



Estimating Consistency Class A Success

It was quality – not quantity. The Estimating Consistency Class sponsored by the Iowa Collision Repair Association was a big success for those that attended. Arnold Motor Supply and AKZO Nobel supplied the speaker and facility. “This was kind of a test for the ICRA,” says Education Chairman, John Arnold of Arnold’s Body Shop in Davenport, “we wanted to ‘test the waters’ so to speak and see if smaller regional clinics would bring more educational opportunities to the state.” “And we are happy to see that Spencer was such a success,” continues Arnold, “It is the case of quality more than quantity- the ICRA will be doing more small regional programs in addition to our two large state meetings in the future. “Mark Nelson, AKZO Nobel, Business Development Manager, taught the Estimating Consistency Class. Nelson saw that all attendees received the pre-work packet, extensive pictures of a damaged car, and had everyone bring their own written estimate. This four hour class reviews and analyzes the estimate and trains estimators to write a more consistent estimate in the market place.

All attendees reported that this was a great class and look forward to more ICRA educational programs.



AKZO Nobel's Mark Nelson teaches Estimating Consistency to a good group of Iowa collision repairers.

ICRA Fund-raiser Raffle

Great Prizes for a Great Cause!!

Look for your chance to play in the ICRA Fund-raiser Raffle later this summer. Grand Prizes will be grand! Big screen flat TV, Gas Grille, Bass Pro Gift Certificate, Cash, and more.

Tickets will be distributed to all shops for owner, employees, vendors - EVERYBODY IS IN THE RUNNING TO WIN.

Prizes will be given at the ICRA Fall Meeting in Des Moines, October 22. You need not be present to win. Tickets are only \$5.

Win Big With The ICRA!!!

Insurance Auto Auctions Opens Facility in Davenport, Iowa

“Insurance Auto Auctions announced the opening of its Davenport, Iowa facility. This location in IAA’s Midwest region will serve the Quad Cities area as well as northwestern Illinois and eastern Iowa. This marks the 23rd location in the company’s Midwest region. The first auction is set to take place on Monday, June 28, 2010.

“We continue to expand our facility coverage lead in the industry,” said Tom O’Brien, CEO. “As part of our ongoing service-driven strategy, our new Davenport facility will enable us to further reduce transportation costs and cycle times for our vehicle provider customers as well.” O’Brien stated.

Insurance Auto Auctions, a subsidiary of KAR Auction Services, Inc., operates more than 150 facilities across the United States and Canada.

Restoring Vintage Karts

About 7 years ago Jim Thompson, read about a few people getting together, restoring old vintage Karts and racing like they did back in the 60’s. This led to Jim calling a friend, Pete Williams who raced karts with Jim back in the early 60’s. Now they have restored 10 Karts, many engines and race at Vintage Kart events throughout the country. The Karts have to be 1975 and prior, and usually run McCulloch or West Bend engines. For more info on Vintage Karting, go to, vkavintagekarting.com



ICRA Candid Camera finds Past President Jim Thompson on the race track.

Letter to the ICRA From the Iowa Auto Recyclers **Hello all Iowa Collision Repair Association Members**

We are the Iowa Auto Recyclers The IAR is made up of 63 Auto Recyclers in the State of Iowa, with almost 100 in total with associate members. We just celebrated last year our 50th year as an association. The IAR members have a lot in common with the ICRA A lot of family owned and operated business's that in the last couple of years have gone through some tough times with the downturn in the economy. Our industry is also fighting issues at the statehouse, that are really affecting our business's in a negative way. We as Iowa Auto Recyclers want to help form an alliance with the Iowa Collision Repair Industry, not only legislative ways, but also some meetings on training and what your industry would like to see the Iowa Auto Recyclers do to supply a better recycled part for you to install. We need to support each other also as Family Owned and operated business's in the State. The more money that changes hands in our Iowa local communities, the better our state will be. We need to support each other in any way that we can.

In the next few months we are going to get both of our boards together to discuss some further meetings to help out each others industry's. We really need to start listening to each other more and

keep the line of communications open. We should have done this long ago, but we need to make this happen today.

Our association, like yours is the voice of your industry in Iowa. The IAR is ready to join up with the ICRA and make a difference in the repair of automobiles in the State of Iowa. We need the Iowa Collision Industry and you need the Iowa Auto Recyclers

The IAR in the last few years has really grown. Our IAR newsletter. Improved Website with more changes in the future, our I-CARE Iowa Certified Auto Recycler Environmental program that will put auto recyclers on a level playing field, IAR Scholarship, we also in the last few years have hired a New Executive Director, Kelly Salseg and our Lobbyist James Piazza jr.

With the ICRA and the IAR Joining Forces I see nothing but great benefits for members of both of our fine associations

To see what is going on with Iowa Auto Recyclers go to www.iowaautorecyclers.com

thanks

Mike Swift Past President of the IAR

ARA AREA VII REGIONAL DIRECTOR

Boyd Group to Acquire True2Form Collision Repair Centers for \$18 Million

Boyd Group Income Fund, which owns Boyd Autobody and Glass, Gerber Collision and Glass and Gerber National Glass Services, has entered into a definitive agreement to acquire True2Form Collision Repair Centers Inc., according to an announcement made today. The transaction is valued at approximately \$18 million U.S. dollars and is expected to be completed by August 1, subject to certain closing conditions.

"The acquisition of True2Form is a significant strategic move for the Boyd Group as it allows us to enhance our presence in the eastern United States with an additional 37 locations in states and markets that we do not currently operate in, thereby complementing our existing network," says Brock Bulbuck, president and chief executive officer of the Boyd Group. "True2Form is also attractive to us because of its strong leadership team, its deep operational expertise and its tradition of providing industry-leading repair quality and customer service. While we are continuing our growth strategy of adding between eight to ten new locations per year, this acquisition represents a unique opportunity to acquire a strategic multi-location

repair business that can accelerate our growth."

Boyd is funding the transaction through a variety of methods, including cash, U.S. bank debt, third-party financing and a vendor take-back note.

True2Form is a private company that operates 37 locations in four U.S. states; 17 locations in North Carolina, eight locations in Ohio seven locations in Maryland and five locations in Pennsylvania. True2Form reported revenues of more than \$71 million U.S. dollars in the 12 months ended May 31, 2010, according to Boyd.

"We are looking forward to being a part of the Boyd Group," adds Rex Dunn, CEO of True2Form. "We believe that the combination of our two market leading companies represents an excellent strategic fit and creates an even stronger industry leader which will be better positioned to deliver innovative, best-in-class service to insurance company customers and vehicle owners."

With the acquisition of True2Form, the Boyd Group will grow to 129 locations in North America, with 92 facilities in 11 states and 37 in the four Western Canadian provinces.

Scholarship Entries Close July 31

Help the Arnold Motor Supply/ICRA scholarship help your family to a brighter future. This new scholarship program is for ICRA members and employee and their families.

To be eligible, students must have completed their high school education and have received a certificate/diploma. Either parent of the child, or the employee, has to have been an employee of an Iowa Collision Repair Association member collision center since January 1, 2010.

Applicant are asked to write a 200 word or fewer essay, "What I

Hope To Accomplish Through My Post High School Education." This \$500.00 Scholarships will be paid directly to the school of choice for the fall 2010 or spring 2011 semester. Schools must be an accredited college, university, community college, and/or trade school. The Arnold Group of Companies will coordinate payments.

Go to www.iowacra.com for the application – today..



HALF WAY THERE !!!

Well, we have reached the halfway mark. 2010 is officially in its seventh month and we are still here! Our business climate is changing and we are adapting to change as best we can.

One tool that every body shop in Iowa needs to utilize is the Iowa Collision Repair Association.

We are working hard for a sustainable future for the collision repair industry in Iowa.

This year the ICRA developed a strong recognized presence at the Iowa State Capital in Des Moines. Our efforts at changing Iowa law to allow shops to be reimbursed for sales tax on paint material came very close to getting passed. The shortened legislative session this year just did not allow enough time for this. There are high hopes for next session. In addition to our active legislative efforts, we have started our first scholarship program and we are bringing regional educational programs throughout state. We had a successful Estimating Consistency Clinic in Spencer last month and plan on another program in Iowa City in September. Our Fall meeting will be in Des Moines, October 21.

To support our efforts we need – Members. For those of you who are not members, please fill out the application on the back of this newsletter and join today.

We are moving forward and we all need to move forward together. There is Strength in Unity.

Have a Great Summer.

-Mark

Iowa Collision Repair Association Board of Directors 2009/2010

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Ankeny Auto Body

Vice-President
(Education Chairman)
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anyPART. anyREPAIR. anyWHERE.

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To choose the best part for the job, you need options:

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(800) 233-0518

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(800) 747-2500

OMAHA
(800) 642-1432

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(800) 322-2415



SCRS 2010 REPAIRER DRIVEN EDUCATION

REPAIRER BUILT.
REPAIRER RUN.
REPAIRER DRIVEN.



REPAIRER DRIVEN EDUCATION

Attend the Society of Collision Repair Specialists' (SCRS) Repaired Driven Education at the 2010 SEMA Show, Thursday, November 4 and Friday, November 5.

Registrants can attend one of the 21 SCRS selected or staffed seminars, many of which are uniquely designed and are being offered for the very first time.

Save \$50 on SCRS Repaired Driven Education Registration and another \$50 on SEMA Show Registration.*

Register Now at SEMASHOW.COM/SCRS

*Registration is \$275 for October 11 and \$275 after October 11. A \$250 fee includes required SEMA Show registration of \$225 by October 17 or \$275 after October 17.

SEMA
SHOW
2010

Bring on the Opportunities.

Las Vegas Convention Center, Las Vegas, Nevada
Exhibit Open: Saturday, November 7 - Friday, November 5, 2010
Registration Open: Monday, November 1 - Friday, November 5, 2010



“We have met the enemy and he is us”

“We have met the enemy and he is us.” Believe it or not this powerful quote came from a comic strip character named Pogo. Pogo author, Walt Kelly, used this quote on a poster for Earth Day in 1970.

It is a harsh statement. Yet, aptly describes the environment in today’s embattled collision repair business. It seems that for every 5 shops that are doing business – the Right Way, there are 5 shops that are doing business the Wrong Way. And it is killing the industry. Another harsh statement – but it is our harsh reality.

What is the Right Way. It is very simple.

Operate a clean, safe and legal business environment for your employees and customers.

Know your cost of business and set your rates accordingly.

Charge for what you do. Write a legitimate estimate and get paid for what needs to be done on your customer’s car. (you have to ask for it to get paid for it)

Do what you are paid to do. Always do what you are paid to do.

What is the Wrong Way.

Cutting deals.

Lowering your labor rate to get work. Not knowing your cost of doing business.

Not writing a legitimate estimate.

Not doing proper repairs.

Not doing what you are paid to do.

If everyone in our industry would do these few things the right way, a stronger, healthier business climate would prevail for all. Don’t be the enemy- be a good member of our noble industry. The choice is yours. There is Strength in Unity.

Please review these next few pages closely and use these tools to run your collision repair business the RIGHT Way!

ICRA works for a better industry through education, training, legislation. Please contact, ICRA Executive Director, Janet Chaney at 480-720-2565 if you want specific training in your region or in your business.

TALKING PROFITABILITY

LOOK AT HOW THE FOLLOWING CAN ADD UP TO ADDITIONAL PROFITS

Average Tow Charge \$25.00, add 10% to charge = \$2.50 X 8 tows a week, times 50 weeks equals \$1,000.00 per year.

Average Detail After Repair

\$10.00 x 4 per week x 50 weeks equals \$2,000.00 per year.

Parts Not Shown on Work Order

\$25.00 x 1 per week x 50 weeks equals \$1,250.00 per year.

Supplies Not Included on Work Order

\$3.50 x 5 per week x 50 weeks equals \$875.00 per year.

Increase Labor .25 per hour x 6 men x 50 / 40 hour weeks equals \$3,000.00 per year.

Missed 2% Discounts for Prompt Payment on Average Purchases

\$1,200.00 per month x 12 months equals \$288.00 per year.

Charged 1 1/2% for late payment

\$3000.00 per month x 12 months equals \$540.00 per year.

THE FOLLY OF PRICE CUTTING

When You Cut Prices at 40% Gross Profit

5%	You Must Handle 14.3% More Merchandise You Must Do 8.6% More Dollar Volume
8%	You Must Handle 25% More Merchandise You Must Do 15% More Dollar Volume
10%	You Must Handle 33.3% More Merchandise You Must Do 20% More Dollar Volume
12%	You Must Handle 43% More Merchandise You Must Do 26% More Dollar Volume
15%	You Must Handle 60% More Merchandise You Must Do 36% More Dollar Volume
20%	You Must Handle 100% More Merchandise You Must Do 60% More Dollar Volume



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Hertz Local Edition: With over a thousand local locations, you'll enjoy having us around. The great services you're used to getting from Hertz at the airport just moved a lot closer. Because now there's a Hertz Local Edition conveniently located near you. Making it easier for you to take advantage of everything we have to offer. Like a wide variety of cars to choose from and 24-hour Emergency Roadside Assistance to make your trip less stressful and more enjoyable. Plus at Hertz Local Edition, we'll even come and get you. For reservations and for our lowest rates, visit us at hertz.com, or call 1-800-704-4473. It's your trip. Rent wisely.

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Is it time to move Feather Prime and Block from the sheet metal column to the refinish column?

Historically speaking, feather prime and block was a procedure not recognized by the insurance companies that was performed by the body man. The body man would prime the car and send it to the painter. That was then and this is now. Refinish products are now catalyzed, requiring all products to be sprayed in a controlled environment, most likely a paint booth or sometimes a prep station. Now, the repair is done in the sheet metal department and the feather prime and block is done in the refinish department – in a controlled environment by a technician with a respirator.

The body technician now finishes the repair to a 150 grit finish, the car then goes to the paint department to have the original finish feathered out and primed. The repair then needs to be block sanded and in some cases reprimed. You now have a panel in the same condition as a new ‘undamaged’ panel, which is what database times are based on.

Times have changed, technology, insurer relationships, database providers all provide unprecedented challenges to today’s collision repairers. Is it time to move feather prime and block from the sheet metal column to the refinish column? Where is this work getting done in your shop? Are you getting paid for the work that you do? Consistency is sadly lacking in our industry. If you don’t start asking for the proper procedures as a line item on your estimate - you will never get it. Shops need to make a consistent profit on all jobs.

The CIC Estimating Committee clearly states this is a not included refinish operation. Go to www.ciclink.com Below is the Collision Industry Conference Feather Prime and Block statement produced by the estimating committee in 2006. Take a copy of this and use it!



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Iowa’s LARGEST PAINT DISTRIBUTOR



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 712-260-4624

I BELIEVE WE ARE ON AN INCLINE

IT WILL BE IMPOSSIBLE FOR US TO STAND STILL

WE WILL EITHER MOVE PROGRESSIVELY FORWARD OR SLIDE HOPELESSLY BACKWARD

I REFUSE TO SLIDE BACKWARD ... SO TO YOU I SAY:

“HELP US MOVE FORWARD OR GET OUT OF OUR WAY!”

SOURCE UNKNOWN



Feather / Prime / Block

Estimating Committee – April 2006

The repair process associated with damaged painted body panels typically involves multiple operations; body repair, feather, prime, block, and refinish.

The body repair process includes metal finishing and/or the use of body fillers to return the body panel to its undamaged contour. The repaired area is finished to 150 grit and free of surface imperfections.

Feather, prime and block are not-included refinish operations that complete the process from 150 grit to the condition of a new undamaged panel.

The refinish process starts at the condition of a new undamaged panel and is outlined and documented in printed and/or electronic time guides.

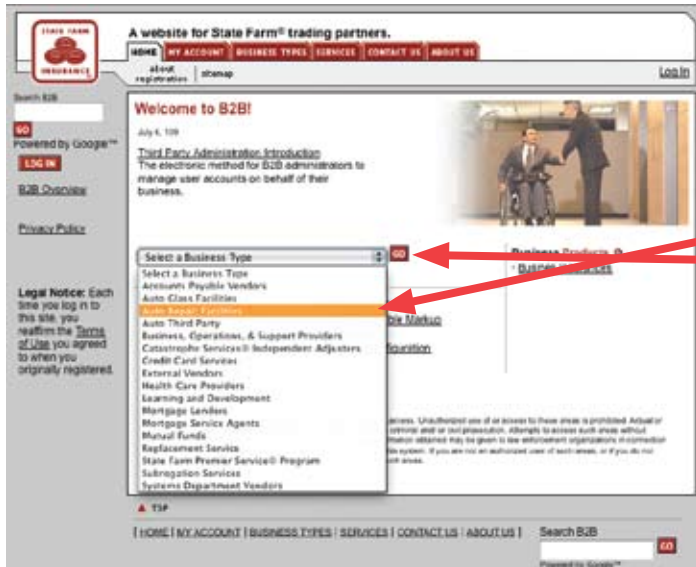
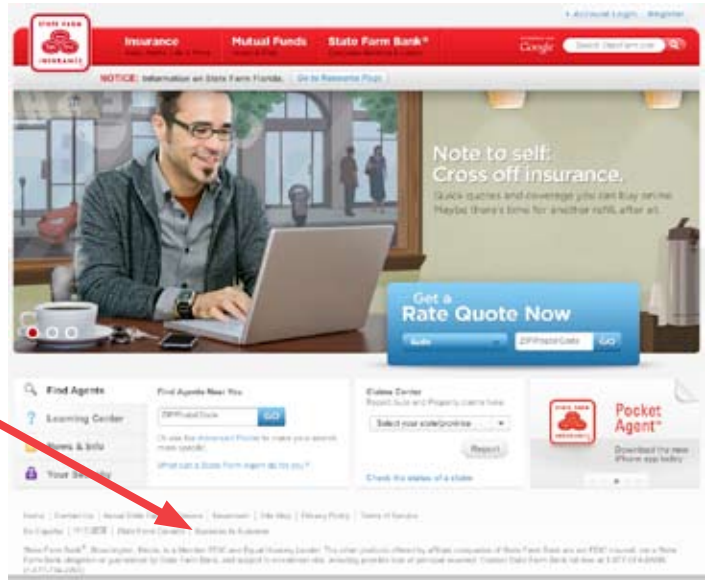
The body / paint labor and materials necessary to prepare the repaired area from 150 grit to the condition of a new undamaged part is a valid and required step in the process. The labor and material allowance for these operations requires an on the spot evaluation of the specific vehicle and damage.

It is time to update your State Farm Survey.

Please figure your accurate door labor rate and follow these directions to update your State Farm Labor Rate Survey.

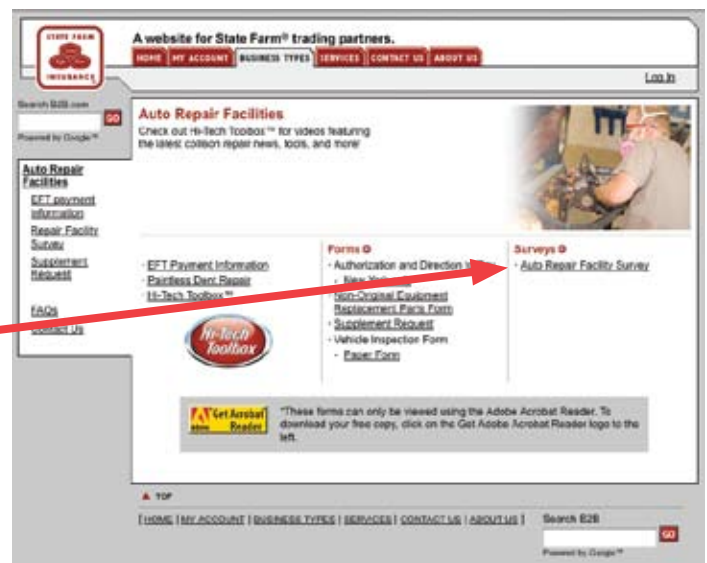
Go to www.statefarm.com

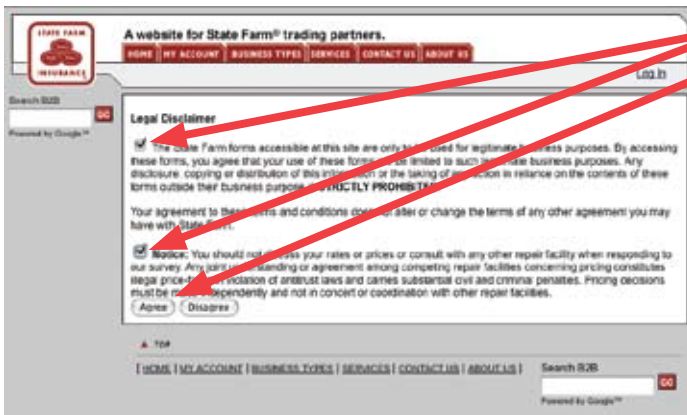
1. Click on the “Business to Business” link.



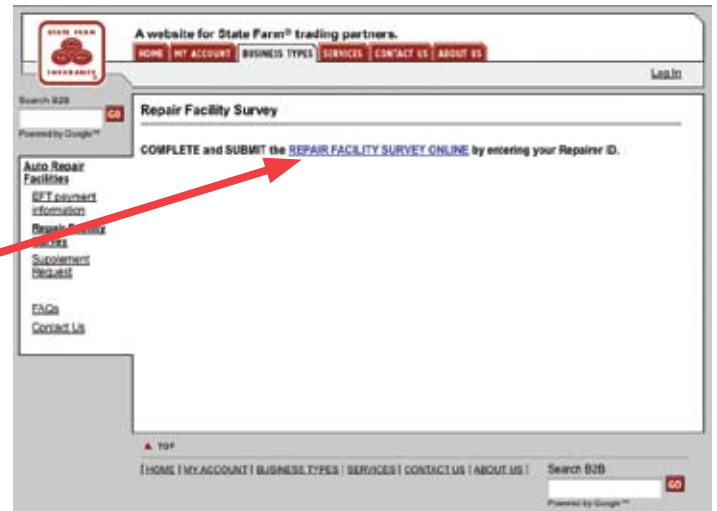
2. Select “Auto Repair Facilities” from the drop down list.
3. Click the “GO” button.

4. Click the “Auto Repair facility Survey” on the right side.

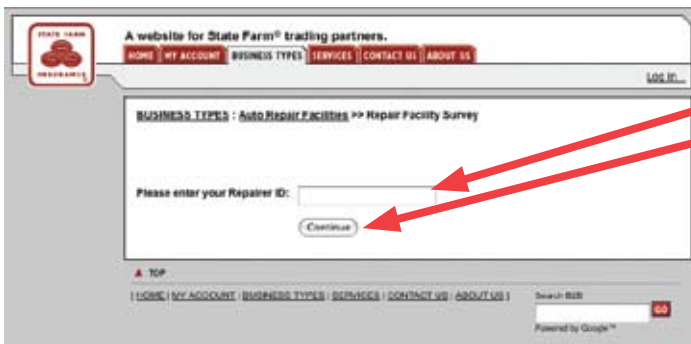




5. Read the disclaimer and put a “check” in the 2 boxes.
6. Click “Agree”.



7. Click the “REPAIR FACILITY SURVEY ONLINE” link.



8. Enter your “Repairer ID” in the box.
9. Click “Continue”.
- (if you don’t know your ID, contact your local re-inspector)

10. Fill out the survey with your shop’s information and door rates.
11. At the bottom of this page click the “Submit” button.

3. Hydraulic equipment needed to perform multiple repair pulls on frame and unibody vehicles.

4. A gas metal arc welder, which will be used in appropriate repair situations.

5. Equipment to elevate the vehicle for underbody damage inspection, analysis and diagnosis.

6. Equipment and capability to restore corrosion protection materials.

7. A four-point anchoring system capable of holding the vehicle in a stationary position during structural and body pulls, suitable for the types of vehicles to be repaired.

8. Equipment, on-site or readily available, to remove and reinstall suspension, engine, and drivetrain components.

9. Equipment, on-site or readily available, to restore steering system alignment, including four-wheel alignment.

10. Equipment, on-site or readily available, for use by certified personnel to evacuate and recharge air conditioning systems.

The repair facility listed below has the above equipment/capabilities. * Yes No

Repair Capacity Information

Number of technicians engaged in collision/painting repair work:

Number of work bays:

Repair Pricing Information

PLEASE INDICATE YOUR PRICES/CHARGES FOR STATE FARM® CUSTOMERS. THIS INFORMATION IS INTENDED TO BE CONFIDENTIAL TO STATE FARM:

1. Hourly labor rate for body repairs: \$

Refinishing: \$ Frame/Unibody Repair: \$

2. Mark-up on recycled parts: %

3. Discount on new OEM parts: Domestic: % Foreign: %

4. Do you use an automated paint and materials rate calculator? * Yes No

If no, what is the rate charged for paint and materials? \$

5. Do you offer Paintless Dent Repair (PDR) as a repair option? * Yes No

Local & National Coming Events

July 21-22

Collision Industry Conference
Intercontinental Chicago O'Hare
In conjunction with
I-CAR Meetings
Chicago, Illinois
www.cidlink.com

July 21-25

ICAR Conference
Intercontinental Chicago O'Hare
Chicago, Illinois
www.icar.com

October 21

ICRA Fall Collision Industry Day
Des Moines, Iowa

November 3

Collision Industry Conference
SEMA Show
Las Vegas Hilton
Las Vegas, Nevada
www.cidlink.com

November 4-7

SEMA
SCRS 'Repairer Driven' Education
www.scrs.com

MEMBERSHIP APPLICATION

Shop _____ Contact Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____

Dues Structure:

Shops

0-3 Employees \$250.00
4-8 Employees \$450.00
9-14 Employees \$650.00
15 and over \$850.00

Vendors

1 location \$500.00
2-4 locations \$1000.00
5-10 locations \$1500.00
11 and over \$2000.00

Please make checks payable to ICRA.

Mail to: Iowa Collision Repair Association
109 NW 9th St, Ste 1
Ankeny, IA 50023

Questions: Call Janet Chaney 480.720.2565

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 industry and the individual and the industry. Our goal is to education, inform and represent the Collision Repair Professional in all aspects of the industry.



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