



Educational Seminars Institute
Automotive Management Specialists

Since 1984

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Bill Haas Joins ESi as Automotive Coach

Simi Valley, Calif. – Sept. 20, 2012 – Bill Haas has joined Educational Seminars Institute (ESi) as an automotive coach, bringing more than 40 years of automotive repair industry experience to his new position.

Most recently, Haas was vice president of education and training for the Automotive Service Association (ASA). While at ASA, he worked with shop owners and managers, advisory committees, vehicle manufacturers, information providers, tool and equipment companies, insurance companies, parts suppliers, program groups and related industry organizations. He has been a guest speaker at numerous industry events, and testified at hearings of the U.S. Congress and several state legislatures on important legislation and regulation affecting the automotive industry.

Haas also has been a technician in a new car dealership and in several independent shops, as well as a shop manager, parts counter man, shop owner and technical trainer.

He is an Accredited Automotive Manager (AAM) and has been a member of the Automotive Management Institute (AMI) faculty since 2002.

“We’re delighted that ESi clients now have access to Bill’s solution-based focus, expertise and in-depth knowledge of the automotive service and repair community,” said Maylan Newton, ESi senior instructor and owner.

Haas is available for business management seminar presentations, business consultation and performance coaching.

ESi was founded in 1984 and offers “Independent Solutions for Individual Needs” through its Professional Business Development training series, an In-Shop Training Support Program, a Phone Coaching Program, the Service Writer’s School of America and the Mega Marketing Symposium. All ESi programs are taught by automotive

Independent Solutions for Individual Needs

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professionals with at least 20 years of experience in the automotive industry. For information, visit www.esiseminars.com, email: esi@esiseminars.com, or call toll-free (888) 338-7296.

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