



# GAME TIME

MAY/JUNE 2009 | ISSUE 16

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## AUDI ACADEMY GRADUATES HELP DEALERS THRIVE IN TOUGH ECONOMY

In October 2008, two young automotive technicians graduated from the Audi Academy, an intensive 16-week training program that provides Audi Dealerships with high-caliber, exceptionally skilled technicians. Parker Price and Nick Daugherty graduated from Audi Academy's Exton, PA, and Avondale, AZ, campuses respectively. Both quickly found jobs, even during these difficult economic times, and are on the path to a rewarding career as Audi-specialized technicians.

Parker and Nick both have the same high passion for automobiles, but came to the Audi Academy in different ways. Parker was a self-proclaimed "shop junkie" who had informal training by looking over someone's shoulder in a shop where he hung out during college. When a friend went to school for automotive training, he decided to change career plans and leave college to pursue his passion.

"I was planning to go to college to get a degree to take over my family's commercial furnishing and interior design business. But when I found CTG, I was able to turn my hobby into something much bigger," said Parker.

He's been employed at Audi of Charlotte since graduation, and his friends are green with envy. According to Parker, his friends back home are struggling to find jobs and since he's already done with school, he's able to afford nice furniture and a new television.

"Even though I didn't end up taking on the family furniture business, my parents are thrilled too," he added.

Ken Hooker is the Assistant Service Manager at Audi of Charlotte. He's been hiring from the Academy for seven years and sees first-

hand how Audi technicians, like Parker, come into the dealership with a distinct advantage.

"Hiring from the Academy is important to our business," Ken said. "When technicians have this kind of advanced training, it's better for our clients, better for the dealership and better for the technician. We can give these technicians

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**Ken Hooker // Assistant Service Manager  
Audi of Charlotte**

more to do because they have training and Audi-specific knowledge. It's a real plus to have them come in better trained and progress more quickly."

Nick had spent three years in the Weapons Department of the U.S. Navy when his father suggested CTG. Although he'd never done an oil change, he was intrigued.

"I had no technical knowledge, only an interest in changing careers," said Nick. Now Nick is the first in his family to earn an advanced training degree and is employed by Audi of Lexing-

ton in Kentucky.

Ronald Powell is Nick's Service Manager at Audi of Lexington. Nick is the first person the dealership has hired with Audi Academy training.

"We are a small dealership with only three technicians on staff. But, I will definitely turn to the Academy when it's time for us to hire again because I have been so impressed with Nick and his skills," said Ron. "Nick's Academy experience impacts my business because he allows me to have a bigger venue for customers. I can bring more cars and work through the door. Coming into the shop with this level of Audi experience makes him that much better of a technician."

Although Parker and Nick both went to CTG to change existing career paths, Parker explains that he wanted to advance to the Academy for a few more reasons too.

"With advanced training, there is a huge potential to make money at dealerships," he said. "You are practically guaranteed employment and know you'll start with a good salary and benefits. These are the biggest reasons I went to the Academy. So, I made sure I did all the right things to get accepted like having perfect attendance, making the honor's list and staying for hours after class and pick the brains of my instructors."

"Working with a German luxury vehicle is such a privilege," added Nick. "It's a really good way to start out." ●



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BMW

## BMW DEALERSHIP TURNS TO STEP FOR MASSIVE HIRING NEEDS

Chapman BMW 1-10 in Chandler, Arizona, is an extremely busy and successful dealership that has a long standing history with UTI's BMW Service Technician Education Program (STEP). For over nine years, Garrett Odell, the dealership's Service Director, has hired exclusively from the STEP program. In that time, he has grown the number of STEP-trained technicians to a massive 55 technicians at this one location.

For Garrett, the impact STEP has had on his business has been immense – not just in size but also in profitability. He views the long rows of bays at his dealership as profit centers. And the highest value he can bring to these profit centers is by hiring qualified students.

***“You can increase and ramp-up your business much more quickly and know you’re getting a qualified technician. For us, STEP really does make the most financial sense.”***

**Garrett Odell // Service Director  
Chapman BMW 1-10**

“We turn to STEP for all of our hiring – either growth or replacement. STEP allows us to add a technician with out a long drawn out interview process. You can increase and ramp-up your business much more quickly and know you’re getting a qualified technician. I like to think of it as custom ordering my workforce as needed. For us, STEP really does make the most financial sense,” said Garrett.

Garrett has also developed a “farm league” of sorts at Chapman BMW where he hires current UTI or STEP students part-time in the

afternoon to get a preview of their job skills and work habits. This is one of the benefits of being so close to a STEP facility.

“Having an advance look at someone’s skills is really valuable when it comes time to hire,” he said. “Appearance, attitude and organization are just as valuable as mechanical aptitude. It’s really important that a new technician knows where to go to get answers as there are many different sources. Of course, having a passion for the job goes a long way too.”

One of Chapman BMW’s most unprecedented hiring moves was in 2002 when an entire STEP class was hired to work together. Chapman BMW had taken over a dealership in central Phoenix, re-branded it to BMW and needed to immediately fill the shop with technicians. So, Garrett and his team turned to an entire STEP class because their needs were so great and they knew that these graduates could step up to the plate!

“This graduating class was so excited to all work together because they were already bonded from school. They were friends and classmates and it all worked out well. The majority of these techs are still at the dealership today and our shop foreman was of these original STEP students.”

With all this hiring from STEP under his belt, Garrett knows first-hand the value an advanced training degree brings.

“The training is irreplaceable,” explained Garrett. “It’s just not available in the workplace. Students today should not take their studies lightly because this opportunity won’t come around again. It’s a lot of work but so worth it. I don’t consider it important. I consider it everything.” ●

## MANUFACTURER SPECIFIC ADVANCED TRAINING PROGRAMS

### AUTOMOTIVE

#### AUDI ACADEMY TECHNICIAN PROGRAM

Avondale, Arizona | Exton, Pennsylvania

#### BMW STEP

(SERVICE TECHNICIAN EDUCATION PROGRAM)

Avondale, Arizona | Rancho Cucamonga, California

Orlando, Florida | Woodcliff Lake, New Jersey

#### MINI STEP

(SERVICE TECHNICIAN EDUCATION PROGRAM)

Orlando, Florida

#### VOLKSWAGEN ACADEMY TECHNICIAN RECRUITMENT PROGRAM (VATRP)

Rancho Cucamonga, California

Exton, Pennsylvania

#### VOLVO SAFE (SERVICE AUTOMOTIVE FACTORY EDUCATION)

Avondale, Arizona

### DIESEL

#### INTERNATIONAL® TECHNICIAN EDUCATION PROGRAM (ITEP)

Sacramento, California | Glendale Heights, Illinois  
Exton, Pennsylvania

### GOT GAME?

If you’re interested in being accepted into an MSAT program, then remember GAME – the four key areas for students to focus on:

- GRADES OR GRADE POINT AVERAGE
- ATTENDANCE
- MOTOR VEHICLE RECORD
- EXAM

In addition to good GAME scores, dealers want to hire graduates who are willing to commit to employment, have a positive attitude, some industry/related experience, and a strong work ethic. Remember, only students who “Got GAME” get to play. By following the GAME play-book, you can be on the fast-track to success.

### FOR MORE INFO: [www.ISCTG.com](http://www.ISCTG.com)

If you are interested in learning more about manufacturer specific advanced training programs, please visit our website at [www.isctg.com](http://www.isctg.com).

*GAME Time* is a publication for students and instructors interested in programs offered by the Custom Training Group, a division of UTI, Inc. If you have a news item, question or comment, please contact us:

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