

Support Our Associate Members

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The Monthly publication of the Cincinnati Chapter of the Automotive Service Association

UNDER THE HOOD

March, 2009

General Meeting - February 24, 2009

Treasurer's Report

All bills paid as presented.

Old Business

March 31, 2009 we will be having the cash flow, Profit and Loss seminar which was scheduled for January. You should have your P&L from your accountant by now; let's find out what the numbers mean and what your banker is looking for. Thank you to Steve Overbeck and Dale Donovan for their support of ASA and promotion on their radio shows. They are the public face of an automotive professional. Thank you to our local associates in attendance. Kevin Reif from KOI, they have more training coming up, Honda/Acura presented by Denso and Diagnostics presented by Standard Ignition. Also have a new earnback trip. See your local salesperson.

Mario Cartaya and Fred Ober with NAPA. This month is filter month.

Randy Dean stressed the importance of buying more parts to keep dealers open.

Guy Garrett from Mitchell 1. The ASA, Mitchell rate survey is available online. You can access it from asashop.org.

New Business

PAC Roast coming up fast, May 7, 2009 at Sharon Woods. More details to follow. Please put this date on your calendar...

Dan Torbeck passed the hat for the PAC fund and gave a brief explanation of what the money goes for and how it is distributed.

If you are doing your state taxes, look on the back page, you can get a tax credit of \$50.00 per individual for a statewide political contribution. If you did not take advantage of it in 2008, call Dan or Jamie and find out how to take advantage of it in 2009.

Thank you to all who donated; we raised \$360.00 or the ASA Political Action Committee tonight. Congratulations to Dennis Sterwerf, 2009 PAC centurion for a donation of \$100.00 at the State Quarterly.

Secretary's Report

Minutes approved as presented.

Sunshine

Howard Cherry, longtime ASA associate member and supporter died February 9. Our thoughts and prayers go to his family.

Collision

No report

Mechanical

ASE Test registration deadline is March 31.

Legislative

Mechanical shop registration bill will be reintroduced this session. State executive director position expected to be filled within 60 days. The executive board is meeting monthly until the position is filled. There has been lively discussion about the duties and function of the new position. If you have an opinion, share it with the board. This is your organization.

Board Meeting - March 5, 2009

Treasurer's Report

All bills paid to date, deposit for Sharon Woods for PAC roast sent, deposit for Mariners Inn, Christmas party sent.

Old Business

Thank you to Jasper for sponsoring and putting on the Selling seminar last month.

New Business

Our March meeting will include reading your P & L statement and analyzing your Cash flow. With the current state of the economy, you need to stay on top of your business. This presentation from SCORE will help you when you meet with your accountant and banker. Next week's meeting with associates includes the local board holding a meeting with our associates to work more closely with them. Our discussion of future meetings and topics included that we are trying to book 3 months out on meetings to help you plan better. If any member has a topic they would like to hear about, or a meeting site they would like, call a board member to suggest it. We are looking at having a joint meeting with the Dayton chapter in June, bringing in someone from the National Association to give you an update on what national does for you and what they can do for you.

There were some Major changes this week in ASA Ohio. Rick Baker, president of ASA Ohio has stepped down, Joe Sanfillipo from the Cincinnati Chapter has assumed the duties of President. Joe is filling board seats and working with the current board to ensure a smooth transition. The State Board of Directors is meeting monthly to keep things moving. If you are interested in helping at the state or local level, call Joe. Brett Sullins from ASA national will be in Ohio next week. Brett is the recruiter assigned to this area. He will be concentrating on northern Ohio this time.

Secretary's Report

Copy of minutes from February general meeting forwarded to all board members for approval.

Sunshine

Tari Torbeck was in the hospital last week. Hope you are feeling better.

Collision

Collision Repair Board still out enforcing.

Mechanical

ASE test registration will be open until March 31. Testing May 7, 12, 14. Computer based testing available in summer, registration open July 10-August 15. Tire Business magazine, March 2, 2009 edition has several articles on hybrid vehicles. There is an interesting editorial by Craig Van Battenburg regarding compressor AC compressor oil. See www.tirebusiness.com for more information. Modern Tire Dealer, December 2008 issue, 25 Bright Ideas to survive 2009. These are from real shops:

1. Form an action plan
2. Analyze your cash flow
3. Pump more money into marketing. . . www.moderntiredealer.com for more information. These are real strategies from real shops

Meet the Board

**President/
Treasurer**



JOE SANFILLIPO
(513) 367-9200

**Vice
President**



TONY STRASSELL
(513) 922-0534

**2nd Vice
President**



BILL SCHIRMER
(513) 631-4455

Secretary



JAMIE CHILCOAT
(513) 367-6721

**Assistant
Treasurer**



LINDA WEIL
(513) 851-9056



A BIG THANK YOU! to Jasper Engine and Transmission

After our meeting was adjourned on February 4th, 2009, Guest Speakers from Jasper Engine and Transmission gave us some insight on various topics. The attendees from Jasper included:

Ken Williamson
Mike Smith
Dane Patterson
Dave Binder
Matt Grotte

Thanks guys for sponsoring dinner and the meeting tonight.

Ken and Mike gave an abridged version of Jasper's one day class, The Science of Selling. Some Highlights:

Ask better questions to get more sales
Begin with the end in mind-a sale
Recommend a solution to the customer-they came in with a problem, not to buy something.
Present features and benefits of doing business with you.
Lost jobs are the result of unrealized value.

Matt said the local Cincinnati office will be doing the full presentation of this program in April. Call your Jasper rep for more information or to sign up.

BIG THANK YOU to the folks from Jasper and to all who attended.

Dates To Remember

March 31, 2009
General Meeting, Montgomery Inn
Tom Moon from SCORE on reading your P & L statement, analyzing your cash flow and talking to your accountant and banker.

April 2, 2009
Cincinnati Board Meeting

April 28, 2009
General Meeting, Location TBA
Networking, how to do it, why it works.

April 30-May 2
ASA National Convention, Orlando FL
Asashop.org

May 7, 2009
ASA Cincinnati PAC Roast, Sharon Woods.
Please put this on your calendar today,
We need your support.

May 14, 2009
ASA Cincinnati Board Meeting

June 4, 2009
ASA Cincinnati Board Meeting

June 30, 2009
Tentative date for Town Hall meeting
with Dayton Chapter

October 10, 2009
Car Care Aware inspection tentative date



March 31, 2009 General Meeting

How to Read your Profit & Loss and Cash Flow Statements



*Come to the meeting and get your New Year
off to a smart financial start!*

Location

Montgomery Inn, Montgomery Road

Time

6:30pmNetworking/
Dinner Orders Taken
7:00pmProgram Starts

Speaker

Tom Moon from SCORE
will be our presenter.

Cost

Dinner and Split the Pot is \$20 per person

RSVP

BY FRIDAY, MARCH 27, 2009

Linda Weil
851-9056
mgbody@one.net

What you will learn:

- How to use the Income Statement to monitor performance
- What a Cash Flow Forecast is
- How a Cash Flow Forecast is derived
- What a Cash Flow Forecast tells you
- How you can make a profit when you run out of cash
- What your Balance Sheet tells you about where your cash is going