

### **The CABA 5-Point Employee Benefit Health Insurance Program**

Your company may save money if you participate in the CABA 5-Point Health Insurance Program. You should, at least, participate in this program by allowing the CABA health insurance partner, Kim Conley/Keller Stonebraker Insurance, to quote you annually on employee benefit health insurance. Your participation adds data to the small business model so that your decision contributes to the CABA 5-Point policy model "recommendation". The CABA Recommendation is meant to save time for all members faced with this complex and frustrating decision. Also, when you buy your group health insurance from HTG, CABA's partner, your association earns marketing royalties that help us fund other projects like education and government affairs. For information about this program, contact the association office and ask for the 5-Point Information kit and quote request form.



### **CABA Education Days & other education projects**

CABA's education strategy has two goals:

1. To assist suppliers and educators in advertising the convenient availability of valuable management and technical classes. Page 7 of every CABA Newsletter is where you find the CABA Education Calendar. Help by becoming a sponsor in the CABA Newsletter.
2. To fill in the holes with convenient access to education for working aftermarket professionals. From advanced technical classes to sales skills to business management, CABA will seek to bring the best instructors to areas of the CABA territory where the need is unmet for these important topics. Advance your company's expertise and support this important CABA project by registering early for all CABA Education Days. Help CABA even more by sponsoring this program. Call the CABA office for information.



### **Automotive Aftermarket Employee Federal Credit Union**

Your employees have many options when it comes to financial services like checking and savings but because your company is a member of CABA they have a very valuable opportunity to move from the brick & mortar past to the convenience of phone, internet and 24 hour ATMs. And to the helpful personal service only possible with a small business like AAFCU; And to the FREE, not FEE strategy of a fully-insured Federal credit union. AAFCU is an employee benefit. Recommend it to your employees when you hire them or perform their annual review. Call the CABA office for enrollment forms. Your accounts and loans with AAFCU help support CABA.



### **The Mystery Shopper**

CABA endorses Creative Sales Solutions after member recommendations confirming the true value of their customized approach to improving your telephone staff. CSS is experienced in wholesale and retail environments for service centers, tire stores and parts jobbers and combines evaluation with training to earn you a real ROI on this program. CABA Members get a 20% discount on their rates plus a free-trial. For info [www.cssmysteryshop.com](http://www.cssmysteryshop.com) or phone 1-800-539-1075.



### **UniFirst Uniform & Floor Product Service**

Look smart and act smart with the CABA discount on UniFirst uniforms and floor mats. Flag down your local UniFirst rep, tell him you are a CABA Member and ask him for a quote. Or call (800) 225-3364 to have your rep call you.



### **Business Forms & Supplies**

Through our Service Corp. subsidiary, CABA offers a wide variety of office products. Most items can be customized and imprinted to your specifications. Call CABA for a quote on business cards, invoices, statements, calendars, letterhead, checks, ribbons, labels, envelopes and many more forms and supplies.

### **Business Insurance**

CABA knows how valuable it is for you to get your property & casualty, workers comp, vehicle and other business insurance policies from a trusted agency that knows the business you are in. Get a quote from V.W. Brown by contacting Jim Geisbert at (410) 910-0214 ([jgeisbert@vwbrown.com](mailto:jgeisbert@vwbrown.com)). Several other insurance firms specializing in your business type also support CABA with their membership and financial support.



### **IDENTIFIX**

Through our affiliation with the national group, Alliance of Automotive Service Providers (AASP), CABA members are eligible for significant savings on Direct-Hit online diagnostics, maintenance and repair information, as well as discount pricing on the IDENTIFIX Repair Hotline. The AASP Special price for Direct-Hit is \$119/month with a \$99/mo introductory offer for the first 3 months. Call IDENTIFIX at (800) 745-9649 or visit [www.identifix.com](http://www.identifix.com) and tell them you are an AASP Member with CABA.



### **Mitchell-1 On-Demand and Shop Management Software**

Through our affiliation with the national group, Alliance of Automotive Service Providers (AASP), CABA members are eligible for the "lowest market price" on Mitchell-1 information and management products for the shop or auto parts store. In addition, your purchase of Mitchell-1 products earns grant funds from AASP to support CABA tech education classes. For information or to get a quote, contact your Mitchell-1 rep or call Brad Fockler (602) 531-0456 (or email to: [brad.fockler@mitchell1.com](mailto:brad.fockler@mitchell1.com))



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### **CABA Newsletter**

The CABA Newsletter, published 9 times a year, is the association's primary communication with its members and the local industry. Count on the CABA Newsletter for timely and immediately relevant news-you-can-use including the valuable CABA Education Calendar, an index of locally available education programs always on page 7. Notice, too, that the CABA Newsletter always has more news than ads. Our policy is to limit sponsor ads only to other CABA members equally dedicated to delivering the most information in the least available time. Sponsors of the CABA Newsletter underwrite the cost of this valuable member benefit and ensure the association's ability to provide this important service. All members should be looking for their copy of the newsletter around the first of most months. Members who wish to sponsor the CABA Newsletter are asked to call the association office at (410) 647-0505. Ad rates start at just \$100.



### **Telecom phone equipment, service and broadband internet**

Every business needs reliability and immediately responsive service from their telecom provider. CABA members are eligible for a significant value in upgrading to DSL or T-1 integrated phone and data services with Global Telecom Brokers, GTB, endorsed by and used by CABA. If you have ever had to call Verizon for service you will appreciate the live, local, real-person who answers your call at GTB. Discuss your requirements and get a quote from GTB. Contact Bill Phillips at billp@gtb.net, (410) 581-4833 and tell him you are a CABA member. GTB supports other CABA projects like education and government affairs paying a royalty to your association when members become customers.



### **Interactive Website Design, Hosting & Interactive Marketing**

CABA members save set-up fees (about \$500 value) and step into the Internet age of on-line customer interaction with Net Driven, the official interactive web contractor for CABA.

Net Driven specializes in providing webstores for small business auto service centers and tire stores where the consumer can research your products and services then request an appointment. The hidden benefit of a Net Driven webstore is their success in promoting your website to the first page of Google search for auto service and tires in your town. Check out CABA members who already enjoy Net Driven success: [www.severnaparkautomotive.com](http://www.severnaparkautomotive.com), [www.admiraltire.com](http://www.admiraltire.com), [www.melvintires.com](http://www.melvintires.com)

For information on opening your webstore, contact Pat Sandone by phone at 570.351.6063 or by email to [psandone@tireandautoservice.com](mailto:psandone@tireandautoservice.com).



### **Credit Card Processing**

CABA members are eligible for special discounts and services from their choice of two very different credit card processing companies. Both QPS and IBC have earned a non-exclusive CABA endorsement and both are experienced in the unique requirements of auto service, tire and parts companies. Members are encouraged to request a quote from all endorsed vendors as well as from non-endorsed vendors listed in the annual reference directory. To request a quote from QPS, contact Todd Lazar: phone (888) 737-7762, email [todd@sfsprocessing.com](mailto:todd@sfsprocessing.com). QPS contributes royalties back to CABA for other projects like education and government affairs when members become their customers.



### **Annual CABA Reference Directory**

Every industry has its Who's Who directory. In the Maryland, Delaware and DC aftermarket, that means the Annual CABA Reference Directory. Keep it handy all year and use it to easily find suppliers, customers, vendors and friends. Support CABA with your sponsorship of the directory. Ad rates begin at \$250. A simple Buyers Guide section page listing is just \$35. Help support CABA programs like education and government affairs with your sponsorship of the annual CABA Reference Directory. Contact Sally in the CABA office before November 1 to reserve your space in the next edition.



### **Maryland State Inspection Forms**

Through our Service Corp. subsidiary, CABA offers all 4 of the preprinted 2-part Maryland State Inspection forms. We have available in-stock for pick-up or FedEx, these packets of 100: Car/Truck, Heavy Duty Truck, Trailer and Motorcycle. Pricing per packet of 100 is \$18. Discounts are available for quantity orders.

To order, contact the CABA office.



### **Electricity Group Purchasing Contract**

CABA is fortunate to be part of a large, local small business buying group including restaurants, hotels, and retailers where we hire experts to forecast electric energy costs and to offer us the convenience and piece-of-mind of stable prices over longer contract periods up to 3 years, hopefully beating the 6 month cycle of wildly variable pricing applied by the State Utilities like PEPCO, BG&E, & Delmarva Power. Get a quote for your commercial electric meters today. For a no-obligation quote call Klaudet at 732.440.0006.



### **Custom Printing & Copying**

CABA's high speed production printer that produces the CABA Newsletter and brochures like this one is available for you too. We specialize in printing small jobs (50-1000) flyers and brochures and we can help with layout, folding and mailing too. We strive to beat Kinkos, Staples and Office Depot and are usually more convenient because we can take your job by email and bill you later. Call the CABA office at any time to discuss your project.

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**65th Annual CABA Oyster, Bull & Shrimp Family Fun Feast**

There are very few local aftermarket gatherings of employees and customers anywhere in the United States that are as much fun as the CABA Oyster, Bull & Shrimp Family Fun Feast. There are none of those few with as much tradition. Often referred to as a celebration of the end of Winter and the beginning of the busy season, CABA is pleased to present this exciting event, year after year. Treat yourself, your family, your employees and your customers with tickets on-sale the first day of every year. Support CABA with your ticket purchases and many sponsor opportunities. Call Sally at the CABA office at any time of the year to check out the coming event.

**65th Annual**  
**Martin's West**  
**Baltimore, MD**  
**Sunday**  
**March 25, 2012**

**43rd Annual CABA Golf Scramble & Dinner**

The CABA Golf Committee prides themselves in offering a golf outing that anyone can enjoy at a golf course that real golfers will appreciate. The Annual CABA Golf Scramble & Dinner is an event worthy of your best customers at any golfing talent level. Enjoy the benefits of networking in a social atmosphere and support the association at the same time. Not a golfer, no problem: There are more than 30 opportunities to sponsor this long-enjoyed outdoor tradition. Call Sally at the CABA office at any time of the year to check out the coming event.

**Thursday**  
**June 14, 2012**

**Queenstown Harbor**  
**Queenstown, MD**



**Dover Speedway Motorsports Events**

CABA has established a special promotional partnership with Dover Motorsports that brings special discount opportunities for member companies and their employees. To obtain the latest special offer, phone our Dover Motorsports representative, Erin Fortney at (302) 883-6572 or email her at [efortney@dovermotorsports.com](mailto:efortney@dovermotorsports.com).

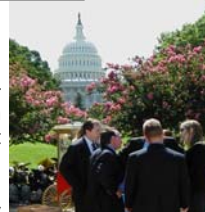


**Government Affairs**

CABA Staff and Legislative Committee are vigilant in protecting the free market and small business from onerous regulation or big business bullies. The association often takes the lead on local Maryland, DC and Delaware issues affecting the aftermarket specifically. A close partnership with the National Federation of Independent Business (NFIB) allows CABA to support their enormous power on general small business issues at both the local and Federal level.



At the Federal level, CABA has strong partnerships with AAIA, the Automotive Aftermarket Industry Association and TIA, the Tire Industry Association. Bi-annually CABA participates with many state associations from around the nation and sends a delegation to the Aftermarket Legislative Summit where the aftermarket makes more than 200 visits in one day to U.S. Representatives and U.S. Senators in Washington, DC.



The independent aftermarket is unanimously concerned with future access to service data in the constantly evolving advances of vehicle technology. Our industry is split, however, on the need for a Right-to-Repair law to legally guarantee that right. In the middle of this internal industry debate is a valuable service provided by the National Automotive Service Task Force (NASTF). CABA's position is to enthusiastically support both the initiatives of NASTF ([www.nastf.org](http://www.nastf.org)) and pursuit of Right-to-Repair legislation ([www.righttorepair.org](http://www.righttorepair.org)) that will give legal standing for real complaints should one or more of the OEM car makers choose to withhold service data from any independent beyond their powerful dealer networks.



In addition to work on legislative issues, CABA is even more active on the regulatory-side of government. Recent projects where CABA volunteers and staff have been active include: the State Purchasing Practice Task Force, scrap tire fees, sales tax on labor and the Small Business Health Insurance Subsidy Program with the Maryland Health Care Commission.

CABA members with an interest in government affairs are encouraged to contact Skip Potter in the CABA office. There are many opportunities to participate including official volunteer service on the CABA Legislative Committee and the delegation to the Legislative Summit.

**CABA Partnerships Connect Members to the Rest of the Business World**

None of us have enough money, time or people to do it all or know it all. CABA has many friends in the industry and as a CABA member you get the benefit of experience and resources in our MANY partnerships. Your CABA leadership serves on the Board of Directors of the Alliance of Automotive Service Providers (a group of 10 State auto service associations), the Alliance of State Automotive Aftermarket Associations ( a group of 15 State jobber association executives) and the Tire Industry Association Executives Board (a group of 22 State tire association executives).

**Family Partners**

**Supporting Partners**

**Project Partners**

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