



# International Auto Glass Safety Conference Approaches

Looking for new ways to promote safety to customers? Or, for additional safety services you can offer in your business to let your current customers know how important their safety is to you? If so, mark your calendar for October 27-28, the dates of this year's International Auto Glass Safety (AGRSS) Conference.

For the first time, this year, the event will be held in suburban Chicago, at the Drury Lane Conference Center in Oakbrook Terrace, Ill.

In addition, this year's event is being co-located with a special AGRSS Consumer Awareness Program (CAP) event to be held on October 28 at Drury Lane as well.

"This is a unique opportunity for everyone interested in auto glass safety to attend both the conference and the CAP," says AGRSS Council Inc. president Debra Levy. "Attendees at the conference can stay for the Consumer Awareness Program on the second day at no additional

charge. They can see what's involved with a CAP and evaluate whether or not they'd like to bring one to their community."

### VALIDATION, MARKETING AND MORE

The first day of the conference, October 27, will kick off with updates from the AGRSS council committee chairs, who will speak about their work since last year's conference.

This will include updates about the Standards Committee from Bob Beranek of Auto Glass Consultants in Sun Prairie, Wis.; the Membership Committee from Jeff Bull of J. Bull Associates in Dayton, Ohio; the Insurance Committee from Nik Frye with Glass America in New Hampton, N.H.; the Education Committee from Dale Malcolm of Dow Automotive in Dayton, Ohio; and the Accreditation Committee from Jean Pero of Mygrant Glass in Denver, Colo.

Following the updates, several renowned auto safety groups, including CellSafetyInc., KidsandCars.org, Mothers Against Drunk Driving and Safe Kids USA will offer their insights into working toward total automotive safety in a variety of arenas, from child safety to texting and driving.

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### SCHEDULE AT A GLANCE

#### Tuesday, October 26, 2010

8:00 a.m. - 12:00 p.m.	Committee Meetings*
1:00 p.m. - 4:00 p.m.	Standards Committee Meeting
4:00 p.m. - 6:00 p.m.	Board Meeting

\*Committee members should check with committee chairs to see if meetings are to be held.

#### Wednesday, October 27, 2010

8:00 a.m. - 10:00 p.m.	Registration Open
9:00 a.m. - 10:00 a.m.	Opening and Committee Updates
10:00 a.m. - 12:30 a.m.	Seminars
12:30 p.m. - 2:00 p.m.	Lunch on Your Own
2:00 p.m. - 5:30 p.m.	Seminars
5:30 p.m. - 7:00 p.m.	AGRSS Silent Auction and Cocktail Party

#### Thursday, October 28, 2010

7:30 a.m. - 2:00 p.m.	Registration Open
8:00 a.m. - 9:00 a.m.	Breakfast
9:30 a.m. - 11:30 a.m.	Seminars
11:30 a.m. - 12:00 p.m.	Video Premiere
12:00 p.m. - 1:00 p.m.	Lunch - AGRSS
1:00 p.m. - 3:00 p.m.	Demos and Seminars

Education chair Malcolm will follow with an update on this year's third-party validation reviews. He will be accompanied by Pero, along with Jeff Olive of Glasspro in Charleston, S.C., Penny Ouellette of Orion Registrar Inc. in Arvada, Colo. The four will discuss some of the strengths and weaknesses that have been discovered through the recent third-party validations and will offer some tips.

Popular automotive safety expert Ben Kelley of the Center for Auto Safety in Washington, D.C., will follow with a look at auto safety through the years, from collision fatality statistics to automotive design to a windshield's role in the vehicle's structural stability.

Those who expect to undergo third-party validation reviews in the future—or those who are just curious

about what they really involve—won't want to miss the next session, a panel of auto glass business owners and representatives whose companies have been in the thick of the validations. They'll talk about what surprised them, dealing with the validators and more. The panel will include Gene Nichols from Guardian Auto Glass, which at press time had had four locations validated; Michael Paley of Freedom Glass in Richmond, Va.—one of the first companies ever to complete a validation review; and Ron Overbeck of Auto One in Brighton, Mich.

The panel following will include representatives from some of the industry's most innovative marketers of safety in the auto glass business. The discussion will be led by Frye, Dan Mock of Glass Doctor, and Mike Schenian of City Auto Glass. They

will discuss how to promote safety to consumers, how a company can utilize its stats as an AGRSS-registered company to help bring in sales.

The day will end with the AGRSS Council Inc.'s annual charity auction (*see sidebar below for details*).

### THE CAP OF THE EVENT

On the second day of the event, attendees will have the chance to see first-hand what goes on during an AGRSS consumer awareness program (CAP), and to decide if they want to bring one to their own cities. The CAP event is designed to bring together insurance industry executives, local officials, community members and others to learn about the importance of proper windshield installations done in accordance with the AGRSS Standard. In addition, it gives auto glass industry representatives a chance to talk with insurance agents and others and to learn from one another.

The day will start with a question-and-answer breakfast featuring State Farm agent Jon Fransway of Eden Prairie, Minn. Though Fransway now works as an insurance agent and often deals with customers seeking auto glass work, he also knows first-hand the importance of a proper windshield installation. He learned this in an awful way when his younger sister,



### SILENT CHARITY AUCTION SCHEDULED FOR OCTOBER 27; SIGNED DICK BUTKUS JERSEY TO BE FEATURED

As in years' past, the Auto Glass Replacement Safety Standards (AGRSS) Council Inc. will hold its annual silent charity auction during the International Auto Glass Safety (AGRSS) conference. This year, the auction and cocktail party will be held on October 27 from 5:30 to 7 p.m.

A signed, authentic Dick Butkus jersey is one of the prized items up for grabs. The Chicago Bears jersey comes with a certificate of authenticity and was donated by Chicago-based Glass America.


In addition, other items for auction include tickets to any Chicago Cubs game in 2011 (except for opening or closing day) and tickets to see the Chicago Blackhawks, donated by **AGRR** magazine/glassBYTEs.com™.

SIKA Corp. global AGR marketing resource manager Carl Tompkins also will again be donating one of the most prized "items" of past auctions—a fishing trip in his hometown of Spokane, Wash.

"The auction is a great chance to pick up some fun items and relax with industry associates who value auto glass safety and learn from one another," says AGRSS auction chair Jean Pero.



# Looking for Marketing Materials?




**For Further Assistance:**

AGRSS participates on a regular basis with the insurance industry through a number of different means. The following list represents the more notable forms of support and communications that has been utilized by insurance provider companies:

1. Meeting presentations and discussions
2. Provision of brochures
3. Seminars
4. Training Clinics
5. Articles and publications
6. Written response
7. Website information through [www.agrss.com](http://www.agrss.com) and/or [www.safewindshields.com](http://www.safewindshields.com)

On behalf the AGRSS Board of Directors, we thank you for your support!


The AGRSS Council is a 501(c)(3) not-for-profit organization formed by those within the automotive glass replacement industry to develop a standard for the proper procedures and product performance standards relating to the proper installation of automotive replacement glass. AGRSS-registered companies have made a written commitment to adhere to this standard and are subject to audit of their compliance with it.



**A Message to Automobile Insurance Providers**


**From the AGRSS Board of Directors**

Auto Glass Replacement Safety Standards (AGRSS) Council Inc.  
[www.safewindshields.com](http://www.safewindshields.com)  
P. C. Suite 312



**This message on behalf of the**  
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The AGRSS Council is a 501(c)(3) not-for-profit organization formed by those within the automotive glass replacement industry to develop a standard for the proper procedures, product performance and installation relating to the proper installation of automotive replacement glass. AGRSS-registered companies have made a written commitment to adhere to the Standard and are subject to audit of their compliance with it.



**One of the Most Important Safety Signs You'll Ever See**

# Webasto Recalls Aftermarket Sunroofs for Bonding Issue

**W**ebasto Product North America Inc. has issued a recall of potentially 292,867 sunroofs sold as aftermarket equipment for a variety of passenger vehicles, citing a possible adhesive bonding issue between the glass and metal frame, according to reports from the National Highway Traffic Safety Administration (NHTSA). The impacted sunroofs include certain Hollandia 700 and 600 Series and the Hollandia TVS 900 series.

Though a potential of 292,687 sunroofs could be impacted, the company estimates that “the condition giving rise to the recall appears to have occurred in less than approximately 2/100<sup>th</sup> of a percent (.02 percent) of the recall population.”

The majority of the sunroofs involved—283,920—are from the Hollandia 700 and 600 Series (2002-2009), while 8,947 are from the TVS 900 Series (2007-2010).

According to Webasto, the adhesive bond between the glass and the metal frame “can debond, increasing the risk that the sunroof glass would separate from the vehicle.” Likewise, company officials say that this can occur gradually and that metal corrosion may appear around the sunroof frame, along with wind noise, vibration, visual bond separation and/or water leakage.

“These conditions may be observable for several months before complete glass-to-frame adhesion debonding can ultimately occur,”

reads the notification from NHTSA.

The Fenton, Mich.-based company has approximately 400 certified installers that will be fixing the sunroofs free of charge, according to NHTSA.

The company also has created a website, [www.sunroofcheck.com](http://www.sunroofcheck.com), where consumers can determine whether their sunroofs are part of the recall, according to Webasto vice president of business development Mark Hickey.

“It is important to note that we have not had any injuries caused by the recall, but safety is important to us and we want to make sure we get these things fixed and get the people back on the road,” says Hickey.

## VALIDATION CORNER

### HOW DOES THE AGRSS VALIDATION APPEALS PROCESS WORK?

by Penny Ouellette, Program Development Director, Orion Registrar Inc.



“I occasionally have been asked, ‘What happens if the validator is wrong about something during the validation? What can a location do?’”

First and foremost, locations should let the validator know on-site that they think a mistake has been made, and explain the situation from their point of view. The validator may agree with the location and drop the noncompliance, or they may disagree and document the noncompliance. If the validator writes the noncompliance and the location still believes an error was made, it can file an appeal.

All validated locations have the right to file an appeal with the AGRSS Council Inc. if they feel that a noncompliance

was written during their AGRSS validation as incorrect. The process is quite simple. The location must write to the AGRSS Validation Review Panel (VRP), describe the details of the noncompliance in question, include details about why the location believes the noncompliance is incorrect and, if possible, include evidence supporting the position. The address for appealing a noncompliance is the same address used for responding to a noncompliance with corrective action, and is included on the validation report received during the validation.

The AGRSS VRP meets approximately every month to review responses from locations. This panel will review the location’s documentation, request further information or clarification

if necessary, and make a decision based on the information presented. Several appeals have already come before the VRP, and some have been upheld while others have been denied. For those appeals that are denied, the location is asked to take action to correct the noncompliance. For those appeals that are upheld, the AGRSS VRP and Orion work together to ensure that the mistake does not recur.

In a perfect world, mistakes would not happen. The next best thing, however, is that Orion and AGRSS admit any mistakes made, learn from them, and work to ensure that they don’t be repeated. In this way, not only AGRSS registered companies, but the AGRSS validation process itself, continues to improve and better serve its customers.

## HARTFORD ENCOURAGES OLDER DRIVERS TO COMPLETE “BRAIN FITNESS” EXERCISES TO REDUCE DRIVING RISKS

The Hartford Financial Services Group Inc., which owns Hartford Insurance, is encouraging older drivers to participate in a game-like computer-based program called “DriveSharp™” to improve not only their “brain fitness” but also their safety on the road. According to reports from the company, playing the game for 20 minutes a day, three times a week helps older drivers cut their crash risks by up to 50 percent, stop 22 feet sooner when driving 55 mph and increase confidence while driving at night and in stressful conditions.

“It is important for drivers to understand that they can take an active role in staying safe on the road as they age,” says Jodi Olshewski, gerontologist and assistant vice president of The Hartford. “We all have a responsibility to maintain our driving skills throughout our lifetime. DriveSharp is research-based program that helps older adults think faster, focus better and react quicker on the road.”

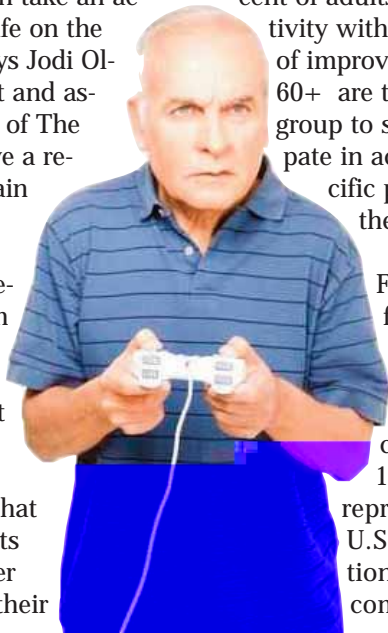
The survey by the Hartford also found that about half of all adults surveyed believe older drivers can improve their

skills to allow them to safely drive for more years, but drivers under 40 are least likely to believe there is anything an older driver can do to improve their skills to allow them to drive safely longer.

“DriveSharp is the only clinically proven program to improve the driving skills of older drivers,” adds Steven Aldrich, CEO, Posit Science Corp.. “It was tested by a global team of more than 50 scientists and based on research funded by the National Institutes of Health.”

The brain fitness survey also found that while more than 60 percent of adults participate in an activity with the specific purpose of improving their brain, adults 60+ are the most likely age group to say they often participate in activities with the specific purpose of improving their brain.

The Hartford Brain Fitness Survey was fielded in June 2010 and was completed by 2,500 members of a managed access panel who were 18+ years-of-age and representative of the U.S. household population, according to the company.



## COMMITTEE NEWS

### INSURANCE COMMITTEE DEVELOPS NEW VIDEO

The Auto Glass Replacement Safety Standards Council Inc.’s insurance committee will be debuting a brand-new video during the upcoming



The AGRSS insurance committee will debut a new video for the insurance industry during the upcoming conference. The video features Jon Fransay (shown here).

ing International Auto Glass Safety (AGRSS) conference in Chicago, October 27-28. The video, designed specifically to be shown to insurance agents and company representatives, features Jon Fransay, whose sister, Jeanne, passed away after a 1999 crash in a vehicle in which the windshield hadn’t been properly installed.

The video will be unveiled during a lunch on October 28 during a Consumer Awareness Program sponsored by several Chicago-based AGRSS-registered shops (see related story on page 1).

## BRIEFLY...

Long-time AGRSS Council Inc. supporter and contributor **Mygrant Glass** recently e-mailed a copy of the Auto Glass Replacement Safety Standard to all of its customers in an effort to further the work of the AGRSS Council Inc. ...

