

ShopTalk



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April 2013

ATI SuperConference 2013 Award Winners

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 2013 Awards Banquet in Scottsdale, Arizona, March 16, 2013.

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 2012** was chosen.

Top Shop 2012

Winner: Lee & Kelly Weatherby – Accurate Automotive – Mesa, AZ

Top 12 Shops 2012

Our Winners:

Accurate Automotive	Lee & Kelly Weatherby	Mesa	AZ
Bobs Main Street Auto & Towing	Bill & Laurie Rate West Bend	West Bend	WI
Grassland Car Care	Rodger Cochran	Franklin	TN
Haglin Automotive, Inc.	Dana & Judi Haglin	Boulder	CO
Hillmuth Certified Automotive – Clarksville	Doug & Bill Hillmuth	Clarksville	MD
Performance Plus	Greg & Patti Budwine	Colorado Springs	CO
Plymouth Auto & Tire Center	Al Torcini	Plymouth Meeting	PA
Richfield Service	Phil Thoma, Tom Helmers	Richfield	WI
Rieger Motor Sales	Kirk Edelman	Forrest	IL
Rob'e Mans 2	Eddie Cleveland	Birmingham	AL
Rob'e Mans Auto Service	Eddie Cleveland	Birmingham	AL
Walt Eger's Service Center	Walt Eger	Severn	MD

Humanitarian of the Year Award

Winner: Tom Lapham – Auto Stop – Arlington, VA

Humanitarian of the Year Award Nominees

Auto Stop	Tom Lapham	Arlington	VA
Haglin Automotive, Inc	Dana and Judi Haglin	Boulder	CO
Bob's Main Street Auto & Towing	Bill & Laurie Rate	West Bend	WI
ARS Fleet	Patrick Connell	Newport	DE
Silver Lake Auto	Dan Garlock	Oconomowoc	WI
Performance Plus	Greg & Patti Budwine	Colorado Springs	CO
Hillmuth Automotive	Doug & Bill Hillmuth	Gaithersburg	MD
European Auto Solutions	Tim Allen, Ed Cowen, Art Aucoin, & Scott Penny	Waltham	MD

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 2013 in Scottsdale.



Congratulations to our President's Club winners – ATI's Best of the Best 2012

Dan Kelly, Bill Hunter, Jason Hawkins, Steve Privette, Brian Hunnicutt, Phil Baum, Mike Haley, Kevin Myers, Rick Johnson, Bryan Stasch, George Zeeks and Randy Somers

SuperConference 2013

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



Trade Show Participants

AutoServe1
Autoshop Solutions
AutoVitals, Inc.
CARQUEST
C.A.S. of New England
CustomerLink
C.W. Taylor Online Marketing
Demandforce
First Systems & Resources
Fitness Matters
Hunter Engineering Company
Leasing Strategies, Inc.

MechanicNet Group, Inc.
Mitchell 1
Moving Targets
Mudlick Mail Company
NAPA
Paar, Melis, & Associates P.C.
Reigning Grace Ranch
Repair Pal
R.O. Writer
Royalty Rewards
XCELHR

Cookies!! Greg and Caleb Wray Motor Motion Auto & RV Care, Modesto, CA



What to do. I have my grandma make homemade chocolate chip cookies (it is very important that they are homemade, though the dough can be store bought). We use gallon containers of chocolate chip cookie dough from Costco. As long as they are baked at home and fresh when delivered, people have the same reaction as if they were made from scratch. We then shrink-wrap the cookies, plate and all, and place a sticker on top with our logo on it.

What to deliver. Along with the cookies, I deliver 10 of our company brochures that have non-expiring \$20-off coupons on the back. We have had the \$20 coupon on the back of our company brochure along with a map of our location for years, and it is one of the best things we have done — because having a coupon attached to our company information makes people more likely to read the information. At first we were worried we would get taken advantage of, because if a customer wanted to they could grab one every time they got a chance. But if that is what brings them in and they spend money every time, I am more than happy to give it. The coupon is a picture of a \$20 bill with my Mom and Dad's picture where the president's head usually is, and it has been a great conversation piece over the years.

Strategy. I began by targeting every local business that did not serve food around the shop. I did this partly as a result of a teleseminar on the ATI website that talks about the value of “owning your area,” basically making sure everyone within five miles knows about your place. I go into banks, hospitals, hair salons and even large retail stores. I ask for the manager or owner and explain that the plate of cookies is for the employees that work there, and if they have a break room I would like for the cookies to be put there. I try to deliver them before lunch so I catch everyone before break time. Most large retail stores (Target, Big Lots, Cabela's) are not allowed to accept the cookies. To get around that challenge, I have begun delivering cookies to places where my customers work, and the reaction is phenomenal. One of my best customers is a manager for Big Lots, which is a quarter mile away from us; and through him my cookies make it into the break room at Big Lots. So my advice is to get to know someone in the larger stores, because they have sometimes 200 employees and *all* of them need their cars worked on. There is a ton of potential with this. For instance, I have begun visiting competing shops and dealerships and having them send me all the difficult jobs. Most are more than happy with the cookies and want to keep my coupons handy for when they are busy or want to send me something they do not want to touch.

How often. As often as you can! If you can, visit every business in your immediate area every week. With the numbers we have had from this, I can see

how Jasper Engines can afford to pay their sales rep to just go around and visit shops, run classes and do outside events. My Jasper sales rep visits my shop no less than every other month. My goal is to get a long list of businesses that have employees who are receptive to the cookies and visit them every two or three months. This is a lot of work and takes a significant amount of time. I have been doing it for two months, and I'm still going to new businesses and have only begun visiting the dealerships yet. I deliver 13 plates of cookies a week. With that number I can visit 100 to 150 businesses every two to three months.

The results. We began this marketing technique after our 20-Group meeting last fall. I just now ran my report, and we have spent a **total of \$800** on cookies. We have had **20 new customers** come in and have received **\$9,687.61 in sales** since September, as of today. I would say this works very well; it's personal and it effectively gets your name out to people.

I would prefer to do more like 20 plates of cookies per week, but it's a time issue at that point. It sometimes takes me all morning just to do 13 plates because I usually talk with the managers at length. Anyway, I hope this helps. I have tried to tell you exactly how we do it, since I am still unsure why it works so well.

Why it works. Why did this idea work so well for us? That answer is still unclear to me, but I really think the biggest reason it works is because you are putting a real person in front of a large number of people who work in your area every day. And who would refuse cookies? I have just begun to make my second loop in our area. I have about 100 or so businesses on my list to visit every 60 to 90 days, and the response on the second visit is even better than the first! Granted it takes people time to actually remember their car needs an oil change and remember to call us to have it serviced, especially if they are used to going to the cheapest place; but these customers we are getting are trainable. Our reputation around their workplace as the “cookie” people helps break down barriers and create common ground to build a trusting, honest relationship.

Another reason this worked is because we have had a lot of population movement in our area. Since the crash, about 40 percent of our customer base has moved away or lost their jobs. So we had to take a really close look at the economy and essentially rebuild our culture and business from the ground up. Since December, we have been breaking shop sales and productivity records, and we were established in 1979! So the work we have been doing is now finally paying off.

The 20-Group's role. This idea would not have been conceived if it were not for our 20-Group.

The 20-Groups are without a doubt one of the most valuable assets to have if you are a shop owner or manager. This is just one idea that came out of our 20-Group, and there are more, I know. My first visit to our 20-Group was a major turning point for us. It was my teammates in the 20-Group that gave me the confidence to make the switch with my father; now I am in the owner role and Dad is on the counter. It was literally the best decision we have ever made. My personality is not a natural service writer, and Dad is definitely not organized enough to track and measure the numbers, let alone enjoy it. Since we made that switch, I am doing what really excites me, which is steering the ship, empowering others to succeed and provide a living for their families. Dad is doing what he loves, which is talking with people and selling a lot, and he now feels free for once in his life to actually just work and enjoy it.

Exercise and the Successful Business Owner



A series by Gary Siegel, Fitness Matters Gym

II. CHOOSING A RESTAURANT

Eating healthy while eating out is all about one word: preparation. If you go into a restaurant cold, without any thought, you'll be more susceptible to the creamy, the fatty and the gooey before you can prepare your defenses. Give yourself a chance by giving yourself options.

Don't decide to eat out on the spur of the moment, if possible. It's best to make plans and account for it during the rest of the day's menu planning.

Avoid “all-you-can-eat” places. More diets go here to die than any other type of restaurant. Choose a place with a varied menu. It'll make it easier to find something healthy and to your taste. Fish restaurants and restaurants with extensive salad bars usually have healthy options available.

Try to avoid restaurants that promote “entertainment” eating, where the food is one of several attractions. This usually means the menu is choked full of fried, fatty and huge dishes. Any restaurant with a mascot is probably bad news.

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SuperConference 2013 Huge Success

It was a beautiful week in Scottsdale, Arizona, the week of our conference, with 89-degree days and 69-degree evenings, as ATI's best of the best met at the Camelback Inn. I learned the hard way that you need sunscreen after my bald head lit up while I was sitting with the Leading Ladies. The dry air will fool you if you are from the east because it didn't feel that hot if you were under an umbrella. The resort was simply magnificent, and the vast majority felt it was the best SuperConference ever!



(left to right): Alicia Gillum, Jah'liah Burroughs, Amanda Moore, Christopher Moore, Joseph Burroughs, Chris Frederick

The four days of education, networking, relaxation, fun and giving back were enjoyed by a slightly bigger crowd than at the previous year's conference. You may notice the picture above of the local Scottsdale charity, the Reining Grace Ranch, which is a non-profit that exists to mentor at-risk children by pairing them with rehabilitated and rescued horses. These two are then paired with a mentor. And through this process, the lost and broken learn to trust and love again.



Amanda Moore, Bella (miniature Pinto mare, 12-years-old)

Every year we back a charity. Attendees make donations into a big ball-type piggy bank during the event. This year, attendees shoved six thousand dollars into the ball, which beat all previous records; but it didn't stop there. At the Desert Olympics, the ranch brought five ponies

to be dressed up and decorated by the teams for judging. The ranch also presented us with two paintings that were painted by their horses, with an ATI logo on them, so we decided to auction them off for the ranch. As I worked on my auctioneering skills, we were able to receive \$1500 for the first painting. On several occasions I went backwards with the bidding, confusing myself; but Tom Lapin, our Humanitarian of the Year, helped me through the bidding. There were eight nominations for this award, and it is wonderful to see how many of you give back to your communities.



Christopher Moore, Patience (Tennessee Walking Horse mare, 9-years-old)

The evening of the Awards Banquet, we decided to auction off the second painting after the cocktail party — and now I know why Barrett Jackson has an open bar during the bidding. Patrick O'Connell represented the Mastermind Group, while Walt Egar and Paul Campanella represented their 20-Groups. A deal was struck during the bidding that the low-bid groups would let their bid go to the ranch, regardless of who won. This was truly a very generous gesture. The 20-Groups through their bidding raised \$29,500 for the painting, which took all the attendees' donations to \$34,460 for the Reining Grace Ranch. The folks running the ranch had an annual goal of \$75,000, and the 2013 SuperConference attendees raised half of that in one night, bringing tears to those accepting the check. Jan Murphy came on stage and asked for one of the paintings to hang at ATI to remind us how important giving back can be to all of us. Awards were presented to more than 100 shop owners, as vendors, spouses, ATI associates and Alumni cheered for their outstanding accomplishments through 2012. **We have already set our sights on a great location for 2014.** I hope to see you then!

Chubby



SuperConference2013

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GREATEST SUPERCONFERENCE
EVER? WELL NOW YOU CAN
AT A FRACTION OF THE COST

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9+ hours of hard-hitting, couldn't be better speakers including – Chubby; Kelli Vrla, CSP from KSV Enterprises, Inc.; Bernard Swiecki from Center for Automotive Research; Dr. Mark Quarto from Automotive Research & Design, LLC; Meagan Johnson, CSP from Johnson Training Group; John Foppe from Visionary Velocity Worldwide; Danny Sanchez from Autoshop Solutions; and Mikki Williams, CSP from Mikki Williams Unltd.

Incredible Bonus #1 – Relive the incredible Dinner Celebration – Awards Banquet. Yes, the entire awards ceremony PLUS the exciting entertainment, included at no additional charge.

Incredible Bonus #2 – A complete companion audio CD set. Listen to your favorite speaker over and over again in the convenience of your car or office.

Incredible Bonus #3 – Our 12 breakout Round Table sessions were the highlight of the conference. All 12 hours are included at no additional charge in your companion audio set.

☐ I want my incredible DVD set with companion audio CDs (including Round Tables!) set for **\$469** including shipping and handling.

OFFER EXPIRES 5/24/2013

Here is my credit card info: *HURRY!*

Name: _____

Shop: _____

Address (no PO Boxes): _____

City, State, Zip: _____

Phone: _____

Email: _____

Credit Card Number: _____

Exp. Date: _____ Security Code: _____

Signature: _____

Date: _____






**Camelback Inn Resort & Spa
Scottsdale Arizona**

Your Available Training Programs for May and June 2013

May 2013

Monday Tuesday Wednesday Thursday Friday Saturday/Sunday

		1 Shop Owner 1 of 9	2 Shop Owner 2 of 9	3 Shop Owner 3 of 9	4/5
20 Group Leading Ladies Service Advisor 1 of 4	20 Group Leading Ladies Service Advisor 2 of 4		20 Group Irvine 20 Group Irvine	20 Group Irvine	
			20 Group Baltimore Rollin in Dough European Imports Profit Force Money Masters	20 Group Baltimore Rollin in Dough European Imports Profit Force Money Masters	11/12 Mother's Day
			20 Group Austin California Service Advisor 3 of 4	20 Group Austin California Service Advisor 4 of 4	
13	14	15 Shop Owner 4 of 9	16 Master Mind Ohio Shop Owner 5 of 9	17 Master Mind Ohio Shop Owner 6 of 9	18/19
20 Service Advisor 3 of 4 Staffing & Hiring 1 of 2	21 Service Advisor 4 of 4 Staffing & Hiring 2 of 2	22 20 Group Baltimore 20 for The Money Back In Black 20/20 Vision Score For More Nothin But Net	23 20 Group Baltimore 20 for The Money Back In Black 20/20 Vision Score For More Nothin But Net	24	25/26
27 Memorial Day	28	29 Shop Owner 7 of 9	30 Shop Owner 8 of 9	31 Shop Owner 9 of 9	

June 2013

Monday Tuesday Wednesday Thursday Friday Saturday/Sunday

					1/2
3 Service Advisor 1 of 4	4 Service Advisor 2 of 4	5 Shop Owner 1 of 9	6 Shop Owner 2 of 9	7 Shop Owner 3 of 9	8/9
10	11	12	13 Service Manager 1 of 2	14 Service Manager 2 of 2	15/16 Father's Day
17	18	19 Shop Owner 4 of 9	20 Shop Owner 5 of 9	21 Shop Owner 6 of 9	22/23
24 Service Advisor 3 of 4	25 Service Advisor 4 of 4	26	27	28	29/30

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