NAPA/ASE Awards
Criteria + Required Information
Quick Reference Prep Guide

NAPA/ASE Awards

Getting Ready

Are you ready to submit a nomination for the NAPA Auto Care Center of the Year, NAPA/ASE Technician of the Year, or the NAPA/ASE Parts Specialist of the Year Award?

Before you get started, review this Quick Reference Prep Guide to ensure you have all required information ready to showcase what sets them apart and makes them worthy of this distinguished recognition.
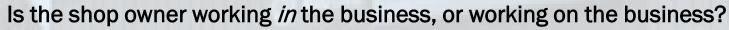
NAPA Auto Care Center of the Year

Must Meet This Criteria

☑ **Is the shop a Gold Certified location?**
- They must be Gold Certified.
- Shops who are not Gold Certified will not be eligible for the award and their nomination will not be considered.

☑ **Is the shop owner working *in* the business, or working on the business?**
- Is the member turning wrenches or are they focusing on growing their business?
- How many NAPA Auto Care programs is the shop owner participating in? (Refer to KPI Report)

☑ **Does the shop represent NAPA/are they embracing co-branding?**
- Is the shop owner co-branded (inside, outside, both) with PROimage?
- Do they proudly partner with the NAPA brand?

☑ **Are the Technicians well-trained/actively attending training?**
- How many cumulative (active) ASE Certifications do the Technicians at the shop have?
- What other certifications do the Technicians have?
- Is the shop owner actively sending their technicians to training, virtually or in-person?

☑ **Is the Member a good NAPA Partner?**
- While purchases should not be the main determination of a good Auto Care Center of the Year nominee, we do want to make sure they are using NAPA parts to service their customers.
- What benchmarks is the nominee hitting? (use KPI Report from NAPA Connect > Auto Care > Reports)
- How many benchmarks are they hitting? (use KPI Report from NAPA Connect > Auto Care > Reports)

NAPA Auto Care Center of the Year

Ensure you have the following required information ready prior to starting the nomination

⭐ **Auto Care Name/State** or the member CM#

⭐ **Owner's Name**

⭐ **All Shop Employees:** First/Last name, **active** ASE-ID, if applicable, Job Title, Responsibilities

⭐ **Photos of** Owner, Team, Lobby, Shop Exterior, and Garage. For best results, use a square cropped photo, maximum image size is 2MB.

⭐ **Biography and Detailed Information:** The biography should be detailed and well written while showcasing their educational background, professional experience, area of expertise and major achievements. *Note: There is an option to upload a letter from the owner nominee.*

⭐ **Auto Care Program Participation:** Use KPI Report from NAPA Connect > Auto Care > Reports.

⭐ **Certifications/Training Certifications:** List all training/education certificates, and any advanced technical skills obtained by the nominee. Must be active and not expired.

⭐ **Community involvement details and any supporting documentation:** Community involvement should not just be bulleted. Make sure to take the time to list out what specifically the nominee is doing, what role they play, how they are making a difference.

⭐ **Letters of Recommendation** speaking to ways in which the owner contributes to the shop efficiency, is a great team player, shows leadership skills and good business practices.
   ⭐ These Recommendations can be written by the NAPA Distribution Center representative/employees, NAPA Store representative, Business Development Group members, peers, esteemed members of the community, members of the Automotive Aftermarket Industry, customers, etc.

>>> *Each section allows for additional supporting documentation to be uploaded; the maximum image or document size is 2MB.*

NAPA/ASE Technician of the Year

Must Meet This Criteria

☑ Is the nominee a current NAPA Auto Care/ASE Certified Master Technician?
  - Their ASE certification must be active and not expired.

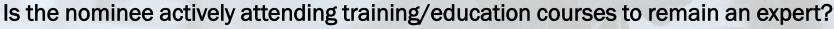☑ Is the nominee a shop owner?
  - Shop owners are not eligible to win this award. Nominate a shop owner under Auto Care Center of the Year category.

☑ Is the nominee actively attending training/education courses to remain an expert?
  - What additional certifications does the nominee have?
  - What additional training has the nominee attended?

☑ Is the nominee a NAPA/NAPA Auto Care advocate?
  - Do they regularly participate in NAPA Sponsored events (when invited)?
  - Do they promote NAPA parts to their customers?

☑ Is the nominee active in his/her community/the automotive aftermarket industry?
  - Is the nominee well-known and respected within the community?
  - Is the nominee active in their community/extra-curricular activities? I.e., coaching/volunteering Is the nominee working with Vo-Tech schools or the Apprentice Program to build the next generation of Technicians?
  - Is the nominee involved in industry groups to help continue to push the automotive aftermarket forward?

NAPA/ASE Technician of the Year

Ensure you have the following <u>required information</u> ready prior to starting the nomination

⭐ **Auto Care Name/State** or the member CM#

⭐ Technician's Name

⭐ Active ASE-ID (Format: ASE-XXXX-XXXX)

⭐ Photos of Technician

⭐ **Biography and Detailed Information:** The biography should be detailed and well written while showcasing their educational background, professional experience, area of expertise and major achievements. *Note: There is an option to upload a letter from the Technician nominee on why ASE Certification is important.*

⭐ **Industry Certifications/Training Certifications:** List all training/education certificates, and any advanced technical skills obtained by the nominee. Must be active and not expired.

⭐ Autotech Class Transcripts
  o Auto Care centers can access transcripts at: www.napaautocaretraining.com
  o Independent shops can access transcripts at: www.napaautotech.com
  o Need help with Autotech Training records? Contact the NAPA Training Service Center by email at support@napaautotech.com or call:(800) 292-6428.

⭐ **Industry Involvement Details and Supporting Documentation:** Industry involvement should not just be bulleted. Take time to list out what specifically the nominee is doing, what role they play, how they are making a difference.

⭐ • **Community Involvement Details and Supporting Documentation:** Community involvement should not just be bulleted. Take time to list out what specifically the nominee is doing, what role they play, how they are making a difference.

• **Letters of Recommendation** speaking to ways in which the Technician contributes to the shop efficiency, a great team player, shows leadership skills and good business practices.
  ⭐ These Recommendations can be written by the NAPA Distribution Center representative/employees, NAPA Store representative, Business Development Group members, peers, esteemed members of the community, members of the Automotive Aftermarket Industry, customers, etc.

»» *Each section allows for additional supporting documentation to be uploaded; the maximum image or document size is 2MB.*

NAPA/ASE Parts Specialist of the Year

Must Meet This Criteria

☑ Is the nominee actively attending training/education courses to remain an expert?
- Their ASE certification must be active and not expired.
- What additional certifications does the nominee have?
- What additional training has the nominee attended?

☑ Is the nominee a NAPA/NAPA Auto Care advocate?
- Do they regularly participate in NAPA Sponsored events (when invited)?
- Do they promote NAPA parts to their customers?

☑ Is the nominee active in his/her community/the automotive aftermarket industry?
- Is the nominee well-known and respected within the community?
- Is the nominee active in their community/extra-curricular activities? I.e., coaching/volunteering Is the nominee working with Vo-Tech schools or the Apprentice Program to build the next generation of Technicians?
- Is the nominee involved in industry groups to help continue to push the automotive aftermarket forward?

NAPA/ASE Parts Specialist of the Year

Ensure you have the following <u>required information</u> ready prior to starting the nomination

⭐ Store Name/Number/Address

⭐ Division and DC

⭐ Parts Specialist First and Last Name

⭐ Photos of Parts Specialist

⭐ **Biography and Detailed Information:** The biography should be detailed and well written while showcasing their educational background, professional experience, area of expertise and major achievements. *Note: There is an option to upload a letter from nominee on why ASE Certification is important.*

⭐ **Industry Certifications/Training Certifications:** List all training/education certificates, and any advanced technical skills obtained by the nominee. Must be active and not expired.

⭐ Autotech Class Transcripts
   o Auto Care centers can access transcripts at: www.napaautocaretraining.com
   o Independent shops can access transcripts at: www.napaautotech.com
   o Need help with Autotech Training records? Contact the NAPA Training Service Center by email at support@napaautotech.com or

⭐ **Industry Involvement Details and Supporting Documentation:** Industry involvement should not just be bulleted. Take time to outline what specifically the nominee is doing, what role they play, how they are making a difference.

⭐ **Community Involvement Details and Supporting Documentation:** Community involvement should not just be bulleted. Take time to list out what specifically the nominee is doing, what role they play, how they are making a difference.

⭐ **Letters of Recommendation** speaking to ways in which the Parts Specialist contributes to the shop efficiency, a great team player, shows leadership skills and good business practices.
   ⭐ These Recommendations can be written by the NAPA Distribution Center representative/employees, NAPA Store representative, Business Development Group members, peers, esteemed members of the community, members of the Automotive Aftermarket Industry, customers, etc.

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Website and Logging in

1. Go to the NAPA/ASE website: https://napaaseaward.com/

2. From the top right corner, click the *Login* button

3. Create a login (Username/Password)

Tip:
Bookmark the website to your browser for easy access

4. Once logged in, select the nomination category from the top by clicking one of the three boxes

Note: NAPA Division, DC and ISO representatives: To submit a nomination, create your own login credentials that are separate from the Division/DC passwords provided from HQ