

**Issue:  
April  
2023**



**Wisconsin Collision Repair Professionals**

## ***The Body Shop Advocate***

***~ WE ALL DO BETTER TOGETHER ~***



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FACEBOOK!**



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YOU TUBE CHANNEL**

### **FROM THE DESK OF OUR PRESIDENT**



There are several items of importance in this month's Advocate. Number one of course is the upcoming [Industry Event to be held at the Chula Vista Resort & Waterpark in Wisconsin Dells on April 20th.](#) As with the previous events that were held in Chippewa Falls and Green Bay, there will be a variety of topics covered, but the main theme at this event will be how to get new technicians into the industry. We will have several speakers throughout the afternoon with a dinner and an open discussion to follow. This is an excellent opportunity to get some great information and ideas for your business, as well as getting a well-deserved "spring break" at a very nice water park. See the flyer below and get your registration in today!

Also included this month is information on the new WCRP Zoom meetings. This is your opportunity to discuss important topics relating to your business with other shops from around the state once a month. In order to make this worthwhile for the participants, we will need a commitment from members to participate, so please submit your interest in the poll questions below.

Larry Terrien  
President WCRP

### **Join us for another Industry Event!**

**Click on the image below for a printable version.**

**You can also click here to be taken to the pay wall page on WCRP's website**

Wisconsin Collision Repair Professionals

Presents

## COLLISION INDUSTRY EVENT

April 20, 2023

Event Begins  
1:00 p.m.

Event Ends  
7:00 p.m.

**Chula Vista**  
Resort

\$99 Registration  
Fee (Limited  
Seating)

Wisconsin Dells, Wisconsin

**Are you in need of Technicians? Look no further—  
walk away from this night with solutions on how to  
get candidates into our industry!**



Send your registration into:

WCRP  
Deb Brunett  
P O Box 841  
Merrill, WI 54452

Includes: dinner, discussions  
w/instructors and managers  
working with future technicians,  
door prizes, and more.

Company Name: \_\_\_\_\_

Name(s) of Registrants: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

There are rooms at Chula Vista Resort for our group at the rate of \$109/night Junior Suite or King room  
and the resort fee is waived. Call 608.678.3119, option 2 and give them our Group ID J20720.

**Gandrud Auto Group**

**GANDRUD**  
PERFORMANCE PARTS



### The Monthly Zoom

One of the many functions of any association is to increase the collaboration of its associates. The sharing of ideas along with solutions to industry issues. With that in mind, your [WCRP directors](#) are debating the viability of a monthly Zoom meeting open to all shops, sponsors and their staff.



This is tentatively planned for the last Thursday of each month from 9-10 or 10-11 am. Each month there will be a topic of discussion, a brief synopsis, (aka someone's opinion) followed by an informal share of solutions. This is also a great place for our sponsors to present and they will be encouraged to attend.

### The Zoom Details:



This is a tentative trial offering. We need a *minimum of 20 shops* to commit to attendance (when reasonably possible to do so). With this commitment we should have ten attendees at each meeting, an adequate number to share ideas.

**Additional details on this exciting opportunity can be found [here](#).**

# YOUR ATTENTION PLEASE

**Please take a moment to answer the following poll questions!**

Would you attend the proposed Monthly Zoom meeting?

Yes

Select

No

Select

Possibly

Select

~~~~~

Have you revised your "blending allowances" due to the SCRS Blend Study?

Yes

Select

No

Select

~~~~~

Have attempted to

Select

~~~~~

Have you contacted your estimate database provider regarding corrections to blend allowances?

Yes

Select

No

Select

**The 3 primary estimate providers can be contacted at the following:**

CCC <https://cccis.com/support/collision-database-inquiry/>  
MITCHELL <https://www.mitchell.com/contact>  
AUDATEX <https://try.audatex.us/contact/>

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## MEET THE MEMBERS

### J&H Auto Body

2520 Ward Ave, La Crosse, WI 54601



J & H Auto Body has been providing the highest quality auto body repair to the Coulee Region since 1945.



[#1 Fast Change Pad Schlegel Corporation SCH175-C\)](#)

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## GUEST EDITORIAL

### Tip of the iceberg?

Given the results of the recent [SCRS Blend Study](#), one has to wonder how many other labor times have been picked out of thin air regarding labor allowances? How many labor times have been influenced by those not in the collision repair business? The study proves that databases are only providing guidelines. Those guidelines are subject to the applications in your shop. **YOU** decide the application of those guidelines. There are **CLEARLY** many allowances that are incorrect. Judging by the blend study, they can be as much as 131% incorrect!



It is certainly permissible and fair to add line items to correct discrepancies that are clear, obvious, and justifiable if given proper documentation. Very often these requests will be considered in the spirit they are given. AKA: don't be an ass. Something to think about,

Feel free to comment!  
Steve

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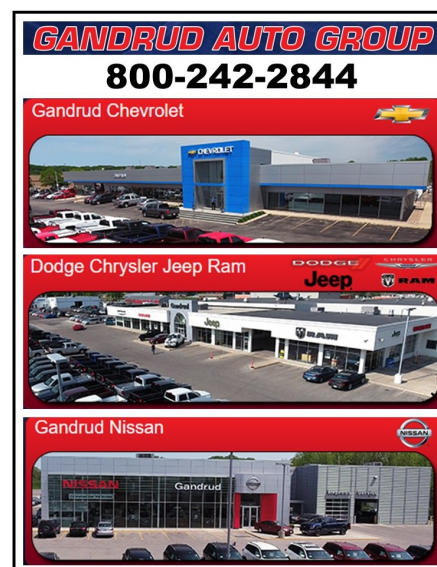
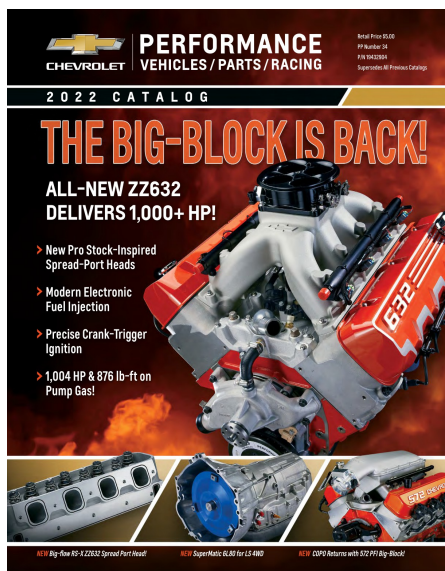
Better Together.

[Astro Pneumatic Dual Temperature Heat Gun](#)

[Kit Order No. ASO-9425](#)

## OEM PARTS ENDORSEMENTS/RIDERS

You are highly encouraged to suggest purchasing optional OEM parts endorsements/riders to your repair customers through their insurance companies. Not all insurance companies offer this benefit, so they may need to shop around, but it most likely would be worth it to them to experience no arguments about getting all OEM parts to repair their vehicles when available!



**IMPORTANT**

**BODYSHOP**  
BUSINESS



## [SCRS Members Discuss Blend Study Live from SEMA Stage](#)

SCRS announced that collision repairers can watch a discussion of the association's blend study that was recorded live from the 2022 SEMA Show stage.

By [BodyShop Business Staff Writers](#), March 10, 2023

The study results conclude that the existing 50% formula may not be an accurate representation of the comparison between the two tasks. The conclusions of this study, presented for the first time at the SEMA Show, indicate that blending steps, on average, took 31.59% more time to perform than full refinish steps. [Continue reading here.](#)

[Watch the video here.](#)

For more information on the SCRS blend study, visit [scrs.com/blendstudy](http://scrs.com/blendstudy).

To join as a member of SCRS, visit <https://SCRS.com>.

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[AUTO WEB TUNERS](#)

**"HELPING AUTOMOTIVE  
BUSINESSES THAT WANT TO WIN"**

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**CLICK ON THE FLYER BELOW FOR A PRINTABLE PDF**



# YOU'RE INVITED!

*All Independent Collision Shop Owners, Managers,  
& Industry Participants are encouraged to attend*

## Collision Tech, Talk, & Training Night!

See exciting new products, discuss current industry topics, and learn about new ways to support the collision industry's future workforce!

**Event Hosted By:**



### COLLISION EVENT DETAILS

|                  |                                                                  |                                                       |
|------------------|------------------------------------------------------------------|-------------------------------------------------------|
| <b>DATE:</b>     | Wednesday, April 12 <sup>th</sup> , 2023                         |                                                       |
| <b>TIME:</b>     | 5:30 – 6:00 pm                                                   | Networking; heavy hors d'oeuvres & beverages provided |
|                  | 6:00 – 7:30 pm                                                   | Program Presentations                                 |
| <b>LOCATION:</b> | Greenwood Hills Country Club, 2002 Poplar Lane, Wausau, WI 54403 |                                                       |
| <b>COST:</b>     | FREE (space is limited)                                          |                                                       |

**RSVP by Friday, April 7<sup>th</sup> to either WATEA or WCRP**



[admin@watea.org](mailto:admin@watea.org)

(715) 581-9283 (call/text)



[wcrpinfo@gmail.com](mailto:wcrpinfo@gmail.com)

(262) 542-7707



[CLICK HERE TO BE TAKEN TO THE  
REGISTRATION SITE](#)



[CLICK HERE TO BE TAKEN TO THE  
AVAILABLE COURSES PAGE](#)

POSITIVITY  
SUMMIT

WITH  
DAVE LUEHR  
& RYAN TAYLOR

## HOW TO POSITION YOUR BODY SHOP *for the Future*

### **Position your body shop for a fantastic future with positive insight, advice and actionable takeaways in this replay of the 3rd Annual Summit!**

Over 20+ industry leaders -- body shop owners and managers along with those who serve the industry -- share their perspective and expertise on the changes in our industry and how to proactively prepare!

We weren't shy, either! We took on the hard topics like...

- Labor shortages – What can you do?
- Evaluating DRP Relationships – How can they be improved?
- Electric Vehicles – What is the future?
- Parts shortages – How to manage them?
- Many more!

The 6-hour Summit recording has been separated by speaker to make it easy for you watch (and re-watch!) the different speakers!

**[CLICK HERE TO SIGN UP FOR FREE AND WATCH  
THE POSITIVITY SUMMIT RE-PLAY](#)**



#### **Estimate Tip- CCC/MOTOR – Estimating Tip: Audatex - Adjusting Blend Labor Value**

Audatex provides customers a quick and easy process to adjust the automated blend hours. Solera has provided the following instructions to adjust the blend labor value. A user can adjust the time in our Solera Qapter estimating solution when there is a need to adjust the automated blend hours. The slide out provides the full refinish time and the blend time so the user is aware of the full panel refinish times as they consider any adjustments for blend labor time. Continue reading [here](#).

#### **ESTIMATE TIPS**





***Don't  
Forget!***

Which of the following are you giving away?

- 1) Clean for delivery
- 2) Administration/Estimating Fee
- 3) Research Repair Procedures



Are you interested in being a sponsor? Our Body Shop Advocate e-newsletter is sent out every month to 500 addresses.

***YOUR TARGET MARKET!***

Please consider being a sponsor for WCRP.

[Click here for information!](#)



## **KNOW OF ANY SHOPS LOOKING TO JOIN WCRP?**

Forward this newsletter to them!  
They can click [here](#) to go straight to the membership form or they can call Deb at 262-542-7707.



[Glasurit 1109-1503/3 Stone Chip and Underbody protection, grey](#)



**CLICK ON THE FLYER BELOW TO BE TAKEN  
TO THE TRADE SHOW WEBSITE**

2023 **MIDWEST**  
COLLISION REPAIR  
TRADE SHOW & CONFERENCE

**MAY 19 and 20, 2023**

Overland Park Convention Center  
6000 College Blvd.  
Overland Park, KS 66211

**2023 THE YEAR OF THE TECHNICIAN**

technical & admin educational seminars  
award winning presentations  
nationally recognized speakers  
meet with the best vendors in the industry  
see the newest trends in tools & technology  
keynote speaker with lunch  
double the space of last years show  
and much more!

REGISTER TODAY!

[www.midwesttradeshow.org](http://www.midwesttradeshow.org)

**see you in**  
**KANSAS CITY!**



Do you have items to sell/trade? Car parts, the whole car, boat, motorcycle, snowmobile, utv or looking for something to buy?

List them here. ***For Free!***

**\*\*\*WCRP members only, 3 month limit\*\*\***

Email your item and information to Deb at [wcrpinfo@gmail.com](mailto:wcrpinfo@gmail.com)



## CURRENT LISTINGS:

**1) \$500** 2019-2022 Ram 3500 8' dually box assembly (w/o 5<sup>th</sup> wheel package, w/o flares) RT side was damaged, (price includes new replacement outer panel and inner panel) Has hole cut in bed for gooseneck ball. Call or text Steve for details at 715-892-1740. More pictures can be seen on Craigslist [here](#)



**P.O. Box 841**  
**Merrill, WI 54452-2841**  
**262-542-7707**  
**E-mail: [wcrpinfo@gmail.com](mailto:wcrpinfo@gmail.com)**  
**Website: [www.WCRP.pro](http://www.WCRP.pro)**