



### Arnold Motor Supply/ICRA Scholarship

#### “What I Hope To Accomplish Through My Post High School Education”

The first Arnold Motor Supply/ICRA Scholarship was announced by Brandon Lowder, Arnold Motor Supply Training Center Manager at the ICRA Spring Meeting in Storm Lake, April 22. “We want to support the ICRA and its members,” states Lowder, “we are excited about this project and look forward to the industry continuing education.”

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.

Applicants are asked to write a 200 word or fewer essay, “What I Hope To Accomplish Through My Post High School Education.” Scholarships will be paid directly to the school of choice for the fall 2010 or spring



Brandon Lowder, Arnold Motor Supply, announces the beginning of the Arnold Motor Supply/ICRA Scholarship

2011 semester. Schools must be an accredited college, university, community college, and/or trade school. The Arnold Group of Companies will coordinate payments.

“This is a great program for our industry,” ICRA’s Janet Chaney states, “we need to encourage and support everyone that is moving forward in their life, and what a wonderful opportunity to invite forward moving people into our industry.”

For more information, please go to [iowacra.com](http://iowacra.com)



Barry Kounkle, ICRA Member and Director of SARA, makes a point about proper estimate writing at the ICRA Spring Meeting in Storm Lake, IA.

### ICRA Spring Meeting Moves Association Forward

Good information, good people and good cheer were all evident at the ICRA Spring Meeting in Storm Lake, Iowa, April 22. Over 50 attendees showed up at Kings Pointe Resort for this Spring Meeting. Aaron Schulenburg, Executive Director of the Society of Collision Repair Specialists, was ICRA guest speaker. Schulenburg spoke of current national industry news and how it relates to Iowa. SCRS National Director, Andy Dingman, of Dingman’s Collision Centers, in Omaha, also attended this meeting. Dingman is Chairman of the SCRS Legislative Committee.

The Board of Directors met Thursday afternoon and reported to the membership that this association is in good stead. In fact, this association can report a 20% growth in membership in this last year and a half.

ICRA Educational programs are moving forward throughout the State. In addition to supporting ICAR, the association will be hosting an Estimating Clinic (Details Out Soon) at the Arnold Motor Supply Training Center in Spencer, Iowa, June 17. The Board is working towards more and better communication throughout the state. Director, Joel Armile will be working with Executive Director, Janet Chaney to reach out to regional associations and work on select topics and meeting agendas that will be used at all meetings in Iowa. It was suggested that the Fall meeting topic will be how to review and update State Farm profiles on their Business to Business website.

The next ICRA Membership Meeting will be in the Fall in Des Moines. Dates and location tba.



‘ICRA Candid Camera finds which ICRA President skating into National Hockey League history?’

## ICRA Lobbyist speaks to the Board of Directors in Storm Lake

The ICRA Board of Directors met Thursday, April 22 in Storm Lake. The first item on the agenda was the legislative report from lobbyist Scott Weiser, Capital Strategies Group. Weiser reported success at the State Capital in spite of not getting the sales tax reimbursement legislation passed. "You have raised visibility of this association at the State Capital," Weiser comments, "your industry has opened the door and will be recognized." This past session, the ICRA sales tax reimbursement bill did not make it through due to the shortened session and some representatives looking at this as an increased tax, which it is not. ICRA will continue to work with Capital Strategies Group and is developing the plan for next year. Weiser recommends we have a Collision Day on the Hill and everyone get to know who their representatives will be and get to know them. "It is important to elect people who understand small business," he reminds the Board, "after the election, there will be re-assignments and we need to be involved with the new legislators."



ICRA Secretary Christy Jones, Lobbyist Scott Weiser, ICRA President Mark Martin and ICRA Treasurer, Terry Johnson

## Iowa Texting Ban Begins June 1

Iowa has become the 21st state to ban texting for all drivers. Under the ban, it's a primary offense for teens to talk on a cell phone or text while driving. For adult drivers, using a hand-held cell phone or texting is a secondary offense which allows law enforcement officials to ticket drivers if they are pulled over for another offense.

U.S. Transportation Secretary Ray LaHood applauded Iowa Governor Chet Culver for signing the anti-texting-while-driving bill into law for all drivers in the Hawkeye state. The new law also prohibits teens with intermediate or restricted licenses from using cell phones at all.

In 2009, more than 200 distracted driving bills were under consideration by state legislatures, and the pace is expected to increase this year.

Iowa and 22 other states ban novice drivers from using any wireless communications device at all.

Meanwhile, Kentucky legislators sent a similar bill to the governor on April 1 and his signature is expected.

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### CHAIRMAN'S MESSAGE

Please let me thank all of you that attended our ICRA Spring Meeting in Storm Lake last week. Two of our most dedicated ICRA Directors, Lyle Van Voorst, NW Iowa Auto Body Association and Gaylen Knaack, Sioux Area Repair Association (SARA) invited ICRA to NW Iowa for this Spring meeting. We think this

worked well and appreciated how many local and regional people attended this meeting. As a result, the ICRA has 4 new members.

A last minute change had to be made in our meeting agenda. ICRA lobbyist, Scott Weiser, had a scheduling conflict and could not be our dinner keynote speaker. Society of Collision Repair Specialists Executive Director, Aaron Schulenburg, filled the bill.

Scott did come to Storm Lake for a lunch meeting with the Board. His energy and passion will serve our industry well at the State Capital. He will be organizing a State Capital Collision Day for next session. When we announce the date, I encourage all of you plan to attend. Meet Scott, see your State Representatives in action.

Last but not least, I have to say what an honor it is to work with this dedicated Board of Directors. Everyone is incredibly busy in their business and personal lives, yet they work consistently with this association for the betterment of the collision industry in Iowa.

And, Terry Johnson, Deery Brothers, Burlington, ICRA State Treasurer gets the 'Driving Farthest For The Meeting Award'. Burlington to Storm Lake!

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ICAR Classes Moving Forward - 30 students were taught DAM01 class by ICAR Instructor, Scott Schuerman, April 29 in Davenport, Iowa

### Welcome New Members

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**Todd Ames**  
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*The Industry Is Paying Attention ICRA Shows  
25% Membership Growth in 2009/2010*

## SCRS Announces More Details on REPAIRER DRIVEN EDUCATION at the



Prosser, WA, April 5, 2010 - The Society of Collision Repair Specialists (SCRS) has announced additional details regarding their upcoming educational opportunities being featured at the 2010 SEMA Show. The educational track, entitled REPAIRER DRIVEN EDUCATION (RDE), will feature over 21 seminar offerings, many of which are being offered for the first time during RDE, and all of which specifically focus on issues and information that are relevant to collision repair professionals operating in today's marketplace. The RDE track, being conducted between 8:00 a.m. and 3:00 p.m. on Thursday, November 4th and Friday, November 5th, will be launched with an inspiring opening seminar conducted by Charles Coonradt, Author of *The Game of Work*, *Managing the Obvious* and *The Better People Leader*. For the past 25 years, Coonradt's concepts in the book *The Game of Work* have enriched the lives and businesses of thousands of collision repairers across the country, and in this rare opportunity RDE attendees will have the chance to hear from the author himself, how they can implement his concepts so that they, and their employees, will learn to enjoy work as much as play. Attendees will return to the workplace charged with excitement at the opportunity to apply these principles, and be able to partake in the final speaking engagement of Mr. Coonradt's illustrious career. The two day RDE program will also be packed full of information from speakers such as Mike Anderson, Toby Chess, Erica Eversman J.D., John Sweigart, Patrick McGuire Esq., Steven Feltovich, Tim Ronak, Greg Horn and many more.

The seminar topics will range from how to legally and practically address steering, to getting ready for transitioning your business to a lean model; understanding and performing OEM recommended repairs to finding out how 'quirky' customers can be your most valuable resources; how a lack of understanding of wage & hour compliance could devastate your business, to a look at how to drive business to your door through social networking media. A complete list of seminars included can be found on the SCRS website [www.scrs.com](http://www.scrs.com) which includes more specific details necessary to plan your time in Las Vegas.

"Any time the industry finds additional venues and opportunities where repairers can learn about ways to improve their businesses and capitalize on the energy derived from stepping out of your box to focus on the business, we win as an industry," shared SCRS Executive Director Aaron Schulenburg. "Not only are the attendees going to have access to some of the best educational opportunities, speakers and specialists available to our industry, but additionally the participants are going to be able to harness all the excitement that the SEMA Show has to offer."

"One of the most attractive benefits we see for SCRS' affiliation with the SEMA Show is the opportunity for growth and enhancement that it presents to the average repair facility," added Barry Dorn, SCRS Chairman and repair facility owner. "In today's market, it is increasingly more difficult for repairers to operate with diminishing margins and increased pressure. As a business owner, I am really excited about exploring what other

revenue sources may exist that I can plug in to my existing business. I have the building and I have the staff; if there is another business opportunity that caters to my customer base, and only requires investment in some inventory and additional training, I want to know more about it. The SEMA Show is certainly the perfect venue to learn more, and such a logical place for our industry to meet."

"The SCRS and its members represent an important audience at the SEMA Show," stated Peter MacGillivray, SEMA vice president of events and communications. "We're pleased to be working with them to develop programs and features that are relevant to the collision repair industry."

Exhibitor space sign-up for the show has already opened, and exhibitor applications received with deposits by May 7th, 2010 will be included in the priority space selection process. Attendee online registration will open on April 5th, 2010. Attendees will be able to register for both their SEMA Show entrance and SCRS RDE seminars through the show website [www.semashow.com](http://www.semashow.com).

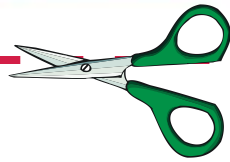
About SEMA and the SEMA Show: The SEMA Show is a trade show produced by the Specialty Equipment Market Association (SEMA), a nonprofit trade association founded in 1963. Since the first SEMA Show debuted in 1967, the annual event has served as the leading venue bringing together manufacturers and buyers within the automotive specialty equipment industry. Products featured at the SEMA Show include those that enhance the styling, functionality, comfort, convenience and safety of cars and trucks. Additional details available at [www.semashow.com](http://www.semashow.com) or [www.sema.org](http://www.sema.org), (909) 396-0289

About SCRS: Through its direct members and 39 affiliate associations, SCRS is comprised of 6,000 collision repair businesses and 58,500 specialized professionals who work with consumers and insurance companies to repair collision-damaged vehicles. Additional information about SCRS including other news releases is available at the SCRS Web site: [www.scrs.com](http://www.scrs.com). You can e-mail SCRS at the following address: [info@scrs.com](mailto:info@scrs.com).

## Elevate Performance without Waiting for a Crisis

Crises often motivate people to achieve new levels of performance. Since you likely don't want to operate in crisis-mode, how can you access the hidden reserves in your company without waiting for a disaster? Tap into the three factors always present in a crisis response:

- 1. Urgency.** People feel motivated when they know time matters. Set clear goals and clear consequences if the goals are not achieved. Don't run fire drills, however; people know false urgency when they see it.
- 2. Empathy.** People want to feel emotionally connected to what they're doing. Show employees how their work will matter to others - their coworkers or your customers.
- 3. Innovation.** In a crisis, there's no time or patience for red tape. Remove unnecessary organizational obstacles to being innovative. Get rid of the time-consuming processes that would be the first to go in a crisis.



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FRANKLIN, TN February 24, 2010 – The original supplemental restraint system parts utilized on a Nissan automobile are designed and specifically engineered for use in that vehicle. This includes the new service air bag system components. Nissan North America is confident that such supplemental restraint systems and their components will help protect occupants in Nissan vehicles. The installation and use of a salvaged or used supplemental restraint systems component in a Nissan vehicle may compromise the intended performance of the vehicle's air bag system as there is no certainty of the history, quality, condition, compatibility, environmental or other degradation prior to salvage of a salvaged or used air bag system component.

When supplemental restraint system repairs are necessary, Nissan North America recommends that any repairs be performed by an experienced professional using only new Nissan Genuine original equipment replacement parts designated for the use on the specific Nissan vehicle supplemental restraint system. Following this recommendation, vehicle owners and repairers can best ensure that the supplemental restraint system parts used in the repair of the Nissan vehicle will help protect vehicle occupants in a possible future crash.

**Parts Warranty**

Nissan North America factory warranty, replacement parts warranty or extended warranties do not apply to any part other than a Nissan Genuine original equipment replacement part.

Nissan North America will not be responsible for any subsequent repair costs associated with the vehicle or part failure caused by the use of parts other than Nissan Genuine original equipment replacement parts.

**Search for 2010 PRIDE Award Nominees Underway**

Princeton Junction, NJ, April 6, 2010 — The National Auto Body Council (NABC) announces the opening of nominations for the 15th annual PRIDE Awards, which recognize those in the collision industry who selflessly donate their time, energy and financial resources to worthy causes outside the industry.

The PRIDE Awards have been in existence since NABC's formative years and are emblematic of its core mission: bringing positive attention to an industry that had traditionally suffered from less than flattering public perception. A ground breaking concept at the time, the PRIDE Awards' continuance speaks to

their ongoing relevance.

"The PRIDE Awards are part of NABC's DNA and an integral part of its history," states NABC Executive Director Chuck Sulkala. "They helped establish NABC's profile in the public eye and have effectively focused the consumer's attention on the many good men and women in our industry who play a part in making the world a better place."

The award process is undergoing refinements this year in an effort to encourage the submission of nominees and heighten the award's profile. A PRIDE committee, headed by PRIDE Co-Chairs Janet Chaney and Bob Keith, will facilitate the submission of nominees and help drive the project's momentum until the awards presentation takes place at the Collision Industry Achievement luncheon during the SEMA Show.

In addition, NABC corporate members will be actively engaged in soliciting nominations for the first time, significantly expanding PRIDE's outreach. To make nominating a candidate easier than ever, a revised, improved nomination form can be submitted online, available from the NABC Web site (go to [www.autobodycouncil.org](http://www.autobodycouncil.org) and click on PRIDE AWARDS > Nomination Form). Printing a PDF version of the form, located on the same Web page, continues to be an option.

"These changes are designed to broaden PRIDE's search for nominees and keep the award in the forefront of everybody's thoughts," says Chaney. "The award may be a long-standing fixture, but it continues to evolve. This is part of NABC's heritage and legacy and that's something of which we can all be proud. Please help us find the industry's unsung heroes in 2010."

About PRIDE: The PRIDE Awards seek out and recognize individuals and/or groups who distinguish themselves by performing selfless acts of kindness or other humanitarian deeds outside their role in the collision industry. Any individual, business organization, or group employed in a collision industry related segment such as collision repair facility, vehicle manufacturer, supplier/vendor, educator, insurer, independent appraiser or trade association is eligible to be nominated. To see a complete description of the nominating procedure, eligibility and other important award-related information, please visit [www.autobodycouncil.org](http://www.autobodycouncil.org) and click on PRIDE AWARDS > Nomination Form.

About NABC: NABC is a non-profit organization dedicated to enhancing the image of the collision industry. Our ongoing and continued success is a direct result of the efforts and support of our sponsoring companies and membership. Please contact NABC directly for membership information. Call 1-888-667-7433 (888-66PRIDE) or go to [www.autobodycouncil.org](http://www.autobodycouncil.org).



## THIRD PARTY CLAIMS HANDLING - BAH HUMBUG

A Commentary by Dennis L.Liphardt

I have never been in favor of third party claims handling companies. It just seemed a little strange to think that a person, with questionable training, sitting behind a desk looking at a computer screen, or some photos, could make intelligent decisions about what a claim should cost. Yet many of these companies have succeeded because again the repair industry, in its never ending quest to keep every job in the shop, regardless of profit, accepted all the cost reductions insisted upon by the unseen claim handler.



Lynx Systems, who are well known for their handling of glass claims, and who were owned by PPG, ventured into the collision claims market three or four years ago. This upset a lot of collision shop owners who had to deal with the Lynx telephone claim handlers. It especially upset shops owners that were using PPG paint since most of them thought that their paint company ought not be in the claims business. After many folks in the industry complained, the industry was told that PPG sold Lynx to appease the fears of their paint clients.

Today, if you go to the PPG website, you will not find Lynx Services as one of their holdings. If however you look under the heading glass & fiber glass for Pittsburgh Glass Works at the bottom of their home page you will find a logo for Lynx Services. Clicking on that logo will take you to the home page for Lynx Service and under client resources (near the bottom) you will find a tab for products and services, thus leading you to a list of products and features. Auto Physical Damage is the fifth item down --- take a look at the page that pops up, obviously written to the insurance companies. So PPG is still involved in the claims handling business even though they have claimed they are not! So if you use PPG paint you might assume that you would automatically be part of the shops selected by Lynx Services to be part of their Lynx Select program. Ah, but you would be sadly mistaken. So your competitor down the street might be on the Lynx Select program receiving jobs that you, a supporter of PPG are not even getting a peek at.

During the month of March a number of collision shops were invited to participate in the Lynx Select program. I understand each received 26 pages of information and questions about the program via email. There was no guarantee of being selected, but the application instruction page states that the shops "had been identified as a quality collision repair facility" so I assume that at least one insurer shared their DRP listing with Lynx or Lynx used their Certified First list.

The section of the Lynx application that discusses estimating guidelines contains a footnote that appears to make it illegal to discuss, review or disclose any information about the guidelines. I have sent this section to my attorney to review whether my writing about it would be an actionable offense. If is not, I will

review it in a future commentary. Some of the other sections that do not include this "disclaimer" are kind of interesting. For instance there isn't any enrollment or application fee at this time, but Lynx reserves the right to charge one in the future. If the program is successful and you are receiving a good number of jobs you can bet your patootie they are going to charge you!

I found nothing too unusual in the General Requirement & Procedure section of the application, nor did I find any problems with the Repair Facility, or customer information sections. On the "iffy" side were the questions about your other DRP relationships, and the amount of DRP business you do as it relates to the total business of the facility. Lynx gets nosy when it comes to background checks, including personal background checks of the owners. Maybe this doesn't bother you, but until this becomes a requirement of all insurers who operate DRP programs, I would certainly beware of this provision. If approved for a DRP program a shop knows they are going to be receiving business. With Lynx there is no such guarantee. I may be over reacting, but I was not happy with what Lynx was doing before so I am naturally suspicious of anything they do now.

I know that I have been picking on Lynx in this commentary, but I have never been pleased with any third party claims handling system. It would make sense to me if insurers farmed out their non-DRP claims to an adjusting company that did more than look at a computer screen (wait, some insurers have doing this for years). These adjusting firms would however have to change the way they do business and modernize a little more. However checking the work of a DRP partner from a desk and computer does not tell me the insurer trusts the DRP shop very much. You know like in a marriage where the husband says to the wife; "I love you honey, but I am installing video cameras in all our rooms so I know you aren't cheating on me." As much as collision repairers need to update the way they do business, so do insurers need to change the way they handle claims.



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## Looking For Help With Database Questions?

The Database Enhancement Gateway is an initiative created, funded and maintained by the ASA, Automotive Service Association, the AASP, Alliance of Automotive Service Providers, and the SCRS, Society of Collision Repair Specialists. The DEG project has been in the works for a long while to moderate the voice of frustration from the collision repair industry and database providers looking for accurate labor times and labor notes. Simply put, DEG, is designed to offer estimating system users a more standardized and streamlined process for Database Inquiries. A process that DEG will follow through to conclusion.

The DEG Database Inquiry process is the mechanism for questioning or seeking additional clarification of a database value that you feel may be incorrect or require additional notations. It can also be used to identify missing information that you feel is needed to write a complete and accurate estimate (missing labor, missing parts, missing footnotes, incorrect illustrations). DEG's goal is to provide you with a user-friendly and streamlined mechanism in the event you need to generate a Database Inquiry. A consistent form, regardless of which database is in question, offers an ease not previously available in the U.S. market.

The website is easy to read and self explanatory – even showing a sample inquiry form. To file a database inquiry, go to [www.degweb.org](http://www.degweb.org). New users are encouraged to read the instructions and follow simple guidelines. The more clarification on the database inquiry – the better possibility of a satisfactory conclusion. Once an inquiry is submitted, the system user can expect these emails:

- Inquiry received by the DEG
- Inquiry submitted by the DEG to the Information Provider
- Information Provider or DEG requests additional information
- Response/resolution received from the Information Provider

To view all inquiry activity, go to 'DEG Database' on their website. You can monitor all inquiries: estimating platform, inquiry description, date filed and the result status. In the first 4 days of 2008 - 8 inquiries had been submitted.

This website also has valuable basic information regarding the estimating process. Audatex, CCC, and Mitchell have both large and subtle differences. Training is emphasized to better understand how to generate an estimate, as well as comparing an estimate from one system to another. The 'Get Educated' section of the site is intended to provide some basic understanding of how Mitchell, CCC and ADP, the three estimating platforms, build and display labor, as well as some useful reminders for important items to be aware of when writing or interpreting an estimate. This points out a basic tenet of the database estimating process that all the databases are developed and marketed as guides and are based on **NEW AND UNDAMAGED PARTS BEING REPLACED ON NEW AND UNDAMAGED VEHICLES**; therefore your discretion and experience as a repair professional must be used when estimating a damaged vehicle.

FILE A DATABASE INQUIRY - [www.degweb.org](http://www.degweb.org)



DEG's Bud Sinner speaks to the SCRS Board Meeting in Atlanta, GA, encouraging all to use the program. [www.degweb.org](http://www.degweb.org)

## CIC Database Committee To ReGroup

Frustration over what they perceive as an inadequate response by the Big Three estimating system providers is leading the trade associations participating in the CIC Database Committee to meet early in June to rethink their approach. "Unfortunately, for the last three years, the issues pretty much remain the same," Lou DiLisio, who coordinates the committee, said. "We're disappointed in the lack of progress with some of the issues we've brought to the table." DiLisio said representatives of the AASP, Alliance of Automotive Service Providers, ASA, and SCRS, Society of Collision Repair Specialists will meet in Chicago June 2 to review the list of issues and discuss how to best get the information providers to be a little more responsive than they have been in the past." He said Audatex, CCC and Mitchell have addressed a few of the committee's concerns, such as including more information about the types of metal used in various vehicle parts. But there has been little response from the database providers on other committee requests, such as identifying which replacement bumpers come unprimed, identifying more of the operations needed to prepare a salvage parts for use, and automation of operations such as "feather, prime and block." "We're a little bit frustrated, DiLisio said. "We want to try to regroup, reprioritize and come at it from a little different approach."

Note: To Attend A Collision Industry Conference, check the schedule at [www.ciclink.com](http://www.ciclink.com)

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# Coming Events

**May 2-4**  
**WIN - Women's Industry Network**  
 Peabody Hotel  
 Orlando, Florida  
 info@womensindustrynetwork.com

**June 17**  
**ICRA Estimating Clinic**  
 Arnold Motor Supply Training Center  
 Spencer, Iowa  
 (details out soon)

**July 21-22**  
**Collision Industry Conference**  
 Intercontinental Chicago O'Hare  
 In conjunction with  
 I-CAR Meetings  
 Chicago, Illinois  
 www.ciclinc.com

**July 21-25**  
**ICAR Conference**  
 Intercontinental Chicago O'Hare  
 Chicago, Illinois  
 www.icar.com

**October**  
**Look for ICRA Fall Meeting**  
 Des Moines, Iowa

**November 3**  
**Collision Industry Conference**  
**SEMA Show**  
 Las Vegas Hilton  
 Las Vegas, Nevada  
 www.ciclinc.com

**November 4-7**  
**SEMA**  
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 www.scrs.com

## MEMBERSHIP APPLICATION

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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.



109 N.W. 9th Suite 1  
 Ankeny, IA 50023

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