

**Issue:
January
2024**



Wisconsin Collision Repair Professionals

The Body Shop Advocate

~ WE ALL DO BETTER TOGETHER ~



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FROM THE DESK OF OUR PRESIDENT

Last month we talked about looking back at 2023 and taking a good look at your business. Is your business in a better place now than it was at this time last year? Did you reach all of your goals for the year and if not, why not?



The first week of January is the perfect time to take a look at 2024 with a fresh new vision. We are just getting back from the holiday break, hopefully with a renewed vigor (our shop was off for the entire week). This is a good time to have a shop meeting with your entire staff and discuss what went well last year and what can be improved this year. What is important to your business and your employee's success? What makes this a place where they love to come to work and how can it be made better?

One thing that should definitely be in your plans for 2024 is taking all of your staff to the [WCRP Convention and Trade Show on April 4-5 at the Chula Vista Resort and Waterpark](#) in Wisconsin Dells. Thursday's session will be focused on shop owners/managers, and in addition to networking opportunities, will have a multitude of ideas on Thriving in the Chaos. Friday's session will be focused on technicians. This is an excellent opportunity to build comradery with your employees and thank them for a winter's worth of hard work at a very nice water park! You can learn more at our dedicated website [here](#).

Larry Terrien
President WCRP

Join The Association or Renew Your Membership

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](#). If you would rather 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

**SEE BELOW FOR MORE INFORMATION ON OUR UPCOMING
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

Register Today



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

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

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[Configurable Blend Rules](#)

MOTOR has now updated the GTE ("Guide to Estimating") pages to reflect the blend adjacent panel procedure as an "on-the-spot evaluation".

This week, your shop received Release 40 of CCC ONE, which will now use a new configurable default percentage as well as an option to prompt estimators to adjust blend times for each panel as needed.

Manage these configurations by selecting the "Estimating Blend Rules" tile under Settings in cccone.com.

For more detailed information, click [HERE](#).



Transportation Careers Expo

Drive Your Future Forward!

Learn how to go the distance with a career in transportation

JANUARY 16, 2024 | 6:00 P.M. – 9:00 P.M.

Doors open at 5:30 p.m. (Snow Date: January 30, 2024)

**Location: Kocourek Subaru
2613 N 20th Ave, Wausau, WI 54401**

Expo Activities Will Include:

**Behind-the-Scenes Tours of Service, Parts, Sales and More,
Led by Industry Employees**

Hands-On Activities & Equipment Demonstrations

Information on CDL and Diesel Programs

Pit Crew Challenge Competition

Industry Vendor Booths & Vehicles

Food & Socializing with Industry Professionals

Area collision industry professionals on-site!

**LOTS of Door Prizes for Students, including a Grand Prize
donated by Snap-On Tools & the Kocourek Automotive Group!**



**Pre-Registration Required
RSVP by Jan. 12, 2024:
www.ntc.edu/k12events**



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New Year, New Strategy!

"Keep working harder!" That's the way to hit 2024 goals, right? Oddly enough, wrong! If that was the best strategy, every independent would always be crushing their goals. Y'all work too HARD as it is.

What you really need is CLARITY.

Dave's [Body Shop Management Tip of the Week](#) will show you a different way to CRUSH your 2024 goals by knowing when to ask for the help you need to find a better path.

Whether you feel stuck, or trying to determine your next expansion strategy, ask for help! It takes courage to ask for help, and the most successful operators know it.



Welcome to **BASF Automotive** Solutions, where innovation meets excellence in the world of **automotive** technology.



Which of the following are you giving away?

- 1) Corrosion Protection
- 2) Clean and re-tape moldings/emblems
- 3) Seam Sealer / Caulking

GUEST EDITORIAL

It's obvious a united front has the best chance of survival, no matter the odds, any situation, numbers win. The best **team** has the best chance at winning any game. That star player may have "won the game or carried the team" to victory, but they absolutely did not do it on their own. Take any player out of that win and it becomes a loss.

Sadly, this industry has no unity. We have a lot of like-minded individuals fighting the same

battles, individually. No unity. All facing common enemies. I n d i v i d u a l l y.

I was once invited to a clandestine meeting of body shops. "I" was hoping we were to affix a proper labor rate to our collective services via some instruction on calculating labor costs. It didn't happen. This story is years old and rates continue their microscopic creep despite inflation and the complexity of what we do.

Of the dozen shops invited about six arrived, Jimmie didn't come because Johnny was going to be there, and Billy thought he'd be arrested for price fixing by talking to another shop plus he doesn't like Jimmie's ex-wife's sister because they dated in high school. Ended poorly I'm suspecting...

Putting all that adolescent behavior aside **WE** have an opportunity to share ideas, strategies and learn from the industry's best speakers and coaches. The spring [WCRP Conference & Trade Show](#) will be held April 4th and 5th. Yes, a Thursday and Friday, if you can't be away from your business for two days in April that's even more reason you need to be there! Great room rates and a great event are planned. Bring the staff stay the weekend.

"We stay together, we survive."

Steve



"Whatever comes out of these gates, we've got a better chance at survival if we work together. Do you understand? We stay together, we survive."
General Maximus Decimus Meridius



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



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



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.

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 MONKEYS

Here I was weeping in my beer the other day after a stressful morning of insurance "negotiations." I was explaining to the bartender, Bob, how difficult it is to get paid for all the extras we must do to complete a proper collision repair. He was very interested. Things like flex additive, caulking, clean for delivery, tint, scans, etc. "Ahhh, *the monkeys*" he says and then just walks away. What the hell, he usually doesn't start drinking so early. Then I noticed some "patrons" at the end of the bar, Bear fans, I think. I suppose it was best to go shut em up.



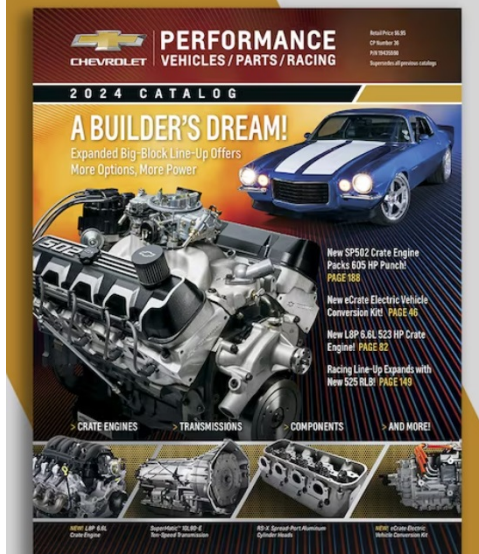
Anyways, Bob has returned, and I ask him what's up with the monkey comment. "*Yep, we call those monkeys, the things I put in your old fashioned to make it just so.*" (It's after five now, that's a legit supper drink.) "*That cherry, the orange, and the little swords you collect.*" He further shares that after I've had a few drinks he doesn't even use them anymore as it's a cost to him. Bugger thought I was short on swords. I further explain I can't leave out the monkeys, my clientele isn't half drunk, and it's a cost of the repair. Well then, he says "*you gotta charge for them, ya can't be giving stuff away.*" It's business, simple business.

With logic like that I thought he went to business school. Nope, he says it's just common sense to pass the cost of a service or product on to those receiving it. I further explain that sometimes they pay, but they have some BS allowance like five bucks for flex! Hell, I can't buy a proper old fashioned for five bucks. "*Nope, no you can't*" he states bluntly while walking away. I can tell he's lost interest at this point. I'll bring it back up tomorrow.

Don't forget to add your Monkeys!!!
Steve

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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.



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