





# **Bobby Likis**

## **AUTOMOTIVE INDUSTRY SPOKESMAN**

### **A Brief Biographical Sketch**



It's hard to believe that a successful businessman's first intelligible phrase was "Hot car, Momma," but it gets easier when you know the man in question is Bobby Likis. Born in Birmingham, Alabama, in 1942, a two year old Bobby uttered these words after due deliberation from the backseat of his daddy's 1940 Ford Coupe during a July hot spell, and his first clear phrase seemed to prophesy his direction in life.

Bobby moved to Pensacola, Florida in 1960, and his formative years come straight from American Graffiti and were spent ignoring his studies and working on cars and girls, not necessarily in that order. Though intrigued greatly by the fairer sex, tinkering with automobiles became Bobby's obsession, and the hot rod, drag racing atmosphere of the early '60s became Bobby's real school. In the deep South, cheeseburgers, hangin' out, and chopped and channel flat-head ruled the day during that very brief, unique, and vaguely innocent post-war/pre-war era, and Bobby was right smack in the middle of it all.

Bobby built and rebuilt racecar engines with a knack and assiduous care that bordered on vengeance. He loved cars, and it showed in every automobile he took apart, put together, renovated, or simply admired. Before Bobby left his teens, he wasn't considered just a mechanically inclined young man who fooled around with junkers and jalopies. He was roundly acknowledged as an automotive expert by anyone who really knew cars.



# Robert A. "Bobby" Likis

## PERSONAL

An Alabama native, Bobby has lived in Pensacola, Florida since 1960. Here, he enjoys the company of many friends, his two daughters, his twin grandchildren & his sweetheart Diane. Bobby is very involved with the community and, in addition to his passion for cars, he enjoys working out, public speaking, fund raising, and the theatre.

## PROFESSIONAL

Bobby knows and loves the nuts and bolts on cars from a 1956 Thunderbird to a 1990 Crown Victoria to a 2001 Cadillac DTS! He has been in the automotive industry for 40 years and has worn every hat -- as a technician, a race car driver and pit crew, an automotive service center owner, and a radio & television talk-show host!

He is currently President and CEO of Car Clinic, which has two subsidiaries: Car Clinic Service and Car Clinic Productions. Car Clinic Service, celebrating its 40th anniversary, specializes in one-stop, full-service automotive maintenance, repair, inspection and information. Bobby likes to say that he "preaches what he practices": he talks with his listeners for two hours on Saturday -- and soon 6 days a week -- what he does in his service center for 50 hours Monday through Friday!

Under Car Clinic Productions, Bobby produces Car Clinic's nationally syndicated programming, *Bobby Likis Car Clinic* and *Car Clinic Minute* (see "Car Clinic Network").

## COMMUNITY INVOLVEMENT / AFFILIATIONS

Bobby is extremely active in the community. Serving on the Board of Directors for United Cerebral Palsy, WSRE Public Television & the Manna Food Bank, he raises funds for these organizations via the UCP Telethon in January, bi-annual televised WSRE drives, and many Manna charity events. In addition, he is a member of the Pensacola Junior College Automotive Service Management Technology Advisory Committee, the Automotive Service Association (ASA), the Hockey League Advisory Board, the Pensacola Opera and the National Association of Radio Talk Show Hosts. Bobby is a Florida Certified Arbitrator for the Ford Motor Company and serves as technical advisor for a regional law firm.

## AWARDS

Bobby was honored with the American Marketers' Association "Marketer of the Year." He also won a Silver Addy for *Bobby Likis Car Clinic* television program, which also captured the highest ratings in its time slot.



# Car Clinic Network & Programming Overview

## Where we've been...Where we're going

The original *Bobby Likis Car Clinic* was first televised in November 1986 on a local cable network. On this live, call-in program, Bobby answered viewers' questions & provided cures to what ailed their cars. The program increased in popularity, and by 1991, audience response was so tremendous that Bobby moved *Car Clinic* to the Gulf Coast ABC affiliate. Here, too, the program was an outstanding success! 1991 also marked the birth of *Car Clinic* on the radio, originally broadcast on 4 stations in 2 states.

So much for the history books...the new millennium is in full swing! The *Car Clinic* programming suite has grown in breadth and depth: from one program in 2 states ... to a rich programming suite with worldwide coverage!

### ***Bobby Likis Car Clinic -- Broadcast Nationwide***

Two-hour, Interactive, "Most Trusted Car-Talk Program on Commercial Radio." Automotive Guru & Host Bobby Likis informs & entertains as he & his callers talk cars -- while his listening audience of self-qualified automotive consumers "eavesdrops!" *Car Clinic*, a proven & compelling marketing vehicle for sponsors, is now aired live every Saturday, 10a-12n ET (available in a 3-hour or 4-hour broadcast upon request) in over 125 markets nationwide. Syndicated by 21st Century Broadcasting.

### ***Bobby Likis Car Clinic -- Internet Simulcast Worldwide***

*Bobby Likis Car Clinic* is videocast on the world wide web at [www.carclinicradio.com](http://www.carclinicradio.com). This is a first - and as far as we know, only - for car-talk programming! Not only does the *Car Clinic* videocast provide sponsors a previously unpenetrated national market, but also worldwide exposure. The videocast is a collaboration of Car Clinic Productions, Microsoft and The Auto Channel.

### ***Bobby Likis Car Clinic -- 6 Days a Week on Speedvision Satellite Radio***

*Bobby Likis Car Clinic* has been so successful in its Saturday broadcast that a letter of intent has been signed for a Historical First! Beginning in early 2001, *Bobby Likis Car Clinic* will be the only LIVE car-talk program heard 6 days a week from sea to shining sea ... on Speedvision Satellite Radio! This "Next Wave" in reaching the automotive-consumer marketplace is brought to you by Car Clinic, Speedvision, and Sirius Satellite Radio.

### ***Car Clinic Minute***

Attention-Grabbing, Daily :60 Radio Feature that captures its audience with new technology, historical facts & valuable information about the listening consumers' 2nd largest investment: Their Cars! These colorful & often humorous vignettes can be heard primetime Monday - Friday on 215+ affiliates coast-to-coast between 6a-7p ET -- & by 1,000,000 soldiers, sailors & their families in all 24 world time zones between 9a-8p ET on the Armed Forces Radio Network. Syndicated by 21st Century Broadcasting.

*Bobby Likis Car Clinic* & *Car Clinic Minute* originate from Bobby's state-of-the-art, all-digital "Acoustic Systems" studio ... located right inside his 15,000 square foot automotive repair, maintenance & service center. Bobby's radio voice is that of Experience!

If it's **Cars** ... If it's **Information** ... If it's **Entertainment** ... If it's **Worldwide** ... It's

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FOR IMMEDIATE RELEASE

## **Bobby Likis, Motor Age Sign Agreement to Produce Radio Features on Nationally Syndicated Talk Show**

Pensacola, FL- Bobby Likis Car Clinic, the leading nationally syndicated automotive call-in radio show, and *Motor Age* Magazine, the leading trade publication for the automotive service industry have partnered to produce "Inside The Motor Age," a 60-second radio feature.

"Inside The Motor Age" will give listeners historical trivia, technical tips and technology updates in a 60-second format. Bobby Likis, America's most trusted automotive talk show host, will air the feature each hour during his live, national broadcast of Bobby Likis Car Clinic radio program on Saturdays from 10 a.m. to 12 p.m. ET, nationally syndicated by 21st Century Broadcasting.

"The *Motor Age* staff is proud to be associated with Bobby Likis and his entire production team," says Bill Cannon, Editor-in-Chief of the monthly trade publication. "Bobby gives his listeners correct, timely information on car repair and prepares them to talk to a professional service provider in a productive way. We are preparing our first radio spots enthusiastically, and the whole *Motor Age* team is looking forward to sharing the inside information we have on the industry with Bobby's listeners."

"This is a great partnership for Car Clinic, *Motor Age* and the American consumer!" said Bobby. "What a terrific opportunity to entertain, educate, inform, and share the inside story of our industry with people from all walks of life."

"Inside The Motor Age" was developed in a format similar to the popular "Car Clinic Minute" features, which give vehicle repair and maintenance advice to consumers in a simple, easy-to-remember format. "Car Clinic Minute" is broadcast on hundreds of radio stations around the country from 6 a.m. to 7 p.m. as well as on the Armed Forces Radio Network Worldwide.

Roy Dunn, Director of Sales and Marketing for the Car Clinic Radio Network, identifies the synergy between *Motor Age* and Car Clinic. "This is an exciting time for the automotive aftermarket," says Roy. "I'm proud to be part of bringing two industry leaders together to bridge the gap between the industry and consumers."

"This is a wonderful partnership," says Bob Dunn, President of 21st Century Broadcasting. "Bringing the 'Inside The Motor Age' feature to the fast growing network of Bobby Likis Car Clinic is like getting 50 miles per gallon in the car of your dreams."

The *Motor Age* features are scheduled to begin airing in the first quarter of 2001.

### **About Bobby Likis Car Clinic**

Bobby Likis Car Clinic is part of the programming suite offered on the Car Clinic Network, which includes traditional radio broadcast, the Armed Forces Radio Network, the i.e. america network, and internet videocast at [www.carclinicradio.com](http://www.carclinicradio.com). Beginning 2001, Bobby Likis Car Clinic will also be heard six days a week on Speedvision Satellite Radio.

**About *Motor Age***

*Motor Age* is the most widely read and respected monthly technical journal available to import and domestic automotive service dealers and technicians in the United States and Canada. More than 100 years old, *Motor Age's* mission has remained consistent throughout the years: To be the installer aftermarket's primary source of news, products and technical information.

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# Well, Naturally!

*Inside his 15,000 square-foot repair shop, Bobby Likis is overhauling the industry image by way of his state-of-the-art broadcast studio (that would make CBS blush).*

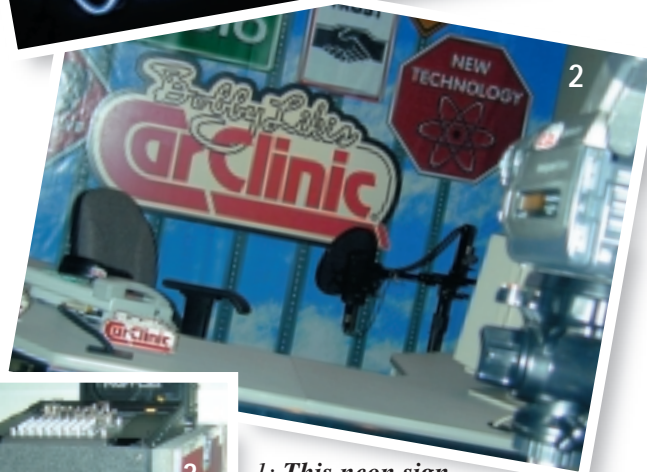
By Bridget Ryan Snell, Senior Associate Editor

**F**ather, grandfather, technician (not an installer thank you very much), entrepreneur...(deep breath)... Business owner, skydiver, race fan, race car driver, pit crew mechanic ... (breathe)...TV personality, radio personality, webcast personality, community leader, fund raiser, paramedic...

Bobby Likis finds that moderation is for the birds.

Since childhood, Bobby has known how to repair or rebuild any car he had a mind to and that doesn't surprise anyone who knows him. So, naturally, he built Bobby Likis Car Clinic Service in 1971, a one-stop full-service repair and inspection shop. It didn't take long before the original 5,000-square-foot shop became a 15,000-square-foot shop — and more.

With the help of Miss Diane Somer — the Southern-style 'Emily Post' of the repair industry — and Roy Dunn — a man of all mediums — Bobby took his lifetime of automotive knowledge and his knack for analogies to a higher level. For example, to explain how fuel makes a car run, Bobby asks customers to picture iced tea spilling on a grooved tray. That's one reason why motorists from all around the country ask Bobby's advice. In the mid-'80s, he created a 30-minute Blab-TV call-in television show. Today, he's a man of all mediums. He produces two national radio programs, a one-hour local radio show and a call-in show with the Car Clinic Minute 60-second feature. His web site, hosted by The Auto Channel, broadcasts his show as well. So what would be the next natural step? To build a studio, of course. And not just any studio: Bobby built a radio/TV/webcast studio packed with technology advanced enough to get ABC's attention. Turning 15 years old this year,

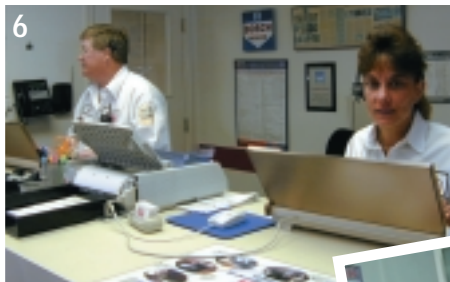


*1: This neon sign is the original set of Bobby Likis Car Clinic show.  
2: A camera captures everything that happens on the radio show for the web.  
3: This high-tech, advanced-tech, portable-tech remote goes wherever the network goes.*





**4: Here, a computer workstation for his techs' troubleshooting. Across the shop an identical computer workstation is available for his customers to do some troubleshooting of their own.**



**5: Say hi to Mickey, the acting parts manager and 6: Bonnie the service manager who is with Baker in customer service.**



**7: Here's the man to see at the network, Mr. Roy Dunn, former fashion model, sitting in the control room surrounded by technology that is second to none.**

the network has given the Car Doctor and his Car Clinic the opportunity to tell motorists from over 250 stations across the country how to keep their cars running.

Roy Dunn, the man to see at the network (and expectant father of twins!), came to the network five years ago. Then, Bobby had one show on 40 stations. Today, with Dunn's marketing know-how, the network has multiplied in programs, affiliates, as well as an Internet presence.

"I said, 'Bobby, you can do this bigger. And, if you're going to rent a studio, why not just build one to fit you?'" says Dunn. "Today, over 245 stations around the country are playing his show."

Partners of the Car Clinic network include ABC Satellite Services, Microsoft and 21<sup>st</sup> Century Broadcasting Inc., among others. The list of sponsors is long — from Alldata to *Wingspanbank.com*.

Bobby gets his friends and industry peers to come on the show and talk shop. Friends like Richard Wagner, CEO of General Motors; John Cafaro, chief designer of the Corvette; Doug Gafka of Concept Thunderbird at Ford; and Don Johnson (no not that one), vice president of Pennzoil.

Bobby will tell you that the people he absolutely loves to hang out with are the friends he makes at United Cerebral Palsy (UCP). In the early '90s, Bobby began hosting the local four-county affiliate of UCP's annual telethon.

Before Bobby hosted, the telethon averaged \$30,000 per event. Last year, they raised \$125,000 in funds for children and adults with Cerebral Palsy (CP).

Sherrie White, director of the local, four-county UCP affiliate says the successes of the panhandle's UCP foundation can be attributed to Bobby. For example, she tells us, "Once we had a gentleman with CP who was considered to be mentally retarded.

Bobby raised enough money to get him a device that helps the handicapped communicate. He was tested after that with above-average intelligence, and we never would have known how smart this man is without Bobby's help." What's more, says White, is that every year he remembers every child's name and what their interests are.

With Bobby and his network's help, the National Organization has recognized White's chapter — one of the foundation's smaller affiliates — as the techno-savvy trailblazers of the UCP foundation.

While listening to one of his Thursday morning local broadcasts, listeners noticed that Bobby was ... *sending customers to another repair shop*? Huh? Down the road from the Car Clinic another repair shop suffered total loss from a fire. "Folks, as soon as he opens back up again we have to flood him with business," he says to his loyal following on the radio.

Bobby's friends don't go without.

### No sibling rivalry here

Having two businesses in one place could create a little competition for his attention, but his team of technicians on one side of the building, and his crew of studio producers on the other never thought of it that way. Service shop meetings include the studio and vice versa. "If we're going to produce a show about the car care business, then it's important to learn everything you can about it," says the network crew. "It's amazing to see what they're doing over there," says the service team.

Talk about opposite ends of the spectrum — how exactly does a repair shop owner run another business so completely different than fixing cars?

He doesn't. The businesses work by creating a team that has confidence in their jobs and by letting things happen, explains Bobby. Bonnie, the service manager at the shop, is a natural, he says. "I can say, 'take care of it' and it's done."

"If I need something from Bobby that will make the shop run smoother, I just ask," responds Bonnie. It's a matter of trusting each other's judgement, she adds.

Some high technology helps as well. Bobby created a computer workstation for his technicians to refer to when a 'problem child' is on a lift. Not stopping there, he also created a computer workstation for his customers, who want to better understand what's being done to their vehicles.

"One of our best investments was the hands-free telephones that we use," says Bobby. "It saved the life of one of our parts manager. He collapsed with a heart attack here and Bonnie was able to come over with her headset

## making money

and tell 911 exactly what was happening.”

What Bobby didn't tell is that he was actually giving CPR to the parts manager while Bonnie and 911 talked him through it.

Miss Diane, Bobby's sweetheart and cohort in business, could be described as the foundation of this instinctive team attitude. An avid seeker of customer service, she put together an 'English 101 for the Auto Repair Shop' course. Here, she helped the team learn how to talk 'laymen's speak' to the customer who wants to know exactly what is happening to his or her car. While not everyone can envision the spin cycle on the washing machine and understand how the carburetor works, there are some secrets to making a potentially maddening car repair visit more enjoyable. Each of the employees looks presentable at all times and the shop is always clean (“I like my shop like I like my hospital,” says Bobby). At the same time, Miss Diane spent six months with her 'temp-turned-permanent' account manager switching the paper files over to computer. Currently, there are more than twelve computers in the facility.

While some shops may struggle with high turnover in




their bays and service positions, Bobby is finding jobs for people wanting to work for him. While visiting, we saw a letter from a young man who will be moving to the Pensacola area, wanting to know if

Bobby had any open positions at the shop. It's obvious the affection Bobby has for his shop team as well as how the team feels about him.

On average, the shop team has a 10-plus-year tenure at the Car Clinic — and the newer hires say they have no intention of looking elsewhere. “I'd work for Bobby for free,” said one.

So what does the future hold for the Bobby Likis Car Clinic and the Car Clinic Network? Rumor has it that he's still not done, and that we can expect new programs, new talent, new industry content ... Bobby isn't telling and Roy won't confirm this rumor for us. We did hear that the Armed Forces Network is broadcasting the Car Clinic Minute five days a week in 24 — count 'em 24 — time zones! It's obvious that Bobby has a plan.

“One of the frustrations I have with this industry,” says Bobby, “is that it lacks any clear leadership.”

Naturally, Bobby, we disagree. 



## AUTOMOTIVE SERVICE ASSOCIATION®

*The Automotive Service Association advances the professionalism and excellence in the automotive industry through education, representation and member services.*

# **AUTOINC. MAGAZINE**

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**AutoInc. Magazine, published monthly, is the informational authority for ASA members and the automotive industry nationwide. Its purpose is to enhance the professionalism of these members through management, technical and legislative articles, researched and written with the highest regard for accuracy, quality and integrity.**

**Bobby & Car Clinic are highlighted in several issues that follow. Enjoy!**



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# Guest Editorial

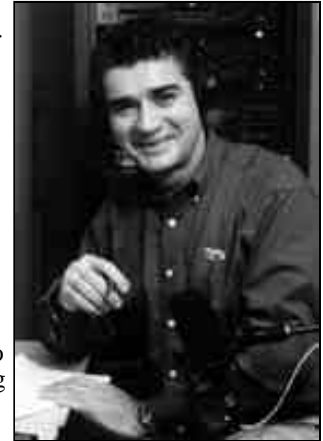
## W-I-I-F-M?

(a.k.a. What's in it for me?)

by Bobby Likis

Please don't jump to any conclusions about the title. I'm not suggesting that you forget your customers, without whom there would be no business. But it's time we all took a long, hard look at the future of our automotive service profession and how we can protect and grow our businesses. If you aren't open to change, stop reading now. If you have three or four bays with two or three employees and you and your wife (or significant other) are working side by side (with no compensation to her), you're in for a rude awakening should something happen to her ... or you for that matter. The question we all face is: what to do about it and where to start. If you believe we can stand our ground, continue to serve our customers in the same manner as we have in the past ... think again! We must find new ways to grow. We must create new marketing strategies and plans. We must implement these plans and be willing to change direction quickly.

I wish I had a magic wand. Unfortunately, Merlin took the last one with him! However, I do have some suggestions that can help you be a leading service center in your community. If you're satisfied with your business and you can truthfully say (be honest) that you'll retire with enough financial resources to be comfortable in your golden years, congratulations, you are in the minority. But if you feel the shifting sands, here are five strategies that have worked for Car Clinic Service.



### 1. Clean up! Throw away!

Ride by your shop. Does it look organized? Clean? Are there old cars lurking? Then take a look inside. Recently, we cleaned out Car Clinic Service's compressor room. It's where we house all our noisy compressors (and everything else saved from the Old Days). I made it a point to stay away from this event because I was the person responsible for saving most of this valuable junk (now that's a true oxymoron!). I did sneak a few good-byes as each load was hauled away. Be sure to include cleaning out from under technicians' benches too! Customers love cleanliness. You can't get a shop clean enough!

### 2. Codify your operation

In simple terms, this means writing down how you run your business. Everything from what happens when the phone rings to how repairs flow through your shop. Pretend you are a customer who has never been to your facility. Successful people want to deal with successful businesses. First impressions and perceptions are realities. Have friends call your shop to judge how their questions are answered and the manner in which your employees come across. Continue by asking a friend to bring in a vehicle and outline the whole repair process from start to finish. Sure, you know what the procedure is, but do your employees? When you establish rules, procedures and processes, you will see the beginning of a well-run operation that allows you some well-deserved time-off. What's in it for me ... remember?

### 3. Computerize your operation

This will bring you and your employees to your knees - temporarily! It will create fear, which in the final analysis, is the only thing to fear. With the coming of the new millennium, I made the commitment to completely computerize Car Clinic Service. Our solution includes the following combination: a shop management system, a leading provider of technical repair information on DVDs, and an online parts ordering source. We built eight workstations and began training Sunday, Feb. 13, 2000. The good news is we're learning new and easier methods of doing business every day. And our staff (including an 18-year Car Clinic veteran who couldn't even write a legible RO, but has great people skills) has risen to the challenge. The project has rallied the troops! Chrysler VIPs Bob Eaton and Robert Lutz put Chrysler on the map with the Viper, Prowler, Minivan and the soon-to-be-released PT Cruiser. They gave every employee at corporate (even those who weren't directly involved with the Viper creation) his or her very own photo of the Viper. In hallways, meeting rooms and employee offices the new vision was Viper - Viper - Viper. Considering these replaced pictures of K Cars, I'd say it was a great move. It brought employee enthusiasm and morale to an all-time high. And that's what computerizing will do for your operation! Another "what's in it for you." If you want to stay in business, you must computerize!

### 4. Communicate

I host a local car-talk program that provides me with the opportunity to help my listeners better understand the vehicles they drive, which elevates their positions when communicating with their service shops. This establishes my business, my technicians and me as "professionals with answers to car questions." I don't try to fix cars on air and I don't tell every other caller to bring his or her car to my shop. But I do use particular callers' questions to create messages that I want all other listeners to hear. It's called bridging. You can do this. Here's an example. A caller recently bought a used car, which developed an automatic transmission problem. I advised him to change its fluid and filter, making sure to seek an ASA member-shop that specializes in transmission repair (not mine - I'm the third-party pro, remember?). Then I bridged (changed) the question by creating the following scenario. I advised those listening to make sure that before they buy a used car, they must have a prepurchase inspection performed. How many listeners do you think were interested in transmissions vs. safely buying used cars?

### 5. Get involved in your community

The first step is joining your local Chamber of Commerce. And think about serving on some area boards, too. I serve on several boards including United Cerebral Palsy and Public Television. This is easier than you think. The best part about this exposure is that it's twofold. First, as a "mechanic," you aren't "supposed" to be there! Usually board members are from local banks, real estate companies, beverage distributors, fast food restaurants, industrial plants, power companies and the list goes on. When a service shop owner shows up, he or she can be assured of attention. So go... sit in and listen to other members at first.

Then when the opportunity presents itself, give your own idea or opinion of the project. Don't worry, you'll soon learn that "they" (whoever they are) really don't know a lot more about solutions than you. And perhaps, because you've dealt with similar challenges in

your business, your suggestions will make better sense. You've "been there and done that" with your own business. Second, stick around after the meeting and ask questions. What happens will surprise you for sure. Other members will ask you about - you guessed it - automobiles. Their automobiles. These are professional people with everything but ... time! They have children and spouses and some will have fleets of work vehicles. Some of which you soon will see in your shop. Carl Sewell, president and CEO of Sewell Cadillac, America's largest Cadillac dealer, wrote that one new customer (including his or her family) was worth more than \$300,000 in future sales and service. And you may have picked up several because you were willing to give your time to a community organization!

#### **6. There is no No. 6 because my time's up!**

However, I do have one last message for you. I call it the "fine line." There's a fine line between success in life in the service business, and success in life from the service business. What's in it for you? I urge you to make your move, check out your options, step back and take a look at where you are and where you would like to be. Then step up and make the commitment. Thomas Jefferson said, "Nothing can stop the man with the right mental attitude from achieving his goal; nothing on Earth can help the man with the wrong mental attitude."

For AutoInc. and you (I hope) ... I'm Bobby Likis, "Like us? You'll love us!"

Bobby Likis has been in the automotive industry for 39 years and has worn many hats including technician, race car driver and pit crew, shop owner and talk-show host. He is currently president and CEO of Car Clinic and its subsidiaries, which consists of an automotive maintenance and repair business, and nationally syndicated television and radio programming, including Bobby Likis Car Clinic.

**Editor's Note:** Bobby Likis will broadcast his radio show from ASA's Annual Convention in Point Clear, Ala., on April 15 from 10 a.m. to noon (Eastern time).

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- [Stat Corner](#) - Holidays Mean More Travel, More Business. - Denise Capsersen
- [Chairman's Message](#) - ASA Begins Ad Campaign to Promote Your Business - John Mock, AAM

AutoInc. magazine, published monthly, is the informational authority for ASA members and the automotive industry nationwide. Its purpose is to enhance the professionalism of these members through management, technical and legislative articles, researched and written with the highest regard for accuracy, quality and integrity.



## Chairman's Message

### ASA Begins Ad Campaign to Promote Your Business

*by John Mock, AAM*



Last year, we read what seems like a thousand predictions on what the year 2000 would bring, anything from massive computer shutdowns to fears that the world was certainly coming to an end. I'm very happy that we're still here and that you're reading AutoInc. magazine or AutoInc. online.

Since the world didn't come to an end, I guess we better continue the business of running our shops. One of the responsibilities an association has to its members is to promote the industry and to promote the identity of the association. When ASA promotes itself, it is actually promoting every single member business.

During my tenure on the board of directors, I have been approached many times about ASA undertaking a national television advertising campaign. I take member requests seriously and I have looked into this matter. Quite honestly, what I found scared me a little.

One of the things I discovered is that it costs about \$20,000 to produce a quality 30-second television commercial. Then, you can spend \$30,000 (or more) every time you air that commercial on a popular prime-time cable television show. It gets more expensive to air a commercial during prime time on the major broadcast networks: ABC, NBC, CBS and FOX.

As you can see, the \$150 annual dues each of us pays would quickly evaporate if we pursued a national television advertising campaign.

Our challenge and responsibility, as your board of directors, was to find a means to advertise the association nationally and reach interested motorists (potential customers) without breaking the bank. I am very happy with the opportunity we found when searching for solutions to this challenge.

Starting this month, ASA will begin a nationwide advertising campaign on the Bobby Likis Car Clinic radio program. Bobby Likis, who happens to be an ASA member, hosts a popular two-hour listener participation question-and-answer program. Car Clinic airs Saturday mornings and is syndicated to 100 stations across the nation. It enjoys a large and loyal audience.

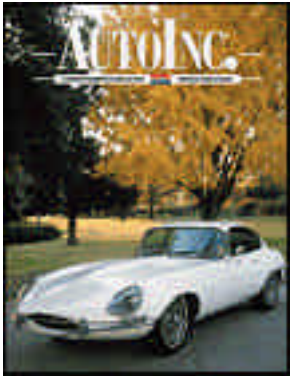
Every week for six months ASA will run a 30-second commercial. We have three basic goals for this campaign: create consumer recognition of the ASA name; educate consumers that ASA shops deliver quality automotive service in a professional and courteous environment; and increase traffic (customers) to ASA member shops.

I believe this advertising campaign will achieve its goals. I also believe that we're being very good stewards of your dues dollars. The total cost for the entire six-month campaign will equal \$1.60 per member.

The commercials tell motorists to look for the red, white and blue ASA sign. You can do your part to make this national advertising campaign completely successful by prominently displaying your ASA sign. If you need a new sign, call the Membership Department at (800) 272-7467, ext. 240.

The Car Clinic advertising campaign is just the first step. The board is looking for additional national programs that will increase consumer awareness of ASA and your ASA shop. Through this column, I will keep you informed of any action the board takes in moving forward with this objective.

In closing, I would like to wish you and your family a very happy New Year. May you be richly blessed in 2000 and beyond.



- [Implementing the new clean air regulations](#)
- [NACE Coverage](#)
- [A look back at CARS '97](#)
- [Understanding exhaust gas recirculation systems](#)
- [Is the chemistry right for sectioning repairs](#)
- [How to work with the media](#)
- [Show owners critical to success of training programs](#)
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- [Shop Profile](#)
- [Net Worth](#)
- [Chairman's Message](#)

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**Excerpt from AutoInc.,  
November, 1997.....**

**How to get the media's attention attention  
Media representatives offer advice on what works for them  
... and what doesn't**

*By Monica Buchholz*

Bobby Likis, Bobby Likis Car Clinic, Pensacola, Fla., was at the right place at the right time back in 1986. A local television station was looking for someone to answer consumers' questions about their vehicles, and Likis offered them his knowledge and service. In 1991, he went on the air with a similar program, this one part of an ABC affiliate. Today, he has a one-hour radio show that airs locally on Thursday mornings, and a two-hour Saturday morning national program called "Bobby Likis Car Clinic" that airs in 50 markets in 24 states. He also has an in-house studio for his live broadcasts and a director of operations, Roy E. Dunn, who produces the shows. He says he has answered approximately 26,000 automotive-related questions from consumers since 1986.



"Get involved in the community, and you'll be surprised at the opportunities that come up," said Likis. He admits that it's a subtle, slow, long-term process to build up the strong reputation that he has achieved. He follows the philosophy that "you have to give to the customer and community before you can take." He has proof that his good will, and his on-the-air role as liaison between the consumer and shop have paid off and elevated his business. "Put your ego off to the side and be a service," said Likis.

*A Time To Remember*

**ASA ANNUAL CONVENTION  
APRIL 12 - 15, 2000  
MARRIOTT'S GRAND HOTEL  
POINT CLEAR, ALABAMA**



Excerpt from ASA website  
(asashop.org) ...



*A Time to Remember...*  
**2000 Annual Convention Highlights**

## ASA announces new board of directors

### Lewis will chair board in 2000-2001

Howard Lewis, AAM, owner of L & B Auto Repair in Snohomish, Wash., was named chairman of ASA's board of directors for 2000-01. Lewis assumed the chairman's post at the conclusion of the convention.

"I would not be in business today if it were not for ASA," Lewis told convention attendees. "I started my own business thinking I knew everything there was to know. What I discovered was that I was a pretty fair technician, but a poor businessman."

It was ASA activities and Automotive Management Institute seminars, Lewis said, that taught him how to successfully manage his business. "ASA made my dream of owning my own shop a reality," he said.

"I enter this year as chairman with a commitment to serve our industry, fellow ASA members and this association to the absolute best of my ability," Lewis said. "I owe ASA so much and I want to repay a portion of that debt. There's no way I'll ever fully repay what I owe, but I want to give back what I can."

Lewis has been an ASA member since 1990. He has served on the board of directors since 1996. He succeeds Johnny Mock, AAM, owner of Johnny Mock's Auto Body Shop, Inc., in Turtle Creek, Pa. Mock moves to the past chairman's seat on the board of directors for one year.



Carol Mock, left, pins the past-chairman pin on her husband, John Mock. Looking on is ASA's new chairman, Howard Lewis.



Bobby Likis, right, an ASAMember from Pensacola, Fla., and host of the nationally syndicated radio program, Bobby Likis Car Clinic, interviews Howard Lewis, incoming ASACHAIRMAN.

In addition to Lewis and Mock, other members of the 2000-01 ASA board are chairman-elect, Jim Keller, AAM, CARA Collision & Glass, Milwaukee, Wis.; and secretary/treasurer, Dan Frohlich, AAM, A.R.S. Automotive, Pittsburgh, Pa. Serving as general directors are: Danny Meyer, AAM, Kay Parks/Dan Meyer Auto Rebuild, Inc., Tacoma, Wash.; Chris Dameron, AAM, True2Form Collision Repair Centers, Raleigh, N.C.; and GERALYNN KOTTSCHADE, AAM, Jerry's Body Shop, Inc., Mankato, Minn.

Serving as affiliate directors are: Reggie Denney, AAM, Reggie Denney Auto Repair, Eden, N.C.; Dale Bright, AAM, Dale Bright's Auto Service, Chino, Calif.; and Aaron Clements, C&C Automotive, Augusta, Ga.

The final two seats are held by the collision and mechanical division directors, Kevin Caldwell, AAM, Autobody by Caldwell, Inc., Laguna Hills, Calif.; and William (Bill) Filley, AAM, B & G Automotive & Electric, Inc., Eugene, Ore.



## 'Hot Car, Momma'

Bobby Likis "Car Clinic" joins UBN Radio Network.



# 'Hot Car, Momma'

## Bobby Likis 'Car Clinic' Joins UBN Radio Network



Got car problems? Bobby Likis, a nationally-known auto expert who's first spoken phrase was "Hot car, Momma," answers your car questions every Saturday morning from 10 a.m. to noon (ET) on 50 radio stations affiliated with the United Broadcasting Network (UBN).


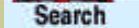
Likis, who's been answering automotive repair and maintenance questions for over 17 years, recently joined political analyst Jim Hightower, collectibles expert Dr. Tony Hyman, and the rest of the radio commentators who make the UAW-owned UBN the most consumer-friendly radio network around.

In addition to automotive trouble-shooting, Likis interviews auto industry leaders to give listeners an inside look at what's happening in the world of cars. "Car Clinic" also offers Preston Root's Lap Time, a fast-paced look into auto racing, and Lifestyle Tips for Women from Lifetime, the television network for women. "Car Clinic Minute," a 60-second feature packed with valuable information every car owner should know, also airs on UBN stations at various times on weekdays.

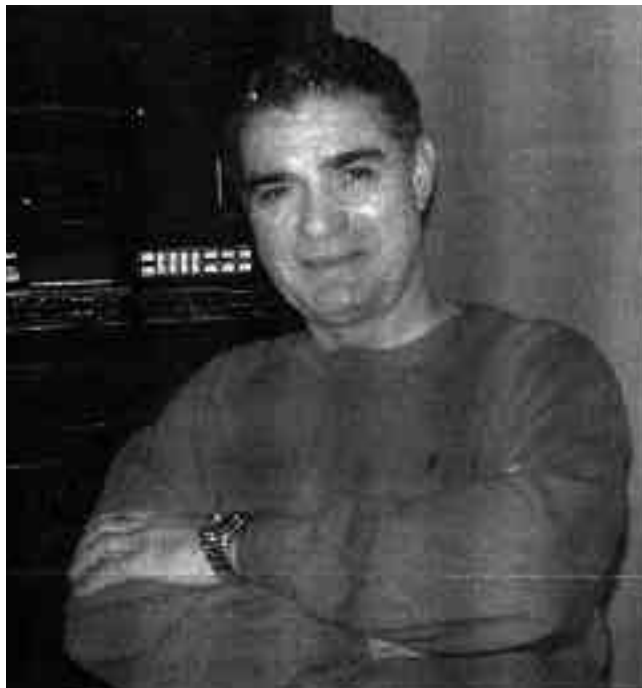
Bobby, incidentally, uttered "Hot car, Momma" at the age of two as he sat in the backseat of his daddy's '40 Ford Coupe during a hot Alabama summer. That remark presaged a life that included chopped and channeled hot rods, flathead eights, drag racing, a knack for tearing down and rebuilding race car engines, and UBN's Car Clinic.

To find a UBN affiliate near them, Solidarity readers can call 1-800-397-8255 ext. 0. Those outside UBN range can get the Bobby Likis Car Clinic videocast on the internet at [www.carclinicradio.com](http://www.carclinicradio.com)

NEXT: [Union for All Workers](#) →

-  UAW Home
-  What's New
-  Breaktime
-  Feedback
-  Search





## Bobby Likis

Countless auto aficionados across America love Bobby Likis. They listen to his unique blend of information and entertainment on his "Car Clinic" radio program, which broadcasts from one end of America to the other, or they visit his Web site at The Auto Channel and partake of his wit and wisdom, done up digital. They like his style, and they trust the "inside info" coming from the celebrity automotive expert.

Born in Birmingham, Alabama in 1942, Likis moved to Pensacola in 1960, where he raced cars, rebuilt engines and made himself into one of the area's foremost automotive experts. He is the owner of Bobby Likis Car Clinic, a full-service auto maintenance and repair facility on North Davis Highway. Customers and fans in the Panhandle remember the forerunner to the current nationwide radio program -- a televised 30-minute "Car Clinic" call-in program on Blab-TV during the 1980s.

What Likis' fans may not know is the extent to which he works not merely to keep us in better cars, but to give us a better community in which to live. He serves education by his membership on the PJC Automotive Service Management Technology Advisory Committee. He's a member of the Board of Directors of WSRE-TV, Pensacola's PBS affiliate. His presence on the Hockey League Advisory Board and the Pensacola Opera Board show the

extent of his diverse interests -- and those are just two of the many.

But he is most identified with his efforts on behalf of United Cerebral Palsy. In addition to serving on the Board of Directors, Likis co-hosts, along with Pat Windham, the UPC Telethon that airs on WSRE-TV each January. The airtime in January doesn't begin to reveal Likis' year-round efforts for UPC.

Buzz Ritchie, also a UPC supporter, explains Likis' success as a Telethon host this way: "He's good on camera because he's enthusiastic, he has a spark--but then, he's that way about everything. Bobby does a lot for the community, helping raise funds for various groups--but there's an extra spark for United Cerebral Palsy. He knows and visits with the people who use the UCP services and facilities. He believes in them and is emotionally supportive of their work."

For his success in his chosen career, with the collateral benefit of presenting Northwest Florida to the rest of the country in a positive light, and for his dedicated support of United Cerebral Palsy and other worth causes of benefit to area residents, we think Bobby Likis is the BEST UNDER THE SUN.

*Every week, The Florida Sun features a Northwest Florida citizen who has excelled in community betterment.*





## **BOBBY LIKIS CAR CLINIC™ HITS THE ROAD TO THE 2000 CONSUMER ELECTRONICS SHOW**

*Highly-Acclaimed Car-Talk Program Will Videocast  
on the Internet Live from Las Vegas*

PENSACOLA --January 3, 2000 -- Bobby Likis, host of the popular "Bobby Likis Car Clinic" -- a fast-paced, two-hour weekly call-in program nationally syndicated on almost 100 radio broadcast affiliates and simultaneously videocast on the Internet world wide -- today announced that he will videocast live from the floor of the 2000 International Consumer Electronics Show on Thursday-Sunday, January 6-9, in Las Vegas. This ground-breaking videocast can be seen at [www.carclinicradio.com](http://www.carclinicradio.com).

The leading-edge, all-digital studio from which Likis airs his weekly program and produces his daily feature "Car Clinic Minute," has been completely duplicated into two high-tech, portable cases uniquely designed for remote videocasting. Car Clinic's "portable studio" enables Internet viewers worldwide to experience first-hand the latest sizzle in automotive consumer electronics, while expanding CES exhibitors' marketplace to a global scale. During the videocast, industry executives will be interviewed and the hottest trends revealed as Likis and his cameras give consumers a peak at the displays.

"CES's showcase ... and our videocast ... are all about the latest in mobile technology and how it affects the lives of the all-American family, as well as people 'in the fast lane.' It's about giving consumers the inside scoop on not only what's here ... but also what's to come. Viewers will be able to almost reach out and touch the excitement."

CES is an annual show-and-tell of the newest in electronics. This year's event will be held in Las Vegas at the Las Vegas and Sands Convention Centers, with more than 90,000 attendees and 1,800 exhibitors expected.

"Bobby Likis Car Clinic" is broadcast live Saturday mornings from 10am to 12 noon ET and can be simultaneously seen on the world wide web at <http://www.carclinicradio.com>. "Car Clinic Minute" can be heard daily during primetime / drive on 200 stations. Both programs are syndicated by 21st Century Broadcasting.

Contacts: Roy E. Dunn, Car Clinic Radio Network, [rdunn@carclinicradio.com](mailto:rdunn@carclinicradio.com), 850-478-3139



## **BOBBY LIKIS CAR CLINIC™ AND UNITED CEREBRAL PALSY ANNOUNCE FIRST-EVER VIDEOCAST OF NATIONAL TELETHON**

*Highly-Acclaimed Car-Talk Program and UCP Break Exciting Ground  
for People with Disabilities*

WASHINGTON, DC/PENSACOLA --January 4, 1999 -- Bobby Likis (host of the popular "Bobby Likis Car Clinic") and Paul Burke (National Director of Marketing, Development and Communications, United Cerebral Palsy Associations) today announced that Star Fest '99, UCP's annual telethon, will not only be broadcast on local affiliates nationwide, but Star Fest '99 of Northwest Florida will also be videocast on the Internet worldwide at [www.ucpa.org](http://www.ucpa.org) on Sunday, January 17 at noon until 5PM CT.

Likis (who hosts "Bobby Likis Car Clinic" -- a fast-paced, two-hour weekly call-in program nationally syndicated on more than 50 radio broadcast affiliates and simultaneously videocast on the Internet world wide) is also co-host of Star Fest '99 in Northwest Florida. The leading-edge, all-digital studio from which Likis airs his weekly program has been completely duplicated into two high-tech, portable cases specifically designed for remote videocasting. This enables the telethon and its message to be viewed by audiences worldwide and facilitates global contributions to UCP via the Internet.

Likis reflects, "This is an exciting opportunity for us to educate our nation on people with disabilities and what UCP has to offer each of them. Since one picture is worth 1,000 words, everyone with an Internet connection can see first-hand the difference their dollars can make in the lives of some very special citizens."

"Online contributions will go directly to support services to the 30,000 Americans served daily by UCP," said Burke. "This support is invaluable to the continuation of our cause."

The mission of UCP is to advance the independence of people with disabilities. Eighty-five cents of ever contributed dollar goes to programs and services. Added Burke, "With the decreased cost of raising funds online, UCP can ensure that more of the donation goes to the work of the organization."

"Bobby Likis Car Clinic," syndicated by WinStar Affiliates Sales, is broadcast live Saturday mornings from 10am to 12 noon ET and can be simultaneously seen at <http://www.carclinicradio.com> on The Auto Channel, the Internet's defacto clearinghouse for automotive information.

**Contacts:** Roy E. Dunn, Car Clinic Radio Network, [rdunn@carclinicradio.com](mailto:rdunn@carclinicradio.com), 850-478-3139  
Terrie King, United Cerebral Palsy Associations, [tking@ucpa.org](mailto:tking@ucpa.org), 202-776-0406  
Kelly Crosby, United Cerebral Palsy of NW Florida, [ucpnwfl@spydee.net](mailto:ucpnwfl@spydee.net), 850-432-1596



# **CAR CLINIC PROGRAMMING**

## **Bobby Likis Car Clinic**

### **Car Clinic Minute**

**Click on Logo for Demo**





# Bobby Likis Car Clinic

“AMERICA’S MOST TRUSTED CAR-TALK PROGRAM ON COMMERCIAL RADIO” (NATIONWIDE)

“AMERICA’S FIRST & ONLY CAR-TALK PROGRAM SIMULTANEOUSLY  
VIDEOCAST ON THE INTERNET!” (WORLDWIDE)

BEGINNING EARLY 2001, “AMERICA’S FIRST & ONLY LIVE CAR-TALK PROGRAM  
AIRED 6 DAYS A WEEK ON SPEEDVISION SATELLITE RADIO!” (EVERY ROAD IN AMERICA) \*

For 15 years, Bobby's entertaining style, industry savvy & rapport with his callers earn Bobby Likis Car Clinic kudos from callers, listeners & sponsors alike! Car Clinic is ideal for sponsors who are interested in reaching our self-qualified, automotive-consumer audience. Here’s why!

- **High “Time Spent Listening”** Industry Guru & Host Bobby Likis informs & entertains as he & his callers talk cars -- while his listening audience “eavesdrops!” Listeners tune in -- and stay tuned in. This is the ideal environment in which to deliver your message!
- **The Consumer Link to the Automotive Industry** Bobby Likis Car Clinic -- with a successful 15-year track record -- reaches an automotive-minded consumer audience that is actively looking for guidance in the products & services they use to maintain & protect their 2nd largest investment: Their Cars! This ready-to-buy audience should be hearing about your products or services!
- **Compelling Marketing Vehicle** Bobby Likis Car Clinic is “Foreground” Talk Radio with Active Listeners & Interactive Callers! Bobby’s audience actually participates in creating the show through questions about their automobiles, products for their automobiles & the automotive industry. From creating brand awareness to expanding consumer demand & increasing sales, Car Clinic is a powerful vehicle for reaching your target market!

If it’s **Cars** ... If it’s **Information** ... If it’s **Entertainment** ... It’s..



LIKE US?  
YOU’LL LOVE US!

\* **Satellite Radio Audience Estimates**

Source	2001	2002	2003
Sirius Satellite Radio	4.8M	8.3M	12M
Wall Street	2.4M	4.15M	6M

Letter of Intent signed August, 2000



## **"BOBBY LIKIS CAR CLINIC" WILL VIDEOCAST ON THE INTERNET**

PENSACOLA, FLORIDA -- September 23 , 1998 -- Bobby Likis (host of "Bobby Likis Car Clinic" and "Car Clinic Minute") announced today that his two-hour, Saturday car-talk program, "Bobby Likis Car Clinic," will simultaneously videocast on the Internet while broadcasting to some 50 radio stations nationwide.

This innovation -- radio broadcasting coupled with audio & video on the world wide web -- is a first for car-talk programming. The videocast can be seen on Car Clinic's website <http://www.carclinicradio.com> on The Auto Channel and has been developed using Microsoft's NetShow™. The simulcast originates in Car Clinic's all-digital, state-of-the-art Acoustic Systems studio that was specifically engineered to both broadcast and videocast.

"Bobby Likis Car Clinic" began on commercial radio in 1991. During this popular, weekly, interactive program heard Saturdays from 10 a.m. - 12 p.m. ET, Bobby answers callers' car questions, while entertaining his audience with clever analogies and humor. Bobby has 37 years in the automotive industry and currently owns and operates Car Clinic Service, a full-spectrum vehicle repair, maintenance and information center on the Florida Gulf Coast. An arbitrator for Ford Motor Company and a recognized automotive expert, Bobby has earned the respect of listeners, sponsors and guests alike. "Car Clinic" guests include Andrew Card (President of the American Automobile Manufacturers Association), Alison Bates (Kimberly-Clark), Bob Bondurant (Ford Motor Company), Paige Amidon (Consumer Reports), Barry Meguiar (Meguiar's), and Dr. Ricardo Martinez (National Highway Transportation Safety Administration).

Mark Rauch (Executive Vice President of The Auto Channel) offered, "Not only are we excited about adding such a well-produced, useful consumer resource to our line-up of regularly scheduled programs; but also, because of the leading edge techniques developed to present Bobby's show, it will set a new high watermark in the march to full convergence of traditional television with the Internet."

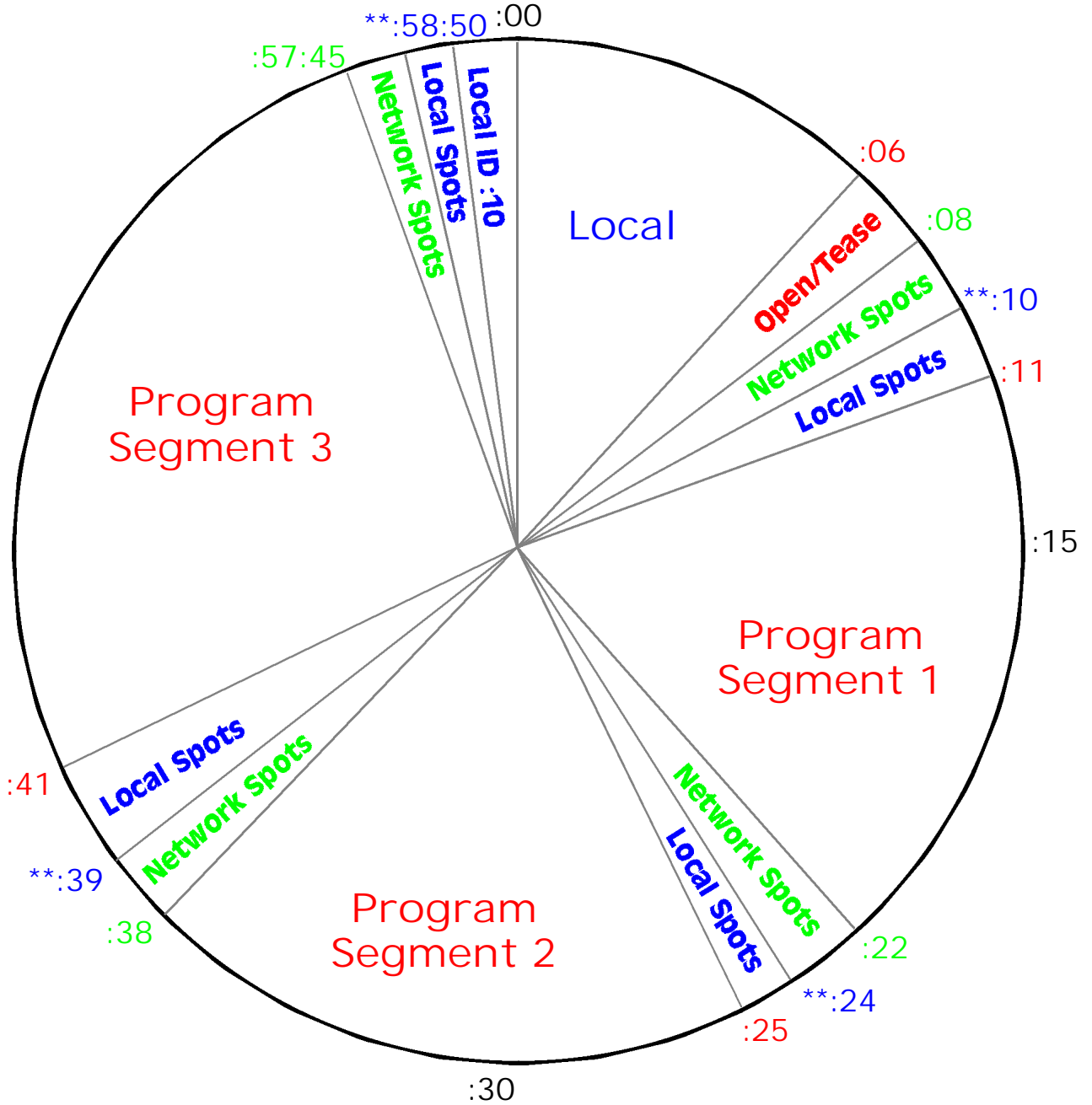
Commented Gary Schare, lead product manager for Microsoft's NetShow™, "We are pleased to see 'Bobby Likis Car Clinic' being videocast using Windows NT Server NetShow Services. Windows Media Technologies enable customers to receive quality video and audio with the convenience of one universal player so they can spend more time viewing their favorite Internet events such as 'Bobby Likis Car Clinic'."

Car Clinic's mission is to successfully broadcast on radio & television and to videocast on the Internet a real-time, interactive program that provides answers to common car care questions in an entertaining format to our listeners and viewers worldwide. In addition, Car Clinic provides a forum for industry leaders to inform audiences of automotive trends and future products.

Simulcasting "Car Clinic" on the Internet and broadcast radio will enable listeners to enjoy "Car Clinic" worldwide, and at the same time, afford sponsors a global marketplace. This project is a collaboration between Car Clinic Productions, The Auto Channel, Microsoft, ABC Satellite Services, and WinStar Affiliate Sales. For more information, contact Roy E. Dunn, Director of Operations, Car Clinic Productions, [rdunn@carclinicradio.com](mailto:rdunn@carclinicradio.com), 850-478-3139.



**Program airs Saturdays - 2 Hrs.\***  
**1st Hr. Start: 10:06A/ET; 2nd Hr. Start: 1:06A/ET**  
 Each Hour is a complete show and stands alone.



GE Satcom 5, Transponder 23, SEDAT Channel 54\*

**\*AVAILABLE IN A 3-HOUR OR 4-HOUR BROADCAST UPON REQUEST.**

**\*\*OUTCUE NET TO LOCAL: "YOU'RE LISTENING TO BOBBY LIKIS CAR CLINIC"**



# **CAR CLINIC PROGRAMMING**

**Bobby Likis Car Clinic**

**Car Clinic Minute**



**Click on Logo for Demo**





## Got a Minute? A CAR CLINIC MINUTE, that is!

**A New Daily :60 Radio Feature That Captures Its Audience --  
with Your :30 Commercial Inside!**

**The Promotional Environment:** Bobby Likis translates over 39 years of automotive experience into entertaining & easy-to-understand advice in this daily, :60 syndicated radio feature broadcast during prime time / drive on over 215+ radio stations nationwide! In addition, Car Clinic Minute is also heard on the Armed Forces Radio Network in all 24 worldwide time zones by 1M+ soldiers, sailors & their families!

This attention-grabbing feature captures its audience with new technology, historical facts, and tips on maintenance & safety -- in addition to consumer information on buying aftermarket items and new cars!

**This is the perfect environment to reach your target market!**

**Advertiser Friendly:** Listeners & sponsors appreciate the positive, solution-based environment of this feature. Automotive consumers in captive prime time / drive will listen to Bobby's *Car Clinic Minute* vignette -- and the sponsor's message showcased in the middle!

**Sponsorship Exclusivity Available!**

Call **Roy Dunn** at 850-478-3139!

**EVERYONE  
LOVES A CAR STORY!**



## **BOBBY LIKIS CAR CLINIC™ INTRODUCES FAST-PACED WEEKDAY FEATURE CALLED “CAR CLINIC MINUTE”**

*Highly-Acclaimed Program Soars To Pole Position in Automotive Category;  
Weekday Feature Launched on more than 100 Affiliates*

NEW YORK/PENSACOLA -- October 21, 1998 -- Bobby Likis, host of the popular “Bobby Likis Car Clinic” -- a fast-paced, two-hour weekly call-in program nationally syndicated on more than 50 radio broadcast affiliates and simultaneously videocast on the world wide web -- today announced a new short-form feature called “Car Clinic Minute.” Each 60-second vignette is authored and narrated by Likis, and is packed with valuable information every car owner and consumer needs to know. The colorful, informative and entertaining “Car Clinic Minute” debuted weekdays on more than 100 affiliates coast to coast.

Bobby Likis commented, “Industry and audience response to our weekly Car Clinic radio program is at an all-time high. Building on that momentum, our Car Clinic Minute provides a weekday platform whereby we can deliver key automotive information that helps consumers and provides our stations with a compelling, highly advertise-friendly feature.”

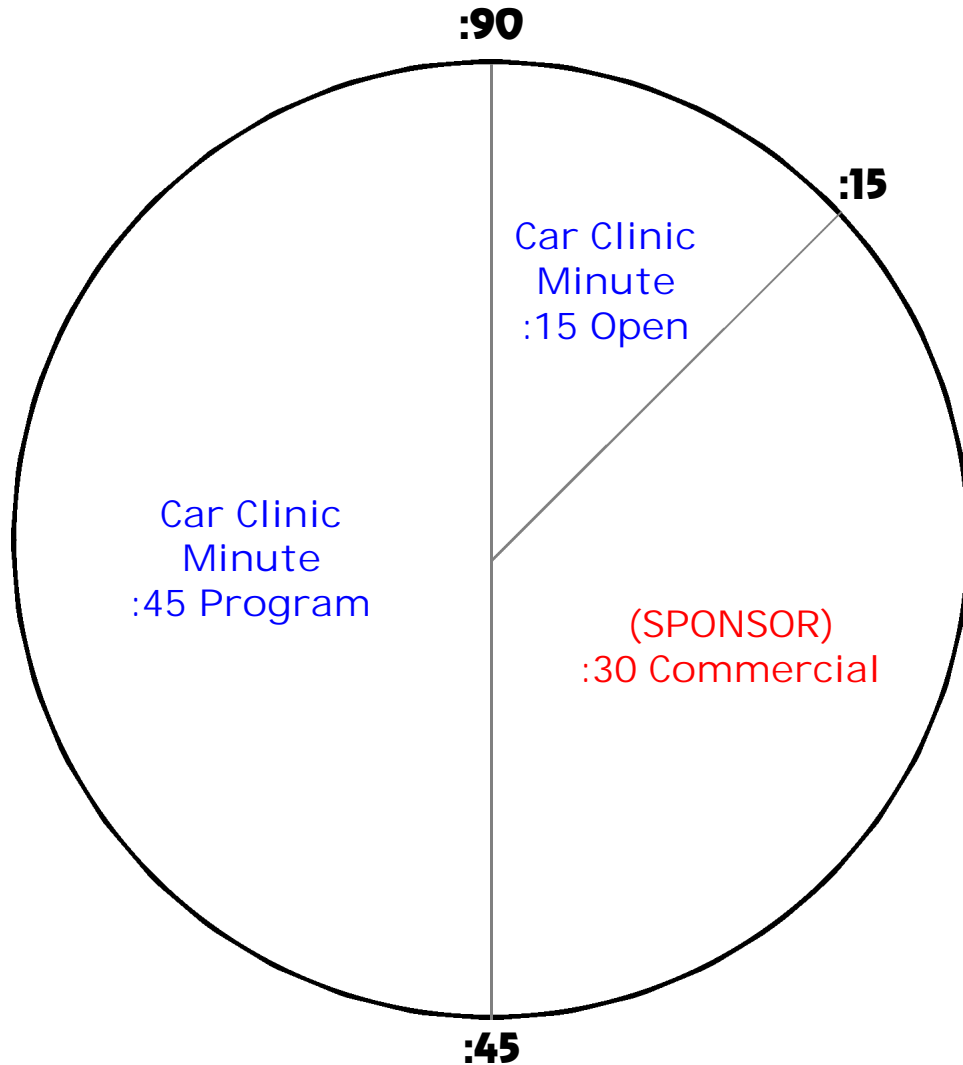
Bobby Likis offers listeners more than 37 years of automotive experience. A veteran arbitrator for Ford Motor Company, Likis is among the industry’s most recognized authorities. For the past 17+ years, he has been turning out automotive advice like a smooth reliable assembly line through his syndicated talk show. His quick thinking and ability to give just the right answer make him one of the most knowledgeable and respected automotive experts in the country.

“Bobby Likis Car Clinic” is broadcast live Saturday mornings from 10am to 12 noon ET and can be simultaneously seen at <http://www.carclinicradio.com> on The Auto Channel, the Internet’s defacto clearinghouse for automotive information. “Car Clinic Minute” can be heard during primetime / drive on more than 100 stations. WinStar Affiliate Sales handles affiliate representation for both programs.

Contacts: Bob Dunn, 21st Century Broadcast, [sfebdunn@aol.com](mailto:sfebdunn@aol.com), 860-647-8010  
Roy E. Dunn, Car Clinic Radio Network, [rdunn@carclinicradio.com](mailto:rdunn@carclinicradio.com), 850-478-3139



# Car Clinic Minute Clock



## Car Clinic Minute Timeline



## Car Clinic Placement Schedule

Mon 6am - 7pm	Tue 6am - 7pm	Wed 6am - 7pm	Thu 6am - 7pm	Fri 6am - 7pm
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# **CAR CLINIC NETWORK**

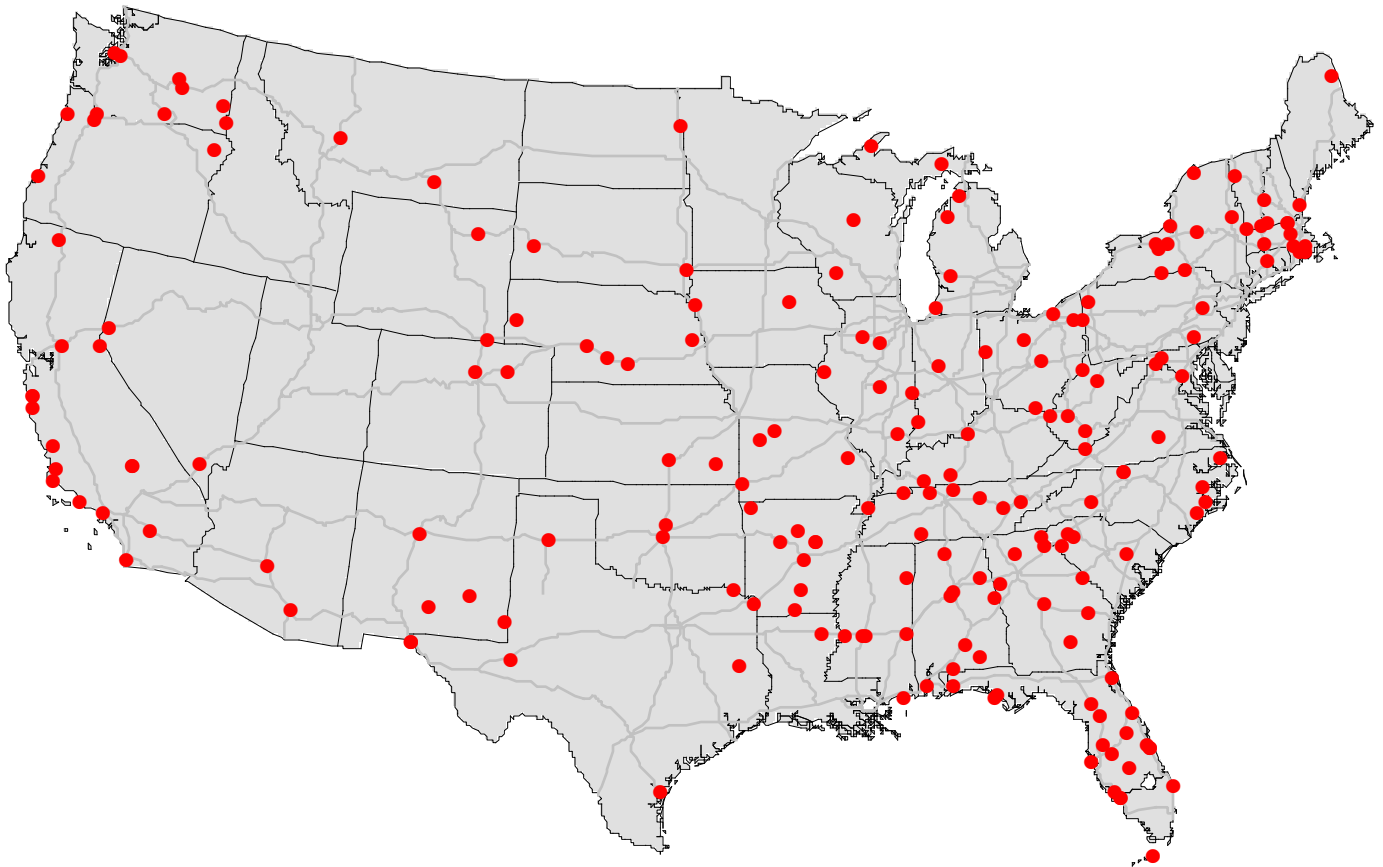
**SPONSORS**

**PARTNERS**

**GUESTS**



# Car Clinic Radio Network Affiliate Map



CAR CLINIC RADIO NETWORK • RADIO & TELEVISION STUDIOS  
5675 NORTH DAVIS HIGHWAY, PENSACOLA, FLORIDA 32503  
OFFICE 850-478-3139 • FAX 850-477-0862  
[www.carclinicradio.com](http://www.carclinicradio.com)



# Car Clinic Radio Network Affiliate List

## Bobby Likis Car Clinic Car Clinic Minute

<b>Alaska</b> <a href="#">Anchorage</a>	<b>Alabama (cont)</b> Lineville Luverne <a href="#">Mobile</a> Mobile Montgomery Montgomery County Opelika Opelika Oxford Piedmont Prattville Randolph County <a href="#">Roanoke</a> Roanoke Roanoke Sylacauga Talladega Tallapoosa County	<b>Arizona</b> <a href="#">Glendale / Phoenix</a> <a href="#">Tucson</a>	<b>Colorado (cont)</b> Julesburg Kiowa Littleton <a href="#">Longmont</a> St. Francis Sterling Trenton
<b>Alabama</b> Alabaster Alexandra City <a href="#">Andulsia</a> Anniston Ashland Athens Atmore Attella Auburn Bessemer Bessmer <a href="#">Birmingham</a> Birmingham Brewton Calhoun County Chambers County Clanton Clay County Cleburne County Coosa County Cullman <a href="#">Daleville</a> Daleville <a href="#">Decatur</a> Dothan Enterprise Etowah County Evergreen Flomaton Forrestdale Fort Deposit Gadsden Georgiana Glencoe Greenville <a href="#">Greenville</a> Heard County Heflin Hueyton Huntsville <a href="#">Jacksonville</a> Jacksonville Jefferson Lee County	<b>Arkansas</b> Bella Vista Bentonville Camden Cave Springs Clarksville Clinton <a href="#">Clinton</a> Conway Conway <a href="#">El Dorado</a> El Dorado Elm Springs Fayetteville <a href="#">Fordyce</a> Greenland Hebrew Springs <a href="#">Jonesboro</a> Little Rock Little Rock <a href="#">Little Rock</a> Magnolia Morrilton Morrilton <a href="#">Rogers</a> Rogers Russellville <a href="#">Searcy</a> Springdale	<b>California</b> <a href="#">Apple Valley</a> <a href="#">Lompoc</a> <a href="#">Monterey</a> <a href="#">Mount Shasta</a> <a href="#">Palm Springs</a> <a href="#">Pasadena / LA</a> <a href="#">Paso Robles</a> <a href="#">Ridgecrest</a> <a href="#">Sacramento</a> <a href="#">San Diego</a> <a href="#">Santa Cruz</a> <a href="#">Santa Maria</a> <a href="#">South Lake Tahoe</a> <a href="#">Ventura</a> <a href="#">Watsonville</a>	<b>Connecticut</b> Eastern Connecticut <a href="#">Waterbury</a>
		<b>Canada</b> Cornwall Morrisburg	<b>Florida</b> Arcadia Avon Park Bay County Calhoun Dade City <a href="#">Daytona Beach</a> Daytona Beach Deland Deltona Englewood Fort Walton Fort Walton Beach <a href="#">Ft. Myers</a> <a href="#">Gainesville</a> Gulf County <a href="#">Jacksonville</a> Lake Placid Lakeland <a href="#">Marathon</a> <a href="#">Marco</a> <a href="#">Melbourne</a> <a href="#">Melbourne</a> <a href="#">Melbourne</a> <a href="#">Mims</a> <a href="#">Naples</a> North Tampa <a href="#">Ocala</a> Orange City Orlando <a href="#">Orlando</a> Pace Palm Coast <a href="#">Panama City</a> Panama City

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 Sebring  
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 Stanford  
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 Carrollton  
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 LaGrange  
 LaGrange  
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 Smyrna  
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 Clay County  
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 Edwards  
 Effingham

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 Paris  
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 Richland County  
[Streator](#)  
 Wabash  
 Wayne County  
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 Terre Haute  
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# Mission Statement & Business Philosophy

- To provide compelling multi-media programming for listeners & viewers and to be an effective marketing partner for sponsors.
- To be the most trusted name in automotive talk radio and to be brand associated with automotive excellence.
- To inform, educate & entertain radio listeners & internet viewers on all aspects of car, truck, SUV & motorcycle transportation.
- To be recognized as the foremost authority in the automotive & related fields, including after-market products & services and industry trends.
- To create & produce programming that listeners, stations & sponsors want and to choose partners that share our passion & expand our vision.
- To exceed the expectations of sponsors, listeners and station management.
- To give back to the community by participating both individually and as a company.
- To maintain the financial health & profitability of the company so that we can recruit, hire, train & reward the best team of professionals.
- To foster creative, innovative thinking & sense of teamwork in the creation & production of new programming, distribution & markets.
- To enjoy the journey!

CAR CLINIC RADIO NETWORK • RADIO & TELEVISION STUDIOS  
5675 NORTH DAVIS HIGHWAY, PENSACOLA, FLORIDA 32503  
OFFICE 850-478-3139 • FAX 850-477-0862  
[www.carclinicradio.com](http://www.carclinicradio.com)



## Sponsors & Advertisers

We recognize our Sponsors & advertisers as the lifeblood of Car Clinic and, as our Mission Statement reflects, we are committed to “exceeding their expectations.”

We are especially proud of our Premier Sponsors, whose products & services enjoy Bobby’s personal endorsement and the power of Solution Selling.

### Premier Sponsors



Block-It Fabric  
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# Partners

Fred & Ginger knew it! So do Ross, Rachel & their Friends! And even The Lone Ranger ... wasn't! Yes, we at Car Clinic realize the Power of the "Company We Keep," and as our Mission Statement clearly states, we choose "partners that share our passion & expand our vision."

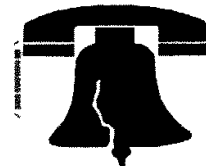
We are especially proud of our Premier Partners whose services & products form the bedrock of our commitment in delivering excellence to our sponsors, listeners & affiliates.



International Broadcasters Idea Bank



Microsoft



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# Guests



**Walt Wamuelson**  
*Senior Vice President*



**Lawrence Kahn**  
*Senior Vice President*



**Dan Stark**  
*Director of Marketing*



**Cam Benty**  
*Editor*



**Ward Leber**  
*CEO*



**Clint Daws**  
*President*



**Bob Mermuys**  
*Vice President*



**Marty Kashnowski**  
*Director, Product Mgt.*



**Alan Budnik**  
*President*



**Richard Lyons**  
*President, Cellular One Group*



**James E. Winner**  
*President & CEO*



**David Duchesne**  
*Sales Manager*



**Andrew Card**  
*President & CEO*



**Brad Warner**  
*District Service Manager*



**Keith Natrass**  
*Assistant Brand Manager*



**John Middlebrook**  
*GM Vice President*



**Paige Amidon, Manager**  
**Thomas Falconer, Manager**



**Doug Gafka**  
*Concept Thunderbird*



## Guests



**Jim O'Connor**  
*President, Ford Division*



**Rich Wagoner**  
*President & COO*



**John Cafaro**  
*Chief Designer, Corvette*



**Arvin Mueler**  
*Group Vice President*



**Lynn Myers**  
*General Manager, Pontiac-GMC*



**McKeel Hagerty**  
*President*

## Hemmings Motor News

**Dave Brownell**  
*Senior Editor*



**Jim Savas**  
*Group Publisher*



**Kimberly-Clark**

**Alison Bates**  
*Market Manager*



**Barry Meguiar**  
*President & CEO*



**Dennis Gage**  
*Host*



**Jeff Bartlett**  
*Features Editor*



**Dennis Wharton**  
*Senior Vice President*



**Dr. Ricardo Martinez**  
*Administrator*



**Al Allen**  
*President*



**Don Panoz**  
*President & CEO*



**Brad Welshans**  
*Product Manager*



**Jim Newsom**  
*Product Manager*



# Guests



**Don Johnson**  
*Vice President*



**Sam Memmolo**  
*Spokesman*



**Kevin Judge**  
*Vice President of Marketing*



**Preston Root**  
*Motorsports Director*



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*Vice President*



**Chris Horn**  
*Vice President*



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*Sales Manager*



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*Sr. Vice President*



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*Worldwide Technical Director*



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CAR AUDIO & BEYOND

**Jeff Abrams**  
National Accounts  
Training Manager



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**Ira Bahr**  
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**Visteon**

**Michael Bryars**  
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**Derrick Copeland**

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**Mikko Jetsu**

Director of Strategic Management

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**Jack DeBiasio**

Product Category Director

*Directed Electronics, Inc.*

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Public Relations Director



**Wayne Harris**  
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**Robbi Lycett, CEM**  
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**Lori Markatos**  
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Multimedia Systems



**Eric Russell**  
"Web Wizard"

**DELPHI**

**Dr. Robert W. Schumacher**  
Director of  
Mobile Multimedia



**Allen Spiro**  
Marketing Manager



**Matt Spiro**  
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**Matt Swanston**  
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**Terrence Sweeney**  
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**Stephen Witt**  
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*Booth Tour*



**Zaya Younan**  
President / CEO



**Make yourself at home and browse our Virtual Wall of Fame.  
These are the professionals that make Car Clinic's the Most Trusted  
Automotive Programming on Commercial Radio...  
on the Internet...  
and soon to be on Satellite Radio!**

**We're glad you're here & hope you enjoy your visit.**

***Welcome to Car Clinic  
& Our Wall of Fame!***

## BOBBY LIKIS

Legend has it that “Hot Car, Momma” were Bobby’s first words! Even at that tender age, tinkering with automobiles became his obsession, & the hot rod, drag racing atmosphere of the early ‘60’s became his real school. Today, Bobby -- **PRESIDENT & CEO OF “AMERICA’S MOST TRUSTED CAR-TALK PROGRAM ON COMMERCIAL RADIO”** -- is a man of many talents. Monday through Friday, you can find him in his 15,000 square foot service center (Car Clinic Service) -- sometimes under the hood of a car with a technician, often discussing the value of maintenance with a customer and always with the automotive industry in mind. On Saturday, Bobby trades his automotive tools for a microphone as he broadcasts Bobby Likis Car Clinic from his on-site, all-digital Acoustic Systems studio as host of nationally syndicated & internet videocast Bobby Likis Car Clinic! In addition to his passion for cars, he enjoys serving on Board of UCP & WSRE Public Television, spending time with his sweetheart, his daughters, son-in-law & twin grandbabies!

## ROY DUNN

What does one celebrate on New Year’s Eve in Ankara, Turkey? If you ask Roy, he would say, “My birthday!” Even though he was born half way around the world & travelled part of the other half with the Navy, Roy came home to join Car Clinic Productions as **DIRECTOR OF SALES & MARKETING**. To this position, he brings deep management, marketing & advertising expertise, as well as enviable creative thinking & people skills. He loves hot rods (just ask him about his ‘57 Chevy!), sky diving (just ask him about the freefall!), photography (just ask him about the aircraft carrier) & spending lots of time with his mom, grandparents, wife Kim and new twins, Noah & Faith (just ask!).

## DIANE SOMER

Sandwiched in between the Thanksgiving Turkey and the Christmas Tree, Diane greeted the world on November 30, left to explore the world at 20, & returned to the white sand beaches of Pensacola 25 years later! As Car Clinic’s **DIRECTOR OF OPERATIONS**, she designed & implemented our corporate infrastructure, including our Information Management & Retrieval System and employee hire, development & review process for both Car Clinic Productions & Car Clinic Service. Although Diane doesn’t like to admit it, friends say she’s a gourmet cook. When not in the kitchen or in CCP Command Central (aka “the White Room”), she loves spending time with her sweetheart, her mom, her friends, and her new kitten, Teagen.



## MICHAEL THAMES

Michael is already an “historical figure” -- a fifth-generation Pensacolian (which puts his family here soon after the historical landing of DeLuna), born on the day our Declaration of Independence was ratified (July 2)! And what an tremendous asset he is to Car Clinic Productions as our **PRODUCTION MANAGER**. Michael brings us many talents: computer genius (owning his own computer business since 16), team spirit, an exemplary “can-do” attitude, & commitment. No wonder he has earned the nickname “Boy Wonder!” During his “off-time” (not much of that!), Michael -- a sophomore at PJC -- entertains his friends & family with magic tricks, and, oh yeah, unravels the secrets of the internet!



## CANDY SMITH

When you hear “Phoenix,” if you think “dry & dusty,” think again! To us, Phoenix is an oasis because on December 6 almost 20 years ago, Candy was born there! Now a sophomore at UWF, Candy joined Car Clinic Productions this year in a dual role as a **MANAGEMENT INTERN & NATIONAL SCREENER/PRODUCER**. To both roles, she brings a history of achievement: high academic honors (4.0 GPA!), stellar career credentials (including her own radio talk program!), and proven leadership (including president of SADD!). Her creativity goes from the board room to the ballroom on weekends when she trades the corporate world for that of ballroom, latin & swing dancing!



## DAVID KING

Eureka -- an expression of triumph upon finding something or, in this case, someone -- is also the Arkansas city in which David was born one spring day (May 21)! How appropriate, ‘cause Eureka’s what we said when David joined Car Clinic Productions as our **ASSISTANT PRODUCER**! Though he had no previous show biz experience, he has taken to new heights the production of the Car Clinic Minute, sponsor demos, & “The Best of Bobby Likis Car Clinic.” When not in the studio, look for David in church, on the golf course or basketball court, or just exercising his photographic memory while solving complex mathematical problems. See?! Eureka!



## JAN FURR

Hailing from "America's Heartland," Jan's been practicing her Southern accent in Pensacola for the past 20 years! After honing her "people skills" in office management, personnel administration & human resources, she now puts those skills to great use as **AFFILIATE LIAISON** for Car Clinic Productions' broadcasting network. Jan's "can-do" attitude and client-oriented service make her a terrific asset to our team. Some "gee whizes"?! Jan's been a sound technician, stage & gospel singer; she's performed in Disneyland; and she's a polished equestrian! But her favorite performance is as wife to Chris, mom to Shilo & Christopher, & grandmother to Arron & Destinee!



## JOHN TEELIN

Snowflakes may have been a fallin' on that November 17 in Syracuse, NY when John was born, but he's long since traded in the Nor'easter for the lower Gulf Stream! As a matter of fact, when he is not practicing the fine art of **CHIEF ENGINEER** for Car Clinic Productions, he is the Voice of Escambia County Emergency Management during the dreaded hurricane season and a professor at the University of West Florida! In broadcasting for more than 35 years, John's trademark voice is also familiar to news listeners on many local radio stations & to the students he teaches at UWF... and is music to wife Lou, daughter Dasha and son DJ!



## BOB DUNN

On July 3rd in Jamaica, NY not so long ago, the fireworks started early when Mr. & Mrs. Dunn welcomed Bob into the world -- & he's been setting it on fire ever since! Bob's the **PRESIDENT & CEO of 21ST CENTURY BROADCASTING**, our full-service partner in broadcast syndication & media placement. His career spans 32 years, during which he has not only filled the shoes of on-air talent, salesperson, and president & GM of WTIC in Hartford, he grew every position from a size 10 to a size 15! When not cooking up creative, out-of-the-box alliances in the business world, he's cooking up never-in-the-box culinary creations in the kitchen for his sweetheart Elaine, his parents, daughter, son-in-law & two grandchildren!