

Form **990**
Department of the Treasury
Internal Revenue Service

Return of Organization Exempt From Income Tax
Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except black lung benefit trust or private foundation)

OMB No 1545-0047

2007

Open to Public Inspection

The organization may have to use a copy of this return to satisfy state reporting requirements

A For the 2007 calendar year, or tax year beginning , and ending

- B Check if applicable
- Address change
- Name change
- Initial return
- Termination
- Amended return
- Application pending

Please use IRS label or print or type. See Specific Instructions

C Name of organization

Automotive Service Association

Number and street (or P O box if mail is not delivered to street address)

1901 Airport Freeway

Room/suite

City or town, state or country, and ZIP + 4

Bedford

TX 76021-0929

D Employer identification number
75-2137150

E Telephone number
800-272-7467

F Accounting method: Cash
 Accrual Other (specify)

• Section 501(c)(3) organizations and 4947(a)(1) nonexempt charitable trusts must attach a completed Schedule A (Form 990 or 990-EZ).

H and I are not applicable to section 527 organizations

H(a) Is this a group return for affiliates? Yes No

H(b) If "Yes," enter number of affiliates ▶

H(c) Are all affiliates included? Yes No

(If "No," attach a list. See instructions.)

H(d) Is this a separate return filed by an organization covered by a group ruling? Yes No

I Group Exemption Number ▶

M Check if the organization is not required to attach Sch B (Form 990, 990-EZ, or 990-PF)

G Website: asashop.org

J Organization type

(check only one) 501(c) (**6**) ◀(insert no) 4947(a)(1) or 527

K Check here if the organization is not a 509(a)(3) supporting organization and its gross receipts are normally not more than \$25,000. A return is not required, but if the organization chooses to file a return, be sure to file a complete return

Gross receipts. Add lines 6b, 8b, 9b, and 10b to line 12 ▶ **7,081,288**

Part I Revenue, Expenses, and Changes in Net Assets or Fund Balances (See the instructions.)

1	Contributions, gifts, grants, and similar amounts received					
a	Contributions to donor advised funds	1a				
b	Direct public support (not included on line 1a)	1b				
c	Indirect public support (not included on line 1a)	1c				
d	Government contributions (grants) (not included on line 1a)	1d				
e	Total (add lines 1a through 1d) (cash \$ _____ noncash \$ _____)				1e	0
2	Program service revenue including government fees and contracts (from Part VII, line 93)				2	4,829,063
3	Membership dues and assessments				3	1,558,302
4	Interest on savings and temporary cash investments				4	217,977
5	Dividends and interest from securities				5	
6a	Gross rents	6a				
b	Less rental expenses	6b				
c	Net rental income or (loss) Subtract line 6b from line 6a				6c	
7	Other investment income (describe ▶ See Statement 2)				7	436,916
8a	Gross amount from sales of assets other than inventory	(A) Securities		(B) Other		
b	Less cost or other basis and sales expenses	8a				
c	Gain or (loss) (attach schedule)	8b				
d	Net gain or (loss) Combine line 8c, columns (A) and (B)	8c			8d	
9	Special events and activities (attach schedule) If any amount is from gaming, check here <input type="checkbox"/>					
a	Gross revenue (not including \$ _____ of contributions reported on line 1b)	9a				
b	Less direct expenses other than fundraising expenses	9b				
c	Net income or (loss) from special events Subtract line 9b from line 9a				9c	
10a	Gross sales of inventory, less returns and allowances	10a		39,030		
b	Less cost of goods sold	10b				
c	Gross profit or (loss) from sales of inventory (attach schedule) Subtract line 10b from line 10a Stmt 3				10c	39,030
11	Other revenue (from Part VII, line 103)				11	
12	Total revenue. Add lines 1e, 2, 3, 4, 5, 6c, 7, 8d, 9c, 10c, and 11				12	7,081,288
13	Program services (from line 44, column (B))				13	
14	Management and general (from line 44, column (C))				14	
15	Fundraising (from line 44, column (D))				15	
16	Payments to affiliates (attach schedule)				16	
17	Total expenses. Add lines 16 and 44, column (A)				17	7,061,296
18	Excess or (deficit) for the year Subtract line 17 from line 12				18	19,992
19	Net assets or fund balances at beginning of year (from line 73, column (A))				19	6,043,741
20	Other changes in net assets or fund balances (attach explanation)				20	0
21	Net assets or fund balances at end of year Combine lines 18, 19, and 20				21	6,063,733

DATE MAY 05 2008

Revenue

JUN 12 2008

EXPENSES

Net Assets

RECEIVED
MAY 12 2008
OGDEN, UT

14 NB

Part II Statement of Functional Expenses All organizations must complete column (A) Columns (B), (C), and (D) are required for section 501(c)(3) and (4) organizations and section 4947(a)(1) nonexempt charitable trusts but optional for others (See the instructions)

Do not include amounts reported on line 6b, 8b, 9b, 10b, or 16 of Part I.		(A) Total	(B) Program services	(C) Management and general	(D) Fundraising
22a Grants paid from donor advised funds (attach schedule) (cash \$ _____ non-cash \$ _____) If this amount includes foreign grants, check here <input type="checkbox"/>	22a				
22b Other grants and allocations (attach schedule) (cash \$ _____ non-cash \$ _____) If this amount includes foreign grants, check here <input type="checkbox"/>	22b				
23 Specific assistance to individuals (attach schedule)	23				
24 Benefits paid to or for members (attach schedule)	24				
25a Compensation of current officers, directors, key employees, etc listed in Part V-A See Statement 4	25a	184,871			
b Compensation of former officers, directors, key employees, etc listed in Part V-B	25b				
c Compensation and other distributions, not included above, to disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B)	25c				
26 Salaries and wages of employees not included on lines 25a, b, and c	26	1,281,319			
27 Pension plan contributions not included on lines 25a, b, and c	27	94,232			
28 Employee benefits not included on lines 25a - 27	28	160,542			
29 Payroll taxes	29	119,081			
30 Professional fundraising fees	30				
31 Accounting fees	31	9,793			
32 Legal fees	32	10,276			
33 Supplies	33	77,700			
34 Telephone	34	68,141			
35 Postage and shipping	35	154,801			
36 Occupancy	36	191,131			
37 Equipment rental and maintenance	37	3,730			
38 Printing and publications	38	89,206			
39 Travel	39	472,392			
40 Conferences, conventions, and meetings	40	2,561,869			
41 Interest	41				
42 Depreciation, depletion, etc (attach schedule)	42	85,376			
43 Other expenses not covered above (itemize) a See Statement 5	43a	1,496,836			
b	43b				
c	43c				
d	43d				
e	43e				
f	43f				
g	43g				
44 Total functional expenses. Add lines 22a through 43g (Organizations completing columns (B)-(D), carry these totals to lines 13-15)	44	7,061,296	0	0	0

Joint Costs. Check if you are following SOP 98-2
 Are any joint costs from a combined educational campaign and fundraising solicitation reported in (B) Program services? Yes No
 If "Yes," enter (i) the aggregate amount of these joint costs \$ _____, (ii) the amount allocated to Program services \$ _____,
 (iii) the amount allocated to Management and general \$ _____, and (iv) the amount allocated to Fundraising \$ _____

Part III Statement of Program Service Accomplishments (See the instructions.)

Form 990 is available for public inspection and, for some people, serves as the primary or sole source of information about a particular organization. How the public perceives an organization in such cases may be determined by the information presented on its return. Therefore, please make sure the return is complete and accurate and fully describes, in Part III, the organization's programs and accomplishments.

What is the organization's primary exempt purpose?

▶ **See Statement 6**

All organizations must describe their exempt purpose achievements in a clear and concise manner. State the number of clients served, publications issued, etc. Discuss achievements that are not measurable (Section 501(c)(3) and (4) organizations and 4947(a)(1) nonexempt charitable trusts must also enter the amount of grants and allocations to others.)

Program Service Expenses
(Required for 501(c)(3) and (4) orgs., and 4947(a)(1) trusts, but optional for others.)

a Total members served-approximately 9,000

(Grants and allocations \$ _____) If this amount includes foreign grants, check here ▶

b Total AutoInc. magazine subscriptions-14,566

(Grants and allocations \$ _____) If this amount includes foreign grants, check here ▶

c Attendance at NACE trade show, an educational forum - over 25,524.

(Grants and allocations \$ _____) If this amount includes foreign grants, check here ▶

d

(Grants and allocations \$ _____) If this amount includes foreign grants, check here ▶

e Other program services (attach schedule) See Stmt 7

(Grants and allocations \$ _____) If this amount includes foreign grants, check here ▶

f Total of Program Service Expenses (should equal line 44, column (B), Program services) ▶ **0**

Part IV Balance Sheets (See the instructions.)

Note: Where required, attached schedules and amounts within the description column should be for end-of-year amounts only

		(A) Beginning of year		(B) End of year	
Assets	45 Cash—non-interest-bearing		-120,803	45	113,915
	46 Savings and temporary cash investments		6,350,438	46	6,142,459
	47a Accounts receivable	246,170			
	b Less allowance for doubtful accounts	8,487	224,197	47c	237,683
	48a Pledges receivable				
	b Less allowance for doubtful accounts			48c	
	49 Grants receivable			49	
	50a Receivables from current and former officers, directors, trustees, and key employees (attach schedule)			50a	
	b Receivables from other disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B) (att schedule)			50b	
	51a Other notes and loans receivable (attach schedule)				
	b Less allowance for doubtful accounts			51c	
	52 Inventories for sale or use			52	
	53 Prepaid expenses and deferred charges		10,376	53	20,767
	54a Investments—publicly-traded securities	▶ <input type="checkbox"/> Cost <input type="checkbox"/> FMV		54a	
	b Investments—other securities (attach schedule)	▶ <input type="checkbox"/> Cost <input type="checkbox"/> FMV		54b	
	55a Investments—land, buildings, and equipment basis				
	b Less accumulated depreciation (attach schedule)			55c	
	56 Investments—other (attach schedule)			56	
	57a Land, buildings, and equipment basis	2,370,505			
b Less accumulated depreciation (attach schedule) See Statement 8	2,100,830	222,280	57c	269,675	
58 Other assets, including program-related investments (describe ▶ See Statement 9)		112,864	58	59,234	
59 Total assets (must equal line 74) Add lines 45 through 58		6,799,352	59	6,843,733	
Liabilities	60 Accounts payable and accrued expenses		551,110	60	582,436
	61 Grants payable			61	
	62 Deferred revenue See Statement 10		204,503	62	197,564
	63 Loans from officers, directors, trustees, and key employees (attach schedule)			63	
	64a Tax-exempt bond liabilities (attach schedule)			64a	
	b Mortgages and other notes payable (attach schedule)			64b	
	65 Other liabilities (describe ▶ See Statement 11)		-2	65	
66 Total liabilities. Add lines 60 through 65		755,611	66	780,000	
Net Assets or Fund Balances	Organizations that follow SFAS 117, check here <input checked="" type="checkbox"/> and complete lines 67 through 69 and lines 73 and 74				
	67 Unrestricted		6,043,741	67	6,063,733
	68 Temporarily restricted			68	
	69 Permanently restricted			69	
	Organizations that do not follow SFAS 117, check here <input type="checkbox"/> and complete lines 70 through 74				
	70 Capital stock, trust principal, or current funds			70	
	71 Paid-in or capital surplus, or land, building, and equipment fund			71	
	72 Retained earnings, endowment, accumulated income, or other funds			72	
73 Total net assets or fund balances. Add lines 67 through 69 or lines 70 through 72 (Column (A) must equal line 19 and column (B) must equal line 21)		6,043,741	73	6,063,733	
74 Total liabilities and net assets/fund balances. Add lines 66 and 73		6,799,352	74	6,843,733	

Part VI Other Information (continued)		Yes	No
82a	Did the organization receive donated services or the use of materials, equipment, or facilities at no charge or at substantially less than fair rental value?		X
b	If "Yes," you may indicate the value of these items here. Do not include this amount as revenue in Part I or as an expense in Part II. (See instructions in Part III)		
	82b		
83a	Did the organization comply with the public inspection requirements for returns and exemption applications?	X	
b	Did the organization comply with the disclosure requirements relating to quid pro quo contributions?	N/A	
83b			
84a	Did the organization solicit any contributions or gifts that were not tax deductible?		X
b	If "Yes," did the organization include with every solicitation an express statement that such contributions or gifts were not tax deductible?	N/A	
84b			
85a	501(c)(4), (5), or (6) Were substantially all dues nondeductible by members?		X
b	Did the organization make only in-house lobbying expenditures of \$2,000 or less? If "Yes" was answered to either 85a or 85b, do not complete 85c through 85h below unless the organization received a waiver for proxy tax owed for the prior year		X
85b			
c	Dues, assessments, and similar amounts from members	0	
85c			
d	Section 162(e) lobbying and political expenditures	0	
85d			
e	Aggregate nondeductible amount of section 6033(e)(1)(A) dues notices	0	
85e			
f	Taxable amount of lobbying and political expenditures (line 85d less 85e)	0	
85f			
g	Does the organization elect to pay the section 6033(e) tax on the amount on line 85f?	N/A	
85g			
h	If section 6033(e)(1)(A) dues notices were sent, does the organization agree to add the amount on line 85f to its reasonable estimate of dues allocable to nondeductible lobbying and political expenditures for the following tax year?	N/A	
85h			
86a	501(c)(7) orgs Enter a Initiation fees and capital contributions included on line 12		
86b	Gross receipts, included on line 12, for public use of club facilities		
87a	501(c)(12) orgs Enter a Gross income from members or shareholders		
87b	Gross income from other sources (Do not net amounts due or paid to other sources against amounts due or received from them)		
88a	At any time during the year, did the organization own a 50% or greater interest in a taxable corporation or partnership, or an entity disregarded as separate from the organization under Regulations sections 301.7701-2 and 301.7701-3? If "Yes," complete Part IX		X
88b	At any time during the year, did the organization, directly or indirectly, own a controlled entity within the meaning of section 512(b)(13)? If "Yes," complete Part XI		X
89a	501(c)(3) organizations Enter Amount of tax imposed on the organization during the year under: section 4911 <input type="checkbox"/> , section 4912 <input type="checkbox"/> , section 4955 <input type="checkbox"/>		
89b	501(c)(3) and 501(c)(4) orgs Did the organization engage in any section 4958 excess benefit transaction during the year or did it become aware of an excess benefit transaction from a prior year? If "Yes," attach a statement explaining each transaction		
89c	Enter Amount of tax imposed on the organization managers or disqualified persons during the year under sections 4912, 4955, and 4958 <input type="checkbox"/>		
89d	Enter Amount of tax on line 89c, above, reimbursed by the organization <input type="checkbox"/>		
89e	All organizations At any time during the tax year, was the organization a party to a prohibited tax shelter transaction?		X
89f	All organizations Did the organization acquire a direct or indirect interest in any applicable insurance contract?		X
89g	For supporting organizations and sponsonng organizations maintaining donor advised funds Did the supporting organization, or a fund maintained by a sponsonng organization, have excess business holdings at any time during the year?		X

90a List the states with which a copy of this return is filed **None**

b Number of employees employed in the pay period that includes March 12, 2007 (See instructions)

90b **27**

91a The books are in care of **Mark Hale**
1901 Airport Freeway Suite 100
 Located at **Bedford, TX**

Telephone no **817-283-6205**

ZIP + 4 **76095**

b At any time during the calendar year, did the organization have an interest in or a signature or other authority over a financial account in a foreign country (such as a bank account, securities account, or other financial account)?
 If "Yes," enter the name of the foreign country
 See the instructions for exceptions and filing requirements for Form TD F 90-22.1, Report of Foreign Bank and Financial Accounts

	Yes	No
91b		X

Part VI Other Information (continued) Yes No
 c At any time during the calendar year, did the organization maintain an office outside of the United States? 91c

If "Yes," enter the name of the foreign country ▶

92 Section 4947(a)(1) nonexempt charitable trusts filing Form 990 in lieu of Form 1041—Check here
 and enter the amount of tax-exempt interest received or accrued during the tax year ▶ 92

Part VII Analysis of Income-Producing Activities (See the instructions.)

Note: Enter gross amounts unless otherwise indicated

	Unrelated business income		Excluded by section 512, 513, or 514		(E) Related or exempt function income
	(A) Business code	(B) Amount	(C) Exclusion code	(D) Amount	
93 Program service revenue					
a NACE			7	4,244,419	
b CARS			7	192,520	
c AutoInc. Magazine	511120	229,121			163,003
d					
e					
f Medicare/Medicaid payments					
g Fees and contracts from government agencies					
94 Membership dues and assessments					1,558,302
95 Interest on savings and temporary cash investments			14	217,977	
96 Dividends and interest from securities					
97 Net rental income or (loss) from real estate					
a debt-financed property					
b not debt-financed property					
98 Net rental income or (loss) from personal property					
99 Other investment income			15	436,916	
100 Gain or (loss) from sales of assets other than inventory					
101 Net income or (loss) from special events					
102 Gross profit or (loss) from sales of inventory	453000	39,030			
103 Other revenue					
a					
b					
c					
d					
e					
104 Subtotal (add columns (B), (D), and (E))		268,151		5,091,832	1,721,305
105 Total (add line 104, columns (B), (D), and (E))					7,081,288

Note: Line 105 plus line 1e, Part I, should equal the amount on line 12, Part I

Part VIII Relationship of Activities to the Accomplishment of Exempt Purposes (See the instructions.)

Line No.	Explain how each activity for which income is reported in column (E) of Part VII contributed importantly to the accomplishment of the organization's exempt purposes (other than by providing funds for such purposes)
▼	See Statement 14

Part IX Information Regarding Taxable Subsidiaries and Disregarded Entities (See the instructions.)

(A) Name, address, and EIN of corporation, partnership, or disregarded entity	(B) Percentage of ownership interest	(C) Nature of activities	(D) Total income	(E) End-of-year assets
N/A	%			
	%			
	%			
	%			

Part X Information Regarding Transfers Associated with Personal Benefit Contracts (See the instructions.)

- (a) Did the organization, during the year, receive any funds, directly or indirectly, to pay premiums on a personal benefit contract? Yes No
- (b) Did the organization, during the year, pay premiums, directly or indirectly, on a personal benefit contract? Yes No

Note: If "Yes" to (b), file Form 8870 and Form 4720 (see instructions)

Part XI

Information Regarding Transfers To and From Controlled Entities. Complete only if the organization is a controlling organization as defined in section 512(b)(13).

106 Did the reporting organization make any transfers to a controlled entity as defined in section 512(b)(13) of the Code? If "Yes," complete the schedule below for each controlled entity	Yes	No
		X

	(A) Name, address, of each controlled entity	(B) Employer ID Number	(C) Description of transfer	(D) Amount of transfer
a				
b				
c				
Totals				

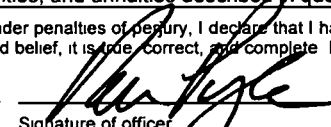
107 Did the reporting organization receive any transfers from a controlled entity as defined in section 512(b)(13) of the Code? If "Yes," complete the schedule below for each controlled entity	Yes	No
		X

	(A) Name, address, of each controlled entity	(B) Employer ID Number	(C) Description of transfer	(D) Amount of transfer
a				
b				
c				
Totals				

108 Did the organization have a binding written contract in effect on August 17, 2006, covering the interest, rents, royalties, and annuities described in question 107 above?	Yes	No

Please Sign Here

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.

Signature of officer:  Date: 4/25/08

Type or print name and title: **Ron Pyle** **President**

Paid Preparer's Use Only	Preparer's signature: C. R. Parr, Jr.	Date: 4/16/08	Check if self-employed: <input type="checkbox"/>	Preparer's SSN or PTIN (See Gen Instr X): P00080650
	Firm's name (or yours if self-employed), address, and ZIP + 4: C. R. Parr & Associates, P.C. PO Box 54869 Hurst, TX 76054-4869	EIN: 90-0125399	Phone no: 817-788-6790	