



Second Quarter | 2021 | AACF eNews

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From Joel Ayres, AACF's Executive Director

Greetings AACF family, I am so **G**rateful to be part of this wonderful **O**rganization and **L**ove that we are an industry **F**amily. Those of you who like puzzles will be able to tell from the first sentence what I'm especially excited about today. Yes, it's the **GOLF** tournament!



As you probably remember, our 2020 Tournament, along with the SEMA and AAPEX shows were all cancelled last year due to Covid concerns. The cancellation was difficult for all of us but it was the right thing to do at the time. Now the time is right to bring it all back. SEMA, AAPEX and AACF will once again combine their events in Las Vegas this November.

I recently had the opportunity to see the new "West Wing" of the Convention Center and even visit the Tesla Tunnel underneath that links all of the venues. It is very impressive.

All of us have learned a lot about how to keep ourselves, and our venues safe during this past year and a half, and we are ready to deliver a safe, fun and fruitful event. And, we are excited that our AACF family of supporters will be together again.

This year's GOLF tournament will once again be at the beautiful Spanish Trail Country Club, so mark your calendars for November 1st and plan on being part of something that is both fun and for a good cause. Thanks to all of the companies that have already signed up for teams and sponsorships.

The AACF Board of Trustees and myself look forward to seeing you there.

Annual Bob Schoeberl Memorial Golf Tournament is Back!



We are thrilled to announce the return of the annual **AACF Bob Schoeberl Memorial Golf Tournament**. This has been such a fun event for our industry family over the years that we are really looking forward to seeing you all and doing it once again. The tournament is also a huge part

UPCOMING EVENTS

Oct. 11-12

AASA Technology Conference
Memphis, TN

[More Info](#)

Oct. 31 - Nov. 1

AACF Charity Golf Tournament
Las Vegas, NV

of what enables AACF to meet the needs of our industry members.

The AACF Golf Committee, **AAPEX** and **SEMA** have been working hard to ensure a successful, safe and enjoyable experience for all staff, attendees, exhibitors, and golfers! We really hope you can join us on November 1st, 2021, at the beautiful **Spanish Trail Country Club** in Las Vegas, AACF's major event of the year, held in conjunction with both the AAPEX and SEMA shows.



Participants have the opportunity to win some amazing prizes such as golf clubs, balls & gloves, \$500 **Bridgestone/Firestone** gift cards, an all expense paid trip to Cabo, Mexico (sponsored by **Acel, LLC**), and so much more!



There are many ways to participate, and although sponsorships are limited, a few are still available at this time. Please contact any committee member if you would

like to participate as a sponsor. Full information about the tournament is available on AACF's website at the link below.

For a visual of where we will be golfing, visit **Spanish Trail Country Club**.

On behalf of the AACF Board of Directors, the 2021 AACF Golf Committee and those we serve across the country and across the industry, **thank you** for your support of this incredible event, which supports all of the good work AACF does.

Visit our website for full event agenda and more information
>

AACF DONOR NEWS

[More Info](#)

Nov. 2-4

2021 AAPEX

Sands Expo & Caesars Forum
Las Vegas, NV

[More Info](#)

Nov. 2-5

2021 SEMA Show

Las Vegas Convention Center
Las Vegas, NV

[More Info](#)

Please, if you feel like you are one of the fortunate ones I urge you to help in any way you can. There are 3 vehicles to share with AACF and you can read about them in several sections of this newsletter.

1. Donations! On average, our expense is \$2,500 per recipient, some less and some much more. Consider helping at any level donation. Every dollar helps.

2. Have your company become an **Awareness Partner!** It's a zero cost option and is a way to let your employees know we are here if they should need help. It's an easy process. Let us know if we can provide more details.

3. **Spread the word** of the good work! If you know of someone that may need our help, refer them to our confidential application process.

If you already participate please recommend us to other communities within your influence - other organizations you do business with, customers, friends of the industry, community partners. We are very proud of our AACF family and hope you are too.

You can help us make a difference for an aftermarket family. We know it. We feel it. Together we can do it. Let us know how we can help you to help others.

- Joel Ayres,
AACF Executive Director



We would like to welcome a new **CHAMPION DONOR - Advance Auto Parts.**

Advance Auto Parts have been long time supporters of the Foundation, as members serving on our board, sponsors of the annual golf tournament, and have now stepped up to our **Champion Donor Program** helping even more families in need. Thank You Advance Auto Parts!

We would like to thank all of our **Champion Donors** for their generosity and support.

A big thank you to the organizers of the **ACPN Knowledge Conference.** They helped raise almost \$3,000 for the Foundation



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

DONATE TODAY

RECIPIENT SPOTLIGHT

With the help of AACF (and it's generous supporters) the Tobin's have been able to purchase a specialized service dog for their son with Autism. Read about their struggles and how the Foundation has helped them.

Dominic's Story

Dominic Tobin is a seven-year-old boy with autism and several other diagnoses. Like 49% of those with autism Dominic wanders and bolts from safe environments. This has become a daily struggle, sometimes more than once a day. On more than one occasion, even with both of us trying our best, we came very close to not being able to keep him safe. Despite our numerous efforts to prevent and stop this, it is continuous. He has NO fears: not of barbed wire fences, pitch black darkness, weather, or busy traffic. We can no longer use the restroom with peace of mind nor can my husband take him outside & turn his back for a moment to do yard work. We no longer take him out in public except to therapy and doctor appointments & special needs functions because the risk of him bolting, even out of the vehicle is too great.



Also imagine not being able to verbalize what you need to say, or trying to say something, but not being understood. This is how it is for Dominic on a daily basis. This leads to immense frustration. This frustration leads to a intense outbursts which take several minutes to calm.

Sleep is another area Dominic has struggled with since infancy. Regardless how active he is during the day, & he's extremely active, he rarely sleeps more than four hours. All of this takes an immense toll on him and the family. This is just the Autism, not to mention his other diagnoses. So we are turning to Warn Retrievers for a highly trained service dog that will be trained SPECIFIC to Dominic's needs. We are asking for your help. Your donations will be tax-deductible as they are a charitable organization. We cannot thank you enough for your support! Thank you for all your help for Dominic.

"Thank you so much for the enormous generosity to our family this past year! The help you gave us - there are no words to express our gratitude! Because of you all (& other generous donors) we are only \$1,200 from our final goal!! Thank you so much for all you have done!"

-Brenda Tobin

If you or someone you know needs help...

Contact us or speak with your Human Resources department about the AACF, and have them reach out to us on your behalf.

VOLUNTEER SPOTLIGHT

Gregory Parker - WEGMANN Automotive, National Account Sales & Marketing Director



Tell us 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 got started in the automotive aftermarket in 2003 when an opportunity presented itself as the marketing director with a large southeast parts distributor. I attended my first **SEMA Show** that same year and fell in love with the industry. I immediately got involved as a volunteer and was elected to the SEMA Young Executives Network. I was in charge of the SEMA Silent Auction for three years, as well as starting other silent auctions at PWA and some small regional shows raising over \$250k total for charity during that time. I ultimately became the chairman of the SEMA YEN Council (2008-2010), as well as served on the SEMA Scholarship Committee, the SEMA Student Program and was part of the very early founding of the SEMA Cares Committee, alongside Joel Ayres, Peter McGillivray, Mike Spagnola, and several others.

Prior to my current position, I went back to the agency world and worked as a consultant with Martin & Company, an agency that only deals with automotive aftermarket clients, and had the pleasure of working with some of the industry's largest brands. I moved to my current employer in 2011. **WEGMANN Automotive**, is a global wheel and tire component parts manufacturer, where I serve as the National Account Sales, Marketing & Product Management Director for North America. WEGMANN is a great organization that has provided me with opportunities to travel the world and work with some of the tire industry's largest companies.

In 2012 I was elected to the SEMA Wheel and Tire Council and ultimately served as the chairman (2016-2018). During the last decade, I have also had the privilege of serving as a 5k race co-director that raises money for a local food-bank, multi-year golf tournament director that raises money for a local humane society, counselor in the Tennessee Promise program for high school students entering college, as well as a long-time high school youth counselor in my local church.

How did you first get involved with AACF ?

I first got involved with the Automotive Aftermarket Charitable Foundation in 2016 at the request of my long time friend Joel Ayres. We served together for several years on the SEMA

Cares Committee, traveling to great places like ChildHelp California, Victory Junction Gang North Carolina, and the ChildHelp 50th Anniversary event in Washington, DC, in 2009, which to this day remains a highlight of my volunteering career. I had always heard of the AACF and when Joel asked me to be a part I was excited to find a new opportunity to serve within our industry. I have had the opportunity to volunteer alongside many great people on the AACF Marketing Committee and look forward to continuing to grow awareness about the Foundation for years to come.

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

I love to volunteer in ways that I know can make a difference. The AACF is such a wonderful, long-standing organization that has helped many families over the years within the industry that I love. When there is nowhere else to turn, the AACF helps those families who have given their lives to the automotive aftermarket. It is a truly great thing to help those around you who need help the most.

Anything else you would like to add about your thoughts on the Foundation?

I believe that the Foundation has a duty to increase awareness within the industry as a way to expand opportunities for potential recipients to hear about and understand the mission of the AACF. Not only does the foundation have responsibility for finding and nurturing donors to have funds available, it also has a responsibility to educate the wider automotive aftermarket about the availability of this support for those who need it most. Hopefully through smart marketing, and exceptional volunteer participation, we can help achieve those goals.

-Gregory Parker

[See all AACF Leadership](#)

CHAMPION DONOR SPOTLIGHT

Don Smith of DCS Consulting shares why he is dedicated to supporting the aftermarket industry as a Champion level donor.

Don has been in the automotive aftermarket industry for 70 years! He was the owner of a speed shop, a drag strip, and a performance distributor. Don was also the first AACF donor at the Champion-level and has continued that generosity every year since. He is also a SEMA Hall of Fame member, has been SEMA Person of the Year, SEMA WD of the Year and much more.

How did you first hear about AACF?

It was a presentation given at the SEMA Show Banquet.

What made you decide to give your first gift?

I've been blessed by this industry and I wanted to pay it forward to the industry families that are in need.

What keeps you contributing to AACF?

I feel good knowing that my giving to and through AACF is making a difference in the lives of the people and families that work in our industry.

What do you wish everyone knew about this cause?

So many people need help during these times and this is the only charity specifically helping our brothers and sisters in the automotive aftermarket.

Why do you enjoy giving to this organization?

The automotive aftermarket was good to me for many years, it makes me feel good when I am now able to give back and see the difference it can make in someone's life.

If you were talking to someone else about giving to AACF, what would you tell them?

If the industry was good to you....Give back, it's that simple.

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About Automotive Aftermarket Charitable Foundation (AACF)

The Automotive Aftermarket Charitable Foundation (AACF) has been helping aftermarket families turn tragedy into triumph since 1959. Like the industry, AACF is driven by passion and devoted to family. It's tough to ask for help, but when someone in the aftermarket family faces profound circumstances, AACF is there to help put the tough times in the rearview mirror. As a nonprofit, AACF accomplishes its mission through the support of generous donors, awareness partners and dedicated volunteers.

To learn more, visit www.AftermarketCharity.org.
To donate, visit <http://bit.ly/AACF-Cares>.
To apply for help, visit <http://bit.ly/AACF-get-help>.

The AACF is a not-for-profit organization.

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