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**Promoting from Within: Changes Made
 to JASPER Production Leadership**



John Schroeder (left) is JASPER Vice President of Drivetrain Manufacturing. Joe Haug (center) is the new Crawford County Transmission Division Manager. Mark Balsmeyer (right) is Director of the Jasper Production System.

Jasper Engines & Transmissions is pleased to announce the following changes within the company's leadership positions.

John Schroeder has been named Vice President of Drivetrain Manufacturing. John will coordinate the Transmission Divisions at Jasper and Crawford County, Indiana, and Willow Springs, Missouri, along with the Differential Division at the Jasper facility. He has served roles in the People Department (Human Resources), Division Manager of Crawford Transmission and the Jasper Production System (JPS) over his 12 years with JASPER.

"I am thankful to have the opportunity to serve the JASPER family in this new role," says Schroeder. "With a 70-year tradition as our foundation, we are committed to providing the highest quality product and service to our customers, while improving the lives of our 1700 Associate Owners. I am honored to be a part of this mission."

Joe Haug has been named Manager of the Transmission Division at the Crawford County facility. Joe spent many of his 33 years within the Transmission Division prior to becoming a Group Leader at Crawford many years ago.

"I look forward to this challenge," says Haug. "In my 33 years at JASPER, I have worked on

each level, and it is rewarding to see our Associates grow into new positions as our company continues to grow in the industry."

Mark Balsmeyer has been named Director of the Jasper Production System (JPS). JPS is a combination of JASPER's workforce and the processes and systems that guide the company's remanufacturing procedures. Mark will lead a workshop team in early 2013, along with coordinating future workshops and Continuous Improvement initiatives. During his nine years with JASPER, Mark started his career in Inside Sales, and later managed the Willow Springs and Crawford County Transmission Divisions.

"I'm excited to be given this opportunity to apply the lean manufacturing tools that I have learned over the past few years," said Balsmeyer. "I look forward to teaching these principles to our organization and continuing to build on our never-ending commitment to Continuous Improvement."

"As JASPER continues to grow and diversify into other opportunities, we will continue to look for leaders with cross functional experiences within our company to take on additional responsibilities," says Zach Bawel, JASPER President and Chief Operating Officer. "These individuals

(Continued on back page)

Customer Profile

Red's Garage

Red's Garage in Port Chester, New York, is one of the Tri-State area's complete full service auto and truck repair facilities.

Located at 25 Midland Avenue, near the New York-Connecticut line, Red's Garage started as a one bay shop in 1944 by Anthony "Red" Zaccagnino. Red's nephew, and current owner, Joe Sandarciero lived in the house behind the shop and began learning the business at age 15.

In 1976, at the age of 18, Joe purchased Red's Garage and in 1981 moved the business to its current location on Midland Avenue. At that time, Red's was a three bay gas station. In 1998, 12,000 square feet was added to the building to accommodate their growing truck repair business.

Seven years later, Joe's son, Joe Jr., joined the Red's Garage staff as sales manager handling the sales of snow & ice equipment, trailers, truck equipment and accessories as well as starting and managing their three e-commerce websites (*Redsgarage.com*, *GotPlowParts.com* and *GotTruckAccessories.com*).

In 2011, Red's Garage expanded again to include a new showroom and parts department. This recent addition brought the total workspace area to 19,000 square feet with 15 bays. Their services range from general automotive to medium and heavy-duty truck repair.

Red's Garage is also a snow plow dealer for Western, Boss, SnowDogg, and spreader dealers for SnowEx, Torwel and Downeaster. They also sell a full line of truck accessories and are an authorized Rhino Lining dealer.

Red's Garage employs 15 full-time technicians, two shop foremen, two office managers, one parts manager and a sales manager. Ten of their technicians are ASE Certified, including brakes and hybrid Certification. Red's Garage pays for their technicians' additional training to advance their automotive knowledge, so important with today's modern vehicles.

For the past 14 years, Red's Garage has been an installer of JASPER quality remanufactured products. Red's uses JASPER because of our warranty and product reliability.

"JASPER gives the customer peace of mind that if something were to go wrong, JASPER will stand behind their product," says Joe, Jr.. "With JASPER products, we know we are getting a quality product. The customer is not only buying an engine or transmission, they are buying a company, and with a company like JASPER you know you're getting quality."

Honesty and integrity are the two cornerstones behind Red's Garage and their business philosophy. They remain the best way to retain their customer base.

"Our customers are what keeps our shop going," says Joe, Jr.. Our work environment is family oriented, and we treat our customers like family."

Editor's Note: Red's Garage wishes to express their condolences to the family of JASPER Factory Representative J.R. Fisher, who passed away on September 8th, 2012, and thank him for his service to their business. "He always gave us the latest updates and news from JASPER," says Joe Jr.. "J.R. was truly a gentleman and is greatly missed."



Red's Garage in Port Chester, New York, is a family owned full service auto and truck repair facility.

JASPER is Ready for Racing in 2013!

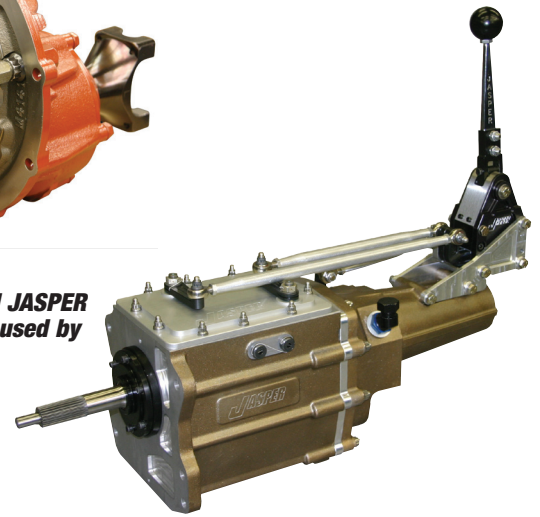
Michael Waltrip Racing utilizes the JASPER Single-Rail 4-Speed Transmission for their NASCAR Sprint Cup Series drivers.



Penske Racing will defend their NASCAR Sprint Cup Series title with a JASPER Differential.



The traditional Three-Rail JASPER 4-Speed Transmission is used by Joe Gibbs Racing.



Brad Keselowski won the 2012 NASCAR Sprint Cup Series championship for Penske Racing. Clint Bowyer finished second for Michael Waltrip Racing. What did these two drivers have in common? Their race cars used components built by the NASCAR Driveline Division of Jasper Engines and Transmissions. Keselowski ran a JASPER Differential in 2012, and Bowyer used a JASPER 4-Speed Transmission.

Sprint Cup Series cars equipped with JASPER products accounted for 16 Wins in 2012, 72 top-five finishes and 134 top-ten finishes.

“Everyone was very satisfied with our products in 2012,” says Terry DeKemper, JASPER NASCAR Driveline Manager. “We had no issues with any of our components last year and we’re definitely looking forward to 2013, particularly with the new body styles the Cup teams will be using.”

The Driveline Division has not rested on the laurels of their previous season’s success. Their work has been non-stop in preparation for the new season. Joe Gibbs Racing drivers Denny Hamlin, Kyle Busch and Matt Kenseth will once again have their cars equipped with the JASPER traditional three-rail 4-Speed Transmission. Michael Waltrip Racing drivers Martin Truex, Jr., Mark Martin and Clint Bowyer will use JASPER’s single-rail version of the 4-Speed.

Both versions of the transmission utilize an exclusive ‘floating’ input shaft design. “Instead of using a solid shaft going into the clutch and the back of the engine, our patented design uses a splined hub that flexes with the car’s torsional movement,” says DeKemper. “Any time the engine and transmission flex together, where the bellhousing absorbs the movement, the floating shaft will flex eliminating a bind up within the internal gears. Through dynamometer testing, this design has shown greater gearbox efficiency.”

Keselowski, and Penske Racing teammate, Joey Logano, will have their Sprint Cup Series cars equipped with a JASPER Differential for 2013. “When we prepare a differential, we use the same type of components that are available to any team,” says DeKemper. “Our assembly process differs for each unit depending on track layout.”

During the off-season, JASPER has worked with each of the teams to make additional gains in the differential and the transmission. DeKemper says his department’s continuing goal is to repeat the successes of 2012 with no component issues. Another goal is to grow the division. “New teams have been looking,” says DeKemper. “We have units currently being tested by a few teams while they prepare at Daytona. You never know where it will lead, but it would be great if we could pick up more teams.”



Division Manager Terry DeKemper tests a JASPER traditional three-rail 4-Speed Transmission.



Driveline Division Associate Danny Berry puts a NASCAR Differential through a rigorous test.

JASPER CNC Machining Makes for Efficient Diesel Remanufacturing

For many years, Computer Numerical Control (CNC) machines have made for efficient remanufacturing within various departments at Jasper Engines & Transmissions. The company's latest CNC machine at the Jasper, Indiana, facility can be found in the Diesel Division.

The Haas VF-6 CNC machine has the ability to machine the surface of an engine block as well as the cylinders. "What makes the CNC machine better is that it can resurface a block twice as fast, compared to standard machining practices, without compromising surface finish," says Ryan Dooley, JASPER Diesel Division Manager. "The machine can bore out the cylinders five times faster than standard machining."

"It would take about 40 minutes to manually set up a block to be bored and resurfaced," he added. "With the CNC machine, that process is cut in half."

Dooley says the Haas VF-6 currently machines the bigger medium-duty engines remanufactured within the division. "It machines all of our Cummins engines, all of our Caterpillar and Duramax engines, and we have future plans to have it machine the counterbore inline International engines," he said. "This CNC machine currently accounts for about 35% of our production."

With the new CNC machining process, Dooley says the customer will see added value and benefits from a JASPER product. "We're able to machine the same block, without compromising quality, in half the amount of time," added Dooley. "So it's helped us become more efficient in providing a product to the customer in a shorter amount of time."



Jonas Cox, JASPER Diesel Associate, prepares a Cummins engine block for honing and boring using the Haas VF-6 CNC machine. JASPER has numerous CNC machines within various departments. This is the latest machine to arrive within the Diesel Division.

'32 Ford Transmission Gets Authentic



This three-speed manual transmission from a 1932 Ford Model B was recently remanufactured by Jasper Authentic Custom Drivetrains.

Just before the end of 2012, the transmission department of Jasper Authentic Custom Drivetrains remanufactured this three-speed manual transmission from a 1932 Ford Model B.

The Model B was produced between 1932 and 1934 and was the successor to the Model A, which Ford produced between 1928 and 1931. "The biggest difference was that the transmission in the Model B used synchronizers to make shifting gears easier," says Dave Ernst, JASPER Special Projects Consultant. "The Model A did not use synchronized gears, so the driver had to be very careful not to rake the gears, and potentially damage the transmission."

Obviously, this early drivetrain component is no longer offered new, nor does it fit into any production remanufacturing system. That's where Jasper Authentic Custom Drivetrains comes in.

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

Your Most Valuable Player

by Craig Hessenauer, JASPER Regional Vice President

Craig Hessenauer

has been a Jasper Engines & Transmissions Associate for 23 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.



And This Year's Most Valuable Player is...

Who would you choose as your most valuable player of the year? Is that person at home, in the media, at work or even a customer perhaps? What are the defining

characteristics that led you to choose this person as your MVP? Hey, did any of it rub off on you by chance? Are you going to be a better person in the future as a result of interaction with that person this past year?

One of the great rewards in life is the gifts we receive while in the presence of others. These gifts can come at unexpected moments. For instance, observing someone's patience during a strenuous moment for them can help us become more patient when it's our turn to experience a strenuous moment. Laughter and happiness are also some of those great "pass it on" gifts. Passion and compassion are another two, while dedication and diligence will help get us through.

When we see these defining characteristics in the actions of our co-workers, customers, friends and family members, we have the opportunity to grow from those experiences. No one is perfect, but wouldn't it be great if we could witness these defining characteristics in the actions

of our co-workers, customers and at home more often? If your answer is yes, then try recognizing MVP behavior in others more often. Dale Carnegie said it best "Give people a fine reputation to live up to"

Here is a quick exercise for you. Pick your MVP and in 30 seconds write down every defining characteristic of that person you can think of. Now go forward in life looking for opportunities to celebrate those characteristics in the actions of those around you. Reinforce greatness in those around you as this will enhance your life well.

By the way, is it possible to have more than one MVP in your life? You bet ya. If you can accept the idea of the most valuable players of the year, then you will find more defining characteristics to grow with. While I greatly admire and appreciate dedication and diligence at work, creativity and loving are my most cherished characteristics at home.

...And This Year's Most Valuable Players Are...!

JASPER Rolling Showcase Prepares to Roll Out!

Jasper Engines & Transmissions will be on the road for 2013 celebrating over 70 years of business in the automotive remanufacturing industry.

As a way to better educate the public on our remanufacturing capabilities, JASPER has updated its mobile marketing rig, appropriately named the "JASPER Rolling Showcase." The "Showcase" will make appearances at eight high-profile car shows and performance events from April through October.

The JASPER Rolling Showcase brings along several product displays, including components from the gas engine, transmission, performance and Authentic Custom Drivetrain divisions. JASPER Associates are on hand at each event, so visitors can walk up and ask about our remanufacturing processes.

What began as Alvin C. Ruxer's insight has evolved into the largest mass remanufacturer in the world with an ongoing commitment to quality.

JASPER's Mission Statement is simple: "Do It Right... And Have Fun!" For over 70 years, JASPER has been committed to being a leading force in the automotive industry.

This Pontiac 'three deuces' V8 (at right) will be one of the many product displays as the JASPER Rolling Showcase travels in 2013.

JASPER Rolling Showcase 2013 Travel Schedule

April 24-28	Carlisle, PA (Spring Carlisle Collector Car Swap Meet and Corral)
June 21-23	St. Paul, MN (MSRA Back to The 50s)
July 5-7	Des Moines, IA (Goodguys Heartland Nationals)
July 19-21	Syracuse, NY (Syracuse Nationals)
August 1-4	Louisville, KY (NSRA Nationals)
August 23-25	Evansville, IN (Frog Follies)
September 6-7	Pigeon Forge, TN (Shades of the Past)
October 10-12	Biloxi, MS (Cruisin' The Coast)



Should You Be Open on Saturday?

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.

There is no easy answer to this question, but here at Elite we can give you the points you need to consider. We realize that you are paying rent, insurance, etc., on a 24 hours a day, 365 days a year basis, so many argue that you should be open on Saturdays since you're already incurring many of the fixed expenses. Some will also argue that if you are closed on Saturdays, then stranded customers, or those who can't make it in during the week, will wind up at your competitors' shops. Obviously there is truth to that as well. But before you make a decision to be open on Saturdays, or continue to remain open on Saturdays, here's what you should do....

#1. Run the numbers and pay close attention to the details. By being open on Saturdays you'll more than likely incur the added cost of overtime, which will escalate your operating expense, as well as expenses that are based on payroll, such as insurance. The bottom line is, you'll need to come to a conclusion as to exactly how much you'll need to generate in Saturday sales (closed RO's) to make it work. When you run these numbers, you should also make sure that you forecast your necessary Saturday sales in a way

that ensures you're not taking work you would have otherwise performed during the week and allowing it to go toward your Saturday sales.

#2. This one is typically overlooked, but it can cost you a fortune: It's the cost of employee morale. If you plan on having your techs and service advisors put in the extra day, there will be a hefty price that you will ultimately have to pay. You may experience lower productivity Monday through Friday, a decrease in the quality of customer service or an increase in employee turnover, just to name a few. We realize that some of you may be telling yourselves that you have some young, motivated guys and gals who would love to be open on Saturday so they can earn a higher income, but you'll more than likely find that the excitement wanes over a short period of time. Great for short term performance, but bad for long-term business building.

#3. Whatever you do, don't ask your customers if they would like to see you open on Saturdays! The overwhelming majority of them will naturally say "yes" since it's to their benefit, and there is absolutely no downside for them.

#4. Take Saturdays for a "test drive"! If you feel being open on Saturdays is something you just can't pass up, before you tell the world, you should have a skeleton

staff work on Saturdays for 90 days and then measure the results. During this test drive, make certain that your entire staff knows that the Monday through Friday goals will still need to be reached, and that Saturday is to not be used as an optional "bring it in for service" day for your existing customers. Otherwise, you're robbing from Peter to pay Paul. Saturday should be reserved for incoming Saturday calls and walk-ins.

#5. Lastly, consider this: If your intent is to drop as much money to the bottom line as quickly as possible, then opening on Saturdays may very well be right for you. And if that is the case, you may want to consider being open on Sundays and holidays too, because the same financial logic prevails. On the other hand, if your interest is in building a profitable, successful business that will grow in value and create a great environment for your employees to call their home away from home, then closing on Saturdays, and losing some potential sales along the way, will more than likely be the perfect choice for you.

Editor's Note: For additional sales, marketing and management tips & strategies from Elite Worldwide President Bob Cooper, visit the Elite Blog at: www.EliteWorldwideStore.com/blog



Is it a good idea for your shop to be open on Saturdays? Bob Cooper's article gives you food for thought on this difficult question.

JASPER Announces “Do It Right” Winners for 2012

In December 2012, six JASPER Associates were recognized by company Chairman/CEO, Doug Bawel, as winners of the annual ‘Do It Right’ Award.

Throughout the year, supervisors or fellow Associates can nominate Associates for a ‘Do It Right’ Award. An Associate may be nominated for any form of outstanding service to JASPER, its Associates or customers. A total of 57 Associates were nominated for their services in 2012. At the end of the year, management reviews all the nominations and presents awards to the most outstanding nominees. The number of awards may vary from year to year, depending upon the number of deserving nominees. The winners for 2012 are:

Eric Howell/Delivery Driver, Columbia Branch. Eric helped a woman stranded along the side of the road because her car ran out of gas. Eric stopped to give the woman assistance. He gave her cash out of his own pocket and helped her to a gas station. She was very grateful that JASPER employs such kind hearted people that they take the time to help someone in need.

Craig Leuck/Transmission Division Manager, Jasper Facility. On his way back from a conference in Chicago, Craig noticed a car pulled over in the ditch and noticed that the guy working on it wore a JASPER uniform. Though he was close to home, and talked about getting back in time to tuck his daughter in bed, Craig turned the van around to help his fellow Associate.

Matt Williams/Maintenance and Casey Foye/Transmission Division, Crawford Facility. A fellow Associate shared with Matt and Casey that her only vehicle for transportation to work was not running and she was not able to pay to get the car fixed. Matt and Casey got a trailer, picked up the Associate’s car, subsequently fixed the car and also paid for the parts. Thanks for putting the needs of others first.

Cathy Hayes/Gas Engine Division, Willow Springs Facility. Cathy was responsible for correcting a machining issue on five gas engines. We thank Cathy for her attention to detail and maintaining JASPER’s high quality standards.

Chad Taylor/Maintenance, Crawford Facility. Using his Financial Peace University certification, Chad volunteered his own time to help a peer Associate through tough personal times by showing them life improving changes.

Indiana Senator Makes JASPER Visit



Indiana Senator Joe Donnelly and JASPER Chairman/CEO Doug Bawel share a moment during a walk-through of the Transmission Division.

Joe Donnelly, Indiana’s newly-elected Senator, visited JASPER’s corporate headquarters January 15th as part of his first statewide tour.

Senator Donnelly met with JASPER Chairman/CEO Doug Bawel to discuss current political issues regarding employment, health care and government spending. Senator Donnelly commented that he has always admired JASPER and considers the company, “A cornerstone of the area’s economic community.”

Upon participating in the 2012 Jasper Strassenfest Parade, Senator Donnelly was invited to return for a visit of the Jasper facility. After a press conference, the Senator was given a personal tour of the facility by Bawel.

In describing their first ever meeting together, Bawel said, “The Senator was very impressed with JASPER’s work ethic, and more importantly, the quality of the products our Associates remanufacture.”

A continuing issue remains Congressional passage of a Right to Repair Act, which would require automobile manufacturers to provide the same information to independent garage owners as they do for dealerships. Bawel says the Senator shared his concerns. “There’s not enough dealerships to make all the necessary repairs,” says Bawel. “But if the original equipment manufacturers do not share that information, it would be devastating for all of the IGOs across the country.”

“I also feel the Senator understood our concerns about people feeling they’re ‘entitled’ to stay at home, versus getting out and going to work,” he added.

Senator Donnelly’s visit to JASPER was part of his “I Work for You” tour, a four day tour of 18 communities with the goal of listening to Hoosier businesses, universities and members of the agricultural community as to the issues most important to them. Senator Donnelly was sworn in as Indiana’s U.S. Senator on January 3rd.

Call for Calendar Entries 2014

The Jasper Engines & Transmissions 2013 calendar is out. We had some great entries, and a big "Thank You" goes out to everyone that submitted their images.

We're in the preliminary stages for our 2014 calendar. Do you, or your customer, have a vehicle that's calendar worthy? Don't hesitate! Send us your entry!

Entrants must submit a color photograph (35mm or larger) and information about their unique vehicle, or performance car or truck, along with information on the JASPER remanufactured product that has been installed.

Vehicles should be placed in a "show" type setting. Low resolution digital images transferred onto photo paper cannot be accepted. High-resolution digital images, 8" x 10" at 300 dpi, are preferred. All entries will be judged based on adherence to the category, equipment appearance and the quality of the photograph.

REMINDER!!! The deadline for 2014 Calendar entries is August 1st. If you have vehicle images, and would like to request an entry form, or for additional information, contact Roxanne Sherman at: rsherman@jasperengines.com.

(Continued from front page)

have proven themselves within other roles with JASPER."

With the above mentioned changes, JASPER Executive Vice President of Production, Mike Schwenk, will shift his focus to spend more time leading several support divisions within the company, including: Indiana Tool & Die, Jasper Certified Components, Jasper Electric Motors, our Service Department and others, along with leading JASPER's Manufacturing Planning Group.

\$100 Discount for *Elite* Worldwide Sales Course

JASPER installers enrolling in the April 6th Elite Worldwide *High Impact II Sales Course* in San Francisco, California, will receive a \$100.00 discount in their class fees.

Join Bob Cooper and Doris Barnes, the industry's leading sales trainers, for only \$295.00! **This price is ONLY available to JASPER installers!** Additional cities are being scheduled.

In business, it starts with sales, and that's why this industry-acclaimed AMI-accredited course has one objective: to help you generate higher profits through increased sales, more repeat business and more referral business. You will learn to: sell multiple repairs & big ticket items, sell diagnostic testing & maintenance, build powerful relationships in 60 seconds and overcome the most challenging sales objections!

Seating is limited, so call 800-204-3548 or visit *EliteWorldwideStore.com* to enroll today (Use the coupon code "JASPER100" to redeem your \$100 discount as a JASPER installer).



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