

Publisher's Perspective

Make Mine Certified, Please...

...ASE certified, to be exact. I recently attended the annual ASE recognition dinner that was held in Frida this year. Technicians and counterparts from all around the nation were honored for having the top test scores. *BodyShop Business* sponsors a winner every year in the collision category, and this year's winner was Darin Morrison from Ankeny, Iowa.

Morrison has been in the auto body business since he was 18. He started in the trade at a new vehicle dealer body shop and then migrated to an independent. It was then that he decided to buy his own shop, Fischer Auto Body. He still works in the shop occasionally and has three technicians, and he's an avid car guy and always has a project going of his own.

His score on four different components ranked him the highest in the nation this year. It's an outstanding achievement – and one that's only given out by us once a year. It takes lots of experience and

studying to achieve certification at this level.

We're fortunate in this industry to have training opportunities from I-CAR, SCRS, ACA, AASA and ASA. These organizations provide a wide variety of training possibilities and keep the industry up on all the latest trends and technologies.

ASE is there to certify everyone on a fair and unbiased playing field. It's a huge undertaking and requires much thought and commitment to quality.

Whenever I travel, I'm reminded of the hectic pace of our industry. Nothing remains the same. It's good to know that there are technicians and owners out there who are committed to staying up on it and keeping our repairs safe. Thanks, Darin!



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