

# ShopTalk



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April 2014

## ATI SuperConference 2014 Award Winners



### SuperConference 2014

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Date \_\_\_\_\_

### Our mission at ATI is to drive Profits and Dreams home for our clients, their businesses and their families.

It's all about driving sales and margins to maximize profitability, all the while delivering an exceptional customer experience.

This year, ATI recognized the hard work and passion that goes into being the **Best of the Best** with a full lineup of high achievement awards. All awards were presented at the SuperConference 2014 Awards Banquet in Puerto Rico, March 15, 2014.

#### ATI's Top Shops

At ATI, we have always recognized high achievers. Starting with the Top 150 shops from all over North America, we reduced the list of qualifiers to 75, then to 50, then to 25 (with an 8-way — and unprecedented — tie for 25th place) and, finally, to the Top 12 Shops.

From those Top 12, our Top Shop 2013 was chosen.

#### Top Shop 2013 Winner

Al and Danielle Torcini, Plymouth Auto & Tire Center

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# ATI SuperConference 2014 Award Winners

## Top 12 Shops 2013 Winners

Accurate Automotive	Lee & Kelli Weatherby	Mesa AZ
European Auto Solutions	Tim Allen, Scott Penny & Ed Owen	Waltham MA
George's Sierra Shell	Doug Whiteman	Fontana CA
Haglin Automotive Inc.	Dana & Judi Haglin	Boulder CO
Hillmuth Automotive - Clarksville	Doug Hillmuth, Billy Hillmuth Jr & Billy Hillmuth III	Columbia MD
Murphy's Autocare Inc.	Dave & Jan Murphy	Beavercreek OH
Performance Plus	Greg & Patti Budwine	Colorado Springs CO
Plymouth Auto & Tire Center	Al & Danielle Torcini	Plymouth Meeting PA
Quality Motors	Mike Leeches	Laguna Niguel CA
Rob'e Mans Automotive Service	Eddie Cleveland	Birmingham AL
Taylor Company BMW	Bruce Taylor	Pomona CA
Uncle Dave's Auto Repair	Dave Steward	Memphis TN

## Humanitarian of the Year Award

**ATI's Humanitarian of the Year award is different from all others.**

This award is not about the numbers or Key Performance Indicators of any kind. This award is about people – people giving to others less fortunate and people who are thankful for what they have received for their passion and hard work.

Previous winners of this award have donated their time and manpower building homes for the homeless and hospitals in third-world countries. They have donated their time and cash to develop and mentor youth education programs in their neighborhoods. They have donated their time – and their hearts – to many in need.

The winner of this award was chosen from a list of finalists by ATI clients, live at SuperConference 2014 in Puerto Rico.

### Winner

Tom Lapham, Auto Stop

### Humanitarian of the Year Award Nominees

Accurate Automotive	Lee & Kelli Weatherby	Mesa AZ
Auto Stop	Tom Lapham	Arlington VA
Haglin Automotive Inc.	Dana & Judi Haglin	Boulder CO
Kens Muffler Shop Inc.	Scott & Julie Melbye, Bob Jensen	Fort Collins CO
Murphy's Autocare Inc.	Dave & Jan Murphy	Beavercreek OH
Precision Auto	Bud & Jackie Wildman	Germantown MD



## Re-Engineering Individual Awards

### Best Service Sales Winner

Jeremy & Jeana Babcock, Babcock Auto Care LLC

The winner of this award is the Re-Engineering client that has the Best Service Sales (parts, shop supplies, labor, and sublet).

### Most Improved Service Sales Winner

John Crowder, Bradham Auto Electric Service Inc.

The winner of this award is the Re-Engineering client that had the Most Improved Service Sales (parts, shops supplies, labor, and sublet).

### Best Tire Sales Winner

Brian LaPerle, Northern Tire Company

The winner of this award is the Re-Engineering client that had the Best Tire Sales.

### Most Improved Tire Sales Winner

Jason Meyer, M & J Tire

The winner of this award is the Re-Engineering client that had the Most Improved Tire Sales.

### Best Gross Profit Margin Winner

Rod Schindler, Rod's Japanese Auto Care

The winner of this award is the Re-Engineering client that had the Best Gross Profit Margin.

### Most Improved Gross Profit Margin Winner

Andrew & Rachel White, A & R Complete Auto Care

The winner of this award is the Re-Engineering client that had the Most Improved Gross Profit Margin.

## Alumni Individual Awards

### Best Service Sales (Large Volume) Winner

Mike Brewster, Gil's Garage

The winner of this award is the Alumni client that had the Best Service Sales (parts, shop supplies, labor, and sublet) in a large volume shop.

### Best Service Sales Winner

Rodger Cochran, Grassland Car Care

The winner of this award is the Alumni client that had the Best Service Sales (parts, shop supplies, labor, and sublet).

# ATI SuperConference 2014 Award Winners

## Best Tire Sales (Large Volume) Winner Steve Millar, Hiway Tire Company

The winner of this award is the Alumni client that had the Best Tire Sales in a large volume shop.

## Best Tire Sales Winner Wayne Moser

The winner of this award is the Alumni client that had the Best Tire Sales.

## Best Gross Profit Margin (Large Volume) Winner

Ron & Sheila Kissane, All A's Automotive & Transmission Repair

The winner of this award is the Alumni client that had the Best Gross Profit Margin in a large volume shop.

## Best Gross Profit Margin Winner

Peter & Karen Donald, Donald Auto Repair

The winner of this award is the Alumni client that had the Best Gross Profit Margin.

## 20 Group Awards

### Best Gross Profit Winner

Group 11 – Profit Force

The winner of this award is the 20 Group that had the Best Gross Profit Margin.

### Most Improved Gross Profit Winner

Group 10 – Nothin' but NET

The winner of this award is the 20 Group that had the Most Improved Gross Profit Margin.

## Best 20 Group Member Winner Dave & Jan Murphy

The winner of this award is the 20 Group Member that had the best attendance and contribution to their group.

## 20 Group Loyalty & Commitment Award Winner

MasterMind

The Loyalty & Commitment Award is given to the 20 Group that has demonstrated, as a group, that they best embraced the challenge of working together and that they were willing to make their fellow group members the utmost priority.

They put in time for things like pre-work and follow-up, ultimately ensuring everyone on the team walked away from meetings with real solutions to solve the everyday problems we all face managing the shop.

As the saying goes, "showing up is half the battle."

The members of this team fought that battle, refusing to allow distractions to keep them from achieving their goal. They juggled their schedules, they sat in airports and they got it done!!!



## Sam's Corner

### Mike's KARS Inc. Makes ASA's Top Ten Websites



ASA picked one of our own from 150 entries and published the Top Ten Websites in *AutoInc.* magazine this month. Congratulations to Mike and Shelle Bennett from Mike's KARS

Inc. The website has "strong content to convince any visitor to choose them to service their car. The scrolling reviews are perfectly placed, and there's even a button to submit your own review." Not only do Mike and Shelle have an exceptional website including a staff page with pictures and personal bios, they also have a great Facebook page and Google+ page. Mike and Shelle work to keep their posts on Facebook and Google+ personal and intriguing, using social media to bring traffic and potential customers to their website. Congratulations, Mike and Shelle, keep up the great work!

*C. L. Frederick*  
-Chubby



## Fitness Matters A Series by Gary Siegel, Fitness Matters Gym

### The Benefits of Stretching – Part 2

One of the nice things about stretching is that it can be done almost anywhere, at almost any time and in varying degrees of intensity – from full-on yoga poses to flexing neck, ankle, hand and finger muscles right at your desk.



#### 3. Stretching improves balance and coordination.

Stretching improves flexibility. And flexibility enhances balance and coordination, which lowers your risk for falls.

#### 4. Stretching helps alleviate lower back pain.

Stiff and tight muscles in the lower back, hamstrings, hips and buttocks often translate to lower back pain. Stretching these muscles will alleviate the pain naturally.

#### 5. Stretching may help improve cardiovascular health.

Recent studies have found that stretching can both improve artery function and lower blood pressure.



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## SuperConference 2014

ATI would like to graciously thank our sponsors and trade show participants




### Trade Show Participants

Autoshop Solutions	Kukui
AutoVitals, Inc.	Leasing Strategies, Inc.
Brakes for Breasts	Leading Ladies 20 Group
Bolt On Technologies	MechanicNet Group, Inc.
CARQUEST	Mitchell 1
CustomerLink	Moving Targets
C.W. Taylor Online	Mudlick Mail Company
Marketing	NAPA
Demandforce	Paar, Melis, & Associates P.C.
Fitness Matters	Repair Pal
Hot Rod Processing	R.O. Writer
The Hybrid Shop	The Sato Project

# Your Available Training Programs for May and June 2014

## May 2014

Monday Tuesday Wednesday Thursday Friday Saturday/Sunday

		<b>1 Shop Owner</b> 2 of 9	<b>2 Shop Owner</b> 3 of 9	3/4
		<b>20 Group Irvine</b>	<b>20 Group Irvine</b>	
		<b>20 Group Phoenix</b>	<b>20 Group Phoenix</b>	
		<b>Money Masters</b>	<b>Money Masters</b>	
<b>5 Master Mind</b>	<b>6 Master Mind</b>	7	<b>8 20 Group Potomac</b>	<b>9 20 Group Potomac</b>
<b>Service Advisor</b> 1 of 4	<b>Service Advisor</b> 2 of 4		<b>California Service Advisor</b> 3 of 4	<b>California Service Advisor</b> 4 of 4
12	13	<b>14 Shop Owner</b> 4 of 9	<b>15 Shop Owner</b> 5 of 9	<b>16 Shop Owner</b> 6 of 9
<b>19 Service Advisor</b> 3 of 4	<b>20 Service Advisor</b> 4 of 4	<b>21 20 Group Baltimore Chesapeake &amp; Patapsco</b>	<b>22 20 Group Baltimore Chesapeake &amp; Patapsco</b>	23
<b>20 Group Leading Ladies</b>	<b>20 Group Leading Ladies</b>			
<b>26 Memorial Day</b>	27	<b>28 Shop Owner</b> 7 of 9	<b>29 Shop Owner</b> 8 of 9	<b>30 Shop Owner</b> 9 of 9
				31

## June 2014

Monday Tuesday Wednesday Thursday Friday Saturday/Sunday

					1
<b>2 Service Advisor</b> 1 of 4	<b>3 Service Advisor</b> 2 of 4	<b>4 Shop Owner</b> 1 of 9	<b>5 Shop Owner</b> 2 of 9	<b>6 Shop Owner</b> 3 of 9	7/8
9	10	11	<b>12 Service Manager</b> 1 of 2	<b>13 Service Manager</b> 2 of 2	14/15
16	17	<b>18 Shop Owner</b> 4 of 9	<b>19 Shop Owner</b> 5 of 9	<b>20 Shop Owner</b> 6 of 9	21/22
<b>23 Service Advisor</b> 3 of 4	<b>24 Service Advisor</b> 3 of 4	25	<b>26 Peak Performers</b> 1 of 2	<b>27 Peak Performers</b> 2 of 2	28/29
<b>16 Service Advisor</b> 1 of 4					

### 20 Group Key

Potomac 20 Groups	Baltimore Group 14	20 For The Money
Chesapeake 20 Groups	Rollin' In Dough	Score For More
Patapsco 20 Groups	European Imports	Back In Black
	Profit Force	20/20 Vision
		Nothin' But Net

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