



*Contact* Donny Seyfer AMAM  
*Telephone* (855) 636-2783 x3  
*Cell* (303)884-7540  
*Email* [nastf1@nastf.org](mailto:nastf1@nastf.org)  
*Website* [www.nastf.org](http://www.nastf.org)

FOR IMMEDIATE RELEASE  
11/15/ 2017

## NASTF NAMES SEYFER TO EXECUTIVE OFFICER ROLE

Wheat Ridge, CO – 11/15/ 2017 The National Automotive Service Task Force (NASTF) named Industry veteran Donny Seyfer to replace retiring Skip Potter as NASTF Executive Officer.

Seyfer brings more than 30 years' experience as a technician, shop owner/manager, trainer and 15 years of association and trade show experience to the role. Seyfer has served on several NASTF teams including co-chairing the tool and equipment team as well as serving as a member of the board of directors.

When Potter announced his retirement August of 2017, the NASTF Board tapped Seyfer to act as interim director and made the decision October 31<sup>st</sup> to offer him the position after an extensive search for Potter's successor.

"This is the perfect platform to expand and continue my mission to help those of us who turn the wrench or wield the scan tool. Most important to the NASTF mission is the opportunity to continue to connect all of the different channels of our amazing industry and make the world a little smaller. Now more than ever, success for all depends on being able to work together. I appreciate the opportunity," Seyfer said.

NASTF Chairman Steve Douglas, Automotive Alliance said, “With decades of experience working with other shop owners, technicians, OEMs, tool companies, trainers and service information providers, Donny Seyfer is uniquely qualified to bring the industry together and catapult NASTF to the next level. We are thrilled to have him leading NASTF.”

NASTF volunteers have been hard at work for several months to thoroughly modernize the vehicle security professional program also known as the Secure Data Release Model to improve vehicle owner security and streamline the process for locksmiths and repair shops who participate in the program.

#### About NASTF

NASTF was established in 2000 to identify, communicate and resolve gaps in the availability and accessibility of automotive service information, service training, diagnostic tools, and equipment for the benefit of automotive service professionals and their customers. NASTF was incorporated in 2006 as a 501(c)(6) not-for-profit organization. Additional details can be found at <http://www.nastf.org/>

# # #

If you would like more information about this topic, please contact Donny Seyfer AMAM at (855) 636-2783 x3 or email at [nastf1@nastf.org](mailto:nastf1@nastf.org).