



## Fourth Quarter | 2023 | AACF eNews

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### from the Executive Director . . .

As we approach the end of another remarkable year at the Automotive Aftermarket Charitable Foundation (AACF), I am compelled to express my sincere gratitude for your invaluable contributions and unwavering efforts in making 2023 a truly great year for our foundation.

The accomplishments and milestones we've achieved together underscore the incredible impact we continue to have on the lives of individuals and families within the automotive aftermarket industry who are facing unforeseen hardships. Your dedication, support, and collaborative spirit have been instrumental in shaping the success of AACF, and I am truly grateful for each one of you who has played a crucial role in our achievements.



The recent Bob Schoeberl Memorial Golf Tournament, which raised nearly \$600,000, stands as a testament to the generosity and unity within our community. Your commitment to making a positive impact has created a ripple effect, and I am proud to lead an organization that embodies such compassionate and caring individuals.

As we reflect on the accomplishments of this year, I want to extend my heartfelt wishes to you and your loved ones for a joyous holiday season. May this time be filled with warmth, laughter, and moments of shared happiness.

Looking ahead to 2024, I am excited about the possibilities and the continued positive influence we can collectively exert on the lives of those in need. The AACF journey has been remarkable thus far, and I have no doubt that the coming year will bring even more opportunities for growth, collaboration, and making a difference in our community.

Once again, thank you for your commitment and contributions to AACF. I am truly grateful for the privilege of working alongside such dedicated individuals. Wishing you and your families a wonderful holiday season and a new year filled with prosperity, good health, and fulfillment. Warm regards,

Joel Ayres  
Executive Director, AACF

### **NEW AACF Industry Employee Assistance Program**

Are you an Industry Partner? By sharing information about our charity with your employees, you play a pivotal role in making a profound impact on lives affected by tragedy. We now have several ways to help your company communicate our new program. Please [visit our website](#) for more details on our

new program and to download your resource kit.

**Do you or do you know someone in need of help? [Contact us today.](#)**  
**ALL CALLS AND CORRESPONDENCE ARE IN THE STRICTEST OF CONFIDENCE.**



## **Recipient Spotlight**

"Wow, this is unbelievable, sir. I appreciate your organization so much. This is going to give my mother so much relief, and that's all I could hope to do as a son. Thank you from the bottom of my heart, thank you." - Mr. Gonzalez, an Interstate Batteries team member - whose house burned down with his mother and sister left without a home. AACF was able to give him much needed funds to pay for living essentials.

**Do you know someone that needs help? [Contact us today.](#)**

## **AACF BOARD NEWS**

### **Board Updates**

We would like to announce and welcome our newest Board Trustee Jay Woodall. Jay is General Manager, National Accounts Retail/Branded at [Interstate Batteries](#).

A heartfelt appreciation goes out to Ross Kogel ([Tire Wholesalers Company, Inc.](#)), who is stepping down from the board. Ross has dedicated numerous years of his time and leadership to the foundation, serving as Secretary. We extend our sincere thanks for his invaluable contributions.

Starting in January 2024 we welcome our **new Board President Jon Owens ([Epicor](#))** and Executive Committee Members, Luanne Brown ([eTool Developers](#)), George Afremow ([SEMA](#)), Mike Peace ([The Pronto Network](#)), Jeff Helfrich, Kathryn Reinhardt ([Hemmings](#)), Chuck McCourt ([McCourt Marketing](#)), and Andy Dudash. Thank you for your time and service on the board.

### **Charity Golf Tournament Recap**



The 2023 Bob Schoeberl Memorial Golf Tournament was a success. We raised enough fund to help over 200 aftermarket industry recipients! Bringing together almost 200 golfers and over 100 industry companies, the

event showcased the industry's commitment to helping colleagues in need. This year there were 2 long ball drivers to also help raise excitement and funds. [Watch them in action.](#) The friendly team scramble game fostered networking and strengthened bonds within the automotive aftermarket community, with winners including SOLID START, API, and ITW Professional Automotive Products on different courses. Mark your calendars for next years event on November 4th,

### **UPCOMING EVENTS**

**Jan. 18**

**2024 CTDA New Year Luncheon**  
Commerce, CA

[More Info](#)

**Feb. 21-23**

**CAWA Education Forum**  
Napa, CA

[More Info](#)

### **Who is AACF?**

The Automotive Aftermarket Charitable Foundation (AACF) supports people in the automotive aftermarket industry and their families during the hardest moments of their lives.

### **Who We Help:**

If you work in the automotive aftermarket, we're here to help. Since 1959, AACF has supported individuals and families facing financial hardship due to unexpected adversity like:

- Floods, earthquakes, storms and fires
- Catastrophic medical conditions
- Life-changing accidents
- Devastating fatalities

**Have more questions?**

[Read our FAQ's](#)

**Do you have surplus funds available in your 2023 budget?**



- Thank you Champions!
- [AASA/MEMA](#)
  - [Advance Auto Parts](#)
  - [Auto Care Association](#)
  - [Don Smith](#)
  - [Gold Eagle](#)
  - [Real Truck](#)
  - [SEMA](#)
  - [The Group – Federated & Pronto Auto Parts](#)

We would be delighted to assist you! Simply make a donation using the link below. The AACF is a 501(c)(3) non-profit organization. Donations to AACF are tax-deductible to the extent permitted by law.

**DONATE  
TODAY**

## MEMBER SPOTLIGHT - KATHRYN REINHARDT



**Q: How did you first get involved with AACF and when why you got involved with AACF?**

**A:** I was lucky enough to be connected with Joel Ayres when he told me about the AACF. He was so passionate about helping people in our industry have a community that can be there for them on their worst day. It was clear this was a foundation I needed to not only support but get involved in.

[Read More Q&A with Kathryn](#)

## BOARD OF TRUSTEES

JON OWENS | President | Epicor Software  
 LUANNE BROWN | Vice President | eTool Developers  
 GEORGE AFREMOW | Treasurer | SEMA  
 MICHAEL CUCCIO | AutoZone  
 MIKE DEVER | Genuine Parts Company  
 ANDY DUDASH | Retired from TBC Corporation  
 BILL HANVEY | President/CEO, Auto Care Association  
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 MARKO IBRAHIM | Bridgestone Retail Operations  
 ANDREW JOHNSON | Endeavor Media Group  
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 BETH SKOVE  
 SHELDON SILVERMAN | Smart Bomb Media Group  
 MIKE SPAGNOLA | President/CEO, SEMA  
 SHANE WILLIS | Acel, LLC  
 WES WISE | O'Reilly Auto Parts  
 JAY WOODALL | Interstate Batteries  
 DAVID YOUNG | Valvoline, LLC  
  
 JOEL AYRES | Executive Director  
 MISTY WALKER | Operations Manager

## About 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 [AftermarketCharity.org](https://AftermarketCharity.org).  
 To donate, visit [AftermarketCharity.org/donate](https://AftermarketCharity.org/donate)

To apply for help, visit [AftermarketCharity.org/get-help](https://AftermarketCharity.org/get-help)

The AACF is a not-for-profit organization.

AACF  
[AftermarketCharity.org](https://AftermarketCharity.org)

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