

Issue:
October
2026



Wisconsin Collision Repair Professionals

The Body Shop Advocate

~ WE ALL DO BETTER TOGETHER ~



President's Letter – Putting Membership to Work for You



As we move into fall, I want to take a moment to focus on **you — our WCRP members —and what your association is actively doing on your behalf.**

The Wisconsin Collision Repair Professionals exists for one primary reason: **to provide value to the shops and professionals who make up our industry.** As a board, we have a responsibility to listen to our members, identify the challenges facing our industry, and take action to make a difference.

If you haven't visited the WCRP website recently, I encourage you to take a few minutes to explore it. You will hopefully find resources, benefits, and opportunities that demonstrate the value WCRP can bring back to your shop.

One example that really stood out to me recently was a conversation with a shop manager about **CARs COOP**. He was extremely positive about the program and the savings his shop had experienced in a very short amount of time. His exact words were:

“Utilizing CARs COOP paid for their WCRP membership in the first two months.”

That is exactly the kind of value we want WCRP to provide. If one of our member benefits can save a shop enough money to pay for its membership — and then continue providing savings beyond that — that is a tangible return on your investment.

But membership value goes well beyond purchasing programs and discounts. Your WCRP board members have also been working hard behind the scenes to **monitor legislation and regulatory changes that could affect collision repair businesses throughout Wisconsin**. We are actively paying attention to what is happening in Madison and across the industry so that we can help ensure the voice of independent collision repairers is represented when decisions are being made that affect our businesses.

We also continue to invest significant time into creating opportunities for **education, networking, and professional development**. We have been working hard to put together an upcoming event featuring outstanding speakers, educators, and industry vendors. Our goal is not simply to fill a schedule with presentations/trainings — it is to bring information, ideas, relationships, and resources back to your shop that can continue providing value long after the event is over.

My Goal for WCRP

My goal as President is for WCRP to be an **actionable organization**. I want our members to be able to look at their membership and say, *“WCRP is doing something for my business and for our industry.”*

That means finding ways to save our members money, providing access to valuable education and resources, advocating for our industry, creating opportunities to connect with other professionals, and most importantly — **taking action on the issues that matter to our members**.

We cannot do that effectively without hearing from you.

If you have a question, concern, idea, or issue affecting your shop or the collision repair industry, **please reach out to me or any WCRP board member**. Your feedback helps us understand where we need to focus our efforts and where WCRP can make the greatest impact.

This is **your association**, and the board is here to work on your behalf.

Thank you for your continued support of WCRP and for everything you do to make Wisconsin’s collision repair industry stronger.

Ryan Struve

President, WCRP - Wisconsin Collision Repair Professionals



WCRP BOARD MEETS WITH STATE FARM

By Jolene Plautz, WCRP Lobbyist

Our state WCRP board recently met with Kristin Givens, National Associate General Counsel from State Farm and her staff to discuss industry issues related to recent cuts in labor rates and supplemental re-imbursalment delays. Although State Farm would not divulge trade secrets in determining labor rates, it was a productive meeting.

One suggestion State Farm had was to have as many shops in Wisconsin enter their portal and update your shop's current rate. This will enable them to better assess the going rate for a designated area. Below is the attached portal for State Farm. Please take a minute and update your current labor rate.

Secondly, we discussed the delay in supplemental reimbursements. They were very surprised this was an issue and pledged to resolve the problem. We have now sent them actual claim times and State Farm is looking into each individual case.

Lastly, in February, the WCRP board is meeting with the national property and casualty insurance companies during their annual Wisconsin meeting. We attended this meeting two years ago, with a goal of both sides understanding industry issues. We look forward to ongoing discussions with leaders from the insurance industry.

[B2B Portal – State Farm](#)

Additional directions are below.

WCRP Members and Industry Partners,

Every collision repair facility should take a few minutes to complete State Farm's Auto Repair Facility Survey.

If repair facilities do not regularly report their current labor rates, insurers may continue relying on outdated or incomplete market information. Your shop's rates, operating costs, technician wages, training investments, equipment requirements, and business needs continue to change—and the information you submit should reflect the current reality of operating your facility.

This is one simple step every shop can take to ensure State Farm receives accurate, up-to-date information directly from your business.

To complete the survey:

- 1. Visit <https://b2b.statefarm.com>**
- 2. Log into your account**
- 3. Select Claim Services**
- 4. Select Auto Repair Facility Survey**
- 5. Enter your shop's current information and labor rates**
- 6. Review the information and click Submit**

We have attached a step-by-step guide to help walk you through the process. Please remember that each repair facility must independently establish and submit its own labor rates. Shops should never discuss, compare, coordinate, or agree upon pricing with other repair facilities.

Whether you are a WCRP member or not, your participation matters. Please complete the survey as soon as possible and encourage other collision repair businesses to independently do the same.

If we want insurers to have accurate information about today's collision repair market, each shop must take responsibility for reporting its own information.

Thank you,

Wisconsin Collision Repair Professionals - WCRP

[Step by Step Guide](#)



Stay tuned for the new link for Crash Network's Insurer Report Card Survey coming in October. WCRP will email the link to our members. It will be open October through December. Make your voice heard by ranking insurers.

More than 90 auto insurance companies receive a grade in the survey each year, including the country's largest national insurers and dozens of regional companies. But only a fraction of them earn a place on CRASH Network's "Honor Roll" with a grade of "B" or higher. Many of the highest-graded companies may be less familiar to consumers because they are smaller, regional insurers offering policies only in particular states or parts of the country.

Looking for industry information beyond what you're seeing in other publications? Now more than ever, you need information and ideas to help your business in this challenging time.

Check out our [website](#) to see more of what's in *CRASH Network* or click here to subscribe (with a 30-day money-back guarantee).

[Subscribe to CRASH Network](#)

SAVE THE DATE

**[2027 WCRP Conference & Trade Show](#)
[April 22 & 23, 2027](#)
[Holiday Inn & Conference Center, Stevens](#)
[Point, WI](#)**

[We are finalizing our trainers for this event, updating them as soon as they are confirmed, and we can get their pictures for the website as well.](#)

[Confirmed trainers so far: Dave Luehr - Elite Body Shop Solutions, Ryan Taylor - BodyShop Booster, Ryan Marrinan - 3M, PPG/White Belt, Joel Adcock - Revv, Tony Passwater - AEI, Jason Bartanen - Collision ProAssist, Keith Egan - BeTag.](#)

[If you have any specific requests for training at this event for your office and technicians, please contact Deb at \[wcrpinfo@gmail.com\]\(mailto:wcrpinfo@gmail.com\) or 262.542.7707.](#)



One of the benefits of being a member of WCRP is our affiliate membership with SCRS. We are in contact with Aaron and SCRS frequently. On our last call, this became a priority for associations all over the U.S. Please help by completing the short survey so we can prioritize membership needs in our industry.

The results will be shared with all associations to share with our members.

Association Member Advocacy Priorities

We are gathering input from members to better understand the issues creating the greatest challenges for collision repair businesses, and to help prioritize where members want associations to focus on advocacy efforts.

Here is the survey link:

https://docs.google.com/forms/d/e/1FAIpQLSd2SyAzvb2RnpWGa-ZoGK9vNuL5_Broj9Kfgd0zNIWP63m9uw/viewform?usp=dialog

Please rank these items in your order of priority.

MEET

CASTAIR
COMPRESSORS - COMPONENTS - ACCESSORIES
CASTAIR.NET | 320.796.0851 | MADE IN AMERICA

Professional Compressed Air Solutions Since 1991



- Family-Owned
- Cast Iron Pumps
- Oil-Lubricated
- Built for Long Service Life



3% CASHBACK for CARS Members



As an organization, we are
stronger together.

Alone we do little, together we do much!



It is Collision Repair Education Foundation's 35th Anniversary!

CREF is an association that supports collision industry education in the U.S. The Collision Repair Education Foundation is marking its 35th anniversary in 2026.

Since 2009 CREF has awarded nearly 1,200 School Benchmark Awards totaling almost \$6,000,000, and over the past 15 years has distributed more than \$3,000,000 in scholarships to more than 1,500 students. The foundation has facilitated more than \$130,000,000 in in-kind donations to collision repair programs nationwide and has numerous events to help students in our industry!

To find out more about Collision Repair Education Foundation, please visit their website at:

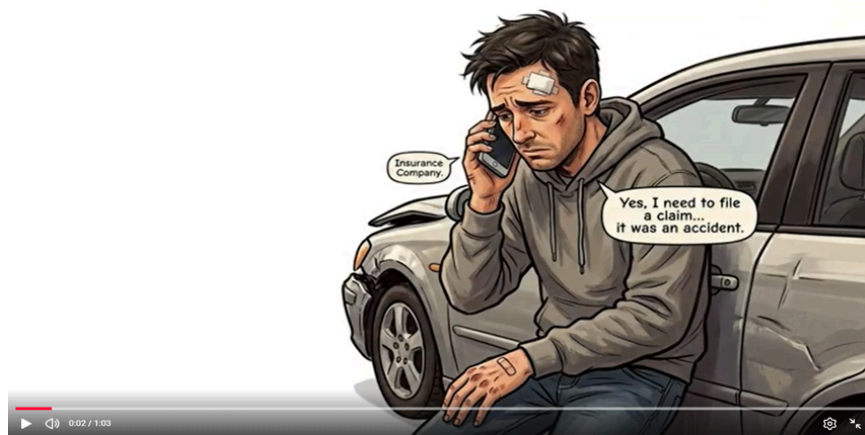
[CREF](#)

Latest WCRP Video - It's Your Choice to Choose a Shop for Repairs

Click on the image below to take you to our latest video - thank you to Luke Salter, WCRP Board Director for all of your hard work!

Go to our YouTube page for additional videos for your shop:

[WCRP YouTube Channel](#)



The 8th Annual Positivity Summit

Friday, February 5, 9:00am - 4:00pm (CST)

The Edge of Opportunity: New Challenges. New Thinking. New Breakthroughs!

It's time for the 8th Annual Positivity Summit. The collision industry's largest virtual event! 🚀 Come and experience 40+ inspiring speakers over 7 hours of actionable ideas, fresh mindset shifts, and contagious positivity designed to help you thrive through change.

This one-day movement will challenge what's possible for you, your business, and our industry—as long as you are willing to see it through a different lens.



"The strength of the team
is each individual member.

The strength of each member
is the team."

Phil Jackson



Repairer Driven Education @ The SEMA Show

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

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.

[Registration & Show Information](#)

[CIC - Collision Industry Conference at SEMA](#)

RELATED MEETING SCHEDULE

TUESDAY, NOV 3

- 6:30a – Collision Industry Prayer Meeting
- 9:00a – 5p [The SEMA Show \(LVCC\)](#)
- 9:30a – 4p [Repairer Driven Education \(LVCC\)](#)

WEDNESDAY, NOV 4

- 7:30 – [CREF Benchmark Awards Breakfast \(LVCC West Hall W232\)](#)
- 9:00a – 5p [The SEMA Show \(LVCC\)](#)
- 9:30a – 4p [Repairer Driven Education \(LVCC\)](#)

THURSDAY, NOV 6

- 9:00a – 5p [The SEMA Show \(LVCC\)](#)
- 12:30p – 4:30p – [OEM Summit \(Repairer Driven Education \(LVCC\)\)](#)
- 9:00p – SCRS After Party

FRIDAY, NOV 7

- 9a – 4p – [The SEMA Show \(LVCC\)](#)

RELATED MEETINGS DISCLAIMER – the Collision Industry Conference has no control over the above related meetings, their content, conduct or protocols. Should you have any concern over content or protocols, please contact the organization directly.



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.

Get involved! Board members needed!



Email wcrpinfo@gmail.com for more information



**Don't forget to use this resource
for your shop!**

***The Auto Collision Repair Industry Standard for Measuring &
Reporting Market Labor Rates***

THANK YOU SPONSORS!

PLEASE SUPPORT THOSE WHO SUPPORT US!!!

GANDRUD Chevrolet



Experience
the *Difference*



Need to update your
"FIND A SHOP" listing on the
WCRP website? [Check here..](#)



Please consider being a sponsor for
WCRP! Our Body Shop Advocate e-



KNOW OF ANY SHOPS LOOKING
TO JOIN WCRP?

newsletter is sent out every month to
over 550 addresses.

YOUR TARGET MARKET!

[Click here for information!](#)

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.

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

Wisconsin Collision Repair Professionals | P O Box 841 | Merrill, WI 54452 US

[Unsubscribe](#) | [Update Profile](#) | [Constant Contact Data Notice](#)



Try email marketing for free today!