ATTI's Top Shop Quest Continues:
Second and Third Round Picks Are In!
By Bryan Stasch, Vice President

After announcing ATI Top 150 Shops last month, we have been working diligently to identify the Top Shops. The Competition gets tougher every year as shop continue to improve their performance. Keep an eye out to see who makes the next cut. Then, at SuperConference 2015, we will announce our Top 12 winners representing the very best ATI shops in North America.

2nd Round

A & H Automotive
James Holland
Del City
OK

Accurate Automotive
Lee Weatherby
Mesa
AZ

AG Diesel
Cameron Tormanen
Portland
OR

All Around Auto Care
Skeet Hartman
Westminster
CO

Auburn Foreign Car Repair
Greg Hochhalter
Auburn
WA

Auto Stop 1
Tom Lapham
Arlington
VA

Ayers Automotive
Robert Ayers
Santa Barbara
CA

Babcock Auto Care, LLC
Jeremy Babcock
Rochester
MN

Bennett's Automotive
James Bennett
Smyrna
TN

BG Automotive Inc.
Bryan Gossel
Fort Collins
CO

BMW Excelservice
Stephane Grabina
Rockville
MD

Bob's Main St. Auto & Towing
Bill Rate
West Bend
WI

Bradhams Auto Electric
John Crowder
Alexandria
VA

B & W Automotive
John Eichler, Jr.
Reisterstown
MD

Brown Motor Works
Keith Huggins
Columbia
SC

Burke Center Automotive
Chris Burr
Burke
VA

Cardinal Plaza Shell
Scott Brown
Springfield
VA

Carmeian's Import Service
Carmine Cupani
Kernersville
NC

Conant Automotive, Inc.
Joe Conant
Stoughton
WI

Crabtree Automotive Inc.
Tim Connaghan
Albany
OR

D'Avico Auto Repair, Inc.
John D'Avico
Wayne
PA

East Ridge Transmission
Don Britton
Chattanooga
TN

European Auto Solutions
Tim Allen
Waltham
MA

Ferber's Tire & Auto Service, Inc.
Robert Ferber
Ashland
VA

Fifth Gear Automotive
Bill Bernick & Rick Jordan
Levisville
TX

Frank's Servicenter
Frank Dischinger III
Southampton
PA

George's Sierra Shell
Doug Whiteman
Fontana
CA

German Auto Works
Steve Sanders
St Louis Park
MN

Good Works Auto Repair, LLC
Glen Hayward
Tempe
AZ

Haglin Automotive, Inc.
Dana Haglin
Boulder
CO

Hanover Lube & Brake Center, Inc.
Dean Wright
Hanover
PA

High-Tech Auto & Truck Center
Carl Kessler
Chantilly
VA

Hillmuth Certified Automotive
William Hillmuth
Columbia
MD

Hillmuth Certified Automotive
Doug Hillmuth
Clarksville
MD

Hillside Auto Repair
David Carney
Torrance
CA

Hogan & Sons, Inc.
John, Philip & Susan Hogan
Fairfax
VA

Continued inside
**Round 2 cont.**

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<td>Tam Truong</td>
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<td>Mike Dehart</td>
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**3rd Round**

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**Revolution Mercedes-Benz Spec**

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“**I’m after a longer dipstick. This one doesn’t reach the oil anymore.**”

![CAR SPARES](image)
Why do we have employees? That may sound like a silly question but it really isn’t. The obvious answer is to deliver the product we sell. That could be food, clothes, household items, electronics or even automotive service. But that is not what I’m asking. Why do we really have employees? Most business owners don’t realize this, but if you are in the service business you do not sell tangible items. The product you sell is not the food, clothes, household items, electronics or even automotive service. The product you sell is you! Zappos doesn’t sell shoes, they sell Zappos. Apple doesn’t sell computers. They sell Apple. Wegmans doesn’t sell groceries, it sells Wegmans. I can buy shoes anywhere, so why are Zappos customers so loyal? Doesn’t the same apply to thousands of companies worldwide? If you think about it, there are standout companies in your life too. What are they and why do they stand out to you? Is it the product or the experience that really makes the difference? Now don’t get me wrong, I think it goes without saying that you must have a good or even a great product, but to be the standout in your industry (or even your neighborhood) you must deliver an exceptional experience.

Why You Should Eliminate Your “Employees” Geoff Berman, ATI Coach

I think I would be hard pressed to find someone that would disagree if I said that Walt Disney was a creative genius and a visionary. But what if I said he was also someone that understood people and that “it takes a village.” Clearly he could not have created his empire alone. There are no employees at Disney. They are all “cast members.” If you think about it, it is such a simple thing but genius at the same time. The impact it has had on the company’s growth is immeasurable. Think about what Disney sells. It sells Disney. The entire time you are in one of their parks you are part of a production that is carefully orchestrated to enhance your experience. He has figured out how to relate what employees do, back to the mission of the company. Staff feels better about the role they play, and they intrinsically want to fulfill that role. They don’t want to be the one dancer in the group that falls and the entire group fails as a result. They are not just an employee. It’s bigger than that.

Your Employees Sell YOU
This is why we have employees. To deliver our product, or said better — to deliver us. The titles your staff members have are expressions of your corporate personality and culture. These titles should focus on results, not tasks, and should tie into the mission of your business. That mission should in some way incorporate “making people happy” and delivering an experience that is unmatched. Delivering this new product starts with you, the business owner, and gathering the team that believes what you believe. I read online recently that there is an automotive company in Illinois called Mid America Motorworks. They sell after-market parts for Corvettes and Volkswagens. Maybe you have heard of them. Mike (the owner) calls himself the Chief Cheerleader. How cool is that. He does not look at himself as the owner. He sees his position as the motivator, and the title he has keeps him focused on his real job. Do you think this company has happy cast members? Do you think they focus on delivering an exceptional experience? Do you think they sell themselves every day?

Inspiring Job Titles
Consider this: our own beloved Vicky here at ATI. She is the Director of First Impressions. Isn’t her job really to be friendly and comfortable around people? To make your stay here with us the best it can possibly be? So to call her a receptionist doesn’t capture the essence of what she really does. In fact, there is a stereotype that comes from being a receptionist, which could actually create the exact opposite impression of what we want from that position. “Clearly you can see the difference.” Inspiring and unique job titles can make you appear forward-thinking and innovative, and will appeal to people who want to feel creative and inspired. Isn’t that the person you want to attract to your business? Here are a few examples of what I’m suggesting here.

• Instead of “Business development,” consider “Creator of opportunities”
• Instead of “Business consultant,” consider “Business therapist”
• Instead of “Receptionist,” consider “Director of first impressions”
• Instead of “Business owner,” consider “Chief cheerleader” or “Creative superhero”
• Instead of “Recruiter,” consider “Director of talent and acquisition”
• Instead of “Counselor,” consider “Concierge captain”
• Instead of “Service advisor,” consider “Concierge captain”
• Instead of “Shuttle driver,” consider “Director of first impressions”
• Instead of “Client advocate”   Thank you, Damian Shaw
• Instead of “Service manager,” consider “Communications ambassador”
• Instead of “Gas pumper,” consider “Petroleum transfer engineer” Thank you, Mike Zalis

It really isn’t that hard if you give it some thought. What can you come up with? Include your staff. What do they think their title should be? Email me your ideas; I’d love to hear them and add them to my list. gberman@autotraining.net
**Sam’s Corner** by Chubby Frederick

**SuperConference 2015**

Is Sold Out!

Just when I thought “Who would want to go to a desert in March?” it became evident that a lot of ATI Alumni certainly did want to! We have had a waiting list since the third quarter of 2014 and have been scrambling to find extra rooms in Palm Springs. Many California clients have been singing the praises of the weather there for years; however, I couldn’t figure out how to go fishing there, so this is our first time!

**Optional Activities**

My guess is my wife will be boarding one of our luxurious motor coaches and be swept away for an evening full of fun at the Agua Caliente Casino. You see, she has a fool-proof way of winning every time in a casino, which I have witnessed on more than one occasion. She starts with 100 bucks of her own money and when she wins she puts all the winnings in her purse. She likes the dollar slots! Then when she runs out of her money, she borrows more from me. However, she barters the payback and I can’t remember for the life of me what I get in return. If casinos are not your cup of tea, be sure to visit The Steakhouse, which is a Wine Spectator award-winning restaurant. There are also two casual restaurants, The Lounge and, for live piano, visit Rendezvous.

If you are not afraid of heights (which I am seriously afraid of), there is the Palm Springs Aerial Tramway, which is one of the most unique attractions on earth. These tram cars rotate on an exciting 10-minute excursion from an elevation of 2,643 feet to 8,516 feet. The temperature at the top is 30 degrees cooler, and you will pass through the Mexican Sonoran Desert to an Alpine wilderness. There’s just not enough Scotch in California to get me up there, but you have a good time!

Last but not least, sign up for the San Andreas Fault Jeep Tour (this one will work for me!). Witness the tremendous forces of nature that have created amazing steep-walled canyons and some of the most twisted and tormented landscapes on earth. Here you can learn about earthquakes and the geology of the San Andreas Fault during this fun-filled and educational tour. So sign up for the optional events early because there will be almost twice as many ATI Alumni attending this year as in previous years. Oh, I almost forgot! Join me in thanking all the ATI associates that have made this event so successful over the last 13 years by listening to your requests and making SuperConference the premiere ATI event of the year!

Thank you, —Chubby