



Funding Reduction for DNR

“The Iowa Department of Natural Resources has supported the collision repair industry in Iowa by educating over 600 repairers throughout the state as to the new 6H Neshap law.

On May 6, this communication came from the Iowa DNR: “The Iowa Department of Natural Resources (DNR) has reported a revenue reduction of \$1,100,000 in its Title V air quality program creating a budget shortfall of approximately 10%. The Iowa Waste Reduction Center’s (IWRC) Iowa Air Emissions Assistance Program (IAEAP) is currently funded through the Title V air quality program at a level of approximately 5%. However, we are being asked to reduce our 2011 funding by approximately \$250,000 or 50% of our total budget and staffing.

Dan Nickey and his Iowa DNR staff reached out to our industry asking for support. Many emails, letters and phone calls were made to the State bureaucracy in protest of this action.

A ‘town hall’ type meeting in Sioux Center, Iowa was held by the EPC to discuss the DNR financial outcome. The Iowa Collision Repair Association was represented by Director, Lyle Van Voorst and members, Rob Van Riessen, Scott Griffen, Barry Kounkel and Brandon Lowder. “There were about 10 people that testified and spoke very highly in support of the IWRC,” says Lyle Van Voorst, “We have also had some very positive responses from our area legislatures as well.”

In spite of valiant industry efforts, the IWRC budget did get cut in half. The powers that be voted to uphold the motion and cut the waste reduction center in half. That may affect collision repairers by putting on hold the training classes and on site inspections.

ICRA Education Chairman John Arnold spoke with Dan Nickey. The commission told Dan they could not afford a Cadillac and he would have to settle for a Chevy. Nickey thanks the ICRA contingent for ‘making the commissioners sweat bullets’. He is pursuing other funding options and will contact the ICRA when he can use our support again. John Arnold was pleased with the ICRA industry response to this issue, “We did the best we could to assist a valuable partner. Thank you all so very much for being there.”

Scholarship Entries Due July 2010

- see page 2 -

Estimating Consistency Class

*June 17, 2010 8:00 – 12:00 - Spencer, Iowa
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Do You Write A Great Estimate? Do You Need A Refresher on How To Ask To Get Paid For What You Do? The 4 hour class is designed to review and refine your skills relative to collision repair estimating as a means of optimize your ‘per repair’ profitability while complying with insurer DRP requirements.

\$25.00 ICRA Members - \$50.00 non-ICRA Members
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Important Links for Iowa Collision Repairers

- www.scrs.com
- www.degweb.org
- www.oem1stop.com
- www.iid.state.ia.us
- www.search.legis.state.ia
- www.iada.com
- www.i-car.com
- www.ciclink.com



The ICRA Candid Camera finds which Director with his airplane in Correctionville?

Arnold Motor Supply/ICRA Scholarship Gains Entries

ICRA SHOP OWNERS: Essays must be received by July 1, 2010. Please get this information out to all shop owners, employees and their families.

Go to www.iowacra.com.

The first Arnold Motor Supply /ICRA Scholarship program has gained the industry's attention. "We are very, very pleased to be receiving essays at the ICRA office," says ICRA Executive Director, "a true testament to the future of our industry."

Arnold Motor Supply will award, to eligible employees and/or their children, a \$500.00 scholarship to ICRA members.

To be eligible, students must have completed their high school education and 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.

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.

To apply for a scholarship, write a 200 word or fewer essay on "What I Hope to Accomplish Through My Post-High School Education." The essay must be attached to a Scholarship Application Form. Essays and forms must be received at program headquarters by July 1, 2010. A committee of judges will review essays and select winners by August 14, 2010. Notification to winners will take place the following week through the association. Go to www.iowacra.com

**Return applications and essays to:
College Scholarship Board
c/o ICRA**

**109 N.W. 9th St. # 1
Ankeny, IA 50023
Attn: J. Chaney**

or

Fax: 515.964.0468

or

Email: info@iowacra.com

**"Apply yourself. Get all the education you can,
but then, by God, do something. Don't just stand
there, make it happen." - Lee Iacocca**

Women's Industry Network 2010 Enjoys Record Attendance

The Women's Industry Network (WIN) annual conference enjoyed record attendance, with 142 women traveling from all over the United States and Canada to come together in Orlando, Florida May 2-4. The largest segment of attendees was collision repairers.

Now in its fourth year, the conference continues to appeal to a broad cross section of women in the industry, from "first timers" who have never

attended an industry event to seasoned business owners and company executives. "In developing our content we strive to consider every woman in the industry, by offering rich educational and networking opportunities in a welcoming environment," said Frederica Carter, AkzoNobel Coatings, who served as Co-Chair of the 2010 WIN Conference Committee, along with Katie Henwood, Dupont.

Attendees enjoyed topics which included an industry overview delivered by Kathleen Schmatz, President and CEO, Automotive Aftermarket Industry Association, an analysis of how vehicle technology and safety impacts repairability, presented by Kim Hazelbaker Senior Vice President, Highway Loss Data Institute, and pointers on managing the repair process, offered by Mike Anderson, Collision Advice.com. Mike Condon, President, Condon Consulting, moderated a spirited panel discussion on the "DRP Debate." Additionally, WIN's annual scholarship walk was supported by an enthusiastic group of 90 participants, and raised \$1350.

A traditional award presented at the conference is the annual "Cornerstone Award," which was presented to Marcy Tieger, Symphony Advisors LLC, for exemplifying the values and ideals of WIN.

Another highlight was the recognition of five of WIN's founders who have remained involved with the organization and served on its Board since its founding. They are: Frederica Carter; Geralynn Kottschade, Jerry's Body Shop; Kathy Mello, TGIF Body Shop; Trish Serratore, ASE; and Marcy Tieger. Geri Kottschade will remain on the Board as the Immediate Past Chair while the others will be cycling off.

Kim White, FinishMaster, will return as chair of the organization. "We are grateful for the energy and passion that these 5 women have demonstrated and the foundation that they have helped lay. We are glad to know that they will continue to nurture and stay connected to WIN, and help us transition into this next phase of our organization," said White.



"I have been to all the WIN Conferences," says ICRA Secretary Christy Jones of RJones Collision Center, "they are always a benefit to me and, I think, a great Benefit to the collision industry."

WHEN YOU DO NOTHING, YOU FEEL OVERWHELMED AND POWERLESS. BUT WHEN YOU GET INVOLVED, YOU FEEL THE SENSE OF HOPE AND ACCOMPLISHMENT THAT COMES FROM KNOWING YOU ARE WORKING TO MAKE THINGS BETTER. - ANONYMOUS

COWBOY CODE OF ETHICS

- **LIVE EACH DAY WITH COURAGE**
- **TAKE PRIDE IN YOUR WORK**
- **ALWAYS FINISH WHAT YOU START**
- **DO WHAT HAS TO BE DONE**
- **BE TOUGH - BUT FAIR**
- **WHEN YOU MAKE A PROMISE - KEEP IT**
- **RIDE FOR THE BRAND**
- **TALK LESS AND SAY MORE.**
- **KNOW WHERE TO DRAW THE LINE**
- **ALWAYS REMEMBER THAT SOME THINGS AREN'T FOR SALE!**

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REPAIRER DRIVEN EDUCATION

- Attend the Society of Collision Repair Specialists' (SCRS) Repairer Driven Education at the 2010 SEMA Show, Thursday, November 4 and Friday, November 5.
- Registrants can attend one of the 23 SCRS selected or staffed seminars, many of which are uniquely designed and are being offered for the very first time.
- Save \$50 on SCRS Repairer 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 \$200 fee includes required SEMA Show registration of \$175 by October 17 and \$125 after October 17.

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

NCOIL to Introduce Revamped Anti-Steering Measure

Chair of Property Casualty Committee offers comprehensive amendment to existing model legislation to curb steering.

The Property Casualty Committee of the National Conference of Insurance Legislators (NCOIL) will consider all new language in an anti-steering model bill at its upcoming summer meeting in Boston, Massachusetts.

Committee Chair Sen. Ruth Teichman (KS) has offered a substitute amendment based on Rhode Island and Virginia requirements for review at the July meeting. The new language is far more comprehensive than the original three-sentence proposal and includes sections on insurer prohibitions, consumer disclosure and penalties for violation.

NCOIL representative Susan Nolan explained in an email that the amendment is in response to discussions on the current anti-steering model that took place at the NCOIL Spring Meeting. "We are asking interested parties to submit specific markups of any proposed revisions-rather than general comments-on the substitute amendment. The Committee will give priority consideration to comments submitted in markup form," Nolan said.

Under the substitute amendment, insurers cannot require use of a certain body shop but may recommend a certain shop. However, once a consumer chooses a shop, the insurer may not "interfere with" that decision once it is made.

The substitute amendment would entirely replace the originally proposed anti-steering language, which would have banned requiring and, in most cases, recommending use of a specific facility.

The deadline for submitting suggested revisions is Monday, June 7, in advance of the Summer Meeting 30-day cut-off.

The main section of the Proposed Substitute Amendment reads as follows:

Selection of Repair Facility, Insurer Prohibitions

An insurer authorized to do business in [insert state] shall not:

- A. require an insured or claimant to utilize preferred repair facilities as a prerequisite to settling or paying any claim arising under a policy or policies of insurance. An insurer may recommend a repair facility prior to an insured or claimant choosing one
- B. engage in any act of coercion or intimidation causing or intended to cause an insured or claimant to utilize a preferred repair facility
- C. recommend a repair facility once an insured or claimant has advised the insurer that one has been selected, or interfere with the insured or claimant's selection once it has been made
- D. pay a non-preferred repair facility selected by an insured or claimant less to complete a repair than the insurer would have paid a preferred repair facility for the same work

Disclosure

An insurer authorized to do business in this state shall disclose to an insured or claimant, at such time as the insurer or its third-party representative recommends use of a preferred repair facility, that:

- A. the insured or claimant is under no obligation to use the preferred repair facility
- B. the insurer or its third-party representative has a financial interest in such facility, if such an interest exists

Violations and Penalties

- A. The [insert appropriate state agency] shall investigate, with the written authorization of the insured or claimant, any written complaints received pursuant to this Act, regardless of whether such written complaints are submitted by an individual or a repair facility. For the purpose of this section, any insurer utilizing a third-party representative shall be held accountable for any violation of this section by such third-party representative.
- B. Violations of this Act shall constitute [insert state] unfair claims settlement practices and shall be subject to applicable state fines and penalties.

The original proposal, as discussed at the NCOIL spring meeting follows:

- A. Whenever a motor vehicle collision or comprehensive loss shall have been suffered by an insured, no insurer providing collision or comprehensive coverage therefore shall require that repairs be made to such vehicle in a particular place or by a particular concern.
- B. In processing any such claim, the insurer shall not, unless expressly requested by the insured, recommend or suggest repairs be made to such vehicle in a particular place or shop or by a particular concern.
- C. Insurers who engage in a pattern of violations of Section 2(A) and (B) will be subject to penalties under [insert state] Unfair Trade Practices law.



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IMMEDIATE RELEASE

Ford Collision Parts Truckload Program Helps Body Shops Deliver the Highest-Quality Repairs to Vehicle Owners in Tough Economy

DEARBORN, Mich., May 1, 2010 - Still going strong in its 13th year, Ford Customer Service Division's (FCSD) Collision Parts Truckload Program continues to play a key role in helping collision repairers deliver the highest-quality, most cost-effective repairs to their customers. .

The program offers Ford and Lincoln Mercury wholesaling dealers – the exclusive distributors of genuine Ford replacement collision parts – additional discounts for bulk purchases of high-volume collision parts. The deeper discounts allow dealers to offer the parts at extremely competitive prices to both collision repairers and insurance customers.

Twenty-two new parts, including wheels, exterior lighting, fascias, steel bumpers and a radiator, have just been added to the program at a significant reduction from list price.

To achieve its competitiveness in the market, the Truckload Program utilizes reduced packaging costs, in combination with discounted list prices, and passes the savings on to body shops that purchase the parts from participating Ford and Lincoln Mercury dealers. The 22 parts added to the Truckload Program, and the respective average list-price reductions include: five wheels (-35%), one radiator (-33%), 12 fascias (-21%), two exterior lights (-18%) and two steel bumpers (-4%).

“Given the current economy, now more than ever repairers need ways to continue providing the highest-quality, reasonably priced repairs vehicle owners expect and deserve. The Truckload

Program helps to meet their needs,” said George Gilbert, Truckload Program manager for FCSD. “The genuine OEM replacement parts sold on the program also enable Ford to continually help reduce both repair cycle time and overall collision repair costs – two important factors for our body shop and insurance customers.”

The program continues to expand and currently includes more than 400 high-volume collision parts covering more than a dozen part types, including bumper fascias, steel bumpers, bumper bars, exterior lighting, mirrors, grilles, car and truck radiators, wheels, header panels/GOR/GOPS, hoods, isolators/impact pads/shafts, valances and radiator condenser modules.

For more information on FCSD's Truckload program, or for a list of the parts currently available, contact your local Ford or Lincoln Mercury collision parts wholesaling dealer or the Ford Collision Parts Hotline at cphelp@ford.com

SHOPS NOT USING 'PRE-SETS': An online survey by estimating system provider Web-Est found that 70 percent of small to mid-sized shops were not consistently charging for acceptable labor-related tasks as a result of not having their collision estimating software fully configured. Web-Est CEO Eric Seidel said the survey, sent to about 1,000 shops (80 percent of which said they have three or fewer employees), found the most common error found was not having “pre-sets” for such charges as hazardous waste fees or car covering for overspray turned on or set up properly. “The survey results demonstrated the need for body shop owners to set aside more time to ensure their estimates include these real expenses,” Seidel said. “We know adding normal pre-set charges in their estimating software can add.”

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CCC's Bumper Prompt:

Why a Two-Tenths Deduction Costs Over \$50

An explanation of Pathways new refinish calculations, and why that .2 deduction reduces your estimate by much more than 8 or 9 dollars.

With the release of CCC Information Services' latest version of Pathways, version 4.5, a screen prompt was re-introduced to the estimating process that seems to be causing some confusion as to exactly how it affects the estimate total, and why.

CollisionWeek has previously reported on CCC's decision to reintroduce this bumper cover prompt in its estimating system. CCC had removed the prompt in 2008 after consulting with both the Collision Industry Conference Database Taskforce and most of the major paint companies. At the time, CCC had recognized the recommendations of both groups to refinish flexible bumpers in a separate operation and, therefore, no overlap deduction was warranted.

The newly released Pathways version 4.5 reverses that decision by allowing the user to once again display this prompt. If the user sets up their system to be prompted for each refinished bumper cover, they must then decide on an individual part basis to allow or disallow the bumper cover to be involved in refinish overlap calculations.

The prompt asks, "Will the bumper be refinished in a separate procedure from the other panels?" In other words, will the bumper cover be involved in the refinish overlap calculations, or not?

Answering "Yes" will result in no overlap deductions to or from the bumper. Answering "No" will cause the bumper to be included in overlap calculations and 0.2 will be deducted after the first major panel. But it doesn't end there, as shops are beginning to notice. The 0.2 deduction is a small amount, but there are other calculation changes taking place that can make a more significant difference.

MOTOR's procedure pages define the clear coat formula as 40 percent of the first panel's full refinish time plus 20 percent of any subsequent panel's net refinish time (full time less any overlap deduction). This is where there can be a significant difference between a bumper cover being included or excluded in the refinish overlap calculations. Table 1 provides a simple example.

Refinish Operation	Clear Coat	Total Clear
A. No Overlap	1.2	2.6
B. With Overlap	0.6	2
Frt Bumper Cover	Fender	Total Refinish
2.5	2.4	10.1
2.5	2.4	9.3
Clear Coat	Less Overlap	Refinish Labor
1	-0.4	@ \$44
1	-0.4	
Hood	Clear Coat	
3	0.4	
3	0.4	
Less Overlap	Total Color	
-0.2	7.5	
	7.3	

Iowa Collision Repair Association 2010 Golf Tournament A Success!

Over 60 golfers spent a beautiful day on the Harvester Golf Course, Tuesday June 2. ICRA Past Chairman Jim Thompson was pleased, "The weather was perfect and we all had a great day." Thompson said. This was the 5th annual ICRA Golf Tournament and all Iowa golfers and duffers are looking forward to next year.



Iowa NFIB Names New Director

The representative group for the Iowans who employ more people and generate more jobs today named a new state director. In selecting Kristin Kunert, the National Federation of Independent Business has chosen someone who brings to the job that vital blend of skills all associations need in this modern era, according to Dave Brasher, NFIB's regional state public policy director.

The speed at which information travels in our hyper-communicative age, and the much greater transparency and public accountability of official proceedings, have required a variety of talents from people representing associations such as ours, said Brasher, "and I'm delighted we found them all in Kristin Kunert. She brings a mix of legal, policy, lobbying, and communications experience that will supremely aid our members.

Prior to joining NFIB, Kunert had been director of government relations for the Iowa Telecommunications Association for three years. Along her professional path, she has been an assistant general counsel for West Bank and a research analyst for the Iowa House Republican Caucus.

A native Iowan, Kunert was born in Dubuque. After graduating from the University of Iowa in 1997 with a double major in journalism and English, she took a job with the Temerlin/McClain advertising agency in Dallas and worked numerous states for one of its major clients, American Airlines.

After returning home, Kunert attended Drake University to study law and graduated with her J.D. Degree in 2004 and passed the Iowa Bar Association that same year. Kunert's husband, Mitch, is also an attorney, and together with their two children make their home in Ankeny.

For NFIB/Iowa she will direct its lobbying, public affairs, and political operations, as well as member requests.



Mark Stevens was an Industry Champion and he will be missed.

The ICRA expresses condolences to the Stevens family.



EDGINGTON, Ill. — Mark W. Stevens, 56, of Edgington, passed away Thursday, May 20, 2010, at Trinity Pathway Hospice, Bettendorf, Iowa.

A Celebration of Life service will be held at 11 a.m. Tuesday at Wheelan-Pressly Funeral Home, Milan, Ill. Visitation will be from 4 to 8 p.m. Monday at the funeral home. In lieu of flowers memorials may be directed to the University of Iowa Foundation, P.O. Box 4550, Iowa City, IA 52244-4550 or made online at www.givetoiowa.org/cancer to support the Directed Cancer Gift Fund (30-506-054) designated for Dr. Gerry Funk or head/neck cancer research, for patient care support. Please direct memorials to the Holden Comprehensive Cancer Center Development Fund (30-506-000).

Mark was born on August 18, 1953, in Peoria, Ill., the son of W. Gene and Jeanette Krumpke Stevens. He married Lorrie Martin on February 4, 1978, at First United Methodist Church, Peoria. Mr. Stevens was employed as a Territorial Manager at PPG Industries for 23 years. Mark loved spending time with his family and friends. He enjoyed boating, fishing and short wave radios.

Survivors include his wife, Lorrie Martin Stevens; parents, Gene and Jeanette Stevens, Peoria; sons, Brandon Stevens, Davenport, and Aaron Stevens, Davenport; and sisters, Julie Reed, Peoria, Kathy Whiteside, Cobden, Ill., and Lynn Stevens, Land O' Lakes, Fla.

He was preceded in death by his grandparents, Roscoe and Minnie Stevens and Arthur and Gracie Krumpke.

Online condolences may be left for the family at www.wheelanpressly.com

Iowa Skills Competition Gets Started

Auto body students participated in the annual Iowa Skills USA Competition, April 30 at DMACC in Ankeny, Iowa. Skills USA is a partnership of students, teachers and industry working together to ensure America has a skilled work force. Skills USA and Skills Iowa helps each student excel in their chosen field. This Iowa Skills Competition was another successful venture. DMACC Auto Body Instructor, Gary Sanger had this to say, 'The Skills competition went well and although the number of contestants this year was low, the quality was very high.' The Iowa collision industry recognizes and appreciates all the good work that goes into this program from our Community Colleges and look forward to supporting these efforts in the future.

Guttenberg, Iowa

"It's like a page ripped out of a Mark Twain novel where the Main Street storefronts face the mighty Mississippi," says Vander Stelt. "The local city park hugs the shoreline and is reminiscent of Seurat's painting 'A Sunday Afternoon on the Island of La Grande Jatte.' This quaint village is a laidback slice of Americana."



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Local & National Coming Events

June 17

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www.iowacra.com

July 21-22

Collision Industry Conference
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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
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November 4-7

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11 and over \$2000.00

Please make checks payable to ICRA.

Mail to: Iowa Collision Repair Association
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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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