

A Place at the Table for Repair Shops

“The new CCPN segment of AAIA is extremely important because it is the final step in AAIA becoming the leading industry association that represents all levels of aftermarket distribution and service. AAIA has tremendous resources and will bring excellent representation to CCPN members and their employees in consumer affairs, government affairs and education. This new segment, by joining together with all other AAIA segments, will only enhance the value of the entire AAIA membership and the association’s value to the entire aftermarket.”

Richard H. Morgan, Aftermarket Auto Parts Alliance, Inc.



Finally, independent service and repair shop owners have a place at the aftermarket table. With the creation and launch of the Car Care Professionals Network (CCPN), the aftermarket industry and AAIA acknowledge that everyone’s success, up and down the distribution channel, is dependent on the folks who throw away the box – the service providers.

While the \$267 billion industry has always known this intuitively, the sad truth is that the repair shops themselves have had very little say or influence in their own destiny.

“Every initiative designed to address the critical challenges faced by service professionals: poor public image, low self-esteem, qualifications, training, education, recruitment, retention and more, have

all come from outside the service industry,” said Mitch Schneider, CCPN director. “As a consequence they have all too often failed. Like small children at a family dinner, there has never been a place for us at the big table.”

The creation of CCPN was announced last year as the newest segment under the AAIA umbrella that includes 12 different segments.

“Aftermarket repair facilities may consider themselves ‘independent,’ but the truth is in numbers there is great strength. We now have the opportunity to bring together the best the aftermarket has to offer, the Car Care Professionals Network. By utilizing the powerful resources of AAIA, the aftermarket automotive industry can now unite and become a viable, profitable force. I urge you to join the Car Care Professionals Network and become an exciting part of the future of the automotive aftermarket industry.”

Joe Marconi, Osceola Garage



A Segment of AAIA

“Someone once said that there will come a time in everyone’s life when they will be called upon to do the extraordinary, and how sad it would be if when that moment came they were either unprepared or chose not to heed the call. For the service industry, the birth of the Car Care Professionals Network is that moment and I am here to let you know that we have heard the call and have never been more ready.”

Mitch Schneider, Director, CCPN



AAIA Chairman Richard Morgan (seated), Aftermarket Auto Parts Alliance, and AAIA President and CEO Kathleen Schmatz, hosted the CCPN Board of Directors in October at the AAIA Offices in Bethesda, Md.

“This industry has been missing a key element and AAIA has set forth to fulfill this need. CCPN is the first of its kind to incorporate all the automotive industry’s links, from manufacturing to service, and to create a new standard of performance. This new standard is being directed toward the service provider which has been lacking the most in oversight or quality standardization. Future and present members of CCPN are taking the first step in recognizing that our industry must hold ourselves to a higher level to meet what the consumer will be requiring to service their vehicles.”

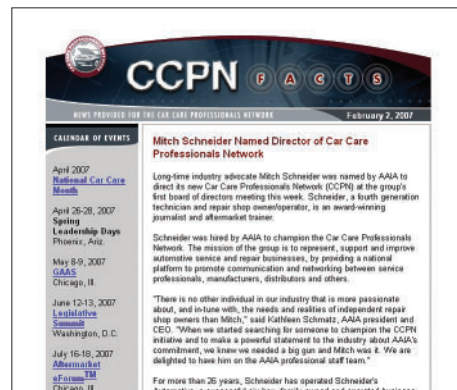
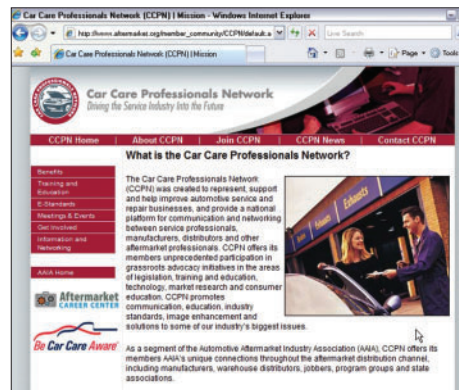
Mike Bailey, Car Doctor

“CCPN brings a united voice and effort to improve the industry we are in. We are represented locally through state associations and program groups, but lack a national platform. CCPN will bring the service professionals, program groups and state associations under one umbrella while respecting the boundaries of a member’s current representation. A CCPN member will have available tools and resources to help grow himself and his business; as a result, this will improve the service industry. AAIA brought us together, garnering support and funding that we could not have acquired on our own. AAIA also brings credibility to our group, a stamp of approval that will open doors for the service professional that we could have only dreamed of.”

Vic Tarasik, Vic’s Precision Automotive



The CCPN Board worked to establish the segment’s mission and goals.



CCPN is the new home dedicated exclusively to independent service and repair businesses. Its members are repair shop owners. Its board of directors are repair shop owners. Its mission is to represent, support and improve automotive service and repair businesses.

“What really excites me about CCPN is that it is much more than a club for super shops that are pretty much doing everything right already,” said Kathleen Schmatz, AAIA president and CEO. “To the contrary, it is totally inclusive. While the very best shops in the country will anchor its membership, all shops who want to improve will find a community in which to help them.”

How? By providing them with a national platform and a forum in which to communicate and interact with the rest of the distribution channel – the companies who are dependent on them. This new group is being embraced by the industry. Several thousand shops are coming on board. Major program groups like the Aftermarket Auto Parts Alliance, NAPA, Pronto and others are in the process of signing up their members. A number of state associations are getting involved. In fact, the Chesapeake Automotive Wholesalers Association has made CCPN membership an option in their own membership package.

CCPN is a community where the top performing shops are committed to helping repair shops that want to be better to become better! Data and metrics on best

practices and what makes a great shop will be collected and shared. Education and training will be identified and evaluated with CCPN serving as the gateway to education and training resources to help shops get to where they want to be.

CCPN has also identified image improvement as a key objective.

“The CCPN volunteer leaders believe that to improve the image and perception of the service and repair business and its professionals, they must improve reality,” said Schmatz. “When we help repair shop owners who want to be helped become better managers, better communicators, better marketers and better technicians then the experience for the consumer improves and so does the image.” ■

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