## Quest for Excellence 2014

### ATI “Best of the Best”

Our coaches have been working diligently to identify their individual top clients, yielding a list of 150 highly qualified contenders.

Of these, our management team and review board will do close comparisons of how each shop stacks up in all aspects of the ATI program and overall business performance.

From these original picks, we will have three additional cuts (see schedule below) that will determine the Top 25 finalists.

Then, at SuperConference 2015, we will announce our Top 12 finalists representing the very best ATI shops in North America.

### Shop Name | Shop Owner | Shop Location
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12th Street Auto Repair Center | Chad Kaemning | Sioux Falls, SD
A & H Automotive | James Holland | Del City, OK
A & L Tire Company | Mike McGee | Ridgecrest, CA
Accurate Automotive | Lee & Kelli Weatherby | Mesa, AZ
Active Green & Ross—AJAX | Sid Spencer | Ajax, ON
Active Green & Ross—Barrie | Doug Moody | Barrie, ON
Active Green & Ross—Pick | Sid Spencer | Pickering, ON
AG Diesel | Cameron Tomanen | Portland, OR
All Around Auto Care | Skeet & Jill Hartman | Westminster
Anytime Road Service & Repair | Brian Pender | Beaver, UT
Auburn Foreign Car Repair | Greg Hochhalter | Auburn, WA
Auto Check | Jim Manouchehri | Missouri City, TX
Auto Europa | Andrew Farrar | Naples, FL
Auto Stop 1 | Tom Lapham | Arlington, VA
Ayers Automotive | Robert & Nikki Ayers | Santa Barbara, CA
Babcock Auto Care, LLC | Jeremy Jean Babcock | Rochester, MN
Bast Tire & Auto Service | Wayne Moser | Waterloo, ON
Beck Automotive | Ben Briggeman | Franklin, IN
Bennett’s Automotive | James & Leigh Bennett | Smyrna, TN
BG Automotive Inc. | Bryan & Cendi Gossel | Fort Collins, CO
Big A Auto Sales Parts & Service | Dan & Kerry Reavis | Dubuque, IA
Big O Tire #70—Petaluma | Randy Scott | Petaluma, CA
Big O Tires—Store #5177 | Paul McKellar | San Leandro, CA
Blue Valley Tire & Auto Service | Bill Oades | Lewes, KS
BMW Excluservice | Stephanie Giabina | Rockville, MD
Bobs Main Street Auto & Towing | Bill & Laurie Rate | West Bend, WI
Bradham Auto Electric | John & Claudia Crowder | Alexandria, VA
Bransfield Motor Co. | John Eichler Jr. | Reisterstown, MD
Bridgetown Automotive | Chris Ryser | Portland, OR
Brown Motor Works | Keith Huggins | Columbia, SC
Burke Center Automotive | Chris Burr | Burke, VA
C & M Auto Service | Craig & Monica Courtney | Morgan Hill, CA
Campus Automotive | Matt & Jessica McMurray | Blacksburg, VA
Campus Exxon | John & Claudia Crowder | Reisterstown, MD
Carbondale Car Care, Inc. | James Wheeler | Carbondale, CO
Cardinal Plaza Shell | Scott & MaryBeth Brown | Springfield, VA
Carmine’s Import Service | Carmine Cupani | Kernersville, NC
Centerville Service Center, Inc. | Ben Forshee | Centerville, OH
Community Car Care | Scott & Debbie Fleckinger | Alexandria, KY
Continued on page 2
We're excited to introduce you to our SuperConference 2015 Charity, Christopher's Clubhouse.

Mika Moulton founded Christopher's Clubhouse after tragedy struck her own family. Her son, Christopher, was abducted at the age of 10 by a repeat offender and his body was found eight days later. Mika had talked to her children about strangers, but she had never taught them what to do if they were ever approached or grabbed.

Mika and her incredible team of volunteers visit local schools and conduct their “Always Be Safe” Assemblies for thousands of local children every year. They also provide multiple day in-depth training that includes internet safety, safe and unsafe touching and realistic self-defense tactics for children, women and people with special needs.

Christopher’s Clubhouse is dedicated to protecting the most vulnerable among us. They never turn away groups or families.

With the support of our ATI Family, we can ensure that Christopher's Clubhouse has the ability to expand its programs. We could help deliver education to elementary school children so they have the tools to fight off a stranger that grabs them while they are out riding their bike, or help a young lady, new to college, avoid being sexually assaulted — and ensure that one less family will have to face an inconceivable tragedy.

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It All Comes Down to the Presentation

By George Zeeks, Team Leader/Coach

You may or may not know that I recently had an incident that required the assistance of a health service professional, a doctor. Although debatable, it has been said that I am opinionated, stubborn and not very trusting. This applies to all facets of my life, including dealing with the health care industry. I usually refuse to go to the doctor unless blood or bone exposure is involved, or until my wife makes me. This latest event is a precautionary tale for all of us from two different points of view. One, be too stubborn and you can end up dead. Two, everything comes down to the presentation if you want people to do something that they may not want to do.

Let’s start at the beginning. Sunday night. My chest is a little tight and uncomfortable — must be indigestion. Good night.

Monday morning. Tightness in my chest begins around 11:30 a.m. Tightness evolves into pain. Left arm hurts and is numb at the same time, strange. Pain is in my neck going up into my jaw. I know what this could be; it has all the classic symptoms. Then again, it’s been stressful lately so that must be it. Denial is running at the head of the pack right now. I casually mention to a co-worker what is going on, since they asked. Apparently, my normal “happy with the world” look has changed slightly. I refuse 911; I will just drive down there myself. Mike Haley, who is very large, threatens me with more pain if I don’t allow him to drive. We take my car so I can have a cigarette or two, on the way.

Once we arrive at the emergency room, mention chest pain, andickey-split, I’m in the back getting worked on. I highly recommend this technique if you don’t feel like waiting! EKG comes back OK, no problems with your humble narrator. Blood gets taken. Then more blood and even more blood. I begin to feel like I’m the all-you-can-eat buffet at the Vegas Vampire convention. Blood test comes back with very vague, dubious results. It could be, might be the beginning of a possible something. We need to wait and test again. I’m on Google, ’cause I’m no dummy, and I start checking what the readings should be if something is REALLY going on. Readings come back a second time and they are within the questionably OK range that the Google gods have provided me. Not so sure at this point and I’m feeling much better. Probably because of the lowering of my blood pressure due to blood loss from all the tests. Maybe they had something right back in the Middle Ages with those leeches.

Now, to the point of this long-winded story: the doctor comes in to give me the news. Remember, I’m feeling OK now and even slightly stupid since nothing is really wrong. The doctor then says and I quote, “We would LIKE to keep you overnight for SOME observation.” The first thing that goes through my mind is that they have empty spaces and they need to bump up the number of beds filled for the night. This guy is trying to sell me an overnight stay and there is no pool or bar. I can’t smoke in my room, like every other hotel in Maryland, and the room-service food is not very good. Even by my lowbrow, blue-collar, add hot sauce to it and it’ll be OK, taste buds.

At this point I did what any of you out there would do (?), I replied “No thanks.” Keep in mind that everyone is always selling something. In this case, the doctor is selling health care and I’m a reluctant buyer. The pitch was weak. I wasn’t sure of the need or the urgency of his care, so I declined. I’m not sure if he had ever heard the word “no” before. He was better looking than I am and there is no doubt that he makes more money than I did at his age, so maybe that has something to do with it, I just don’t know. The point is that he was shocked and didn’t know what to say. I guess he never had to overcome an objection to his sales pitch before. He just mumbled a weak “Well you’ll have to sign some papers that you’re leaving against medical advice.” “Show me the paper and I’ll be on my way.” I said. Before you can say “Gotta light?” I’m out the door engaging in one of my many self-destructive behaviors and on my merry way.

I say all of the above to say this: you have to make sure you have your presentation down. It’s gotta make sense and your customer has to understand the importance of what you are saying. If you have ever heard “I know I need brakes, but do I need them right now?” Then you need to work on your skills, just like my young doctor. The time to practice is not on your patients/customers. You have to put the time in before the moment of truth comes.

By the way, my wife is a nurse and she is so mad at me she can’t speak. My daughter is a nurse and she proceeds to berate me on the phone and in social media. I haven’t been told “You’re so stupid!” this many times since high school. The final straw comes five hours later when, you guessed it, I’m wide awake in my bed. My wife has her best “I told you so” face on and I’m in some really serious pain now. The elephant is on my chest like never before. He was better looking than I am and there is no doubt that he makes more money than I did at his age, so maybe that has something to do with it, I just don’t know. The point is that he was shocked and didn’t know what to say. I guess he never had to overcome an objection to his sales pitch before. He just mumbled a weak “Well you’ll have to sign some papers that you’re leaving against medical advice.” “Show me the paper and I’ll be on my way.” I said. Before you can say “Gotta light?” I’m out the door engaging in one of my many self-destructive behaviors and on my merry way.

Remember, it will take most owners five years to prepare a successful exit and during that time something could happen to create an unplanned exit. In this case we need a backup plan for the continuation of ownership, the family’s loss of financial resources and the effect on employees and customers of losing you!

Next in this course we will identify the successors, determine the mentoring process, create an organization chart, create job descriptions and create the metrics of performance for each role. Then we move on to operations, designing budgets, creating a second check signer, documenting critical banking information, planning for tax time, marketing and documentation of all business debt and lines of credit.

All of this takes place with the help of your team, so we will identify who is on your succession team. It starts with your ATI coach, who knows your business and how you built it. Then an exit planning advisor to ask the right questions to provide the right direction for you and your family. A financial/insurance professional for estate planning. Your CPA and, if you are selling to a third party, a transaction attorney.

Don’t let all this scare you away from starting on this project. This is a five-year process that needs to start immediately if you want to retire in five years. The toughest journey for a leader is succession and we are here to help you get started. So, call Julie at ext. 9156 and schedule yourself for this three-day class on February 18, 19 and 20. Your family and employees will really thank you some day for investing the time!
### January 2015

**Monday** | **Tuesday** | **Wednesday** | **Thursday** | **Friday** | **Saturday/Sunday**
---|---|---|---|---|---
5 | **Service Advisor** 1 of 4 | 6 | **Service Advisor** 2 of 4 | 7 | **Shop Owner** 1 of 9 | 8 | **Shop Owner** 2 of 9 | 9 | **Shop Owner** 3 of 9 | 10/11 |  
12 | **Shop Owner** 4 of 9 | 13 | **Shop Owner** 5 of 9 | 14 | **Shop Owner** 6 of 9 | 15 | **Advanced Sales** 1 of 2 | 16 | **Advanced Sales** 2 of 2 | 17/18 |  
19 | **M.L. King Jr. Day** | 20 | **Service Advisor** 3 of 4 | 21 |  | 22 | **California Service Advisor** 1 of 4 | 23 | **California Service Advisor** 2 of 4 | 24/25 |  
26 | **Master Mind Denver** | 27 | **Master Mind Denver** | 28 |  | 29 |  | 30 |  | 31 |  

### February 2015

**Monday** | **Tuesday** | **Wednesday** | **Thursday** | **Friday** | **Saturday/Sunday**
---|---|---|---|---|---
2 |  | 3 |  | 4 | **Shop Owner** 1 of 9 | 5 | **Shop Owner** 2 of 9 | 6 | **Shop Owner** 3 of 9 | 7/8 |  
9 | **Service Advisor** 1 of 4 | 10 | **Service Advisor** 2 of 4 | 11 | **Service Advisor** 3 of 4 | 12 | **Shop Owner** 7 of 9 | 13 | **Shop Owner** 8 of 9 | 14/15 | **Valentine’s Day** |  
16 | **President’s Day** | 17 |  | 18 | **Shop Owner** 4 of 9 | 19 | **Shop Owner** 5 of 9 | 20 | **Shop Owner** 6 of 9 | 21/22 |  
23 | **Service Advisor** 3 of 4 | 24 | **Service Advisor** 3 of 4 | 25 |  | 26 | **Service Manager** 1 of 2 | 27 | **Service Manager** 2 of 2 | 28 |  

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**SuperConference 2015**

**Charity Selection**

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**Learn more about Christopher’s Clubhouse**

Go to [www.christophersclubhouse.org](http://www.christophersclubhouse.org) to watch a video in which Founder and Executive Director of Christopher’s Clubhouse, Mika Moulton, talks about the origins of the nonprofit and the services it offers to young children to enhance their awareness of the world around them.

You can also learn more at [www.christophersclubhouse.org](http://www.christophersclubhouse.org) and on Facebook at [www.facebook.com/ChristophersClubhouse](http://www.facebook.com/ChristophersClubhouse)

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