© 2009 **AGRR** Magazine. All rights reserved. No reproduction of any type without expressed written permission.

AGRR®

The Only Magazine Devoted Exclusively to the Auto Glass Industry

Winter 2009

Browning Beams

Third-Time AGTO Competitor Takes Gold

Also Inside:

- AGRSS Validation Update
- Inside WRO
- Marketing Conference Reviews

© 2009 **AGRR** Magazine. All rights reserved. No reproduction of any type without expressed written permission.

OETech™ MOLDINGS

Now available in single application and universal sizes!

- *Meets OEM specifications for fit and finish*
- *No Lead Fillers*
- *Stabilizer bar for added support*
- *PVC based product*
- *Won't shrink or fade*
- *Universal sizes come in 100ft rolls*

Universal Part #'s available:

MU16100, MU17100, MU17100C, MU20100, MU26100, and MU08100(u-lip).

Available only at your local Pilkington service center

Exclusively Distributed by PILKINGTON
A member of NSG Group

© 2009 **AGRR** Magazine. All rights reserved. No reproduction of any type without expressed written permission.

GGG®
GOLD GLASS GROUP
www.gggcorp.com

Universal Mouldings
Setting the Standard for 20 Years

IN THE COLD USE GOLD
RUBBER UNIVERSAL MOULDINGS

Made in the USA

T-105B

5/8" (17mm)

T-107B

3/4" (20mm)

T-108B

1" (25mm)

T-109B

1-1/4" (31mm)

T-105BFL

5/8" (17mm)

T-107BFL

3/4" (20mm)

Economy Line
High Quality & Saves You Money

ET-105B

5/8" (17mm)

ET-107B

3/4" (20mm)

ET-108B

1" (25mm)

ET-109B

1-1/4" (31mm)

ET-105BFL

5/8" (17mm)

ET-107BFL

3/4" (20mm)

Other Mouldings

T-100B

1/4" (7mm)

T-101B
T-101RB

3/8" (10mm)

T-110

3/4" (20mm)

T-120BC

CHROME
5/8" (17mm)

Underside Mouldings

T-201

Rubber Moulding with adhesive

T-202

T-203

Closed Cell Foam Mouldings go around tight radius corners on quarter & back glasses.

Ask for FREE Universal Moulding Wall Chart

© 2009 **AGRR** Magazine. All rights reserved. No reproduction of any type without expressed written permission.

AGRR Contents

Volume 11 • Online Extra Winter 2009

4

Validation Now

The latest International Auto Glass Safety (AGRSS) Conference answered questions and quelled fears about the new third-party validation review. See you what you missed on page 4.

10

Browning Beams

Glasspro's Jamie Browning took first in the recent Pilkington Classic Auto Glass Technician Olympics. See who else placed and their tips for success on page 10.

14

Fenner Takes First

Second-time competitior Brian Fenner of Safe Glass Technologies went home with the gold in this year's Walt Gorman Memorial Windshield Repair Olympics.

16

Marketing Know-How

Attendees of the Independent Glass Association and National Windshield Repair Association's marketing conferences received some tips for online marketing, television advertising and more, along with the latest news from each association.

©2009 by Key Communications, Inc. All rights reserved. **AGRR** (USPS 020-897) is published 6 times per year by Key Communications Inc., 385 Garrisonville Road, Suite 116, Stafford, VA 22554; 540/720-5584; fax 540/720-5687. Advertising offices listed at right. Unsolicited manuscripts and other materials will not be returned unless accompanied by a self-addressed, stamped envelope. All contents are ©2009 by Key Communications Inc. Neither publisher nor its representatives nor its subcontractors assume liability for errors in text, charts, advertisements, etc. and suggest appropriate companies be contacted before specification or use of products advertised or included in editorial materials. Views and opinions expressed by authors are not necessarily those of the publisher. For permission to reprint, contact editorial offices. Printed in the U.S. Postmaster: SEND ADDRESS CHANGES TO **AGRR**, P.O. Box 569, Garrisonville, VA 22463. ©2009 by Key Communications, Inc. No reproduction permitted without expressed written permission of the publisher. Periodicals postage paid at Stafford, VA, and additional post offices. Questions? Call 540/720-5584.

AGRR The Only Magazine Devoted Exclusively to the Auto Glass Industry

Publisher	**Debra A. Levy** Extension 111 • deb@glass.com
Editor	**Penny Stacey** Extension 148 • pstacey@glass.com
Managing Editor	**Erin Harris** Extension 130 • eharris@glass.com
Contributing Editors	**Megan Headley** Extension 114 • mheadley@glass.com
Art Directors	**Chris Bunn** Extension 132 • cbunn@glass.com **Dawn Campbell** Extension 150 • dcampbell@glass.com
Exhibit Manager	**Tina Czar** Extension 115 • tczar@glass.com
Marketing Director	**Holly Biller, vice president** Extension 123 • hbiller@glass.com
Customer Relations Mgr.	**Janeen Mulligan** Extension 112 • jmulligan@glass.com
Video Producer	**Marshall Stephens** Extension 124 • mstephens@glass.com
Web Developer	**Bryan Hovey** Extension 125 • bhovey@glass.com

Contributing Columnists	Russ Corsi	Korey Gobin
	Mike Jones	Chuck Lloyd
	Dale Malcolm	Carl Tompkins
	Mike Boyle	David Zoldowski

Publisher	**Published by Key Communications Inc.** 385 Garrisonville Road, Suite 116 Stafford, VA 22554 540/720-5584; fax 540/720-5687

Advertising Offices:

Midwest	**Lisa Naugle,** *Associate Publisher* lnaugle@glass.com Phone 312/850-0899 Fax 312/277-2912
Northeast & Eastern Canada	**Brian Welsh** bwelsh@glass.com Phone 215/679-8826 Fax 215/679-0408
Southeast	**Scott Rickles** srickles@glass.com Phone 770/664-4567 Fax 770/740-1399
West Coast & Western Canada	**Ed Mitchell** emitchell@glass.com Phone 805/262-2932 Fax 805/262-2933
Europe	**Patrick Connolly** patco@glass.com 699 Kings Road Westcliff on Sea Essex SS0 8PH ENGLAND Phone (44) 1-702-477341 Fax (44) 1-702-477559
China & Asia	**Sean Xiao** sxiao@glass.com Rm.403, Block 17, Wuyimingzhu, No.6 Jinshan Road Fuzhou, Fujian, 350001, China. Phone (86) 591 83863000

All Others Contact Publisher Directly

Please Recycle This Magazine

PRINTED WITH SOY INK

© 2009 AGRR Magazine. All rights reserved. No reproduction of any type without expressed written permission.

CREATIVE
CREATIVE EXTRUDED PRODUCTS

The Single Source for All Your Molding Needs

Flexi Trim™

Universal Moldings

- OEM materials; extreme cold flexibility
- Patented, non-metallic stabilizer
- User friendly packaging

Eco-Trim™

Environmentally Friendly Universal Moldings

- 100% recyclable material
- Rubber appearance without blooming or chalking
- Rubber flexibility

RightTrim™

Vehicle Specific Moldings

- Right fit, form, and function
- Right look
- Right price

GRIPflex™

On-Glass Moldings

- Conforms to windshield shapes
- Fast, easy installations
- OEM fit, form and function

1414 Commerce Park Dr. • Tipp City, Ohio 45371
Tel: 800.273.1535 • Fax: 937.667.3647
www.creativeextruded.com

© 2009 AGRR Magazine. All rights reserved. No reproduction of any type without expressed written permission.

by Penny Stacey

International Auto Glass Safety Conference Answers Validation Questions and Features National Hero

The International Auto Glass Safety (AGRSS) Conference fell just the week before the group's first-ever third-party validation reviews were to begin. And, for many business owners in attendance, the timing couldn't have been more perfect, as the Council and other speakers in attendance set out to answer many of the questions that have arisen about the program.

One of the most highly attended sessions of the event, held at Mandalay Bay Convention Center November 3-5, was the validation workshop. During this session, Penny Ouelette, program developer for Orion Registrar Corp., and accreditation committee chair Cindy Ketcherside of IGD Industries, attempted to provide information about the ins and outs of the program with AGRSS-registered shop owners and representatives who might face random third-party validation reviews. Orion is the company administering the Auto Glass Replacement Safety Standard (AGRSS) Council Inc.'s third-party validation review program.

Inside the Program

"We stand and we watch," explained Ouelette.

Ouelette provided a validation checklist to those in attendance, and explained that every step of the process is designed to be "fair and consistent."

"We also have to make sure we're answering certain questions," she said.

And what happens when a technician or owner spots a validator taking copious notes?

"You don't need to be worried that everything we write down is something negative," Ouelette warned. "We're friendly—we're nice guys, honestly."

She also again explained the clustering program and the way the audited locations are chosen. All the AGRSS-registered shop locations have been placed into geographical clusters of 10 locations each. Ten of these fourteen clusters will be validated during the first year, and they are chosen through random sampling. (The number of clusters to be audited annually will be determined by the number of registered locations each year.)

"All clusters have the exact same chance of being selected," she said. "The key to keeping our sample sound is basically keeping our fingers out of it."

The first cluster was scheduled to be validated the week following the conference. Though the first round of shops received 30 days' notice, this has been upped to 70, and the accreditation committee agreed to precede the letters sent out with a phone call for future notifications.

Once shops receive notification, they will be asked to submit several items, including their deliverables packet, names of all their technicians and any special circumstances (such as language issues).

"It allows us to do some of the work offsite," Ouelette explained.

The validation itself will consist of an opening meeting with the business owner, a records review (making sure that the appropriate records have been kept since the shop became AGRSS-registered), a discussion with the person who orders glass for the company, a review of adhesive storage conditions, and a review of each technician completing a windshield installation. It will end with a closing meeting, during which the shop owner will learn of any non-compliance issues.

Along the way, the validator will time any necessary steps (such as how long primer is shaken prior to application) and measure items such as temperature and humidity, according to the shop's adhesive manufacturer's instructions.

The length of time the validation will take will depend on the number of technicians and jobs completed.

"As much as we can, we'll be watching," added Ouelette.

Preparation: Training is Key

Nik Frye, vice president of sales and marketing for Glass America, followed Ouelette with some tips for preparing as an AGRSS-registered business. Frye stressed that training is one of the most important aspects of preparation.

"Scheduling regular reviews of your training manual and making sure all your training materials are up-to-date is key," he said.

He also suggested appointing an AGRSS coordinator if possible.

"It would make sense for it to be the person with the most knowledge of the AGRSS Standard," Frye said.

He stressed communication, and advised that in his experience at his company, working closely with technicians on validation preparation actually has raised morale.

"The fact that [technicians] saw val-

continued on page 6

© 2009 AGRR Magazine. All rights reserved. No reproduction of any type without expressed written permission.

"We Have a Moral and Ethical Obligation to Do the Best We Can," Says Capt. Sullenberger

Captain Chesley "Sully" Sullenberger told attendees of the International Auto Glass Safety (AGRSS) Conference details of the now-dubbed "Miracle on the Hudson," but also of his commitment to safety—and how it developed during his keynote speech on November 5.

"I, too, share your commitment not only to safety but also to doing the best job possible, because it matters," he said.

He continued, "We have a moral and ethical obligation to do the best we can."

Sully shared several anecdotes about the years leading up to the January 15 landing on the Hudson River in the wake of disaster—an event that has made him a household name.

One of these was about his daughter, who once asked him to define integrity.

"I gave her a definition that now I realize was a pretty good one," he said. "Integrity means doing the right thing even when it's not convenient."

Sullenberger went on to explain how he has applied this rule in all aspects of his life, including his profession.

"Being an airline pilot means doing the right thing every time," he said. "It means being the conscience of my industry."

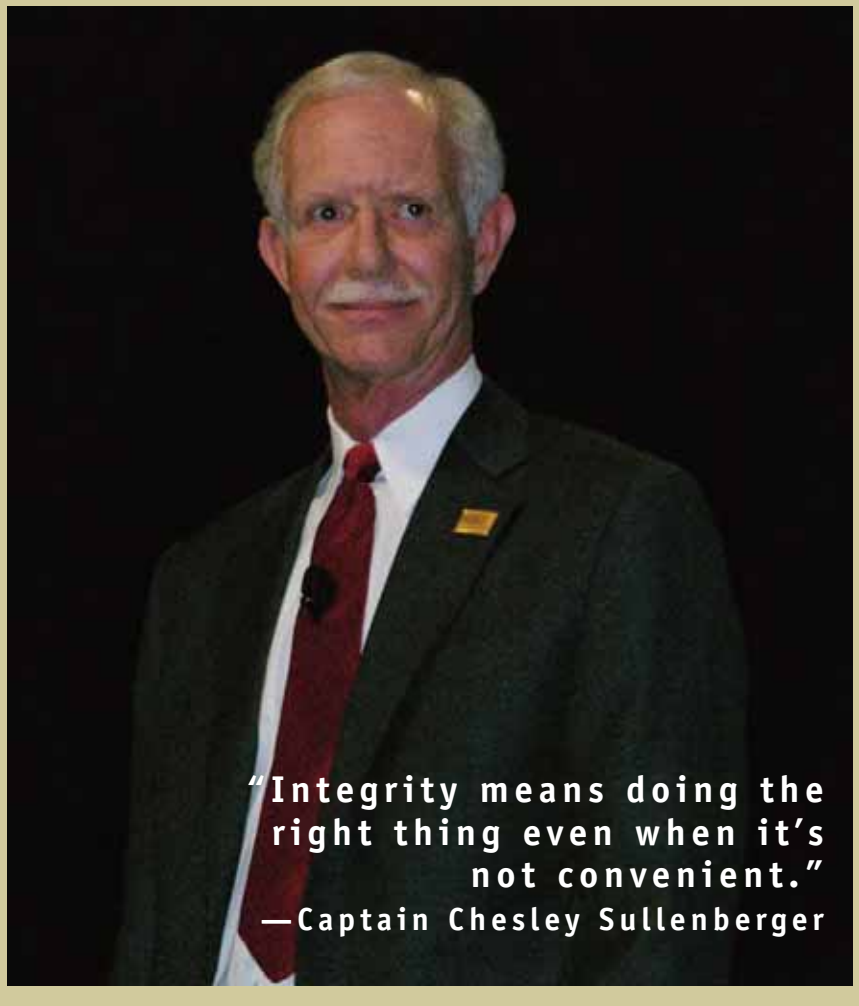
"Why do I do these things?" he went on to ask. "My passengers deserve it, my colleagues expect it and my profession demands it … Something you'll probably never hear an airline pilot say is 'It's not my job' or 'It's not my fault.'"

Since the January 15 incident, Sullenberger said and his crew have heard some surprising reaction from other pilots, even with other airlines.

"They tell us they feel a pride in our profession because of this event that they haven't felt in years," he said.

But, he reminded attendees that his commitment to safety came long before that fateful day.

"I've been a consistently outspoken advocate for safety," he concluded. "At my company I was a known [for this] before that happened."



Capt. Chesley Sullenberger shared the story of how he came to land the "Miracle on the Hudson" last January.

He also noted what an accomplishment the AGRSS Council had undertaken when they developed the Standard.

"I can imagine when you all started this it was like trying to remove all the water from the ocean with a teaspoon—what an undertaking," he said.

AGRSS Council president Debra Levy had begun her introduction of Sully a day prior to his actual speech at the opening of the conference. She read several excerpts from his book to AGRSS Conference attendees and surprised them with how similar they sounded to statements made daily in the auto glass industry. (CLICK HERE to hear some of these statements.)

Members of AGRSS-registered companies and AGRSS affiliate members were able to participate in a private breakfast with Capt. Sullenberger prior to the keynote speech, which also was attended by NACE Expo participants.

© 2009 AGRR Magazine. All rights reserved. No reproduction of any type without expressed written permission.

VALIDATION NOW

continued from page 4

idation as a way to really prove [they were doing things correctly] was a positive," he said.

Frye offered the following steps as suggestions.

1. **Make a plan with goals.**
2. **Show proper leadership.** "[Employees] will get it and they'll understand if you help them," he said. "The best promise you've got is through those technicans."

One attendee asked if the AGRSS Council or accreditation committee had considered levying fines against those who are found to be non-compliant.

Ketcherside advised that though she never says "never," this isn't likely.

"We're not trying to be punitive," she said.

She added, "The whole purpose is to create professionalism and continuous improvement."

A mock validation review also was held on-site, with Ouelette acting as the validator and Glasspro's Jeff Olive acting as the technician and business owner, walking the session's attendees through every step of a validation.

The AGRSS Council held several committee meetings as the event got underway.

Adhesive Assistance

As soon as the third-party validation review letters went out, adhesive manufacturers' phones started ringing, as shop owners sought their advice for how to prepare. Representatives from several adhesive manufacturer participated in a panel to address these questions during the event. Participants included Malcolm (of Dow), David Osland of SRP, and Carl Tompkins of SIKA Corp.

"We've tried to put together a nice packet of information that readily addresses all of these issues," explained Malcolm of Dow's process.

Glasspro's Jeff Oliver (left) acted as the owner and technician during the mock validation review with AGRSS validator Penny Ouelette (right) of Orion Registrar Inc.

Tompkins advised SIKA has an AGRSS training manual available to its customers, and suggested shop owners depend on their manufacturers for this type of assistance.

"You should hold your urethane manufacturer's feet to the fire on this, because it really is their responsibility," he said.

Osland noted that it's also important to familiarize yourself and technicians with how to find information provided by manufacturers.

On the issue of open times, shelf lives, etc., of urethanes and primers, all were in agreement that this is something all technicians should be familiar with already, and to seek assistance from manufacturers if you don't know how to track this.

"Make sure when working with your adhesive manufacturer that they validate how long that can is good for," Tompkins warned.

And you've got to be able to track this so that it's clear to a validator, Osland warned.

"You've got to document that all out so when a fine person from Orion asks you that question, you can answer with a fact—you don't have to guess," he said.

Malcolm noted that this is where the shop owner and technician must take control.

© 2009 AGRR Magazine. All rights reserved. No reproduction of any type without expressed written permission.

"We can't be in your shop to make sure you write down that date," he said.

Storage also will be a factor in the validations, as it is in the Standard.

"Go to your manufacturer's recommended storage instructions and find a way to achieve [what's recommended]," Malcolm advised.

Tompkins also advised that when not stored properly, the shelf life of a product can be reduced. Osland agreed.

"Expiration dates are based on storing it at that certain temperature," he said.

And all offered their overall tips for preparation.

1. **Document, and then relax.** "Make sure any kind of documentation you have is up-to-date, and then relax a little bit," Osland warned. "You've got all that time to get ready for that one moment."
2. **Train your technicians.** "There's a chasm between the ownership/management of companies and their technicians," Tompkins advised. In order to make sure this isn't the case, he encouraged practice. "Do a mock audit," he suggested, "Don't assume. Let's get this right the first time."
3. **Practice the whistle-blower method.** "Go get a whistle, and then blow it [in the shop]," Malcolm suggested. "Tell so-and-so to stop, say what he's doing and why he's doing it."
4. **Don't get ring-binder paralysis.** While preparation is key, Malcolm warned that studying and learning is as well. "Don't spend all of your time making a really cool ring binder of information, and then not read it," he warned.

Using the Standards as a Sales Tool

Though validation was a crucial topic on the conference schedule, it wasn't the only one. One seminar that proved particularly helpful to atten-

continued on page 8

Cindy Ketcherside (center) was recognized with the first-ever Carl F. Tompkins Distinguished Service award. Capt. Chesley Sullenberger (left) attended the ceremony, along with the award's namesake, Tompkins (right).

Ketcherside Recognized with First Carl F. Tompkins Distinguished Service Award

The AGRSS Council Inc. presented the first-ever Carl F. Tompkins Distinguished Service Award to Cindy Ketcherside of IGD Industries during an awards breakfast held as part of the International Auto Glass Safety Conference. Captain Chesley Sullenberger, who keynoted the event, also attended the breakfast, sponsored by HSG (*see related story on page 5*).

Ketcherside has been in the auto glass business for more than 29 years, joining her family's business, JC's Glass, in 1980 and advancing to president/owner by 1992. She sold the business to Iowa Glass in 2005 where she remained as vice president of business development. In October of this year, Iowa Glass sold its auto glass division, including JC'S Glass, to Belron US, but Cindy remained with the parent company, Iowa Glass, as the vice president of business development.

She was a founding board member of the National Auto Glass Cooperative and the Chicago Glass Group, as well as a past president of the Arizona Glass Association, where she was instrumental in passing the "Zero Glass Deductible" bill in Arizona.

Her involvement in the Auto Glass Replacement Safety Standard began in 1999 serving as a board and standard development committee member. Cindy served as the president of AGRSS Council Inc. for eight years and also was the chair of the Standards Committee. She currently serves on the board of directors and is the chair of the accreditation committee.

Her mantra for her years in the glass business has been, "We're not in the auto glass business installing 'windshields,' we're in the safety business of installing 'safety - shields.'"

"It's an honor to be recognized, especially with an award named after Carl, as we've worked so long together on this," said Ketcherside in accepting the award.

The board voted early this year to create an award to honor Tompkins, who was a long-time chair of the accreditation committee and has been involved with the development of the Standard since its inception.

© 2009 AGRR Magazine. All rights reserved. No reproduction of any type without expressed written permission.

▶ No Gimmicks
▶ No Hype
▶ No Bull

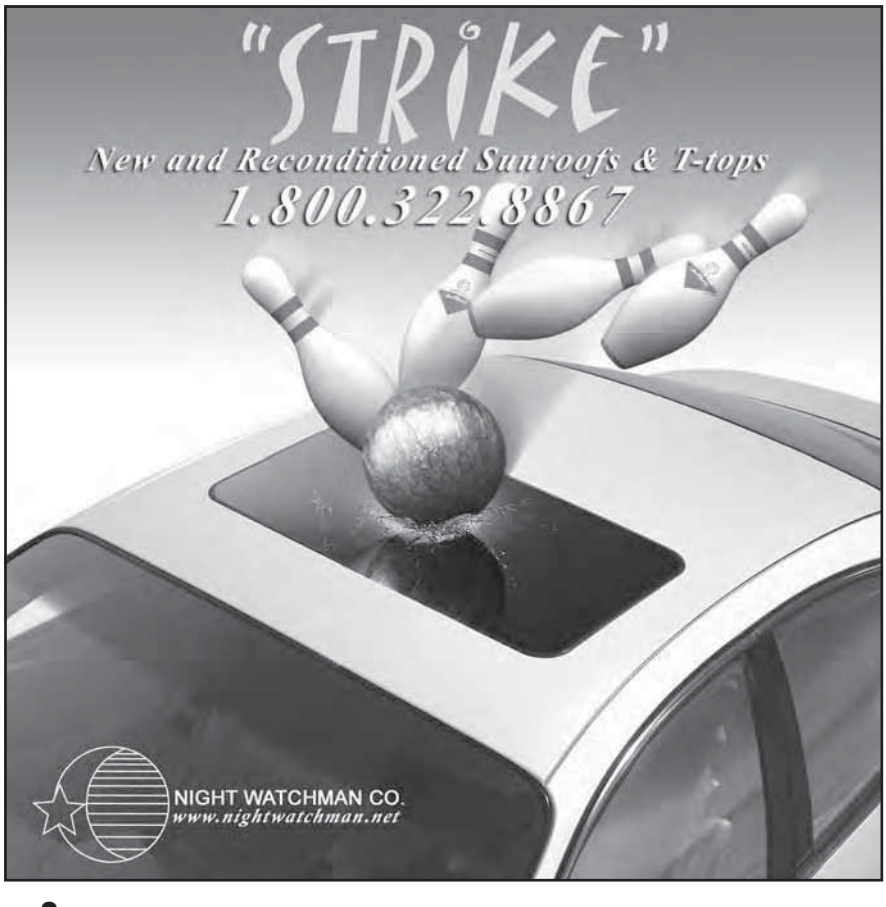
Free information and samples.

DELTA KITS

Professional Windshield Repair Products

Simply the best or your money back!

800.548.8332 *Toll Free*
info@deltakits.com
www.deltakits.com *(On-Line Ordering and Live Support)*
www.windshield-repair-forum.com *(World's Largest)*



VALIDATION NOW
continued from page 7

dees was one on promoting the AGRSS Standard in your business and using it as a sales tool. But, one of the panelists participating warned it's important to promote the Standard itself sometimes—not just your business—particularly to insurance agents.

"The idea here is to take what AGRSS is and market that," said Glass America's Frye. " … Talk about what it is and what the Council has become. It's not about profits—it's about saving that agent's customers."

He added, "You need to make it clear this is a genuine concern."

However, the rest of the process may follow naturally after that.

"They're going to be impressed that you're the only one talking to them [about this,]," Frye explained. " … You want to be their glass pro."

Frye also encouraged attendees to consider providing continuing education courses for insurance agents.

"You're helping maintain their license as well as their livelihood," he said.

Donna Braden of Jack's Glass in Allentown, Pa., spoke as well, and also advocated teaching continuing education classes as a way to promote safety to insurance agents, but noted that a hands-on scenario often is best.

"Bring as many props, as many things to do, as you can," she said. Among these items she suggested a deployed airbag, so that this might be used to demonstrate or discuss how a windshield might react once deployed.

"[Students] love being able to see, touch and feel," she said.

Braden also is a licensed child safety seat inspector and uses car seat clinics as an opportunity to educate consumers on windshield safety issues as well.

"These people are so thrilled to hear about it," she said.

Driver safety courses also have been a boon for her business, and, at these, she provides accident report guides (tips on what data, information, etc., to collect in the event of an accident) to the students as another way to create awareness of not only her company,

© 2009 **AGRR** Magazine. All rights reserved. No reproduction of any type without expressed written permission.

The International Auto Glass Safety Conference was attended by many shop owners looking to prepare for third-party validation reviews and learn the latest in safety.

but of all auto safety issues.

Glass Doctor vice president of operations Dan Mock, who serves on the board of directors for the AGRSS Council, also participated in the panel, and he focused on educating the consumer directly.

"We've found that the consumer really believes the only difference between us and our competitor is price," Mock said.

However, he explained, it's still important to make potential customers aware of the differences.

"Every call is an opportunity to educate the consumer," said Mock.

He also suggested marketing in other ways, such as via sites like Facebook and Twitter, speaking at local schools, and maybe even providing coloring books about auto glass safety for elementary-school-age children.

"We need to you to help build AGRSS consumer awareness," he added.

Technology Know-How

Attendees also received some technical updates and insight from a variety of industry experts, including Dow Automotive technical manager Dale Malcolm and ABRA Autobody and Glass's Mitch Becker.

Malcolm addressed some of the newest automotive innovations, including the growing use of glass.

"We're seeing lots and lots of all-glass roofs," Malcolm said, as he displayed a photo of the new Cadillac Converj concept vehicle introduced earlier this year at the Detroit Auto Show.

He also pointed to some new Volvo and Audi models—and noted that the glass in these extends beyond the roofs.

"You've got some high-end cars with lots of expansive glass," Malcolm said, pointing specifically to "fender vents," which could prove difficult.

"We're getting a lot of these," he said. "They look like they're going to be extremely hard to work with."

Becker followed by addressing a number of also difficult topics, such as the expanding use of high-strength steel in many vehicles.

"Are we seeing an evolution?" Becker asked. "Yes."

"It's not enough to know how to replace the windshield," he added. "You need to be able to identify the types of steel used."

Becker also spoke to some of the newer technologies available on the later model-year cars.

"We focus so much on the crash, but how about how to prevent the crash?" he asked, before explaining how this new technology could affect auto glass technicians.

He noted that there are now four cars available that will park themselves, and earlier this year, Volvo introduced the CitySafe system, which requires that technicians have a scan tool in order to aim the laser system correctly when replacing the windshield. (He noted that this often can be borrowed from a local dealership.)

Mirrors and blind-spot protection cameras also will require extra time—but, first, Becker said, it's important to be aware of the vehicle's intricacies.

"You have to know what you're dealing with," he said. "Is there a camera inside that mirror?"

Rave Reviews

In all, the AGRSS Conference, from Sully's speech to the technical information provided and the validation know-how, received rave reviews from attendees.

"Last year was great, but this year was even better," said Glasspro vice president JoAnne Nemeth. "The panel of the shop owners discussing how they use AGRSS in their businesses—I absorbed so much from it."

"I really learned a lot," added first-time attendee Mark Cossey with J.N. Phillips Auto Glass.

Freedom Glass owner Michael Paley, who, for the second year, spent the entire "Auto Glass Week" in Vegas, and was scheduled to undergo a validation review upon his return to his hometown of Richmond, Va., also was glad he took the time to do so.

"These two days are so chock-full of knowledge, it's unbelievable," he said.

The dates for next year's conference have not yet been set. Stay tuned to **AGRR** magazine/glassBYTEs.com for more information. ■

Penny Stacey is the editor of AGRR magazine.

Browning Beams

Third-Time Competitor Takes Gold in Pilkington Classic Auto Glass Technician Olympics

(From left to right) Fourth-place finalist Josh Call of TechnaGlass, gold medalist Jamie Browning of Glasspro, silver medalist Gregory Hamilton of Glasspro and bronze medalist Travis Crebs of TechnaGlass all recommended that those who plan to compete in the AGTO in the future focus on one key item: practice.

"In a perfect world, you wish you could just start a glass company and have all these guys working for you." These words, spoken by 2009 Pilkington Classic Auto Glass Technician Olympics (AGTO) gold medalist Jamie Browning of Glasspro shortly after he learned of his win, summed up this year's competition. Now in its fifth year, the event has brought the world's best together each year—and as,

continued on page 12

Each Year the Competition Gets Tougher, Says Biller

Each year, the competition among competitors in both the Pilkington Classic Auto Glass Technician Olympics and Walt Gorman Memorial Windshield Repair Olympics has become more fierce, says event organizer Holly Biller.

"Each year, the contestants come more and more prepared, so the margin between the points achieved have actually narrowed," says Biller, who serves as vice president of industry services for Key Communications Inc., the publishers of **AGRR** magazine and event director.

And though the winners and the finalists gain much from their success, the industry wins as well.

"The competition has done exactly what we had hoped—it has increased the quality of installations in the industry, provided education both for spectators and competitors, and has allowed the contestants to learn from each other and acquire tips, providing for better installations," says Biller.

As for those hoping to compete in the future, Biller offers a few simple tips.

"Sign up early, and work closely with your adhesive manufacturers to prepare," she says.

Also, Biller says competitors who have participated in feeder competitions often are more comfortable in the competitive setting than those who have not.

"If you have an opportunity to compete in a feeder competition, I highly encourage it," she adds.

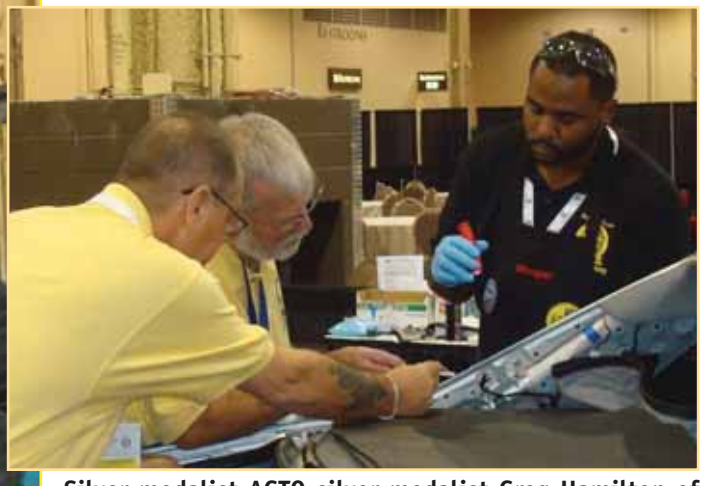
Biller also credits the sponsors of the competitions with much of their success.

"Each sponsor plays an important role in the planning and execution of our event," she says. "Our AGTO platinum sponsor, Pilkington North America, truly makes the first place prize possible, and helps to see the overhead is covered to ensure that we don't need to charge the contestants a hefty fee to simply participate. Without Pilkington's support, there would be no AGTO."

Likewise, GlasWeld serves as the platinum sponsor for the WRO.

"The cost to produce and implement such an event is only made possible through GlasWeld's generosity and support," she says.

© 2009 AGRR Magazine. All rights reserved. No reproduction of any type without expressed written permission.



Silver medalist AGTO silver medalist Greg Hamilton of Glasspro works on his installation as judges Bruce Gates and Frank Levesque look on.

AGTO Bronze medalist Travis Crebs of TechnaGlass preps the windshield for his installation.

(Above) AGTO fourth-place runner-up Josh Call of TechnaGlass removes the old adhesive from the vehicle. The vehicles used in the competition were 2008 Mazda 6s.

Thank You to Our Sponsors!

The Pilkington Classic Auto Glass Technician Olympics (AGTO) could take place without the generous support of our sponsors.

Pilkington North America serves as the platinum sponsor for the AGTO. It was joined by ADCO Products, OETech, AEGIS Tools International, Mygrant Glass, Dow Automotive, SIKA Corp., Crystal Glass, Equalizer, Gold Glass Group and A.N. Designs.

Platinum Sponsor

PILKINGTON

Pilkington

Sapphire Sponsors

AEGIS TOOLS INTERNATIONAL

DOW Automotive Systems

Equalizer

MYGRANT GLASS

OETech

AEGIS Tools International ★ Dow Automotive
Equalizer Industries Inc. ★ Mygrant Glass ★ OETech

Emerald Sponsors

UltraWiz Auto Glass Tools www.ultrawiztools.com

TITAN

GGG GOLD GLASS GROUP www.gggcorp.com

Sika

A.N. Designs Inc. ★ ADCO
Gold Glass Group ★ Sika Corporation

Booster Sponsor

Extractor

© 2009 AGRR Magazine. All rights reserved. No reproduction of any type without expressed written permission.

Browning Beams

continued from page 11

Browning also pointed out, the competition has only become more fierce.

"It's always difficult when you're competing against guys of this caliber," he said.

Though Browning, who works in Daniels Island, S.C., has competed before, he attributes the win to the additional practice time he put in.

"This year I definitely practiced a lot more, so I think the practice was key, for sure," he said.

And for others hoping to achieve this goal, Browning offers a similar tip.

"Practice, practice," he said. "Study everything—the practice, and then just come out here and try to do it like you normally do, and not to get too nervous. It's tough your first time, but definitely practice."

Browning, 36, achieved a score of 249 out of 255. He has 17 years' experience in the industry, and, when he's not working or practicing for competitions, he is an avid poker player and gun collector.

Contestants are scored based on quality of the installation, in accordance with the Auto Glass Replacement Safety Standard (AGRSS), their customer interaction and more. This year, the finalists also had to take a brief exam testing their installation knowledge.

Browning was followed by first-time competitor Gregory Hamilton, also of Glasspro. Hamilton, who is based in Charleston, S.C. Hamilton achieved a score of 240.

A man of few words, Hamilton said simply after he took second place, "It feels good."

At 34 years of age, he has 12 years' experience. In his spare time, he enjoys fishing.

Like Browning, the bronze medalist, Travis Crebs of TechnaGlass, also was a third-time competitor. This was the Taylorsville, Utah-based installer's first time finishing as a medalist.

David Blake

Jamie Browning

Joshua Call

Travis Crebs

Todd Coon

Ernie Espinoza

Joe Estrada

Dave Greve

Gregory Hamilton

Rick Maciel

© 2009 **AGRR** Magazine. All rights reserved. No reproduction of any type without expressed written permission.

Looking Ahead

Dates have not yet been set for next year's competitions, but please stay tuned to **AGRR** magazine/glassBYTEs.com™ as more information becomes available.

Crebs, 34, said a number of things drives him to compete each year.

"It raises the bar for the company, for the industry, and the competition, [and,] you know, just for the fun of it," said Crebs, who is a 15-year industry veteran.

When Crebs isn't installing glass, he enjoys snowboarding and spending time with his family, which includes his wife, Kristi, and their three daughters, Shianne, 16, Chloe, 9, and Abby, 6.

Fourth place in the competition went to Joshua Call, also of Techna Glass in Ogden, Utah. At age 29, he has 9 years' experience, and, in his spare time, he also enjoys spending time with his children, Adrian, Kaeden and Keeley, and golfing, camping, fishing and saltwater aquariums.

In addition to the three medals, the judges also awarded two innovation awards this year, one to Browning, and one to Mike Rose, 51, of Interstate Auto Glass in Prescott, Ariz. Rose has 12 years' experience. (CLICK HERE to view a video clip about these innovations.)

The Rest of the Line-Up

Though not everyone can win, of course, the competition draws the best of the best installers from across the country. For James Niemi of Auto Glass Shop LLC in Phoenix, just participating has been a long-awaited dream.

"I've been waiting to come here since I found out about it four years ago," said Niemi, 31. He has 11 years' experience in the industry.

And all of the competitors share a love for what they do.

"I just love doing glass," said Jesse Miles, 38, owner of Clear Choice Glass in Rockford, Ill.

This year's judges included Bruce Gates of Gates Brothers Glass Shops, Frank Levesque of Glass Doctor and Jeff Olive of Glasspro. ■

Jesse Miles

Nick Muratalla

James Niemi

Brendan Picard

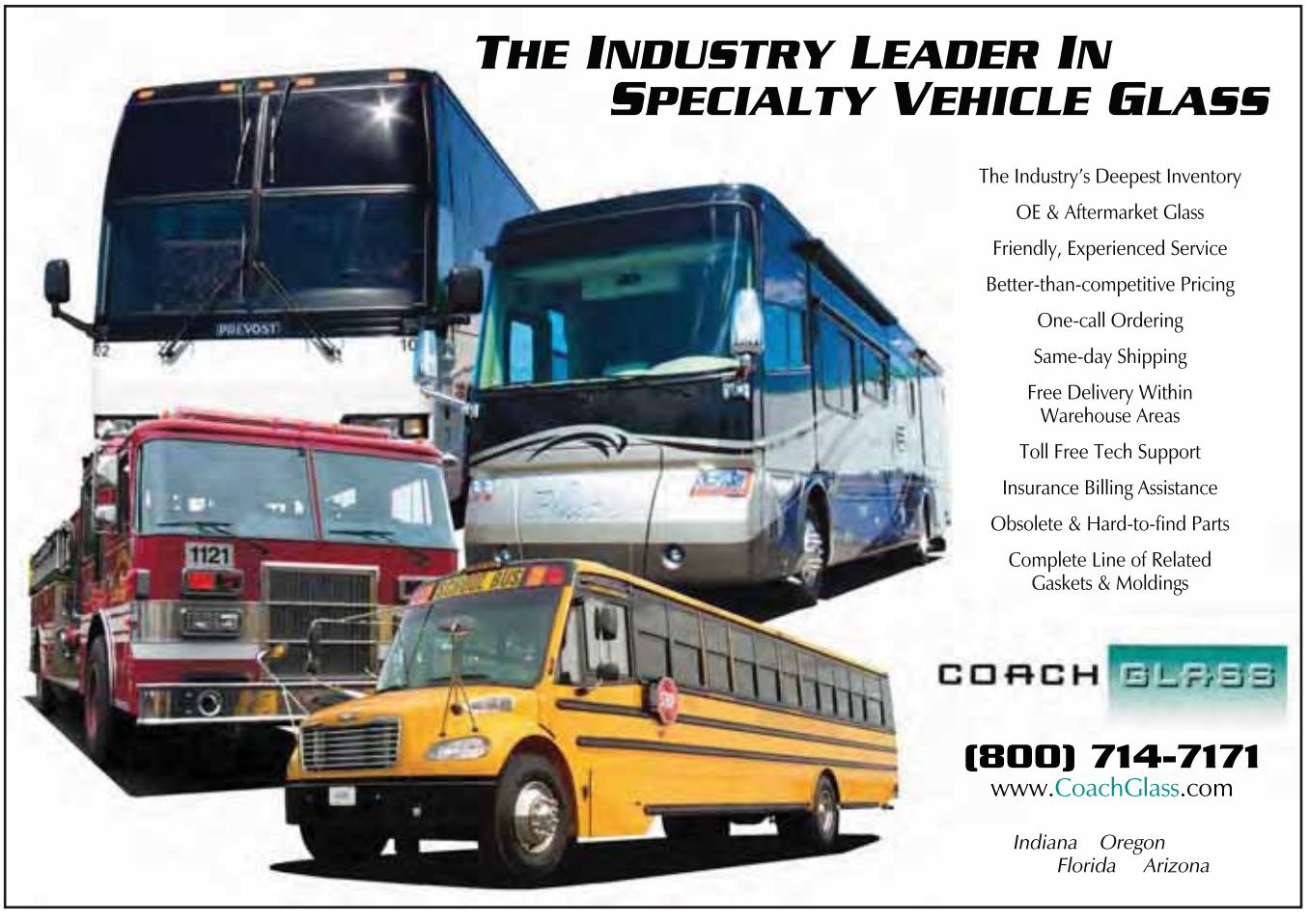
Andy Poluyanskis

Mike Rose

Sam Shipley

Chris Thompson

Amado Velador



© 2009 AGRR Magazine. All rights reserved. No reproduction of any type without expressed written permission.

Fenner Takes First

Second-Time Competitor Prevails as Gold Medalist in WRO

(From left to right) Brandon Long of Novus took the bronze medal in the WRO, second-time competitor Brian Fenner of Safe Glass Technologies took the gold, and Lee Simms of SuperGlass went home with the silver medal in the competition.

The Walt Gorman Memorial Windshield Repair Olympics (WRO), now in its fourth year, preceded the AGTO by a day. Second-time competitor Brian Fenner of Safe Glass Technologies in Easton, Pa., won the gold medal in the competition with a score of 146 out of 150.

Brian Fenner

Lee Helms

Stephanie Kalka

Brandon Long

Braulio Lopez

Jose Manuel

Lee Simms

"It brought great competition this year as usual," said Fenner.

Fenner, 40, has eight years' experience in the industry. In addition to repairing windshields, he also is a licensed airline technician and is certified by the Federal Aviation Administration.

He and his wife, Kelly, have one son, Noah. In his spare time, Fenner enjoys Brazilian Jui-Jitsu, snowboarding, scuba diving and fishing.

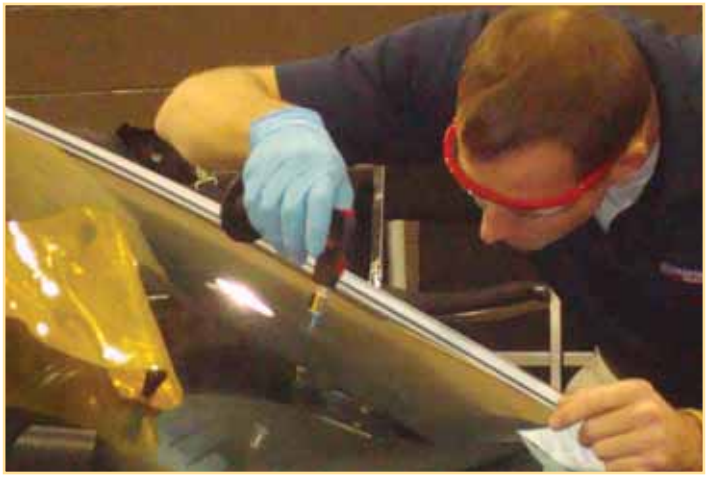
Second-place in the WRO went to Lee Simms, owner of a SuperGlass Windshield Repair in Bedford, Texas. Simms, 40, has five years' experience and achieved a score of 136 as a first-time competitor. He and his wife, Margie, have three children, Alexander, Chandler and Zachary. In his spare time, Simms enjoys participating in activities with his church, playing sports with his sons, spending time with his family and playing golf. Prior to joining the industry, Simms was a diesel mechanic.

Brandon Long, owner of Novus Glass in Eaton Rapids, Mich., took third place in the competition. Also a first-time competitor, Long finished with a score of 129. Long, 27, has three years' experience and was named Rookie of the Year by Novus in 2008. In his spare time, Long enjoys rock crawling.

Contestants are judged on their interaction with customers, along with their adherence to the Repair of Laminated Auto Glass Standard. This year's judges included Jay Bickford of Novus, Lucien Bolanger, who took over A-1 Windshield Doctor upon Gorman's passing, and Paul Gross of HSG.

The WRO was made possible by platinum sponsor GlasWeld. AEGIS Tools International and SuperGlass Windshield Repair also contributed to the event. ■

© 2009 AGRR Magazine. All rights reserved. No reproduction of any type without expressed written permission.



WRO bronze medalist Brandon Long of Safe Glass Technologies injects resin into the rock chip.

Lee Simms of SuperGlass, who was the silver medalist in the WRO, works to complete his repair.

Thank You to Our Sponsors!

The Windshield Repair Olympics (WRO) could take place without the generous support of our sponsors.

GlasWeld serves as the platinum sponsor for the WRO, and is accompanied by AEGIS Tools International and SuperGlass Windshield Repair.

Platinum Sponsor

GlasWeld

Reflecting Excellence in Glass Repair

GlasWeld

Emerald Sponsors

AEGIS TOOLS INTERNATIONAL® SUPERGLASS WINDSHIELD REPAIR®

AEGIS Tools ★ SuperGlass

AGRR The Only Magazine Devoted Exclusively to the Auto Glass Industry NWRA National Windshield Repair Association™

AGRR Magazine ★ National Windshield Repair Association

Calling Future Sponsors

If you would like to contribute to the competitions in the future, please e-mail hbiller@glass.com.

© 2009 AGRR Magazine. All rights reserved. No reproduction of any type without expressed written permission.

Marketing Know-How

From Internet to TV, IGA and NWRA Conference Attendees Received Handy Tips

by Penny Stacey

Gerald "Dr. Chip" Zwart (left) donned his white coat to provide both IGA and NWRA attendees tips on television marketing.

Attendees of the Independent Glass Association and National Windshield Repair Association's fall marketing conferences heard from such industry experts as Gerald Zwart of Clearview Windshields in Inwood, Iowa, and Mike Jones of GTS Services and Scott Orth of Scott Orth Inc. in November in Las Vegas.

Zwart spoke about television advertising and tips, while Orth focused on Internet marketing.

"If you have a catchy ad, people are going to talk about it," said Zwart, who has grown his business exponentially by focusing on television ads in which he wears a white coat and has come to be known as "Dr. Chip."

He noted that though Internet marketing is growing, it's sometimes easier to reach a large number of people at once with television.

"TV is the only medium where you can reach large audiences watching the same thing at the same time," he said.

Frequency is also a factor.

"It's all about … how many times you hit the consumer," he said.

And what about timing? Zwart discouraged attendees from placing rotating ads that might pop up throughout a certain time period, but on no specific schedule.

"I like to know when my ads are going to be on," he said.

Zwart actually writes all of his own ads, and appears in them as well.

"Voice recognition does work," he advised. " … Don't be afraid to be a little different."

And for those who might not know the best time to advertise, Zwart provided a simple tip.

"When you're busy, that's the time of the year to advertise," he said.

Going Online

Orth spoke on a variety of Internet marketing topics, from organic to pay-per-click strategies, and social media applications such as Facebook. He also talked about the necessity of a website in today's market.

"It becomes more of a business need," he said. "Customers expect a website."

As for the website development itself, he stressed that it's important to develop it in accordance with your potential customers' needs.

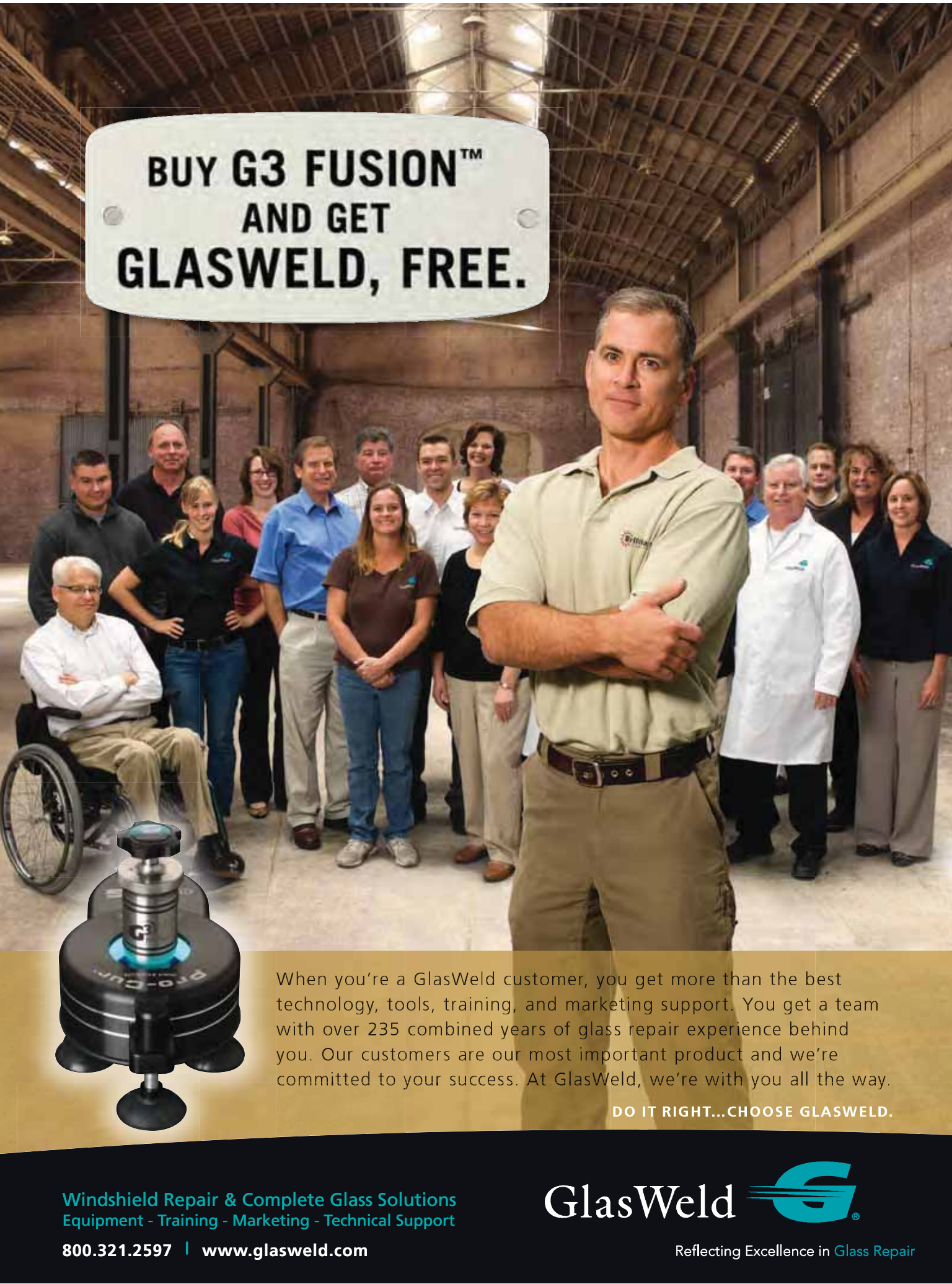
"You've got to have something that speaks to the people you're trying to reach," he said.

He also suggested using various forms of media within the site, including video—perhaps a video of what will happen when a customer arrives at your shop.

As for sites like Twitter and Facebook, Orth suggested choosing one or two of the various outlets available and focusing on your presence.

continued on page 18

© 2009 **AGRR** Magazine. All rights reserved. No reproduction of any type without expressed written permission.



© 2009 AGRR Magazine. All rights reserved. No reproduction of any type without expressed written permission.

Marketing Know-How

Continued from page 16

"The more active you are on a couple profiles, the better off you'll be," he said.

Presidential Introductions

Each conference was opened by its respective association president. David Zoldowski, president of both the IGA and Auto One of Michigan, opened the IGA's marketing conference by sharing some of his fears for the industry. He pointed to staggering statistics, such as that more than 1,000 glass shops have closed in Michigan alone over the last two years, and the remaining shops are coping with 30 to 40 percent in sales reductions.

Zoldowski had some hopeful news, too. With increases in miles driven over the last three months, and consumers holding onto their vehicles longer, he predicted positive impacts.

"This has also increased the repair and replacement business by a major percentage," he warned.

Despite some increases in business, Zoldowski still addressed obstacles that he sees independent shops facing, such as tactics he's seeing being undertaken by some competitor-administrators.

"They continue to use unfair trade practices and misuse of confidential information about the insured party to steer the actual repair and replacement work to their vans," Zoldowski said. "This activity has become so blatant to the point that, on calls with insureds with high deductibles, the actual competitor-administrator now will quote an actual cash price and schedule the work for their trucks without providing the insured a choice."

The concept of "Guaranteed Average Invoices" also has played a role, he said.

"The Guaranteed Average Invoice concept is a sales strategy designed to obtain business from insurance companies by guaranteeing an average price for each invoice," he said. " It actually negates any concept of a third party as it actually makes them an operating arm of the insurance company."

Zoldowski encouraged attendees to utilize the IGA's recently introduced Steering Report Form, available at www.iga.org. He also advised the group currently is working to set up state chapters in Michigan, Minnesota, Wisconsin and Iowa.

"We are looking for passionate IGA members to help coordinate their own state chapters," Zoldowski said.

But, overall, he encouraged independent shop owners to become active in the industry.

"AGRR owners need to get off the fence and quit pretending that they can outlast the process of colonization of our industry by competitor-administrators," Zoldowski said. "The only way to stop and reverse the ills and abuses in this industry is through individual efforts on all our parts. We need you to get active."

Mike Boyle, president of both the NWRA and Glass Mechanix, opened the NWRA's conference with an introduction of the Global Glass Conservation Alliance (GGCA), of which the NWRA now is a part. In his introduction of the GGCA, Boyle encouraged attendees to utilize green as a simple and effective marketing approach.

"It's about doing the right thing," said Boyle.

He also advised attendees that using the green approach in promoting repair isn't just environmentally conscious, it's economical as well.

"When you use this correctly for your business, it helps," he said.

NWRA vice president Kerry Wanstrath of Glass Technology echoed Boyle.

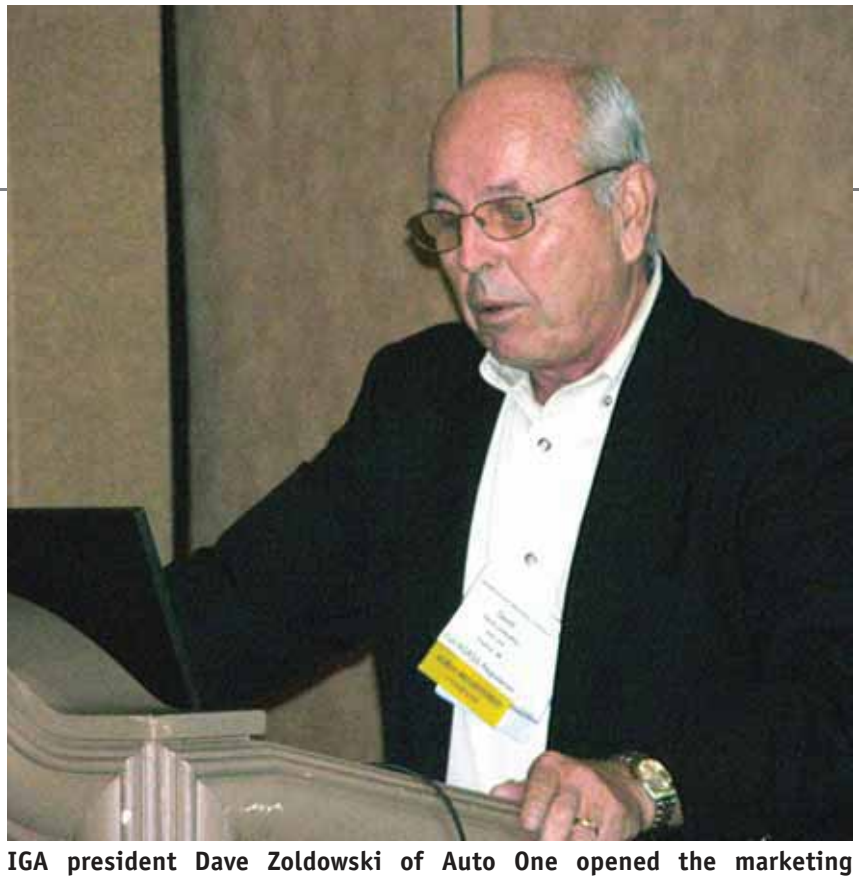
"This is an honest approach," he said. "This is the only leverage we have."

Boyle also noted that, due to the many areas that the GGCA encompasses (windshield repair, scratch removal and recycling) and its emphasis on something important to a large consumer base, he hopes the global brand will grow to gain major consumer recognition.

"We'd like to build a global brand that's like the *Good Housekeeping* Seal," he said.

Keith Beveridge of Novus also noted that not only promoting green is important, but being green is as well.

"We encourage everyone to look at ways to be green," he said. ■



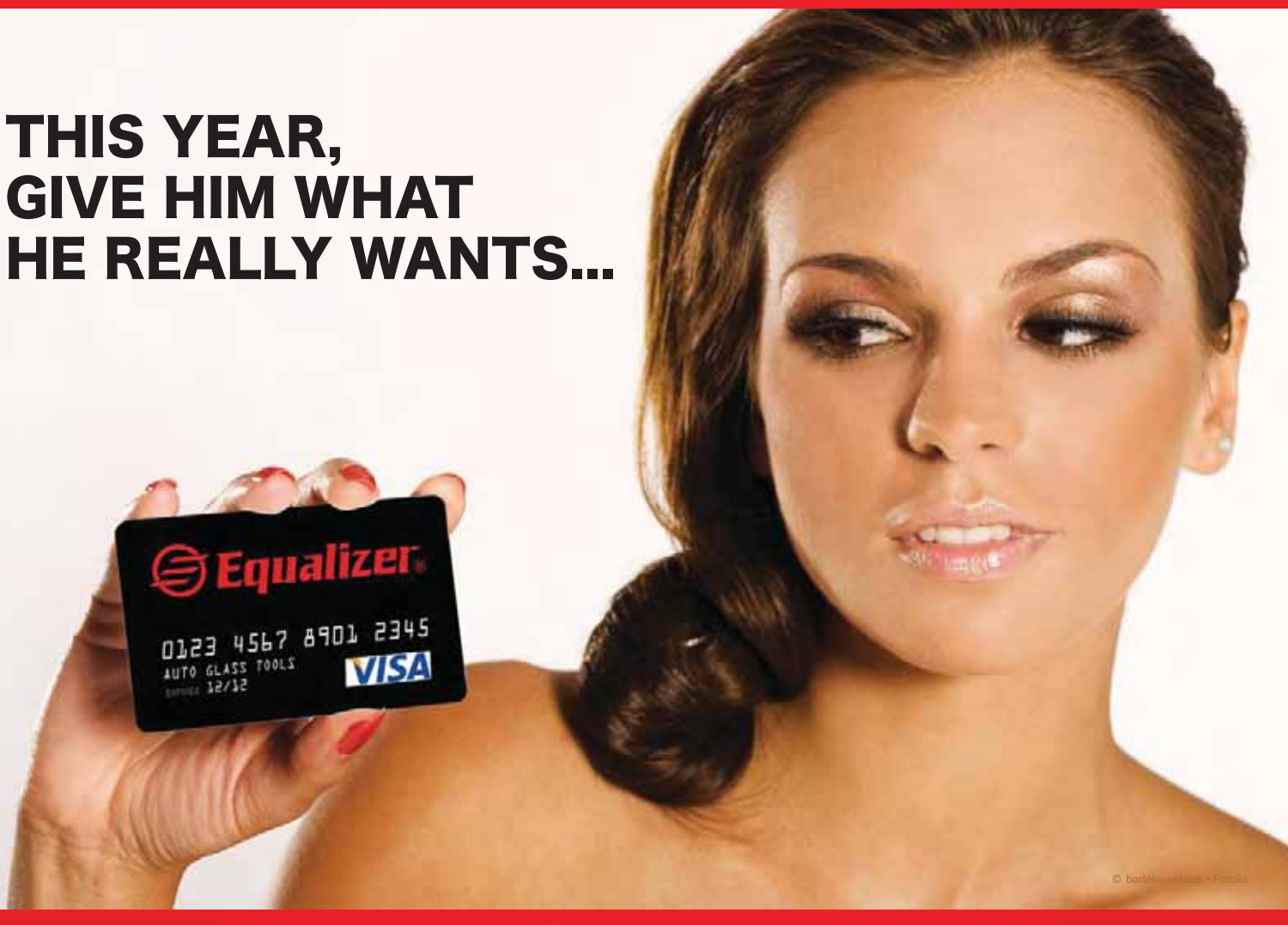
IGA president Dave Zoldowski of Auto One opened the marketing conference with some association updates and discussed some of the issues that independents today are facing.

Penny Stacey is the editor of AGRR magazine.

© 2009 **AGRR** Magazine. All rights reserved. No reproduction of any type without expressed written permission.

GIFT CARDS ARE NOW AVAILABLE

THIS YEAR, GIVE HIM WHAT HE REALLY WANTS...



© bartekwardziak - Fotolia

AUTO GLASS TOOLS DESIGNED BY AUTO GLASS TECHNICIANS™

Equalizer®

2611 Oakmont Drive · Round Rock · Texas · 78665
Toll Free USA & Canada: 800.334.1334 · FAX 512.388.4188
Web: www.equalizer.com · email: sales@equalizer.com

© 2009 AGRR Magazine. All rights reserved. No reproduction of any type without expressed written permission.

ADVERTISING INDEX

Page	Company	Phone	Fax	Web Address
22	AEGIS Tools International	888/247-6000	608/274-9395	www.aegistools.com
13	Coach Glass	800/714-7171	541/393-5896	www.coachglass.com
3	Creative Extruded Products	800/273-1535	937/667-3647	www.creativeextruded.com
8	Delta Kits Inc.	800/548-8332	541/345-1591	www.deltakits.com
19	Equalizer Industries	800/334-1334	512/388-4188	www.equalizer.com
12	Glass Mechanix	800/826-8523	541/388-1157	www.glassmechanix.com
17	GlasWeld Systems	800/321-2597	541/388-1157	www.glasweld.com
1	Gold Glass Group	800/448-5188	631/981-4299	www.gggcorp.com
C2	Pilkington North America	866/377-3647	419/247-3821	www.epremier.net
21	Precision Replacement Parts	800/367-8241	800/545-5083	www.prp.com
8	Sunroof Express/Night Watchman Co.	800/322-8867	586/498-2301	www.nightwatchman.net

Subscribe to AGRR for FREE

or subscribe online at www.glass.com/subcenter.php

I want to start/continue my **FREE SUBSCRIPTION** to **AGRR**: ❑ YES ❑ NO

Print your name: _____ Signature: _____ Date: _____

Company: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

1. Please check the ONE category that BEST describes the business activity of your company:

1 ❑ Retailer/dealer of auto glass &/or related products(repair &/or replacement).
2 ❑ Distributor/wholesaler of auto glass &/or related products (repair &/or replacement).
3 ❑ Manufacturer/fabricator of OE auto glass &/or related products.
4 ❑ Manufacturer/fabricator of AGR glass &/or related products. (repair &/or replacement)
5 ❑ Manufacturer/fabricator of both OE & AGR glass &/or related products.
6 ❑ Other AGR-related companies such as auto body, collision repair, fleet management or insurance companies.
7 ❑ Others allied to the field (please specify): _____

2. Please check the ONE below that best describes your title and function:

A ❑ Owner, president or other managers
B ❑ Repair technicians/Auto glass installer
C ❑ Technical engineers
D ❑ Claims adjuster, agent or other insurance official
E ❑ Others allied to the field (please specify): _____

3. Number of employees:

A ❑ 1-4 B ❑ 5-9 C ❑ 10-19 D ❑ 20-49 E ❑ 50-99 F ❑ 100+

4. Please check all organizations you are a part of:

A ❑ IGA B ❑ NWRA C ❑ NGA D ❑ None

MY BUSINESS IS ENGAGED IN THE AUTO GLASS REPAIR, REPLACEMENT OR OEM INDUSTRY.

❑ YES ❑ NO

❑ CHECK HERE TO ALSO SUBSCRIBE TO THE FREE DAILY glassBYTEs™ E-MAIL NEWSLETTER.

I WOULD LIKE TO RECEIVE MY SUBSCRIPTION IN THE FORM OF: (CHECK ONE)

❑ PRINT ❑ DIGITAL

Subscriptions are free to all qualified recipients at U.S. addresses. Addresses outside the U.S. please add $65 per year.
By checking yes and signing this form, I also agree to allow publisher to contact me via fax and/or telephone in the future.

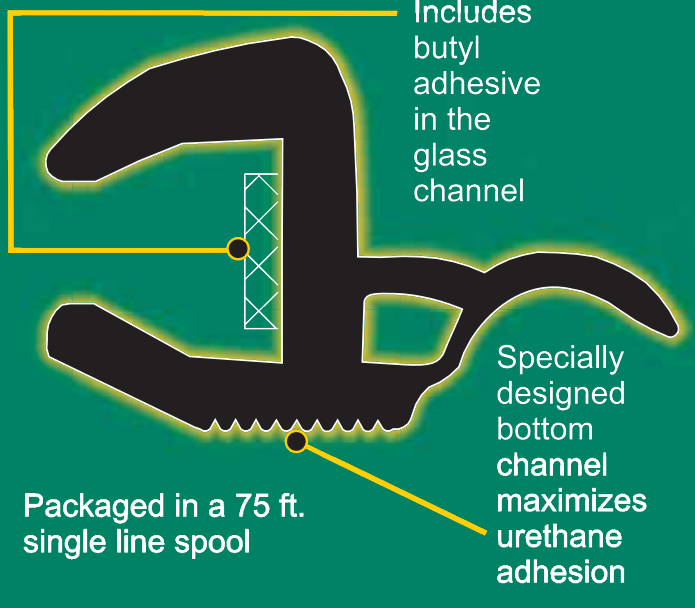
PLEASE COMPLETE THIS ENTIRE FORM AND FAX IT TO 630/482-3003

© 2009 AGRR Magazine. All rights reserved. No reproduction of any type without expressed written permission.

PRECISION®
ISO 9001:2008

FINALLY – a cavity style universal molding that does not leave gaps in the corners!

- Fits tight radius corners without buckling
- No corner gaps
- Remains flexible in cold temperatures
- Satin, OEM style finish
- Age tested to 20 years
- Includes butyl adhesive in the glass channel
- Specially designed bottom channel maximizes urethane adhesion
- Packaged in a single line spool to avoid twists and kinks
- Order Part No. RPW16R (75ft. Spool)



To place your order, please contact your local auto glass distributor or call

1-800-367-8241

www.prp.com

SALES OFFICE - Snohomish, WA • USA
PH: 360-282-3988 • FAX: 360-563-0200
EMAIL: info@prp.com

Made in the USA

DEMAND QUALITY ... DEMAND PRECISION™

© 2009 **AGRR** Magazine. All rights reserved. No reproduction of any type without expressed written permission.

NEED TOOLS?

Think AEGIS® for Great Products, Service & Value

- AEGIS® Windshield Repair Systems
  New! QuikSilver Technology™
  for faster, better repairs
- AEGIS® Repair Adhesives
- AEGIS® Glass Handlers™
- SOLO™ Windshield Setting Tools
- AEGIS® Scratch Removal Systems
- All Major Brands of Power and Manual Cut-out Tools & Blades, and Adhesive Guns
- Great service and technical support!

AEGIS TOOLS INTERNATIONAL®

The Choice of Glass Professionals Worldwide!

View product demonstrations at www.aegistools.com

1-888-247-6000 toll-free in U.S. and Canada

E-mail: info@aegistools.com • Phone: 608-274-9254 • Fax: 608-274-9395

P.O. Box 259688, Madison, WI 53725-9688 USA