

CARS NEWS

Where people, training and technology meet

Winter Issue, January 2009

CHALLENGES AND OPPORTUNITIES FOR 2010 AND BEYOND

SECTOR STUDY CHAMPIONS attuned to Regions

In an effort to ensure that the national labour market study will be truly reflective of industry needs across Canada, CARS has sought out committed industry champions, attuned to the regional realities, who will connect with industry networks, promote survey completions and coordinate focus group and research validation activities.

Alain Gariépy of Stratagema Management Consulting, has an excellent relationship with the automotive repair and service community in Quebec, which, along with his media expertise, he is applying to create awareness and encourage participation in the nationwide research.

In the west, **John Scissons**, long-time industry advocate and former Executive Director for the Saskatchewan Association of Automotive Repairers (SAAR), is initiating the dialogue with employers and employees in the four western provinces to invite their participation in the sector study. John has an excellent relationship with the automotive repair and service industry.

Armed with a thorough understanding of the need for labour market information, and strong existing relationships with the automotive service industry in Atlantic Canada, **Shannon Smith**,

the new Executive Director of the Nova Scotia Automotive Human Resource Sector Council, will be spearheading the outreach required to gather feedback from the automotive service and repair industry employers and employees in the Maritimes.

The overall national sector study is being spearheaded by **Christine Da Prat**, the project manager who so ably coordinated the activities of the major sector study in 2005 resulting in **The Road Ahead**, state-of-the-industry report that prompted several HR and training initiatives for the benefit of employers and employees.



GET INVOLVED!

Shape industry HR and Training Resources to help your bottom line!

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Canadian Automotive Repair and Service

Service d'entretien et de réparation automobiles du Canada

www.cars-council.ca

The Canadian Automotive Repair and Service (CARS) Council is Canada's leader in training development for the motive power repair and service industry, one of the largest and most important components of the Canadian labour market.

As a national, not-for-profit sector council, CARS undertakes research and activities to support the professional development needs of this exciting industry.



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FUELING CUSTOMER LOYALTY WITH \$MARTER DRIVING HABITS AND WIN/WIN MAINTENANCE



"Building long-term customers" is how Durham College's Owen Moran summarizes the benefits offered by CARS OnDemand's new training curriculum to be available for service department personnel early in 2009. "Consumers will appreciate it when informed service department staff can point out various ways in which customers can improve their fuel economy, including minor changes in their driving habits," says Moran. "Consumers don't always see the connection between maintenance and fuel economy, and providing them with free pointers along with their service reminders, is one way of building customer loyalty."

The training designed for service managers and advisors will be broken down into two 2-hour modules. The first unit, **Understanding Fuel Consumption**, will provide an overview of basic maintenance for various vehicle systems. It details how proper system maintenance improves fuel economy and drivability, while reducing maintenance costs. The second unit, **Selling Win/Win Maintenance Services** "guides service staff to interview customers in such a way as to reveal service gaps and maintenance opportunities that can translate into business for their shop" explains Moran.

In conjunction with the new training programs, CARS OnDemand will launch **Drive Smarter**, a media campaign, aimed at increasing driver awareness of the benefits of proper vehicle maintenance, including reduced fuel consumption and greenhouse gas emissions. CARS OnDemand subscribers across Canada will be receiving point of purchase promotional items outlining fuel saving tips and other pointers which will assist their service counter personnel in promoting the benefits of preventive maintenance to their customers.

"Protecting our environment should be everyone's concern," says CARS Executive Director Jennifer Steeves, "and coupled with the unstable cost of fuel we are experiencing recently, this project could not be more timely or topical."

As well, Steeves points out that the automotive industry is firmly behind the project which has funding support from the Office of Energy Efficiency of Natural Resources Canada. Industry leaders, such as Phil Myers, Manager of Automotive Education at Canadian Tire Corporation Ltd., are taking a hands-on approach in guiding the development and implementation of the training program across Canada. "Canadian Tire has long promoted the importance of regular maintenance," notes Myers, "and this CARS project will give our front line service people the tools and the information to promote this important message to our customers."

Based on the very positive feedback from industry representatives who attended the unveiling of these new CARS OnDemand training modules at a Durham College workshop on December 10th 2008, CARS believes the course material is very timely and highly anticipated.



To get more information on **Drive Smarter** materials and the two new CARS OnDemand programs – **Understanding Fuel Consumption** and **Selling Win/Win Maintenance Services**, please contact **Brenda Carroll** at 1-888-224-3834.

KEYING IN ON ESSENTIAL SKILLS AND AUTOMOTIVE CURRICULA

"When 40% of instructors reported that Thinking Skills and Document Use present the greatest challenges to students in the classroom, it was a strong indicator to us at CARS, that we needed to focus the Essential Skills tools directly into the hands of teachers and instructors, says Ed Nasello, CARS Project Manager for the Essential Skills Project. "By reaching out to an "army of instructors", we are able to build the capacity of the Essential Skills network through a series of Train the Trainers workshops."

"It comes as a 'breath of fresh air' said John Fisher of New Brunswick Community College in response to the CARS Essential Skills workshop he attended at Nova Scotia Community College. "I tend to find that organizations do not spend adequate time developing materials in this area. I would therefore like to congratulate your organization on the extensive work carried out in this area."

John Fisher is one of more than 350 college instructors and high school teachers that have so far attended CARS Essential Skills workshops at colleges across the country. The workshops explore the relevance to and enhancement of curriculum through these Essential Skills - thinking skills, document use and oral communications.



The following workshops have already been slated for 2009:

February 13
Douglas College
Port Coquitlam, BC

February 20
New Brunswick Community College
Moncton, NB

May 29
Centennial College
Toronto, ON

Additional workshops are currently being planned for SIAST and Algonquin College.

For further details on these workshops, or to order the Essential Skills poster (shown on the left), contact:

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905.709.0219
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BE CAR CARE AWARE CELEBRATES FEMALE "HEROES OF THE ROAD"

During *Be Car Care Aware* month in October, Car Care Canada ran a "Heroes of the Road" contest to highlight some of the outstanding women who are being proactive about the maintenance of their vehicles and understand that proper vehicle maintenance saves money, improves fuel efficiency, protects the environment and makes everyone safer on the roads! The winners were selected by Car Care Canada from submissions made by participating service and repair shops from across Canada.

Each "Hero" received a \$150 spa certificate package from Way Spa and a gift bag filled with over \$50 worth of Blink Car Cleaning Products, donated by Honeywell Consumer Products Group.

Les Mécaniques de Ste-Agathe inc. was chosen from among the shops submitting names of "Heroes" to win a grand prize, valued at over \$1500, including

an NHL Tool Box and a Gear Wrench Wrench set. As winners of the draw, Les Mécaniques also received a Tire Pressure Monitoring Kit complete with the appropriate tools, and replacement valve stems and dust caps.

And the "Heroes" are:



Manon Lachance
 nominated by Nathalie Gaudreault at
 Les Mécaniques de Ste-Agathe inc,
 Sainte-Agathe-de-Lotbinière, QC



Marcelle Delorme
 nominated by Lori Mott at
 Highway 17 Service,
 Inwood, MB



Patricia Advent
 nominated by Marg Pilon at
 Almar Automotive,
 Barrie, ON



Bernice Capusten
 nominated by Kira Kabel at
 Centre City Tire & Auto,
 Red Deer, AB

and **Pat Gold**, nominated by Nadine and Steve Schwartz at Desboro Garage Ltd in Tara, ON.

For more information about vehicle maintenance and safety, visit the *Be Car Care Aware* website at:

www.carcarecanada.ca

Trans-Canada News

This section of CARS News highlights the activities of other champions of the motive power industry from across Canada. To have your success stories or events featured in the Trans Canada News section, please submit your articles and photos to dagmar@carscouncil.ca.



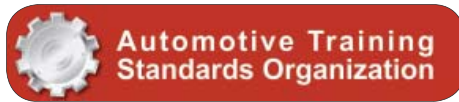
New Executive Director



CARS is pleased to welcome **Shannon Smith** as the new Executive Director, of the Nova Scotia Automotive Human Resource Sector Council.

We look forward to continuing the strong partnership between the national and provincial councils under her stewardship. The Nova Scotia Automotive Human Resource Sector Council (NSASC) has provided support to several CARS Council projects and initiatives for several years, especially in the communication of activities and engaging participation.

Shannon is keenly aware that the motive power repair and service industry in Nova Scotia is experiencing daunting recruitment and retention challenges due to emerging demographic realities. There is a growing need for more effective communications between employers and industry to meet these challenges head-on.



Women in Automotive Trades Symposium 2009

On Friday, February 27, 2009, 100 girls attending grades 10, 11 and 12 in Lower Mainland, British Columbia high schools, as well their teachers and parents, are being invited to attend the **Women in Automotive Trades Symposium 2009** being held at the Broadway Campus of Vancouver Community College.

The Automotive Training Standards Organization (ASTO) will host this one day event, at which students will find out more about smart career choices open to women in automotive trades. In the morning, they will hear from young women role-model speakers. In the afternoon, the girls will tour the training facilities, with time allotted for the girls to connect with mentors. The **Women in Automotive Trades Symposium 2009** will provide a perfect opportunity for girls to hear first-hand about the industry's trades from young women already employed in various trades within the industry.

CARS applauds the ASTO for taking a leadership role in promoting motive power trades to young women and will be pleased to provide career information for the girls, including success stories of women in industry related occupations.

For more information:

Call: 604-419-3621
Email: lyn@autoapprentice.com or
Visit: www.autoapprentice.com



AIA's Grand Forum 2009 Edition

The 2009 Edition of the **Automotive Industries Association's (AIA) Grand Forum** will be held on March 18, 2009 at Hôtel des Seigneurs in St-Hyacinthe, Québec.

A **Grand Forum** is an event that is unique to Quebec. More than 500 automotive aftermarket leaders will gather to hear well-known industry leaders speak to industry trends and issues. The venue, with its workshops, exhibits and discussions is designed to encourage the free flow of communication between various aftermarket partners and offer shop managers an opportunity to enhance their profitability.

Come visit us at the CARS booth to give us your input on industry training and HR needs, and to be entered into a draw.

For more information on the **Grand Forum**, contact:

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