



## Culture Book



## Introduction

Our belief here at The Automotive Training Institute is that if we feel that the long-term benefits are worth it, we're more than willing to make short-term sacrifices.

Every voice in this book is a unique perspective, but compiled together, they're the gestalt of ATI. By sharing a universal belief system, ATI employees grow to be our incorporated trademark to the world.



The ATI Culture Book was created to share our feelings of what it is really like to be a part of this great company. Our associates' passion to help shop owners far outweighs their passion to impress management. Our passion to help internal and external customers keeps the fire burning in our hearts to evolve, change and re-engineer ourselves. If you truly love the feeling of helping others and are willing to be held accountable to deliver happiness to everyone you touch, then ATI will be a great home for you too! You just may find yourself feeling more alive and useful than in any position you have held in the past. A real vocation devoted to fulfilling your dreams of a career by helping others grow. Personally, I feel I am the luckiest man alive to have founded ATI and to share in the recognition of our clients and associates.

— Chris “Chubby” Frederick, Founder and CEO



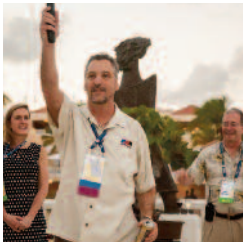
## Phil Baum

Management Consultant,  
Seminar Speaker

During 36 years of gainful employment in the automotive aftermarket, I ran or supervised shops for 24 years, delivered garage management seminars and sold software for seven, and have been an instructor/analyst for ATI for the past five. These five have been the most enjoyable years of my career.

The reasons are as follows:

1. At the large corporations where I worked individual employees were not valued; but at ATI, each associate matters. We are encouraged to use our individual skills, as well as company resources, to achieve results.
2. In the automotive service business, I enjoyed solving my customers' car problems and making them feel better. At ATI, we not only solve problems, we give people their
- lives back, we give people their families back. We give many people lives they never imagined they could have. We do more than help people. We redefine what they thought was even possible.
3. ATI's high will-refer rate means that what I tell prospects will happen when they work with us is what happens. I don't have to stretch the truth even a little to make a living.
4. ATI associates seem to want to be here. I know I do. It's not just a job. In fact, it's not an easy job. But it is a job that rewards me on multiple levels.
5. I can write my own paycheck based on my ability and desire to effectively apply my skills and the company's resources.
6. My income exceeds all previous jobs.
7. Chubby is fun. I can't say that about any other CEOs I've known.







## The ATI Way

### Fundamental #1

### Do the right thing.

Integrity is not about convenience. It's an unwavering commitment to do the right thing in every action we take and in every decision we make, even when no one's looking. Make decisions that build strong, trusting relationships.



## Karen Dee

Vice President

I would have never guessed after interviewing at ATI almost 22 years ago that this would be my home. I say that because ATI has truly become a family to me. I get to work side by side with some of the most dedicated and hard-working people who truly care about our clients and everyone at ATI. Chris, "Chubby" to everyone, is the most incredible and easy to talk to boss you could ever ask for. He always takes an interest in his employees and makes it such a fun atmosphere to work in. I value our everyday morning calls and the friendship we have developed so many years ago.

## Tony Fasusi

New Business Development

I believe that you have to work at a place that's more than a paycheck for people, and that's what ATI is. It's a family.

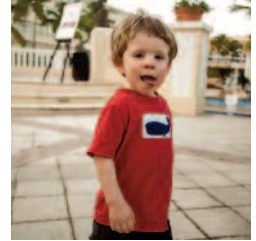


## Michelle Hill

### New Business Development

I accepted a New Business Development Team member position here at ATI. What's an adjective that describes what being a part of ATI means to me? Let's see. Oh I got it! FAMILY! Underneath my chosen word "family," I would position the following adjectives: cohesiveness, variety (a special blend of personalities, different shades of character traits), guidance (firm, professional guidance to a person still in training), Uncle Chubby, tolerance, acceptance, hard working. Every family has that person who represents the "rock" of the family. The cornerstone or

papa rock in our sales family would have to be Matt Anderson. My "big brothers" would have to be the team leaders and my other team members who have been here longer than me. A few more words describing the ATI culture are: comfort, no pressure, encouragement, lots of positive critiquing and coaching — and pats on the back when you've done a job well.



## The ATI Way

### Fundamental #2

#### "Bring it" every day.

We each have a finite amount of time to work. Make the most of each day by approaching every task with energy, focus, purpose, and enthusiasm.

Maximize your contribution by making the most effective use of your time.



## Emilee Cook

### Administrative Assistant

As we grow here at ATI as not only a company, but a family, it has become more and more essential to openly delineate the ATI core beliefs from which we build our culture, our brand, and lastly our business strategies. As we grow and prosper as a company, we want to make sure that everyone is on the same page and acting consistently with what our goal at ATI is all about: customer satisfaction.

## Sara Wilson

### New Business Development

I think the ATI culture can be summed up with three words: Helping Shop Owners. That's what it's all about, whether they're top of their game or hitting tough times. As a newer rep, I get a lot of satisfaction when a shop owner buys that ticket, not only because of the sell, but also satisfaction from knowing that I've truly helped someone. That is ATI culture to me.

Joining ATI's Re-Engineering program has been one of the greatest decisions of my life. It has not only made my business better, it has made me better. Who would have thought that this was going to happen? I feel like I'm a better leader and understand what my employees want and expect of me as an owner. The culture at ATI is something that I have tried to replicate in my own business. It is an honor to work with all the team members at ATI. There is no doubt that the success of their clients is the reason they come to work every day. Thank you for everything you have done for me, my family, my employees and my customers. I look forward to working together for many years to come.

John Crowder  
Owner, Bradham Automotive  
Member of Peak Performers

## Jack Hammond

Management Consultant,  
Seminar Speaker

We are a company that doesn't put profit above all else! Loyalty, upbeat positive attitudes and the desire to help others are a major part of the résumé of each and every associate. Our company has a green-light open-door policy that ensures that no one's ideas are ignored. This company prides itself on bringing out the best in all we become involved with, whether an associate or a client. All have an intense sense of pride in being a part of this wonderful company.

## George Zeeks

Team Leader ATI Coach

I've worked places where, when the day was over, I would make sure to take off my work shirt because I was embarrassed to work there. But now at ATI, I'm working for a company that I am proud of. I am happy to say that I believe in what we are doing. We change lives every day, helping shop owners with their businesses and their lives. What a relief to work for a company that you can be proud of.



## The ATI Way

### Fundamental #3

### Check the ego at the door.

Our own egos and personal agendas must never get in the way of doing what's best for ATI. Don't take challenge personally or defensively. Being concerned with who gets credit, who looks good, or who looks bad is counterproductive. Make sure every decision is based solely on what will best advance ATI's goals.

## Mike Haley

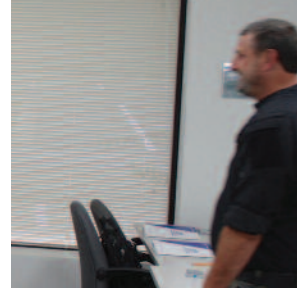
Team Leader ATI Coach

I believe the ATI culture is a group of passionate people who sincerely enjoy taking their knowledge, experiences and proven processes to help change a shop owner's and his family's lives. The difference between ATI and other consulting companies is the weekly interaction with the client. Always being there when the client has needs or wants, to help remove obstacles and stress. The greatest feeling from our culture is the professional and personal satisfaction of seeing a shop owner achieve his goals and gain the financial and personal freedom he once thought was not obtainable.

## Steve Privette

Alumni Relationship Manager

ATI is a company that is passionate about providing an excellent product for its clients. It is a company that understands it needs to continually change and grow to stay ahead of its competition in our business. We are pioneers in that we are not afraid to try new things and fail in order to eventually succeed. This makes us different from other companies who are too cautious to take steps to move forward. ATI realizes the success of the company is in its people, therefore rewarding and recognizing them well. One of my favorite things about being part of ATI is that we include and welcome input from everyone in the company collectively to get ideas and buy in on many topics. We are a team.







## The ATI Way

### Fundamental #4

### **Make quality personal.**

At ATI, we don't do good, we do great. Take pride in the quality of everything you touch and everything you do. From the way you create a proposal to the way you answer the phone, from the way you set up a classroom to the way you fill out paperwork, always ask yourself, "Is this my best work?" Remember that absolutely everything "speaks" to our clients, and everything you touch has your signature. Sign in bold ink.



## Jim Silverman

### National Accounts Manager

When I think about the ATI culture and how it differs from other companies, the thing that stands out the most is how many of the people at ATI have a true love for the industry and/or for cars. With very few exceptions, our family consists of car people.

Looking around our building, I find it almost unimaginable the number of years and the breadth of automotive and automotive management experience the ATI staff collectively has.

I'm proud to be a part of the ATI family.

## Robert Potochar

### New Business Development

I think ATI culture is about trying to make your work experience as enjoyable and fun as possible. Everyone is treated as family, and without a doubt this is the best company I have ever worked for! It starts at the top. Chubby is like a fun brother who enjoys socializing with everyone — you don't feel like you're talking to the big boss when you are talking with Chubby, you just enjoy the conversation. I have fun and laugh every single day; it never feels like I'm at work! Movie Mondays are great — OK, of course I love free food and beer, but these get-togethers create camaraderie and are very much appreciated. Thank you, ATI!



## Ellen Papanikos

### New Business Development

ATI, to me, is such an incredible company to be a part of. I am part of the sales team. When I interviewed for my position, I told Carol Scott, head of new associate hiring and training, that I hated sales. I know it's not the usual thing one might say to get brownie points but it was true. I hate sales. I do however love people and love to serve. I had heard that Chubby, ATI's founder, had the same love for shop owners that I have for people and that ATI was about helping these shop owners achieve the dream they had when they opened their shops. I was impressed and pleased to become a part of making that happen. I have

only been with the company a short time, but I will tell you that what I heard is true. I have had the privilege of talking with these shop owners and for so many of them we have been their answer to prayer. I plan on being a part of ATI for a long time and I look forward to being a part of making people's dream become a reality!



## The ATI Way

### Fundamental #5

### Be performance-driven.

We appreciate effort, but we reward and celebrate results. Set challenging goals, and then go after them. Don't shy away from metrics or accountability. Numbers are the best tools we have to help us understand how we're doing and how we can improve our performance. Holding ourselves accountable for results is a reflection of our commitment to our mission.

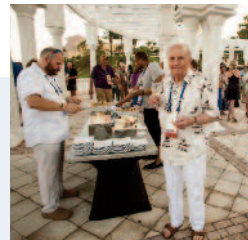


“Since we joined in 2006, there is not a day that goes by when we don’t utilize the practices taught to us by ATI. Of all the changes in our business, the one with the most impact was learning how to run a business instead of just working on cars. I, like many other clients, considered myself to be a great mechanic but never spent the time or had the knowledge to manage my business. I will be forever grateful to ATI for not only saving my shop, but changing my life.

ATI has taught me the importance of an inclusive, “family” atmosphere. Chris, Brian and Richard are always incredibly welcoming when we attend ATI events or visit Baltimore. In fact, one of the most enjoyable parts of this year’s SuperConference was spending time with both Karens, Amy, Helen, the coaching staff and especially our coach, Kevin Myers.

ATI has a culture of service, which has also impacted our business greatly. ATI has taught us to focus on building relationships, taking care of our customers and making people happy, all of which ATI strives to do for their clients.”

Doug Whiteman  
Owner, George’s Sierra Shell  
Member of Peak Performers



## Rick Johnson

Coach

I believe our company culture to be one that is truly focused on our clients. I came to ATI first as a client and I was impressed that on my second visit out to ATI, Chubby and Bryan Stasch remembered my name. Even though that's a little thing, to me as a client it was big. Throughout my time as a client I was amazed how so many of these little things contributed to the big picture. After I went to work for ATI, it was then that I found out we are truly committed to our clients and we all work very hard to ensure their success. And I also found the company to be committed to its employees as well, in fact it feels to me like we are all one big family. I think that is what makes us different, we take care of the small things and that makes the big things happen for us.

## Ann Felter

New Business Development

To me, the culture of ATI is one of a family atmosphere. Meaning, there is no ivory tower where senior management sits. We all know one another. We all feel welcome to present ideas, no matter how small, to Chubb and Richard. We are laid-back, welcoming and forgiving. I hope we can keep this small town feel as we grow to our next level. I think it is very possible if we work together by having more cook outs, more pot lucks, etc. Things that help the entire staff lay down their guard and interact. Morale gets a jolt and productivity goes up. Something as small as having glass between departments helps us all feel part of the same goal.



## The ATI Way

### Fundamental #6

### Go the extra mile.

Be willing to do whatever it takes to accomplish the job...plus a little bit more. Whether it's starting early, staying late, or doing something that's not in your job description, it's the extra mile that separates the average person from the superstar. Be a superstar.

## Tom McGee

### Director of ATI Collision

I have spent my entire career in the collision industry. As a personal career goal, I have always looked for: what do I believe in, what can I put my passion behind, and what is needed in the industry.

While meeting with Richard and Chubby before joining the ATI staff, I was very impressed with the culture of the organization and their passion for helping shop owners live their dreams. Now that I am on the staff and have had the opportunity to meet and work with more of the ATI staff and attend various company meetings and events, I can see that at every level of the organization, the goals are to have some fun (which I have to admit at times can be out of my comfort zone) and to do whatever it takes to help our clients succeed

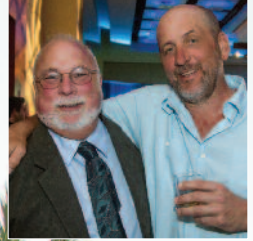
in achieving their goals. The staff truly has that belief and passion.

As we look at the changes that the collision industry has been facing in recent times, the need for change is far more evident than it has been in the past. When an independent business owner is daily challenged with an aging vehicle population, consolidation, increasing insurance influence, evolving customer demands and expectations, increasing total losses, new vehicle technology and shrinking profits to name a few, ATI can be a tremendous resource to help them achieve their personal and business goals and dreams.

I could not be more pleased to be on the ATI team!







## The ATI Way

### Fundamental #7

### Continuously improve everything you do.

Constantly evaluate and reevaluate every aspect of your job. Don't be satisfied with the status quo. The most successful people and organizations are in a never-ending pursuit of improvement.



## Fred Slaughter

### New Business Development

As an employee with less than one year at ATI, I was immediately drawn to the small-group atmosphere that works so well with my personality. I've worked for large companies before, and it seems to be easier to make and see a difference with your individual efforts at ATI. Furthermore, I really appreciate being able to go in and speak to the owner on any given day.

As for the call center, which is where I work, a community effort has created an atmosphere and a spirit of competition that would be consistent with a sporting event. So for me most days I feel I'm somewhere other than work — and that's a GOOD THING!!!!

## Javier Velazquez

### I.T. Support

I have been with ATI for two years now and have had the privilege of working in two different positions, first in the New Business Development Department as a Rep and now in the IT Department as a DBA and IT Tech. What I have learned about the ATI culture is that no matter what position you are in, the same goal is being promoted, the goal of driving profits and dreams home for the clients as well as for the employees. For one of the first times in my life I actually enjoy coming to work in the morning.



## Joe Hemberger

### Director of National Sales

Working at ATI is exciting and truly different every day. We are faced with the challenge of changing business owners' mind set, asking them to think outside the box and out of their comfort zone. Most owners are too proud to admit they need help or too embarrassed to admit they are failing. Yet every day our staff works through these challenges, and with respect and assertiveness we all find a way to get the job done. Our mutual respect for everyone on our team has created a relaxed yet professional office environment that nurtures ideas and fortifies results. Our company embraces change and listens to new ideas. The company is eager to improve and provides every associate an opportunity to influence the future direction of our company.

## William Hunter

### New Business Development

It's awesome to work with a company that never stands still. ATI is always growing and Chubby encourages us to keep "failing forward." We get the opportunity to make a positive impact on our clients and potential clients on a daily basis. All of this while having a blast — where else can you be doing a sales presentation one minute and test driving a ZR1 Corvette the next?



## The ATI Way

### Fundamental #8

### Take responsibility.

Identify what you don't know and find a way to learn it. Ask for what you need and take full responsibility for your success. There's no room for victims in a high-performance organization.





## Helen Sullivan

**Administrative Manager/Vendor  
Relationship Manager**

After a quick three years at ATI, I really enjoy the positive and forward-thinking people I am surrounded by every day. It is fulfilling to know that what we do makes a difference in the lives of shop owners and their families. The opportunity to create programs and tools to help both our families and the clients makes all the hard work worth it. Some of my most enjoyable moments here at ATI have been meeting a client face to face during a class or SuperConference and listening to

how we have changed their lives. I can't imagine another place where I could feel the same sense of involvement and satisfaction. Knowing that I have a voice and an opinion in a non-judgmental environment is one of the most enjoyable work atmospheres I have ever had the pleasure of working in.



## Richard C Menneg

President

Frankly, I have felt lucky my entire career. I have always had the pleasure of wonderful opportunity, expanding responsibility and mostly, great success. I have never had a job that I didn't love and each seemed to, by nature, provide ever-increasing challenges and opportunity for personal growth.

Then six years ago I joined ATI. Little did I know just how incredible and wonderful this part of my career would become. As President of ATI, I get to see every nook and cranny of ATI at its best and yes, sometimes at its most challenged. Every day I get to work with talented, engaged people who really do care about the product we deliver to our clients. Simply said, I am so very proud of who we are and what we do. AND on top of this, I get to work for my best friend – Chubby. I hate trite phrases, but I am truly living my career dream.



## The ATI Way

### Fundamental #9

**Strong processes are the foundation of success.**

From the very first sales call to the last coach call, our success is based on adherence to best practices developed and honed from years of experience. Leverage these best practices to generate consistent results.

## Buck Graham

### Sr. Management Consultant

We at ATI are a group of professional Believers.

What is it that we believe in?

Our Company

Ourselves

Our Associates

Our Management Team

Our Clients

Our Culture

Our Ability to Help Others

Our Industry

Our Significance

Why significance you ask? Because to be significant means helping others achieve success in their business and lives. To be significant you must care about others and their success. To be significant you must be trusted. To be significant you must share your knowledge. To be significant you must have passion for what you do.

Yes, we at ATI are Significant Believers.







## The ATI Way

### Fundamental #10

### Honor commitments.

Our customers are counting on us, and we're counting on each other. Do what you say you're going to do, when you say you're going to do it. If a commitment can't be fulfilled, notify others early and agree upon a new commitment to be honored.



## Bryan W. Stasch

Vice President, Client Fulfillment

If someone would have told me 13 years ago that ATI would become what it is today, I am not sure how I would have responded. There were just a few of us, no real departmental segregation, with two great classes for shop owners and Service Managers, and the will to be the best automotive training and consulting company in America.

Today, we are over 100 associates strong, with several departments including mine, the Client Fulfillment Department (more affectionately known as CFD), with many classes for shop owners and Service Managers, 20 Groups, and the best Re-Engineering Program in the industry. Today, we are recognized as the #1 automotive training and consulting company in North America.

Our mission: to help shop owners grow and maximize the performance of their business.

The fuel behind it? The ATI Culture! The passion, the commitment, hard work and knowledge of the people that make up the ATI family, and their desire to be the best, is all part of our culture. This is what built, and continues to build ATI. The visions from our founder, Chris "Chubby" Frederick, and the leadership from our president, Richard Menneg, keep the passion lit. Their "bring what you got" and "don't be afraid to fail" attitude, constantly keeps us looking for ways to improve our product, our department, and our company. We are a constantly learning, constantly growing company. We are evolutionary. And we strive for excellence.



## Julie Casey

### Office Assistant

I am very proud to be part of ATI's growth, ATI's culture, and a leading member of the ATI team. ATI's culture, and patience, has allowed me to become who I am today. I am very proud to carry, and live, the title of ATI's Director of Client Fulfillment.

I joined the ATI family back in 2002. Since this time I have seen the culture and the company grow. Chubby is truly an amazing leader who wants his employees to be part of his vision and part of the American dream.

As the company has grown over the past several years, the vision and mission have remained the same: "Driving profits and dreams home for clients and associates through honest coaching and integrity." And we do! Not only do we help shop owners achieve their goals, but Chubby sees that we also dream and achieve our own goals.



## The ATI Way

### Fundamental #11

### We're all in the customer service business.

Every one of us has customers, whether they're internal or external. Our most important job is to blow away our customers with extraordinary service. Know what your customers need and expect of you, and then do more.



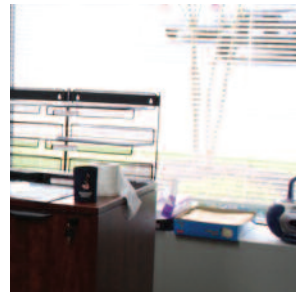
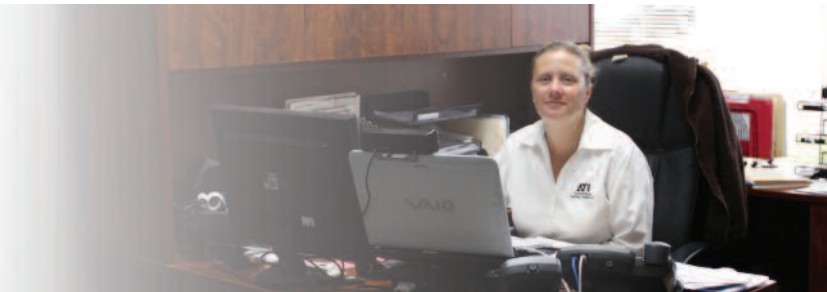
## Karen McLain

Director, Office Administrator

If you have to work, in an ideal world the American dream is to find a job where your experience and skills are utilized and your personal contributions actually help the company grow. A job where the management team appreciates your efforts and the company's culture is one of innovation, dedication, commitment and good ole family values.

Our culture here at ATI is all family. I came to ATI after I had been let go at a service station that I had worked at for 13 years. I had met Chris "Chubby" while I was employed at this shop. When Chubby found out that the service station was going to have to let me go, he offered me a job. Here I am 11 years later, and ATI has very much become my second family. I could not imagine leaving the family that has grown over the past 11 years.

ATI started in a warehouse that had three offices and one small training room. Chris used to do both the training and the Boot Camps. There were only about 15 of us at that time with the ATI family to watch it grow to what it has become today. It has been an amazing opportunity for me not only to watch but to be part of the solutions, change and growth. This small company of 15 employees has now grown to over 80. Things are certainly very different from when I started. Being part of this growth has allowed me to learn many facets of the business, overcome many challenges and grow into my current position. This process has been an integral part of helping the company achieve its goals on a daily basis.



The company culture has not changed much from the beginning, and that is what has kept me here. Chris still leads the company with a family-oriented vision. Employees are valued and given opportunities to grow their skills and increase their area of responsibility, and are made to feel that their efforts are needed and appreciated. ATI has experienced some tough times in the last few years, and again Chris' leadership and commitment to the employees have helped the company prosper. Because of this commitment, employees like me do everything in their power to work even harder to make sure the company succeeds.

I guess I have found my piece of the American dream in the workplace at ATI. I hope to continue to grow with the company and fulfill my career at ATI even more.



## The ATI Way

### Fundamental #12

### Demonstrate passion for ATI and our mission.

Shop owners call upon us when they're worried, vulnerable, and often heartsick, when their dreams seem to be slipping away. Listen to and understand their concerns. People don't care how much you know until they know how much you care. Bring them the peace of mind that comes from knowing they have a partner on their path to success. Devote your unbridled energy, enthusiasm, and passion to helping us help them turn their dreams into reality.









## The ATI Way

### Fundamental #13

### Listen generously.

Listening is more than simply “not speaking.” It’s giving our undivided attention to the needs and priorities of others. Set aside your own judgments and pre-conceived notions. Listen with care and with empathy. Most importantly, listen to understand.





## William Rigopoulos

### New Business Development

ATI is a great culture from the top down. Top-level professionals that deliver the goods to our clients and a great company to work for. Plan to be here for many years to come.

## Monica Frazier

### Café Team Member

I have only been at ATI for a few months now, but I feel very lucky to work for such a great company. Not many teenagers get the opportunity to work for a place that is filled with welcoming and warm-hearted people. Not only are all of my co-workers great, but getting to meet ATI clients from all different parts of the country is truly a wonderful experience.

I joined ATI about three years ago. At the time I toughed it was the MAN. My shop was doing over a million dollars a year, and in my eyes that was all it could possibly do. After taking the classes and talking to my coach, I realized that I had been in la-la land and the reality is way different. We had a 40 percent growth in the first year with ATI and another 40 percent in the second year, putting our gross sales over two million dollars. Although sales and money are great, what I got out of this program is not just how to make money. I met great people with passion and purpose in life, I learned to give, adopt and forgive. I learned to believe in people and give them a chance to grow.

I have used many of the things I learned from ATI in my business, from team work to organizing time and using team members as a great source of information for improvements.

Matthew Roayae  
Owner, Auto Check  
Member of Peak Performers 20 Group  
[autocheck9.com](http://autocheck9.com)



## Brian Hunnicutt

### Coach

ATI brings a true passion to help shop owners and its associates to succeed, and they understand that You need the courage to fail in order to move forward in a company that is unique — the rules and the journey are all cutting edge and often off the charts of navigation.

Being a part of this you really need to be agile and mobile, and have a strong sense of adventure.

The ATI experience is truly one of a kind — you become one of the family that is empowered to fail. In my career that is a true one of a kind experience.

## Ashley Poligardo

### Administrative Support

To me, ATI is made up of a group of people who are passionate about what they do and always ready to help someone else. Every day you will find someone lending a helping hand to a shop owner or a co-worker. Every employee is encouraged and appreciated. You can tell it is one big family from the second you walk in the door. I have never felt so at home — at work!!



## The ATI Way

### Fundamental #14

## Recognize the power of beliefs to influence action.

Learn to understand the beliefs that clients and associates hold that may be limiting their ability to achieve their goals. Helping them to let go of these beliefs is often the first step on the road to their dreams.



## Joe Manalansan

### Team Leader, New Business Development

Even though ATI is by far the largest company in our industry, it still feels like a small family company. From Chubby to the newest member on the team, there is a closeness that is hard to find in corporate America. Sharing a laugh with the CEO at a company barbeque or over a cup of coffee doesn't happen at many companies — but it does here.

Having fun is important — at ATI we do it while changing lives for the better. In New Business Development, it's very empowering to know that every potential client will benefit from our services — every shop owner on the other side of the phone will benefit from coming to see an ATI event.

As for our clients, from that first initial phone call they receive to attend an ATI seminar, they put their trust in us to deliver what we teach. Not only do we help them become more profitable or give them more free time, but they develop strong friendships with other shop owners throughout the country and Canada. They go on vacations together and attend their children's weddings. As ATI has grown over the years, it has been fun to see our clients form these bonds that will last them a lifetime.

I believe under Chris and Richard's leadership, the best is yet to come for ATI and our clients.



## Patty Walsh

New Business Development  
Sales Support

I have been at ATI for almost nine years now. ATI creates a supportive environment for employees and clients. ATI helps us see that we (employees or clients) are responsible for our lives and goals, which is really like a stimulus package. ATI teaches us all that instead of blaming other people, situations or the economy, we can take control of our destiny and put practices in place to get us to where we want to be, in work and in life. Way to go, ATI!

## Jim Centineo

New Business Development

The Automotive Training Institute is like a family cookout. All the people you work with are great people and are family. Chubby is like that favorite uncle you always invite if you want the party to be fun.



## The ATI Way

**Fundamental #15**

### Speak the unvarnished truth.

Say exactly what you mean. Putting a “spin” on what you communicate too often leads to confusion and poor decision-making. While it’s imperative to be mindful of the way in which our message is delivered, only the unvarnished truth allows us to understand with the clarity necessary for success.





## Chris Frederick Jr.

Vice President, Regional Division

ATI is a family, a brother/sisterhood made up of individuals and members who care just as much about helping others as about helping themselves. ATI has become a being of its own, greater than the sum of its parts. Made up of unique and diverse individuals whose combined strengths allow the company and its members to touch and change the lives of others. Requirements to join this family begin with attitude, relentless persistence, willingness to change, and a passion for taking care of the family and its members (employees, clients, partners, etc.).

## Don Walter Sr.

Management Consultant / Coach

The culture here at ATI is one of SUCCESS! We use a process of proven technology to help drive performance, which in turn makes our clients' businesses profitable. ATI's unique program creates a culture of winning every time a client tells their story of success. Since coming to ATI, I have experienced this successful, winning culture, and I am proud to be a part of such an amazing company.





## The ATI Way

### Fundamental #16

### Practice blameless problem-solving.

Blame has no place in a high-performance organization. Fix mistakes by focusing on solutions, not on whose fault it was. Use these situations to learn, and then apply that knowledge by improving our processes to reduce the likelihood of repeating the same mistake. Get smarter with every mistake.



## Matt Anderson

### Director of New Business Development

Starting with ATI seven years ago, I quickly realized that this company was like no other I had ever worked for. Not only was I selling a product I could believe in, I was working for a company that was focused on making a positive impact on its clients' and employees' lives. How many people can say that? ATI's employees look at this business like their own family business and Chubby like a father. Each client is gold and needs to be treated as such. The company realizes the importance of having fun and yet knows when to get serious. This is not a job; this is our life, it's what we do and we're proud of it.

## Ken C. Lee

### New Business Development

I'm only just going into my second full month here at ATI, but I can already tell that "ATI is a family" isn't just the 23rd Fundamental, it truly is the ATI way. Although I'm still very new and still getting to know everyone, I am very proud to be a part of the ATI family. I'd never seen such a positive and comfortable environment in my career until I came to ATI. And now that I'm here, I plan on sticking around for quite a while.





## Vicky Giddings

### Director of First Impressions

The ATI family consists of many talented and hard-working individuals who put in long hours to make ATI the success that it is today.

These hardworking individuals come together with two common goals, to secure Chris' and Richard's vision for their clients and for their employees.

For our clients, by the time they join our family, they have come to realize that their way is no longer working for themselves, their staff and their family. ATI can and will improve their businesses and their lives; all they need is an open mind and a willingness to learn new ways and ideas, and the hardest of all, a willingness to CHANGE.

For the employees, we strive to be at our best and bring it every day, whether here at work or in our personal lives, to help us achieve our goals.

Yes, we all work hard, but that doesn't mean that we don't have fun, from summer cookouts, twinkie-eating contest, chili cook-offs, casino night, magic shows and our holiday parties.

ATI is not only life changing for our clients; it also has changed our lives for the better.



## The ATI Way

### Fundamental #17

### Set and ask for expectations.

Set and ask for expectations. We judge situations not by what happens, but by how they compare to what we expected to happen. Nearly every misunderstanding can be traced to a difference in expectations. Learn to create mutually understood expectations in every situation.



## Barbara Keane

### Controller

When I received the phone call from Chris (Chubby) in July of last year, it was like going home! I worked for Chris for 12 years when he was selling Allen engine analyzers in the late 80s and early 90s.

Even though I had been away for a long while — some things just never change. I found that ATI possesses the same qualities as before, but even more so.

ATI's culture of providing the best there is to offer to their clients, associates and team members makes everyone part of the family.

What else can one ask for: to be able to work in an environment where you are able to share your ideas and utilize your skills, and are given the opportunity to grow and have **FUN!**

## DeShawn Madison

### New Business Development

Starting a new job is always a nerve-racking event, but I can honestly say that I've felt extremely welcomed here from day one. ATI has the family-friendly type of culture I was looking for within an organization. Although I have only been with the organization for a brief time, I already feel like I am part of the family.



## Barry Bish

I.T. Department

As one of the newer additions to the ATI family, I saw the mindset clearly, right out of the gate. *They care!* The driving force of each event can always be traced back to a *client-first* mentality. From the top down, I can truly see the passion from each employee to make an impact in our clients' lives. That type of dedication combined with a fun attitude makes ATI a very enjoyable work environment. I look forward to growing with the company for years to come!



## Carol D. Scott

Recruiter and Sales Trainer

As a recruiter and trainer here at ATI, I find that our company and culture is such an easy sell. It is obvious to anyone who walks our halls that this is a unique group of individuals who go above and beyond the ordinary, to help independent shop owners realize their wildest dreams! Small businesses are the backbone of our economy and our country, and this group of impassioned employees are driven to change and enrich people's lives, one shop at a time! Because of the transparent leadership here at ATI, we are on this mission together; it is all for one and one for all! Excellence is the expectation, which translates into hard work, which creates passion! The end result? There is no doubt that we "Represent the Finest Coaching and Training Company Ever"!

## The ATI Way

### Fundamental #18

### Embrace change.

Nothing stays the same. Change creates energy and excitement. Be inspired by both the challenges and the possibilities that change brings. The better and faster we are at adapting to change, the stronger and more successful we become as a company.





## Ashley Geter

### New Business Development

To be a part of the ATI family, you have to have passion about the culture here. On the wall of the NBD department there is a mural that says "There must never be the slightest doubt in your mind that you represent the finest coaching and training company ever!!" If you don't believe and *feel* that inside of you, if you don't know without a shadow of a doubt that what we do helps thousands of shop owners across the nation achieve their dreams, then you will never understand the ATI Way. I'm the sort of person who gets tremendous satisfaction out of helping people, and working for ATI has given me the superpower of

changing lives one shop at a time. The passion this company has for its clients, its employees and the community is truly inspiring and effortlessly creates an atmosphere of family, one that I am proud and happy to be a part of!!!



### My Thoughts on the Culture of ATI

Why am I a client of ATI? Simple: the culture of optimism, winning and family. My staff and I are fanatics about our culture, so it only makes sense to align ourselves with a company that exceeds our commitment to growth through culture. The staff at ATI has inspired us on so many levels to raise our game by becoming a better team. I can say without a doubt that it is not the words that are used, it is the actions that are taken and the behaviors of each and every ATI staff member that inspire us to be better. That is growth through culture. Thank you ATI for providing an example that is truly worth imitating.

Patrick Connell  
President and CEO, ARS Fleet Service  
Member of MasterMind

BLOSSOMS  
7:15

CHOPS  
7:15

## The ATI Way

### Fundamental #19

#### Appearance counts.

Your personal appearance makes a strong statement about the pride you take in your performance. Dress neatly and professionally. The appearance of our office makes a similar statement about the quality of our work. Take responsibility to ensure that everything a client sees is clean, neat, and professional. It's not someone else's job. It's everyone's job.



## Douglas C. Worm

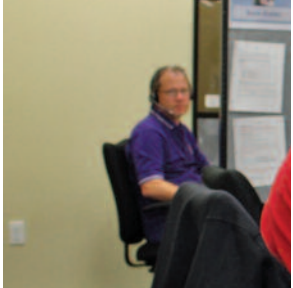
### New Business Development

I've worked for several companies over the last 20 plus years, and ATI is the first company that actually lives by the words they preach. Yes, ATI is a for-profit company and we have to be to stay in business, but that is not the reason ATI is in the business. ATI is in this business because we care about the impact we have on it.

When I came here, I heard a phrase that Chubby coined: "They don't care how much you know until they know how much you care." Now, I didn't really understand it at first, but after a bit of time it came to me. Shop owners need someone to listen to them and learn what it is they really want out of their business. After that, it becomes our job and passion to help them realize that there is actually hope and a real chance to set a plan in place to achieve those goals.

ATI is not just a family to 100 plus employees — it's a family to thousands of shop owners and their employees across the United States, Canada and Puerto Rico!

I'm proud to be a part of this family!





## Geoff Berman

Coach, Instructor

This company is all about collaboration. Not only does each department work together within its own world to grow, but all the departments work together to ensure that we all benefit from that growth, all the while never forgetting whose growth is most important: the client's. In my quarter century in the automotive world, I have never worked with people as dedicated to a company and to its clients' success as the people that work here at ATI. Not only are they committed, but they

are creative and smart. Our fearless founder, Chris (Chubby) Frederick, tells us all the time that we are pioneers and that there really is no bad idea. It is this philosophy that propels us to keep looking for new and innovative ways to deliver our product and stay at the cutting edge in our industry. I am truly honored to be a part of something as great as ATI, and I am proud to say that I have played a small part in helping to change lives.



## The ATI Way

### Fundamental #20

### Be punctual.

Be on time for all appointments, phone calls, meetings, and promises. How you manage time sends a message about how you respect others and how you value your own commitments.



## Kaleigh Stasch

### Administrative Support

My experience at ATI has been like no other. I have worked here for over a year now, and I am proud to be a part of such an inspiring company. With the great relationships and fun times, I am happy to say I wake up looking forward to coming in to this job.

## Kevin Allen

### Coach

I spent most of my professional life looking for a workplace to call home. Working hard in the auto repair industry for over 25 years with many achievements was just not enough for me personally. Then one day I walked into ATI. Wow, this is what I had been looking for a very long time, and I knew it from the first day I spent in the building. I get to work with the most caring group of men and women who are all working toward the same common goal. It is so rewarding to get to help shop owners every day, to see them grow and accomplish their goals and the dreams they have set out for themselves. I will always take the ATI Way very seriously and hold it close to my heart, because this is who I am and who we are here at ATI.



## Laura Lalanne

### Verifying & Confirming

I have been with ATI for over a year now, and ATI has quickly become my second family.

I enjoy talking with our clients and helping my co-workers any way I can. I'm so grateful for the fact that some of my co-workers have become some of my best friends.

I'm really glad to be a part of this great ATI family.



## Maria Tanglos

### New Business Development Collision

I am truly blessed to work for such a wonderful company and with so many intelligent and fun people. We are one big happy family working toward the same goal. ATI has created a goal/purpose-driven culture that I believe is anchored by strong values, necessary fundamentals, true teamwork and continuous improvement — and all for our customers. Our culture is expressed in the Values and Fundamentals that embody our core ideology and define who we are. ATI is a people-oriented company, and we truly believe that happy and energized employees are the key to our success.

I'm one of the luckiest people I know — assisting customers every day to work toward achieving their goals and dreams. Together we make it happen!

## The ATI Way

### Fundamental #21

**Be a source for acknowledgement and appreciation.**

Positive feedback is a tremendous energy source. Regularly give, receive, and ask for meaningful (timely, specific, impactful) appreciation and acknowledgement.





## Randy A. Somers Sr.

Instructor

Being part of the ATI family is a tremendous benefit to me personally and professionally. Not only do I learn new cutting-edge leadership skills that I can use with my family (haha), but I have truly met some of the Best of the Best in the automotive world. Whether you are an ATI employee or an ATI client, the ATI family always has your back with advice, words of encouragement or sometimes a kick in the seat of the pants. ATI is always there for you.

## Melissa Sokalski

New Business Development

From my short time here at ATI, the environment appears to be one of integrity. The interaction between all employees is very professional and down-to-earth at the same time. The training class being taught by Carol Scott has been so informative and detailed. Also, Carol is very encouraging. My experience here at ATI has been nothing but pleasant. With only being here three days, I am definitely looking forward to my future with ATI.





## The ATI Way

### Fundamental #22

### Be quick to ask and slow to judge.

There's always more to the story than you think. Learn to ask questions and gather the facts before jumping to conclusions and making judgments. Be curious about what other information might give you a more complete picture.



## Tom Ringle

### Management Consultant/Coach

When I reflect on the culture of ATI, these words immediately come to my mind: Integrity, Commitment, Passion.

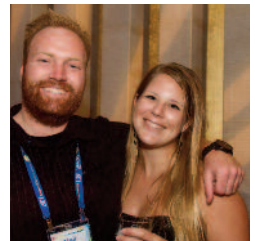
The ATI culture has provided me, as a coach, with many opportunities for continued progress toward personal growth and success. It has given me the inspiration and guidance to help others toward their goals, which brings me a great feeling of accomplishment and personal pride.

ATI is a unique family that is made up of many talented individuals with a wide variety of gifts, abilities and experience. Dedication strengthens the ATI culture, together the team strives to bring excellence to a new level for our clients and our organization.

ATI values its associates, recognizing that what we do must continue to evolve, just as the industry does. ATI's continued growth and success is due in large part to the talented and dedicated individuals who love what they do.

As a coach in CFD you sometimes wear many different hats; you are a motivator, a problem solver and a confidant all rolled into one. No matter what hat I have on that day I grow on a personal level. I'm very proud of the work we do on a daily basis to change so many shop owners' lives.

The ATI experience has brought quality and betterment to my life, and I am grateful for the opportunity to be part of the culture. The ATI culture is a fine-tuned machine.





## Sara Giddings

### Administrative Support

I joined the ATI family back in 2010, then a high school senior. Four years later and I am still here, now a full-time employee in the New Business Development Department. I love coming in to work every day — ATI is such a fun place to work. There isn't a single day that passes when there isn't laughter in the building. Even the company meetings are fun! Everyone cares for one another here, both clients and employees. This isn't my second family; this is my family.



## Scott Harper

### New Business Development

Even though ATI is the Number One coaching and training company and we help over 1,100 shops weekly, you never feel as if you are just a number. In the culture at ATI, starting from the top with Chubby and Richard all the way down to every last associate and client, you can feel the family atmosphere everywhere you go! I can speak from first-hand experience that it is a very rare trait for a company of ATI's size and magnitude. I have the pleasure of coming in to work daily and spending the day with a group of people that I am proud to call family, and I'm proud to work for a company that strives day in and day out to make the lives of all associated with it better!

## The ATI Way

### Fundamental #23

### ATI is a family.

We care deeply about and support one another. This includes our associates, our clients, and our partners. Look for meaningful opportunities to create personal connections that make a difference.



## Jim Schaffer

### New Business Development

I've worked here for four years, and ATI has become my second family. Being surrounded by co-workers who are friends that you can rely on and trust is a very rare thing indeed! The fun-loving, hard-working, all for one and one for all mindset that everyone here at ATI displays makes it easy to strive to surpass our goals. And more, the fact that we portray this to our clients and help them do the same is an amazing and wonderful thing! It really is an honor to be part of this team.

Cheers!

## Mesha Berry

### New Business Development

ATI's culture is a culture I truly enjoy. You get to have fun! Sing and dance while helping shop owners achieve their dreams. This is an atmosphere where you can be yourself and also help benefit somebody else. Smile, Laugh and make friends on the phone. Help make an impact on someone else's life and yours as well. If we work hard, we are able to reap the benefits of working hard. I like that about ATI!!



## Mike Warren

Consultant/Coach

This company practices what it preaches. I spent my career as a shop owner dedicated to improving the integrity of this industry. After I sold my shop, it was important for me to continue with that. We coach our clients to develop clear processes, communicate the processes to their employees and hold employees accountable to them so they can deliver the best final product possible to their customers. Everyone here knows that everything we do every day eventually gets to our clients. Whether we are strongly advising someone to come to a Boot Camp, strongly advising a client to change the things that are killing them, or smiling and engaging in conversation with clients in our building, they know we are a solid family that is united by our integrity and our desire to help others.

## Sandra Rosier

New Business Development

My experience with ATI has been like no other. When I first walked into the building, I immediately felt the excitement and passion from all the associates here. I knew at that point I was eager to learn more about the ATI organization. After becoming a part of the team, I have noticed the determination and dedication that each and everyone here puts forth, not only to help shop owners grow but also to help every member of the ATI team become some of the best teachers and coaches you will ever meet. It is an honor to be a part of a place where everyone is moving toward the same direction of success.

## The ATI Way

### Fundamental #24

### Keep things fun.

Laughter is like a lubricant that helps to grease ATI's gears. When we stop having fun, we lose the passion, energy, and enthusiasm to help people achieve their dreams. Be light-hearted and smile. Laugh every day.





## Kim Hickey

Coach

I first became a member of the ATI family in December of 2005, when I joined the Re-Engineering program as a shop owner. Throughout my journey from struggling shop owner in the Re-Engineering program, to becoming a successful ATI Alumni, one thing remained constant – ATI's passion and dedication to changing and improving the lives of shop owners. There was never a time when I doubted that Chubby, Bryan Stasch, and my coach Nadine had my best interests at heart. The support and knowledge I received as a client from ATI gave me the keys I needed to unlock the potential of my business and my personal growth as a business owner. It was because of those things that I jumped at the chance of becoming a coach when Bryan approached me. I wanted to be able to share

not only my personal business experiences and what I learned from ATI, but also wanted to share the mistakes I learned from with other shop owners. I wanted to be part of the driving force behind other shop owners' successes. As a coach and an employee of ATI, I still get to learn new things every day. I don't just learn from my peers and team leaders, but from my clients too! I am constantly being inspired by the things my clients do and the challenges they overcome. Every day I get to wake up and do something I love doing and am very passionate about. I can't imagine ever doing anything else.



## Garry Masters

### I.T. Director

I probably have a different view on the work environment and culture at ATI than many of my associates have. As I.T. Director, my background in the technology industry is quite different than many of those here who have been engaged in the automotive repair or collision industry. I have seen a lot of different “corp” cultures, ranging from those in the world’s largest companies like AT&T, to the smallest (my own two-man independent I.T. consultant company).

The focus on the client is a very prevalent part of the culture here that I can see and feel at all levels of ATI. I believe it sets our culture apart from the culture at many of these other organizations that I have been a part of. Also, the management team here has been very open

in communicating to associates, soliciting team input, and publishing and rewarding results, while also trying to keep things fun.

Our I.T. department mainly supports ATI associates, but it is virtually impossible to separate that support from how it impacts the client. Almost every help desk request involves our associates being anxious to get back in business so that they can complete a current mission to help a client. We see that culture of focus on the client in almost every case we work on.

In summary, I see an ATI organization that has a culture engaged to support the client, and so I.T. at ATI is engaged in supporting the client through our associates — we hope it helps them both.



## Our Mission

Driving profits and dreams home for clients and associates through honest coaching with integrity, re-engineering and forgiving misguided belief systems by focusing on successes and learning from mistakes.







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