



The Iowa Collision Repair Association is committed to the future of the collision repair industry: to provide the leadership needed; raise the professional image of the individual and the industry. Our goal is to educate, inform, and represent the Collision Repair Professional in all aspects of the industry.

Affiliate Member of the Society of Collision Repair Specialists

Coming Events:

**Jan. 14 & 15, 2010 - Collision Industry Conference
Palm Springs, California**

**April 15 & 16 2010 - Collision Industry Conference
Atlanta, Georgia**

**April 21 & 22 - Iowa Collision Repair Association
Spring Meeting, Storm Lake, Iowa**



Mel Hunke and Bob Jones are 'Back To The Basics' revisiting the 3M ARMS Management Training. Jones and Hunke were trainers in the legendary program.

**Mel Hunke takes ICRA
"Back to the Basics"**

On a cold, rainy Des Moines morning, members and guests of the ICRA took a trip "back to the basics".....to the roots of their business. We were told, when your business is sliding downward and the numbers indicate your sales will be lower than expected for an extended period of time.....no matter what the cause.....the first item on you task list is to run your business like you did the first six months after you opened the door. Be proactive, customer oriented and cost conscious to the "nth" degree.

This was the message delivered by long time industry leader, Mel Hunke. As Mel describes himself as "a good old farm boy", you listen to the wisdom pouring from his presentation based on his experience as a body shop owner, college instructor, 3M ARMS instructor and educator.

The "back to the basics" theme took the class through an extensive and enlightening review of "P-Page" logic and how it applies to an estimators approach to turning a potential customer into a paying, satisfied customer. Hunke shared his approach to decision-making with the students by asking them to ask/answer three questions: one, Is it the truth ?; two, Does it apply to this situation ?; and three, Is it "good" business ? The class participants were reminded many times to think back to the roots, or beginning standards, our businesses are built on.....and remember that as much as our industry has changed, it is still those root standards that keep us moving forward today.

Mel Hunke has agreed to address more industry topics at future ICRA meetings. As those events are announced, save the date. It is an opportunity you cannot afford to miss.

The members of the ICRA sincerely thank Mel Hunke for his time and efforts.

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Iowa Collision Repair Association Executive Director Janet Chaney Honored as Akzo Nobel Most Influential Woman

AkzoNobel names 2009 MOST: Influential women

AkzoNobel Car Refinishes Americas named the 2009 Most Influential Women in the Collision Repair Industry (MIW).

Six honorees are being recognized. They comprise a cross section of service areas within the collision repair industry including consulting, distribution, education and quality certification. The honorees are:

Janet Chaney- Cave Creek Business Development;
Erica Eversman - Vehicle Information Services;
Kimberly Hicks - Micro Rim Corp.;
Beth Meckel - Heritage MileOne Collision Centers;
Linda Sommerhauser - Autobody Color; and
Marcy Tieger - Symphony Advisors.

"Sustainability is a prominent word in our vocabulary today," says Tim Loden, director of marketing for AkzoNobel Car Refinishes Americas. "Once again AkzoNobel has the privilege of highlighting the contributions of a deserving group of individuals that work tirelessly to sustain our industry and their communities enabling each of us to have better places to live and work."

The Most Influential Women in the Collision Repair Industry program was established in 1999 by AkzoNobel as an industry honorarium. The goal of the program was to promote the contributions and grow the future involvement of a valuable resource pool for the collision repair industry. The MIW program collaborates with the I-CAR Education Foundation to provide scholarships to deserving women seeking to advance their education and pursue career opportunities within the collision repair industry.

The 2009 MIW honorees will be recognized at a special awards gala in April 2010. The by-invitation-only event will be hosted by AkzoNobel in Atlanta, the corporate headquarters for AkzoNobel Car Refinishes Americas.



Janet Chaney, Chair of the National Auto Body Council Pride Awards, at the 2008 Industry Achievement Luncheon

What It Takes To Be Number One - Vince Lombardi

"Winning is not a sometime thing; it's an all the time thing. You don't win once in a while; you don't do things right once in a while; you do them right all the time. Winning is a habit. Unfortunately, so is losing.

There is no room for second place. There is only one place in my game, and that's first place. I have finished second twice in my time at Green Bay, and I don't ever want to finish second again. There is a second place bowl game, but it is a game for losers played by losers. It is and always has been an American zeal to be first in anything we do, and to win, and to win.

Every time a football player goes to ply his trade he's got to play from the ground up – from the soles of his feet right up to his head. Every inch of him has to play. Some guys play with their head. That's O.K. You've got to be smart to be number one in any business. But more importantly, you've got to play with your heart, with every fiber of your body. If you're lucky enough to find a guy with a lot of head and a lot of heart, he's never going to come off the field second.

Running a football team is no different than running any other kind of organization – an army, a political party or a business. The principles are the same. The object is to win – to beat the other guy. Maybe that sounds hard or cruel. I don't think it is.

It is a reality of life that men are competitive and the most competitive games draw the most competitive men. That's why they are there – to compete. To know the rules and objectives when they get in the game. The object is to win fairly, squarely, by the rules – but to win.

And in truth, I've never known a man worth his salt who in the long run, deep down in his heart, didn't appreciate the grind, the discipline. There is something in good men that really yearns for discipline and the harsh reality of head to head combat.

I don't say these things because I believe in the "brute" nature of man or that men must be brutalized to be combative. I believe in God, and I believe in human decency. But I firmly believe that any man's finest hour – his greatest fulfillment to all he holds dear – is that moment when he has to work his heart out in a good cause and he's exhausted on the field of battle – victorious."

**Don't Stand Alone
Join the ICRA Today**
Please Call Janet Chaney
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Iowans Show Up in Force for Collision Industry Days

About 125 attendees came to Prairie Meadows in Des Moines, Iowa for the 2nd Iowa Collision Industry Days. October 21 and 22, the educational and informational slate was full for the day and a half event. Wednesday afternoon's schedule was NESHAP and the new ICAR Cycle Time Class. Dan Nickey of the Iowa Waste Reduction Center is educating Iowa Collision Repairers on the NESHAP, National Emissions Standards for Hazardous Air Pollutants Joe Doyle, State Farm Insurance Property Claim Trainer, taught the popular ICAR Cycle Time Class, CYC 01.

The 'Back To Basics' Estimating Clinic taught by Mel Hunke, was a hit with everyone. The class hand wrote an estimate and delved into the mechanics of writing a correct and proper estimate. The Society of Collision Repair Specialists, Aaron Schulenburg, was the luncheon Guest Speaker and talked about the where SCRS is going in the future and the new tag line, 'Repairer Driven'.

The ICRA Fall Dinner at Prairie Meadows was another success. George Avery, StateFarm Estimates Consultant, Property and Casualty Claims, was the dinner keynote speaker. Avery

spoke of State Farm and the collision industry, recognizing the changes the future will bring to all. He addressed new accident avoidance technology and had some fun talking about the social media and the Y generation. Avery began his career as an Autobody technician. Joining State Farm Insurance in 1979, he has held various auto estimating, claims, Learning & Development and management positions. George moved to State Farm's Home Office in Bloomington, Illinois in 1991. In addition to his role with State Farm, George is a participant in the Collision Industry Conference and is currently the President of the National Auto Body Council.

The Iowa Collision Repair Association Spring Meeting will be held at King's Point Resort in Storm Lake, Iowa, tentatively, the 21st and 22nd of April, 2010.

See you there!!!



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ICAR CLASS SCHEDULES

Program/Group Name	Start Date	Location
DAM07 Damage Analysis of Advanced Automotive Systems	Dec 09, 2009	Des Moines Area Community College
GEN03 Collision Repair for General Motors Vehicles	Dec 10, 2009	Des Moines Area Community College
POP01 Collision Repair for Select High Volume Vehicles (English)	Dec 15, 2009	Kirkwood College Training & Response Cntr.
DAM07 Damage Analysis of Advanced Automotive Systems (English)	Dec 17, 2009	Scott Community College
POP01 Collision Repair for Select High Volume Vehicles	Jan 12, 2010	Des Moines Area Community College
NEW10 Vehicle Technology and Trends 2010	Jan 14, 2010	Des Moines Area Community College





INDUSTRY NEWS

Northwest Iowa Collision Repair Association

NWICA will have 5 local Government Representatives at their meeting, November 10 at the Northwest Iowa Community College. In addition to the Government officials, Brian Sinnett from Audatex will be a guest speaker. ICRA Director Lyle Van Voorst reports, "We have a meeting with our Government representatives every year and it brings out some great discussion. The meeting will be sponsored by Auto Body Specialties.

FYI 08308 seam sealer 3M

We have received several complaints from the field about issues shops are having with PN08308. We have the entire AC&S Team working to solve this problem, below you will find the suspect lot codes. The complaints are from large air voids in the cartridges, causing difficult dispensing and spotty curing of product. The codes are clearly displayed on the cases as well as the cartridges themselves.

Complaint Lots Part Number 08308

289197AU/289194A2
299197AO/299195AD
299197AU/299195AD
328364AC/329194A3
328364AC/329194PO
329197AA/329197AC
329197AA/329197AD
339197AA/338364AF
339197AA/339020A4

ESTIMATING SYSTEM LAW WORKING:

Another Minnesota shop owner is praising the year-old law in that state that prohibits insurers from "unilaterally and arbitrarily disregard(ing) a repair operation or cost identified by an estimating system" (CRASH 2/9/09). "If something is listed as a mechanical operation in the book, for example, you get paid mechanical rate. No bickering, no discussion. It's had a tremendous effect on our business," Roger Bonn, a shop owner and collision division chairman of the Alliance of Automotive Service Providers (AASP) of Minnesota (which backed the legislation), said this month at a gathering of state affiliate groups of the Society of Collision Repair Specialists. Judell Anderson, executive director of the AASP-Minn., said use of the new law does vary somewhat by shop and market in the state, and it may not apply in a shop's dealings with an insurer with which the shop has a direct repair agreement. "But overall it's been very effective, a very positive thing," Anderson said. She said the association has for now shelved plans for a shop licensing bill, but will make another attempt to get a ban on insurer-owned shops enacted after such a bill failed to move in the state legislature this year (CRASH 3/3/09).

FORD UPDATES PICKUP BOX AND CAB ASSEMBLY PROGRAMS

Seven part numbers for 2009-model F-150s have been added to the FCSD Pickup Box program; increases total to 30.

- Part numbers for 2008-2010 models have been added to the FCSD Pickup Cab program
- Assemblies reduce repair cycle time and improve overall quality

DEARBORN, Mich., October 26, 2009 – Ford Customer Service Division has refreshed its pickup box and Super Duty cab assembly programs, growing the box offerings by more than a third and adding part numbers for 2008-2010 models to the cab program. New additions to the box program include seven 2009-model F-150s and four 2008-2010 Super Duty pickups, bringing the total number of parts offered to 30.

The box and cab assemblies are the same as those used in new-vehicle production, with equivalent fit, finish and structural integrity. They also include corrosion protection and dent resistance – something that is not consistently delivered with a salvage unit.

"The pickup box and cab assemblies eliminate the need to order and assemble individual components and the prep work often required when a salvage unit is used," said George Gilbert, collision merchandising manager for FCSD. "The competitive prices and ease of assembly installation combine to help reduce overall repair costs."

Both programs offer repairers other benefits as well, including a shorter delivery time – usually three to six business days after an order is submitted – and custom packaging, which protects the assemblies from possible damage during transit.

To obtain a full listing of the updated part numbers, including their application data, contact your nearest Ford or Lincoln Mercury dealer or the Ford Collision Parts Hotline at cphelp@ford.com

Iowa Shop Owner Elected to National Auto Body Council Board of Directors

John Arnold of Arnold's Body Shop Davenport, Iowa was elected to the National Auto Body Council Board of Directors at Nace in Las Vegas, November 5. "The mission of the NABC, 'to improve the image of the collision industry', aligns with my personal vision," states Arnold, "I am very honored and proud to serve on this Board." For more information on the NABC, go to www.autobodycouncil.org.



We Have a Moral and Ethical Obligation to Do the Best We Can,” Says Capt. Sullenberger

November 5, 2009

Captain Chesley “Sully” Sullenberger told attendees of the International Auto Glass Safety (AGRSS) Conference today details of the now-dubbed “Miracle on the Hudson,” but also of his commitment to safety—and how it developed.

“I, too, share your commitment not only to safety but also to doing the best job possible, because it matters,” he said.

He continued, “We have a moral and ethical obligation to do the best we can.”

Sully shared several anecdotes about the years leading up to the January 15 landing on the Hudson River in the wake of disaster—an event that has made him a household name.

One of these was about his daughter, who once asked him to define integrity.

“I gave her a definition that now I realize was a pretty good one,” he said. “Integrity means doing the right thing even when it’s not convenient.”

Sullenberger went on to explain how he has applied this rule in all aspects of his life, including his profession.

“Being an airline pilot means doing the right thing every time,” he said. “It means being the conscience of my industry.”

“Why do I do these things?” he went on to ask. “My passengers deserve it, my colleagues expect it and my profession demands it ... Something you’ll probably never hear an airline pilot say is ‘It’s not my job’ or ‘It’s not my fault.’”

Since the January 15 incident, Sullenberger said and his crew have heard some surprising reaction from other pilots, even with other airlines.

“They tell us they feel a pride in our profession because of this event that they haven’t felt in years,” he said.

But, he reminded attendees that his commitment to safety came long before that fateful day.

“I’ve been a consistently outspoken advocate for safety,” he concluded. “At my company I was a known quantity before that happened.”

He also noted what an accomplishment the AGRSS Council had undertaken when they developed the Standard.

“I can imagine when you all started this it was like trying to remove all the water from the ocean with a teaspoon—what an undertaking,” he said.



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