

### **Three at Denver Auto Business Earn Management Designation**

Jan. 11, 2005 — Jim and Brenda Addison, owners of Addison Auto Center, and Chris Lechman, service manager for Addison Auto Center in Denver, Colo., each received their Accredited Automotive Manager (AAM) designation at a graduation ceremony held Nov. 5, 2004, in Las Vegas. The ceremony took place during the Automotive Service Association (ASA) Celebration of Excellence. Addison Auto Center is located at 2005 South Holly Street.

The AAM designation represents a standard for professionalism in automotive service management. The Automotive Management Institute (AMI) awards it to industry professionals who successfully complete at least 120 credits in five core education areas: Financial Management, Marketing & Sales, Operations & Service, Management & Administration, and Personnel & Human Resource Development.

AMI was established to answer the demand for continuing education tailored specifically for the business needs of the automotive service industry. The Institute offers the Accredited Automotive Manager (AAM) designation, the first business management accreditation exclusively for the automotive service professional. To date, AMI programs have attracted more than 150,000 enrollments throughout North America and Canada. AMI is a not-for-profit educational foundation to which tax deductible contributions can be made. For more information about the Institute, its curriculum, or EXCEL, please contact AMI at (800) 272-7467, or visit AMI online at [www.amionline.org](http://www.amionline.org).

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