



## Automotive Service Association of the Midwest

Serving Missouri, Kansas, Iowa, Nebraska, Arkansas and Oklahoma

# PRESS RELEASE

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**FOR IMMEDIATE RELEASE**

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### **ASA-Midwest Declares Their Independence, Becomes Midwest Auto Care Alliance™**

*Gladstone, Missouri* - In the interest of better serving their members, the ASA-Midwest Board of Directors announced a significant change to the organization. On Thursday, June 14, the ASA-Midwest Board and House of Delegates voted unanimously to disaffiliate with ASA National and become an independent regional association known as the Midwest Auto Care Alliance™ (MWACA).

The decision was part of a long and strategic process to address member concerns regarding value for their membership dollar and the requirement to belong to both ASA-Midwest and ASA National. ASA-Midwest attempted to resolve these concerns through letters and meetings with ASA National. Those efforts did not result in a solid plan that details solutions and progress towards a more member-focused national organization, leaving the affiliate with no other alternative.

“ASA-Midwest has listened and responded to our members and they now have an option to be a member of one or both organizations. We look forward to unveiling a lineup of new and unique benefits and services this fall which provide even more value for Midwest Auto Care Alliance’s™ membership dues,” stated Jerry Holcom, AMAM, President of ASA-Midwest and owner of S&S Service Center in Kansas City, Missouri. New members can begin applying for membership in the new organization beginning September 14. Automotive service professionals can request information about MWACA by visiting [www.mwaca.org](http://www.mwaca.org).

ASA-Midwest is the second largest affiliate of the Automotive Service Association serving the states of Missouri, Kansas, Iowa, Nebraska, Oklahoma and Arkansas. Beginning as a seven-county Kansas City chapter in the late 1980’s, the progressive affiliate grew into ASA Missouri/Kansas, and continued to grow and expand into a six state affiliate currently known as ASA-Midwest. While actively serving the needs of the independent automotive service professionals, ASA-Midwest’s activities and events have included 9 active chapters, numerous Shop Owner Support (S.O.S.) Groups, a shop mentor program, as well as founding and hosting the VISION HiTech Training & Expo event for 27 years. VISION will be held February 28—March 3, 2019 at the Overland Park Convention Center in Kansas City.

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