



A Certified Green Business
2220 San Pablo Avenue
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www.AckermanServicingVolvo.com



Approved
Auto Repair



GREEN BUSINESS

Bruce Ackerman, owner
Maile de Neeve, content
Jake McMurtry, layout

Stamp

Perhaps We Can Help
With Your 'Other' Car



BERKELEY

Do you know how to get your name in the hat for the monthly CHEZ PANISSE gift certificate worth \$150?

Get your free Ackerman's license plate frames at the shop (takes five minutes). Phone Bruce and ask him to enter you in the drawing before the 1st of the month. The number is: 510.549.9330. Email is okay, too: backerman@sbcglobal.net. Bruce always notifies winners by phone.

Congratulations 2011 Winners: Maureen King (Jan), Xavier Dphrepaulezz (Feb), Julia Madore (Mar), Sherry Zalabak (Apr), Sara Cunniff (May), Tsering Gellek (Jun), Lydia Tanji (Jul), Michael Howerton (Aug), Dorothy & John Becker (Sep), Sandy Olson (Oct), Robert Marshall (Nov), Sarah Cunniff (Dec)

ACKERMAN'S

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shop news

fall/winter, 2011

Meet Ackerman's New Technician Ackerman's welcomes Sutrisno (Trisno) Samudra to its team

Trisno, the newest mechanic at Ackerman's, became interested in how mechanical and electrical things operate while still a young boy growing up in Indonesia. His electrician uncle was his first mentor in the joys of taking things apart and fixing them. Nowadays, Trisno still can't resist tinkering with any busted gizmo that comes his way.



Trisno settles in at Ackerman's, masterfully working on a customer's Volvo.

After Trisno moved to the U.S. to join his wife, Jaida, he entered the Automotive Mechanics Technology Course at Honolulu Community College in Hawai'i. In 2005, his mechanical aptitude was recognized when he was put on the Dean's List and became Student of the Year. While apprenticing in a Volvo garage in Honolulu, Trisno achieved full ASE certification and title of Master Technician. He is obviously well-qualified to join Ackerman's team servicing your Volvo.

Physical and outdoor activities round out Trisno's life. He and his wife especially enjoy hiking and camping in wilderness areas. While traveling from Wisconsin to join Ackerman's, they camped in many national forests. The Grand Tetons is one of their favorite places. Lately, Trisno's outdoor excursions have mostly been by motorcycle, touring the winding roads of Northern California on his yellow Ducati.

Trisno has also been learning to hunt with a compound bow. As

a child, he and his friends used to climb trees for fun and to collect coconuts. The climbing technique he learned then, now comes in handy when climbing trees for camouflage. Sometimes he has to sit high in a tree for several hours, holding the bow steady while waiting for a target.

Trisno's main physical discipline is martial arts. He began training the White Crane Silat form (similar to Kung Fu) in his teens and went on to earn a 3rd Degree Black Belt. He says, "The more you know, the more you don't." That respect for ability coupled with the desire to keep learning and solving new problems are integral to Trisno's personality and part of what makes him a great mechanic. Since joining us in October 2011, he has easily met the challenges of today's computerized Volvos and proven himself an asset to the Ackerman's team.



Who's calling?

Hello, this is Maile from Ackerman's...Bruce has employed his eldest sister, Maile, to help with the all-important "follow-up" calls to you after any work has been done on your car. It's his way of reiterating how much he appreciates your business and gives you an opportunity to comment on how we could improve your experience with us.

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The P1800 Turns 50!!

2011 marked the 50th anniversary of the P1800, Volvo's iconic sports car. In October, Bruce joined Volvo Sports America, the club for all out-of-production Volvos, at the VSA West Coast National Meet in Malibu, to celebrate with other enthusiasts.

Another Great Adventure Adam's Three Mountain Trek on Borneo

As you might remember in the last issue of Ackerman's newsletter, you learned of Adam's first gripping adventures backpacking up Mount Murud to see orchids and Nepenthes in the wild. Adam again joined guide Mr. Ch'ien C. Lee, who led the group of backpackers up three mountains: Maliau Basin at 5,200-ft, Gunung Trusmadi at 8,700-ft, and the Gunung Tambuyukon at 8,500-ft. They spent three to four days on each mountain except for Tambuyukon, two days up and one day down! The hunt for wild orchids was on again.

Having gained experience from his first trip, Adam was more prepared for his second challenging trip. He was in better shape which increased his energy; he took only necessary supplies and left his big heavy camera at home, replacing it with a smaller lighter one. He was pleased to be able to maintain a good pace and help with chores in setting up camp.

Forging up the mountains often meant clearing the way as you went, or sometimes using wild boar trails. There were times the forest was so dense Adam could not see the mountain. It was always hot and humid, but the higher up the mountain the more pleasant the weather became. Wild life was



Adam and Jack in Borneo orchid and Nepenthe enthusiasts

abundant. The group encountered yet another deadly snake on this trip, a red headed Krait! It was dead, but a reminder of how important it was to be aware of one's surroundings all the time.

Tell a Friend about Ackerman's Business Philosophy

- Give honest advice as to what the car needs.
- Handle each customer's car as we would our own.
- Offer same day service.
- Be there for emergencies, big or small.
- Provide transportation to and from the shop.
- Make referrals to other service providers when necessary.
- Follow up with a post-service phone call to make sure all is well with your car.
- Give 10% discount off labor (up to \$100) with AAA membership.
- Offer a two-year warranty on parts and labor to AAA members.
- Rotate tires upon request.
- Donate 5% of a customer's invoice upon request.
- Hold a monthly raffle for a \$150 gift certificate for Chez Panisse.
- Support fundraisers with an in-kind donation of a minor service valued at \$180.

Featured Customer: Norman I. Hirose The Love of a Volvo

Life changed drastically for Norman I. Hirose when attending Berkeley High School at the outbreak of World War II and the internment of Japanese Americans to camps. Continued education was available however, so Norman graduated from Topaz High School in 1944. When the camps closed, Norman's family chose to return to Berkeley. Shortly upon returning the Army drafted him! Four years later Norman returned to civilian life and went on to continue his education first at UC Berkeley and then San Jose State where he discovered his interests lay in the Industrial Arts.

It wasn't long before a job came up working for the U.S. military in Japan as a teacher to the children of the Army families now stationed there. Norman took the job, teaching



Norman and his 740 station wagon.

two high school level Industrial Arts classes for the next forty years!

Norman retired in 1993 and returned with his wife, Hisako to Berkeley. He has been here ever since; comparing and watching the many changes that have formed Berkeley to this day.

Hisako, while in Japan, had admired a neighbor's car which was a Volvo. Now in America,

she wanted a Volvo too. When the time was right, she said to Norman, "Today we have to get a car." So off they went. Not just any Volvo would do. She found what she wanted at the second dealership they visited and it turned out to be a 1991 740 golden station wagon. It was comfortable and felt like it "knew what to do."

Norman now had to find a mechanic to take care of the car's needs. A neighbor suggested he go to this place on San Pablo. "This place" turned out to be Ackerman's. Norman felt he could trust Bruce to give him honest recommendations for work that needed to be done now or to be done later. Norman was always satisfied with the work performed. He is still driving the 740 his wife loved so much thanks to Ackerman's tender loving care.

Have You Heard That Ackerman's Will Donate 5% of Your Invoice to a School or Non-profit Upon Request?

Q. Bruce, how does this 5% donation program work?

A. Its simple. Customers just ask me to donate 5% of their pre-tax invoice to any school or charitable cause they want to support.

Q. Then what happens?

A. I write a check on the spot to the school or charitable concern and give it to the customer to pass on. I'll even mail the check myself if the customer provides the address.

Q. How much money did this program raise in 2011?

A. Factoring in 15 minor services donated in support of school auctions, we gave more than \$13,000 to schools and non-profits last year.

Q. How can I spread the word about these opportunities?

A. Just have someone who's in charge of development phone me at 510.549.9330 or email me at backerman@sbcglobal.net. Also there's more about the program on our website: www.ackermanservicingvolvo.com

Q. Do you have a flier that school official can distribute to their community?

A. Yes, and I can forward it to them for circulation to their supporters.

Proudly Supporting Our Community (Fall/Winter Donations)

October

NIA House Learning Center
Shalom Bayit
Claremont Middle School PTA
Hillcrest School

November

Joaquin Miller Elementary
Cragmont Elementary School
PYC/Piedmont Yoga Community

Committed for Early 2012

Malcolm X Elementary School
Rosa Parks Elementary School
Black Pine Circle School
Holy Names University