



MARCH 2024

INSIDE THIS EDITION

NATA Annual Board of Directors Meeting Charts Exciting Course for 2024	2
Benefits: Credit Card Processing	2
February School Happenings	3
School Job Openings	4
Receive a Regence Quote	4
NWACA Extends Member Rates to NATA Members	4
EVPRO+ 2024 Updated Training Events	5
Dyno 2024 Days	6
Empowering Success - Your Role as a Shop Owner	7

From The Executive Director

SPRING is here! Not only do we see a change in weather, but we see an uptick in activities at the high school and community college auto tech and collision programs.

I'd like to ask every shop owner to add something to your budget – 2 DAYS! Budget 2 days each year to support a local automotive program. 2 days – 16 hours – is enough time to attend 2 advisory board meetings and a career exploration event or hiring event. 2 DAYS can make a huge difference in a program. 2 DAYS can help you secure a steady source of new technicians. Even when you aren't looking for a technician, participate in a hiring event. It is great exposure.

Next month we will have the results of the labor rate survey. I don't know about you, but I'm anxious to see this.

Wishing you a great month ahead.

Margaret

Margaret Ragan, NATA Executive Director | 503-253-9898

NATA Annual Board of Directors Meeting Charts Exciting Course for 2024

The Northwest Automotive Trade Association (NATA) convened its Annual Board of Directors Meeting on March 2 at the Grand Lodge in Forest Grove. The meeting brought together esteemed leaders, industry professionals, and visionaries from across the association to discuss and shape the strategic direction for the upcoming year.

Board of Directors also unveiled the new leadership lineup for 2024. President Ross Bradshaw will continue to spearhead NATA, bringing his wealth of experience and dedication to the role. Ron Reichen continues the position of Vice President, bringing strategic insight to the association. Jake Hammer, will continue to serve as Treasurer, overseeing financial matters with precision. The role of Secretary will be expertly handled by Terica Buckner, whose organizational skills and attention to detail are poised to strengthen NATA's administrative backbone.

One of the key discussions during the meeting centered around setting ambitious membership goals for the year. The board acknowledged the importance of expanding NATA's membership, fostering a vibrant community, and providing valuable resources to its members.

The meeting also delved into the exploration of additional programs for 2024. The board brainstormed innovative initiatives and potential partnerships that could enhance the value proposition for NATA

members. From skill-building workshops to mentorship programs, the emphasis was on creating opportunities for professional growth and networking within NATA.

President Ross Bradshaw expressed enthusiasm about the outcome of the meeting, stating, "This meeting is a pivotal moment for NATA, setting the tone for the entire year. We are excited about the initiatives we have planned, the goals we have set, and the remarkable team that will lead us forward. Together, we will continue to elevate the standards and impact of NATA."

As NATA embarks on a promising journey in 2024, the association looks forward to engaging its members, fostering innovation, and contributing to the continued evolution of the association. With a visionary leadership team and a commitment to excellence, NATA is poised for yet another year of growth and success.



CREDIT CARD PROCESSING AS LOW AS 1%!!!

Are you getting the best rate you can? Take the time to look. Determine your Net Effective Rate. Take your total credit card fees for the month, divide that by the total credit card sales for the month and you get your net effective rate. 9 out of 10 shops are paying 2.5-3%. If your business performs oil changes, you can qualify for a credit card processing rate ranges from .9% to 1.5%. What does an extra \$12,000 per year do for your business? Phone the NATA office for details. 503-253-9898

FEBRUARY SCHOOL HAPPENINGS

Reynolds Learning Academy hosted a career exploration day. NATA Members volunteered to answer student questions about automotive careers. We are very grateful to Mt Hood Community Instructor **Juston Becker** and 2 of his students, **Ryan Buchanan of AutoPros**, **Dave Hall of Northwest Collision Services**, and **Lauren Zogby of Protek Automotive** for taking the afternoon away from work to share their expertise.

Portland Community College | Rock Creek | Body & Paint program hosted a mock interview event to help students find internships for their final term in the program. Volunteers included **Precision Body & Paint**, **NW Collision Services**, **Classic Collision**, **Caliber Collision**, **Ron Tonkin Hillsboro Ford**, **Gee Automotive**, **Innovation Auto Body**, **Collision Rebuilders**, **Kuni Collision**, and **National Coatings**.

Active participation in local automotive school advisory boards and school events is not just a suggestion; **it is a strategic imperative for businesses in the automotive industry.** By investing time and effort in shaping education and connecting with students, businesses not only contribute to a skilled workforce but also establish themselves as industry leaders invested in the success of the next generation.

Northwest Collision



Precision Body & Paint



Reynolds Learning Academy

School Job Openings

SSC Sabin-Schellenberg Professional Technical Center

FULL TIME AUTOMOTIVE SERVICE TECHNOLOGY INSTRUCTOR

www.schooljobs.com/careers/clackamascc/jobs/4414252/automotive-services-technology-instructor-full-time-faculty

Portland Community College

PART TIME AUTOMOTIVE SERVICE TECHNOLOGY INSTRUCTOR

<https://pcc.csod.com/ats/careersite/JobDetails.aspx?id=75&site=9>

There is an immediate need for an instructor to teach evening classes at the Sylvania campus. There is the possibility of subbing and teaching day classes in the future.



Want to SAVE MONEY?

Do you have



**Let us give you a quote
to save you \$\$\$**

Call 503-253-9898

or email

tere@aboutnata.org

Willamette High School (Automotive Shop)

AUTOMOTIVE INSTRUCTOR

<https://bethelor.tedk12.com/hire/ViewJob.aspx?JobID=4244>

2-bay, 2,500 sqft building; 40-seat computer lab, multiple storage closets, office space. Significant investment in tools and equipment, from tire-alignment and rotation equipment to multiple lifts. Instructor would lead short and long-term updates to the course programming and equipment to modernize the skills and knowledge for students.

Clackamas Community College

FULL TIME AUTOMOTIVE SERVICE TECHNOLOGY INSTRUCTOR

www.schooljobs.com/careers/clackamascc/jobs/4414252/automotive-services-technology-instructor-full-time-faculty

FULL TIME AUTO BODY PAINT INSTRUCTOR

www.schooljobs.com/careers/clackamascc/jobs/4420673/auto-body-collision-repair-and-refinishing-instructor

NWACA HAS EXTENDED MEMBER RATES TO NATA MEMBERS

THE WEST COAST'S LARGEST AUTOMOTIVE TRAINING EVENT



March 22-24, 2024

DoubleTree Hotel Seattle Airport

SPONSORED & PRODUCED BY



**Technical, Management &
Service Advisor Courses
by the Industry's Leading
Instructors + Expo Event**

Register TODAY at

ATETrainingExpo.com

**EXP.
FEB 9**

**EXCLUSIVE Early Bird
NWACA Member Pricing: \$449**

EVPRO+ 2024

Updated Training Event Schedule



Training future technicians to fix electric vehicles requires a commitment to staying current with technology and a dedication to providing high-quality education that prepares technicians for the unique challenges and opportunities of the EV market.

EVPro+ in collaboration with FutureTech Auto will be offering the following EV and hybrid skills training and certification open enrollment public events supporting electrified vehicle diagnostics, service and repair at the below hosted sites in 2024.

Check back often as classes will continue to be added to our growing schedule. Dates may change.

**Contact us at: evproplusprogram.com
info@evproplusprogram.com**

Wheels in Motion EV Skills Training with Cert Workshop (5 Day)

Hands on 5 day training event includes maintenance services that can be performed on HEV & BEV or EV electrified. Technical and non-technical areas will be targeted and presented as a “technician to technician” format. Customizable HEV/EV Maintenance Program Template included.

June 24-June 28, 2024

Portland Community College Sylvania Campus
12000 SW 49th Ave, Portland, OR 97220

Read Course Description Here:
<https://tinyurl.com/EVProCoursePDF32>

Registration Cost: \$2,495

EVPro+ Standards Driven Training Program EVPro+ Level 2

High Voltage Batteries, Control Systems, Diagnostics, Analysis & Service

3.5 days of hands-on demonstrations, power and energy testing, charging, analysis/diagnostics, instructions.

Earn a 5 year certification with additional 1/2 day training.

July 23 - July 26, 2024

Portland Community College Sylvania Campus
12000 SW 49th Ave, Portland, OR 97220

Read Course Description Here:
<https://tinyurl.com/EVProCoursePDF>

Registration Cost: \$3,290

To register / pay, visit:

<https://buy.stripe.com/bLYg22bdo0ZT7Kw5kN>

EVPro+ Standards Driven Training Program EVPro+ Level 3

Electric Transmissions & Drive Units; 3-Phase Electric Machines; Drive Motors & Generators; 3-6-9 Phase Power Inverter Systems; Regenerative Braking Systems

2.5 days of hands-on activities & demonstrations, analysis, diagnostics, tool/equipment usage. Earn a 5 year certification with add'l 1/2 day training.

July 29 - July 31, 2024

Portland Community College Sylvania Campus
12000 SW 49th Ave, Portland, OR 97220

Read Course Description Here:
<https://tinyurl.com/EVProCoursePDF2>

Registration Cost: \$2,545

To register / pay, visit:

<https://buy.stripe.com/eVadTUchs381gh26oQ>

All EVPro+ training events can be purchased without the certification test.

Email us if you would like a quote with this option at: info@evproplusprogram.com

All training events include all training components, certification exams, student materials as needed to support the event, snacks, beverages, and lunch. Travel and hotel is student's financial responsibility.

DYNO 2024 DAYS



3 RUNS / \$50

“From hot rods to semi-trucks.”



A dynamometer is a "vehicle treadmill" that measures how much torque & horsepower your vehicle can make. It's about drive, it's about power.

FREE ENTRY

Friday & Saturday
May 17 & 18
8:00 AM - 3:00 PM

LOCATION

2000 W Oak St
Lebanon, OR 97355



Food
Vendors



Industry
Partners

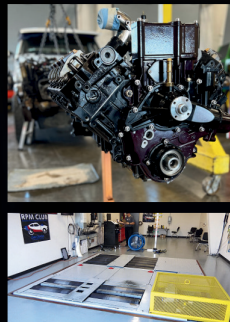


Student
Shadowing



Visiting
Tours

2023



Advance sign-ups AVAILABLE | Call 541-917-4506 for more info!

For accommodations requests, contact Accessibility Resources at 541-917-4789 or accessibility@linnbenton.edu at least three business days in advance. LBCC does not discriminate based on any protected status in its programs or activities. For more information, visit linnbenton.edu/nondiscrimination.

Empowering Success: Your Role as a Shop Owner

Owning a repair shop entails far more than just managing the day-to-day operations. Many shop owners begin their career as Technicians or Service Advisors. This provides a great place to start, however functioning as an owner requires a significant shift in awareness and requires a completely new set of skills. Successful shop owners recognize that their duties and role extends beyond mere oversight; they are the driving force behind the business's success. In this article, we delve into the essential role of shop owners and the importance of clearly defining duties for both themselves and their employees.

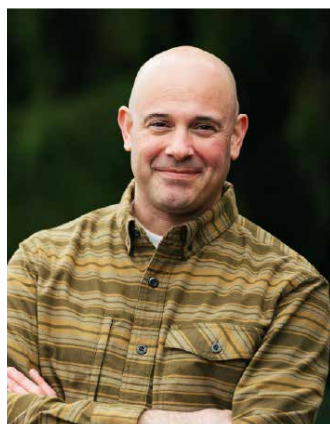
Visionary | First and foremost, shop owners are visionaries. They possess a clear understanding of their business's mission, values, and goals. With a keen eye on the future, they steer their shop towards success by devising strategic plans and making informed decisions. They also cultivate a strong sense of camaraderie among employees, driving production and satisfaction.

Strategic Planner | Successful shop owners are adept strategic planners. They develop comprehensive business plans, outlining short-term objectives and long-term goals. Through regular analysis of market trends and customer demands, they identify areas for growth and expansion. Additionally, they understand the importance of adapting to change. By staying ahead of the curve, they position their shop for sustained success in an ever-changing market.

Effective Manager | In addition to their visionary and strategic roles, owners must excel as managers. Central to effective management is the clear delineation of roles and responsibilities for each employee position. By establishing clear job descriptions and expectations, owners ensure that their team members understand their duties and perform them proficiently. This clarity fosters accountability and minimizes confusion, enabling smooth and efficient operations.

Clearly Defined Roles | Clear identification of roles is paramount to the success of any shop. Shop owners should commit consistent focus on the six domains of business. They are Sales & Marketing, Operations/Production, Financial Management, H/R, Administrative Support and Business of the Business. Additionally, each employee, whether a technician, service advisor, or administrative staff member, plays a crucial part in the shop's overall performance. By clearly defining roles, shop owners empower their team members to excel in their respective areas of expertise. When everyone understands their role and how it contributes to the shop's success, they can work together seamlessly towards common goals. This synergy not only improves efficiency but also fosters a sense of unity and purpose among employees.

By providing clear direction, inspiring their team, and fostering a culture of accountability, owners drive their shop towards success. In essence, the role of a shop owner is not just about running a business—it's about cultivating a thriving community dedicated to delivering exceptional service and exceeding customer expectations.



Geoff Helzer, PCC
Business & Executive Coach
Second Wind Coaching, Portland, OR

secondwindcoaching.com

MEMBER TESTIMONIAL

Ryan Buchanan
AutoPros | Oregon City

"Thank you for recommending Geoff at Second Wind Coaching. He has done more for me in the short time I've worked with him than 'the other company' I hired. Geoff is worth all I'm paying him plus what I paid that other company. He is really 'peeling my onion' and teaching me what I need to do as an owner."



NW Automotive Trades Association

benefits + networking + outreach

**15 82nd Drive, Suite 15
Gladstone, OR 97027**

Follow us!

f aboutnata

**(503) 253-9898
www.aboutnata.org**

JOIN The Northwest Automotive Trades Association TODAY!

Regular Member Benefits | When you join NATA you gain a reliable partner that is committed to providing every member the assistance they need to be successful. Whether it's insurance services, regulatory assistance or answers to your employee issues – NATA is there for you!

NATA promotes the professionalism of the automotive industry through public relation campaigns that educate consumers about the skills necessary to repair cars. NATA also works with government agencies and legislators to correct complicated and expensive regulations and sponsors management and technical training classes that improve the industry's competitiveness.

Businesses also belong because of the referrals from other members and the knowledge that they can refer their customers to different members when customers are out of their geographical area.

Associate Member Benefits | When you join NATA as an Associate Member you earn the opportunity to reach over 600 automotive repair, collision, tow, supplier, parts, auto recycler, car dealer and transmission businesses around the state that are members of NATA. Your partnership with us is one we appreciate and reward by offering you opportunities to work with the decision-makers of our industry.

Education Member Benefits | NATA recognizes there is a large shortage of skilled labor throughout our industry and membership. The best way for NATA to support those needs is to insure our existing automotive programs and instructors have support and resources from industry. We participate on many school advisory boards and events – as well as maintaining a current list of all educators so we can reach out to them with information regarding job availability for their students.

To learn more and for applications, please visit: www.aboutnata.org/join-now/