

## NEWSLETTER

# Hero Pilot to Keynote Fifth Annual International Auto Glass Safety Conference

In what will be one of only three speaking engagements this year, Captain Chesley “Sully” Sullenberger III will deliver the keynote address to the Fifth Annual International Auto Glass Safety Conference in November.

Sullenberger’s name became synonymous with heroism in January when he safely landed flight 1549 in the Hudson River after a mid-air collision with birds that resulted in a loss of both engines of his Airbus A320. His quick thinking and exceptional piloting skills allowed everyone on board to escape without any major injuries.

Though the happy ending merely made Sullenberger a household name—or at the very least, made his performance the talk at every dinner table, water cooler and news-

room around the world for a few days, a glance at his resume shows that if anyone was able to handle the stressful situation, it was Sully.

The former U.S. Air Force pilot has been flying for US Airways for nearly 30 years and has been actively involved in industry safety, providing suggestions that improved the company gate charts pilots use for taxiing to/from airport gates, ultimately streamlining the process to make it more efficient and improving occupational safety.

Additionally, Sullenberger led all the different aviation groups to adopt a safer, more uniformed standard operating procedure for airplane departures. His work led to the Federal Aviation Administration adopting the same standard for its operators.

He is a visiting scholar to the University of California Berkley, in the Center for Catastrophic Risk Management, and also has served for many years as president and chief executive officer of Safety Reliability Methods Inc. He is an expert in applying safety and reliability methods in a variety of fields.



It is in these capacities that Sullenberger will address attendees of the Fifth Annual International Auto Glass Safety Conference in Las Vegas this November: as an expert in the field of safety, as someone who has made a difference in his own field and as someone who knows first-hand just how important it is not only to learn but to be able to apply all the steps of a safety plan in case of an emergency.

Sullenberger’s participation in the conference continues the trend of high-profile keynote speakers that began with Ralph Nader four years ago and has included Rocky Bleier and Archie Manning; a tradition that continues due to sponsors **AGRR** Magazine, Glass America, Mygrant Glass, PGW ARG and PGW LYNX Services in co-operation with NACE and DuPont Performance Coatings.

### BREAKFAST OF CHAMPIONS

Attendees from AGRSS-registered companies will have a chance to breakfast privately with Captain Chesley “Sully” Sullenberger III prior to his keynote speech at the Fifth Annual International Auto Glass Safety Conference on November 5.

Similar to the breakfasts with Ralph Nader and Byron Bloch, pre-registered attendees from AGRSS-registered shops will have a chance to meet, speak and even take photographs with Captain Sullenberger as well as nosh on a continental breakfast in a private room reserved just for the occasion. The breakfast will be held on Thursday, November 5, from 8-9 a.m. and no other attendees to the International Autobody Congress and Exposition (NACE) event, which runs concurrently with the International Auto Glass Safety Conference, will be admitted to the breakfast—sign up early to guarantee your chance to attend.

# International Auto Glass Safety Conference Just Around the Corner

It's almost that time of year again. The seminar schedule for the International Auto Glass Safety Conference, now in its fifth year, is being finalized and the location already set. This year, the conference—which again runs concurrently with the International Autobody Congress and Exposition (NACE) event—moves upstairs to the Surf Session Rooms, located on the second floor of the Mandalay Bay Convention Center.

The two-day event will be held November 4-5, 2009, and returns to the Mandalay Bay Convention Center in Las Vegas. Attendees will find many aspects of the conference that have made it a success, from hard-hitting topic seminars to presenters who are passionate about auto glass safety. And while there will be much to learn from the seminars, including keynote speaker and

Registration Type	Cost BEFORE 10/16/09	Cost AFTER 10/16/09
Full Auto Glass Safety Conference for AGRSS-Registered Company or AGRSS Member	\$225	\$255
Full Auto Glass Safety Conference for Non-AGRSS Member	\$255	\$395

safety expert Captain Chesley “Sully” Sullenberger, networking opportunities abound as well, culminating with the Welcoming Cocktail Party and AGRSS Charity Auction on Wednesday evening.

As it has been since the International Auto Glass Safety Conference co-located its event with NACE, admission to the event also allows attendees to visit the NACE Trade Show and view both the Auto Glass Technician Olympics and the Walt Gorman Memorial Windshield Repair Olympics—all for free. AGRSS-registered companies or AGRSS

members also will have the opportunity to meet Captain Sullenberger in a private breakfast prior to his keynote speech on Thursday.

For those who have already made up their minds to attend and are ready to book flights and rooms, AGRSS has teamed up with Auto Glass Week™ to provide its attendees with great room rates at the local Las Vegas hotels. Take your pick from Luxor and MGM, both at \$109 per night, Excalibur for \$41-83 per night, New York-New York for \$119 per night and Mandalay Bay for \$149 night.



## FINAL COUNTDOWN: VALIDATION STARTS NEXT MONTH

Third-party validation, the third and final stage of AGRSS registration, begins on September 1. With the deadline less than 30 days away, shops are—or should be—consolidating their efforts to be prepared for a validation.

What can an AGRSS-registered shop expect? These shops scheduled for validation will be pulled from the pool in September and will be notified by October. Shops that do not receive letters by mid-October have not been chosen for the 2009 validation visits.

Validations take place once per year, with 100 shops visited per year; once the validations for 2009 are complete, no further validations will take place until 2010 unless specifically requested—and financed—by an individual shop.

# Cram Session: Preparedness Is Key to Validation Success



Tick tock. Tick tock. Are you watching the countdown clock? With the impending date of September 1, AGRSS-registered shops of all sizes are gearing up.

"I think their biggest concern is ... that the installers might be nervous and that in their anxiety will make mistakes they normally don't do," said AGRSS board member Bob Beranek, president of Auto Glass Consultants in Sun Prairie, Wis. He stresses that "installers will be judged on what they do, not what they say. In other words, they can say something completely wrong, but if they do it right, then it's correct," he explained.

AGRSS-registered businesses of all sizes—and each location of every shop—stand an equal chance of being chosen for a visit from the validation company and all companies are facing the same unknown.

"The single biggest concern has been the uncertainty of what the validators will do during an actual validation," said Nathan Edwards, the new vice president of business support at Glass America who oversees that company's AGRSS-compliance.

It's a concern that Beranek hears often, on both ends of the business. He often addresses concerns about what things in the office will be questioned during a validation visit and how to prepare for it.

"Owners and managers might feel installers fail to write down batch and DOT numbers consistently. The simplest way to correct this is to understand what the validators are going to look for. They're not going to mark down [a

company] as non-compliant if one or two customer service representatives occasionally forget to get that information. They'll mark it if there's a consistent problem of not getting the information, if there's a systematic problem or if one person doesn't do it and there is evidence they are not being trained to fix it. If there's a systematic breakdown, that's a problem," he said.

Sometimes, though, it is merely the fact that a validator will be coming to visit that has people nervous.

"I try to help them understand by letting them know they'll get 30 days notice about validation, which gives them more than enough time to prepare and that should put them a little bit more at ease," he said.

As with just about anything, lots of practice helps. It has, in fact, been recommended by many involved with launching the validation program. Glass America can attest to how helpful it can be.

"We consistently review our performance to the AGRSS Standard utilizing the 48-point AGRSS self-audit process, as well as utilizing our urethane manufacturers training programs," said Edwards.

"This helps to increase the proficiency, confidence level and understanding that our auto glass technicians have of the Standard and the proper use of the urethane bonding system that we use, which provides a one-hour safe drive-away time."

Knowledge about the components being used, in Beranek's opinion, is one of the most important aspects of being ready for AGRSS validation.

"I think the most important thing is to know [your] adhesive systems backward and forward. Get the most up-to-date information about the adhesive retention systems. If they have a question, ask the reps. Get everything in writing. Go through a refresher course with the installers," he said. "What is the corrosion policy? Cleaning procedures recommended? Make sure all the training manuals regarding the retention systems are up-to-date and being used. And remember customer safety is number-one. Every time you compromise customer safety for any reason, it's a non-compliance and an immediate non-compliance. That's what they need to keep in mind."

It sounds like a lot to do but, as the adage goes, "it's better to be safe than sorry."

"Don't take for granted that you're ready for AGRSS validation. It takes commitment, time and effort of everyone in your organization to ensure that you're compliant with the AGRSS Standard," said Edwards.

With all the possible questions, outcomes and errors to worry about, what should every AGRSS-registered company remember about the validation process?

To Beranek, it's simple: if you don't feel prepared, ask for help.

"A lot of people are willing to help; just ask for it. There's no reason to be non-compliant. It's not that difficult. They just need to know what to do and there are plenty of people who can help them. No one is here to trap and punish them in any way," he said.

# AGRSS Registration Rates to Increase: Act Now for Best Deal

Think of it as a limited time offer: register your company with AGRSS by August 30, 2009, and pay only \$225 for the initial registration and \$2 for every additional shop for the coming year. Wait one day longer and the cost goes up to \$494 plus \$99 for every additional shop.

The increase coincides with the onset of third-party validation and covers the cost

validation review. Companies that register or renew their registration before the end of August and pay the reduced price are still eligible to be part of the 2009 validation pool but at the lower price. All AGRSS-registered shop locations will be divided into clusters of 10 based on physical location (shops will be "clustered" with the nine closest AGRSS-registered shops) and no shop locations will be left out, even if the next closest location is in the



next state. Ten of the clusters will be chosen at random each year, and each shop location within the cluster will have a validation review. One-hundred shop locations total will be reviewed per year.

The pool of those registering closes on August 30 of each year, meaning that all company locations that are AGRSS-registered by the end of August have an equal chance of being reviewed. Companies that register on September 1 or afterward will pay the higher price and will be offered provisional registration until the next validation pool forms.

With registration rates increasing September 1, it's important that leaders of AGRSS-registered companies take this opportunity to renew their registrations.

## REGISTERED COMPANY REPORT

### GLASS AMERICA'S EDWARDS OVERSEES AGRSS COMPLIANCE; NAMED VP OF BUSINESS SUPPORT

Chicago-based Glass America recently announced the promotion of Nathan Edwards to the position of vice president – business support. Edwards' new role will include managing the Auto Glass Replacement Safety Standards (AGRSS) compliance program for Glass America as well as purchasing glass and related supplies, overseeing vehicle fleets, call center operations and Internet strategy.

Reporting to Edwards will be Robbie Price, AGRSS coordinator; Shannon Holt, call center supervisor; Michelle Sistrunk, database specialist; and Jennifer England, telecom specialist.

Edwards, who has been with the company since its 2005 acquisition of Auto Glass Services, will report to David Rohlfling, president and chief executive officer of Glass America.

"Since Nate joined Glass America, he has been filling an ever-increasing role," says Rohlfling. "He has been instrumental in helping to develop, execute and manage a number of key business strategies for Glass America. In this new role, he will be working with the rest of the executive team to continue the growth of the company. This promotion recognizes all of his successes and achievements at Glass America, as well as his increased responsibilities."

While at Auto Glass Service, Edwards served as an IT Manager since 1998. With the move to Glass America, Edwards took on the role of business analyst, and has served in different capacities including vendor relations, purchasing manager and field support manager.

Edwards will continue to work out of his office in Murfreesboro, Tenn.



**Nathan Edwards**

# Know Your Membership Options

The AGRSS Board of Directors recently voted to create categories for AGRSS membership in the AGRSS Council. The addition of membership categories provides not only installation companies, but also computer vendors, tool manufacturers and other suppliers, the opportunity to become recognized members of the AGRSS Council and to participate actively in all AGRSS Council programs and activities.

- Membership allows companies to:
- use the AGRSS member logo, distinctively different from the registered company logo;
  - have its company logo on AGRSS.com;
  - have its company listed in AGRSS database for easy identification by consumers;
  - participate in and vote on AGRSS committees;
  - have a representative chair AGRSS committees;
  - have the privilege of having a representative elected to the AGRSS Council board of directors and thus be elected as an officer of the AGRSS Council and;
  - receive a discount on registration fees at the International Auto Glass Safety Conference.

Though membership is open to any company associated with the auto glass industry, all windshield installation companies (companies that install auto glass) that wish to be AGRSS members must also be AGRSS-registered companies.

Beginning September 1, 2009, AGRSS membership is \$5 annually, for registered companies. Registration and membership fees can be paid annually, semi-annually, or quarterly at

**AGRSS MEMBERSHIP OPTIONS—QUICK REFERENCE CHART**

Membership type	Cost	Benefits
Traditional (must be an AGRSS-registered company)	\$5 plus registration fees. (Registration fees: <i>Until August 30, 2009:</i> \$225 for the initial registration and \$2 for every additional shop <i>After September 1, 2009:</i> \$494 plus \$99 for every additional shop.)	<ul style="list-style-type: none"> <li>• use the AGRSS member logo, distinctively different from the registered company logo;</li> <li>• have its company logo on AGRSS.com;</li> <li>• have its company listed in AGRSS database for easy identification by consumers;</li> <li>• participate in and vote on AGRSS committees;</li> <li>• have a representative chair AGRSS committees;</li> <li>• have the privilege of having a representative elected to the AGRSS Council board of directors and thus be elected as an officer of the AGRSS Council and;</li> <li>• receive a discount on registration fees at the International Auto Glass Safety Conference.</li> </ul>
Affiliate <\$1 million annual revenue in auto glass related sales	\$300	<ul style="list-style-type: none"> <li>• being listed on AGRSS web page under the separate affiliate member listing;</li> <li>• use of AGRSS affiliate member logo;</li> <li>• the right to be on and vote on AGRSS committees;</li> <li>• the right to chair AGRSS committees; and</li> <li>• receiving a discount on AGRSS Conference registration</li> </ul>
Affiliate \$1-\$5 million annual revenue in auto glass related sales	\$600	
Affiliate \$5-\$10 million annual revenue in auto glass related sales	\$900	
Affiliate >\$10 million annual revenue in auto glass related sales	\$1200	

the company's discretion.

Affiliate members—those who offer services or products to the auto glass industry but do not install auto glass—pay dues according to company revenue. Companies that have revenue in auto glass related sales under \$1 million annually pay \$300. For more information, please see the chart above.

Affiliate members receive similar prerequisites for their support of the AGRSS Council Inc., such as:

- being listed on AGRSS web page under the separate affiliate member listing;
- use of AGRSS affiliate member logo;
- the right to be on and vote on AGRSS committees;
- the right to chair AGRSS committees; and
- receiving a discount on AGRSS Conference registration.

Only companies that do not install windshield in any capacity can qualify for affiliate membership.

# AGRSS®

Auto Glass Replacement  
Safety Standards Council

## NEWSLETTER

### THIRD ANNUAL AGRSS CHARITY AUCTION APPROACHES

Three months to go until the 2009 International Auto Glass Safety Conference sponsored by AGRSS and all eyes are on the Charity Auction scheduled to be held at the Welcoming Cocktail Party.

Auction chair Jean Pero is still accepting donations for the fundraiser,

which will take place on the evening of Wednesday, November 4, 2009. If you've got a special service to offer, a special pastime—or vacation place—you'd like to share or have rare, unique or one-of-a-kind items others might clamor for and want to help support the AGRSS Council efforts, contact Jean Pero via telephone at 303/475-7302 or email [jeanmygrantglass@comcast.net](mailto:jeanmygrantglass@comcast.net).

Last year's auction included popular items such as a two-week stay at a secluded cabin in New York; a fishing trip with Carl Tompkins (offered for the second year in a row); a Nintendo Wii and an iPod Nano. The 2008 event brought in a total of \$4,300.



## AGRSS Wants You!

You work for an AGRSS-registered company and you wear your insignia proudly. What more can you do? Volunteer your time to any AGRSS committee and help put your special talents to use.

The Auto Glass Replacement Safety Standard (AGRSS) was created by industry volunteers and these volunteers are vital to its successful maintenance, as well as the future of the industry. All members of the AGRSS board of directors, the AGRSS Council and every committee and subcommittee is a volunteer—and they need your help.

Have an idea on how to spread

the word? Volunteer with the marketing committee, spearheaded by Joel Timmons. Have some ideas or community connections that can help raise money and awareness for the AGRSS cause? Talk to David Rohlfing about sharing your time, ideas and resources with the fundraising committee. Thought of a nifty way to promote membership among others in the auto glass industry? Have an idea for some perks from which current members could benefit? Join Jeff Bull on the membership committee and see what it takes to make it happen.

There are six different committees, all looking for a few good men and women:

**Accreditation Committee** .... Cindy Ketcherside, Chair ([cindy.ketcherside@jcglass.com](mailto:cindy.ketcherside@jcglass.com))

Providing accreditation for companies and technicians;

**Education Committee**..... Gene Nichols, Chair ([gnichols@guardian.com](mailto:gnichols@guardian.com))

Accrediting training programs and industry educator;

**Fundraising Committee** ..... David Rohlfing, Chair ([drohlfing@glassusa.com](mailto:drohlfing@glassusa.com))

Developing mechanisms that provide financial support to the effort;

**Marketing Committee** ..... Joel Timmons, Chair ([joel\\_pgs@woh.rr.com](mailto:joel_pgs@woh.rr.com))

Spreading the advantages of AGRSS to consumers, insurers and the auto glass industry;

**Membership Committee**..... Jeff Bull, Chair ([jeff@jbullassociates.com](mailto:jeff@jbullassociates.com))

Increasing the number of AGRSS-registered companies; and

**Standards Committee**..... Cindy Ketcherside, Chair ([cminon@jcglass.com](mailto:cminon@jcglass.com))

Maintaining and interpreting the Standard.

### REGISTERED COMPANY REPORT JACK'S EXCELLENT ADVENTURE

Jack's Auto Glass, an AGRSS-registered company in Allentown, Pa., was honored recently with the Excellence In Business Award from the Greater Lehigh Valley Chamber of Commerce. The family-owned business is currently run by Donna Braden, the second generation in her family to offer glass services in Pennsylvania.

"Our chamber is the largest in the state and ninth largest in the country! It is a very big deal—with proclamations from the Pennsylvania Senate and House of Representatives, and the best part, more than \$20,000 in advertising," Braden said of the recognition.

It's an honor that's keeping Braden and her family busy.

"I'll get e-mails that say they need my ads or articles by tomorrow, for example. There is much to do to take advantage of these gifts!" she said.

The Greater Lehigh Valley Chamber of Commerce comprises more than 5,000 businesses, according to its website.



# Fifth Annual International Auto Glass Safety Conference

Auto Glass Week, Focused on Safety!

## What is AGRSS?

The AGRSS Council Inc. is a not-for-profit organization dedicated to the safe replacement of auto glass. AGRSS was founded and is supported by companies in the auto glass replacement industry that keep safe installation as their primary goal. The Council is also accredited by the American National Standards Institute (ANSI) – a standards development organization and has developed North America's only auto glass replacement standard, the AGRSS Standard (ANSI/AGRSS 002-2002 Automotive

Glass Replacement Safety Standard). The AGRSS Standard addresses procedures, education and product performance.

## The AGRSS Mission Statement:

To make every auto glass replacement safer by:

- Developing and maintaining standards for the replacement of auto glass;
- Education and accrediting the industry; and
- Promoting awareness of the AGRSS Standard to the insurance industry and driving public at large.

## Captain "Sully" Sullenberger to Speak

Captain Chesley "Sully" Sullenberger III will be our keynote speaker this year. The pilot of the "Miracle on the Hudson," US Airways flight 1549, will speak on the importance of planning for safety and personal responsibility. Join him on Thursday, November 5, from 9:00 a.m. - 10:00 a.m. All AGRSS-registered companies may also join Captain Sullenberger for a private meet-and-greet breakfast from 8 a.m. - 9 a.m. Don't miss this exclusive chance to meet this modern-day hero dedicated to safety.



Captain "Sully" Sullenberger to Keynote on Thursday



Join AGRSS as they hold the annual Charity Auction. Come bid on amazing baskets, autographed paraphernalia, breathtaking trips and so much more. All profits go to help increase awareness of safe auto glass installations. Come Wednesday from 6:00 p.m. - 8:00 p.m. and enjoy the excitement!

## We're Moving UP!

Please note the International Auto Glass Safety Conference will be held in the Surf Session Rooms, which are located on the second floor of the Mandalay Bay Convention Center. For those of you returning to the event, instead of heading down to registration and the seminar rooms, we are now one level up from the show floor.

## International Auto Glass Safety Conference Seminar Topics

- Keynote Address
- Standards Update: Validation
- What the New Cars Bring in Terms of Challenges
- Insurance Update
- For Non-Registered Companies: Understanding the Registration Process
- For Registered Companies: The New Programs and Services from AGRSS
- AGRSS Promotion – What it Can Do For You
- Handling Recalls and Other Safety Issues

For more detailed seminar information visit [www.agrсс.com/conference](http://www.agrсс.com/conference) starting late summer 2009.

## Where to Stay

AGRSS has teamed up with Auto Glass Week™ to provide its attendees with great room rates at the local Las Vegas hotels. Take your pick from Luxor for \$109/night, MGM for \$109/night, Excalibur for \$41-83/night, New York-New York for \$119/night and Mandalay Bay for \$149/night. Simply visit [www.agrсс.com/conference](http://www.agrсс.com/conference) and click on the Housing Link for the official housing block.



**November 4-5, 2009**  
**Mandalay Bay Convention Center**  
**Las Vegas, Nev.**  
**Sponsored by the AGRSS® Council Inc.**



**Schedule At A Glance**

*Please note schedule is tentative and subject to change.  
Please check online at [www.agrss.com/conference](http://www.agrss.com/conference) for updates.*

**Tuesday, November 3, 2009**

12:00 p.m. – 4:00 p.m. AGRSS Committees Meet (Marketing, Education, Fundraising, and Accreditation, Except Standards Committee)  
4:00 p.m. – 6:00 p.m. AGRSS Board Meeting

**Wednesday, November 4, 2009**

7:30 a.m. – 6:00 p.m. Registration Open  
8:00 a.m. – 8:30 a.m. Event Welcome and Opening  
8:30 a.m. – 12:00 p.m. Seminars  
12:00 p.m. – 1:00 p.m. Lunch Break  
1:00 p.m. – 5:00 p.m. Seminars  
6:00 p.m. – 8:00 p.m. Welcoming Cocktail Party and AGRSS Charity Auction



**Thursday, November 5, 2009**

7:30 a.m. – 4:00 p.m. Registration Open  
8:00 a.m. – 9:00 a.m. Breakfast for AGRSS-registered Companies  
9:00 a.m. – 10:00 a.m. Keynote Speaker  
10:00 a.m. – 12:00 p.m. Seminars  
12:00 p.m. – 1:00 p.m. Lunch on Own  
1:00 p.m. – 5:00 p.m. AGRSS Standards Committee Meeting  
5:00 p.m. – 7:00 p.m. AGRSS Board Meeting (if needed)

*Note new location, all registration and seminars are now on the second floor.*

**Attending the AGRSS Conference You'll Receive:**

- Two Days of Quality Education
- Networking Opportunities with Colleagues and Related Industry Peers
- Admission to the AGRSS Welcoming Cocktail Party
- Admission to the NACE Trade Show\*
- Admission to the Pilkington Classic Auto Glass Technician Olympics\*
- Admission to the Walt Gorman Memorial Windshield Repair Olympics\*

*\* Learn more about these separate events at [www.autoglassweek.com](http://www.autoglassweek.com).*

**Fees are:**

Full Auto Glass Safety Conference for AGRSS-Registered Company or AGRSS Member . . . . .	\$225
Full Auto Glass Safety Conference for AGRSS-Registered Company or AGRSS Member after 10/16/09 . . . . .	\$255
Full Auto Glass Safety Conference for Non-AGRSS Member/Non-Registered . . . . .	\$255
Full Auto Glass Safety Conference for Non-AGRSS Member after 10/16/09 . . . . .	\$395

**"[The International Auto Glass Safety Conference] has given me tools to use when talking with customers about something new and positive."**

**—John Gore, Grizzly Glass Centers**

**Register for the Conference Online at [www.autoglassweek.com](http://www.autoglassweek.com)**