Issue:
May
2023

Wisconsin Collision Repair Professionals

The Body Shop Advocate

~ WE ALL DO BETTER TOGETHER ~

LIKE US ON FACEBOOK!

VISIT OUR WEBSITE!

VISIT OUR YOU TUBE CHANNEL

FROM THE DESK OF OUR PRESIDENT

Well, another great Industry Event is in the books! (see below). Participants came away with some good ideas from a great lineup of speakers, and some excellent networking with other shops. This is the third Industry Event that we have held in different areas around the state. All have been very informative and the feedback that we receive is very good. However, I can't help but wonder how we can get more participation at these events. At WCRP, we receive many calls from member and non-member shops that are frustrated with _____ (fill in the blank), and are looking for advice and direction. These events are a gold mine of information and ideas from other members that have had the same issue and what has worked for them, and this latest event was no exception. For more on this, please see the Guest Editorial below….

Larry Terrien
President WCRP

MEET THE MEMBERS

Rodell Auto Inc

2123 North Stoughton Road ~ Madison, WI 53704

Welcome to our auto body shop. Whatever your needs may be, get in touch with us today for more details about our products and services, including an onsite mechanic. We assist with oil changes, and much more.

WCRP Hosts 3rd Industry Event at Chula Vista in Wisconsin Dells

Did you miss the last WCRP industry event? Your association continues to gain momentum with sponsors, and progression addressing industry issues. In this last event, people shared their ideas in addressing the technician shortage. There has been a LOT of effort put forth by some great people.

We want to send out a huge **THANK YOU** to the speakers presenting at this event! That being said, they need help! Can you volunteer for an advisory board? Can you donate? (Check out the Chippewa Valley Technical College Golf Ball Drop information below, in this newsletter.) At the very least, can you make a call or send an email, say thanks for the job they're doing. A little encouragement goes a long way.

Those presenting:

- Kent Olson with WATEA & Olson Auto Body & Paint
- Brent Kindred with WATDA
- Jerry Goodson with Chippewa Valley Technical College
- Ken Kempfer with Fox Valley Technical College
- Tom Hoerner with Sherwin Williams
- Jolene Plautz, Lobbyist for WCRP
- Rachel Minshall, I-Car North Central Committee Chair & Collision Manager with Gordie Boucher Automotive

FINISHMASTER®
Automotive & Industrial Paint

3M™ Citrus Base Cleaner Transparent, 24 fl oz
3M Industrial/Aero 76394

Help support our industry!!

Can we challenge you to purchase a golf ball for every member of your team?

As of 5-2-23, there are about 500 left, so let's get them all sold! You do not need to be present to win.

Monday, May 15th, You are invited to join us as we celebrate the grand opening of Chippewa Valley Technical College - Transportation Education Center and also a Helicopter Golf Ball Drop Fundraiser (sponsored by Global Finishing Solutions). The Helicopter Golf Ball Drop Fundraiser will benefit (6) Wisconsin high school/college

collision programs who applied for the Collision Repair Education Foundation's 2022 Benchmark Grant Application. The open house event will include industry partner networking and tours of the new program.

Golf balls are $15 each & 1,000 balls are available to be purchased with prizes that include:
$1000 – Prize for closest to target
$500 – 2nd closest to target
$250 – 3rd closest to target
$250 – Farthest away from target

Click here for more information and to purchase your golf balls!

GUEST EDITORIAL

What strengthens you, continues to divide us.

"Whatever comes out of these gates, we've got a better chance at survival if we work together. Do you understand? We stay together, we survive."
General Maximus Decimus Meridius

Allow me to explain. I've recently attended a number of industry events. All well-organized, with information well presented. The shop attendance? Less than ideal. So I dove a little deeper into the "why so few?" I made some calls...It's troubling that so many shops continue to exist on an island of their own choosing. Too busy and too fearful of sharing anything with a perceived competitor (including a room). My conversing with other shops has created ideas and profits far beyond what I could conjure up on my own.

This industry has always required a unique set of skills and personalities. One of those traits, our self-reliance, is too easily combined with our innate competitive nature. The result is what we have...A fractured industry with less than ideal collaboration.

In battle and in nature, the enemy *always* divides to conquer. It's a proven formula 10,000 years old. We've divided ourselves by that self-reliance and the fear of competition. It's really far past time we put those concerns aside and come together to address the important topics that challenge this industry.

I really hope you can make the next industry event. Regardless of sponsor(s) or whomever will be attending. Your perceived competitor is not the enemy. On the list of foes *competition* is a bit down the list. We have bigger issues to address.

See you around?
Steve

WATDA

2023 SkillsUSA State Championship was April 25th-26th

Each year the WATDA Foundation hosts the SkillsUSA automotive state championships and assist with the diesel and collision repair competition state championships. All Wisconsin gold medal winning students advance to the SkillsUSA National Competition to compete against other gold medal winning students from the other 49 states. Ultimately, national gold medal winning students can advance to the World Skills competition. The last time a Wisconsin student advanced to the global stage (from Racine Park High School) was the 2015 Leipzig, Germany competition.

Uniting dealerships and industry from across Wisconsin, the automotive championships is comprised of 12 ASE aligned stations. These stations help prepare students for what they should know and be able to do to be successful. Some of these stations are; Automotive Transmission, Engine Performance, Wheel Alignment, Safety, Electrical Diagnosis, Hybrid Safety, Customer Service, etc.

Click here for more information and to watch the video!

Body Bangin'

A podcast made just for the collision industry!

Use the DEG to Get Paid for What You Do!
In this episode, Woods interviews Danny Gredinberg, who is the administrator of the Database Enhancement Gateway (DEG). Gredinberg explains how collision repairers can use the DEG to get paid for they do by helping with items like:

- Incorrect labor
- Missing parts
- Missing labor
- Clarification of P-pages

Click here to listen to this podcast and others as well!

S & G Tool Aid 9Pc Aluminum Body Rp Kit
Order No. SG-89450

NCS National Coatings & Supplies | SINGLE SOURCE
Better Together.

How to Hire and Retain Employees

Feb. 28, 2023

Recruiting never stops, even when you're fully staffed.

Chase Clough

As a shop owner, you know the importance of working with the best team possible. The employees you have can be the difference between dysfunction and record profits. So, the question is, how do you draw in the employees that are best for your business? How do you keep them on your staff? The first thing you need to know is where to look. Then you must remember that recruiting never stops, even when fully staffed. Once you've got a team that works, you must show them you value them. Travis Sallee, the second-generation owner of Loren's Auto Repair in Kalispell, Mont., has been in business for 38 years. With an entire team of 11 employees, he has advice on building your dream team and reaching record success.

The first step in hiring is knowing where to look for employees. If you're only using one avenue to find potential hires, you limit yourself to a small pool of people. As someone who grew up in a shop and has owned a shop for over a decade, Sallee says, "a simple Craigslist ad would have been more than sufficient in the past, but not anymore." In 2023, however, neither Craigslist nor Facebook was turning out the talent he wanted. So, he added Indeed. He says, "it was a pond I hadn't fished in yet, and it produced more than a dozen qualified candidates." When you open up your hiring avenues, you can find the top talent you wouldn't encounter otherwise.

Continue reading here

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!

BODY SHOP BUSINESS

Reader's Choice: Why Don't Insurers Pay the Prevailing Rate?

If in the past insurance companies would only pay the prevailing rate, then why do they not have to pay the prevailing rate now, since the prevailing rate went up?

By Barrett Smith April 13, 2023

Question asked by: Georgia Allen, Wayne's Restoration, Tulsa, Okla.

This is a good question and one many have asked over the past several decades. I suppose the first thing to know to answer your question is just what is a "prevailing rate"? My answer, based on my years of research in providing expert assistance in litigation matters and helping repairers and consumers, is that there is no prevailing rate unless it is the repairer's standard rate or that desired to pay by insurers.

In performing surveys and interviews with many service providers, I've found there is a range of prevailing rates, and they're based upon several things, including business methodologies, desired market positioning and competitive business constraints.

From your question, I would wager that your company is a participant in one or more direct-repair programs (DRPs) and, as such, is fearful of pushing back against what the insurer determines and dictates as its prevailing rate because you risk being removed from the program. If this is the case, you're not alone. Many repairers find themselves in the same less-than-favorable position.

Continue reading here...

AUTO WEB TUNERS

AUTO WEB TUNERS

"HELPING AUTOMOTIVE BUSINESSES THAT WANT TO WIN"

DaveLuehr's ELITE BODY SHOP SOLUTIONS

OUR NEXT OPERATIONS MONTHLY LIVE:

Create a Better Check-in and QC Process Tuesday, May 9th at 11 AM

Quality control involves much more than inspecting the visual appearance of work performed. During this month's OML, learn the basics of eliminating waste and obstacles

from your entire system through a proper quality assurance program. We are even going to give you some cool tools!

CLICK HERE TO SIGN UP FOR OPERATIONS MONTHLY LIVE!

CLICK HERE TO BE TAKEN TO THE REGISTRATION SITE

CLICK HERE TO BE TAKEN TO THE AVAILABLE COURSES PAGE

OEM Electronic Parts Catalogues

DEG has made recent updates to its Electronic Parts Catalogue resource page with additional manufactures links to OEM parts schematics. In addition to the OEM websites listed, we've included partslink24 which has become a useful tool for DEG validation, and provides repairers the ability to look up the same OEM electronic parts catalogues from major European automakers (Audi, BMW, JLR, Polestar, Volvo, Porsche, VW). The online catalog provides a VIN decode that helps with correct part pricing and part numbers including any supersessions.

ESTIMATE TIPS

Which of the following are you giving away?

1) Color sand & buff
2) Clean for delivery
3) Administration/Estimating Fee

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.

General Motors names BASF a 2022 Supplier of the Year

- GM's Supplier of the Year award recognizes global suppliers that distinguish themselves by exceeding GM's requirements
- This is the 16th time BASF has received the award

Continue reading here

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

Wisconsin Collision Repair Professionals

P.O. Box 841
Merrill, WI 54452-2841
262-542-7707
E-mail: wcrpinfo@gmail.com
Website: www.WCRP.pro