

**Automotive Service Association
P R E S S R E L E A S E**

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ASA Names Communicator of the Year

BEDFORD, TEXAS, Nov. 22, 2004 – The Automotive Service Association (ASA) recognized two of its member shops for outstanding media presence at the association’s Celebration of Excellence Nov. 5 in Las Vegas. The Communicator of the Year award, which recognizes an ASA member shop for outstanding efforts using different communication vehicles to promote their businesses in the community and industry, was presented to C&M Auto Service with locations in Vernon Hills and Glenview, Ill. C&M Auto is co-owned by Mike Starovich and Chuck Hartogh.

A runner-up for this award was also recognized during the event. Addison Automotive in Denver, Colo., owned by Jim and Brenda Addison, was acknowledged for its outstanding communication efforts the past year.

This award was previously known as the Golden Quill Awards, which applied to print, television, radio and Internet media separately. The new award combines every aspect of a shop’s overall marketing plan, including newsletters, brochures, television and radio commercials, Web sites and other public relations material.

“When every aspect of your business is considered marketing, it’s no wonder this Illinois mechanical shop is the recipient of this year’s award,” said Angie Wilson, ASA’s vice president of communications, who presented the award. “The Communicator of the Year award encompasses every aspect of a shop’s marketing plan. C&M Auto Service is a strong leader in all categories.”

C&M Auto distributes a quarterly newsletter, mails thousands of brochures weekly and recently redesigned their business cards to include each associate’s photo and contact information. Their communication efforts also include a new customer package, oil-change reminder postcards and a well-designed Web site.

This was the premiere of ASA’s Celebration of Excellence awards dinner and ceremony, which was held at the Flamingo Las Vegas. The special awards ceremony,

which will be held annually during Industry Week, honors the achievements of ASA members and other industry leaders. The program also included a graduation ceremony recognizing those who have earned the Automotive Management Institute's (AMI) Accredited Automotive Manager (AAM) designation.

The Automotive Service Association is the largest not-for-profit trade association of its kind, serving 12,000 businesses and approximately 65,000 professionals from all segments of the automotive service industry. ASA's headquarters is in Bedford, Texas.

ASA advances professionalism and excellence in the automotive repair industry through education, representation and member services. For additional information about ASA, including past news releases, go to www.asashop.org, or visit ASA's legislative Web site at www.TakingTheHill.com.

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