

Family business covers the world — of autos

By Susan L. Wright
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The name Silver Star World Wide Auto Repair doesn't immediately call to mind the picture of a small, family-owned business. But the Ormond Beach-based shop is exactly that.

Owned and operated by Scott Sickich along with his wife and oldest son, the shop has been a leader in repairing some of the most sophisticated cars in the world for area owners.

Mr. Sickich took over the more than 30-year-old business in 2011 and it's still

thriving as an all-around, quality repair shop that specializes in German-made cars, from Mercedes and Audis to Volkswagens and minis, but will also repair any make of European or American car.

He notes there's a lot of competition in the area — Silver Star itself is on Yonge Street just north of Granada Boulevard flanked by other repair shops. He's confident they can more than deal with the competition.

"There's a lot of small repair shops around," he said. "Silver Star has pretty much been here the longest, we have a good location, an experienced staff."

He said the staff includes four mechanics, including one who has earned the official certification to be a Mercedes authorized mechanic and a second who has an Automotive Service Excellence certification, which Mr. Sickich said is a standard in the industry.

Though small, they offer the highest quality service possible, but he doesn't claim they deliver such excellence at bargain basement prices. Still, he noted

their rate for labor of \$89.70 per hour isn't as high as the \$150 per hour charged by most dealers.

The emphasis is always on quality and he says they always recommend original equipment manufacturers' parts.

"We try to do the best we can, to offer a good value and do good work with good parts," Mr. Sickich said.

The good service extends to how they care for the customer. "We offer free valet service," he said, explaining that means they give customers a ride home or to some other location so the customer doesn't have to wait around while they work on the car. "It can be home or to a restaurant, the library. We have some people who go to walk the bridge while the car is in the shop," he said.

As well as running a quality-focused business, he enjoys getting to know his customers and neighbors. He wants them to feel they can absolutely rely on getting the best service and quality at Silver Star World Wide Auto Repair.

He's also very proud the



Photo courtesy of Scott Sickich
Scott Sickich with his wife, Sandee, own Silver Star World-wide Auto Repair on North Yonge Street in Ormond Beach.

company is a family-owned and run business. His wife works in the office, his oldest son is a key part of the staff. His middle son is serving in the U.S. Marines, but Mr. Sickich hopes he'll join the business when he's finished serving his country. The youngest son is just 17 and a student at Seabreeze High School and hasn't decided yet what his career

will be.

His dad makes it clear he wouldn't mind at all if they all came to work with him.

He's sure the business will continue to do well enough to support all of them.

Silver Star World War Auto Repair is at 74 N. Yonge St. in Ormond Beach. For more information, visit silver-starormond.com or call (386) 673-7827.

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tions manager, have earned the credential of Certified Radiology Administrator through the Radiology Administration Certification Commission.

The program recognizes an imaging administrator's range of skills and expertise. The credential was designed to recognize professional competencies in five key medical imaging management areas, including:

- Financial Management
- Communication and Information Management
- Human Resource Man-

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agement

- Operations Management
- Asset Management

In order to earn the CRA credential, candidates must meet the education and experience requirements and pass a national examination.

New Hyatt Place wins best project award

Hyatt Hotels Corp. honored 10 of the company's top owners and developers, including the builder of the Hyatt Place in Daytona Beach Shores, at its recent conference for owners throughout the Ameri-

cas at the Hyatt Regency Indian Wells Resort & Spa in Indian Wells, Calif.

"Hyatt has consistently emphasized that we want to be the most preferred hotel company for owners, guests and associates. To achieve that, we need to work closely with the right owners and developers who share our commitment to Hyatt's brands and what the Hyatt brand overall has come to stand for -- quality, driven by the dedication of our outstanding colleagues around the world," said Mark Hoplamazian, president and chief executive officer, Hyatt.

Winning a Best Conver-

sion award was the Hyatt Place Daytona Beach Oceanfront. Avista Hotels and Resorts helped the Hyatt Place brand enter a new market with the first Hyatt Place beachfront hotel. The Best Conversion award recognizes a company for reconfiguring and transforming an existing property and converting it to a Hyatt-branded hotel.

SBDC offers QuickBooks workshop

The Small Business Development Center at Daytona State College will host a QuickBooks workshop from 6 to 9 p.m. for five consecutive Tuesdays beginning Jan. 13, at 1200 W. International Speedway Blvd., Daytona Beach, Building 110, Room 248.

This workshop will provide information to set up a company, work with forms, lists, registers, inventory, invoices, customize forms, process payments, reconcile bank accounts, asset, liability and equity accounts, create reports and graphs, track and pay sales tax, payroll, job costing, etc.

Students will work in a computer lab with a QuickBooks Pro 2014 Instructor on examples for real experience using Quick-Books. Students will also receive a work-book and a certificate of completion.

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