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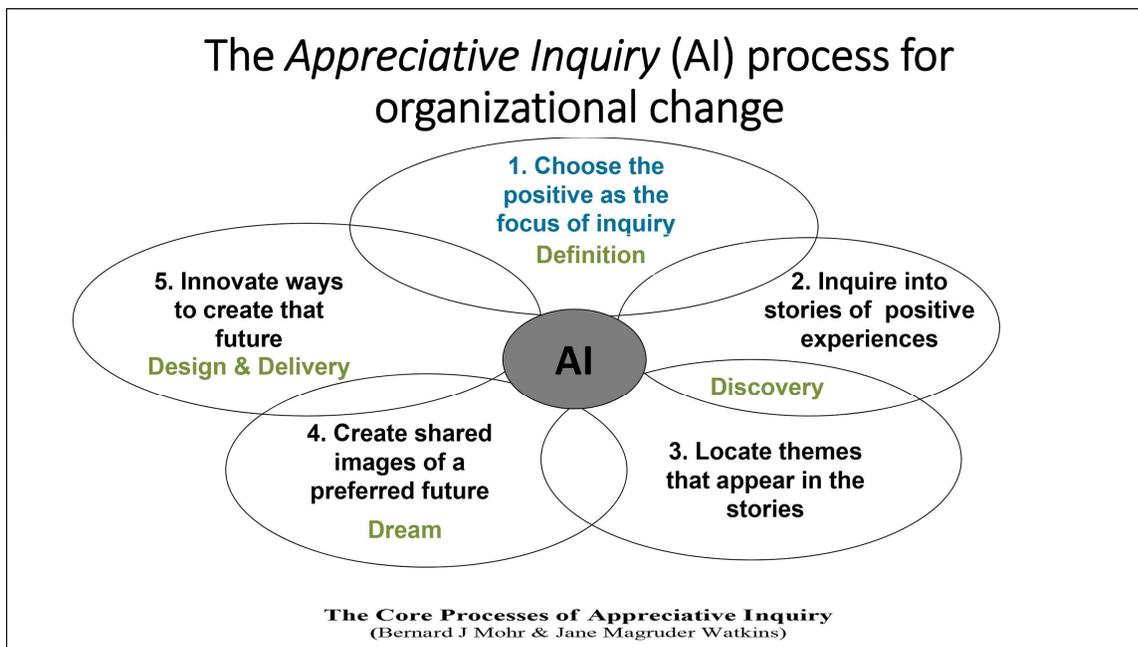
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**Vision Accomplished!**

***NASTF reaffirms mission and commits to a vision for the future***

DENVER (April 3, 2017) — Remaining relevant in an ever-changing automotive industry is no easy challenge. Seventeen years ago, the National Automotive Service Task Force (NASTF) began as a voluntary, but loose, collaboration between automakers and the aftermarket. NASTF first crafted its mission statement at that time, and when the organization incorporated eleven years ago, it revisited and formalized its mission.

At the NASTF Board of Directors meeting in November 2016, the Board voted to convene a strategic planning retreat to develop a vision statement and identify key strategies and goals. This meeting was held April 2-3, 2017 in Denver CO, and brought together directors, committee co-chairs and thought leaders from the NASTF membership. Attendees included (alphabetically) Bob Augustine, Scott Brown, Bob Chabot, Chris Chesney, Steve Douglas, Doug Greenhaus, Claude Hensley, Aaron Lowe, John Lypen, Rob Morrell, Allen Pennebaker, Skip Potter, Jill Saunders, Mark Saxonberg, Trish Serratore, Donny Seyfer, Bob Stewart and Mark Warren.



*Those who have ever tried writing mission and vision statements know it's no easy feat. Facilitator Dean Savoca used the appreciative inquiry process and aligned exercises to focus and guide attendees toward identifying an achievable vision and associated actions relevant to NASTF's mission. (Image — Savoca Performance Group)*

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Dean Savoca, the founder of the Savoca Performance Group, facilitated the two-day gathering. He challenged attendees with a series of exercises — including individual assessments, one-on-one interviews, small group brainstorming and whole group discussions. All of them were based on “appreciative inquiry,” a process based on positive regard and adding value to the organization and those it serves. “The Appreciative Inquiry process is based on research that says organizations grow in the direction of what they repeatedly ask questions about and focus their attention on, he noted. “The NASTF leaders focused on collaboration between NASTF stakeholders to remain relevant in the automotive industry. The result was a dynamic vision building on the positive core of what is already working well at NASTF.”

The strategic planning group achieved four major outcomes during the meeting. Together, they:

- ***Affirmed the NASTF mission statement was still relevant*** — “The National Automotive Service Task Force will facilitate the identification and correction of gaps in the availability and accessibility of automotive service information, training, diagnostic tools and equipment, and communications to automotive service professionals.”
- ***Created an inspiring NASTF vision statement aligned with the mission*** — It reads: “Driving a professional, well-resourced vehicle service industry by uniting competent and diverse teams to solve industry-wide problems and effectively communicate solutions.”
- ***Identified core strategies and goals essential to implementing the vision statement*** — Amongst others, these included establishing a formal process to solicit and capture relevant issues and communicate solutions; refreshing the NASTF website, SDRM model and other resources; strengthening internal and external communication, leveraging the committee/team process in resolving industry concerns (for example, the Road to Great Technicians); conducting more effective meetings and distribution of clear, complete minutes; expand staff and fund projects as needed; and continual improvement of marketing efforts (such as surveys and engagement with the iATN forum) to help improve the OEM/technician relationship.
- ***Finalized key action items and received commitments from volunteers to make them happen*** — Once the mission, vision, strategies and goals were determined, Savoca effectively guided attendees through the final stage of the meeting: Choosing actions each person was willing to be accountable for helping to achieve. These commitments included clear responsibilities, next steps and deadlines. Note that other volunteers outside of the strategic planning group will be welcome to participate.

“I was impressed with this team’s commitment to creating a relevant future for NASTF and respectfully working together to design it,” Savoca noted. “The human organization is not a machine like a car. You cannot fix one by replacing a part. Organizations are made-up of human beings who often resist change. There were moments at the retreat when we had some resistance, but by the end, the leaders collaborated to create a focused vision and clear strategies to achieve it. The opportunity now lies in the accountability to follow through on the commitments. If this happens, the future is bright for NASTF.”

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“Time changes everything, especially non-profit organizations, so eleven years after our organization’s mission was formalized, it was critical to confirm its relevance today,” added NASTF Executive Director Skip Potter. “Now that we’ve revisited our mission and added a vision statement, the continuing value of NASTF’s volunteer system of advisors and its competent, diverse teams is clear.”

NASTF Chairman Mark Saxonberg closed the meeting by thanking the entire group for participating in this important process. In particular, he acknowledged Allen Pennebaker, NASTF's immediate past chair, and Skip Potter for their efforts to jump-start the strategic planning process. "Articulating our vision for the future of this industry is critically important to help focus NASTF's activities on the future. Helping the industry achieve this vision will be paramount in supporting the vehicle fleet of the 21st century."

*NASTF was established in 2000 to identify, communicate and resolve gaps in the availability and accessibility of automotive service information, service training, diagnostic tools, and equipment for the benefit of automotive service professionals and their customers. NASTF was incorporated in 2006 as a 501(c)(6) not-for-profit organization. Additional details can be found at [www.nastf.org](http://www.nastf.org).*

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