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**JASPER® Offers GM 6.6L Duramax LML
 Running Complete Diesel Product Line**

Jasper Engines & Transmissions is excited to announce the availability of its remanufactured GM Duramax 6.6L LML Running Complete diesel engine. This engine is officially available for the following late-model applications:

- 2011-2016 Silverado & Sierra 2500 & 3500

“This engine has three available options: a standard design, a head stud option, and a head stud option with an upgraded crank made of 4340 forged steel, and a deep nitride treatment,” said JASPER New Product Development Group Leader, Brad Boeglin. “The crank includes a larger true form radii, a dual key for the damper, and upgraded oiling holes.”

JASPER’s remanufactured Duramax 6.6L LML Running Complete engine includes the block, crank, cam, connecting rods, pistons, oil pick-up tube, oil pump, upper and lower oil pan, oil level sensor, flywheel housing, front cover, vibration damper, water pump, oil cooler and oil filter assembly, oil cooler water supply tube, assembled cylinder heads, lifters, pushrods, rocker assemblies and valve train, rocker housings, valve covers, intake manifolds, center intake manifold, upper intake pipe, turbocharger, turbo air inlet, turbo oil and water plumbing, exhaust manifolds, exhaust turbo inlet (up-pipes), lower thermostat housing/water crossover, upper thermostat housing/water outlet, thermostats, fuel injectors, fuel injector supply and return lines, indirect fuel injector supply line, high-pressure fuel pump, high-pressure fuel lines, high-pressure fuel rails, fuel filter assembly, engine mounted low-pressure fuel supply with return lines and hoses, EGR bypass valve, EGR valve, and EGR coolers.

Additionally, the following sensors, and components, are installed for your convenience: crank, cam, oil pressure, oil level, fuel temp (where applicable), fuel rail pressure, fuel pressure relief valve, fuel switch, water temp, MAP, charge air temp, EGR inlet and outlet temp, engine sensor jumper harness, and glow plugs.

The JASPER Remanufactured GM 6.6L Duramax LML Running Complete engine is covered by a warranty of up to 2-years Parts and Labor. Full warranty disclosure is available upon request.

For more information on the remanufactured diesel engines of Jasper Engines & Transmissions, log onto www.jasperengines.com, or call 800.827.7455.



GM 6.6L Duramax LML Running Complete

Schrimsher Automotive & Transmission Repair

Schrimsher Automotive & Transmission Repair is located in the unincorporated community of Toney, Alabama - situated between Huntsville, Athens, and the Tennessee border. This facility, located at 21931 East Limestone Road, specializes in all types of general automotive repair to domestic and foreign vehicles, including transmission repair and replacement, tires and brakes.

Owner Kevin Schrimsher started his business 13 years ago when the company he was working for suddenly closed its doors. Kevin's first location was in an old hog barn, but from there moved to a rented 40 foot by 60 foot building. Schrimsher's current location, on Old Limestone Road, opened in January of 2015. The building measures 5,000 square feet with five service bays. The facility includes larger, heavy-duty lifts for working on bigger trucks and vehicles, and a clean waiting room for customers.

There are four employees at Schrimsher Automotive & Transmission Repair, including two technicians that are ASE-Certified in Transmission Repair and General Repair. Kevin also encourages his employees to further their automotive education, and will pay for their employees to participate in additional education seminars.



Owner Kevin Schrimsher (center) is flanked by technician, Brian Bartlow (left) and technician Tyler Schrimsher (right).

Schrimsher Automotive & Transmission Repair has been an installer of JASPER quality remanufactured products for the past nine years. "JASPER's warranty is the number one reason why we use their products," said Kevin. "The company's customer service department can really make things happen for our patrons."

Kevin and the staff at Schrimsher Automotive & Transmission Repair will always work with their customer, "because they are trusting us with their vehicle," he said. "We want to make sure they are comfortable using us, and get them back on the road, fast."



Schrimsher Automotive & Transmission Repair in Toney, Alabama, has installed JASPER remanufactured products for the past nine years.

JASPER® Expands Remanufactured Ford 6R140 Transmission Line

Jasper Engines & Transmissions, the nation's leader in remanufactured products, announces the expanded availability of its remanufactured Ford 6R140 RWD, and 4WD, transmissions. These electronically-controlled 6-speed transmissions are available on exchange for the following late-model gas and diesel vehicles:

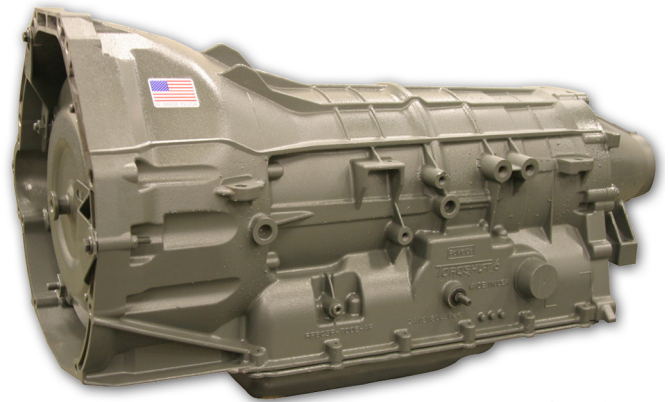
- 2016 Ford E350 6.8L RWD (Slip yoke)
- 2016-2018 Ford E350 6.8L RWD (Bolt-on yoke, without PTO)
- 2017-2018 Ford F450-550 6.7L RWD/4WD (Bolt-on yoke, without PTO)
- 2017-2019 Ford F450-550 6.8L RWD/4WD (Bolt-on yoke, without PTO)

“Great care is taken to ensure each JASPER transmission will stand up to the rigors of everyday life, which is why each remanufactured Ford 6R140 is 100% dynamometer tested through a state-of-the-art software package,” said Brad Boeglin, JASPER New Product Development Group Leader. “This simulates in-vehicle driving conditions, ensuring proper shift engagement, correct pressure and shift timing.”

“Valve bodies are 100% remanufactured, and vacuum tested, to ensure all hydraulic integrity is restored,” Boeglin added. “The speed sensors included with this transmission, along with the Internal Mode Switch (IMS), are tested to verify there are no issues with the component prior to installation.”

In addition, JASPER offers FREE rental of a J2534 pass-thru device to assist in programming valve body strategy and ID, to ensure the proper calibration is installed in the vehicle. “This reduces the programming hassle for shops that currently do not have a J2534 device, and eliminates the chance of electrical issues or transmission failure,” said Boeglin.

The warranty for the JASPER remanufactured Ford 6R140 is based on specific usage. The standard warranty coverage is 3-Years, 100,000 miles, Parts and Labor. Full warranty disclosure is available at www.jasperengines.com, or upon request.



Ford 6R140

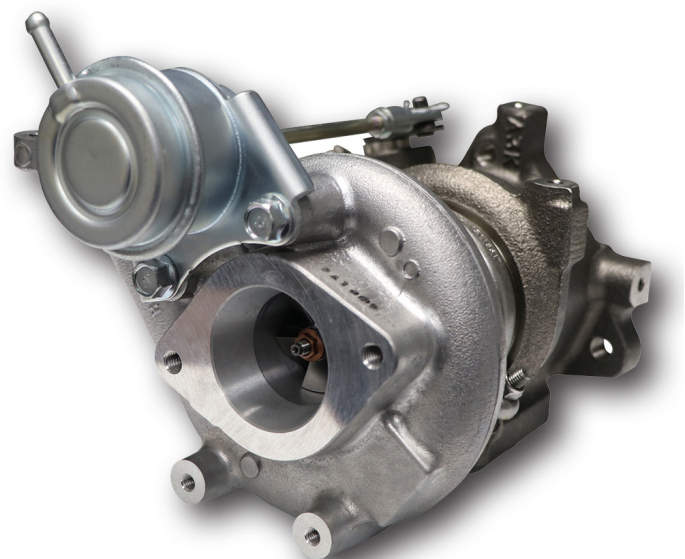
JASPER® Offers Turbocharger for Nissan Juke 1.6L Engine

Jasper Engines & Transmissions is pleased to announce the availability of an over-the-counter turbocharger for the 2011-2017 Nissan Juke equipped with a 1.6L engine.

“This is one of the many late-model gas and diesel turbochargers JASPER has available over-the-counter for domestic and import vehicles,” said JASPER New Product Development Group Leader, Brad Boeglin. “These turbos are bolt-on replacements and include install gaskets for easy installation. Call us today to find the right turbo for you, or your customer's vehicle.”

This turbocharger is in stock and carries a 1-Year Parts and Labor Warranty. Full warranty disclosure is available on our website or upon request.

For more information on the complete line of JASPER air and fuel components, please call 800.827.7455, or visit www.jasperengines.com.



Turbo for Nissan Juke 1.6L

Nashville Top Award Winner from Jasper Engines & Transmissions Sales Awards

The Nashville, Tennessee, branch of Jasper Engines & Transmissions took home the President's Award for 2020 during the company's annual sales awards, which were live streamed on January 26th. Today, JASPER® has 50 branches throughout the United States.

Recognized as JASPER's top branch award, the President's Award is based upon improvements in several sales categories. In addition, the Nashville branch received an award for Most Improved Sales Volume, Most Improved Diesel Sales, Most Improved Gas Engine Sales and earned third place in Branch Customer Retention.

"Congratulations to all the Associate-Owners of the Nashville branch for winning the President's Award for 2020," said JASPER President, Zach Bawel. "We have been in the Nashville area for many decades. As Nashville has grown, we have continued to see this market grow and prosper."

"Thank you to all our great customers in the Nashville area for making this possible," added Bawel. "We look forward to continued growth from our Nashville branch in the future."

Individually, Nashville Sales Representative, Tom Schneider, was recognized for Most Improved Sales Volume. Schneider, along with Nashville Branch Manager, Danny Watkins, and Sales Representative Gary Cooper, were each named Bronze Level sales recipients, achieving a company sales increase in 2020 over the previous year.



JASPER Chairman/CEO Doug Bawel addresses viewers during the company's annual Sales Awards, which were live streamed January 26th.

JETT Presents Grants to Local/National Non-Profit Organizations

Jasper Endows Today & Tomorrow (JETT) presented seven 2020 grants totaling \$27,500.00 in December to local and national non-profit organizations. These organizations included:

- H.U.G.S. Ranch (\$6,000)
- Hands of the Carpenter (\$5,000)
- Thin Blue Line of Michigan (\$5,000)
- Pregnancy Care Center of Washington, Indiana (\$4,000)
- Habitat for Humanity of Dubois County (\$4,000)
- Strings (\$2,500)
- Community CHEW (\$1,000)

JETT has awarded 52 grants since its inception in 2013, totaling \$194,066.00. "All of these charitable gifts would not be possible without the matching partnership of JASPER® and our generous membership," added JETT Founder, Mark Balsmeyer. "Couple that with several member-driven fundraising events, and we are blessed to be able to support our community's non-profit organizations."

JETT is a giving circle for Associate-Owners of Jasper Engines & Transmissions, and their families, that focuses on pooling resources, creating a greater combined impact on our communities. Their goal is to learn more about philanthropic opportunities and support those organizations that promote smart giving.

Each year a portion of member donations builds the JETT endowment, which currently totals over \$250,000.00. JETT membership has steadily increased from 29 members in 2013 to 235 in 2020.



30 NASCAR Driver/Team Combinations Use JASPER® 4-Speed Transmissions in 2021

The JASPER 4-Speed Transmission is being used by 18 team/driver combinations for the 2021 NASCAR® Cup Series. It is also being used by 12 team/driver combinations for the 2021 NASCAR® Xfinity Series.

The following NASCAR® Cup Series teams are using the JASPER 4-Speed Transmission in 2021: Stewart-Haas Racing, with drivers Kevin Harvick, Aric Almirola, Chase Briscoe, and Cole Custer. Joe Gibbs Racing, with drivers Denny Hamlin, Kyle Busch, Martin Truex, Jr., and Christopher Bell. Richard Childress Racing, with drivers Austin Dillon and Tyler Reddick. MBM Motorsports, with drivers Timmy Hill and Chad Finchum. Richard Petty Motorsports, with driver Erik Jones. 23XI Racing, with driver Bubba Wallace. Trackhouse Racing Team, with driver Daniel Suarez. Kaulig Racing, with driver Kaz Grala. Live Fast Motorsports, with driver BJ McLeod, and Gaunt Brothers Racing, with driver Ty Dillon.

The following NASCAR® Xfinity Series teams are using JASPER 4-Speed Transmissions in 2021: Joe Gibbs Racing,

with drivers Daniel Hemric, Brandon Jones, Harrison Burton and a fourth driver on a rotating basis. Stewart-Haas Racing, with driver Riley Herbst. Kaulig Racing, with drivers Jeb Burton, Justin Haley, and AJ Allmendinger. MBM Motorsports, with drivers Timmy Hill, Chad Finchum, and a third driver on a rotating basis, and RSS Racing, with driver Ryan Sieg.

“We are excited to have the iconic Richard Childress Racing team use the JASPER 4-Speed Transmission for 2021, along with the new 23XI team owned by Michael Jordan,” said JASPER Manager, Mark Harrah. “With 2021 being our final year in the NASCAR Cup Series, we’re preparing for our best season ever.”

2020 was another highly successful season for drivers using the JASPER 4-Speed Transmission. NASCAR® Cup Series cars equipped with JASPER products accounted for 19 wins, 89 top-five finishes, and 164 top-ten finishes in 2020.

NASCAR® Xfinity Series Drivers using JASPER products accounted for 21 wins in 2020.

Mazak CNC Machine added to JASPER Engine Remanufacturing Process

JASPER has invested in a state-of-the-art Mazak CNC unit, specifically to machine overhead cam bores, achieving JASPER’s tight machining specifications.

Cylinder heads are loaded onto an assembly called a tombstone, which holds up to 4 heads. The Mazak rotates the tombstone into the machine, where a Renishaw probe identifies each head, and assigns the proper machining operation.

A highly precise cutting bar is automatically loaded into the machine. Cutting oil, filtered up to 10 microns, is pumped through the cutting bar, aiding in the removal of debris while cutting. This also helps achieve a surface finish of 5-10 Ra within the overhead cam bores.

For cylinder heads with multiple size cam journals, a dual stage process is used. The first bar machines a pilot hole in the first cam bore. The second cutting tool ensures proper concentricity in machining of all the other cam bore diameters. The Mazak maintains cam bore positioning up to 1-millionth of an inch.

After machining, the cam bores are measured with a highly precise dial bore gauge, verifying the bores are within JASPER’s tight specifications. It’s another way a JASPER remanufactured product will meet or exceed your customers’ expectations. Make JASPER your brand of choice.



A Renishaw probe (top) identifies the head inside the Mazak CNC unit, assigning the proper machining operation. The tombstone (bottom) can hold up to four cylinder heads.

Open for Business

by Craig Hessenauer, JASPER Vice President of Fleet & National Programs

Craig Hessenauer

has been a Jasper Engines & Transmissions Associate-Owner for 31 years, working primarily in the Mid-Atlantic region.

Craig began his automotive career over after attending Salisbury State University in Maryland in pursuit of a Bachelor's Degree in Business Administration.



Whether you have been in business for decades, or you've just recently opened your doors, attracting new customers plays a critical role in your financial success. A typical shop's customer attrition rate is approximately 10% - 15%. This is due to aging drivers, customers moving out of your area, and a few dissatisfied ones. Multiply that customer depletion over just a few years and you'll quickly realize your income can suffer greatly without a steady flow of new customers.

The degree of financial success varies greatly among the 150,000 plus automotive repair and maintenance businesses in the United States. Some shop owners are thriving in this new age of automotive repair, while others struggle to make ends meet. This phenomena is not new, nor is it limited to your customer attrition rate. However, if you want to secure your financial future, pay attention to how well your business attracts new customers.

The number one way to get new customers is through referrals. The most successful shop owners often attract enough new customers, through referrals, simply by doing what they said

they would do, when they said they could do it, and at a fair value to the customer. These business owners will tell you it's not complicated and referrals are the primary way they attract new customers. You will also find in order for these successful shop owners to do what they said they would do, by when they said they could do it, requires them to employ skilled technicians armed with the appropriate technology. It's not just in your tool box any more. Prompt repair service requires high-speed information access, from diagnostics to parts supply, and that technology continues to evolve. If you want to meet the high-speed demands of your customers, and gain their referrals; embrace new technology and pay competitive wages for competent technicians.

If your new business is not yet attracting enough new customers on its own, or if you're trying to jump start an old family business, you may need to take some additional steps to get new customers into your place of business.

Below is a simple checklist of proactive steps you can take to increase new business. You don't need to work on all these steps at once, but each one can have a positive effect on your long-term financial success.

1) Train everyone in your place of business on the importance of making your existing customers' experience a memorable one. Always try to do what you said you would do, by when you said you could do it... with a SMILE.

2) Make your business appear larger than life. Marketing 101 is to get noticed. Bright colors, business cards (for all, and yes the technicians), wrapped vehicles, etc. are marketing ploys you will notice other business owners employ to become more memorable. Observe these grand business

approaches and incorporate what you can.

3) Incorporate a professional automotive focused web manager. We at Jasper Engines and Transmissions endorse <http://completemarketing-resources.com> and <http://autosolutions.com>, based on their automotive focus and their ability to keep you on top for both web and mobile searches, and can help you understand the value of developing a Facebook following.

4) Participate in your community events with your marketing hat on. Support their causes and be the one that everyone remembers, such as Little League, or even schools. For example, if there are schools within three miles of your shop, offer free pick up and delivery, with 2% back to the school.

5) Visit other businesses in your area, including other automotive repair and maintenance businesses. Most successful shops have a healthy portion of fleet work and referrals from other shops that lack the diagnostic or programming capabilities, or lack the skilled labor needed to perform engine, or transmission replacements, or simply need someone to fix what their technician broke.

Being in business for yourself is a life altering experience... for better, or worse. Unfortunately, either result typically requires an equal amount of your time. It's how you invest your time that ultimately determines your financial success in business. A thriving business does not have to be complicated. Make sure everyone in your community remembers that you are open for business and then serve them promptly and with courtesy when they arrive. New customer referrals will follow.

Best wishes for your continued financial success.

5 Steps for Creating Leaders Within

By Bob Cooper, President & Founder/EliteWorldwide Inc.

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.

All successful companies need a leader that has a vision of the future, clearly defined long-term goals and a deep appreciation for people. These leaders bring out the best in others, have a deep-rooted commitment to ethics, and are able to withstand the challenges of leadership. When it comes to small businesses, even the best leaders often have difficulty finding others in their organization that are not only capable of becoming a successor, but can effectively lead others. I realize there are countless books that have been written on developing leaders within, and the amount of information available on the web really is endless. Accordingly, I felt I could best help you by distilling this subject down to a step-by-step guide to creating leaders within your company.

Step #1. Communicate your values, mission and culture early and often - Individuals in leadership positions must realize others will most willingly follow when they feel the leader shares their values. By having a deep commitment to ethics, by never putting money ahead

of people, and by creating a culture that others want to be a part of, people will have a natural propensity to not only follow you, but emulate you as well. These are the principles of leadership that can't be faked, or only applied when the time is right, because people will inevitably be able to tell if you aren't genuine.

At Elite, all new hires memorize our Mission Statement as soon as they come aboard. This helps them achieve a deeper relationship with our values. Throughout their tenure with your company, make sure you continually reinforce those values and the things that are most important to your brand. For example, since ethics are important to our culture at Elite, we provide every new employee with a copy of Ethics 101 by John Maxwell, and they are asked to share what they feel are the most important takeaways. Reinforcing your shop's culture early and often will help ensure you have buy-in from everyone that works with you.

Step #2. Start with the Right People - Regardless of how good your leadership skills may be, in order to create leaders within your business you need to start with people who have the right attitude, the aptitude to grow within your organization (or into the position), and the right ethics. Bear in mind, regardless of whether or not you are looking to fill a specific leadership role in management, each and every one of your employees will take on a leadership role to some degree. This is why you need to consider two different leadership paths; One for the individuals who will be assuming greater management/business leadership roles, and one for those who will serve as role models for others.

Step #3. Identify the Candidates for Leadership Roles in Management Positions - In identifying the right candidates, you need to ensure you are confident they have the capacity to grow

into the leadership position you are looking to fill. You will also need to assess their natural talent for engaging and dealing with people (including the management of others), their temperament, their ability to operate under pressure, and their ability to inspire others. These are all personality characteristics (not skills), so you will need to carefully evaluate not only the candidate's strengths, but equally as important, any noteworthy weaknesses. In making your decisions, you may also want to consider having the candidates undergo professional assessments available through organizations like the Berke Group.

Step #4. Create a Leadership Path - Once someone has been identified as a good candidate for a leadership role in management, you will need to provide them with a list of skills they will need to develop, a timeline for their completion, and the method you will use to judge their knowledge and ability to apply what they've learned. You will also need to have a clear understanding with the candidate regarding what will occur if for whatever reason either of you feel it is inappropriate to continue moving forward.

When it comes to the skills they will need, first and foremost, to develop (or further develop) their people skills. One of the best ways of accomplishing this goal is by asking them to read *How to Win Friends and Influence People* by Dale Carnegie. I would strongly encourage you to have them read one section at a time, and then provide you with an oral report. During their reporting session they should tell you what they have learned, how they will apply it to their personal life, and how they will apply it to their role in your company. Always be sure to ask for their reasoning as well. This exercise will help you better understand how your employees process information, and will give you valuable insights into how they view their roles.

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(Continued from Page 7)

This learning path should help the candidate understand the value of having goals in place, the goal setting process you use, your key performance indicators, your financial statements (when applicable), how to effectively manage their time, and how to delegate. You will find John Maxwell has written many extraordinary books on a number of these subjects, which can be valuable tools for you.

Lastly, they will need to learn how to effectively manage your single greatest asset: the people you employ. Although there are many books that have been published on managing people, I believe the all-time best is *The One-Minute Manager* series by Kenneth Blanchard.

Step #5. Application of Leadership Skills - As you are developing your business leaders, you will need to provide them with opportunities along the way to practice what they have learned. Although there are many strategies available, here is a simple one you can use: Start by having the management leader-in-training create a simple 3-5 page mini-business plan for any part of your business. For example, it could be for driving up sales, controlling costs, or bringing in more new customers. The plan needs to include the goals (ideally relative to your key performance indicators), the strategy that will be used, the opportunities, and the potential risks.

Additionally, they should be put in a position where they can take on a leadership role in your team meetings, and begin handling employee issues relative to the role they will be filling.

While creating leaders is by no means an easy task, I hope you find these five steps helpful in building a company comprised of leaders that not only embrace your shop's mission and values, but serve as role models for every life they touch.

Editor's Note: Since 1990, Bob Cooper has been the president of Elite, a team of industry leading shop owners that helps other fellow shop owners take their businesses to new levels of success, reach their goals, and establish a work/life balance that leads to a higher quality of life. The company offers industry leading service advisor training, peer groups, and coaching and consulting services that deliver extraordinary results. You can learn more about Elite by visiting www.EliteWorldwide.com, or calling 800-204-3548.

Elite™
PEOPLE. PRINCIPLES. RESULTS.