

1988 NAPA/ASE TECHNICIAN OF THE YEAR

"NAPA is pleased to announce that Alan W. Keyes has been named the 1988 NAPA/ASE Technician of the Year." That's how NAPA President Robert E. McKenna introduced Alan Keyes to those attending the opening session of NAPA's recent Annual Meeting.

McKenna continued, "Now in its seventh year, the NAPA/ASE Technician of the Year competition helps set a high standard in the automotive service industry. NAPA is proud to sponsor this program that recognizes and supports excellence among service installers."

Keyes is the owner of Wally's Service Center in Yorkville, New York. As the 1988 winner, Keyes, an ASE master automobile technician certified in all eight automotive categories, will receive nearly \$15,000 worth of prizes. This includes a 1989 Chevrolet S-10 pickup truck and products with a value of \$5,000 from NAPA Manufacturers.

A panel of aftermarket magazine editors elected Keyes, who was nominated by Gerald Peters, owner of NAPA AUTO PARTS/Mohawk Valley Auto Parts in



Alan W. Keyes, 1988 NAPA/ASE Technician of the Year, and his team of four ASE-certified technicians.

New York Mills, New York (served by NAPA Syracuse). Keyes was one of 25 candidates who were picked from a field of 74 candidates, each representing the stores serviced by a particular NAPA Distribution Center (see adjacent page for a list of these candidates and the stores that nominated them).

Keyes employs four technicians, all ASE certified, at his four-bay service repair shop. Three of the installers are ASE master auto technicians and the fourth employee has completed four categories of ASE certification.

Wally's Service Center began serving the communities of the greater Utica area 50 years ago when Keyes' father, G. Wallace Keyes, opened for business. As automotive technology has changed over the years, Wally's Service Center has stayed abreast of advances in the service arena. Keyes and his technicians participate in technical clinics to remain current in service techniques. Three computers are set up to handle electronic diagnostics and to directly access technical information on GM cars and light trucks. He also processes work orders and customer invoices on a computerized system with assistance from his wife, Patti, who is also secretary and receptionist.

Not only is continuing education important for Keyes, but he also believes in sharing his knowledge with the motoring public. He serves as a consultant on a radio talk show program, "Auto Talk." He has also participated in a consumer

awareness clinic sponsored by AAA of Greater Utica and an ASE public information campaign to explain certification and its significance to motorists. Keyes shares his knowledge and expertise as an advisory board member of the Oneida County BOCES Auto Tech Program to help improve classroom teaching and to ensure that better qualified students enter the field.

Keyes is conscientious about the work performed by his shop. To establish a follow-up customer service program, he initiated a practice of calling first time customers to evaluate the services performed, quality of work and overall satisfaction of the customer. This program also allows Keyes to monitor the level of quality and the performance of each job completed.

Wally's Service Center is one of the NAPA AutoCare Centers across the country installing quality NAPA parts, and a AAA-approved repair shop, distributing AAA Club evaluation cards to all his customers.

Keyes is a member of the Automotive Service Association, the National Federation of Independent Business, the Utica Area Better Business Bureau and the Chamber of Commerce of Greater Utica.



Alan W. Keyes, 1988 NAPA/ASE Technician of the Year, owns and operates Wally's Service Center, Yorkville, NY.