



TechNews

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Blue Seal Recognition Program Tops 1,200

ASE's popular Blue Seal of Excellence Recognition Program, which has grown to 1,204 participants, is getting a new look, with redesigned marketing items. Developed to recognize and help market those businesses with a high percentage of ASE-certified professionals, the Blue Seal of Excellence Program offers many advantages to help participating businesses spotlight their commitment to excellence, including:

- ☐ A customized wall plaque for display in a waiting room or office.
- ☐ Eye-catching decals for doors and windows.

- ☐ A counter mat with the familiar ASE Blue Seal logo.
- ☐ Customer brochures that explain the value of using a 'Blue Seal' shop.
- ☐ A promotion and marketing kit that includes program logos and sample newspaper ads.
- ☐ A listing on the 'Blue Seal' search engine on the ASE website to help drive business.
- ☐ A quarterly newsletter and more.

For more information, contact: Kelly Tran, ASE, 101 Blue Seal Dr., S.E., Suite 101, Leesburg, VA 20175; 703-669-6600; ktran@asecert.org; or visit www.asecert.org.

WHAT'S INSIDE

The 42-Volt Battery is Coming

Will you be ready? Take a sneak peak at this evolving technology. The existing standard is changing; find out why.

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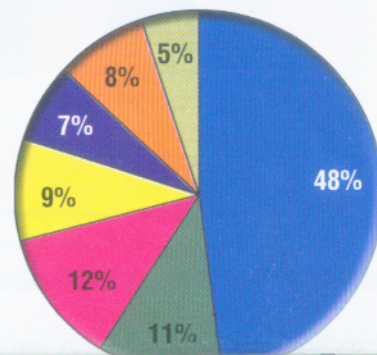
Business Profiles

Take an in-depth look at two successful operations—a municipal fleet and a community college. Look here for best practices.

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Hometown Racing Featuring Team ASE

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ASE Publishes Special Section in USA Today



In April, ASE ran a special advertising section in *USA Today*, reaching almost 5 million readers. With ad support from NAPA, Snap-on, Federal Mogul and Valvoline, the feature gave consumers valuable information on vehicle maintenance, an explanation of the ASE program, and a look at alternate fueled vehicles. "The section allowed us to reach a significant number of consumers with a positive message about automotive service," said ASE President Ronald H. Weiner. "It delivered a strong message about the importance of ASE technicians in the repair process." Reprints of the section are being distributed at trade shows, consumer events, and other industry functions.

The articles have been posted on the ASE website (www.asecert.org) and hard copies of the supplement are available by writing to ASE, USA Today Reprint, 101 Blue Seal Dr., S.E., Suite 101, Leesburg, VA 20175.

National Exposure. ASE's special supplement in *USA Today* was read by millions.

Members by region
Florida, Indiana, Ohio,
Maryland, and more.

Alternate Fuels

Clean diesels? You bet.
A look at the technology,
market forces, and
consumer perceptions.

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Training Resources & Tech Tips

Oil pan leaks, cooling
fans, cylinder head bolts,
and more. Here's where
we throw ya the red
meat.

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¿Lo Sabía Usted?

ASE tiene una página en el
internet con información en
Español sobre el programa.
¡Visítenos hoy! www.asecert.org

Fall 2002 ASE Tests

Register by
September 27, 2002

Test Dates
Nov. 7, 12, & 14, 2002

Register Online at
www.asecert.org

Diversity Outreach Program Debuts

To help increase awareness of the ASE program among Hispanic technicians, staff held its first informational program conducted entirely in Spanish, this past May in Miami, Florida.

The program, attended by almost 75 technicians, included an overview of the ASE certification process by ASE Diversity Manager J.D. Sampedro and ASE Special Projects Manager Don Dew, followed by technical seminars in Spanish on diagnostic issues by Luis Arboleda, ASE Master Tech and Instructor with Superior Automotive Training; and Fernando Augueri, Technical Training Manager, CISE Electronics. (NAPA representatives also attended and donated several door prizes.)

In addition to his technical seminar, Sr. Augueri discussed the importance of professionalism. His translated comments follow: "You as professionals owe it to yourselves to become ASE-certified technicians. This

is the best way to identify yourselves as the 'Professionals and Experts' before your customers and colleagues. In our countries of origin we can't even dream of having an impartial program whose main mission is to improve our industry as well as our image. Do yourselves a favor and get your certifications: ASE is working for you."

Similar events are planned for later in the year.



Diversity Outreach. ASE's first all-Spanish event, in Miami, was well attended. South Florida technicians heard about the ASE program and were treated to two diagnostic seminars.

Debuta el Programa de Diversificación

Para ayudar a propagar el programa del ASE entre los técnicos hispanos, en Miami, Florida este pasado Mayo nuestro personal presentó por primera vez nuestro programa en Español.

El programa fue atendido por aproximadamente 75 técnicos e incluyó la descripción del proceso que se sigue para participar en la certificación, presentado por Juan David Sampedro, Gerente de Diversificación y Don Dew, Gerente de Proyectos Especiales. Fueron seguidos por seminarios sobre diagnósticos técnicos presentados por Luis Arboleda, Técnico Master ASE e Instructor de Superior Automotive Training al igual que por Fernando Augueri, Director de Capacitación Técnica de CISE Electronics, www.cise.com. Representantes de NAPA también estuvieron presentes y donaron artículos que fueron rifados durante el evento.

En adición a su clase técnica, el Sr. Augueri habló sobre la importancia del profesionalismo al indicar: "Ustedes como profesionales se lo deben a ustedes mismos el convertirse en Técnicos Certificados por ASE. Esta es la mejor forma en que se pueden identificar como 'Profesionales Expertos' ante sus clientes y colegas. En nuestros países de origen nosotros no podemos soñar en un programa imparcial con la meta de mejorar tanto a la industria como nuestra imagen. Há-ganse un favor y obtengan sus certificaciones: ASE está trabajando para ustedes."

Eventos similares están planeados más tarde durante el año.

ASE Tech News
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