

Issue:
August
2025



Wisconsin Collision Repair Professionals

The Body Shop Advocate

~ WE ALL DO BETTER TOGETHER ~



PRESIDENT'S REPORT

We have a lot of good stuff in this months Advocate so be sure to read it all the way through. From the introduction of a new collision repair instructor hired in the Milwaukee Public School District to two technical colleges closing, to another perspective on bill AB 135, and even whistleblowers exposing bad faith practices by national insurance companies. Knowledge is power! Speaking about knowledge, don't forget to register ASAP for the upcoming **Industry Event** happening in just two months. You won't want to miss this opportunity to stay informed, connected, and ahead in the industry.



Do you have something to say? Want your voice heard in the next Advocate? Reach out to Sue at suzieq@deansautobody.com. Make it a great month!

Andy Grundman



DRIVEN TO SUCCEED

Friday October 17th 2025
The Lismore Hotel Eau Claire WI

1 SHARPEN YOUR SKILLS

2 SPEED UP YOUR SYSTEMS

3 STRENGTHEN YOUR TEAM



REGISTER ONLINE
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DRIVEN TO SUCCEED

**Industry Training –
October 17, 2025
The Lismore Hotel
Eau Claire**

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Spotlight on Education

Finding specific and tailored collision repair training for a high school teacher can be tough. When the Milwaukee Public School District hired a new collision teacher, Dan, to start in the fall of 2025, they contacted the WATDA Foundation for help. Dan is currently a teacher at the Milwaukee school, but lacks collision experience. Being a teacher he already understood pedagogy, curriculum, methods, and assessment - which is a great start, but he lacks industry knowledge.

The solution was to develop an immersive 3-day experience. We know 3-days is not nearly enough, but it is a solid start. The training took place at Freedom High School. Freedom is the first ASE Accredited Collision Repair high school program in the nation, so the teacher, Jay Abitz, was a perfect choice to facilitate this training. The goal for this boot camp was to help prepare Dan for the upcoming school year, hands-on collision experience, and provide lesson plans/curriculum direction to make the upcoming school year as successful as possible.



Topics Covered in the Boot Camp:

- Collision repair shop safety
- Basic sheet metal dent repair & metal finishing techniques
- ASE task list fundamentals
- Lesson plan / curriculum review
- Intro to welding
- Intro to refinishing spray gun applications
- And much, much more

~WCRP is deeply saddened and extremely frustrated to learn that two additional Wisconsin technical colleges are eliminating their collision repair programs. Lakeshore College in Cleveland, WI and Southwest Wisconsin Technical College in Fennimore, WI. These programs have been critical in training our industry to meet the growing need across the state; in a field already facing a serious technician shortage. Losing these programs not only eliminates practical, hands-on career pathways, but also further reduces opportunities in regions already underserved by technical education. It's disheartening to see such important training being cut at a time of pressing workforce need.~

GANDRUD
PERFORMANCE PARTS



PERFORMANCE

GREEN BAY, WI



WISCONSIN STATE LEGISLATURE

[Assembly Bill 135 - CLICK TO VIEW](#)

Not all members agree with the stance WCRP is taking on Assembly Bill 135 and we want to make sure all voices are heard.

Thank you Kent Olson for your valued opinion:

"Car manufacturers don't actually manufacture many/most of their parts. They employ other companies to supply/build parts to their specifications. Most of us are aware that those very same companies, and ones with similar abilities and experiences, often create parts that meet or exceed those same OE specifications. Examples abound but tires, battery's, glass, radiators, etc. are just a few that easily come to mind. Further, many parts for vehicles made by those outside companies are marketed to other channels of distribution – Wausau for many years had a large piston ring manufacturing company that sold to BOTH the OEM's and the aftermarket. Same parts. My point about being hypocritical is to demonstrate that the whole of WCRP either does or does not use aftermarket parts or components, or is it a FEW dealers who invested in OEM Certification that are trying to persuade the whole that the only safe repairs are ones utilizing OEM parts. I would bet those same ones pushing OEM certification still indeed use aftermarket parts for SOME of their component repairs.

I believe education of the consumer about the options and differences is indeed fair and equitable. And most of all – I believe that is my number one responsibility. To educate them about the differences and the best path forward for their repair. And

in many cases that may be a better panel fitment or quality, but after all – it is THEIR vehicle at this point. I also believe that as a shop I will encourage and educate guests on ANY differences between ANY part.

As for the statement I made about billing “information access” back to any service procedure. That MAY be available to some in the collision/repair business, but the reality in the maintenance and repair industry is it’s just NOT that easy. Access IS required in some arena’s, and available in some others, but being able to recoup those costs is not as easy as your board position attempts to portray. Many warranty companies, consumers and others ASSUME it to be our responsibility to know that information, to provide that without additional upcharges, and to bear that as a “cost of doing business”. I can’t tell you how many times I’ve heard that from extended warranty phone adjusters or guests.

I read and watch your organization including Steve Humble talk and preach about getting paid for things like administrative time, prep research etc., and we cannot even get access information costs covered easily.

As I shared – I am far more eager to support open and free access to ALL information, with the need for programming to be the only upsell/cost that all parties should need to have to be required to pay for. That’s the manufacturers right. But NOT restricting open access to the diagnostic flow charts, the wiring schematics, the repair procedures, etc.

Just my two cents."

Kent Olson

President

Olson Tire & Auto Service



Get involved! Board members needed!



Email wcrpinfo@gmail.com for more information



****SIGN UP NOW****

WCRP Industry Event
-Friday October 17, 2025 -
The Lismore Hotel in Eau Claire, WI

[Register HERE](#)



SCRS Quick Tip: Researching Failed Calibrations



“

Power comes not from
knowledge kept but from
knowledge shared.

BILL GATES

GRACIOUSQUOTES.COM

"Focus on being productive instead of being busy." - Tim Ferriss



Consumer protection advocate asks Attorney General Bondi for meeting to discuss auto insurance practices



By Teresa Moss on July 11, 2025

A Connecticut attorney with a history of national advocacy for consumer protection has requested a meeting with U.S. Attorney General Pamela Bondi to discuss insurance practices that harm consumers and the collision industry.

John Parese, a partner with Buckley, Wynne and Parese, requested the meeting in a June 25 letter to Bondi. The letter follows a Senate Homeland Security and Governmental Affairs hearing titled "Examining the Insurance Industry's Claims Practices Following Recent Natural Disasters."

"The hearing was inspired by several whistleblowers who testified that Allstate and State Farm were systemically and egregiously exploiting consumer claimants after catastrophic loss events," the letter says. "The unlawful practices exposed during that proceeding are virtually the same as those that occur every day with countless auto body repair claims. Nearly every state auto body trade association has long advocated for greater consumer protections and for the protection of unlawful insurer practices."

During the May hearing, two homeowners told the sub-committee they were still fighting claims from Hurricane Helene. Two adjusters also testified that they were pressured to lower estimates.

[Continue reading](#)

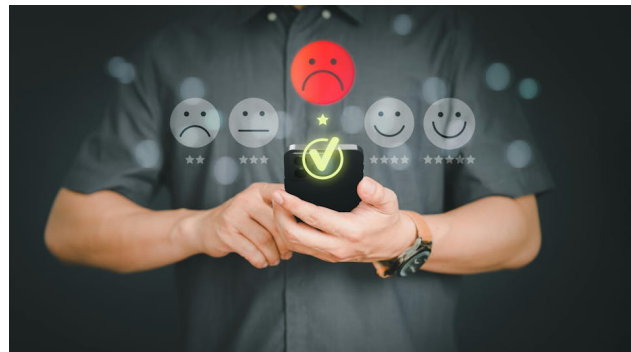


We create chemistry



How to Repair a Bad Review

When a customer complains online,
be ready to shift into gear



Carol Badaracco Padgett
July 17, 2025

A new Golf R is said to go from 0-60 mph in about 4.6 seconds – just like that. And when something goes wrong with a customer's repair, it feels like that's how fast they can post an online review.

If Google or Yelp review of your services isn't good, you need to know about it at an equally impressive speed. Because the internet travels at the amazing speed of everywhere, all at once.

Here's how collision repair shops can combat a negative review and drive a more positive narrative.

[Continue Reading](#)

Used vehicle prices continue to rise but no substantial affect seen yet on total loss valuations

By Lurah Lowery on July 22, 2025
Market Trends



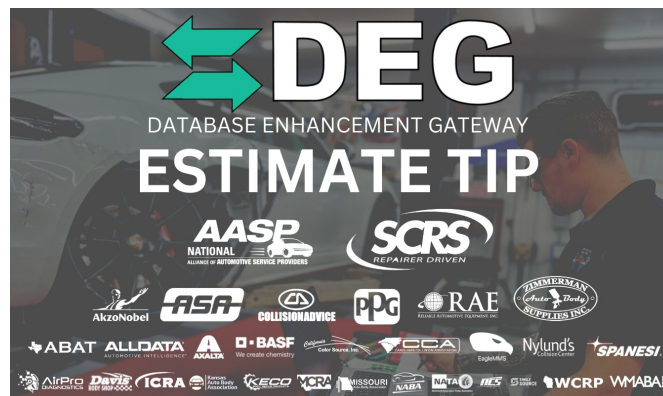
Wholesale used vehicle prices — on a mix, mileage, and seasonally adjusted basis — were higher in June compared to May, according to Cox Automotive.

The Manheim Used Vehicle Value Index (MUVVI) increased to 208.5, representing a 6.3% year-over-year increase and a 1.6% rise above May.

“The seasonal adjustment forced the index higher in the month, as non-seasonally adjusted values fell more than usual following the volatility induced by the tariff announcement,” Cox Automotive said in a press release. “The non-adjusted price in June decreased 1.1% compared to May, which now makes the unadjusted average price higher by 5.1% year over year.”

Jeremy Robb, senior director of Economic and Industry Insights at Cox Automotive, added, “Wholesale appreciation trends have been more volatile over Q2 as tariffs really impacted new sales and supply, which impacted the used marketplace as well.

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Estimate Tip – Mitchell – Color Matching & Mixing Toners



DEG Inquiry 39422 provides feedback from Mitchell stating that mixing toners from an in-shop mixing system is not included in their published refinish time considerations.

Specifically, Mitchell clarifies:

- Mixing individual toners from a mixing bank per a formula to create a quantity of paint for a specific color or code is not included in any published Mitchell labor time.
- Determining the correct variant of a specific paint code (whether by using variant card decks or automated color-matching tools to arrive at a correct formulation) to mix toners and create a quantity of paint of a specific color is not included in any Mitchell refinish time.

Mitchell advises referencing “Color match or tinting” from the Not Included Operations of the Refinish Procedure in the Mitchell P-pages for further details.

You can view this tip and others on the [DEG website by clicking here](#).



3 easy ways.... to build solid relationships with your adjustors!

Yes, it can be done! It may take some time and effort to build good relationships with adjustors, but it is worth it. Here are 3 easy ways to build those relationships!

TREAT THEM WITH RESPECT AND COURTESY. They don't call it the “golden rule” for no reason! Try to view the challenges

1

of their job from their perspective, then make a commitment to treat them the way you would want to be treated. Some adjustors may never be friendly, but you can always choose to be respectful and courteous. And, along the way, you can get to know them as people and build solid working relationships.

RE-SET THEIR DAY. What can you do to re-set their day and make it better? Offer them a cup of coffee and a chance to sit down in a comfortable seat for a few minutes while you talk? A friendly voice and a smile? When you create an atmosphere where you can work together cooperatively, it benefits everyone, including your mutual customer.

2

3

ALWAYS BE HONEST. Sounds simple but unfortunately, as much as we don't like to acknowledge it, not everyone is up front and transparent in their dealings with insurance companies and the attitudes of some adjustors reflect that. Make sure you are always straightforward and honest in every encounter, have documentation ready, and you will develop a reputation for honest dealings that will eventually make for smoother working relationships.

EDUCATE THEM. Most adjustors have never worked in a body shop and may or may not know what actually goes into repairing a car and why. When the opportunity arises, take a few minutes to explain what needs to be done and why to smooth away the tension.

**EXTRA
BONUS**

RDN REPAIRER DRIVEN NEWS

Honda updates requirement for diagnostic scans on all vehicles following a collision



By Teresa Moss on July 18, 2025
Announcements | Collision Repair

Honda has updated its post-collision diagnostic scan and calibration requirements for Honda and Acura vehicles in a position statement.

On page two of the statement, “Diagnostic Requirements” has been updated to use the word “requirements.” It previously said “Diagnostic Recommendations.”

“American Honda’s position is that the only way to accurately determine the post-collision status of all Honda and Acura vehicle electronic control systems is with

the factory-authorized diagnostic software, i-HDS,” the statement says.

I-HDS uses the “All DTC Check” feature to completely scan every equipped electronic control system for DTCs in a single operation, the statement says.

The statement adds that American Honda does not test other scan tools or remote diagnostic services and cannot comment on their capabilities or accuracy.

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Growing the Next Generation

The collision repair industry needs more technicians. It's time to take technician development into your own hands.



Noah Brown

July 21, 2025

Most kids growing up have an idol. Whether it's the quarterback of their hometown football team, an author who captured their imagination with each book they published or the lead actor from their favorite movie, there is someone who sticks in their mind and becomes the example of success they aspire to.

My idol growing up, like many kids my age from St. Louis, was Albert Pujols, the future Hall of Fame first baseman for the Cardinals. He was the best player in the majors at the time, and he embodied everything a kid could want to be.

Idols are important – they give people something to believe in, to rally behind. But eventually, there comes a point when we all have to face reality and accept that our idols are just that – idols. Their success, though inspiring, isn't attainable for the average person.

Instead, we all reach a point in our lives where we need to figure out what we

want to be doing. When we make that decision, we need to find people that are willing to show us the ropes and guide us through that journey.

We need mentors.

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[Applications can be found here.](#)

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