

SPRING/SUMMER 2021



TECH NEWS

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ASE'S NEW CERTIFICATION RENEWAL APP

JASON SEXTON

**ASE CERTIFIED
SERVICE ADVISOR
WINS NATIONAL
AWARD**

**FEMALE
AUTOMOTIVE
STUDENT**

**EXCELS IN
SOUTH
CAROLINA**



ASE Certified Service Advisor Wins National Award



Jason Sexton, lead service advisor for Dynamic Automotive (a busy repair business with four locations in Frederick County, Md.), won the first annual AAPEX Service Advisor of the Year Award in late 2020. The honor was presented virtually due to the ongoing pandemic.

Jason's story is one that exemplifies the importance of finding one's way, recognizing opportunities when they come by, and having supportive employers. It is also a testament to the automotive industry's embrace of promising young people and its vibrant train-your-own ethos.

Thirteen years ago, Jason may not have been the most promising candidate for a national award or national certification. "A lot of my friends were into cars, but I was into cooking. I got into the industry because I needed a paycheck, plain and simple. I had a friend who was the manager at a lube shop, and he got me hired," Jason recalls.

Sexton remembers struggling at first, but he was eager to learn: "I quickly found I didn't really have any of the skills to work on cars or talk to people about repairs, but I stuck with it, learned from my peers, and honed my skills." Promotions came fast; he moved from a bottom-side tech at the lube shop to top-side tech and "started to learn how to sell and talk to people. I eventually moved on from that company and became an assistant manager of the lube shop at Dynamic Automotive."

"From there I moved to the Service Counter at Dynamic Automotive and began what has turned into this career. That was almost eight years ago. The leadership of Dynamic saw the potential in me and poured a lot of resources into creating the Advisor I am today," Jason explains. For Jason, training came in the form of on-the-job mentoring plus plenty of industry-sponsored training: "I have been to multiple Industry training classes/programs such as Vision,

AAPEX training, Elite Worldwide, Transformers and various other management and sales training. I've had many great instructors/mentors along the way: Jason Servidio of Transformers group; Jen Monclus and Doris Barnes from Elite; industry trainers such as Barry Barrett, Jeremy O'Neal, Maylan Newton, and many others."

Dynamic Automotive has been Jason's work family for the past 10 years and he views them as the major force in his becoming a professional: "I give a huge amount of credit to the ownership/ management staff at Dynamic Automotive for everything they have taught me and everything I have learned on my own as a result of their teachings."

Jason is aware of the unique role played by service advisors in a busy repair shop and the special skills they bring to the table. "Active listening is so key. Customers, for the most part, know little to nothing about the automobile they operate. So, it is very important to listen to what the customer is describing as the issue and then translate that to your technicians. A major thing I've always believed is that people don't care about how much you know—until they know how much you care."

"A major thing I've always believed is that customers don't care about how much you know—until they know how much you care."

Jason Sexton

Lead Service Advisor
Dynamic Automotive

"Technicians fix cars; advisors fix people. I don't view myself as a salesperson. I'm more along the lines of a financial advisor in that I will help my customers make the best decision they can on their investment, their vehicle."

"I am the guy in the middle of the customers and the technicians, kinda like a translator."

Jason Sexton

As service advisors can attest, they are in the middle of the action and have to be multitaskers and diplomats: "I am the front line when it comes to dealing with the customers. I am their point of contact and it's my job to properly educate and advise the customer of needed repairs. I am the guy in the middle of the customers and the technicians, kinda like a translator," Jason concludes.

In addition to industry and on-the-job training, Jason earned his ASE Certification along the way. "I took my Service Consultant C1 Test about four years ago—it is the bar for what an automotive professional is viewed as. It gave me a sense of accomplishment and pride. To the customer, it shows that we are constantly advancing in our knowledge of the automotive repair business. And it shows others in the profession how dedicated we are to being the best at our craft."

"Be a sponge for knowledge," Jason advises young people beginning their work journey. "There is no amount of learning that should ever satisfy the hunger. Genuinely

care about what it is you do and the people you work with and the customers you work for."

"Always be willing to pass on the knowledge you have attained not only to your fellow employees, but to the customer as well. Very few people will take the time to sit down with a customer and explain what a repaired item is, what it does, and why they need to have it repaired." Jason pauses and thinks of his interest in cooking: "I give out the recipes to some of my best dishes in hopes that anyone who is willing to try it out could possibly make improvements to it. There is no such thing in my mind as a secret recipe." Just as there are no silos for this unselfish young professional.



Sexton with customer reviewing auto part

We asked Jason to reflect on the non-technical skills that have helped him in career, and this same generosity of spirit was evident: "Empathy, understanding of the customers' position, being trustworthy/honest, being knowledgeable and helpful." Jason mentions a single regret, "If I could have done anything differently, it would have been to get started in this career earlier," and adds, "I've had lots of great customers while working here at Dynamic, so many of them are like friends/family at this point. I would like to give a shout-out to my team. Without the people around me I would never have been able to reach the accomplishments that I have. We are a family at Dynamic."

As for down-time, Jason stays busy with his outside interests: "I enjoy shooting sports, playing video games, cooking for friends/family, playing with the dog, woodworking, but most all being the fun uncle that spoils my nieces/nephews rotten and teaches them all kinds of bad habits to drive their parents crazy...but in a good way," Jason makes sure to clarify.

Editor's Note: AAPEX (Automotive Aftermarket Parts Expo) is co-owned by the Auto Care Association and the Automotive Aftermarket Suppliers Association (AASA), the light vehicle aftermarket division of the Motor & Equipment Manufacturers Association (MEMA).



Sexton and customer examining vehicle

ASE's New Certification Renewal App Proves Popular - Offers Instant Feedback, Leading-Edge Questions & More...

The ASE Renewal App was developed to help ASE Certified Automobile professionals maintain their A-series certifications from the convenience of their desktop, tablet or mobile device without having to take time off or go to a test center. The app has proven especially popular during this era of social distancing. Over 9,000 automobile technicians have subscribed and participate in extending their A1 – A9 certifications since the app's launch.

In addition to convenience and safety, the app helps users to increase their knowledge and awareness about the technology found in today's complex vehicles and provides instant feedback on correct and incorrect answers.

Techs who have previously earned one or more of ASE's Automobile (A-Series) Certifications are eligible. Whether you have certifications expiring within the next five years, are due for renewal this year, or have already expired, the ASE Renewal App is an option for you.

Upon purchasing an annual subscription (\$48, regardless of number of A-series certifications you are seeking to maintain) questions are delivered throughout the year to your mobile device or PC. The app sends one question per month per certification area. Each correct answer earns one credit. After earning eight credits in one certification area during the subscription period, you will receive a one-year extension to that certification's current expiration date. If the certification is expired, you are still eligible to participate. The app also features second and third-chance questions. If you get a question wrong, you will be given another question 10-days later. This allows you time to learn more about the subject. When a second or third-chance question arrives, it will be in addition to your regularly scheduled questions. This gives you an opportunity to verify that you have learned more about the topic, as well as to earn another credit toward meeting your certification extension goal. Visit **ASErenewalApp.com** for full information.

Reviews by users are coming in, and it is safe to say, technicians like the product, the convenience, questions, feedback features, and the optional community forum.

David L., an ASE Certified Master Technician from Lakeland, FL, tells ASE: "The ability to work at my own pace and own schedule makes the ASE Renewal App a must have for anyone recertifying. The questions may seem tougher, but you will come out stronger when you research any area you struggle in. Thanks ASE!"

Meg L., an ASE Certified Auto Technician from Camden, ME, likes the convenience: "As a technician who has to travel almost two hours to the nearest test center, the app is certainly more convenient."

Salvatore C. of Montgomery, NY, another ASE Master Tech agrees: "I love this new program! It will allow me to maintain my certs without having to take off work and allow me to keep my knowledge current."



Follow these 3 steps:

1. Create an account and purchase a subscription at **ASErenewalApp.com**
2. Download the App from the App Store or Play Store
3. Sign in with your App account credentials

Questions used on the ASE Renewal App differ from ASE's traditional test-center based recertification tests in several important ways:

- **First**, the app uses a pool of questions that are separate from those used on the ASE tests delivered in test centers.
- **Second**, the questions in the app address more leading-edge technology topics that are typically not seen in ASE certification tests for three to four years.
- **Third**, after you answer a question, the app tells you whether you answered correctly and explains why each answer option is right or wrong.
- **Finally**, after you have earned enough credits to extend your certification, you may see questions that address manufacturer-specific vehicles and systems, a feature not offered at ASE's computer-based test centers.

Richard K. (CMAT, L1) of Roseville, Calif., is a fan of the app's feedback feature: "I know where I am weak and why I did not get a question correct. I also understand why the other answers are wrong. This is a good learning tool. I'm learning about new technology and how it operates."

The app is intended to help techs identify gaps in their knowledge. After you have answered a question, the app provides an online forum at the question, where you may discuss the content and the answers with other techs who have also answered that question. In that way, you can get help from other technicians to increase your understanding, and help other technicians increase their knowledge as well. The online forum is a big plus for **Christopher C., CMAT, Rocklin, Calif.**: "This ASE Renewal App fits this day and age. I see techs talking about questions in the shop, which means they will be learning throughout the year."

ASE also had the opportunity to hear from two curriculum developers for Toyota Motor Sales, **Brian Brownfield** and **George McWilliams**, both of whom are working out of Toyota's headquarters in Plano, Texas. Both hold multiple ASE Master status and use the app to extend their auto certs.

Brownfield and McWilliams offer the dual perspectives of professional curriculum developers and ASE test takers. McWilliams notes, "One aspect of developing curriculum is creating test questions. The App provides me exposure to various types of automotive test questions. This allows me to view test questions from a student's perspective, rather than only the developer's view."

As a test taker, McWilliams particularly likes the feedback feature, "A positive feature of the app is receiving immediate feedback when a question is answered incorrectly. This is not the case with the computer-based tests. This feedback creates a much better learning experience over the computer-based testing."

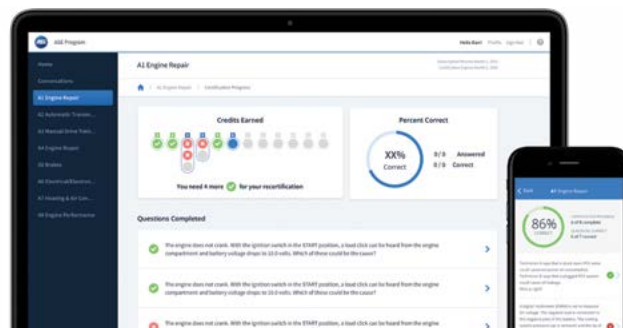
Brownfield agrees, "I like the app a lot, I like the rationale given for both correct and incorrect answers. With the app, I get the rationale so I can see what the intent was. Even if I get the question wrong, I can understand why I was wrong. There is also a comment button that I can add my two cents worth for ASE to see." Additionally, Brian favors the app "for life-long learning...I like that [the questions] are continuous."

Both strongly advise approaching the app with a "test-taking" frame of mind. Again, Brian Brownfield, "When I first started using the app, I thought to myself, 'Great, I can knock these questions out when I have down time.'...I had to develop a new habit of when to take the questions so I could prepare my mindset, similar to the way I prep for the in-person tests." George McWilliams concurs, "I learned that I must create an environment that is conducive to testing. I was attempting to answer the questions while multitasking, which didn't work out so well. I now allow the questions to accumulate over a few months. I then create a test-taking environment...This approach has increased my pass/fail ratio considerably."

So, a word to the wise: Users should not be lulled just because the questions come via an app; the questions are rigorous.

Reference material is allowed. Since a good deal of the ASE Renewal App content addresses leading-edge technology, you may sometimes need to reference service information to correctly answer a question. (When you subscribe to the ASE Renewal App, you must agree to answer the questions yourself, of course, and to not share them with anyone else outside of the appropriate app discussion forum.)

There is a lot to like about the ASE Renewal App. The convenience of monthly questions delivered to your device; second-chance questions; instant results; explanations for correct/incorrect answers, a focus on leading-edge technology; and an online forum. Visit www.ASErenewalApp.com for all the exciting details of this 21st-century certification maintenance solution.





OUR ESSENTIAL HEROES

It has been a challenging time for all during this pandemic. None so much as our essential workers.

ASE spoke with Sean Garner, Owner and Working Technician at Fire Apparatus Repair, LLC, Missoula, Montana. Sean is a Master EVT Mechanic and an ASE Master Medium/Heavy Truck technician.

How did you get started in this career?

Sean: I was a tinkerer as a child working with my dad. He nurtured my inquisitiveness. While in the Navy, I was a non-nuclear welder, but was exposed to firefighting. When I got home, I volunteered for local fire departments and was recruited by the city of Missoula, to become a full-time firefighter. I did that for five years. While there I was recruited to join the maintenance team to become a master emergency vehicle technician (EVT) and take over that department.

The various fire departments and our fire apparatus dealer got me my specialized training. Our local truck dealer helped on the truck mechanical side.

What is your business like today?

Sean: I have owned Fire Apparatus Repair LLC, for 22 years. I noticed that smaller fire departments needed help and so I started my own fire apparatus service and repair business. I have also maintained my firefighters' qualifications. Often, I get phone call from a smaller fire department who needs help getting vehicles repaired and running. I also provide portable test equipment that can identify any service issues.

The good news is I have only had to advertise once! The word of mouth in the area keeps me busy. The firefighting

community is a tight knit group like family. I get work from others who have heard from those who have had good experiences with me.

My goal is to have that equipment work right every time and do what it was designed to do - save lives.

What kind of vehicles do you work on?

Sean: Various fire apparatus which include several types of fire trucks such as pumper, ladder, heavy rescue, specialized ones. A fire pumper has water tanker, pump in the middle, and once you get to the fire, we change the orientation of the chassis and drive train into 330 hp fire pump and the vehicle then becomes stationary. Ladder trucks are like a big hydraulic pump that have a weight capacity of 1000 lbs. and can go 100 ft in air. All that steel and metal that must be stable and reliable.

Tell us about your EVT and ASE Certifications:

Sean: EVT certification had just come around 1998. My boss said you need to get this. The Chief developed a budget and helped me get it done. There was support for classes, training at the local level and Interstate Diesel helped with getting the education for the ASE tests. I have been at the Master Level since 2003. I was the first Master EVT in Montana. Master ASE Techs and Master EVTs are always open to sharing and helping our brothers to keep the vehicles on the road.

What have you been experiencing with the Pandemic?

Sean: I have not been impacted in a negative way. We are considered essential service. We have taken additional protections to make sure we are safe. We have had to improvise but that adaptation not too inconvenient. Communication has been key between the local fire departments and me to make sure we are all safe, and service got done when needed. We have done a lot of apparatus sanitizing!

What advice would you give young people?

Sean: This is a fantastic career option. You have the satisfaction of fixing things and helping people during a traumatic situation. They trust ASE and the value it has. This career offers recognition of your skill set and knowledge as a firefighter and a technician. I would recommend that you learn to trust in those who have come before you. This career is a brotherhood which can support your knowledge and growth.

What has been your best experience in this career?

Sean: My best experience is the satisfaction I get helping people who are in scary situations by using my skills and amazing equipment. You get to see everything working in unison because of our training and certification. Most rewarding part of this is being part of the brotherhood and team. The positivity of doing the job and doing it well is the best reward!

THANK YOU ESSENTIAL WORKERS

OUR WORLD NEEDS YOU
& WE APPRECIATE YOU!



Female Automotive Student Excels in South Carolina

Students at Laurens District 55 High School recently participated in Midlands Technical College's "All Star Automotive Technology Competition".



Olivia Warner, better known as Lulu to her friends, answered all the questions and the bonus question correctly - **A PERFECT SCORE!**

Currently a 3rd year Automotive Technology student, Olivia holds ASE Entry-Level Certification in Suspension and Steering, and plans to enroll in the automotive program at Greenville Technical College when she graduates.

Asked why she chose automotive technology as a career choice, she replied, "I have always loved cars and wanted to find out how and what makes them operate. I am really glad I did because I have found something that I absolutely love to do".

Olivia's instructor Thomas Chandler noted that she is one of the best students he has had and can outperform many of her male classmates.

Ready to hire new techs like this? Get involved with your local high school or college program. Visit www.ASEeducationFoundation.org to learn how.



June is Automotive Service Professionals Month!

Join us in thanking the automotive service professionals that keep our loved ones and our vehicles safe!



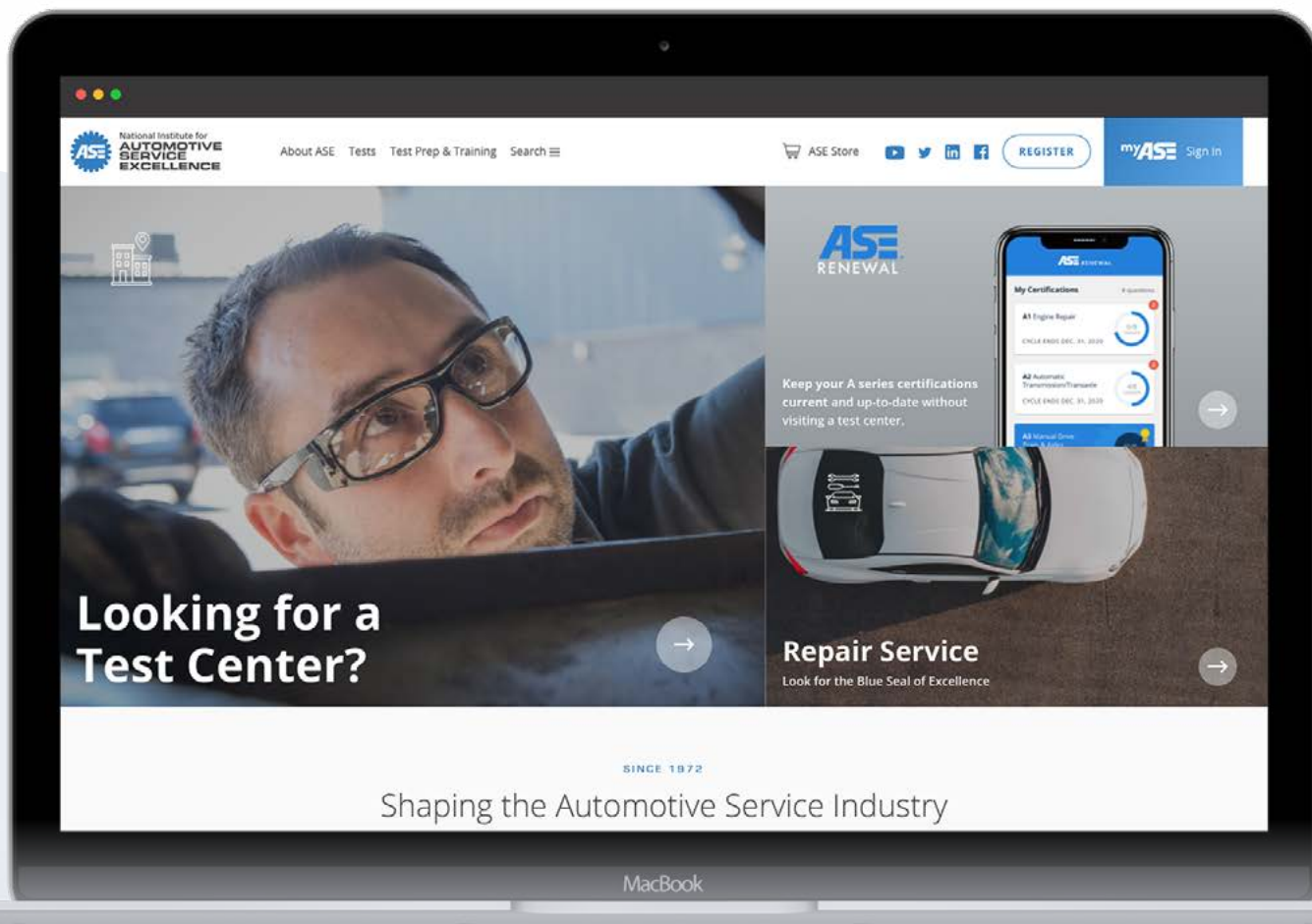
Learn how your shop can participate at
ASE.com/ServicePro



New ASE Website

- ✓ Enhanced User-Experience
- ✓ Intuitive Navigation
- ✓ Responsive Design (Mobile and Tablets)
- ✓ Clean Layout
- ✓ Multiple Entry Points
- ✓ Updated Content and Stats
- ✓ New Locators and Maps

Visit ASE.com to learn more!



Spanish Translation for ASE Tests

Since January 2020, selected ASE professional certification tests have allowed test-takers to view test questions in Spanish. As of January 2021, several tests were added to that offering. Now, all tests A1 through A8 in the Automobile & Light Truck Certification Test series, as well as the Auto Maintenance & Light Repair Certification Test (G1) allow a side-by-side Spanish/English rendering of each question with answer options by clicking on the “Leer en español” button. No special registration process is needed. Visit www.ASE.com/spanish to learn more.

Leer en español





WHY SHOULD YOU BE ASE Certified?



Customers entrust their vehicle to you for service. ASE certification shows them you possess the knowledge needed to do the job right.



Today's vehicles are increasingly complex. Through continuous training and renewing your ASE certifications, you confirm that you keep up with changing technology.



ASE is a nationally recognized independent third party that has set the standard for service technicians since 1972. Your ASE certification shows that you are a proven professional.

Learn more at [ASE.com](https://www.ase.com)

Registration Dates

Winter Registration
January 10 - March 31

Spring Registration
April 10 - June 30

Summer Registration
July 10 - September 30

Fall Registration
October 10 - December 31

Congratulations to the 2021 ASE World Class Technician Recipients!

ASE and the Auto Care Association work together to recognize professional technicians who have tested and obtained ASE certification in 22 specific specialty areas:

- Automobile Series A1-A8
- Medium-Heavy Truck Series T1-T8
- Collision Repair & Refinish Series B2-B5
- Advanced Engine Performance Specialist L1
- Electronic Diesel Engine Diagnosis Specialist L2



The ASE World Class Technician recognition was established more than 30 years ago, with over 2,000 driven technicians having earned the designation. For more information and list of previous recipients, go to www.ASE.com/worldclass.

2021 World Class Technician Recipients

Albert Antongeorgi — Catano, PR
Nestor Bagliano — Mentor, OH
Gregory G Birtzu — Brampton, ON
Jason R Breed — Hartland, MI
Kevin W Brown — Birch River, WV
Douglas A Burklund — Las Vegas, NV
Jeff W Butzke — Franklin, KY
Daniel K Calderone — Milmay, NJ
Timothy S Clayborn Sr. — Warrenton, VA
Joseph R Conway — Liberty, NY
Michael D Fathergill — Hamilton, OH
Mark V Fera — Wood Dale, IL
Michael J Finch — East Patchogue, NY
James S Goff — Riverside, CA
Michael D Gonzalez — Catlett, VA
Alex L Goodemoot — Princeton, TX
Brittany M Grande — Norristown, PA
Alfred A Hayden IV — Brockton, MA
John H Howard — Fredericksburg, VA
Richard G Hoyt — Moultonborough, NH
Joseph R Indurante — Franklin Park, IL

Michael R Jenkins — Carol Stream, IL
Charles B Jennings — Fowlerville, MI
Ronald E King — Kensington, CT
David C Lannom — Lakeland, F
Thomas S Mancuso III — Fredericksburg, VA
James E Maxwell — Gallatin, TN
Michael B O'Guin Jr. — Goodlettsville, TN
Troy M Olson — Nashotah, WI
John J Page — Las Vegas, NV
Jeremy J Pease — Westhampton, MA
Shaun Philp — Tallahassee, FL
John C Pinter — Eaton Township, OH
Charles O Ralston — Valparaiso, IN
James W Ramsey III — Irving, TX
Russell Rhodes — Temple, TX
Nicolas A Rose — Plymouth, MA
Brent J Runnals — White River Junction, VT
Joseph W Simmons — Eaton, OH
Joel E Thomas — Glen Rose, TX
Thomas A Vettraino — Littleton, CO
Philip R Younger — Palm Bay, FL

Recipients receive:

A special certificate signed by the presidents of ASE and the Auto Care Association
An exclusive embroidered shoulder insignia
A personalized plaque and medallion kit
Promotion in Auto Care and ASE communications to thousands of industry professionals and media

ASE Education Foundation PARTNERS

The ASE Education Foundation is rooted in industry collaboration. We believe in an interdisciplinary approach leveraging input from businesses, communities, educators, policy makers, and students. We're proud to join forces with organizations across the country that believe in a bright future for automotive service. These businesses, manufacturers, and associations are eager to recruit, nurture and inspire our future's automotive service professionals.

To learn more about the ASE Education Foundation and it's partners, including how you can get involved, visit www.ASEEducationFoundation.org.

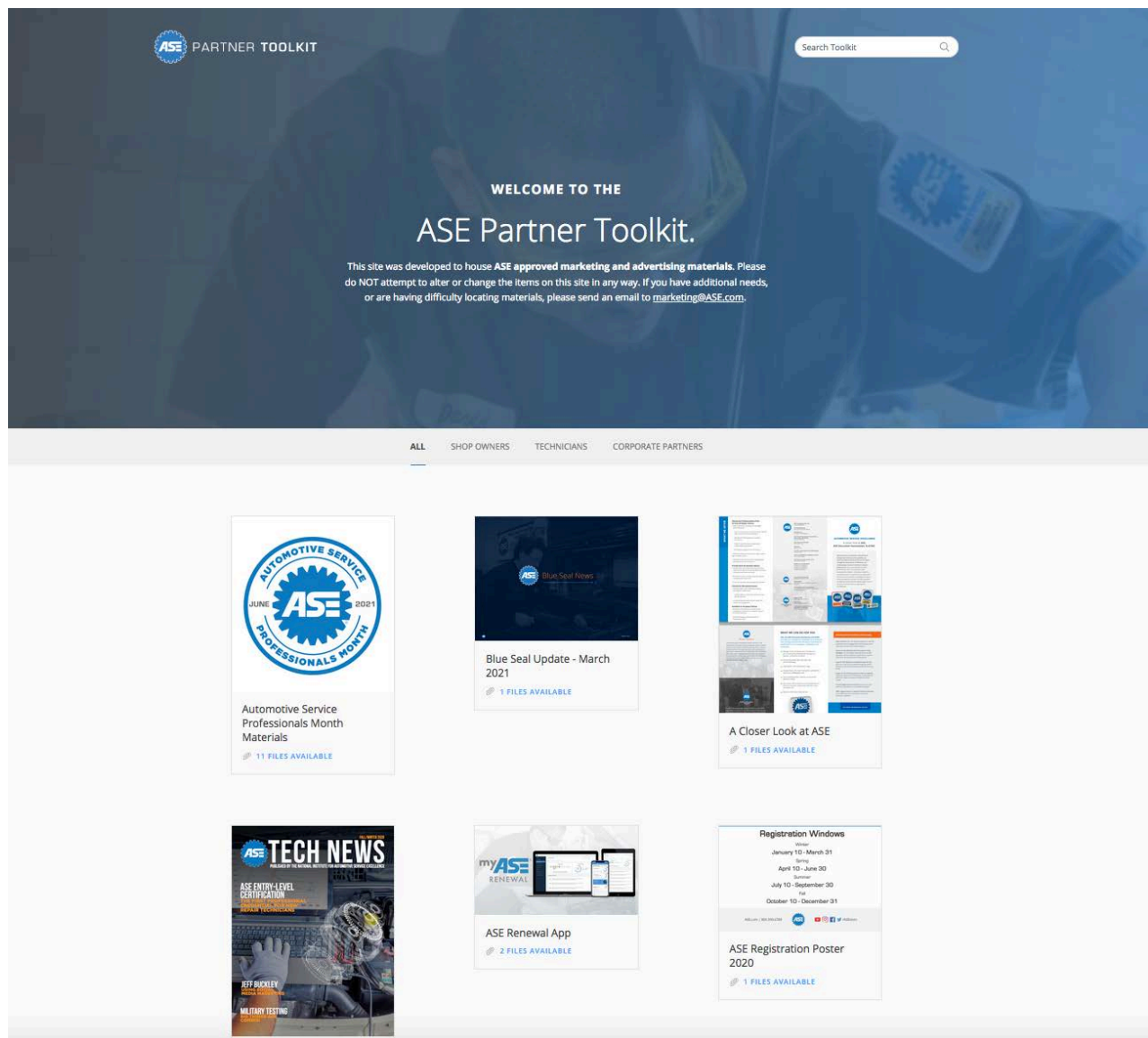


ASE Partner Toolkit

Looking for ASE branded content and collateral? Check out the ASE Partner Toolkit! ASE has created this easy to use site to house and showcase ASE approved marketing and advertising materials.

Looking for something you don't see here? Send an email to marketing@ASE.com and we will get back to you promptly.

Visit ASEtoolkit.com to learn more.





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