

**Issue:
December
2023**



Wisconsin Collision Repair Professionals

The Body Shop Advocate

~ WE ALL DO BETTER TOGETHER ~



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FROM THE DESK OF OUR PRESIDENT

A Look Back...

December is a month of reflection. A time for us to say thanks to our sponsors for their generosity and support throughout the year, and a time to thank our members for their support. December is also a good time for you to step back and take a look at your business. What have you done to improve your business in the past year? Have you provided an excellent customer experience, and a shop where your employees love to come to work? Have you made all of your repair decisions on what is right and not influenced by a third party that has no liability for your repairs? These are just a few of the things that we should be thinking about as the year comes to a close.



It is also a good time to be looking forward into the new year. If you were a little lacking in the past on what you wanted to get accomplished, a good place to start would be attending the [WCRP Convention and Trade Show](#) on April 4-5, 2024 at the Chula Vista Resort in Wisconsin Dells. In addition to networking opportunities, Thursday's session will have a multitude of ideas on Thriving in Chaos. Friday's session will be focused on technicians, so this is an excellent opportunity for you to say thanks to your technicians for all their hard work throughout the year at a very nice water park! We will have much more on this in the next edition of The Advocate as we finalize plans, so save the date and visit the event website for more details [here](#).

Larry Terrien
President WCRP



IT'S TIME TO JOIN OR RENEW YOUR MEMBERSHIP!!

We value your membership and input into our organization. Without our members and sponsors there would be no association. If you haven't joined already, please consider doing so. If you are already a member, thank you!

For a list of member benefits [click here](#).

To renew or join please [click here](#).

Membership Dues are \$250 per year, per location. (Please supply separate fee and form for additional locations) **Educational Members** are \$250 per school.

"I always like to equate associations to gyms. You can't just join a gym and expect results unless you actually show up and do the work. Associations are very much the same. You have to be part of the solution. Every association benefits from members' involvement. Sure, dues are important. They fund things. But having people who show up makes a big difference. It changes the success factor of the association.

-Aaron Schulenburg, executive director for the Society of Collision Repair Specialists

**SEE BELOW FOR MORE INFORMATION ON OUR UP COMING
CONFERENCE / TRADE SHOW IN APRIL OF 2024!!!**



"I can absolutely tell you the states that I've seen with the highest labor rates also have the best trade associations. It's a direct connection"

Mike Anderson

Upcoming Event



WCRP is holding a Conference / Trade Show at the [Chula Vista Resort](#) in Wisconsin Dells. A website has been created and is still under construction but feel free to click [here](#) to keep up on the schedules and changes. Current speakers scheduled to appear are:

Dave Luehr – [Elite Body Shop Solutions](#)

Brent Henkle – [Elite Body Shop Solutions](#)

Claudia Morgillo – [The Limitless Entrepreneur](#)

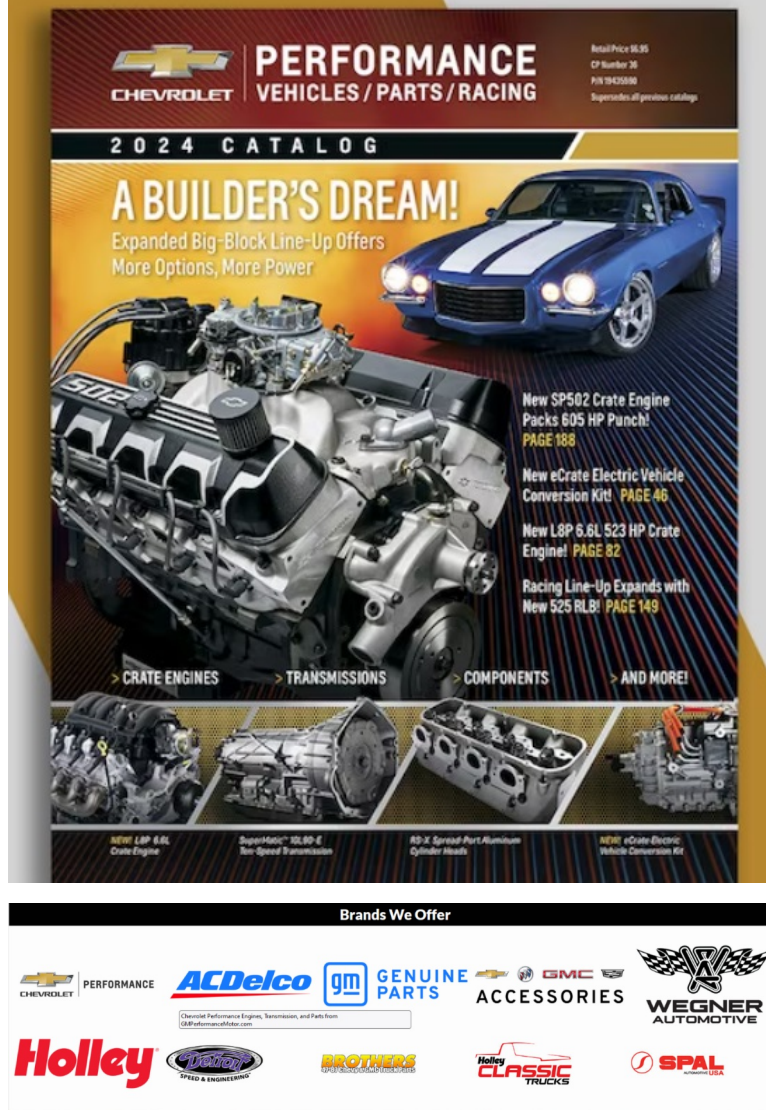
If you would like to get registered early, please click [here!](#)

Scan the code to be taken
to our event website!



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GET A NEW STRATEGY TO TAKE YOUR BODY SHOP TO THE NEXT LEVEL
WITH A COMPLIMENTARY 1-ON-1 STRATEGY SESSION WITH DAVE LUEHR!

SCHEDULE NOW!

Let's get clear on what you want from your business and create an action plan to get there! **FREEDOM IS WITHIN YOUR GRASP.** And you're not alone in the journey...



Helping independent operators find the freedom they seek is what we do at Elite!

Whether you are ready to crush a big goal or feel stuck in your business, click the button below and schedule a no-cost, no-obligation meeting.
It's amazing what an outside perspective can reveal!

During your strategy session, I will help you get clear on what you want from your business and help you outline the next 3 action steps of your journey!

If any of the statements below sound familiar, let's connect on a no-cost, no-obligation call for an hour and develop a strategy for your business!

- I wish I had less chaos in my shop.
- I wish I had more time off.
- I wish I could find better employees.
- I wish I could make more money.

**[CLICK HERE TO SCHEDULE A
1 HOUR STRATEGY SESSION WITH DAVE LUEHR!](#)**

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STEVE'S RANT

“The trouble with collision repairers is that they spend a lot of time trying to do the wrong things, righter.” -Jon Parker



That quote is now many years old and for the most part, and in no significant way, have we improved. We still write curbside guestimates, and we still negotiate from absurdly low labor rates. It irks me that we even acknowledge **picture estimates**.

As the year ends, I encourage you to review what you will be doing significantly differently moving forward. What will improve your customers' experience? Your shop's culture? Wages, retention, fair profit margins, (without the cost shifting).

Something to think on,
Steve

The above content was contributed by Steve Humblet, a shop owner in northern WI. This rant is not intended to reflect the position of WCRP on this topic or any other topic he picks to rant about.



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[Click here for the website.](#)



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