



N E W S

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A Solid 2002...An Even Brighter 2003: Our Year in Review

Expanding our Space

With the addition of **12 new repair bays**, Ankeny Auto Body (AAB) increased its overall work space to 29 repair bays enabling AAB to establish a better process flow, reduce its cycle times and serve even more customers at its state-of-the-art facilities.

Ongoing Staff Training

In March, Ankeny Auto Body President Mark Martin attended a training seminar on **Collision Administration Procedures** put together by Akzo Nobel/Sikkens through the ACOAT program.

March also saw Phil Ulvestad, Bob Lilly, Bill Patterson and Gary Sesker attend **I-CAR training on Advanced Vehicle Systems** including Anti-Lock Brakes and Supplemental Restraint Systems. The same group also received **I-CAR training on Cycle Time** in August and additional training from **I-CAR on Drivetrain Systems** in September.

Ankeny Auto Body Paint Technician, Tony Meister was certified as a **Master Paint Technician** after participating in a four-day color tinting training program at the Sikkens Paint Facility in Dallas, Texas.

Award-Winning Service (see photo on back)

Ankeny Auto Body received the ACOAT 20 Group's **2002 Sales Increase Award** for outstanding sales performance during 2002.

A Commitment to the Community

Ankeny Auto Body President Mark Martin was elected as Second Vice President to the **Ankeny Chamber of Commerce**. Ankeny Auto Body has been a Chamber member since 1979. The Chamber is currently celebrating its 50th anniversary.

Mark Martin continues to serve as Project Manager for the Prairie Ridge Sports Foundation Board overseeing the construction of three new concession stands for the **Prairie Ridge Sports Complex**. This 120-acre youth multi-sports facility for baseball, soccer, football and softball is a joint venture between Ankeny youth sports groups and the city of Ankeny.

Mark Martin was also recognized as a **Paul Harris Campaign for Rotary Club Fellow**. The campaign funds the eradication of polio worldwide as part of a \$95 million campaign in 2002.

Celebrating 25 Years of Excellence

Ankeny Auto Body will begin drafting plans to celebrate its **25th anniversary** in 2003.

Ankeny Auto Body Wraps Up a Successful Fall 2002 CE Series



The Fall 2002 AAB Continuing Education (CE) Series was a complete success for all participants. The 10 seminars held from September through November boasted an increased attendance with over 75 individuals participating, gaining a total of 158 CE credits.

The seminar topic *The Inspection Factor* enjoyed the highest attendance of the new seminars introduced for the season, including *The Safety Factor*, and *The Collision Factor*. All classes featured in the Fall series will be taught once again in Spring of 2003 beginning in March.

The CE Series focuses on topics that aid insurance agents in understanding the collision repair process, making it easier for agents to help policyholders make informed decisions. All seminars are taught with both agents and policyholders in mind and are offered at no cost to participants.

What attendees are saying about Ankeny Auto Body's Continuing Education Series...

"Compared with other CE options we have to take, this program is the most complete. Our goal as insurance agents is to educate customers to make better informed decisions and that's the main focus of the Ankeny Auto Body CE Program."

- Clifford Carlson, General Insurance Agency
Ankeny, IA

Ankeny auto body 2002 collision repair specialists

CSI CORNER

2002 Third Trimester CSI Ratings for Ankeny Auto Body.

JULY 2002	95.8%
AUGUST 2002	100%
JUNE 2002	96.8%

2002 Second Trimester Customer Referral Ratings for Ankeny Auto Body.

JULY 2002	95.8%
AUGUST 2002	100%
JUNE 2002	96.8%

Information compiled by CSI Complete, a national provider of Customer Service Indexing. For more information, please call 1-800-343-0641.

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Ankeny Auto Body Team Celebrates the Holidays at Sprockets Karting Center



Ankeny Auto Body Team Members put their "pedal to the metal" and celebrated the 2002 holiday season in true race fashion on December 11 at Sprockets Karting Center in Urbandale.



"We wanted to do something different and fun for our staff members this season," said Mark Martin, President of Ankeny Auto Body. "Most of our staff members are into cars or racing, so it seemed like a good and fun way to unwind and celebrate the season," added Martin.



The trophy winners for the event were Phil Ulvestad and Bill Patterson.

TOP TO BOTTOM - Selected views of Ankeny Auto Body's Team Holiday celebration at Sprockets Karting Center in Urbandale.

AAB TEAM PROFILE: Steve Lawson

Ankeny Auto Body welcomes its newest Team Member, Steve Lawson to its family of collision repair specialists.

NAME: Steve Lawson
SPECIALTY: Sheet Metal Technician
ORIGINALLY FROM: Ames, Iowa
IN COLLISION REPAIR SINCE: 1972
INTERESTS: Modified stock car racing
 Street bike motorcyclist
 Proud dog owner



FROM FRONT COVER | ACOAT 20 Group's 2002 Sales Increase Award was presented to Ankeny Auto Body for its outstanding sales performance during 2002. From left to right, Jim Schaefer, Mary Sparks, Phil Ulvestad, Betty Martin, and Mark Martin pose with the award plaque.



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