

**Issue:
February
2024**



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

Colleagues or Competitors?

I grew up working in my dad's one-man body shop. He was a jack of all trades and could fix anything, as were most shop owners at that time. In those days, technical schools were in their infancy, and most did not have auto body programs. Technicians learned the trade by trial and error, or if they were lucky like me, they had a parent, grandparent or knew of a shop where they could get on-the-job training. Long before MSO's, franchises, consolidators and huge dealership groups, these small independent repair shops or small dealerships were the only place where drivers could go to get their cars repaired.



In those days there were no body shop associations, and shops were very secretive about their businesses. They never discussed repair procedures, labor rates or anything else with other shops. I guess they figured that their competitors would get a leg up if they knew anything about how they ran their shop. By the early 70's, we gradually started to see several local body shop associations forming. Some of these included Fox Valley, Bay Auto Body, Fond du Lac, La Crosse, and Madison, just to name a few. These early pioneers saw the need to get together and share ideas for the success of their businesses. This was also the time that Wisconsin Auto Collision Technicians Association (WACTAL, now WCRP) was formed. Most all of the local associations are now long gone, but WCRP has endured over 50 years.

So, what caused the demise of the local associations in Wisconsin? As an officer in the Bay Auto Body Association, one thing we saw was apathy-- members always had something better to do on meeting night. We would work hard to bring in speakers who could be a huge benefit to their businesses and only a couple of shops would show up.

Times have really changed since the “good old days!” Today it is more important than ever to be an active participant in your association, but at WCRP we still struggle with attendance at our events. In the past year we have had several “Industry Nights” around the state, but attendance has been a little disappointing. The attendees at these events had great things to say about them, but it is the shops that were not there that concerns me. These are usually the shops that call or e-mail us frustrated with _____ (fill in the blank) and are looking for advice on how to handle it.

We are very excited about our upcoming Conference and Trade Show on April 4 & 5 at the Chula Vista in Wisconsin Dells. [Click here for more info!](#) In addition to networking with your colleagues, we have a great lineup of speakers who will bring a wealth of information, along with a discussion panel of shop owners from around the State. I really hope that you can take a couple of days out of working in your business to work on your business. You’ll be glad you did!

Larry Terrien
President WCRP



WCRP is holding a Conference/Trade Show at the [Chula Vista Resort](#) in Wisconsin Dells! A website has been created and is being updated frequently - 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](#)

Ryan Struve - [Fox Valley Technical College](#)

Jerry Tempel - Sr. Technical Training Instructor & ACDelco / GM Account Representative

Please register early by clicking below!



Scan the code to be taken
to the event website!



CLICK PHOTO FOR A PRINTABLE/DOWNLOADABLE VERSION



Attention Painters!!

Enter the mailbox refinishing contest!

Put your creativity to work for a great cause! Prizes for the entrants!

Mailbox entries will be sold via silent auction at the WCRP Conference / Trade Show April 4 & 5, 2024. Proceeds will go to various career awareness programs.

ASK YOUR PAINT SUPPLIER FOR A MAILBOX!



FROM DRAB...



TO FAB!!



Scan this code to visit the
WCRP 2024 Tradeshow & Conference website!
Additional events and details are being added regularly!

Rules:

- 1) This is a (fun) fundraising promotion. Yes, there will be prizes and certainly bragging rights. Your contributed mailbox will be on display at the silent auction. Dependent on number of entries some may be utilized as other prizes. Funds from this promotion will be utilized for career awareness programs throughout the state.
- 2) Paint it, style it, pinstripe it, have the metal shop customize it, go wild. Utilize automotive finishes. Feel free to promote your favorite brand, supplier, sports team, etc.
- 3) Please no political statements, nudity, or suggestive content. WCRP staff holds sole authority to reject entries without justification.
- 4) The official entry box is the Gibraltar model #ST1000AM. Others of similar style and size are acceptable.

JOIN OR RENEW TODAY!!

Without our members and sponsors there would be no association.

We value your membership and input into our organization.

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](#).

To pay by invoice, please contact Deb Brunett at wcrpinfo@gmail.com and she will email you an invoice to return with your payment.

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

"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

MEET THE MEMBERS

Welcome to [Koffman AutoWorks](#) in Campbellsport, WI!

We are proud to be a family owned full service automotive center that delivers second-to-none car care in the forms of automotive mechanical repair, collision and body repair, and preventative maintenance. Our decades of experience, state-of-the-art equipment and tools, and ASE-certified team are mere examples of our commitment to excellence.





How to Thrive in Chaos

During this [Body Shop Management Tip of the Week](#), Dave explains why some shops thrive and some shops fail in a world full of chaos!

If you would like some complimentary assistance creating a plan for your future, book a call with Dave here <https://daveluehr.mykajabi.com/elite-...>

SECURA Insurance announces exit from Personal Lines insurance market



October 20, 2023 03:01 PM

Effective Nov. 1, 2023, the carrier will no longer accept any new home and auto insurance clients. Over the next two years, the company will be non-renewing existing Personal Lines business according to all applicable state regulations, for a complete exit by Dec. 31, 2025. Current Personal Lines policyholders will receive a notice of non-renewal 60 days prior to their renewal and can work with their independent insurance agent to find an alternate insurance company.

The company is working with all affected employees to find alternate positions within the company.

[Continue reading here.](#)



Understanding Featheredge, Prime & Block Sand

By Larry Montanez III, CDA and Jeff Lange, PE



What is required to prepare a repaired panel (bodywork area or the welded area sectioned or weld flange area) to the condition of a new, undamaged panel in preparation for refinishing? Still thinking? Well, do not worry; many collision repair specialists and insurance personnel have no idea how to answer this question. The answer would be the Feather, Prime and Block process or operation. This article will assist in dispelling the myths, explaining the truths, and outlining the required, not-included procedures to restore a repaired or replaced panel to the condition of a new, undamaged panel.

What Do “They” (Mitchell, Audatex and Motor/CCC Pathways) Say? [Click here to continue reading the article](#)



Which of the following are you giving away?

- 1) Mask for Prime
- 2) Corrosion Protection
- 3) Clean and re-tape moldings/emblems

GUEST EDITORIAL

There are a lot of strategic lessons in the game of chess, many applicable to business. Perhaps a bit of a stretch but please read further.



YOUR MOVE!!

Lesson one, the hierarchy of the game. You have Kings, Queens, Bishops and all the in-betweens.

We, my friends, are just pawns, and we are negotiating with other pawns. Now don't feel insulted, we have a LOT of company. Pawns are virtually everywhere, look around, who nearby has any absolute power? There's no shame in being a pawn. Collectively, we rule the world but only when working in unity. The shame arrives when you expect, insist, or demand that another pawn is to allow you an increased labor rate, a scan without invoice, a door shell verses a skin, etc.

Lesson two, in business and in chess, not all the pieces can “win” by attacking straight away. Two pawns can stand toe to toe until the end of the game and make no progress. They only capture by an angular move, OR, and this is the important part, they get help from the other pieces on their team. The other pieces in this industry are your fellow shop managers, owners, and technicians. Most are willing to share their strategies with you but only if you ask. Plus, there's the many industry professionals all willing to coach you into the win column.

Many of these pieces will be in attendance at the WCRP Conference / Trade Show on April 4th & 5th. Will you? OR, will you stay isolated and be more a part of the problem, rather than be part of the solution?

Give it some thought and I'll see you there.
Steve



[CLICK HERE TO BE TAKEN TO THE
REGISTRATION SITE](#)



[CLICK HERE TO BE TAKEN TO THE
AVAILABLE COURSES PAGE](#)



Estimate Tip – CCC – Additional Install / Fit of panel is NOT INCLUDED

Recent changes to [CCC GTE estimate work time premise](#) state “Reported times include **one test fit of a component** and normal adjustment procedures within the range of motion permitted by the fastener(s) or component to ensure proper fit of the individual new part being replaced.”

MOTOR has provided additional clarification to “one test fit” in recent [DEG Inquiry 35663](#)

“MOTOR [estimated work time] does not include a 2nd fitment (or more) of a component to the vehicle, for any reason (including verification of dimensional accuracy or adjacent part alignment). If more than one component installation is required for a specific repair plan, an on-the-spot evaluation should be used for the number of fitments beyond the first one required to perform the repair.”



Please consider being a sponsor for WCRP! Our Body Shop Advocate e-newsletter is sent out every month to over 550 addresses.

YOUR TARGET MARKET!



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.

BODY SHOP BUSINESS

Insurer Relations: Changes in Behavior May Create a Rough Ride

By [Barrett Smith](#) September 12, 2023



Unless you've been living under a rock over the past two years, you've no doubt experienced additional pressures by insurers to reduce their claim settlements relative to repairs and what's being denied.

Just like there have been many changes in the collision repair industry, there have also been many changes in the way insurers conduct themselves...and the changes continue.

As I've written before, based on the negative effect of technology changes in today's vehicles, the impact of COVID (still being felt today as far as interruption of the supply chain and the rising costs of goods and services) and the economy, insurers are experiencing significant increases in claims costs and thus decreasing profits. As a result, insurers are doubling down on their aggressive efforts to reduce claims costs.

[Continue reading here.](#)

special
THANK YOU
to our sponsors

PLEASE SUPPORT THOSE WHO SUPPORT US!!!





FINISHMASTER®
Automotive & Industrial Paint



Better Together.



DISCLAIMER: The Body Shop Advocate is published monthly under the guidance of the Wisconsin Collision Repair Professionals. Receipt of this publication does not represent membership.

Please join us for the full benefits of membership.

[Applications can be found here.](#)

Guest editorials and other submissions are the opinions of the author and may not reflect those of the organization.



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