

INDUSTRYNEWS

Presenting the Global Glass Conservation Alliance (GGCA)

The National Windshield Repair Association (NWRA) board of directors recently voted to revise the association bylaws to expand the focus of the association. One of the changes to the current bylaws is the wording that will allow the NWRA to expand into the newly-created Global Glass Conservation Alliance (GGCA), a group dedicated to reducing the energy impact of glass upon the earth. The GGCA promotes the repair, restoration, reuse and recycling of all types of float (auto and flat) glass.

“The NWRA is committed to repairing, restoring, reusing and recycling all glass and have committed to this resolve by joining the GGCA,” says NWRA president Mike Boyle. “The



GGCATM
GLOBAL GLASS CONSERVATION ALLIANCE
 REPAIR • RESTORE • REUSE • RECYCLE

NWRA will continue to be the organization dedicated to repair first as the best viable option for windshields, but are proud to be involved with the GGCA which will encompass the larger goal of reducing glass in the landfills.”

Joining the GGCA is one more step for the NWRA in furthering the associa-

tion’s green initiative to lead the auto glass repair industry by example, making the commitment to do its part to preserve the planet by repairing damaged windshields instead of replacing them which sends them to landfills. Now your NWRA membership will include membership in the GGCA as well.

Global Glass Conservation Alliance (GGCA) FAQs

The board of directors of the National Windshield Repair Association (NWRA) is pleased to announce the NWRA’s inclusion in the newly-created Global Glass Conservation Alliance (GGCA).

The following are some frequently asked questions in regards to this enhancement:

Q: What is the GGCA?

A: The GGCA is a not-for-profit organization dedicated to reducing the energy impact of glass upon the earth. The GGCA promotes the repair, restoration, reuse and recycling of all types of float glass. It is comprised of three councils: the NWRA, the Reuse and Recycling Council and the Scratch Removal Council.

Q: What are the benefits of the NWRA’s inclusion in the GGCA?

A: Under the new alliance, the NWRA

will partner with other entities that will work in tandem to bring awareness to the public about the benefits of auto and flat glass repair, restoration, reuse and recycling. The alliance’s goal is to reduce the amount of glass that is thrown out each year and to espouse the benefits of being an environmentally conscious glass consumer. Becoming a part of the GGCA will further strengthen the NWRA’s green initiative.

Q: Am I still a member of the NWRA?

A: Yes. Your membership in the NWRA does not change. However, the inclusion of the NWRA in the GGCA will provide new business opportunities for members as well provide an easier message for consumers to understand.

Q: Will my NWRA member dues change?

A: No, your membership dues will not

change. However, as a part of the GGCA, you may also elect to join any of the other councils of the GGCA: the Reuse and Recycling Council and the Scratch Removal Council, at a discounted price.

Q: May I continue to use the NWRA logo?

A: Yes, you may continue to use the NWRA logo. In addition, you may use the GGCA logo for your marketing purposes. The GGCA logo may be obtained by contacting the GGCA/NWRA staff office at 540/720-7484.

Q: How can I find out more information about the GGCA?

A: Additional information about this exciting new endeavor may be found on the GGCA’s website: www.glassconservation.org. You may also contact the GGCA/NWRA staff office at 540/720-7484.

2009 NWRA Marketing Conference Schedule Set

The schedule for the 2009 NWRA Marketing Conference, to be held November 5-6 at the Mandalay Bay Hotel and Convention Center is set. All members are invited to attend.

NWRA/GGCA president Mike Boyle and members of the NWRA/GGCA board of directors will deliver the welcome and officially open the event before formally introducing the Global Glass Conservation Alliance, providing further details on the symbiotic relationship between the two groups.

Dr. Chip himself, NWRA member Gerald •JerryŽ Zwart, owner of Clearview Windshields in Inwood, Iowa, will present this year’s installment of advertising advice, specifically focusing on the powerful medium of television advertising. And, in the age of the electronically connected, it’s important to know just how to utilize the available resources the most efficiently, a topic on which Scott Orth with Scott Orth Inc. will be speaking in his presentation, •Helping Customers Find You Online.Ž

A whole seminar session dedicated to technical tips for windshield repair

2009 NWRA Marketing Conference Schedule at a Glance	
Thursday, November 5, 2009	
7:30 a.m. – 4:00 p.m.	Registration Open
10:00 a.m. – 4:00 p.m.	View the Walt Gorman Memorial Windshield Repair Olympics – sponsored by the NWRA
Friday, November 6, 2009	
7:30 a.m. – 6:00 p.m.	Registration Open
8:00 a.m. – 8:30 a.m.	Event Opening and Welcome
8:30 a.m. – 9:45 a.m.	Furthering the Green Initiative: Introducing the GGCA
10:00 a.m. – 11:00 a.m.	Legislation and Standards Update
11:00 a.m. – 12:00 p.m.	Print, Radio and Electronic Advertising
12:00 p.m. – 1:00 p.m.	Networking Luncheon
1:00 p.m. – 2:15 p.m.	Helping Customers Find You Online
2:30 p.m. – 3:45 p.m.	Windshield Repair Technical Tips
4:00 p.m. – 4:45 p.m.	Repair of Laminated Glass Certification Training
5:00 p.m. – 5:30 p.m.	NWRA Repair of Laminated Glass Certification Examination
6:00 p.m. – 8:00 p.m.	Networking Cocktail Party
For an expanded schedule and seminar descriptions, please visit www.nwrassn.org .	

also will be presented and the NWRA board of directors and association staff will present a comprehensive update on the legislative issues facing NWRA

members across the country.

A certification training and exam will be offered, and the whole event will round out with the annual Networking cocktail party Friday evening.

Taking place in the Surf Session rooms of the Mandalay Bay Convention Center, the 2009 Marketing Conference is moving up, to the second floor, one level up from the main floor where the International Autobody Conference and Expo (NACE) trade show is taking place.

With the registration desk opening at 7:30 a.m. on Friday, November 6, attendees are encouraged to register early to ease lines at registration and gain good seats for the educational seminars that begin promptly at 8 a.m.



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2009 Marketing Conference Schedule Set (continued)

The one-day event will take place following the Fourth Annual Walt Gorman Memorial Windshield Repair Olympics (WRO) on Thursday, November 5, 2009. As in years past, attendees to the Marketing Conference have the chance to watch the WRO and walk to NACE trade show floor for free.

Pre-registration is open currently and those association members who register for the Marketing Conference before October 16 can attend for \$129 (price goes up to \$225 after 10/16). Those interested in attending both the NWRA and Independent Glass Association (IGA) Marketing Conferences can register for both at a discounted rate of \$225 before October 16 and \$325 after that day. Please see chart for all pricing and attendance options.

To register for the 2009 Marketing Conference visit www.nwraassociation.org/conference2009.php or complete the form on page four of this newsletter and submit it via fax to 540/720-3470 or regular mail to the NWRA, P.O. Box 569 Garrisonville, VA 22463.



2009 NWRA Marketing Conference Registration Prices

Registration Type	Before October 16, 2009	After October 16, 2009
Full Registration for NWRA Members	\$129	\$225
Combo Full Registration for both NWRA and IGA Conferences for NWRA Members	\$225	\$425
Full Registration for Non-NWRA Members	\$175	\$275
Combo Full Registration for both NWRA and IGA Conferences for Non- NWRA Members	\$325	\$525

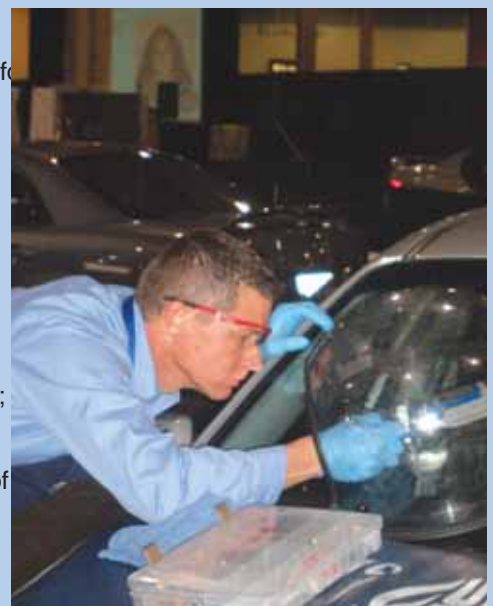
Look At All Your Conference Registration Includes:

Organizers of the NWRA 2009 Marketing Conference have made arrangements for your participation fee to include:

- All the NWRA Seminars and Workshops;
- Admission to the NWRA Networking Cocktail Party;
- Admission to the NWRA Networking Luncheon;
- Admission to the NACE trade show*;
- Admission to the Windshield Repair Olympics*;
- Admission to the Auto Glass Technician Olympics*;
- Admission to the AGRSS Charity Auction/Cocktail Party (Wednesday Evening)*;
- Free NWRA Repair of Laminated Glass Certification training; and
- Ability to perform the practical demonstration component of the NWRA Repair of Laminated Glass Certification program at no cost.

• All included in the price of the NWRA 2009 Marketing Conference —

* Separate event being held concurrently with the NWRA Conference.





NWRA 2009 Marketing Conference Participation Form

Please complete the following form to attend the NWRA 2009 Marketing Conference, being held November 5 –6, 2009, at the Mandalay Bay Convention Center in Las Vegas.

Contact Information

Company Name: _____ Contact Name: _____
 Address: _____ City: _____
 State/Province: _____ Zip/Postal Code: _____ Country: _____
 E-mail: _____ Phone: _____ Fax: _____

Select your conference participation

Pre-Registration (Before 10/16/09):	On-Site Registration (After 10/16/09):
NWRA Marketing Conference Only <input type="radio"/> Full Registration NWRA or IGA Member \$129. <input type="radio"/> Full Registration Non-NWRA Member \$175. IGA Members receive the NWRA Member discount pricing as a member benefit.	NWRA Marketing Conference Only <input type="radio"/> Full Registration NWRA or IGA Member \$225. <input type="radio"/> Full Registration Non-NWRA Member \$275. IGA Members receive the NWRA Member discount pricing as a member benefit.
Marketing Conference Combo - IGA & NWRA <input type="radio"/> Full Member Registration to IGA and NWRA Conference \$225. <input type="radio"/> Full Non-Member Registration to IGA and NWRA Conference \$325.	Marketing Conference Combo - IGA & NWRA <input type="radio"/> Full Member Registration to IGA and NWRA Conference \$425. <input type="radio"/> Full Non-Member Registration to IGA and NWRA Conference \$525.
Total Fees _____	Total Fees _____

Payment Method (Check one)

Check Enclosed
 MasterCard
 Visa
 AMEX
 Credit Card Number: _____
 Exp. Date: _____ CVV Number: _____ CVV numbers on the back of card or 4 on front of AMEX
 Name on Account: _____ Signature: _____
 Phone Number: _____ E-mail: _____

These items are required for credit card payment. Payment can not be processed if the required information is incomplete. Registration forms and fees are due by October 16, 2009. Questions: Contact AGRR magazine, P.O. Box 569, Garrisonville, VA 22463 or call 540/720-5584. All cancellations must be made in writing by October 9, 2009, and will be charged a \$40 administrative fee. No refunds will be given after this date.

Questions or Comments:
 Please contact NWRA, P.O. Box 569, Garrisonville, VA 22463 or call 540/720-7484; fax: 540/720-3470.

Cancellations & Refunds:
 All requests for cancellation and/or refunds must be received in writing by October 16, 2009, and are subject to a \$25 administration fee. No refunds can be granted after this date.

Fax completed form to 540/720-7484 or mail to NWRA, P.O. Box 569, Garrisonville, VA 22463.



To register as a contestant or to purchase spectator tickets, please visit www.repairolympics.com or contact Holly Biller (hbiller@glass.com) at 540/720-7484.

News Briefs

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.

Update: Review of Public Comments on ROLAGS Done, Response Forthcoming

The lengthy process of culling and analyzing the public comments received during the public comments period in regards to proposed changes to the Repair of Laminated Auto Glass Standard (ROLAGS) is still on-going.

With subcommittee meetings and conference calls rounding out the summer, a meeting of the full ROLAGS committee will be held at GlassBuild

Crackmasters Canada Wins Top Choice Award

For the second consecutive year, Crackmasters Canada has won the 2009 Consumers' Choice Award for Edmonton in the category of car windshields.

The Consumers' Choice Award™ is an initiative of the Consumers' Choice Institute of Canada, which retained a leading independent research firm to conduct a survey in major Canadian cities. The research company conducted an open-ended survey among two major groups of consumers, the general public and the business community. Consumers were asked "...which business is your choice for excellence in each category? Please consider the elements of quality, service, value and appearance." A winner in each category was declared according to the survey's results.

Founded in 1994, Crackmasters has opened up more than 75 locations across Canada, as well have established locations in New Zealand and Australia. The company credits its receipt of the Top Choice Award to providing excellent customer service consistently and high-quality products.

America in Atlanta at the end of September. On the agenda for the meeting is addressing responses to public comments about the proposed ROLAGS changes.

NWRA Watching Proposed California •Cool Cars• Regulations

Earlier this year, The California Air Resources Board (CARB) had adopted a regulation that will require new cars sold in California, starting in 2012, to have windows that reflect or absorb heat-producing rays from the sun.

Under the terms of the regulation, over a three-year period starting in 2012,

sidelites in new cars sold in California must prevent 45 percent of the sun's total heat-producing energy from entering the car, with the windshield rejecting at least 50 percent of the sun's energy. In 2016 car manufacturers will be required to install windows in new cars sold in California that prevent at least 60 percent of the sun's heat-producing rays from entering the cars interior, or propose alternative technologies to achieve an equivalent result.

The regulation is designed to help keep cars cooler, increase their fuel efficiency and reduce global warming pollution, according to CARB.

•This is a commonsense and cost-effective measure that will help cool the cars we drive and fight global warming," said CARB Chairperson Mary D. Nichols. •It represents the kind of innovative thinking we need to reduce greenhouse gas emissions from our vehicles and steer our economy toward a low-carbon future."

The initiative is part of the state's efforts under its climate change legislation, AB 32, enacted in 2006, to reduce greenhouse gas emissions from vehicles.

According to CARB spokesperson Stanley Young, the regulations also apply to replacement glass. He advised the CARB staff also is working to develop a labeling system so that glass parts that meet the regulations can be identified accordingly.

Stay tuned to the NWRA newsletter for more information as it becomes available.

Welcome New and Returning Members

Car Shine Inc.	Houston, TX
Clear View Windshield Repair	Williamsburg, VA
Dr. B's Windshield Repair	Little Rock, AR
E C Windshield Repair & Replacement	Englewood, CO
Eco-Smart Green Eagle Windshield Restoration	Peoria, IL
Fas-Break Inc.	Chandler, AZ
Gerber Collision & Glass	Elmhurst, IL
Glass Technology	Durango, CO
Guaranteed Windshield	Omaha, NE
Roadrunner Chip Repair	Clayton, NM
Star/Superglass Windshield Repair	Albuquerque, NM
Superglass Windshield Repair #52	Bedford, TX
Ultra BOND Inc.	Grand Junction, CO
Windshield Repair Man, Inc. (The)	Germantown, MD
Windshield Repair Specialists	Billings, MT