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Customer Newsletter June 2019 Edition



VIRGINIA SPOTLIGHT

See Inside for Exclusive Discounts for Our Current Customers!

June is one of those months with lots going on. Father's Day, the Summer Solstice, Flag Day, etcetera – all in June. In Virginia, one of the annual events takes on a special significance. Every year at Bedford's National D-Day Memorial there's an event commemorating that historic day, and this year's will be the 75th anniversary of the largest amphibious assault the world has ever seen. With each passing year, fewer survivors of Operation Neptune's nearly 160,000 Allied troops are still around, so it's important that they know in what high regard we hold them. Bedford County is said to have suffered more losses proportionally over the course of the invasion than any other American community.



FROM THE OWNER

I hope this won't be boring to y'all – but our clients often ask me about the genesis of DOC Auto. So here ya go. My college roommates and I started the business that is now known as DOC Auto in 1982 while enrolled at Virginia Tech. In 1985 we were out of school, and decided (to our parents' chagrin) to take a swing at building a full-time business. We rented our first commercial space and got to work. Unfortunately, a few months into it, we were in a serious crash, which took the life of my partner Joe, and banged Ross up pretty badly too. Although I had a few injuries, I was able to continue after a short break; Ross was out of commission for a very long time – he's fine now, but had to quit the biz. I kinda bumbled along on my own for a while, fixing and restoring cars and doing quite a bit of custom work. Eventually, the business morphed into a maintenance and repair facility focusing on more modern stuff. In 2004 I stumbled into relationships with the founder of Tires Plus, as well as the founder of a 21-store chain in Florida called Ice Cold Air. These super smart fellers took me under their wings and generously shared their knowledge and expertise, and I've been fortunate to have superstar teammates turn up at the most opportune times. Those lucky breaks, plus awesome clients, equals the DOC Auto of today.

Chow Time with Dave

Sausage and Mushroom Pasta



A few years ago, while in Chicago for a management conference, I had dinner at one of the Harry Caray's restaurants that dot the area. I forget the name of the dish on the menu, but this recipe approximates what they served (although I think it might have had spinach in it.)

You'll Need:

- A couple of pounds of Italian sausage
- A handful of garlic cloves, minced
- A couple of pounds of mushrooms, cut up into ~3/4" or so chunks
- 2 - 3 C white cooking wine
- 2 - 3 C Heavy whipping cream
- Handful of parsley, chopped
- Parmigiano-Reggiano cheese
- Red pepper flakes
- Some form of pasta; I usually use a pound of the kind that looks like little bowties

DIRECTIONS:

Get the pasta ready - boil a big pot of water and add some coarse Kosher salt, then dump in the pasta; reduce the heat to keep the pasta from sticking, and stir the water. While that's simmering, get a big sauté pan on the heat, add some EVOO, and begin browning the sausage. While that's cooking, drain the pasta when it's al dente, saving some of the water that you cooked it in; you'll use it to thin the sauce in a few minutes. Crumble up the sausage as it cooks. When cooking sausage, I often find that it benefits from a little more cooking time than I think it needs. When it's done to your satisfaction, add the mushrooms and cook 'em down. They have a lot of moisture in them, so be sure to cook them enough. They'll be much smaller than before, and starting to brown a little. Then add the garlic, stirring constantly - it's easy to burn garlic. Next, add the wine and simmer until reduced a bunch. Then add the cream and some of the water you saved from cooking the pasta. Cook until the sauce thickens, then add the parsley and grate a bunch of the cheese into the whole mess. Add the Kosher salt, black pepper, and the red pepper flakes to taste. Add more of the pasta water if the need arises - then throw in the pasta, serve, and enjoy!

Shout-Out!

AMAZING LOCAL BUSINESSES

When I asked long-time DOC Auto client David Mitchell if he knew of any local businesses that would be good candidates for this monthly column, he mentioned the swing dance facility he'd been frequenting. DanceFXBG was born over seven years ago when founders Joel and Valerie got tired of driving to the Dulles Hilton or Glen Echo to swing dance. DanceFXBG settled at the current location in Eagle Village three and a half years ago, and hold dances every Saturday night. No experience or partner needed, just swing on by! Intro jitterbug lessons at 7:30; dancing starts at 8 and goes to 11. It's a great social event, and good for ya too - Joel tells me that dancing is the world's best mental and physical exercise, and reduces the likelihood of dementia by 60 percent in individuals over sixty years of age. Speaking of age, he tells me that the average age of the participants in the weekly dances has dropped by about twenty years recently - from mid-forties to mid-twenties - but he has members of all ages.

DanceFXBG has a seven-week class starting June 30th, and is offering a 25% (!) discount off the regular price of \$110 to DOC Auto clients who mention this newsletter. Thanks, y'all! Check 'em out on Facebook (FB LindyintheBurg DanceFXBG); on the web at dancefxbg.com; or call (540)847-4581.



Blast from the Past

As I discuss in this month's From the Owner column, for many years - about twenty, in fact - had only one employee. Three guesses who that was.... So when I started learning about the business side of auto repair, under the guidance of a few amazing mentors, growth was a natural and unavoidable result. One of the twenty-groups that I was in had a friendly competition one year, with the prize being a week at a luxury condo on the Gulf of Mexico to the most improved shop. Well, I had an unfair advantage, seeing as how I started way behind the others, but they let me claim the prize anyway. So Dani and I ventured down to Florida for our first vacation in over twenty years. One of the places we visited was a run-down and sleepy little place called the Clearwater Marine Aquarium; they weren't really set up to entertain visitors, so we kinda just wandered around on our own. I don't even think we paid to get in; they were mostly focused on rescuing and taking care of marine critters who'd gotten into trouble of one sort or another. One of the residents was a dolphin whose tail had been caught in a crab trap line, and had fallen off. Her name was Winter, and we spent an hour or so playing with her. Well, lo and behold, a few months later we discovered that they were making a movie about her. Needless to say (well then, why are you saying it, Dave?), today, the Clearwater Marine Aquarium is completely transformed - kinda sad when we think about how much fun it was in '06, but good for them. The place is packed now, with lines to get in, and tons of movie-related displays. Check it out if you're in the neighborhood.



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