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**JASPER NASCAR Driveline Division
 Ready for 2011 Racing Season**

The 2011 racing season is almost here. The NASCAR Driveline Division of Jasper Engines & Transmissions looks to build upon the success of the 2010 season by building transmissions and rear end differentials for some of the top teams in NASCAR.

Joe Gibbs Racing drivers Denny Hamlin, Kyle Busch and Joey Logano drove in the NASCAR Sprint Cup Series in 2010 with cars equipped with a JASPER 4-Speed Transmission, as did Michael Waltrip Racing drivers David Reutimann, Martin Truex, Jr. and Marcos Ambrose. Penske Racing drivers Kurt Busch, Brad Kesolowski and Sam Hornish, Jr. raced cars equipped with a JASPER Rear End Differential.

"We came up just short of winning the 2010 NASCAR Sprint Cup Series Title with Denny Hamlin," says Terry DeKemper, JASPER NASCAR Driveline Manager. "Denny finished second in NASCAR Sprint Cup Series points, Kyle Busch was eighth."

NASCAR Sprint Cup Series teams using JASPER NASCAR Driveline products accounted for 15 wins in 2010 with nine pole starts, 60 top five and 108 top ten finishes.

JASPER could be found in other NASCAR racing disciplines. Brad Kesolowski won the 2010 NASCAR Nationwide Series using a JASPER Differential. Ryan Truex won back-to-back NASCAR K & N East Division titles using a JASPER 4-Speed Transmission.

"We are leasing more transmissions this year and have some quotes out to some other teams," says DeKemper. "It looks like our division will be as busy, or busier, than last year."

In 2010, JASPER incorporated a single-rail version of its 4-Speed Race Transmission into its offerings. This style of gearbox

allows a single external rail to rotate and move two internal forks to engage the four forward gears. This makes the transmission lighter in weight and allows for fewer parts outside of the case. "There is less chance of debris getting caught in external components," added DeKemper. "The bottom end of the transmission is the same as in previous years, so we know that's bulletproof."



A group of JASPER 4-Speed Transmissions prepare for shipment from the Jasper Facility.

Powell's Service Center

Our first Customer Profile of 2011 is Powell's Service Center in La Center, Kentucky. Located at the intersection of Broadway and 2nd Street, Powell's is a general auto repair facility, including engine and transmission installation, tires and exhaust.

The owner, Rex Powell, describes himself as a hometown man. Rex has long been known for supporting area sports and community events. He's also known for problem solving on vehicles, whether using the lab scope, scanner or just plain common sense.

Rex started his career in 1982 doing minor repair work out of his house. He was soon doing repairs for other people and didn't have the space to work on them. So Rex started his service center in August of that year.

Powell's Service Center began life as a two-bay service center when it opened in 1982. A 50 by 60 foot, three bay addition was constructed in 1990 to accommodate the growing workload. Today, the shop boasts 2,000 square feet of workspace and five service bays. A smaller service bay was later renovated into a customer's waiting lounge like no



Powell's Service Center offers a comfortable waiting area, with breakfast on Tuesdays.

other. "Every Tuesday, we cook breakfast for anyone who comes," says Rex. "There's free popcorn and coffee, a slush machine, a fireplace and a big screen TV for customers to enjoy."

Currently, there are two technicians employed at Powell's Service Center. Both are ASE-Certified. Rex encourages his employees to further their automotive education. His business will pay for the classes if the information is beneficial to their work.

Since 1998, Powell's Service Center has been an installer of JASPER remanufactured engines, transmissions and the occasional diesel or differential.

"We use JASPER because they have proven themselves to be the best," says Rex. "JASPER takes care of warranty issues and provides good service. We have become partners."

The business philosophy is a simple one at Powell's Service Center: "We fix cars and trucks, while providing peace of mind to the customer," says Rex.

As for the future, Rex plans to see Powell's Service Center continue on after his retirement with the same reputation that he has started.



Rex Powell has owned Powell's Service Center in La Center, Kentucky, since 1982.

Cam Bore Alignment Station Reclaims Ford Modular Heads at Jasper Facility

Jasper Engines & Transmissions has implemented an operation to remanufacture Ford modular cylinder heads with overhead cams.

An overhead cam bore alignment station has been put in place in the Gas Engine Division of the Jasper, Indiana, facility. At the heart of this station is a Milltronics 7200 CNC machine that centers the head for proper cam bore alignment. The CNC machine takes less time to do the procedure, with improved accuracy, when compared to a manually-operated drawbar boring setup.

Currently, the station's main focus is the Ford 4.6, 5.4 and 6.8L modular engines with aluminum overhead cam cylinder heads. The station gives JASPER the ability to remanufacture these heads that in the past would not be salvageable.

"The camshaft journals ride in the aluminum bore of the head, and not on an actual bearing," says Lukas Hetterscheidt, JASPER Gas Engine Quality Control Captain. "Any dirt or debris that gets in between the cam and the head tends to tear up the cam bores and the camshaft itself."

JASPER's Indiana Tool & Die Division has the capability to weld up the steel of the camshaft journals to .030 oversize. Meanwhile, heads are taken to the cam bore alignment station where they are align bored to accept the remanufactured camshaft. "It doesn't have to be the same cam that originally came with the head, but the bore and the journals have to match in size," says Hetterscheidt. "So if you have a .030 cam, the head must be align bored .030. In some instances, the head is align bored .080 over, and a bearing is inserted so a stock camshaft can be used."

"Anything that was in poor condition would, in the past, be discarded, and we would run out of core heads or core cams," added Hetterscheidt. "Now we can save both the cam and the heads.



JASPER Associate Dave Loechte prepares a Ford 4.6L modular cylinder head for cam bore alignment on the Milltronics 7200 CNC machine.

We are always keeping our eyes open for ways to reclaim components, maintaining the highest quality standards and producing the greatest value for our customer."

In the future, JASPER plans to utilize the cam bore alignment station on 3.7 and 4.7L Chrysler cylinder heads. Hetterscheidt added that similar stations

could be implemented in other JASPER facilities where overhead cam engines are remanufactured.

For more information on the remanufactured gas engines of Jasper Engines & Transmissions, please call 800-827-7455, or log onto www.jasperengines.com.



The cutting head on the Milltronics 7200 CNC machine is in the middle of align boring a Ford 4.6L modular cylinder head.

Ohio Shop Gets 'Strive to Thrive' Makeover

Jeremiah Friesner Automotive Services in Heath, Ohio, received a 'Strive to Thrive' makeover in September 2010 from JASPER Associates of the Columbus Branch. Jay Myser (branch operations), Patrick Smith (truck driver), Chuck Ratliff (truck driver), Atticus Myser (outside salesman) and Dane Patterson (sales manager) were there to give Jeremiah, and two of his employees, a helping hand.

Jeremiah and Dane started work the night before going over the areas of the shop that would benefit the most. A list was compiled of the areas that needed the most TLC.

Outside:

A wrecker was brought in to remove dead cars from the pavement. Trash was picked up. Weeds were cut down and branches picked up around the property. The paved parking area was cleaned and four spaces were reserved for customer parking. Employees were required to park in a gravel parking area. Wrecker drivers could no longer drop cars on the pavement. Finished cars had to be backed into a parking space. A goal was set that once a week the parking lot would be cleaned and trash picked up.

Shop:

In the shop area, parts shelves were organized. A part that was missing for almost a week was found during reorganization. Old parts and boxes that were of no use to anyone were thrown away. In the process of cleaning, we found nearly \$2,500 in cores that needed to be returned for credit. Two water faucets were installed for easier access to water in the shop. Ideas to get air hoses & electrical lines off the floor were implemented. Work benches were organized. The shop floor was swept and mopped. The floor drains were opened to allow more water to quickly leave the floor. A broom and shovel rack was installed for quick and easy access to these items.

Customer Waiting Area:

The customer waiting area was cleaned out with the floor swept and mopped. The walls were washed of dirty hand prints and pictures were hung in a different pattern. Clutter was removed from around the walls. Repairs were made to a literature rack. Sales literature and promotional items that were either outdated or worn were discarded. Glass that separated the office from the customer was taken down. Windows were cleaned. Service people made a commitment to clean the area once a week and to make sure to clean off all visible hand prints.

Office:

The office was the final area in the Jeremiah Friesner Auto Service makeover. Unwanted clutter was removed from the counters. An organizer was set up for daily paperwork and another organizer was set up for bills. The office was completely dusted, its floors swept and mopped.

In the weeks following the makeover, Jeremiah took to heart all his potential ideas he had for improvement. He has since installed floor tile. Each service bay has its own air hose reel and retractable hanging trouble light. A cleaning company has taken over providing bathroom towels. Jeremiah also started using a price matrix on his parts mark-up and went to a purchase order system when obtaining parts. He has been able to keep track of returns with more efficiency, and parts are not waiting as long on the shelf for installation. Other plans are to improve the customer waiting area complete with a ceiling fan and heat, and a TV enclosure.

Congratulations to Jeremiah and the Associates of the Columbus Branch for their efforts in making Jeremiah Friesner Automotive Services a premier repair facility in their area.



Above: The shop floor of Jeremiah Friesner Auto Service was in this condition before the Strive to Thrive makeover. Below: The completed makeover.



2011... Your Rainbow of Opportunities

by Craig Hessenauer, JASPER Regional Vice-President

Craig Hessenauer

has been a Jasper Engines & Transmissions Associate for 21 years, working primarily in the Mid-Atlantic region. Craig began his automotive career 29 years ago after attending Salisbury State University in Maryland in pursuit of a Bachelor's Degree in Business Administration.



Will your 2011 goals lead you to increased business at the end of the rainbow?

What do you find at the end of a rainbow? Did you say "a pot of gold" without hesitation? That was because this happy thought was implanted in our long-term memory at an early age. I imagine you too hoped that one day you would come upon the end of a rainbow and see the wonderful shining pot of gold promised to you in childhood fables. Imagine that...a shining pot of gold at the end of a beautiful rainbow. Does sound nice doesn't it? Now try imagining this, you can create a beautiful rainbow that, of course, at the end, yields you a shining pot of gold. This is a very real possibility IF you will muster up some childlike imagination in 2011. A shining pot of gold earned by you at the end of the 2011 rainbow. Well maybe not gold... but how about a bank account number large enough to make you feel all warm and fuzzy inside? Of course you could buy some gold with it if it would make you feel even better.

For those who use their imagination, there is a rainbow of opportunity in every year and not just in 2011. Yes, every year also presents new challenges. Unfortunately we sometimes can get too caught up in those challenges to look for

the new opportunities. But now that you are re-acquainted with your childlike imagination, what rainbow of opportunities do you see in 2011? During a series of round table discussions, I listened to shop owners discuss so many fresh ideas for improving business that it would be impossible to incorporate all of them in a single year. Yes, there is truly a rainbow of opportunity awaiting you and your coworkers in 2011. Hopefully you are already working toward that pot of gold. If you haven't yet, don't worry, all is not lost. A great friend of mine reminds me regularly that it is never too late to change.

If you already have a list of goals for 2011, then consider this a reminder to review them regularly and to take action on them daily. 'For a goal that is written but then put away will likely result in diminishing pay'. For those of you who have yet to put a game plan together, there is no time like the present. But in order to act, you must have something to act on, right? I suggest you begin with a blank sheet of paper. In the center of the paper write the year 2011 and a gross sales dollar figure that you would like to achieve this year. Circle it and draw lines from there to identify all of the changes

taking place in your business community. For example: People are keeping their cars longer. What commercial accounts have moved into your area? What municipal fleets are experiencing budget cuts and may need to sublet work? Next, extend additional lines out to identify how you and your coworkers can benefit from those changes. Finally, list the process changes you will need to make in order to gain additional revenue from some of those changes in your business community. For example: Now that people are keeping their cars longer, you should be able to schedule additional work by improving your process for educating your customers or by tailoring your marketing to the longer vehicle life expectation.

By the way, Jasper Engines and Transmissions sales are up dramatically now that people are keeping their vehicles longer. Large ticket jobs, such as the installation of engines and transmissions, are a great way to swell your pot of gold. We look forward to helping you grow your pot of gold in 2011. Create your 2011 rainbow and make it a great year for you and your coworker's families.

Weinzapfel Named Vice President of Engine Manufacturing, Dooley Named Diesel Division Manager

Jasper Engines & Transmissions has named Matt Weinzapfel Vice President of Engine Manufacturing.

Matt's duties will be to oversee the remanufacturing processes of the Gas Engine and Diesel Engine Divisions, as well as the Jasper Authentic Custom Drivetrains Division. "Matt was selected based on his recent experience as Diesel Division Manager, and his prior work as manager of JASPER's Crawford County operations," says Mike Schwenk, Executive Vice President of Production.

"I appreciate the opportunity to serve the JASPER family in this new role," says Weinzapfel. "It's an exciting time at JASPER, due to solid sales growth and our recent move to 100% Associate ownership. I look forward to working with all JASPER Associates on our journey of continuous improvement."

Matt began his career at JASPER in May of 1994 working in Branch Auditing and Accounting for four years. After that, Weinzapfel spent five years as General Manager of JASPER's Crawford County operations. Matt later spent three years as General Manager of Gas and Diesel Engine operations for the Jasper and Crawford facilities, two years as a member of the JASPER Production System and, most recently, has been Diesel Division Manager for the past three years.

JASPER also announced that Ryan Dooley has been named Diesel Division Manager. Ryan will oversee the day-to-day duties within the Diesel Division.



Matt Weinzapfel (at left) has been named Vice President of Engine Manufacturing for JASPER. Ryan Dooley (at right) has been named JASPER's Diesel Division Manager.

Dooley began his JASPER career in July 1997, when he was assigned to the Gas Engine Failure Analysis Department. After that, Ryan spent 11 years in Customer Service, including two years as Department Manager. Since August of 2008, Ryan's recent position has been Manager of the Diesel Fuel Room, where he established JASPER's Fuel Components Program in February of 2010.



www.jasperengines.com

e-mail: sales@jasperengines.com

815 Wernsing Road · P.O. Box 650 · Jasper, IN 47547-0650

JASPER ENGINE AND TRANSMISSION EXCHANGE



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