



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.

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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