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June
2026

Wisconsin Collision Repair Professionals

The Body Shop Advocate

~ WE ALL DO BETTER TOGETHER ~

VISIT WEBSITE

Embracing the Era of Innovation: A New Chapter for Collision Repair

As I step into the role of President of WCRP, I am filled with immense pride and unwavering optimism for the future of the collision repair industry—an industry that has given me so much throughout my career. We are navigating a period of significant transformation, but rather than viewing these changes as obstacles, we must recognize them as unprecedented opportunities.

Today's vehicles are no longer just metal and paint; they are sophisticated computers on wheels. With the rapid advancement of Advanced Driver Assistance Systems (ADAS), vehicle sensors, connected technologies, and complex materials, every repair requires a higher level of precision, diagnostics, repair planning, and calibration than ever before. While these advancements bring challenges related to training, equipment, and repair procedures, they also elevate the professionalism and value of our industry. Consumers depend on us to restore not only their vehicles but also their confidence and safety. The work we perform is critical, highly specialized, and more important than ever.

Our industry has always been defined by resilience, adaptability, and an entrepreneurial spirit. By embracing continuous education, fostering collaboration, and advocating for safe and proper repairs, we are not simply keeping pace with the future—we are helping shape it.

Together, we can provide customers with peace of mind by ensuring their vehicles are restored to pre-accident condition and repaired according to manufacturer standards. The future of the collision repair industry is bright, and I am honored to move forward alongside all of you.

WCRP remains committed to supporting Wisconsin's collision repair professionals through education, advocacy, and collaboration as we work together to strengthen and advance our industry.

Ryan Struve

WCRP President

Preview of Programming - Collision Industry Conference:

- The Industry Experiment: a podcast-style interview featuring Teena Bohia, Board Member and past President of the Automotive Anti-Counterfeiting Council; also, a Senior Brand Protection Analyst at Toyota Motor Sales, U.S.A., Inc.
- "How A.I. Supports Shop Production" - *Repair Processes & Procedures*
- "Understanding Personal Data in Vehicles" - *Data Access, Privacy & Security*
- "Bridging the Gap: Trust, Transparency, and the Consumers Role in Modern Collision Repair" - *Estimating & Repair Planning*
- "Post-Collision Safety Inspections: Standards, Risks, and Real-World Gaps" - *Talent Pool & Education*
- "Elevating the Collision Repair Experience by Meeting the Customer Where They Are" - *Business Management & Operations*
- "Right to Appraisal: Dispute to Resolution" - *Governmental*
- "Current events & Collision Repair: The perfect storm of Rising Costs and Supply Strain" - *Parts & Materials*
- *...and more! Full Agenda releasing soon*

Register and Information Here

Managing Customers During & After a Hail Storm Event
A Practical Guide for Wisconsin Collision Repair Professionals

When a major hail storm hits Wisconsin, collision repair facilities immediately experience an influx of estimate requests, customer calls, insurance questions, storage concerns, and workflow disruption.

The challenge isn't just repairing vehicles. It's managing communication, scheduling, customer expectations, insurer coordination, and overall shop flow while still protecting your existing collision business.

After working through multiple Wisconsin storm events, we've seen that the shops who stay organized early are usually the ones that protect both customer satisfaction and profitability throughout the process.

1. Start With Customer Communication
Most customers have never gone through a hail claim before.
They are often stressed, unsure how the insurance process works, concerned about rental limitations, and uncertain how long repairs may take.

The first interaction sets the tone for the entire repair experience.
Key Communication Priorities:

- Clearly explain the hail claim process
- Set realistic timeline expectations early
- Explain that supplements are common during hail repairs
- Keep customers updated consistently throughout repairs
- Educate customers on Paintless Dent Repair (PDR) vs conventional repairs

One thing we repeatedly see during storm season is customers becoming frustrated not because of repair time—but because communication slows down once the vehicle is dropped off. **Even quick updates go a long way.**

2. Protect Existing Collision Workflow
One of the biggest mistakes shops make during hail season is allowing hail volume to disrupt their core collision workflow.
Many Wisconsin facilities are already operating near capacity during the summer months when sudden hail volume arrives.

The pressure usually shows up in:

- Parking congestion
- Increased phone traffic
- Administrative overload
- Delayed estimate scheduling
- Vehicle storage limitations

Best Practice:
Whenever possible, create a separate hail intake or management process.
This may include:

- Dedicated hail estimate times
- Temporary intake staff
- Offsite repair coordination
- Mobile estimating teams
- Partnering with experienced hail/PDR specialists

The goal is to prevent hail claims from negatively impacting existing DRP relationships and normal repair cycle times.

3. Documentation Matters More Than Ever

During catastrophic events, documentation consistency becomes critical. Incomplete photos or inaccurate estimating can create major delays later in the process.

Important Areas to Document:

- Full vehicle photos
- VIN and odometer
- Roof and horizontal panel damage
- Prior damage
- R&I requirements
- Scan and calibration needs

Strong documentation protects:

- The customer
- The repair facility
- The insurer relationship
- The overall repair outcome

4. Supplements Are Part of the Process

Hail repairs frequently evolve after teardown or proper lighting reveals additional damage. Customers should be educated early that supplements are normal and often necessary to complete repairs correctly.

The key is transparency and communication from the beginning. Shops that explain this upfront typically reduce frustration later in the repair process.

5. Customer Experience Still Matters

After every storm event, the market quickly becomes crowded with temporary operations and out-of-state vendors.

Customers are looking for:

- Communication
- Stability
- Accountability
- Warranty support
- A local relationship they can trust

At the end of the day, customers remember how the process felt just as much as the repair itself.

Simple things still matter:

- Organized scheduling
- Consistent updates
- Rental coordination
- Clean deliveries
- Professional presentation

Facilities that stay focused on long-term reputation instead of short-term volume usually create stronger customer retention and referral opportunities long after storm season ends.

6. Speed Matters — But Quality Matters More
Fast turnaround is important during catastrophic events, especially when customers are dealing with rental limitations and insurance deadlines. However, quality control cannot be sacrificed for speed.

The most successful hail programs build systems around:

- Proper lighting
- Quality control processes
- Repair verification
- Technician accountability
- Organized repair flow

Retail-quality outcomes remain the expectation.

7. Collaboration Creates Better Outcomes
No single facility can handle every aspect of a major hail event alone.
Whether through overflow support, estimating assistance, temporary staffing, or PDR collaboration, strong industry partnerships often make the difference during catastrophic events.

Facilities that build reliable relationships with:

- PDR specialists
- Rental providers
- Calibration vendors
- Administrative support teams
- Insurance partners often create smoother customer experiences and stronger operational outcomes overall.

Final Thoughts
Hail season can create tremendous opportunity for Wisconsin repair facilities—but it can also create operational stress if not managed correctly.

The shops that typically perform best long-term are the ones that:

- Protect their core business
- Stay organized early
- Communicate consistently
- Document thoroughly
- Focus on customer experience
- Deliver quality repairs

At Dent Clinic, we believe the goal during a catastrophic event is not simply repairing dents. It’s helping customers navigate a stressful situation while supporting local repair facilities and maintaining a professional, organized repair process from intake through delivery.

Stay safe this storm season, Wisconsin.

Austin Henneberry
President, Dent Clinic

NITROX

Wisconsin Automobile and Truck Dealers Foundation

Nitro-X Summer Camps Are Back!

Nitro-X is a hands-on summer camp for middle school students designed to introduce them to exciting careers in the automotive, collision repair, and diesel industries. Campers build skills, make friends, and have a blast while exploring the world of transportation technology.

Some camps are finishing up this week, but more are to come! Click on this link for more information: NitroX Camp Details

Below are a couple of pictures from this week's camps. Find more images of area camps here:

https://photos.app.goo.gl/micKppMvvogxbNsS6

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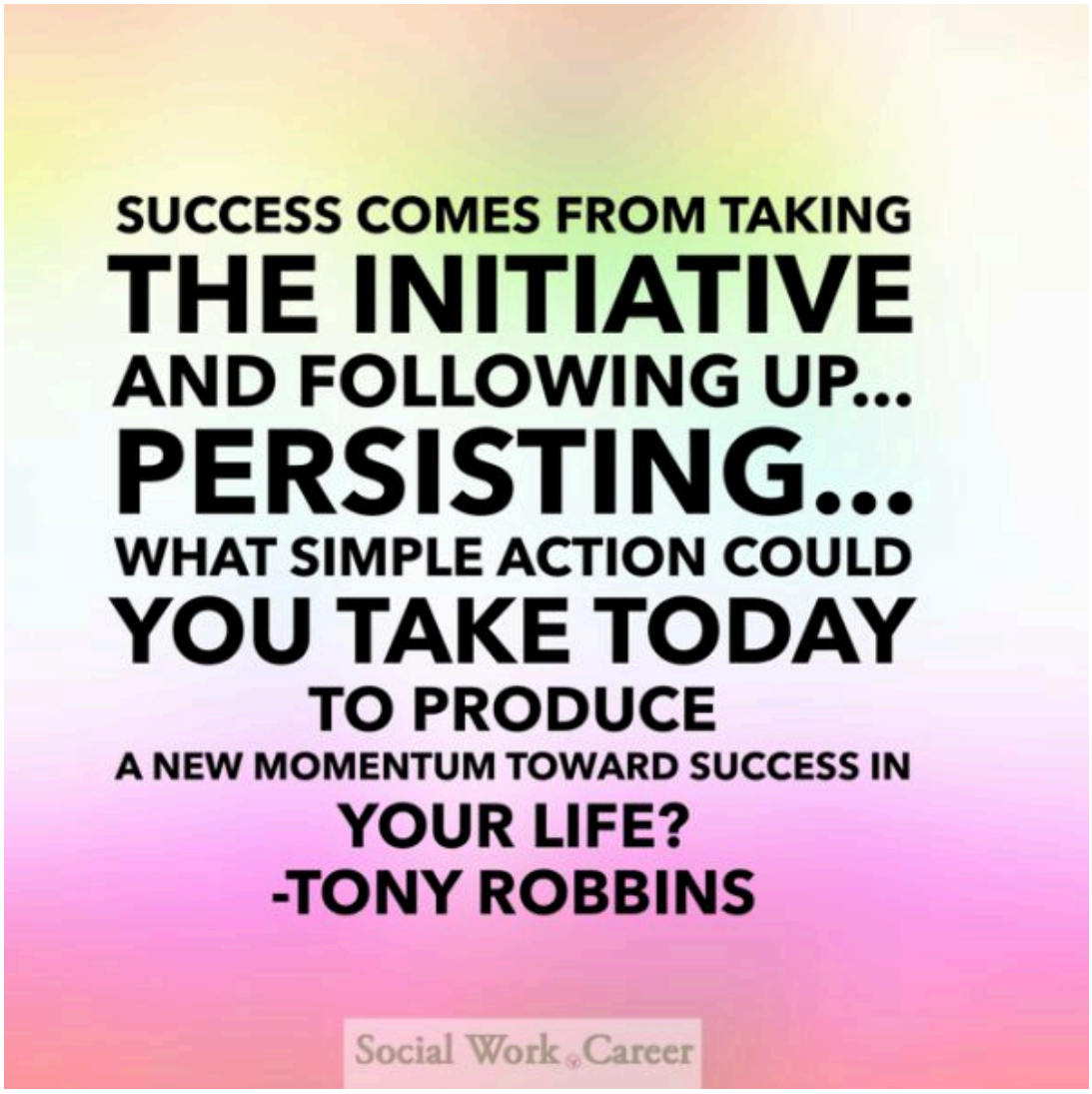

Collision Advice Helps Shops and Parts Suppliers Get in Sync

Mike Anderson hosted a workshop to help North Haven Auto Body Owner Bob McSherry and his parts suppliers learn about the challenges each face and how they can work better together.

Peter Spotts
June 15, 2026

Wholesale parts managers lack a voice in the industry, and margins are shrinking despite increasing sales volume, according to Mike Anderson of Collision Advice (and a FenderBender columnist). He hosts parts managers' strategy meetings at collision repair centers around the country to get parts managers in the room with shop owners and have productive conversations face-to-face.

Two of the biggest concerns shop owners are worrying about are the lack of work and insurance companies that don't want to pay to fix the car properly. Bob McSherry bought North Haven Auto Body in 1997. Since then, he's tripled the footprint of the shop and expanded to two more locations. Over the last five years, McSherry dropped from 14 DRPs to six, said Anderson during an event at the shop on May 19.

"That is because Bob did not want anybody telling him what kind of parts he should use or how he should run his business fairly," Anderson said. "So, because of that, Bob has hit some forks in the road where they had to basically part ways, and he has fewer relationships with insurance companies. That doesn't mean he can't fix cars for the people they insure or run into, but that he's not agreeing to pricing concessions for them."

Continue Reading

We would like to congratulate the Wisconsin Automotive & Truck Education Association (WATEA) as they have been awarded a Fast Forward grant through the Wisconsin Department of Workforce Development (DWD).

Through this initiative, WATEA will partner with Napa AutoTech and regional employers to provide high-quality training opportunities for both entry-level and incumbent transportation technicians. Participants will benefit from a combination of classroom instruction and hands-on learning designed to enhance technical skills, improve workforce readiness, and support career advancement within the transportation industry.

This collaborative effort will expand regional training capacity, strengthen the pipeline of skilled technicians entering the workforce, and help address the

ongoing workforce needs of Wisconsin's automotive, truck, and transportation sectors.

WATEA is grateful to the Wisconsin Department of Workforce Development, Napa AutoTech, and their industry partners for their commitment to investing in the future of transportation education and workforce development.

Additional details regarding training opportunities and participation will be shared in the coming weeks.

Thank you for your continued support of WATEA and their mission to develop and strengthen Wisconsin's transportation workforce!

"It's better to have a great team, than a team of greats." — *Simon Sinek*

WCRP is thankful for our partnership with CARS Cooperative as they offer many discounts to our member shop owners.
Here is their main website page for the savings: **https://cars.coop/cashback-savings-programs**

Repairer Driven Education @ The SEMA Show

November 3 @ 12:00 pm - November 6 @ 8:00 pm

SEMA Information & Registration - Price Increase June 26

The SEMA Show offers an attendee experience like no other trade show on the planet. It's the best place to see thousands of the newest automotive performance products from new and iconic exhibitors, discover the latest product and vehicle trends, and develop essential skills by attending any one of the 99+ free education sessions – all of which are led by top industry professionals.

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Why Become a WCRP Board Member?

One of the most significant benefits of being a board member is the opportunity to drive positive change. Board members help shape policy, approve budgets, network, and add unique perspectives to the table. It is your opportunity to contribute while growing both personally and professionally.

Email wcrpinfo@gmail.com for more information

News – The Power of Collective Voice in Collision Repair

March 27, 2026

Danny

In collision repair, accuracy is vital to business sustainability. For years, data estimation has lagged behind rapidly evolving vehicle technologies.

Enter the Database Enhancement Gateway (DEG). Established in 2007 from a series of industry meetings and developed with the help of groups such as the Society of Collision Repair Specialists (SCRS), Automotive Service Association (ASA), Alliance of Automotive Service Providers (AASP), and multiple industry sponsors, the DEG was created to make sure that the estimating data used in shops matches the actual work needed. (Estimating data refers to labor times and costs used by shops for repairs.)

A recent DEG inquiry 40734 regarding the 2022-2026 Mercedes-Benz W206 C300 serves as a perfect “smoking gun” for why the DEG is vital.

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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.

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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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