

WINTER 2002

## ETI Presents Top Award To Gary McGonegal

**Only those who meet the highest standards are awarded the coveted Founder's Award**

The coveted, but sparingly granted, ETI Founder's Award was presented to Past President Gary McGonegal at the 2001 Annual Meeting in Rancho Bernardo, Calif. The Founder's Award is presented only to those who have demonstrated service and achievement that is beyond the call.

McGonegal has an impressive record of service to ETI that spans 21 years. He was elected president in 1999. In his acceptance speech at that time, he made light-hearted reference to his long journey to the presidency, saying it seemed as though he had held virtually every position within the Institute. "Some of those where positions nobody else wanted," he chided.

Now, capping his presidency, McGonegal has achieved a position that



all desire, but only a few attain. In the 54-year history of ETI, only 12 individuals have previously received the Founders Award.

Among McGonegal's many accomplishments are:

- ▼ The first ever ETI technical director. He initiated contact with vehicle manufactures that led to the first Tech

Week in Japan.

- ▼ Chaired the Wheel Service Vertical Group

- ▼ Chaired the Performance Test Vertical Group

**"Standards for this award have always been lofty ... beyond the call. I am humbled ..."**

**McGonegal**

## I N S I D E

### 2

**The President's Message**  
Solutions for the next century will be familiar ones.

### 3

**An Equipment, Tool And Information Odyssey**  
Information technology offers solutions to the automotive aftermarket.

### 4

**Presentation Highlights**  
An outstanding program was offered to attendees of ETI's 2001 Annual Meeting.

### 10

**ETI Business Reports**  
I&M programs, 2002 Tech Week dates and 2002 ETI leaders are just a few of the topics covered in this issue.



## News & Views

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*continued on page 12*



*Mark Hall*  
Vetronix

## 2002 Solutions Will Be Familiar Ones

***Information access, enriching the value of membership, and membership growth will continue to be our three major objectives in 2002.***

The road ahead will not be one less traveled in 2002. But familiar as it might be, navigating it will present large challenges. When we attain the 21st century solutions we seek, the rewards will be great.

What can the industry expect from ETI in the year ahead? We shall be out front with the theme: "INFORMATION: Driving The Future." Information access and distribution is the No. 1 issue.

ETI will continue to press forward on service information access, where a major break-through was achieved in 2001. Under Fred Nicholson's leadership, ETI Technical Manager Charlie Gorman was heavily involved in the coordination of industry comments and recommendations for the U.S. Environmental Protection Agency's Service Information Rule. It is expected to be finalized in spring 2002.

### **Continuing With NASTF**

The National Automotive Service Task Force (NASTF), in which ETI took a leadership role, was discussed at the 54th Annual Meeting in Rancho Bernardo. We will continue to work with the automakers on this front with the goal of ensuring that tool, equip-

ment and information-provider companies have all of the information they need to supply the service industry with everything required to fix today's (and future) vehicles.

### **Maximizing Member Value**

What can ETI member companies expect from the Institute in 2002? Maximized membership value! Your Board will continue to focus on increasing your ROI value.

**"Information access is driving the future. It is the No. 1 issue for 2002."**

*Hall*

For example: Not only is ETI working to get you the information you need to build your products, but our committees also work with car companies to format the data in a way that will require fewer engineering man-hours to interpret it.

In 2002, you will see increased communication about ETI activities. Part of what your membership dollars pay for is increased representation at in-

dustry events and involvement in regulatory affairs. We will do a better job of making sure that everyone at ETI member companies knows the value of ETI activities. It goes beyond the engineering departments. There is great marketing value in ETI membership.

### **Membership And Volunteerism**

Every president who has taken this podium in the past has made a plea for member involvement and for recruiting. Those action goals are too important for us not to repeat in 2002. With the exception of three very hard-working staff members, we are a volunteer organization. GET INVOLVED! SPEAK UP! RECRUIT MORE MEMBERS! Membership is not just the responsibility of the membership chairman, the executive committee or the board of directors. It is every member's job.

The benefits of being proactive are very simple to understand. The more people there are to get things done, the more diversity of opinion and fresh ideas there will be, and the more we will expand ETI's influence on the industry. Finally, the financial benefits to each member company will expand with increased membership. ❁

# 'An Equipment, Tool And Information Odyssey'

*The soaring status of information technology has captured the imagination. It has become the indispensable ingredient of success in the automotive aftermarket. ETI takes a leadership role.*

ETI's 54th Annual Conference offered many 21st century solutions for advancing the cause of the automotive aftermarket. Operating under the theme, "2001 ... An Equipment, Tool and Informational Odyssey," the conference presentations focused on information technology for technical, marketing and management solutions:

- ▼ Rapid, accurate and affordable technical information access to assist service providers in diagnosing and fixing vehicles right — the first time
- ▼ Access to design information that will allow tool and equipment companies to build devices to enhance shop productivity and profitability across the nation and around the world
- ▼ Marketing information to better understand motorist preferences.



**ATTENTIVE AUDIENCE** – Three days of presentations did not dull the attention of attendees. Speakers covered a variety of equipment, tools and technical information issues.

Management systems that have the ability to link sophisticated, computer-based, shop equipment into a network that boosts the efficiency of each piece of equipment beyond its stand-alone capabilities.

Overall attendance suffered a hit from the events of Sept. 11 and the uncertain economic conditions that followed. However, the near 100 attendees drew great benefit from the four days of formal presentations, private conferences and social events.

## Marketing in the Mix

The 2001 Annual Meeting took on a new format. The four-day schedule opened Wednesday, which was an elective day for ETI members to schedule one-on-one sessions with individual automakers. This resulted in marketing personnel mix-

ing in with ETI/OE interactions.

The June Tech Week is mainly a meeting of technical personnel from both camps. ETI is making deliberate efforts to spotlight and enhance the marketing advantages that accrue from membership in the Institute. Those members who executed their one-on-one meetings at the Annual Meeting expressed a high degree of satisfaction.

Social events included a Wednesday reception and welcome to new members. The spouses breakfast was held on the following day, with the traditional golf tournament and the Explorer's Club expedition taking place on Friday afternoon. Those events were followed by the Award's Night Banquet, which had a 1950s theme.

Many attendees reserved Saturday afternoon for visits around San Diego and taking in the sights — and there were plenty. It was Fleet Week in San Diego, which honored the armed forces with parades and military displays on this special weekend. ❁



**SPEAKER AWARDS** – ETI recognized all speakers and presenters with an engraved clock. Vice president Programming Mark Hall presents to (L to R) Roland Benjamin, ABRA; Larry Moore, Larry's Auto Works; Marty Simmons, Hyundai; and Jim Wanberg, SPX; for serving on the technician recruiting, training and retention panel.

# Highlights

## A Complex Relationship: OEMs and The Aftermarket

***“Coopetition” is the term Toyota uses to describe its relationship with the aftermarket. Information and equipment is available and shared ... to a point.***

In August the U.S. Environmental Protection Agency asked for final comments and opinions on its Service Information Access Rule. This nearly finalized rule requires automakers to allow independent service providers access to the same information, training materials and equipment that dealerships are provided. This applies to emissions-related systems and components.

Gary Smith, Toyota’s national service technology manager, described how his company views its relationship with the aftermarket with the term “coopetition.” Toyota wants the owners of its vehicles to have service performed wherever they choose to do so, meaning independents must have access to information, training and tools. That’s cooperation. But,



**Gary Smith, Toyota Motor Sales.** “... an organized and well-funded effort to extract proprietary information.”

Toyota would obviously prefer the car owner to select one its 1,400 dealerships — that’s competition.

Regarding the Service Information Access Rule, Smith said there are two separate issues. One concerns technicians and equipment, and the other concerns parts. He believes there are certain groups attempting to combine these two issues into one.

## Two Separate Issues

Smith’s remarks made it clear that this issue is far from over. Questioning why there is so much complaining and lobbying over this issue, he said, “There is an organized and well-funded effort to extract proprietary information from OEMs on replacement parts. It fundamentally subverts the free enterprise system. There are two separate agendas and they get mixed. We fully support the aftermarket service providers and equipment makers, but we draw the line at parts.”

Smith gave insights into Toyota’s current presence in the marketplace and its ambitions for the future. Using insider lingo, he said Toyota has 1,400 points of presence (POPs) or dealerships — 1,200 Toyota and 200 Lexus. Toyota measures its share of the service market using its own formula. About 40 percent of their vehicles are serviced by dealers and 60 percent by others. The goal is to attain a 50/50 mix.

Toyota’s on-board diagnostic (OBD) II tools and training manuals are available to aftermarket independents at dealership prices, Smith said. Classroom training, however, would take place at community colleges at a fee schedule set by the college.

General service information is still generally free, but Toyota has not ruled out charging for it (licensing) when the data bank is totally perfected, Smith said.

## iSHOP Standards Bring Networked Repair Facilities Closer to Reality

According to a pair of presenters, many will benefit from the new iSHOP open standards for electronic service equipment, including equipment makers, technical information and management-system providers, business owners/service providers, and vehicle owners/customers.



**Russ Bailey, Enterprise Alliance Inc.** “Everyone will benefit from iSHOP standards.”

That’s the way Russ Bailey, director of Enterprise Alliance Inc., and

Scott Lockett, director of Information Technology, presented the advantages of integrated shop standards and benefits derived from information technology.

The idea is to create a service-business climate in which all electronic equipment — in the service bays, the parts department or the office — can “talk to each other” in the same language. Each piece of equipment is enhanced by the other; therefore, the entire shop becomes more efficient and productive. This kind of network reduces walking-around time and redundancy.

The concept was only a dream until the Shop Integration Task Force of the Automotive Aftermarket Industry Association (AAIA) took control in late 1999 and convinced two competitive sectors of the equipment industry of the advantages of cooperating in the development of open standards. Canadian Tire was used as a neutral location for prototyping and testing, and the finished product was to be demonstrated live and online during AAPEX, Las Vegas, Nev.

Bailey said that mass retailers and car dealers are expected to be the first adopters of open standard, networked shops with independent repair facilities and service stations to follow.

Lockett demonstrated how to use information technology to ease the looming crisis of a shrinking universe of technicians and service bays amid a swelling population of vehicles and car owners who have rising expectations. He cited a Bosch study that revealed only 25 minutes of every hour in the repair process is spent working on the vehicle. The rest is spent walking around, searching for support data, or what Lockett called the “walk of death.”

## TELEMATICS ... The Present And The Promise In Auto Service

***Wireless applications from Blue Tooth to On-Star exist, but an explosion in automotive applications is foreseen.***

Getting important information to people — whether drivers or service providers — in real time and easy-to-use formats is a growing need that will cause the next technology explosion, according to Tom Ross Jr., COO at INFOMOVE.

While current applications exist, ranging from Blue Tooth to personal digital assistants (PDAs) to On-Star and the Internet, each is deficient in some way, he said. Therefore, a new level of technology needs to emerge that will make those systems or newer ones useful to the auto-service industry.

He cited several examples of shortcomings with existing systems:

- ▼ The Internet: A driver in an accident doesn't want e-mail, and a driver seeking the shortest route to his destination doesn't want to be routed on a road that two hours ago lost a bridge in a storm. Real-time information in easy-to-use formats is needed.
- ▼ Personal digital assistants (PalmPilots): PDAs are not useful to a driver. Among other reasons



**Tom Ross Jr., InfoMove. “A telematics explosion is foreseen.”**

the displays are too small to be read while driving.

- ▼ Blue Tooth: Remote diagnosis using Blue Tooth technology is range limited and susceptible to interference.

Ross said the economy and the “war atmosphere” have slowed development of new and more useful systems. However, he sees a rapid acceleration upon stabilization of events. He described one system his company is developing to aid motorists in dis-

tress. Alldata and other ETI members are providing “diagnostic data” to be formatted so it is easily passed to the driver of a troubled vehicle. The location of the nearest service facility will also be listed.

Japan and several European countries already effectively operate a generation of broad band termed “G-3” that is capable of providing both audio and video streams. The United States, on the other hand, is still using G-2 to G-2½ generations. “It is not technology which is holding back U.S. advancement, but rather legal and regulatory speed bumps,” he said.

## Fix it Faster, Better, Cheaper! Factors That Impact Dealer- Tech Productivity

***Too much technician time is wasted because of poor shop planning and a lack of organization in diagnostic/repair information, tools and equipment.***

There are many reasons why service technicians at car dealerships are not as productive as they should be.

*continued on page 8*

# IT'S 'TOOL' TIME IN SAN DIEGO

**NEW MEMBERS** – Mark Hall welcomes new members: Glenn Long, ERS; Michael Simon, Associated Equipment Corp.; and Cary Ball, ERS.



**RECEPTION SMILES** – ETI members Paul and Sara Tutskey (Snap-on) share some good times at the opening reception before the heavy schedule of events that followed.



**READY FOR THE HIKE** – Lining up (sort of) for a hike and hide through the San Diego Wild Life Preserve is a group of ETI Explorers' Club participants. It was exotic!



**THE WINNERS** – Golf tournament top guns, (L to R) Bill Eyerdom, Dan Richardson and Rob "Hole-In-One" Wilson do their best to accept the top award.



**SAVE THE LAST DANCE** – With the attire and the beat of the fifties, the 54th Annual closed by dancing the night away.



**READY FOR THE BUS** – Fred Nicholson (front L) and Judy Nicholson (front R) lead Explorers to a resting point near the bus stop after a three-hour trek amid rhinos, lions and elephants.



**WARMING UP** – At the opening reception, (L to R) Mike Simon, Associated Equipment; Jim Wanberg, SPX; Wes Arnold, American Honda; and Mark Hall discuss productive one-on-one sessions.

**THE THIRD GENERATION** – New Board member Andrew Richardson with father Dan (1975 president) and mother Jean. Grandfather Joseph Richardson, Shure Mfg., was an influential ETI member during the 1950s and 1960s.



**OTHER WINNERS** – (L to R) Carlos Williams, Peggy Williams, Greg Potter and Dick Laimbeer accept cash awards for their stellar day on the links at Rancho Bernardo.



**PAST PRESIDENTS** – (L to R front) Dan Richardson, Shure Mfg. (1975); Russ Bailey, Delphi (1988); and Fred Nicholson, Garmat USA (2001) — all past presidents — strike a reception pose with Bill Eyerdom of Aspire.

## Presentation Highlights

from page 5

This lack of production leads to repair jobs returning a second or even third time before they are resolved. Keith Krefit, vice president of advanced service solutions, Snap-on Diagnostics, reported on his personal investigations and findings during the summer and fall of 2001.



**Keith Krefit, Snap-on Diagnostics.** "It's all about time — too much is wasted."

"It's all about time," he summarized. "Time wasted through inefficiencies is time that is attempted to be saved by taking short cuts."

He was particularly critical of the "Swiss Army Knife" approach to tool purchases, meaning buying one tool that can do three things instead of purchasing three separate tools that do only one of those tasks. The multitask tool is a poor buy if it is intended to be used by more than one technician, Krefit concluded. Obviously, all suppliers do not agree.

### More About Time

Diagnosticians admitted they often can't "afford" the time to run an organized analysis of a problem, so they shoot immediately for the fix that experience tells them will solve the problem in 75 percent of the cases. That

means 25 percent of the diagnoses could result in comebacks.

Krefit pointed out that information organization can significantly accelerate the diagnostic process. Traditionally, information banks are built vertically but used horizontally, which can lead to inefficiencies.

Who has the edge in overall diagnostic capabilities, the dealer techs or the independent techs? Krefit said the edge goes to the independents. The nature of their challenge — multi makes and models over a greater span of vehicle age — forces a deeper analysis and understanding of how things really work.

## Chrysler Cites Benefits Of Sharing With ETI

*Via videotape, Jim Kos made it clear that Chrysler respects ETI.*

The fallout from the Sept. 11 attacks prevented Chrysler's Jim Kos, director of platform quality support, from appearing at the annual meeting as planned. However, he videotaped his presentation, and it was played to members, guests and the press.

Kos made several points that centered on the advantages Chrysler gains through its close cooperation with ETI:

- 1) Satisfaction of certain legal requirements specified by the EPA and California Air Resources Board (CARB) — the compilation, verification and distribution of OE diagnostic data for support of emissions-related components;
- 2) Customer satisfaction resulting from having the universe of independent service providers equipped to deliver quality repairs and

- high "fixed first visit" service; and
- 3) Timely availability of tools and equipment for older and newer models at all service outlets of customers' choosing.

Addressing Tech Week, Kos said preparations help Chrysler engineers understand the "real world."

"Questions posed by ETI members can spur new thoughts and even alter our way of thinking," Kos said. "The effort required to prepare for Tech Week is a lot; but in the long haul, we make ourselves stronger."

## Recruiting, Training and Retention Of Automotive Technicians

*It's a big problem. Attrition exceeds new entries, and too many entry-level personnel lack formal training.*

Who will repair cars? Who will buy the tools and equipment? The weakest link in a promising, bustling automotive aftermarket could be the dangerously declining universe of skilled technicians.

It's a scary situation when a \$60 billion business could be sitting on a shrinking and weakening foundation. The 54th Annual Conference agenda addressed this subject in a series of



**Rollie Benjamin, ABRA Auto Body & Glass.** "Train, train and train some more. Passionately retain the performers."

presentations on recruiting, training, compensating and retaining automotive technicians.

Rollie Benjamin, president and CEO of ABRA Auto Body and Glass, discussed the situation from the collision/repair sector of the market and said that the best team will win. According to Benjamin, how you get to be the best team is to:

- 1) Measure attitude, ability and fit of each new hire.
- 2) Train, train and train some more.
- 3) Conduct performance reviews.
- 4) Recognize and reward those who achieve goals.
- 5) Passionately retain the performers.



**James Wanberg, SPX Corp.** "The Ford/AAA program is one force for developing good technicians."

Jim Wanberg of SPX Corp., who was filling in for James Dunst, national manager of the Ford/AAA Student Auto Skills competition, described this recruitment-and-reward program that annually conducts a troubleshooting contest on the campus adjacent to the Capitol in Washington, D.C. Started in 1949 by Chrysler, the contest draws press and celebrity attention and issues lucrative scholarships.

Larry Moore, owner of Larry's AutoWorks in Mountain View, Calif., gave a ground floor view of the problem from a service provider's perspective. He offered his 12-step formula

for recruitment and training. Like Benjamin, he emphasized the importance of how a person "fits" with the rest of the team. Moore empowers his personnel to make decisions — including voting on the appropriateness of new hires. Thereby, he feels there will be fewer complaints about the "new guy" not fitting in. Retention? It is proportional to the reward for performance levels, but goals and expectations must be clearly defined by management.

Despite the efforts of many in the industry, there remains an estimated shortage of 60,000 automotive service technicians.

Note: "A competent automotive service technician has never been down sized." Anonymous

## **NASCAR... A Powerhouse In Automotive Promotions**

***The NASCAR logo is on many automotive aftermarket products from tools and equipment to parts and even technician training. But not everyone can use them.***



**Odis Lloyd, NASCAR Aftermarket.** "A powerful marketing force for licensed products."



**Larry Moore, Larry's Auto Works.** "We are all partners in the struggle to recruit, train and retain good technicians."

Otis Lloyd, NASCAR's director of the automotive aftermarket program for licensing and promotions, described the process of endorsement and its marketing power. NASCAR, he said, has caught the attention and the imagination of America.

When NBC lost televising of the National Football League games and switched to NASCAR in its search for viewer audience, NASCAR caught a big break. Now companies of all sorts are hitching a ride with NASCAR.

Lloyd showed 36 brand logos from 28 licensees who are affiliated with this hot ticket and marketing reach. Products to be licensed must be used in NASCAR's 13 racing divisions and sold in the aftermarket.

He also described NASCAR's Technical Institute, which is an extraordinary venture into training automotive technicians. Universal Technical Institute (UTI) is a partner in this project. The primary campus will be located on 150,000 square feet of property in Charlotte, N.C. A mechanical repair syllabus will initially be offered in summer 2002, with body repair soon to follow.

The Technical Institute will add a comprehensive NASCAR-based, racing technology education program to UTI's 15-phase, 45-week training/education curriculum.

*continued on page 12*



# Business Reports

## A Sea of Change In I&M Programs

***OBD II brings both a sea of change and new opportunities to I&M emissions programs.***

The mandatory implementation of OBD II is causing massive changes in automotive emissions testing. Rob Wilson, chairman of the I&M Subcommittee, said this sea of change will present tremendous opportunities for equipment manufacturers, both in the United States and internationally.



**Rob Wilson, Sensors Inc.**  
"A sea of change represents opportunity for I&M sector."

OBD II relies on ECM for evaluation of emission-system performance rather than measuring exhaust emissions at the tailpipe. It is considered a simpler, more consumer-friendly test to perform, but it is still considered controversial. Some studies question the validity of the test, and some say the long-term durability of the OBD II system has not been proven conclusively.

The EPA issued a rule that mandates each state not in attainment to have a program in place by Jan. 1, 2002. There are provisions for obtain-

ing extensions, however, and some states will exercise that right.

### The Score Board

- ▼ Eleven states will have implemented OBD II by Jan. 1, 2002.
- ▼ Fifteen states have scheduled implementation for sometime in 2002. (Some have pilot programs underway and some simply have advisories in place.)
- ▼ Seven states have not scheduled implementation, including California, New Jersey and Pennsylvania.
- ▼ Several states have been determined to be in attainment or achieved attainment by other means and will drop their tests. Included are Florida, Michigan, Minnesota and Oklahoma.
- ▼ There are currently 33 tailpipe-test programs in place and expected to continue; 17 are decentralized, 14 are centralized and two are hybrid networks.
- ▼ Most areas within states that represent program expansion will be OBD II only. Pennsylvania and North Carolina fit that pattern.

On the international scene, the European Community is moving to adopt EOBD within the next three years. Germany, however, is on track for 2002 implementation. In Canada, Quebec has delayed its program to 2003, while Mexico is considering a move to

transient, loaded, mass measurement-based programs.

In Asia, Korea is working on ASM upgrade and opacity. Japan has targeted 2004 for an opacity test.

## Vertical Group Structure And 2002 Tech Week Dates Set

***Technical Director Greg Potter of Snap-on and ETI Technical Manager Charlie Gorman outline committee staffing and goals for 2002.***

It was a short look back and a long look ahead in the report delivered to ETI members by the two men driving the Institute's technical activities: Greg Potter and Charlie Gorman.

The accomplishments of 2001 are numerous. Heading the list is the successful effort to coordinate industry comments and recommendations for the EPA's proposed Service Information Access Rule. The rule should be



**TECH LEADERS CONFER** – Charlie Gorman, technical manager, and Greg Potter, technical director, (L to R) confer on presentation of 2002 goals prior to the ETI Business Sessions.

finalized in spring 2002 after all public and industry comments are considered. Equipment manufacturers, intermediate information providers and independent service dealers will benefit.

Additionally, important standards were developed with ETI input on SAE J-2534, OBD II/ I&M, ISO and CAN. This involved working with the EPA, FACA, Society of Automotive Engineers (SAE), International Organization for Standardization (ISO) and CARB, which was no small task for a very small staff.

A 42-volt subcommittee was also added, and the ETI membership and dues structure was refined to eliminate prorations and dues for subsidiaries.

## 2002 Goals



**John M. Cabaniss Jr., NASTF.** "Close the gaps in service information, training and equipment."

Important work and ambitious goals lie ahead, including:

- ▼ Refine and improve the Web site by adding a TEK-NET Library Module that operates similarly to an electronic store. There will be tiered pricing for information based on Tech Week attendance and membership status).
- ▼ Complete the NASTF equipment/information availability matrix. This is essential to the entire industry as everyone must know what information the aftermarket needs and from whom it is needed.
- ▼ Add an Air Conditioning Subcom-

mittee to the Underhood Technology Group (UTG) as new refrigerants could prompt the need for new equipment.

- ▼ Begin an OEM rating system. This is a long-term project that will evaluate quality, completeness, accuracy, ease of use for manuals, TSBs, training information, scan-tool data, protocol information, etc. Much of this work is being performed through the NASTF matrix, but ETI will ensure that it is faithfully carried out.
- ▼ Add more OEMs to Tech Weeks. Targets are Mercedes, Jaguar and Volvo.
- ▼ Involve Tier One suppliers in Tech Weeks, such as Delphi, Visteon, Bosch and Siemens.

## Vertical Group Structure

The Vertical Groups and their subcommittee structure are the heart of ETI technical activities. For year 2002, the follow structure and appointments will apply.

### UNDERHOOD TECHNOLOGY GROUP

*Chair:* John Haralamos, Bosch  
*Technical Chair:* Garrett Miller, SPX Corp.

#### I&M Subcommittee

*Chair:* Rob Wilson, Sensors Inc.  
*Advisor:* Charlie Gorman, ETI

#### OBD and Protocol Interface Review Subcommittee

*Chair:* Keith Kreft, Snap-on Diagnostics  
*Technical Chair:* Earl Diem, Delphi

#### 36/42 Volt Subcommittee

*Chair:* Mike Cox, Midtronics  
*Technical Chair:* Mike Simon, Delphi

### COLLISION REPAIR GROUP

*Chair:* Pat Rice, Mitchell International  
*Technical Chair:* Mick Vinchattle, Hein-Werner

### UNDERCAR GROUP

*Chair:* Chuck Cunningham, Hennessey Industries

### SHOP MANAGEMENT AND INFORMATION SOFTWARE GROUP

*Chair:* Glenn Long, ERS Solutions  
*Technical Chair:* Open

#### TEK-NET Library Committee

*Chair:* Charlie Norris, Mitchell International

Several positions have openings because incumbents have expressed a readiness to yield their offices to the next generation of leaders. These include Undercar Tech chair, I&M subcommittee chair and 36/42-volt subcommittee technical chair.

Individuals interested in serving, or who know someone willing and capable of serving, should contact Charlie Gorman, [cgorman@etools.org](mailto:cgorman@etools.org).

## Important Dates

### Detroit Tech Week

June 11-14, 2002

### ETI/JAMA Tech Week

November 2002, Japan

## New Leaders for 2002 Announced

On Oct. 19, 2001, at the ETI Annual Meeting, Past President Richard Laimbeer presented the slate of nominations for 2002 officers. The following were elected by unanimous vote of the members in attendance: president – Mark Hall, Vetronix; vice president programming – Rob Wilson, Sensors; vice president marketing – Greg Potter, Snap-on; and secretary/treasurer – Gary Carter, Car-O-Liner. This new group of ETI leaders is poised and ready to face the challenges of 2002.

*continued on page 12*

## Business Reports

from page 11



**PASSING THE GAVEL** – In long-standing tradition, when President-Elect Mark Hall (left) received the gavel from President Fred Nicholson, the change of command was official.

Board members elected to three-year terms are Michael Simon, Associated Equipment; Keith Kreft, Snap-on Diagnostics; Andrew Richardson, Shure Mfg.; and Carlos Williams, Christie Automotive.

Those elected to serve two-year terms include Joran Olsson, ProSpot, International; Ron Ortiz, MidTronics; Pat Rice, Mitchell, International; and Chuck Cunningham, Hennessey, Industries.

One-year term board members are Jim Wanberg, SPX Corp.; William Eyerdorn, Aspire/Delphi; and William Ernissee, Rotary Lift.

## Information Access The Hyundai Way

Hyundai Motor America's (HMA) philosophy on providing access to information, training and equipment was detailed by Marty Simons, HMA's administrator, diagnostic systems. It is direct, simple and short: "Hyundai will provide service information free of charge to all Hyundai customers." Training materials and special tools are easily available at a charge. The Web site, [www.hmaservice.com](http://www.hmaservice.com), gives detailed guidance on how to access Hyundai information.



**Marty Simons, Hyundai Motor America.** "Our service Web site was launched in December 1999."

with a particular brand/employer: 1) retirement plan (401k); 2) adequate medical and dental plans; 3) CSI rewards/bonuses for meeting objectives; and 4) tuition reimbursement. ❁

Simons also addressed Hyundai's assessment of the technician retention problem and gave their findings on the main factors that cause technicians to stay

## Presentation Highlights

from page 9

### Education: It is Now a Necessity, Not an Option

Rick Jazwin, director of development for Universal Technical Institute (UTI), described the increasing need for advanced education in all automotive career positions and detailed the selectivity that UTI exercises in selecting enrollees. "Education is no longer an option — it is a necessity," he said.



**Rick Jazwin, Universal Technical Institute.** "Education is no longer an option. It is a necessity."

UTI has celebrated 50,000 graduates in the past 15 years. Many OEMs and car dealer operations train their technicians at UTI, including Audi, BMW, Porsche, Volvo, Ford and Harley Davidson.

UTI's recent affiliation with NASCAR gives it a fifth automotive campus site located in Charlotte, N.C. (See related story, "NASCAR ... A Powerhouse," page 9.) There are also two motorcycle and marine institutes. The Charlotte location, still under construction, gives UTI a new specialty area — high performance and racing. The core automotive technology program consists of 16 subject areas and takes 48 weeks to complete. Enrollment will reach 14,677 in 2000-2001 and is projected to grow at a rate of 10 percent a year, topping 21,000 in 2004-2005. Retention rate of enrollees is at 80 percent, and more than 90 percent of graduates are employed in the industry for which they trained. ❁

## ETI Founder's Award

from page 1

- ▼ Chaired the Environmental & Safety Equipment Vertical Group
- ▼ Held each vice president office and served on the ETI Board of Directors during the long journey that culminated in his election to the presidency
- ▼ As president, he guided a smooth transition of association management agencies from PMI to the Motor & Equipment Manufacturers Association (MEMA).

McGonegal said he views the Founder's Award as one of the ETI traditions with standards that should never be compromised. They have been set so lofty that they go beyond the highest expectations of service and performance. "It is really our Hall of Fame," he said. "I am both honored and humbled to join this elite group." ❁