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NAAA Contracts CARS Recon as Technician Recruiters

National Auto Auction Association also donates \$50,000 to support the National Automobile Dealers Association's technician career education and promotion initiatives

SCOTTSDALE, AZ. — Two major steps have been taken by the National Auto Auction Association to help auction members meet the skyrocketing demand for trained vehicle technicians, the trade organization's leadership announced during its 70th annual convention here this month.

NAAA has allocated \$75,000 to contract CARS Recon, Inc., as a third-party provider of full-time recruitment services that can assist member auctions with filling their technician positions. The company will use social media and traditional recruiting methods, as well as alliances with trade schools and community colleges, to solicit job applicants at an auction's request. It will then review the submissions and conduct phone interviews to screen for qualified candidates before referring them to the auction to complete the employment process.

In addition, the association is donating \$50,000 to the National Automobile Dealers Association Foundation's Workforce Initiative, which is designed to promote careers in the auto service and repair field. As the first trade association to join NADA's outreach and educational efforts, NAAA's gift will fund the program's operational activities that include creating a brand-neutral website, videos, digital media, marketing materials, exhibits at institutional conferences and military separation offices, and career fairs around the country.

These initial measures are in part the result of a study of the shortage in the auto auction industry conducted for NAAA by automotive industry analyst Glenn Mercer earlier this year. Entitled "Solving the Technician Challenge," the report concluded recruitment was more of an issue than retention for auctions, and recommended taking proactive steps focused on vocational awareness, job promotion and hiring efforts.

Addressing the critical shortage of automotive technicians has been a top priority of outgoing NAAA President Warren Clauss during his term.

"Like the rest of the automotive industry, our members face the escalating retirement of veteran technicians at a time when systems on vehicles have become increasingly sophisticated and the younger generation is unaware of the career opportunities the field of service technicians offer them in the remarketing world," Clauss said.

According to the U.S. Bureau of Labor Statistics, an average of 76,000 mechanics would be needed each year in the next decade to replace those retiring or leaving the industry and to fill some 46,000 projected new openings. The field saw a 10 percent decline in employment during the recent recession, with just 38,829 technical school graduates entering the workforce in 2016.

“We at NAAA know this growing shortage is a major concern for our members and we’re committed to taking action to tackle it now before it truly reaches the crisis stage,” noted Clauss.

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