

“Our family is deeply grateful for your support and help . . .”



## Automotive Aftermarket Charitable Foundation

Taking Care of our Own since 1959

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

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#### MIKE'S STORY



Mike Suchocki

My name is Mike Suchocki; I live in Luxemburg, WI. I have 2 sons and 3 grandsons. I have been involved with auto repair my whole life, professional and also hobby. I am currently the master tech and shop foreman at Commercial Auto Body and Paint in Green Bay, WI.

After being misdiagnosed for over 3 months I found out that I had cancer in my throat. I immediately had to have a tracheotomy, a feeding tube in my stomach and a port in my chest for chemotherapy. Then began 7 weeks of radiation and chemotherapy.

As I saw my savings disappear Gina Martin, the office manager Commercial Auto Body and Paint, told me to check out AACF and said they could help me. The response was so quick; I was stunned.

The financial help came at a time that allowed me to not worry about work and to just focus on treatment. AACF helped me when I needed it most, and I am humbled by the generosity of the organization.

Finally after 6 months I just had my trach tube removed and my tests all came back clean. The rest of the gear comes out next month. My wife can't wait to fatten be back up, and then I will be back to work.

I will have a new appreciation for all the companies that I've known my entire career, which makes AACF possible.

God bless you all.  
Mike Suchocki

#### Upcoming Events

Aug 24 - 26  
Great American Trucking Show 2017 (GATS)  
Kay Bailey Hutchison Convention Center | Dallas TX

Sep 06 - 08  
2017 Auto Care Association Fall Leadership Days  
The Palace Hotel | San Francisco, CA

Oct 1 - 4  
AASA Technology Conference  
Hyatt Regency Clearwater Beach Resort & Spa | Clearwater, FL

#### How You Can Help

We are the only charity that enables you to help members of our industry that have nowhere else to turn. The work of the Automotive Aftermarket Charitable Foundation (AACF) is done by volunteers and a small staff, so our overhead is minimal. The AACF is a 501(c)(3) non-profit organization. Donations to AACF are tax-deductible to the extent permitted by law.

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

Online: [www.AACFi.org/donate-today](http://www.AACFi.org/donate-today)



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Ross Kogel, Jr.

### Spotlight - Board Member Ross Kogel Jr.

Ross Kogel Jr., President - Tire Wholesalers Inc.

A little about your career: What is your current position and place of employment, and how long have you been working in the industry?  
I have been with Tire Wholesalers Inc. (TWI) (my family's business) for 14 years, and am grateful for the terrific people that I work with every day.

What might (someone) be surprised to know about you?

I used to be the chief staffer at the Tire Industry Association; I play hockey several times a week; I have the best kids ever.

How did you first get involved with the AACF and when; why you got involved with AACF?

I became involved in AACF in 2002, and I really fell in love with the mission after listening to stories about the people the Foundation has helped, and the difference we make in people's lives.

What was your first impression of the Foundation?

That it was a group of people doing "angel's work," literally jumping in and helping others when there was nowhere else (for those people in need) to turn.

What do you wish other people knew about the AACF?

I wish they knew more of the amazing stories of the people we've helped.

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

Everyone looks for ways to contribute in their life: AACF is one of the best, making a significant difference for others. I'm grateful to be involved.

#### THANK YOU TO OUR IN-KIND DONORS

The AACF would like to thank Interstate Batteries marketing team, Jackson Spalding - Marketing Communications Agency, and Firehouse Agency. In May members of above met with the AACF Marketing/PR Committee in Dallas, TX to create a Marketing Strategy for the Foundation. Their expertise and guidance will help the AACF reach more donors and potential recipients. We appreciate their time and value their vision and support of the Foundation.

#### In-Kind Publication Donors

Thank you Babcox Media and Bobbit Business Media for publishing digital and print ads for the Foundation. These ads help us raise awareness about the Foundation and we thank you for your generous ad space.

*The best way to find yourself is to loose yourself in the service of others.*

*- Gandhi*

### AACF BOARD MEMBER NEWS

The AACF would like to thank Damien Harmon for his dedicated service on the Board of Trustees. He has been a valued member and his time and attention is much appreciated.

The AACF would like to welcome to the Board's Marketing/PR Committee; Jason Ehrlich, President of Yonder, Tracy L. Teuscher, APR, President of The Buzz Maker!, and Greg Parker, Marketing & Training Director of Wegmann Automotive.

We appreciate all the valuable time and the guidance everyone brings to the Foundation. The Foundation would not exist without our amazing board of industry volunteers.

### Awareness Partner Spotlight - K&N Filters

#### How did you first hear about the AACF?

I first heard of AACF at the SEMA/AAPEX show about 10 years ago. There was an AACF charity golf tournament before the show to raise funds to help people in need in our industry. I was impressed to see that many key leaders in the automotive aftermarket were participating and supporting AACF programs. After that, I remember seeing AACF flyers for employees in our Human Resources department.

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

AACF is there to help employees that are going through a crisis. A few years ago, one of our employees had a very serious illness that prevented him from working. AACF stepped in and provided significant help to his family. It was a simple process where our HR manager connected AACF with the employee, and the AACF team took it from there. It made a huge difference in his life, and helped his family get through a difficult time.

AACF exists to help aftermarket families get through very difficult times. They do not require that a company or individual join or contribute to receive assistance. They are there to help aftermarket families when a crisis occurs. Many well-known automotive parts companies and leaders support AACF because they provide meaningful and cost-effective assistance to people who have worked in our industry. SEMA has been a long-term financial contributor and partner to AACF, and I learned more about AACF through my involvement with the SEMA Board of Directors. The staff at AACF truly care about helping aftermarket families, and they have made great strides to increase awareness and increase the overall amount of support that they can provide to people in need.

#### Would you recommend other industry companies partner with us and why?

Many people dedicate long and productive careers to the automotive aftermarket. Ours is an industry filled with people who love what they do, and we form life-long friendships with others in our aftermarket family. The AACF is dedicated to helping those in our aftermarket family that are dealing with a crisis. It is a very unique charity, focused on people who have made a career in our industry. AACF has helped many people, but many more need help. Any aftermarket company can partner with AACF simply by helping raise awareness to employees, customers, and suppliers. When an aftermarket company contributes financially to AACF, they are giving back to the people that serve our industry, and can be confident that the money will be used wisely to help aftermarket families in a crisis.

Thanks for the great work that the AACF team does.

Tim Martin  
Vice President, K&N Engineering Inc.  
SEMA Board Chair-Elect



#### Welcome New AACF Board Member Trustee, Robert Johnson

Robert Johnson is the Executive Director, Finance at Bridgestone Retail Operations. Robert has worked in the automotive and retail industry for the past 15 years. Johnson stated, "I'm incredibly excited to be joining the board of AACF. I had an opportunity to play in the golf tournament last year and learn about the organization and the incredible support they provide to the members of our industry and I was really impressed." Johnson went on to say "My company and the entire Automotive Aftermarket is dependent on the hard work, skills and dedication of our employees and being a part of a foundation that is solely dedicated to helping them when they need it most is an honor! I'm looking forward to helping the AACF achieve its mission in any way I can." Robert, his wife, and two children reside in Nashville, Tennessee.

### Awareness Partner Program

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

A current or past employee may need the assistance that only the AACF can offer. By supporting its work you are providing a benefit to employees as well as giving back to your industry.

There is no cost to join. Simply share the information about our program with your HR Department and employees.

JOIN OUR PARTNERSHIP  
Contact Joel Ayres, Executive Director  
(916) 628-0271  
Joel@AACFI.org

If tragedy strikes, it usually does so without warning. And when it does, the AACF is here to help. If you or someone you know needs help, please contact us through your Human Resources Department or call us at 772-286-5500. All calls are confidential.

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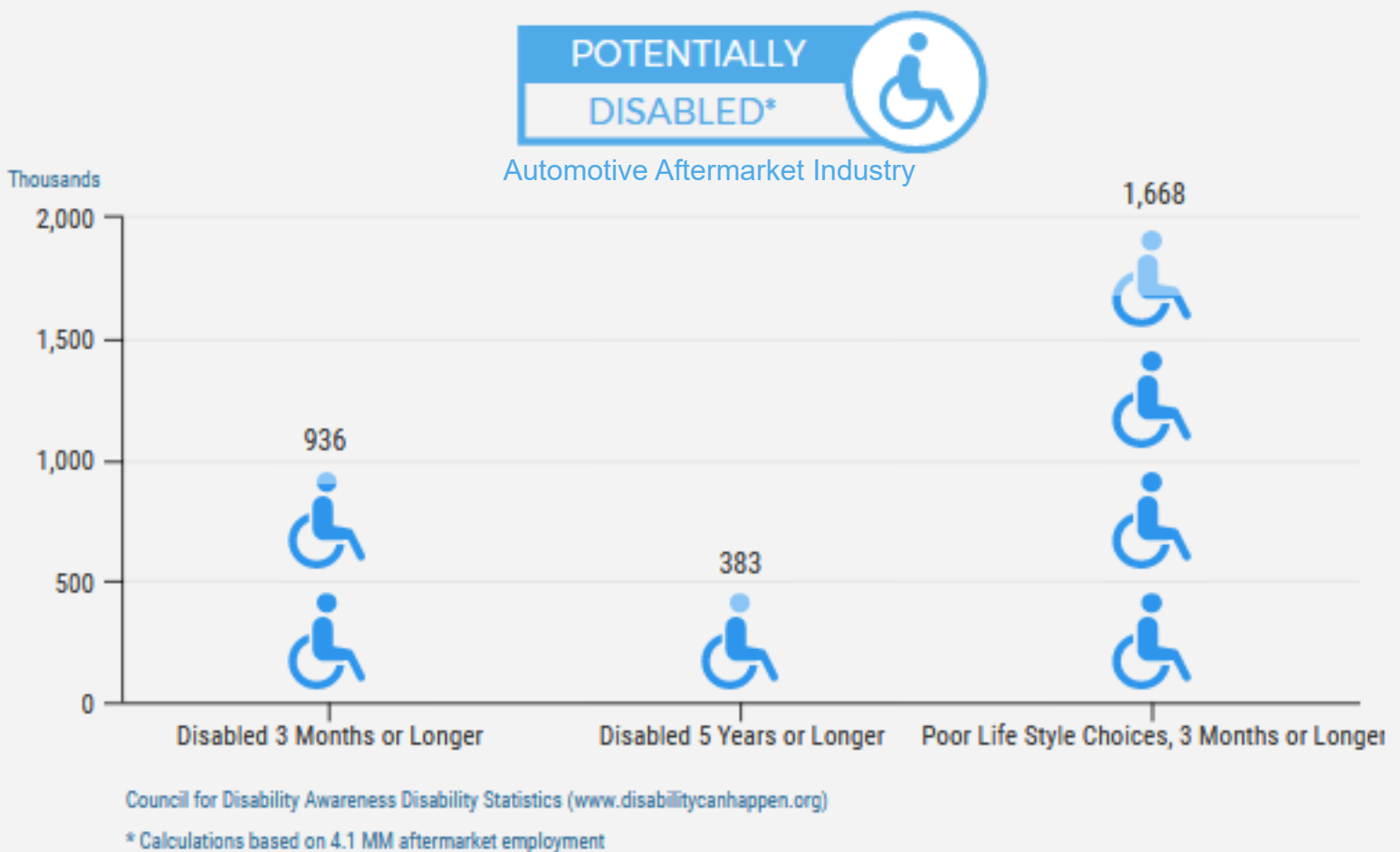
### WHAT IS THE POTENTIAL NEED FOR AACF SUPPORT IN THE FUTURE?

Catastrophic illnesses, disabled and unable to work, life threatening accident or injury, or even death are all serious issues that can strike at any time.

The aftermarket employs 4.2 million people who work for manufacturers, distributors, retailers and repair shops. Contribution of the Motor Vehicle Supplier Sector to the Economies of the United States and its 50 States, the Center for Automotive Research (CAR), found that automotive suppliers contribute to 4.5 million jobs nationwide and provide more jobs than any other sector in seven states- Michigan, Indiana, Kentucky, Missouri, Ohio, South Carolina and Tennessee.

With millions of workers possibly needing help, there is a potential need for our assistance.

(Source: wikipedia.org)



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 Western States Marketing

A special thank you to new DIAMOND Supporter, Don Smith, of DCS Consulting & Export for your generous contribution.

On behalf of the AACF Board of Directors and the recipients of your generosity; Thank You for giving back to those in need in our aftermarket "industry family".

"I want to work for a company that contributes to and is part of the community. I want something not just to invest in. I want something to believe in."

**-Anita Roddick**

Anita Roddick is an english businesswoman, human rights activist and environmental campaigner, best known as the founder of The Body Shop



### About Automotive Aftermarket Charitable Foundation

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

The AACF is a not-for-profit organization.

For more information:  
[www.AACFi.org](http://www.AACFi.org)

### CONTACT AACF FOR MORE INFORMATION

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