

## ATRA Members Get 50% off ACDelco Training!

Course	Location	City/State	Date
Advanced Automotive Electrical Mechanical/Hydraulic	ACDelco Training Center-Antioch	Antioch, CA	5/9/05
GM Body Control Computers	ACDelco Training Center-Antioch	Antioch, CA	6/21/05
Intermediate Automotive Electrical	Denver Training Center	Englewood, CO	5/5/05
Automotive Electrical Fundamentals	U of M College of Technology	Missoula, MT	4/7/05
DaimlerChrysler OBD II Electronic Engine Control Systems	U of M College of Technology	Missoula, MT	4/5/05
Air Conditioning Controls	Technical Vocational Institute	Albuquerque, NM	6/8/05
Automotive Electrical Fundamentals	Community College of So Nevada	North Las Vegas, NV	4/28/05
Service Advisor Seminar	Lane Community College	Eugene, OR	5/12/05
Making Money Seminar	Red Lion Hotel	Pasco, WA	5/24/05
Service Advisor Seminar	Evansville Auditorium	Evansville, IN	4/14/05
Using WISE Shop Management System	Ramada Inn	Bossier City, LA	4/21/05
Making Money Seminar	View Course Notes	Flint, MI	4/13/04
Air Conditioning Systems and Service	XL Parts	Houston, TX	5/24/05
Advanced Automotive Electrical	Trenholm State Technical College	Montgomery, AL	4/19/05
Automatic Transmission In-Car Diagnostics	Gateway Tech College	North Haven, CT	4/14/05
Electronic Ignition Systems	Gateway Tech College	North Haven, CT	6/16/05
Electronic Fuel Systems	Delaware Tech. Comm. College	Wilmington, DE	5/17/05
Ford Electronic Engine Control EEC-IV Systems	Santa Fe Community College	Gainesville, FL	4/25/05
Duramax 6600	Sheridan Vo-Tech	Hollywood, FL	6/21/05
Honda OBD II Electronic Engine Control Systems	Atlanta GMTC	Alpharetta, GA	5/3/05
GM Body Control Computers	Atlanta GMTC	Alpharetta, GA	5/11/05
Selling Skills Seminar	Mass Bay Comm College	Ashland, MA	5/24/05
Servicing Antilock Brakes	Courtyard by Marriott	Waltham, MA	5/24/05
Intermediate Automotive Electrical	Technology High School	Newark, NJ	5/10/05
General Motors Service Programming System	Technical Vocational Institute	Albuquerque, NM	6/2/2005
	GMTC-Tarrytown	Tarrytown, NY	6/28/05

For a complete schedule, visit [www.acdelcotechconnect.com](http://www.acdelcotechconnect.com) and click on "Training".

ATRA has joined forces with AC Delco to make sure that our Members are the best trained technicians out there. If you weren't already aware, ATRA Members receive 50% off of the cost of training! With this great discount, and training sites in virtually every state, there's no better time than now to enroll. Here is a listing of just a few courses that AC Delco is offering in 2005. For a complete schedule, visit [www.acdelcotechconnect.com](http://www.acdelcotechconnect.com) and click on "Training".

### Seminar Locations

ATRA's 2005 Seminar season is well underway with great turnouts in Houston, Charlotte and Philadelphia.

The full-color seminar book has over 350 pages and is always a hit at the seminars. Be the first shop in your area to get your hands on this excellent learning tool, and register today!

Date	Location
4/16/2005	NORFOLK, VA
4/16/2005	SALT LAKE CITY, UT
4/30/2005	ATLANTA, GA
4/23/2005	FLORENCE, AL
4/23/2005	MINNEAPOLIS, MN
4/29/2005	NIAGARA FALLS, NY

For a full list of dates and locations please call (866) GO-4-ATRA or visit [www.atraonline.com](http://www.atraonline.com) and click on "Events."

### Expo 2005

As always, ATRA's Annual Powertrain Expo manages to pack all of this technical education and more into just three days of seminars. ATRA is back in Las Vegas and this time we're at the Hilton, from September 29 through October 2. Visit ATRA Online's Events Center for hotel registration information. ATRA's Annual Powertrain Expo is always an event the entire industry can look forward to because there's something for everyone. Technical and management seminars, the trade show floor, and don't forget the golf tournament! So make sure you register as soon as possible because this opportunity only comes once a year! [www.atraonline.com/events/expo](http://www.atraonline.com/events/expo).

## T & C Dates/Locations

Now that you've enrolled your technicians in some great training programs, it's time for them to flex that technical muscle for all to see. Testing and Certification has started off with a bang, so get your employees registered as soon as possible. Having technicians that are ATRA Certified is just one more way to assure your customers that your technicians are the best in the business. Certification Signs and arm patches are available in the ATRA Book Store, and every technician who passes ATRA's testing process receives a certificate of achievement that can be displayed in your shop's waiting room for all to see. For more information contact the Testing & Certification coordinator at (866) GO-4-ATRA or visit [www.atra.com](http://www.atra.com).

4/4/05	CICERO, IL	MORTON COLLEGE
4/4/05	CLEARFIELD, UT	UAW / LETC
4/4/05	LONGVIEW, WA	LOWER COLUMBIA COLLEGE
4/5/05	LAKE JACKSON, TX	BRAZOSPORT COLLEGE
4/6/05	COUNCIL BLUFFS, IA	IOWA WESTERN COMM COLLEGE
4/6/05	REXBURG, ID	BIRGHAM YOUNG UNIVERSITY - ID
4/6/05	ALBERT LEA, MN	RIVERLAND COMMUNITY COLLEGE
4/9/05	POCAHONTAS, AR	BLACK RIVER TECH COLLEGE
4/9/05	FREMONT, CA	SEQUOIA INSTITUTE
4/9/05	AUBURN, ME	CENTRAL MAINE TECH COLLEGE
4/11/05	BIG RAPIDS, MI	FERRIS STATE UNIVERSITY
4/12/05	BISMARCK, ND	BISMARCK STATE COLLEGE
4/12/05	WALLA WALLA, WA	WALLA WALLA COMM COLLEGE
4/14/05	MARIETTA, GA	CHATTAHOOCHEE TECH COLLEGE
4/16/05	WACO, TX	TX STATE TECHNICAL COLLEGE
4/20/05	TERRE HAUTE, IN	IVY TECH STATE COLLEGE
4/20/05	NASHVILLE, TN	NASHVILLE AUTO DIESEL COLLEGE
4/21/05	COCOA, FL	BREVARD COMMUNITY COLLEGE
4/21/05	NORFOLK, NE	NORTHEAST COMM COLLEGE
4/22/05	FAIRVIEW, AB	FAIRVIEW COLLEGE
4/22/05	DEVILS LAKE, ND	LAKE REGION STATE COLLEGE
4/23/05	LANCASTER, TX	CEDAR VALLEY COLLEGE
4/27/05	SASKATOON, SK	KELSEY INSTITUTE

## Denver Transtar Center To Host Open House

The Denver, CO, distribution center for Transtar Industries, Inc. will host an open house on Friday, May 13, 2005, from 6:00 pm until 10:00 pm. The event is timed to coincide with the ATRA seminar, which will take place the following day, Saturday, May 14, also in Denver.

Tim Chetwood, Branch Manager at what is one of Transtar's largest distribution centers, said the opportunity is in keeping with Transtar's 30th anniversary, and an opportunity for customers around the Rocky Mountain region to tour the 15,000 sq.ft. facility and speak with Transtar sales staff - all of whom will be on hand for the occasion.

Chetwood said that the hours of the open house were set to be accessible for those who will head into Denver after closing their shops for the day. They needn't stop for a meal along the way, either, as Transtar is graciously provid-

The ATRA Business office received this letter from a grateful Member that was especially pleased with the way he was treated by another ATRA shop. Lyons Transmission in Brick, NJ demonstrated that they know what it really means to be an ATRA Member. We hope that we continue to receive letters like this more often. Keep up the good work!

**CHAMPION TRANSMISSIONS  
OF CORAM, INC.**  
125 Middle Country Road  
Coram, New York 11727  
Tel: 8631 451-0282

February 18, 2005

ATRA  
1490 Ladiga Avenue  
Oxnard, California 93030

Gentlemen:

This is just a note of thanks to Lyons Transmission of Brick, New Jersey.

They were able to assist me with a Chevrolet Suburban that was covered by an ATRA warranty. They repaired the problem and sent the customer on his way. All at no charge!

This kind gesture reminds me of why ATRA has existed for over 50 years, and, hopefully, will be around for another 50 plus years.

Once again, thanks to Dan and his crew at Lyons Transmission.

Very truly yours,



Walter Hines  
General Manager

ing food to go with the opportunity to check out their Denver operation.

## ATRA Supplier Members Lauded by Frost & Sullivan

Frost & Sullivan, a global market information and consulting firm that focuses primarily on emerging high-technology and industrial markets, has recently recognized two ATRA-member suppliers for business excellence.

The 2005 Frost & Sullivan Business Development Strategy Leadership Award for the North American Remanufactured Transmission aftermarket went to Certified Transmissions, Inc., headquartered in Omaha, NE, and owned by Peter Fink.

Certified was recognized for having "Demonstrated excellence in market penetration and market share growth within its industry," among other contributing factors. One such factor was the innovative remanufacturing system used at Certified, and the

overall quality of their product, and maintaining that level of quality during a sustained period of growth. Also cited was the training and apprenticeship program Certified uses in developing new technicians, and the requirement they complete ATRA certification as part of their professional preparation.

Frost & Sullivan also indicated that Certified has targeted "A strong business development strategy leadership position [that] entails the development and adoption of new applications for existing products."

ATRA is proud of its affiliation with Certified Transmissions, and would like to congratulate Peter Fink and his entire staff for this award, and their continued pursuit of excellence.

The 2005 Frost & Sullivan Market Leadership Award was granted to Jasper Engines & Transmissions for the North American remanufactured engines and transmissions aftermarket. According to Frost & Sullivan, Jasper has "Continually and substantially increased revenue market share in both the remanufactured engines and transmissions aftermarket ... and has established itself as a market leader in sales and customer service."

The information from Frost & Sullivan went on to compliment Jasper, adding that the company has set an industry standard for its customer service and business development practices which has garnered approximately 20% of the market share in both rebuilt engines and transmissions over the past four year period, compared to other similar businesses that recorded only a two to three percent increase during each of those years.

This marked valuation in market share is contributed to many factors, according to the Frost & Sullivan report. Among them are customer service, distribution structure, and its ability to target new markets. The use of authorized installers increases quality control, who in turn contribute vital feedback and additional market information that is funneled to the sales force.

In conclusion, the Frost & Sullivan report indicated that Jasper has demonstrated a leadership position in developing new market outlets, as well as an

ability to remain the market leader in revenues and market share into the future.

Again, ATRA wishes to congratulate a supplier-member for its demonstrated excellence, and its contribution to the industry.

### **ATRA Says Farewell to Charter Members Lee and Margaret Mitchell**



It is with great sadness that we announce the passing of Lee Merton and Margaret Mitchell, two of ATRA's long-time members. Lee Mitchell passed away on March 8, 2005, of heart failure, and was followed by Margaret on March 12, 2005.

A past ATRA Board member and an active member of the Association, Lee Mitchell was the founder and owner of Mitchell's Automatic Transmissions, Inc., in Des Moines, Iowa, one of the oldest and largest independent transmission repair shops in the country.

The Mitchells opened their shop for general automotive repairs in 1945, and began to specialize in transmissions in 1952. Over the years their business grew; today it has over 40 fulltime employees and handles more than 6000 transmissions a year.

Probably the best tribute to Lee Mitchell came from his daughter, Colleen Fenimore, who said, "He was the most honorable, humble, modest, gracious old-world gentleman you could have ever met. He was quiet and

unassuming. So many people loved and respected him."

Upon her mother's sudden passing just a few days later, Fenimore said, "I guess after 68 years, my mother just couldn't live without [my father]."

Another testament to Lee and Margaret Mitchell was that their family chose to remain close and work with them over the years. Mitchell's Transmissions is still being operated by son Larry and daughter Colleen, grandsons Mike and Stephen, and nephew Tim. The Mitchells' other son, Dan, manages the family's salvage yard, Sunset Beach Auto Parts.

Lee Mitchell had a great love of animals, having had many pets over his lifetime. And he kept an unofficial animal sanctuary on the grounds of his salvage yard, with a pond inhabited by hundreds of waterfowl, and grounds where rescued animals could live out their lives in peace and safety.

He was also an antique auto collector; his collection of over 25 classic cars included a fully restored 1939 Packard, and a 1918 Mitchell with only 9000 miles.

Lee and Margaret Mitchell are survived by their sons Larry and Dan, daughter Colleen, six grandchildren, 11 great-grandchildren, and many nieces and nephews.

They will be sorely missed.

### **Tom Fortune Joins ATRA Staff Monitoring Member Compliance...**



Longtime ATRA member, Board member, and past President Tom Fortune has now taken on a new role with the Association, as a Golden Rule Warranty Administrator. But his new job has more far-reaching goals than its title might imply.

A large part of Fortune's job will be to investigate warranty complaints

within the Association. From there, he'll decide whether disciplinary action is indicated, and will either issue citations for Golden Rule violations, or make recommendations to the ATRA Board for possible member expulsion.

One of Fortune's more pressing goals is to move the Golden Rule Warranty administration on line. This will provide the Association with valuable information about the warranty, including which transmissions are causing the most problems, which ones are most likely to require service while out of town, and even which components are most likely to fail under warranty.

In addition to his warranty administrative obligations, Fortune is planning an extensive effort of identifying non-member shops displaying the ATRA logo, and initiating legal action to prohibit further use.

"My ultimate goal" says Fortune, "is to improve ATRA's reputation, by making sure everyone displaying the ATRA logo is living up to the standards and guidelines set forth in the ATRA Bylaws."

### Axiom Sponsors ATRA Seminar and Race Event

Southeast Region Axiom location



ATRA Seminar



Seminar Racers

— Indianapolis, IN — sponsored an ATRA technical seminar March 12, 2005. The seminar had near 80 attendees. Axiom was supported by vendors such as International Lubricants, Transtec & Life Products. Axiom also sponsored a Saturday night Indoor Go-Karting event & hospitality. A Grand Prix style venue capped with a 13 minute Grande finale of the top eight racer's moving at speeds up to 45mph.



Race Winners, L to R: Dan Meyers, J.C. Bayless, Bob Highnsley

The winners were 1st place J.C. Bayless, 2nd place Dan Meyers both of Dan's Transmission, Gas City, IN. 3rd place was Bob Highnsley of Goldsberry Transmission of Indianapolis, IN. approx. 35 racer's participated in the event. Trophies and medals were awarded.

Thanks to Axiom for sponsoring this technical seminar.

**ATRA News Quote  
April**

"Automatic simply means  
you can't repair it yourself."  
— Mary Waldrip



## Members Directory Updates

The firms have been accepted into ATRA membership. Please add their names to your directory. If you know of any valid reason these firms should not be members of ATRA, please contact ATRA Member Services at 805-604-2000.

EP NTZ Micro Filtration  
2424 John Daly  
Inkster MI 48141  
(313) 792-1740

R & M Recovery Inc  
366 Grand River Ave Unit 1  
Brantford ON N3T 4Y8  
(519) 756-2673

Dynamic Transmission Center #2  
4201 W Blue Heron Blvd #104  
Riviera Beach FL 33404  
(561) 840-9913

Autonetics Transm & Auto Repair  
1286 W Apache Trail  
Apache Junction AZ 85220  
(480) 982-0130

Lamonica's Transmission  
2810 W Church St  
Hammond LA 70401  
(985) 542-7710

Exton Transmissions  
411 Clover Mill Rd Bldg B  
Exton PA 19341  
(610) 280-0602

Remanufactured Transmission  
1203 E Hwy 436  
Altamonte Springs FL 32701  
(407) 260-6888

Remanufactured Transmission  
1610 N Main St  
Kissimmee FL 34744  
(407) 931-2595

Automatic Transmission Service  
1329 Hwy 13 N  
Columbia MS 39429  
(601) 736-1504

Pine Forest Transmission  
7799 Pine Forest Rd  
Pensacola FL 32526  
(850) 941-0075

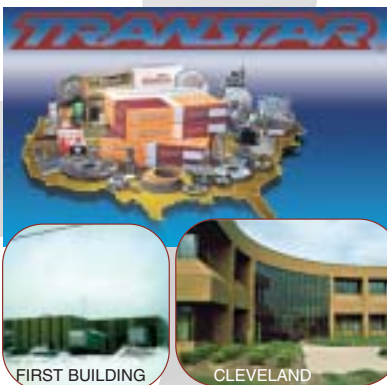


# Transtar Celebrates 30 Years of Quality and Service to Our Industry...



**T**ranstar Industries was founded in 1975 by Chairman and CEO Monte Ahuja, "to be a global parts distribution network, dedicated to providing transmission rebuilders with the highest quality products and services." And, over the past 30 years, Transtar has worked hard to remain true to that philosophy, by keeping in close touch with the changing needs of you — its customers — and working diligently to meet your specific needs.

As a result, Transtar Industries has grown from two guys working out of a small garage, to become an international distribution company, consisting of Transtar Industries, Transtar Autobody Technologies, and Nicholas Performance Warehouse, headquartered in Cleveland, Ohio. Today, Transtar has distribution facilities in 29 cities and more than 600 employees serving the transmission aftermarket in over 60 countries.



Transtar attributes this success to its commitment to keeping up with the changes facing this industry, and then expanding its own products and services to meet those changing needs.

"We've always understood that our customers' reputations are at stake every time someone brings a car in for repairs," Ahuja commented. "Our philosophy has always been to make sure shop owners have the right parts, right when they're needed, to make repairs the right way."

As more and more new cars and transmission models were introduced, it became virtually impossible for shops to stock all the parts they needed. To help its customers meet these ever-increasing

demands, Transtar stocks the parts that rebuilders can no longer keep on hand, and can provide them quickly and efficiently.

And because Transtar understands the importance of maintaining that level of coverage, it's constantly introducing new products into its line. And Transtar publishes the most comprehensive transmission products catalog in the industry, available in print, on CD-ROM, and on line.

Of course, giving customers access to parts is one thing, but delivering those parts on time, every time, is the true test of Transtar's dedication to service. That's why Transtar is as committed to expanding its distribution capabilities as it is to product coverage. And the recent addition of two facilities in Toronto and Minneapolis — bringing its total locations to 29 — just proves Transtar's commitment to its customers.



"We want our customers to know that when they contact Transtar, they'll get what they need the same day," Ahuja added.

Transtar is also committed to helping customers meet today's changing technology, by maintaining a staff of technical experts that rebuilders can ask application- or product-related questions.

And Transtar is continually looking for ways to help customers run their businesses more profitably. Last year, Transtar introduced Total Shop Manager (TSM) software, considered by many to be the most technologically-advanced, easy-to-use program for managing shop operations. It's another example of how Transtar continues to build its own business by helping its customers build theirs.

After 30 years of consistent growth, Transtar is understandably proud of its heritage of quality, innovation and service. But it's the loyalty of Transtar customers that's made that heritage possible, and to continue its record of growth, it must continue to put the success of its customers first, and always search for new products and innovative services for them.



**More information about Transtar is available on line, at [www.transtarindustries.com](http://www.transtarindustries.com), or by calling 1-800-321-8830.**