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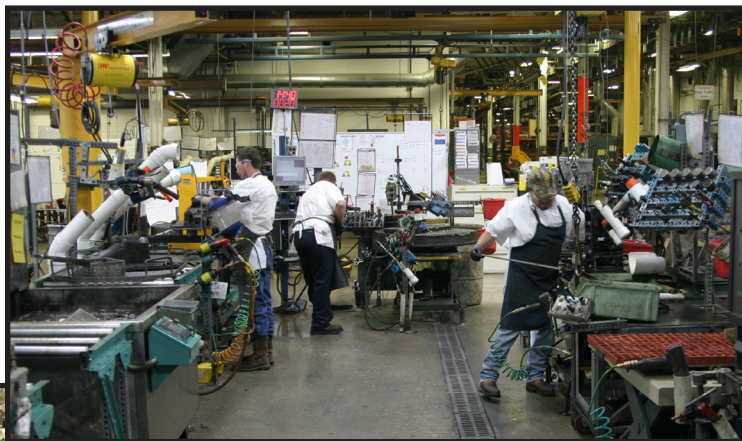
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**Gas Engine Division Renovation Begins  
at Jasper Engines & Transmissions**

*The disassembly area of a new  
Gas Engine Division remanufacturing  
POD moved to its  
new location September 23rd.*



*Conveyance Associates can  
pick up necessary support  
materials in one location,  
such as the Camshaft Depart-  
ment, pictured here.*

The Gas Engine Division at Jasper Engines & Transmissions has started their task of preparing and renovating production space within the Wernsing Road remanufacturing facility in Jasper, Indiana. This space was recently vacated by the Transmission Division when they moved into their new home within the company's Drivetrain Remanufacturing facility, known as Power Drive.

Plans call for five gas engine remanufacturing work areas, called PODs. Three of the PODs will be set up in this new area. The other two PODs will stay in their respective locations, but will be reconfigured to take

advantage of the open space. These renovations are scheduled for completion in June 2016. A sixth work area will later be established for Jasper Authentic Custom Drivetrains, moving them from their second floor location.

"The new layouts will help us in a lot of ways," said Matt Weinzapfel, JASPER Vice President of Engine Remanufacturing. "The major focus will be on the accessibility of our conveyance Associates to reach work areas within each POD. Currently, our remanufacturing is tightly packed into the center portion of

*(continued on back page)*



## Truetech Automotive

Vancouver, Washington, is home to Truetech Automotive, our Customer Profile for this issue.

Truetech is a full-service, family owned, automotive and fleet repair facility, owned and run by Mike and Heather Clark since 2008. At first, the business started as a mobile facility in La Center, a community just north of Vancouver. Three years later, the Clarks moved Truetech Automotive to its present location at 6900 NE Highway 99 in Vancouver.

Truetech Automotive utilizes six service bays, and two lube pits, in 3,200 square feet of work space. Of the six employees at Truetech, one is an ASE Master Technician. Each of the other employees have earned numerous ASE Certifications in various other fields. Truetech pays for employee's education or seminars, and encourages their employees to further their automotive education by giving them time off and increased pay or bonuses.

Just like in the beginning of the business, Truetech Automotive provides full-service mobile fleet repair. They also

offer discounts to both homeschool and church communities, along with donating time and repairs to those in need.

Since 2008, Truetech Automotive has been a JASPER installer of gas and diesel engines, transmissions, transfer cases, differentials and fuel components. "We use JASPER remanufactured products for their customer service and fast availability," said Mike Clark. "We have full confidence in the product and the people who make it. We do not offer any other suppliers."

As a family operation, the Clark's son, Mikie, works in the shop and daughter, Becca, can often be seen welcoming customers from behind the counter. Sometimes customers are lucky to pop in on a day that the Clark's dogs, Ellie and Ford, are visiting.

Truetech Automotive keeps with the family operation experience when it comes to customer service. "We do our best to treat everyone as family," Mike said. "It's our goal to be honest and have a desire to help all of our customers."



**Truetech Automotive in Vancouver, Washington, has been a JASPER installer since 2008.**

# Luke Bawel Named JASPER Vice President of Integrated Logistics and JIS

Jasper Engines & Transmissions is pleased to announce the promotion of Luke Bawel to Vice-President of Integrated Logistics, which includes our Distribution Channels and JET Transit, and Jasper Innovative Solutions (JIS).

During his 7-year career with JASPER, Luke has worked in a variety of capacities, including Manufacturing, Quality, Inside Sales, Customer Service and Outside Sales. Most recently, Luke has served as the Division Manager of JIS.

“Through Luke’s leadership, JIS has developed into a very professional, well-seasoned, team that has grown from \$18 million to \$36 million in 6 years,” said JASPER President, Zach Bawel. “We are anxious for Luke’s involvement with our Logistics Group.”

In his new role, Luke will partner with JASPER’s Executive Team to develop shared common goals in support of our Jasper Unified Management Plan (JUMP) initiatives, as well as create and implement future products and services for the Supply Chain and Logistics Groups. Luke will continue to be based at our Crawford County, Indiana, facility.



**Luke Bawel has worked in a variety of capacities during his 7-year career with JASPER, including Manufacturing, Quality, Inside Sales, Customer Service, Outside Sales and Division Manager of JIS.**

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## Jasper, Indiana, Remanufacturing Facility Earns VPP Star Safety Certification Extension

The Indiana Department of Labor has granted a three-year extension of the Star Certification of Jasper Engines and Transmissions’ Jasper, Indiana, remanufacturing facility in Indiana’s Voluntary Protection Program (VPP). The Wernsing Road remanufacturing facility in Jasper, Indiana, earned its initial Merit Safety Certification in 2008; ultimately achieving Star Safety Certification in April 2012.

VPP was established to recognize and promote safety and health management programs throughout the state. All companies, regardless of size or business, can participate in VPP, where management and employees work together to create and maintain a healthy work environment.

“Please accept my hearty congratulations on your sustained excellence in all aspects of workplace safety and health,” said Rick Ruble, Indiana Department of Labor’s Commissioner of Labor.

“Your re-approval to VPP is a strong endorsement of the continued dedication to workplace safety and health demonstrated by you and your Associates at JASPER,” Ruble said. “As a participant in the VPP, you hold a position as an industry leader in workplace safety and health, and serve as a model for what a safety and health management system can be.”

JASPER Safety Director, Jason Pieper, said VPP is all about Management Commitment and Associate involvement. “I want to thank our Executive team, our Managers and our

Leaders who do a great job supporting our safety programs,” he said. “Earning, and keeping, Star Certification is where we want to be, as a company, in our continuing safety journey.”

JASPER’s remanufacturing facility in Crawford County, Indiana, achieved VPP Merit Certification in September, 2010, and earned its Star Safety Certification in August 2013. Pieper added, “the goal of VPP Certification of our Drivetrain Remanufacturing facility (Power Drive) begins in 2016.”



# JASPER Diesel Engines Used in Glider Launchers

JASPER remanufactured products can be found in just about anything. Just ask Roman's Design, a Ramona, California, business specializing in custom-built machinery.

Roman's most recent activity involved the Royal Canadian Air Cadets with a contract for 11 glider launching systems as part of their glider training program. These machines allow gliders to take flight without the need for a tow plane. With 100% satisfaction, Roman's is currently awaiting an extension to that contract for another 10 systems.

The Roman's Design glider launching system pictured here is a single winch drum design built on a solid steel frame. It's powered by a JASPER remanufactured International 7.3L diesel engine producing 325 horsepower. When placed at the end of a runway, or field, the 6,700 pound system can pull a tethered glider into the air at speeds up to 70 knots (just over 80 mph).

Along with every winch, Roman's Design provides winch operator and pilot training with ground launching endorsements. When it comes to glider-launching systems, it's considered a full package.



***This 6,700 pound glider launching winch from Roman's Design can propel a glider into the sky at speeds over 80 mph.***



***A 325 horsepower JASPER 7.3L International diesel engine turns the winch that helps the glider take flight.***



## A JASPER Letter of Thanks

Doug,

Thank you for providing me, and one of my key staff, the opportunity to tour the JASPER facilities. The tours were very well done, and I gained some great knowledge, as well as ideas to help in my own business. I was so impressed with the knowledge that Phoebe (Giesler) had regarding every facet of the business. She is definitely an asset to your organization. I loved the fact that I was able to take pictures of whatever I wanted, and was able to speak to any of the Associates. The openness and transparency was very beneficial.

Thank you for the book "Toxic Charity". I haven't read it all yet, but I have read several parts. I do believe that many times, we enable the very people we are trying to help the most. I have a friend building villages in some of the worst parts of Africa, and the hardest thing for him is knowing what he can do

with an operator, and a Bobcat in a couple of hours, is not the most beneficial for the people. What he needs is 50 shovels and 50 men doing the work to feel valued and vested in the work. There is so much more that they do to see to it that the villages become self sustaining without aid.

Thank you for the work you do inside, and outside, of your core business. There is no doubt God will honor you for your willingness to help others. Thanks again for allowing me full access to your business, as I was very impressed with the organization and processes that are in place.

Respectfully,

Mark Roberts, President  
Schertz Auto Service, Inc.  
Schertz, Texas

# JASPER Announces Calendar Winners for 2016

Thank you! Our customers come through each year for the annual Jasper Engines & Transmissions calendar and this year was no exception! We had lots of great entries for the 2016 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 receive a \$100 gift certificate, which can be used to purchase JASPER remanufactured products or wearable items, 30 complimentary calendars and a special JASPER Gift Package.

Congratulations to all our winners!

**Tony Bailey**  
Anderson, Indiana  
1950 GMC 3/4-Ton Truck

**Roger Getsinger**  
Bridgeton, New Jersey  
1937 Plymouth 4-Door

**Chris Goodlet**  
Chickamauga, Georgia  
1986 Ford F-150 4x4

**Dan Lundahl**  
Inverness, Illinois  
1947 DeSoto S11 Custom Sedan

**Luke Bawel**  
Jasper, Indiana  
1972 Ford Bronco

**Grant McDonald**  
Shelbyville, Texas  
1955 Chevrolet Bel-Air

**Gary Quillen**  
West Grove, Pennsylvania  
1965 Ford Thunderbird

**James Ratcliff**  
Knoxville, Tennessee  
1965 Pontiac GTO  
Convertible

**Shelli Hatcher-Schramm**  
Olathe, Kansas  
1972 Chevrolet Camaro

**Roger Blaney**  
Point Marion, Pennsylvania  
1958 Chevrolet 3100  
Apache Pickup

**Sharon & Brad Epple**  
Jefferson City, Missouri  
1970 Ford F-100 Pickup

**John Berryman**  
Cottage Grove, Tennessee  
1965 Chevrolet Corvette

**Damion Donati**  
Cumming, Georgia  
1967 Ford Mustang



**1947 DeSoto S11 Custom Sedan owned by Dan Lundahl of Inverness, Illinois.**



**1972 Chevrolet Camaro owned by Shelli Hatcher-Schramm of Olathe, Kansas.**



**1965 Ford Thunderbird owned by Gary Quillen of West Grove, Pennsylvania.**



**1955 Chevrolet Bel-Air owned by Grant McDonald of Shelbyville, Texas.**



**1958 Chevrolet 3100 Apache Pickup Truck owned by Roger Blaney of Point Marion, Pennsylvania.**

# Open for Business

by Craig Hessenauer, JASPER Regional Manager

## Craig Hessenauer

*has been a Jasper Engines & Transmissions Associate for 24 years, working primarily in the Mid-Atlantic region. Craig began his automotive career 30 years ago 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 that 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, then 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, by when they said they could do it, and at a fair value to the customer. These business owners will tell you that it's not complicated and

that referrals are the primary way they attract new customers. You will also find that 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, then 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, then you may need to take some additional steps in order to get new customers coming 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 of 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, enlarged business cards, 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://completemarketingresources.com> and [\[shopsolutions.com\]\(http://shopsolutions.com\), 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.](http://auto</a></li></ol></div><div data-bbox=)

- 4) Participate in your community events with your marketing hat on. Support their causes and be the one that everyone remembers.
- 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 for 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.

# A Shop Owner's Guide to Staying Ahead of the Competition

by Bob Cooper, President & Founder/EliteWorldwide

## 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.*

Not long ago it was easy to beat your competitors. All you needed was more equipment, a healthy advertising budget and the ability to fix cars right the first time. Well, those days are long gone. Today, cars are being built better and require service less frequently. Customers have more choices than ever before, and they are able to do a tremendous amount of research online before they even pick up the phone.

Additionally, this industry is experiencing an extraordinary shortage of qualified technicians, and profit margins are being squeezed every day. To top it all off, the dealerships have their eye on one thing and one thing alone: **Your customers.** So the question is, during these challenging times, how can you stay ahead of your competitors?

First and foremost, you will need to have clearly defined goals in place, and you'll need to create a plan for reaching those goals. The right goals and an action plan will enable you to make far

better business decisions and improve productivity and profits.

Secondly, your success will be predicated on the caliber of people that work with you. We can never forget that whenever someone buys a product, they will always remember the product, but when they buy a service, they will always remember the people that provided the service. How will the top shop owners find and hire the superstars in coming years? In addition to having an apprentice program in place, they will create a recruiting plan that contains a well-designed compensation program, and they will market to the superstars in the same way they market to their retail customers.

The top operators will also create marketing plans that target their ideal customers, and they will use the right media. The successful shop owners will be brand builders rather than price promoters, and they will invest at least 4-6% of their total sales into their marketing programs. They will recognize that the "Y" Generation and "Millennials" hold the key to their future, so will be investing a part of their marketing budget into campaigns specifically directed towards them.

The successful shop owners in the coming years will constantly analyze every component of their customer process with their crew, and they'll create policies and procedures that better ensure extraordinary service at every customer touch-point. They will also embrace the philosophy that keeping their superstars happy, motivated, well-trained and productive will depend on their employee management skills. They'll realize that their brand is their people, so to further develop those skills they will invest in books and courses that are directed towards employee management.

And lastly, the top shop owners in

the coming years will not only know their numbers, but will know what needs to be done in order to reach each and every one of their performance goals.

In conclusion, if you want to build a world-class shop you will need to have clearly defined goals with a written plan, and will need to know your numbers. You will also need to have a team of superstars and a well-designed marketing plan that brings in your ideal customers. If you do these things, if you never forget the importance of the people that work with you, and if you live by the principle that you will never put money ahead of people, then you will not only stay well ahead of your competitors, but you will have a far more profitable, successful business in the coming years.

*Editor's Note: Elite has an all-new website for shop owners.*

*One of the main features of this new website is the Auto Shop Idea Center – a library of complimentary tips and ideas that will help you overcome challenging sales objections and increase your shop's sales, customer satisfaction and customer retention.*

*The Idea Center also offers marketing and shop management tips designed to help shop owners build more successful businesses. Elite will be adding new content to the Auto Shop Idea Center every week to provide shop owners with a consistent flow of new business building information, so if you find these tips helpful, you may want to check back regularly for new complimentary ideas. Check it out at: [www.eliteworldwide.com/auto-shop-ideas](http://www.eliteworldwide.com/auto-shop-ideas).*



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the plant. It's very difficult to get materials and Associates into, and out, of these areas."

"The new layouts will have an open aisleway between each set of PODs from which materials can flow in and out and will give Associates much more room to operate within their respective production areas," he said. "We really have a great opportunity to implement all of the best practices we have learned through our own process improvement activities and benchmarking of other top-notch manufacturing organizations."

Several interior walls were removed to give the production area an open feel. "Once those major thoroughfares are established, the next goal will be to confine the forklift traffic to the larger aisleways, keeping them separate from pedestrian traffic," Weinzapfel said.

Supporting departments, including crankshaft, camshaft, rod and pump, are currently in new locations at the head of the proposed production lines. This allows conveyance Associates to pass through one area of the plant to pick up necessary materials and deliver to the remanufacturing work areas. "It also opens up



**The Rod Department's new location allows for conveyance Associates to pick up necessary support materials in one location, and deliver to the remanufacturing work areas.**

the main portion of the plant to focus on the areas of production," Weinzapfel added. "It allows us to have consistent production layouts throughout the division, with work areas for disassembly, parts prep, block machining, head machining, inspection, final assembly and live run testing."