

Shop Nomination



Roy Foster

Nominated by: Roy Foster

Biography

ASE Letter 8-11-2022_000064.pdf

Roy Foster shares a name with his thriving AutoCare Center, but he firmly maintains that he works on – and sometimes in – his father’s business. The Reno mainstay known as Roy Foster’s Automotive was founded by and named for Roy’s father 75 years ago, and Roy has expertly kept that powerful legacy of family and fairness alive for 44 years – and counting.

Roy’s father quit school in seventh grade to support his mother and his sister. He spent time in an orphanage and, at age 17, was shipped off to World War II and served in the South Pacific for several years. In 1947, he opened his first business – F&A Texaco, with gas and service bays – so his family would never have to experience the hard times he had lived through. He kept building the business, and eventually grew it to two thriving Chevron stations with service bays.

Roy is the youngest of five children. Having grown up in the business, he has always been enthusiastic about all things automotive. When he was 12 years old, he started working for his father, pumping gas, washing windows, and checking oil. And then two years later, in 1980, his father passed away, leaving the shops to his sons David, Karl, and Roy. Roy completed the Chevron Training Center, earned his ASE certifications, and became proficient in automotive repair.

In the late 1980s, when Chevron introduced convenience stores, David took over the gas station and convenience store part of the business, while Karl and Roy moved the service bays across the street. In 1992, Roy took sole ownership of Roy Foster’s Automotive.

That’s when the learning really began. Roy immersed himself in managing the operation, and one of his first major decisions was to join the NAPA AutoCare program in 1994. A longtime happy NAPA AUTO PARTS customer, Roy recognized the mutually beneficial value of coupling the national NAPA brand with his family business. He’s been all-in with NAPA ever since, and he appreciates NAPA as a huge supporter and a solid business partner.

In 2011, Roy “bet the farm” to acquire a former Midas muffler shop with a lot more potential – that required a lot more sweat equity. Rundown, filthy, and broken are some of the most complimentary adjectives that could be applied to the ravaged property. And then, things got even more interesting when an O’Reilly Auto Parts store opened, sharing the same parking lot. But that only spurred Roy to do even more to ensure the success of his business and the NAPA brand.

So, with a little help from his friends, including NAPA’s contribution of a 12-month, no-interest loan for equipment and a lot of paint, Roy got to work, cleaning, landscaping, buying equipment, and painting everything. Indeed, he was a trailblazer, delivering a full PROimage-style makeover

before the PROimage program even existed. At that time, NAPA had a racecar interior theme, complete with checkerboard flooring. Roy asked his wife, Jacque, to adjust the design to a warm, inviting space that, as a woman, she would feel comfortable frequenting. Jacque added leather chairs, granite countertops, stained concrete, and warm wood that invited customers to relax in comfort with the confidence that they were working with true professionals. In turn, that bright blue-and-gold upgrade inspired local business owners to spruce up their establishments as well, which helped elevate the entire shopping center. And when the PROimage program launched, Roy's shop was already a perfect fit, and he only needed to add some new PROimage elements to complete the standardized design.

Today, Roy considers that grueling move pivotal to his success. His transformed shop presents an immediate, positive connection with the NAPA brand. Its clean, professional, competitive look is attractive not only to current and prospective customers, but also to current and prospective employees.

Of course, also attractive to employees is the abundant training Roy offers, including opportunities through NAPA AutoTech and the Reno-Sparks Nevada Business Development Group, where Roy remains a longtime active member and served as president for several years.

And NAPA AutoCare programs? You name them, Roy's almost surely in them, building his business with everything from that pre-PROimage makeover and ongoing training to the NAPA EasyPay credit card and digital menu board to digital vehicle inspections and more. In 2018, he earned a spot as one of the country's first Gold-certified shops. He's both a customer and a coach through the Repair Shop of Tomorrow. He's an avid advocate for the apprentice program, and this year his first three apprentices – including two of his sons, Zach and Logan – will complete the rigorous program and continue working in the shop as “homegrown” technicians.

One of the opportunities Roy remembers most fondly is representing the Western division on the NAPA Auto Care Advisory Council. He appreciated not only the behind-the-scenes experience of vetting NAPA AutoCare programs to ensure they're valuable and appropriate for NAPA shops, but also the relationships he formed with shop owners nationwide.

Roy never hesitates to take on new programs and initiatives, particularly when they're challenging. His perspective is that “if we're too comfortable, we're not growing, and if we're not growing, we're too comfortable.” And he never stops growing.

The well-earned recognition bestowed upon Roy and his father's shop over the years has been extensive. Two milestone honors have included being named the Western division's ASE Technician of the Year for 2011, and a 2021 AAA Top Shop of the Year.

Today, Roy Foster's Automotive remains the family business, with the third generation of Zach, Logan, and their cousin Nichole Foster now fully part of the team. Roy mostly works on the business, but he also maintains 13 ASE certifications so that he can go out in the shop, get his hands dirty, and mentor his techs.

Roy's focus is to continue to build the first Roy Foster's legacy, honoring his father's name, following his code of ethics, and keeping customers and employees satisfied. He has already proven for more than a quarter of a century that by simply following this approach, profits and everything else good will follow. It's why today's Roy Foster is indisputably a thoroughly respected, thoroughly beloved member of his Nevada community, the NAPA AutoCare family, and the entire automotive aftermarket.

Team Images









Exterior Images













Lobby Images





WIFI AVAILABLE

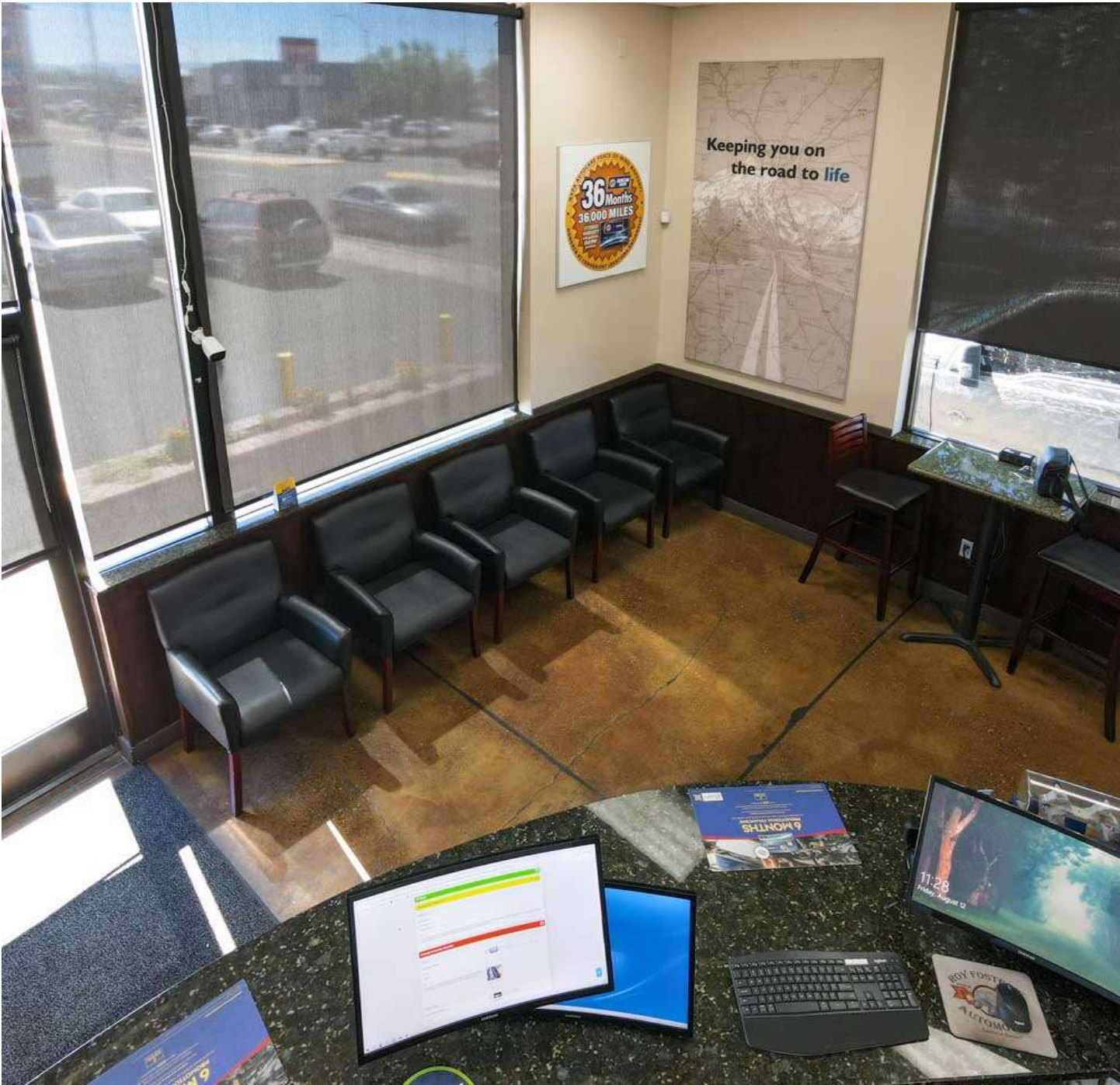


Down South Camping Gulf
Monuments Store
Museum Party!
Race Track
Library
DOWNTOWN
OCEAN
Grand Tour Hotel
HOUSE PARADE
Golf Course
Counthouse Club
Gulf
Party!
CONVENTION
THEATER
RESORT
LIBRARY
GRANDMA'S







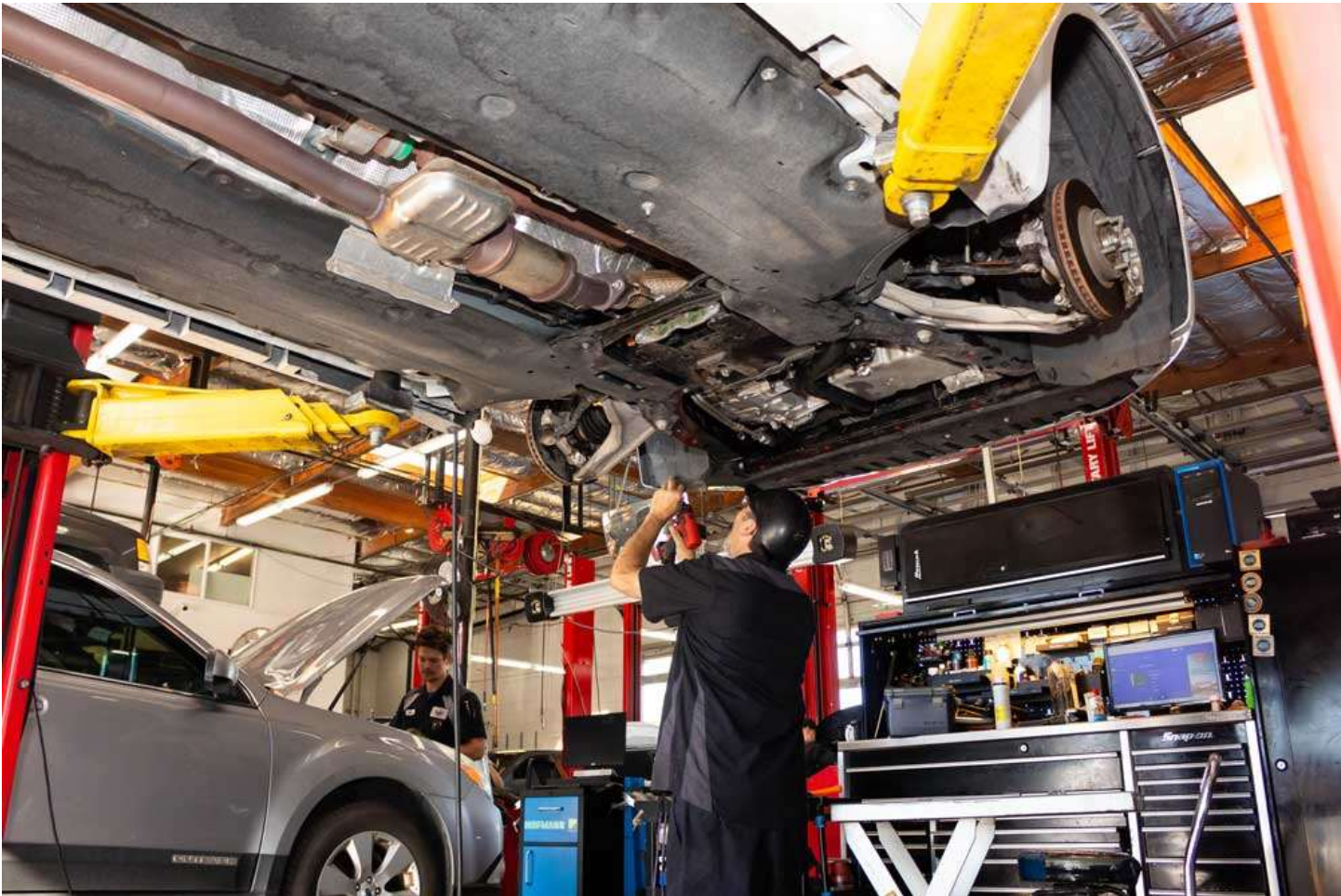


Garage Images





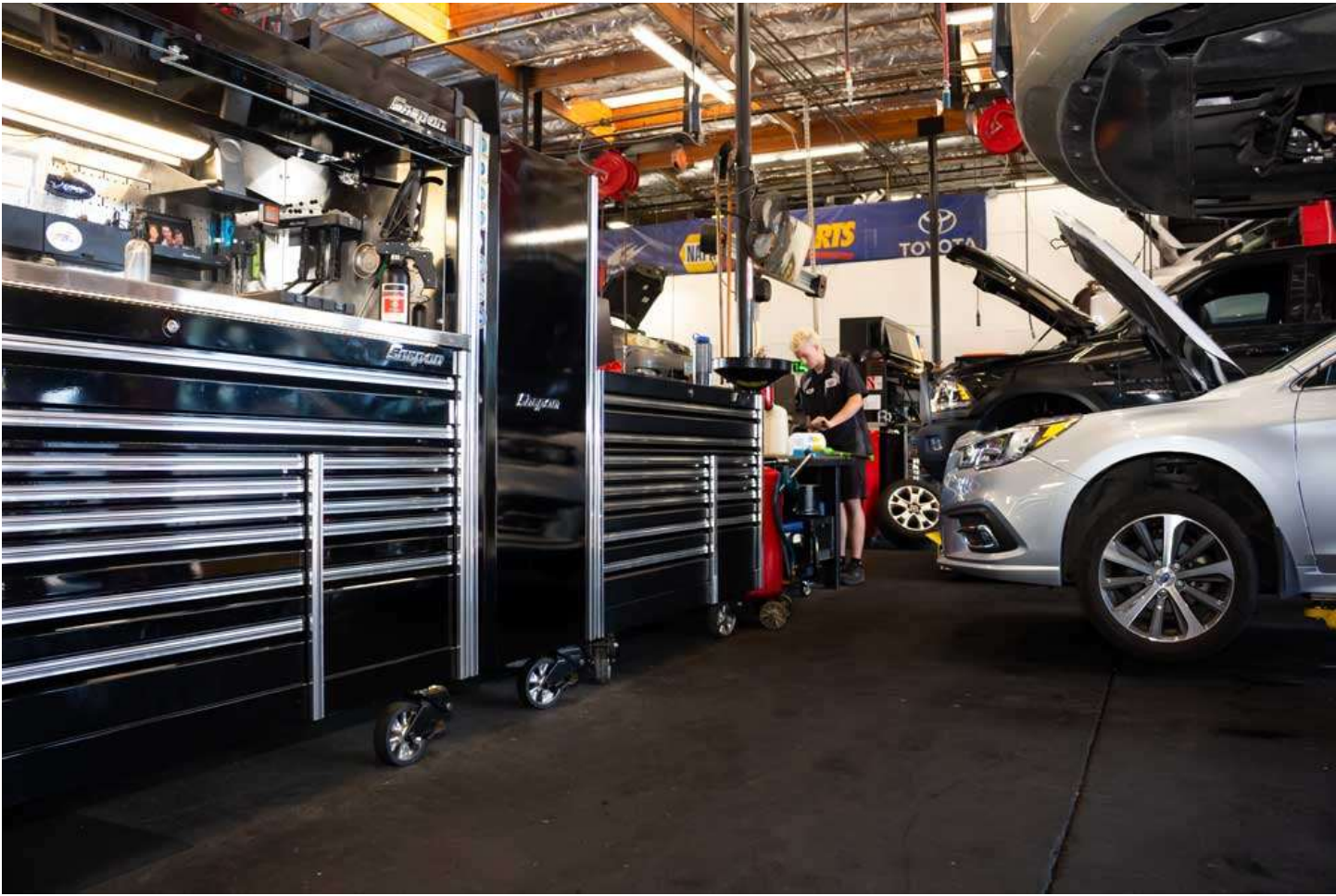






















Employees

Shop's Employees

First Name	Last Name	ASE ID	ASE Certifications	Number of Certifications
Randy	Cowles	ASE-5812-5464	<ul style="list-style-type: none">• Active SUSPENSION AND STEERING• Active BRAKES• Active AUTO MAINTENANCE AND LIGHT REPAIR	3
James	Davis	ASE-5505-1878	<ul style="list-style-type: none">• Active BRAKES	1
Matthew	Contillo	ASE-5889-7371	<ul style="list-style-type: none">• Active AUTOMOBILE SERVICE CONSULTANT	1

First Name	Last Name	ASE ID	ASE Certifications	Number of Certifications
Zachary	Foster	ASE-5812-2680	<ul style="list-style-type: none"> Active SUSPENSION AND STEERING Active BRAKES Active AUTO MAINTENANCE AND LIGHT REPAIR 	3
Bradley	Harriff	ASE-5583-0368	<ul style="list-style-type: none"> Active AUTOMOBILE SERVICE CONSULTANT 	1
Logan	Foster	ASE-5812-5446	<ul style="list-style-type: none"> Active SUSPENSION AND STEERING Active BRAKES Active AUTO MAINTENANCE AND LIGHT REPAIR 	3
Mark	Harris	ASE-1035-2307	<ul style="list-style-type: none"> Active ENGINE REPAIR Active AUTOMATIC TRANSMISSION/TRANSAXLE Active MANUAL DRIVE TRAIN AND AXLES Active SUSPENSION AND STEERING Active BRAKES Active ELECTRICAL/ELECTRONIC SYSTEMS Active HEATING AND AIR CONDITIONING Active ENGINE PERFORMANCE Active AUTOMOBILE ADVANCED ENGINE PERFORMANCE 	9
Roy	Foster	ASE-2695-0531	<ul style="list-style-type: none"> Active ENGINE REPAIR Active AUTOMATIC TRANSMISSION/TRANSAXLE Active MANUAL DRIVE TRAIN AND AXLES Active SUSPENSION AND STEERING Active BRAKES Active ELECTRICAL/ELECTRONIC SYSTEMS Active HEATING AND AIR CONDITIONING Active ENGINE PERFORMANCE Active LIGHT VEHICLE DIESEL ENGINES 	12

First Name	Last Name	ASE ID	ASE Certifications	Number of Certifications
Daavid	vonArx	ASE-1043-7636	<ul style="list-style-type: none"> • Active AUTOMOBILE SERVICE CONSULTANT • Active AUTOMOBILE ADVANCED ENGINE PERFORMANCE • Active EXHAUST SYSTEMS • Active ENGINE REPAIR • Expired AUTOMATIC TRANSMISSION/TRANSAXLE • Active MANUAL DRIVE TRAIN AND AXLES • Active SUSPENSION AND STEERING • Active BRAKES • Active ELECTRICAL/ELECTRONIC SYSTEMS • Active HEATING AND AIR CONDITIONING • Active ENGINE PERFORMANCE • Active LIGHT VEHICLE DIESEL ENGINES • Active AUTOMOBILE ADVANCED ENGINE PERFORMANCE 	10

Additional Industry Standard Certifications

Auto Care Program Participation

Training Categories

KPI Program

If you are using a Shop Management Software other than TRACS, please check the box and enter the name of the SMS for the next checkbox

Go to the [AutoTech training site](#) and download and attach your shops transcript and add them using the Add File button at the end of this section

Nominee's Trainings

- PROImage
- TRACS [line]
- AutoTech Classes for Employees [line]
- PROLink
- Business Development Group
- Registered on NAPAAutoCare.com
- NAPA Service Assistant
- Digital Vehicle Inspection

Training Categories

Nominee's Trainings

- NAPA Easy Pay
- CRM
- Digital Menu Board
- Sales Driver
- Extended Warranty

- Mechanical - Altrom
- Mechanical - Battery
- Mechanical - Bearings
- Mechanical - Belts & Hose
- Mechanical - Brakes
- Mechanical - Chassis
- Mechanical - Filter
- Mechanical - Ignition
- Mechanical - Rotating Electrical
- Mechanical - Shock
- Collision - 3M
- Collision - Radiators

Benchmarks (Please check the box of each line you purchase primarily from NAPA.)

Additional Trainings

Randy's Transcript (18).pdf

Zach's Transcript (20).pdf

Logan's Transcript.pdf

Roy's Transcript (19).pdf

Eric's Transcript .pdf

Brad's Transcript .pdf

Gene's Transcript .pdf

Industry/Community Involvement

Industry Involvement Uploads

Insight Magazine Q3 2022.docx

Apprentice Program.PNG

Discovery-Museum.jpg

IMG_0645.jpg

IMG_4572.jpg

Logan-with-tool-cart.jpg

Podcast.JPG

Randy-with-tool-cart.jpg

Zach-tool-cart.jpg

imagejpeg_3.JPG

imagejpeg_4.JPG

Brakes-for-Kids.jpg

Insight Magazine Q1 2022 RSOT.jpg

Insight Magazine Q1 2020 Advisory Council.jpg

Insight Magazine Q4 2019 Remarkable Results.jpg

Insight Magazine Q3 2018 Business Development.jpg

Insight Magazine Q4 2018 Apprentices.jpg

Industry Involvement

When it comes to industry involvement, Roy Foster's leadership is both heartfelt and wholehearted.

Through his participation and past President of the Reno-Sparks Nevada NAPA AutoCare Business Development Group, he has helped build relationships that resonate within NAPA and throughout the community and the industry. Rather than viewing these other NAPA AutoCare Center representatives as competitors, he sees them as friends, colleagues, and resources who work together to further all their businesses, the community, and the industry. That multi-faceted approach shines bright at The Discovery children's museum, where the BDG has sponsored the fun, educational, and immensely popular first-ever Super Service Center for kids to get under the hood pretending to be technicians.

In 2018, Roy broadened the scope of his leadership when he accepted an invitation to serve on the NAPA AutoCare Advisory Council and represent his Western division's voice in the company's ever-evolving lineup of resources. Roy embraced the opportunity to vet all the programs under consideration – but based on past experiences with consultants, he was highly skeptical of the Repair Shop of Tomorrow (RSOT). That was the bottom line – that is, until he saw the significant benefits RSOT brought to his own bottom line, systems, operations, and procedures. As he says today, even after all his years in the business, he didn't know what he didn't know. Not only did he become a loyal RSOT customer, but he also became a coach. He finds it gratifying to help others improve their businesses, and, as a result, their quality of life.

It's the same reason Roy is active in educating other owners through his participation in the Autovitals Digital Shop Talk Radio program and Carm Capriotto's podcast network. It's why he serves on the NAPA TRACS Advisory Council, helping the software developers keep the NAPA shop management system the best it can be for AutoCare Centers across the country.

It's also why Roy has become deeply involved in protecting all auto repair shops by taking an active role in state legislation. Most recently, he testified to successfully strike down bills that would favor original equipment manufacturers to the detriment of shop owners and parts suppliers in the independent aftermarket.

Roy is also committed to nurturing and advancing the industry's next generation. He has led his BDG's support for the automotive program at Truckee Meadows Community College, which has included establishing four scholarships for automotive students and providing training opportunities. Personally, Roy serves as a board member at the college and regularly speaks with students about how to succeed when they enter the job market. He and his technicians can be found every year judging the SkillsUSA competition hosted at the school. In addition, the BDG has donated tools, equipment, manuals, and other resources to the automotive programs at local high schools.

So it's perhaps no surprise that, when Roy learned about the NAPA Apprentice program in 2018 during his Council tenure, he went right out and recruited not one, not two, but three

apprentices – and all three are now ready to graduate from the program. He’s found it gratifying to help nurture their growth, the quality of their work, and the care they have for people and their cars, and to see these well-spoken, conscientious young men interacting with customers and helping the team embrace new technologies.

As he considers succession plans, Roy also appreciates that the apprentice program has set him – and the third generation of his business – up to continue to thrive, since two of his new homegrown techs are his own sons Zach and Logan. He’s going to be teaching them to fulfill their dreams of taking over when Roy retires. And even though he’s currently fully staffed, he’s looking for his next apprentices. “A rising tide raises all ships,” he says, and training apprentices for the career he loves gives him the opportunity to mentor others while helping the industry – just as he’s done throughout his remarkable career.

Click below and in the image section to check out recent NAPA INSIGHT magazine coverage of Roy Foster's Automotive's industry involvement:

- Repair Shop of Tomorrow Can Teach You How to Make Your Shop Profitable (Q1 2022): <https://mydigitalpublication.com/publication/?i=740702&p=18&view=issueViewer>
- Meet Your 2021 NAPA AutoCare Advisory Council Members (Q1 2020): <https://mydigitalpublication.com/publication/?i=648871&p=4&view=issueViewer>
- Podcaster Carm Capriotto is Bringing 'Remarkable Results' to the 2020 NAPA EXPO (Q4 2019): <https://mydigitalpublication.com/publication/?m=45313&i=632634&p=26&ver=html5>
- NAPA AutoCare is my Business Development Partner (Q3 2018): <https://mydigitalpublication.com/publication/?m=45313&i=522516&p=30&ver=html5>

Community Involvement

It seems almost every town has that guy – the one who’s quietly involved with just about every regular and ad hoc service activity, bringing his business savvy, bright smile, and boundless energy and generosity to make the community a better place for all its residents.

In Reno, Nevada, Roy Foster is that guy.

With seven kids of his own, Roy is particularly passionate about helping children because, as he says, they can’t do it for themselves. Through the Repair Shop of Tomorrow Brakes for Kids program, Roy has led the charge to help raise funds for St. Jude Children’s Hospital. In just two years, Brakes for Kids has raised roughly \$100,000 – with nearly \$10,000 of that coming from Roy Foster’s Automotive. He and his team are also fond of participating in the Toys for Tots toy drive, knowing that they’re helping the community make Christmas brighter for hundreds of local children.

In addition to personally coaching several youth baseball teams, Roy is a major sponsor of the Reno American Little League, Procter Hug High School baseball, and Robert McQueen high school baseball – where every run, hit, and error is displayed on the scoreboard featuring the NAPA AutoCare logo. His sponsorship of North Valleys High School girls' basketball and McQueen High School boys' basketball is also a slam dunk. His contributions help ensure that the region's widespread poverty doesn't prevent kids from pursuing their dreams of athletic glory.

Over the past several years, Roy and his wife, Jacque, have donated shoe boxes with toys, school supplies, gloves, and even jackets to more than 150 students at Libby Booth Elementary School. Many of these children are homeless, living in shelters or even in their cars, and the Fosters have committed themselves to helping provide the basics these children need to succeed in school.

At the Awaken women's shelter, a refuge for women who have escaped from sex trafficking, Roy has teamed up with his local NAPA AUTO PARTS store to donate the parts, and Roy provides the labor to keep the residents' cars running so they can continue working and improving their lives.

Through the Reno-Sparks Nevada Business Development Group, where Roy is a past President, he enthusiastically participates in efforts such as fixing up and donating vehicles for deserving veterans and other community members.

For the past 27 years, Roy has served as a young men's leader and Scout master through his church.

And, as the epitome of the good neighbor, Roy is also his community's emergency preparedness facilitator, ensuring up-to-date contact information, raising awareness of apps and other ways for community members to stay informed, managing quarterly drills, and educating the community regarding the importance of a viable supply of 72-hour emergency kits.

Wherever you go in Reno, you're sure to see something Roy has touched, some service he has provided, some person he has helped. It's a legacy he has carved, not as a path to be praised, but simply as part of who he is, as natural as the air he breathes.

Click below and in the image section to check out recent NAPA INSIGHT magazine coverage of Roy Foster's Automotive's community involvement:

- Reno Sparks BDG Sponsors First NAPA AutoCare Center for Kids at Discovery Children's Museum (Q1 2019):
<https://mydigitalpublication.com/publication/?i=575723&p=34&view=issueViewer>
- Making the Connection (Q4 2018):
<https://mydigitalpublication.com/publication/?m=45313&i=543393&p=10&ver=html5>

Letters of Recommendation

[Bill Connor Recommendation_Roy Foster 2023 AutoCare Shop of the Year.pdf](#)

[Dave Justice Recommendation_Roy Foster 2023 AutoCare Shop of the Year .pdf](#)

[Rob Stringari Recommendation_Roy Foster 2023 AutoCare Shop of the Year .pdf](#)

[Roy Foster's Letter - Todd Musser.pdf](#)

[TMCC letter of recommendation_000049.pdf](#)

[Ted B Recommendation_Roy Foster 2023 AutoCare Shop of the Year Final.pdf](#)

[Rodney Helsel signed recommendation for Roy Foster.pdf](#)

[NAPA Letter Robert Foster.pdf](#)

[Warren Rapp Letter of Recommendation.pdf](#)

[David Finley Letter of Recommendation.pdf](#)