



NEW BLOOD, NEW VISION

With the election of a new board, comes a new vision for the ASA Phoenix-Metro Chapter. Part of this new vision is to improve communication and keep members informed of what is happening in the local automotive community. The intention of this new community newsletter is to bring you useful resources, important dates, and keep you informed of new technology and industry news.

52 SHOPS WENT OUT OF BUSINESS LAST YEAR, ARE YOU NEXT?



The economy has been tough for many businesses, including the auto repair industry. Networking and interacting with successful shops in your area is a great way to gain insight on how to save or improve your business in a difficult economy.

“If you put yourself on an island and think you’re going to do it all by yourself...you’ll fail” –Jim Murphy, business coach.

All industries have a life cycle. The auto service industry is now, in what industry experts call Generation III. Succeeding in Gen III requires more than boasting that you have best price, best quality, and fastest service when every other shop makes the same claims. Today’s customers are more discriminating and more informed than in any time in history. Successful shops don’t just do things differently...they are doing different things.

In his presentation at this year’s first general membership meeting in February, “Avoid the Commodity Trap”, Dave Riccio will present the characteristics of a Gen III auto shop and how to “WOW” today’s auto service consumers. Dave will present the keys to creating and consistently providing an extraordinary customer experience, and how to turn your business into a referral generating machine.

Dave Riccio owns Tri-City Transmission Service in Tempe, AZ. Dave and Tri-City have captured national interest and acclaim within the transmission industry. Tri-City was recently profiled in GEARS Magazine, and

Important Dates

**ASA General Membership Meeting
February 26**

**Sunrise Convention
July, Prescott**

Dave was a featured speaker at the last three national transmission conventions. He is also slated to speak at the Powertrain Expo next September in Washington DC.

The same principles that have proven successful for Dave in the transmission business will work in any automotive business. Don’t miss this opportunity to learn what’s working in successful Phoenix-area repair shops at the upcoming membership meeting.

GENERAL MEMBERSHIP MEETING

The first general membership meeting of 2013 is scheduled for Tuesday, February 26. Join us for great food and drinks as well as an opportunity to meet fellow shop owners. This meeting is open to all ASA Phoenix-metro Chapter members and in an effort to welcome prospective new members, **we are also inviting non-members who are interested in joining ASA to attend.** Come meet some of your peers, while we address current hot button topics in the local automotive community. Dinner will be provided.

When: Tuesday, February 26 at 6:30 PM
Where: Trophy Room at Karsten Golf Course, Tempe
Cost: **Free**

To RSVP, contact Christina at 480-466-0012 or email to events@table12marketing.com



The ‘sound of a tin rolling about’ was exactly that Mrs Smith.....