

FOR IMMEDIATE RELEASE

# AACF Automotive Aftermarket Charitable Foundation Announces Two New Board Members

**Sacramento, CA – January 19, 2017** – The Automotive Aftermarket Charitable Foundation (AACF) is pleased to announce the addition of two new members, George Afremow and Michael S. Coccio, to their Board of Directors. The newly appointed directors are eager to apply their wealth of industry knowledge, experience and contacts combined with their intense desire to help those in need to their AACF board duties in an effort to reach more beneficiaries and increase AACF's recognition across the vast aftermarket landscape.



Afremow is Vice President, Chief Financial Officer of the Specialty Equipment Market Association (SEMA), and brings a cross functional (Operational, Accounting/Finance & Technology) background to his AACF Board duties. "It is a distinct honor to be on the AACF Board where I hope to utilize my experience in managing complex business initiatives through my work at the Association to support the objectives of the AACF Board," stated Afremow. In his role as VP/CFO, Afremow is responsible for overseeing day-to-day accounting, HR and administrative activities for SEMA.

Prior to joining SEMA, Afremow was the Southern California practice leader of Business Performance Improvement initiatives for Grant Thornton LLP, the 5th largest public accounting and consulting firm. His areas of expertise include finance function transformation, operational efficiency enhancement, streamlining and automating accounting, finance and operational processes. He is also a board member and President of the Institute of Internal Auditors (IIA) Beach Cities Chapter.



Coccio is Manager, Strategic National Accounts at AutoZone. During his 15 years with AutoZone Coccio has worked on the commercial side of the business developing their national accounts portfolio. "I've seen firsthand how this Charitable Foundation has come to the rescue of individuals in our industry," stated Coccio. "I have a strong desire to help the AACF Board in any way I can because I believe so strongly in the help and support they provide."

Coccio's extensive experience in the Automotive Aftermarket and his deep understanding of the business to business as well as retail sectors extends beyond his time at AutoZone. Prior to joining AutoZone he was the principal owner of an automotive warehouse distribution and retail auto parts store network. He started his career in the Manufactures Representative Agency business working his way through the organization to become the principle owner while representing some of the largest manufactures in the Automotive Aftermarket.

Since 1959, the AACF has assisted individuals and families of the automotive aftermarket. These individuals have fallen on hard times due to death, catastrophic illness or accident and have exhausted all other available resources in maintaining a reasonable existence. The AACF is the only charity that focuses exclusively on persons and their families employed in the automotive aftermarket industry. To make a donation or to simply learn more about the Foundation and their cause, please contact them directly by going to their website at [www.aacfi.org](http://www.aacfi.org), or by contacting Executive Director Joel Ayers at 916-628-0271.