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The Only Magazine Devoted Exclusively to the Auto Glass Industry

January/February 2011 Volume 13 • Issue 1

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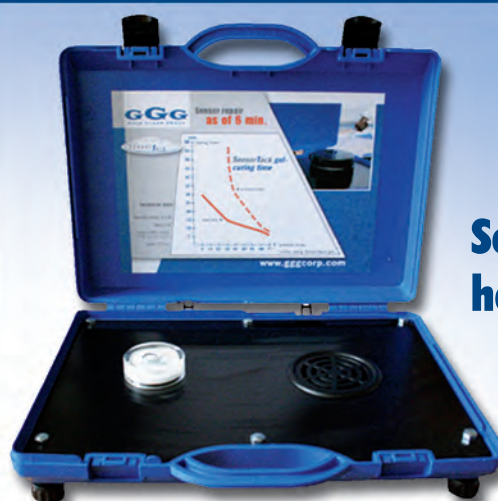
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AGRR®

The Only Magazine Devoted Exclusively to the Auto Glass Industry

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Many in the industry came together this past October to stand up for safety during the annual International Auto Glass Safety (AGRSS) Conference. See what you missed on page 30.



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Learn more about what windshield repair technician Randy Olson, winner of the 2010 Walt Gorman Memorial Windshield Repair Olympics, brought to the competition, resulting in a winning combination.

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Field of Vision from the editor

Technical Times

by Penny Stacey

ONE OF MY FAVORITE Christmas ornaments of all-time is not particularly sentimental, but is just a little fascinating in today's time. It's a little, plastic figurine dated "1990" that probably only cost a dollar, but it depicts Santa Claus working on www.santa.com and talking on a cell phone. At the time I received it, it really wasn't all that special to me, but each year as I pull it out to decorate the tree, I chuckle a little more about how quickly times are changing. My aunt actually gave me the ornament, and I'm sure at the time it was nothing more to her than something cute to adorn a package.

Fast-forward 20 years, and in

today's times most of us carry not only cell phones, but rather "smartphones," equipped with everything from cameras to the Internet to an endless variety of apps. While many of these are fun (and I'm sure many of us are addicted to things like Angry Birds and other entertaining apps), these devices also have changed our business endlessly as well.

One reader recently told me that he utilizes his iPhone on the job daily and he uses the simple notes application to track all the quotes he gives out, schedules appointments on the built-in calendar and takes photos of any corrosion or other issues using the camera function. And what about getting to jobs? Simple—many phones, including both the iPhone and Droid, have Google™ Maps readily available. There's even an app called "VIN" that will provide you the make and model of any vehicle and the country in which it was built. I can

hardly believe all of the information we now have at our fingertips.

As of this issue, you'll see something new popping out in AGRR™—2D bar codes that offer readers and viewers immediate access to additional information about a product or service.

In order to utilize the codes seen in AGRR editorial, visit www.gettag.mobi on your smartphone to download the appropriate tag reader (free of charge). (If you're an iPhone user like myself, you can also search for "Tag Reader" in the app store and down-

load it at no cost there as well.) Then, simply open the app, point it at any tag, and you'll im-

mediately be taken to enhanced on-line content.

Another type of code can be seen in the GlassBot ad on page 12. Simply download any QR code reader, such as Redlaser or ScanLife, to view it.

(Many of you may also want to start considering use of these tags in your Yellow Page and newspaper ads. Scan the tag above for a short tutorial created for AGRR's sister publication, USGlass.)

We're seeing new and innovative technological updates in the industry everyday (*see related story on page 40*), and I look forward to hearing about some of your favorite applications, ideas for using smartphones on the job and more. Please e-mail me at pstacey@glass.com.

Happy New Year! ■

Penny Stacey is the editor of AGRR magazine.



Scan the Microsoft Tag at right to view a video about how the tags work. (Download the free mobile app at <http://gettag.mobi>.)



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Make Waves, Baby!

by Carl Tompkins

A CONDITION THAT I SEE IN most all businesses is what I've come to call "complacency with the given" (CWTG). This condition causes companies to suffer poor business results, and these organizations must realize two important facts. The first is that most businesses fail to realize that they've contracted this terrible condition and, the second is that it's important to understand how to rid your business of this condition in order to get back on the track to profitable growth.

CWTG is defined as "the mindset, thinking and attitude that the way things are is the way they will stay, and that it's only within this given state that the business will operate."

A Bad Condition

Not one person in business wants this condition to exist within his/her organization. I've heard management raise their voices and watched them shake their fingers at unacceptable results much the same way an obese person acts while in front of the mirror. And, just as an overweight person claims to be committed to losing weight, the company wants to improve its business—but neither happens. The overweight person changes no activities, thinking that he/she is just "big-boned;" likewise, the company continues to bellyache, doing everything the same way, blaming its misfortunes on a bad economy.

Even worse than this particular case of CWTG is the scenario in which the company and obese person think and operate under the impression that everything is fine. They work under the "it is what it is" mindset, and neither

voices are raised nor fingers pointed. Neither party has a clue of how things could be. What makes this second degree of CWTG worse than the opening first degree of CWTG is that there is no recognition of the opportunity for improvement, creating a lack of motivation to change.

The Remedy

So what's the remedy for CWTG? There's no set one, but following are a few possible prescription "pills" you might consider.

Pill #1: Believe and demonstrate the attitude that you can and should grow revenue and profit every year. This keeps the organization in the right

taining goals. Effective goal-setting is a great way to take charge and keep advancing. This avoids the doom of simply floating down the river, letting the current dictate how fast you reach the falls. Make waves, baby!

Pill #3: Implement new activities or modify existing activities that will enable goal attainment. Setting goals with out proper activity support is a waste of time and effort. You must learn what activities are required and then put them into action in an effective manner. Be reminded—if there is no change in activity there will be no change in results.

Discipline Equals Completion

Lastly, you must be disciplined toward the completion of taking your prescription. At best, most companies start good things, but never finish them, causing them to do what the

obese person does: standing in front of the mirror and shaking his/her finger at who really is to blame. As stark of a comment as this may be, it's the truth—and I would much rather associate with fit people and wealthy companies that may have had their feelings hurt along the way. One thing you can count on 100 percent of the time is how the pain of getting to a tough destination becomes meaningless once you arrive to enjoy the benefits of a job well done. ■

Carl Tompkins is the global marketing resources 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.

"Just as an overweight person claims to be committed to losing weight, the company wants to improve its business—but neither happens."

frame of mind to investigate ways to improve constantly, avoiding complacency and excuse. And, don't forget to look both inside and outside your organization when doing your homework.

Pill #2: Establish S.M.A.R.T. goals aimed to overcome hurdles and meet growth objectives. Turn your investigations into new goals that are *specific, measureable, agreeable, realistic* and *time-bound* so that everyone in the organization has a new destination for which to strive. Note that there will always be hurdles, problems or difficulties, but all hurdles can be jumped successfully; do so without excuse. Also, make sure everyone involved is on board and held accountable for at-

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Windshield Bullies: Just Who Are They?

by Alan Epley

WITHOUT QUESTION, WE all work in an auto glass repair and replacement industry that is subject to adversity and just recently became an industry subjected to name calling. The matter to which I refer is the phrase “windshield bullies”—a reference to those individuals that are directly engaged in the marketing of windshield repair and replacement services at places such as car washes, convenience stores and gas stations (*see related story on page 22*). Before I proceed, let me say unequivocally that I do not condone insurance fraud, by shops, policyholders, insurers or anyone—period. And I believe that any party that is convicted of insurance fraud must be punished to the fullest extent of the law.

Definitions, Please?

But just what is the definition of a “windshield bully?” Is it a name that only pertains to any person who engages in the direct marketing of windshield repair and replacement at car washes, convenient stores, gas stations, etc.? In order to make certain that I understand this correctly, does this name apply to any legitimate company engaged in the practice that may be applying high-pressure sales tactics but is not committing fraud? The real question is: is the windshield in question actually in need of repair or replacement? But in a recent article written about the subject, one company was quoted as saying, “they use aggressive—and in some cases fraudulent—tactics to solicit vehicle glass claims ...” This leads me to conclude that this company be-

lieves that these folks should be labeled “bullies” whether they are committing fraud or not. Respectfully, I disagree.

Therefore, it is worthy to expand this discussion by examining whether the name “bully” can be applied elsewhere in the industry. Are there other operators in the industry who use high-pressure tactics to achieve desired results? Do they use tactics that may not be fraudulent but rather “questionable?” What

“Does the name windshield bully only pertain to a person who engages in the direct marketing of windshield repair and replacement at car washes, convenient stores, gas stations, etc.?”

brought about these so-called bullies in the first place, and why is the direct marketing of windshield repair and replacement increasing in popularity?

How about if we begin by scrutinizing the operations of the third-party administrators (TPAs)? Is it possible that the companies engaging in direct marketing are trying to secure customers before policyholders report the claim through a process that is designed to steer as many claims as possible to shops owned by the TPAs or preferred by insurers? Does direct marketing of these services enable legitimate shops to service insurance claims without having the telephone hung up on them? Does direct marketing of these services enable legitimate shops to secure business that would otherwise be steered away on the basis of sales pitches of national warranties or

warnings that the policyholder may incur out-of-pocket costs? Does direct marketing of these services ensure that state and local municipalities are receiving the proper sales taxes that are represented on the actual invoice amount charged by the service providers?

Breeding Windshield Bullies

You get the point. In actuality, the existing claims reporting process breeds windshield bullies and, if you were to dissect the numbers, you would find more windshield bullies in the TPA call centers than in the field.

I would like to thank Bob Sullivan of MSNBC.com for introducing the term “windshield bullies” to the auto glass industry. The Independent Glass Association has reached out to Mr. Sullivan in an effort to inform

him that the term can be applied to others within the industry applying so-called bullying tactics to sell services. Any TPA that raises the issue of direct marketing should examine its internal practices, as these practices are primarily responsible for the direct marketing taking place in the field. The production of a brochure to warn the industry about this problem by a company using comparable methods to secure business is the height of hypocrisy. Isn't there an old phrase that applies here? Something about the pot calling the kettle black? ■

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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COMPANY NEWS

Carlite Business Sold to Central Glass Co. Ltd.

JAPAN-BASED CENTRAL GLASS Co. Ltd. and Zeledyne LLC have signed a definitive agreement for “the proposed purchase of certain assets owned by Zeledyne LLC.” Among the assets included in the proposed sale are Zeledyne’s Nashville, Tenn., plant, which manufactures auto glass for both the OE and aftermarket segments; and the Carlite aftermarket replacement glass business, according to statements from both companies.

According to the announcement, the two companies expect the sale to close early this year. Terms of the deal have not been disclosed.

“With the signing of these agreements, Zeledyne and Central Glass begin the final phase of negotiations on details associated with the proposed sale,” wrote Zeledyne in its January 2011 statement. “No timetable

has been announced for these confidential negotiations.”

Zeledyne spokesperson Della Dipietro advised the agreement to sell came as a result of the continued downturn in the economy.

“Despite aggressive cost-cutting and operational improvements Zeledyne has been unable to achieve its performance objectives, in part due to the severe economic downturn,” Dipietro told **AGRR™** magazine.

The company’s operations in Tulsa, Okla., and Juarez, Mexico, along with its Allen Park, Mich., headquarters were not included in the announcement.

As the sale has not yet been completed, for now it’s business as usual at Zeledyne.

“There’s no immediate impact,” said Dipietro.

Central Glass owns Central Saint-

Gobain Ltd., Japan Tempered and Laminated Glass and Carlex Glass Co., among several other subsidiaries. The Nashville facility would be Central Glass’s second in Tennessee, as Carlex is based in Vonore, Tenn.—just under 200 miles away from Nashville.

Likewise, Carlex, which manufactures OE windshields, sidelites, backlites and sunroofs, shares similar roots with Zeledyne. Carlex was originally founded as a joint venture between Central Glass and the Ford Glass Division, before Central Glass gained 100 percent ownership, according to information from Carlex. Similarly, Zeledyne was formed in 2008 and purchased Ford’s Automotive Components Holdings (ACH) glass business, along with its Nashville and Tulsa plants, its Vidriocar subsidiary in Juarez, a warehouse in Lebanon, Tenn., and the Allen Park offices.

Central Glass officials declined to comment, deferring all media inquiries to Dipietro.

JN Phillips Launches GreenShieldSM Windshield Recycling Program

JN Phillips Auto Glass has launched a program by which company officials say it will recycle 100 percent of the windshields it replaces. Through the program, which the company is calling “GreenShield,” the Woburn, Mass.-based chain collects all of the used windshields from its multiple locations at a central facility. The windshields are then bulk-shipped to a recycling facility in the Midwest that has developed

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Glass Doctor Parent Dwyer Group Inc. to be Acquired by TZP Capital Partners

The Dwyer Group Inc., the Waco, Texas-based parent company of the Glass Doctor franchisor, has entered into a definitive agreement to be acquired by an investor group led by TZP Capital Partners I L.P., a private equity fund based in New York. At press time, the \$150 million deal was expected to close by the end of this year, according to Dwyer.

Mark Dawson, president of the Glass Doctor, told **AGRR** magazine that the new partnership will allow the Glass Doctor franchise to expand further in the United States and Canada and hinted at further expansion opportunities for the Dwyer Group as a whole.

“This will allow us to look at other businesses [in the home services segment] that complement us,” says Dawson, adding that TZP was an attractive partner as it has a great deal of experience with franchises.

“They bring a lot of expertise to our company and have a lot of experience in franchising,” he says. “Anytime you bring in a private equity company they bring in a lot of expertise.”

Dawson adds that he expects a smooth transition.

“The good thing about TZP is they are committed to keeping key management in place,” he says. “I will remain as president of Glass Doctor. We see no changes personnel-wise—if anything we see it growing. We’re very excited about it.”



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a process for pulverizing laminated auto glass and separating the glass from the PVB.

Upon final processing, the PVB plastic will be able to be used in various industrial adhesive applications and the processed glass material—often called “glass cullet”—will be available for use in numerous applications.

“GreenShield is our commitment to the environment. And while it requires some extra effort and care, we believe it’s worth the investment,” says JN Phillips president Bob Rosenfield. “Customers have been asking about windshield recycling for some time and we are very pleased to be able to offer a solution. It’s the right thing to do for the environment and our business. We are pleased by the initial reception from the insurance industry and look forward to working

with others in the windshield replacement process to help keep as much glass and plastic as possible out of landfills.”

The company began researching the process two years ago and, based on its average annual replacement volume, anticipates the GreenShield program will save approximately five million pounds of glass and plastic from landfills each year.

SAFETY NEWS

Service AutoGlass Employee Ejected from Vehicle

A 27-year-old delivery person for the Service AutoGlass distribution facility in Aurora, Colo., was ejected from a company vehicle during a collision in October, according to the

Colorado State Patrol.

Trooper Nate Reid advised AGRR magazine that Edward Humphrey of Arvada, Colo., was traveling northbound on I-25 near Loveland, Colo., on October 19 when traffic slowed for a work zone. According to Reid, Humphrey’s vehicle then rear-ended a Honda traveling in front of his vehicle, which forced the Honda into a third vehicle, a tractor-trailer.

“It created an accordion effect,” said Reid. “[Humphrey’s vehicle] continued northbound into the median and came to rest against a cable.”

Reid advised Humphrey was not wearing his seatbelt and was ejected from the 2006 Mitsubishi FE85D. According to the police report, Humphrey was ejected from the vehi-

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cle and "trapped under [his vehicle]." Humphrey was charged with "careless driving [that] caused bodily injury."

While Reid did not have further details available about how Humphrey was ejected, a representative of the tow

company that removed the vehicle from the accident scene says the windshield had separated from the vehicle in one piece when it was recovered.

"It had the rubber seal around it, but the glass was completely out," said a

representative of Johnson's Corner Service Center who identified himself as Tanner but declined to provide his last name. The Loveland, Colo.-based company towed the vehicle from the October 19 accident.

He added, "I think [the accident victim] pushed the whole windshield out. We picked it up as a solid piece of glass."

The vehicle Humphrey was driving is owned by Elite Auto Glass, a Safelite company, according to the official police report. Humphrey was taken to the Medical Center of the Rockies with serious injuries, and, according to Safelite spokesperson Melina Metzger, he has since been released.

Auto Glass Manufacturer Fined \$50,000 for OSHA Violation, Injured Worker, at Ontario Plant

Pilkington Glass of Canada Ltd. in Toronto was fined \$50,000 in November 2010 for a March 2009 incident that violated the Occupational Health and Safety Act and injured a worker, according to information from the Ontario Ministry of Labor (OML).

According to the OML, a worker was inspecting windshields on a conveyor belt at the company's manufacturing plant in Collingwood, Ontario, on March 23, 2009, when he dropped a roll of stickers under the conveyor belt and reached to pick them up.

"The worker's hand was caught and injured between parts of the conveyor and a damaged guard," writes the OML.

An OML investigation following the incident found that the guard was damaged and did not prevent access to the moving parts of the conveyor, according to the recently released report, and Pilkington of Canada pleaded guilty "to failing to replace or repair the damaged guard."

At press time, company officials had not responded to requests for comment. ■

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And when you go mobile with the new GlassMate Mobile¹ app, you're getting your glasswork done on the move – looking up parts and pricing information, accessing your scheduled work orders, and viewing work order details (such as vehicle location, parts information, and custom notes) right from your smartphone!

LEARN MORE AND GET STARTED. VISIT GLASS.MITCHELL.COM

Order now and receive FREE² Electronic Invoicing (EDI) for one month – save on each invoice you process! Call 800-551-4012 Option 1 or visit Glass.Mitchell.com.

¹GlassMate Mobile is available to GlassMate customers only.

²New customers only. This offer does not pertain to transaction fees associated with GLAXIS enrollment. This offer is valid for one time use and may not be combined with any other offer or promotion and not be redeemed for cash. Offer expires April 30, 2011.

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Resource Central

A

A&I Products

1020 22nd Avenue
Rock Valley, IA 51247
712/476-4132 (P)
712/476-4236 (F)



A.N. Designs Inc.

111 Putter Lane
Torrington, CT 06790-4632
866/482-2921 (P)
866/482-8585 (F)
www.ultrawiztools.com
See our ad on page 9.



AEGIS Tools International

P.O. Box 259688
Madison, WI 53725
608/274-9254 (P)
608/274-9395 (F)
www.aegistools.com
See our ad on page 46.



AGRR™ magazine/glassBYTES.com™

385 Garrisonville Road, Suite 116
Stafford, VA 22554
540/720-5584 (P)
540/720-5687 (F)
www.agrrmag.com
www.glassBYTES.com



Auto Glass Replacement Safety Standards (AGRSS) Council

800 Roosevelt Road
Bldg. C, Suite 312
Glen Ellyn, IL 60137
630/942-6597 (P)
630/790-3095 (F)
www.agrss.org



Auto Glass Week™

385 Garrisonville Road, Suite 116
Stafford, VA 22554
540/720-5584 (P)
540/720-5687 (F)
www.autoglassweek.com
See our ad on page 43.

Applied Surface Technologies

135 W. Madison Street
Waterloo, WI 53594
708/204-2663 (P)
www.astl.com

B

BTB Auto Glass and Body Shop Tools

1B Wood Street
Bendigo, Victoria 3550 Australia
613/5443-1755 (P)
613/5114-5263 (F)
www.btbtools.com

C

C.R. Laurence Co. Inc.

2503 East Vernon Avenue
Los Angeles, CA 90058-1897
323/588-1281 (P)
800/262-3299 (F)
www.crlaurence.com

Clean Plus Inc./CPI Divisions

138 E. Main Street
West Concord, MN 55985
507/527-2233 (P)
507/527-2308 (F)
www.cpidivisions.com



Coach Glass

90 N. Polk
Eugene, OR 97402
541/684-7868 (P)
888/714-7171 (F)
www.coachglass.com
See our ad on page 41.



Creative Extruded Products

1414 Commerce Park Drive
Tipp City, OH 45371
937/667-4485 (P)
937/667-3647 (F)
www.creativeextruded.com
See our ad on page 7.

Curved Glass Distributors

72 Chapel Street
Derby, Connecticut 06418
800/243-6546 (P)
203/735-3623 (F)
www.curvedglassdist.com

D

DCM Company

P.O. Box 1549
Elkhart, IN 46515-1549
574/294-6989 (P)
574/294-7599 (F)
www.dcmco.com

Delta Kits Inc.

P.O. Box 26509
Eugene, OR 97402
541/345-8554 (P)
541/345-1591 (F)
www.deltakits.com

Digital Business Controls

623 East 2100 South
Salt Lake City, UT 84106
801/413-1836 (P)
801/413-1839 (F)
www.dbcontrols.com

Dow Automotive

555 Gaddis Blvd.
Dayton, OH 45403
800/453-3779 (P)
937/254-5125 (F)
www.dowautomotiveaftermarket.com

E

eDirectGlass

8687 E. Via De Ventura, Suite 311
Scottsdale, AZ 85258
480/993-0915 (P)
480/422-9085 (F)
www.edirectglass.com

EFTEC Aftermarket

2733 Big Sur Drive
Lewis Center, OH 43035
740/548-1656 (P)
740/548-1657 (F)
www.dinitrol.com



Equalizer Industries Inc.

2611 Oakmont Drive
Round Rock, TX 78665
512/388-7715 (P)
512/388-4188 (F)
www.equalizer.com
See our ad on page 3.

Extractor/Crystal Glass

9508 - 45 Avenue
Edmonton, AB T6E 5Y9
780/436-3251 (P)
780/438-5915 (F)
www.extractortools.com

F



Fein Power Tools Inc.

1030 Alcon Street
Pittsburgh, PA 15220
800/441-9878 (P)
412/922-8767 (F)
www.feinus.com
See our ad on page 19.



FlexLine®/Yih-Tair Industrial Inc.

5536 Business Park Drive
San Antonio, TX 78218
877/975-5554 (P)
210/310-0982 (F)
www.flexlinemoldings.com
See our ad on page 39.

G



Glass Bot/Nelson Marketing

5920 McKinley Drive
Garden Valley, CA 95633
530/333-1269 (P)
www.glassbot.net
See our ad on page 12.



Glass Doctor

1020 N. University Parks Drive
Waco, TX 76707
800/280-9858 (P)
254/745-5098 (F)
www.glassdoctorfranchise.com
See our ad on page 5.

Glass Pro Systems

128 Rocks Lane
Newport, NC 28570
815/713-4480 (P)
815/713-2030 (F)
www.glassprosystems.com

Glass Technology Inc.

434 Turner Drive
Durango, CO 81301-3419
970/247-9374 (P)
970/247-9375 (F)
www.gtglass.com



GlasWeld

20578 Empire Avenue
Bend, OR 97701
800/321-2597 (P)
541/388-1157 (F)
www.glasweld.com
See our ad on page 14.

GLAXIS

37 Acrewoods Place
The Woodlands, TX 77382
412/434-2790 (P)
412/434-4080 (F)
www.glaxissolutions.com

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Conservation Alliance

1629 K Street, Suite 300
Washington, DC 20006
540/720-7484 (P)
540/720-3470 (F)
www.glassconservation.org



Gold Glass Group

545-4 Johnson Avenue
Bohemia, NY 11716
631/981-4277 (P)
631/981-4299 (F)
www.gggcorp.com
See our ad on page 1.

GTS

11481 SW Hall Blvd., Suite 100
Portland, OR 97223
800/209-2369 (P)
503/624-0433 (F)
www.gtsservices.com

Guardian Automotive Products

2040 Production Drive
Findlay, OH 45840
800/331-8403 (P)
419/396-3601 (F)
www.guardianaftermarket.com

H

HanitaTEK Window Films

4010 La Reunion, Suite 100
Dallas, TX 75212
800/660-5559 (P)
214/351-5835 (F)
www.hanitatek.com

I

IBS Software

1221 Harrison Street
Kansas City, MO 64106
816/471-0150 (P)
816/423-8670 (F)
www.ibssoftware.com



Independent Glass Association

354 Westlind Road
Syracuse, NY 13219
315/706-9172 (P)
315/487-4055 (F)
www.iga.org

InstaEtch - VIN Etching Systems

624 E. Iris Court
Gilbert, AZ 85296
602/481-9444 (P)
888/854-5534 (F)
www.instaetch.com

J

JAMAK Fabrication USA

1401 N. Bowie Drive
Weatherford, TX 76086
800/543-4747 (P)
817/594-8324 (F)
www.jamak.com

M



Mainstreet Computers Inc.

330 Charles Street
Belleville, MI 48111
800/698-6246 (P)
734/697-8228 (F)
www.mainstreetcomp.com
See our ad on page 21.



Mitchell International/NAGS

9889 Willow Creek Road
San Diego, CA 92131
800/551-4012 (P)
858/653-5447 (F)
www.glass.mitchell.com
See our ad on page 15.

MyGlassTruck.com

200 Acorn Road
Glassboro, NJ 08028
856/863-0900 (P)
856/863-6704 (F)
www.myglasstruck.com

Mygrant Glass

1360 Caldwell Circle
Anaheim, CA 92805
866/956-5084 (P)
714/956-7421 (F)
www.mygrantglass.com

N



National Windshield Repair Association

Repair Association
P.O. Box 569
Garrisonville, VA 22463
540/720-7484 (P)
540/720-3470 (F)
www.nwraassn.org

Newborn Caulk Guns

8221 Preston Court, Suite D
Jessup, MD 20794
301/604-1500 (P)
301/604-7950 (F)
www.newborncaulkguns.com



Northstar Automotive Glass

1340 N. Mosley
Wichita, KS 67214
888/686-1099 (P)
316/263-0415 (F)
www.northstarautomotiveglass.com
See our ad on page 13.

P

Performance Tools

7640 Commerce Place
Plain City, OH 43064
866/448-6657 (P)
614/873-4899 (F)
www.44tools.com



PILKINGTON

Pilkington

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



Pipe Knife Co., The

2155 Tabor Drive
Lakewood, CO 80215
303/232-8788 (P)
303/232-8789 (F)
www.pipeknife.com
See our ad on page 38.

Pittsburgh Glass Works

30 Isabella Street, Suite 500
Pittsburgh, PA 15212
412/995-6500 (P)
www.pgwglass.com



Precision Replacement Parts

4611 Camp Phillips Road
Schofield, WI 54476
800/367-8241 (P)
360/563-0200 (F)
www.prp.com
See our ad on page 45.

Pro Source Glass International

P.O. Box 996
Andover, MA 01810
978/975-5400 (P)
978/975-5300 (F)
www.prosourceglass.com

Q



Quest Software

106 West Tolles Drive
St. Johns, MI 48879
800/541-2593 (P)
989/224-7067 (F)
www.questsoftware.com

R



Reid Manufacturing

130 Mason Drive
Coopersville, MI 49404
800/353-7343 (P)
616/997-0030 (F)
www.reidmfg.com
See our ad on page 32.

S

Service AutoGlass

2400 Farmers Drive, 5th Floor
Columbus, OH 43235
877/630-1389 (P)
614/210-9201 (F)
www.serviceautoglass.com

Saint-Gobain Autover

3351 Southwest Blvd.
Grove City, OH 43123
614/801-2290 (P)
614/801-0303 (F)
www.autover.us



Shat R Proof Corp.

12800 Highway 13, Suite 500
Savage, MN 55378
800/728-1817 (P)
952/946-0481 (F)
www.shatproof.com
See our ad on page 11.



SIKA Corp.

30800 Stephenson Hwy.
Madison Heights, MI 48071
800/688-7452 (P)
248/577-0810 (F)
www.sikaindustry.com
See our ad on page 33.

Stoner Inc.

1070 Robert Fulton Hwy.
Quarryville, PA 17566
800/227-5538 (P)
717/786-9088 (F)
www.stonersolutions.com

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Resource Central Product Categories

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**Sunroof Express/
Night Watchman Co.**
2696 American Drive
Troy, MI 48083
800/322-8867 (P)
248/654-4011 (F)
www.nightwatchman.net
See our ad on page 41.

SuperGlass Windshield Repair
6101 Chancellor Drive #200
Orlando, FL 32809
866/557-7497 (P)
407/240-3266 (F)
www.superglass.com

TVI Wiper Blades
727 South 13th Street
Omaha, NE 68102-3299
888/884-7278 (P)
800/777-4562 (F)

Ultra Bond Inc.
2458 I-70 Business Loop #B-1
Grand Junction, CO 81501
800/398-2663 (P)
970/216-1786 (F)
www.ultrabond.com

Unruh Fab Inc.
100 Industrial Drive
Sedgwick, KS 67135
316/772-5400 (P)
316/772-5852 (F)
www.unruhfab.com



Wood's Power-Grip Co. Inc.
P.O. Box 368
Laurel, MT 59044
800/548-7341 (P)
406/628-8354 (F)
www.powrgrip.com
See our ad on page 21.

Xinyi Glass North America Inc.
3601 Highway 7 East,
Suite 702-704
Markham, ON L3R 0M3
905/947-8801 (P)
905/947-8892 (F)
www.xinyiglass.ca

Zeledyne
17333 Federal Drive, Suite 230
Allen Park, MI 48101
800/331-2607 (P)
313/845-5986 (F)
www.zeledyne.com

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
Guardian Automotive Products
Mygrant Glass
Northstar Automotive Glass
Pilkington
Pittsburgh Glass Works
Saint-Gobain Autover
Xinyi Glass North America Inc.

Foreign
Guardian Automotive Products
Mygrant Glass
Pilkington
Pro Source Glass International
Saint-Gobain Autover
Xinyi Glass North America Inc.
Zeledyne

Franchises
Glass Doctor
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 Automotive Products
Mygrant Glass
Pilkington
Pittsburgh Glass Works
Saint-Gobain Autover
Zeledyne

Mirrors, Rearview
Mygrant Glass
Pilkington

Mirrors, Side-View
Gold Glass Group
Guardian Automotive Products
Mygrant Glass
Pilkington

Rear Sliders, Manual
C.R. Laurence Co. Inc.
Guardian Automotive Products
Mygrant Glass
Pilkington
Saint-Gobain Autover
Zeledyne

Rear Sliders, Power
C.R. Laurence Co. Inc.
Mygrant Glass
Pilkington
Zeledyne

RV Glass
Coach Glass
Guardian Automotive Products
Pilkington

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Pilkington
**Sunroof Express/
Night Watchman Co.**
Zeledyne

T-Tops
**Sunroof Express/
Night Watchman Co.**

Tempered Parts
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Pilkington
Pittsburgh Glass Works
Pro Source Glass International
Saint-Gobain Autover
Zeledyne

Van Glass
C.R. Laurence Co. Inc.
Guardian Automotive Products
Pilkington
Zeledyne

Windshield Manufacturers
A&I Products
Guardian Automotive Products
Pilkington
Pittsburgh Glass Works
Safelite
Saint-Gobain Autover
Xinyi Glass North America Inc.
Zeledyne

**Auto Glass-Related
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AEGIS Tools International
BTB Auto Glass and
Body Shop Tools
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Clean Plus Inc./CPI Divisions
Equalizer Industries Inc.
Gold Glass Group
InstaEtch - VIN Etching Systems
JAMAK Fabrication USA
Mygrant Glass
Pilkington
Reid Manufacturing
Shat R Proof Corp.
SIKA Corp.

Alarm Systems
InstaEtch - VIN Etching Systems

Automotive Mirror
Guardian Automotive Products
Mygrant Glass
Pilkington
Precision Replacement Parts

Headlight Restoration Systems
Delta Kits Inc.
GlasWeld
Glass Technology Inc.

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 Automotive Products

Mygrant Glass

Pilkington

Precision Replacement Parts

Pro Source Glass International

FlexLine®/Yih-Tair

Industrial Inc.

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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.

Unloaders

Wood's Powr-Grip Co. Inc.

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Associations

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Global Glass Conservation

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Independent Glass Association

National Windshield

Repair Association

Exhibitions

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Auto Glass Week™

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National Windshield Repair

Association (ROLAGS)

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Glass Doctor

GlasWeld

GTS

Ultra Bond Inc.

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Screen Printing Machinery

InstaEtch - VIN Etching Systems

continued on page 20

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Resource Central

continued from page 19

Plastics and Alternative Glazing Materials

Polycarbonate
Pilkington

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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
Quest Software

EDI

Digital Business Controls
eDirectGlass
GTS
IBS Software
Mainstreet Computers Inc.
Mitchell International
Mygrant Glass
Quest Software

EDI/e-Commerce

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GTS
Mainstreet Computers Inc.
Pilkington
Quest Software

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Glass Doctor
GTS
Mainstreet Computers Inc.
Mitchell International

General Business

Digital Business Controls
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Glass Doctor
GTS
Mainstreet Computers Inc.
Mitchell International
Pilkington
Quest Software

Glass-Cutting

Digital Business Controls

Glass Fabrication-Related

Digital Business Controls
GTS

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Digital Business Controls
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InstaEtch - VIN Etching Systems
Mainstreet Computers Inc.

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eDirectGlass
Glass Doctor
GTS
IBS Software
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Mitchell International
Mygrant Glass
Quest Software

Pricing

Digital Business Controls
eDirectGlass
Glass Doctor
GTS
Mainstreet Computers Inc.
Mitchell International
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Quality Control

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eDirectGlass
Glass Doctor

Window Film

Digital Business Controls

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 Tools
C.R. Laurence Co. Inc.
Clean Plus Inc./CPI Divisions
Equalizer Industries Inc.
Extractor/Crystal Glass
Glass Bot/Nelson Marketing
Pilkington
Pipe Knife Co., The
Reid Manufacturing
Wood's Powr-Grip Co. Inc.

Window Film and Coatings

Auto Film

C.R. Laurence Co. Inc.
HanitaTEK

Coatings, Water-Repellant

AEGIS Tools International
GlasWeld
Ultra Bond Inc.

Security Film

HanitaTEK
InstaEtch - VIN Etching Systems
Shat R Proof Corp.

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

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Clean Plus Inc./CPI Divisions
Delta Kits Inc.
Glass Pro Systems
Glass Technology Inc.
GlasWeld
InstaEtch - VIN Etching Systems
Shat R Proof Corp.
Ultra Bond Inc.
Wood's Powr-Grip Co. Inc.

Headlight Protection

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Delta Kits Inc.
Glass Technology Inc.

Moisture Removal Tools

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Delta Kits Inc.
Glass Pro Systems
Glass Technology Inc.
GlasWeld
Ultra Bond Inc.

Resins

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Clean Plus Inc./CPI Divisions
Delta Kits Inc.
Equalizer Industries Inc.
Glass Pro Systems
Glass Technology Inc.
GlasWeld
Pilkington
Shat R Proof Corp.
Ultra Bond Inc.

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Equalizer Industries Inc.
Glass Technology Inc.
GlasWeld
Shat R Proof Corp.
Ultra Bond Inc.

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Clean Plus Inc./CPI Divisions
Delta Kits Inc.
Equalizer Industries Inc.

Glass Pro Systems
Glass Technology Inc.
GlasWeld
Shat R Proof Corp.
Ultra Bond Inc.

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BTB Auto Glass and Body Shop Tools
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Clean Plus Inc./CPI Divisions
Delta Kits Inc.
Equalizer Industries Inc.
Glass Pro Systems
Glass Technology Inc.
GlasWeld
Pilkington
Shat R Proof Corp.
Ultra Bond Inc.

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Buyer's Guide.

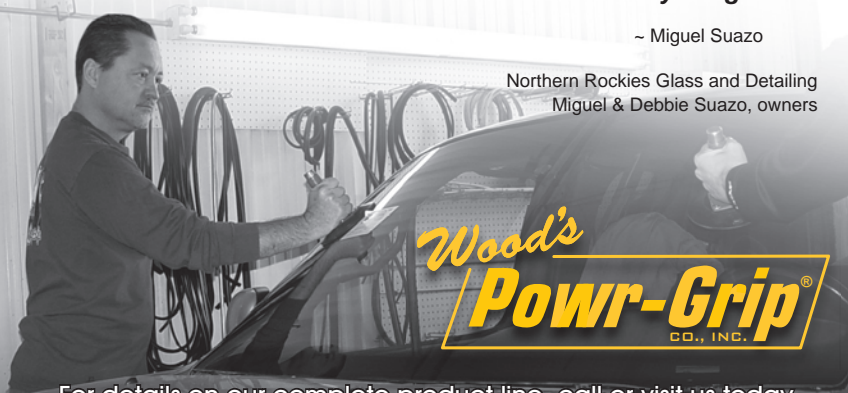
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"The design of these vacuum cups is perfect for every application in and out of my shop! When I bought my shop 4 years ago, the previous owner left his Wood's Powr-Grip vacuum cups for me to try. I have installed over 4000 windshields and over 10,000 pieces of glass with my Powr-Grip cups. Top quality, safe and reliable. I would never use anything else."

~ Miguel Suazo

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business



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Special Report



Knock, Knock

An Inside Look at Direct Marketing Methods

by Penny Stacey

“I’m not saying going door-to-door sales are immoral, but the tactics some are using are immoral.”

—Southeastern auto glass shop owner

DOOOR-TO-DOOR SALES ARE nothing new. At one time, it wasn’t uncommon to encounter door-to-door pest control salespeople, those selling vacuum cleaners and more. In today’s market, items such as roofing, siding and paving often are sold this way. A salesperson might knock on a door and say, “Hey, we just installed this for your neighbor and think you could use it too.”

During the last few years this type of sales practice has spilled out into the auto glass industry and has become quite popular in certain markets. Some say this and other direct marketing efforts are affecting the industry in new ways.

At the same time as the use of direct-marketing methods has grown, the National Insurance Crime Bureau (NICB) has begun releasing reports over the last two years saying that “questionable” auto glass claims are on the rise. NICB says that “questionable” auto glass claims were up 511 percent for the first three quarters of 2010, compared with the same period of 2009.

“These are not definitive fraud cases at all,” says NICB spokesperson Frank Scifaldi. “These are cases that the member companies—of which there are more than 1,000—have the option of referring ... as questionable to us.”

While some may question the accuracy of this data, which is gathered by a not-for-profit organization funded by approximately 1,000 property/casualty insurance companies, the fact that outside sources are taking notice of the industry also could give rise for concern.

The consumer press has taken notice of direct marketing methods as well. In October 2010, MSNBC’s Bob Sullivan featured the topic of “windshield bullies” in his “Red Tape Chronicles” blog. In the blog, titled “Windshield Bullies: A Growing Fraud

Problem,” Sullivan writes, “They hover outside car washes, wander around office parking lots or sometimes even go door to door. They find a chip in your windshield, then launch into a hard sell for instant replacement.”

How It Works

So, how do door-to-door sales work in the auto glass industry? In some cases, teams of salespeople are sent out to neighborhoods, strip malls and other locales where they search for vehicles that need auto glass work. The salespeople often carry lists of insurance companies with them, and offer to call the consumer’s insurance company for them as a convenience—stating that the work will be completed “at no cost to the customer.” The salespeople themselves sometimes vary in position—some work directly for auto glass companies, while others work for marketing companies hired by auto glass businesses.

“The most common places that you see it happening are car washes, gas stations and door-to-door,” says one Southeastern shop owner who asked not to be identified publicly due to concerns about how it might impact his business, adding, “I realize that some people who might be using some of these methods are very honorable companies.”

National Windshield Repair Association president Kerry Wanstrath sees a difference among the methods and the ramifications of each.

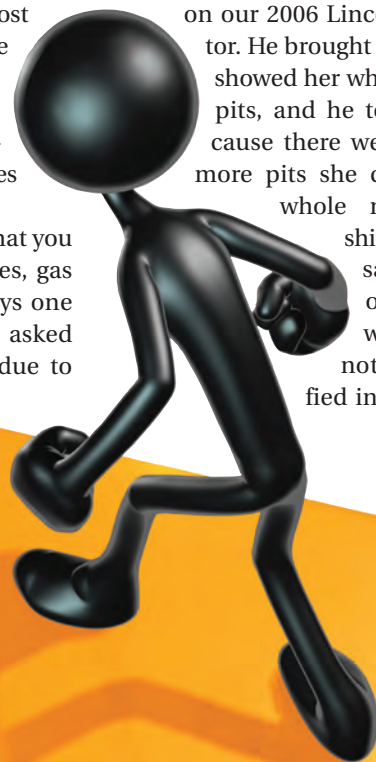
“If people are at an auto service center of some sort and they notice you need a repair, that’s different,” says Wanstrath, who also serves as president of

Glass Technology in Durango, Colo. “I would not put [that and door-to-door sales] in the same category, because one is obvious harvesting—the other is taking advantage of the fact that a customer is at your facility. One is going out trying to get a repair that is unsolicited and possibly not needed. In the other case, the person is in their place of business and they’re offering an additional service.”

One Gulf Coast auto glass shop owner actually had a door-to-door salesperson visit his home and attempt to encourage his wife to have some pits in her windshield repaired.

“[The salesperson] told my wife she needed to replace the windshield on our 2006 Lincoln Navigator. He brought her out and showed her what he called pits, and he told her because there were three or more pits she could get a whole new windshield for free,” said the shop owner, who wished to not be identified in this article

*continued
on page 24*



Knock, Knock

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due to his professional affiliations. "I'm in the business and I know there's nothing wrong with that windshield."

Kerry Soat, founder and president of Fas-Break in Phoenix (a locale many say is a hotbed of car wash activity), says he's been approached as well.

"[Some are] very aggressive, even with me," he says. "I'll have Fas-Break Windshield Repair on my shirt and the guy says, 'well, it's free—it doesn't cost you a dime.'"

But Is It Wrong?

So is this practice fraudulent, illegal, immoral, unethical or none of the above? The rub seems to occur when such salespeople allegedly identify auto glass damage that doesn't need to be repaired, or even allegedly create the damage themselves.

In October 2009, a Florida woman who was working for a marketing company doing sales for Coast to Coast Auto Glass (C2CAG) (*see box on page 26*) was arrested for allegedly damaging the windshields of two vehicles and then offering to have the windshields repaired "at no cost." The alleged damage occurred in the parking lot of a pawn shop in Hernando County, Fla. The defendant, Jenna Parslow, had advised local police that she made \$45 for every windshield she referred to the

"[Windshield bullies] are not reputable vehicle glass businesses, but rather those who prey on policyholders, using high-pressure tactics to coerce them into filing a vehicle glass claim at gas stations, car washes or by going door to door."

—Melina Metzger, Safelite

company, according to police reports.

In some cases, the door-to-door salespeople have violated local "peddling" laws. In April 2010, two men were arrested in Fort Myers, Fla., for allegedly "peddling" windshield replacement services without a license. The two, Edward Grano and Justin Herrero, who were identified as working for a company called Tag Promotions, told police they were "selling windshields" door-to-door, and that they "help people call their insurance compan[ies] to replace their windshields ..." (*See box on page 26.*)

These aren't the only reports of such practices. In June 2010, the police department in Charleston, S.C., issued a warning to local residents to beware specifically of C2CAG representatives going door-to-door, explaining that they didn't have the proper peddling permits.

In July 2010, TV station KCRA in Folsom, Calif., reported on issues with "high-pressure sales pitches by some auto glass repair companies." The report mentions the company Chipio, which is based in Phoenix.

Likewise, in mid-January, a Richmond, Va., station featured a story warning of "windshield bullies." "In some cases we've heard reports that [the salespeople] have been at a car wash and said 'oh I see your windshield is broken,'" says Va. state trooper Sgt. J.C. Miers, who was quoted in the original report. "We've not heard of any specific

reports in Virginia where they've gone through a neighborhood and actually broken the glass, but [I've heard] in other states they have."

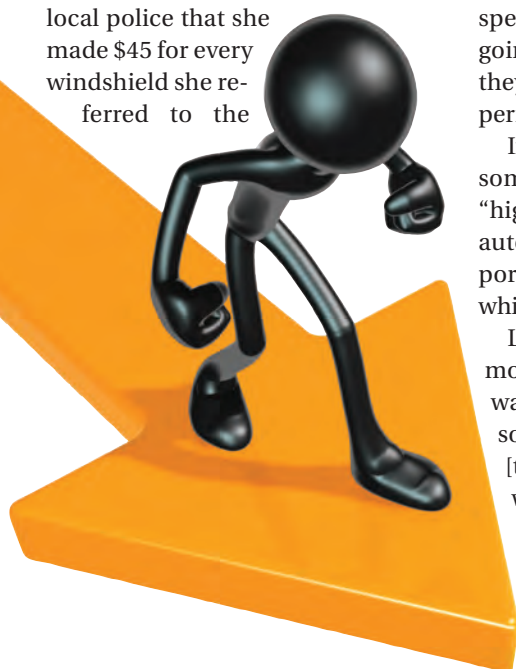
Harvesting or Just Good Sales Strategy?

A term almost as familiar to the industry as "windshield bullies" of late has been that of "claims harvesting," and some would say the practices of door-to-door sales, car wash marketing and parking lot canvassing fall into this category. "In general, the concept, just because most of us don't like it, isn't wrong if you do it ethically," said the Gulf Coast shop owner. "We're all trying to harvest claims. It's no different than Safelite saying in their ads that [they will] 'repair your windshield at no cost to you.'"

Independent Glass Association president Alan Epley of Southern Glass and Plastic Co. in Columbia, S.C., suggests that perhaps the growth in the use of direct marketing has been spurred by the existing auto glass claims structure (*see related story on page 8*).

"Is it possible that the companies engaging in direct marketing are trying to secure customers before policyholders report the claim through a process that is designed to steer as many claims as possible to shops owned by the third-party administrators (TPAs) or preferred by insurers?" he asks.

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The Sales Pitch

THE PARKING LOT SALES PITCH often starts with a simple introduction, according to information AGRR magazine has obtained that outlines one pitch being used in today's market.

"Hey, sir/miss, how you doing? ... My name is [blank] ... They have us here doing a safety promotion for all [gas station name] customers."

Salespeople are encouraged to "seem indifferent" and chat, before pointing out, "There are tons of people ... getting damage to their windshields due to all the construction and road work going on. They just have us checking everyone out; making sure you guys are all driving safe."

Once the representative looks over the windshield and develops his/her sales tactic, he/she is to say, "Hey, what happened to your windshield? You have a [insert one: bunch of chips, missing glass or a huge crack]," in this scenario.

Then the pitch outlines a number of questions with "yes" answers to be asked: "You do a lot of highway driving, right? Rocks hitting your windshield are annoying, right?"

Then, particularly in no-fault states, the customer often is advised that his insurance policy "entitles [him] to a brand-new windshield at no cost"—followed by a question: "Pretty cool, right?" (These representatives are advised never to use the term "free"—but rather the phrase "at no cost to you.")

"I know all this may look like nothing now, but with the weather changing, it can crack out and be very dangerous for you," continues the pitch.

The closing consists of asking for the customer's insurance provider, making a joke about the provider's slogan to keep the customer comfortable, and then pulling out a cell phone to make a call. (Representatives are all equipped with detailed lists of insurers, their phone numbers, open hours and important items to note when calling.)

"You have that policy card on you, right? It's probably in your wallet or glove box," advises the salesperson. "Great! Grab that for me real quick, and I will get

"You have that policy card on you, right? It's probably in your wallet or glove box."

—sales pitch script

the insurance company on the phone to make sure it's no cost to you and get you out of here one-two-three."

The sales representative goes on to prep the customer, advising that an insurance CSR will be reading a script and asking lots of questions—such as the date, whether anyone got hurt, and how large the damage is.

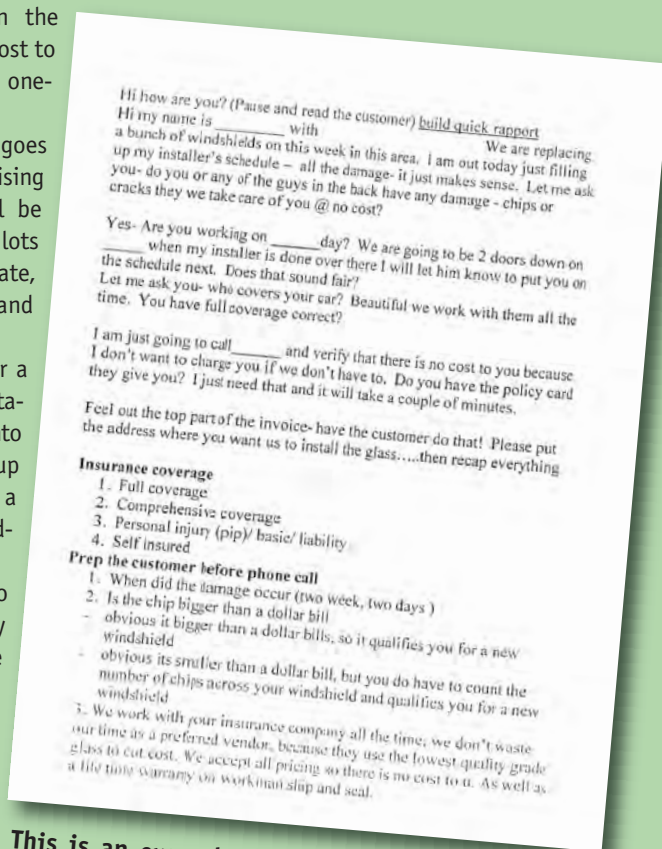
"They may try pushing for a repair," advises the representative. "That's when they drill into your windshield and fill it up with glass resin. It's only a temporary fix, and a new windshield's a safe windshield."

Sales representatives also are trained to combat any possible objections to the service in this particular pitch. If consumers are concerned about rate increases, the salesperson is advised to say this won't happen.

For those who prefer to call their agents, the representatives are to offer to call for them. And, if a consumer says he is short on time, the representative is to advise that waiting could be dangerous, and that the installer's schedule might fill up if the work isn't booked quickly.

Employee contracts for at least one company's independent sales reps (obtained by AGRR magazine) require that they never represent themselves as employees of the auto glass company, and that they never use the word "free." "The proper description to be used is "no cost to you," reads this pitch.

Similarly, a different script obtained by



This is an example of one script being used for door-to-door residential sales.

AGRR, designed specifically for neighborhoods, begins by advising the customer that the person was helping some of the potential customer's neighbors, and the installer will be in the area all week to complete work for all of them.

Then, the sales representative asks if the person has any glass damage, who his provider is, and if he has full coverage. Once damage is located, the script continues similarly to the gas station script, at the point which damage is found.

Knock, Knock

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Soat also questions what can be considered harvesting.

"Is it claims harvesting when you merely walk up to someone and say 'you know, you have a chip in your windshield?'" he asks. "To the insurance industry, that is claims harvesting, but the fact of the matter is, we're saving that consumer's windshield."

Others say some so-called "windshield bullies" take what many call "claims harvesting" a step further—not only by going door-to-door and advising consumers that the service will be completed at no cost to them, but also by focusing on the elderly, those who can't speak English well, new drivers and other similar populations.

"They use aggressive—and in some cases fraudulent—tactics to solicit vehicle glass claims, preying on new drivers, the elderly and folks who do not speak fluent English," writes Safelite, the largest auto glass retailer in the United States, in a brochure it developed for distribution to insurance agents.

"[Windshield bullies] are not reputable vehicle glass businesses, but rather those who prey on policyholders, using high-pressure tactics to coerce them into filing a vehicle glass claim at gas stations, car washes or by going door to door," says Safelite spokesperson Melina Metzger. "Their approach is typically pushy, and ... in some cases their actions are fraudulent."

But Auto One president David

Inside One Auto Glass Company Using Direct Marketing Methods

WHILE AUTO GLASS COMPANIES utilizing direct marketing methods exist under several names in several different markets, one of the best known is Coast to Coast Auto Glass (C2CAG), which is based in Scottsdale, Ariz., and, according to its website, also has operations in Florida, Kentucky, Minnesota, New York, Massachusetts and South Carolina. Not only is this auto glass company often discussed among readers, it also has made waves in press outlets across the nation in various ways.

As early as August 2009, an NBC News affiliate in Cape Coral, Fla., ran a report about an alleged windshield replacement scam taking place in local neighborhoods there. In the alleged scam, associates claiming to be with a company called Coast to Coast Insurance had been going to door to door in a neighborhood advising residents they needed their windshields replaced because they might not function properly in an accident.

While there is a Coast to Coast Insurance in Cape Coral, officials there denied involvement in the case. A C2CAG representative advised **AGRR** magazine she did not believe the case to be associated with her company, because the report noted that the door-to-door salespeople were collecting

deductibles at the door.

"We do go door-to-door, but we do not collect money," said C2CAG official Rhonda Jacobson at the time of the story.

Jacobson noted that C2CAG's policy is to canvas an area and look for windshield damage.

"[Our independent contractors will] touch base with customers and then move on if there's no windshield damage," she said.

Jacobson added that if windshield damage is found, no funds are exchanged onsite.

"We do not collect payment of any kind at the door," she said.

In October 2009, C2CAG was named in the case of Jenna Parslow—the Florida woman arrested for allegedly damaging the windshields of two vehicles and then offering to have the windshields repaired "at no cost." The damage was alleged to have occurred in the parking lot of a pawn shop in Hernando County, Fla. The defendant had advised local police that she made \$45 for every windshield she referred to the company, according to police reports. C2CAG spokesperson Jigna Patel advised **AGRR** magazine that Parslow was part of the company's "independent, third-party sales force."

"We utilize a third-party sales force on an independent contractor basis,"

"Coast to Coast has teamed up with a leading direct sales distribution network that consists of independent authorized sales distributors and providers local to each market in which Coast to Coast operates."

—C2CAG website

continued on page 28

Listen In

Simply use a mobile tag reader to scan the above 2D bar code and gain instant access to NICB's "windshield bully" ad (see page 4 for more information about mobile tag readers).



Get the free mobile app at <http://gettag.mobi>

“[Our independent contractors will] touch base with customers and then move on if there’s no windshield damage.”

—Rhonda Jacobson, C2CAG

said Patel. “The individual involved in the Tampa, Fla., matter is a member of that independent, third-party sales force, and not an employee of Coast to Coast.”

“Coast to Coast Auto Glass does not and will not tolerate unethical, fraudulent or illegal conduct by any of its sales representatives or other vendors,” added Patel. “This is against our company’s philosophy and core principles, and is contrary to the code of ethics that we require of any person providing sales services on our behalf.”

In another case, two men were arrested in Fort Myers, Fla., for going door-to-door “peddling” windshield replacements. The police report noted that the two worked for Tag Promotions, a local marketing company. One of the men, Edward Grano, told **AGRR** magazine shortly after the incident that he was booking work for C2CAG. Grano said that his main job was to book work for the company, but that he doesn’t actually do any repair or replacements.

“We book the jobs, but there are people who go get trained [to do the work],” he said.

Jacobson denied any ties between C2CAG and Tag Promotions.

“Tag Promotions does not work for Coast to Coast,” she said during an April 2010 interview.

In June 2010—shortly after the Tag incident—the Charleston, S.C., police issued a consumer advisory warning residents to beware of C2CAG representatives, advising they did not have the required “peddlers’ permits.”

Shortly after the advisory, Sgt. Trevor Shelor told **AGRR** magazine he’d written several tickets to C2CAG representatives

and that he’d received questions from local residents about the company.

How Does the Company Work?

C2CAG conducts much of its work through marketing companies, according to information from a 2009 lawsuit in which the company was involved.

“All of Coast to Coast’s marketing is conducted through independent, unaffiliated third-party entities, who sell sales leads to Coast to Coast by directly contacting businesses, such as service stations and individuals, through neighborhood canvassing,” wrote Jeffrey Chebot of Whiteman, Banks and Chebot LLC, whose law firm represented the company in a suit filed by Belron US. The suit alleged that C2CAG and Eugene Casole, a former Belron US employee who went to work for C2CAG, had violated Casole’s employment agreement with Belron. The case eventually was resolved outside of court.

In October 2009, C2CAG announced that it had been purchased by TKB Marketing. The C2CAG website explains the company’s sales network as follows:

“Coast to Coast has teamed up with a leading direct sales distribution network that consists of independent authorized sales distributors and providers local to each market in which Coast to Coast operates,” it says. “This alliance allows Coast to Coast to reach customers face-to-face and offer its top-quality services directly to the customer. This unique direct, personalized marketing and sales approach (combined with our convenient, superior mobile installation and on-the-spot repair services) make Coast to Coast more

than just a jingle on the radio, or an ad on TV. Authorized Coast to Coast sales representatives are your friends and neighbors that [sic] reside in the communities in which they serve.”

The Company’s Agents

C2CAG is a registered limited liability corporation organized in the state of Delaware and was incorporated in October 2008. C2CAG’s website features a photo of Michael Shimada, chief financial operator. Kim Enger is listed as the company’s customer service representative, and Corey Udkoff as the company’s insurance company liaison. Jacobson handles public relations.

The company’s website is registered to Jimmy McPhillips, whose LinkedIn account lists him as national installation manager for the company.

TKB Marketing is referenced in the company’s corporate filings in Arizona, Connecticut and Florida. Shimada is referenced as the company’s manager and principle officer, respectively, in C2CAG’s Massachusetts and Kentucky corporate filings.

Patel, the company spokesperson to whom **AGRR** magazine often has been referred for comment on various items, also serves as corporate counsel for a company called Innovage, according to her LinkedIn account. Innovage is based in Foothill Ranch, Calif., where Shimada and TKB also are based, according to C2CAG’s various state filings. When seeking comment for this article, Patel advised **AGRR** magazine she handles C2CAG’s corporate structure, but is not involved in its day-to-day activities.

At press time, C2CAG had not responded affirmatively to repeated requests for comment for this story.

Knock, Knock

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Zoldowski points out that it's not just the tactic used that makes a "windshield bully"—but whether deception is involved.

"I would consider the bully to be the person who dives in a person's glove box [for his insurance card] or threatens [a potential customer] with safety issues if there's a crack going across the windshield, deceiving the customer that they have to have a repair, or somebody that would commit fraud," he says. "But I don't think someone who cleans your windshield and notices you have a chip [and offers to repair it] is necessarily a bully."

The NICB recently ran a radio ad (which actually was produced by Safe-lite) during several national radio programs about the "windshield bully" issue. In the ad, the voice of an elderly woman is heard calling her insurance company to explain that she thinks her windshield has been replaced unnecessarily after an encounter at a gas station.

"I don't know for sure when [my windshield was damaged]," she says. "They said yesterday, but I don't know ... I don't like this. I don't think I need a new windshield. I don't know what they're up to. Well, they put it in before I had a chance to talk to my insurance company or anything. Boy, I'm not stopping at this station anymore."

"NICB has been getting a lot of complaints from our member companies about all these glass claims," says Scifaldi, who is based in Sacramento. "I even see it out here, I'll go up to a gas station and I'll see someone offering free glass repair."

The Southeastern auto glass shop owner, who's seen the elderly being approached in his area by such salespeople, questions the potential longevity of the model.

"You can't build a company on deceit or practices that are immoral," he says. "And I'm not saying door-to-door sales are immoral, but the tactics that some of them are using are immoral."

"A Black Eye"

But what about those who engage in such practices in reputable ways, and those who don't engage in them at all? Are those businesses affected by this phenomenon? According to Metzger, this practice still can create an impact on the industry at large.

"Windshield bullies' not only hurt consumers and insurance companies, they hurt the reputation of all other vehicle glass shops that work hard everyday to serve their customers," she says.

Independent shop owners echo this sentiment as well.

"They've given a black eye to the industry," says the Gulf Coast shop owner.

"We've made such great strides with [the AGRSS Standard], and then this just takes us back to prehistoric times," adds the Southeastern representative. "It's bad for our industry, it's bad for the gains we've made, and the person it's worst for is the consumer."

Obviously, replacing windshields that don't need replacement generally is considered fraudulent, but are there other ramifications?

"A lot of these guys are independent contractors, so continual training isn't happening," says the Southeastern shop owner. "At our company, training is a process that never ends. You need to be talking about it and repeating it and it never sleeps. It's a very important job and we all know how important a proper installation is to a vehicle ... Our industry is hard enough as it is. You can make a mistake trying to do everything right, and, when you're purposefully circumventing the rules, the consequences are life and death. There's really no excuse."

This particular shop owner actually hired a former "door-to-door" installer in early 2010, but says he quickly learned this was a mistake.

"He only stayed with us for a few days, because he wasn't willing to comply with our procedures," says the shop owner. "He quit because we were

Is the Arizona Fraud Law All It's Cracked Up to Be?

Last year, Arizona legislators enacted a law focused on the auto glass industry that addressed several specific types of fraud. Arizona State Rep. Nancy McLain said she did so "to try to get rid of some outright fraud that's going on in the windshield repair business" and cited having been approached at car washes, etc., by auto glass companies. But Fas-Break chief executive officer Kerry Soat, who worked with legislators in the final wording of the bill, questions whether the law was really needed.

"The lobbyists from the insurance companies were very adamant about the 'rampant fraud' that was going on inside the auto glass industry in Arizona," says Soat. "They claimed there were more than 1,000 fraudulent claims in Arizona alone. When asked to produce these fraud claims they explained this was compiled over a 10-year period. A 10-year period, 1,000 fraudulent claims in Arizona—what does that really mean?"

Soat estimates approximately 10,000 auto glass claims are filed monthly in Arizona.

"This means the fraud rate in Arizona in the auto glass industry is, by the insurance companies' own numbers, a whopping 0.0008 percent," says Soat. "This isn't only less than one percent, not even one-tenth of one percent, but less than one-thousandth of one percent each month—eight questionable claims per month."

And the term "rampant fraud" that was used didn't help any, Soat says.

"Fear is the greatest factor plugged into our society to gain favor for any subject," he says. "All the legislators needed to hear was 'rampant fraud' and the bill was going to be signed. Of course, they really didn't want to hear from the auto glass industry, since they assumed we were the ones 'perpetuating this rampant fraud.'"

telling him to wait before he set this windshield or that windshield; he just didn't want to change to that extent."

The Gulf Coast shop also has interviewed several former door-to-door installers.

"I always ask, 'how about the windshields you replace?'" he says. "And they say 25 percent or so do not need to be replaced, and most of the [technicians] who have a conscience—and most people do—couldn't stomach it. I try to never judge a company by [its] ex-employees, but it's been 100 percent of them that say this and that they're really asked to do things that probably shouldn't be done. They say, 'I had to feed my family and I needed the work.'"

Others have seen safety issues brought to light by "callbacks."

"We've had more than a few [jobs brought in for correction]," says the Southeastern shop owner. "And we've had insurance companies call and say 'let's take a look at this.'"

Insurers indeed have taken note of the issue as well, says the Gulf Coast shop owner.

"The impact on the industry in my mind is that it's given the insurance industry one more reason to brand all the glass shops as bad ..." he says.

Some insurers even have made changes related to how they handle claims in light of the alleged rise in questionable auto glass claims. American Family, GEICO and USAA all have announced that they may require pre-inspections in some cases prior to authorizing windshield work.

"Basically we started this program because we received feedback from our members that some of them felt like they were coerced or pressured to make glass claims when, in reality, there may not have been any damage to their glass," says USAA spokesperson Rebecca Hirsch. "... We enacted this to protect our members from any fraudulent activity."

Hirsch says that since USAA launched its pilot inspection program in

December 2010, it has found it beneficial in some cases for preventing fraud.

"We're going to keep looking at it," says Hirsch. "We've already heard from a couple of members that they did not have to submit a claim after the inspection process because there was no damage."

Though the frequency of completed inspections may vary, some shop owners have expressed a concern for how the consumer is impacted.

"Now even the claims process can extend from what was a 20-minute call to a two- or three-day process," says the Gulf Coast shop owner.

Likewise, Hirsch confirmed that in the case of USAA, Safelite officials are completing the "inspections" (and some have reported concerns that this may open the doors for steering).

The Solution?

So how does the industry respond to the ramifications that these practices sometimes create? Is legislation the answer?

State officials in Arizona think so. Last April, the state's Gov. Jan Brewer signed a bill addressing several types of insurance fraud. Though not directly targeted at door-to-door sales companies, the law contains several provisions that spell out prohibitions against some of the reported activities these companies undertake, such as advising a customer that auto glass work will be paid entirely by his/her insurer unless the insurance coverage has been verified "by a person who is employed by or is a producer contracted with the policyholder's insurer or is a third-party administrator contracted with the insurer."

The law also prohibits companies from misstating the date when damage might have occurred on insurance claims and from misrepresenting the price of the repairs or replacement being billed to an insurer. The law further prohibits companies from saying that the insurer has approved the repairs "unless the auto glass repair or re-

"In general, the concept of car washes and going door to door, just because most of us don't like it, isn't wrong if you do it ethically. We're all trying to harvest claims. It's no different than Safelite saying [they will] 'repair your windshield at no cost to you.'"


—Gulf Coast shop owner

placement facility has verified coverage or obtained authorization directly from the insurance company or any other third-party administrator contracted with the insurance company..."

The bill originally was introduced by Arizona State Rep. Nancy McLain, who said she did so "to try to get rid of some outright fraud that's going on in the windshield repair business" and cited having been approached at car washes, etc., by auto glass companies. However, the law was not born without controversy (*see box on page 28*).

Some wonder if regulation is the solution.

"Wow, what is the solution?" asked the Southeastern glass shop owner in response to the same question. "I really don't know. The one thing I do know is that this model can't be sustained." ■

 Penny Stacey is the editor of AGRR magazine.

Safety Standards



International Auto Glass Safety (AGRSS) Conference Brings Together Auto Glass Safety Professionals, Experts, Insurers and More

by Penny Stacey

If you attended the 2010 International Auto Glass Safety (AGRSS) Conference, held recently in Chicago, you probably noticed a factor common among all attendees. Not everyone there was from an AGRSS-Registered Company (ARC), not everyone installed auto glass and not everyone there was in the insurance or automotive industry. However, one simple, common tie brought attendees together—the importance of safety in all facets and placing the achievement of safety above all.

Those in attendance included representatives of ARCs and others considering becoming AGRSS-registered, insurers, various automotive safety organizations, automotive design experts and more.

The event was held October 27-28 in suburban Chicago (Oakbrook Terrace), Ill., at the Drury Lane Conference Center and began with several updates from committee chairs, a panel of automotive safety experts and the latest on the third-party validation program.

Bob Beranek of Automotive Glass Consultants, who chairs the Standards Committee, updated the group on sev-

eral possible upcoming changes to the AGRSS Standard, many of which have come about as part of the third-party validation program.

Jeff Bull of J Bull Associates, chair of the Membership Committee, also provided an update, noting that ARCs encompass 1,100 locations, spanning every U.S. state (with the exception of Vermont), Canada and Guam.

“I think everyone is seeing the value in becoming a registered company,” said Bull.

And he also stressed that all involved should market that value.

“We need to promote our value—all

of us need to,” Bull added. “It’s very important to put that logo out there.”

Nik Frye of Glass America, the incoming chair of the Marketing Committee, premiered a new video designed to be shown to insurers explaining the value of registration as well. The video features Jon Fransway, a Minnesota insurance agent who lost his sister in 1999 as the result of an improperly installed windshield.

“It’s been quite a busy year for the AGRSS Council,” said Frye, who pointed out that 150 shops have been validated to date. In addition, the Council has re-designed its website,



"We need to promote our value—all of us need to."

—Jeff Bull, J Bull Associates

www.agrss.org, and the Marketing Committee is working to develop a newsletter for insurers and consumers.

"We want to help move this initiative forward for all of us," Frye added.

A Common Goal

Several automotive safety experts participated in a panel titled "Safety—Toward a Common Goal," during which they discussed their own personal commitments to safety in a variety of aspects dealing with auto safety.

First up was Rowland Day, CEO of WebSafety, a company that makes a technological solution for preventing texting and web-browsing while driving. Day spoke about distracted driving and pointed out that whether or not you utilize a cell phone while driving, others may be.

"It's an intrusion whether you have it or not," he warned.

Jill Braselton, a registered nurse who works closely with Safe Kids USA, spoke about child safety seat safety.

Lessons Learned

Another safety panel followed, but this one focused specifically on the early rounds of third-party validations and lessons that have come from these. The panel featured Dale Malcolm of Dow Automotive, chair of the AGRSS Education Committee, Jeff Olive of Glasspro, Penny Ouellette of Orion Registrar Inc., and Jean Pero of Mygrant Glass, chair of the AGRSS Accreditation Committee.

Malcolm launched the session by stressing that a business's entire environment has to be safety-minded in order for the effort to trickle throughout the company.

"Technician commitment clearly comes from the shop," said Malcolm. "You can't tell your people they have to care about AGRSS if you don't."

And Olive pointed out that technicians need to be given the proper tools to be able to be compliant. "[You should] provide a timer to that technician so he can time how long he shakes

that cleaner," he suggested. "When you have to time something for a minute or five minutes, that time is a lot longer than you think."

Binders also might be helpful, said Olive, as one noncompliance that's come up is that an improper safe drive-away time has been given. A binder, prepared with a technician's certifications and all the necessary information he might need, would be helpful in this case, said Olive.

Record-Keeping

Record-keeping also has been an issue in some cases. In others, lot numbers have been recorded, but they haven't been tracked properly, Malcolm said.

"It's important to ensure that the lot numbers being recorded are the lot numbers actually being used," he added. "It not about just having a number; it's about having the right numbers."

Ouellette discussed what happens when a noncompliance is found. "If

Annual Charity Auction Raises \$3,800

The AGRSS annual charity auction, held on the first night of the conference, brought in a total of \$3,800 this year. Hot items this year included a signed, authentic Dick Butkus Chicago Bears jersey, which was donated by Chicago-based Glass America and won by company president David Rohlfing. Ron Overbeck of Auto One in Brighton, Mich., took home tickets to see the Chicago Blackhawks play. Tickets were donated by **AGRR™** magazine/glassBYTEs.com™.

"We appreciate all who donated to the auction and all those who came and purchased items," says auction chair Jean Pero of Mygrant Glass. "And next year's auction will be even bigger and better."

In addition to the above, a popular fishing trip with SIKA Corp.'s Carl Tompkins, hunting binoculars, a digital camera and several pieces of women's jewelry also were auctioned off.

continued on page 32

Safety Stands

continued from page 31

there's a noncompliance, that doesn't mean you have to leave the AGRSS registration program," she said. "If there's a problem, you work at it you fix it, you prove you fix it, and you move along."

Three representatives of auto glass companies that have been directly involved in validation reviews also discussed their tips for preparation.

Gene Nichols of Guardian Automotive in Auburn Hills, Mich., echoed Olive's suggestion with regard to preparing technicians. "Be sure technicians know where to reference what they know or need to know," he said.

And working closely with technicians to prepare also is important—along with providing reassurance to them. "We tell these guys, 'it's complicated, but don't get a bellyache over it,'" he said.

Ron Overbeck of Auto One in Brighton, Mich., advised that he found during the company's validation review that the validators were very knowl-

edgeable, but also calming. A mock audit—or several—can help as well.

"Do as many practice runs as you can," said Overbeck. "It will help with your technicians and CSRs."

Mike Paley of Freedom Glass in Richmond, Va., told attendees that following the instructions provided by the AGRSS Council for validation preparation is key. "If you follow those instructions step by step, it will get you through," Paley said.

Safety-Savvy: Marketing with AGRSS

A panel consisting of Nik Frye of Glass America, Dan Mock (who recently was named business development director for the AGRSS Council Inc.) and Mike Schenian of City Auto Glass provided tips to attendees on how to market the AGRSS Standard on a daily basis.

Frye suggested that ARCs and all those committed to safety market the Standard even when they don't realize

they're doing it. "I think you can find a way to market AGRSS whether you have sales reps on the street or not," he said. "As an AGRSS-Registered Company, we promote the Standard every time we properly install a windshield."

Offering a safe installation and promoting the Standard goes a long way. "An agent who has a happy customer is looking to replicate that job," he said.

Frye suggested speaking about the Standard at local events and informing customers as well. "You become the expert on auto glass," he said.

Schenian utilizes the AGRSS logo on all of his company vans, in his advertising and more, and encouraged others to do the same. Notepads are particularly helpful, he said. "These are moving billboards," added Schenian.

Day one of the conference wrapped up with the annual AGRSS charity auction (see box on page 31).

The second day of the conference

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All the AGRSS committee chairs provided updates on their respective committees' work, including (left to right) Dale Malcolm, Education Committee chair, vice president David Rohlfing, Nik Frye, Marketing Committee chair, Jean Pero, Accreditation Committee chair, Jeff Bull, Membership Committee chair, and Bob Beranek, Standards Committee chair.

offered attendees the chance to see what goes on during an AGRSS Consumer Awareness Program (CAP). Insurance agents and other insurance professionals from a number of locales came out to earn continuing education credits at a two-hour course provided by Frye and Joel Timmons of Profitable Glass Solutions. The CAP was co-sponsored by two Illinois-based companies, Glass America of Chicago and Gerber Collision and Glass of Skokie, Ill.

Attendee Outlooks

Attendees say they left the conference with new safety information and more.

"It was good to learn all about the validations and how we can get our shops up to speed for a validation," said Peter Brown of Tiny and Sons Glass in North Pembroke, Mass. "It was also helpful to learn about marketing the AGRSS Standard for our customers."

"I really liked the roundtable—the

guys that are up there are blazing the trail and the lessons that they've learned," added Ron Maxey of the Glass Doctor of Northwest Indiana. "

Next year's conference will be held as part of Auto Glass Week™, September 15-17, 2011, in Memphis, Tenn. Visit www.autoglassweek.com for more information. ■

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

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A Winning Combination

First-Time Competitor Randy Olson Takes First Place in Windshield Repair Olympics

by Penny Stacey

“I view the Olympics not so much as a competition or an opportunity to beat somebody, but it’s kind of like your own business—where you just try to do the best you can, you just prepare the best you can, you use the best equipment you can, you use the best training, supplies and support. If you’re fortunate enough, all that comes together in a winning combination.”

These were the words of the 2010 Walt Gorman Memorial Windshield Repair Olympics (WRO) champion Randy Olson of Chip Medic in Bend, Ore., who found the winning combination October 11-12 in Las Vegas.

But Olson, a first-time competitor, admits it wasn’t easy.

“Coming into the competition I witnessed the first heat,” said Olson. “I was totally impressed by the caliber and professionalism of the guys that competed. It really made me step up to the mark.”

Despite his win, Olson remained humble.

“I don’t think I beat anybody, I was just fortunate enough that everything came together and I did my best,” he said.

Olson was followed by silver medalist Brandon Long of Novus Glass in Eaton Rapids, Mich.. Long, no stranger to competition, took third place in the 2009 competition.

“Last year obviously was the first year I came to the competition, and, this year, getting the silver medal—that was just kind of nice,” said Long.

Judges in this year’s competition reported that the quality of the repairs among the six competitors was even closer than in years’ past, and Long echoed that sentiment.

“I know my repairs this year definitely were a notch above last year’s—that’s for sure,” he said.

Gregory Hamilton of Glasspro in Charleston, S.C., finished in third place. Hamilton is a former Auto Glass Technician Olympics silver medalist, but this was his first time competing in the WRO.

Hamilton also was humble. “A repair is a repair—you can’t get it perfect,” he said after being awarded the bronze metal.

In addition, Lee Simms, who owns a SuperGlass Windshield Repair franchise in Bedford, Texas, was recognized with an innovation award for utilizing custom floors mats in the vehicle and for providing the customer with breast cancer awareness materials in honor of Breast Cancer Awareness month.

“I had specialized floormats made for the competition,” said Simms, who also has competed in the past.

The competition’s corporate sponsors included platinum sponsor GlasWeld, along with diamond sponsor HSG, and emerald sponsors SuperGlass Windshield Repair and Glass Doctor. The competition also is

Mark Your Calendars!

Next year’s Walt Gorman Memorial Windshield Repair Olympics will be held in Memphis, Tenn., during **Auto Glass Week™, September 15-17, 2011**, along with the Pilkington Clear Advantage Auto Glass Technician Olympics and the meetings of several industry groups, including the Auto Glass Replacement Safety Standards Council, the Independent Glass Association, the National Glass Association and the National Windshield Repair Association.





Judges pointed out that this year's WRO was one of the most competitive yet—with the top competitors scoring within points of one another. Randy Olson of Chip Medic (shown at left) emerged ultimately in first place.

sponsored by AGRR magazine and the National Windshield Repair Association.

"We're proud to be part of [the competition]," said GlasWeld president Dennis Garbutt. "GlasWeld's been in the business for 28 years now, and we're happy to see the growth that we're seeing. This has been my second year here and the growing level of professionalism is noticeable in the last year."

Next year's WRO will be held in Memphis, Tenn., during Auto Glass Week™ (see related sidebar on page 34), September 15-17, 2011, along with the Pilkington Clear Advantage Auto Glass Technician Olympics and the meetings of several industry groups.

The 2010 competition was held at the Mandalay Bay Convention Center in conjunction with the NACE Show (see related sidebar at right).

Inside the Olympics with Platinum Sponsor GlasWeld

The Walt Gorman Memorial Windshield Repair Olympics returns annually thanks to the work of many, and the sponsorship of several key players, particularly that of platinum sponsor GlasWeld in Bend, Ore. AGRR™ magazine recently caught up with GlasWeld president Dennis Garbutt and marketing director Lori Patch to discuss their commitment to the annual event.

"I only have two years under my belt and I felt a dramatic increase in professionalism this year, not just in the quality of the repair when they were finished, but in the attitude and demeanor and temper of the contestants," said Garbutt, reflecting on this year's competition.

And Garbutt sees a positive impact on the industry as the competition continues to grow more fierce.

"Every one of the participants—especially the finalists really—I think there was only a one or two point difference and every one of them presented a really professional image, says Garbutt. "The more press we can get behind these kinds of people making this a career choice the more people will want to join the repair industry, and the more it will grow."

"That's why we continue to support [the WRO] every year," says Patch. "We believe in highlighting the professionals and highlighting the service they provide."

"I don't think I beat anybody, I was just fortunate enough that everything came together and I did my best."
—Randy Olson, Chip Medic

NACE Auto Glass Pavilion Sees New Product Launches, Attendees Looking for Economical Add-Ons

As in recent years, the Walt Gorman Memorial Windshield Repair Olympics competition was held in conjunction with the NACE Show at the Mandalay Bay Convention Center.

While competitors went head-to-head for the gold, several auto glass tool suppliers and manufacturers also were on-hand at the Auto Glass Pavilion to show their latest wares. NACE, also known as the International Autobody Congress and Exposition, was co-located with CARS during Automotive Service and Repair Week.

Equalizer Industries displayed its entire line of Equalizer removal tools and windshield repair tools and systems. Company president Eric Asbery said he heard mixed reports from show attendees.

"I hear a lot of complaints from customers about the economy, but they end up wanting to buy stuff ..." he said. "I think it's bouncing back, but I think people are still a little leery of buying. It's a natural thing ..."

In line with a growing trend of auto body shops that provide their own auto glass services, Asbery said he talked to several body shop owners looking to add windshield repair equipment to their businesses.

"It's probably time that the body industry is looking for other things because of the economy," he said. "I think they're looking to other industries that fit into their businesses, and the windshield repair business is probably easy on the pocketbook enough that they can afford to try to get into that kind of thing."

Crystal Glass/The Extractor displayed its PROV28 Milwaukee windshield removal tool—an 18-volt tool.

"It's very powerful for the high-volume installer," said operations manager Win Parnall (see related story about Parnall's pending retirement on page 39).

Glass Doctor was promoting its franchise offerings to attendees.

Delta Kits launched its new windshield repair pit resin, 144-14 Premium Pit Plus.

RV glass supplier Duncan Systems also was on-hand, displaying its RV-specific damage estimating software.

Former Auto Glass Technician Olympics gold medalists Jeff Olive of Glasspro and Jamie Browning of Browning Auto Glass, along with 2009 bronze medalist Travis Crebs, also provided auto glass installation demonstrations during the event as part of an AGTO retrospective.

Next year's NACE Show will be held October 6-8 in Orlando, Fla., at the Orange County Convention Center.

Visit www.naceexpo.com for more information. ■



kerry@gtglass.com

Repair Round-Up

nwra reports

focus on REPAIR

Should Insurance Cover Your Windshield?

by Kerry Wanstrath

SEEMS LIKE A FAIRLY STRAIGHT forward question with a simple answer, doesn't it? Most consumers think it is a nice benefit, and perhaps the only benefit, they get from their insurance companies, barring a collision with another car. So it seems nice that our insurance carrier is giving us something back for all the money we pay out year after year after year. For those of us that have never had an accident, it is their little way of saying how much they appreciate our business over the years—right?

Well, life as we all know it is not that simple and neither is one's motive for doing something that seems nice.

"For every reaction there is an equal and opposite reaction"—someone smarter than I said that and I think it applies to the auto glass repair and replacement industry. How so? Well, what are the consequences (or the opposite reaction) of insurers handling a windshield repair claim? Does your premium as a consumer go up or down as a result of a claim? Every year, 30 percent of all comprehensive claims filed are for auto glass, so it is logical that auto glass coverage will increase the cost of all of our policies.

An Idea

So, I am about to suggest the unthinkable. Here I go: why don't insurance companies just stop paying for windshield repair? That's right—insurers should just stop paying, let the consumer pay. Perhaps you think I have lost my mind, but not as it pertains to this subject. In fact, I'll take it one step further; I think they should stop paying for replacement, too.

Do people stop getting their tires repaired when they get a nail or a flat? Of

"Do people stop getting their tires repaired when they get a nail or a flat? Of course they don't."

course they don't. There is lots of life remaining in the tire, so you simply fix the affected area and you are good to go. I see no real difference in a windshield.

The Claims Process

Okay, now let's move to the real meat of the issue: the claim itself. In part, insurers turned to third-party administrators because the cost of the repairs might have been close to the cost of processing the claim by the insurance company. This opened the door for replacement as well, and without getting into the evolution of the various claims processors and the creation of networks, independents now have the problems associated with processing an auto glass claim and complaints and the claims of steering associated with glass claims. In fact, even non-insurance claims (those that are not covered by the carrier and are paid by the consumer) are processed by a network as if they were claims. What is that about?

Why isn't the customer being told that he should just handle the repair or replacement on his own and keep the claim off his record? With the \$500 deductible becoming the norm, well more than half of all repairs and replacements are already cash jobs that are being processed as if they were claims.

I truly believe most (if not all) independent shops would be better off and have better market access to the real customer (the person who owns the car on which you are working) if all insurance companies exited the auto glass repair

and replacement industry. Since State Farm stopped waiving the deductible for repairs, have State Farm customers stopped repairing their windshields? That has not been our experience.

Imagine competing based upon the merits of your work, service and a fair price. I know it is an idea foreign to some in our industry, especially looking at the past decade. But the only way to change the road on which you're driving is to turn off and drive down a different road. The definition of insanity is doing the same thing over and over again and expecting a different result. Claims processing and steering issues are not going to change no matter how loud you scream, because there is no one out there to hear your complaints.

So, why not encourage insurance companies to save their money by exiting our business? Perhaps the tire industry would like them—or the "quick lube" industry. These are maintenance-related services similar to auto glass. I would suggest an industry-wide effort to contact all major auto glass insurance companies and encourage them to save their money by stop paying for the maintenance of a vehicle and let the consumer and free markets take care of the rest. ■

Kerry Wanstrath is the president of the National Windshield Repair Association. In addition, he serves as president of Glass Technology in Durango, Colo. Mr. Wanstrath's opinions are solely his own and not necessarily those of this magazine.



WGR Reports

repair news

ASSOCIATION NEWS

Wanstrath Elected President of National Windshield Repair Association

GLASS TECHNOLOGY PRESIDENT Kerry Wanstrath was elected president of the National Windshield Repair Association (NWRA) during a meeting of the association's board of directors in October.

"I believe the NWRA is going to focus on promoting the successes of the association and lobbying on behalf of the small independent glass shops to allow them to utilize repair to their benefit and the consumer's benefit," Wanstrath told AGRR magazine in a recent interview.

He also hopes to work more directly with the association's membership.

"I would like to see us re-establish a credible line of communication with our root base of customers—small shops and small independents in the repair and replacement business," he says. "[I want to] try to lobby on their behalf."

Wanstrath succeeds Mike Boyle of Glass Mechanix.

In addition to Wanstrath's election as president, the NWRA held elections for its board of directors during its annual meeting on November 30. Keith Bev-

eridge, senior vice president of NOVUS Inc., and Wes Walker, who owns a Glass Doctor franchise in Opelousas, La., both were re-elected to their seats on the board. Rich Campfield, president of Ultra Bond in Grand Junction, Colo., also was elected to the board.

All were elected by unanimous vote.

See Wanstrath's first column as NWRA president in AGRR™ on page 36.

COMPANY NEWS

Delta Kits Inc. Launches Windshield Repair and Replacement Referral Website

Delta Kits Inc. has launched a referral website at www.windshieldreferral.com. The site focuses on independent windshield repair businesses.

"Windshield repair technicians, specifically independents, have not had a good place to advertise. Our goal is to provide Internet visibility for windshield repair technicians while

giving their customers a resource for finding technicians in their local area," says company president Brent Deines.

WindshieldReferral.com provides free listings for windshield repair and replacement businesses; tools to solicit customer feedback; customized listings to accurately describe a business; and a preferential listing for certified technicians and shops, all in a user-friendly site design. ■



KUDOS

NOVUS, SuperGlass and Glass Doctor Named to 2011 Franchise 500 List

Several industry companies have again ranked on the annual *Franchise 500* list for 2011. These include NOVUS Glass, Glass Doctor and SuperGlass.

NOVUS Glass was ranked No. 65 on the list, up from No. 89 on the 2010 list. The company also was listed as No. 68 for fastest-growing franchises, No. 15 for low-cost franchises, No. 17 for top home-based franchises and No. 56 for top global franchises. Novus was founded in 1972 and has been franchising since 1985. The company currently has 223 U.S. franchisees, 120 Canadian, 1,272 foreign and ten company-owned.

Orlando, Fla.-based SuperGlass Windshield Repair also was on the rise—ranked No. 161, up from its No. 191 ranking in 2010. SuperGlass also ranked No. 33 for low-cost franchises, No. 44 for top home-based franchises and No. 127 for America's top global franchises. Founded in 1992, the company has been franchising since 1993 and has franchisees throughout the world—including 244 in the United States, two in Canada and 18 foreign, including locations such as South Africa, Spain, France and Germany.

Glass Doctor® moved up to No. 167. The company was ranked No. 240 in 2010, No. 277 in 2009 and No. 312 in 2008. The company also ranked No. 97 among fastest-growing franchises, and No. 132 among America's top global franchises. The Waco, Texas-based company was founded in 1962 and has been franchising since 1981. It currently has 178 U.S. franchisees and 10 Canadian.

The *Franchise 500* list is created based on a number of factors, including financial strength and stability, growth rate and size of the company's franchising system, according to *Entrepreneur*. The publication also considers the number of years a company has been in business, the amount of time that has passed since it began franchising, start-up costs, litigation, termination percentages and whether the company offers financing to its franchisees.

industry insiders

people in the news

RETIREMENTS

Industry Veteran Win Parnall of Crystal Glass/Extractor to Retire



Win Parnall

Extractor operations manager **Win Parnall** began his long career in the auto glass industry in 1964, with parent company Crystal Glass. At press time, Parnall was scheduled to retire from the Edmonton, Alberta-based company on February 25, 2011.

Parnall has had a range of industry experience over the years. After getting his start with Crystal, he went on to launch his own company—Prestige Aluminum Products. In 1995, he sold that company to Los Angeles-based C.R. Laurence Co. Inc. (CRL), and, after working for CRL for six years, he returned to Crystal in 2001.

Meanwhile, Crystal had launched its

KUDOS

Birkhauser Awarded the Annual Carl F. Tompkins Distinguished Service Award

AEGIS Tools International president **Bob Birkhauser** was recognized during the recent AGRSS Conference with the annual Carl F. Tompkins Distinguished Service Award (*see related story on page 30*). The award is given annually to someone who has shown exemplary service to the efforts of the AGRSS Council Inc.

Birkhauser applauded others in his acceptance of the award. "AGRSS is an entity, a living organism that is dynamic, and it is the result of the efforts of people like you," he said. "It's been a battle at times, but an enjoyable one."



SIKA's **Carl Tompkins** (right) presents the award that bears his name to AEGIS president **Bob Birkhauser** (left).

Extractor business—a tool division—in 1998, so in 2005 Parnall took over management of that part of business, along with Crystal's distribution arm.

"It's been a great five or six years," says Parnall.

Parnall and his wife, Carol, plan to take a month-long vacation to Palm Springs, Calif., in March.

Don Rietze has been pegged to take over as operations manager upon Parnall's retirement. ■

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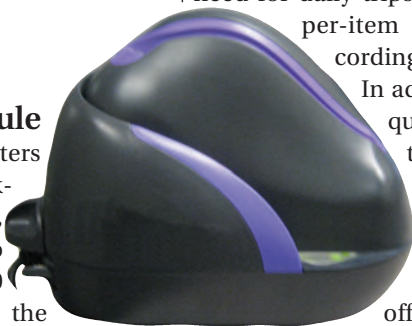
the show room

new products

SOFTWARE

Mainstreet Offers Check-Processing Module

Mainstreet Computers now offers a check-processing module, the latest addition to its Glas-Avenue 8.0 software. Utilizing the module, shops can now process checks electronically, eliminating the

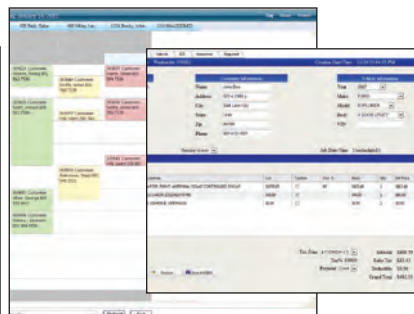


need for daily trips to the bank and per-item deposit fees, according to the company.

In addition, techs can quickly determine if they'll receive an insufficient funds notice from customers' banks.

Mainstreet also offers credit card processing and hosted software.

► www.mainstreetcomp.com



DBC Offers Real-Time Web Quoting, CSR Alerts

Digital Business Controls (DBC) has developed a solution that offers real-time web quoting, CSR instant alerts and detailed web success analysis for auto glass companies. In addition, the company has available real-time smart-phone applications that can tie directly in with its ChameleonWare software, allowing company reps to enter notes, payment information and ticket status, as well as report their status from on-site to completed.

In addition, the software system provides real-time text integration with a company's point-of-sale system and schedule texted reports of sales and key statistics.

► www.dbcontrols.com

HANDLING SYSTEMS

PipeKnife® Adds Side Buddy Rack to Offerings

The PipeKnife Co. has introduced a Side Buddy Rack system to allow technicians to transport tall and oversized windshields.

The Side Buddy Rack is designed to fit vans and pick-ups with shells to carry oversized products such as RV and bus windshields. The system is composed of a top body mount and main carrier system; the main carrier system can be detached from the top body mount to be loaded with product and then attached to the vehicle when necessary.

The Side Buddy Rack can transport two windshields at one time and includes padded framing and tie-downs.

► www.pipeknife.com



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

The LJ6VH hand-held vacuum cup from Wood's Powr-Grip provides comfortable hand placement for technicians when removing windshields, according to the company. The large-volume pump of this hand cup also permits quick attachment on both curved and flat glass surfaces.

The cup is equipped with a rigid, vertical handle that provides support for easy glass positioning, while a non-slip grip holds the glass securely at any angle. A red-line indicator on the pump visually 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



ADHESIVES

Go Lower with BETAPRIME™ 5201 Bare Metal Primer

Dow Automotive Systems recently announced that it has validated the use of its BETAPRIME™ 5201 bare metal primer at temperatures as low as 20 degrees Fahrenheit (-6.7 degrees Celsius) with the same performance as at higher temperatures and at a drying time of 15 minutes. Designed for windshield-area corrosion treatments of a half-inch square or larger of bare metal, the previous minimum temperature for bond-



ing surfaces before applying BE-TAPRIME 5201 Bare Metal Primer was 40 degrees Fahrenheit.

"This enables glass shops to provide a necessary service quickly, confidently and easily in a wide range of operating temperatures," says Dale Malcolm, technical manager, Dow Automotive Systems, Aftermarket.

► www.dowautomotive.com

MOULDINGS

Precision Goes Universal

Precision Replacement Parts has a new line of universal mouldings.

"We've listened to our customers and developed a line of mouldings that performs well in all temperatures and climates," says Don Penza, Precision's quality manager. "We've had valuable input from technicians that helped us design a great product that's made right here in Wisconsin."

Precision says that the offering consists of conventional, underside and cavity-style mouldings in all of the popular and new generation sizes.

► www.prp.com

REPAIR SYSTEMS

Equalizer® Offers DynaPro® Windshield Repair Kit



The DynaPro® windshield repair kit from Equalizer is a quality, long-lasting kit, according to the company. The stainless steel injector is a self-contained "pull/push"

pressure and vacuum creating device, which allows technicians to switch between cycles quickly. The bridge also was designed to be durable and easy to keep clean, and the pump action attachment cup keeps the assembly on the windshield, according to the company.

► www.equalizer.com

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888/714-7171 (fax)
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Information Sources

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IT'S NO SECRET THAT EVEN THE easiest day in the auto glass business can be a stressful one. But new auto glass business owner Jamie Browning of Browning Auto Glass in Daniel Island, S.C., has found his own secret for winding down on the weekends. The 38-year-old business owner hits the shooting range nearly every weekend.

He's been participating in the sport since about the age of 9, as it's a common hobby in his family.

"I shoot handguns, rifles, shotguns, pretty much anything—whether it's some kind of modern military weapon or old, Civil War-type weapon."

"Guns have really always been around in the family as far as hunting and stuff like that," says Browning.

Browning enjoys both simple target practice and what he calls "trick shooting"—shooting a variety of weapons, skeets and various types of targets.

Though he once enjoyed hunting as well—for "pretty much anything"—Browning sticks mainly to target shooting now.

He shoots every weekend on a piece of property owned by a close family member, and says his favorite weapon to shoot would surprise some.

"My favorite gun to shoot would be probably one of the less sophisticated ones—an 1875 Remington Outlaw," says Browning. "It's the same gun that



Browning is skilled with a variety of firearms, and finds time to shoot nearly every weekend, weather-permitting.

Frank James of Frank and Jesse James fame carried."

In addition to hitting the range regularly, Browning also enjoys local gun shows—and seeks out interesting weapons to add to his collection.

"I shoot handguns, rifles, shotguns, pretty much anything—whether it's some kind of modern military weapon or old, Civil War-type weapon," he says.

Asked whether it's tough to find the time for such a time-consuming hobby as a new business owner, Browning replies, "not really, because it's a great stress reliever."

"It's something that I try to make time for," he adds. "It's nice to get together with friends and get your guy time in."

For those who wish to take up shooting, Browning stresses that, just like in the auto glass business, safety should come first.












"I'm definitely a huge advocate for safety, and making sure that if there are children in the house that you have [firearms] locked up," Browning says. "Firearms in general get a bad reputation, but it's up to the owners to be responsible—and keeping [them] away from children is definitely top of the list."

Browning has been in the industry since the age of 18—for 20 years, and has worked for a variety of companies, including Harmon, ABRA Autobody and Glass, Glasspro in nearby Mount Pleasant, S.C., and Team Acne in Las Vegas, prior to opening his own company last year. He also received the gold medal in the 2009 Auto Glass Technician Olympics. ■



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