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No Additional Cost to ATRA Rebuilder Members and Technical Subscribers!

What could possibly be better than having access to ATRA's premier Internet-accessed treasure trove of information, ATRA Online? It was a steal at the previously available price of \$29 per month, but now the price is even better. ATRA Online is now available FREE, to all ATRA rebuilder members and technical subscribers.

You can use the system to troubleshoot a problem, obtain instant

update information, train new employees in a systematic, progressive format, or give your old hands a

Within the hour, one of ATRA's Help Line technicians will CALL YOU!

refresher course. Perhaps one of the most beneficial features is the ATRA Online e-mail system. If the user can't

find the information they are looking for, at the click of a button they can e-mail ATRA's Technical Help Line to request further assistance. Within the hour, one of ATRA's Help Line technicians will CALL YOU!

Just another reason why you can no longer afford to NOT be a member of the finest trade association of its kind, anywhere.



ATRA News Update on SEMINAR SERIES



ATRA's celebration of 50 years of service to the automatic transmission rebuilding industry continues to provide the finest in technical training during the 2004 seminar season. One of the cornerstones on which the association was founded, technical training, continues to address the needs of the industry in fine fashion.

One person who understood this as well as anyone, and worked hard at helping to train the industry, was the late Red Girdley. Accordingly, this year's seminar series has been dedicated to his memory.

We realize that, unfortunately, not everyone can attend the premier trade show and seminar series held at the annual ATRA Powertrain Expo. So ATRA has undertaken the task of bringing that same top-notch training to you – in regional seminar events in the U.S. and Canada, from coast to coast. By the time this appears in print, we will have held five such events to capacity crowds, with another 23 slated - not including the Expo!

We thought you might like to hear some of the comments offered by

just a few of the attendees at our most recent venue. Concerning this year's FULL COLOR seminar book, we heard "The book is great! The color is good, and the tear-out pages are very usable!" Also heard: "I'm an R&R tech now, but I'm starting to rebuild transmissions. I learned a lot, and picked-up a lot of information from your seminar today."

If you've ever wondered about the quality of these extensive presentations, consider this: "Everything was excellent, keep up what you are doing! Thank you, thank you, thank you!" And the timeliness of the information? Consider this: "I fixed two cars today from what I learned in the seminar. Much better than your competitor!"

Continuing technical education is not a luxury – it's the necessary edge you need ... not just to stay competitive, but to stay in business! With a host of topics that cover general diagnoses, specific updates on several common and frequently problematic transmissions, as well as other cutting-edge information, ATRA is your single-source for technical information.

For more information on the technical seminars coming to your area, call the IBO at 805.604.2000, visit the ATRA web site at www.atraonline.com/events, or refer to your current issue of *GEARS* Magazine.

Another Tribute to

E. C. "RED" Girdley

by Ray Gleason,
Gleason Automotive Inc.



If there were but one word to describe Red Girdley, it would be "Giant". Yes, he was a giant; his shadow of influence stretched over and changed the lives of many people. Red was the epitome of caring and sharing all that he had. He had a unique way of helping people and making them feel he was indebted to them for allowing him to help. In the twenty odd years I knew Red, I never knew him to complain about anything, he was too busy for such things. He was perhaps the most humble man I ever knew. Throughout his working career Red has been a leader, a teacher, a mentor, but most of all he was my friend.

There are many of us in the transmission industry who owe a debt to Red that we could never repay. I would like to think that carrying on in Red's tradition of freely helping others would somehow be the way he would choose to be repaid.

Red will live on in the hearts of all who were fortunate to know him. In closing I hold my glass high and purpose a toast; Hats off to you old boy, I'm a far better and richer man because I knew you.

REMINDER CARDS

One of the best ways to build good customer relations and keep your name foremost in their mind when it comes to your specialty, is through customer "reminder" cards. ATRA has available professionally-produced, four-color post cards that can be customized for your shop and your specific needs. These cards are just the ticket to remind your customers of a needed service, or a follow-up check. Available in print runs as low as 500, you can order these cards through the ATRA bookstore for as little as 37 cents per card.

Just another way ATRA is ready to help ... with the little things as well as the big.



ATRA 50th Anniversary: From the Archives; Quiz 1

From the Archives: 1970

By Julia Garcia, GEARS Magazine

Do you know much about ATRA's beginnings. I didn't until I had the opportunity to dig into the archives looking for material to use to celebrate ATRA's 50th Anniversary. I found boxes of old pictures, which we will share with you throughout the year, and a collection of the one publication ATRA used at that time to communicate with its members: The GOOD GUYS. Through the pages of the GOOD GUYS, I've learned that ATRA has evolved from the hearts of its founders, men and women who made it happen for the betterment of the Automatic Transmission repair industry.

The time is 1970 and the publication is the GOOD GUYS, Volume 1, OCTOBER 1970, number 4... this is a reprint of the Editorial Comments from the editor, Bob Brodsky....

ATRA is about to wind up the year 1970 with our annual convention. It has turned out to be a good year where at the beginning it was destined for the depths of despair. We made several errors in judgement in selecting an executive office. But the error was caught in time and the damage was nil. In fact we prospered by the experience

because it showed us there is only one right way to do things, and we found that way. Thanks to Craig Bauguess and his staff all the upside downs were turned around, and we are on a most even keel. Our accounts were just audited by Dan Harrison and needless to say, everything was absolutely perfect.

We are well into our Warranty Program and ATRA Service Bureau is like a small rock of Gibraltar. We have gained many new members from distant and new places. We started a whole new chapter in Las Vegas. This indicates that the need for a professional group, such as ours is being felt around the country. The officials and soul bearers of our great country have become aware of ATRA. Ralph Nader knows we are definitely the GOOD GUYS. Senator Hart knows that we are more than conscious of consumer protection and have not only built it into a product, but have delivered it with the best legitimate warranty known in our business. Police Departments, Better Business Bureaus and lawmakers have come to us to ask our assistance in formulating a program adaptable to the mechanical trades. The news medias, newspapers, radio and T.V. have found the time and space to occasionally mention our name and our causes.

Our utmost goals for 1971 are to

hang on to the head start we have. To continue to not only do good work but continue to promote the high ethics that are our code, to the rest of the industry.

We still want to increase our membership. But by the same token we are still choosy to the point of only wanting those who pass our qualifications.

The day is not so distant in our future, that membership will come in leaps and bounds, because our word is getting to be the accepted standard in the industry.

All of THE GOOD GUYS will prosper if they follow the formula that has been set.

QUIZ 1: CAN YOU IDENTIFY

Can you identify the following person? The time is July 1973....

The history of ATRA is well-rounded with his ideas, suggestions, thoughts and innovations. He was a shop owner in California. If handed a wrench or a screwdriver, he probably wouldn't know what to do with it. He was in the finance business, a naval officer, a legal investigator, a public accountant a new car dealer, a printer and a writer. He worked harder faster, accomplished more than most for ATRA and the transmission industry. He is responsible for the creation of the warranty system, our affiliation with

national law agencies, our acceptance by the Better Business Bureau. He has offered programming to the Federal trade Commission. He rewrote our constitution to better enable the smaller shops to enjoy benefits. He has run our executive office with the aid of his wife Margaret and no trade association can boast such successful management as ATRA .

Can you identify this man?



Who is this man?

Answer:

Craig Bauggess



**ATRA News Quote
April**

Education is the transmission
of civilization.

-Will Durant



Members Directory Updates

The following firms have been accepted into ATRA membership. Please add their names to your directory.
If you know of any valid reason these firms should not be members of ATRA,
please contact ATRA Member Services at 805-604-2000.

TMI Services
Franco Morrone / Gabriele Morrone
PO Box 54849
Phoenix, AZ 85078
(602) 788-9900

Desert Master Transmissions
Rigo Perez
281 E. Patagonia Hwy.
Nogales, AZ 85621
(520) 397-9181

Precision Transmissions
Patrick See / Pedro Ponce
10012-A Casa De Oro Blvd.
Spring Valley, CA 91977
(619) 660-1610

Peninsula Transmission
Rene Panameno / Francisco Rico
200 El Camino Real
San Bruno, CA 94066-4945
(650) 589-8737

AAA-Sandoval Transmissions
Jose Sandoval
375 N. 10th Ave.
Hanford, CA 93230
(559) 587-2525

Speed Services
Mike Arabia
5552 W. Manchester Ave.
Los Angeles, CA 90045
(310) 216-0090

Bill's Transmission & Gears
Bill Brannon
8810 Phillips Hwy.
Jacksonville, FL 32257
(904) 739-9027

M & D Transmissions Inc
Arthur Post
1391 Eastern Ave.
St. Cloud, FL 34769
(407) 891-1798

Skip's Transmission Service
Anthony Head
4870 Bryant Rd.
Buford, GA 30518
(770) 365-2169

Transmission City
Garrie Gibson
169B Warren Ave.
Pocatello, ID 83201
(208) 233-3541

TransTech Automotive
Richard & Janet Leach, Jr.
1410 N. Rand Rd.
Palatine, IL 60074
(847) 241-5100

All Trans
Less Cohran
501 N. Bierdeman Rd.
Pearl, MS 39208
(601) 936-2070

Helena Transmission Center LLC
Bryan Balcerzak / Jim Wetherelt
822 Chestnut St.
Helena, MT 59601
(406) 449-6002

KDA 4 Wheel Drive
David & Karen Almond
144 Gibson Dr.
Mount Gilead, NC 27306
(910) 572-1490

Griffin's Transmission Service Inc.
Don W. Griffin
1031 Corporation Pkwy.
Raleigh, NC 27610
(919) 250-1994

Jade Transmissions
James Matson
3090 W. 2nd St.
Grand Island, NE 68803
(308) 382-6252

Sam's Transmissions LLC
Jerald & Theresa Pietzold
590 High St. NE
Salem, OR 97301
(503) 585-2149

New River Transm & Auto Care Ctr LLC
John Murphy
160 Mead Rd.
Hardeeville, SC 29927
(843) 208-2886

Best Rate Transmission
Jason Banks
335 W. Olmos #144
San Antonio, TX 78212
(210) 744-5261

Tonny's Transmissions
Marco Antonio Moreno
9905 Aldine Westfield
Houston, TX 77093
(713) 697-6419