



Shop Talk

A Publication of the Automotive Service Association – Houston, Texas

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July 2014

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ASA Associate Members



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Need info about ASA?
Call one of the board members on page 3
or contact Nancy Adkins,
ASA Administrator
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Fax: 713-862-7654

ASA Houston July Meeting Tuesday July 8, 2014



Sponsoring

Danielle Wallace

Marketing to Women



Danielle Wallace is BG Products' Marketing Coordinator. She speaks throughout the nation to dealership executives about how to appeal to women as a consumer. Her information is based on extensive research. We are pleased to have Danielle bring a new perspective to our understanding of what works best with women. Learn more about Danielle on page 2.

You will leave this meeting knowing:

- ◆ What women want from a service experience
- ◆ How to confidently communicate with women
- ◆ How to build trusting relationships with female customers
- ◆ How to retain female customers

Fratelli's Ristorante

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Dinner 6:30PM • Meeting 7:00PM

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MORE ABOUT OUR JULY SPEAKER

Danielle Wallace is the Marketing Coordinator for BG Products, Inc. She researches and writes most outgoing correspondence. When she's not coordinating marketing, Danielle is an expert on marketing to women. Her articles about secret shopping, social media and marketing to women, have been published in Fixed Ops Magazine. Danielle is also the voice of BG Products on Facebook, Twitter, LinkedIn and Google+.



A SPECIAL DAY FOR GALSON AUTO & BODY

By Mitan Sidhu

It was a special day again last week for Galson Auto & Body as it was recognized for being the best in its category, Automotive Service and Repair – winning the Pinnacle Award – from the Better Business Bureau of Houston at its annual awards day luncheon this past Wednesday, May 7 at the Westin Galleria Hotel on West Alabama. Galsons has won the highest award twice before, in 2005 and 2007 and has received the Distinction Award – meaning it was one of the five or six finalists in the category – in all the other years since 2006.

The BBB of Houston, which was established 21 years ago, as a non-profit organization that is supported by local businesses, to promote honest business practices, from advertising to selling services and products. It also provides an array of services, including, but not limited to consumer education, mediation and arbitration; and also grades companies on a sliding scale - A, B, C, D, or F - to facilitate selection by consumers.

Galson Auto & Body is a family run business that is owned and run by **Harjit, Seema and Ravi Galhotra**. They have been in business, by Harjit, for over two

decades after he was pondering his choices after being laid off from his engineering position. The company has been diligent about providing reliable and trustworthy service to their clients, thereby securing their trust. That approach has paid off, and has created a ripple effect through referrals. According to Ravi Galhotra, some of their clientele are now “friends of friends of friends”. He said they want their clients to trust them with their vehicles “as though they were entrusting their babies to them”. Asked as to whether they would consider starting a franchise, Ravi's immediate response was, “Absolutely not”. He said that theirs' was a “hands-on approach, right from documents and invoices to repair and delivery,” and they do not want to compromise on the quality of their work in any way.

Their company handles all aspects of automotive services, from mechanical to body-work; providing their clients with loaner cars if needed, and will even pick up and drop off the vehicle that is in need of repair. They aim for customer satisfaction, and as a testimony to that, they now have clients who live as far off as Clear Lake and Austin.



PRESIDENT'S CORNER

Last month we had an interesting discussion on the topics of energy and lubricants. Alternative energy vehicles have failed to gain true popularity and lack significant infrastructure. Lubricants play an important role to extending vehicle life, and it is important to select the correct type. Read the full recap here in *Shop Talk* on page 4.

This month we have BG Products flying in Danielle Wallace to speak about building a relationship with customers, especially women. This will be a great session to bring your service advisors. Be sure to RSVP and if you find you are unable to make it, please let Nancy know so another person may have your place.

I am extremely honored to serve another term as President. Looking forward to this year as we confine to grow and learn together.

See everyone on July 8th!

Karolena Serratos
ASA Houston Chapter President

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ASA MEETING RECAP

by Karolena Serratos

Our first speaker was **Felix Moreno, Jr.**, the owner of EGF Energy Partners, and LUBRIMAR (Lubricant Marketing and Research, Inc.). EGF and Lubrimar are licensed motor oil manufacturers and marketers with the American Petroleum Institute and International Lubricants Standardization and Approval Committee. Felix Moreno, Jr. has over ten years experience formulating, manufacturing, and marketing lubricants throughout the United States, Latin America, and South America.

The lubricant specialist explained viscosity as the key feature of oil. Viscosity is a liquid's resistance to flow at a certain temperature, nothing having to do with density. Before, vehicles needed different oils for summer and winter. Today,

mechanics just need to observe the number in front of the W. The "W" actually stands for winter (not weight).

An alarming piece of information is that there are actually companies who sell non-approved oil. The API, American Petroleum Institute, symbol is shaped like a donut. The ILSAC, the international standard, is the star burst shape. It is extremely important to verify these symbols on the bottle of oil. Another tip is to cross check your invoices with the brand of the bottle. New laws stipulate suppliers must include motor oil information on their invoices; just as we must put this information on our customer receipts. Gear oils follow similar regulations.

Now color alone cannot be a sole indicator of the rate of deterioration.

What was in the previous oil and the additives will affect the oil color. As many oils have different additive packages, it is important to choose the best oil given the engine type and particular driving habits. To create the best maintenance plan, send a sample of the vehicle's oil for analysis. Check the internet for the best place for analysis.

Our second speaker, **Walter Gerlach**, a mechanical engineer, has many notable accomplishments which include introducing the first interstate pipeline into California, conceived and designed the first Compressed Natural Gas (CNG) fueled vehicle in the US and manufactured the first gas turbine flow meter. Walter has given us a unique perception in regards to other energy sources.

Nearly 50 years after the first CNG demonstration, it appears Compressed Natural Gas has finally found its niche market in fleet applications. Some considerations taken in account for the use of CNG are: extended engine life, price stability, domestic fuel, mature technology, fleet applications, lower emissions (at least 25%), and rigid tanks (made out of steel, capable of very high pressure). In spite of all the media and political hype in trying to push the use of CNG, the disadvantages significantly outweigh the advantages and makes this technology useless for the masses. A few of the major inhibitors of CNG/LNG include limited infrastructure, initial vehicle cost fueling station costs, LNG venting, life cycle costs, and range (miles per tank). In view of the increasing talk of renewable technology, there is really no current competitor to petroleum, especially in the South where the automobile is important to one's livelihood.

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MEET YOUR ASA LEADERSHIP

Karolena Serratos Professional Auto Care

Upon graduating from St. Agnes Academy in 2007, Karolena attended the University of Houston, Bauer College of Business. She received her bachelors' in business administration, double majoring in Entrepreneurship from the Wolff Center for Entrepreneurship and Supply Chain Management with certificates in Logistics and Process Management.

Karolena is an ASE Certified Service Consultant, licensed state inspector, member of the AAA Approved Auto Repair Advisory Committee (AARAC), Automotive Service Association Board member 2011-2012, Automotive Service Association President Elect 2012-2013, Automotive Service Association President 2013-2014, Automotive Service Association President 2014-2015, Rotarian at SW 59 Sunrise Rotary Club, Paul Harris Fellow, BG Certified, a member on the City of Sugar Land's City Manager's Multi-Cultural Advisory Team, Member of the City of Sugar Land's Land Use Advisory Committee, Sugar Land 101 graduate, and Sugar Land Citizen Police Academy graduate.

John Ferrata NLine Automotive

Nline Automotive has been in existence since 1995. Currently the second and third generations are working hard every day. On some Saturdays the forth generation can be seen sweeping the floor with a lot of guidance from generation three. My father started this shop as a retirement project about the time Levi Strauss & Co. was closing the plant in Texas. It soon became obvious to him he needed to have a little more supervision and attention to detail in the shop on a daily basis. At that time I was unemployed (just being laid off from Levis in San Antonio). He jokingly asked if I wanted to be part of a family business. Well that sounded great at the time. Little did I know what I was getting into! We moved to our current location in 1999 and we've been there ever since.

Interests at Nline are hunting and fishing soccer and the Texans.

We have been a member of ASA for 10 years. I have served on the board as President for 1 term and 1 term as past President. I have learned a lot from the membership and am very proud of our affiliation with ASA.

Mario Rodriguez Mario's Automotive

Mario's Automotive and Diagnostics is located just east of downtown Houston. Mario and his father, Hipolito Rodriguez, started the business in 1980. Mario became an ASE Master L1 Technician in 1994 and Mario's father received his diploma for automotive repair in 1949.

Mario, and his business, is a Member of the Better Business Bureau (BBB), with an A+ rating, member of the Automotive Service Association (ASA) since 1992, a Business Premium Member of International Automotive Technicians Network (IATN) since 1998, a member of the Greater Magnolia Park Civic Club, and a member of the East End Collaborative.

Mario became a regular ASA board member in the summer of 2012 and he is the current Vice President and Director of training of the ASA.

Mario and his wife Gloria married in December 1988 and just recently celebrated their 25 year anniversary. Mario and Gloria have three children, a daughter and twin boys and are regular members of Immaculate Conception Church for the past 25 years.

Jay Meir Excel Automotive Technology

After a year of training I began my career as a mechanic in 1982 in Israel. In 1984 I came to visit my sister in Los Angeles and ended up staying. I further developed my mechanical skills while working for several independent shops. In 1991 I moved with my sister to Houston and worked for Yossi Auto Center until 2001 when my wife, Neata, and I began our own

shop, Excel Automotive Technology. Our business has grown by our customer recommendations. As the name portrays we deliver excellence in service. ASA has been my source of accountability, shop relationships, and camaraderie ever since a salesman came to our shop in 2002 and introduced us to this great association. I have served as Treasurer because I am a numbers person and enjoy maintaining records on *QuickBooks*.

John Miller Freedom Automotive

John and his wife Janice started Freedom Automotive in 1986 in a rented 2700 square foot shop. Today they have 14,000 feet under roof for both a mechanical and collision shop. They joined ASA the first month they were open and have been active members since. John has held every office in the local chapter and some of them twice.

John is a member of Rotary, the Fort Bend Chamber, is a Precinct Chair for the Fort Bend Republican Party, hosts a local radio show and has been an ASE Master for more than 25 years. His son Jim manages the daily operation of the shop.

Chuck Stasny AAMCO

Chuck Stasny has been working in the automotive maintenance business since he graduated from a 2 year automotive program in 1971. First job out of school was working on trucks at the International Harvester Dealer in Hattiesburg Ms.

A few years later, Chuck took a job in the oil field mechanic and operator. This was the start of a 26 year career where he learned how to operate and maintain everything from jet engines to cars and pickups. Not only did he hold every maintenance position available at the time, he was moved into operations side to run and manager several locations across the southern United States.

continued on page 6

MEET YOUR BOARD MEMBERS *Continued from page 5*

Chuck purchased AAMCO to fulfill a dream of owning his own business in 2001 with a vision of owning the best center in the Houston area. With skills in automotive repair and management, Chuck has successfully developed the South Loop AAMCO in to one of the largest in the nation.

His success has lead him back to where he started. He serves on the advisory board for San Jacinto and Houston Community automotive programs. He is an active AAMCO Dealers Association board member working on several of the committees.

Chuck's involvement in ASA follows a belief that only exceptional shop owners spend the extra time on business and ASA attracts that kind of owner.

Cyndi Herzing Accurate Auto Center

Accurate Auto Center was started in 1979 as Import Repair Center/Honda Repair Center. In 1989 we opened our 2nd Location in the Cypress/Tomball area. In 2000 with the shift to Suburban's and Trucks, again our customers asked for us to work on their Domestic Vehicles.

I am a Founding Member of the CYFEN ABWA and have been on the ASA board for 1 year. I joined ASA Houston 3 years ago. Taking full ownership of our Family Automotive shop, in 2010, I was in new waters and knew I needed to surround myself with seasoned captains not only in the automotive business, but also integrity based professionals who

would share their wisdom, wins and mistakes in this business.

I was asked to join the board and feel it is an honor to serve. However, I have received far more than I have given. Being on the board has allowed me to build not only business relationships which have helped me through some challenging times but also personal relations with other shop owners. I have addressed questions and issues I was having to the ASA membership and board, and the feedback has been incredible.

Kevin Spencer A & B Auto Electric

A & B Auto electric was founded in 1948 by my father's uncle. My father, Bob Spencer, is the current owner and runs the electrical parts warehouse next door while I oversee the repair and rebuilding divisions. I began working for the family business about twenty years ago when "it seemed" to be more lucrative than continuing with college. A & B Auto Electric has been a member of ASA since sometime in the 1970's and I began attending meetings around 2004. Since then I served as a board member, vice president for 2 years, president elect, president, and past president. Now I am back to being just a plain old board member which I hope will give me more time for the P.T.O. at Red Elementary School and Pin Oak Middle school where my children attend. Being a member of ASA has benefitted our shop a great deal and I am proud to have been able to work with the great people in the organization.

Ray White S & S Auto Service

First-generation owner of S & S Auto Service. My wife and I have owned S & S for over 36 years. I have been an avid drag racer since the late 1950's, and I have been a member of NHRA (National Hot Rod Association) for over 45 years. I have been on the ASA Board for three or four years, and I organized the 2013 ASA Race Day.

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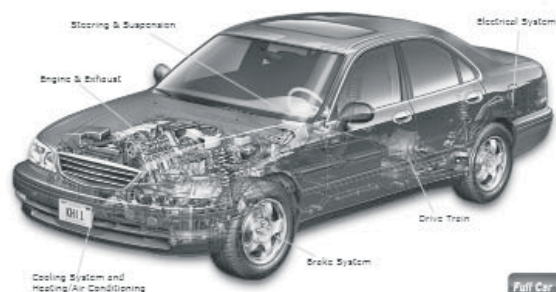
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TAKE CARE OF YOURSELF AS YOU TAKE CARE OF THE CAR!

By: Tyler Hamel
Pinnacle Health and Wellness

Health Tips For Mechanics

1. Auto mechanics are in the top 10 jobs that cause back pain. Because mechanics are working in awkward positions all day, there is a significant postural stress on their body. Think of it this way, if I have a 15 pound weight and I hold it out in front of me I can only hold it for so long before my shoulder gets tired. If I hold a 15 pound weight to my chest, I can hold it a lot longer because my spine and core can support a lot of the weight. For mechanics, the further you have to reach away from your body, ie to fix something, take out a part, replace a part; this puts a lot of stress on your shoulder, neck and back.
2. The second issue that mechanics have, especially here in Houston in the summer time, is dehydration. The body cools itself by sweating, if you are not well hydrated your body will suffer. Common symptoms of dehydration are

headaches, fatigue, brain fog, muscle cramping and light headedness. The combination of dehydration and prolonged postural stress is a recipe for injury. Keep in mind the body does a really good job of adapting to stressors, but once the threshold has been broken, your body says “too bad buddy, you are on your own”, and boom, low back spasm, neck pain, can't turn your neck, can't lift your arm over your head.

Solution:

1. Whenever working on a car, whether under the hood or under the car, try and get as close to the part or area you are trying to work on.
2. Think about your posture when you are slouching, do the opposite of this every 2 hours, just for a couple of minutes to remind your body of what proper posture it, this is breaking the cycle of bad posture. Your body will not feel near as sore if you do these exercises.

3. Stretch before and after work, stretch your back, hamstrings, hip flexors, neck and shoulders. You can only work muscles and joints so hard before they give up on you, doing the activities of a mechanic means you are working out the muscle and joints. To balance things out you need to stretch the muscle and joint as well.

4. Stay hydrated, the rule of thumb is to drink ½ your body weight in ounces per day of water, so if you are 200 lbs, drink 100 ounces per day. If you are working in a hot environment, you can easily drink more and I would recommend drinking more because you will be sweating so much.



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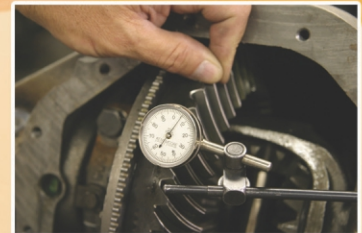
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