30pm-10pm	\$199.00
ATG	Transmission In-Car Diagnostics	Timonium	Wed-Thur	8/13-8/14	6:30pm-10pm	\$199.00
ATG	Transmission In-Car Diagnostics	Salisbury	Wed-Thur	9/03-9/4	6:30pm-10pm	\$199.00
Standard Motor Products	Diagnosing Vehicle Electronics Problems	College Park, MD	Thurs	9/25	6pm-10pm	\$99.00
<b>Tire Service &amp; Undercar</b>						
TIA	CTS-400 Instructor Training & Certification - 4 Day	Baltimore	TBA	9/16-9/19	9am-4:30pm	TIA \$ 750; non-TIA \$ 1150
TIA	CTS-400 Instructor Training & Certification - 3 Day	Baltimore	TBA	9/17-9/19	9am-4:30pm	TIA \$ 550; non-TIA \$ 950
TIA	CTS-400 Instructor Training & Certification - 4 Day	Baltimore	TBA	12/9-12/12	9am-4:30pm	TIA \$ 750; non-TIA \$ 1150
TIA	CTS-400 Instructor Training & Certification - 3 Day	Baltimore	TBA	12/9-12/12	9am-4:30pm	TIA \$ 550; non-TIA \$ 950
<b>Management</b>						
ATI	Blueprint Your Collision Business for Profit	Linthicum, MD	Sat	7/19	9am-4pm	\$347*
ATI	Positioning Your Shop for Success	Richmond, VA	Tues	7/29	4:30pm-9:30pm	\$347*
ATI	Blueprint Your Collision Business for Profit	Virginia Beach, VA	Tues	8/12	2pm-ppm	\$347*
ATI	Positioning Your Shop for Success	Tysons Corner, VA	Tues	8/19	4:30pm-9:30pm	\$347*
ATI	Positioning Your Shop for Success	Hagerstown, MD	Tues	8/26	4:30pm-9:30pm	\$347*
ATI	Positioning Your Shop for Success	Linthicum, MD	Tues	9/9	4:30pm-9:30pm	\$347*
ATI	Positioning Your Shop for Success	Roanoke, VA	Tues	9/16	4:30pm-9:30pm	\$347*
ATI	Positioning Your Shop for Success	Rockville, MD	Tues	9/23	4:30pm-9:30pm	\$347*
BG Products	Webinar-Coolant, AC & Battery Service	Online - 45 minutes	Wed	7/16/14	11am-11:45am	Register thru BG
BG Products	Webinar-The Multi-Point Inspection Process	Online - 45 minutes	Wed	8/13/14	11am-11:45am	Register thru BG
BG Products	Webinar-Engine Lubrication & Customer Retention	Online - 45 minutes	Wed	9/24/14	11am-11:45am	Register thru BG
BG Products	Webinar-Fuel Injection Services & Ethanol Defense	Online - 45 minutes	Wed	10/1/14	11am-11:45am	Register thru BG
BG Products	Webinar-Customers for Life - Protection Plans	Online - 45 minutes	Wed	11/12/14	11am-11:45am	Register thru BG
BG Products	Webinar-Politically Correct Gas & Diesel Fuel	Online - 45 minutes	Wed	12/3/14	11am-11:45am	Register thru BG
<b>Other</b>						
TIA	Webinar - GE CarCareOne Financing	Online - 30 mins	1st/3rd Wed	Monthly	1pm Eastern	Register Online

**Information/Registration by Educator Name**

ATG (Automotive Training Group): Contact Heather Fitzgerald at 800.233.3182 ext. 325  
 ATI (Automotive Training Institute): Phone (410) 792-9466  
 Ask Reggie: Reggie Johnson, Phone (301) 274-2868 or (240) 417-5732  
 BG Products: Call your local BG Products representative or register at (301) 423-5888  
 Hunter Engineering Company: [www.hunter.com/training/sched.cfm](http://www.hunter.com/training/sched.cfm) or call (301) 317-1300  
 MDE: MD Dept of the Environment Margie Wise (410) 537-3197 [mwise@mde.state.md.us](mailto:mwise@mde.state.md.us)

NAPA Location	Contact	Email	Cell or bus.#
Baltimore MD	Harvey Zilber	<a href="mailto:hzilber@iioei.com">hzilber@iioei.com</a>	(410) 517-9019
Easton MD	Billy Stevens	<a href="mailto:bestevens@gmail.com">bestevens@gmail.com</a>	(410) 924-2386
Gaithersburg MD	Alan Kalons	<a href="mailto:akalons@iioei.com">akalons@iioei.com</a>	(240) 388-2397
Myersville MD	Randy Fulk	<a href="mailto:rfulk@qcmp.com">rfulk@qcmp.com</a>	(301) 730-3126
Waldorf MD	Jerry Bennett	<a href="mailto:jbennett@iioei.com">jbennett@iioei.com</a>	(301) 751-3174
	Bob Ellis	<a href="mailto:gcmp3149@iioei.com">gcmp3149@iioei.com</a>	(301) 943-2862
Wilmington DE	Jeff Adams	<a href="mailto:jadams@iioei.com">jadams@iioei.com</a>	(302) 293-7144

Standard Auto Parts: Stan Goldman, [stan.goldman@standardautoparts.com](mailto:stan.goldman@standardautoparts.com) Phone: (443) 573-2704

Standard Motor Products: Bryan Smith, [bsmith@smpsfa.com](mailto:bsmith@smpsfa.com), Phone (410) 419-2532

TIA (Tire Industry Association): [training@tireindustry.org](mailto:training@tireindustry.org), Phone: (800) 876-8372, Christine Marnett, [cmarnett@tireindustry.org](mailto:cmarnett@tireindustry.org)

\*Talk to an ATI rep about additional discounts for CABA members

\*\*\*CABA Members \$99.00

**On-Demand Training Resources**

Prius Hybrid No-start video (Van Batenburg on AVI) <http://fb.me/CWNO6JRC>  
 TPMS Tuesdays Online Live (Bartec) [www.bartecusa.com/tpms\\_tool\\_training.htm](http://www.bartecusa.com/tpms_tool_training.htm)  
 ASE Study Guide: [www.hunter.com](http://www.hunter.com) - Training - Catalog Courses  
 Technical Assessment Systems: [www.hunter.com](http://www.hunter.com) - Training - Catalog Courses  
 General Service: [www.hunter.com](http://www.hunter.com) - Training - Catalog Courses  
 TIA Twice Monthly (Wednesday) Webinars, to register go to: <http://tinyurl.com/tiawebinar0404>  
 Hybrid 101 - An online series of 11 classes: [www.fixhybrid.com/classschedule.html](http://www.fixhybrid.com/classschedule.html)  
 Maintenance: [www.hunter.com](http://www.hunter.com) - Training - Catalog Courses  
 ACDelco TECHCONNECT: [http://acdelcotechconnect.com/html/tss\\_train.jsp](http://acdelcotechconnect.com/html/tss_train.jsp)  
 SMP PTS Online Training - [www.standardbrand.com](http://www.standardbrand.com)

### Percent Serviced: Domestic



Market share of domestic vehicles serviced is on more than a slight decline. May of 2013 proved to be the turning point. This chart is a clear indication of the rise of foreign nameplates and the importance of being capable to service them by having adequate training and parts availability for these vehicles. Both shop facilities and their suppliers need to be in tune with this graph. Use it (foreign car capabilities) or lose it (domestic business) applies here. The story told here demonstrates the on-going need for more (import) technician training.

Babcox Aftermarket News, utilizing data from IMR Research tracked the percent of average monthly vehicle repairs for domestic vehicles. Here are the domestic vehicle repair statistics for monthly averages of 2013 compared to 2012. Data is sourced from IMR's Monthly Suppli-

er Tracking survey, a monthly survey of 500 repair shops comprised of independent repair shops, muffler/brake specialists and tire dealers balanced to their representation in the market.

HOW FAST DO YOU WANT IT?



Receiving the tires you need, when you need them, gives your store the winning edge. Choose ATD and tap into a technologically advanced delivery system and a network of distribution centers across the country. With most products delivered the same or next day, you get more of everything: more products to move more cars in and out of your store, and more customers than ever coming back for more. LET'S TAKE THE LEAD.



> VISIT [ATD-US.COM](http://ATD-US.COM) for more information.

## INTRODUCING THE Chesapeake Automotive Business Association Multiple Employer 401(k) Plan

**Now available to all Chesapeake Automotive Business Association (CABA) member companies!**

By joining the Chesapeake Automotive Business Association Multiple Employer 401(k) Plan, you can provide an outstanding plan, save money, and spend less time administering it.

### Chesapeake Automotive Business Association Multiple Employer 401(k) Plan

#### Member Benefits

- No annual audit
- Cost savings on the investments
- No individual Form 5500 reporting
- Minimal plan maintenance
- Flexible plan features, including safe harbor, Roth, and profit sharing
- Customizable 401(k) plan design options involving eligibility, matches, vesting schedules, and more.

#### How?

The Chesapeake Automotive Business Association Multiple Employer 401(k) Plan, from a government reporting standpoint, is treated like one large plan. The end result for you is a 401(k) plan with competitive investments, outstanding service, and someone else doing a majority of the plan maintenance leg work.

#### Strength in Numbers

With several hundred members in our association, we bring a large, powerful group to one unified plan. When you utilize the Chesapeake Automotive Business Association Multiple Employer 401(k) Plan, you have all the advantages and flexibility of a stand-alone plan sponsor, but avoid the expenses and administrative headache associated with sponsoring a stand-alone plan.

#### Let us handle the paperwork for you

By participating in the Chesapeake Automotive Business Association Multiple Employer 401(k) Plan, virtually all administrative tasks can be offloaded from you to Transamerica and the Chesapeake Automotive Business Association.

Tasks that can be shifted may include:

- Administrative responsibilities
- Employee eligibility tracking
- Distribution
- Processing
- Plan compliance
- Non-discrimination testing
- Annual reporting
- Participant education/enrollment

The result is more time for you to focus on running your business.

#### EVALUATION PROCESS

#### As Easy As...

- 1 Contact Robert Gascon  
Wells Fargo Advisors at 703-739-1451 or at  
robert.gascon@wellsfargoadvisors.com.
- 2 Provide the requested information for your evaluation
- 3 A no cost plan design evaluation meeting  
will be scheduled



Transamerica Retirement Solutions is not affiliated with Wells Fargo or Chesapeake Automotive Business Association.

Transamerica or Transamerica Retirement Solutions refers to Transamerica Retirement Solutions Corporation.

Transamerica Retirement Solutions and its representatives cannot give ERISA, tax, or legal advice. This material is provided for informational purposes only based on our understanding of material provided and should not be construed as ERISA, tax, or legal advice. Clients and other interested parties must consult and rely solely upon their own independent advisors regarding their particular situation and the concepts presented here. Although care has been taken in preparing this material and presenting it accurately, Transamerica Retirement Solutions disclaims any express or implied warranty as to the accuracy of any material contained herein and any liability with respect to it.

CABA is now offering a Multiple Employer 401(k) Plan. This is a huge benefit to members. All administrative tasks are virtually eliminated for CABA member businesses. The CABA plan is considered one large plan from a government reporting standpoint. There is no annual audit, no individual reporting. The costs are spread out over the very large number of employees.

The CABA multiple employer plan would offload the following tasks from your company:

1. Administrative Responsibilities
2. Employee Eligible Tracking
3. Distribution
4. Processing
5. Plan Compliance
6. Non Discrimination Testing
7. Annual Reporting
8. Participant Education/Enrollment
9. Reduction in fiduciary liability

If you already have an established 401(k) plan, you may be able to improve on your current retirement program.

If your company doesn't currently offer a 401(k) plan you would have a low cost option to start one.

For everyone enrolled in the plan:

- You and your employees will still control your investments and can make changes at any time.
- Plans can be customized for each business.
- The program is being administered by Transamerica Retirement Solutions—a trusted and dominate professional plan administrator.

CABA's working partner for the plan is:

Robert Gascon

Financial Advisor

Wells Fargo Advisors | 1900 Duke St. Suite 100 | Alexandria VA 22314

Tel 703-739-1451 | Fax 703-836-4842

[robert.gascon@wellsfargoadvisors.com](mailto:robert.gascon@wellsfargoadvisors.com)

THIS IS NOT A TEST! The Plan is up and running. We invite you to respond to Robert Gascon's call and have him do an analysis compared to your current plan. CABA members have been very pleased with what they are finding. This is a genuine member-benefit.

## YOUR ONE STOP SOURCE FOR TIRES



**Simply Put -  
We Make It Convenient...**



● **24 Hour Online Store**

● **Live Customer Service**

**866-471-8473**

Mon - Fri

7:00a - 6:00p

Saturday

7:30a - 3:00p

● **Daily Deliveries**

● **Serving D.C., Maryland, Virginia, West Virginia & Pennsylvania**



**[www.tireworldlink.com](http://www.tireworldlink.com)**

# AUTOMOTIVE AFTERMARKET CALENDAR PROGRAM

**CELEBRATE THE YEAR 2015 BY GETTING YOUR MESSAGE INTO  
THE HOME AND OFFICES OF YOUR CUSTOMERS...DAILY.**

- Let them know that you intend to shine bright in this new age & will be there to serve their needs.
- Calendars are used all year. Plus they are often saved as personal records and looked at year after year.
- Calendars are used where buying decisions are made: on the job, in the office, on the road, or at home. 65% of all calendar recipients write appointments and reminders on their calendar. This daily involvement keeps your advertising sign working all day, every day.

**ANY ONE COLOR**  
 Black is no longer standard  
 on many products



# 2015 CALENDAR ORDER FORM

## CHESAPEAKE AUTOMOTIVE BUSINESS ASSOCIATION

P.O. Box 938 Severna Park, MD 21146  
 Telephone: Baltimore 410-647-0505  
 Fax: 410-544-8130 1-800-766-2292  
 JUDYSHOCKLEY@CABA.BIZ

P.O. # \_\_\_\_\_



# 2015

ORDER FORM

### CUSTOMER INFORMATION (BILL TO)

Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City, State, Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Contact Person: \_\_\_\_\_  
 Email: \_\_\_\_\_

### SHIPPING INFORMATION

Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City, State, Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Contact Person: \_\_\_\_\_  
 Ship Order:  When ready  After 10-15-14

### ORDER INFORMATION All calendar orders must be received by November 1, 2014 to ensure holiday delivery.

BOX A - Min. Qty 100									
Qty.	Style	Before 8/1/14	After 8/1/14	Total	Qty.	Style	Before 8/1/14	After 8/1/14	Total
	No. 1054 Puppies	\$1.27	\$1.32			No. 1850 Muscle Cars	\$1.27	\$1.32	
	No. 1112 Motivations Sat Evng	\$1.27	\$1.32			No. 1851 Antique Tractors	\$1.27	\$1.32	
	No. 1117 Country Memories	\$1.27	\$1.32			No. 1854 American Muscle	\$1.27	\$1.32	
	No. 1350 Golf	\$1.27	\$1.32			No. 1855 Big Rigs	\$1.27	\$1.32	
	No. 1504 View from the Porch	\$1.27	\$1.32			No. 1856 Custom Bikes	\$1.27	\$1.32	
	No. 1600 Motivations	\$1.27	\$1.32			No. 1857 Antique Trucks	\$1.27	\$1.32	
	No. 1601 Scenic Inspirations	\$1.27	\$1.32			No. 1858 Antique Cars	\$1.27	\$1.32	
	No. 1700 Barns	\$1.27	\$1.32			No. 1859 Exotic Cars	\$1.27	\$1.32	
	No. 1701 Scenes of America	\$1.27	\$1.32			No. 1861 Street Rods	\$1.27	\$1.32	
	No. 1709 American Splendor	\$1.27	\$1.32			No. 1862 Junkyard Classics	\$1.27	\$1.32	
	No. 1715 Sunrise/Sunset	\$1.27	\$1.32			No. 1863 Classic Cars	\$1.27	\$1.32	
	No. 1724 Amazing Accomplishments	\$1.27	\$1.32			No. 1951 Classic Muscle	\$1.27	\$1.32	
	No. 1801 N. American Wildlife	\$1.27	\$1.32			ENVELOPES <input type="checkbox"/> Bulk \$ .18 <input type="checkbox"/> Inserted \$ .27			
FREE EXTRA SHEET OPTIONS (please check one if desired) <input type="checkbox"/> Automotive Insights Backmount <input type="checkbox"/> Season's Greetings Letter <input type="checkbox"/> 4-month Grid <input type="checkbox"/> Extra Sheet <input type="checkbox"/> Coupon Sheet									FREE
<b>Box A Total</b>									

BOX B - Min. Qty 300 - 7083 & 7005 Min. Qty 100 - 8001				
Qty.	Style	Before 8/1/14	After 8/1/14	Total
	No. 7083 Street Rods	\$1.16	\$1.30	
	No. 7005 Muscle Thunder	\$1.16	\$1.30	
	ENVELOPES <input type="checkbox"/> Bulk \$ .18 <input type="checkbox"/> Inserted \$ .30			
	No. 8001 Monthly Pocket Planner	\$1.21	\$1.26	
	ENVELOPES <input type="checkbox"/> Bulk \$ .18 <input type="checkbox"/> Inserted \$ .35			
COVER COLOR OPTIONS				
STANDARD <input type="checkbox"/> Black <input type="checkbox"/> Navy <input type="checkbox"/> Burgundy				
MATTE <input type="checkbox"/> Onyx <input type="checkbox"/> Blue <input type="checkbox"/> Red				
FOIL COLOR OPTIONS <input type="checkbox"/> Silver <input type="checkbox"/> Gold				
<b>Box B Total</b>				

BOX C - Min. Qty 150 - 5323 & 5324 Min. Qty 50 - 6108 & 6502				
Qty.	Style	Before 8/1/14	After 8/1/14	Total
	No. 5323 13-month 2c Stick Up <input type="checkbox"/> Rectangle <input type="checkbox"/> Car	\$.55	\$.60	
	No. 5324 Memorable Muscle Stick Up <input type="checkbox"/> Rectangle <input type="checkbox"/> Car	\$.57	\$.63	
	ENVELOPES <input type="checkbox"/> Bulk \$ .18 <input type="checkbox"/> Inserted \$ .37			
VINYL COLOR OPTIONS				
<input type="checkbox"/> Black <input type="checkbox"/> Red <input type="checkbox"/> Yellow <input type="checkbox"/> Green <input type="checkbox"/> Blue				
<input type="checkbox"/> White <input type="checkbox"/> Beige <input type="checkbox"/> Grey <input type="checkbox"/> Light Blue				
FOIL COLOR OPTIONS <input type="checkbox"/> White <input type="checkbox"/> Black				
	No. 6108 Patriotic Contractor	\$4.15	\$4.35	
	MAILING TUBES		\$.46	
	No. 6502 Patriotic Desk Pad	\$4.66	\$4.80	
<b>Box C Total</b>				

**Please Note: 4% over/under run is considered a full, billable order.**

**IMPRINT**  Black Imprint  Color Imprint \_\_\_\_\_  
State color wanted

### IMPRINT INFORMATION

1st Line \_\_\_\_\_  
 2nd Line \_\_\_\_\_  
 3rd Line \_\_\_\_\_  
 4th Line \_\_\_\_\_

### LOGO OPTIONS

- Association Logo  National Logo  
 No Association Logo  Custom Logo (with camera-ready art)

### ARTWORK FOR CALENDARS

Exact Repeat  Yes  No  
 Number of Colors \_\_\_\_\_  
 Emailed Proof - No Charge

### SIGNATURE REQUIRED:

X \_\_\_\_\_

Total of Boxes A + B + C \$ \_\_\_\_\_

Actual shipping and sales tax charges will be added to invoice.

DATE: \_\_\_\_\_

**CABA's newsletter reaches the entire aftermarket community—tire dealers, tire wholesalers, independent repair shops and wholesale parts distributors and jobbers. Our ads are affordable and represent an excellent advertising value—an added benefit of CABA membership.**

### CABA Newsletter Advertising Rates

#### Full Year (9 consecutive issues)

½ page ad (5" h x 7.5" w)	\$ 1,000 (\$ 111.11 / issue)
¼ page ad (4.5" h x 3.75" w)	\$ 878 (\$ 97.55 / issue)

#### 5 Issues per year (consecutive or alternate months)

½ page ad (5" h x 7.5" w)	\$ 800 (\$ 160 / issue)
¼ page ad (4.5" h x 3.75" w)	\$ 650 (\$ 130 / issue)

#### Single Issue

½ page ad (5" h x 7.5" w)	\$ 185
¼ page ad (4.5" h x 3.75" w)	\$ 150

Contact the CABA office to discuss your advertising opportunities.

#### Our thanks to our current advertisers for their support:

American Tire Distributors  
Carroll Tire  
Maryland Tire Express  
NAPA / Quaker City Motor Products  
Tire World of Frederick

### Is Your Supplier Also Your Competitor?

In the June 27<sup>th</sup> issue of Aftermarket Business World Distribution Newsletter, shop owner Donny Seyfer wrote:

I wrote an estimate for a set of shocks for a new customer. The ticket was significantly bigger than the shocks. I told him all about these great shocks that would make his pickup ride just like new and while they cost about \$5 more than the next model down, I recommended them. He agreed and asked me to email him my estimate. The next morning I got a call from the same guy before we opened. "Donny I need to talk to you about my estimate," he said. "I think there is a mistake."

I asked what the mistake was and he told me that the shocks I quoted were twice the price that he was quoted by the very store I buy them from. I thought he was pulling my chain to get a better price but then he said, "I went by on my way home from work to see the physical difference between the shocks you mentioned and the counter guy at the parts store offered to sell them to me for half of what you quoted so I thought maybe you had entered the price for two. Look I know you guys need to make a margin on the parts but that seemed like too much."

I looked up the part numbers again and confirmed that the pricing was right and that indeed my supplier was selling over the counter to retail customers at my super-duper special "I write a \$10,000 a month check to you" price. I was a little upset.

It feels like a betrayal when I make a single vendor my go-to supplier and don't get the best price or even a better price than some guy who walks in with an alternator from the place up the street asking for a warranty because he can't even remember where he bought it.

**Editors note:** We tend to ignore who our suppliers are, often buying on price, not quality or service. After all, the "Big Boxes" - the mass merchant chains—are not our competitor, right?

This story, often heard in the industry, emphasizes the need to consider and appreciate a repair facility's suppliers. The common thought is that national chains are not competitors to shops since they (with the exception of one) do not service or repair vehicles. Yet Donny Seyfer's article demonstrates the total lack of customer consideration that the chains have for independent shops. As long as the product goes out the door at their price, it is profitable.

So the next time this takes place with your shop, consider the local jobber / distributor who has always served you well. Service, quality counterpersons and attentiveness to problems are their hallmark. Be grateful for how they helped build your business. They deserve your loyalty because in the end, THEY ARE NOT YOUR COMPETITOR!

#### Anyone buying a kayak?

**CABA is sitting on two \$ 200.00 Dick's Sporting Goods gift certificates that went unused from the rained-out golf outing. If you would like to help us out by purchasing one, please let us know. The certificates can be used for any purchase at any Dick's.**



## Dealers get a free Kindle Fire when they purchase a website in July!

Net Driven® is offering the Kindle Fire with WiFi to Automotive dealers that purchase an Elite website with Net Driven® by July 31, 2014.

# kindle fire

Have you seen the new Kindle Fire? It features apps, movies, games, music, reading and more, plus Amazon's revolutionary, cloud-accelerated web browser!



Net Driven® is the most trusted provider of **digital marketing strategies** designed **exclusively for the automotive industry**. Our mission is to help independent automotive businesses thrive.

Our proprietary 3-step solution combines:

- **Industry-proven Internet marketing tactics to drive more visitors.**
- **High-performing websites to drive more leads**
- **Consulting, support, and analytics to drive more sales.**

As an industry leader, Net Driven® delivers a high return on investment by helping dealers compete and succeed against the competition.

Thank you,  
Your Net Driven Partner  
sales@getnetdriven.com  
877-860-2005.  
[www.NetDriven.com](http://www.NetDriven.com)

On Adding Value

Sometimes I feel like a medical triage doctor. There are scores of unwell people who genuinely need help, so who do you select? The obvious answer is to choose the most severely endangered.



But with a trade association, the circumstances are a little bit different. Everyone in our industry is hurting. Most are trying just to survive, not prosper or expand. Despite what we see and read in mass media, it is a known fact to everyone in the aftermarket that we have not returned to pre-2008 levels. The American consumer remains cash-poor. Business margins continue at unacceptable levels due to the fierce competition for what business there is.

So, what can the Association do to help? Plenty! We have a slate of programs that will help lower your business costs. (See page 3 for the list of those providers). And who do we select to help? The answer to the latter question is "help everyone." But it seems that not everyone takes advantage of the programs. So the actual response is "we help those who are willing to be helped."

The programs are in place. Business insurance, credit card processing, electricity, uniforms, website hosting and design are among the most prominent. All of our vendors have been evaluated and vetted by the Board and approved as of value to members. Two of the strongest programs in place are our Employee Retention Health Benefits Plans through Keller Stonebraker and our new in 2014 Multiple Employer Retirement Plan. If you are not taking advantage of both of these programs, your company is missing out on the two best benefits of CABA! These two programs are not just money-saving, but are all about attracting and retaining great employees, a core element of CABA's mission to its members. Businesses who participate in these programs enjoy an extra amount of satisfaction that they are providing employees with much more than just a wage. It shows that they care and the result is long-term quality employees.

I hope that you won't be on our triage list. Please review the CABA endorsed programs and take advantage of all that is available to you.

Jim Donohue  
Executive Director

27 and 1.....The 2014 CABA Golf Outing

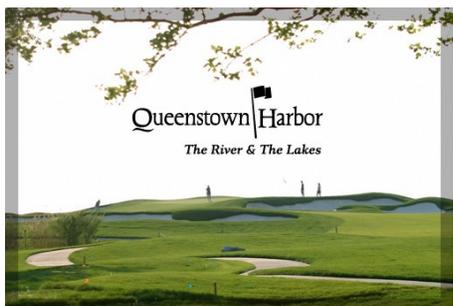
Well, it had to happen sometime. After 27 straight years without a rain-out, CABA's luck ran out. There have been a few "interruptions" over the years, but never an all-day monsoon, complete with thunder, lightening and a torrential downpour.

Our golfers checked in, patiently waited out the storm, enjoyed the Queenstown Harbor Golf Club's delicious lunch and then heard that as soon as the first storm passed, a second, larger and more violent front would move in. (It did, justifying the cancellation decision).

The best news was that every golfer received a certificate for a round of golf at any time at the scenic and challenging Queenstown River Course. Because everyone had paid for the weekday outing, the value of the certificates immediately increased, as they could now be used on any weekend! This handling of the weather crisis by the Club avoided any rioting by the 108 golfers!



River Course Hole Number 1 as it should be.



River Course Hole Number 1 on June 12th for CABA's Outing

**It pays to advertise in your monthly CABA newsletter! Call 410-647-0505 to reserve your Ad space.  
1/2 page: \$185 or 1/4 page \$150 (Big discounts for full year or half-year)**

## Event Calendar

Tuesday-Thursday, Nov. 4-6, 2014  
AAPEX / SEMA  
Las Vegas, NV



PRSR STD  
U.S. POSTAGE  
PAID  
Permit #7500  
Millersville, MD

Current resident or

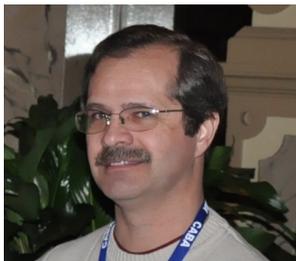
---

## Message from Your CABA President

Summer time and the living is easy. So the song goes, but not our business. Vacations on top of already lean staffs make July and August challenging. Add in 90-plus degree weather, high humidity and frequent severe afternoon thunderstorms and you have all the makings of a lot of miserable people—wholesale and retail customers, employees and everyone else in traffic. Whether working on vehicles, in warehouses or in jobber stores, no one is immune from suffering.

One of the simplest acts of kindness is to bring a bottle of ice water to a customer—to the tech, to his retail customer, to the counterperson, to anyone in the parts chain. At this time of year it is much appreciated and it is this sort of random act of kindness, senseless act of beauty that goes a long way with in the customer-supplier-relationship.

I'd like to add to Jim's article on the previous page. What else can you do for your employees and your customers? Certainly CABA has programs for employee retention that deserve your consideration. But these same programs and others offered by the Association are available to your service provider customers. Why not strengthen your relationship with those customers by talking up and offering the



benefits of CABA membership? This is no random act of kindness but rather a calculated effort to improve and enhance *their* business to strengthen *your own!*

You can call the CABA office and Jim will be glad to come out and meet with your customer to clarify the benefits package. Our industry needs to solidify, particularly as legislation becomes more anti-business. Our strength is always in numbers and the more members we have, the stronger our position in Annapolis and in Washington DC.

So enjoy your own summer vacation. Send out those bottles of water. And include above all, speak up about *your* own state trade association: CABA!

### **Membership is Every Member's Business**

Vernon Lyon, Mainline Automotive Parts