



Welcome New Members!

ABC Autoglass, Inc., Jacksonville

Jimmy Walker Tire & Auto, Galesburg

LKQ Corporation, Fort Lauderdale:

LKQ Corporate Headquarters, Chicago

Keystone Chicago Distribution Center, Chicago

Keystone Springfield, Springfield

Newby's Auto Clinic, Olney

Greg Bates Automotive, Tuscola

Karcher Automotive, Inc., Mc Leansboro

Action Chicago, Chicago

Keystone Bensenville, Bensenville

Keystone Peoria, East Peoria

Mar-Bell Auto Body, Decatur

Tremont Oil Company, Tremont

APSA of Illinois - Get Connected

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Article and Advertisement

Deadlines

December 15 for January
 March 10 for April
 June 10 for July
 September 15 for October

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APSA of Illinois Important Dates

October 9 - 10

2009 Starting Line, President Abraham Lincoln Hotel, Springfield

November 11

Fall Meeting - Doubletree Hotel, Collinsville

November 12

Fall Meeting - Decatur

November 19

Fall Meeting - Ozark House Restaurant, Bloomington

November 26

Thanksgiving Day - APSA of Illinois office closed

December 25

Christmas Day - APSA of Illinois office closed



Incoming President's Message

What is the price of loyalty?

In this ever fast paced world we live in, we seem to never have the time to do anything 100%. We seem to give everything "a lick and a promise" (one of my grandmothers favorite sayings when she was late getting out the door to a family event) and we move on to the next project or decision. Today's world is filled with information (some true and some not so true), enticements (buy one, get three free just pay shipping and handling), and the ever present guilt complex caused by trying to figure out if you got the best deal after the purchase. We are constantly confronted with look-alike products and packaging gimmicks (who has the time to see if the ounces are the same, the brand is the same and the package looks the same.)

So, how is it that we can know if our daily business decisions are correct? What do we use for a measure to calculate our correctness? Who do you trust? What parameters can you use to make a judgment? Every day a decision becomes an ever lasting torment in your life.

We are all in our businesses to achieve a common goal. Money, our common goal from our daily work is the reason we all do what we do. The more profit the more money, correct? Well maybe not always.

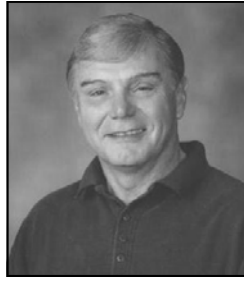
One common complaint among all business people today is that they can't seem to develop and retain loyal customers. The customer will go to a competitor for a few dollars less than what you have offered. The competitor offers discounts that really are not discounts. The competitor uses gimmicks to get them in the door, but in the end never seems to retain the customer either.

Returning to the set of questions above, you might recognize that your customer has the same dilemma as you when he is choosing a supplier for what he needs. He is confronted daily by everyone else who would like his business.

So, I ask you, what is the price of loyalty? The answer is very "complexingly" simple. The price of loyalty is value! Value is a composite of many things such as quality, price, presentation, and most importantly the presenter. Quality must be backed by the presenter. Price must be competitive, not necessarily the cheapest. The presentation must be communicated so that the recipient clearly understands the expectations and the value of the offering. Most importantly the presenter must demonstrate the highest integrity in himself and the product offering in order to gain the customers trust.

The price of loyalty is very tedious and time consuming. All too often we find ourselves giving the hope of loyalty "a lick and a promise" and moving on to the next customer. Go the extra mile, spend the extra time, and never stop selling and re-selling yourself to the customer. If you let them forget what you have done for them, they will forget what you have done for them.

PS, in the same vein, we at ASPA of Illinois do not want you to forget what the organization has done and can do for you. Take the time to read about the people and the offerings of your group in the following pages. APSA of Illinois is here to help you and your business. Help us help you, be a part, and get involved today!



2009 - 2010 Board of Directors

President - John Rice, Jr.

The Jopac Companies

Vice President - Clinton "Wain" Taylor

Mac-Weld, Inc.

Treasurer - Kevin Pierce

Brake & Clutch Exchange, Inc.

Secretary - Al Martin

Martin's Automotive Center

Directors

Rick Nicholls, Jr. (outgoing Director)

Western Motor Service

Michele Brett (outgoing Director)

Brett Equipment Corp.

Daniel DeMichele

Sunnyside Parts Warehouse, Chicago

Steven Fransene

The Parts House

Mark Hagler

Mark's Service Center

Jerry Chambers

Dust & Son of Macon County

John Verstegen (outgoing Director)

Trenton Auto Supply, Inc.

Brian C. Funk

Don's Parts House, Mascoutah

Dean Kinkelaar

Effingham Regrinding, Inc.

Steven Rennison

The Auto Shop, Carbondale

Dick Rogers

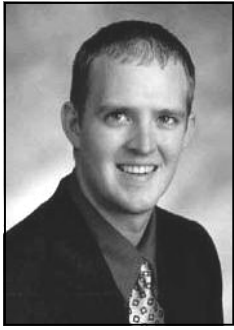
Lincoln Land Community College

Past President - Ken Kalina

Kalina Machine & Engine Parts



Who Do You Trust?



I spend a tremendous amount of my time at the Association working to ensure your business is protected from erroneous legislation and to provide programs and services that can both save you money and improve your business. APSA of Illinois was created to be a resource for you and your business. Yet, to

date, we have seen many times where members, who could potentially save large sums of money, not participate in our programs because they have to make a change in the way they do business. Instead of making a small change, and possibly making their business profitable, they opt out or choose to not try the program and continue to lose money.

Part of the reason you pay membership dues to this Association is so you have a valuable resource of information and collective power. We use that collective power in our legislative efforts to educate officials and government agencies how their actions can have positive or negative effects on our industry. We also conduct research to provide programs and services that are important, trustworthy, and reliable. We do all of this so you don't have to. We have the buying power for resources that you, independently, do not have access to. We work for you, not ourselves. Because you are a member of APSA of Illinois, you have one of the

strongest and most dedicated teams supporting your business.

I only make these points to show you that everything this Association does is to improve your business' well-being, and to make your everyday life easier. One thing that we can all agree on is that ***change is constant, in all forms***. If you are afraid to make a change in the way you do business today, I cannot guarantee that you will be in business tomorrow. Economically, times are challenging right now, and this economic roller coaster is not yet over. You just may have to **CHANGE** the way you do business in order to survive. I can tell you this, not changing the way you do something today, when you know that it will save your business money, is one way to guarantee you will not be in business tomorrow.

Growing up, my Dad had a phrase he used when he needed one of us kids to understand something his way. Dad would tell us that we could understand him better if we bent over, take our left hand and grab our right ear, and then take our right hand and grab our left ear and.... I think you get the point. He, personally, was never going to gain anything from what we learned from him, but he knew that we would.

Don't willingly let someone else take your money. You can trust APSA of Illinois; we are here to help you. Participate and benefit from our programs, services, and resources; start making some changes in the way you do business. Money is too tough to come by now-a-days.

401(k) Solutions Now Available!!

APSA of Illinois has developed an alliance with Transamerica Retirement Services to offer you and your business a unique retirement savings plan solution. It not only offers tax advantages for your business, but it also helps give your employees a foundation for solid retirement planning, a major consideration for employee retention and recruitment. APSA of Illinois has selected Transamerica so that you will have unparalleled support to help you implement the right plan for your needs. Some key advantages include: allowing you to customize the plan's design to meet your company's retirement plan goals, access to easy-to-use enrollment, educational and employee communications materials to help increase the level of plan participation and save money and time by reducing your administrative duties.

Contact the APSA of Illinois Office Today to get started!

Attorney General Madigan Makes Decision and Others React



As I indicated in my last column, a number of political futures were awaiting Attorney General Lisa Madigan’s decision as to her political plans. Her decision to run for re-election as Attorney General has triggered a flurry of political activities by those interested in moving up in the political world. Comptroller Dan Hynes has decided to take

on Governor Pat Quinn in the democrat primary. Three state senate republicans announced their intention to run for Governor, Bill Brady (Bloomington), Kirk Dillard (Hinsdale) and Matt Murphy (Palatine). All three are mid-term and will not need to give up their senate seat if they do not make it past the primary. Sen. Murphy already has decided to step down and run for Lt. Governor and team up with soon to be announced candidate for Governor Andy McKenna. McKenna recently resigned as the State Republican Party Chairman. DuPage County Board Chairman Bob Schillerstrom also has announced as a republican candidate for Governor. His decision has led to Sen. Dan Cronin (R-Elmhurst) and Sen. Carole Pankau (R-Bloomington) to seek the County Board Chairman’s slot. Both also are mid-term.

AG Madigan’s decision also motivated Congressman Mark Kirk (R-Highland Park) to seek the U.S. Senate seat held by Roland Burris. Kirk who has mustered most of the GOP regular support, faces a spirited but split opposition from conservatives. On the democrat side, State Treasurer Alexi Giannoulias will have a primary battle with Cheryl Jackson, CEO of the Chicago Urban League and Chicago Inspector General David Hoffman.

Other lawmakers that have announced intentions to run for higher office are:

- Rep. Mike Boland (D-Moline) Lt. Governor
- Rep. Beth Coulson (R-Glenview) 10th Congressional seat
- Rep. John Fritchey (D-Chicago) Cook County Board
- Rep. Julie Hamos (D-Evanston) 10th Congressional seat
- Rep. David Miller (D-Dolton) Comptroller

- Rep. Art Turner (D-Chicago) Lt. Governor
- Sen. Terry Link (D-Waukegan) Lt. Governor
- Sen. Dan Rutherford (R-Chenoa) Treasurer

In addition, Rep. Kathy Ryg (D-Vernon Hills) has resigned her seat to take over the Illinois Voices for Children organization. Rep. Bill Black (R-Danville), Rep. Bob Biggins (R-Elmhurst) and Sen. Jim DeLeo (D-Chicago) have indicated they will not seek re-election in 2010 as well.

The general dissatisfaction with the direction the federal government has taken and Illinois’ many economic and political problems has raised the specter of most lawmakers facing serious potential primary and general election competition. The number of people contacting me about their interest in running for legislative office is unexpected since all legislative districts will be revised for the 2012 election. The 2010 elections may bring a lot of new legislative faces to Springfield in 2011.

Jay Shattuck

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APSA of Illinois Programs

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Watch Out For Low Speed Vehicles

New Laws are going into effect for low speed vehicles:

- **HB 1181** - Redefines a moped as a motor-driven cycle, with or without optional power derived from manually operated pedals, whose speed attainable in one mile is at least 20 mph, but not greater than 30 mph, and is equipped with a motor that produces 2 brake horsepower or less. The bill allows that the Secretary of State may provide an expedited process for the issuance of vehicle titles at a cost of \$30. Registration discounts are also provided for senior citizens and disabled persons. **P.A. 96-0554 Effective January 1, 2010**
- Low-Speed Electric and Gas Bicycles of **SB 236** - allows for the operation of low-speed electric and gas two or three-wheeled bicycles on any highway, street or road provided that the operator is at least 16 years of age and is going at a speed less than 20 miles per hour. **P.A. 96-0125 effective January 1, 2010.**
- **SB 1897** - Changes the definition of an all-terrain vehicle to any motorized off-highway device designed to travel primarily off-highway, 64 inches or less in width, and has a manufacturer's dry weight of 2,000 pounds or less. They also must travel on three or more non-highway tires designed with a seat or saddle, and have handlebars or a steering wheel. The bill specifically excludes lawnmowers in the definition. **P.A. 96-0428 effective August 13, 2009.**
- **SB 1866** - Defines a "low speed vehicle" as any 4-wheeled vehicle with a maximum speed between 20 and 25 miles per hour. The vehicle also must conform to federal motor vehicle safety standards. The fee for a certificate of title is \$30 and the registration fee is \$18. Allows for the operation of these vehicles on any street in Illinois where the posted speed limit is 30 miles per hour or less and cross a street that has a posted speed limit of 45 miles per hour or less. The Illinois Department of Transportation or a unit of local government may prohibit their operation by passing a resolution or ordinance. Operators of these vehicles must have a driver's license and insurance. **P.A.96-0653 effective January 1, 2010.**
- **HB 2455** - Defines a "non highway vehicle" as a motor vehicle not specifically designed to be used on a public highway including the following: all-terrain vehicles, golf carts, neighborhood vehicles, and off-highway motorcycles. The bill provides that the same set of standards that currently apply to the operation of a neighborhood vehicle on a street, road or highway apply to all non-highway vehicles. It further provides that non-highway vehicles are subject to the mandatory insurance provisions when operated on a public street. **P.A.96-0279 effective January 1, 2010.**

Slate of Officers & Directors

The APSA of Illinois Nominating Committee presents the following members as the slate of Officer's and Director's for 2009 - 2010.

Each has been considered as to character, business practices, leadership abilities and willingness to contribute to the general welfare of APSA of Illinois. Also, each nominee has been contacted personally by telephone, and has verbally made a commitment to attend and participate each year at all Board of Directors' Meetings.

The official election and installation will be held at the 2009 Starting Line at the President Abraham Lincoln Hotel, Springfield, Illinois on October 10, 2009.

President

John F. Rice, Jr., The Jopac Companies, Bloomington

Vice President

Clinton W. Taylor, Mac-Weld, Inc., Carbondale

Treasurer

Kevin Pierce, Brake & Clutch Exchange, Inc., Springfield

Secretary

Alan D. Martin, Martin's Automotive Center, Mount Vernon

Region Directors

Region 3

Daniel DeMichele, Sunnyside Parts Warehouse, Chicago

Region 8

Brian C. Funk, Don's Parts House, Mascoutah

Region 10

Steven Rennison, The Auto Shop, Carbondale



APSA of Illinois Takes on Issues Important to Members in 2009

From broad-based business issues like taxes and health insurance to legislation affecting the aftermarket industry specifically, your Association lobbying team has been working hard at representing your interests in 2009. While our efforts have been primarily focused on playing defense, we did draft and had legislation introduced to help the industry as well. We participated in coalitions and helped mitigate some of the legislation's impact on our members. Here's a rundown on the issues we worked on and their status.

Clean Car/CAFÉ Standards: APSA of Illinois participated in a broad coalition of opponents to two bills that would have applied California's emission and mileage standards in Illinois. [HB 422](#), sponsored by Rep. Karen May (D-Highland Park) was not able to get a favorable vote from the House Environmental Health Committee. [SB 1941](#), sponsored by Sen. Jackie Collins (D-Chicago) also was not called for a vote in the Senate Energy Committee. Late in the session, Rep. May and Sen. Collins introduced and passed [HJR 63](#) which urges the Governor to support the proposed revisions to the national Corporate Average Fuel Efficiency (CAFÉ) standards. HJR 63 was consistent with APSA of Illinois' view on CAFÉ standards.

To proactively address the California CAFÉ legislation, APSA of Illinois initiated [HB 2293](#), sponsored by Rep. Kevin McCarthy (D-Orland Park), as a more viable approach. Similar to a law in Missouri, HB 2293 would provide sales tax exemption to automotive parts purchases that contribute to pollution control. The following representatives joined Rep. McCarthy as co-sponsors: Rep. Dave Winters (R-Shirland), Rep. Robert Rita (D-Crestwood), Rep. Michael Connelly (R-Naperville), Rep. David Reis (R-Effingham) and Rep. John Cavaletto (R-Salem). The bill was sent to the House Revenue Committee, but was never called due to the state budget crisis.

Tinted Windows: Two conflicting measures await action this month by the Governor. Currently, Illinois has one of the strongest anti-window tinting laws in the Midwest. Illinois prohibits the tinting of any windows next to or opposite of the driver seating position, and a maximum of six inches from the top of the windshield. APSA of Illinois opposed [HB 4327](#), sponsored by Rep. LaShawn Ford (D-Chicago) and Sen. Martin Sandoval (D-Cicero), because it proposes stiffer penalties towards installers for tinting violations and has no viable changes to allowable window tinting.

On the other hand, [HB 3325](#), sponsored by Rep. Suzanne Bassi (R-Palatine) and Sen. Matt Murphy (R-Palatine), amends the Illinois Vehicle Code to provide that a person may drive a motor vehicle with a nonreflective material tinted film that does not allow less than 50% light transmittance (or less than 35% light

transmittance if the windows to the rear of the driver already have certain window treatment applied) upon the side windows immediately adjacent to each side of the driver. It also removed a first violation offence for installers cited for improper tinting. This bill allows automobile owners a choice in having their windows tinted. With many production vehicles today factory produced with 50% side window tinting or more, this bill is logical in passage. It also takes more of the burden off installers and places compliance with the law onto the vehicle owner. This measure also requires a special sticker or license plate from the Secretary of State for those individuals with a medical condition requiring their windows to be tinted.

APSA of Illinois contacted the Governor urging him to sign HB 3325 into law and to veto HB 4327.

Street rods: Governor Quinn has signed [SB 1958](#) into law as Public Act 96-486. The new law is effective January 1, 2010 and was sponsored by Sen. John Sullivan (D-Rushville) and Rep. Robert Flider (D-Decatur). It changes the definitions of "custom vehicle" and "street rod" in the Illinois Vehicle Code to exclude certain vehicles that have been certified by an inspector of the National Street Rod Association. It also provides that upon initial application for title and registration as a custom vehicle or street rod, the owner must have the vehicle inspected by the Secretary of State Department of Police rather than providing proof acceptable to the Secretary of State that, no more than three months before the date of the application for registration, the custom vehicle passed a safety inspection that (i) has been approved by the Secretary and (ii) is equivalent to the National Street Rod Association's prescribed vehicle safety inspection.

New Laws Affecting APSA of Illinois Members as Small Businesses

Unpaid leave for victims of domestic violence: Governor Quinn is expected to sign into law later this month [SB 1770](#), sponsored by Sen. Heather Steans (D-Chicago) and Rep. Greg Harris (D-Chicago). APSA of Illinois assisted other business interests in negotiating a compromise that eliminated the new cause of action and emotional distress damages provisions. As sent to the Governor, SB 1770 reduces the number of unpaid weeks of leave from 12 to 8 that an employer of 15 to 49 is required to provide.

Unemployment Insurance (UI): [SB 1350](#), sponsored by Sen. Gary Forby (D-Benton) and Rep. Lou Lang (D-Skokie), is now Public Act 96-30. The new law expands the dependent allowance per federal guidelines. But, the dependent allowance was tweaked to make the required federal dependent change virtually revenue neutral. In addition, UI benefit eligibility for "compelling family reasons" was expanded. Individuals will be eligible for

(continued on page 11)

2009 Legislative Ratings

2009... Another Year of Digging Ourselves Deeper into a Hole

The Illinois General Assembly and Governor Quinn called a temporary truce in July and agreed to a fiscal year 2010 budget. However, what was approved is far from a balanced budget as billions of dollars in spending are being borne by delayed payments to vendors and borrowing was extended through a \$2.5 billion pension note. These are one time fixes and the FY 2011 budget only gets tougher. Gov. Quinn and other democrat leaders are convinced that the only way to fix the state's budget woes is through tax increases.

Involvement of APSA of Illinois and its members in the legislative process has raised awareness by lawmakers of the concerns voiced by the automotive aftermarket industry. In 2009, APSA of Illinois initiated legislation, HB 2293, sponsored by Rep. Kevin McCarthy, which provided state tax incentives for purchases of automotive parts that reduced air pollution. It was our alternative to proposals seeking to require Illinois to use California CAFÉ standards.

APSA of Illinois members need to continue to educate their legislators and get involved in legislative campaigns to elect legislators that understand our industry and small business!

Our legislative ratings demonstrate the responsiveness of your legislators to the automotive aftermarket industry in particular and small business in general. As business leaders, citizens, voters and taxpayers we need and demand accountability for the actions of our elected officials. The ratings are to aid you in determining whether your legislators are working with you or against you as your business competes in the marketplace. Make your elected officials *accountable*.

House Rating Information

HB 2652 (Joyce/Munoz) Insurance Mandate- Mandates healthcare coverage for orthotics parity.

Passed the House 106-11 (no vote taken in Senate)

APSA of Illinois Position: Oppose 5 points

HB 3650 (Flowers/Brady) Insurance Mandate- Established a problematic health insurance grievance procedure process.

Passed the House 67-45 (no vote taken in Senate)

APSA of Illinois Position: Oppose 10 points

HB 3325 (Bassi/Murphy) Window Tinting - Expands allowable window tinting in a manner supported by APSA of Illinois.

Passed the House 117-0 (Gov. amendatory veto)

APSA of Illinois Position: Support 15 points

HB 3923 (Harris/Steans) Health Insurance Regulation- Created government intervention that would have dramatically increased health insurance costs for small employers.

Passed the House 62-45-1 (pending final vote)

APSA of Illinois Position: Oppose 25 points

HB 4327 (Ford/Sandoval) Window Tinting - Creates more confusing and unclear regulation of window tinting.

Passed the House 107-9 (PA 96-530)

APSA of Illinois Position: Oppose 5 points

HJR 63 (May/Collins) CAFE Standards - Resolution in support of nationalized CAFE standards.

Passed the House 94-24 (Pending in Senate)

APSA of Illinois Position: Support 5 points

SB 1350 (Forby/Lang) Unemployment Insurance- Enacts benefit changes to access \$300 million in federal funds for Illinois Trust Fund.

Passed the House 118-0 (PA-96-30)

APSA of Illinois Position: Support 5 points

SB 1770 (Steans/Harris) Domestic Violence - Leave Extends Illinois law to small employers. This was the compromise version.

Passed the House 104-1 (PA 96-635)

APSA of Illinois Position: Support 5 points

SB 1877 (Kotowski /Mautino) Wellness - Allows employers to offer wellness incentives in their health plans.

Passed the House 116-0 (PA 96-639)

APSA of Illinois Position: Support 5 points

SB 1958 (Sullivan/Flider) Custom cars - Makes changes regarding registration of custom cars.

Passed the House 105-0 (PA-96-487)

APSA of Illinois Position: Support 5 points

SB 2252 (Sullivan/Currie) Income Tax - Increased individual and corporate income tax temporarily.

Failed in the House 42-74-2

APSA of Illinois Position: Oppose 15 points

Senate Rating Information

SB 1350 (Forby/Lang) Unemployment Insurance - Initially passed increasing the number of weeks a locked-out worker received UI benefits.

Passed the Senate 34-21 (PA-96-30)

Former Member Butch Elzea To Receive National Humanitarian Award

By Blake Topmeyer

STATE JOURNAL-REGISTER

Posted Aug 03, 2009 @ 11:30 PM

Butch Elzea has helped raise millions of dollars in his role as a project leader for Edwin Watts Southwind Park. He's a former winner of The State Journal-Register's First Citizen Award, and he has a long list of philanthropic work, including volunteer work with Sparc and the Springfield Art Association.

But when Elzea found out this summer he was selected to receive the National Recreation and Park Association's 2009 National Humanitarian Award, he was taken by surprise.

"My heartfelt response when I first heard was, 'Gosh, really?'" Elzea said. "I mean, a national recognition for something is pretty neat, especially for something as neat as Southwind Park. And that's what it really all ties to."

NRPA selects only one recipient for the National Humanitarian Award each year. Elzea will be honored alongside people who won national awards in other categories Oct. 14, 2009 at the NRPA Congress in Salt Lake City.

Since early 2006, Elzea voluntarily has led fundraising and development for Southwind Park, off South Second Street, just south of the Trevi Gardens subdivision.



During the past few years, Elzea has made hundreds of presentations to individuals and groups to help raise money for the park. And at least in part because of Elzea's efforts, the park has raised more than \$14 million to date, said Diane Mathis, director of marketing and development for the Springfield Park District.

Elzea and his wife, Chris, made a contribution of their own to help build the park's signature building, Erin's Pavilion. The 15,000-square-foot pavilion, which is named after Butch and Chris' daughter, who died in 2000 at age 17, should be completed in October or November. The 80-acre park is expected to open next spring.

The park's design has a focus on making it accessible

to people of all abilities and disabilities. Erin Elzea was a quadriplegic, and Butch Elzea said watching the struggles his daughter had to go through made a lasting impression on him.

Even the Springfield Park District, Elzea said, has "a glaring failure in providing for disabilities because the park district is 100 years old." Elzea's goal for Southwind Park is that people are "not negated from using it if you're disabled."

"Because I had Erin, who was quadriplegic in a wheelchair, I knew all the access problems," Elzea said. "Why shouldn't we have a park that doesn't have those problems?"

Leslie Sgro, Springfield Park Board president, thinks Elzea is a worthy recipient of national recognition for his work with Southwind Park.

"This effort has been, really, largely driven by Butch Elzea," Sgro said. "The park district has spent a lot of time and resources on this, but truly it's a better, grander park because of Butch."

Membership Anniversaries

50 Years

Erkert Brothers, Inc., Blue Island

45 Years

Davco Automotive Products, Inc., Rockford

Harting Auto Supply, Inc., Centralia

Plaza Auto Parts Company, Belleville

40 Years

Prix Parts, Saint Charles

Part Stop, Inc., Bethalto

35 Years

Royal G.T. Auto Parts, Chicago

30 Years

Collin's Street Auto Parts Co., Inc., Joliet

25 Years

Johnson Power, LTD, Broadview

10 Years

Ancona Grain, Inc./Defenbaugh Trucking, Inc., Ancona

Congratulations and thank you for your continuous support!

“On the Road” with Penny Bagby & Greg Williams

More people are reading our magazine and beginning to realize that APSA of Illinois is for real. Our members are finding out about all the benefits they have available to them and are starting to use them. Prospective members are looking at the list of new members on the front of the magazine and saying “I think I need to be a part of this Association, because all of these people are smart business people and they joined.”

More and more members have changed to the QPS credit card program. Members have told me that QPS is the easiest to do business with and have the best rates. They also like the rebate you get at the end of the year. If you haven’t received a quote from QPS, you should call our office and get one.

We are having a great response to our calendar program this year. We have a good variety to choose from and at a price that you can afford. Once you pick out what you want, we will take care of the rest. Now is the time to place your order for early delivery.

Last but not least, is our 401(k) Solutions program. Members are reviewing the information to determine the best program for them and their employees. We have several members signed on the program and many more completing surveys. Everyone should check this out because the cost is affordable.

It is my pleasure to call on members and prospective members to keep you updated on what APSA of Illinois has to offer, now and what we are working on for the future. If I can be of help to you in any way, please give me a call at (618) 922-3656.



Penny Bagby, Membership Consultant sjb32577@myexcel.com



APSA of Illinois is Growing. We’ve just adopted two new programs, WEB Connect and 401(k) Solutions, with many more to come. I just wanted to thank all the new members this year. You have been instrumental in getting these new programs off the ground. Please continue to give me your new ideas about programs, so that APSA of Illinois can utilize them to your benefit. We want to fine tune your business and this industry. Please, tell me what you want for your business no matter how big, or small. I want to hear about it!

In other words, we must all work together to have some common interest to better the automotive aftermarket industry. It is my belief, to be successful in any business one must take ownership and be fair with their customers, vendors and those who may touch any aspect of their business. In other words, run a business honestly and, you will reap what you sow. If you are not doing something positive for your business and/or community, in these uncertain times, who’s to say how long you will last.

So, what is the next best thing “who knows what it is?” I do know that if you want your business to grow you must offer a great service item not just fixing the car, if you want to be successful. You must be one step above your competition and you need to find out what your customers want. Focus in, and run with it, and they will tell their friends, and so on. APSA of Illinois is just one more avenue to tell those friends about to help grow your business. We’ve been around for 50 years and know a few opportunities for growth and prosperity for your business.

The only way I see this industry thriving is working together to become one entity for the better good. We all have our own businesses to run, but, together we serve a greater good for our customers. They tell their friends and they tell their friends, it’s a snow ball effect, it will continue to get bigger if you’re doing an honest and fair job. The level of service and pride is much higher in this arena than a dealership, as you’ve seen the in the recent news media.

So become a part of APSA of Illinois and fine-tune your business, in whatever aspect we might be able to help you. APSA of Illinois just wants to be an avenue of success for **your** business!

Greg Williams, Membership Consultant greg@apsail.com (217) 786-2850

Important Issues *(continued from page 7)*

UI benefits if:

- they leave work to accompany a relocating spouse;
- they are a victim of domestic violence or have a spouse, child or parent who is a victim or when continued employment would jeopardize the employee's safety; or
- they have a physical or mental disability or have a spouse, child or parent with a disability that require the employee's care.

State COBRA changes: [HB 2325](#) has become Public Act 96-13. Sponsored by Rep. Karen May (D-Highland Park) and Sen. Susan Garrett (D-Lake Forest), it extends state COBRA healthcare benefit extension rights from 9 to 12 months and makes other changes to notice requirements for small employers under the law.

Standard healthcare applications: The Illinois House is likely to consider [HB 3923](#) sponsored by Rep. Harris and Sen. Steans when it returns to Springfield for the Veto Session in October.

APSA of Illinois was part of a broad-based coalition of business groups and insurance interests that successfully negotiated meaningful healthcare reform including:

- Creation of an internal and an independent external appeals process to protect healthcare consumers.
- Creation of a committee to establish a uniform small employer's group health status questionnaire and an individual health statement to allow a small business to prepare one form that must be accepted by all insurance carriers.

APSA of Illinois Fighting Tax Increases

APSA of Illinois also weighed in on the various tax proposals considered by the General Assembly during the waning hours of the spring session. While the state Senate approved a 67% increase in the personal income tax rate and an expansion of sales taxes on certain services ([HB 174](#)), the bill was not called for a vote in the House. **(Note: HB 174 did not contain any expansion of sales taxes on automobile repair services.)**

The House also defeated Governor Quinn's temporary income tax increase plan [SB 2252](#) by a wide margin. These or other tax initiatives could be revived when the General Assembly returns in October or early in January 2010.

For more information on these issues or others in Springfield contact: Jay Shattuck at Shattuck & Associates Inc.: phone 217-544-5490 or JayDeeShattuck@att.net

Legislative Ratings *(continued from page 8)*

APSA of Illinois Position: Oppose 5 points

SB 1350 (Forby/Lang) Unemployment Insurance - Amended to enact benefit changes to access \$300 million in federal funds for Illinois Trust Fund.

Passed the Senate 59-0 (PA-96-30)

APSA of Illinois Position: Support 5 points

SB 1770 (Steans/Harris) Domestic Violence Leave - Extends Illinois law to small employers and increased liability and penalties.

Passed the Senate 30-19-2 (PA 96-635)

APSA of Illinois Position: Oppose 15 points

SB 1877 (Kotowski /Mautino) Wellness - Allows small employers to offer wellness incentives in their healthcare plans.

Passed the Senate 58-0-1 (PA 96-639)

APSA of Illinois Position: Support 10 points

SB 1958 (Sullivan/Flider) Custom cars - Makes changes regarding registration of custom cars.

Passed the Senate 59-0 (PA-96-487)

APSA of Illinois Position: Support 5 points

HB 174 (Miller/Cullerton) Income Tax - Increased individual and corporate income tax and created a service tax on certain services.

Passed the Senate 31-27-1 (no House vote)

APSA of Illinois Position: Oppose 25 points

HB 3325 (Bassi/Murphy) Window Tinting - Expands allowable window tinting in a manner supported by APSA of Illinois.

Passed the Senate 47-3 (Gov. amendatory veto)

APSA of Illinois Position: Support 15 points

HB 3923 (Harris/Steans) Health Insurance Regulation-Compromise version that will help small employers access health insurance.

Passed the Senate 54-1 (pending final vote in House)

APSA of Illinois Position: Support 15 points

HB 4327 (Ford/Sandoval) Window Tinting - Creates more confusing and unclear regulation of window tinting.

Passed the Senate 58-0 (PA 96-530)

APSA of Illinois Position: Oppose 5 points

Illinois House of Representative Legislative Ratings continued are on page 12. Illinois Senate Legislative Ratings are on page 13.

2009 Legislative Ratings - Illinois House of Representatives

Representative Legislator (party/city)	APSA of IL Rating	Representative Legislator (party/city)	APSA of IL Rating
Acevedo, Edward (D-Chicago)	40	Hannig, Betsy (D-Litchfield)	40
Arroyo, Luis (D-Chicago)	40	Harris, Greg (D-Chicago)	40
Bassi, Suzanne (R-Palatine)	95	Hatcher, Kay (R-Yorkville)	70
Beaubien, Mark H., Jr. (R-Barrington Hills)	90	Hernandez, Elizabeth (D-Cicero)	40
Beiser, Daniel (D-Alton)	55	Hoffman, Jay (D-Collinsville)	45
Bellock, Patricia (R-Hinsdale)	95	Holbrook, Tom (D-Belleville)	65
Berrios, Maria (D-Chicago)	40	Howard, Constance (D-Chicago)	40
Biggins, Bob (R-Elmhurst)	70	Jackson, Eddie Sr. (D-East St. Louis)	40
Black, Bill (R-Danville)	85	Jakobsson, Naomi (D-Urbana)	40
Boland, Mike (D-East Moline)	45	Jefferson, Charles (D-Rockford)	40
Bost, Mike (R-Murphysboro)	80	Joyce, Kevin (D-Chicago)	55
Bradley, John (D-Carterville)	55	Kosel, Renee (R-New Lenox)	75
Brady, Dan (R-Bloomington)	85	Lang, Louis (D-Skokie)	40
Brauer, Rich (R-Petersburg)	85	Leitch, Dave (R-Peoria)	75
Brosnahan, James D. (D-Oak Lawn)	45	Lyons, Joe (D-Chicago)	55
Burke, Daniel J. (D-Chicago)	40	Madigan, Michael Speaker (D-Chicago)	40
Burns, Will (D-Chicago)	40	Mathias, Sidney (R-Buffalo Grove)	75
Cavaletto, John (R-Salem)	85	Mautino, Frank (D-Spring Valley)	75
Chapa LaVia, Linda (D-Aurora)	40	May, Karen (D-Highland Park)	55
Coladipietro, Franco (R-Bloomington)	90	McAsey, Emily	55
Cole, Sandy (R-Grayslake)	95	McAuliffe, Mike (R-Chicago)	60
Collins, Annazette (D-Chicago)	40	McCarthy, Kevin (D-Orland Park)	55
Colvin, Marlow (D-Chicago)	40	McGuire, Jack (D-Joliet)	35
Connelly, Mike (R-Lisle)	90	Mell, Deborah (D-Chicago)	55
Coulson, Elizabeth (R-Glenview)	60	Mendoza, Susana (D-Chicago)	40
Crespo, Fred (D-Streamwood)	55	Miller, David (D-Calumet City)	55
Cross, Tom (R-Yorkville)	90	Mitchell, Bill (R-Forsyth)	80
Cultra, Shane (R-Onarga)	70	Mitchell, Jerry (R-Sterling)	85
Currie, Barbara Flynn (D-Chicago)	40	Moffitt, Don (R-Gilson)	90
D'Amico, John (D-Chicago)	80	Mulligan, Rosemary (R-Des Plaines)	75
Davis, Monique D. (D-Chicago)	40	Myers, Rich (R-Colchester)	90
Davis, William (D-Hazel Crest)	45	Nekritz, Elaine (D-Northbrook)	40
DeLuca, Anthony (D-Crete)	40	Osmond, JoAnn (R-Antioch)	90
Dugan, Lisa (D-Bourbonnais)	45	Osterman, Harry (D-Chicago)	40
Dunkin, Ken (D-Chicago)	45	Phelps, Brandon (D-Norris City)	65
Durkin, Jim (R-Countryside)	85	Pihos, Sandra (R-Glen Ellyn)	95
Eddy, Roger (R-Hutsonville)	95	Poe, Raymond (R-Springfield)	75
Farnham, Keith (D-Elgin)	55	Pritchard, Robert (R-DeKalb)	85
Feigenholtz, Sara (D-Chicago)	40	Ramey, Harry R. (R-West Chicago)	85
Flider, Bob (D-Mt Zion)	55	Reboletti, Dennis (R-Addison)	90
Flowers, Mary E. (D-Chicago)	40	Reis, David (R-Willow Hill)	90
Ford, LaShawn (D-Chicago)	40	Reitz, Dan (D-Steeleville)	65
Fortner, Mike (R-West Chicago)	90	Riley, Al (D-Matteson)	40
Franks, Jack (D-Woodstock)	55	Rita, Robert (D-Blue Island)	55
Fritchey, John A. (D-Chicago)	55	Rose, Chapin (R-Mahomet)	90
Froehlich, Paul (D-Schaumburg)	55	Ryg, Kathleen (D-Vernon Hills)	40
Golar, Esther (D-Chicago)	40	Sacia, Jim (R-Pecatonica)	90
Gordon, Careen (D-Coal City)	50	Saviano, Angelo (R-River Grove)	85
Gordon, Jehan (D-Peoria)	55	Schmitz, Timothy (R- Geneva)	95
Graham, Deborah (D-Chicago)	40	Senger, Darlene (R-Naperville)	95
Hamos, Julie (D-Chicago)	30	Smith, Mike (D-Canton)	50

(continued on page 13)

Illinois House Ratings (continued from page 12)

Sommer, Keith (R-Mackinaw)	85
Soto, Cynthia (D-Chicago)	40
Stephens, Ron (R-Troy)	85
Sullivan, Ed Jr. (R-Mundelein)	90
Thapedi, Andrew (D-Chicago)	40
Tracy, Jil (R-Quincy)	90
Tryon, Mike (R-Crystal Lake)	70
Turner, Arthur (D-Chicago)	40
Verschoore, Patrick (D-Milan)	40
Wait, Ron (R-Belvidere)	65
Walker, Mark (D-Des Plaines)	55
Washington, Eddie (D-Waukegan)	30
Watson, Jim (R-Jacksonville)	85
Winters, Dave (R-Shirland)	90
Yarbrough, Karen (D-Maywood)	35
Zalewski, Michael (D-Chicago)	55

Illinois Senate Ratings

Senator (party-city)	APSA IL Rating	Senator (party/city)	APSA IL Rating
Althoff, Pam (R-Crystal Lake)	80	Koehler, David (D-Pekin)	35
Bivins, Tim (R-Dixon)	80	Kotowski, Dan (D-Mt. Prospect)	50
Bomke, Larry (R-Springfield)	75	Lauzen, Chris (R-Geneva)	80
Bond, Michael (D-Grayslake)	75	Lightford, Kimberly (D-Maywood)	50
Brady, Bill (R-Bloomington)	80	Link, Terry (D-Vernon Hills)	50
Burzynski, J. Bradley (R-Clare)	95	Luechtefeld, Dave (R-Okawville)	95
Clayborne, Jr., James (D-Belleville)	50	Maloney, Ed (D-Chicago)	75
Collins, Jacqueline (D-Chicago)	50	Martinez, Iris (D-Chicago)	50
Cronin, Dan (R-Elmhurst)	80	McCarter, Kyle (R-Lebanon)	80
Crotty, Maggie (D-Oak Forest)	50	Meeks, James (I-Chicago)	50
Cullerton, John Senate President (D-Chicago)	50	Milner, John (R-Carol Stream)	55
Dahl, Gary (R-Granville)	95	Munoz, Anthony (D-Chicago)	50
DeLeo, James (D-Chicago)	55	Murphy, Matt (R-Palatine)	95
Delgado, William (D-Chicago)	50	Noland, Michael (D-Elgin)	35
Demuzio, Deana (D-Carlinville)	35	Pankau, Carole (R-Roselle)	80
Dillard, Kirk (R-Downers Grove)	80	Radogno, Christine (R-LaGrange)	95
Duffy, Dan (R-Lake Barrington)	80	Raoul, Kwame (D-Chicago)	50
Forby, Gary (D-Benton)	35	Righter, Dale (R-Mattoon)	95
Frerichs, Michael (D-Champaign)	35	Risinger, Dale (R-Peoria)	95
Garrett, Susan (D-Lake Forest)	75	Rutherford, Dan (R-Chenoa)	75
Haine, William (D-Alton)	90	Sandoval, Martin (D-Chicago)	40
Harmon, Don (D-Oak Park)	50	Schoenberg, Jeffrey (D-Evanston)	90
Hendon, Ricky (D-Chicago)	50	Silverstein, Ira (D-Chicago)	75
Holmes, Linda (D-Plainfield)	55	Steans, Heather (D-Chicago)	50
Hultgren, Randall (R-Wheaton)	80	Sullivan, John (D-Rushville)	50
Hunter, Mattie (D-Chicago)	50	Syverson, Dave (R-Rockford)	95
Hutchinson, Toi (D-Olympia Fields)	50	Trotter, Donne (D-Chicago)	50
Jacobs, Michael (D-East Moline)	50	Viverito, Lou (D-Chicago)	65
Jones Jr., Emil III (D-Chicago)	45	Wilhelmi, A.J. (D-Joliet)	50
Jones, John (R-Mt. Vernon)	75		

Contribute to

APSA of Illinois PAC Today!

Help *your* Association make its voice heard in Springfield. **APSA of Illinois Political Action Committee (PAC)** supports legislators and statewide office holders that support our viewpoints on issues of concern to small business and the automotive aftermarket industry.

Your contribution can be sent to:

APSA of Illinois PAC
6450 S. Sixth St. Rd
Springfield, IL 62712-6818

A copy of our report will be filed with the State Board of Elections, Springfield, IL. State law requires political action committees to report the name and mailing address of contributors that exceed \$150 in aggregate in a calendar year. Occupation and employer is required for contributions over \$500. Contributions are not tax deductible.

Key Numbers at Your Shop

Show me a profitable automotive service shop (or any type of business for that matter), and I'll show you a shop where someone is keeping a pretty, good eye on the key numbers. Show me a failed business and we will find one where too much of the focus was elsewhere.

The size of a business does not matter all that much. Look around your town at the vacant storefronts. At the other end of the scale one can read the national and world financial news and find plenty of examples of huge businesses in deep trouble. One "CEO" may have only had a grade school education while the other may have an MBA from one of the finest universities. Both likely failed because no one was paying enough attention to the key numbers.

Today, it is not a stretch at all to say that there are many highly, successful shop owners who are far better at finance than certain folks in the ivory towers at large financial firms and car companies.

So, just what are the key numbers? Which statistics are critical and which ones are secondary? If sales are a key number, then why do some multi-billion dollar companies go broke while many companies with far less than a million dollars in sales thrive? Well, it's not so much how much money goes through your hands. Instead, it is what you do with that money. Key numbers should do a good job of tracking costs and efficiency along with gross and net profits.



How many numbers should be tracked? I have seen shop owners who closely watch only one or two figures. I have also found shop owners who track well over a 100 different statistics. While I recommend tracking a rather long list of numbers to a certain degree, there are about 20 or so that you should watch closely. If one gets these figures right, the success of the shop is usually guaranteed.

How should key numbers be tracked? Certain reasonable goals should be set. A regular report comparing the numbers to other shops is invaluable as it helps tremendously in being able to set proper goals and knowing where one stands in the industry.

Who should do the tracking? The ideal person is someone who enjoys working with numbers. If this is not the owner, then someone else on the staff or a company which does this as a regular function of their business is often preferred.

How often should key numbers be tracked? While it depends on what an individual number is, tracking and review should occur at least once a month.

Setting up a solid tracking system doesn't have to be terribly difficult. While it may take some time initially to put it in place, a good system will require a relatively minor amount of time and effort to update and review, allowing the shop to set a clear course of where it needs to go and what its targets should be.

Tom Ham

Hams Management Systems

www.hamsmanagementsystems.com

Customer Service is Alive and Well at Federated Insurance

Owatonna, MN - *Client Contact Center Reports Outstanding Service Results*

Federated Insurance, your association's recommended insurance carrier, recently announced the results of their *2008 Client Service Activities Report* for the Client Contact Center.

Results showed that 98% of the 360,000 service calls received in 2008 were answered in 30 seconds or less by a "live voice." Over 80% of those requests were handled with the first call, requiring no additional follow-up. The Client Contact Center also received over 100,000 policy service requests by email or fax. All told, over 1,800 client-related service requests were handled each business day for the 2008 calendar year.

Federated opened the Client Contact Center in 2000 as a way to assist their clients and marketing representative handle routine policy requests. Today, the Client Contact Center is staffed by more than 55 licensed insurance agents who work with assigned regions across the nation. Policyholders of Federated Insurance are able to order certificates of insurance, confirm driver MVR eligibility, add or delete autos, order risk management and safety materials, and much more. Clients are also able to use the Client Contact Center to report property & liability and workers compensation claims to help ensure prompt claims service.

Advertise in the APSA of Illinois Magazine

The official magazine of APSA of Illinois is published quarterly. Editorial content includes coverage of APSA of Illinois sponsored meetings and events, legislative issues, topics related to the automotive aftermarket industry and member company's. We accept full-page, full-color advertisements as well as standard black and white advertising.

APSA of Illinois Members receive 25% off published rates.

(see advertising specifications below)

<u>Ad Type and Size</u>	<u>* Rates</u>
Full page - Full Color	1x - \$800.00
Outside Back cover ***	2x - \$700.00
Trim size ** 8 1/2" w x 11" h	4x - \$600.00
Full Page - black & white	1x - \$550.00
7" w x 9 1/2" h	2x - \$484.00
	4x - \$412.50
Half-page - full color	1x - \$450.00
Outside back cover***	2x - \$396.00
7" w x 4" h	4x - \$337.50
Half-page - full color	1x - \$350.00
Horizontal 7" h	2x - \$308.00
Vertical 3 1/2" w x 9 1/2" h	4x - \$262.50
Half-page - black & white	1x - \$275.00
Horizontal 7" h	2x - \$242.00
Vertical 3 1/2" w x 9 1/2" h	4x - \$206.25
Quarter - black & white	1x - \$112.50
3 1/2" w x 4" h	2x - \$132.00
	4x - \$112.50
Business card - black & white	1x - \$ 50.00
3 1/2" w x 2" h	2x - \$ 44.00
	4x - \$ 37.50

* Rates are per insertion

** Add on additional 1/4" for full-page bleed

*** Call for availability

Advertising Specifications

All digital color and grayscale artwork must be supplied at 300 DPI. Line art must be supplied at 600 DPI. High-res PDF, TIFF and JPEG files are accepted. Images from the web are NOT suitable for printing. All color artwork must be in CMYK mode, black and white artwork must be in either grayscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Do you have a SEP or Simple Retirement Plan?

Under the APSA of IL 401(k) Solutions Plan you have the opportunity to rollover the assets of either a SEP or Simple retirement plan and become an adopting employer of the APSA 401(k) Plan. There are multiple reasons to review this option and we have listed several of them below:

- Very Competitive Cost
- Potential for Higher Contributions for owners or Key Employees
- The ability for Employees and Employers to contribute to their retirement plan
- No Mandatory Contributions as required under a Simple or SEP
- Potential for Greater Investment Choices including the Vanguard Target Maturity Funds that offer simpler investment decisions for Employees
- Greater Flexibility in Plan Design allowing employers to better design their plan to meet your needs as an association member

Due to Government Regulations any change from a SEP or Simple to the 401(k) must occur prior to year end so don't delay in reviewing this option by requesting information via our web site www.apsail.com/APSA-IL-program-401k.php.

Complete the 401(k) survey and Transamerica Retirement Services will contact you with information and be able to answer your questions regarding which plan is right for you.



WEB Connect.....Is Here!

APSA of Illinois is working to bring to you WEB Connect! This new service will allow you the time to concentrate on your business, while we take care of creating your website. Many in our industry do not have an effective presence on the Internet. It can be difficult to know what to have on a website, and how to communicate that effectively. Getting visitors to your website can be challenging, especially via web searches where so many competitors' websites also appear. Sites that are built then never updated, maintained and are obviously amateur, don't inspire confidence and trustworthiness. The average cost of a professionally developed website can be beyond the budget of some members. It's hard to know where to start and who to trust.

Why It's Important to Have a Website

- The younger generation turns to the Internet for information instead of the Yellow Pages.
- More people are basing purchase decisions on what they read on the Internet – and there is a wealth of information for them to find. You can help to manage and influence perceptions of your business with an effective website. Your competitors are there – can you afford to be missing?
- Information about your business is available to potential customers on your website 24 hours a day, 7 days a week.
- More space is available to sell your services and products on the web than the limited space available in Yellow Pages, TV, radio, billboard's or newspaper ads.
- Website content is faster and easier to change than a TV commercial or a printed brochure.
- Search engines like Google, Yahoo and MSN can make your website – and your business – available around the world or to that new customer who just moved into town.

Here are a few highlights of what to expect from APSA of Illinois' WEB Connect Services

- A professionally designed site built with consistent elements and layout inspires trust, which results in more time spent on the site.
- More time reading your unique value leads to the site visitor taking the action you want – calling you!
- Writing website content is the #1 challenge to getting a website launched on time. Start with our industry-specific sample content that has been edited for reading on the web and for search engine findability.
- With many aspects to good search engine results, it's hard to know who to believe. Let us pull together the parts that, when assembled, make for good search engine results: well-written content, a site built to be easy for search engines to find & read, suggestions on link popularity efforts and other PR efforts outside the website. You can't control what the competition does on their website, but you have control over these things.
- Getting good-quality links into a website is a key to being easy to find on web searches. Good quality links are ones that have related content & similar keywords, get a lot of traffic themselves and have good search engine optimization. Linking from the apsail.com website will help the search engine results of member sites.
- Planning your site before building it will help the project go faster and be an effective marketing tool to help you achieve your goals.
- Keeping a site updated, consistent with the design and layout, maintains an impression of trustworthiness, professionalism and competence. It's better to have a smaller site that is faithfully updated than a big site that is out of date or poorly maintained. Providing easy-to-use maintenance services is one key to better updated sites, more visitors and more phone calls.
- Creating a good website requires experience in multiple areas - hosting, email, design, programming, marketing and search engine results. Getting all elements of this in one package can help any business have an effective website.

**Look to your email and mailbox in the next few weeks on how you can sign up for your website through
WEB Connect!**

RSMF Game Day Ticket Winners

Congratulations to:

Douglas Van Hooser, LeVan, Inc., Aurora

For winning the game day tickets to the
Chicago Cubs vs. Cincinnati Reds

and

Roger Seibert, Danville Omni Kolor, Inc.,
Danville

For winning the game day tickets to the
St. Louis Cardinals vs. Washington Nationals

Thanks to members like these, your RSMF Scholarship Foundation has raised over \$1,000 so far this year. With a goal of raising \$1,500 from June 2009 to July 2010, the Foundation committee would like to thank everyone who has paid their voluntary donation with their Association dues. Your continued support to this foundation ensures that students from Illinois, who are interested in a career in the automotive aftermarket industry, have the opportunity and finances to get the education they deserve.

If you would like to make a general donation to the RSMF Scholarship Foundation (*which is a 501 (c) 3 charitable foundation*) please make the check payable to RSMF Foundation and mail to: RSMF Foundation, 6450 S. 6th Street Road, Springfield, IL 62712-6818.

Industry Calendar

(For APSA of Illinois Dates, see the inside front cover)

October 6-8

SAE Commercial Vehicle Engineering, Rosemont

November 3-5

AAPEX 2009, Las Vegas, NV

2010

March 5 - 7

Southwest Automotive Aftermarket Show, Dallas, TX

May 5 - 7

AAIA Spring Leadership Days, Hollywood, FL

May 13 -15

Car Care Council World Expo 2010, Las Vegas, NV

June 5 -6

Volkswagen Funfest, Effingham

September 18 -19

Corvette Funfest, Effingham

September 27 -29

AAIA Fall Leadership Days, Baltimore, MD

November 2 - 4

AAPEX 2010, Las Vegas, NV

How Can Your Company Participate in the "Be Car Care Aware" Campaign

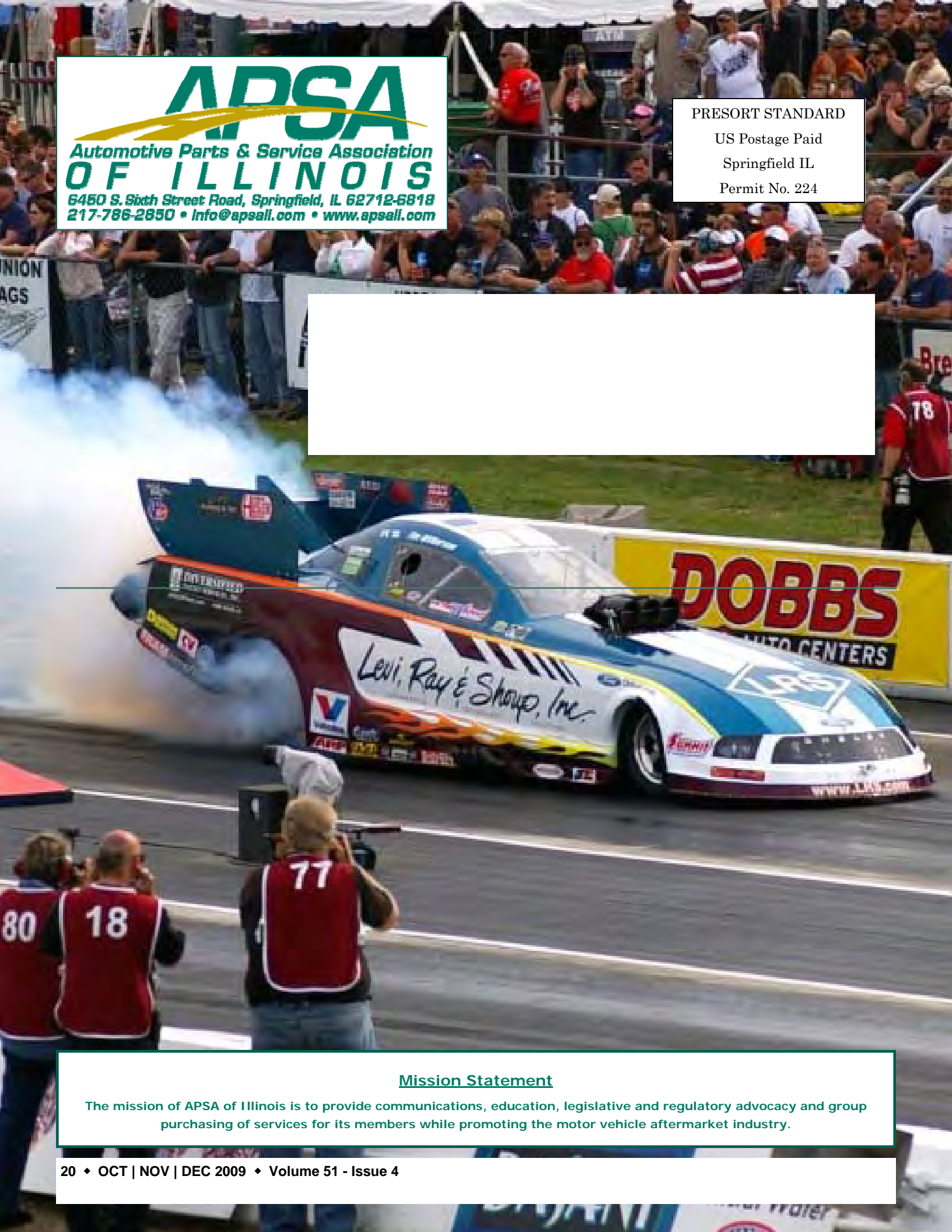
- Purchase a "Be Car Care Aware" (BCCA) [Point-of-Sale \(POS\) Starter Kit](#). The kit includes brochures, bay banners, mirror hangers and the popular Service Interval Schedule. This schedule's poster and handouts allow you to point to a credible third party source to reinforce your service recommendations. **The kit is \$79 and acts as your tax-deductible donation to the campaign.** This donation also secures your spot on the [Shop/Store Finder](#) database.
- Become Involved in [National Car Care Month \(April\)](#) and [Fall Car Care Month \(October\)](#). Request a free copy of our "How to" CD/DVD on hosting vehicle check-up events. Now is the time to start planning, and by participating, you can generate more business for your shop. We suggest starting small with in-house checks and then expanding the event through time. The Car Care Council will provide up to 200 free inspection forms for your event, as well as a press release in your local newspaper. You also have the opportunity to register your event on our online Event Registry.
- Order [BCCA Brochures](#) for Your Customers. This informative brochure familiarizes motorists with the opportunities for preventive maintenance in and around their vehicle. In addition to information about the campaign, a full-size schematic of vehicle parts, components and maintenance recommendations is included.
- Request a Free Copy of the [Car Care Guide](#). This first-of-its-kind reference guide for motorists from the Car Care Council is available to the independent aftermarket. The 56-page guide covers nine major service occasions and 12 component groups of the vehicle, plus service interval recommendations, a maintenance log and much more.
- Check Out the Car Care Council [Women's Board](#). The goal of the Women's Board is to encourage women to become active vehicle maintainers, and to promote career opportunities for women in the automotive parts and service industry. There are lots of items to explore on this site, but of special interest would be the Car Care Seminars and Girl Scout Badge Workshop.

For more information on the "Be Car Care Aware" consumer education campaign, contact the Car Care Council at 240-333-1088, or e-mail the [Car Care Council](#).



APSA
Automotive Parts & Service Association
OF ILLINOIS
6450 S. Sixth Street Road, Springfield, IL 62712-6818
217-786-2850 • info@apsall.com • www.apsall.com

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Mission Statement

The mission of APSA of Illinois is to provide communications, education, legislative and regulatory advocacy and group purchasing of services for its members while promoting the motor vehicle aftermarket industry.