



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: October 21- 22  
Iowa Collision Repair Association Collision Industry Days**

Prairie Meadows - Altoona, Iowa

**Wednesday** - NESHAP

ICAR - Cycle Time

**Thursday** - Back to Basics Estimating and Profit Clinic

Luncheon Guest Speaker, Aaron Schulenburg,

Executive Director, Society of Collision Repair Specialists

Dinner Guest Speaker, George Avery, State Farm Insurance

**Washington DC**

July was a big month for the collision repair industry in Washington DC. The Collision Industry Conference meets three times a year around the country. A host of meetings are always scheduled around the CIC conference. The summer meeting is always scheduled in concert with the annual ICAR Conference, this year at the OMNI Shoreham DC.

As the industry converged in Washington DC, ASA, scheduled an ASA Industry Fly-In to Washington, during this week, inviting members to meet with their state Senators and Representatives.

ICRA members, Bob Jones and Mark Martin came to DC to for the fly in. Both believing that time was well worth it, "We had the opportunity to meet with Senator Grassley, and that made the entire trip worthwhile."



Bob Jones, RJones Collision Repair, DesMoines and Mark Martin, Ankeny Auto Body, Ankeny represent Iowa in Washington DC.



SCRS Executive Director, Aaron Schulenburg is the luncheon Guest Speaker at ICRA Industry Days October 22 in Des Moines

**Society of Collision Repair Specialist 's New Tag Line "Repairer Driven"**

After 27 years, the Society of Collision Repair Specialists (SCRS) decided to drop its familiar tagline, "Working together is the most important work we do," in favor of the new tagline "Repairer Driven." Does this mean the SCRS is no longer interested in working together? Not at all, says SCRS Executive Director Aaron Schulenburg.

CollisionWeek asked Schulenburg to explain the association's reasoning behind the change and what it may mean for the internal direction the association takes in the future.

According to Schulenburg, the old tagline, "Working together is the most important work we do," defined what the association's approach was, but not necessarily who they were, or who they represent, or what they do.

"We felt that SCRS, after 27 years in existence, has a good name, has a recognizable name, but we wanted to be able to better define who we are," Schulenburg said. "Make no mistake about it, we represent the collision repair professional in this industry."

"As far as approach, SCRS is going to maintain the approach that we have always taken, as far as professionalism and the way we address issues," said Schulenburg. "I think what it's done, is taken SCRS who has had a very consistent approach, and very consistent direction, internally and its helped to better define what that approach is externally."

"I think that SCRS has always been very strong in our conviction of working on behalf of repairers, but I don't know if that was always perceived..." Schulenburg said. "Is there a true change in direction? I think there's a more defined direction of where we are going."

**Back to their roots**

Schulenburg also discussed upcoming educational programs that the association is working to bring to repairers in markets all across the country. The group has already scheduled classes in major cities through the upcoming months and has more plans for 2010.

Schulenburg said, "I know for next year, we have high aspirations of putting together some specific SCRS branded educational events to take throughout different areas of the country [that] focus on the essentials of business management."

"I think we're getting back to our roots," Schulenburg said, discussing the upcoming education programs. "I think SCRS started as an organization that really wanted to make a difference for collision repairers. That's always been the goal."

*Reprinted with Permission – Collision Week*



# Iowa Collision Industry Days

**Prairie Meadows – Altoona, Iowa**  
**1 Prairie Meadows Dr. Altoona, Iowa**



*Follow the  
 Fast Track With The  
 Iowa Collision Repair  
 Association*

**Wednesday, October 21**

- 1:00 - 2:30 NESHAP - by IWRC's Dan Nickey
- Networking Break
- 3:00 - 7:00 ICAR Cycle Time CYC 01 – Joe Doyle, Instructor
- 7:00 - 8:00 Hors d' oeuvres - No Host Bar

**Thursday, October 22**

- 7:30 - 8:30 Continental Breakfast
- 8:30 - 5:00 'Back To The Basics' - Estimating and Profit Clinic - Mel Hunke
- 12:00 - 1:30 Luncheon Guest Speaker, Aaron Schulenburg, Executive Director,  
 Society of Collision Repair Specialists
- 5:00 - 6:00 No Host Hospitality – Industry Networking
- 6:00 - 9:00 ICRA Fall Dinner, Guest Speaker, George Avery, State Farm Insurance

Name \_\_\_\_\_ Phone# \_\_\_\_\_  
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2- Day Pass (excluding ICAR) member \$150.00 non-member\$175.00	Amt. _____
ICAR CYC01 - Special ICRA Rate \$100.00	Amt. _____
Wednesday Only - Member \$50.00 non-member \$75.00	Amt. _____
Thursday Only - Member\$150.00 non-member \$175.00 (incl. dinner)	Amt. _____
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Please mail or fax your information by October 16 to: ICRA  
 109 NW 9th St. Ste. 1  
 Ankeny, Ia. 50023

Fax# 515-964-0468

**ICRA Host Hotel - Holiday Inn Express 515-967-1855**  
**165 Adventureland Dr. N.W. Altoona, Iowa**  
**Free Shuttle Service from hotel to Prairie Meadows!**  
**Ask for the Iowa Collision Repair Association rate of \$89.00. by October 9!!!!**

Questions?? Call ICRA – Janet Chaney @ 480.720.2565



**CHAIRMAN'S MESSAGE**

Hope everyone had a great summer!

Well, Iowa turned out in force to welcome Chuck Sulkala and ICAR. Our Executive Director, Janet Chaney reports that over 200 people showed up at the six meetings throughout the state.

So, it looks like we have a great start for 2009/2010 industry education in Iowa. We are following our ICRA mission statement.....'to educate, inform and represent the Iowa Collision Repair Professional is all aspects of the industry.

- ICRA Education Chairman John Arnold has set up the next slate of NESHAP meetings with the Iowa Waste Reduction Center.
- An IOWA State ICAR Committee is being formed and will be introduced in October.
- The ICAR Class schedule is in this newsletter.
- IOWA Collision Repair Association hosts its Second Collision Industry Days October 21 and 22 - Schedule on page 2 of this newsletter

**JOIN US IN DES MOINES!**

NESHAP

ICAR – Cycle Time Class

Back To Basics Estimating and Profit Clinic

Dinner Guest Speaker

George Avery State Farm Insurance

*"We are what we repeatedly do.  
 Excellence, then, is not an act,  
 but a habit."*

*- Aristotle*



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# Iowa, Meet Iowa

Chuck Sulkala, ICAR and Janet Chaney Executive Director of the Iowa Collision Repair Specialist met with over 200 people in a tour of the state in August.



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## LOOK FOR ICRA TRAINING IN YOUR COMMUNITY THIS YEAR

ICRA Education Chairman John Arnold has scheduled a series of training events at the Community Colleges in your area. The first ICRA Educational Programs are listed on this schedule below. If you have any questions, comments or suggestions regarding ICRA Training, please call Chairman John Arnold, Arnold's Body Shop, Davenport, Iowa. (563) 388-0004

		<b>NESHAP</b>
<b>Cronks Café</b>	<b>Denison</b>	<b>September 23</b>
<b>Council Bluff Public Library</b>	<b>Council Bluffs</b>	<b>September 24</b>
<b>Carnegie-Stout Public Library</b>	<b>Dubuque</b>	<b>October 1</b>
<b>Eastern Iowa Community College</b>	<b>Bettendorf</b>	<b>October 7</b>
<b>Southeastern Community College</b>	<b>Burlington</b>	<b>October 8</b>
<b>Indian Hill Community College</b>	<b>Ottumwa</b>	<b>October 14</b>
<b>Hawkeye Community College</b>	<b>Waterloo</b>	<b>October 15</b>
<b>ICRA Annual Meeting</b>	<b>Des Moines</b>	<b>October 21</b>
<b>Hickory Park</b>	<b>Ames</b>	<b>October 22</b>
<b>Southwestern Community College</b>	<b>Creston</b>	<b>October 28</b>
<b>NIACC</b>	<b>Mason City</b>	<b>November 18</b>
<b>Northwest Iowa Community College</b>	<b>Sheldon</b>	<b>November 19</b>

## CLASS SCHEDULES

<b>Program/Group Name</b>	<b>Start Date</b>	<b>Location</b>
CYC01 Overview of Cycle Time Improvements for the Collision Repair Process	Sep 15, 2009	Des Moines Area Community College
POP01 Collision Repair for Select High Volume Vehicles	Sep 17, 2009	Scott Community College
SPS07 Steel Unitized Structures Technologies and Repair	Sep 17, 2009	Des Moines Area Community College
SPS07 Steel Unitized Structures Technologies and Repair	Sep 22, 2009	Kirkwood College Training & Response Cntr.
SPS08 Steel Full-Frame Technologies and Repair	Sep 22, 2009	Des Moines Area Community College
ALT02 Hybrid Electric And Alternative Fuel Vehicles	Sep 24, 2009	Des Moines Area Community College
CYC01 Overview of Cycle Time Improvements for the Collision Repair Process	Sep 28, 2009	Arnold's Body Shop
ALT02 Hybrid Electric And Alternative Fuel Vehicles	Sep 30, 2009	AmericInn - Okoboji
WKR01 Hazardous Materials, Personal Safety, and Refinish Safety	Oct 01, 2009	AmericInn - Okoboji
REF07 Waterborne Products, Systems, and Application	Oct 06, 2009	Kirkwood College Training & Response Cntr.
ALT02 Hybrid Electric And Alternative Fuel Vehicles	Oct 08, 2009	North Iowa Community College
POP01 Collision Repair for Select High Volume Vehicles	Oct 13, 2009	Des Moines Area Community College
WCS03 Automotive Steel GMA (MIG) Welding <i>Qualification Test</i>	Oct 14, 2009	Kirkwood Community College - QT
NEW10 Vehicle Technology and Trends 2010	Oct 15, 2009	Des Moines Area Community College
NEW10 Vehicle Technology and Trends 2010	Oct 20, 2009	Scott Community College
WKR01 Hazardous Materials, Personal Safety, and Refinish Safety	Oct 22, 2009	North Iowa Community College
CYC01 Overview of Cycle Time Improvements for the Collision Repair Process	Oct 29, 2009	Kirkwood College Training & Response Cntr.
SPS08 Steel Full-Frame Technologies and Repair	Nov 10, 2009	Kirkwood College Training & Response Cntr.
NEW10 Vehicle Technology and Trends 2010	Nov 17, 2009	Kirkwood College Training & Response Cntr.
POP01 Collision Repair for Select High Volume Vehicles	Dec 08, 2009	Kirkwood College Training & Response Cntr.



# DEG

Database Enhancement Gateway  
- Advocates for Accurate Collision Data -

## Have you heard the news?

The DEG has now helped collision repair professionals around the county successfully process more than 1,500 database related inquiries!

What if someone told you there was a FREE service, founded by the AASP, ASA, and SCRS that could help you improve the efficiency and profitability of your business; would you use it?



Have you ever been writing a collision repair estimate and found a part shown in the illustration but there was no part price or labor allowance?

How about a labor operation that based on your experience and visual inspection of the repair just doesn't seem correct?

If you answered "YES" to any of these questions you need to [check out the DEG](#).

The DEG is an absolutely free service for collision repair estimating system users focused on improving the accuracy of collision data.

## User Comments

Hi Bud,

This is great news and thank you for your diligent follow-up on this request!

Thank you to the DEG for this outstanding platform ... so often our voice is not heard in this industry and the DEG has provided an outlet that not only helps our individual shop but the entire industry. It also empowers shop owners to stop complaining and take action to better our industry.

Best wishes,  
Carol Bonnarens  
CARSTAR Collision Auto Repair

FOUNDING ASSOCIATIONS:



 Add the DEG to Your Desktop

To create a DEG shortcut on your desktop [click here](#) then RT click and select "Create Shortcut" then click "Yes".

## Recently Resolved DEG Inquiries

### Example #1

Issue Summary (Frame Rail Ext) —The current database allows 0.5 labor each (total 1.0) to replace both parts after overlap deductions for removal of the front bumper cover and frt bumper reinforcement. This is not sufficient time to replace these plates due to the number of spot welds as required for this procedure.

### Resolution

The PLATE,SIDE MEMBER EXTN labor time has changed from 2.1 hours to 2.6 hours.

The EXTENSION,SIDE MEMBER labor time has changed from 2.6 hours to 5.1 hours.

All times are before option conditioning or overlap considerations.

The changes will appear on the August 2009 release.

### Example #2

### Missing Part

Spare Tire and Jack Carrier Brkts - When selecting the rear floor pan for R&R the current database shows the tire and jack carrier brkts as included operations.

### Resolution

'After review, we have determined that the Spare Bracket and Jack Carrier are present in current chapter data. For clarification the following changes have been made:

1. An estimated work time of 0.3 hours has been applied to the Spare Bracket.
2. An estimated work time of 0.4 hours has been applied to the Jack Carrier.

## Sponsoring the DEG

The DEG offers its services to all segments of the collision industry at no cost. We are able to do this based on the funding received from the three major collision repair trade associations, AASP, ASA, and SCRS. In addition, the DEG relies on sponsorship and donations from individuals, groups, corporations and others.

For details regarding sponsorship opportunities, or to make a donation, visit the DEG website and view the [DEG Sponsorship page](#).



Here is a note from Bort, Bort's Collision in Sioux City, on the ICRA/ICAR meeting in LeMars last month!

**HOWDY-**

**GOOD MEETING LAST NITE. I FOUND CHUCK'S TALK ABOUT ICAR VERY INFORMATIVE. MAYBE PEOPLE SHOULD HAVE BEEN AWARE OF THEIR PROBLEMS. HOPEFULLY CHUCK CAN TAKE SOME OF THE COMMENTS BACK TO THE HEAD CHEESE AND MAKE SOME CHANGES.**

**SOME OF THE NOTES THAT I TOOK ARE AS FOLLOWS:**

- 1. MORE TRAINING ON NESAP WILL BE COMING,**
- 2. DISCUSSED IMPORTANCE OF BELONGING TO THE ICRA. THE NEED FOR ALL OF US TO WORK TOGETHER, DISCUSSION ON POSSIBLE TESTING OUT OF CERTAIN CLASSES,**
- 3. INSTRUCTORS ARE NOW ICAR EMPLOYEES-AN IRS RULING, BECAUSE OF THIS WE HAVE LOST SOME INSTRUCTORS, THE LAW SUIT OVER THE USE OF THE ICAR NAME COSTING ONE MILLION DOLLARS,**
- 4. STATED THAT ICRA NEED TO BE ON THE ICAR COMMITTEE SO WE CAN WORK TOGETHER,**
- 5. CHUCK FELT THE ICAR COURSES ARE GETTING BETTER, SOME DISCUSION WAS HAD RE: DIFFICULTY OF NAVIGATING**
- 6. THE ICAR WEB SITE, SUCH AS PRINTING COUPONS,**
- 7. ALSO MENTIONED THAT WE CAN COMMENT ON THE WEB SITE, AS USUAL CHUCK DOES A GREAT PRESENTATION-I WENT TO ARMS CLASS BACK IN THE 80'S WHEN HE WAS AN INSTRUCTOR-IT WAS THE BEST MONEY I EVER SPENT-I HAD MY RETURN ON INVESTMENT BACK IN SEVERAL WEEKS.**

**WELL-BETTER GO FOR NOW.  
 LATER, BORT**

## SkillsUSA Competitors Finish Strong Janke Earns Medallion - For Excellence

(Calgary, Alberta) The 40th World Skills Competition has come to a close. In automotive refinishing, Ben Janke (right) finished 8th in the world championships, scoring 504 points, the highest point total ever by an American competitor in this event at WorldSkills. His performance earned him a special Medallion For Excellence. Janke finished only 14 points below the bronze medalist. Japan, Korea and Finland finished first, second and third.

Scott Raymond (below), representing the USA in the auto body competition, came in 13th. Raymond scored 27 more points than our competitor did in Japan's 2007 WorldSkills event. This year's competition was one of the most competitive contests at WorldSkills. Korea finished clearly in first place.

"The Korean wasn't human," joked Raymond. Sources tell us that the Korean competitor spent the last three years training exclusively for WorldSkills, 12 hours a day, 7 days a week, receiving full pay from his government.

"That's pretty hard to compete against," said Mark Claypool, the Team Leader for the SkillsUSA World Team. "The Korean will now be exempt from military service and will return home

to cash prizes, national fame and a career for life. Obviously the culture in Korea is much different than it is here." Finishing second and third were Japan and Norway.

"Our industry has much to be proud of in these two national champions," remarked Claypool. "They worked incredibly hard and both finished their projects which hasn't been done before. Had Ben done a better job with his tinting project he would likely have been in the running for a bronze medal, that's how close it was."

SkillsUSA would like to thank Lowe's, ASE and others for their financial support as well as DuPont, Snap-on and others who helped make this event possible for the USA.

Winning a silver medal in automobile technology was Jack Frederick from Pittsburg, Kansas. Frederick (right) scored a total of 550 points earning him the "Best In Nation" award.

"This young man truly knew his stuff," stated Claypool. "He's spent the better part of the past year training hard for the event in Calgary and it showed."

The 40th WorldSkills Competition featured 41 competitions, and over 900 competitors from 51 countries. The next WorldSkills event will be held in London in October of 2011.



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