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JASPER® Holds 9-11 Tribute

Twenty years ago, our way of life, and our very freedom, came under attack in a series of deliberate and deadly terrorist acts. Victims were in airplanes, small businesses, or in their offices: secretaries, businessmen and women, military and federal workers, moms and dads, friends and neighbors. Thousands of lives were suddenly ended by evil, despicable acts of terror. The pictures of airplanes flying into buildings, fires burning, huge - huge structures collapsing are still etched in our minds as they filled us with disbelief, terrible sadness, and a quiet, unyielding anger. These acts of mass murder were intended to frighten our nation into chaos and retreat. But they failed. Our country is strong.

We, the people, were moved to defend our great nation. Terrorist attacks can shake the foundations of our biggest buildings, but they cannot touch the foundation of America. These cowardice acts can shatter steel, but they cannot dent the steel of American resolve. America was targeted because we are the “Beacon of the World for Freedom and Opportunity.” No one can or will keep that beacon of light from shining. Twenty years ago, our nation saw evil - the very worst of human nature - and we responded with the best of America. With the daring of our rescue workers, the caring for strangers and neighbors who came to give blood and help in any way they could, and our Military who attacked those responsible with vengeance; Our Nation came together. We set aside Political Differences, Ethnic Differences, Social-Economic issues and focused on America and Americans.

Today, all Americans, from every walk of life, unite to remember those who gave the ultimate sacrifice in our resolve for justice and peace. We remember our Fallen Soldiers, Veterans, and Active Military who have so boldly defended the freedoms we enjoy and take for granted every day - right to go or not go to church, rights of women to be educated, right to bear arms, right to free speech, right to vote, and the opportunity to Live in America, still the GREATEST NATION in the World. For those who feel what they have done and are doing in Afghanistan was for Naught, You are WRONG! We Americans honor you in the same manner as we honor our 911 Responders - each has given of themselves to save others. Although some of our Leaders may have left you, We Have Not and Will Not. None of us will ever forget that horrific event just 20 years ago, yet we go forward to defend freedom and all that is good and just in our World.



JASPER Chairman/CEO Doug Bawel led the 9-11 tribute in front of the flag pole at our corporate headquarters.

Editor's Note: Ceremonies were held at four remanufacturing plants with over 300 in attendance.

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Thank You - Thank You - Thank You!

Nineteen months ago, we had no idea what COVID truly was, nor the tragic loss of life and our “new way of life” throughout the World. COVID has had a dramatic impact on education, stress to our healthcare system, shortages of basic things we use every day (toilet paper, paper plates, spices, freezers, lawn mowers, etc.) to shortages of parts to build and repair vehicles, computers, and the lists go on.

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Rock’s Advanced Auto Care

Rock’s Advanced Auto Care is our Customer Profile for this issue. Located along US Route 45, just south of Effingham, Illinois, Rock’s Advanced Auto Care is recommended because of their honest, fair, and complete automotive repairs.

Rock Hartke founded the business in 2007. Rock had been employed with another shop for ten years, but their vision was not to grow... and Rock wanted more. So with co-owners Bill Swingler, and Justin Brummer, Rock opened his shop at 8330 North US Highway 45 near Effingham.

Since its opening, Rock’s Advanced Auto Care has expanded three times to keep up with the growing business. Their most recent expansion was in 2017. There are currently 12 service bays, and 18,000 square feet of garage space. The building also has 1,200 square feet of office space with a customer service counter, and a waiting area in a clean atmosphere. A shuttle service is provided for their customers.

There are 12 employees at Rock’s Advanced Auto Care, with 10 earning multiple certifications in many disciplines, including driveability, diagnosis, transmissions, and emissions. Rock

encourages his employees to further their automotive education, attending online and onsite classes whenever possible.

Rock’s Advanced Auto Care has been an installer of JASPER remanufactured gas and diesel engines, transmissions, and differentials since their opening in 2007. Rock has been familiar with JASPER for as long as he can remember. “I had used JASPER when I was employed at my first shop,” Rock said. “I saw how JASPER shipped and manufactured their product. I’m always impressed with how JASPER handles warranties in a hassle-free manner.”

Rock’s Advanced Auto Care is always open to hearing what JASPER has to present regarding product updates. “I have been loyal to JASPER, and sell them with confidence,” Rock added. “They give me, and my customers, piece of mind.”

Rock plans to continue a trend of business growth in the future. With a never-ending drive to continuously learn about the evolving vehicle technology, Rock’s Advanced Auto Care will meet the future needs of their customers for many years to come.



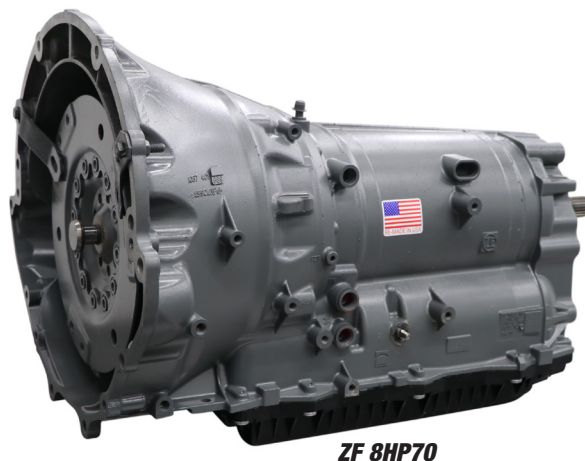
Rock’s Advanced Auto Care of Effingham, Illinois, has been a JASPER installer since its opening in 2007.

JASPER® Offers Remanufactured ZF 8HP70

Jasper Engines & Transmissions, the nation's leader in remanufactured products, is excited to announce the release of the remanufactured ZF 8HP70 transmission. It's available for the following late-model applications:

- **2014-2017 RAM 1500 5.7L (RWD)**
- **2014-2017 RAM 1500 5.7L (4WD)**
- **2014-2015 Dodge Durango 5.7L (4WD)**
- **2014-2015 Jeep Grand Cherokee 5.7L (4WD)**

The JASPER remanufactured ZF 8HP70 includes the 100% installation of a stronger, JASPER-designed stepped pressure plate on the A & D clutch pack assembly. "This stepped pressure plate reduces flex, allowing the pressure to be evenly distributed over the full lined plate," said JASPER Drivetrain Product Development Engineer Matt Lindauer. "The stronger design reduces premature failure which is the result of disproportionate pressure along the outer edge of the lined plate."



ZF 8HP70

"This unit is dynamometer tested and shipped prefilled with ZF specified fluid," Lindauer added.

Every JASPER remanufactured transmission is subjected to strict, high-quality processes:

- **Disassembly, meticulous inspection, and cleaning of components.**
- **All new and remanufactured parts are carefully inspected for correct tolerances to ensure dependability.**
- **JASPER's research and product development works to eliminate inherent problems in original designs.**
- **Dynamometer testing of every domestic automatic transmission simulates in-vehicle operation to ensure trouble-free product results.**

The JASPER-remanufactured ZF 8HP70 transmission is covered by a nationwide, transferable, parts and labor warranty of up to 3 Years/100,000 Miles. Full warranty disclosure is available upon request.

For more information on the complete line of remanufactured products from Jasper Engines & Transmissions, please call 800.827.7455, or visit www.jasperengines.com.

(continued from Front Page)

Yes, we have been dramatically affected by these shortages. Every day, we will remove 20+ stock numbers available to build and add back 15+. We truly thought we would be out of these shortages by now. Frankly, we believe these shortages will continue until at least the second quarter of 2022.

At the beginning of COVID, March 2020, we approached our major suppliers and asked what we could do to help them through this tragic event. For some, we gave large orders, and some had excess inventory we took. For others, we made payments prior to delivery. Through our efforts, we were able to prepurchase parts for many of our major product lines. Over the last 15 months, with increased sales, that supply has dwindled. Due to the relationships we have with our major suppliers, we have been fortunate to have received preferential treatment on delivery of parts. The issue, they continue to be plagued with COVID, shortage of containers, the freeze in Texas, and dramatic increases in raw material, especially metals (pistons, valves, bearings), and petroleum-based products for coatings, gaskets, and seals. With several weeks of freeze, and lack of power, Texas really put the hurt on the supply chain. That is where the overwhelming majority of the raw material for chips (silica), along with glue and other petroleum-based products, are manufactured. We have looked at alternate suppliers throughout this process, but simply many could not meet our Quality Standards, and **We Will Not Sacrifice Quality!**

Prior to COVID, between all five plants, we had a total of 500 Open Orders. Today, we have over 4,000. Thank You for your Patience. We have, and will continue to work, overtime hours, where we have the parts, to get caught up. We cannot thank enough each of our customers for their loyalty.

Stay Safe!

HP Tuners Excursion Collaboration with JASPER®

For many years, there have been debates regarding the best diesel engine/truck combinations. Many of those conversations often end with a Cummins powerplant, and a Ford Super-Duty Chassis beginning in mid-2003 throughout the end of 2010. “Typically, as a customer, your options were to deal with a 6.0L Power Stroke Diesel (PSD) high-pressure oiling system that on its best day was prone to failure,” said HP Tuners Vehicle Engineer, Jonathan Kitchens, “Or a 6.4L PSD that found all-new ways to leave its owners on the side of the road.” Jonathan decided to enter this conversation with a 2003 Ford Excursion, replace the 6.0L PSD, and install a Cummins 6.7L in front of the 5R110W transmission.

As the originator of this idea, Kitchens said it sparked from his desire to upgrade his vehicle after having his own Power Stroke setbacks. Combine that with a personal project, and the vehicle build for the Excursion was set in motion.

The build concept was as such: Overlanding has become a huge market within the off-road industry. The Ford Excursion is considered an excellent choice for this market. It’s a natural fit with its stable platform (Ford 3/4-ton Super Duty), and a spacious interior (largest SUV ever produced). This build incorporates a proven off-road suspension, upgraded axles and driveline components, and long-range capacity, all while carrying a passenger load of seven. Kitchens sourced a Cummins 6.7L from JASPER®, and retained all the Cummins factory emissions components (EGR, DOC, DPF, IAT, VGT), and mated it to the Ford 5R110W transmission. All diagnostics are wired through the OBD2 port, where an HP Tuners MPVI2+ can program and scan the engine and transmission. This means consumers can check their engine, and transmission, with the same tool.

JASPER was excited to collaborate, and jumped at the opportunity. Brad Boeglin, New Product Development Group Leader, teamed up with Jonathan, and the HP Tuners sales team, to build a Cummins 6.7L Running Complete for the power train of this Excursion.

“HP Tuners are the experts in electronics/tuning, and is a rapidly growing company that has a high value for customer service,” said Boeglin. “We had a great time collaborating on this project and building the relationship between our two companies. We are looking forward to working with Jonathan, and the team at HP Tuners, in the future.”

Editor's Note: Additional sponsors of the build alongside JASPER included: Diesel Conversion Specialists, Mishimoto, Hammerhead, FASS Diesel Fuel Systems, GDP, and BD Diesel.



This is the 2003 HP Tuners Excursion. JASPER collaborated with HP Tuners to build the Cummins 6.7L Running Complete for the project.



The delivered Cummins 6.7L Running Complete from JASPER, ready for installation in the HP Tuners Excursion.

JASPER® Announces Calendar Winners for 2022



1957 Ford “F-Code” Thunderbird owned by Elio Mazella of White Plains, New York.

Thank you! Our customers come through each year for the annual Jasper Engines & Transmissions calendar, and this year was no exception! We had really great entries for the 2022 edition.

Entries received this year were judged on adherence to the category, equipment appearance, and the quality of the photograph or image.

Entrants whose work appears in the calendar will receive a special gift package.

Congratulations to this year's winners:

Darrell Davis
Longwood, Florida
1957 Ford “E-Code” Thunderbird

Dan Lavo
Tampa, Florida
1970 Chevy Chevelle SS 396

Larry Messenger
Lapeer, Michigan
1955 Chevy Bel Air

Allan Amos
Overland Park, Kansas
1965 Plymouth Sport Fury

Terry Thompson
Oklahoma City, Oklahoma
1956 Chevy Pickup

Shawn Nathanson
Belfair, Washington
1968 Chevy Suburban

Elio Mazella, Sr.
White Plains, New York
1957 Ford “F-Code”
Thunderbird

Brian Williams
St. Johns, Florida
1956 Chevy Bel Air

Corey Gerking
Green Cove Springs, Florida
1949 International KB-2
Pickup

Natalie & Jeremy Combs
Birdseye, Indiana
1974 International Scout II

Jason Mulkey
Lubbock, Texas
1968 Ford Bronco

Captain Thomas F. King, Jr.
Jacksonville, Florida
1956 Ford F-100 Pickup

Jacob Gamble
Greenville, South Carolina
1956 Buick Super



1955 Chevy Bel Air owned by Larry Messenger of Lapeer, Michigan.



1956 Chevy Pickup owned by Terry Thompson of Oklahoma City, Oklahoma.



1956 Buick Super owned by Jacob Gamble of Greenville, South Carolina.



1949 International KB-2 Pickup owned by Cory Gerking of Green Cove Springs, Florida.

The Importance of Written Goals in Accomplishing What You Want in Life

by Richard Olson, JASPER Regional Vice President

Richard Olson

is an Indiana University South Bend graduate majoring in Business and Marketing.

Richard started as a JASPER Outside

Sales Representative 24 years ago and has been a Regional Vice President for 22 years. He trains and manages OSRs to help customers grow their business.



Have you ever noticed some people seemed ‘charmed’ because whatever they attempt to do, they’re good at it. They seem to get the best jobs and accomplish the most in both their career and in their personal lives. No matter what, it seems as if they are lucky at everything. They know one of the secrets to success... **They have Written Goals!**

Of course, almost everyone you ask will say they have goals, until you begin to ask a couple of tough questions. For example, if I were to ask you if you have goals, the odds tell us ninety percent of you would say “of course I do.” However, after I ask this, my next question would be: How many of you have written goals? Only ten percent of you will say that you do. It is amazing that we go from ninety percent to ten percent on one question. The reason for this is because most of us mistake our visions, and dreams, for goals. Our visions, and dreams, are both very important, but they are the beginning building blocks for real written goals. We need to put our visions and dreams into writing. When we do, we have goals.

Next, we have to have specific time frames to achieve our goals. Then we need to have personal and business goals, and keep them separate from each other. So, the next question I would have is: Do you have personal and business goals in writing? After the answers come in, we go down to about five percent who can say “yes.”

Finally, we ask: Have you shared your number one goal with either a business associate or, if a personal goal, with a significant other, or accountibility partner? We have found only three percent of all people have, and they are the three percent who are ‘charmed.’ It is amazing - something so simple does not get done so often! Even the most intelligent people can handle no more than three things at one time. So, please, write three personal goals and three business goals, and list them in order of importance. Then focus on the first goal from both lists, and ONLY these goals, until you accomplish them.

When you have met these goals, do not just go to the second goal on your old list, because things change as you evolve. Re-think, and ask yourself if number two is still relevant. If so,

that’s great! But if not, then it’s time to be ‘charmed’ with something else of your choosing. So write three new goals and focus on the New Number One.

So, in closing, we have some tips to help you become a great goal setter, who accomplishes their goals and becomes charmed:

- 1. Always put your goals in writing and sign them for personal validation.***
- 2. Have time frames to hold yourself accountable.***
- 3. Have both personal and business goals.***
- 4. Finally, share the personal and business goals, and have this person, or persons, be your accountability partner to help You Win.***

Change is difficult, but not impossible. You can be everything you want to be with some change in behavior. My goal today is to perhaps inspire a few of you to set goals, and follow this simple advice, so you too will be ‘charmed.’



Guide for Hiring Superstar Service Advisors

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.

If you want to build a successful auto repair business, you will need to have a number of things in place, yet nothing is more important than having service advisors who can sell in a professional and ethical way. In today's competitive environment, you're seeing vehicles less frequently, customers have greater access to information, and they have choices unlike ever before. So here's a guide to help you hire the Superstar Advisors who will take your shop to the top:

1. Look for talent. When you are looking for the superstars, never forget: talent is king. Talent is something that can't be developed or taught, so you need to make sure that the prospects you are interviewing truly are "people people," and they naturally smile. Otherwise, you'll spend years trying to develop your advisors into something they may never become.

2. Look for drive. Every superstar who I have met or hired has been goal-oriented, has had a positive attitude, and has been competitive, quick-witted, persuasive and driven. Similarly to talent, these are

personality traits that can't be taught, so be sure to look closely during your interviews.

3. Look for a track-record of success.

Henry Ford once said, "Tell me what you have done, not what you can do." At Elite we take this a step further by saying it's not just what prospective employees have done, but more importantly, what they have accomplished in their careers. For example, the fact someone has been an advisor for years isn't nearly as important as the sales growth they have brought about, records they have set, etc. This is why you need to quiz them on their accomplishments. If they have been in the business for a few years, and they can't give you any specific sales accomplishments, then there's a good probability that there won't be any meaningful accomplishments achieved if they work with you either.

4. Look for a win/win attitude and ethics.

Over the years, I have discovered there are basically three types of salespeople. First, there are the win/lose advisors who care about their own needs, at a cost to the customer. These are the advisors who will drive up your sales, and erode your customer base at the same time. The second category is the lose/win advisors, who are overly sympathetic, and who will give your store away in order to please each and every customer. The real superstars are the advisors who fall into the win/win category, because they have the ability to close sales. They will make sure your customers are satisfied and make the right decisions. They will help you build a more profitable auto repair business. Ethics is the hardest trait to judge during the interview process, which is why we are such strong supporters of pre-employment behavioral testing.

5. Pay close attention to their interests.

Although there are always exceptions, service advisors who are looking for an hourly rate, a salary, or a big guarantee, may very well be looking for a job rather than an opportunity. On the other hand,

the advisors who are interested in commission-based pay are typically self-motivated, and will help you drive up your sales.

6. Take them for a test drive. You should hand every applicant an estimate and have them sell you a service. I have discovered over the years, if someone can't do a good job of selling us during a role-play, they won't be able to sell our customers either. You should also have them do a role-play where you act like a first-time caller. I can tell you from first-hand experience that I have interviewed many service advisors who aced the interview, and then miserably failed during the role-plays.

7. Take advantage of pre-employment testing.

There are a number of tests you should consider, but the three at the top of our list would be pre-employment physicals, drug screenings and behavioral assessments. At Elite, we have found that the behavioral assessments are priceless in that they are inexpensive and quick, they can be taken online, and they reveal many strengths, weaknesses, and propensities. In addition to revealing how well your prospective employees work under stress, and with other people, these tests can also detect irregularities in honesty, which could be an indication of questionable ethics.

Follow these tips, and you'll have a staff full of service advisors who drive up your sales, while always having your customers' best interest in mind.

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.



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Co-op Advertising Information is Easy to Find

For complete information about the JASPER Co-op Advertising Program, and to see if you qualify, visit our website at www.jasperengines.com, scroll to the bottom of the page and select Co-op Advertising under the Resources heading. The direct link to the Co-op Advertising page is www.jasperengines.com/coop-advertising.

Checking your available funds is easy through access to our eCommerce portal, myjasperaccount.com. You can also speak with your JASPER Sales Representative for more information about our Co-op Advertising Program.

If you need immediate information on using and maximizing your benefits of the JASPER Co-op Advertising Program, please call 800-827-7455, and speak with Charlotte at extension 11155.

Log onto jasperengines.com/coop-advertising for more information on the program.