

**Issue:  
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2021**



Wisconsin Collision Repair Professionals

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## *The Body Shop Advocate*

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**Ask your vendors for their support!**

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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!](#)

**The girls are hard at work at [Teddy G Auto Body!](#)**



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## FROM THE DESK OF OUR PRESIDENT

Have you noticed the common greeting of "How you doin'?" has been updated to "Know any good techs? "

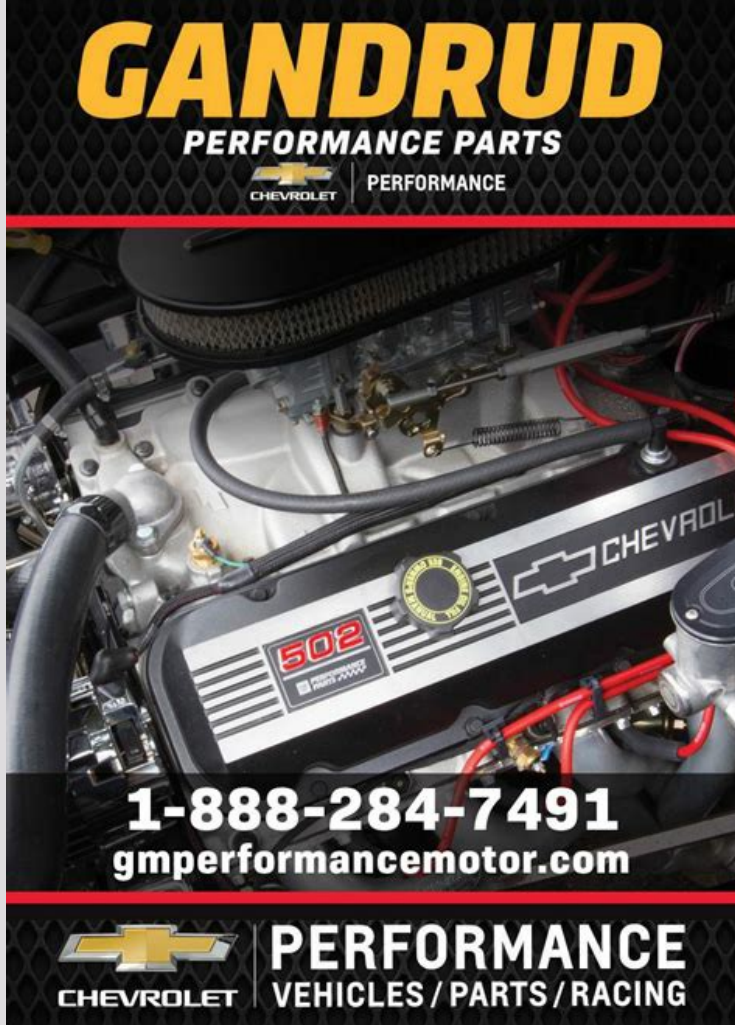
I certainly have, and we've all seen it coming. The pipeline of new technicians ran dry years ago. Sadly we failed to take aggressive action then and everyone is feeling the ill effects of that now. **Let's see if we can make a change!** There's a growing movement for career awareness including your association's new video which is available to [download](#) from this month's Advocate! **PLEASE** post and share this as many places as possible. Forward to your local schools and individual educators. These are good jobs, rewarding jobs, and if we do it right, well paying jobs. If you don't need any help now you someday will and your effort now will compensate you later.



We can each be ambassadors of change. Get involved with your high schools, technical schools and youth groups. There are good opportunities in this trade. Let people know. **NOW!**

*Larry Terrien*  
President WCRP

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Stay tuned, More to follow

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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)



## Helicopter Golf Ball Drop Fundraiser in Osseo



GFS partnered with [Ringbrothers](#) and the [Collision Repair Education Foundation](#) (CREF) on Oct. 27th to raise money for high school and college collision repair programs, students and instructors.

**CREF's Helicopter Golf Ball Drop Fundraiser raised more than \$12,000!**

The winners were:

\$2,000 – Closest to Target: ball 354 - Jeremy Schulze

\$500 – 2nd Closest to Target: Ball 405 - Bill Dukes

\$250 – 3rd Closest to Target: Ball 160 - Paul VanBuskirk

\$1,000 & Ringbrothers Autographed Jacket – Farthest Away from Target:  
Ball 520 - Geoff Raifsnider

**Click on the schools below to learn more about their auto body repair programs!**





## 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!



A turn-key business doesn't have to be a dream! When you build and implement the simple operating system I'm going to share with you on November 17th at 2 PM CST, those dreams can become reality. Everyone on your team will know their job – giving you the freedom to grow the business instead of working in it.

**Sign-up here for this FREE Elite Webinar!**

*We are unlocking the simple strategies to freedom during the next two free Elite Webinars on November 17th and December 8th at 2 PM CST!*

## 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)

**30% of shops nationwide feel a shortage of technicians...this is the single biggest challenge facing shop operators.** The other 70% are just a day away from joining that group. They may not know it yet, but I'll guarantee it. So what are we going to do? The issue has become pressing but some True Champions have risen and we need to support them. Wisconsin is home to some fantastic technical schools and also many high school programs filled with sincerely dedicated staff. I've met many of them. They sincerely, even desperately



want to help. Yet they lack the enrollment to fill the growing void in our workforce...our futures.

There are several career awareness programs well under way. Lets get active in support!

**WE** need to fill that pipeline with candidates. How so? I'll simplify:

**A.** Be proud of what you do! Let people know what you do and do it with pride. Lead by example. Others will want to join us. Everyone loves a winning team. Unless it's the Bears...

**B.** Promote the [WCRP Career Awareness Video](#) to your local schools and educators. Post it in all your social media, websites etc.

**C.** Get involved with your local educators! Attend the open house events! Be an ambassador to the industry. They work hard and need feedback and support. If all you can offer is a Thank You, DO THAT! It will let them know their efforts are noticed and appreciated.

Too few entities truly give back to the industry that created them. Let's not be them. Let's be us and we're better than that. We are, after all, Wisconsin's Collision Repair Professionals.

Roll up your sleeves and get involved! Do your part.

We can do this!

Steve

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)



WCRP is committed to promoting our industry and encouraging people to enter the field of Auto Body Repair.

We recently produced a white board video titled  
*"Career Awareness"*.

PLEASE feel free to share it with your colleagues,  
technical schools, high school tech programs,  
and anyone else you think might benefit from it!

[Click the picture below to be taken to the video on the new WCRP You Tube Channel. Make sure you subscribe so you](#)

don't miss out on any other great videos we share!



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## SCRS QUICK TIPS VIDEO SERIES

**SCRS Quick Tips: Second Color Setup -  
Not-Included Operation to Look Up  
Second Formula Mix 2nd Color**



This week, we talk about not-included operations to look up a second formula and mix a second color on interiors and undersides.

[Click here for the video:](#)



**Estimating Tip: CCC, Mitchell and Audatex- How to submit a great DEG Inquiry**

The DEG is an ESSENTIAL tool to the auto body industry!! Get to know it and get to using it! Here are some tips!

New or existing DEG users will want to follow some of these steps to submit a DEG Inquiry:

- Detailed explanation of the estimating issue
- Any screen shots or PDF of the concern
- Photos of the vehicle repair area in question
- Supporting OEM information if applicable

Help us help you! The more information you can supply up front, we can get a faster and more accurate response regarding your inquiry submitted.



**FEATURED SHOP  
OF THE MONTH  
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## **Frane Body Shop**

**800-732-4045**

N11517 Fairhaven Ave, Unity, WI 54488

**FRANE**  
Body Shop

Frane Body Shop was started in 1983 by my Father, Phil. Since then we have served the small town of Unity and surrounding communities with the help of 2 technicians that have been here almost from the beginning. (Others have



come and gone) One of them is still here and the other retired last year.

My wife Kirsten and I purchased the shop in 2018 and have tried to build on what he started. We have added 1 technician and my Dad still helps out in the office. It has been an adventure and we look forward to what is next...

**1) What is your biggest daily challenge in the shop?** The biggest challenge we face is the inconsistency of insurance companies. Even within the same company. I realize this is probably by design, the time it takes to come to an agreement really adds up! And parts...

**2) What gets you through the day or motivates you?** A happy customer! Most people don't visit a body shop because they want to, so providing the best experience is important.

**3) What is the best insurance company you deal with?** Acuity, West Bend.

**4) What is the worst insurance company you deal with?** All the rest.

**5) Do you have a unique skill, service, or marketing position?** I was fortunate to work for a paint supplier and visit many shops. I picked up a lot of things that I felt were great and some that didn't work so well... Not really a special skill but life experience.

**6) I'd love to talk to another shop about:** I'd like to discuss how the industry got here and where we are headed.

**7) What is something you charge for that apparently "No other shops charge for?"** De-nib and finesse and spray outs I think get over looked

**8) What is your favorite thing to do outside of the shop?** Spending time with family - I have an 11 and 8 year old so never dull moment. And hunting!

**9) Do you have a question and answer you would like to add?** I would just like to thank Steve and Katy for doing this! I couldn't agree more with shops pulling in the same direction!



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