

Aftermarket | Foundation

Taking Care of our Own since 1959

Third Quarter | 2015 | eNews



You Can Make a Difference.

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 Aftermarket Foundation is done by volunteers and a small staff, so our overhead is minimal. The Aftermarket Foundation is a 501(c)(3) non-profit organization. All donations are fully tax deductible.

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

2015 Golf Tournament Agenda

SUNDAY – NOVEMBER 1, 2015

5:30 PM – Cocktail Party

Network with Aftermarket Leaders

Registration, pairings, door prizes, putting contest and purchase of raffle tickets

GOLF FOURSOMES ARE SOLD OUT FOR THE 2015 EVENT

MONDAY – NOVEMBER 2, 2015

6:30-7:30 AM – Golf Registration

Purchase of Raffle/Mulligan tickets

Continental Breakfast on the veranda overlooking the beautiful golf course

7:30 AM – Foursome Pictures Taken 8:00 AM – Golf Tournament

Shotgun Start (Immediately following pictures)

WIN A BRAND NEW VEHICLE WHEN YOU MAKE

A HOLE IN ONE AT ANY OF THE COURSES-FOUR DIFFERENT PAR 3'S!

1:00 PM – Buffet Luncheon (Immediately following golf)

Many door prizes that will be pre-drawn

Raffle winners will be announced

Pick up your framed Foursome Pictures during luncheon

FedEx Shipping Service available for larger prizes at no charge for winners

Golf rentals available - Please call the Pro Shop prior to the event to reserve clubs – 702-734-1132

Thank you very much for your continued support that helps many fellow industry friends!

Upcoming Events

Oct 31 - Nov. 2, 2015
(AWDA) Conference
Venetian Resort & Casino |
Las Vegas

Nov. 3 - Nov. 6, 2015
SEMA Show |
Las Vegas Convention Center |
Las Vegas

Nov. 2 - Nov. 5, 2015
AAPEX | Sands Expo | Las Vegas

Nov. 3 - Nov. 6, 2015
Global Tire Expo | New Tropi
cana | Las Vegas

Dec. 10 - Dec. 12, 2015
PRI | Indianapolis Conv. Center |
Indianapolis

Spotlight - Andy Dudash

What is your current position and place of employment and how long have you been working at your current job.

*Executive Vice President Purchasing – TBC Corporation
15 years at TBC and 40+ years in the industry*

What are your hobbies, what do you enjoy doing in your free time?

Being with my family, playing golf and watching sports while floating in my pool and having a beverage.

When did you first get involved with the Aftermarket Foundation? How did your involvement come about?

In 1993 (22 years ago) Bob Schoeberl my mentor, and great friend, asked for my help at the Aftermarket Foundation golf charity event. It was being held at the Desert Inn in Las Vegas. After attending and seeing firsthand what The Foundation did to help those in our industry, I stayed involved. I began to play a much larger role and became a board member in the mid 90's. I co-chaired the golf event for the past several years, became chairman with Bob's passing in 2012 and elected to the executive board last year. Bob's leadership made this event a success and helped make the Aftermarket Foundation what it is today. In his honor we named the golf event "The Bob Schoeberl Charity Golf Tournament." He is missed but will always be remembered as part of our golf team and the Aftermarket Foundation!

How have you or your employees been personally touched by the Aftermarket Foundation?

The Foundation has been able to help several at TBC; the benefit to those, a few personally was a tremendous assistance and made a change in their lives for the better. Those at TBC and others that received help has made me understand more and more why we need Aftermarket Foundation to grow and help more unfortunate people who have nowhere else to turn for financial assistance. Every time I feel I want to step aside I learn of a new case, and I get re-focused and feel fortunate I am in a position to help.

What are your wishes for the growth of The Foundation? Where do you see its future?

I want to see The Foundation grow even faster than it has over the past 22 years that I have been involved. I have seen great progress over the years, even more in the recent past, and expect to see it becoming even bigger and play an even more important role in helping people in our industry for years to come.

What more can you say about the Charity Golf Tournament?

As mentioned, I now chair the golf committee. We have a great team that has stayed together for years; we pretty much know how to run a charity golf event. We push ourselves very hard so we do not become complacent. I believe this is one of the premier golf events in our industry. I've been to several others and none compare. We do it right for those that sponsor and donate; so we can do right for the people that need our help. I would like to acknowledge and thank the team that consists of Lynn Parker, Larry Magee, John Nicholson, Rich Scovne and Jeff Helfrich.



Andy Dudash | TBC Corporation

"Memories of our lives, of our works and our deeds will continue in others."

- Rosa Parks

"It is with sincere thanks and gratitude for what you did for me. It made a major impact in not having to worry over medical visits and prescriptions. The Foundation is the only reason I have kept my home and allowed me to concentrate on getting well."

- Recipient

Aftermarket Foundation Recipient Rick Hogan

I worked for Dayco for four years and worked my way up from a Territory Manager to a District Manager before joining World Parts and surviving the merger with Beck Arnley. I then joined what was called Motormite (now Dorman) as a District Manager and was promoted to National Accounts Manager. I spent 12 years calling on automotive retailers, traditional warehouse distributors and buying groups. I also managed over 20 salespeople total with the Motormite and Dorman combined sales force after the acquisition. I then moved back to Florida and worked for another accessory company called Pilot. In 2003 I joined an upstart company called E3 Spark Plugs based in Ponte Vedra two hours from my home in Lake Mary, FL-a suburb of Orlando, FL. This would be my last job in the aftermarket due to my accident.

On July 8th 2011 I decided to clean the gutters on my house. I had been on the roof of my home countless times doing various jobs such as painting and replacing a chimney cap. I slipped and slid down the roof but caught myself and hung from the gutters yelling for my wife Cindy, but she did not hear me. It wasn't a long drop, maybe 15 feet. I landed squarely on my feet then fell backwards into a bed of rose bushes. I knew immediately that I had hurt myself really bad.

I was taken to the hospital and underwent almost 8 hours of surgery for a fracture of my T-11-T-12 and an incomplete injury to my spinal cord which means it was partially severed. I spent almost a week in the hospital and a month in rehab. A dear friend of mine, Bob Leedom, who works for David Weiss at Marc Alan told David about my injury, and he started the wheels turning with The Foundation. Wonderful people like David Weiss, Bob Hirsch and Chris Drake moved expeditiously to help us financially when we had very little savings to fall back on, enormous medical bills and very little hope. My wife had to neglect her business in order to take care of me for almost a year.

The Foundation helped us when we had exhausted all resources including family and our Church family and friends. Thanks to The Foundation and the generosity of the Board we were able to keep our home.

The Foundation has helped me with equipment that insurance would not pay for as well as cutting edge physical therapy using the latest technology available. They have given me hope, encouragement and financial assistance to help me move towards returning to the industry that I love and that has been my home all of my adult life.

I would also encourage companies that are not involved to hear my story and how this great organization has helped me and continues to help me until I can get back to work.

- Rick Hogan



Rick Hogan, 2010



Rick Hogan, 2012

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Awareness Partner Program

To help promote increased awareness among people in the industry, we have embarked upon an Awareness Partner Program with Automotive Aftermarket companies.

WHAT ARE THE BENEFITS?

A current or past employee may need the assistance that only the Aftermarket Foundation can offer. By supporting its work you are providing a benefit to employees as well as giving back to your industry. Your company's involvement will also show your employees that you are a 'caring' company with 'heart'.

WHAT IS THE COST?

There is no cost. Any additional contributions to the Foundation would also assist us in extending our reach and would be appreciated, but this is not a prerequisite to participate in the Awareness Partner Program.

WHAT WE WOULD LIKE YOU TO DO IF YOU BECOME A PARTNER:

Share the information with your HR Department. Hang information posters on cafeteria and corridor bulletin boards. Publish a brief article in your periodic employee newsletter. Add information to employee web pages.

JOIN OUR PARTNERSHIP

Contact Joel Ayres, Executive Director
(916) 628-0271
joel@aftermarketfoundation.org

The Aftermarket Foundation is getting a new "Paint Job"

Look for the new branding launch at the AAPEX/SEMA Show in November.

The Foundation was very fortunate to have Jason Ehrlich, President of YONDER, approach us earlier this year with an offer to design for us a new logo, branding identity, website, video and marketing materials all donated by his company and creative team.

YONDER is a brand and product launch agency specializing in positioning companies and their products in the lives of consumers. They have a rich history of creating advertising (TV, print, outdoor, online, video) and communications (websites, brand ID, logos) for mid to large brands in the consumer electronics and truck accessory industries. From LG, Panasonic, Mackie, Bedslide, Husky Liners and many more, Yonder has harnessed the power of creativity to help companies stand out and succeed in their marketplaces. Go to BravelyImagine.com to see some of their award winning work. Thank you Yonder!

The Aftermarket Foundation would also like to thank Smart Bomb Media Group and President, Sheldon Silverman, for their years of donating their talents in supporting our marketing campaigns.

Aftermarket Foundation Golf Tournament

The Golf Foursomes are sold out, but many sponsorship opportunities are still available for the 2015 Annual Aftermarket Foundation's Bob Schoeberl Memorial Golf Tournament.

All sponsorship opportunities are open to industry companies, from parts manufacturers and specialty products suppliers, to all forms and all levels of distribution, rep agencies, advertising, marketing firms, technology providers, automotive service chains, tire chains, collision repair shops and individually-owned repair facilities. All are welcome.

All proceeds help fund the Foundation's work as the Automotive Aftermarket's only charitable organization dedicated to helping industry workers at their most critical time of need.

Event Highlights

Oct. 1, 2015
Registration Deadline

Nov. 1, 5:30 - 8:30pm
Pre-event Reception |
Las Vegas Country Club

Nov. 2, 8:00am
Event Begins |
Las Vegas Country Club

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About Aftermarket Foundation

The Aftermarket 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 Aftermarket Foundation is a not-for-profit organization.

For more information:
www.AftermarketFoundation.org

CONTACT AFTERMARKET FOUNDATION FOR MORE INFORMATION

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Sacramento, CA 95819

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Email: info@aftermarketfoundation.org

DONALD SCHLENGER | Chairman | Retired
BOB HIRSCH | President | Gold Eagle Co.
JOE MITTELMAN | Vice President | Retired
JOEL AYRES | Executive Director
TONY BARTHOLOMEW | O'Reilly Auto Parts
LUANNE BROWN | e-Tool Developers/SEMA Representative
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LEE FITTS | Autozone
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CHRIS KERSTING | President/CEO, SEMA
ROSS KOGEL, JR. | Tire Wholesalers Inc.
SCOTT KRINSKY | General Parts Inc./Carquest
BILL LONG | President, Automotive Aftermarket Suppliers Association (AASA)
LARRY MAGEE | Bridgestone/Firestone

CHUCK MCCOURT | McCourt Marketing/Industries Inc.
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