

**Issue:  
October  
2021**



Wisconsin Collision Repair Professionals

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## *The Body Shop Advocate*

*~ WE ALL DO BETTER TOGETHER ~*



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**Facebook!**

### **ATTENTION VENDORS!**

Our 2022 sponsorship drive is under way! Consider sponsoring WCRP and help us move this industry forward!

[Click here for information!](#)



Josh White from [Aerco 1 Collision](#)



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

A great industry strategy session was held this past month. Thanks to those who sent in ideas and suggestions. Many exciting

things have been put on the calendar and specific details will be forthcoming. Keep checking the website event calendar [here](#).



A great many shops are struggling with technician shortages and we received some excellent ideas on how to assist with that challenge. We have several sponsors who have upped their investment with WCRP by contributing heavily to our scholarship program. We've also made it easier to donate to the scholarship fund so watch for that announcement as well.

The [Dave Leuhr's](#) Five Pillars of Success program is back on schedule! Apparently there were a LOT of people signing up at the last moment and we disappointed many by postponing that. Our apologies. Watch for the new dates and make sure to get signed up right away! An "Industry Night" is in the works and the initial ideas are very exciting. I heard something about beer, I wonder if there will be pizza.....  
If you're not a member please consider joining. There is strength in numbers and you'll quickly learn "you're not the only one".

**If you happen to be a vendor reading this, please consider becoming a sponsor. A wise investment in both our futures!**

*Larry Terrien*  
President WCRP



## PLEASE ANSWER THE FOLLOWING POLL QUESTIONS!

When selecting a vendor, do you give first consideration to those who sponsor WCRP?

Yes

Select

No

Select

Do you appreciate seeing your current vendor's support of WCRP?

Yes

Select

No

Select



**\$1,000 scholarships will be available for  
tech students thanks to the following  
WCRP sponsors!**

You can click on their names to be taken to their websites.  
Support those who support us!  
Stay tuned, More to follow

[Gandrud Parts Group](#)  
[Gandrud Performance Parts](#)  
[Akzo Nobel](#)  
[Sherwin Williams](#)  
[BASF](#)

Eligible applicants must be a graduating high school senior (Wisconsin resident) planning to enroll in a collision repair program at a NATEF-Certified Wisconsin Technical College. College must also be a WCRP member.  
For more information and to apply on-line, visit the [WATDA Foundation](#) website.  
Application and testing deadline is January 15th.  
For questions, contact Julie Olson, Program Director at 608-251-4631 or e-mail: [jlolson@watda.org](mailto:jlolson@watda.org)

WISCONSIN COLLISION REPAIR  
**HELICOPTER  
GOLF BALL DROP** *Fundraiser*

Wednesday, Oct. 27  
2 p.m. CDT

Presenting Partners

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[GFS](#) is partnering with [Ringbrothers](#) and the [Collision Repair Education Foundation](#) (CREF) to raise money for high school and college collision repair programs, students and instructors. Purchase golf balls - as part of CREF's Helicopter Golf Ball Drop Fundraiser - for a chance to win up to \$2,000! There are a limited number of golf balls available for purchase for \$20.

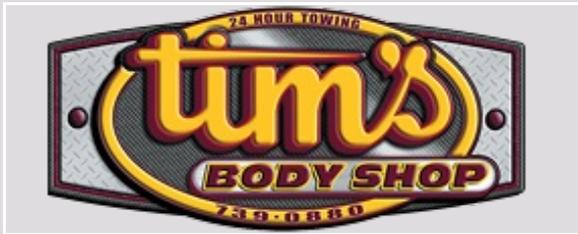
Learn more and buy golf balls: <http://ow.ly/qVqk50GiZAK>



## 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.

## SAY HELLO TO A FEW MEMBERS!



## GUEST EDITORIAL

The views expressed below may or may not be the opinion of one or more WCRP members...  
(that's what happens when you solicit someone's opinion)

### *I've met the enemy and he is.... Us?*

That statement has intrigued me for decades...I may be a slow learner, but yes, often we are indeed our own worst enemy. Or as my wife will say "you do it to yourself." Sometimes in that snarky tone. (irritating) We often create our own stumbling blocks. How so, you ask defensively! It's usually when **we don't do something**. When we don't know the true cost of labor, when we don't set our own labor rates, when we don't treat our associates with respect, (deserved or not) when we don't plan a proper repair, when we don't pick up flowers on our anniversary, when we don't do a lot of things. Those things you didn't do usually turn to poop and now your cleaning poop and you should be calculating your rates, researching repair procedures, picking up the damn flowers, and so on and so forth.



See, it's the **don'ts** that are causing the problems, and you and I create a lot of the don'ts. Recently I made some difficult changes and I'm disappointed that I didn't make those changes years ago. I've finally taken the time to know our cost of labor, set our rates, plan our own procedures, flowers next year for sure, work for only the respectable companies, and so on and so forth. Much too often I hear "I can't do this, and I can't do that" *...they* won't let me. Well, THEY don't have your overhead and responsibilities. THEY don't care about your future! THEY shouldn't be setting your rates and THEY shouldn't be planning the repair process! THEY will let you drown. THEY are not your partners.

Bottom line: THEY are not liable for the repairs! I'm hopeful being a member of [WISCONSIN COLLISION REPAIR PROFESSIONALS](#) will remind us all daily of our role in vehicle repair and the responsibilities to those driving those vehicles.

I encourage you to make some of those difficult changes. Change is not easy. It is not comfortable, but it is a requirement to move forward. The following quote sums it up

well.

**“Change happens when the pain of staying the same is greater than the pain of change.”**

**- Tony Robbins**

**I encourage you change some of your don'ts into do's.** You'll be glad you did! If you need suggestions feel free to call me, I'm full of suggestions. People will tell you that.

Good Luck,  
Steve 715-892-1740

Do you have an opinion on a subject that pertains to our industry? If you can tone it down and keep it under 300 words, we could print it here. Keep it clean and try not to offend more than 10% of our members.

Please submit your wording to [wcrpinfo@gmail.com](mailto:wcrpinfo@gmail.com)

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## **SCRS QUICK TIPS VIDEO SERIES**

### **3 Ways to Positively Impact Your Customer Satisfaction Index (CSI)**

As a collision repairer, it's critical to deliver an exceptional customer experience. Especially as customers and networks that our businesses participate in begin to incorporate Google reviews into online shop locators. We want to make sure we are setting ourselves up for great CSI or online Google reviews. In this video, Mike Anderson walks through 3 tips to help your business get awesome and "over-the-top" CSI survey results.

[Click here for the video:](#)



**WELCOME OUR NEW**



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## KNOW THE LAWS!



### 628.46 Timely payment of claims

(1) Unless otherwise provided by law, an insurer shall promptly pay every insurance claim. A claim shall be overdue if not paid within 30 days after the insurer is furnished written notice of the fact of a covered loss and of the amount of the loss. If such written notice is not furnished to the insurer as to the entire claim, any partial amount supported by written notice is overdue if not paid within 30 days after such written notice is furnished to the insurer. Any part or all of the remainder of the claim that is subsequently supported by written notice is overdue if not paid within 30 days after written notice is furnished to the insurer. Any payment shall not be deemed overdue when the insurer has reasonable proof to establish that the insurer is not responsible for the payment, notwithstanding that written notice has been furnished to the insurer. For the purpose of calculating the extent to which any claim is overdue, payment shall be treated as being made on the date a draft or other valid instrument which is equivalent to payment was placed in the U.S. mail in a properly addressed, postpaid envelope, or, if not so posted, on the date of delivery. **All overdue payments shall bear simple interest at the rate of 7.5 percent per year.**

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**STEVE'S RANT**

I'm confused, puzzled, bewildered, perhaps dumbfounded. The wind blows from the north and gas prices go up. The cost of chicken goes up because they're short of chicken pluckers. Shrimp prices triple due to the shortage of truckers. You can't get a lobster for less than \$40 a pound cause there is a shortage of people that pick lobsters...lobster pickers? I can't get my Modelo because, well, I don't know what's up with that, but it's not on the shelf and the last ones cost more than the first ones. Supply and demand, the ups and downs of a free enterprise system. Except it doesn't feel so free when material prices climb, cost of labor increases, and if you have any laborers, you'd better compensate the best you can. (I've been warned of poaching.) Software, scanning programs, administrative duties, associated costs, etc. climb and climb. **YET**, labor rates have been stagnant so long the stench can be overwhelming. The answer to all this? It is out there, it is obvious, keep looking, you'll find it. Perhaps we can all look together?



In your corner,  
Steve

We work closely with you to find the right solution



**AkzoNobel**

Our experienced team work in close partnership with you to understand the traits of your business, enabling us to develop solutions from concept to production.



**Estimating Tip: CCC, Mitchell and Audatex- Removal of CERAMIC COATING prior to refinish**

“Ceramic” or “Nano” coatings to vehicle surfaces may affect the vehicle preparation and refinish process. It is especially important for repairers to identify if this coating has been applied before performing any repairs by asking the vehicle owner or performing a hydrophobic water test. **Once determined that the vehicle has this coating applied, any additional labor and materials needed to remove the coating to bring the panel to NEW UNDAMAGED CONDITION is NOT INCLUDED in all three estimating systems published refinish labor times.**

**FEATURED SHOP  
OF THE MONTH BY**



**NEW SUPPORTING  
SPONSOR:  
BASF**

## **KB Body Shop**

1211 W. Main St. Merrill, WI 54452  
715~536~4415

After more than 50 years, KB Body shop is still a favorite to the residents in Merrill, WI. Back in 1965 Roman Koebe started KB Body Shop with the philosophy that a great body shop had to be fair and honest with its customers, employees, and insurance partners. Today Jay Koebe, Roman's son, is at the helm of KB Body Shop and that philosophy is still being followed. "We go out of our way, taking care of our customers meeting after hours, helping with financing and delivering only the best of quality collision repair work."

**1) What is your biggest daily challenge in the shop ?**

With the amount of parts vehicle have these days, getting all the parts, them being correct and undamaged is our biggest problem.

**2) What gets you through the day or motivates you?**

Getting people back into their cars and on the road and making sure the customer is happy.

**3) What is something you charge for that apparently "No other shops charge for?"** We always charge and charge for A/C o-rings to prevent re-do work in the future. According to a lot of adjusters we are the only ones that do that.

**4) What is the best insurance company you deal with?**

Erie, Acuity, State Farm, Auto Owners, Secura, West Bend, and Progressive are all very easy to deal with.

**5) What is the worst insurance company you deal with?**

Geico and Farmers are my least favorite to deal with. We just had a claim where we waited 2 weeks for a supplement to come back from Geico and they had the nerve to only want to pay rental on the labor hours on the estimate...

**6) Do you have a unique skill, service, or marketing position?**

Not unique but quality and customer service are always top priority even if it means not being as profitable.

**7) I'd love to talk to another shop about:**

How they handle their parts problems

**8) What is your favorite thing to do outside of the shop?**

Weekend drives in my corvette

**9) What can WCRP do for you and/or your business?**

Investigate a group health care plan for members to be able to have access to and get lower rates because of the numbers.





**THIS CONTEST  
SPONSORED BY:**

[NCS](#)

**GUESS THE SHOP!**

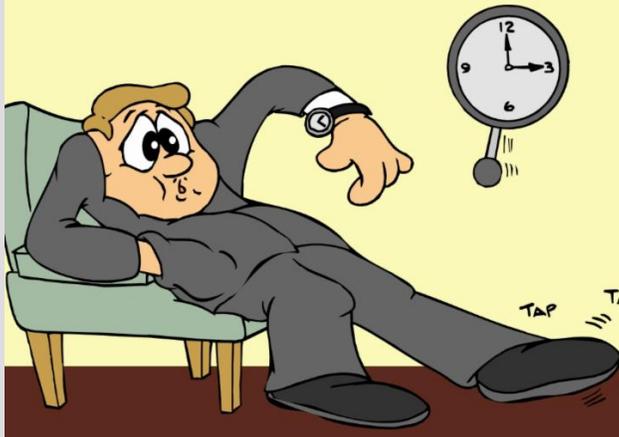
The first person to text the correct answer to Deb at 262-542-7707 wins a \$25 gift card.



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