

**Dear Midwest Chapter Members:
BE SURE TO BE IN MINNEAPOLIS MAY 4th and MAY 5th!**

The ATRA Midwest Chapter has planned a special weekend event! Be sure to bring your spouse, The MALL OF AMERICA is across the street!

We will kickoff the weekend on FRIDAY May 4th with our Chapter Membership meeting from 6:30pm to 7:00 including a Hospitality, open until 10:00 PM. Then, from 7:00 to 8:30 PM, Dennis Madden, CEO of ATRA, will present a program "What's Working and Making it Work" based on the ATRA study of what's working for shops around the Country, and how to incorporate these ideas into your shop. The Study reveals five reoccurring traits that shops with the greatest success have. We'll discuss ways to incorporate these traits into your business plan. Register early, as space is limited. Contact the ATRA Midwest Chapter by email for the Friday event. There is NO CHARGE to you! Register your names and number of attendees at allentrans@charter.net or call Jerry at 952-884-2336.

The ATRA Technical Seminar Is Saturday May 5th In Minneapolis!

Please register early for the Technical Seminar on Saturday MAY 5th in Minneapolis at ATRA ONLINE and save \$10.00, or call 1-800-428-8489.

The atra bookstore will be at this seminar! The chapter will also have giveaways to redeem onsite at the bookstore!

There will be 20 suppliers at this event for all your parts needs!

Also, check out further details at the Midwest Chapter website : www.atramidwestchapter.com

Make your hotel reservations now at: Minneapolis Airport Marriot, 2020 East American Boulevard,

Bloomington, MN, 55425
(952) 854-7441
Room Rate is 99.00.
Cut off date 4/12/07

As always, if you have any questions, concerns, or comments for the Midwest Chapter Board , please E-mail me at: Allentrans@charter.net

Your Midwest Chapter President
Brad Benrud



Thom Tschetter



Tom Good and Keith Bernard

ProfitBoost, LLC. Most of the people there were transmission shop owners, but a few general repair shop owners attended. ATRA was represented by CEO Dennis Madden and *GEARS* Managing Editor Rodger Bland.

The retreat combined social interaction with business seminars, providing shop owners with valuable insights on a wide range of topics.

The seminars were MC'd by ProfitBoost's Thom Tschetter, known to *GEARS* readers for his business management articles, and ATRA members

ATRA Takes Part in ProfitBoost Retreat



Shop owners from all across the US and Canada met in Chandler, AZ, a suburb of Phoenix, over the weekend of February 23-25, for a business retreat sponsored and presented by



Dennis Madden and Rodger Bland



Ray Warner, Maylan Newton & Ray Kunz



Shop owners from all across the US and Canada met in Chandler, AZ, for a business retreat sponsored and presented by ProfitBoost, LLC.

for his management seminars. Thom introduced some of the ideas and concepts from the *Playing to Win* seminar series that he developed and presents for ATRA.

Other speakers included:

- Yuvi Shmul, from Yakety-Yak, whose keynote address on Friday provided some new ideas about cross-promotion as it pertains to our industry.
- Keith Barnard and Scott Johnson of ProfitBoost.
- Maylan Newton and Ray Warner from ESI.
- Luz Rubio, executive director of ASA of Arizona, presented her views of how women perceive the auto repair industry for Saturday's keynote address.

Rodger Bland revisited the findings from ATRA's *What's Working* study, while Dennis Madden took the next step, introducing his ideas for *Making It Work*.

To learn more about ProfitBoost and next year's retreat, stop by their web site, at www.profitboost.com.



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Don't Miss These Dates! 800.428.8489
Sign up now! www.ATRAonline.com



ATRA Technical Seminars

3/31/07	Worcester, MA	6/2/07	Vancouver, BC
3/31/07	Phoenix, AZ	6/9/07	Dallas, TX
4/21/07	Philadelphia, PA	6/9/07	Pittsburgh, PA
4/21/07	Tunica, MS	8/4/07	Albuquerque, NM
4/28/07	Coeur D'Alene, ID	8/18/07	San Antonio, TX
4/28/07	Salt Lake City, UT	9/8/07	Billings, MT
5/5/07	Minneapolis, MN	9/29/07	Council Bluffs, IA
5/12/07	Anchorage, AK	10/6/07	Portland, OR
5/12/07	Denver, CO	10/20/07	Chicago, IL
5/19/07	Fremont, CA	11/3/07	New York, NY
5/19/07	Los Angeles, CA	11/10/07	Baltimore, MD



BOOKSTORE

Your Source For Technical And Management Publications

2006 ATRA Powertrain Expo Binder - These two binders contain all of the handout materials that were covered in Orlando, Florida, at our annual ATRA Powertrain Expo.



\$115.00

To order, Email the Bookstore at bookstore@atra.com
or call Shaun or Ron at
1-800-428-8489.



ATRA Bookstore, 2400 Latigo Avenue,
Oxnard, CA 93030 • www.atraonline.com



The ESI Crew



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ATRA Technical Seminars

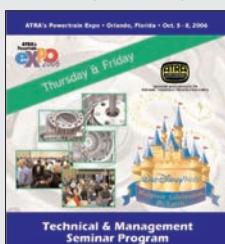
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4/28/07	Salt Lake City, UT	9/8/07	Billings, MT
5/5/07	Minneapolis, MN	9/29/07	Council Bluffs, IA
5/12/07	Anchorage, AK	10/6/07	Portland, OR
5/12/07	Denver, CO	10/20/07	Chicago, IL
5/19/07	Fremont, CA	11/3/07	New York, NY
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In Memoriam Terry Geter

Poplar Bluff, Missouri
October, 1963 / February 2007



Terry Geter, Sales Manager for TECKPAK-FITZALL passed away on February 17, 2007. Terry was first diagnosed with cancer more than 2 years ago. As heartbreaking as this horrible disease was to watch, his positive attitude during this valiant struggle was an inspiration to all.

Terry graduated from Southeast Missouri University, Cape Girardeau. Briefly employed as a Corrections Officer with the Missouri Dept of Justice, Columbia, his natural sales ability led him to a successful career in

retail management. He particularly enjoyed the new store setups that were a major part of his job at that time.

We were very proud of the fact that Terry chose to join our Teckpak family in October 1995. He quickly came to know each of his customer contacts by name. He was knowledgeable in all areas of transmission repair and his technical assistance was helpful to many shops nationwide.

The past twelve years we have watched his professional career progress as he successfully raised his now teenage daughter, Emilee from a previous marriage. Terry and his wife Jessica were raising her two young children, Andrew and Emily. As a family they attended the Temple Baptist Church in Poplar Bluff.

In addition to his interest in NASCAR and all things automotive, Terry enjoyed restoring the craftsman style home he purchased and also completely remodeling the home of his



mother, Lillian, who survives him.

Terry often spoke of his enjoyment at meeting everyone at the industry tradeshows and seminars. We know that his cheerful face will be sadly missed at future events.

Anyone wishing to post a memorial to Terry may access his on-line memorial at www.cotrellfuneralservice.com. Donations in the name of Terry Geter will be accepted at The American Cancer Society at www.cancer.org (800) 227-2345 or The American Heart Association, 2066 I-70 Drive, N.W., Columbia, MO 65202 or please contact (573) 446-3000.



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.

Ability Transmission Inc
646 W Montauk Hwy
Lindenhurst, NY 11757-5538
(516) 226-5800

Advanced Powertrain Solutions
4100 Lindbergh
Addison, TX 75001
(972) 417-3113

Checkpoint Auto
2203 County Shop Rd
Steamboat Springs, CO 80487
(970) 875-0700

Eastern Transmission Inc
8885 Henri-Bourassa Quest
St Laurent, Quebec H4S 2B2
(514) 956-9103

Franklin Automatic Transmissions
505A East Central St
Franklin, MA 02038
(508) 541-3001

G-Men Transmission
4920 US Hwy 19
New Port Richey, FL 34652
(727) 841-6092

Manny's Auto Repair &
Transmission
108 West Harvard
Santa Paula, CA 93060
(805) 933-3544

Transmission Experts
8416 Thomas Drive
Panama City Beach, FL 32408
(850) 249-8416

ATRA News Quote - April

“Obstacles are those frightful things you see when you take your eyes off your goal.”
– Henry Ford (1863-1947)