

CARS NEWS

Where people, training and technology meet

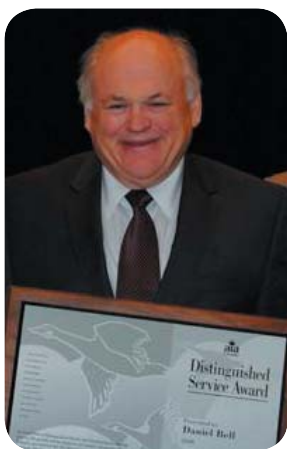
Spring Issue, May 2008

Dan Bell awarded AIA's Highest Honour

CARS Council President, Dan Bell was awarded the 2007-2008 Automotive Industries Association of Canada's (AIA) Distinguished Service Award at the 2008 Aftermarket Conference for Executives held at the Hilton Lac-Leamy in Gatineau, Québec on April 24, 2008.

The Award is presented in recognition of notable service and outstanding leadership given to the growth and development of Canada's automotive aftermarket industry. It is the highest award presented by AIA to an individual within the Association's membership.

Congratulations Dan!

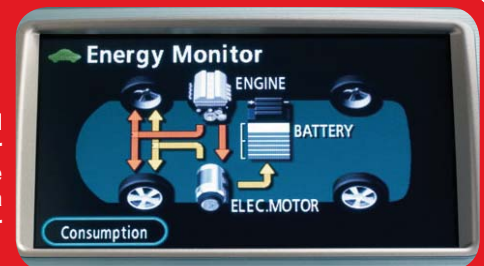


TRAINING IN ADVANCED TECHNOLOGIES

"The latest professional development tools developed by CARS for the motive power repair and service industry are designed to pinpoint specific training needs and provide targeted training for the latest technologies... because your time is your money and technology waits for no one."

The Hybrids are coming.... Ready, or not

Hybrid vehicle technology is becoming more and more prevalent as consumers increasingly opt for efficient vehicles that combine a small gasoline engine with a high-torque electric motor and a battery, yielding top gas mileage and greener operations.



As hybrid sales take off in Canada, technicians and installers everywhere are gearing up for the electrifying skills revolution. Hybrid vehicles present many new opportunities for service and repair. As Desmond Chatura, the Service Manager at the Meadowvale Canadian Tire store in Mississauga, sees it, "Technicians, trying to keep up their skill level in advanced technologies in general, and in hybrid technologies particular, face some unique issues and challenges."

In order to ensure that the Canadian workforce has the skills to effectively maintain and repair these systems, and the knowledge to address related safety issues, the Canadian Automotive Repair and Service (CARS) Council is developing a technologies training package designed to familiarize both instructors and shop floor personnel with the most essential features of these advanced technologies.

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Targeted training helps the bottom line



Shop owners can cite many reasons for shying away from employee training - lack of time, money, availability (the shop is too busy), poaching of well-trained staff - to name just a few. In response, John Watt, Manager, Certigard and Automotive at Petro-Canada Certigard, has one very strong argument for industry employers to engage in pro-active employee management that includes training. "Targeted training absolutely helps the bottom line", Watt says. "Having well trained employees, allows a shop to handle more vehicle issues, which means more repairs per day, and more repairs per transaction."

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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.



Brought to you by:

CARS Council
203 - 57 Auriga Drive
Ottawa, ON K2E 8B2

Editor:
Dagmar Horsman

Layout:
Tammy Laurin

Translation:
Gilles Laframboise

We welcome your submissions
and comments

Phone: (613) 798-0500
Fax: (613) 798-9963
E-mail: dagmar@carscouncil.ca
Corporate Website: www.cars-council.ca
Youth Website: www.carsyouth.ca

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The Hybrids are Coming (continued from page one)



Who's it for?

CARS is currently developing the industry training curricula to support the take up of hybrid technology training among public educators and industry trainers, as well as automotive specialty shops, large automotive chains, jobber facilities and independent garages. In short, the training will serve the needs of anyone trying to keep their skills up to par with rapidly changing automotive technologies.

As Automotive Service Support Manager for 40 Canadian Tire stores, John Goddard is witness to a wide range of automotive repair and service needs. His stores cater to everything from fixing up a 10-year-old pick-up truck at the small 3-bay stores, to one-time emergency repairs for tourists around Goderich, to servicing late model Japanese cars at large urban stores.

As far as Goddard is concerned, one thing all these locations have in common is a need to stay current. The way to achieve that, according to Goddard, is to get a commitment to training objectives on the part of the service and parts managers. "If they don't do it, then the dealers don't do it." Goddard realizes that, it requires "a killer lot work" on the part of service managers "to spend the time to make career paths happen, to plan out the training calendars."

In John Goddard's opinion, CARSability self-assessments are well suited to identifying the prime candidates for advanced tech training within his franchise stores and in independent shops. "Right now, we have a group of technicians who have been working on multi-car lines. I consider CARSability the first step to unveiling who the best drivability technicians are; the 1 in 20 most capable of doing this stuff."

Accessibility is key

The training is being designed for both classroom and Internet delivery in order to make the training as



Why now?

John Goddard firmly believes that being part of the development and roll-out of the advanced tech/hybrid curriculum is important for him as the Automotive Service Support Manager for 40 Canadian Tire stores, "because right now there is a customer base we can't service." He continues, "My goal was to get some of our key stores hybrid trained, so we can continue to move forward." Goddard is pleased to have been able to engage one of his top foremen in the pilot training session, delivered by CARS to give a foretaste of what is to come. That foreman, "is key to get the technician to engage in the curriculum because they can see opportunity" to advance their skills and employability. Employee engagement in turn generates more widespread buy-in throughout the corporation.

Chatura believes timely training is vital in preempting problems, by gaining an understanding of the operations of the many different systems used by various manufacturers. Without it, "Technicians will encounter problems with the servicing procedures if they do not use manufacturers' guides, because they are all different. It's equally important to have the proper equipment to service these vehicles, as well as having access to manufacturers' info via the Internet and software like ShopKey or Mitchell1."

Gathering up and summarizing information and procedures from various original equipment manufacturers such as GM, Honda, Ford, and Toyota was a big initial step in laying the groundwork for the training package.

Training in Advanced Technologies

The Hybrids are Coming (continued from page two)



broadly accessible as possible in the workplace and in educational settings. In developing the curriculum, CARS worked in consultation with industry and educational experts.

CARS Project Manager Linda Brown, says that the Hybrid Program “has been geared first and foremost to continuing education, the instructors who reach out with training updating to technicians in garages, but college instructors should be able to adapt it with great ease to apprenticeship training if the curriculum includes this new technology.”

What it covers

The finished 16 hour instructional package will include course outlines, lesson plans, lists of tools and equipment, PowerPoint presentations, instructor's and learners' guides, as well as tests. The learner's guide includes schematics, key concepts, diagrams and room to complete instructor led exercises to keep on hand for future reference after the end of the course. A full 40% of the material will be offered in visual format, offering powerful reinforcement of learning concepts through graphics, demos, video clips, PowerPoint presentations and vehicle demos.

Chatura believes that the training, although best suited for classroom delivery, in his view, could easily be modified for Internet delivery. Goddard sees additional value in the new CARS Advanced Technology Curriculum for training staff at Canadian Tire locations and independent shops.

Safe, not sorry

Desmond Chatura believes “Safety is a very important aspect of the advanced technology. Training in this curriculum is of utmost importance.”

The curriculum is broad enough in scope, says Goddard, “that you can use it to train anyone in the shop to understand the basic operation of hybrid vehicles and

related safety procedures: how to start the vehicle, how to move it onto a hoist. Powering down the unit is the most critical aspect,” says Goddard. “Installers and technicians will need to be really disciplined about things like wearing gloves, to ensure that everything else is serviced on a normal scale – tire rotations, cabin filter replacements, flushes.”

First impressions from the pilot

Goddard, who has a passion for training that he brought with him from his past work at GM, is pleased to see that the training material was developed with input and feedback from technicians who have to deal with the technology. “I got a lot of value from this, and it's the right thing for Canadian Tire.” In essence, this training will ensure that technicians stay ahead of the game. “Why get behind the curve?” asks Goddard, “If you get behind, then there's a mad rush to catch up. That's when a whole lot of mistakes get made and frustration sets in.”

Chatura says he's learned key points about the safety aspects of these vehicles, such as disconnecting the main power before servicing the vehicle, and entirely removing the keys from the vehicle.

What's next

CARS is currently spreading the word to colleges with automotive programs and private trainers, inviting instructors to attend train the trainer sessions that are part of the advanced vehicle training curriculum that is being developed in collaboration with Durham College. This will enable front line trainers to become familiar with the complete 16 hour instructional package.



Train the Trainer Session Participants

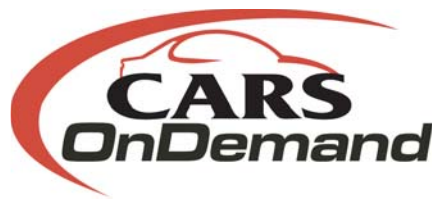
Algonquin College
British Columbia Institute of Technology
Cambrian College
Camosun
CCNB (Bathurst)
Centennial College
Centre de formation en équipement motorisé (Chicoutimi)
Centre d'études professionnelles de Saint-Jérôme
CFP Compétences 2000 (Laval)
CFP de L'automobile de Sainte-Thérèse
CFP de l'Envolée (Montmagny)
CFP de Lévis (Lévis)
CFP de Verdun
CFP La Croisée-Saint-Raymond (Saint-Raymond)
CFP Rimouski-Neigette (Rimouski)
CFP Roberval (Roberval)
CFP Vision 20-20 (Victoriaville)
CFP Wilbrod-Bherer (Ville de Québec)
College of New Caledonia
College of the Rockies
Conestoga College
Confederation College
Durham College
École des métiers de l'équipement motorisé de Montréal
École professionnelle de métiers (Saint-Jean-sur-Richelieu)
Fanshawe College
Holland College
Kwantlen University College
La Cité collégiale
Lakeland College
Lethbridge Community College
Loyalist College
Malaspina University College
Mowhawk College
NAIT
NBCC (Fredericton)
NBCC (Moncton)
NBCC (Saint John)
Niagara College
Northern College
Northern Lights College
NSCC - Institute of Technology Campus
Okanagan College
Red River College
SAIT Polytechnic
Sault College
SIAS - Kelsey Campus
SIAS - Palliser Campus
Thompson Rivers University (Kamloops)
University College of the Fraser Valley
Vancouver Community College

Targeted training helps the bottom line (continued from page one)

Shop owners and managers who find themselves too pre-occupied with the day-to-day issues in a shop to do something about training, or only see the cost side of the equation, need to take a closer look at the "cost" of not training. "Shops that 'forget' to keep their technicians up to date with the latest technology will suffer," says Watt, because "their front line counter staff will frustrate customers if they aren't able to satisfy the customer needs. They will either give away time of their personnel or charge too much time," Watt adds, "if technicians struggle to fix problems they aren't trained to handle, or forced to use equipment they haven't been trained on."

Bill Gray, who operates a Halifax repair and service shop, considers himself a lucky man, because his staff is of the mindset that seeks out training, "basically everybody wants to learn more". "We're not past that yet," he jokes, "not too old for training, and not so young that we think we know it all." Gray's team averages 20 years in the trade. They get a good sense of the additional training they need from "what we see coming in the door, what training is being offered" and constantly appraising themselves. CARSability is a tool they have tried, and is something that they would use for further skills gap analysis.

With technology changing as quickly as it is, Gray muses that "we can use all the help we can get" to keep up. At Gray's, technicians look to CARSability, CARS OnDemand, NAPA and ProShop training to keep them current. Gray is pleased with CARS OnDemand for a variety of reasons, the biggest being the 24/7 availability.



He also likes the flexibility it offers. Not one to wait, he tends to jump right in and start with the test that assesses the knowledge participants have acquired. If he finds he has opportunity to improve his skills, he will watch the video, or turn to the learning guide, to fill his knowledge gaps. In order

to raise the comfort level with the online delivery of OnDemand training among technicians who are not at ease with computer-based training, Gray recommends "just sitting down with them, taking the time to walk them through the site, give them a little more help."



Gray's attitude toward training confirms what Watt suggests employers with an eye to the bottom line should keep in mind, "The cost of keeping employees happy is far less than the direct costs associated with losing them. Training needs to be viewed as an essential component of employee well being and people management". Training, benefits, motivational incentives and team spirit are all factors contributing to happy employees.

Certigard recommends that their franchisees build training into their business plan. Owners and managers should block out a certain number of days per year for each employee to be out on training. This approach takes into consideration the revenue that will not be generated during the days out of the shop. On the up side, they get to project higher productivity and efficiency on the hundreds of days they do come to work....that's a pretty good deal!!!

And this is where CARSability comes into play, supporting pro-active employee management through targeted, well-planned training. "Certigard sees tremendous value in CARSability," says Watt, "CARSability gets us down to the level of where the rubber hits the road". Certigard, which contributed front-line expertise to the development of the CARSability self-assessment tool, has begun its rollout with select franchisees within the organization.

Nova Scotia Automotive Human Resources Sector Council awarded Outstanding Supporter Award

In early May, the Halifax Regional School Board presented the Nova Scotia Automotive Human Resources Sector Council with the Outstanding Supporter Award in appreciation of the Council's efforts to make a difference in area schools. Thanks was extended to all employers and the Council's Education Committee members who actively participated in career fairs and presentations over the past year.

As well, Steve Amand and Darren Horne of MacPhee Pontiac received an Appreciation Award for their hospitality and involvement in the Options and Opportunities Professional Development Day in February 2008.

Congratulations to everyone on a job well done!

