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JASPER Holds ESOP Shareholders Meeting, Zach Bawel Named President

Jasper Engines & Transmissions held an Employee Stock Ownership Plan (ESOP) Shareholders meeting July 7th. It was the first such meeting held since the company announced its ESOP plan in March, 2010.

"2010 was a phenomenal year," Doug Bawel told Associates. "We hired 159 additional Associates and expanded our manufacturing capability by 12%. 2011 is poised to be even better." Bawel thanked all Associates, throughout the company, for their efforts with respect to Safety, Quality, Productivity, Customer Service and Reduction of Waste.

"We have a lot to be proud of, but we cannot rest on our laurels," said Bawel. "We have to take the training we have received, and the tools we've learned how to use, and apply them to our work each and every day, in order to make JASPER bigger and better than ever."

It was also announced that the Jasper Engines & Transmissions Board of Directors has reorganized by naming Zach Bawel as President and Chief Operating Officer (COO). Zach has been Executive Vice President of Sales since 1999, and has 24 years experience with the company.

"I am looking forward to the future growth and opportunities that JASPER has developed, both within the company, and through acquisitions that have helped JASPER diversify for the future," stated Zach. "We will continue to look for opportunities that add value to our relationships, by providing other products and services our customers need and want."

Zach Bawel takes over as JASPER president from Doug Bawel, who was named Chairman and Chief Executive Officer (CEO), a position recently held by 63-year JASPER Associate, Gervase Schwenk, from 1987 until his passing in 2010.

Doug stated, "This change in roles allows me to be more active in acquisitions, strategic planning and leadership development, and allows Zach the greater opportunity to become more intimately involved in the management of the company."

According to Mike Pfau, Public Relations Director, "Zach has accumulated a wealth of experience in his 24 year tenure with the company. For the last several years, Zach has been involved in additional facets of the company's growth and will move comfortably into his new position as President and COO. Doug's move to Chairman of the Board and CEO further reinforces the stable leadership that has become the cornerstone of our company."

Jasper Engines & Transmissions is headquartered in Jasper, Indiana. The company was founded in 1942 by local businessman, Alvin C. Ruxer. Over its 69-year history, JASPER has become the nation's leading remanufacturer of gas and diesel engines, transmissions, differentials, transfer cases, marine products and electric motors. JASPER operates remanufacturing facilities in Jasper and Leavenworth, Indiana, and Willow Springs, Missouri. Nearly 600 JASPER remanufactured products are shipped from its Distribution Centers, each day, to a network of 40 branch locations throughout the United States.



Zach Bawel takes over as JASPER President and COO from his brother Doug, who was named JASPER Chairman and CEO.

Zimney's Automotive

Zimney's Automotive, located near Lebanon, Pennsylvania, can take care of practically any type automotive service.

The brothers, Dale and John Zimmerman, started their careers in 1990 as teenagers working on their father's farm. Three years later, they purchased a seven-bay shop at 564 Horseshoe Pike, approximately one mile from the farm, and started Zimney's Automotive together.

Since their opening, Zimney's Automotive has expanded to include auto and light truck repair, performance and diesel repair and towing capabilities. Business was so good that in 2007, Zimney's opened a second location in nearby Schaefferstown with six more service bays. That location includes a complete auto parts store, rental vehicles and used car sales.

From two employees doing repair work on the farm, Zimney's currently boasts 26 employees in its two locations. Two of their technicians are ASE L1 Certified Associates. Zimney's wants to stay at the forefront of auto and truck repair, by keeping up with the latest technologies and industry changes. This includes in-house training and webinars, participation in JASPER Technical Clinics and training through various parts stores.

The workforce at Zimney's Automotive includes Dale Zimmerman's 15 year old son, Darrin. Enrolled in private school through eighth grade, Darrin attends vocational school, which allows him to work in the shop office assisting in sales work and parts orders. Darrin's talented work at Zimney's has contributed to about 50%



Dale Zimmerman's 15-year old son, Darrin, assists in sales work and parts orders in the front office.

of JASPER sales over the past year, with a personal best of three JASPER sales in one week! Darrin feels that reviewing JASPER's product updates and warranty information with a customer has been his greatest selling tool.

For the past 15 years, Zimney's has been an installer of JASPER gas and diesel engines, transmissions, transfer cases and differentials. After participating in a company tour, Zimney's made the commitment to use JASPER on an exclusive basis. "However, it was my first warranty that really sold me on JASPER," says Dale Zimmerman. "JASPER's technicians were easy to deal with and got my customer back on the road fast. This allowed my shop to do the job and they paid me when it was done."



Zimney's Automotive in Lebanon, Pennsylvania, includes: (back row) John Zimmerman, Mark Zimmerman, Lee Shirk, James Kauffman, (front row) Darrin Zimmerman, Bruce Sensenig, Denny Gernert, Dale Zimmerman and Matthew Zimmerman.

GM Hydramatic/Pontiac Split Head Six Get “Authentic”

It's considered one of the heaviest automatic transmissions ever made. But, the all cast-iron Hydramatic was one of the first fully automatic transmissions ever mass produced for the motoring public. This one came to the Transmission Department of Jasper Authentic Custom Drivetrains over the summer from a customer's 1956 Oldsmobile Rocket 88.

Developed by the Cadillac and Oldsmobile divisions of General Motors in 1939 for the 1940 model year, the four-speed Hydramatic used a two-element fluid coupling, in place of a torque converter, and three planetary gearsets. Since it was used in several military vehicles during World War II, the Hydramatic was rugged and very reliable. Its shifting was not as smooth as some of the other automatic transmissions of the time, but its design was more efficient, especially at highway speeds. The Hydramatic arguably paved the way for the acceptance of shift-free highway travel.

Diving deeper into automotive history, the Engine Department of Jasper Authentic Custom Drivetrains recently remanufactured a 1929 Pontiac 200 cubic-inch “Split Head” six cylinder engine. These engines were built between 1926 and 1932, when Pontiac was a branch-off of the old Oakland Motor Car company.

The Split Head had a one-piece cast iron block with three main bearings. Its most unusual feature was the use of two separate cylinder heads, covering three cylinders apiece. The ignition distributor was mounted on top of the block, in the gap between the heads.

Pre-1929 versions of the Split Head were 186 cubic inches; rated at 40 horsepower. For 1929 and later models, the engine displaced 200 cubic inches, producing 60 horsepower.

Obviously, these early drivetrain components are no longer offered, nor do they fit into any production remanufacturing system. That's where Jasper Authentic Custom Drivetrains comes in.

“One type of client that would benefit from our division, for instance, is the individual restoring a car that's all-original,” says Alex Ernst, Jasper Authentic Group Leader. “They want the serial numbers to match, or they want their engine to be hand-built by experienced professionals”.

“With Jasper Authentic Custom Drivetrains, we spend extra time remanufacturing an engine or transmission,” Ernst added. “We give the customer that hands-on, hand-built treatment that our target customer base is looking for.”

In addition, Jasper Authentic Custom Drivetrains provides some extras for the enthusiast. “Customers can opt to have their engine dynamometer tested, in addition to the live-run test we perform on most applications,” said Ernst. “And we can provide the customer with documentation of the remanufacturing process.”

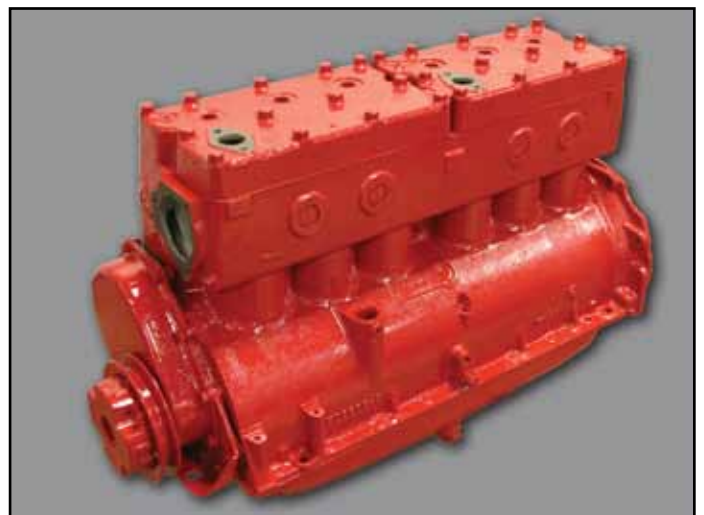
For more information on the Jasper Authentic Custom Drivetrain division, call 800-827-7455 or visit www.jasperengines.com.



The clutch packs of the Hydramatic are fitted inside the case during final assembly. This transmission came from a 1956 Oldsmobile Rocket 88.



Whether it's an engine, or transmission, Jasper Authentic Custom Drivetrains provides that hands-on, hand-built, treatment that our customer base is looking for.



The Pontiac Split Head six produced 60 horsepower in 1929, up from 40 horsepower in earlier versions. The customer asked for the red paint job on his engine.

JASPER's Night at The Races

Jasper Engines & Transmissions hosted an evening of fun and racing July 9th at the New Egypt Speedway, a first-class dirt track facility in New Jersey, southeast of Trenton. The barbecue and event-filled night was well attended by many of our area shops.

The track has a two-seat Dirt Modified racecar that turns laps at race speed, with a willing participant in the passenger seat. One of the lucky riders was Aaron Kollmar of No Excuses, Inc., who found the experience exhilarating. Victor Lugo of Signature Automotive was the other thrilled passenger on the wild ride.

Two lucky JASPER customers won the opportunity to wave the green flag to start feature races. Todd Boston, fleet manager of Pittsgrove Township waved the green to start the 20 lap Sprint Car feature. He spent all 20 laps in the starter's stand breathing in the dirt and witnessing the action from a unique perspective. Mike Somogy of ERJ Auto Repair was the starter for the Sportsman Modified feature. He was pressed into action twice, as an early caution provided the chance to throw the green on a restart.

All customers and JASPER sales representatives who were so inclined, were ushered into Victory Lane after each feature to have pictures taken with the winning driver, his car, and the trophy girls.

Many in the group took a tour of the pit area, meeting several drivers from all of the divisions. They asked questions and saw the cars up close and personal. They also found out how hectic the pits are on race day. There was even an air conditioned luxury suite at our disposal.

We plan to make this an annual event. If you would like to attend, please let your JASPER New Jersey branch representative know!



JASPER customers from the New Jersey branch pose in Victory Lane with east coast racing legend Billy Pauch following his Dirt Modified feature win at New Egypt Speedway.



A few JASPER customers from the New Jersey branch were willing passengers for a few laps in New Egypt Speedway's two-seat Dirt Modified.

Illinois Duo Wins Morgenthaler Tournament

Second best was good enough for the championship at the sixth annual Chad Morgenthaler Fishing Tournament to Benefit Special Olympics, July 30th, on Rend Lake in Illinois.

Joe Bullock and Clint Joiner, both of Benton, Illinois, tipped the scales with 16.83 pounds. That was good enough to beat everyone but Morgenthaler and his partner, fellow professional, Dave Mansue with 16.99 pounds. A tournament record 93 boats were entered.

Morgenthaler and his fellow pros don't compete for the tournament title. Instead, local anglers could enter a side "Beat the Pros" competition. This is the first time in the six years of the tournament Morgenthaler and his partner topped the field.

"I'd be lying to you if I said it wasn't fun to do it once," Morgenthaler said. "You always want to weigh in some fish, that's just the competitive spirit. Trust me, in the last six years I've taken my share of ribbing from my friends."

The team of Danny Schipkowski and Steve Tucker earned the big bass honors with a 5.07 pound fish.

Jeff Henson, director of special events for Special Olympics Illinois, said the tournament is expected to net \$30 - \$35,000 for Special Olympics. The "Beat the Pros" contest netted an additional \$1,200. "The first five years of the tournament has raised more than \$133,000," Henson said.

There are more than 27,000 Special Olympians in Illinois. "They train free of charge all year round because of events like these," Henson said.



Clint Joiner and Joe Bullock (center) win the sixth annual Chad Morgenthaler Tournament for Special Olympics. Chad (at right) and his pro partner, Dave Mansue, flank the winning pair.



Chad's JASPER-sponsored boat on Rend Lake. A record 93 boats entered the tournament.

Are You Qualified?

by Joe McDonald, JASPER Regional Sales Manager

Joe McDonald

is a University of Maryland University College (UMUC) graduate with an Associate's Degree in Business. Joe



has over 20 years of experience in the automotive field, and 14 years with JASPER. He has served as a Regional Manager for the past eleven years, and has served eight years in automotive franchise/franchisor relations.

“Qualified” is a term we hear in everyday life. Every one of us has our own definition if something, or someone, is qualified to our standards. Standards differ from person to person and that is where our opinions are derived. That is why our opinions differ so much from one another, and why many of our decisions are much different than others.

This is a necessity of being diverse, as we would not want to live in a society where all had the same opinions, or qualifications of people or things. When we discuss qualifications, or opinions, we always think about our own and not others. We can sometimes be swayed one way, or another, based on a person's opinion whom we respect and trust, but we always go back to our qualifications and opinion. Most qualifications and opinions are based on first impressions. A study found that people will qualify you within the first 30 seconds of meeting you, or just seeing you. That's pretty amazing, especially because many of those first impressions are wrong.

What are you doing with your shop to make sure you are receiving a favorable first impression? It starts with the exterior of your building and property surrounding it. Several of your shops are along busy highways. Motorists pass by your shop but will choose not to come in, based on the appearance of your building. I know that may sound

crazy and if they would just stop in they would find professional courteous people. But, unfortunately, some of us never get that chance. I had the privilege to sit in on an open forum and was able to listen to this first hand. A middle-aged woman stated to the audience of 100 or so shop owners that a \$5 coupon would get her to drive by your shop. A shop owner stood up and asked her what she meant by that. She explained that she would drive by and qualify the shop to see if she felt comfortable coming in. Her opinion of you was coming from the look of your facility. Now some of you might be thinking about how the exterior looks right now. Is that a reflection of what your business is about? How many people drive by your building every day and qualify you at 40 miles per hour? Is it the opinion that you want to be perceived? Is that 55 gallon drum with the rag hanging off of it still there? Is the tethered banner still hanging across the service bay? Are the three older cars with flat tires still parked on the side? Does that planter out front have dead plants in it? What are you doing to allow new people to qualify you in a positive way?

Many shop owners reported that new

customers have come in after an exterior make over or clean up. The most consistent comment made is, “Is this a new business?” I would suggest taking a look at your facility and make necessary changes. It's very easy to come to the same place every day and not see what others see. Walk across the street and take a look at your shop from a different angle.

Here are five attributes that illicit a positive impression:

- A bright awning and a clearly defined entrance to the shop.
- Bright and seasonal landscaping.
- Fresh paint and a clean building exterior.
- Clearly marked parking and available spaces.
- Outside seating, such as a bench.

Do these attributes sound familiar? They are practiced every day in the restaurant business. Restaurants realized a long time ago about curb appeal, and you are no different. That calendar may not say Spring, but a “Spring Cleaning” project at your shop can take place any time of the year. Who knows... It might mean some new customers too!

A Strive to Thrive Testimonial

After attending JASPER's Strive to Thrive event, I decided to change three things in our shop:

1. We added a toolbox and a selection of oil change tools to our stall with a drive-on lift. This became our dedicated oil change bay for everyone in the shop;
2. Each person has a dedicated day for the radio station, previously we had three radios on with different stations on each;
3. We bought a labeler and pegboard, to set up tools on pegboards around the shop. Things like coolant pressure tester adapters will have a specific place that they belong, instead of crammed in a box somewhere.

These things may seem trivial, or even common sense, but going to an event like this makes you think about your surroundings and realize there's something you can do to improve every single day. I will be attending the next event.

Louie Sirianni
Sirianni Automotive
San Antonio, Texas

Seven Employee Recruiting Tips That Work!

by Bob Cooper, President & Founder/Elite Worldwide

Bob Cooper

has functioned as the developer, owner and an operator of some of the most successful auto repair shops in North America.



Bob is a member of the prestigious National Speakers Association, and is one of the nation's leading authorities on both personal and career success. Today Bob speaks nationally, as well as internationally, to many trade associations, universities, private banking groups, and Fortune 500 companies.

1. Most shop owners, and dealership managers, will wait until they need someone before they start recruiting. This is a major mistake! Instead of hiring the best service advisor or tech, they'll inevitably end up hiring the best of whoever is available at the time. There's a big difference between the two. If you want to hire the superstar employees, you need to start by identifying who those stars are, and then start building relationships with them. If you do, then when the time comes when you need to hire a star, you'll have the relationships in place and will be prepared for the hiring process, rather than having to scramble to fill a need and settling for the best available.

2. When you first meet with a candidate, try to avoid lunch meetings. You are far better off meeting them for dinner. At a dinner meeting, they won't be checking their watches, they'll be more relaxed, and you'll have a greater opportunity to learn about the kind of person they are.

3. During your dinner meeting, you should look for indicators that help you evaluate three things: their attitude, their aptitude and their ethics. You should also pay very close attention to how they treat the restaurant staff. Over the years I've learned that if they don't say "please" and "thank you" to the servers, then odds are, they won't say "please" and "thank you" to your employees, or your customers.

4. When hiring service advisors, you absolutely have to take them for what I call a "test-drive." At the appropriate time, hand them a repair order and have them sell you the recommended service. It's amazing how many service advisors have the interviewing process down to a science, but then miserably fail when put to the test. If they can't impress you with their sales presentations, they won't impress your customers either.

5. Make sure that your compensation program is top shelf. Don't forget: The superstars will be looking for an opportunity, not a fixed income. Your compensation program needs to provide them with the opportunity to earn a higher income, based on their productivity.



6. When you request references, always ask the applicant to list two techs whom they have worked with. Not only can you learn a lot from their coworkers, but if you do a great job when you speak with the techs during your reference checks, and impress them with your professionalism, then those techs can become employment candidates too!

7. In addition to the career references, you need to call those personal references, as well. On a personal note, I'm always most interested in speaking with the personal references, because it's through these people that I'm able to learn the most about the applicant. You may laugh, but if the applicant is young enough for their parents to still be alive, I'll always ask that they list them as references. It really is amazing what you can learn from someone's parents!

For additional sales, marketing, and management tips & strategies from Elite Worldwide President Bob Cooper, visit the Elite Blog at:

www.EliteWorldwideStore.com/blog

JASPER Remanufactures VP44 Diesel Injection Pumps

Jasper Engines & Transmissions offers several benefits when it comes to remanufacturing the Bosch VP44 injection pump.

This pump was found on 1998 - 2002 Cummins B Series engines, which were used in Dodge Ram pickups, Freightliner medium-duty trucks and numerous industrial applications. The design was prone to failure for many reasons.

In the early-style pump housing, there was a steel piston which ran through a brass advance cylinder bore. “The brass bore saw severe wear from the use of ultra low-sulphur fuel and the different metallurgical factors of the two pieces,” says TJ Abrams, JASPER Diesel Quality Group Leader. “JASPER only uses steel inserts in this advance cylinder bore, to eliminate wear and allow the piston to move freely.”

Another common issue involved the electronic pressure sensor glow-plug controller (PSG) on top of the pump. “Early-model PSG’s had a limited number of key cycles,” noted Abrams. “JASPER verifies the date code on the side of the PSG, to eliminate this concern, and will reflash the PSG to the latest calibrations.”

Perhaps the most common failure on the VP44 is the “216” code (fuel timing error), and the runnability problems that go with it, due to supply pump issues and low fuel pressure to the injection pump. “The pump diaphragm can crack inside the pump, causing excessive wear on the housing,” says Abrams. “JASPER installs the later-style diaphragm, which is metal-plated and is thicker than the original, to help eliminate these types of failures.” Abrams added, “On each VP44 replacement, JASPER recommends that the fuel supply pump is also replaced in the vehicle to help eliminate that failure.”

As an authorized Bosch Service Dealer, JASPER uses state-of-the-art calibration equipment. The Bosch 815 test stand, used in our fuel room, is constantly updated with the latest software,” says Abrams.

These updated components, along with JASPER’s up-to-date electronic calibrations, will help keep a vehicle running at peak performance, and meeting the latest emission standards.

For more information on JASPER’s diesel engine fuel system components, please call our sales team at 1-800-827-7455, or log onto: www.jasperengines.com.



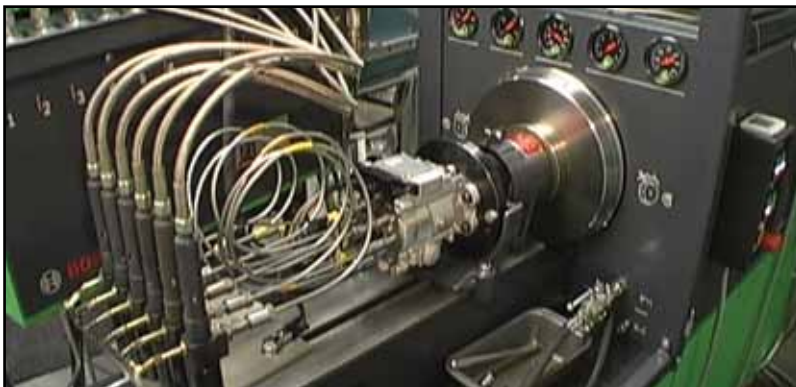
JASPER uses steel inserts in the advance cylinder bore in place of the original brass insert, eliminating severe wear issues.



JASPER verifies the date code on the PSG, and reflash-es the electronic controller, eliminating limited key cycle concerns.



A thicker, metal-plated diaphragm is installed to help eliminate low fuel pressure problems within the pump.



The Bosch 815 test stand, used in JASPER’s fuel room, is constantly updated with the latest software for the VP44 injection pump.

Diesel HEUI Pumps... Remanufactured by JASPER

The Hydraulic Electronic Unit Injector (HEUI) pump was once considered a disposable piece on a diesel engine. Now Jasper Engines & Transmissions, the nation's leader in remanufactured drivetrain products, has turned the HEUI pump into a reliable, remanufactured component that customers can install with confidence.

HEUI fuel systems appeared on the market around 1994. Soon the Ford Powerstroke, International DT Series, and the Caterpillar 3126, each had a variation of this system which uses engine oil, under high pressure, to pump fuel into the combustion chamber.

One such pump can be found on the 2003-2004 Ford 6.0L diesel and its cousin, the International VT365. "Oil leaks are one of the biggest issues with these pumps," says TJ Abrams, JASPER Diesel Quality Group Leader. "JASPER uses critically-sized O-rings to prevent leaks from the rear end sealing plate. Also, 100% of the O-rings within the pump are replaced, along with any discharge fittings, which are a major problem on 1994-2002 Ford Powerstroke diesels.

Another common issue is the loss of flow or pressure. "This is caused by a swashplate turning in the housing when it's not supposed to," says Abrams. "JASPER installs a set screw in the housing to prevent the swashplate from turning, and also replaces the thrust washers for the plunger rotor. This is a key wear item that can cause pressure and flow loss."



The HEUI pump, once considered disposable, has become a reliable JASPER remanufactured component. The HEUI pump, pictured above, can be found on the 2003-2004 Ford 6.0L diesel and the International VT365.

Each HEUI pump, just like an engine, is tested after being remanufactured. "Pressure, flow and leaks are scrutinized on a custom-built test stand to ensure a quality product," added Abrams.



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