

# PARTS & PEOPLE

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## I-70 Auto Service honored with ASA-MO/KAN 'Facility of the Year'

by Josh Nelson

Kansas City, Mo.—Joe Severt, owner of I-70 Auto Service in Kansas City, Mo., walked away from the 18th annual Automotive Service Association of Missouri/Kansas (ASA-MO/KAN) Vision Hi-Tech Training & Expo this past March with the ASA-MO/KAN 'Facility of the Year' award in the mechanical division.

The award goes to the shop that exemplifies the highest standards in business practices, customer satisfaction, industry and community involvement, and service facilities, ASA-MO/KAN officials said.

Severt said his shop carries the Blue Seal of Excellence from the National Institute for Automotive



Joe Severt, owner of I-70 Auto Service displays the 2009 ASA-MO/KAN 'Facility of the Year' shop award. The award goes to a shop that exemplifies the highest standards in business practices, customer satisfaction, industry and community involvement, and service facilities.

Despite all that, "This is really the first award for the shop," Severt said, "and it is the gold medal as far as I and my peers are concerned."

Severt said he attributes most of I-70

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Auto Service's success to his staff of well-trained, hard-working technicians.

"It takes a team in order to make this happen," he said. "All of our technicians are ASE-certified, and we are working toward each staff member becoming a Master Technician," he said.

Severt also stressed the importance of maintaining good relationships with his employees. "I want to make our employees feel like our atmosphere is a family atmosphere," he said. "It's important to let them know that they are important to you. Let them know that they are a part of your business and its success."

Additionally, Severt credited much of his shop's success to the NAPA business development group known as KC Metro Select—a local network through which shop owners and service writers can organize group training and marketing. Pooling money and ideas allows these shops to share in their successes and experiences, Severt said.

"It gives us the opportunity to compete with dealerships and other national chains that have larger budgets," Severt

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Service Excellence, a certificate that few other shops in the Kansas City area carry.

Severt has also received the NAPA/ASE Technician of the Year award for the past two years, and I-70 Auto Service holds an A+ rating with the Better Business Bureau.

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said. "It has definitely helped bring I-70 Auto Service to where we are today."

Other contributions to I-70 Auto Service's success have been made by NAPA representative Steve Shawhan and Mike Boston of BG of KC MO (a BG Products distributor), said Severt, adding that these individuals have helped keep him informed about ways he can stay up-to-date with increasing technological development.

"This is what separates the good shops from the great shops," Severt said, "this coupled with the training of technicians to utilize new equipment and machinery."

Unfortunately, keeping up with technological advancement doesn't come without a price. "This gets rather expensive," Severt said, "but it is necessary for the proper diagnosis and repair of more technologically advanced

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In addition to holding exceptionally high standards for customer service, Severt said he is also dedicated to providing a wealth of community services. "We sponsor a child at Play to Learn Preschool in Blue Springs," he said. "We have been paying one student's tuition from a scholarship fund each year for the past three years."

Severt said he also teaches a number of basic automotive training courses to previous inmates. "It's been a real blessing to do that," he said, "and it's been as good for me as it has for them."

Ultimately, the success of I-70 Auto Service lies in its ability to keep their customers satisfied while keeping up with the demands of an increasingly complex industry, he said.

For more information, go to [www.i70autoservice.com](http://www.i70autoservice.com)." ■