



Automotive Service Association of

NORTHWEST

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IT'S THE BIGGEST AND BEST, AND IT'S HAPPENING IN MARCH

Make your plans now to attend the West Coast's largest Automotive Training Expo. The event will take place March 24-26, 2017, at the Doubletree Seattle Airport Hotel.

The annual get-together offers the best ways for you to get inspired, motivated and informed on topics that are relevant to the industry and today's economy. More than 55 classes will be held during all three days of the event – Friday, Saturday and Sunday – covering both management and technical topics.

Once again, ASA Northwest has lined up some of the top, industry-leading trainers in the country, and participants will have great opportunities for browsing the exhibits and learning from hands-on demos offered by companies in all areas of the automotive industry.

Keynote speakers include:

- Barry Barrett: Start with a Goal and End with a Dream, sponsored by RLO Training, at lunch on Friday, March 24.
- Steve Beck, Achieving Life/Work Balance, sponsored by WORLD PAC, at breakfast on Saturday, March 25.
- Gary Smith, The Diagnostic Puzzle: Success or Struggle, sponsored by Automaster, at lunch on Saturday, March 25.
- Mike Giblin, Rise & Shine with Kukui, sponsored by Kukui Corp., at breakfast on Sunday, March 26.

Attendees also will have additional opportunities to network with peers and industry leaders during Friday- and Saturday-evening mixers featuring hors d'oeuvres and a no-host bar.

Get all the best that ATE has to offer for one low price with ASA Northwest's All-Inclusive Package. For pricing and to see our complete training schedule and class descriptions, visit the ATE website at www.atetrainingexpo.com.

If you have questions, or if we can be of further help, please contact us at (253) 473-6970 or (877) 257-2100.

WHY YOU SHOULD JOIN ASA

Webster's defines "association" as "A group of people organized together for a joint purpose." When you look at what we have in the Automotive Service Association (ASA), that definition leaves out a lot. At ASA Northwest, we currently have about 450 (and growing) member shops with another 100-plus allied members who have come together for a number of reasons.

We're committed not only to the success of our own businesses, but our industry as a whole. As ASA members we see a multitude of benefits. Certainly, there are programs for discounts we can take advantage of for many of our business needs. But the reality is, a lot of us can find similar discounts elsewhere. So why ASA?

One of the overwhelming responses we hear from a majority of our members is network-

ing. There is no other vehicle that gives us the opportunity to come together and share our experience, ideas, struggles and successes. From local monthly chapter meetings to our semi-annual retreats, our fun events to the Automotive Training Expo (ATE). And speaking of ATE, ASA Northwest members have first shot at the class schedule, and they'll receive a discount on registration.

In addition to the advantages of training opportunities and networking with the best of the best, we also have a free mentor program. No matter how good a shop operator is today, none of us came into this business with all the answers. To have a chance to hook up with a successful shop owner who can help you build a solid foundation to grow from is invaluable. Another advantage is representation on the legislative front – ASA has an ear to the ground on anything our friends in government might be considering that could impact us.

We belong to ASA because we want to be a part of something that has a positive impact, not only on our own shop but the entire industry. We want to continue to grow and be successful. We want to be better. Not only have we forged numerous relationships that are helping us accomplish this, but we've made countless friendships as well.

Why should you join ASA? The better question is: Why wouldn't you? – *Brian Smith, Gig Harbor Automotive Service, ASA Northwest's chairman of the board.*