



THE ROADRUNNER



The Auto Trades Bulletin for Businesses in the Automotive Industry

Automotive Service Association of Arizona

A Message from the Chairman



Dan Guido, AAM is the owner of Tony's Service Center in Phoenix, President of the Phoenix Chapter and State Chairman. He can be reached at 602-264-9866 or email at phxguido@yahoo.com

The annual ASA national meeting in Santa Clara was a huge success. ASA Arizona for the second time in three years was named affiliate of the year. Congratulations to Luz and the staff as well as the board of directors. The big issue being discussed on the mechanical side was parts quality. Across the country facilities are seeing comebacks from a lack of parts quality. It does not matter who you are buying your parts from, all suppliers have different levels of product quality. Please make sure that the person responsible for choosing the line of parts you sell, has had the proper instruction form your supplier about what's in the box. The right quality part coupled with the proper warranty will save you hundreds of dollars in comebacks. On the collision side, after months of negotiating Progressive announced the changes in policy on partial paint/full clear (see article on Page 8). This is a huge break through nationwide.

With summer and those big repair tickets upon us, remember not to turn your customers into hostages. Somebody smart told me, these are the opportunities we get to explain why we charge what we do and why our customers should trust our facilities. We cannot assume that our clients understand everything we say on the phone. Please take the time to educate when the customer drops off and picks up the car, use whatever aids you deem necessary. This type of care and concern will pay big dividends when a client needs multiple repairs and the vehicle is border line in value to repair cost. We must give the client choices, we don't want them to have the feeling of desperation.

In closing SB 1291(the towing bill) and the right to repair (information access bill) are still out there. If anyone has personal contact with either Senator Gorman at the state level or Senator Kyle at the national level, please contact Executive Director Luz Rubio. We need to defeat these actions before it is too late.

The Automotive Service Association of Arizona
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ASA-Arizona Named ASA Affiliate of the Year

During the Automotive Service Association's recent Celebration of Excellence awards ceremony in Santa Clara, Calif., ASA presented its Affiliate of the Year Award to ASA-Arizona for its outstanding accomplishments across a broad range of categories. ASA-Arizona was selected for its excellence in membership growth, educational events, participation in ASA national programs, legislative activity and overall contributions of its membership to the automotive service industry.



Dave Martin accept Affiliate of the Year Award from B.J. Johnson during the Awards of Excellence Ceremony in Santa Clara, CA.

B.J. Johnson, ASA's vice president of membership services, presented the award to **Dave Martin**, member of the ASA-Arizona board of directors and owner of Martin's Auto Repair, Phoenix.

"This year's recipient increased ASA collision membership and the association's ability to impact the collision repair industry through a merger of a state collision organization into the ASA family," Johnson said. "In addition to membership growth, the affiliate also provided ongoing management education and technical training, state legislative involvement, and assisted member-businesses in pollution prevention and conservation of our natural resources."

Guidelines for Affiliate of the Year were sent to each affiliate last year and are designed to take into account the size of each group to ensure each has an equal opportunity to win the award.

"Our board of directors is an amazing group of businessmen and women," said **Kathy Draskovic**, ASA-Arizona chairman. "They have taken our affiliate to a new level of professionalism by decidedly looking toward the future of our industry, making the changes and meeting the challenges. We are so thankful to be awarded the 'Affiliate of the Year.' It affirms that we're moving in the right direction."

"The accomplishments of increasing and broadening the scope of our membership and the diversity of participation and representation in our board of directors is a definite sign that our affiliate is on the move, open to new ideas, undertaking new projects, increasing our presence at the legislature and many other new ventures too numerous to mention here," said **Dave Lanspeary**, ASA-Arizona member and recent recipient of the ASA Alpha award.

ASA—Arizona State Board

Officers

Danny Guido, AAM—Chairman
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phxguido@yahoo.com

Joe Cross, State Secretary
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Executive Director
luzrubio@asaaz.org

Bill Mason 623-377-5823
Field Director

ASA—AZ Board Meetings

Board meetings are open to all members and are held at the State office at 5060 N. 19th Avenue, Suite 218 beginning at 10:30 a.m. Call to RSVP 602-544-2600.

Message from the Executive Director



Luz A. Rubio, CAE

First of all, I want you to know how happy I was to learn that the Arizona ASA affiliate was once again the Affiliate of the Year for 2007. Thank you to you, our members, our vendors, our sponsors, our contacts, our board, and our volunteers. This is a recognition that we have all earned together without all of the pieces of the puzzle we would not have been able to implement and accomplish several of the objectives that we have set for the association, which have included:

- Membership growth
- Provide quality training
- Partner with other automotive related organizations
- Develop a grassroots network to communicate with our legislators
- Improve communication
- Gain recognition by vendors
- Promote Environmentally friendly shops
- Involve membership

As the economy declines, members begin to question their return on their dues investment. I ask you to start thinking about the success and longevity of your business, rely on the information that ASA provides you, the training, and of course the legislative representation. We both at the national and the state level are looking out for your interests' in the long term. Many of the legislative objectives that we have focused on recently, may not improve your business today, but

you'll be glad if in the future you don't have to deal with these regulations.

One of the issues we have dealt with so far are the Super Warranties that many states nationwide have adopted along with their clean air legislation. Again, this issued would not have start impacting businesses until after 2012, so you ask yourself, why should I care now?

The other issue is the Senate Bill 1291, which started out as a two-page bill to regulate the towing industry. This bill has now become a 20 page document with regulations for both private and commercial towers. The concern of ASA of AZ is that there is an exclusion of the automotive membership association. We are very concerned that this opens up the flood gates to AAA. Yes, currently they operate and own to facilities in Maricopa County, do their long term plans include to build more shops, maybe one next to your facility? This is why we need you to contact your Representative in the House and your Senator in the Senate and ask them to vote NO on SB 1291, and to allow you the opportunity to explain why this exclusions leaves automotive repair facilities at an unfair competitive advantage. Excluding one business over another would be a violation of the "free Enterprise" system that America is founded on. Your voice does count, please take time to make contact with your legislator today!!!!!!

ASA Newsletter—The Roadrunner

Is owned and published by the Automotive Service Association of Arizona, representing businesses in the automotive industry. This newsletter is published at least 11 times a year and is for information purposes only. The contents of the newsletter including editorials do not necessarily represent the views of the association.



The Automotive Service Association of [Arizona](#) is an affiliate of ASA, the largest not-for-profit trade association of its kind serving automotive service professionals. ASA is dedicated to and governed by independent automotive service and repair professionals. ASA's international membership base includes numerous affiliate, state and chapter groups from both the mechanical and collision repair segments of the automotive service industry.

ASA advances professionalism and excellence in the automotive repair industry through education, representation and member services. ASA's national office is in Bedford, Texas. For additional information about ASA, including past news releases, go to www.asashop.org, or visit ASA's legislative Web site at www.TakingTheHill.com.

Best Insurer Banquet

Arizona collision repair facility managers have rated Arizona automotive insurance companies on practices, customer service and payment processes through the Automotive Service Association of Arizona (ASA)'s "Best" Insurer Survey.

The survey focus is measuring insurance companies' overall policies, attitudes and payment processes and their focus on quality and timely repair for the consumer.

Wednesday, June 25, 2008

**6:30 p.m. Reception 7:30 – 9:30 p.m. Dinner & Program
Phoenix Airport Hilton 2435 S. 47th Street, Phoenix 85034
Cost: \$35 per person—RSVP required!**

Sponsored by:



Meetings & Events

For details of these meetings, please contact your Chapter President listed on page 2.

- | | |
|-----------------|--|
| June 7 | State Board meeting 10—2 p.m.
ASA AZ State Offices
All members Invited—RSVP 602-544-2600 |
| June 11 | Tucson Meeting
Viscount Suite RSVP Required
Contact Jaqui 520-790-6035 |
| June 18 | Verde Valley Chapter Meeting
7:00 p.m. RSVP To Ann Anderson
928-828-9464 |
| June 25 | Best Insurer Awards Banquet
Cost \$35 per person RSVP Required
Contact Luz at 602-544-2600 |
| July 18, 19, 20 | Sunrise 2008—ASA AZ Annual Convention
Quality Inn Prescott
Management/Technical Training
www.asaaz.org |
| July 24 | Prescott Chapter Meeting
RSVP to Marissa at 928-778-2231 |
| September 6 | State Board Meeting 10—2 p.m.
ASA AZ State Offices
All members Invited—RSVP 602-544-2600 |
| November 5—8 | CARS/NACE
Mandalay Bay, Las Vegas
www.asashop.org |

**Check our website www.asaaz.org
For a listing of more meetings & events**



Thoughts of the day!

Hermann Hartke is the ASA of AZ Field Director, visiting shops around Arizona and encouraging participation and involvement in ASA training and events. He can be reached at: 602-616-0801.

This is an old story but it is still very relevant in any business or Market!

Two candies stores are located within a couple of blocks from each other but only one is always full of kids buying candy while the other only has a few each day. When we asked the kids why the one store was always so much busier than the other even though the candy was the same and the price equal, the kids said that at the busy place the candy man always added candy to his bag while the other candy man took candy out of the bag.

The difference, the busy candy store placed the bag on the scale put a small amount in the bag then filled it to the desired weight, the other store the one who sold less put large amounts in the bag then removed candy to reach the desired weight, in the consumers eyes (the Kids) thought they were getting more, even though both bags went out the door with the same 1 pound for the same price.

This is perceived value.....what do people believe they get for their money when they do business with you, will they come back. What do ASA members think they get for their dues, when they write those checks are they doing it reluctantly or are they glad to write them and hand over their hard earned money?

The other day as I was walking with my wife looking for places to eat we passed a restaurant that had few to no customers, and entered the one who had lots of people eating, we figured that if those restaurants had few or no customers well the food may not be so good, as it turns out the food where we ate was horrible, asking a couple how the food was at the slow restaurant the people said the food and service was excellent, and to boot they said it was reasonably priced...(Sigh)

So how do people see your shop when the stalls are empty and the techs are standing around, does a customer driving by looking for service think what we thought about that restaurant and keep looking for a shop that appears to be busy?

Some old wise guy said to me that on slow days he would have his employees park their cars in the stalls and up on the hoists to give the appearance of a busy successful shop where people would feel comfortable bringing their car in to get fixed.

Valley Drivers Get Educated "While they Wait."

AutoTV will be working with ASA members in Phoenix as an initial test city for this network and plans are already being made to reach out to the nation's drivers in the future.

To find out if your business qualifies for the AutoTV Network, a free service, call Bruce Fischer at (602) 996-7129 or email autotvusa@yahoo.com Visit the website to learn more and see an example. www.autotv.biz



Tech Tip



Denny Mandeville, AAM is the owner of Canyon Automotive in Sedona and the Verde Valley Chapter President, he can be reached at 928-282-4424

Just ran into new part that will throw a monkey wrench into an unprepared shop (like us). Ford has changed the little clips that hold the fuel filter and fuel lines together. Unfortunately this new size fastener is not obvious until you have removed (broken) the original fastener. Better to get a few in stock now- because the fuel filters come (even from Ford) with the old style clips. Ford stocks them separately from the filters, part number 2F1Z9A317AA, and costing \$5.10 each is not a gimme as far as I'm concerned.

We have a low rise lift- it has its uses, and its limitations. We also have a couple of stands to put us on level with some of the pickup trucks we service- and, again, they have limitations- often times relating to their placement and where we want to be, not to mention too high, or too low. We took some 2x6 planks and made a scaffold for the low rise lift. A couple of pieces of angle iron bolted to the planks keep the planks centered and prevent separating during use. We simply pull the tall vehicle in close to the lift, install the scaffold, and raise the lift to a height that will accomplish the task at hand. We can move left or right across the whole front of the truck with confidence the planks are not going to kick out from under us as a stand sometimes wants to do when we extend our reach.

Years ago I purchased an ultra sound detector- mostly to check for vacuum leaks in the days of carburetors and the myriad of vacuum hoses for emissions. It was very useful in detecting leaking intake manifolds on Jeeps. Well, it has fallen into semi-retirement these past few years with the reduction of vacuum hoses. But I have found a new use for this tool- coolant leaks. In the past we had to fill the cooling system to pressure test it, and some times the leak was faster than the hand pump could keep up with it, or the leak was very hard to see/pinpoint. I now pressurize the system with air through a regulator system and use the ultra sound wand to listen for air escaping. Greatly reduces the mess on the floor from escaping antifreeze (water) and can confirm that obscure leaking intake manifold. I haven't tried it, but it might also confirm internal leaks by checking the oil fill cap for air escaping (?).

I am not a fan of MAP (Motorist Assurance Program "is a comprehensive effort to improve service to auto repair customers and has been designed to assure customers consistent and high quality service" through "uniform inspection and communication standards"), but sometimes it does perform a helpful function for us. MAP and the OE are telling the public shocks and struts are suspect and replacement recommended at 50K plus miles. The front end shops sell a lot of suspension, the general shops are less likely to diagnose and sell. Generally, it is gravy- and doggone it, we need to find gravy to sweeten our other time consumers.



Call to Action!!!

Towing Bill is headed back to the Senate.

Senate Bill 1291 is still going through the process and your attention to this matter is being requested. Please contact your local representative Regarding Arizona Senate Bill 1291, Towing of Vehicles, here's why:

ASA of Arizona does support the premise of Senate Bill 1291 with regard to stopping the "payoffs" or "ransoms" paid by repair shops to tow truck operators to steer vehicles to their shops.

ASA of Arizona supports the original language of the bill, which has been stricken with a new amendment, regarding having the customer sign off on a written form prescribed by the Department of Public Safety, stating that the customer was told of their right to choose the repair shop of their choice. ASA of Arizona would prefer the original language re-inserted into the bill.

ASA of Arizona does not support the language of the bill giving an exemption to "an automobile membership association" (AAA). According to AAA's own website, it states that AAA will tow a vehicle to the customer's desired location. To give them an exemption only gives them the right to tow the vehicle to their facility without informing the customer of their right to choose any shop of their choice. ASA of Arizona supports the language of allowing AAA to pay their employees in the normal course of business, but does not support the exemption of having to inform the customer of their right to choose their own facility.

ASA of Arizona does not support the section which requires private party trespass towers to prominently post a sign with the name, address, and phone number of the law enforcement agency in the area where inquires or complaints can be filed. ASA of Arizona would support the language of the bill, if it also required commercial towers to post the same information. The way the bill is written, there are penalties to the commercial towers for not disclosing the right to choose, but there is no information in the bill on who to contact to file a complaint.

To read the full version of the bill you can go to www.azleg.gov and in the search box enter SB1291 and full listing of the activity on this bill will be available.

If you are not sure who your local representative is, visit the www.takingthehill.org and you can search your representatives by entering your residential zipcode.



AUTOMOTIVE

Checklist available online

www.asaaz.org

Lanspeary Earns ASA Alpha Award



Dave Lanspeary, owner of Dave's Auto Repair in Youngtown, Ariz., received the Alpha Award from the Automotive Service Association (ASA) May 3 at ASA's Celebration of Excellence in Santa Clara, Calif. The Alpha Award recognizes an ASA Mechanical Division member for his or her generous and far-reaching contributions to the automotive service industry.

Lanspeary served previously as the president of the Phoenix chapter of ASA-Arizona and still serves on state affiliate and chapter boards. With 35 years of experience in the automotive repair industry, he has owned his business for 25 years and has been a member of ASA since 1988. Lanspeary currently serves as co-chairman of the Vehicle Security Committee with the National Automotive Service Task Force (NASTF).

"This committee was responsible for getting car manufacturers to agree on a program that would enable qualified independents and locksmiths access to the secure information that is needed for vehicle keys and immobilizer systems," said Bill Haas, ASA's vice president of education and training, who emceed the event. "He has dedicated much of his time to legislative issues and has been involved with the National Automotive Service Task Force since its beginning."

"I was shocked in receiving this prestigious award and truly appreciate the recognition of my peers in the industry," said Lanspeary. "There are many ASA members who have done far more than I have. In fact, the award was far too small as there isn't enough room to add at least another hundred names above mine that certainly deserve and have earned this level of recognition."

ASA Member Shop Donates Car to School PTA

Paul Beebe of Brad's Collision in North Phoenix, donated a 2005 Dodge Stratus. The car was donated to the Boulder Creek High School PTA at Anthem. Tickets were sold for \$10 each to raise money for the Boulder Creek PTA which provides funding for school materials in order to provide a quality learning environment for students. Boulder Creek High School just graduated it's first class of seniors who had attended all four years at that school on May 26 in the new community of Anthem.

The vehicle was donated and repaired at Brad's Deer Valley Collision Center which has been in business for over 23 years. Owner, Paul Beebe a small business owner in the area, was excited to be able to



contribute to the community and encourages other businesses to get involved and support the local schools and community councils.



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Join us on July 18, 19 and 20 at the Prescott Quality Inn for the Annual Convention of the Automotive Service Association of Arizona. Bringing training to you, saving you time and money!



Friday, July 18

8:30 – 11:00 Bike/Quad Ride

Noon Shotgun Golf Tournament—Antelope Hills Golf Course
1 Perkins Drive, Prescott

3:00—5:00 Safety Class – For owners and employees reinforcing the need for safety training at your shop— Jenny Mandeville

3:00—5:00 What Arizona Policyholders Should Know About Workers’ Compensation Fraud—Ranney Pageler



3:00—5:00 Would you and your employees be more Productive if you/they were not worried about having too much debt, or not saving enough money for the future?

Speaker: Mike Marquis, a representative of the largest financial company in North America will offer several options that will offer solutions so that you and your employees can focus on the success and longevity of the business.

6:00—8:30 Welcome Reception - Lariat Ballroom
Industry Update

Saturday, July 19

7:00 & 8:00 Radio Broadcast: Don Kott

8:00—11:00 PM - Break out Sessions

Management Class - AMI approved



Marketing! It's More Than Just Advertising - Of the five major areas of skill required to run a successful automotive repair shop, marketing is typically the one most in need of improvement. Marketing is not a science. It is an art. Simply

put, this workshop will have a long lasting impact on your sales, profit and customer service. 6 AMI Credits.

Speaker: Kelly Bennett

Technical Class

- Understanding Hybrid Vehicle Service and Technology

Over 1,000,000 Hybrid Owners Are Looking For Service! Are You Ready To Provide It?

Speaker: Dave Hobbs



- Steel Structure Technologies
Speaker: Marcus Essign

11:00 – 2:00 **Sponsor Showcase & Lunch**
Visit and learn about new and existing Products that can maximize your business profitability

1:00—2:00 *Mini—Seminars*

- Money Merge Program—Linda Larson
- Building an Effective Employee Handbook—Mike McCoy
- Toyota Website Navigation Demonstration—Bill Haas

2:00 – 5:00 **Breakout Sessions**

Management Classes – AMI approved

- Marketing ! It’s More Than Just Advertising II— Kelly Bennett

Technical Classes

- Understanding Hybrid Vehicle Service and Technology Part II: Speaker: Dave Hobbs

- Total Fuel Trim Diagnosis—Fred Hules, II
This course will dispel the myths about short and long term fuel trim and introduce the concept of Total Fuel Trim.



6:30 -9:30 **Dinner, Reception, Silent Auction, Entertainment**
(A can’t miss event at Sunrise)

Sunday, July 20

8:00 – 12:00 PM **Breakout Sessions**

- Understanding Your Customer Base.
Increase customer retention and spend less marketing dollars by understanding the make up of your core base customers. *Speaker: Paul Allen Stewart*



Beyond the Books...OEM Service Information Web Sites. Shop owners and managers will quickly realize that the availability of this information will enhance a technician’s ability to perform diagnosis and repairs. *Speaker: Bill Haas*

- I-CAR—Steel Full Frame Repairs.
Speaker: Marcus Essign



Sunrise 2008 — Features & Information

July 18, 19, 20 2008 — Quality Inn in Prescott — 928-777-0770

In addition to the technical and management training being offered at Sunrise this year, there's opportunities to network, learn about the resources and member benefits that are available to you as a member of ASA, plus there's lots of fun activities scheduled!

Golf Tournament—Scheduled for a shotgun start at noon at the beautiful Antelope Hills Golf Course located at 1 Perkins Drive in Prescott (800-972-6818). Thank you to our sponsor golf is included in your full registration.

Bike/Quad Ride— Morning ride close to hotel. Bring own equipment and don't forget the helmets. If interested information will be sent at a later date.

Friday Night Welcome Reception

A time to meet the attendees, presenters and sponsors of the Sunrise event. Shawn Greer will entertain us with some magic. Golf awards will be presented.

Saturday Night Dinner

If you were there last year, you enjoyed some great entertainment by "The Hypnotist" and you probably thought we can't top that, well you'll have to be there to see what surprise we have for you this year. The evening will be great fun for all, can't miss it!

Hotel Registration Deadlines

Hotel registrations required directly with the hotel by **June 28** call 928-777-0770, please let them know you are with the ASA group. Room rates: \$119.99 Single/ Double (non-smoking double queens). Hotel Check-in is 3:00 p.m.

Silent Auction

Can't miss bidding on items from the Silent Auction. Proceeds from this event will be designated for the ASA Educational Fund. Which offers 4—\$1,000 scholarships to high school students and offers funding to automotive instructors for needed equipment and supplies in the classroom. This fund also supports student industry events such as the ASA outstanding student awards dinner, Skills USA.

Suggested Attire for convention: Resort casual attire for classes and most events. Saturday night dinner: ties & sports coat for men, cocktail attire for women.

Thank You to our Sponsors for Sunrise. The list below shows a partial list of sponsors that have been confirmed as of the printing of this newsletter. If you are interested in sponsorship, please contact the ASA AZ office at 602-544-2600



The Argus Group



REPAIR MANAGE MARKET COLLISION



Progressive Changes Policy on Partial Paint/Full Clear

ASA Collision Division Meets with Progressive during Annual Convention

Members of the Automotive Service Association's (ASA) Collision Division Operations Committee met with Chris Andreoli, corporate PD process manager of Progressive Insurance, May 1 during ASA's Annual Convention in Santa Clara, Calif.

Following an overview of current Progressive programs and practices, committee members welcomed the opportunity to discuss the relationship between Progressive and collision repair shops, and address issues repairers are experiencing.

During the discussions, Andreoli told the operations committee that as part of Progressive Insurance's regular overall guideline reviews, it has revisited the topic of partial paint/full clear. Management reconsidered its position, in part, due to industry feedback – including documents such as ASA's trio of refinish fliers. Progressive has also expressed a strong interest in improving repairer relationships.

Andreoli said, "As part of this process, we reviewed our refinish guidelines and made changes to better address the refinish procedures that are being performed in the industry today; and to clarify operations so that they can be better understood and applied in the appropriate situations.

"Although we strongly believe that reducing refinish times

on a more widespread basis is an acceptable practice and reflects operations that allow the shop to restore the vehicle to its pre-loss condition, the decision to limit the use of partial refinish was made in large part to improve our working relationships with shops, and thereby improve the customer's experience. Situations that would include a minimal color coat application, such as a chip on the edge of a panel, will be adjusted accordingly based upon evaluation of the damage."

Progressive is expected to implement this change in the weeks to come.

Darrell Amberson, AAM, ASA Collision Division director, said: "The spot paint/full clear position of Progressive, as well as that of other insurers, has been a source of controversy and frustration for repairers for some time. Most repairers and paint manufacturers argue that the logic is flawed based on estimating database procedures and refinish guidelines. ASA hopes that other insurers will recognize the leadership position Progressive has taken on this issue and reconsider their positions on the issue as well."

Denise Caspersen, manager of ASA's Collision Division, said: "ASA applauds Progressive for this significant policy change and for its willingness to improve relationships with the repair industry. ASA looks forward to a continuing dialogue. It is through such effort and dialogue that we can continue to work toward better understanding and industry improvement."

ASA has created several communication tools to help collision repair professionals communicate with their local insurance representatives regarding refinish times. Three fliers are available to the industry free of charge. These fliers may be requested through the ASA Web site at www.ASAshop.org or by calling ASA's member services department at (800) 272-7467, ext. 295.

Are You Getting Your Discount On your Health Insurance?

Members of ASA of AZ receive a discount on Individual Health Policies offered by Blue Cross and Blue Shield of Arizona, to find out more information,

**Call 602-863-0080
or 800-777-5300**

If you already have an Individual policy with Blue Cross and Blue Shield of Arizona, Call to verify that you are receiving the discount today.

**Don't miss out
on this member benefit!**

*The Argus Group
Jim Groff & Dave Perolis*

ASA of Arizona Dispels Misconceptions on Survey Participation.

The Arizona Affiliate of ASA, recently launched a campaign to education collision shop managers on the State Farm Survey participation. We have learned that State Farm has mainstreamed their survey totally online. Included in the campaign is a page describing some of the common misconceptions and also a simple set of instructions for using the online survey.

We hope shop owner/managers will take the time to complete the survey whenever conditions change within the facility. These can include a change in the number of technicians and/or work stalls if the cost of doing business has changed. We have learned that the survey is pretty simple and the first time it may take you a few minutes more, once you've completed it once, you realize that it may be faster than the old paper survey.

These instructions will be posted on the ASA AZ website as a reference to collision shop owners/managers when completing the survey. The intent of this campaign is to education shops and therefore expanding the success and longevity of their businesses.



ASA Publishes Report on Telematics Usage, Potential Effects on Independent Repair Market

The Automotive Service Association (ASA) has published a report focusing on the potential effects that telematics may have on independent automotive service and repair businesses, including remote diagnostics. The report also explores consumer usage of telematics products and services, how a telematics system functions and its practical applications.

“The ASA Mechanical Division Operations Committee deserves to be commended for recognizing the potential impact this technology could have on independent automotive service and repair. I applaud their decision to compile this comprehensive study and appreciate the insight it provides about telematics,” said Ron Pyle, ASA’s president and chief staff executive. ASA’s findings indicate that, as with previous technological changes, the aftermarket will rise to the challenge and find its place in the telematics market that will allow the independent repair facility to be an active participant.

“Telematics is not a new technology, but it has gained momentum in the past few years. It could become the new challenge for independents,” said Robbie Addison, Mechanical Division manager. “The one item that seems to be of the most concern to ASA members is remote diagnostics, which allows a vehicle’s built-in systems to identify a mechanical or electronic problem and make the information known to the consumer and vehicle manufacturers. This provides an opportunity to direct the customer back to the dealership for service.”

Anticipating these potential challenges, the ASA Mechanical Division Operations Committee has been actively involved in researching telematics since 2006. “This was no small task for the committee as their research needed to identify current trends, forecast future trends and predict the impact of telematics on the independent repair shop,” added Addison. “The report was created with ASA members in mind and should help explain telematics and how to prepare for potential issues related to telematics. This research could be instrumental in directing ASA to a positive solution for the independent automotive repair business.”

ASA’s “Telematics: Past, Present and Future” report is currently available on the ASA Web site. To download a PDF version of the 20-page document, visit www.ASAshop.org. Click on “ASA News” in the top menu, then [“More ASA Resources.”](#)



ASA Launches ‘Open for Business’ Campaign on Behalf of Independent Repairers

ASA’s consumer campaign will focus on rebuilding consumers’ trust in their local neighborhood repair shops. To help support local technicians, ASA will also hold a series of Service Information Workshop programs visit www.asashop.org for more info.

Market Profiles for ASA Members

ASA can provide members with a free market profile based on their ZIP code. Market profiles provide demographic information of the areas that surround member mechanical and collision businesses.

For more information on market profiles, contact Karin White, ASA’s research and project specialist, at 800-272-7467 ext 252.

Another reason to be an ASA member!

Answer to Trivia Question #2



Thank you to **Virgil Wrubel** for allowing us to use his trivia questions. Give you something to ponder before the next issue of the newsletter is published.

The answer to last months trivia questions are, General Motors was the corporation that was started by Buick. John Wayne was the actor with 142 leading roles, acted in over 170 films and was involved in over 200 films.

One of the best business deals in US history was made by John and Horace Dodge in 1903. John and Horace, both in their 20s, were working as machinists in Detroit. In 1897 they opened a bicycle company to manufacture an improved bicycle of their design. It’s unusual that so many of the original automobile innovators were bicycle mechanics. In 1899 they sold the company and used the money, \$7,500 in cash and \$10,000 in machine tools to open Dodge Brothers Machine Shop in Detroit. They had a good reputation and manufactured parts for different types of products including firearms, bicycles, automobiles, and steam engines. Oldsmobile gave them so much business they dropped everything else. Olds sold 2000 cars in 1902, more than any other carmaker, and they all had Dodge transmissions. In 1903 the Dodge brothers took a huge risk: they dumped the Olds account and agreed to manufacture engines, transmissions, and chassis for the Ford & Malcomson Company, which had not produced a single car, Henry Ford showed them the plans for his model A “Fordmobile”, and the Dodges were impressed. But there was an even bigger incentive. Henry Ford had run two companies into the ground, and his credit rating was so bad that he had to offer the brothers a sweeter business deal than they could have gotten anywhere in town. Ford’s partner, Alex Malcomson, Detroit’s leading coal merchant set out to found an auto company together, with their own savings. They soon realized they were short of money. Malcomson took his name off the company, in case it failed. He feared it hurt his other company in the eyes of the banks. Ford had trouble raising money, so he offered the Dodge’s 10% of his company for \$3,000 in cash and \$7,000 in auto parts. The rest of the story next month.

My trivia question is: At the turn of the century, what percent of cars were electric, steam, gas? Answer in next months newsletter.

Associate Members Looking to bid out a service, please contact one of our associate members!

Air Conditioning Parts & Kits

AAPAK Gary Stinson 602-254-1116

Automotive Part / Supplies

Autohaus Arizona, Inc. Carolyn Lefebvre, 602-243-4287

AutoZone Tony Swinson 602-435-4458

B&T Tools (Matco Tools Dist.),

Butch Weisenbeck, 928-300-1954 (Cottonwood)

BAP Import Parts Larry Del Rae, 602-242-4308 (corporate)

CARQUEST Doug Klein, 602-282-6816 (District)

Charleston Auto Parts Jim Cardy, 928-753-5571 (Kingman)

Kenz & Leslie of Arizona,

Will Rasmussen 623-764-3671 (statewide)

Jasper Engines & Transmissions Mike McDonald

800-827-7455 xt 1528 (statewide)

Lefty's Auto Electric Ralph Allen, Jr. 602-269-2567

Master Shaft Jim Haines, 602-254-5454 (Phoenix)

Merle's Automotive Supply Steve Sattinger, 520-622-3526

(Tucson)

Monty's Motor's Greg Montoya 520-458-2061 (Sierra Vista)

Pro-Cut Distributor / Mutt Enterprises, Inc.

Clayton Hollaway 928-925-1079

NAPA Auto Parts - Ryan Hennesy 602-538-5087

(District Center)

NAPA Auto Parts—Apache Junction, Jay Stouse 480-982-0363

NAPA Auto Parts - Kingman Tammy Green, 928-753-2188

NAPA Auto Parts - Yuma Russ Clark, 928-341-4688

NAPA Auto Parts: Grand Canyon Auto Supply, Inc.

Craig Abernethy, 928-445-2240(Prescott)

Off Road Buggy Supply Rich Binder, 928-783-6265 (Yuma)

Rieth Auto Bob Curtis, 480-962-4211 (Mesa)

Safety Kleen John Petty 480-250-3836

Snap On Tools — All Tech Tools (Prescott, Sedona)

Ray Smith 928-899-3547

Southwestern BG, Inc. Doug Garrison, 520-742-6936 (Tucson)

Tri-City Automotive Warehouse

Tom Hartenbower, 480-892-7732 (Phoenix)

USD, inc. Nick Navarro 602-424-2922

World Pac, Kevin Brennan, 602-738-7681 (statewide)

Car Rental

Avis Budget Group, Inc. Cari Wilson 480-283-3757

Enterprise Rent-A-Car Glenn Zeldin 602-818-8075

Customer Relations Marketing

CustomerLink Jill Stenson, 916-781-4344 (statewide)

Collision Industry Vendors

A-1 Automotive Refinish Troy Schooley 888-489-6338

ALLDATA Derrick Hoelscher 602-809-4242 (Phoenix)

800-795-1525 asa@alldata.com (statewide)

Akzo Nobel Coatings Mike Shields 480-804-0068

Audatex Everardo Keeme 602-237-3375

Auto Clip Doug Seper 317-538-4892

Bill Heard Chevrolet Mitch Elie 480-481-6610

Camelback Toyota Parts Dept. Ben Barringer 602-264-2841

Camelback VW Subaru Hermann Hartke 602-616-0801

Car-O-Liner Shawn Alarcon 623-512-7630

Doherman Company Todd Duke 602-252-2964

Enterprise Rent-A-Car Glenn Zeldin 602-818-8075

Ever-Ready Glass Frank Thomas 602-235-6002

Insurance Auto Auctions Charlie Sanders 602-305-5345

Keystone Automotive Jerry Elwood 602-353-3415

Leading Edge of Arizona Tom Lantz 480-966-8819

LKQ All Models Randy Smith 602-470-4580

New Way Auto Parts Kent King 520-622-7781

Power Nissan Parts Don Foote 480-598-6000

Sherwin Williams Automotive Brian Falls 602-410-6704

Diagnostic Software

ALLDATA Derrick Hoelscher 602-809-4242 (Phoenix)

800-795-1525 asa@alldata.com (statewide)

Equipment, Hoists, Lifts, etc.

Cuda Cleaning Systems, Mark Gilson 480-782-7412 (statewide)

David Blatt LIFTCO, Inc. David Blatt, 520-615-0992 (statewide)

Doehrmann Company, Inc. Todd Duke 602-252-2964 (Phoenix)

520-792-9338 (Tucson)

Leading Edge Automotive John Rang, 480-894-9661 (Tempe)

Metro Plating, Inc. Kim Brown, 480-833-8453 (Mesa)

Mutt Enterprises, Inc. / Pro-Cut Distributor, Clayton Hollaway,

928-925-1079 (statewide)

Gordon-Darby, Inc. Anne Hagerty, 602-437-8041(Phoenix)

Environmental Consultants

Van's Environmental Service Brian Vance, 623-674-8267

Gasoline Supply

Arizona Fuel Distributors Spenser Rasi, 602-437-4515

(statewide)

Hallum Oil David Hallum, 602-254-5163 (statewide)

Navajo Refining, Bill Champlin, 480-821-8445(statewide)

Union Distributing Dave Lueth, 602-358-2410 (statewide)

Win Oil, Inc. Jeff Pugliano, 800-845-4914 (statewide)

Woody's Enterprises Jack Lowe, 520-684-7868 (Tucson)

Insurance

The Argus Group 800-777-5300 (statewide)

Dave Perolis xt. 106 Jim Groff xt. 105

Workman Insurance Bob Workman, 520-531-1300 (Tucson)

Wells Fargo, Jack Bender 602-381-2830

Zurich Direct

Dan Oades, 602-312-0039, Mike McCoy 623-238-8792

Merchant Services—Credit Cards

First Data, Kevin Holladay 480-332-9272 (statewide)

Radiators

Hawkes Discount Radiator Terry Stewart 602-426-8183

Performance Radiator Greg Anderson 602-462-9260

Towing

Rapid Towing Ben Wilson, 928-445-7387 (Prescott)

Training

Automotive Training Institute, Ken Brookings, 208-263-8170

Auto Profit Masters David Rogers 866-826-679(statewide)

CARQUEST Doug Klein, 602-282-6816 (Phoenix)

NAPA Auto Parts - Ryan Hennesy 602-538-5087

(District Center)

Tri-City Automotive Tom Hartenbower, 480-892-7732 Phoenix)

Uniforms

UniFirst Corporation, Patrick Scillo, 602-253-1144 (statewide)

Used Oil

Safety-Kleen, John Petty, 480-250-3836 (statewide)

SW Petroleum Waste Mgmt, Lore Parker 623-772-5992

Worker's Comp. Insurance

SCF of Arizona Phoenix 602-631-2600 / Tucson 520-292-4142

Zurich Direct Dan Oades, 602-312-0039

Mike McCoy 623-238-8792



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- APACHE JUNCTION**
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480-982-0363
- AVONDALE**
519 W. Western
623-932-1550
- BENSON**
181 S. Patagonia
520-586-2272
- BUCKEYE**
126 S. 4th Street
623-386-5616
- CAMP VERDE**
27 West General Crook Trl.
928-567-3356
- CASA GRANDE**
217 E. 2nd Street
520-836-2965
- CHANDLER**
71 E. Frye Rd
480-963-6402
- CHINO VALLEY**
1448 S. Hwy 89
928-636-6272
- COOLIDGE**
403 W. Central
520-723-9551
- COTTONWOOD**
420 S. Main
928-634-4213
- DOUGLAS**
500 Chiricahua Rd
520-364-7449
- EL MIRAGE**
12555 NW Grand Ave
623-583-0888
- ELOY**
451 S. Sunshine
520-466-9231
- FLAGSTAFF**
1865 E. Butler
928-774-2733
- FLORENCE**
440 S. Main
520-868-5839
- GILA BEND**
619 W. Pima
928-683-6324
- GILBERT**
1022 N. Gilbert Rd
480-892-9866
- GLENDALE**
6020 W. Myrtle
623-939-8383
- GLOBE**
1100 N. Broad St
928-425-5714
- GREEN VALLEY**
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- KEARNY**
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520-363-5557
- KINGMAN**
2545 E. Andy Devine
928-753-6759
- LAKE HAVASU CITY**
124 N. Lake Havasu
928-855-9171
- MARANA**
13750 N. Sandario
520-682-3031
- MARICOPA**
19563 John Wayne Pkwy
520-568-2341
- MESA**
3051 E. Main St
480-924-6992
- MESA EAST**
6827 E. Main St.
480-294-6999
- MESA WEST**
2330 W. Broadway
480-281-0140
- NOGALES**
570 W. Maricopa
520-761-1602
- PAGE**
621 Elm St
928-645-8876
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817 California Ave.
928-669-2262
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110 W. Main
928-474-5221
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10447 N 83rd Ave
623-979-3363
- PHOENIX EAST**
2150 E. Thomas Rd
602-267-0677
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602-254-6643
3707 E. Broadway #5
602-437-3028
- PHOENIX NORTH**
2711 E. Bell Rd
602-344-2000
- PHOENIX WEST**
2811 W. Thomas
602-272-5611
7622 W. Indian School
623-850-6272
4327 W. Van Buren
602-272-2341
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618 W Deer Valley
602-869-0912
- PHOENIX CENTRAL**
3331 W. Peoria Ave #101
602-978-2200
- PRESCOTT**
533 N. Madison
928-445-2240
- PRESCOTT VALLEY**
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928-772-9455
- QUEEN CREEK**
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36650 W. Hwy 84
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720 W. Elliot Rd
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1848 E. University
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880 E. 20th St
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- WICKENBURG**
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928-684-2861
- WILLCOX**
650 S. Arizona
520-384-2287
- WINSLOW**
1507 N. Park Plaza
928-289-2043
- YUMA**
360 10th St
928-782-4721
3080 S. Pacific Ave
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