



Automotive Service Association®

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Driving Your Success!

January 22, 2021

To Whom It May Concern:

I wish to provide my support of the petition filed on behalf of Mr. Robert Greenwood as an individual and as an industry educator along with the demand or need as it pertains to the Aftermarket Automotive Repair Industry here in the United States.

As a person, I have known Bob for many years and to be an individual that remains true to his word along with a great deal of integrity. The Not-for-Profit Association that I am President of abides by a strong code of ethics for the automotive service and repair industry, which I am happy to say that Bob surpasses quite easily.

Professionally, my industry has seen vehicle technology advance at rate never seen before and within timeframes of months rather than years. Having known Bob I have found him to be more of a visionary type of educator that the automotive repair industry desperately needs as it navigates and prepares for these challenges. Though Bob is not a technical trainer or educator, he does use his skills and supports it with trends to prepare management teams and owners in the automotive service repair industry sector, enabling them to properly prepare and plan their futures using a proactive approach.

Personally, and prior to becoming the President of the Automotive Service Association, I managed within a New Car Dealer structure for over twenty-four years and volunteered for multiple roles involving training, advocating on industry challenges, and serving on advisory boards. I am aware of many consultants and mentors that are available in the United States, however, they all mentor how to measure and monitor a successful operation for the short term. Bob's curriculum and presentations present the theory of sustainability for long term success while remaining prepared for new technology. Bob is an "executive thinker" that educates the "executive entrepreneur" serving a niche market relatively untouched.

Lastly, this letter is backed by industry testimonials which I have attached.

Based on the above, I encourage the approval of Bob's petition.

Sincerely,

Raymond A Fisher, III
President/Executive Director

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FEEDBACK – Q3 2020 GREENWOOD

“I would rate Bobs class an 8. I would attend a level 2. My preference would be for a weekend class. Second choice would be for evening class.”

“Bob has a lot of good information in his class. I have a lot of training in accounting, business admin, and business law. I’m also good at math. I think this allows me to be able to understand the information provided. I wonder though if some of the other attendees are able to follow the information. I know some shop owners who are great at working on vehicles, scheduling, and dealing with customers, but they are not great with the numbers. Most of this information would be Greek to them.”

“I rate Bob's 1st class as one of the best I have had the privilege to attend - I give it a 10 out of 10.

As a new ASA member, I view my membership as a bargain as a result of the many excellent on-line classes I have attended. Keep up the good work!

Yes, I do plan to attend the 2nd class. I am agreeable to evening classes but would prefer that there be no week-end classes.”

“I would rate it a 9. What I learned I easy recouped my investment in the first couple of sessions. I’m very interested in Level 2. I like the same format, 8 one hour classes. Twice a week would be ok. During the day is good for me. At night or weekends is family time for me so it would be hard to commit to those times.”

“I am the treasurer, this is my 16th year. I entered the field in 1988 and attended many trainings and seminars. The most comprehensive being the Goodyear manager training in the late 80’s early 90’s.

More to the point, I am not the owner however I have owned various businesses years ago and currently run a Medicaid state of Maryland agency for one person with significate disabilities.

I highly recommend the continuance of the level 1 business development class. I would like to see more of Mr. Greenwood’s trainings. He has exposed me to a mathematical driven analytical view point I have not seen before. My degree is in mathematics and Economics so personally this is a great fit. (The Owner) and I have collaborated and made changes as well as have plans for additional changes because I am better able to substantiate my recommendations.”

“Thanks for reaching out. I have taken Bob’s Level 1 course three (3) times in a row, now being the third time. His course has been extremely valuable in making me more aware of the portions of our business that I really didn’t pay much attention to, depending on my partner to focus on those issues. I also felt like I was in one of my

college classes again, with the flow of information from Bob and the homework he expected of us to get the most out of his teaching and training.”

“I would rate Bob’s class a 9 out of 10. Since I’ve focused my last 25 years in the accounting/bookkeeping portion of the diesel repair shops I’ve worked for, the current one being the one I own with my partner, I am still focused on the accounting/bookkeeping/financial aspects of the company. The content in the Level 1 course brought me into my partner’s world of expertise in shop management/sales in a very organized and helpful way. The math Bob taught us was extremely valuable and relevant to our situation, and we’ve been able to make some little adjustments, here and there, to increase our profitability and shop efficiency. All 4 of us, on our management team, have now attended at least one of Bob’s Level 1 courses. We discuss what we learned and how best to apply that knowledge.

I personally believe that individuals, like Bob, are a valuable asset for us as business owners. I know there are a lot of business consulting firms out there, so to be selective as to who you offer to the ASA membership must be a difficult decision. But I believe no one can go wrong with Bob’s particular Business Development Series, and I’m grateful ASA was willing to take a chance with Bob and his many years of experience and expertise. I know his credentials speak for themselves.”