



CRB Newsletter

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37 W Broad St. #880

Columbus Oh 43215

(614) 995-0714

A WORD FROM THE CHAIRMAN

With a world of new technology, scam artists are finding creative ways to con innocent people out of their hard-earned dollars. All anyone has to do is watch the news and you will see why trust is falling by the wayside. Unfortunately, the auto repair industry is no stranger to improprieties. It's not uncommon to hear about people being taken for a ride by paying for repairs not made properly, parts not replaced, getting overcharged, or repairs not made at all. That is why it is so important, more now than ever, to stress consumer protection. Consumer protection grabs the interests of nearly every politician. Changing the laws to improve the industry will go much smoother if the changes involve consumer protection.

How many times has a customer come to your shop after having repairs made at another, thinking they were saving money by going elsewhere? Does the old adage, "You get what you pay for," ring any bells? But you can't tell the customer that. You will lose him or her for good. That is why educating the public prior to them being conned is so important.

The Collision Repair Board has an excellent website created with the consumer in mind. At www.CollisionBoard.ohio.gov the consumer can learn their rights when it comes to auto repairs. They can learn about registered shops in their area, and the repair shops that are not registered. There are links to filing complaints against insurers and repair shops.

Often customers are encouraged to check the website before deciding on an auto repair facility. Some shops go as far as printing the *Consumer's Guide to Collision Repair* from the website, and handing it out with their estimate.

Whatever your shop does to build public trust is a decision you must make. But it takes the work of many to repair the damage of a few.

We can all sell consumer protection!

MISSION STATEMENT

Effectively and efficiently enforce Ohio laws by implementing Turnaround Ohio initiatives to enhance consumer protection and promote industry growth and compliance.

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Outrageous European Custom Finishes launches new Web site

MASSILLON, Ohio — Outrageous European Custom Finishes has announced the launch of their new Web site, <http://www.outrageousfinishes.com/>.

“Outrageous is gaining popularity with custom painters and collision shops across the United States,” says Tom Gardner, business unit director of paints and coatings. “The site is a perfect outlet and resource. Whether custom painters are looking for new color effects, technical data, material safety data sheets, logos, tech tips, a place to showcase their work or product images, our site has an abundance of helpful information available at the click of a mouse.”

The new site was constructed with two main goals: easy navigation and providing information. The look of the site was also important

“Custom painters that use Outrageous have amazing creativity, personality and attitude. From mild to wild, they are true originals,” says Laura Timberlake, marketing manager. “We wanted our site to reflect that same personality, while offering extensive information and providing a portal for our artists to showcase their stunning artwork. Our site will grow and change to illustrate their talents.”

For more information, visit <http://www.outrageousfinishes.com/>.

Courtesy of Automotive Body Repair News

PPG donates \$10,000 to SkillsUSA

STRONGSVILLE, Ohio — PPG Automotive Refinish has donated \$10,000 to SkillsUSA, which is a national non-profit organization that helps teachers and students prepare for careers in trade, technical and skilled service occupations. Formerly known as Vocational Industrial Clubs of America (VICA), the organization serves as a link between education and industry, helping students to excel in their chosen field and qualify for jobs in the real world. More than 284,000 students and instructors join SkillsUSA annually.

“Our relationship with industry sponsors like PPG is a win-win situation,” says Tom Holdsworth, director for the SkillsUSA office of communications. “The input we get from PPG helps technical instructors to incorporate new products and new developments in refinish technology into their curriculum, so our students will have the skills to meet the needs of the industry when it’s time for them to enter the work force. Industry donations help to keep our programs current and allow us to reach more and more students each year. We are grateful to PPG for their continuing support.”

PPG has been a supporter of SkillsUSA for several years. A number of PPG employees and distributors act as judges at local, state and national skills competitions and many PPG personnel have held positions in the SkillsUSA Youth Development Foundation since the organization was founded in 1965. The Youth Development Foundation assists in providing funding for the SkillsUSA Championships. Last year over 4,300 students competed at the championships in 84 different events, including collision repair technology. This year more than 5,000 competitors are slated to compete in 87 different events.

“PPG supports SkillsUSA because it is dedicated to helping young people develop the right skills to succeed in life,” says Kathi Minut, PPG training operations manager and a current member of the SkillsUSA Youth Development Foundation advisory board. “We also support the program from an industry perspective. There is a shortage of qualified technicians in the automotive refinish industry. We have more technicians retiring or

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“Our relationship with industry sponsors like PPG is a win-win situation,” Tom Holdsworth, Director, Skills USA, Office of Communications

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exiting the field than qualified people entering each year. The students that participate in SkillsUSA are more often than not individuals that are self-motivated and willing to go the extra mile. These students are the type of employees today's body shops and distributor stores need. We are very pleased to participate in SkillsUSA events and competitions and to support the SkillsUSA organization."

For more information on SkillsUSA, visit <http://www.skillsusa.org/>. For more information on PPG Automotive Refinish, visit <http://www.ppgrefinish.com/>

Courtesy of Automotive Body Repair News

INVESTIGATOR'S REPORT

The following is a 2007 year-to-date recap of activities:

Complaints Investigated	47
Notices of Violation Issued	108
New Shop Applications Issued	61
Renewal Reminders Issued	42
Prosecution Proceedings Initiated	344
Shops Located "Out of Business"	52
Total Shop Visits	450

Auto glass software provider GTS expands into collision repair

PORTLAND, Ore. — GTS is expanding its glass business software to support broader residential and commercial glazing market needs. It is also extending its Internet Marketing Services into other markets, such as collision repair.

GlasPac and Total Solutions (GTS) drove the computerization of the auto glass industry in the early 1980s, says the company, with flexible and customizable front and back office tools, such as GlasPacLX and BREAKAWAY business management solutions.

"GTS software has been a great fit for the full-service glass company doing both auto and flat glass," says Mike Jones, GTS president. "As the diversification trend continues in the auto glass market and GTS partners with its customers to deliver enhanced residential and commercial glazing capabilities, everybody wins: the existing GTS customer base and companies focused solely on flat glass."

In addition to supporting broader markets with its glass business software, GTS is expanding its successful Internet Marketing Services into other markets such as collision estimating and repair.

GTS search engine and Web page optimization services drive greater sales and marketing reach for auto, flat and collision repair shops, while GTS <http://www.glassquoter.com/> enables auto glass companies to extend their sales channels to the Web, according to the company.

For more information, visit <http://www.gtsservices.com/>, <http://www.glassquoter.com/> and <http://www.gtsglaspac.com/>.

Courtesy of Automotive Body Repair News

"GTS software has been a great fit for the full-service glass company doing both auto and flat glass"

Ford opens doors of 'paint shop of the future'

AVON LAKE, Ohio — Ford Motor Company has opened the doors of its “paint shop of the future,” becoming the first automotive company to paint vehicles using the industry’s newest paint technology — a 3-wet, high solids-based system. After three years of development and more than a year of in-plant testing, the new system was recently introduced on a fleet of Econoline vans for U-Haul and will be on U.S. highways later this summer.

The Ford paint technology uses a high solids-based paint formulation that produces fewer volatile organic compounds (VOCs) and carbon dioxide (CO₂s) emissions than do waterborne and medium solids-based paints currently used in the industry. This formulation contains more color pigment and, therefore, requires less paint to cover a vehicle. Furthermore, the new formulation allows three layers of wet paint to be applied one on top of another and baked once, eliminating two paint ovens and resulting in a smaller, more energy-efficient paint shop.

“We want to take the lead in doing the right thing,” says Timothy Weingartz, senior technical specialist for Ford’s Advanced Paint Material Development. “The high solids-based paint is greener in the end.”

Waterborne paint requires air conditioning to get the water out of the paint, which means using more energy and releasing more CO₂s from the paint shop. Removing water from the paint is necessary to get a quality paint job. According to Ford’s validation tests, high solids-based paint provides better long-term resistance to chips and scratches than does waterborne paint.

Approximately 400 U-Haul utility vans will be monitored over the next year as Ford collects real-world data on its technology.

“It’s a large vehicle,” says Michael Vandelinder, chief engineer for global paint engineering, explaining why U-Haul vans are being used. “The amount of paint needed to cover the vehicles will allow Ford engineers the opportunity to confirm laboratory testing results and validate a high quality paint job.”

Courtesy of Automotive Body Repair News

“We want to take the lead in doing the right thing” Timothy Weingartz, Ford’s Advanced Paint Material Development

LEGISLATIVE UPDATE

Shop owners must get involved with pending legislation if they intend on making a positive impact on our industry. Contact your local lawmakers. Each year there are numerous issues that arise. Issues that have an effect on the small businessperson. Nearly everyday, a shop phones our office and wants to know what they can do to improve problems plaguing the shop owners. If you contact your legislators, and have your regular patrons do the same, you can make a difference. Let them know where you stand on the issues, and let them know you are tracking the legislation through the process.

Director Greene

House Bill 38, Bittering Agent: Introduced on February 20, 2007 by Representative Skindell; This bill would require engine antifreeze and coolant sold in Ohio, that contains more than 10% ethylene glycol, and manufactured after December 1, 2006, to include a bittering agent making the engine coolant or antifreeze unpalatable. The bittering agent shall consist of denatonium benzoate in a concentration of not less than thirty parts per million and not more than fifty parts per million. The bill has been assigned to the Education Committee.

Courtesy of Automotive Body Repair News

If you contact your legislators, and have your regular patrons do the same, you can make a difference.

“To get your voice heard and have input on decisions made throughout the state, you must get involved.”

Director's Comments

I often hear from shops at or near their registration renewal dates. The telephone call usually starts out by the shop owner asking me what our Board has done for them lately. I'm not one to answer a question with a question, but my response is, "When was the last time you attended a Board meeting?" After a long, silent pause, normally I learn the shop owner has never attended one of our Board meetings.

If you want to know what the Board does, or where your money is going, then I invite you to find out. The Board has regularly scheduled meetings every other month. The meeting times and locations are posted on our website. There is even a link to *MapQuest* so you can get directions. And the meetings are open to the public.

To get your voice heard and have input on decisions made throughout the state, you must get involved. If you don't contribute, you should not complain. The Board and office staff enjoys having shop owners and the public at the meetings. New prospective and innovative ideas are healthy for the industry. And networking with other shop owners is always a good idea.

I think when you attend a Board meeting, you will be surprised at the organization. I also believe you will have a much better understanding of what we do and why we are needed.

Should you have any questions, please feel free to contact my office.

Michael R. Greene

Michael R. Greene
Executive Director

Newsletter prepared by
The Ohio Board of Motor Vehicle Collision Repair
37 West Broad Street
Suite 880
Columbus, Ohio 43215
Phone: (614) 995-0714
Facsimile: (614) 995-0717
Website: <http://collisionboard.ohio.gov/>