

MyAutoCareer.com News

March 2004



A Newsletter Promoting Careers in the Retail-Automobile Industry



Clint Thomas (left) and Jamie Reynolds from Lorain County JVS make adjustments and record repairs at a workstation during the 12th Annual Automotive Technology Competition held Feb. 29 during the 2004 Greater Cleveland International Auto Show. The “diagnostic duo” won the competition and earned a spot to compete for \$3 million in scholarships and prizes at a national competition on April 13 – 14 in Manhattan.

Lorain County JVS Students to Represent Northern Ohio at Nat'l Auto Tech Competition

\$3 Million Dollars in Scholarships & Prizes Up for Grabs

CLEVELAND – Clint Thomas and Jamie Reynolds, seniors from Lorain County JVS, will represent northern Ohio at the National Automotive Technology Competition held April 13 – 14 in conjunction with the 2004 New York International Auto Show at Manhattan's Jacob K. Javits Convention Center.

Thomas, a Grafton, Ohio-resident, and Reynolds of Wellington, Ohio will join 37 of the nation's best two-person teams as they compete for more than \$3 million in prizes, scholarships, and Snap-on tool sets at the national finals, including a chance for both students to win a new Pontiac Vibe.

Advancing into the hands-on competition after scoring the highest on a written competition, Thomas and Reynolds were one of five two-person teams that competed in the 2004 Greater Cleveland International Auto Show's 12th Annual Automotive Technology Competition held Sunday, Feb. 29, 2004. Both students won full two-year scholarships to Cuyahoga Community College, Ohio Technical College, Northwestern Business College or Stark State College of Technology. (See TECHS, Pg. 2)

What's Inside

- *Local Auto Dealer Goes Back to School*
- *Auto Show's Career Day Sets Attendance Record*
- *GCADA Awards Scholarships to Art Students*



Local Dealer Returns to Alma Mater

Scott Hall (left), president of Williams Ford in Berea, Ohio, watches “What’s the Deal on Dealerships?” with students from Berea High School on Feb. 24, 2004. Mr. Hall, a member of the GCADA Speakers Bureau, is a 1970 graduate of the high school. The video documentary highlights many of the career positions available at new-car and truck dealerships from sales, service, to finance and insurance.

The GCADA Speakers Bureau is back in action! Local auto dealers are talking to students, parents, educators and the media about career opportunities available at franchised motor vehicle dealerships. These careers range from sales, service, finance and insurance positions with management advancement opportunities. To schedule an auto dealer in or near your community as a speaker at your school or career fair, please contact Chuck Cyrill at the Greater Cleveland Automobile Dealers’ Association (GCADA) at 440.746.1500 or email ccyrill@gcada.org. Here is the GCADA Speakers Bureau roster:

GCADA Speaker Bureau Roster

Barry Axelrod
AXELROD PONTIAC
Parma

Dave Towell
DAVE TOWELL
CADILLAC SAAB
Akron

Dick Marcellino
MOTORCARS ACURA VOLVO
Bedford

Eric Kempthorn
KEMPTHORN MOTORS
Canton

Frank Porter, Jr.
CENTRAL CADILLAC
CENTRAL HUMMER
Cleveland

Gary Pantecck
BRUNSWICK AUTO MART
Brunswick

Jack Gannon/Jeanite Capretto
NICK MAYER
LINCOLN MERCURY
Westlake

Fred Baker
FRED BAKER PORSCHE AUDI
Bedford

Kirt Frye
SUNNYSIDE AUTO GROUP
North Olmsted, Middleburg Heights, Chardon, Sandusky

Mark Sims
ANDY CHEVROLET
Lyndhurst

Jim Bass
MIKE BASS FORD
Lorain

Joe Firment
JOE FIRMENT CHEVROLET
Lorain, Avon Lake

Lou Kaltenstein
GENE NORRIS OLDS/GMC
Middleburg Heights, Burbank

Michelle Primm/Pat Primm
CASCADE AUTO GROUP
Cuyahoga Falls

Nick Abraham
ABRAHAM AUTO MALL
Elyria

Patrick Norris
NORRIS AUTO MALL
Medina, Norwalk, Burbank

Scott Hall
WILLIAMS FORD
Berea

Tom Wysocki
KLABEN AUTO GROUP
Kent

Tony LaRiche
TONY LaRICHE CHEVROLET
Willoughby Hills

(TECHS, Con’t from pg. 1)

The U.S. Department of Labor estimates the retail-automobile industry will require 35,000 auto techs each year until 2010. That is why auto dealer associations and auto shows throughout the country host auto tech competitions. It’s a way to encourage high school students to pursue careers in the auto industry; recruit and train qualified technicians; and to boost the level of training in schools.

During the hands-on national competition, students will identify and fix problems on their assigned cars. Using a repair order with actual customer complaints, the student teams must diagnose and repair the problem within the allotted time, using the manufacturer’s specialty tools. Each “bug” correctly diagnosed and repaired is worth a number of points, depending on the level of difficulty. In addition, the students’ knowledge is tested through a challenging written test specifically prepared by Automotive Service Excellence (ASE). In addition, the students’ knowledge of emissions control systems, alignment, electrical test equipment and mechanical measurement tools are tested at different workstations.

2005
cleveland
auto
show
FEB 26 - MARCH 6
I-X CENTER

GCADA Awards \$3,000 in Scholarships to Local Art Students

CLEVELAND – Jason Cooper, an industrial design student attending the Cleveland Institute of Art won first place and a \$1,000 scholarship for his design work on the 2004 Greater Cleveland International Auto Show poster and program cover.

Luke Nene won second place (\$750). Third place went to Stephen Hornbeek (\$500). Honorable mention winners included Erin Pilawski (\$250); Elisabeth Betzen (\$250); and Sara McClelland (\$250).



Gary S. Adams (right), GCADA president and Auto Show executive director, instructs college students at the Cleveland Institute of Art on the important design elements of the 2004 Cleveland Auto Show poster. GCADA awarded \$3,000 in scholarships to the poster winners, which included prizes for honorable mention.

FREE PARKING FREE PARKING FREE PARKING

**CLEVELAND INTERNATIONAL 04
AUTO SHOW**
at the I-X Center

February 28 - March 7, 2004

40 International Automakers, Concept Cars,
Crawford Auto Museum Display, Classic Car Competition,
Family, NASCAR & Celebrity Night

Adults: \$10
Seniors/Pre-teens: \$7.50
Senior Special Weekdays: Noon - 5 pm: \$7
Children 6 & Under: FREE

FREE PARKING

Friday & Saturdays: 11 am - 11 pm
Sundays: 11 am - 8 pm
Weekdays: Noon - 10 pm

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www.cleveland.com/autoshow

FREE PARKING FREE PARKING FREE PARKING

Official 2004 Cleveland Auto Show Poster

GCADA CORNER...

Auto Dealers' Educational Assistance Foundation

Since 1989, the Greater Cleveland Automobile Dealers' Educational Assistance Foundation, Inc. has awarded about \$300,000 in scholarships to local students. The top-four automotive teams competing in the 2004 Greater Cleveland Automotive Technology Competition on Sunday, Feb. 29 won \$30,000 in scholarships towards their post-secondary education.

Automotive Youth Educational Systems (AYES)

In addition to commissioning these academic projects and awarding scholarships, GCADA is involved with Automotive Youth Educational Systems (AYES) – a school-to-career partnership between the automotive industry, franchised dealers, high school and career technical schools to help boost the dwindling numbers of skilled automobile technicians entering the profession.

Through AYES, dealers provide shadowing, mentoring and paid internship opportunities. GCADA members currently work with Lorain County JVS, Valley Forge High School, Akron East High School, Canton South High School, Mahoning County Career and Technical Center and recently added Polaris Career Center.

GCADA Touts Diversity, Careers Available at Auto Dealerships

CLEVELAND – Kaleidoscope, a weekly public affairs talk show that deals with diversity in business and the community welcomed Ted Sherron, marketing director for the Cleveland Institute of Art; Michelle Primm, general manager of Cascade Automotive Group; and Patrick Norris, GCADA treasurer and president/partner at several franchised new-car, truck and motorcycle dealerships in northern Ohio. The program aired Feb. 22, 2004 on WEWS NewsChannel 5 (ABC affiliate).

The program discussed opportunities in automotive design provided by the Cleveland Institute of Art; opportunities for women in the retail-automobile industry, especially in sales because more and more women are making vehicle purchasing decisions than ever before. GCADA treasurer, Patrick Norris, who was nominated for the 2004 TIME Magazine Quality Dealer Award closed the segment by discussing how he balances his dealership success with community involvement through his charitable and educational endeavors. The 2004 Cleveland Auto Show's "A Night of Lights" Charity Preview Fundraiser, held February 27, raised \$220,000 for the March of Dimes, Epilepsy Association, and Crawford Auto-Aviation Museum. Later that same evening, about 19,000 pounds of canned food items were raised for Harvest for Hunger.



Patrick Norris (left), GCADA treasurer and president of Norris Auto Mall and Norris Motor Sports in Medina, Ohio; Norwalk Chrysler/Dodge/Jeep and Norwalk Motor Sports; and a partner with Norris Chevrolet/Buick and Norris Chrysler/Jeep/Dodge in Burbank, Ohio, discusses career opportunities available at auto dealerships with WEWS NewsChannel 5's (ABC affiliate) Leon Bibb during the Feb. 18, 2004 taping of Kaleidoscope – a public affairs program that deals with diversity in the community.

Upcoming Workshops: Mark Your Calendars Today!

April 15	Selling Pre-Owned Vehicles
April 21-23	Introduction to Sales Training
April 22	Recruiting & Maintaining a Successful Sales Team
May 12	T.E.A.M. Certification Series
May 17-19	Vehicle Reconditioning Skills Camp
May 19-21	Introduction to Sales Training
June 10	Accounts Payable Certification
June 11	Accounts Receivable Certification
June 16	T.E.A.M. Certification Series
June 23-25	Introduction to Sales Training

CENTER FOR
AUTOMOTIVE
 EDUCATION & TRAINING
Educating Today for Excellence Tomorrow

A PROGRAM OF THE GREATER CLEVELAND AUTOMOBILE DEALERS' ASSOCIATION

For more information about the GCADA training workshops, please contact Aliessa Johnson at 440.746.1500 or email ajohnson@gcada.org. Register online at www.gcada.org.



Gary Panteck, 2004 Greater Cleveland International Auto Show chairman and president of Brunswick Auto Mart, greets a record number of northern Ohio high school and career center students during the 2004 Cleveland Auto Show's Automotive Career Day held March 1. More than 2,000 students and educators attended the event.

A Record Number of Students & Educators Attend Automotive Career Day

CLEVELAND – More than 2,000 students and educators attended the Greater Cleveland International Auto Show's 10th Annual Automotive Career Day sponsored by the Greater Cleveland Automobile Dealers' Association. The program was held March 1, 2004.

Gary Panteck, 2004 Cleveland Auto Show chairman and president of Brunswick Auto Mart, knows firsthand how choosing a career in automotive service technology can result in a high level of job satisfaction as well as a financially rewarding career choice.

Mr. Panteck graduated from Valley Forge High School's (Parma, Ohio) Automotive Technology program in 1974. He took his first position as an automotive technician at a new-car dealership. From the service department he moved into sales and through hard work climbed into the management ranks until he purchased Brunswick Auto Mart in 1996, now Ohio's third largest dealership in annual sales. The dealership sells Chrysler, Jeep and Toyota brand vehicles.



Keynote Speaker, David G. Hall

Keynote Speaker, David G. Hall, Ph.D, an Automotive Youth Educational Systems (AYES) consultant, continued the day's events by stressing the importance of mentors and encouraging students to "go for it" and pursue automotive careers.

"None of us, regardless of age or experience, outgrows the value of a mentor," Hall said. "As adults we often have the wisdom of seeking a mentor, but we probably don't call it

that. We just say, "I need to get some advice," or "Let me talk this over with one of my friends."

Dr. Hall, who has written AYES Mentor Training curriculum, has taught high school physics and electronics. He's a self-taught auto tech that built his first car at age 15. Since then he has restored several cars and still drives a 1958 Corvette and 1963 Buick Riviera.

"It's important to recognize the reality that many adults in the dealership provide moments of mentoring to AYES students," Hall said in a written statement. "Mentors have been mentoring long before the mentor-training AYES program. Young people have always found good advice and guidance from chosen adults."

Careers in automotive technology allows the practice of personal style, Hall adds. There are a multitude of different tasks available, ranging from delicate electronics to heavy mechanical work to detailed machinery ... to the artistic craftsmanship of finish body work, just to name a few.

The process of mentoring works so well because the one-to-one relationship between tech and mentor allows for the exploration and adoption of a personal work style, one that fits comfortably.

So, when the curious ask, "Why be an auto technician," just tell the truth, Hall says. "Hey, we've got style!"

If your high school or career center is interested in participating in the 11th Annual Automotive Career Day during the 2005 Greater Cleveland International Auto Show on Monday, Feb. 28, 2005, please contact Angela Andrews at GCADA by phone at 440.746.1500 or by emailing angela.andrews@gcada.org for new strict guidelines on participation.