

ASSOCIATION NEWS

NWRA Marketing Conference Provides Marketing and Repair Tips, Certification Training

The National Windshield Repair Association's (NWRA) 2010 Marketing Conference wrapped up on November 6, 2009, with high commendation from attendees. The event was co-located with the International Autobody Congress and Exposition (NACE) and contained two days of educational events, repair competitions, certification testing and an evening reception at Mandalay Bay Convention Center in Las Vegas.

The conference began with introductions by NWRA president Mike Boyle of Glass Mechanix in Bend, Ore. Boyle followed up with a seminar entitled, "Furthering the Green Initiative: Introducing the Global Glass Conservation Alliance (GGCA)." This open-discussion presentation allowed attendees to ask questions about the NWRA's parent organization, the GGCA.

As previously announced, the NWRA is now a part of the Global Glass Conservation Alliance, which is an organization dedicated to reducing the

energy impact of glass upon the earth. The GGCA promotes the repair, restoration and recycling of all types of architectural and automotive glass and the development of technology that helps conserve and reduce the energy impact of glass upon the earth. It is comprised of three councils—the NWRA, the Scratch Removal Council and the Float Glass Recycling Council.

As Boyle explained, the inclusion of the NWRA in the GGCA, is a benefit to NWRA members.

"When you use this correctly for your business, it helps," explained Boyle.

"The mission of the NWRA is still to promote repair. It's looking at the whole idea of conserving glass that's already in place," he said.

"I believe this is going to be the biggest glass organization in the world," proclaimed Boyle.

Legislative Update

The marketing conference continued with a panel discussion of important leg-

islative updates, including an update on both Z26 and ROLAGS.

Z26

"No news is good news," began NWRA director of operations Wendy M. Jozwiak, in presenting an update on the Z26.

Jozwiak reminded the audience that it had been about two years since the Society of Automobile Engineers (SAE), a national automotive standards setting organization, began working on a new standard for automotive glazing through its SAE/ANSI Z26.1 Automotive Safety Glazing Committee. The NWRA believes that the drafted Z26.1 standard would effectively require all windshield repairs—or "modifications" as they may be referred to in the proposed standard—to be labeled on the surface of the windshield and likely by some means of etching. Furthermore, the NWRA feels that this labeling would negatively affect repair professionals, creating a liability

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Attendees of the 2009 NWRA Marketing Conference listen as NWRA president Mike Boyle opens the event.

NWRA Marketing Conference (continued)

concern for any person or company that works on laminated glass.

In late 2008, it had been confirmed that SAE had adopted its revised Z26.1 standard and pushed it through to the American National Standards Institute (ANSI) for final approval, with the expectation that the standard would be published as a revised ANSI Standard, in early 2009, but so far, no new standard has been published.

The NWRA board of directors and support staff will continue to follow the progress of Z26.1 and will take every measure possible to secure the future of the windshield repair industry from any endeavor that may jeopardize the way members do business.

ROLAGS

NWRA board member Keith Beveridge of NOVUS updated conference attendees on the Repair of Laminated Auto Glass (ROLAGS) standard. Beveridge, vice chairperson of the ROLAGS committee, reported that the committee had met in September in Atlanta and had taken up the issue of long-crack repair. The length of cracks that can be repaired has caused much concern and contention during the development of the Standard. The ROLAGS Standard originally covered repair of cracks up to 14 inches. The committee voted within the past year to change the Standard to cover repairs six inches or less. This has caused some concern from long crack repairers and others who feel the Standard has led to confusion about what size damage can be repaired and who believes that whatever length of crack chosen will be an arbitrary one.

After much discussion, the Committee voted for three changes to the Standard. Votes included:

- A change in the name of the standard to the Repair of Laminated Auto Glass Standard for Damage 6 Inches or Less;
- A change in the scope and purpose of

the Standard to deal with repair of damages six inches or less; and

- A reaffirmation that a separate standard be developed for repair of damage greater than six inches.

Though the Committee voted to make these changes to the Standard, the revised Standard must once again be submitted to ANSI for public comment, so the actual change may not take place for some months to come.

CARB

AGRR magazine editor Penny Stacey reviewed the new regulations as put forth by the California Air Resources Board (CARB). A little over a year ago, CARB had begun to investigate ways to make cars run more efficiently; it was part of the group's effort to comply with AB 32, an initiative designed to decrease the state's greenhouse gas initiatives.

Stacey reported that CARB started by looking at the cars' paint, in hopes that

"My husband [Richard] and I enjoyed meeting other techs and specialists in the windshield repair business. We want to thank all the NWRA organizers for all the work and effort put into the conference."

—NWRA member Mary Dingeldey,

Auto Windshield Chip Repair, Grass Lake, Mich.

reflective paint might reduce the heat entering the vehicle. When they found that wouldn't work, they turned to the glass.

Though the final draft of the regulation has not yet been finalized, CARB was calling for reduced solar transmission through the glass in an effort to reduce the load on the vehicle's air conditioner. These regulations would affect any vehicles sold in the state, beginning in 2012. CARB also was considering allowing manufacturers to utilize an alternate method to achieve the same energy savings starting in 2016.



NWRA board member Keith Beveridge updates the attendees on ROLAGS.

The regulations specifically address the total solar transmittance (TST) required for the glass; CARB defines this figure as "the ratio of the transmitted solar flux to the incident solar flux, i.e., the ratio of the amount of solar energy that passes through the glazing (including energy absorbed and subsequently re-radiated to the interior) to the amount of solar energy falling on the glazing."

Among the proposed changes to the regulations is one that allows an "alternate performance option" for 2016 and subsequent model-year vehicles. This would provide auto manufacturers with the option of utilizing "an alternate vehicle systems-based performance approach that results in equivalent solar control" as would be provided by the energy-efficient glass option. The regulations, in their current form, call for windshields, sidelites and backlites for 2016 and later model year vehicles to have a total solar transmission of less than or equal to 40 percent.

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NWRA Marketing Conference (*continued*)

Stacey advised the attendees that although it appears the impending CARB regulations will have the greatest initial impact on manufacturers and replacement shops, the CARB regulations may have implications for repair technicians, depending on how often vehicle manufacturers opt to utilize the energy-efficient glass option in lieu of an alternative performance option.

Marketing Know-How

Attendees also heard from such marketing experts as Gerald Zwart of Clearview Windshields in Inwood, Iowa, and Scott Orth of Scott Orth Inc.

Zwart spoke on 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

"I found the session on windshield repair technical tips to be very helpful. Rich Campfield is very knowledgeable and experienced and is a very good communicator. Korey Gobin's session on ROLAGS and certification was also very good. I also enjoyed the exhibits and learned much there as well. Most of all, it was helpful to meet so many friendly people that are part of our industry."

—NWRA member Robert Cawood,
Rock Star Mobile Windshield Repair, San Antonio, Texas

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.

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.

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

Technical Tips and Certification

The NWRA 2010 Marketing Conference concluded with a presentation on windshield repair technical tips, led by NWRA member Rich Campfield of Ultra BOND Inc. in Grand Junction, Colo.

Following Campfield's presentation, Korey Gobin of Delta Kits led the NWRA Certified Technician training, followed by the administration of the NWRA Certified Technician Exam.



NWRA member Rich Campfield of Ultra BOND Inc. presents a session on windshield repair technical tips.

NWRA Members Take Top Spots at WRO

NWRA member Brian Fenner, owner of Safe Glass Technologies in Easton, Pa., took first place in last month's Fourth Annual Walt Gorman Memorial Windshield Repair Olympics, held November 5, 2009, at the Mandalay Bay Convention Center in Las Vegas. Lee Simms of Superglass Windshield Repair took second place, and Brandon Long of Novus finished third.



WRO Gold medalist, Brian Fenner, inspects the windshield during the competition.

Now in its fourth year, the competition is co-located with the International Auto Body Conference and Expo (NACE) as part of Auto Glass Week @ NACE. It is co-sponsored by the National Windshield Repair Association and **AGRR** magazine.

Fenner has eight years' experience and was a second-time competitor in the competition. He had also been named the 2008 Mobile Tech "Windshield Repair Person of the Year."

Simms, owner of a SuperGlass Windshield Repair franchise in Bedford, Texas, has five years' experience.

Long, owner of Novus Glass in Eaton Rapids, Mich., has three years' experience and was named Rookie of the Year by Novus in 2008.

The WRO is made possible by several NWRA member company



(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.

sponsors; including platinum sponsor GlasWeld Inc. AEGIS Tools International and SuperGlass Windshield Repair also sponsor the event.

Judges for the 2009 WRO included: Jay Bickford, who represented NWRA member NOVUS Inc.; Lucien Boulanger who represented NWRA member A-1 Windshield Doctor (A-1 is the company founded by Walt Gorman); and former NWRA board member Paul Gross of HSG who also served as a judge.

NWRA Elects Officers; Boyle Remains President

The National Windshield Repair Association (NWRA) has elected officers for its 2010 board of directors.

Mike Boyle, president and partner of Glass Mechanix in Bend, Ore., was re-elected president of the board. Boyle had originally been elected to the board in 2008 and had served in that capacity in the past.

Kerry Wanstrath, president of Glass Technology in Durango, Colo., was re-elected as NWRA vice president, a position



Mike Boyle



Kerry Wanstrath



Troy Mason

he has held since 2008.

Troy Mason, owner and president of Techna-Glass in Sandy, Utah, was also re-elected as NWRA treasurer.

The 2010 board remains unchanged from its 2009 predecessor and includes:

- Keith Beveridge of Novus in Savage, Minn.;
- Dave Casey of SuperGlass Windshield Repair in Orlando, Fla.;
- Daniel Mock of the Dwyer Group/Glass Doctor in Waco, Texas;
- Wes Walker of Glass Doctor in Opelousas, La.; and
- Jeff Wurst of Crackmaster Windshield Repair in Redding, Calif.

News Briefs

GGCA On-Hand at GreenBuild to Promote Glass Conservation of All Kinds



Representatives of the NWRA's parent organization, the Global Glass Conservation Alliance (GGCA), were on-hand at the Greenbuild show in Phoenix last month, and GGCA/NWRA president Mike Boyle of Glass Mechanix and NWRA vice president Kerry Wanstrath of Glass Technology, reported that the response there was favorable.

"It's been really quite amazing," Boyle said. "People [have been] coming up wanting to know what our focus is. There are a lot of problems out there to which people don't know how to get the answers, and we're trying to provide a conduit to offer that information."

Though Boyle was on-hand at last year's event as well, in Boston, as a representative of solely the NWRA, he said the response has been slightly different this year—and in a positive way.

"Now, we're talking to them about glass in general, and then we get to automotive as one of the solutions," he said.

The GGCA is composed of three councils—the NWRA, the Scratch Removal Council and the Float Glass Recycling Council—all of which are dedicated to glass conservation in all forms.

Boyle said he's also starting to see increasing interest in the retrofit market on the flat glass side of the business.

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.

NWRA, IGA to Co-Host Spring Event

The NWRA and the Independent Glass Association (IGA) and will be joining forces to provide unique educational and networking opportunities during the NWRA's 2010 Annual Conference, May 20-22, at the Sanibel Harbour Resort and Spa in Ft. Myers, Fla.

Plan to attend this invaluable networking and educational event, while discovering the serene waterscape that awaits you. The Sanibel Harbour Resort and Spa is a world-class resort nestled in an idyllic setting where you can reconnect with industry colleagues—and yourself.

Additional information on the event, including a schedule of events, will be announced online at www.nwrassn.org in early 2010, as well will appear in future editions of the NWRA newsletter.

Please contact Wendy M. Jozwiak (wendy@nwrassn.org; ph: 540/720-7484) at the NWRA office with any questions.

We hope to see you in May in Florida!



HSG and Esurance Announce Save a Windshield, Plant a Tree Program

HSG and Esurance have announced a new program titled "Save a Windshield, Plant a Tree." As part of this program, HSG will be planting one tree for every Esurance auto glass insurance claim resulting in a windshield repair instead of a replacement.

"HSG became a world leader in providing superior auto glass claim solutions by partnering with customers and vendors to develop innovative and results-oriented product and service offerings," says David Stagner, executive vice president for HSG. "The 'Save a Windshield, Plant a Tree' program is a great example of how we are able to combine our industry-leading windshield repair capabilities and our partnership with Esurance to drive a positive and long-lasting impact on our environment."

Stagner adds, "When policyholders choose repair rather than windshield replacement they will be assisting to control carbon dioxide emissions by re-

establishing tree species throughout the United States. "This program will also keep millions of pounds of glass waste out of landfills and reduce the consumption of precious fossil fuels used in the production and distribution of new windshields."

Certification Committee Invites New Members

Getting actively involved with the NWRA on more than the working level doesn't require you to sit on the board of directors. Association members who are interested in being involved can lend their expertise to one or more committees with a specialized purpose. Currently, the Certification Committee is looking to add a few more minds to its roster.

If you have an opinion on how the NWRA Certification program should—or shouldn't go about doing what it does or an interest in helping it be the best national repair program it can be, contact Wendy M. Jozwiak via e-mail at wendy@nwrassn.org or by telephone at 540/720-7484 ext. 131 to get involved.

Windshield Repair Technician Certification

The latest and most comprehensive windshield repair technician certification program available.

Visit www.nwrassn.org for more details.

The NWRA certification program is based, in part, on the Repair of Laminated Auto Glass Standard (ROLAGS).



www.nwrassn.org/certification.php
 540/720-7484
nwra@nwrassn.org

GREAT NEWS FOR NWRA MEMBERS!!

New expanded products, including Major Medical!

The National Windshield Repair Association board of directors is proud to announce the availability of health and life insurance products at group rates through "NWRA membership only".

The NWRA has an exclusive health and life website for "Members Only", NWRA Health, Life and Retirement Solutions, check it out now! For additional information, please contact Don Giles @ Medlife Planners, Inc., phone 866-380-4476 or e-mail dgiles@medlifeplanners.com

This benefit is available to NWRA members only. Please contact Wendy Jozwiak at wjozwiak@nwrassociation.org for our group number for additional information on our plans.

The value of your NWRA membership "Just went up"

News Briefs

Welcome New and Returning Members

Accurate Auto Glass Of America LLC	Two Rivers, WI
AEGIS	Madison, WI
ChampionCHIP Windshield Repair	Hillsborough, NJ
Chip 'N Dent Dynamics, Inc.	McKinney, TX
Crackmaster Windshield Repair	Redding, CA
D & S Chips Away	Sioux Falls, SD
DB's Windshield Repair & Headlamp	Henderson, NC
Glass Central Houston, Inc.	Spring, TX
Glass Doctor - Meridian	Meridian, ID
Glass Reconditioners	Plymouth, MI
Instituto Autoglass Socioambiental de Educaçao	Vila Velha, Brazil
Miss Fix It	Memphis, TN
Mister Car Wash	Tucson, AZ
Novus AG	Limburg
Novus Auto Glass Repair & Replacement	Eaton Rapids, MI
Nu-Shield Windshield Repair	Atwater, CA
OK Auto Systems Center Inc.	Twin Falls, ID
Pro Auto Care	Markham, ON
Professional Glass Repair	Bakersfield, CA
Rapid Glass	Minneapolis, MN
Rawlins Glass Inc.	Rawlins, WY
Star Technology Windshield Repair	Des Plaines, IL
Superior Windshield Repair	Edgewater, MD
Tanela Auto and Truck Repair	Schaumburg, IL
Youngren's Glass & Dent Repair	Morris, IL

Holiday Closing

In observance of the holiday season, the NWRA office will be closed December 24-25, 2009, and December 31-January 1, 2010.

Normal business hours will resume on Monday, January 4, 2010.

Our best wishes to all our members for a wonderful holiday season!



COME JOIN US IN THE SPRING

**NWRA SPRING CONFERENCE
MAY 20-22, 2010**



Located at the
Sanibel Harbour Resort & Spa
17260 Harbour Pointe Drive
Fort Myers, FL 33908