

AGRSS™

Auto Glass Replacement
Safety Standards Council

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NEWSLETTER

AGRSS Council Inc. Introduces Validation Firm at Record Setting Conference

The 2008 International Auto Glass Safety Conference, sponsored by the Auto Glass Replacement Safety Standards (AGRSS) Council Inc., set a record for the number of attendees at the event. Held in conjunction with the International Auto Body Conference (NACE) at the Mandalay Bay Convention Center in Las Vegas, the event took place over two days in November.

Based on the number of pre-registered attendees, the number of people at the 2008 International Auto Glass Safety Conference surpassed even that of the first AGRSS Conference.

“The interest and attendance by so many people is a testament to the importance of the AGRSS mission and the introduction of the Phase III segment of our registration program,

third-party independent validation,” said Cindy Ketcherside the president of AGRSS Council Inc. and chair of the Auto Glass Replacement Safety Standard’s Committee.

One of the most eagerly anticipated sessions included the announcement and introduction of the company chosen as the third-party validation firm. Orion Registrar Corp., headquartered in Arbuta, Colo., was chosen by the AGRSS board of directors in October after a lengthy selection process and has been approved by the group’s board.

“They’re our partners,” AGRSS validation committee chair Carl Tompkins, said introducing Orion president Paul Burck, program development director Penny Ouellette and marketing coordinator Lori Correia.

Though the Orion team was able to provide a basic outline for the anticipated system they will use in the validation program, Tompkins also stressed that much of the work was still in progress and that those involved would be fine-tuning the process through the end of 2008 and using the first quarter of 2009 to test the chosen model and structure for accuracy.

He also had some good news to share. “This is affordable,” he added.

During both an introduction to the representatives of AGRSS-registered companies and a later session specifically designed to address the upcoming Validation Program, members of the Orion Group staff explained what is coming and how everything—from the interviews to the math behind the system—works.

Burke addressed the company’s nature and quelled many fears, while Ouellette explained the model and the statistics behind it: the entire AGRSS-registered population would be broken up by location—a total of 1600 and those 1600 locations would be divided into geographic clusters of 10. Each year, 11 clusters would be chosen for validation and every shop and every technician within the chosen cluster will be validated.



Seats were full at the record-setting 2008 International Auto Glass Safety Conference.

Who's Who at Orion

Who he is: Paul Burck
Title: President (and founder)



What he does: CE Marking, representation of companies to accreditation bodies, presenting certification information to potential clients, overseeing audits, performing a limited number of audits, representing Orion at selected trade shows, and running the company
Years with Orion: 15
Years working in quality management: 20+

Who she is:

Penny Ouellette
Title: Program Development Director



What she does: Resident number cruncher (she determines the best way to cull the information and process the results for different projects), Ouellette's duties also include those of lead auditor, internal auditor, and technical writer. She is also an ASQ-certified Quality Auditor and a Certified Quality Engineer
Years with Orion: 7
Years as a lead assessor for registration companies: 10+

Who she is:

Lori Correia
Title: Marketing Coordinator



What she does: Her duties include providing quotations for prospective clients, coordinating audit follow-up, sales calls and writing contracts.
Years with Orion: 3

Many attendees expressed the concern that a company with many locations in one area would have a greater chance of being audited and, in some instances, be required to have more than one shop audited at the same time. Though the concern is valid and statistically true, Ouellette explained that if a company has 50 percent of a market share in any one area, the company needs to represent 50 percent of the shops surveyed in that area, otherwise it's not a fair market sample and the data collected would be flawed.

"You have to compare apples to apples," she said, adding that surveying only one shop of a company that has multiple locations does not adequately reflect on that company as a whole. "It's fair because it protects the integrity of the sampling. A customer has an equal chance of getting any technician in a cluster."

For example, if a company had 20 locations and only one was surveyed, if that one particular location is found to be non-compliant with the AGRSS Standard, would that mean all 20 locations are non-compliant? While many attendees said no, it was pointed out that the converse is also true—one location found to be compliant with the AGRSS Standard does not mean all 20 location within the same company are compliant as well.

Attendees were reminded that, ultimately, no matter how many locations any one shop has in a cluster, only locations in the 10 chosen clusters will be evaluated. With 1600 AGRSS-registered locations separated into groups of 10, there will be 160 clusters—and every AGRSS registered company will be grouped with the nine other locations closest to it, no matter how far away those other shops may be.

"Contrary to what you might

think, we're not going to ask a trick question. The validators don't get paid to find mistakes," Ouellette said, trying to calm the nerves of some in the room.

"We're not going to AGRSS to say 'this person made this classic mistake,'" Burck added. "We'll watch the process, look at the paperwork and ask questions. We want to see how the tech is working."

One of the questions that seemed to weigh on the minds of many in the audience was what happens if a technician does do something wrong or a shop is not found to be compliant? Tompkins assured the crowd—which completely filled the available seminar room—that if a deficiency is found in the way a company conducts business or a technician's performance, the company will be given time to correct the deficiency.

"This is not meant to be a punitive expense," said Tompkins. "It's meant to be an educational one."

Tompkins explained that validation results will add value to AGRSS registration, no matter the outcome.

"You'll find in this model that even if we're 50 percent compliant that's still better than what the insurance companies have right now," he said.

To ensure that the chosen methodology works as intended, the Orion Group is conducting practice validations in selected areas for the first part of 2009. Currently, they are meeting with shops and gathering information to finalize the details of the validation process, such as learning what documentation to look for, and The Orion Group will begin field testing the validation procedure of AGRSS-registered shops in April 2009. Validations will begin in earnest later this year.

For more information about the Orion Group, visit www.orion4value.com.

AGRSS Council Inc., President and the AGRSS Standard's Committee chair Cindy Ketcherside coined a new term during the opening of the 2008 International Auto Glass Safety Conference, sponsored by the AGRSS Council Inc.: the safety shield.

Ketcherside described how at one time, the windshield was purely that—a mechanism to shield the wind. Now, though, she explained it is actually a structural component of the vehicle—thus, a safety shield.

“That’s really what it is—a safety shield,” she said. “We need our consumer to know that. It’s not what we say, it’s what we do. We can’t let our actions speak so

loudly that [the customers] don’t hear what we say.”

The term appeared during presentations throughout the day as others caught onto the concept.

Ketcherside also reflected on the group’s history over the last 11

Panel Discusses Top Ten Worst Things Overheard in Auto Glass Shops

There were few empty seats for the panel discussion “The Top 10 Worst Things Overheard in an Auto Glass Shop” during the International Auto Glass Safety Conference. Moderated by Jeff Bull of J Bull Associates, the popular—though sometimes frightening—session elicited chuckles from the crowd as panelists Bob Beranek of Automotive Glass Consultants, Dale Malcolm of Dow Automotive, Brian Clayton of Cindy Rowe Auto Glass (recently acquired by Belron US), and Mitch Becker of ABRA Autobody and Glass, went through the list and debunked some of the often-heard myths.

Going in reverse order, Bull read the list of myths a la Dave Letterman’s Top 10 list, complete with fun delivery and index card tossing, but once the crowd’s laughter had subsided, the reality of the list began to sink in.

“We started with 50 things,” Beranek said, tempering the mood in the room just enough to impart the seriousness of the topic.

“We had fun putting this list to-

gether, but it’s serious stuff,” added Malcolm. “How many of you have heard some of these things” he asked and several people answered by raising their hands.

Bull took the panel through the list again while the panelists would take turns addressing the topic.

1 – “A-GRASS, WHAT’S THAT?”

Each panelist offered advice for helping technicians to not only increase their awareness of AGRSS, but also in encouraging them to embrace the concept.

“Creating a culture in your community is important—not just important for your customers but also for your employees,” Clayton said.

Becker suggested it’s also important to involve technicians in the AGRSS process. “Get your technicians to believe in their work,” he advised.

2 – “YOU HAD RUSTON YOUR CAR, SO WE COULDN’T WARRANTY THE INSTALLATION.”

“Lots and lots of people have done this for years,” Malcolm said. “You can’t legitimately install over corrosion anymore and claim to meet the Standard.”

Malcolm went on to remind the audience—or inform some of them for the first time—that “30 years ago, we wire-brushed the rust and said exactly that. Twenty years ago, we knew more but we didn’t know what to do about it. Ten years ago we were getting a better idea. AGRSS has explained why it’s so important to treat corrosion correctly.”

“You can’t do it, even if you have to lose the job. Maybe losing the job is the right thing to do,” he added.

3 – “I HAVEN’T HAD A PROBLEM ... YET.”

“I hear this in almost every class that I give,” said Beranek. “The problem with that statement is that if they

have had a problem, someone is probably hurt or maimed because of it.”

“A safety shield is what it is,” he added, referring to AGRSS chair Cindy Ketcherside’s opening presentation. “The purpose of your job is to bond it. If someone says that [statement], stop them right there. I don’t accept that from my students. I don’t think you should accept it from your employees.”

4 – “I’LL BE DONE IN A MINUTE, MA’AM, AND YOU CAN DRIVE YOUR CAR HOME!”

Referring the audience to Section 5 of the AGRSS Standard, Clayton pointed out that “15 years ago we used butyl and sent them on their way. We didn’t know better and no one was telling us it was wrong,” but, he added, there are still members of the industry today who don’t know the safe drive away times of the adhesives they are using.

He also reminded attendees that it’s important to create a business climate in which technicians feel better about doing the right thing—and letting the car sit for the time necessary.

5 – “PINCHWELD PRIMER? WE DON’T NEED NO STINKIN’ WINDSHIELD PRIMER!”

Becker pointed out that this will cause not only immediate problems (and presents a safety concern) but long-term ones as well. Explaining that when bodywork is performed on a vehicle and painters get involved, they often leave the metal bare. Additionally, he noted, older vehicles took longer to corrode because they were heavier. The metals used to build cars today are lighter and will corrode faster.

“In today’s economy, we’re going to find our customers holding onto their cars a lot longer,” he said. “If technicians aren’t using the primer



Attendees found the presentations informative and amusing.

From left: Brian Clayton, Mitch Becker, Dale Malcom and Bob Beranek participated in one of the most entertaining and informative sessions at the International Auto Glass Safety Conference.



correctly, what do you think is going to happen when winter comes around? Your company is only as good as your weakest tech.”

6 – “I’VE BEEN INSTALLING FOR SEVEN YEARS, I NEVER REMOVE COWLS AND I’VE NEVER HAD A LEAKER.”

Pointing out that chip kits are available and so are cowl kits, Beranek asked the audience how many had seen a cowl kit. When no one could say they had, Beranek explained it was because “no one stocks them, because no one pulls cowls.”

“Is it all about time these days?” he asked. “If you don’t pull the cowl, you can’t see if the seal has been made. I will admit I don’t pull 100% of my cowls. Some cars don’t have them. Some windshields sit on top of the cowls.”

To not pull cowls, he continued to say, most technicians estimate that they save five minutes, but in reality, removing the cowl only takes a few seconds with the proper equipment.

“Show me someone who says this,” Beranek said, gesturing toward the screen with the myth looming large over the crowd, “and I’ll show you a liar.”

7 – “THE GLASS SHOP DOWN THE STREETS SAID THEY HAVE NO PROBLEM INSTALLING OVER A LITTLE RUST.”

“Sometimes we have to make tough decisions,” Clayton said. He reminded shops that sometimes losing a job in the interest of safety is worth it.

To further illustrate his point, Clayton played an audio recording of three consecutive voicemails his manager received when the company refused to replace a windshield due to corrosion. Over the course of the voicemails—left minutes apart—the consumer even went so far as to accuse the company of discriminating against him because he’s dis-

abled, when he found another company willing to do the replacement over what Clayton described as “level 3 or 4 corrosion.”

“I’ve upset insurance companies over this and it’s very unfortunate. It’s not easy, but it’s the right thing to do,” he said.

8 – “I DON’T THINK THE CUSTOMER WILL NOTICE THAT, DO YOU?”

Becker reminded that while the customer may not say anything about a mishap, it doesn’t mean he/she hasn’t noticed.

“Many times the customer does notice and doesn’t think it’s worth the hassle of bringing it back to the shop, but does tell everyone what a bad job you did,” he said. “Panels are not made to come off in a car crash. Everything is there for a reason. Customers notice and it could lead to lawsuits. Techs need to understand that their jobs count.”

9 – “MY TESTING SHOWS THE BODY PRIMER WORKS BETTER ON THE GLASS THAN THE GLASS PRIMER!”

Malcolm pointed to the strength of the AGRSS Standard as a simple reason not to go by this type of theory.

“The Standard is a great document because it gives you a great framework,” he said. “Where people go astray is when they get creative.”

“I remember doing lots of this kind of testing,” Malcolm continued, noting that after having worked in adhesive testing and with the R&D section of Dow, he’s come to realize that all the results of his own kitchen testing were not only wrong but completely opposite to that of what the professional tests were showing.

“You’ve got to follow the process,” he said, adding that “Europeans take great pride in following all 10 steps in order with precision. It’s the culture. Bring it here and you’ve got

people saying they can do it in seven. Skip one step of 20 and you may be okay. Skip one of eight and it’s a big deal.”

10 – “I HAVE TO USE THIS CHEAP CRAP, IT’S ALL THE INSURANCE COMPANY WILL PAY FOR.”

Though it was the last point discussed, the topic of what product to use and what the insurance companies will pay for was as meaningful to the panelists as any other.

“What would I say to my employee if they said this? There’s the door,” Clayton said. “If they’re thinking this about the jobs they’re not doing it right. And if they say it to you, how many times have they said this to the customer? Probably a lot.”

Auto glass companies have options, anyway. As Malcolm pointed out, if there is a concern for the performance and quality of the urethane a shop is using, shop owners and managers can and should check with vendors, compare prices and get the most effective and efficient product for their tech’s needs.

“Evaluate with vendors to make sure it meets your needs and that techs know the difference,” he stressed.

And if the insurance companies really only pay for the less-expensive material?

“I don’t know anyone holding a gun to your head. No one forces you to put a windshield,” Beker said. “We have to make the right choices. That starts with the bottom up. Everyone has to be in on this. We’re all in the same boat. The glass industry gossips. Techs do, too. When employees have faith in your company, they will sell your company. AGRSS is one of the most valuable tools in the industry. It’s up to us—to you—to take the torch and pass it.”

Adhesive Manufacturers' Support Critical in Validation Process

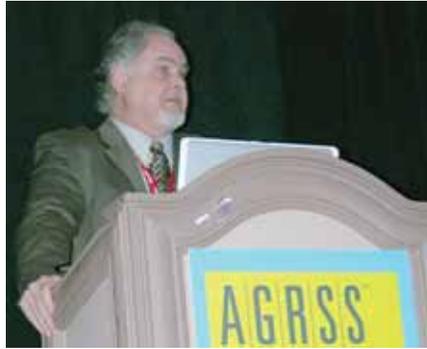
The big buzzword for AGRSS-registered shops in 2008 was 'validation' but while the Orion Group and AGRSS Council Inc. are putting the finishing touches on the validation model, registered shops aren't the only members of the industry gearing up for the final stage of registration.

Bob Beranek with Automotive Glass Consultants spoke to attendees at the 2008 International Auto Glass Safety Conference (sponsored by AGRSS Council Inc.) regarding the importance of working closely with adhesive manufacturers to prepare for the impending changes that will come with validation.

"Compliance with the Auto Glass Replacement Safety Standard starts with the proper adhesive," Beranek said, explaining why the adhesive is an important part of compliance with the AGRSS Standard.

When the validators arrive, he continued, they will need certain things and ask for specific information.

"If a tech doesn't know when the



Bob Beranek explained the importance of the right adhesive in a way nearly every attendee could understand.

adhesive they used was applied, or how long the drive-away time is, the installation can't be safe," he said.

Beranek's point was that proper chemical interaction is imperative to the success of an installation, and who better than the manufacturers know about the adhesives, what they can and cannot do and with which other products they can or cannot be combined?

He also stressed that the choice of which adhesive is up to each indi-

vidual company, "but you have to pick what is right for you and your needs," he said.

Encouraging his audience to be educated consumers, he recommended that everyone obtain data sheets for the adhesives they do choose to use and to ensure that they understand the directions for use as well as storage.

"How does it react to heat or cold? You need to know that," he stressed. "What effects will an extremely hot or cold pinch weld have? What about the temperature of the vehicle body?"

A father and grandfather himself, Beranek drove home his point about knowing the working properties of the adhesive used in an installation by relating it to a situation many fathers find themselves in at some point: assembling children's toys.

"The Barbie™ house won't hurt, maim or kill anyone if it's not put together right or if you use the wrong adhesive. A windshield replacement will," he said.

Manning Provides Industry Tips from the Football Field

Archie Manning, longtime NFL player, two-time Pro Bowl participant and former football player for his alma mater, Ole Miss, provided the keynote address for the International Auto Glass Safety Conference (Sponsored by the AGRSS Council Inc.) in Las Vegas. He also provided the keynote address for the NACE Expo, with which the conference was co-located. Manning is also the father of two current NFL quarterbacks, Peyton and Eli Manning.

Though Manning kept it short ("I have an aversion to long speeches," he told the audience), he provided four solid tips he learned on the football field.

1 - Develop an attitude of leadership. "Take the lead in creating a positive environment, and take the lead in helping others to succeed," he suggested.

2 - Depend upon others. "Every single thing you've ever done in your life that you consider successful has been the result of the assistance of others," Manning advised. "When I ran out on the football field, I put my fate in the hands of ten other people."

3 - Be flexible. "No plan that was ever developed covers all the possibilities," Manning said. He added, "Your plan for success should include a commitment to being flexible."

4 - Be willing to play the game. "We all in business go through adversity," he said, recalling a season in which his team, the New Orleans Saints, lost every single game. "Every Sunday I went out there to play the game," he reflected.



Archie Manning kept his keynote speech brief but informative.

CAP Program, AGRSS-Friendly Computer Programs Take Center Stage

The 2008 International Auto Glass Safety Conference sponsored by AGRSS Council Inc. featured a seminar created to provide attendees more information about the Consumer Awareness Program (CAP) and how to get involved. Mike Schmaltz, newly appointed AGRSS CAP administrator, took to the stage in Tradewinds C and D conference rooms at the Mandalay Bay Convention Center to do the job.

"We're creating a brand we can all identify with. A brand that associates us, those who are doing the job right, and separates us from the trunk slammers, those who aren't doing the job right," said Schmaltz. "When you think about it, when we pass different milestones in life we stop and stand in front of every one. We do it to underscore the importance of the event. We do it with ceremony and pomp to give meaning to what we're doing. Look at your education. You take a lot of different steps. You register for class, you write the papers, you take the tests. And when you're done, what do you do? You go to a graduation ceremony. You bring together your teachers, your family and you focus on what you've accomplished. You do the same thing with a CAP event. You invite people who

are important to you to say 'this is important to me.'"

Following Schmaltz, Rob Rust with Quest and Mark Haeck with Mainstreet Computers shared information with attendees about available computer programs that help AGRSS-registered glass shops keep up with their AGRSS documentation.

"If you're [registered with AGRSS] you can be assured you're in compliance by using our program," Rust said of the new Enterprise software Quest released this year. The company includes technical and software training.

Mainstreet Computers offers software that makes it easy for shops and technicians to keep track of the AGRSS deliverables from the beginning. Selecting the proper box on a specific screen automatically adds an area for recording deliverables on the printed work order for the technician to fill in while out in the field. Upon returning to the shop and entering the information, those same fields are on the screen used to create the invoice.

"We saw [the coming of AGRSS] as a good thing. There has to be a balance between accountability and responsibility. The first thing we did was make the deliverables easier to track," said Haeck.

International Auto Glass Safety Conference 2008 Offers Clear Look at Crash Testing

Sean O'Malley, test coordinator with the Insurance Institute for Highway Safety (IIHS) grabbed the attention of his audience with video clips of cars crashing into walls, posts or other cars.

"I crash cars. It's not a bad way to make a living," he said with a smile.

Since it started conducting front crash tests in 1995, the IIHS estimates that 5000 lives have been saved by improvements made to vehicles that didn't test well initially. Though the federal government has its own crash testing system, it is a bit flawed, O'Malley explained.

"The Government's system is antiquated. Not many people crash straight into a wall at 30 miles per hour, but it does give a good look at how passenger restraint systems work," he said, later adding that the IIHS is "always evolving" with the tests they use to try to cover as many different scenarios as possible, including small overlap and offset crashes and collisions with trees.

More people are involved in car-to-car crashes he added before showing clips of tests the IIHS has created over the years, including car-to-car and car-to-SUV. The video clips that showed the damage done to crash-test dummies inside SUVs without side airbags that were struck by other SUVs elicited the most gasps from the audience, and a few even garnered requests for replays.

Among the vehicle improvements that have been added as a result of crash impact testing, some have caught the attention of IIHS personnel more than others.

"The former IIHS president said electronic stability control has saved more lives than airbags," O'Malley said.

He noted that the Institute has at least 12 different cameras recording every crash, from every possible angle, and it does not sell any of the video footage they capture.

AGRSS Charity Auction Nets Donations

The economy is tight these days, but attendees to the International Auto Glass Safety Conference Welcoming Cocktail Party dug deep to support the AGRSS Charity auction. More than \$4,300 was raised on the sale of a variety of items, including a Nintendo Wii and an iPod Nano.

The 2007 big ticket item, a fishing trip with Carl Tompkins, was offered up again this past year and drew the same; when bidding closed at 7:45 p.m., Cindy Ketcherside walked away the winner.

AGRSS Council Inc. Sets Industry Expectations with Code of Ethics

As if creating the first and only official ANSI-recognized Standard for the safe installation of auto glass weren't enough, the AGRSS Council Inc. has given the industry another weapon in its arsenal of attaining the status of respectable in the eyes of the consumer: an industry code of ethics.

Presented at the 2008 International Auto Glass Safety Conference by Jean Pero, who led the group involved with creating the Code of Ethics as well as creating a complaint resolution board and complaint resolution process.

Pero began her presentation by answering the question of why a code of ethics is even needed by explaining that in creating it, it is meant "to inspire and lead those involved in the [AGRSS] organization to long term competitive advantage."

"[The code of ethics] makes clear what it means to be an AGRSS-registered company and it clears the way

Code of Ethics for AGRSS Members and Registered Companies Preliminary Statement

This Code of Ethics has been created to establish the highest standard of professionalism and integrity within the auto glass replacement industry. The following rules of conduct and ethics shall apply to all AGRSS Registered Companies and Members including but not limited to; the auto glass technician, management and ownership.

AGRSS Registered Companies and Members Shall:

- Adhere to the ANSI/AGRSS Approved Auto Glass Replacement Safety Standards.
- Promote to others and support the ANSI/AGRSS Standards and practices.
- Fully support the AGRSS programs designed to promote compliance with the ANSI/AGRSS Standard, including its third party audit process.
- Be fully aware of and abide by the Federal, State and Local legal requirements governing the operations of Auto Glass replacement shops.
- Promptly fulfill contractual obligations.
- Recognize the responsibility to take appropriate steps to encourage other glass shops to continue to adhere to the ANSI/AGRSS Standard.

This has incorporated all opinion and review by Committee and has been approved by legal counsel, Bill Ives.

for removal of non-compliant companies," she said. "It ties individuals to the Standard."

If the code of ethics looks familiar, it is, Pero explained "the things we should be doing or are [already] doing."

When asked if the code would be part of the registration process, Pero was upfront, saying that while it is not and will not be part of registration right away, those who have worked on it do hope to see it become part of the registration process in the future.

Mark Your Calendars

... for the fifth annual International Auto Glass Safety Conference

Nov. 3-5, 2009

Mandalay Bay Convention Center
in Las Vegas, Nev.

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