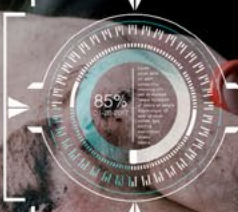
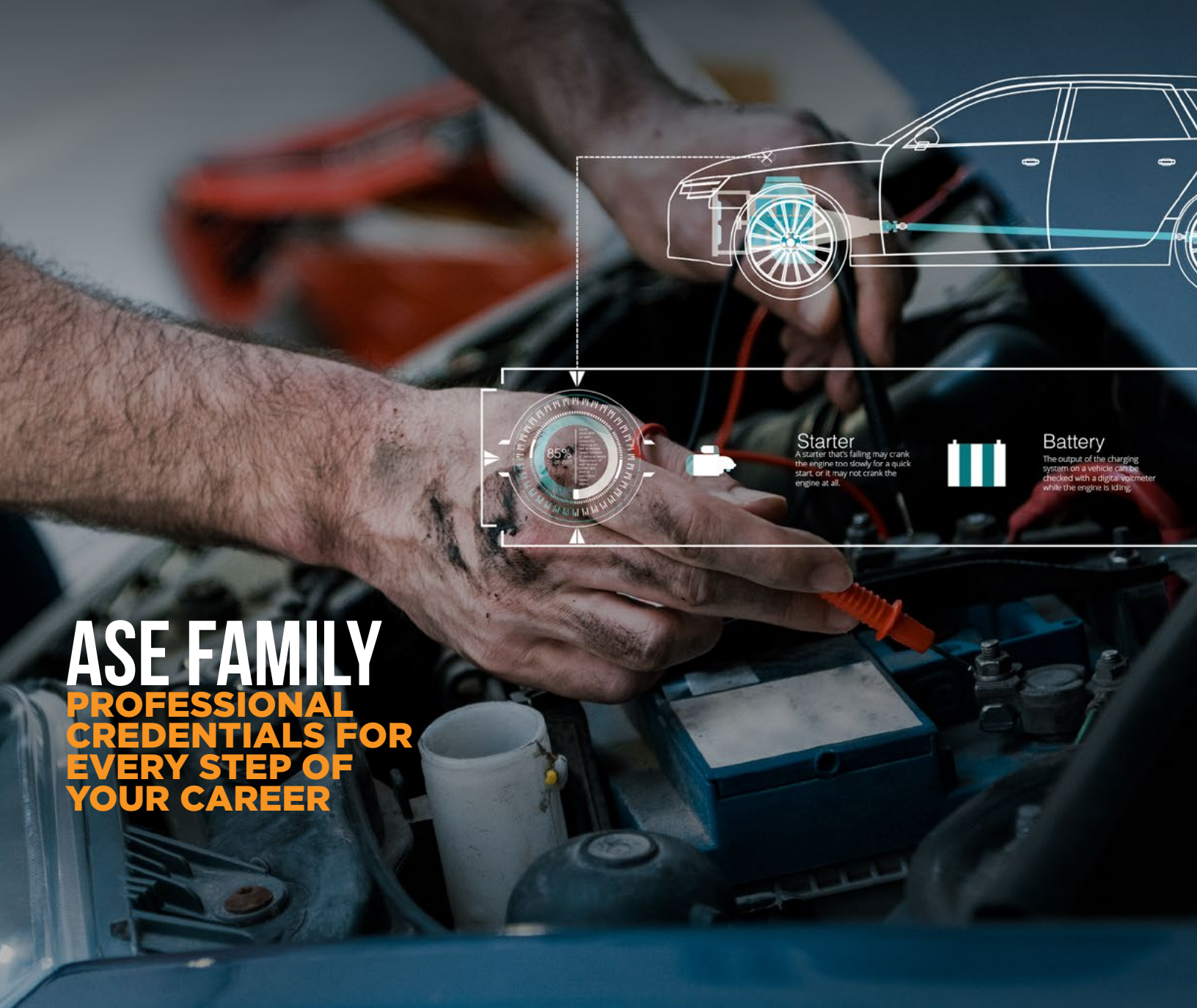


SPRING/SUMMER 2020



# TECH NEWS

PUBLISHED BY THE NATIONAL INSTITUTE FOR AUTOMOTIVE SERVICE EXCELLENCE



### Starter

A starter that's failing may crank the engine too slowly for a quick start, or it may not crank the engine at all.



### Battery

The output of the charging system on a vehicle can be checked with a digital voltmeter while the engine is idling.

**ASE FAMILY**  
**PROFESSIONAL**  
**CREDENTIALS FOR**  
**EVERY STEP OF**  
**YOUR CAREER**

**WINNERS**  
**3 OUTSTANDING**  
**ASE HONOREES**

**ASE WEBINARS**  
**FREE YOUTUBE**  
**ACCESS**

**2020 TESTING**  
**REGISTRATION**  
**DATES**

## Professional Credentials for Every Step of Your Career

Today's automotive technology would make past generations marvel. Advanced Driver Assistance Systems (ADAS) which include automatic emergency braking, adaptive cruise control, blind spot detection and more are available here and now. Tomorrow's technology promises even more with augmented reality dashboards, energy-storing body panels and advanced electric drive systems.

As an automotive technician, you know that technology doesn't stop and that the future is coming to a service bay near you. So you need a professional credential that grows with you. ASE certification is just that. The National Institute for Automotive Service Excellence (ASE) offers fifty tests in a dozen series and has a credential for every stage of your career, demonstrating your knowledge and professionalism to your employers and the public at every step along the way.

## ASE Entry-Level Certification

ASE Entry-Level Certification is the first step in building career credentials as an automotive service professional. The entry-level tests are designed to show a candidate's satisfactory level of practical knowledge-based readiness for the automotive service industry work force. The Entry-Level certification tests are intended for schools and other organizations so they may evaluate students and other individuals nearing completion of an automotive technology course of study or workplace-readiness program.

ASE Entry-Level certification tests (19 in all) are available for the Automobile, Collision Repair and Refinish, and Medium-Heavy Truck segments. The tests in each series parallel the instructional standards of ASE Accredited training programs.

The bottom line for employers is that they can be assured individuals with ASE entry-level certifications are job ready. And young people beginning their careers earn their first ASE credential and insignia to mark their achievement. The certification is valid for two years; it does not renew. The expectation is that

as entry-level employees advance in their careers, they will avail themselves of ASE's professional credentials.

## ASE Maintenance and Light Repair Certification

A good portion of many repair facilities' work involves routine maintenance and light repair. Basic work, perhaps, but essential to the good operation and useful life of today's vehicles. These services ensure that vehicles operate as intended, efficiently and safely. Neglect of these services cost consumers untold dollars in inefficient operation, premature wear and tear, and ultimately breakdowns. Such neglect can also pose safety hazards.

So essential is this often unsung work that ASE made sure these professionals have their own designation: ASE Certified Maintenance and Light Repair Technician.

Technicians seeking this certification need one year of relevant work experience in addition to passing this test. The credential is valid for five years, after which time, ASE requires recertification.



### ASE Certified Technicians

ASE Certified Technicians are often graduates of post-secondary or manufacturer-specific training programs, have two years or more of relevant work experience, and conduct repair and services at a level beyond routine maintenance/light repair. These are the core technicians of the automotive service profession.

The work is typically detailed, often requires in-depth diagnostic skills, complicated multi-step repair sequences, and an awareness of how systems are interrelated. Taking auto repair as an example, ASE offers separate tests for each major system: engines, transmissions, suspension and steering, brakes, electrical/electronic systems, and more.

Part of ASE's two-year work experience requirement can be fulfilled by completion of an ASE-Accredited Auto, Truck or Collision program or an ASE-Accredited OEM-Sponsored Co-op Program.

These credentials are valid for five years. The shoulder insignias these professionals are issued identify their major area of work: Automobile, Medium-Heavy Truck, Collision Repair and Refinish, School Bus, and more. Their personal credentials further identify each sub-area of certification.

### ASE Certified Master Technicians

ASE's top achievement is Master Technician status, a comprehensive designation for those who earn a series of certifications, typically most or all, within a specific ASE test series. These are the true masters; they are often mentors to younger technicians, are recognized leaders in the shop, and are the go-to person for the tough repairs, the difficult diagnoses.

Many lead technicians and service managers hold ASE Certified Master Technician status.

Two years of work experience is required, and credentials must be renewed every five years.

## National Institute for AUTOMOTIVE SERVICE EXCELLENCE

1503 Edwards Ferry Rd., NE, Suite 401,  
Leesburg, VA 20176

(703) 669-6600

[www.ASE.com](http://www.ASE.com)

### ASE Certified Advanced Level Specialists

It should come as no surprise that electronics and computers have become a vital specialty in automotive repair and service. ASE Certified Advanced Level Specialists are the wizards and human interface to vehicle electronics systems. These pros work to diagnose the toughest performance issues, whether it's on gasoline, diesel, or hybrid/electric drive systems. There is an Advanced Level ASE certification for each of the three technology platforms.

The work experience requirement is the lengthiest of any ASE test series—three years of relevant hands-on experience. Moreover, there are prerequisites. Before sitting for one of these Advanced Level tests, candidates must have passed other relevant ASE tests: Auto Engine Performance, Diesel Engines, and/or Electrical/Electronic Systems depending on the advanced test selected. Credentials are valid for five years. A distinct insignia celebrates these specialists' unique status within the ASE family of certified professionals.

As automotive technology advances, ASE will be at the ready to develop additional real-world tests for service and repair technicians at every stage of their career. This way-forward approach keeps the ASE testing program in step with industry changes. Existing tests are routinely updated to include on-going developments. The recertification requirement ensures technicians stay current.

ASE's mission is to serve the transportation industry as an independent third-party that upholds and promotes high standards of service and repair through the assessment, certification, and credentialing of current and future industry professionals.

### Want to know more about ASE technician certification?

Check out these useful links!

#### Entry-Level Certification

[www.ASE.com/Entry-Level](http://www.ASE.com/Entry-Level)

#### Listing of ASE tests by series, master-status requirements

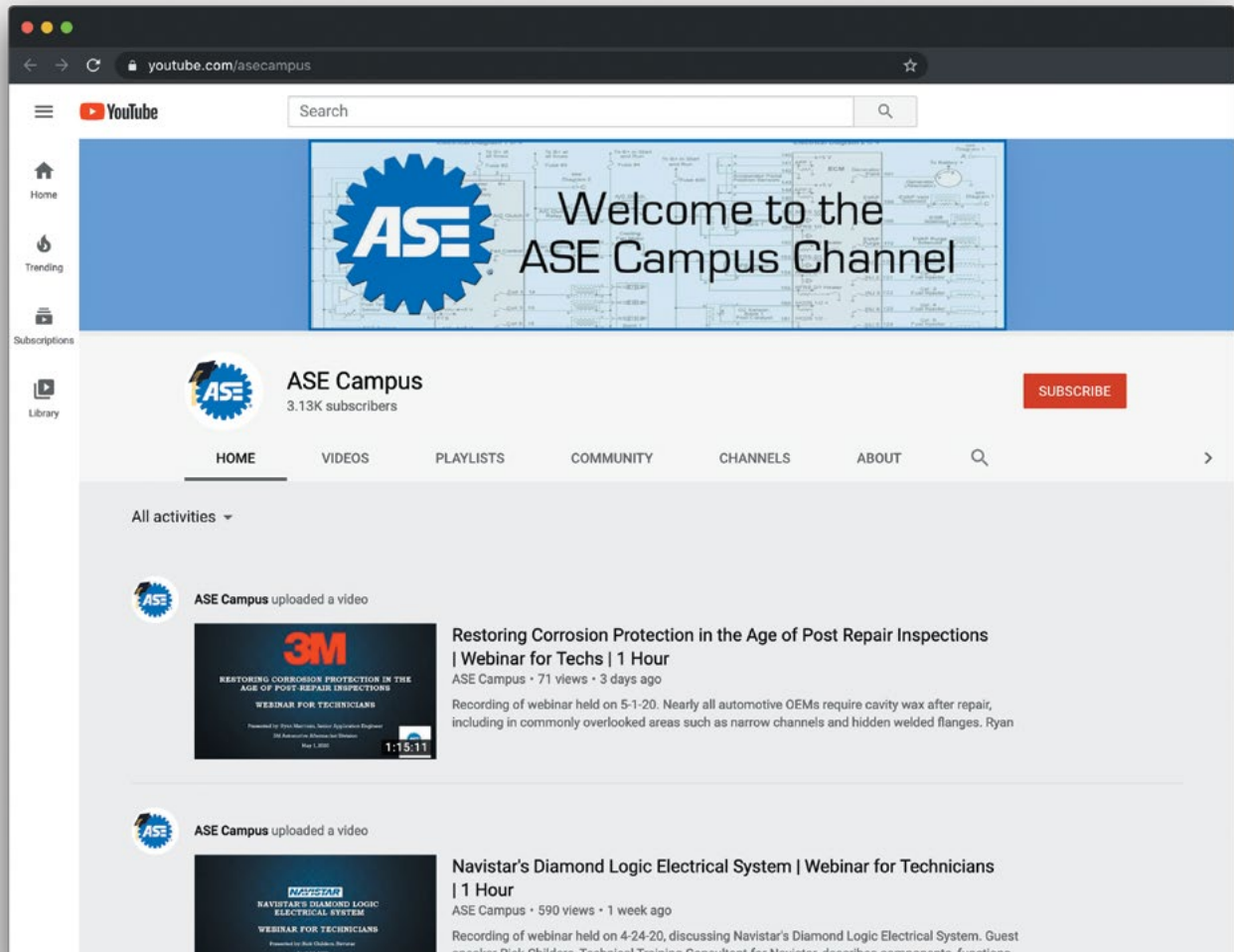
[www.ASE.com/tests](http://www.ASE.com/tests)

#### Work experience requirement (what counts and formal education substitutions)

[www.ASE.com/expform](http://www.ASE.com/expform)

#### Test Prep, Study Guides, Practice Tests, Testing Tips, and Demos

[www.ASE.com/TestPrep](http://www.ASE.com/TestPrep)



## Recorded versions of **ASE Webinars** provide a second chance to learn great information

### **If knowledge is power, then the steps you take along the way towards learning can bolster your career.**

On that note, ASE and the ASE Education Foundation recently launched a series of webinars that have been well received by the industry. The broadcasts feature guest speakers from different companies discussing timely topics related to current trends and technologies in the automotive service arena.

Does this mean you're left out when you can't attend a live event? No way. For your benefit, ASE has been systematically building a library of recorded webinars that can be viewed on the popular video platform, YouTube.

Direct your web browser to

[www.youtube.com/asecampus](http://www.youtube.com/asecampus) to see what's in store for viewing. You'll see videos on different ASE topics, ranging from ASE testing to specific technical presentations from guest speakers. If you select the Subscribe button, you'll then receive notifications of new content when it's loaded to the channel.

Check out the ASE Campus YouTube channel today so you can take advantage of a repeat performance in learning.



## Brandon Pinette

### Bosch/ASE Master Automobile Technician of the Year

Brandon Pinette, winner of the Bosch/ASE Master Automobile Technician of the Year award and a 20-year veteran of automotive repair and service, recently shared information on a host of topics, including how a movie inspired a career choice. Brandon works as a technician and shop foreman in the family business, Classic Imports, Inc., located in New Buffalo, Mich. He lives with his wife, Erica, and children in Buchanan, Mich.

**Q:** Tell us a bit about yourself.

**Brandon Pinette:** Ever since I can remember, I've been spending time around cars. I grew up in a family that was fascinated with automobiles and all things powered by internal combustion. I remember stories told at family gatherings about fast and exotic Ferrari, Porsche, Mercedes, BMW, Lamborghini and Jaguars. My family had a European car repair shop [as did] my uncle's family...I'm sure there was subtle rivalry.

Nearly 40 years ago, my uncle ventured out here from Washington state to go to college in Southwestern Michigan, and wound up starting a European car repair shop in Berrien Springs, Michigan. My parents came out here from Washington State as well shortly after my uncle did, and since my father was handy at auto repair as well, he wound up working with my uncle and helped him start up his business...My father started his own business back around 1990 when I was about 4. I remember pushing brooms around in the afternoons during the week, playing in the gravel parking lot behind the shop, smashing pennies on the freight rail road tracks when the train goes by and all the other shenanigans that go with being a young boy. My family moved our business to its current location in New Buffalo in 2000/2001 when I was a freshman in High School and the World Trade Towers were hit.

**Q:** How did you get started in the profession?

**BP:** I went to work after school as an apprentice, parts gopher, car washer, and floor scrubber. From there, I started into my ASE exams with a push and nudge from my mother who said, "You have been given a gift, learn it. Then you can put yourself through school without debt hanging over your head and keep bread on the table for your family."

**Q:** So you were serious minded from early on?

**BP:** The saying goes, "Necessity is the mother of invention." Well, I also say, "Necessity can also birth desire." I definitely did not want to be a technician when I was younger. All I wanted to do was have a "normal" life like all my peers at school and play video games after school with my friends. Then "The Fast and the Furious" [movie] came out, and it was all downhill from there. That was the tipping point for me; I started actually developing a desire to work on cars. I purchased the first car I fell in love with, a MK3 Toyota Supra. From there, I developed a love for fast cars and straight SIX motors.

**Q:** All fun and games, eh?

**BP:** I met my future wife at the shop through a mutual friend and employee; we started dating and started a family. Well with children and a marriage to support, there was no turning back. I started working because I had to and with a love for fast cars and a lot of clients who owned the most off-the-wall cars you have ever seen, the love developed into a disease! HA-HA.

**Q:** You mentioned that you were primarily self-taught. How did you pick up the skills and knowledge along the way?

**BP:** Most learning is done out of necessity. With such a wide variety to work on, knowledge had to be gained. Often the best learning is done at the feet of a master by listening and observing. My father gave me the knowledge of a classically trained tech. Furthermore, understanding of the inner workings and engineering of automobiles and their associated systems came out of necessity to know what I was working on.

Also, I was able to go through Bosch Master Technician training while I was still in high school. As a family member of the business, I was afforded certain luxuries that someone else may not have had so easily. For that I am forever grateful. They taught me basic foundational knowledge of the various systems in vehicles that I put to work every day. It has certainly given me the cognitive foundation to think outside the box.

**Q:** Can you explain that in more detail.

**BP:** The ability to see a system and break its function down to basic needs is critical for the advanced diagnostic technician. It is where you can say to yourself: 1) I know what this (system/thing) needs to operate correctly; 2) What can I test and what is missing? and 3) What can I do about it to fix it now? This is where anyone with a good broad basic knowledge can grow and shine!

**Q:** How would you say ASE certification has helped you so far in your career? Why did you take your first ASE test?

**BP:** I originally was nudged by my father nearly 20 years ago, back when paper testing was still a thing. It has greatly helped me in a legal capacity. Many years ago, on several occasions, customers have attempted legal action against me, my family and our business... As long as the hard copy paperwork is solid, the technician description is clear and complete, and supporting documentation and facts included, my ASE-backed defensibility and integrity are intact.

**Q:** Fair enough. What does ASE mean to the individual technician?

**BP:** ASE is solid ground that supports any technician willing to test to stand above the rest.

**Q:** Beside technical skills, what other skills or traits have been helpful to you in your career? Are there things you would have done differently?

**BP:** OCD! I wish I would have learned how to properly organize and clean a workspace when I was younger. I do believe a clean workspace is essential, down to clean floors that are not slippery.

**Q:** What advice would you give to young people just starting out in the field? Do you have tips and best practices to share?

**BP:** "In EVERYTHING you do, do it to the best of your ability, as if working for the Lord." --Colossians 3:23. Use eye protection, ear protection, kneeling pads, document and record important information for each job (it aids your learning and retention) and trust your gut! I have often been right when I have not trusted my gut, and paid the consequences for learning the hard way.

**Q:** How would you summarize your career?

**BP:** It started with pushing brooms, lead into junior disassembly assistant, morphed into disgruntled teen employee and has now matured into expert technician.

**Q:** And lots of cars along the way?

**BP:** I can safely say that I work on 100 years of automobiles: From literal motor carriages of the 1920s to the iron era of cars after the wars, to the muscle era of domestics, to the import era of the '80s to modern cars.

A search of our database turned up 7,250 VIN numbers and some examples are: Nissan Figaro, Plymouth PA, Citroen 2CV, Facel Vega, Pantera, various Ferrari/Maserati (and concours), various Rolls/Bentley (and concours), Aston Martin, Bugatti, MG TD, Saab Sonett, and Delorean. But wait, there's more! LOL.

**Q:** Well, we're about out of space. Do you have time for fun outside the shop?

**BP:** We own several acres in beautiful wine country in Southwest Michigan...a small hobby farm with three horses and a pony for the kids; 15 chickens, three dogs, one rabbit, and a couple of barn cats. There is plenty of room to roam around the dirt lanes and back roads around us, and wonderful neighbors. We could not ask for more. We are blessed.

## ASE Education Foundation Partners



Volkswagen



HONDA



TOYOTA



SUBARU



Audi



Ever better.™



Bridgestone Retail Operations



PORSCHE



FIAT CHRYSLER AUTOMOBILES



PEPSICO BEVERAGES  
North America



Education Foundation

2019 - 2020

The ASE Education Foundation accredits automotive training programs and helps students get real-world experience through internships. We say **THANK YOU** to all of these companies above that support this mission. To locate an ASE-Accredited school near you and learn how you can help develop the next generation of technicians, visit [www.ASEeducationFoundation.org](http://www.ASEeducationFoundation.org).



## Dale Henry

Byrl Shoemaker/ASE Education  
Foundation Instructor of the Year

**Dale Henry, Byrl Shoemaker/ASE Education Foundation Instructor of the Year and Automotive Dept. Head, East Mississippi Community College**, celebrating the donation of two Toyota Corollas for use in the EMCC automotive training program. (Background, l to r: Robert Trevino, Workforce Training Specialist, Gulf States Toyota; Johnny Moore, General Manager, Carl Hogan Toyota; and EMCC's Lane Yarbrough, Fleet Maintenance/Assistant Instructor and Dr. Scott Alsobrooks, President.)

It's true that "no man is an island," and Dale Henry's career has been notable for the many people who have mentored him along the way as well as Dale's willingness to learn from others. So it shouldn't be surprising that Dale has paid it forward and become an exemplary educator. But first, some background.

The three major influences on a young Dale Henry were his father, his high school automotive instructor, and his first service manager. Each of them taught this Mississippi native the importance of perseverance and self-confidence.

"My dad was a mechanic (nowhere near a technician, just a nuts and bolts mechanic) and I worked with him from the time I could walk. I always dreamed of being the "go-to" guy and diagnosing and repairing new vehicles," Dale recalls.

"My high school Instructor, Mr. Houston Ealy, helped me tremendously by constantly challenging me and

reminding me of the lifetime goal I shared with him the first day of his class."

By the time Dale was a junior in high school, he had a paying job at a dealership and was attending factory training. "Once I started working at the dealership, I wanted so bad to keep up with the full-time technicians and be trusted as much as they were. I worked tirelessly studying and continually asking them questions."

He found another excellent mentor in his first service manager. The memory of one early, difficult repair at the dealership remains with Dale Henry. "I was putting an evaporator core in a new Dodge truck and left the shop feeling so overwhelmed I went home and told my dad I would NEVER get this truck back together. I shared the same feelings with my instructor and the service manager, Jim McNair, when I returned to work the next day. They all three assured me that I would in fact get the truck back



together and I would learn from the experience. They were all correct. Soon, removing a dash to install a new heater and/or evaporator became one of my favorite jobs. All of this is to say Dad, Mr. Ealy (my H.S. Instructor), and Jim (my first service manager) were all very helpful along the way."

After graduating high-school, Dale enrolled in community college, combining work with classes and completing the two-year program in one year, a testament to his increasing skill set and the good job his high school had done preparing him. With the blessing of his post-secondary program, he was able to take multiple factory-level training courses as well. Dale landed a fulltime technician position at a multiple franchise dealership the day he graduated. "This job was demanding as I was the only Dodge-Jeep technician at the time. I spent the next several years working there and working my way up training with Chrysler, and served as the shop foreman for several years before leaving to enter the education side of things."

His first teaching position was at McKellar Technology Center in Columbus, Miss., and that experience revealed, yet again, Dale Henry's determination. He applied but did not get the position initially. "Turns out years later I found out I was the second choice for the job and wasn't offered the job until things didn't work out with the first choice. That didn't bother me one bit, it just motivated me to do the very best I can each and every day. I will always be thankful to Mrs. Lanell Kellum and McKellar Technology Center for giving me my first teaching opportunity."

Dale has since moved on and is head of the Automotive and Diesel Departments at East Mississippi Community College (Golden Triangle Campus). He points out the great support the program has received from industry partners: Gulf States Toyota and Carl Hogan Toyota Dealership for helping train him and the faculty in Toyota's Express Maintenance Process and curriculum; and local dealer Cannon Ford, whose sponsorship helped EMCC become a Ford ACE training program. Dale adds, "I am the luckiest guy there when it comes to getting up and going to work each day. I have the ideal situation with solid support, facilities, and equipment to run one of the best Automotive Programs in the Country."

Earning ASE certifications has been an ongoing part of Dale's personal and professional ethos. While still in high school he took his first ASE test—and failed. Disappointing, yes, but a learning experience for a very determined Dale Henry. "I still remember that feeling of failure and never want to feel that way again so I am always trying to stay up to date and test ready." True to his word, Dale holds several high-level ASE designations including Advanced Level Engine Performance Specialist and Master Medium/Heavy Truck Technician. He has also trained to become an ASE Education Foundation Evaluation Team Leader, helping evaluate other programs in their quest to obtain ASE program accreditation.

"ASE has helped me in my career because it has always been the one thing that universally connects all technicians. I am and have always been a big advocate of ASE Certifications. I often hear some specialized technicians say they are not fair and don't cover the product they work on each day. I argue that point with them--I work on a wide variety of vehicles about 60% troubleshooting vs. 40% repairs and I truly believe ASE Certification tests are fair across all manufacturers."

Not surprisingly Dale also puts great store in so-called soft skills, "Being a people person and having a good attitude in less than ideal situations have always been a big help." He tells his students: "ALWAYS take advantages of all resources. To make it in this industry you must have the 'love and passion' to be successful. You have to strive daily to be best you can be, tune the world out, and just focus on the vehicle in front of you."

To keep his own technical skills from getting rusty, Dale has a second job—his "hobby," he calls it half-jokingly—at a large used car dealership "taking care of all the maintenance and repairs on vehicles in inventory and after the sale."

Patience...persistence...professionalism, these have guided Dale Henry's decades-long career.

Dale and his wife, Heather, live in Columbus, Miss. They have two adult children away at college. Their newest family addition is their pet poodle, Cocoa. "Our adventures now revolve around 'pet friendly' places," Dale notes.



## Craig Raider

NEXIQ/Snap-on/ASE Master Medium/  
Heavy Truck Technician of the Year

Like many technicians, Craig Raider was heavily influenced by his father. "I got my start watching my father, who was an auto mechanic. Then off to trade school, where I took two years of auto tech training," says the no-nonsense Raider. Heavy-duty trucks would come later. "My first job was at the service station where my father worked."

Craig's father served as first teacher and mentor. "I'd have to say my father was my mentor and got me started. He would always take time to explain to me what he was doing and let me watch and eventually assist. He always had time for my many questions."

That hands-on experience soon led to more formal training. "My first training was at Penta County Technical School [now Penta County Career Center]. I attended my last two years of high school and I was hooked," Raider recalls. "Then I was off to a Chrysler dealer working new car prep for about a year until they got bought out by another dealer and all the techs moved on."

"One of the techs suggested I put in an application at Roadway Express." Little did Craig know this would lead to career working with medium/heavy trucks. "I said I didn't know squat about trucks and he said, 'No problem, just bigger nuts and bolts.' Much to my surprise, 17 days later, I was working in a real truck shop. I worked there one year and got laid off. After that, I was hired on at Ryder truck rental and found a home."

It was, of course, more than just bigger nuts and bolts. A young Craig took advantage of every training opportunity that came his way. "I can't begin to count the places I was sent to for training: in-house and factory training alike." And not surprisingly Craig made an observation common to maturing professionals regardless of their field: "Work got to be a lot more enjoyable actually knowing what you were doing," Craig notes half-humorously.

Thirty-eight years with Ryder System and now the lead technician in charge at Ryder's busy fleet shop in Perrysburg, Ohio, a suburb of Toledo, Craig offers timeless advice to young people starting out. "Ask questions. Show up for work every day. Don't say 'I don't know how to do that.' Ask for help, training and show some enthusiasm for your craft."

As part of that sense of being an engaged professional, Craig believes in technician certification for reasons both practical and personal. "I started taking my ASE tests to get my final promotion to journeyman mechanic at Ryder," Craig notes and adds, "My ASE certifications allowed me to quantify the level of my expertise. These certifications are universally recognized, and they were mine to take anywhere," though Craig definitely found his professional home decades ago.

During his long tenure, he has worked on myriad vehicles. "Working in a fleet environment like Ryder exposed me to quite a varied selection of equipment: heavy-duty, medium- and light-duty equipment; just about every make and engine out there. Yes, even some air-cooled Deutz diesels back in the day."

Craig credits his natural curiosity and patience as traits that have served him well. "I like to think that I possess a curiosity to figure out how things work and seek out the training necessary. I get a lot of satisfaction repairing trucks and knowing that when I do my job, it allows others to do theirs."

Road calls are a favorite part of his working day--getting out from the confines of the repair bays that others find comforting. "I have to admit that I've always enjoyed road calls. It's a bit more difficult recently with all the electronic diagnosis needed to diagnose and repair things. But when you're out on the road, by yourself and get the customer back on the road, it shows you've got what it takes."

"I really do enjoy my chosen profession," Craig adds.

Craig and wife Diana live in Perrysburg, Ohio, and enjoy biking and the outdoors as well as visits from their five adult children and their "rapidly growing" extended family of 10 grandchildren.



## Registration Dates 2020

### Winter Registration

January 10 - March 31

### Summer Registration

July 10 - September 30

### Spring Registration

April 10 - June 30

### Fall Registration

October 10 - December 31

ASE testing is available year-round. Whether you register on the first day of a registration window or the last, you will always have 90 days from the original date of purchase to schedule an appointment and take your test at any of our nearly 500 [test centers](#) across the country.

Register using the [myASE LOGIN](#) or [create a myASE account and login](#).



## Jerry Holcom

TechNet Professional/ASE Service  
Consultant of the Year

To say Jerry Holcom, Owner of S&S Service Center in Kansas City, Mo., is a lifer is an understatement. "I have been working for pay in the automotive industry since 1966," Jerry tells ASE. "My father's repair shop was a quarter-mile walk from my high school and I walked over to the shop after school five days a week and worked until 10 p.m. It was a garage/gas station and I pumped gas, did oil changes, tire repairs, etc. I gradually started doing light mechanical, and he even let me tackle a big job periodically."

Even as a child, young Jerry was tinkering so much that his family nicknamed him, Dr. Inventor. "For my fifth birthday, my father gave me a Stromberg carburetor that I assembled and disassembled so many times that I wore the threads out in the main body. I had three uncles that were in the auto repair business, so yes, it was a family thing," Jerry recalls.

Working alongside of his father provided Jerry Holcom with a solid foundation in transmission repair, a specialty many neighboring shops would farm out to his father's shop. "I

spent years at his side learning how they worked, what broke, and what it took to make them last."

Even so, Jerry's initial intention was to become an English teacher and he had two years of college under his belt. But he decided to continue working at the shop, now under new ownership, spending four more years diving deep into transmission work. "I worked for the new owners for close to four years and learned at least as much from them as I had from my father." Then came another six years working at various dealerships (AMC, Pontiac, Chevrolet) where he was "the transmission guy most of the time."

"I was pretty good at learning as I worked," Jerry remembers. But he rounded out his skill set by "taking advantage of any manufacturer-provided training...thousands of hours of training over the years" by Jerry's estimate.

By 1982 he had come full circle and bought S&S Service Center, which originally belonged to his father, who, he notes, was "a groundbreaker in the automatic transmission

repair field for independent shops." He has owned the business ever since.

Jerry's first experience with ASE testing came back in his dealership days. "My first certification test was at the request of the service manager at the AMC dealership. I have always aspired to excellence, and taking and passing the certification tests was (and is) a good way for me to measure how well I was/am doing. I received pay perks related to the number of certifications I held," Jerry says and notes that he "offers the same deal for my techs and service consultants."

"ASE has brought legitimacy to the auto repair business. They have brought us into the modern era of auto service." Delving deeper, Jerry explains how ASE fits into his business operation. "In my opinion, ASE, to the tech, is a confidence enhancer and a feedback system for how they are doing. As an owner, I use certification as a measuring device for ability, and for pride and self-worth of the tech."

The best service consultants excel in people skills, Jerry feels, and adds, "I have had a theory that technicians relate to things, and a good consultant loves people." Jerry is the rare person who possesses both technical and people skills in abundance, as witnessed by his many years of industry involvement: Jerry serves on the Advisory Committees for two community colleges, has won ASE Technician of the Year multiple times, has continuing education awards, and has earned industry accreditation for automotive management.

With a half-century experience, Jerry Holcom is well placed to give advice to students, techs, and the public. His suggestions are brief but well considered. "I tell students to learn everything they can about electronics, and also to not expect to earn \$100,000 right out of the gate." He tells techs "to do every job to the best of your ability and be true to yourself." His advice to the public? "Don't look for the cheapest repair, look for the best value, and ASE Certified technicians will usually be a step above."

So what is his secret sauce, the key to such longevity in the profession? Jerry explains, "I have been blessed with a great sense of humor, and I believe it has helped me be a success. I have been doing this for 54 years and I still look forward to going in every day. My definition of success is to do something that you love to do; do it well; and get paid well to do it. There is not a lot I would change."

"When I bought the business, I told my lovely wife to keep her job so we had some job security. She has been at the same job for 48 years, so I guess she listened." Then Jerry becomes more serious: "Kris is the best thing that ever happened to me. Without her, who knows what might have happened?"

Jerry and his wife, Kris, live in Kansas City, Mo., where they spoil their pet dogs. Jerry is an NHRA drag racing fan and an avid woodworking enthusiast.

# Online Resources

ASE Test Registration Info  
[ASE.com/Register](https://www.ase.com/Register)

Training Resources  
[ASE.com/AccreditedTraining](https://www.ase.com/AccreditedTraining)

ASE Webinars  
[YouTube.com/ASEcampus](https://www.youtube.com/ASEcampus)

Test Prep, Study Guides, Practice Tests,  
Testing Tips, and Demos  
[ASE.com/TestPrep](https://www.ase.com/TestPrep)

myASE "How-To" Demos  
[ASE.com/myASEdemos](https://www.ase.com/myASEdemos)

ASE Consumer Webpage  
[ASE.com/Drivers](https://www.ase.com/Drivers)

ASE Store  
[ASEstore.com](https://www.asestore.com)

The EPA – Authorized Section 609 Program  
[ASE.com/609](https://www.ase.com/609)

Find a Seat BEFORE You Register and Pay  
[ASE.com/FindASeat](https://www.ase.com/FindASeat)

Find the test center closest to you  
[ASE.com/TestCenters](https://www.ase.com/TestCenters)

## Follow Us on Social Media

[Facebook.com/ASEtests](https://www.facebook.com/ASEtests)

[Instagram.com/ASEtests](https://www.instagram.com/ASEtests)

[Youtube.com/ASEtests](https://www.youtube.com/ASEtests)

[Twitter.com/ASEtests](https://www.twitter.com/ASEtests)

