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The Only Magazine Devoted Exclusively to the Auto Glass Industry

July/August 2010

Volume 12 • Issue 4

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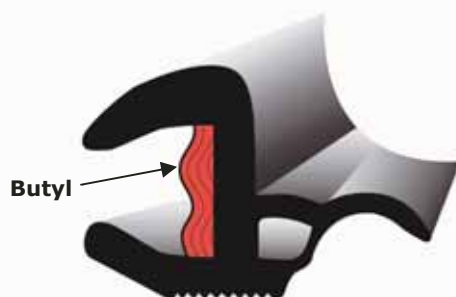
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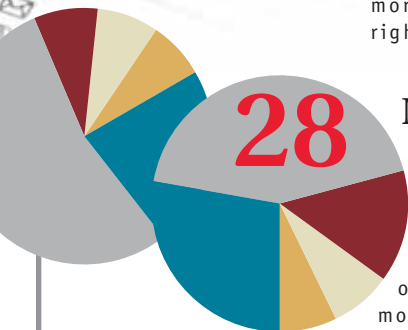
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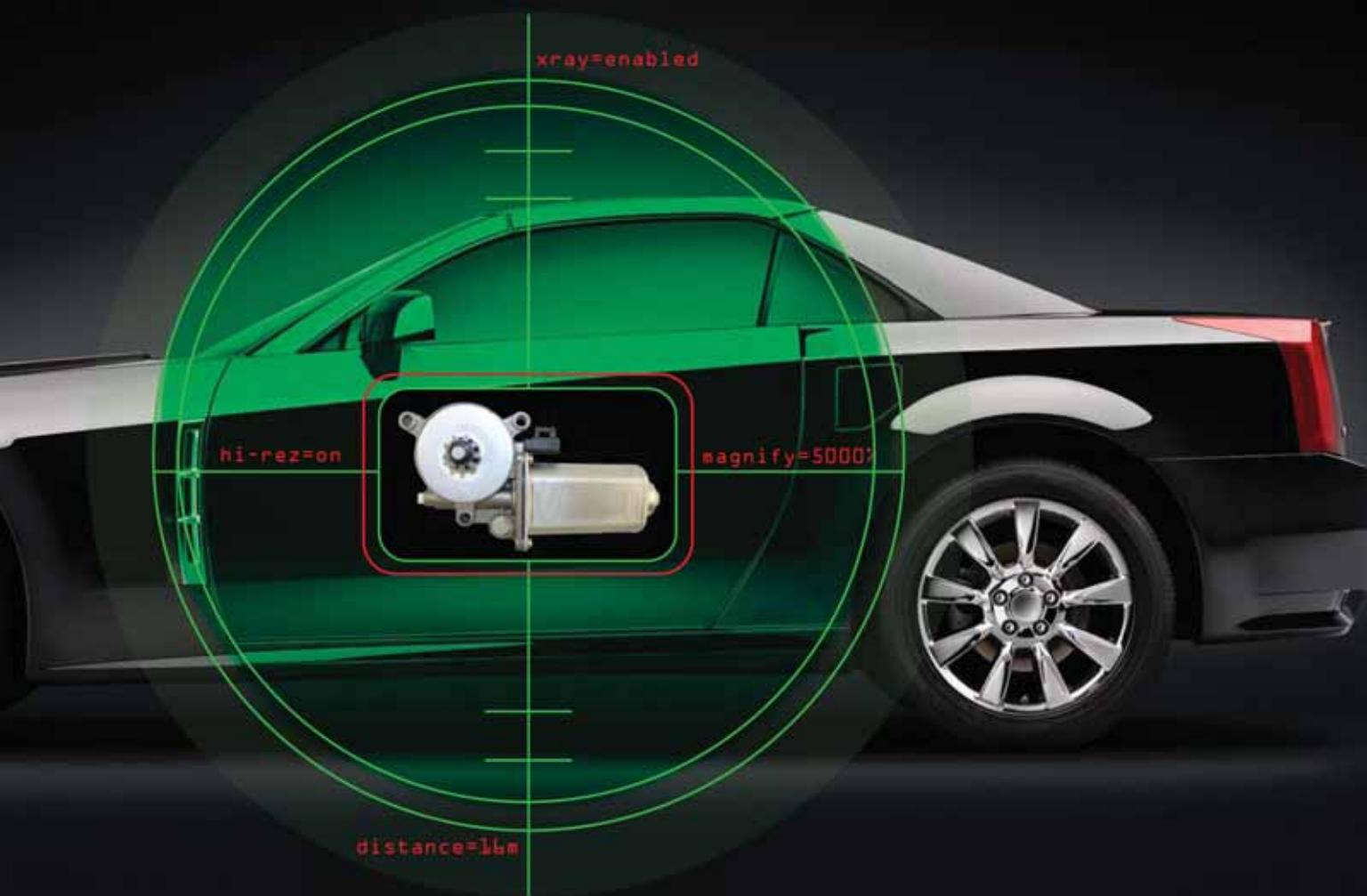
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Field of Vision from the editor

Surprising Stats

by Penny Stacey

WE RECENTLY DID SOME-thing new here at AGRR magazine—and, I have to admit, I'm pretty excited about it, and hope you will be, too. We have conducted a survey of our readers about how they're working to gain new customers—whether they're utilizing the yellow pages, the web, Facebook, Twitter or the many other areas that businesses can be promoted today.

What surprised me most about this was how many companies still maintain a yellow pages ad. I actually expected those numbers to fall at the bottom, but, instead, 54 percent of those surveyed advised they still purchase yellow page ads.

This may not seem surprising to you, but I actually expected there to be more of a tendency toward Internet advertising. But, I also reminded myself that, even though I often turn to the web for a needed service, if I'm in my car, where I can't access the Internet, I actually carry a local phonebook so everything is always at my fingertips.

What also was unexpected—though again, it shouldn't have been—is how many companies are using Facebook to market. Stars like Ashton Kutcher may be working hard to build their Twitter followings, but here in the auto glass business, Facebook seems to be king. Approximately 78 percent of those surveyed use Facebook to market, while only 22 percent use Twitter. (But, I might add, if you're interested in delving into the latter—and sometimes lesser known—of these, I hope you'll

check out our story on page 29.)

Many also are relying on their own company websites for business—and industry web expert Scott Orth, I think, would be proud to see that those who are relying on their own sites are tracking data like crazy. Everything from search engine optimization (SEO) results, to customer conversions, to number of hits and even sales is being watched by auto glass businesses across the nation.

But, while our survey provided good, solid numbers, I'd like to hear from more of you on how you choose your methods of marketing, how you went about developing your websites and more.

Please e-mail me at pstacey@glass.com.

Our staff has actually been delving into this area as well, more and more over the last several months, and, if you're on Twitter and aren't already following us, please do so at www.twitter.com/agrrmagazine. You'll not only receive the latest headlines from glassBYTES.com™ there, but also links to future surveys, fun and useful information we find on the web that might not fit into an official publication and more.

If you're on Facebook, please be sure to visit our AGRR magazine page and click "like" so you can receive our updates there as well, see exclusive photos from industry events and more. ■

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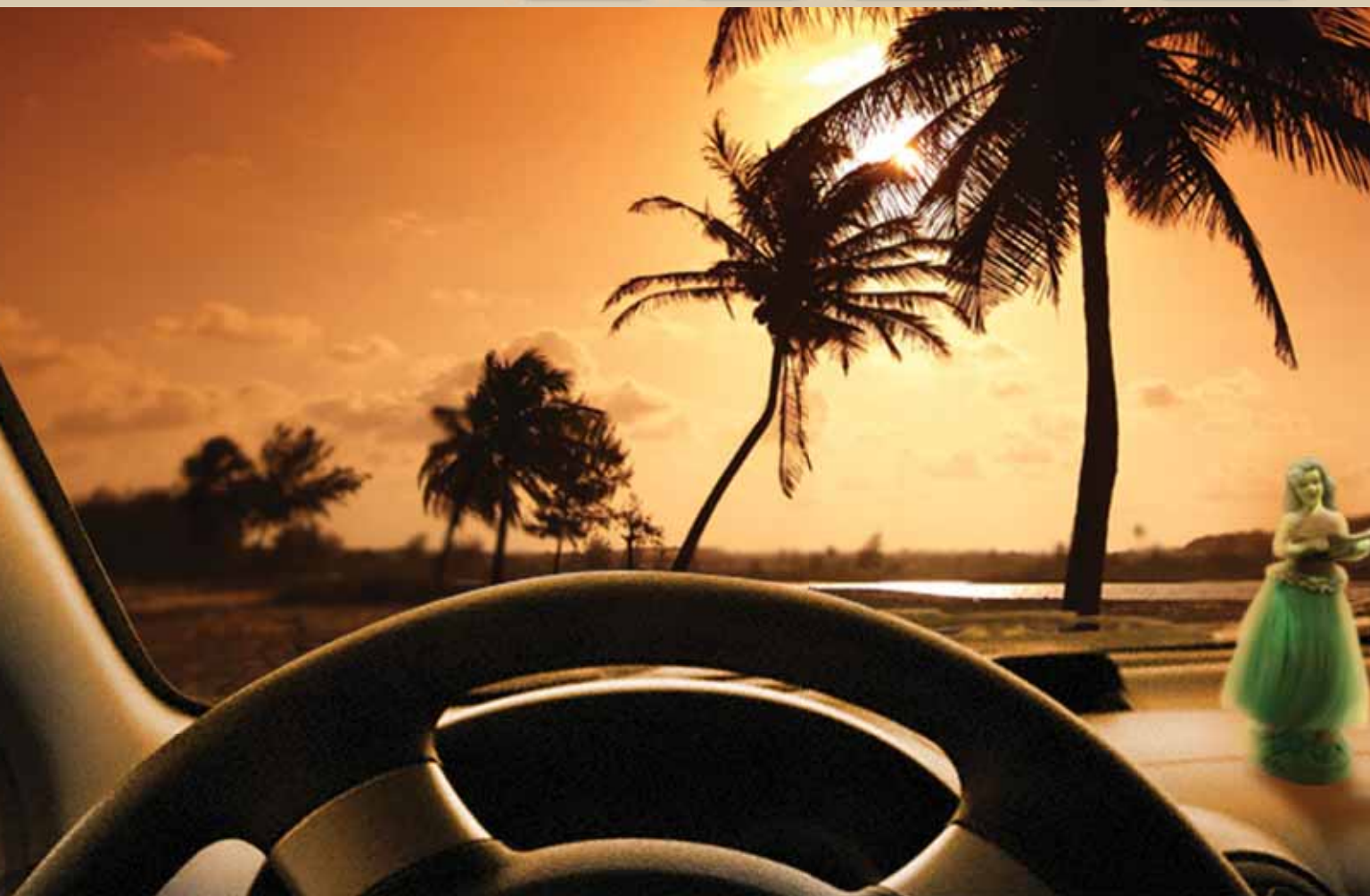
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Customer Service

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Aha! I've Finally Seen the Enemy!

by Carl Tompkins

YEARS AGO, I CONDUCTED A selling skills course for new employees at PPG Industries in Pittsburgh. Most of the attendees were new to the world of business and their employment at PPG was their first major job. Part of the one-week schedule included a luncheon with then-chief executive officer Vince Sarni—an event to which everyone looked forward with great anticipation.

One of his favorite stories was built around the cartoon figure, Pogo, who, within a particular cartoon publication, was seen holding up a hand mirror, gazing into it and saying, “Aha! I’ve finally seen the enemy.” Sarni went on to explain the accuracy and truth of this statement to his youthful audience. He also pointed out that the true competition in business is not other companies but, instead, ourselves.

Opportunity for Improvement

Today, with 20 more years of experience under my belt than I had then, I believe Sarni’s statement is an absolutely accurate one. It only requires people to be brutally honest with themselves and see things how they really are in the world of business in order to agree. Great opportunity for improvement comes with this realization, as we control every issue that causes us to be our own competition. Many fail to take advantage of this opportunity because they find it more comforting and less of a challenge to blame outside influences, such as the economy, the government, imports, bad competitors, bad customers and more, for their business failures.

Bankruptcy expert Bobby Guy, an at-

torney with Waller/Landsen in Nashville, Tenn., recently made a presentation called “The Top Ten Reasons Companies That Should Make It Don’t” to an MBA audience at Belmont University in Nashville. Topping his list was the following: management living in complete denial of doing anything wrong.

Taking Responsibility

To take immediate responsibility and eliminate your stiffest competition, answer the following questions and then take appropriate action:

1. Do we produce a product and/or service that fulfills a need felt by the customer?
2. Is our product and/or service reliable, as seen and felt by the customer?
3. Do we establish and maintain partnerships with our customers through the provision of value-added services that go well beyond our core product and/or service?
4. Do we maintain an aggressive, professional outside sales team that excels at maintaining close customer relationships, noting that such relationships are to prove our unparalleled abilities to be responsive to customers’ needs, create assurance, solve problems, listen and provide empathy?
5. Do we have the ability to be price-competitive in relation to the performance of our products and/or services and have the means to measure our performance from the customer perspective?
6. Do we plan ahead of current market trends, looking to improve operations, products and services beyond what the customer expects?
7. Do we maintain a corporate cli-

mate and culture that solicits, rewards and reacts to employee input and feedback, as seen from the perspective from the lowest ranking personnel?

Please note, these questions are directed at a company’s employees—not necessarily top management, as the chasm that exists between how each question is answered by top management and employees is, most often, quite large; it’s the customer and employee responses that carry all the weight.

Aha!

As I’ve utilized the above seven questions, the most interesting thing I’ve learned is that the top-performing companies that continue to grow revenue and profit even during the toughest of economic times each answered “no” to the majority of the questions. Did this indicate that they were lacking in those areas receiving this vote? Actually, they out-performed their outside competitors while actually rating higher than they believed. Lying at the root of their negative vote was, first, their belief of the vital nature of the subject under question and, second, their belief that there was always room for improvement.

Aha! What honesty! What a great understanding of what it truly takes to excel! What a quick and efficient way to eliminate the competition! No wonder these companies rise to the top of their industries. ■

Carl Tompkins is the global AGR marketing resource manager for Sika Corp. in Madison Heights, Mich. He is based in Spokane, Wash. Mr. Tompkins’ opinions are solely his own and not necessarily those of this magazine.



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Speaking Internationally
Worldwide Views

Death of a Salesman

by Henri R. Goudsmit

WHEN DEBRA LEVY ASKED me to write a column for AGRR magazine, at first, I freaked out (to use an expression my youngest daughter often uses). I was told not to worry, because Penny Stacey, the editor, will correct all misspellings, punctuations, grammar, etc. To make matters worse, English is not my native language, and I had to learn so many languages in school when I was young that I often speak in the wrong language to family, friends and co-workers.

Always a Salesman

You may ask, why I am writing this long introduction? You see, I have not been a writer, nor a journalist nor an editor. I don't even know the differences among the three. I have always been a salesman. Yes, you are correct, like Willy Loman in Arthur Miller's play, "Death of a Salesman."

I was born nine years before the play was written. Two years later I had my first sale—1,000 toothbrushes bought from a bankrupt pharmacy in Amsterdam and sold to other stores. They must have trusted me, because they gave me the money to buy the merchandise and hoped that I would bring them back the toothbrushes. (I made a little profit, of course.)

I also have learned through life that you should always leave a margin for the person to whom you sell. Everyone has to make a living. This also counts for the stock market. Take a little profit and leave something for the next guy. It also cuts down your risk.

Back to Willy Loman. Like his neighbor, Charley, said in his requiem: "He's a man way out there in the blue, riding



on a smile and a shoeshine ... A salesman has got to dream, boy."

Trust

Before you sell anything, whether it is toothbrushes or a windshield or a service you perform, your customer must trust you. You have to sell yourself first and you have to believe in what you sell. Sometimes a little luck may help. About 30 some years ago I worked for a company trying to sell to a very large potential customer. The sales and marketing people at this company had tried for years to sell to this customer, without result.

At one point during this time, I attended a meeting with my company's chief executive officer (CEO) and our sales and marketing team. (The company, by the way, was a Fortune 500 company, and, to me, it did not make sense that we could not sell our superb products to this prospective customer.) During the meeting, immediately after I had volunteered to check things out at the customer's facility, the CEO and all the people in the meeting agreed that I should pack my bags and make an appointment.

I called and found out that new suppliers can't make an appointment, but that once a week the company held an open day to see potential suppliers. That day was the next day. Being nervous about my trip, I forgot all my samples. On the plane, it dawned on me

that after three years of overtures by our salespeople, they must have received all our products many times over. That quieted my nerves for a little bit. As soon as I entered the waiting room, I counted about 100 people in front of me. I did not know that you had to camp out in the middle of the night to see this customer. Luckily not many people were going to see the buyer I was visiting. After about one hour, I entered a room where the buyer sat way up high on a podium and I was summoned to sit on a stool. It seemed my position was about two stories lower. Little did I know that I would be out of there in less than three minutes.

After I introduced myself, a voice from the back of the room said, "Son, where are you from?" I guess the question was addressed to me and I answered that our company was located in Chicago. The voice from the back replied, "Never trust them folk north of the Mason-Dickson line." Having been in this great country just a couple of years, I had no idea what the Mason-Dixon line was.

"With all due respect, sir, I am new in this country," I said. "What is the Mason-Dixon line?"

Then I heard this from the voice in the back. "Come to think of it, someone that stupid has to be honest. Give the boy an order," he said.

I thanked the buyer and the man in the back in the dark and went back to

"Before you sell anything, whether it is toothbrushes or a windshield ... your customer must trust you."

Chicago with an order from Walmart, thanks to Mr. Sam Walton and my lack of American history.

Two More Tips

Here are two other suggestions from an old salesman. Always ask for the order and, when getting the order, leave quickly. I once visited a family business and the former president, known as Uncle Jack, always was present in the negotiations. He was a rock of a man, even in his eighties. (Later I found out that he was an Olympic boxer in 1928.)

Uncle Jack told me that he once had a salesman who was complaining that he did not make money on the sizable order he had just received from Uncle Jack's company. As the salesman started to leave, Uncle Jack said, "Let me see this order. I will make some changes."

The salesman anticipated something great. Uncle Jack tore up the order and wrote a new one. The salesman looked at the order and noticed that the order was for exactly half of the original one.

When he mentioned this to Uncle

Jack, Uncle Jack replied, "I really felt sorry that you lost money on the order. Now you can go back to your boss and tell him you are an outstanding salesman. Your loss is now only half of what it would be with the original order."

The moral of the story is not to come up with silly stories like not making money and get out of there after the order. Sound familiar? Not in our industry. ■

Henri Goudsmit serves as international editor for AGRR magazine.

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Independent's Day

an iga viewpoint

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New Directions

by Alan Epley

RECENTLY, THE INDEPENDENT Glass Association (IGA) has made a conscious decision to redirect its focus and involve the consumer, who is really at the heart of the matter, in its efforts to restore free and fair competition to the auto glass repair and replacement industry. After all, the issues at hand are really all about service to our customers and the safety of the occupants within the vehicle. Under this new direction, the association is reaching out to its members, non-members, business partners, consumers and any other interested parties to make the industry one in which we all can be proud participants. But, as we are all well aware, we continue to operate our businesses on a theme of "us versus them."

We all can acknowledge that there are major problems in our industry. The IGA is collecting data, legislation continues to be introduced in a multitude of states dealing with issues like steering, and the opposition to this legislation spends millions to ensure its defeat. So, in reality, all factions are preoccupied with issues that are counterproductive to meeting the overall

"In reality, all factions are preoccupied with issues that are counterproductive to meeting the overall objective of tending to the needs of customers that we all serve."

objective of tending to the needs of customers that we all serve.

Working Together

The question that I would like to pose is the following: is the time right to put our differences aside and try to work together for the better of the industry by bringing all parties into the discussions? Do we continue to commit our resources to a war room mentality, where we can continue to develop strategies in an effort to defeat the opposition? Or are we better off to dialogue and see if we can find some common ground upon which to resolve our differences?

Every one of us has a stake in this industry and we can all concede that under current conditions, the contentious atmosphere will not subside. On a consistent note, I think that we can agree that there will be no victor. So the choice is up to each one of us.

While the IGA is open to dialogue, rest assured that the association remains committed to the values of its membership and will remain steadfast in its pursuit to ensure free and fair competition in the AGRR industry. I will attest that the vast majority of independent glass shop owners are hard-working individuals whose objective is to serve their customers and make an honest living. Make no mistake that the willingness to dialogue should not be perceived as a sign of weakness. Rather let it be a signal that rationality may be a better approach to resolve our differences. The IGA is strong and remains committed to its mission.

A New Regime

On a closing note, as the newly elected president of the board of directors of the IGA, I would like to thank my predecessor, Dave Zoldowski, for his hard work and determination on behalf of the independent cause. Dave served the association well, and I am proud to be associated with him. He continues to serve the association as a member of its board of directors and I look forward to working with him.

As the new president, I want each and every one of you to know that my ears are always open and I would like to hear from everyone. I look forward to working with each and every one of you for the betterment of our industry. ■

Alan Epley is president of the Independent Glass Association (IGA). He also serves as president of Southern Glass and Plastic in Columbia, S.C. Mr. Epley's opinions are solely his own and not necessarily those of this magazine.





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The Cutting Edge new car installations

2010 Chevrolet Corvette

by Jamie Browning

1 GETTING STARTED:

For vehicle and glass preparation, please refer to the Auto Glass Replacement Safety Standard (AGRSS/ANSI 002-2002) as well as your adhesive manufacturer's recommendations. Inspect the windshield for defects and any contamination that may compromise the bonding of the adhesive. Also look for scratches or defects in the glass. Open the hood and lower the door glasses, and also remove the targa top or lower the convertible top.

Remove the wipers and label the driver and passenger side. Next remove the air inlet panel (cowl) by removing the seal along the front and the retaining screws. Then remove the rearview mirror, noting there are two different types, depending on the vehicle's options. One is held in place with a T-20 torx screw and the other is removed by rotating the mirror counter clockwise until you hear a "click," then slide the mirror off of the bracket.

Next, you want to remove the windshield weatherstrip by removing the left and right screws at the top corners of the windshield frame. Remove the four small push pins located at the bottom of

REPORTS FROM THE FIELD:

Always wear eye, hand and wrist protection while working on the vehicle. Inform the vehicle owner of the cure time and any other additional precautions before installation. Always return the vehicle to manufacturer's specifications. Protect all interior and exterior portions of the vehicle to prevent any damage.

the A-pillars. Carefully remove the weatherstrip and set aside for reinstall if you are not replacing it with a new one.

Remove the left and right side reveal mouldings by removing the four screws and remove the mouldings with the appliqué at the same time. Remove the left- and right-side garnish mouldings and the retaining clips.

Remove the four rearmost screws on the top of the fender to the wheelhouse. This allows extra room for working around the fender and General Motors (GM) recommends that you perform this step.

2 REMOVING THE WINDSHIELD:

The windshield now can safely be removed using a cold knife, power tool or wire. GM approves only water as a cut-out lubricant if your adhesive manufacturer does not have one.

3 PREPARING FOR THE NEW WINDSHIELD:

Trim the existing urethane bead to 1 to 2 millimeters in height. Use your adhesive manufacturer's pinchweld primer to prime all scratches and inspect the area for any conditions that might compromise the installation. Allow for proper drying time for the pinchweld primer and also remember to shake all primers for the correct length of time according to manufactures recommendations. Note that only the full-cut method is approved by GM and AGRSS.

4 PLACEMENT OF THE NEW WINDSHIELD:

Dry-fit the new windshield and mark it to ensure correct placement. Prepare the glass according to your adhesive manufacturer's recommendations, apply the adhesive and install the windshield. Make sure the deck height is correct and the marks on the glass line up with those on the body that were applied during the dry-set.

5 FINISHING TOUCHES:

Install the left and right reveal side mouldings with new foam sealing tape if you are reusing the same ones. Extend the foam sealing tape 2 millimeters past each end of the moulding. Tighten the screws to 16 lb. in. (1.8 Newton meters) (nm) of torque. Next install the



2010 Chevrolet Corvette

weatherstrip by applying a bead of sealant 3 inches or 75 mm beyond the roof latches on the header part of the windshield frame. Apply sealant at the top of the side mouldings and replace the two-sided tape on the weatherstrip, if reusing the weatherstrip, and tighten the two screws to 30 lb. in. (3.4 nm) of torque. Make sure to install the weatherstrip from the top center, working your way to the sides. Install the four fender mounting screws and tighten them to 17 lb. in. (1.9 nm of torque). Install the air inlet panel (cowl) and the rubber seal; then tighten the two screws to 27 lb. in. (3 nm) of torque. Install the wiper arms noting the driver and passenger side. Hold the wiper blade tip on the alignment marks on the windshield while you tighten the wiper nuts to 18 lb. ft (25 nm). Next install the rearview mirror; if it is equipped with a screw, tighten the screw to 13 lb. in. (1.5 nm) and connect the wiring on the back. If the mirror is attached with the twist-on style, be careful not to pull rearward on it, as this may cause the mirror or windshield to break. Center the bottom of the mirror to the bracket and rotate the mirror until a click is heard, so that you know the mirror is fully seated.

Finally check for any leaks and inform the vehicle owner of the safe drive-away time according to your adhesive manufacturer's recommendations. Also be sure to record all lot numbers and the DOT number. ■

Jamie Browning was the winner of the 2009 Pilkington Classic Auto Glass Technician Olympics. He has more than 17 years' experience in the industry. Mr. Browning's opinions are solely his own and not necessarily those of this magazine.

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~ Miguel Suazo

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EVENT NEWS

AGRSS Conference and Consumer Awareness Program Slated for Chicago

THE AUTO GLASS REPLACEMENT Safety Standards (AGRSS) Council Inc. will hold its annual International Auto Glass Safety Conference October 27-28 in suburban Chicago. The event will be held in conjunction with an AGRSS Consumer Awareness Program (CAP), both of which will be held at the Drury Lane Conference Center in Oakbrook Terrace, Ill.

The AGRSS CAP brings together local officials, community members and insurance company representatives to learn about the importance of proper windshield installations done in accordance with the AGRSS Standard.

"CAP events give AGRSS-registered companies the chance to work together to show their communities, including legislators and insurance agents, why a safe windshield installation is important," says AGRSS Council president Debra Levy.

Levy says the group decided to group the events this year so that all in attendance could see what goes into a CAP.

"This is a unique opportunity for AGRSS-registered companies to see a consumer awareness event, so we thought it would be beneficial to combine the two this year," says AGRSS Council Inc. president Debra Levy. "Attendees at the conference



An AGRSS Consumer Awareness Program gives AGRSS-registered businesses and AGRSS Council representatives a chance to talk with local representatives about the importance of the AGRSS Standard and proper windshield installations.

can stay for the Consumer Awareness Program on the second day at no additional charge. They can see what's involved with a CAP and evaluate whether or not they'd like to bring one to their communities."

AGRSS Begins Interviews for Business Development Director Position

The Auto Glass Replacement Safety Standards (AGRSS) Council Inc. has begun interviewing for the position of business development director. The business development director's would be responsible for expanding the AGRSS brand with the ultimate goal of making AGRSS compliance a requirement for all installations.

The business development director also will be responsible for increasing the AGRSS registered-company pool and working with insurance companies to use AGRSS registered companies. ■

COUNCIL NEWS

AGRSS Council Considers Foreign Language Program

The Auto Glass Replacement Safety Standards (AGRSS) Council Inc. recently decided to assess the possible development of a foreign language program, in an effort to make the AGRSS Standard and other tools available to those for whom English is not their first language.

Though the Council recently began working on this, the importance of this program was brought to the forefront recently when a Texas business with a Spanish-only-speaking technician came up for a third-party validation review and Equalizer Industries' Gilbert Gutierrez stepped in to help.

Gutierrez, a fluent Spanish speaker, volunteered his time to translate and also drove five hours from his home of Round Rock, Texas, to Harlingen, Texas, near the Texas-Mexico border, to help out with the validation review. Just three days later, he helped out with a second validation in San Antonio.

"The challenge is, you can't use a translator from the company being validated for obvious reasons, and you can't use a translator from a local university, because they're not going to know how to say things like 'pinchweld' in Spanish," says AGRSS Council Inc. president Debra Levy. "We really appreciate both Gilbert and Equalizer's willingness to help out with this effort as we work toward a more permanent solution."



Gilbert Gutierrez of Equalizer (left) recently helped out as a translator for validation reviews in Texas.



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COMPANY NEWS

Auto Glass **Retailers** Endure Price Increases; Report Reduced Supply

AT LEAST FOUR INDUSTRY manufacturers and suppliers have reported in recent months that they are instituting price increases on their auto glass parts. Pittsburgh Glass Works (PGW) was the first to announce an increase in mid-May, saying that it was re-evaluating its pricing on a part-by-part basis “in response to [a] broad-based increase in costs.” The announcement was made to customers by a letter from PGW director of strategic development Bill Marshall, who attributed the increases to the “cost and availability of supply inputs,” along with an increased demand coming from a rebound in OEM vehicle production.

Pilkington North America issued a similar announcement on May 19, saying it had instituted an immediate increase on “all automotive glass parts.” Director of marketing William George, who made the announcement via letter, also attributed the increase to rising costs.

“We have been unable to offset the escalating material, commodity and energy costs with our aggressive cost reduction measures,” writes George.

A similar declaration came from Vitro Automotive AGR business director Jesus Zubiria Luque in early June, citing “dramatic increases which severely impact [its] cost and which can no longer be absorbed.”

“Fuel and energy prices have driven raw materials related to automotive glass manufacturing to unprecedented heights as well as impacted our manufacturing process and logistics costs incurred in order to deliver our products,” says Luque. “Even though we have implemented internal cost reduction efforts, the current price levels

are no longer sustainable under current industry conditions.”

Vitro pointed out that its pricing adjustments are being “applied selectively based on different variables.”

And the increases aren’t just limited to the North American market. China-based Xinyi Automobile Glass (Shenzhen) Co. Ltd. announced recently that it would increase its prices by 10 percent for orders received after August 1. The Xinyi announcement came from general manager Charles Cha, who also attributed the escalation to rising energy, labor and material costs.

“You may be aware that the labor cost in China will be 20 percent increasing [sic] from July 1, 2010, and it will be still on the rise,” writes Cha. “The energy costs, which is one of the major cost factors in [the] glass business, have been increasing; the cost of raw materials has already increased by 40 percent so far this year and it is still on a high level.”

Is There a Shortage?

As these price increases have come about, many in the industry also have reported a shortage of available auto glass parts.

Allan Gurecki, owner of Atlanta-based Glass-2-U Systems, says the problem began for him early this year and the supply has “deteriorated since.”

“What is frustrating is that some of the most common part numbers for the most common, middle-of-the-road, working-class type vehicles often come into short supply,” he says.

And Gurecki’s not the only one seeing this issue. Rich Lutton, owner of Metro Glass in Omaha, Neb., says he’s being seeing a shortage in parts for the

last couple of months, particularly for newer vehicles.

“We’re definitely affected by [a shortage], though not so far with the basic stock items, but particularly with the new windshields, especially foreign windshields,” he says. “We do work for Kia and we’ve had to get glass for Korea from Kia, because no one’s come out with it.”

Lutton also adds that normally he can find the windshield he is looking for—but choices are more limited.

“It’s not crisis proportion, but instead of the four distributors we look at on a daily basis all having the piece of glass we need, often just one of them has it,” he says.

Suppliers cite several causes for a possible shortage, including increased demand.

“We have been seeing an increase in demand not only for OE [glass,] but [for] aftermarket, too,” says Juan Carlos Rivas, who handles logistics, purchasing and exports for Vitro Automotive. “This is causing us some problems in order to get glass enough to cover our customers’ demand.”

Some of the delays are coming from afar, says Ramon Gonzalez Jr., vice president of sales and operations for Import Glass Corp.

“We have been experiencing shortages due to the Chinese extending their delivery time to almost 14 weeks,” says Gonzalez. “This change came suddenly and most distributors I’m assuming were not prepared.”

And Gonzalez says he’s seeing this from a variety of Chinese suppliers.

“It’s across the board,” he says. “They say that they’re really busy and very behind.”

LEGAL NEWS

Door-to-Door Auto Glass Solicitation Under Fire

The practice of soliciting auto glass repair and replacement work by going door-to-door has come under the microscopes of police departments in both the Florida and South Carolina markets in recent months for local concerns about the required peddler permits and possible door-to-door sales in these locations.

Police officers in Charleston, S.C., issued a warning to consumers in June that they have recently been receiving complaints about Coast to Coast Auto Glass soliciting door-to-door in the area, according to Sgt. Trevor Shelor.

In Charleston, those soliciting door-to-door are required to have "City of Charleston Peddlers Permits," and these have not been issued to Coast to Coast, Shelor says.

Likewise, in April, two males working for Tag Promotions in Fort Myers, Fla., were arrested for "peddling" windshield replacement services without a license. Edward Albert Grano and Justin T. Herrero, were officially reported to be working for Tag, but Grano told AGRR magazine that he was working for Coast to Coast at the time of the arrest.

According to the police report, the two are charged with violating the county's law addressing "hawkers" and "peddlers."

"Edward [Grano] and Justin [Herrero] were going door-to-door peddling the service of a new windshield through a third-party company, Tag Promotion, without the proper per-

Boyd Group Reports 13.6 Percent Decrease in First-Quarter 2010 Sales

The Boyd Group, which owns Boyd Autobody and Glass, Gerber National Glass Services and Gerber Collision and Glass, saw a 13.6 percent drop in sales for the first quarter of 2010, when compared with the same period of 2009, according to its first-quarter report, released recently. Sales for the first quarter of 2010 were \$54.7 million, compared with \$63.3 million in the same period of 2009.

The company reported an adjusted EBITDA of \$3.4 million for the quarter, down from last year's \$3.5 million—a decrease of 2.9 percent.

Net earnings were \$1.9 million, down 5 percent from \$2.0 million in 2009.

"We are pleased to report stable net earnings and EBITDA, as well as increased cash available for distribution to begin 2010, despite the negative impact of the weakening U.S. dollar on our U.S. operations and the continuing negative impact of the economy combined with extremely mild and dry winter weather in many of our northern markets during the quarter," says Brock Bulbuck, president and chief executive officer of the Boyd Group.

In addition, Boyd recently announced it has signed an agreement to acquire True2Form Collision Repair Centers for \$18 million. The sale was expected to close by the end of August at press time. Boyd also recently acquired M&D Auto Body in Evanston, Ill., and the Collision Center of Owasso Inc. in Owasso, Okla. Both have been re-opened under the Gerber name.

Boyd Group's First-Quarter Results

	2009	2010	Percent Change
Sales	\$63.3 million	\$54.7 million	-13.6 percent
EBITDA	\$3.5 million	\$3.4 million	-2.9 percent
Net Earnings	\$2.0 million	\$1.9 million	-5.0 percent

mits, therefore violating a county ordinance," reads the report.

Tag representative Matthew Grunske advised AGRR magazine that, on the day of the arrests, Grano and Herrero had gone out to a customer's home to do a pre-inspection and then had checked with some other local residents to see if they needed work.

Grunske added that the company does not usually send its representatives door-to-door, and, hadn't thought the "peddler" permit was necessary.

"We've got all of our licenses to be doing business," he said, "and we don't

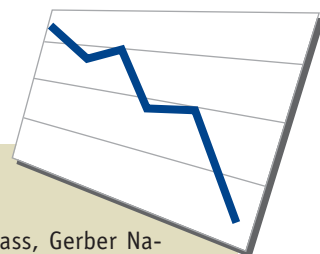
typically do door-to-door [work]."

Grunske could not confirm that the company for which Grano and Herrero were booking the work was for Coast to Coast, and said that Tag books work for "several different companies."

AGRR magazine spoke with Rhonda Jacobson, who is listed as the public relations contact Coast to Coast on the company's website, shortly after the incident.

"Tag Promotions does not work for Coast to Coast," she said.

Company spokesperson Jigna Patel declined to comment. ■



the show room

new products

HANDLING EQUIPMENT

Wood's Powr-Grip® Offers Vacuum Cup for Windshields

A new tool for handling windshields, the LJ6VH hand-held vacuum



cup, has been introduced by Wood's Powr-Grip in Laurel, Mont. The large-volume pump of the hand cup permits quick attachment on both curved and flat glass surfaces, according to the company, and a rigid, vertical handle provides support for

glass positioning, while non-slip grip holds the glass securely at any angle.

In addition, to help reduce unexpected pop-offs, a red-line indicator on the pump warns the user in case of vacuum loss, and a special check valve allows re-pumping without the need to reattach the cup. Lift tabs on the vacuum pad provide instant release, and each cup is supplied with a protective pad cover.

► www.powrgrip.com

MOULDINGS

OETech Offers Range of Mouldings

OETech offers aftermarket, dealer and universal mouldings to meet retailers' needs. The com-



pany has are several hundred SKUs available, most of which are produced in the United States. The company says its aftermarket mouldings have the look, feel and fit of the OEM part with packaging that keeps parts contaminant-free.

► www.oetech.biz

ADD-ONS

Equalizer Adds Rearview Mirror Tool

Equalizer Industries Inc., located in Round Rock, Texas, introduces its spring latch rearview mirror removal tool, designed to aid in releasing hidden spring latches.

The high-impact plastic removal tool compresses the spring so the mirror will slide off of the mirror button, according to the company.

► www.equalizer.com

GLASS INSPECTION SYSTEMS

SynergX Introduces Auto Glass Inspection Systems

Laval, Quebec-based SynergX Technologies Inc. offers a glass-scan inspection system that it says utilizes advanced optics and illumination technology designed specifically for the inspection of auto glass. The system can detect, size and classify a full range of surface and edge defects such as scratches, bubbles, stones, vents, digs, pits, chips and unbonded areas. It also can detect pinholes, trademarks, logos, and other paint work related defects. A complete line of system variations are available for sidelites, backlites, sunroofs and windscreens.

► www.synergx.ca

Correction

In the May-June issue, on page 40, Nick Muratalla's title should have been listed as technician, OC Glasscraft. AGRR magazine regrets the error. ■

REPAIR SYSTEMS

Delta Kits Inc. Launches New Windshield Repair System

Delta Kits Inc. of Eugene, Ore., has launched its EZK-321. This new 3 Series, dual-bridge professional windshield repair system includes several accessories and a time-tested, B-200 flip lever bridge with the exclusive, I-100 stainless steel injector.

The system has several accessories not included with other systems, including the Delta Kits moisture evaporator, heat exchanger, injector centering tool, full-length hood protector, UV shield and the "Slide Hammer." Safety equipment includes a package of 100 nitrile gloves and a pair of safety glasses.

► www.deltakits.com



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Price Points

competitive pricing and stats

2009 Volkswagen Jetta

FOR ITS RECURRING PRICE Points department, AGRR surveyed five major cities in the United States for the windshield replacement on a 2009 Volkswagen Jetta (four-door with a sunshield and rain sensor). As usual, the companies were

told that insurance will not be involved and the customer wishes to pay for the windshield out of pocket.

AGRR also asked shops to break out parts and labor. When available, this is noted below. In some cases, shops were not willing to provide the breakdown—

NAGS Part No. FW03002
3.5 Labor Hours (calculated at \$40 per hour)
NAGS Part Price: \$305.25
NAGS Total: \$445.25

or would only include a portion of it—and this is noted accordingly.

Replacement Rates

Bell, Calif.

	Total Price	Glass Price	Labor	Urethane Kit	Glass % off NAGS*	% off NAGS Total
Shop #1	\$418.94	\$286.00	\$105.00	N/A	-6.3	-5.9
Shop #2	\$279.02	N/A	N/A	N/A	N/A	-37.3
Shop #3	\$232.25	\$120.00	\$80.00	\$20.00	-59.7	-47.8
Shop #4	\$266.58	\$184.58	\$82.00	N/A	-39.5	-40.1
Average**	\$299.20	\$196.86	\$89.00	\$20.00	-35.2	-32.8
Median	\$272.80	\$184.58	\$82.00	N/A	-39.5	-38.7

Meridan, Miss.

	Total Price	Glass Price	Labor	Urethane Kit	Glass % off NAGS	% off NAGS Total
Shop #1	\$500.00	N/A	N/A	N/A	N/A	+13.3
Shop #2	\$297.00	\$197.00	\$100.00	N/A	-35.5	-33.3
Shop #3	\$322.07	\$191.00	\$85.00	\$20.00	-37.4	-27.7
Shop #4	\$263.03	N/A	N/A	N/A	N/A	-40.9
Average	\$345.53	\$194.00	\$92.50	\$20.00	-36.45	-22.15
Median	\$309.54	N/A	N/A	N/A	N/A	-30.5

Milwaukee, Wis.

	Total Price	Glass Price	Labor	Urethane Kit	Glass % off NAGS	% off NAGS Total
Shop #1	\$281.00	N/A	N/A	N/A	N/A	-36.9
Shop #2	\$312.00	\$212.00	\$100	N/A	-30.5	-29.9
Shop #3	\$322.49	\$175.67	\$85.00	\$45.00	-42.5	-27.6
Shop #4	\$362.00	\$222.00	\$110.00	\$30.00	-27.3	-18.7
Average	\$319.37	\$203.22	\$98.33	\$37.50	-33.4	-28.3
Median	\$317.25	\$212.00	\$100.00	N/A	-30.5	-28.3

Newark, Del.

	Total Price	Glass Price	Labor	Urethane Kit	Glass % off NAGS	% off NAGS Total
Shop #1	\$225.00	N/A	N/A	N/A	N/A	-49.5
Shop #2	\$252.00	\$125.00	\$102.00	\$25.00	-59.0	-43.4
Shop #3	\$215.00	\$115.00	\$100.00	N/A	-62.3	-51.7
Shop #4	\$220.00	N/A	N/A	N/A	N/A	-50.6
Average	\$228.00	\$120.00	\$101.00	\$25.00	-60.7	-48.8
Median	\$222.50	N/A	N/A	N/A	N/A	+50.1

Washington, D.C.

	Total Price	Glass Price	Labor	Urethane Kit	Glass % off NAGS	% off NAGS Total
Shop #1	\$382.96	N/A	N/A	N/A	N/A	-14.0
Shop #2	\$369.00	\$207.50	\$136.50	\$25.00	-32.0	-17.0
Shop #3	\$325.00	N/A	N/A	N/A	N/A	-27.0
Shop #4	\$225.00	\$125.00	\$100.00	N/A	-26.0	-49.0
Average	\$325.49	\$166.25	\$118.25	\$25.00	-29.0	-26.8
Median	\$347.00	N/A	N/A	N/A	N/A	-22.0

*Figures calculated based on glass only. ** For columns with N/As included, only the data available was averaged.

	Glass Price	Total Price	Glass-Only % Off NAGS	Percent Off NAGS Total
Nat'l Average	\$180.06	\$303.52	-41.0 %	-39.5 %
Nat'l Median	\$184.58	\$289.00	-31.8 %	-35.1 %



2009 Volkswagen Jetta

For the first time, AGRR also surveyed five cities in the United States for the price of a windshield repair on a 2009 Volkswagen Jetta (four-door with a sunshield and rain sensor). As usual, the companies were told that insurance will not be involved and the customer wishes to pay for the repair out of pocket.

We also advised shops that the damage was a small rock chip on the passenger side of the windshield to ensure we would not be advised the damage was unreparable.

Editor's Note: As we have just launched the repair portion of this section, please let us know if you have thoughts or suggestions on how we can make it better. Please e-mail pstacey@glass.com. ■

Calling All Readers

Is there a car you'd like to see featured in Price Points? Please e-mail pstacey@glass.com.

Repair Rates

Bell, Calif.

	Windshield Repair Price
Shop #1	\$50.00
Shop #2	\$75.00
Shop #3	\$65.00
Shop #4	\$75.00
Average	\$66.25
Median	\$65.00

Newark, Del.

	Windshield Repair Price
Shop #1	\$45.00
Shop #2	\$52.00
Shop #3	\$50.00
Shop #4	\$60.00
Average	\$51.75
Median	\$51.00

Meridan, Miss.

	Windshield Repair Price
Shop #1	\$55.00
Shop #2	\$47.00
Shop #3	\$40.00
Shop #4	\$59.00
Average	\$50.25
Median	\$51.00

Washington, D.C.

	Windshield Repair Price
Shop #1	\$65.00
Shop #2	\$65.00
Shop #3	\$75.00
Shop #4	\$73.00
Average	\$69.50
Median	\$73.00

Milwaukee, Wis.

	Windshield Repair Price
Shop #1	\$59.95
Shop #2	\$65.00
Shop #3	\$125.00
Shop #4	\$60.00
Average	\$77.49
Median	\$62.50

Repair Rates

National Average
\$63.05

National Median
\$60.00

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Is your company looking to add on a new product or service, purchase some new tools, or perhaps diversify in the suppliers you utilize? In the following pages you'll find a useful guide for doing so. On pages 22-23, you'll find contact information for the industry's suppliers, and on pages 24-25, you'll see all of these categorized by the products and services they supply.

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D

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www.glassconservation.org



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GTS

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Guardian Industries

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www.guardian.com

H

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I

IBS Software

P: 816/471-0150
www.ibssoftware.com

Independent Glass Association

P: 315/706-9172
www.iga.org

Induction Innovations Inc.

P: 877/688-9633
www.inductioninnovations.com

InstaEtch - VIN Etching Systems

P: 602/481-9444
www.instaetch.com

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Mainstreet Computers Inc.

P: 800/698-6246
www.mainstreetcomp.com



Mitchell International (NAGS)

9889 Willow Creek Road
San Diego, CA 92131
P: 853/368-7777
F: 858/653-5447
www.mitchell.com
See our ad on page 15.

MyGlassTruck.com

P: 856/863-0900
www.myglasstruck.com

Mygrant Glass

P: 866/956-5084
www.mygrantglass.com

N

National Windshield Repair Association

P: 547/720-7484
www.nwraassn.org

Newborn Caulk Guns

P: 301/604-1500
www.newborncaulkguns.com



Northstar Automotive Glass

1340 N. Mosley
Wichita, KS 67214
P: 888/686-1099
F: 316/263-0415
See our ad on page 19.

NOVUS Auto Glass

P: 800/328-1117
www.novusglass.com

P

Performance Tools

P: 866/448-6657
www.44tools.com



PILKINGTON

Pilkington

3440 Centerpoint Drive
Urbancrest, OH 43123
P: 866/377-3647
F: 614/801-5955
www.epremier.net
See our ad on page C2.

Pipe Knife Co., The

P: 303/232-8788
www.pipeknife.com

Pittsburgh Glass Works

P: 412/995-6500
www.pgwglass.com



Precision Replacement Parts/Sales Office

102 Avenue D, Suite 3
Snohomish, WA 98290-2767
P: 360/282-3988
F: 360/563-0200
www.prp.com
See our ad on page 49.

Pro Source Glass International

P: 978/975-5400
www.prosourceglassintl.com

R



Reid Manufacturing

130 Mason Drive
Coopersville, MI 49404
P: 616/997-0026
F: 616/997-0030
www.reidmfg.com
See our ad on page 37.

Repair of Laminated Auto Glass Standard (ROLAGS) Committee

P: 547/720-7484
www.rolags.com

S

Service Auto Glass

P: 614/210-9541

Saint-Gobain Autover USA Inc.

P: 614/409-1901
www.autover.us



Shat R Proof Corp.

12800 Highway 13, Suite 500
Savage, MN 55378
P: 952/946-0450
F: 952/946-0461
www.shatproof.com
See our ad on page 11.



SIKA Corp.

30800 Stephenson Highway
Madison Heights, MI 48071
P: 248/577-0020
F: 248/577-0810
www.sikaindustry.com
See our ad on pages 24-25.



Sunroof Express/Night Watchman Co.

2696 American Drive
Troy, MI 48083
P: 248/654-4000
F: 248/654-4011
www.sunroofexpress.com
See our ad on page 13.

Superglass Windshield Repair

P: 866/557-7497
www.sgwr.com

T

TVI Wiper Blades

P: 888/884-7278

U

Ultra Bond Inc.

P: 800/398-2663
www.ultrabond.com

Unruh Fab Inc.

P: 316/772-5400
www.unruhfab.com

W



Wood's Powr-Grip Co. Inc.

P.O. Box 368
Laurel, MT 59044
P: 800/548-7341
F: 406/628-8354
www.powrgrip.com
See our ad on page 13.

X

Xinyi Auto Glass (North America) Corp.

P: 905/947-8801
www.xinyiglass.ca

Y

Yih-Tair Industrial Inc.

P: 877/975-5554
www.flexlinemoldings.com

Z

Zeledyne

P: 800/331-2607

Suppliers: Not Listed?

Contact AGRR magazine editor Penny Stacey at pstacey@glass.com to be added to next year's listings.

continued on page 26

Sika - Always Taking the High Road to Safety!

**Only urethane manufacturer 1991-Present to
crash test FMVSS 212/208 without "belted" dummies!**

**1st Hot-Applied
High Viscosity
AGR Adhesive**



**1st with Black
Primerless to Glass**



**1st with Validated &
Published SDAT Chart**



1st VIC Marketing Program
- CE Training Course
- Customer Service Strategy
- Quality Telephone Skills

1996

1995

1992



1991

**Sika Enters the
U.S. AGR Market**

1st V-cut Nozzle



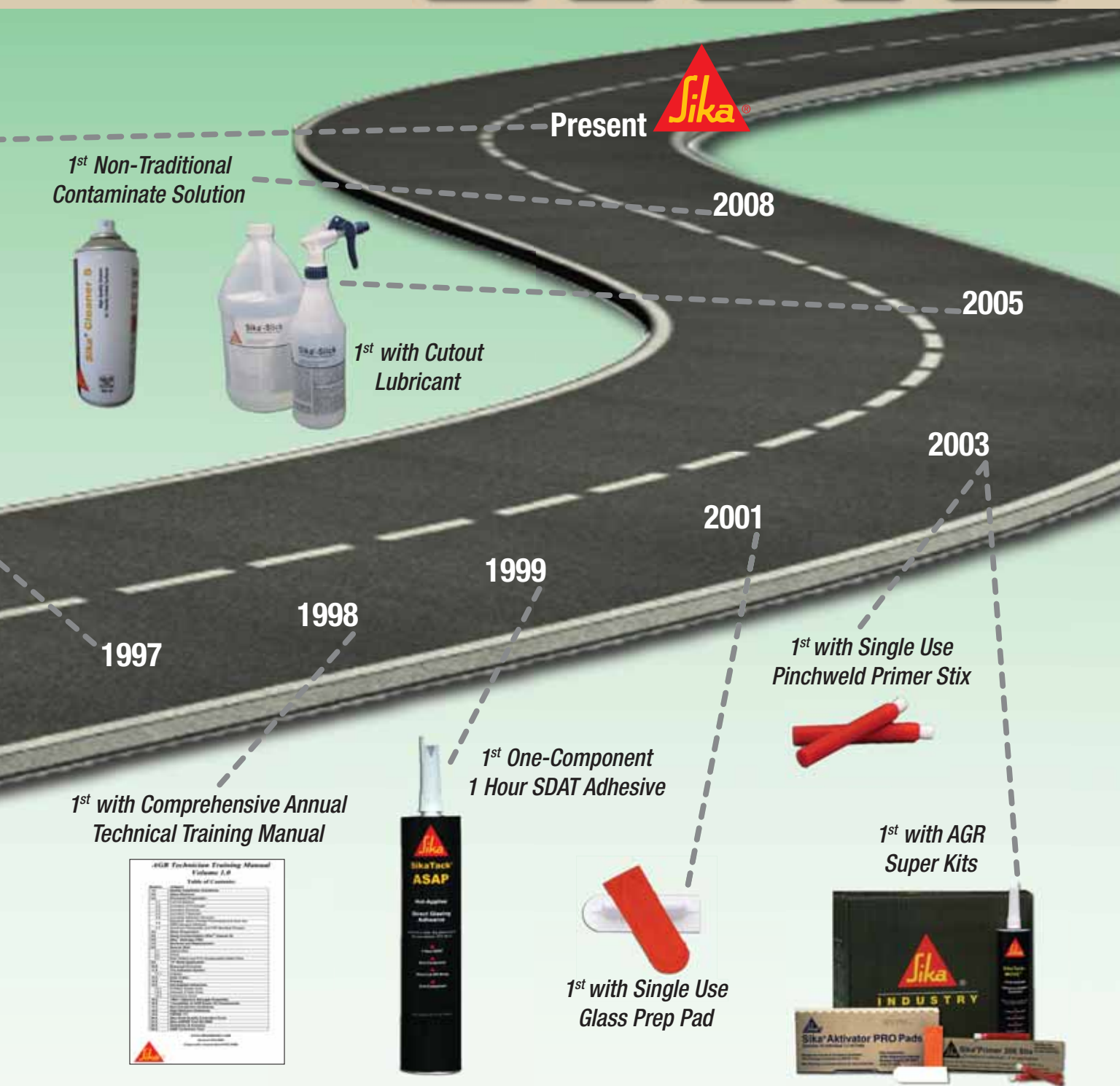
**Largest Technical Sales
Force Dedicated to AGR**



#1 for all the right reasons!

www.noshortcutstosafety.com





With Sika, There is **"No Shortcut to Safety!"**

Since entering the AGR market in 1991, Sika has always taken the **High Road** to safety! Sika continues to provide its customers with the safest, most user friendly, cost effective adhesive system in the AGR Industry. Sika continually strives to set the standard of innovation and leadership that has made us the leader in the AGR Market!

For additional information contact your local Sika Representative, call 1-800-688-7452 or visit www.noshortcutstosafety.com.

The Annual AGRR Buyer's Guide

Continued from page 23

Buyer's Guide by Product Categories and Suppliers

ADHESIVE/SEALANTS

Auto Glass Adhesive Systems

C.R. Laurence Co. Inc.
Dow Automotive
EFTEC Aftermarket
Equalizer Industries Inc.
Mygrant Glass
Pilkington
Shat R Proof Corp.
SIKA Corp.

Sealants, Urethane

BTB Auto Glass and
Body Shop Tools
C.R. Laurence Co. Inc.
Dow Automotive
EFTEC Aftermarket
Mygrant Glass
Pilkington
SIKA Corp.

Tapes, Auto Glass

C.R. Laurence Co. Inc.
Clean Plus Inc./CPI Divisions
Equalizer Industries Inc.
Gold Glass Group
Mygrant Glass
Pilkington

Tapes, Mirror-Mounting

C.R. Laurence Co. Inc.
Pilkington

AUTO GLASS

Bullet-Resistant Pilkington

Distributors

A&I Products
Curved Glass Distributors
Guardian Industries
Mygrant Glass
Northstar Automotive Glass
Pilkington
Pittsburgh Glass Works
Saint-Gobain Autover
Service Auto Glass

Foreign

Curved Glass Distributors
Guardian Industries
Mygrant Glass
Pilkington
Pro Source Glass International
Saint-Gobain Autover
Zeledyne

Franchises

Glass Doctor
NOVUS Auto Glass
Superglass Windshield Repair

Hard-to-Find

A&I Products
Coach Glass
Glass Seekers
Mygrant Glass
Pilkington
Pro Source Glass International
Sunroof Express/
Night Watchman Co.
Zeledyne

Laminated Glass

Guardian Industries
Mygrant Glass
Pilkington
Saint-Gobain Autover
Zeledyne

Mirrors, Rearview

Mygrant Glass
Pilkington

Mirrors, Side-View

Guardian Industries
Mygrant Glass
Pilkington

Rear Sliders, Manual

C.R. Laurence Co. Inc.
Curved Glass Distributors
Guardian Industries
Mygrant Glass
Pilkington
Saint-Gobain Autover
Zeledyne

Rear Sliders, Power

C.R. Laurence Co. Inc.
Curved Glass Distributors
Mygrant Glass
Pilkington
Zeledyne

RV Glass

Coach Glass
Guardian Industries
Pilkington

Sunroofs

C.R. Laurence Co. Inc.
Pilkington
Sunroof Express/
Night Watchman Co.
Zeledyne

T-Tops

Sunroof Express/
Night Watchman Co.

Tempered Parts

Curved Glass Distributors
Mygrant Glass
Pilkington
Pro Source Glass International
Saint-Gobain Autover
Zeledyne

Van Glass

C.R. Laurence Co. Inc.
Curved Glass Distributors
Guardian Industries
Pilkington
Zeledyne

Windshield Manufacturers

A&I Products
Guardian Industries
Pilkington
Pittsburgh Glass Works
Saint-Gobain Autover USA Inc.
Xinyi Auto Glass
(North America) Corp.
Zeledyne

AUTO GLASS- RELATED PRODUCTS

Accessories

AEGIS Tools International
BTB Auto Glass and
Body Shop Tools
C.R. Laurence Co. Inc.
Clean Plus Inc./CPI Divisions
Equalizer Industries Inc.
Gold Glass Group
InstaEtch - VIN Etching Systems
Mygrant Glass
Pilkington
Reid Manufacturing
Shat R Proof Corp.
Sika Corporation

Alarm Systems

InstaEtch - VIN Etching Systems

Automotive Mirror

Guardian Industries
Mygrant Glass
Pilkington
Precision Replacement
Parts/Sales Office

Mastics for Mirrors

C.R. Laurence Co. Inc.
Clean Plus Inc./CPI Divisions

Mouldings

A&I Products

Coach Glass

Creative Extruded Products
Equalizer Industries Inc.
Gold Glass Group
Guardian Industries
Mygrant Glass
Pilkington
Precision Replacement
Parts/Sales Office
Pro Source Glass International
Yih-Tair Industrial Inc.

GLASS HANDLING AND TRANSPORTATION

Glass Handling and Transportation, General

C.R. Laurence Co. Inc.
Clean Plus Inc./CPI Divisions
Glass Doctor
Pilkington
Wood's Powr-Grip Co. Inc.

Glass Hauler Bodies

Unruh Fab Inc.

Handling Equipment

AEGIS Tools International
BTB Auto Glass and
Body Shop Tools
C.R. Laurence Co. Inc.
Pilkington
Pipe Knife Co., The
Unruh Fab Inc.
Wood's Powr-Grip Co. Inc.

Packaging

C.R. Laurence Co. Inc.
Pilkington

Rack Pads

C.R. Laurence Co. Inc.
Equalizer Industries Inc.
Unruh Fab Inc.

Rack Trucks

Unruh Fab Inc.

Racks

C.R. Laurence Co. Inc.
Equalizer Industries Inc.
Mygrant Glass
Pilkington
Pipe Knife Co., The
Unruh Fab Inc.

Storage

C.R. Laurence Co. Inc.
Unruh Fab Inc.

Trucks

Glass Doctor
Unruh Fab Inc.

Readers: Need a Product Not Listed?

Contact AGRR magazine editor Penny Stacey at pstacey@glass.com so we might expand our category selection accordingly in future Buyer's Guides.

Unloaders

Wood's Powr-Grip Co. Inc.

INFORMATION SOURCES

Associations

Glass Doctor

Global Glass

Conservation Alliance

Independent Glass Association

National Windshield

Repair Association

Exhibitions

AGRR Magazine

Information Resources

AGRR Magazine

AGRSS Council Inc.

glassBYTES.com™

Glass Doctor

Labor Management

Davis Instruments

Glass Doctor

Labs, Testing Labs

GlasWeld

Publications

AGRR Magazine

Standards

AGRSS Council Inc.

ROLAGS

Training

Auto Glass Consultants

Delta Kits Inc.

Glass Doctor

Glass Mechanix

GlasWeld

GTS

Ultra Bond Inc.

MACHINERY/EQUIPMENT

Screen Printing Machinery

InstaEtch - VIN Etching Systems

PLASTICS AND ALTERNATIVE GLAZING MATERIALS

Polycarbonate

Pilkington

SOFTWARE

Accounting

Digital Business Controls

eDirectGlass

Glass Doctor

GTS

IBS Software

Mainstreet Computers Inc.

Auto Glass-Related

Digital Business Controls

eDirectGlass

Glass Doctor

GLAXIS

GTS

InstaEtch - VIN Etching Systems

Mainstreet Computers Inc.

Mygrant Glass

EDI

Digital Business Controls

eDirectGlass

GTS

IBS Software

Mainstreet Computers Inc.

Mitchell International (NAGS)

Mygrant Glass

EDI/e-Commerce

Digital Business Controls

eDirectGlass

GLAXIS

GTS

Mainstreet Computers Inc.

Pilkington

Estimating

Digital Business Controls

eDirectGlass

Glass Doctor

GTS

Mainstreet Computers Inc.

Mitchell International (NAGS)

General Business

Digital Business Controls

eDirectGlass

Glass Doctor

GTS

Mainstreet Computers Inc.

Mitchell International (NAGS)

Pilkington

Glass-Cutting

Digital Business Controls

Glass Fabrication-Related

Digital Business Controls

GTS

Optimization

Digital Business Controls

eDirectGlass

InstaEtch - VIN Etching Systems

Point-of-Sale

Digital Business Controls

eDirectGlass

Glass Doctor

GTS

IBS Software

Mainstreet Computers Inc.

Mitchell International (NAGS)

Mygrant Glass

Pricing

Digital Business Controls

eDirectGlass

Glass Doctor

GTS

Mainstreet Computers Inc.

Mitchell International (NAGS)

Quality Control

Digital Business Controls

eDirectGlass

Glass Doctor

Windshield-Cutting

Digital Business Controls

Windshield Repair

Digital Business Controls

eDirectGlass

GTS

IBS Software

Mainstreet Computers Inc.

TOOLS AND SUPPLIES

Caulking Guns

AEGIS Tools International

BTB Auto Glass and

Body Shop Tools

C.R. Laurence Co. Inc.

Clean Plus Inc./CPI Divisions

EFTEC Aftermarket

Equalizer Industries Inc.

Extractor/Crystal Glass

Newborn Caulk Guns

Pilkington

Pipe Knife Co., The

Reid Manufacturing

Cleaner, Glass

AEGIS Tools International

C.R. Laurence Co. Inc.

Clean Plus Inc./CPI Divisions

Dow Automotive

Pilkington

Shat R Proof Corp.

SIKA Corp.

Glass Labeling Products

InstaEtch - VIN Etching Systems

Pilkington

Windshield Removal Tools

A.N. Designs Inc.

AEGIS Tools International

BTB Auto Glass and

Body Shop Tools

C.R. Laurence Co. Inc.

Clean Plus Inc./CPI Divisions

Equalizer Industries Inc.

Extractor/Crystal Glass

Induction Innovations Inc.

Pilkington

Pipe Knife Co., The

Reid Manufacturing

Wood's Powr-Grip Co. Inc.

WINDSHIELD REPAIR PRODUCTS

Burs

AEGIS Tools International

Clean Plus Inc./CPI Divisions

Delta Kits Inc.

Glass Pro Systems

Glass Technology Inc.

Ultra Bond Inc.

Equipment

AEGIS Tools International

C.R. Laurence Co. Inc.

Clean Plus Inc./CPI Divisions

Delta Kits Inc.

Glass Mechanix

Glass Pro Systems

Glass Technology Inc.

GlasWeld

Glazex

InstaEtch - VIN Etching Systems

Liquid Resins International

Shat R Proof Corp.

Superglass Windshield Repair

Ultra Bond Inc.

Wood's Powr-Grip Co. Inc.

Headlight Protection

AEGIS Tools International

Delta Kits Inc.

Glass Technology Inc.

Liquid Resins International

Moisture Removal Tools

AEGIS Tools International

Delta Kits Inc.

Glass Mechanix

Glass Pro Systems

Glass Technology Inc.

GlasWeld

Ultra Bond Inc.

Resins

AEGIS Tools International

BTB Auto Glass and

Body Shop Tools

C.R. Laurence Co. Inc.

Clean Plus Inc./CPI Divisions

Delta Kits Inc.

Equalizer Industries Inc.

Glass Mechanix

Glass Pro Systems

Glass Technology Inc.

GlasWeld

Liquid Resins International

Pilkington

Shat R Proof Corp.

Ultra Bond Inc.

Scratch Removal Systems

AEGIS Tools International

C.R. Laurence Co. Inc.

Equalizer Industries Inc.

Glass Technology Inc.

GlasWeld

Liquid Resins International

Shat R Proof Corp.

Ultra Bond Inc.

UV Curing Lamps

AEGIS Tools International

C.R. Laurence Co. Inc.

Clean Plus Inc./CPI Divisions

Delta Kits Inc.

Equalizer Industries Inc.

Glass Mechanix

Glass Pro Systems

Glass Technology Inc.

GlasWeld

Liquid Resins International

Shat R Proof Corp.

Ultra Bond Inc.

Windshield Repair Systems and Supplies

AEGIS Tools International

BTB Auto Glass and

Body Shop Tools

C.R. Laurence Co. Inc.

Clean Plus Inc./CPI Divisions

Delta Kits Inc.

Equalizer Industries Inc.

Glass Mechanix

Glass Pro Systems

Glass Technology Inc.

GlasWeld

Glazex

Liquid Resins International

Pilkington

Shat R Proof Corp.

Ultra Bond Inc.

Multimedia Marketing Measures

Auto Glass Businesses Remain Focused on Yellow Pages and Internet, According to Recent Survey

by Penny Stacey

Despite the rise of Internet advertising and social media use in recent years, 69 percent of auto glass shops still maintain a presence in the yellow pages, and 54 percent of auto glass businesses see this as the area of advertising in which they spend most. Only 50 percent see it as the most effective method, according to a recent survey conducted by AGRR magazine.

If you've ever been curious about what your competitors are doing, where they're advertising and what types of customer surveys they're doing, you've come to the right place. Numbers also are included on social media—how many companies are using this method, and more.

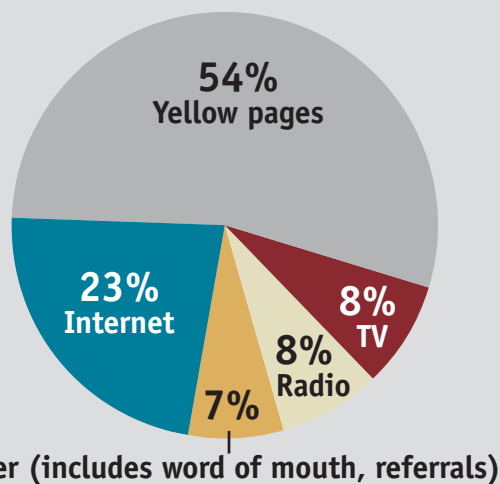
In the following pages, you'll see an overview of the data supplied by auto glass businesses throughout North America in AGRR's first survey on this topic.

We've also included a variety of looks at other technological innovations, including company cell phone policies (see page 32) and the use of Twitter in the auto glass business (see page 29).

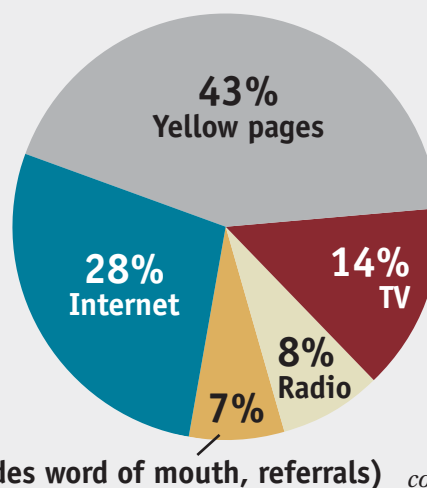
Calling All Readers

Are your uses of advertising in line with the survey? And, what other information would you find helpful in next year's survey? Please e-mail your thoughts to pstacey@glass.com.

Where Do Auto Glass Businesses Spend Their Ad Dollars?



Which Method of Advertising Do Businesses Find Most Effective?



continued on page 30

Tweet, Tweet

Auto Glass Businesses Are All A-twitter

by Penny Stacey and Katie Hodge

In recent months (and even years), many auto glass shops have turned to online social media outlets as a way to market their businesses. And, though Facebook is a popular outlet, many also have turned to tweeting—or the site otherwise known as Twitter.

"You used to look up something on a search engine or in a book in the library, but now it's more people communicating with each other about companies and brands ahead of time," says Todd Overpeck, e-commerce, marketing and public relations manager for Glass Doctor. "And they choose those companies in the back of their minds and, when they are ready to purchase, they want to communicate with you."

Rick Rosar, president of Rapid Glass in Minneapolis, agrees.

"More and more these social communities are actually becoming search engines within themselves. People can go on to Facebook and Twitter and do searches for auto glass and windshield repair and hopefully find you."

Tony Padula, co-owner of A+ Auto Glass in Fort Myers, Fla., says he hopes that tweeting interesting items will keep his potential customers tuned in—and will keep his company in the back of their minds when they need his services.

"You hope that [potential customers are] so used to seeing you that when they're driving down the highway and a rock hits their windshield they immediately pick up their BlackBerry® and look for the guy whose tweets they see everyday," says Padula. "Rather than go into the phonebook or do a search they're going to go to someone they know. They might not know you personally, but they know from seeing you on there that you're informed and a real person."

Rosar hopes to grow name recognition from his company's tweets.

"In a sense it's a form of branding as well," he says. "When we are out there tweeting and responding to tweets people will see our name. You want to be an active participant and an expert in your field."

"People can go on to Facebook and Twitter and do searches for auto glass and windshield repair."

—Rick Rosar, Rapid Glass

Enticing Tweets

Auto glass industry retailers tweet a variety of different items to their customers and potential customers.

Padula, for example, often re-tweets news stories he sees tweeted by AGRR magazine/glassBYTES.com™, but he doesn't stop there.

"If I can find some humorous glass videos I'll tweet those," says Padula.

Like Padula, Rosar tries to keep his tweets informative and interactive.

"We see a lot of automotive stuff out there involving new windows that come up and different techniques and we'll tweet that," he says. "We do a lot of community activities and fundraisers and donations to certain charities and we'll put that out there. We had some Red Cross tweets where we donated 20 cents to every person that re-tweeted us and that was kind of interesting because it allowed us to build our brand and at the same time give back to the community."

Glass Doctor, a national franchise chain based in Waco, Texas, uses Twitter both internally and externally.

"There are two ways that we use Twitter," says Overpeck. "One is for the corporate office, which is more for branding and communication at the national level. The other way is by the franchise owners who are communicating more on the local level and that they might use it for special offers or for special programs that they are doing and their own news announcements."

When marketing directly to customers, he sees a variety of tweets coming from Glass Doctor franchisees.

"They may tweet that they are going to be at a trade show or maybe they are going to be at a county fair and they want to have a special offer or just announce what they are doing."

Rosar warns, however, that over-tweeting also can be a concern—so it's impor-

tant to reach a middle ground.

"If you are putting out a bunch of spam content people are going to unfollow you and not look at you as a thought-provoker in the community, but as spam," he says. "Spam content can range from repetitive identical tweets to constant advertisement tweets. On top of potentially losing an audience, Twitter also can ban accounts that have been reported for spamming their followers."


The Future of Twitter

"It's a hard thing for people to commit to because there is no instant gratification," says Padula. "As businessmen, when we invest money in advertising we are looking for that instant gratification. You place an ad in the yellow pages and the day that book hits the street, you are sitting there staring at the phone waiting for that call."

Rosar recently announced he would begin accepting service requests through his Twitter page.

"I had the idea of doing service requests via Twitter so we would not only engage in the community actively, but if someone wanted to contact us to have their windshield replaced or needed some home or business glass or shower doors they could actually tweet us and we could respond that way to take a service request," he says.

"With Twitter, if you tweet something and you are waiting for the phone to ring, you better have packed a few lunches," adds Padula.

 Penny Stacey and Katie Hodge are the editor and assistant editor, respectively, for AGRR magazine.

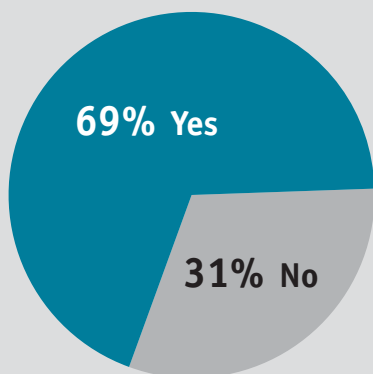
Follow AGRR

Please visit www.twitter.com/agrrmagazine to follow AGRR magazine and be sure to mark your own tweets with our hashtag, #AGRRmag.

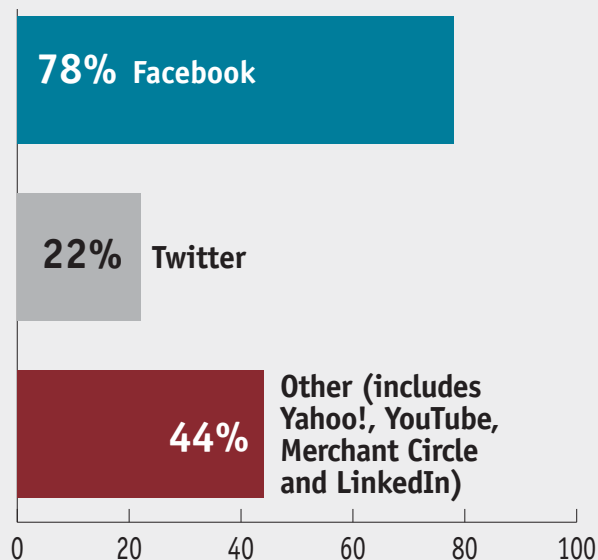
Multimedia Marketing Measures

CONTINUED FROM PAGE 28

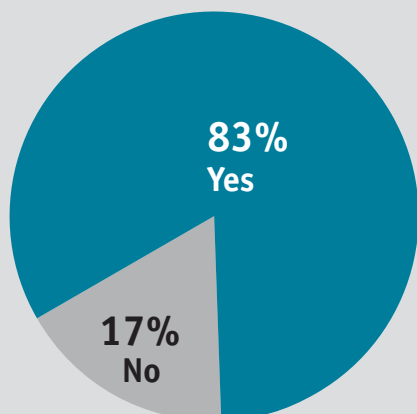
Are Auto Glass Businesses Advertising in the Yellow Pages?



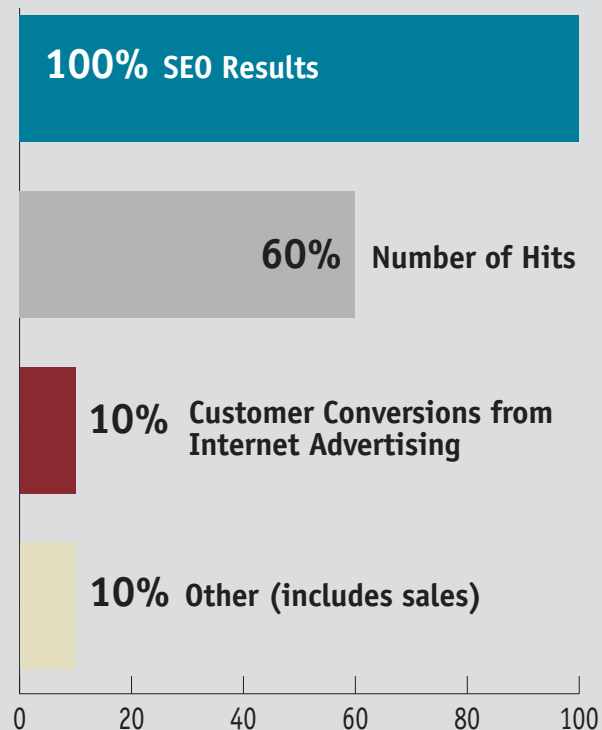
What Social Media Sites Are Companies Using?*



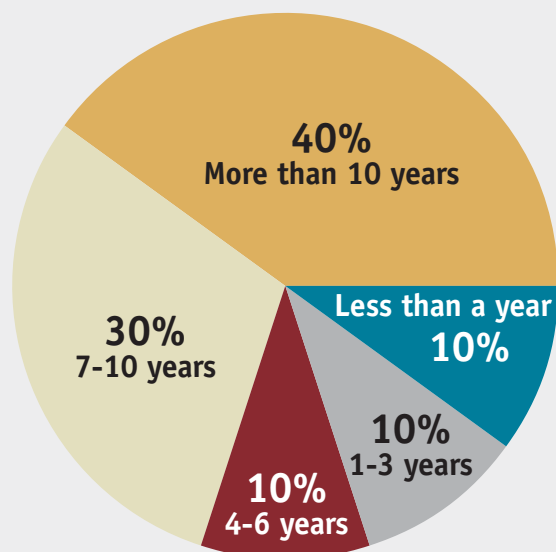
How Many Auto Glass Businesses Maintain Websites?



What Metrics Are Companies Tracking Online?*

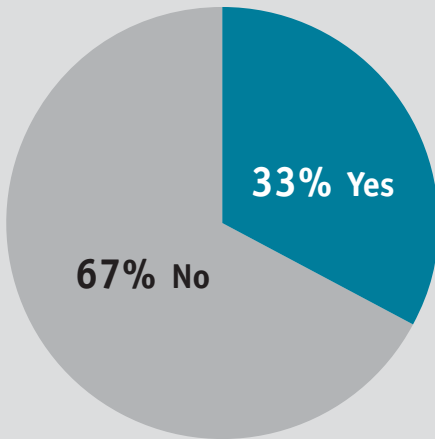


How Long Have Auto Glass Companies Maintained Their Websites?

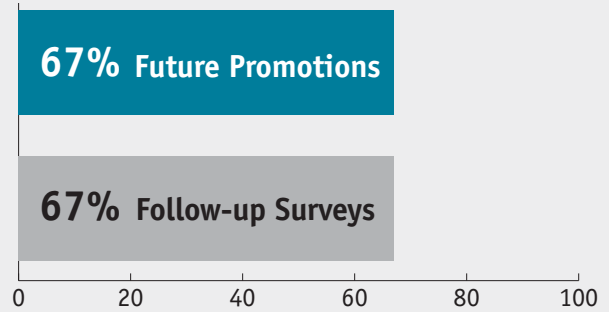


*Total is greater than 100 because participants could check as many items as apply to them.

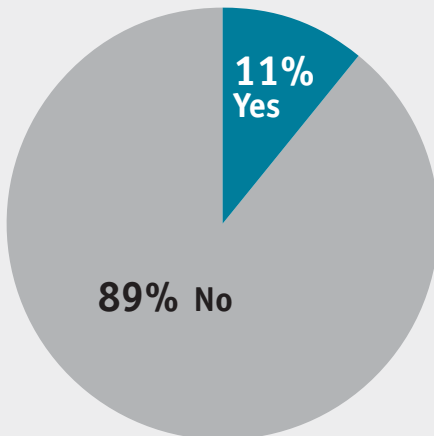
How Many Auto Glass Businesses Offer Online Estimates?



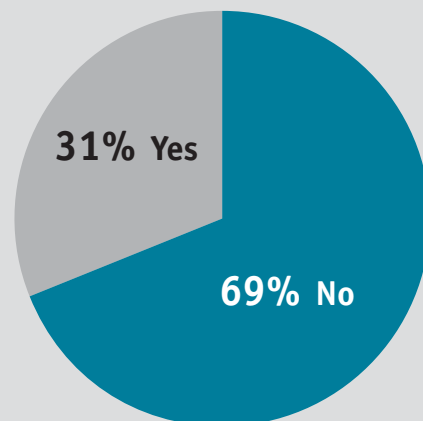
How Are Customers' E-mail Addresses Being Used?*



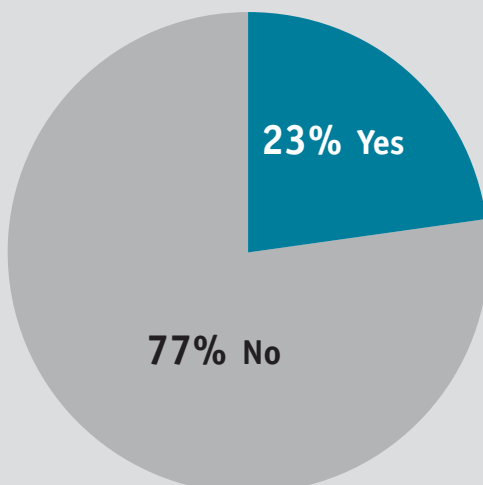
Are Businesses Offering Scheduling Online?



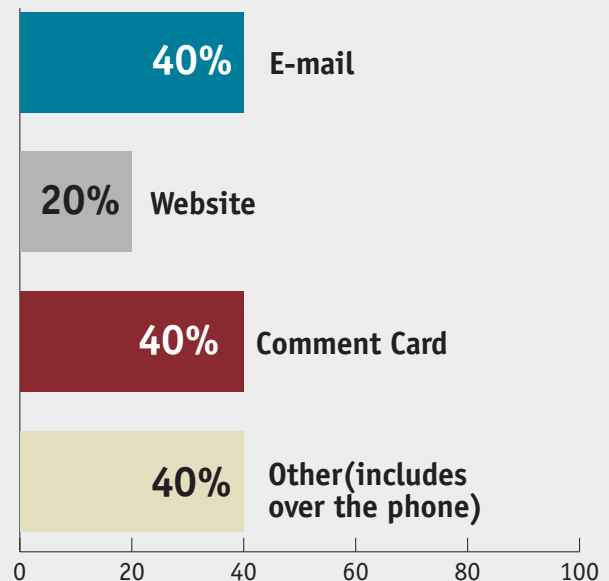
Are Auto Glass Companies Conducting Customer Satisfaction Surveys?



How Many Auto Glass Businesses Collect Customers' E-mail Addresses?



What Methods Are Being Used to Conduct Customer Satisfaction Surveys?*



continued on page 32

Multimedia
arketing
Measures

CONTINUED FROM PAGE 31

Mobile Pros

Experts Suggest Companies Should Utilize Cell Phone Policies

by Penny Stacey

Does your company have a cell phone usage policy for talking and/or texting while driving for mobile technicians? Some experts say this should be considered for any businesses in which cell phones and driving come into play.

"[This is] a big deal because distracted driving is now about the number-one issue as far as vehicle safety," said Jeff Chilcott, senior risk engineering consultant for Zurich North America during a webinar the company recently gave on the topic. "We recognize it's a problem, but we keep doing it."

"I haven't seen one study yet that says driving and being on a cell phone is a great thing."

—Jeff Chilcott, Zurich North America

Chilcott described "distracted driving" as "any activity that takes your eyes off the road and/or takes your minds off the driving task." He pointed to a study by Virginia Tech that showed that driving and texting increases the risk of being in a crash while driving by 23 times, and even just talking on a cell phone increases the risk by four to five times.

"I haven't seen one study yet that says driving and being on a cell phone is a great thing," he chuckled.

Due to concerns about safety and the legal liability this could present to a company that works on a mobile basis, Chilcott suggested companies put policies in place to combat the problem

while on the job—even though these are often difficult to enforce.

"You're better off having a policy in place," he said. "It makes you look like a proactive company ... We can't just say, 'we're going to issue everyone a cell phone and wash our hands of it and not have any responsibility.' We've got to say, 'Okay, I need to be connected but in a smart way.'"

But Chilcott warned many have become accustomed to talking (and texting) while driving and habits are sometimes hard to break.

"Sometimes you have to change people's attitudes or culture a little bit," he said, likening it to the initial seatbelt laws and how difficult it was for some to begin wearing these years ago.

Chilcott gave several examples of various accidents involving cell phone use while on the job, including a \$30 million suit resulting from an accident in which a law firm associate swerved off the road and killed a teenager while talking on a cell phone. In this case, the teen's family had contended that the associate was on her cell phone on work-related business and that "cell phone usage was en-



couraged by her employer."

"Cell phone records are very easy to get a hold of," added Chilcott, pointing out that if an employee was talking on his cell phone during a crash it would be simple to prove.

Chilcott also advised that an employee can be held liable even if the employee is using a personal cell phone while in a company vehicle, or while talking on a company cell phone while in his/her personal vehicle.

"One of the most basic things you can do is just set up a policy," he said. "The stricter you can get, the better."

And these can range from putting a ban on use of all cell phones, or just permitting wireless/hands-free communication, and specifying that they can be used when the vehicle is stopped.

He provided the following as a possible policy that could be adapted to meet a company's particular needs:

"The use of wireless communication devices, such as cell phones, including those equipped with hands-free devices, are not permitted while driving a vehicle on company business. However, these devices may be used when the vehicle is safely parked in a designated area."

But creating a policy is just the beginning, Chilcott said; employees also need to be aware of it.

"Post warnings, and let everyone know what's going on," he said.

Auto Glass Plus in Richmond, Va., is one auto glass business that has implemented a cell phone usage policy. Company president David Cooper says company management made the decision at the beginning of the year to limit the use of personal cell phones and texting

while on the job, and particularly when driving.

"We would rather have our mobile auto glass technicians focus more on the traffic at hand, to and from their scheduled appointments, than to respond to a text message or make a cell phone call," says Cooper. "If a call has to be made in regards to work, then we would rather have the technician make the call with the vehicle in an idle state than en route." ■

Penny Stacey is the editor of AGRR magazine.

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Belron Gets Bigger

Lubner Discusses Entry into China Market, Economy and More

It's not surprising that Belron chief executive officer Gary Lubner is confident his company will continue to grow worldwide. To prove it, he recently purchased one percent of the company's equity from parent company D'Ieteren, for a purchase price of approximately \$20.5 million (16.6 million Euros).

AGRR magazine recently had the chance to conduct a one-on-one exclusive interview with Lubner, along with his right-hand man in the United States, Belron US president and chief executive officer Tom Feeney (see sidebar on page 35). The interviews took place during the company's international Best of Belron competition in Paris.

AGRR: What similarities do you see among all the competitors throughout the world?

Lubner: There are a number of similarities with these guys. First thing is, these 27 technicians have all won their national competitions, so the one similarity is they're all national champions and they're all the best in their countries. Much more than that, these are dedicated guys, they're professional, they're customer-focused and they are passionate about what they do. They are highly, highly technically competent as well as being very customer-focused. And I think from our point of view [the reason] why we're so proud of them is what they've been through to get here today. This is a tough, tough competition and I think it's an amazing thing. There are a lot of similarities. They are world-class. They are all our champions.

AGRR: How has Belron fared in the Chinese market since its recent entry there? Are there any plans to expand this presence?

Lubner: We're very happy with our progress in China. We [recently] announced two further acquisitions, one in Hangzhou and one in Shenzhen. Yes, we are looking to grow our footprint. We now have 200 people employed in China, we have a full Chinese management team, all of

whom [were] at Best of Belron. We're very excited about the Chinese market. It obviously has challenges, but we think that's going to be one of our exciting ones for the future.

AGRR: We've spoken before with you about franchisees in various markets. Are there any markets Belron has pinpointed for future franchisees? Are there any major acquisitions planned that you can comment on?

"There are a number of new geographies that we are looking at, particularly places like Asia and other parts of the world."

—Gary Lubner



Lubner: We're always, yes, we have got and are planning acquisitions, but I'm not going to tell you which ones they are. You know that Belron does many acquisitions. This year, I think in the first five months we've done nine acquisitions already in various countries around the world, including the one that we announced [recently], two acquisitions in China. We are continuing to look for opportunities in all of our markets both in acquisitions, as well as looking for new market entry—whether we're going to do that by franchising, we may do, but we equally are happy to go into a market with 100 percent owned [locations].

AGRR: Is the control of franchisees any more difficult than with corporate-owned stores?

Lubner: The control is not more difficult at all because they aren't our businesses. We just receive a license fee and so it's more the support model. We support franchisees. All of our franchisees are doing extremely well and, in fact, many of them are represented here at Best of Belron. But, in the

continued on page 36

Feeney Discusses Television Campaign, Economy

AGRR magazine also spoke with Tom Feeney, president and chief executive officer of Belron US, during the Best of Belron competition in Paris.

AGRR: What do you think sets apart the U.S. competitor from those throughout the world?

Feeney: These are 27 champions and in their own rights they are equals among equals in terms of their commitment to safety and quality and customer service. When I think about our U.S. technician, Mark Jackson, who happens to be from Columbus, Ohio, we hope he stands out in a couple of critical areas. One is quality, and the approach we take in the four exercises here, and the other is a little bit of a softer experience—and that's around the customer service experience. We think his personality come[s] out in such a positive way. We see him not only in this competitive envi-

ronment, but most importantly we see him everyday talking and dealing with our customers. And we get an awful lot of complimentary letters about him, and we track customer service satisfaction scores of all of our technicians. His [score] is very high, and we know that he distinguishes himself in the real world in dealing with customers. He sets the expectation and follows it up with quality work and backs it up by telling the customer what he just completed. So if I had to say what would distinguish our competitor from the others, it would be a real commitment to the quality followed up by a higher than average customer service experience.

AGRR: How is the revived television ad campaign going? Did you get a good response and how long do you plan to continue that?

Feeney: I wouldn't say it's a revival. Advertising is a form of how we reach customers and it's in our DNA today. It's one element of our communications to customers and how we're going to tell our story. We believe it's the right approach, we like the messages we give, and we wouldn't be doing it if we didn't get a good return on that investment and you should expect to see

us to continue to advertise but in different ways going forward.

AGRR: As for the U.S. economy, are you seeing signs of improvement, and the extreme winter conditions we had in the business in the United States—how did these impact you?

Feeney: First, the weather—bad winter weather is always a friend to the auto glass industry and this year was no exception. It was interesting how it came in—it didn't come in the normal geographical areas you normally see bad weather. It seemed to

"When the economy tanked in 2008, we chose to ignore it and invest in our business, and to take our business in a direction that the economy certainly wouldn't support."

—Tom Feeney



be very concentrated in the Mid-Atlantic areas, so we enjoyed the uplift like I'm sure the rest of the industry did, and it seemed to come later this year so we hope it carries us into the seasonal months of June, July and August as well. With respect to the economy, much like you're reading in the financial papers and seeing on the news, there appears to be some uplift, growing signs of positive car sales, which is always a good sign for our business. It's a good barometer for our business—it signals higher confidence, it signals that there will be more miles driven, gas prices have come down. There are a couple of key economic indicators that are actually favorable to our business and, of course, we plan to take advantage of those as I'm sure others in the industry will. That said, the economy is only one metric to how to run a business, and when the economy tanked in 2008, we chose to ignore it and invest in our business, and to take our business in a direction that the economy certainly wouldn't support. And we've been rewarded for those investments, and we plan to continue to watch the economy but to drive the business in a way that supports the strategy and initiative that we have for our business.

Belron Gets **Bigger** continued from page 35

Belgium Competitor Takes First in Best of Belron; Safelite's Mark Jackson Takes Second

Benoit Deckers of Carglass Belux® in Belgium was named the winner of the 2010 Best of Belron competition in Paris in June. Safelite's Mark Jackson took second place in the competition, and Steffen Taeterow of Carglass Germany took third. The second-place winner received a prize of 5,000 Euros (approximately \$6,000 U.S. dollars) and third place takes home a prize of 3,000 Euros (approximately \$3,600 U.S. dollars).

In addition, the three runners-up in the competition, in no particular order, were Canada's Francisco Jarquin of Lebeau Vitres d'autos®; Davide Tropea of Carglass Italy; and United Kingdom-based Paul Howe of Autoglass®.

"This was a very, very—as ever—tough competition," said company chief executive officer Gary Lubner during the awards ceremony. "The scores were very close. There were over 1,000 points that we had to give out."

There were 27 competitors from around the world competing for the title of Best of Belron, and approximately 1,000 in attendance at the event.

Prior to naming the winners, Lubner applauded all the competitors for their efforts.

"You are all champions. You are all winners. You are national champions and you are among the best fitters and technicians in the world," he said. "Secondly, you represent 12,000 technicians in Belron worldwide. You're 27, but there are 12,000 people like you, and that's a big number."

The competition was based on a windshield installation, repair, sidelite replacement, backlite replacement and communication with the customer throughout each job. In addition, each competing technician must complete a test covering various aspects of the job, including health, safety, working methods and dealing with customers, according to the company.

To qualify for the event, each finalist has had to win his own country competition. Judging is based on a windshield installation, windshield repair, sidelite replacement, and communication with the customer throughout. Each technician also must complete a detailed questionnaire covering every aspect of his job, from health and safety, working methods to customer care.

"You always want to know how good you are and the honor of being named the best at anything is an amazing honor," said U.S. competitor and second-place winner Jackson. "And one of the main things is that it gives you a chance to showcase the skills you use everyday on the job."

Jackson said one of the most challenging parts of the competition was the backglass replacement.

"It's the most rare piece that we do," he said. "Trying to pull a backglass out in one piece—you may only do those once a month, and a windshield—you do 7 or 8 a day."

The event was held at Grande Halle de la Villette in Paris.



U.S. competitor Mark Jackson (above) of Columbus, Ohio, took second place in the international Best of Belron competition in Paris.

end, we would prefer to own those businesses, and, if you look at our track record, Greece and Turkey were our first two franchisees. Both have been acquired in the last three years. Over time, perhaps franchisees become successful and we can acquire them.

AGRR: *We understand you recently purchased one percent of the Belron's holdings for 16.6 million Euros. What made you decide to do this, and do you have plans to purchase further shares?*

Lubner: I had an opportunity and investing in this business, frankly, is a fantastic opportunity. I'm extremely excited about the future and a large part of that future, by the way, is the United States, because our U.S. business is performing beyond expectations. There are significant growth opportunities and so I had the opportunity to invest, which is what I've done. If I get further opportunities, I'm sure I'll be investing more.

AGRR: *Glass quality seems to have become a major issue for technicians in the United States. Are you seeing the same throughout the world, and do you think there's a remedy for this?*

Lubner: I suppose I'm a bit surprised by the question because I don't think that's strictly true, that that's become more of an issue in the United States—technical quality. Technical quality or glass quality has been an issue for as long as I can remember in the United States and in fact from a Safelite point of view we've seen a dramatic improvement. We've invested significantly in our factory in Enfield and in fact the quality of glass generally over the last few years has improved, so if that's the case in the rest of the industry I can't really comment.

In terms of the rest of the world, glass quality's always an issue for us, but frankly we have processes in place which make sure we try and avoid having low-quality glass get to a technician. [We have] quality controls in our whole supply chain, and our distribution centers, and the whole point is to try and catch quality issues before they actually get into the field. It's something we've got to keep looking at, [and] we've got to keep on it at the manufacturers. You know, it's part of our business processes. I don't particularly see this as an increasing trend—it's just something we've got to deal with. ■

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Two's a Party

Industry Associations Meet in Fort Myers, Fla., for Annual Conferences

by Penny Stacey

Several auto glass industry groups came together this May in Fort Myers, Fla., for conferences, meetings and more. Both the Independent Glass Association (IGA) and the National Windshield Repair Association (NWRA) held their annual conferences in conjunction with the Spring Auto Glass Show™ and the National Glass Association's auto glass certification committee held meetings as well.

Inside LYNX Services

The events started with a tour of LYNX Services' call center. The tour was led by Chris Umble, vice president of strategic development, who spoke with attendees about the company's tiered

service model released late last year in conjunction with Allstate.

"It creates value at different levels of the value chain," he said. "For policyholders, the goal is to provide a better experience."

He explained that the idea of the program is to differentiate among shops "favorably on items other than price."

Umble added, "We all know shops are not equal. Some are better than others."

He explained that items on which shops are judged are customer satisfaction, warranty performance and "NAGS part utility versus market/peers." The customer satisfaction index looks at items such as shop efficiency, general satisfaction with the

company and technician, professionalism, workmanship and whether the customer would refer someone else to utilize that shop.

Others on the tour talked about the company's move toward electronic processing, at the request of their insurance clients, and the fact that shops can now enable electronic scheduling. This enables customers to schedule work with a shop from the LYNX portion of certain insurers' websites.

"You're going to have the opportunity not only to receive the work assignment by e-mail, but also for the policyholder to re-schedule the work," explained Paul McFarland, who oversees the company's participant services. "More and more of our clients have deployed services where their policyholders can go online and service a loss."

Insurance Insight

Umble, along with Tony Douglas, affiliate manager for HSG, also answered a number of questions related to glass claims during a panel held as part of the NWRA conference. Topics included falling deductibles, promoting windshield repair and how glass shops can make the claims process



Mitchell International (NAGS) (above) and Sika (at right) were two of the many exhibitors at the Spring Auto Glass Show™. Visit www.agrrmag.com/studio to view the show in a virtual format.





At left: Some of the conference sessions were conducted jointly, including the opening by IGA executive director Mike Russo (left) and NWRA president Mike Boyle (right).

Below: Chris Umble, LYNX Services' vice president of strategic development, led a tour of the company's call center.



run more smoothly.

On the topic of promoting windshield repairs and a growing awareness, Umble said, "Repair is always good. That has been our mantra."

He also pointed out that he sees a growing awareness regarding repair.

"I see change and it may be for the better," he said. "Repairs are no longer the silent side [of the industry]."

Anti-Steering Efforts and Online Basics

"Finding out what the industry thinks are legitimate practices can be a harsh reality," advised Wade Ebert, owner of American Auto Body in Springfield, Ill., during his seminar.

Ebert spoke about insurer steering efforts and combating them, but warned it requires an investment of time.

"You have to have people in place to do your job while you do your second job of taking back your business," said Ebert.

He also encouraged cooperation between the auto glass and auto body industries in exploring issues that impact both.

"Realistically, we have some real parallel industries," he said. "... I think we need to come together or fall hard."

Internet expert Scott Orth offered attendees of both the IGA and NWRA annual conferences a look at the online world and items they should watch when setting up or re-designing their websites.

"Does design matter?" asked Orth. "It's more about layout and ease of use."

And clarity is key. "The real goal is to show customers what you do when they get to the site."

He also suggested that auto glass business owners watch their rankings in various search engines in an effort to compete with industry giants in this area. For example, he advised attendees to search for both "auto glass" and "auto glass repair" in various search engines.

Insurance Contracts

IGA counsel Chuck Lloyd of Livgard and Lloyd offered a session designed to help auto glass businesses learn tips for working with insurers and getting paid what they feel they should be in an insurance transaction.

"The policy is what dictates what the insurance company is going to pay," said Lloyd.

He stressed that obtaining an assignment of proceeds from a policyholder—a form saying they sign their insurance benefits for a particular claim over to your business—is key.

"The policyholder can take what is owed and assign that to you," he said.

Lloyd called the assignment of proceeds a "foundational document."

"It's as important as your invoice," he said.

He suggests obtaining this nearly as soon as you make contact with the customer.

"If you have an assignment, you have the ability to deal with [the insurer]," he said. "In fact, I think they have an obligation to deal with you."

Attendee Reviews

Attendees left both conferences armed with new knowledge, they say.

"I'm really glad I sat through all of [the sessions]," says Jim Short of Klein-Dickert in Madison, Wis. "Scott Orth was good ... Every session was good. I can't think of one that was better than the others."

John Tutt, vice president of auto glass for Club Assist, traveled all the way from New Zealand to attend.

"[I came] primarily to have a look at some of the tools, network with some of the people, understand some of the issues [U.S. businesses are] facing," he said. "We can see how those compare with what we're facing in Australia and New Zealand." ■

Penny Stacey is the editor of AGRR magazine/glassBYTES.com™.

To view an expanded version of this article, visit www.agrrmag.com/sas2010/event.htm.



Ask The Doctor

pros who know

rich@ultrabond.com

The Phantom Warranty

by Richard Campfield

focus on REPAIR

IF YOU OWN AN INDEPENDENT, non-network participant shop like I do, one of the items that your customers hear when talking to network CSRs about their choice to use your shop is the insurance company's national warranty steering script.

In my opinion, there are four insurance/network steering items present in this script:

- the negative innuendo about your business not being an insurance company-approved shop;
- the statement that a shop cannot repair a crack longer than 6 inches;
- the idea that your customer might pay more if he/she uses your shop; and
- the statement that the customer won't receive the insurance company's national warranty.

Inside the Warranty

While this statement often comes up, it should be noted that the aforementioned warranty is non-existent on a repair and repairs make up at least 40 percent of auto glass claims. This statement is only true in zero-deductible states, which means it is false many more times than not. Ninety-five percent of the deductibles in deductible states are more than zero, and the script always asks what state the insured is in so the CSRs know whether the statement applies.

Following are two transcriptions of recorded phone calls between third-party administrator CSRs and consumers. Notice how getting the CSR to admit the warranty doesn't apply is like pulling teeth, and yet the CSR continues to try to steer the work using non-existent warranty lan-

guage, even after the insured has requested my shop. In addition, it seems the CSR also is trying to steer the customer to seek a replacement, even after the insured has requested a repair. (Please note: I have removed the names to protect the guilty and the innocent. The calls have also been shortened for space.)

Call One

Network/Insurance Company (C): Thank you for calling _____. How may I help you?

Insured (I): Hi, I need to see about getting some glass repair done.

C: Okay, and is it just the glass or is there any other damage?

I: Just glass.

C: _____ insurance company has confirmed coverage on the _____. Now, can you describe the location and size of the damage on your windshield?

I: There [are] two chips and one 8-inch crack just about at the windshield wiper.

C: Okay, so _____ recommends that we replace that.

I: I want to get it repaired instead.

C: Um, we wouldn't be able to repair an 8-inch crack.

I: Why not?

C: Um, anything longer than 6 inches is really un-repairable. It won't take.

I: What will happen if they repair it instead of replacing it?

C: Well, you can ask the glass shop. I don't think the repair would take, but you can discuss it with the glass shop if you like.

I: Okay.

C: Are any of the chips in the direct line of vision?

I: No.

C: Okay, do you want me to put it in as a repair?

I: Yes.

C: Okay, since it's a repair, your deductible of \$100 has been waived.

I: Right.

C: And, since your windshield qualifies [for] a repair, _____ has repair specialty shops in your area who provide professional services. With your permission, I can schedule an appointment now with one of them. Will that be okay?

I: No, I want to use Ultra Bond.

C: Ultra Bond? Have you used them before?

I: Yes.

C: Are they in your zip code area?

I: They're in my city area. I mean, it's within the same city.

C: Do you know what the zip code is?

I: _____.

C: Okay.

I: Same city as mine.

C: Alright. And what was the name of the shop again? I'm sorry.

I: Ultra Bond.

C: Ultra Bond, okay. In Grand Junction?

I: Correct.

C: I'd be happy to contact the company you've selected, but would like to inform you the service provider you have chosen is not a _____ program participant. Although you are free to choose any service provider, I must inform you that in choosing a non-participant, your replacement or repair will not be covered under the national warranty offered by _____ program participants. Any warranty to coverage will be to the terms offered by the company you have selected. I cannot confirm the warranty terms offered by

"It seems the CSR also is trying to steer the customer to seek a replacement, even after the insured has requested a repair."

focus on REPAIR

a non-participant. Did you want to continue with Ultra Bond?

I: Yes. Can you tell me what the _____ warranty is on a repair if I were to use a different company?

C: Uh huh, let me just look it up so I can give you the exact information.

C: Windshield repairs are warranted against spreading for the life of the vehicle or the length of the warranty, whichever is shorter. The warranty is limited to the credit toward the purchase of a new windshield installed in the original vehicle. And the applicable deductible for the new windshield is the responsibility of the owner.

I: So, it's basically the same thing. It doesn't matter. I still have to replace it. I still have to pay that deductible. So there really is no warranty.

C: Well, it's just that the warranty by _____ would be under the warranty of the shop.

I: But, there's no warranty by _____, because it's the same deductible for me.

C: The warranty is limited to a credit toward the purchase of a windshield.

I: But my deductible is the same regardless. Okay, that's fine—I get it.

C: Okay, did you want me to continue with Ultra Bond?

I: Yes, I do.

Call Two

In the following scenario, I made the phone call for the insured while on speaker phone with the insured in my shop. I explained the same to the CSR early in the call.

C: Okay, sir, I'd be happy to contact the company you have selected, but would like to inform you that the service provider you have chosen is not a/an

_____ program participant. Although you are free to choose any service provider, I must inform you that in choosing a non-participant, the replacement or repair would not be covered under the national warranty offered by _____ program participants. Any warranty coverage will be to the terms offered by the company you have selected. I cannot comment on the warranty terms offered by a non-participant. May I contact the company you have selected or would you prefer to hear a selection of _____ program participants in your area?

I: Okay. I just want to use this one here.

C: And all I basically stated was that whatever warranty it'd be covered under, it would be under that shop's warranty and not the _____ national warranty.

I: Okay.

C: And when would they be doing that work, sir?

Campfield (RC): Right now.

C: Okay, sir. That's one windshield repair at _____ flat rate. Do you accept pricing?

RC: Yep.

C: Thank you, sir, and may I have your first and last name?

RC: Rich.

C: Thank you, sir, and your last name?

RC: Campfield.

C: Okay, sir, one moment and I will have that dispatch number for you.

RC: Okay.

C: The dispatch number is going to be # _____. Is there anything else I can help either of you with today?

RC: Yeah, under the national warranty for a repair, he has a \$1,000 deductible, so let's say six months from now this

thing cracks or he [isn't] happy with it, under the _____ warranty, what does he get?

C: Okay, sir, any time there is a failed repair, what happens if he went with a participating shop?

RC: Yeah.

C: We would contact that shop and let them know it was a failed repair and his deductible would apply.

RC: So he gets nothing?

C: Well, we can call that shop and see if they are willing to try to fix that repair.

RC: But, if he is not happy with it under this warranty, he doesn't get the \$50 back, and he gets no free windshield and; he gets no reduction off of his deductible? He pays the full price of his deductible.

C: He still is required to pay that deductible any time the windshield is replaced—yes, sir.

RC: Right, so there is nothing for him in this national warranty then?

C: For repairs, usually, not really, sir, but, for replacements, that's a little bit different.

RC: Yes, it is. It is different, so that's why you shouldn't be saying that about repairs.

C: That is still ... I mean, it just pops up and we're required to say that, sir.

RC: I understand totally—that warranty does not apply to a repair. They get no warranty.

RC: What was your name?

C: _____. Thank you, sir.

RC: Bye. ■

Richard Campfield is the founder and president of Ultra Bond Inc. in Grand Junction, Colo. Mr. Campfield's opinions are solely his own and not necessarily those of this magazine.



mike@nwra.org

Repair Round-Up

nwra reports

To Waive or Not to Waive

by Mike Boyle

"State Farm would be seen as an environmental leader—by waiving the policyholder's deductible."

IT'S BEEN ALMOST FIVE YEARS since State Farm's decision to stop waiving the deductible for windshield repair, and, as a National Windshield Repair Association (NWRA) member recently inquired, why?

Company officials have argued that by not waiving the deductible, the company is not backing away from repair, but that it continues to encourage it. Moreover, company officials also have stated that many of its insureds have no deductible for comprehensive claims and therefore the company does end up paying in whole for many windshield repairs.

The Big Picture

These may be valid arguments. However, some see a larger picture: For even if something makes financial sense, does that in and of itself supersede a company's social and environmental responsibility?

While State Farm is a leader in regard to the number of people it insures, the company is missing an enormous opportunity to be an environmentally conscious industry leader.

It is estimated that NWRA/GGCA members have repaired more than 60 million windshields in the past ten years. To date, the association is unaware of any accident as a result of a repair, nor of any safety issues.

And best of all, windshield repair is one of the original "green" processes.

Moreover, by waiving the deductible for windshield repair for its policyholders, State Farm would assist in a possible increase in the number of automotive glass repairs performed annually, allowing State Farm to be in a position to actually lower premiums

for its policyholders (by saving overall costs), while also decreasing liability for its company (by promoting the safe, time-tested process of windshield repair). Best of all, State Farm would be seen as an environmental leader—by encouraging its policyholders to actively seek out repair, whenever possible, by waiving the policyholder's deductible. The NWRA/GGCA stands ready to publicly applaud its efforts as an environmental leader in the automobile insurance industry.

Social Responsibility

Sadly, the recent events that have occurred in the Gulf Coast have reminded us that oftentimes the socially responsible course of action may be ignored in favor of that which will bring greater profit. While being an environmental leader is an oft-lofty goal for many companies, the plain fact is that profits typically drive company decisions, with socially conscious policies coming about as an unintended consequence.

The NWRA/GGCA will take it either way. Bottom line: Windshield repair makes common financial sense—a windshield repair costs much less than windshield replacement. Now, we all know there are instances when windshield damage cannot simply be repaired, but why not be proactive and repair damage as soon as possible? Saving money is a great motivator to many—if a State Farm policyholder notices repairable damage on his or her windshield, he or she is more

likely to get the damage repaired if it is understood that it will be done at no cost to them. State Farm could save money by heeding off unnecessary replacements. And with "bait and switch" schemes and insurance fraud being an ongoing issue, it may also save both State Farm and its policyholders more money than just the cost of the deductible.

But in the end, the whether or not State Farm reverses its policy regarding windshield repair and deductibles, windshield repair technicians must take it upon themselves to be the best at what they do. And the NWRA will stand by its members' sides—continuing to offer educational and networking opportunities to its members in order to help them increase business.

The NWRA will continue to engage in dialogue with State Farm and any other insurance company that elects to not waive the deductible of its policyholders for windshield repair. However, the best education occurs during dialogue with your customers. Remind them of the environmental benefits of windshield repair and that while their insurance company may or may not waive their deductibles that they will save time and money by opting for a repair over a replacement, and that it's good for the environment, too. ■

Mike Boyle is the president of the NWRA. He also serves as president of Glass Mechanix in Bend, Ore. Mr. Boyle's opinions are solely his own and not necessarily those of this magazine.



WGR Reports
repair news

STANDARDS

NWRA Approved by ANSI to Become ROLAGS™ Secretariat

THE NATIONAL WINDSHIELD Repair Association (NWRA) has been approved by the American National Standards Institute (ANSI) as a standards developer and has assumed the role of secretariat for the Repair of Laminated Auto Glass Standard (ROLAGS), effective June 18.

The NWRA's immediate plans include verifying and updating the memberships of those who serve on the ROLAGS Committee and related sub-commit-

tees, and scheduling the group's first meeting under the new oversight, according to a statement from NWRA.

"I think the first thing we need to do is evaluate where we are and where we left off," said ROLAGS vice chair Keith Beveridge of NOVUS Glass during a recent interview with AGRR magazine. "We haven't had a meeting in about a year, so the NWRA Board should talk about direction and where we want to quickly and decisively go,

"I think the first thing we need to do is evaluate where we are and where we left off."
—Keith Beveridge, ROLAGS vice chair

and try to figure out how to move the standard forward."

He added, "The standard is ready to be updated yet again."

NWRA president Mike Boyle of Glass Mechanix advised attendees during a recent ROLAGS Informational Session that one major goal for the standard will be marketing it to customers.

"There hasn't been a lot of traction with our customers and that's one of the things we're going to work on," said Boyle.

The NWRA had joined ANSI as an organizational member in late February and had submitted its application to become an ANSI-accredited standards developer in early-March.

The National Glass Association previously had served as ROLAGS secretariat, but had announced earlier this year that it would be transferring this role.

The two associations developed the original standard together and it was accepted as an ANSI Standard in June 2007.

COMPANY NEWS

Two Windshield Repair Companies Struck by Disasters

Two windshield repair companies have endured disasters in recent months. A Fas-Break store in Billings, Mont., was destroyed by a tornado in June, and a NOVUS Auto Glass shop owner in Sequim, Wash., lost his shop to a fire in early July.

"This is Montana—we don't get tornadoes," said Kevin Massick, owner of the business, in a recent interview with AGRR magazine.

Massick's family was preparing for a barbecue at his home in Billings, about 2 miles from the store location, when he said he began to see dark clouds forming in the sky, followed by hail.

"My brother called me as he was driving to our home and he was going by the Metra, a big civic center and concert hall, and he said, 'the roof is off the metro hall,'" Massick said. Shortly after the storm hit his shop.

Brent Larson, co-owner of the Washington business destroyed by fire, remains upbeat.

"You kind of roll with the punches," he says. "I have a house to go home to, and it didn't spread to the other nearby facilities at all."

Larson's facility, which he was leasing, caught fire on June 24 after he had left for the evening.

"I was working on [an] old car, doing some welding," he says. "I thought it was done and obviously there was a spark that smoldered for two, or two and a half hours."

"The firefighters got there pretty quickly, but it was fully involved," he says. "Another 10-15 minutes later it would have been a whole lot worse."

All of the glass the business had on-hand, along with two vehicles, including a classic 1966 Econoline pick-up truck that was scheduled to be in a car show shortly after the building was destroyed.

Larson also had two customers' vehicles in which he was installing classic windshields in the shop, but both were only smoke damaged.

"I was more worried about the customers' cars than mine," he says.

focus on REPAIR

BRIEFLY ...

NOVUS Glass has a new franchise in the Charlotte, N.C., area. The franchise is owned by Jeff Guinan and Kristy McIntyre, who recently re-located from Long Island, N.Y. ■

industry insiders people in the news

APPOINTMENTS

NOVUS® Glass Promotes Andersen; Also Hires Franchise Development Coordinator



Ted Andersen

NOVUS Franchising Inc. has promoted **Ted Andersen** to vice president, franchise sales and development. Andersen will continue his role of managing the Eastern region while overseeing new franchise sales efforts and the franchise development staff, according to the company.

In addition, NOVUS has hired



Adam Petersen

Adam Petersen to serve as franchise development coordinator. Petersen will coordinate and manage NOVUS franchise leads in this position, and also will assist Jim Olson, director of franchise development, and the company's marketing team in coordinating electronic sales lead process.

Lastly, NOVUS also has re-aligned its reporting structure and senior vice president **Keith Beveridge** now oversees the company's training department and national program administration.

Glass America Hires Online Media Strategist

Glass America has hired **Justin Bradford** as its online media strategist. In this new role, Bradford will further the development of the company's website, and will work to optimize the company's online advertising campaigns.

Bradford will report to Nathan Edwards, vice president of business support, and will be based in the company's regional office in Murfreesboro, Tenn. Bradford previously served as alumni relations and online media coordinator for Cumberland University.

Auto Windscreens Appoints New Pricing and Costing Manager

United Kingdom-based Auto Windscreens has appointed accountant **Wayne Saunt** to the role of pricing and costing manager.

Saunt previously was a financial controller for Lloyds Pharmacy Limited, and in his new role will be responsible for point-of-sale pricing and ensuring that Auto Windscreens remains competitive in the marketplace, according to the company. Saunt also will work closely with the account management teams for the fleet and insurance sectors.



Wayne Saunt

AGC Appoints New President, Senior VPs at AGC North America

Asahi Glass Company Ltd. (AGC) recently named **Marehisa Ishiko** as the new president and chief executive officer of AGC Glass Co. North America (AGNA). He succeeds **Brad Kitterman**.



Kenzo Moriyama

In addition, the company also has appointed the following at AGNA: **Kenzo Moriyama** as executive vice president of strategic planning; **Kazu Sako** as senior vice president and chief financial officer, succeeding **Ryne Van Gorp**; and **Mike Vigna**, vice president, human resources, who succeeds **Lisa Escobar**.

"AGNA's financial performance has been disappointing over an extended period of time – even taking into account the economic downturn," says **Akio Endo**, AGC senior executive vice president and president of AGC Glass Co., which oversees all of the AGC's glass businesses worldwide. "AGC is a world leader in glass production, and we are determined to be a leader in North America. We are fully committed to this end, and will leverage our global resources to achieve the full potential of our businesses here. The assignment of these proven and talented executives is, in itself, a strong statement of our commitment."



Mike Vigna

Ishiko joins AGNA from AGC Japan, where he served as president of AGC Glass Co. for the Japan/Asia Pacific region. Moriyama most recently served as general manager of planning and strategy for AGC Glass Co. Japan/Asia Pacific. Sako most recently served in a dual role in AGC's finance and control office, where he headed up the finance area and also led the planning and coordination for that office. Vigna most recently worked with AGC America (AGNA's parent company) as North American regional vice president of human resources. He now also will be responsible for all human resources for AGNA and its subsidiaries.



Marehisa Ishiko



Kazu Sako

CodeBlue™ Hires New Chief Operating Officer

CodeBlue has hired **Gary Bonneau** as its new chief operating officer. In this role, Bonneau will oversee the company's new office located in Springfield, Ohio.

Bonneau comes to CodeBlue from Ameriprise Auto and Home Insurance, where he has spent the past five years, most recently serving as director of claims operations.

CodeBlue LLC is a wholly owned division of Insurance Claims Management Inc. ■



on the road

calendar of events

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Contact: Visit www.automechanika.messe-frankfurt.com.

October 11-12, 2010

Fifth Annual Walt Gorman

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Sponsored by the National Windshield Repair Association and AGRR magazine.

Las Vegas, Nev.

Mandalay Bay Convention Center.

Contact: AGRR magazine at 540/720-5584, or visit www.agrrmag.com/repairolympics.

October 10-13, 2010

NACE Expo

Sponsored by the Automotive

Service Association (ASA).

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Contact: Show organizers at 972/536-6324 or visit www.naceexpo.com.

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Contact: AGRSS Council Inc. at 630/942-6597 or visit www.agrss.com.

November 2-5, 2010

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Sponsored by the Specialty Equipment Market Association (SEMA).

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11	Shat R Proof Corp.	800/728-1817	952/946-0461	www.shatproof.com
24-25	SIKA Corp.	800/688-7452	248/577-0810	www.sikaindustry.com
13	Sunroof Express/Night Watchman Co.	800/322-8867	586/498-2301	www.nightwatchman.net
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Avocations

life beyond the auto glass business

Put on Your **Dancing** Shoes—and Shag

Mike Paley, Freedom Glass

IF SOMEONE HAD TOLD FREEDOM Glass owner Mike Paley that he would be dancing someday, he would not have believed them.

When the former football and rugby player was first invited to take lessons to learn to shag—a type of swing dance that originated in Myrtle Beach, S.C.—in October 2008, he adamantly refused.

“My friend Cathy was persistent,” he recalled. She advised him lessons were free and assured him it would be fun, but Paley repeatedly gave her a firm “no.”

Meanwhile, though, work in his small, Richmond, Va.-based business kept piling up. “My life was dedicated to work,” he recalls. “I needed a break.”

In March 2009, Paley began the free beginner courses offered at the Richmond Shag Club.

“I stumbled my way through the first month,” he said. “I had never danced before and have a bad knee. I was worried the dance movements would be too much.”

After attending one class, his worries were put to rest. Upon completion of the beginner lessons, he joined the club and continued classes at the intermediate level. Classes met Tuesday and Thursday night, but the end of class did not mean Paley was done dancing for the night.

“After the lessons, I would come home, close the blinds and practice my dance steps,” he said.

Today, Paley continues to attend regular meetings, along with about 100 other local shaggers.

“It gives me a chance to get my mind off of the glass industry,” he said.

Besides allowing him to separate himself from work, Paley finds other benefits in shag dancing. “I find it to be



Freedom Glass owner Mike Paley shags with his dance partner at the Richmond Shag Club.

FAST FACTS**Name:** Mike Paley**Day Job:** Owner, Freedom Glass**Location:** Richmond, Va.**Alter Ego:** Shag Dancer

good exercise,” he says.

He’s also found another benefit—getting to know others through the club.

“Most shaggers are very social. If you walk into a shag club, and if you have any interest in learning, anyone there will take the time and effort to teach you,” he said.

It’s also a very relaxed environment, he says.

“At the shag club, there is an understanding you can dance with anyone,” he said. “You can go with a date and still dance with anyone you like. There is an understanding that everyone there just wants to have fun and dance.”

Although Paley has been dancing shag for more than a year, he is still

considered a newbie to some shaggers.

“My primary dance partner has been dancing for 11 years and some members have been dancing for about 25 years,” he says.

This past September, Paley attended a shagging event called “Migration,” held twice a year in Myrtle Beach, S.C., where the dance was born. The 10-day event is filled with both social and competitive dancing. And though Paley has not participated in any shag competitions, he has not ruled out the possibility.

“I can see myself in the future doing a competition,” he says.

In 2009, Paley, 51, was voted “Most Improved Male Dancer.”

Paley founded Freedom Glass in 2004. Previously, he was a service manager for an automotive firm. ■



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