

Virginia Automotive Report

E Newsletter for May/June 2023



VAA Victory Lap in Colonial Williamsburg

Large Dealer turnout highlights the weekend

VAA capped off an exciting weekend of education, networking and camaraderie highlighted by our opening Key-note speaker, Kelley Earnhardt Miller and a new Friday evening Welcome Reception and Networking Cookout. Our weekend began with the VAA Open Golf Tournament on Friday morning. Eighty eight players enjoyed the perfect spring weather for some competition and fun on the Golden Horseshoe Green Course. Congrats to our winning team of Greg Foltz, Dallas Foltz, Hunter Sorenson and Max Gamm. It should be noted Greg and Dallas were also part of the winning team last year.

The Friday night change was a result of suggestions regarding difficulty getting a dinner reservation offsite, and the desire to add in more networking time. To accommodate, we decided to end the Sunday breakfast, which in past years was our least attended event. From the many comments we have received, the new Friday night format was a big hit with both dealers and vendors.

At our Annual Meeting, we had our nominating report from President Bill Hoal, and elected some new officers and directors, heard our finance report from Secretary Treasurer Jerry Tatum, and our Legislative and General Assembly Update from Chariman Mike Fortune, Legislative Counsel, Bo Keeney and Delegate Kim Taylor. Following our Annual meeting, Kelley Miller shared her many stories of growing up in a Nascar family, and her role today as co-owner of JR Motorsports with her brother, Dale Earnhardt, Jr. The challenges she deals with in running the family business certainly resonated with our attendees. We included a signed copy of Kelley's book, "Drive: 9 Lessons To Win in Business and in Life"; this proved to be a big hit as we gave out every copy. Thank you to Tire Pros for sponsoring Kelley. Hunt Demarest followed with his dynamic presentation on Personal Finance, and he shared many examples to assist both owners and their employees. Dan Molloy shared his topic, Articulate Your Commitment and gave insight on the true cost of poor communication. At our Saturday Awards Banquet, we recognized our VAA Sponsors, Chris Barnett, Kim Taylor, Jerry Tatum and Steve Akridge (more details on Page 8).

Our Trade Show brought in industry vendors from across the country to showcase their services and products. Combined with our Reception and cash drawings, this made for a very exciting atmosphere.

As in the past, we want to express our thanks to our Vendors for their financial support. Our year round VAA Sponsors are listed on page 3 and our Trade Show Exhibitors are on Page 9.

And last, let's recognize our Convention Committee who is charged each year with planning the details. A big thanks to : Steve "Fish" Crawford, Chairman, Andrea Ellett, Tom Jones, Chuck Shifflett, Clint Farrar, ST Billingsley and Wes Tatum. Check out the picture highlights of our 2023 Convention on Pages 10-15. Plan to join us next year April 19-21, 2024 at the Omni Homestead in Hot Springs, VA- After their \$140 million investment in renovations.

VAA Meets With Governor Youngkin

On April 12, VAA's Legislative team met with Delegate Kim Taylor and Governor Glenn Youngkin at the Capitol for a special ceremony as the governor signed HB1677 into law. This was our legislation Kim introduced to change the tax code and end the unfair taxation of diagnostic labor and road service labor. The ceremony, which Kim arranged, capped off a very successful session, winning this difficult battle for our members and our industry. This legislation will benefit every shop in Virginia when having to endure a sales tax audit. It is also a win for consumers who should never have to pay sales tax on any labor item. Meeting with the governor for this bill signing was a very special occasion, and a first in VAA history. We thank Kim for arranging this and for sponsoring the bill. We thank our Legislative committee, Mike Fortune, John Kline, Jerry Tatum, ST Billingsley, Steve Akridge and our Registered Lobbyists and Legislative Counsel, Bo and Bruce Keeney for their tireless efforts to see this bill all the way to the end. And thanks to our dealer members for making the calls and sending the emails when we asked you to. The legislation becomes law July 1.



The VAA Legislative Team at the Capitol in Richmond. L-R: Chris Barnett, VAA Past President, Mike Scaglione, VAA President Elect, Bo Keeney, VAA Legislative Counsel, Delegate Kim Taylor, Steve Akridge, VAA Executive Director, Governor Glenn Youngkin, Bill Hoal, VAA President, Jerry Tatum, VAA Secretary-Treasurer, Mike Fortune, VAA Legislative Chairman, ST Billingsley, VAA Executive Board Member.

2023 Convention Highlights on Pages 10-15

Barnett, Taylor, Tatum and Akridge recognized at the Convention. More on Page 8

The Keeney Group to take over managing VAA on July 1. More on Page 9

VAA Officers & Directors



President: Bill Hoal
NTW, Roanoke
Southwest Virginia Region



President Elect: Mike Scaglione
Kempsville Auto Care, Virginia Beach
Tidewater Region



Secretary-Treasurer: Jerry Tatum
Leete Tire & Auto, Petersburg
Richmond Region



Executive Board Member: ST Billingsley
B&W Associates, Woodbridge
Northern Virginia Region



Executive Director: Steve Akridge
VAA, Richmond
Richmond Region

Directors:

Richmond Region:

Clint Farrar, American Tire Distributors, Richmond
Mike Fortune, Cloverleaf Tire & Auto, Richmond
Andrea Ellett, Winding Brook Tire Pros, Milford
Jake Palmer, Max Finkelstein, Inc., Richmond
Caleb Stowe, Napa Auto Parts, Richmond
John Kline, Old Dominion Tire, Midlothian

Tidewater Region:

Jim Bennett, CarMasters Auto Care, Norfolk

Northern Virginia Region:

Chris Barnett, Tire Tread Service, Fredericksburg

Lynchburg Region:

Ron Justice, Justice Tire Distributors, Lynchburg

Shenandoah Valley Region:

Steve Crawford, Hepner Tire, Woodstock
Tom Jones, Fisher Auto Parts, Staunton
Chuck Shifflett, University Tire & Auto, Charlottesville

Southwest Virginia Region:

Chuck Swain, Modern Automotive, Christiansburg

Next Generation Advisory Council:

Wes Tatum, Leete Tire & Auto, Petersburg
Joe Wood, Hometown Tire, Woodbridge

VAA Contacts:

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Susan Smolinski, Bookkeeper
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Mailing Address: VAA, P.O. Box 13428
Richmond, VA 23225-0428



President's Corner By Bill Hoal

Another Convention and Trade Show has come and gone and for those that were able to attend, I believe you will agree this was one of the best shows we have had in recent years. The new format with a reception and dinner outside on Friday night was a big success. Everyone liked the format and I'm sure we will continue this in the future. My thanks to the convention committee for their hard work. They did an excellent job, and everything went off perfectly. I would also like to thank our vendors for their contributions and their efforts in putting on a great trade show.

One of the highlights this year was the introduction of Bo Keeney as the future Executive Director, effective July 1, 2023. The Keeney Group is no stranger to the VAA, having worked with us for many years as our Registered Lobbyist. The Keeney Group currently involved with the management of several trade associations in addition to the legislative work they do. I believe our future will be in good hands. We look forward to welcoming Bo, Sarah and their staff to the VAA family.

During Saturday's banquet, we Recognized Chris Barnett with the presentation of his President's chair which we were unable to present last year. We also presented Jerry Tatum with our Association's Highest Honor, The Distinguished Member Award. Jerry this was certainly well deserved. We also recognized Kim Taylor with a plaque of appreciation for her service to our Board.

The biggest event of the night was the recognition of Steve and his plan's for his retirement. We started with Roy Littlefield IV of TIA presenting Steve with a plaque and recognizing him for his service to our industry. This was followed by Terry Westhafer and Jerry Tatum sharing their times with Steve over the past 33 year. Fish Crawford remembered a story about Steve and Kathy in which parts have been disputed for their accuracy.

Steve then gave his speech in which he discussed his memories from the past 33 years. He recognized many people and stressed the importance of "Relationships". Steve as always you did a great job and I Thank You, for what you have meant to our organization, and our industry. You have touched so many people all over the country and in many industries. I'm very happy that you will stay with us on a part time basis. I wish you and Kathy the best.

Until next time,
Bill Hoal

2023 VAA SPONSORS

We want to thank the following vendors for being year round VAA Sponsors for 2023, and for financially supporting the work VAA does for the entire automotive and tire industry. This work is year round, and is vital to everyone who makes their living in this industry. We greatly appreciate their support, and will continue to recognize them throughout the year. We ask our VAA Dealer Members to support them back with your business in 2023.

Platinum Level Sponsors



Gold Level Sponsors



Silver Level Sponsors



2022 Products Concentrated by Vehicle Type

"Aftermarket product volume can be divided by four types of vehicles: domestic nameplate light vehicles, foreign nameplate light vehicles, heavy trucks, and all other use. Aftermarket product sales climbed by more than \$20 billion at user-price between 2017 and 2022, despite the historic aftermarket product plunge caused by COVID-19 in 2020."

"During these five years, there were large differences between the annual product sales of the different types of vehicles and the product growth that each generated. By 2022, aftermarket product volume was more concentrated among a few types of vehicles than five years earlier."

Product Sales by Type of Vehicle

Aftermarket product volume can be divided by four types of vehicles: domestic nameplate light vehicles, foreign nameplate light vehicles, heavy trucks, and all other use (off-road equipment, machinery, various types of power units, and miscellaneous product volume).

These categories use different kinds of products and generate different rates of product growth across the aftermarket.

2022 Aftermarket

During 2022, aftermarket product volume reached nearly \$175 billion at user-price, the price paid by the ultimate consumers of products.

Aftermarket product volume rose more than \$20 billion from 2017 to 2022, reflecting the aftermarket's remarkable recovery from the historic plunge in 2020 sales driven by COVID-19.

Domestic Nameplates

Domestic nameplate cars and light trucks averaged nearly \$57 billion in yearly product volume between 2017 and 2022.

Despite generating just over one-third of 2022 aftermarket product sales at user-price, domestic nameplates suffered nearly a \$3 billion product decline over these five years.

This pushed domestic nameplates into second place in 2022 sales, down from their commanding aftermarket product lead of five years earlier.

Foreign Nameplates

Foreign nameplate cars and light trucks climbed more than \$15 billion at user-price between 2017 and 2022, surpassing domestic nameplates for top product share.

Foreign nameplates crested \$59 billion in average annual sales between 2017 and 2022, as their product volume soared by over 30% at user-price.

Heavy Trucks

Heavy trucks (including medium-weight vehicles) were third in 2022 aftermarket product sales, recording a \$5 billion gain over 2017. Heavy trucks averaged over \$32 billion in yearly product sales between 2017 and 2022.

Heavy trucks posted the second-largest product gain during these five years, stronger than their third-place in product volume.

Other Product Use

The residual product category of "other use" includes off-road equipment, machinery, various types of power units, and the miscellaneous use of vehicle products.

This category averaged over \$15 billion in product volume between 2017 and 2022 and added more than \$1.5 billion in sales. Nevertheless, its sales share declined slightly over these years.

Shifts in Product Growth Rates

Two types of vehicles bested the annual product growth rate of the overall aftermarket from 2017 to 2022.

Foreign nameplate light vehicles averaged a 6.9% yearly product gain, nearly triple the 2.5% annual growth of the overall aftermarket.

Heavy trucks averaged a 3.3% annual product increase during these five years, nearly one-third above the market's annual growth pace.

Share of Product Growth

Foreign nameplate light vehicles generated about 70% of total product expansion between 2017 and 2022, followed by heavy trucks, which accounted for almost one-quarter of aftermarket product growth.

The residual category of other use represented about 7% of the \$20 billion product gain between 2017 and 2022.

Domestic nameplate light vehicles accounted for the second largest portion of product volume over this five-year span but suffered a significant product sales loss.

More Concentrated Aftermarket

Foreign nameplate light vehicles surged in aftermarket product share between 2017 and 2022. Heavy vehicles also added to their product share.

Together, foreign nameplate light vehicles and heavy vehicles accounted for 60% of 2022 aftermarket product sales at user-price, substantially greater than their combined market share five years earlier.

In contrast, domestic nameplate light vehicles and the category of other use fell in product share.

Aftermarket Impact

Changes in aftermarket product concentration by type of vehicle affect the aftermarket in three significant ways.

First, the mix of vehicle products are altered, since each type of vehicle requires a different mix of aftermarket products, and their products are expanding at different annual rates.

Second, this changing volume and mix of aftermarket products affect the share of distribution channels supplying the aftermarket, since each channel differs in its mix of products by the major types of vehicles.

Third, the size of the DIFM and DIY markets and the sales of outlets where automotive products are sold and installed are also affected by the concentration of aftermarket volume by type of vehicle.

Six Major Takeaways

- Aftermarket product sales across all types of vehicles climbed approximately \$20 billion at user-price between 2017 and 2022, despite the historic plunge in 2020 aftermarket products caused by COVID-19.
- Domestic nameplates declined in aftermarket product sales between 2017 and 2022, as they fell from first place in 2017 product sales to second position by 2022.
- Foreign nameplate light vehicles recorded the highest rate of annual product growth over these five years, capturing first place in 2022 aftermarket product sales and generating nearly 70% of total product expansion at user-price.
- Heavy trucks (including medium-weight vehicles) accounted for second-highest annual growth in product volume between 2017 and 2022, contributing nearly one-quarter of the aftermarket's product expansion.
- The residual category of other use (off-road equipment, machinery, various types of power units, and miscellaneous product volume) added over \$1.5 billion in product sales between 2017 and 2022. Nevertheless, this category held less product share in 2022 than five years earlier.
- The concentration of aftermarket product sales by type of vehicle has significant implications for several key aftermarket issues including the mix and volume of aftermarket products, the strength of distribution channels supplying aftermarket products, the performances of the Do-It-Yourself and Do-It-For-Me markets, and where aftermarket products are sold and installed.

Welcome New VAA Members

Please join us in welcoming the following company as our newest VAA members:

17th Street Automotive Billy Cadaing Va. Beach
Sponsored by Jim Bennett and Mike Scaglione

Support the organization that supports You, and help VAA grow our membership— recommend a shop or a supplier you know and sign them up online at www.vaauto.org. Click on the Join VAA tab. VAA Membership starts at less than a dollar a day!

Support our VAA Endorsed Program Partners

VAA proudly endorses the following Program Partners, and they offer great value and service to our members. We ask you give them a few minutes, and take a look at their program when they call.

Federated Insurance (Liability/Worker's Comp)–
Manuel Vazquez Ederra
P:919-923-6736 E: mfvazquezederra@fedins.com

Unifirst Corporation (Uniforms)– Heather Esparza
P: 540-532-7588 E: heather_esparza@unifirst.com

Reliable Payments (Credit Card Processing)– Zack Snead
P:804-302-6776 x121
E: zsnead@reliablepayments.com

Dominion Payroll (Payroll Processing)– Scott Byer
P:804-355-3430 E: sbyer@dominionpayroll.com

The Supply Room (Office supplies, furniture)– Ron Lindsey
P: 804-412-1200
E: rlindsey@thesupplyroom.com

ARI/TCS Technologies (Website)- Brian Rhode
P: 414-973-4377 E: brian.rhode@arinet.com

Optimize Digital Marketing (Social Media)– Hunter Sorensen
P: 715-379-4695
E: hsorensen@whyoptimize.com

SESCO (HR Related Information)– Jamie Hasty and Bill Ford
P: 423-764-4127 E: jamie@sescomgt.com;
bill@sescomgt.com

Do Your Employees Appreciate the Benefits You Provide? (Are They Worth the Expense?)

The way in which we compensate staff for their work has become extremely complicated as the technology on which our culture depends. Anything received beyond wages, which serves the employee more than the employer, are called employee benefits.

As we know, wages + benefits = total compensation. Total compensation is our largest, single controllable cost and that cost must be managed to the penny if an employer wishes to maximize profitability. All other expenses in the business relationship are considered "fixed". A vendor or provider of services tells us as employers what we are going to pay. These are fixed expenses. These include rent/mortgage, materials and supplies, utilities, taxes, workers' comp and other items. However, the variable expenses are critical and must be managed. It behooves employers to establish formal compensation and benefit programs to "protect ourselves from ourselves." For example:

Within the organization. The right price is determined by the market blended with position responsibilities and our financial ability to pay. If we do not define our "right price" for each position, then that vacuum is filled by external as well as internal inequities. We chase after talent as we get desperate and/or pay our employees inconsistently for the same job or relative production which is one of the primary reasons employee morale suffers and subsequently employees leave the organization.

Along with wages, many benefits are tied to wages wherein as wages are increased, so are the cost of the benefits. Examples of these increases include pension or 401 (k) plans, paid leave benefits, etc.

While wages are 70.4% of an employee's total compensation on average (BLS 2022) and subsequently must be managed closely, in this article we are focusing on the remainder of that cost which is 29.6% spent on benefits.

More clearly stated, the Bureau of Labor Statistics Employment Cost Index as reported in 2022 provides the following averages:

\$27.19 per hour on average (70.4% of total compensation)

Benefits — \$11.42 (29.6% of total compensation)

Although not required, benefit programs are a firmly established tool in the employer-employee relationship. And there has been an increasing tendency for employees to regard them as a "right" of employment. The day is long gone when it was a question of whether benefits would be provided. Today, the question is: **"What types of benefits can we provide with the benefit dollars that we can afford to spend?"**

Maybe even more importantly, **"What types of benefits can we provide with the benefit dollars that we can afford to spend that employees will appreciate?"**

This second question is ever changing. The days of the standard health plan, pension, days off and maybe a year-end Christmas bonus are long gone. We are finding that employers are spending a significant amount of their variable expenses (expenses that the employer can control) on benefits that are not appreciated and subsequently discounted by employees.

What all employers, no matter what profession or industry or size or scope, need to ask themselves is: **"What are the needs and desires of my employees?"**

In today's workplace relationship, it is critical that employers know and understand what employees like about working for their employer and, most importantly, what employees suggest for improvement. You cannot be scared to ask this question and don't feel obligated that you must meet every wish list of your staff. Simply asking them these basic questions sends an immediate message to your employees that you value them, and you value their opinion and input. This basic conversation is the cornerstone of an effective employer-employee relationship. (See page 2 for an overview of SESCO's validated and well tested Employee Satisfaction Program.)

During this process of seeking employee input, you certainly will not receive a 100% response from your staff on what they like to dislike. However, you will find a trend and as such, you will be able to challenge what you are providing to your employees to include benefits and the cost thereof. They may fully appreciate what you provide or as we are finding in 2023 (post COVID) employees are valuing non-traditional benefits and workplace factors completely different than that of previous generations.

Sesco Article Continued from Page 6

What you may find out is that you are spending a significant amount of your variable expenses (30% of total compensation) on benefits that are not valued by employees nor attract or retain employees. What many employers are hearing from employees:

Employees want less, not more hours. In fact, the government is considering a 32-hour workweek as the official workweek. Overtime and subsequently more gross income is not what many are seeking.

Traditional health insurance programs are not important to typically those less than 45 years of age. Also know that traditional health insurance programs can be customized to meet the demographics and/or needs of your employees.

401(k) plans, matching dollars, etc., again, are not appreciated as in the past. Many employers establish a plan and subsequently pay annual administrative fees while a few, if any, employees actually participate.

Other traditional benefits as provided by employers have lost their luster such as long-term, short-term, dental, vision and other traditional benefits.

Note: This is not to say that this list as noted above is universal or statistically validated. However, given our practical hands-on consulting with employers across the country in various professions and industries, we can verify that employers must challenge what they are providing.

So, what are employees seeking? Consider the following contemporary benefits for consideration to possibly include replacing "old school" benefit programs which are costly and also tied directly to wages. As wages are increased, so do the cost of benefits increase.

Work Enhancements

- Flexible scheduling
- Coffee/snacks
- Employee meals
- Standing desk or other technology
- Bring your pet to work days
- Employee of the month

Personal and Family

- Personal shoppers
- House cleaning
- Car detailing
- Pet insurance
- Fresh flowers subscription
- Child care
- Adoption grants
- Date night

Financial and Education

- Home loan assistance
- Employee referral programs
- Business dress allowance
- Tax consulting services
- Financial coaching or training services
- Time off to attend seminars or conferences

Wellness and Leave Time

- Nutritionist services/hotline
- Stipend for mental health
- Gym or fitness reimbursement
- Exercise classes
- Counseling or Chaplains
- "Use it or Lose It" fund encouraging employees to use it on fitness or health programs
- Time off around holidays

The one benefit that will not be replaced and possibly will increase over time is that of paid time off programs (vacation, sick, personal leave rolled up into one program). Holidays will also continue to be a reality in the employment relationship.

It is time to think outside the box.

In fact, you may find that many benefit programs can be canceled and that you simply provide an increase (up to the value of the benefits) to employees' hourly rate or annual salary.

As we mentioned above, one of the most effective changes an employer can make and, frankly, a change that most employers are not considering but should, are changes in schedules. Examples include:

Employing more part-timers.

Moving to different shifts and days worked.

Allowing flex schedules wherein an employee can identify the times that they work during the day. However, it is strongly suggested that these times be fixed and not allow employees to come and go within a time range as they please.

Creative scheduling to include few hours worked seems to be a very "hot" trend amongst employees.

The bottom line is that you are spending a significant amount of money on benefits. Wages are more difficult to control given market pressures. However, there are significant opportunities to re-evaluate benefits provided. Simply start by asking your employees and certainly SESCO can not only conduct the survey on your behalf to ensure validated results, but also subsequently advise on follow-up action plans.

Note: VAA Members get no cost phone consultation on any HR related issues.

If Members have any questions or concerns about this or any other HR issues, we recommend they contact us. For assistance, contact us at 423-764-4127 or by email at sesco@sescomgt.com

VAA Recognizes Barnett, Taylor, Tatum, Akridge

During the Awards Banquet, held April 21 at the annual Convention, the VAA recognized several for their service back to the Association.

Past President **Chris Barnett** was recognized with his "President's Chair" for his service to the VAA as our President from 2020-2022. As current President Bill Hoal noted, "Chris guided VAA through the most uncertain times due to the pandemic. Everyone was in new territory, and that included the work of the VAA. Through it all, Chris kept our ship on course, and we appreciate his leadership".

We recognized **Kim Taylor** with a plaque for her service to our Board of Directors, serving from 2018 to 2023. Kim originally served on our inaugural Next Generation Advisory Council, where she immediately took on a leadership role, and brought in fresh ideas. From there she moved up to a Board position and was a member of the Convention Committee. Kim then ran for the House of Delegates in the fall of 2021 and won her election, serving her first General Assembly in 2022. She recently sponsored HB 1677 to end unfair taxation on automotive Diagnostic Labor and Roadside Service Labor, which passed and will become law July 1. We certainly want to thank Kim for her service to the VAA and to our Commonwealth.

Our highest honor, the VAA Distinguished Member Award, was presented to **Jerry Tatum**. Jerry has been a VAA member since 1976 and has served our Board for 33 years. He was President in 1999-2000 and has been our Secretary-Treasurer since 2009, a position he continues to hold today. He has held leadership positions at the highest level, including the Executive Committee and Legislative Committee, both he continues to serve on. Jerry is still involved in his business of 46 years that he recently sold- Leete Tire & Auto, with locations in Petersburg, Richmond and Emporia.

And last, VAA recognized **Steve Akridge**, our Executive Director for the past 33 years for his service, as he semi-retires on September 1. Roy Littlefield IV of the Tire Industry Association, presented Steve with TIA's Excellence in Association Leadership Award in recognition of Steve's three decades of devoted service, exemplary leadership and guidance. From there, three of Steve's close VAA friends from over the years, Terry Westhafer, Jerry Tatum and Fish Crawford, each shared their respective stories of working with Steve. Steve then gave a very heartfelt remembrance of his timeline running the VAA for the past 33 years and shared some of his own stories. He focused on relationships and friendships that can be made when being a part of the VAA. Thirteen VAA Past Presidents, many who are retired, returned to be a part of Steve's celebration.



Past President Chris Barnett is recognized by current President Bill Hoal



Kim Taylor is recognized by Steve Akridge and Bill Hoal



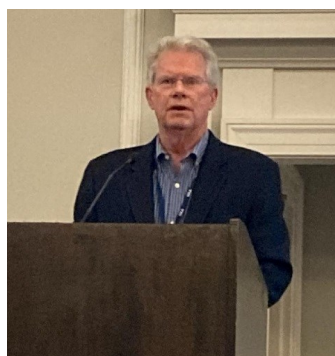
Jerry Tatum is recognized by Steve Akridge and Bill Hoal



TIA's Roy Littlefield IV recognizes Steve Akridge



VAA Past Presidents in attendance at the Awards Banquet
Front Row L-R: Scott Brown, Doug Webb, Sonny Pearson, Jerry Tatum, Jimmy Branscome, Bob Barnes
Back Row L-R: Chris Barnett, Dave Kavanah, Bobby Cutchins, Terry Westhafer, Bill Thompson, Larry Williams



Steve Akridge joined the VAA Board in 1985 and became Executive Director in 1990



Steve and Terry Westhafer have been friends for 38 years



Steve shares a laugh with Fish Crawford



Steve and Terry Westhafer have been friends for 38 years



Steve and Jerry Tatum first met as competitors in 1984

VAA Exhibitors

A sincere thank you to the following Vendors for exhibiting at our 2023 Trade Expo in Williamsburg:

Advance Auto Parts
American Tire Distributors
Andreoli & Associates
AP Emissions Technologies
Atlantic Tire Distributors
Automotive Training Institute
Avantech Tires
BG Products & Services
Blackburn OEM Wheel All Star Auto Lights
Car-Part.com
Chesapeake Automotive Equipment
Continental Tire
Dominion Payroll
Driv Automotive
Federated Insurance
Fisher Auto Parts
Go Powertrain
Goodyear Tire
Great Equipment
Hankook Tire America
Hercules Tire
Hunter Engineering
Justice Tire Distributors
KUKUI
KYB Shocks & Struts
Max Finkelstein, Inc.
Mighty Auto Parts of Virginia
Mitchell 1
Molloy Sales Development
Morris Distributing
Myers Distribution
New Hope Benefits
NTW
O'Reilly Auto Parts
Optimize Digital Marketing
Parrish Tire Co.
Pirelli Tire
Pugh Lubricants
Reliable Payments
Standard Motor Products
TCS Technologies
Tekmetric
The Supply Room
The Wheel Group
Tire Pros
Tire Tutor
Torqata Data & Analytics
Triadex Services
UniFirst Corporation
World Fuel Services

The Keeney Group Takes Over July 1

During the Awards Banquet at the convention, VAA President Bill Hoal introduced Bo Keeney as VAA's next Executive Director, effective July 1. Here is how the process went in selecting Bo. Last December, we emailed our membership regarding Steve's pending retirement and a two year Succession Plan we were in the process of implementing. We announced our Executive Committee, led by our President Bill Hoal, would begin the search process for Steve's replacement. Bill and the committee began this search in January, and reviewed proposals by individuals and also association management companies. After in person interviews and much deliberation, the Executive Committee presented their recommendation of The Keeney Group to the full Board, which voted unanimously in favor of this recommendation. Bo is certainly no stranger to our group, as he has worked directly with our Legislative Committee over the past several years, and has served as our Registered Lobbyist and Legislative Counsel. Prior to this, he worked closely with his Dad, Bruce Keeney, who had served in this role for VAA for thirteen years. In addition to the lobbying work he has done for VAA, his company, The Keeney Group, also manages a few associations. This is what was attractive to our Executive Committee and Board. Co-owned with his wife Sarah, they have a staff in place and are familiar with typical association functions such as bookkeeping, newsletters, websites, endorsed programs, and of course conventions and trade shows. Their entire staff attended our Williamsburg convention to get a first hand look at how we manage this event. Along with the close relationship they already have with VAA, and Bo's knowledge of our industry, selecting The Keeney Group was the logical choice.



Bo Keeney addresses the VAA Annual Meeting

Steve will remain full time to assist with the transition and then he will continue with VAA part time on September 1, for at least one year, thus completing the 2 year Succession Plan. Our goal is to make this as seamless as possible, with little interruption to the VAA model, and our members.

So let's give a warm welcome to Bo, Sarah and their staff as they lead VAA's next chapter.

Highlights from the 2023 Convention and Trade Show in Williamsburg

The VAA Open Golf Tournament at the Golden Horseshoe



The Winner of the VAA Open Score of 59.
L-R: Greg Foltz, Dallas Foltz, Hunter Sorensen, Max Gamm



2nd Place Score of 60
L-R: Ron Lindsay, Dave Fritter and Butch Taylor



3rd Place Score of 63
L-R: David Long, Dave McAfee, Mike Bowles, Dave Anderson



Last Place Team Score of 79
L-R: David Andreoli, Edwin Corleto, Mike Andreoli, ST Billingsley



Long Drive Winner
Mike Holmes (L)
With Julie Holmes and Steve Akridge



Closest to the Pin
Winner Pat Henig



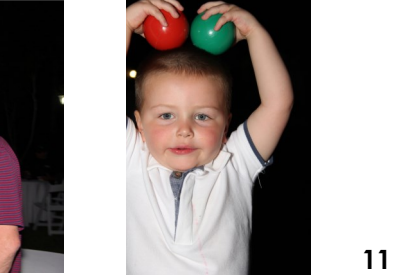
Closest to the Pin
Winner David Andreoli



Convention Chairman Fish Crawford (L) with Golden Horseshoe Head Pro Jeff Winters



Highlights from the 2023 Convention and Trade Show in Williamsburg
Friday Night Welcome Reception and Networking Cookout



Highlights from the 2023 Convention and Trade Show in Williamsburg Saturday Annual Membership Meeting and Educational Sessions



VAA President
Bill Hoal



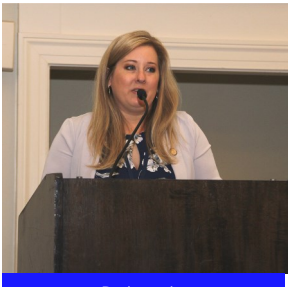
VAA Secretary Treasurer
Jerry Tatum



VAA Legislative Chairman
Mike Fortune

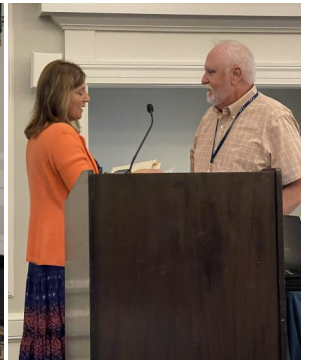
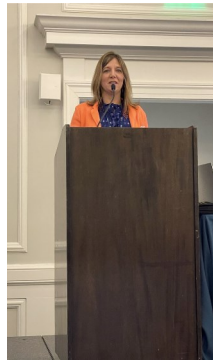


VAA Legislative Counsel
Bo Keeney



Delegate
Kim Taylor

Opening Keynote Speaker Kelley Earnhardt Miller



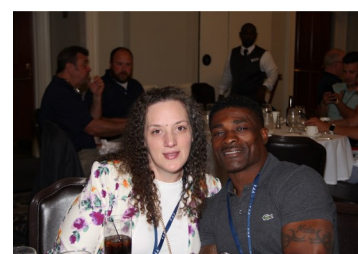
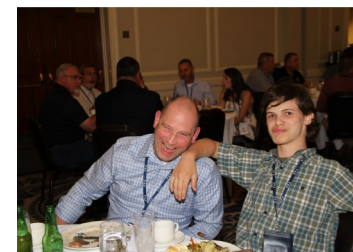
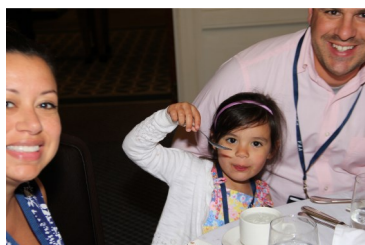
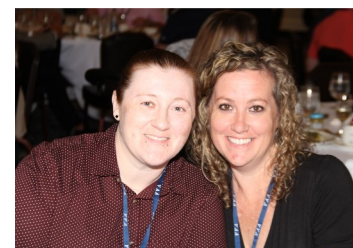
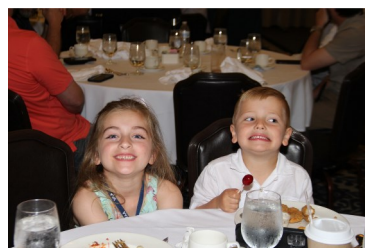
Session Leaders Hunt Demarest and Dan Molloy



Scenes from the Saturday Education Sessions

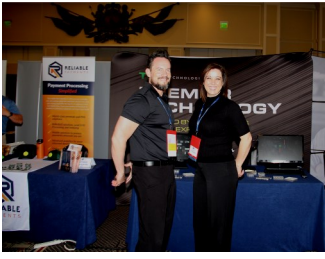


Highlights from the 2023 Convention and Trade Show in Williamsburg
Scenes from the Saturday Awards Banquet



Highlights from the 2023 Convention and Trade Show in Williamsburg

Scenes from the Saturday Vendor Trade Expo



Highlights from the 2023 Convention and Trade Show in Williamsburg

More Scenes from Saturday Night

And the Trade Show Winners are.....



Congrats to our Winners! From L-R: \$100– Courtney Coiner, United Tire– Stuart's Draft; \$200– Jessica Tatum, Leete Tire & Auto, Petersburg; \$300– Jim Linsley, Kempsville Auto, Virginia Beach; \$400– Katie Hayden, Old Dominion Tire, Midlothian; \$500– Chris Snead, Airport Road Auto Center, Charlottesville



....and that's all Folks! See you next year at The Homestead