

young people to produce greater ROI for our stakeholders. The tools are in place to help AYES drive success through increased accountability, and the organizational structure exists through the corporate staff to state and metro managers to monitor and ensure progress. The new online process will begin to pilot a reach that AYES has never had before—no longer just to 43 percent of the dealers in the nation who are served by affiliated schools, but to all dealers of all brands. And the AYES initiative will ultimately serve the online audience of all ages.

The tenth anniversary of the AYES Instructors Training Conference was the subject of a 24-page insert in the August issue of Dealer Fixed Operations magazine. This important profile of AYES' first decade and value of our model to allow dealers to "grow their own technicians" was sent to all dealership service managers, and AYES furnished a reprint to dealers during the fall "Meeting in a Box" campaign. AYES also engaged the John Bailey & Associates public relations firm of Troy, MI. JB&A was selected from six finalists for two important reasons: the agency understood our needs and goals, but equally important, the client manager's father had been an AYES instructor at a Chicago area affiliated school. The JB&A/AYES relationship started from a mutual understanding of the model and the need to grow dealer engagement. JB&A has been instrumental in placing feature stories on AYES successes in media across the nation. They have also formed an OEM PR committee to bring about collaboration between OEM participation in AYES and media interests.

In November, a group of AYES stakeholders representing all 14 OEMs, NADA, ATAEs, educators, and dealers participated in a two-day meeting on the Vision for AYES' Next Decade. Beginning with a review of the 2003 Strengths, Weaknesses, Opportunities and Threats (SWOT) document, the group developed a vision for AYES' next decade through 2015.

The Executive Summary of the Visioning document states that AYES must invest its resources in:

- Advancing the reputation of the industry and service career opportunities nationwide
- Branding and marketing AYES through affiliated schools and online processes for all dealers
- Increasing dealer engagement by 10 percent each year
- Placing 10 percent more graduates into dealership careers each year
- Managing quality control measures of the AYES model in years 1-5 and launching new training products to meet market demand

These strategies will increase the value of AYES to the career, to all franchises and dealers, and increase the ROI for the stakeholders who share a commitment to putting more young men and women into this important career.

2005 was a solid year for AYES. Our stakeholders can look forward to continued growth and to the implementation of strategies which increase AYES' ability to make a difference for stakeholders, students, and dealers—wherever a student with a passion for cars resides, or a dealer who believes in the philosophy of "growing" his or her own technicians holds one of our OEM's franchises.

AYES Satisfaction

Service Managers: Is the AYES Program Effective in Developing a Future Productive and Skilled Employee?

