

DIRECTIONS



February 28, 2010
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AMRA/MAP Tech Meeting Approaching

The next AMRA/MAP Technical Committee meeting will be held April 13-14 in Rolling Meadows, IL (a suburb of Chicago), with AMRA/MAP as the host.

Topics are expected to include Regenerative Braking and Motor Oil Specifications beyond Viscosity, along with a continuation of the discussion relating to Service Indicator Technology that began at the most recent Tech Committee meeting, held February 3-4 in Orlando.

More than 50 members and friends of AMRA attended that meeting in Florida, with each member receiving a CD containing the 2010-11 update of the MAP Uniform Inspection & Communication Standards (UICS). Among the topics addressed were Brake Fluid, A/C Lubricant and Dye Issues, and Tire Pressure and Brake regulations issued by the California BAR.

A major discussion centered on Vehicle Service Interval Indicators (SII) as opposed to traditional Time/Mileage Schedules. Led by AMRA/MAP President **Barry Soltz** and with information provided by members **ALLDATA**, **Mitchell 1** and **Motor Information Systems**, it was reported that multiple and sometimes conflicting service intervals occur between these two methods of notification.

Additions also were recommended to the UICS regarding Catalytic Converter Diagnostics and Failure Conditions and Belts/Tensioners.

A notice, registration form and draft agenda for the upcoming meeting will be sent to regular attendees in early March.

If you are interested in attending the Technical Committee meeting, please contact Ben Trittipoe at ben@motorist.org.

2010 GAAS Event Set for May in Chicago

The 2010 Global Automotive Aftermarket Symposium (GAAS) will be held May 18-19 at the Hyatt Regency O'Hare Hotel in Chicago. This year's theme is "**Aftermarket Next: Insights on a New Generation of Customers & Employees.**"

One of the features of GAAS 2010 will be a panel of AMRA members discussing "**How Automotive Repair Service Chains Are Gaining Traction in Today's Market.**" The panel, featuring AMRA/
Continued on next page



Welcome New Members!

Since Jan. 30, 2010

Dealer Strategic Planning, Inc.
Angola, IN

Contact: Stuart Zurcher
Phone: (260) 687-0485

Safety-Kleen Systems, Inc.
Charlestown, RI

Contact: Stephen Huzyk
Phone: (401) 419-7624

AMRA/MAP Membership Profile

(as of February 28, 2010)

Serv. Provider Companies 39
Serv. Provider Locations 8,711
Bays Offered 52,266
MAP Qualified Assoc. 50,000+



Upcoming Events

AMRA/MAP Technical Committee Meeting

April 13-14 in Rolling Meadows, IL
Holiday Inn Rolling Meadows

Global Automotive Aftermarket Symposium (GAAS)

May 18-19 in Chicago
Hyatt Regency O'Hare Hotel

AMRA/MAP Spring Membership Meeting

May 2010 in Chicago area



The Motorist Assurance Program is a consumer outreach program of the Automotive Maintenance & Repair Association


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Continued from Page 1

MAP President **Barry Soltz** as moderator, will include **Larry Magee** (Chairman, CEO and President, Bridgestone Retail Operations - top right), **Joe Biggie** (Vice President of Strategy & Development, Just Brakes - middle) and **John Warzecha** (Senior Vice President of Franchise Business Development, Midas International - bottom).



Among other speakers will be Mike Cooperman, Sr. Director of Marketing at J.D. Power Web Intelligence, and he will use results from a new study to answer the question: "Is the love affair between cars and young people starting to cool?"

AMRA members can save \$200 by taking advantage of early-bird registration before April 1. For full information on GAAS, along with the Registration Form (click on the top menu where it says "Registration"), go to www.globalsymposium.org. 

Communicating Effectively Within Your Business With E-mail

As people in business move away from the telephone and face-to-face meetings to communicate through non-verbal mediums (e-mail, text messages, social networking, etc.), understanding how to use these mediums becomes more important.

Knowing the correct way to utilize e-mail for communicating within a company's framework is crucial in this new age. It could mean the difference between securing a high-quality contract for the company or losing it to a competitor.

People communicate through the use of actual words, tone of delivery of those words and body language to convey meaning of the words. According to a recent survey, the recipient uses actual words to interpret 7% of the message, while he/she uses tone to interpret 38% and body language 55% of the message.

When using an electronic medium to deliver a message, the recipient loses 93 percent of the meaning since he/she is viewing only actual words. Therefore, the clarity of the message is of the utmost importance.

Among non-verbal mediums, E-mail is the best medium to exchange essential, factual information. It is quickly becoming the primary form of communication among salespeople and business executives as it provides a searchable record and it allows messages to be sent without immediate interruption for the recipient.

There are several issues that can arise from using E-mail, however. The expression of strong emotions and conflicts can be misunderstood, there can be unclear expectations of follow-up, and there can be a lack of timeliness in responses. There also can be an inappropriate exchange of confidential information.

To avoid misunderstandings, do not make assumptions of the emotional state of the sender and do not attack the group/team if only one individual is being addressed. If there is a chance things could be misconstrued, call the person or meet with them face-to-face to avoid conflict. This becomes more important if there are questions constantly being raised with each reply to the E-mail. Make sure everyone involved knows what is going on.


In addition, never send an E-mail when you are upset or exhausted. Write down your thoughts and set them aside for after you have calmed down or have slept on it so you don't make a situation worse.

Most importantly, proof-read the E-mail before you send it. Use standard spelling, punctuation and capitalization, and be professional. Remember, you are representing the company. Ask yourself, "Do I really want to send this?" If the answer is No, delete it immediately.

When sending the E-mail, use the "To:" field for people that most need to view and act upon the message. Use the "CC:" field for those who have a need to be aware of the message, but who do not necessarily need to respond.

Use a strong subject line that leaves no doubt as to what the message is about. In your message, get to the point quickly and write short concise paragraphs. Ask for action and be very specific as to what you are seeking to accomplish. Consider your message a marketing tool which will motivate others to take action.

Clarify in the message when you expect action to occur (within 24 hours, several days, etc.). Make it personal, designating action items to specific people if necessary. In such cases, brief explanations should accompany delegation of tasks.

Following these steps can help lead to better, more successful electronic communications. 

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Tell a Colleague!

If you know another automotive professional who would be interested in receiving this newsletter, tell him or her to send an e-mail request to map@motorist.org with **SUBSCRIBE** in the subject line of the e-mail. His/her e-mail address will not be used for any other purpose, nor will it be given to anyone else. For more information 24 hours a day, 7 days a week about MAP, click on: www.motorist.org. 