



The Association For  
Automotive Aftermarket  
Professionals

NEW YORK STATE AUTOMOTIVE AFTERMARKET ASSOCIATION

# NEWSLETTER

*Serving the Automotive Aftermarket Since 1949*



## July 2018

## Announcement of Scholarship Award Recipients for 2018

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The New York State Automotive Aftermarket Association (NYSAAA), their Board of Directors and the Scholarship Committee, in conjunction with the University of the Aftermarket Foundation (UAF), are pleased to announce the Memorial Scholarship award winners for 2018.

These Scholarships were made possible by the overwhelming positive response to the voluntary donation request that was a part of the Membership billing cycle this fiscal year and last fiscal year.

The Debbie J. Tranello Memorial Scholarship recipient is Edelyn Nunez Abreu of the Bronx, NY. A National Honor Society-Vice President in her junior year, Edelyn attends Alfred E. Smith Career and Technical Education Center where she ranks in the top 5 % of her class. Her Community Service involved working closely with local Animal Shelters during a week long drive bringing in food and toys, many of which she made herself.

In the fall, Edelyn will begin her studies at Alfred University. Summer internships at the Department of Transportation that consisted of job shadowing and administrative work will be very helpful in her career pursuits.



Edelyn Nunez Abreu



Cameron Sprague

The first recipient of the John J. Lorenzen Memorial Scholarship is Cameron Sprague of Rochester, NY. Cameron co-founded the Technology Club at Penfield High School. A National Honors Society Member, he also plays the tenor saxophone in the school band and is a captain of the Fairport Rugby Club Team. His Eagle Scout project for Begin Again Horse Rescue was recognized as the Eagle Scout project of the month.

In the fall, Cameron will begin his studies at Alfred State College in their Automotive Technology program as a Heavy Equipment, Truck and Diesel Technician.

The second recipient of the John J. Lorenzen Memorial Scholarship is Dawson Mead of Lowville, NY. A four year member of the school band at Lowville High School, Dawson plays the baritone saxophone and participates in the peer tutor and peer buddy program in his school. Dawson also volunteers his musical talents in the Lowville Village Band performing in the winter and summer concerts held in his community.

In the fall, Dawson will begin his studies at Jefferson Community College to earn his Associates Degree in Accounting. This will serve him well in the Automotive Industry and in his pursuit of becoming a New York State Police Trooper.



Dawson Mead

Congratulations to Edelyn, Cameron and Dawson. "These recipients have shown that their past experiences and volunteer work indicate that they possess the necessary skills and determination to be a success in whatever they choose for their career." Said Mr. C. Fred Forsythe, the Managing Director of the New York State Automotive Aftermarket Association.

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

# New Refrigerant Sales Restrictions Take Effect January 01, 2018

The sales restriction is established by EPA regulations under Section 608 of the Clean Air Act. Only EPA-certified technicians are allowed to purchase ozone-depleting-substances used as refrigerants. Technicians may be certified under either the Section 608 or Section 609 technician certification programs.

The sales restriction covers refrigerants contained in cylinders, cans or drums, except for the sale of small cans of substitute refrigerants for use in motor vehicle air conditioners. This sales restriction does not include refrigeration and air-conditioning equipment or components that contain refrigerants.

## Requirements to Purchase Refrigerant:

The following people can buy any type of ozone-depleting refrigerant or substitute refrigerant starting January 01, 2018.

- Technicians who have earned the Section 608 Technician Certification.
- Employers of a Section 608 certified technician or the employers' authorized representative, when the employer provides the refrigerant wholesaler with written evidence that they employ at least one properly certified technician.



The following people can buy refrigerant found acceptable for use in a motor vehicle air conditioner (MVACs).

- Technicians who have earned Section 609 Technician Certification.



Only Section 608 certified technicians can purchase refrigerants intended for use with stationary refrigeration and air-conditioning equipment. Section 609 certified technicians cannot purchase refrigerants that are intended for use with stationary equipment, regardless of container size.

EPA is not restricting the sale of "small cans" containing less than 2 pounds of substitute refrigerants (e.g., HFC-134a) for use in MVACs.



## Wholesaler Responsibilities when Selling Refrigerant:

Wholesalers that sell either ozone-depleting or substitute refrigerants must retain invoices that indicate the name of the purchaser, the date of the sale and the quantity of refrigerant purchased. Wholesalers that sell refrigerant for resale are legally responsible for ensuring that their customers fit into one of the categories of allowed purchasers under the sales restriction.

Although the regulation does not specify precautions that wholesalers must take to verify the intent of individuals purchasing refrigerant, EPA recommends that wholesalers obtain a signed statement from the purchaser indicating that they are purchasing the refrigerant only for eventual resale to certified technicians.

Requirements for Sales of Small Cans of Refrigerant (less than 20 lbs.) to Wholesalers:

- Sellers must obtain a written statement from the wholesaler that the small cans are for resale only. The statement must indicate the purchasers' name and business address.

## Recordkeeping Requirements for Refrigerant Retailers:

Individuals or companies that sell refrigerants must comply with EPA recordkeeping requirements. It is important to note that all records related to the sale of refrigerants must be kept for a minimum of three years.

## Requirements for Sales of Large Cylinders to Service Technicians:

- The seller must keep an invoice listing the name of the purchaser, date of sale and quantity of refrigerant purchased.
- The seller must either see a Section 608 or Section 609 technician certification card.
- Uncertified buyers purchasing on behalf of a shop, the seller must see evidence that at least one technician at that shop is certified, including a copy of the certification.
- Section 609 technicians may not purchase hydro chlorofluorocarbon, R-22.
- The seller must keep a copy of the purchasers' technician certification on file.
- The purchasing facility must notify the seller if a certified technician is no longer employed. The seller is then prohibited from selling refrigerant to the shop.

### **Requirements for Sales of Small Cans of Refrigerant (less than 20 lbs.) to MVACs:**

- The seller must see the technicians' Section 609 certification card. Only Section 609 certified technicians can purchase small cans of chlorofluorocarbon, R-12.
- Section 608 certified technicians may not purchase these cans.

### **Requirements for Sales of Small Cans of HFC-134a (2 pounds or less):**

- EPA is not restricting the sale of small cans of HFC-134a or other EPA approved non-ozone depleting substitutes for MVACs. Starting on January 01, 2018, such small cans must be manufactured with a unique fitting and a self-sealing valve to reduce emissions.

**Section 608:** Applies to technicians who maintain, service, repair or dispose of equipment or appliances that could release ozone depleting refrigerants into the atmosphere.

**Section 609:** Applies to technicians or any person who repairs a motor vehicle air conditioning (MVAC) system for consideration of payment or barter.

Source: [www.epa.gov](http://www.epa.gov)

## **Why Sales Success is the Exception, Not the Rule**

To be successful in the world of selling you need to be a contrarian. In every industry, successful salespeople are the exception, not the rule. In the insurance field, only about 20% of the agents who start, are still agents ten years down the road. In real estate, the average Realtor sells three houses a year.

Even though some may stay in the real estate business, and the company allows them to, three houses a year is poverty-level income. In the corporate world, most salespeople don't make quota and in many cases, even those that do aren't making six figures. That's the bad news.

The good news is: the top people in sales make tons of money and most have really good lives as a result. The other piece of good news is that success or failure, with rare exception, is completely up to the individual.

Sales truly is the highest paying hard work and the lowest paying easy work and the reality is: those that don't make it never make the commitment to put in the necessary work to be successful. All of that said, here are a few thoughts to entertain in order to be successful.

### **Five Ideas for Sales Success**

**Idea #1: You must embrace the suck.** Like homework as a kid, or eating your Brussel sprouts, there are some things in life that you don't want to do but you have to. Sales is the same. Whether it's paperwork, computer work, planning or call sheets, there will be things you don't want to do but you have to.

Even some sales related activities aren't fun. I don't know a ton of people who love to prospect or cold call, myself included, but if you don't prospect, ultimately you don't make the necessary sales.

The things you don't like doing, or even downright hate, aren't going away and no amount of whining or complaining is going to change the fact that you need to do them, so accept them as necessary evils, get them done and move on.

**Idea #2: You must embrace failure and rejection.** As human beings this one is tough. Acceptance by others is hardwired into our DNA. Thousands and perhaps even hundreds of years ago, if we weren't accepted by the group, we died alone out in the wilderness. In the 21st Century this is no longer true.

Yet, most of us, especially salespeople, still have a major need to be liked and accepted. Most of us have a moderate to severe approval addiction. Couple this with the sayings we learned as kids, such as, "Don't talk to strangers." We are no longer small children who can be stolen and yet most people act as if they are.

They can't even make eye contact with a stranger walking by. It's time to recognize these adolescent, false fears and stop acting as if they are real. It's also time to recognize what lies on the other side of failure and rejection: massive success. We all know the stories about Babe Ruth striking out more than anyone, while also hitting the most home runs.

Michael Jordan missed the most game-winning shots, while also hitting the most. You must see failure and rejection as a stepping stone to the next sale. Every call, whether a yes or no, gets you closer. You've got to change your definition of failure, just like Edison, who saw his missed attempts as education, instead of failure.

Though Thomas J. Watson probably said it best, "If you want to increase your success rate, double your failure rate."

**Idea #3: You must embrace discomfort and fear.** What's interesting is that the psychological fear felt while cold calling, causes the same reaction in the body as someone exerting themselves physically, on a long run for example. This feeling is one of self-preservation. It tells the individual to stop cold calling, just as it tells the runner to stop running.

From a physical standpoint, when running or pushing ourselves physically, this feeling is created by physical discomfort and first kicks in when we have expended about 40 % of our physical capacity. In other words, we have another 60 % to go. From a psychological standpoint, when exerting ourselves mentally, we fear facing cold calling.

This feeling is created by fear and usually kicks in before we even begin our task. In both cases we need to override the discomfort and fear if we are going to grow, expand and become more mental and physical. Everything you want is through your fear and outside of your comfort zone.

**Idea #4: You must embrace challenges and curveballs.** Challenges and curveballs make you better, stronger, smarter and more resilient. The more you face and overcome, the more you can face and overcome. Just as the strongest trees are made in the strongest winds and adverse weather conditions, the same is true for humans.

Obstacles you face and ultimately overcome are like the fire that tempers the steel, they make you tougher and more capable. While I'm not suggesting you hope for a flat tire, the health issue or any other of lives problems that you will encounter on your journey, do your best to rise to the challenge, embrace them and let them build a better you.

**Idea #5: You've got to play mind games with yourself.** The above ideas are going to require you to fly in the face of a lot of what you've been taught over the years. They're going to force you to be a contrarian and see good in bad, and blessings in hardship. That is the champion's edge. The ability to turn adversity into motivation. Not just in sales, but everywhere in life.

What drives champions, what drives you, is ultimately what you're fighting for, why you get up in the morning. Is it for the things you want: the cars, houses, money and the feelings those give you? Is it to prove to yourself and others? Or is it the people in your life: kids, grandkids, parents, friends or even future generations?

Is it about how you'll be remembered once you're gone, the mark you left on the world? Remember, life will pay whatever price you ask, but it's not just going to give you the prize without paying your dues, without being committed, without deserving success, without stepping out of your comfort zone, facing your fears and going after it.

Life will test you, again and again, to make sure you're worthy. Every single day you're going to have to put your helmet on, fasten your seatbelt, ride the roller coaster of life, and go get it.

*Source: John Chapin, #1 Sales Rep in 3 Industries and author of the 2010 sales book of the year.*

# Sales Success Lessons I Learned from my Mom

My mom passed away recently. As I was writing her eulogy, I realized that a lot of what she stood for, and a lot of what she taught me, led to my sales success. As I looked deeper, I realized that most of her examples also had to do with success in life, not just sales. Here's what I learned.

## Mom's Lessons for Sales and Life Success

**Perseverance and stick-to-itiveness:** I remember my first job out of college as a stock broker. I was having a really tough time and I was going to quit. When I called my mom to tell her she said "John, anything in life worth having isn't going to be easy. It's going to be tough. Life will test you to see how serious you are, how badly you want it, how committed you are to your dream."

"And here's the thing, all you have to do is hang in there long enough without quitting. If you hang in long enough, eventually the tide will turn in your favor and you'll win. Every time." I stayed and the tide turned shortly thereafter and within two years I was the youngest branch manager in the country.

When I started my speaking business in the fall of 2008 and the economy subsequently dropped off the cliff and the speaking business imploded. I remembered what my mom said "If you hang in long enough, eventually the tide will turn." And it did. Mom was right again.

**Mom's Lesson:** The bigger and more important the endeavor, the more difficult the journey and the more likely there will be temptation to quit at some point. You don't fail until you quit, and in order to succeed, you need to persevere long enough and hang on after others have let go.

**Commitment:** My mom was a substitute teacher for many years. One time they called her to substitute teach and she was really sick with the flu, but she felt an obligation to help out. So she put herself together as best she could and went to work. Later I asked her why she agreed to teach when she was that sick.

She said, "John, people rely on me when other people are sick. I'm not supposed to be sick. In life it doesn't matter how you feel physically or mentally, what matters is the commitments you make and that you live up to them, in good times and bad, whether you feel like it or not."

**Mom's Lesson:** Commit and be all-in. The client doesn't care how you feel or about any other excuses you have as to why something didn't get done. They just want what they were promised, when they were promised to have it by.

Go above and beyond, add that little "extra": My mom believed if you're going to do something, you do it right and you do it all out. She always pushed herself to continually improve and be the best she could be. It started in school, where she was her high school class valedictorian and in college, where she got straight A's.

But it wasn't just the "big" things that she took seriously. She always believed in doing even the smallest things at the highest level. I remember the Halloween when I wanted to be a ghost. That's easy right? A sheet, two holes for the eyes, done. Not my mom's ghost.

I mean I was the ghost, but the ghost outfit was going to represent my mom. She had that sheet on me 4 nights in a row, adjusting, cutting, sewing, tailoring and changing. The fifth night came, Halloween, she put that sheet on me and made a few changes, before sending the perfect ghost off into the night.

**Mom's Lesson:** If something's worth doing, it's worth doing it right. Always take it to the next level by doing more than you get paid for and delivering more than people expect. Everything you do reflects back on you.

**Mom's second lesson from this example:** Leave no stone unturned. You want to make sure you do everything you can to win a sale. As a last-ditch effort, any time I lost a sale I used to ask, "Is it a done-deal? Is there anything I can do to still get the business?" This led me to getting the "lost sale" back about 40 % of the time.

**Be a team player.** Make people feel important and special: In public my mom always had a smile on her face and a spring in her step, she was positive and upbeat. She wanted to leave a good impression on people and she wanted to make sure they felt good and important when she was talking to them.

What people didn't see behind the scenes, was the enormous pressure my mom put on herself to be the perfect mom and wife. She never let people see the weight she carried on her shoulders and regardless



of that weight, she put her game face on in public, and got done what needed to get done from coaching softball, to teaching, to everything she did in church, to everything she did for her family.

She always put others first. She was a team player and always wanted to help, as in the example of teaching when she had the flu. She understood that it wasn't just about her, she had an obligation to her family, those she worked with and those she made commitments to.

**Mom's lesson:** At the end of the day it's all about people and relationships. As Zig Ziglar used to say, "You will get all you want in life, if you help enough other people get what they want." This is also another great example of commitment. Finally, if you find yourself in a comfort zone, because you think you're making enough money remember: it's also about being in a position to help others.

I always said I got my backbone from my mom. My mom projected a solid character and inner strength. She exemplified in her words and deeds how important it is to have a strong belief in yourself and what you stand for. My mom's legacy is one of perseverance, commitment and keeping your priorities straight along with your obligations.

Doing what you need to do, what you committed to do, without complaining and regardless of how you feel physically and mentally. That you keep going no matter what and never quit until you succeed. That your word is your bond. And at the end of the day, that you help as many people as possible.

**Thanks mom.**

*Source: John Chapin. A motivational sales speaker and trainer. [www.completeselling.com](http://www.completeselling.com)*

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## Online Auto Parts Sales to Break \$10 Billion in 2018

In 2018, online auto parts sales will break \$10 billion dollars for the first time, excluding auctions and used parts, as the automotive aftermarket continues its dramatic shift to online retail sales, posting a 16.3 % increase over 2017.

Online is a growing influence on all auto parts sales, even sales through traditional retail channels. Online presence and activity by consumers and service professionals is impacting sales like never before in history.

"Online presence" and "online influence" are defined by consumers doing online research before buying a part. This comes by reading information and checking for suitability on a manufacturer's or auto parts retailers website, exposure to online advertising, reading product or reseller reviews, going to automotive forums or blogs and using Google or Bing search engines.

By 2021, online will influence nearly \$152 billion in sales of parts and accessories through all channels - chain retail stores, automobile dealers, big box retailers, local independent brick & mortar retailers, jobbers and online sales, including online retailers and manufacturers selling direct.

## Mobile Auto Parts eCommerce will break \$5 billion in 2018

Mobile is everywhere today. As google puts it, we don't go online we are online, thanks to the role mobile phones play in our daily lives. Who doesn't have a phone in their pocket or at least within reach?

Online sales of auto parts & accessories transacted on mobile phones will account for \$5.7 billion in 2018, posting a 30 % increase over 2017. It was only a few years ago in 2012, when mobile eCommerce broke \$1 billion for the first time. Mobile's sales growth will continue to grow at a fast pace, with an annual growth rate of over 25 % for the next several years.

While much of the automotive aftermarket has successfully transitioned to mobile-friendly websites, it is still somewhat of a shock to see how much of the aftermarket has not kept up with online technology vs. other industries. If you are a manufacturer or online retailer and you haven't included mobile strategy in your marketing plans, hey it's 2018, and consumers are trying to find your website on their phones!



## Advance Auto Parts: Interstate Batteries Deal is Off

Advance Auto Parts has decided to walk away from a previously announced partnership with Interstate Batteries, Advance CEO Tom Greco said. "The value envisioned by both parties was compelling, but circumstances changed," said Greco during Advance's May 22 earnings call.

Announced in December, the partnership would have made Interstate Batteries the exclusive automotive and specialty battery brand for Advance Auto Parts, extending its retail presence to Advance's nearly 5,000 stores.

"We've talked in the past about the importance of suppliers and external partnerships to help us better serve customers, drive sales growth, increase margins and improve cash flow," Greco said during the conference call.

"In line with these long-term financial priorities and after several months of discussions with Interstate Batteries, we've decided not to proceed with the partnership announced in December." Greco said the decision "was made through the lens of our financial priorities and in the best interest of our shareholders."

"We still believe that Interstate Batteries provides a leading brand, quality products and an exceptional service model and we wish them continued success," he added. Despite the deal falling through, Advance's battery sales have been strong this year, Greco noted.

He said Advance will strengthen its partnership with "a pre-existing battery supplier," although he didn't name a supplier. "We'll continue to look for impactful partnerships with suppliers and external partners that create value for all parties," said Greco.

When an analyst asked Greco to provide more details about the decision, he said the company uses a number of "pretty straightforward" criteria to evaluate its relationships with suppliers and external partners: "We want to know where the consumer is headed, we want to know what's best for our customers and of course for us."

"We put it through a financial lens that looks at sales, margin expansion and cash flow." "In line with those financial priorities, we decided not to proceed with the I-B partnership because circumstances fundamentally changed since it was announced in December," added Greco.

He also noted that the company doesn't anticipate any supply disruptions from the deal falling through. "In fact, we feel very good about our decision and there's no doubt it was in the best interest of AAP and our shareholders."

Source: [www.aftermarketnews.com](http://www.aftermarketnews.com)

## Ford Relaunches FordParts.com for Online Parts Buying



Fleet customers, technicians and DIYers have a new tool for ordering parts in the newly relaunched FordParts.com. The automaker says the new site is fast, smart and offers a customizable experience when ordering Ford parts, Motorcraft parts, and Ford and Lincoln accessories.

"Ford relied on customer feedback to help create this new global parts sales site," said Lisa Pynn, global e-commerce manager of the Ford Customer Service Division. "Ford has invested in making this experience a premium destination for parts purchasing, for businesses and for do-it-yourselfers."

"The site also gives users the freedom of choice: they can buy online and choose overnight or two-to-three day delivery by FedEx Ground to their business or home, pick up at a dealership or choose delivery from dealership to shop." Ford says FordParts.com is specifically designed to make ordering parts and accessories quicker and less complicated.

Parts are searchable by VIN, year-make-model, keyword and part number. The parts ordering process also is customized for users' specific needs. A prompt on the homepage asks users to identify themselves for a more personalized experience based on their customer type.

Fleet customers will be able to upload and save a list of VIN's to search, with true VIN filtering from the OEM using specific nicknames chosen by the user. All customers will be able to take advantage of live chat-with agents available to proactively help them find the right part, track orders and more.

Site features include:

- Mobile and tablet enabled-optimized for responsiveness
- More detailed product descriptions, high-quality images and line-art diagrams
- Free shipping on orders of \$75.00 dollars or more

Source: [www.aftermarketnews.com](http://www.aftermarketnews.com)

## 2019 Automotive Aftermarket Calendar & Promotional Items Program Announced



We're just getting used to summer and it's time to think about 2019 calendars already? Crazy how time seems to fly by so fast these days. As in the past, we are offering a 5 % discount on all calendar and promotional item orders that are placed, submitted and ready to be proofed by August 1, 2018.

Members who have placed orders in the past will be contacted in plenty of time to take advantage of this Early Bird special, if they so choose. Orders are able to be warehoused with a release date of October 15, 2018 or they may be shipped immediately upon completion.

There is a nominal price increase this year, as the paper mills compensate for significant pulp, chemical and transportation inflation and tightened inventories. The invoicing will take place in the month of October.

It appears that the # 1856 Custom Bikes and the #7002 Craft Beer calendars are no longer listed in the brochure. New for 2019 is the #7056 Motorcycles in the Good Value line, which now uses a larger and heavier coated paper stock.

We have also added a 3 1/2" X 8 1/2" one sided calendar, perfect for stuffing in a #10 Regular Envelope. These calendars are available in poster, magnetic and peel and stick stock with plenty of room for you ad copy at less than \$0.50 each. A sample has been included in appreciation letters to our members in good standing.

Please note that any prime color ink can now be the standard color for the printing of your preferred logo and ad copy, not just Black Ink as in the past. For 2 color logos and artwork, there may be an additional charge for the second color. Color is a fantastic way to accentuate your business information and is an economical way to advertise, every day of the year.

Brochures and Order Forms are inserted in this July 2018 Newsletter for your convenience.

The Association staff is ready with your approval, to handle all aspects of the ordering process, insuring their accuracy and timely delivery.

Completed order forms may be scanned and e-mailed to [mlord@nysaaa.net](mailto:mlord@nysaaa.net) or faxed to 1-315-437-0089. Please feel free to call the office at 1-315-437-0094 should you have any questions.

# Goodyear, Bridgestone Join Forces to Form U.S. National Tire Distributor

*TireHub will deliver premium tire offerings through an integrated distribution model with best-in-class customer service*

Akron, Ohio and Nashville, Tenn. - April 16, 2018 – The Goodyear Tire & Rubber Company and Bridgestone Americas, Inc., today announced they are forming one of the largest tire distribution joint ventures in the United States. TireHub, LLC will provide U.S. tire dealers and retailers with a comprehensive range of passenger and light-duty truck tires from two of the world's leading tire companies.

There will be an emphasis on satisfying rapidly growing demand for larger rim diameter premium tires. TireHub will combine Goodyear's company-owned wholesale distribution network with Bridgestone-owned Tire Wholesale Warehouse (TWW). The transaction will enable Bridgestone and Goodyear to grow their respective businesses and capture enhanced value for their brands. The transaction is subject to customary approvals and is expected to close mid-year.

At launch, TireHub will have the scale to reach the vast majority of retail locations in the U.S., daily. The new distribution company will complement both companies' networks of existing third-party distributors and provide a superior, fully integrated distribution, warehousing, sales and delivery solution immediately following completion of the transaction.

"It's critical for U.S. tire dealers and retailers to be able to get the right tires on time to meet the needs and expectations of their customers. TireHub will help position dealers to win in today's dynamic and increasingly complex environment by giving them much needed access to a deeper and broader range of passenger and light-duty truck tires from Bridgestone," said TJ Higgins, President, integrated consumer tire group, U.S. and Canada, Bridgestone Americas.

"With the ability to deliver the full portfolio of Goodyear products and a dedicated focus on driving logistics and customer service excellence, TireHub creates a winning proposition for us, our customers, Goodyear's company-owned retail outlets and consumers, whose expectations and shopping patterns continue to evolve," said Steve McClellan, president, Goodyear Tire & Rubber Company.

**Best-in-class service for customers:** TireHub is uniquely positioned to meet the needs of tire dealers and retailers, as well as the consumers they serve. Both Bridgestone and Goodyear expect that TireHub will provide enhanced fill rates and turnaround times to ensure dealers can quickly access the products they need. TireHub will deliver a best-in-class customer experience through a single sales force and a new online ordering portal that integrates easily with dealer's point-of-sales systems.

TireHub also will help Goodyear and Bridgestone customers manage growing complexity in the tire business, driven by SKU proliferation. The new distributor will provide on-demand access to the full array of products from both companies, which is critical for their customers, who typically have limited inventory space at their locations.

**Nationwide footprint, proven leadership to drive logistics excellence:** Headquartered in Atlanta, TireHub initially will have more than 80 distribution centers and warehouse locations throughout the nation. The company's physical assets at launch will be a combination of legacy Bridgestone TWW and Goodyear facilities.

TireHub will be a 50-50 joint venture between Bridgestone and Goodyear and will be managed by an independent management team led by CEO Peter Gibbons. Gibbons is a veteran business and supply chain executive, with 25 years of experience leading manufacturing and supply chain activities in the consumer, retail and specialty chemicals industries. While in senior leadership roles at both Mattel and Starbucks, Gibbons led consumer-centric efforts to transform both companies' supply chains, improving fulfillment and speed to market.



**About Bridgestone Americas:** Nashville, Tennessee-based Bridgestone Americas, Inc. (BSAM) is the U.S. subsidiary of Bridgestone Corporation, the world's largest Tire and Rubber Company. BSAM and its subsidiaries develop, manufacture and market a wide range of Bridgestone, Firestone and associate brand tires to address the needs of a broad range of customers, including consumers, automotive and commercial vehicle original equipment manufacturers and those in the agriculture, forestry and mining industries.

The companies are also engaged in retreading operations throughout the Western Hemisphere and produce air springs, roofing materials and industrial fibers and textiles. The BSAM family of companies also operates the world's largest chain of automotive tire and service centers. Guided by its One Team, One Planet message, the Company is dedicated to achieving a positive environmental impact in all of the communities it calls home.

**About The Goodyear Tire & Rubber Company:** Goodyear is also one of the world's largest tire companies. It employs 64,000 people and manufactures its products in 48 facilities in 22 countries around the world. Its two innovation Centers in Akron, Ohio and Colmar-Berg, Luxembourg strive to develop state-of-the-art products and services that set the technology and performance standard for the industry.

Source: <https://corporate.goodyear.com>

## Tenneco to Create Two Independent, Public Companies with Acquisition of Federal-Mogul

### ***Aftermarket & Ride Performance Company; Powertrain Technology Company***

Lake Forest, Illinois April 10, 2018-Tenneco (NYSE:TEN), one of the world's leading designers, manufacturers and distributors of Ride Performance and Clean Air products and technology solutions for diversified markets, announced today that it has signed a definitive agreement to acquire Federal-Mogul, a leading global supplier to original equipment manufacturers and the aftermarket.

Federal-Mogul is being acquired from Icahn Enterprises L.P. for a total consideration of \$5.4 billion dollars to be funded through cash of \$800 million dollars, 5.7 million shares of Tenneco Class A common stock (representing a 9.9 % voting interest), 23.8 million shares of Non-Voting Class B common stock and assumption of debt.

Under the agreement, Tenneco can reduce the number of shares of Class B Non-Voting common stock by up to 7.3 million shares and increase the cash consideration proportionately at the closing.

Tenneco also announced its intention to separate the combined businesses into two independent, publicly traded companies through a tax-free spin-off to shareholders that will establish an Aftermarket & Ride Performance Company and a Powertrain Technology Company.

The acquisition is expected to close in the second half of 2018, subject to regulatory and shareholder approvals and other customary closing conditions, with the separation occurring in the second half of 2019.

"This is a landmark day for Tenneco with an acquisition that will transform the company by creating two strong leading global companies, each in an excellent position to capture opportunities unique to their respective markets," said Brian Kessler, CEO of Tenneco.

"Federal-Mogul brings strong brands, products and capabilities that are complementary to Tenneco's portfolio and in line with our successful growth strategies. Unleashing two new product focused companies with even stronger portfolios will allow them to move faster in executing their specific growth priorities."

Carl C. Icahn, Chairman of Icahn Enterprises, stated: "Icahn Enterprises acquired majority control of Federal-Mogul in 2008 when we saw an out-of-favor market opportunity for a great company. During that time, we have built one of the leading global suppliers of automotive products."

"I am very proud of the business we have built at Federal-Mogul and agree with Tenneco regarding the tremendous value in the business combination and separation into two companies. We expect to be meaningful stockholders of Tenneco going forward and are excited about the prospects for additional value creation."

Upon completion of the acquisition, Tenneco will operate the combined businesses under a structure designed to begin concurrently the successful integration of Tenneco and Federal-Mogul and the separation of the aftermarket & ride performance and the powertrain technology companies.

**Aftermarket & Ride Performance Company:** The strategic combination of Tenneco's Ride Performance business with Federal-Mogul's Motorparts business will establish a global aftermarket leader with an impressive portfolio of some of the strongest brands in the aftermarket including Monroe®, Walker®, Wagner®, Champion®, Fel-Pro® and MOOG®.

The company's broader aftermarket product coverage, stronger distribution channels and enhanced channel development will strengthen its position in established and high growth markets (China and India) and drive success through new mobility models and capturing evolving e-commerce opportunities.

On the OE side of the business, the combination creates a portfolio of braking and advanced suspension technologies and capabilities that set the foundation for meeting changing performance requirements for comfort and safety, and ultimately reinventing the ride of the future with new solutions for ride differentiation and capitalizing on electrification and autonomous driving trends.

**Powertrain Technology Company:** The powertrain technology company will be one of the largest pure play powertrain suppliers through the combination of Tenneco's Clean Air product line and Federal-Mogul's Powertrain business, bringing together the market leaders with reputations for innovation in meeting the changing needs of customers.

The combined business will offer a robust portfolio of products and system solutions-from the engine to the tailpipe-to improve engine performance and meet tightening criteria pollutant regulations and fuel economy standards. With its global scale, the company will drive content growth due to the demand for improved engine performance, tightening emissions regulations, light vehicle hybridization and expanded market opportunities with commercial truck and off-highway customers.

"Today's announcement is an extension of Tenneco's proven strategies for delivering profitable growth and will accelerate each company's ability to capitalize on trends that are fundamentally changing our industry," said Gregg Sherrill, executive chairman, Tenneco. "This is a major step forward in building an even stronger position with the combination of strategically aligned companies and the subsequent separation of the businesses, realigned in such a way to unlock shareholder value."

## How to Avoid Unnecessary Credit Card Processing Fees

As a business owner, you know how expensive it can be to accept payments. Although it's important to be able to accept credit and debit cards in order to stay competitive in today's modern market, it's also important to make sure your dollars are being used in the most effective way possible for your business.

That's why understanding the fees that are often associated with credit card processing, what they mean, what you do and don't have to pay, can have a big impact on your business. There are some fees that every merchant must pay, but there are many more that you don't have to incur.



**The Unavoidable Fees:** These fees are required in order to accept credit cards. Each credit card that you accept has a cost associated with it that is set by the credit card providers themselves. This cost is called interchange and it is a non-negotiable fee that every merchant must pay and the cost is based on the individual cards.

The only other unavoidable fee is whatever your credit card processor uses to bill for their services. Individual business owners cannot deal directly with the credit card companies. Instead, they need to set up a merchant account with a merchant services provider in order to accept any payment other than cash.

These merchant service providers have a variety of ways they charge for their services, such as markups on top of the interchange or flat monthly subscriptions. Either way, paying for services of a third-party facilitator is the only other unavoidable fee associated with credit card processing.

**The Avoidable Fees:** When it comes to additional fees, there are hundreds that could be covered here. A lot of traditional merchant service providers rely on the fact that the average merchant isn't going to understand or take the time to read their monthly statements. This leads to countless fees being added and thousands of dollars wasted each year.

Here are 5 of the most common fees to look for:

- 1. Early Termination Fee:** Many of you are probably all too familiar with this type of fee. If your current payment provider required a contract when you signed up, there's a good chance an expensive termination fee came along with it.
- 2. Setup Fee:** This is a common one and is usually charged upon the implementation of a new account. Traditional providers will often charge a setup fee for the merchant account itself and also another one for the credit card terminal or online portal.
- 3. Batch Fee:** If you have a brick-and-mortar location, you understand how important it is to batch your terminal every day. Batching a terminal means sending each day's credit card transactions to the provider, who should then deposit that money into your bank account within 2 business days and some providers charge merchants for every batch!
- 4. Reprogramming Fee:** Technology is constantly being improved and your business deserves the latest and greatest in order to take payments. If your terminal or POS system needs an upgrade or replacement, that could be a big expense.
- 5. Statement Fee:** One of the most basic functions of having a merchant service provider is receiving a monthly statement and of course a statement fee. These statements are often several pages long and very difficult to comprehend. Also, beware of expensive PCI-DSS non-compliance fees.

Many business owners view credit card processing as an expensive, annoying, yet necessary evil, but it doesn't have to be that way. Armed with the knowledge of what is required and what to look for, you can now have more productive conversations with your provider in order to ensure that you're getting the best value for your dollar.

The Aftermarket Association endorses Superior Financial Systems as its' preferred credit card processor for merchant services. Please contact Todd Lazar toll free at 1-888-737-7762, or by Email: [todd@sfsprocessing.com](mailto:todd@sfsprocessing.com). You can also search their website at [www.sfsprocessing.com](http://www.sfsprocessing.com).

Source: [www.biz2credit.com/blog](http://www.biz2credit.com/blog)



## **Card Brand Announcements, Spring 2018 Part One**

Periodically the Card Brands release updates and new requirements for processing credit cards in the United States. All merchants are encouraged to read the following announcements, and contact their merchant service provider or Superior Financial Systems, Inc. if they have questions regarding the new information.

### **No Signature Required at Checkout**

The Card Brands have recently updated their requirements for signature on card receipts for retail stores. With the growing adoption of the chip card and new, more secure processing methods, a customer's signature is no longer required on a receipt to confirm authorization of the sale. Merchants are also no longer required to compare the signatures on the back of the credit card to the signature on the receipt. Merchants will continue to have the option to request a customer sign the merchant copy of the sale receipt, as all terminals will continue to print the signature line regardless of the waived requirement.

Some states may still require a customer's signature on the receipt, in which case state law supercedes the Card Brands' waiver. Contact Customer Care at 866-601-2733 if you would like to check whether your state requires signature.

### **New Receipt Requirements**

Visa has updated the rules related to transaction receipts in a retail environment. Merchants are encouraged to follow these rules to avoid potential issues with chargeback disputes in the future.

- Customers must be offered a paper receipt at all times. Merchants can also offer an electronic copy along with, or in lieu of, a paper receipt. eCommerce and Contactless transactions can be issued electronic receipts without offering a paper option.
- All recurring and installment transactions **MUST** be issued a receipt and given to the Cardholder.
- If a merchant requires a receipt in order to issue a refund, a receipt must be provided at every sale.

MasterCard is requiring merchants display a short message on the sale transaction receipt for retail purchases that discloses the merchant's refund policy. To update your equipment to allow for this feature, please contact Customer Care at 866-601-2733

### **EMV Programming Now Required for Contactless Payment Acceptance**

Businesses who wish to accept ApplePay, SamsungPay, and other forms of mobile payments from their customers must upgrade their equipment to accept EMV chip transactions in order to avoid non-compliance fees before April 2019. If you are interested in offering mobile payment acceptance to your customers, call Customer Care at 866-601-2733 to check if your terminal is set up to accept Contactless and EMV transactions.

Superior Financial Systems, Inc. is the preferred merchant service provider for NYSA. We offer free, no obligation reviews of your current merchant account where we check for unnecessary fees, high discount rates, and incorrect setups of your equipment or merchant profile. If you have not reviewed your merchant account recently, let us help you ensure you are paying the least amount possible to process, while complying with all Card Brand rules and regulations. Contact Todd Lazar today and see what we have to offer.

**Todd Lazar, Vice President of Sales**

**(888) 737-7762 Toll Free | (949) 706-7345 Direct | [Todd@SFSProcessing.com](mailto:Todd@SFSProcessing.com)**



## **Card Brand Announcements, Spring 2018 Part Two**

Periodically the Card Brands release updates and new requirements for processing credit cards in the United States. All merchants are encouraged to read the following announcements, and contact their merchant service provider or Superior Financial Systems, Inc. if they have questions regarding the new information.

### **FinCEN Beneficial Owner Rule**

Effective May 2017, any business that opens a NEW financial account of any kind – bank account, loan, merchant account, and others – is now required to declare the identity of all owners who retain 25% or greater control of the business, as well as at least one officer or owner who makes the majority of the decisions for the business. The requirement comes from the U.S. Treasury Department’s Financial Crimes Enforcement Network (FinCEN), and is mandatory for all institutions that offer financial services to businesses.

### **Important Changes to Chargeback Disputes**

The Card Brands are updating the requirements and rules governing cardholder disputes, or chargebacks. If you receive a chargeback dispute on a sale, you MUST respond to the chargeback with either an Acceptance or Rebuttal letter. Merchants will now have 30 days from the date of the chargeback to issue responses, an increase from the previous 20-day window. VISA will now identify all credits, adjustments, and reversals at the initiation of a dispute to ensure unnecessary disputes are not processed. MasterCard is updating their chargeback rules to move card present key-entered sale disputes to fatal status, meaning merchants can no longer provide a copy of a signed imprinted sales slip as proof of sale authorization. As a result, merchants are now allowed to refuse a MasterCard sale if chip and/or magnetic stripe cannot be read, which would force the merchant to key the sale.

### **False Solicitation and Phishing Schemes**

It has come to our attention that merchants are receiving an increased number of calls from people and companies claiming false information regarding Superior Financial Systems, and the state of individual merchant accounts. These individuals represent themselves as being part of Superior Financial Systems, or affiliated with us in some way, and wish to see copies of your merchant statements in an attempt to confirm or validate their misleading statements.

Superior Financial Systems, Inc. does not, and will never, sell your company or personal information to outside vendors. If you are contacted by someone claiming to be affiliated with our company, ask them to verify information that only we would have access to, such as transactions processed that day, or the previous day’s batch. If the caller cannot provide that information, they are committing fraudulent activity, and should be reported. We ask that any merchant who is contacted by anyone claiming to be affiliated with our company contact us to report the incident.

Superior Financial Systems, Inc. is the preferred merchant service provider for NYSA. We offer free, no obligation reviews of your current merchant account where we check for unnecessary fees, high discount rates, and incorrect setups of your equipment or merchant profile. If you have not reviewed your merchant account recently, let us help you ensure you are paying the least amount possible to process, while complying with all Card Brand rules and regulations. Contact Todd Lazar today and see what we have to offer.

**Todd Lazar, Vice President of Sales**



## **Card Brand Announcements, Spring 2018 Part Three**

Periodically the Card Brands release updates and new requirements for processing credit cards in the United States. All merchants are encouraged to read the following announcements, and contact their merchant service provider or Superior Financial Systems, Inc. if they have questions regarding the new information.

### ***AFD EMV upgrade officially delayed to 10/1/2020***

The Card Brands have extended the EMV rollout delay for Automated Fuel Dispensers to October 1, 2020, meaning AFD merchants who are not currently EMV-compliant will continue to be protected from EMV chargeback liability during this time. AFD merchants are encouraged to contact their merchant service providers and equipment vendors immediately to begin the process of upgrading equipment if they have not already done so.

### ***VISA Requiring All Automated Fuel Dispenser Merchants to Validate AVS at the Point of Sale***

Effective January 2018, Visa began requiring all Automated Fuel Dispenser (AFD) merchants to validate the zip code at the point of sale for the following areas:

- Atlanta, Georgia
- Brooklyn, New York
- Detroit, Michigan
- Fresno, California
- Greater Los Angeles, California
- Houston, Texas
- Kingman, Arizona
- Las Vegas, Nevada
- Louisville, KY
- State of Florida

If you are currently operating automated fuel dispensers at your business and are in one of the areas listed above, please contact your credit card processor immediately to confirm you are in compliance with the new requirements. For more information on the requirements and what actions AFD merchants are expected to take regarding AVS, please contact Customer Care at 866-601-2733

### ***PIN DEBIT ANNUAL FEES***

Several of the traditional PIN Debit networks – NYCE, Pulse, Jeanie, STAR, and ACCEL – are now charging annual fees to merchants who accept cards that process over their networks. These networks are used in traditional PIN debit processing, and are separate from the offline debit Visa and MasterCard transactions. The Debit network annual fees range from \$12 to \$15 per network, and most merchants accept all networks, meaning your total annual fees are at a minimum of \$60 per year. In most cases, processing these debit cards over the offline debit Visa and MasterCard networks costs less than processing over the traditional PIN Debit Networks, and eliminates the annual fee for those networks. Contact Todd Lazar for a free review of your PIN Debit transaction processing and expenses to determine if removing the PIN Debit acceptance would benefit your business and customers.

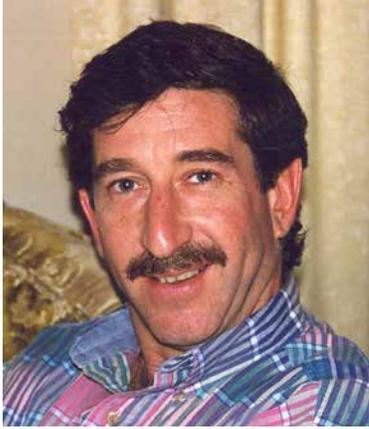
Superior Financial Systems, Inc. is the preferred merchant service provider for NYSA. We offer free, no obligation reviews of your current merchant account where we check for unnecessary fees, high discount rates, and incorrect setups of your equipment or merchant profile. If you have not reviewed your merchant account recently, let us help you ensure you are paying the least amount possible to process, while complying with all Card Brand rules and regulations. Contact Todd Lazar today and see what we have to offer.

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# Rick Harrison

## May 26, 1955 - May 9, 2018



It is with great sorrow that I must report that the Association lost a very close friend in Rick Harrison. Rick passed away May 9, 2018 after a long battle with kidney disease. Rick gave years of dedicated service to the Association and was a personal friend of many of us.

Rick served as a Director and Officer for the Association for decades. He served as President from 1999 to 2001 following in the footsteps of his brother, Bill, who served as President from 1987 to 1989. Rick was always active in all Association endeavors.

I am sure many of you know Rick from the multitude of Association golf outings and meetings. Rick was an outstanding athlete and a great golfer. His group won most of the golf outings that the Association sponsored.

Rick and his family owned the Harco Automotive stores in the Binghamton area. They sold the stores in 2002 and we have missed Rick ever since. We will always appreciate Rick's dedication to the Association as well as all the great times that we shared.

Rick is survived by his wife Kathleen Harrison, brother Bill Harrison, sister Joyce Horstman, daughters Julianne Shepard, Jennifer Weaver, Melissa Albino and his grandson Reed Shepard. Donations in Rick's name can be made to the National Kidney Foundation. 30 East 33rd Street, New York, NY 10016.

## New Members for the 2nd Quarter of 2018

**Big Dog Motors, Inc.**  
4262 Acme Road  
Frankfort, NY 13340  
Todd Gookins  
315-868-9006

