

## ASA honors industry leaders

At its first "Celebration of Excellence" awards banquet, the Automotive Service Association (ASA) held a graduation ceremony for more than 200 people who during the last year completed the Automotive Management Institute (AMI) training needed to earn their Accredited Automotive Manager (AAM) designation.

The AMI also presented its annual "Recognition Award" to Denise Lloyd, publisher of BodyShop Business magazine, who has served on the Institute's board of directors since 1999.

ASA also presented more than a dozen awards at the event including:

- The Phoenix Award, presented annually by the ASA Collision Division to recognize an ASA member for contributions to the industry. This year's winner was Nick Gojmeric, owner of Collision Plus, Inc., which has three locations in Illinois. Gojmeric, a second-generation shop owner, served on the ASA Collision Division Operations Committee from 1998 to 2003, and is active with I-CAR and a local technical college.

- The Humanitarian Award, ASA's highest honor, which recognizes selfless acts both inside and outside the industry. This year's winner was John Kiffmeyer, a manager of Collision Center, Inc., in Golden Valley, Minn. Kiffmeyer supports Service Dogs of Minnesota, which helps the disabled become more independent by pairing them with specially-trained guide dogs.

- The ASA Lifetime Achievement Award, presented to Dan Flanagan, who was among the early founders of an organization that is now ASA-Washington. He has been a long-time advocate for ASE and its certification program.

- The ASA Legislative Award, presented to Ray Fraser, president of American Collision in Detroit, Mich., who as chairman of ASA-Michigan, has been very active in legislation in that state regarding insurer-owned shops.

## Magazine presents award, scholarship

For 20 years, BodyShop Business magazine has presented a "Collision Repair Executive of the Year" award at NACE. In announcing this year's winner, magazine publisher Denise Lloyd said Illinois shop owner Jeanne Silver is known for the "enthusiasm and passion she puts into everything she does."

Silver has spent 24 years in the industry, first as general manager for a French equipment firm, then as "part of the I-CAR family." Nine years ago, she and her husband Jeff Silver opened Butterfield Bodyworks CARSTAR in Mudelein, Ill.

Lloyd also presented her magazine's annual NACE scholarship to Loren Estwick, owner of Loren's Collision Plus, in Foley, Minn. As the winner, Estwick received \$1,000 toward his expenses to attend NACE.

## APN presents awards to shops

The Assured Performance Network (APN), a business development group for independent collision repair shops, presented its annual "Collision Business of the Year" awards during a NACE week reception it hosted.

- The Curb Appeal award, recognizing business presentation and overall marketing, went to Keyes Collision Center, located in Van Nuys, Calif., developed by Don Long. The newly-built shop features "state-of-the-art layout and design as well as production flow."

- The Peak Performer award, recognizing financial and measurable benchmark performance, went to Atomic Auto Body, located in Richland, Wash., and owned by Mike Young.

- The Process Management award, recognizing use of standard operating procedures and processes throughout the business, went to Wagonworks Collision, located in Alexandria, Virg., and owned by Mike Anderson.

- The Service Provider and Marketing award, recognizes a collision repair business with excellent customer retention and diversified service programs. The winner was Autohound Collision Center, located in Seattle, Wash., and owned by Dee and Wiesje Baskerville.