

AGRSS®

Auto Glass Replacement
Safety Standards Council

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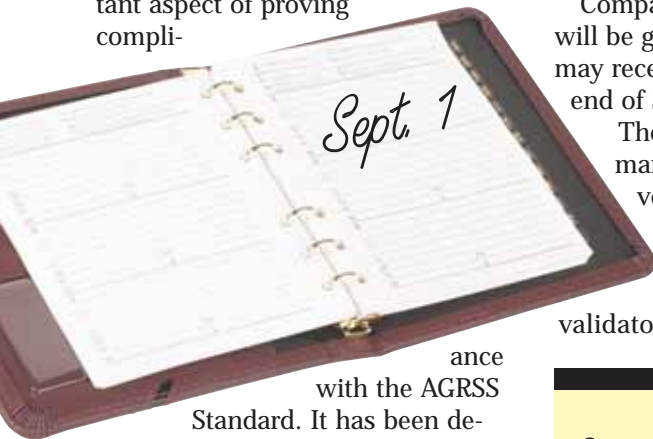
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NEWSLETTER

Ready, Set, Go: A Look at the Validation Timeline Is Here

Third party validation, the third and final step in AGRSS registration, is arguably the most important aspect of proving compli-



ance with the AGRSS Standard. It has been described on numerous occasions as giving the Standard the “teeth” it needs to be effective. For third party validation to be successful, it must run smoothly from the start. With that in mind, the AGRSS Council has done everything possible to ensure it will, including adding several months of pilot testing and retesting to ensure that the model created is perfect.

Now, the months of testing are coming to an end. The Auto Glass Replacement Safety Standard (AGRSS) Council’s third-party validation program will officially begin on September 1 and many are wondering what to expect. The

AGRSS Council and the Orion team have developed a system that will make validation easy.

Companies chosen for validation will be given 30 days notice (shops may receive notice as early as the end of September for validations).

The auditor will work with management to arrange a convenient time for the visit.

All validation reviews will start with an opening meeting, during which the validator will explain what’s going

to happen during the process. All shop owners will be asked to provide a list of technicians assigned to each shop.

All technicians at every location will be interviewed. If one isn’t available, the shop owner will have to provide documentation for why they’re not there.

Upon completion of the validation review, company owners will receive a report of the audit and a chance to review it with the auditor who observed the shop(s).

STICKYWEB: AGRSS WEBSITE ADDS ADHESIVE INFORMATION AREA

If you’re short on time and looking for adhesive instruction guides straight from the manufacturer, the AGRSS website has you covered.

The AGRSS website (www.agrss.com) has a new section specifically for adhesive information, which allows manufacturers of adhesive components to share the instruction manuals for their products.

AGRSS registered shops are able to download the instructions, available in PDF format, from the page (www.agrss.com/adhesives.php).

The page is still new and currently features information from CR Laurence, Edgetech and Shat R Proof.



AGRSS Board of Directors Elects New Officers

The Auto Glass Replacement Safety Standards Council (AGRSS) Inc. board of directors elected new officers at its spring meeting in Charlottesville, Va., in March. **Debra Levy**, publisher of **AGRR** magazine, was elected president of the Council; **David Rohlfig**, president and chief executive officer of Glass America, was elected vice president/president-elect; **Jean Pero** of Mygrant Glass was elected treasurer; and **Joel Timmons**, founder and president of Profitable Glass Solutions, was elected secretary.

The new officers' terms in office began April 1.

DEBRA LEVY

Consumer safety advocate Ralph Nader once called Levy "indefatigable" in her pursuit of glass safety. In addition to her work on auto glass safety, she is also a member of the ANSI Z97 Architectural Glazing Standards Committee and also has worked tirelessly to bring safety issues surrounding wired glass and glass table tops to light. Levy is in her 28th year in the glass industry and also serves as publisher of several glass related print and electronic publications.

"I feel very honored and humbled to have been elected president," says Levy. "I remember back when the 20/20 report first aired on TV and our magazine's website was one of a few to which



ABC News linked. We got a couple of thousand inquiries that night about auto glass installation practices. More than half of those writing mentioned they drove with young children in the car. People care about safety and AGRSS means safety."

DAVID ROHLFIG

Newly elected vice president/president-elect Rohlfig brings a wealth of industry knowledge to the board, having worked many different jobs in the auto glass field.

"I am also very honored to be selected as the vice president of the AGRSS Council and a member of the Board of Directors," says Rohlfig. "There are many dedicated companies and individuals who have worked very hard to promote AGRSS over the years and I look forward to working with all of them."

Rohlfig, who started as an auto glass installer in Florida more than 35 years ago, has held numerous positions, including store manager and sales representative, working with a variety of auto glass companies including Windshields America. In 2004, he joined with several investors to purchase Glass America and today serves as president and chief executive officer of the Chicago-based company. Glass America has locations in 22 states.

"AGRSS and the upcoming validation process are critical to our industry and can benefit every auto glass shop, regardless of membership. I urge all retailers who have not yet registered with AGRSS to do so and put their energy into supporting the Standard and keeping consumers safe across the country," he says.



David Rohlfig

JEAN PERO

A long-time active member of AGRSS Inc. and its board of directors, Jean Pero continues her leadership role in the office of treasurer.



Jean Pero

"AGRSS is the most important safety development to ever be put in place for the auto glass aftermarket and I am thrilled to be part of it," says Pero, who also served as chair of the AGRSS membership committee and has organized the last three silent auctions held at the International Auto Glass Safety Conferences in Las Vegas. Pero got her start in the industry in 1973, and has been with Mygrant for the last eight years.

JOEL TIMMONS

Joel Timmons has far reaching experience with different companies that he brings to the position of secretary of the AGRSS Inc. board of directors.



Joel Timmons

Timmons has worked with a number of companies from different areas of the industry, including Glass America, Diversified Glass and Dow Automotive. Today, he serves as president of his own glass-consulting company, Profitable Glass Solutions, which he founded in April 2007.

"It is an honor to be selected by industry peers to serve on the AGRSS Council Inc. and I am privileged to serve as secretary during this term," Timmons says. "This is an exciting year for the AGRSS Standard with the upcoming launch of the third-party validation process and I am delighted to serve in this capacity to contribute to the ongoing success of AGRSS."

Levy Lays It on the Line: New President Talks Past, Present, Future

The new president of the AGRSS Council Inc. is someone who's familiar to almost everyone in the AGR industry. Debra Levy, publisher of Auto Glass Repair & Replacement (AGRR) magazine, has been active in the auto glass industry and glass safety issues for most of her 28 years in the glass industry. We took a moment to talk with Levy about her new role.

AGRSS: *So does it feel weird being the subject of an interview?*

LEVY: It's a very, very strange feeling. It gives me much more sympathy for what some of AGRR's interview subjects feel like. I like being the questioner much better than being the question-ee.

AGRSS: *It is a bit curious that a magazine publisher would become the AGRSS president. Can you explain how you got involved?*

LEVY: Our company also owns and manages trade shows in addition to publishing magazines. We had a show in Calgary about 15 years ago and, as was our custom then, we asked a local installation company with a great reputation to do an auto glass installation demo. The company—a fine company—used the short-cut method as it was the predominant installation method in Canada at the time. The U.S. exhibitors came to me upset that this method had been used; the Canadian exhibitors saw no problem with it. Both groups were sincere and each was sure they were right.

So we asked for some documentation—some standards of proper auto glass installation. That's when we found out there were none; nothing was codified, everything was anecdotal. So how did we know we were showcasing proper installation methods at the show or in print? We didn't and no one else did either.

It was shortly after that that Carl

Jolliff called and said that he thought our industry needed standards and asked if I would help. I didn't hold out a lot of hope for success as initiatives had been started by other groups in the past without success. I remember telling him that, if we do it, we should do it in accordance with ANSI and I sent him some info on ANSI. Carl was already off and running; I was just lucky enough to climb on board a train with the real leaders of this industry that Carl had brought together.

AGRSS: *So you have been involved since the beginning. How have things changed?*

LEVY: If you leave product development out of it, the AGRSS Standard is the single most important safety development ever in the history of auto glass replacement and yet it's only been 12 years since our first meeting. In that time, the Standard itself has been developed, the Council has been formed, the industry and its primary partners have been made aware of it and our AGRSS-registered company program has been started. Today the Standard is referenced in everything from O&A agreements to state legislation. We have nearly 1,600 registered company locations. That's phenomenal for a registration program that is barely four years old.

AGRSS: *Let's talk about the registration program for a minute. Is it true that AGRSS-registered companies will have to undergo onsite audits starting this Fall?*

LEVY: Unfortunately the word "audit" has a negative connotation; there aren't too many audits out there that are good things, but we believe this will be. When we first began the registration program, whereby shops agreed to follow the AGRSS Standard, they were first



asked to agree, in writing, that they would do so. Then about 18 months later, we said "okay, since you have agreed to follow the Standard our registration program will now include a self-assessment for you to complete. If you aren't following the Standard then your company can't be registered, but you make that assessment yourself." We always knew that eventually, for the program to have the strength and gravitas it needed, that independent verification of this would be necessary. So now, another 18 months later, we are ready to take the AGRSS registered company program to the next level. It's not an audit, it's a validation program.

AGRSS: *Tell us a little about the validation program.*

LEVY: The most important thing is that it has been designed for installation companies by installation companies. It's the most innovative use of self-regulation that I've seen come out of the automotive aftermarket, ever.

Through the program, 100 shops will be chosen for validation review every year. They're chosen from clusters to keep the statisticians

happy, but I won't bore you with the minutiae. Each registered company chosen for validation will receive one month's notice and then an independent, unbiased validator from Orion will come to visit and conduct the review.

AGRSS: *That sounds a little intimidating...*

LEVY: Well it shouldn't be. As I said, this isn't a conventional "audit," it's designed to verify your company is following the Standard and to help you correct deficiencies if that's not the case. What a great peace-of-mind program. What a great quality control program. What a great service.

AGRSS: *What if you fail an audit?*

LEVY: You can't fail in a pass/fail sense. You could have no deficiencies or you could have deficiencies that require correction. At that point, AGRSS would give you a bit of time to make a correction and then return to verify that has been done. If you still have major deficiencies, then your company ceases to be AGRSS registered. Of course, there is also an appeals process.

AGRSS: *How can a company get ready for the validation review?*

LEVY: First, management needs to buy in. If your company owners and managers don't buy in, don't waste your efforts. Save your time and money. Safety comes from the top. Committed owners and managers should watch the webinar online at www.agrss.com. There will also be another video out soon showing an actual validation review taking place and what to expect. And finally attend the upcoming AGRSS International Auto Glass Safety Conference in Las Vegas on November 4-5, there will be a lot more info available there as well.

AGRSS: *I have heard it's going to*

"This isn't a conventional "audit," it's designed to verify your company is following the Standard and to help you correct deficiencies if that's not the case. What a great peace-of-mind program. What a great quality control program. What a great service."

be very, very expensive to be a registered company now. Is that true?

LEVY: [sighs] That's one of the biggest misconceptions out there and, frankly, we don't know where or how it got started. So let me correct it now.

The current fee for AGRSS registered companies is \$225 the first year and \$200 every year thereafter. As of September 1, 2009, that fee goes to \$494 a year for the first location and \$99 for each additional one. This fee includes the validation review. It's not cheap, but it's not the crazy numbers I've heard bantered about.

AGRSS: *There's no additional fee for the audit?*

LEVY: No, there is not. The fee is \$494 per year plus \$99 for each additional location. So if you have been registered, your fee will increase to \$494 a year on September 1 and that will include the audit.

AGRSS: *Why do people think it's going to be so much more expensive than that?*

LEVY: The only reason I can think of is because they are confused. Let me explain. In order to be statistically valid, AGRSS needs to pull randomly from a sealed pool of registered companies.

AGRSS: *Sealed?*

LEVY: Yes, once the pool is determined no additional company can be added. We will seal the pool on September 1 each year. So if you decide to sign up for AGRSS registration in February, you will have only provisional registration until

the pool you get in is sealed in September.

AGRSS: *What if I really want to become registered in February and not wait until September?*

LEVY: Then you could do it, but the company would have to pay for a custom validation review. That cost runs approximately \$1,500. That's why I think some people are confused. You would only pay that if, for some reason, you decide you can't wait until the pool is sealed each September.

AGRSS: *So are you saying if people sign up to be a registered company by September 1 of this year, they will be in the pool and only pay \$494?*

LEVY: It's even better than that. The fees don't go up until September 1, so if you sign up for registration before September 1, 2009, that the fee is still only \$225 for this year—and you'll be included in the pool and considered a registered company. I would urge anyone and everyone who is thinking about becoming registered to do so before September 1 of this year. It's a great bargain.

AGRSS: *Getting validation going is a tall order. Will that be the main focus of AGRSS this year?*

LEVY: It will be one of them. It's an enormous undertaking that has taken countless volunteer time and lots of energy. Many, many people worked very hard and I'd like to particularly note the work of Carl Tompkins, the former chair of the accreditation committee, Cindy

Ketcherside, the incoming accreditation chair, and our other validation subcommittee chairs, Bob Beranek, Paul Janisse and Jean Pero. I'd say all together we had nearly 30 people working on it for two years or so, and it's exciting to see it finally coming to fruition.

AGRSS: *What else will AGRSS focus on?*

LEVY: Expanding our support for registered companies and increasing our profile before consumers and insurance companies. We see a day when customers will look for AGRSS registered shops the way they search for the ASE certification sign before having collision repair work done. We also plan to update and enhance the website and to add some additional services for registered companies.

AGRSS: *Is there anything available for companies that don't install auto glass?*

LEVY: Oh yes, and this is one of the most exciting developments of all. We realized about three years ago that there were a lot of companies that wanted to be part of AGRSS, that cared about safety and wanted to help promote it. But these companies, suppliers, software companies, even publishers, did not install auto glass and would never qualify to be registered companies. So we began on a path to provide a mechanism for companies that did not install glass to become affiliated with the AGRSS Council.

Beginning September 1, companies that do not install glass can become affiliate members of the AGRSS Council. This is something that's been in planning stages for almost three years. I think there are more details in this newsletter (*editor's note: please see page 7*).

AGRSS: *Suppose your company installs auto glass. Can it be a mem-*

AGRSS STANDARD UNDERGOES ANSI RENEWAL

Every American National Standards Institute (ANSI)-approved standard must be reviewed and renewed every seven years, to ensure that it remains relevant within its scope and importance as well as with the technology available to the industry it serves. Just as when new standards are introduced, those being renewed must be open to the public for two months, to allow comments from anyone interested to be considered.

The AGRSS Standard is undergoing its renewal process this year and public comment period begins Friday, May 22. Anyone interested in reviewing it and making comments has until July 22 to do so, at which time it will be submitted to ANSI for renewal.

"The AGRSS Standard is a continuous maintenance one," said Rick Church, AGRSS Secretariat. "Meaning anyone can suggest a change to the AGRSS Council at any time. This procedure just lets the general public know they are welcome to do the same."

For more information, visit <http://publicaa.ansi.org/sites/apdl/Documents/Standards%20Action/2009%20PDFs/SAV4021.pdf>

ber too?

LEVY: Yes, they can become regular members but the rules are different. Only installation companies that are AGRSS-registered companies can join as members. Only AGRSS-registered companies can become regular member. The membership fee is only \$5 for registered companies.

AGRSS: *What's the biggest misconception about AGRSS that you'd like to correct?*

LEVY: When people make comments along the lines of "All AGRSS cares about is money" that really stings. It stings because I know that we have one paid part time administrator and everything, and I mean everything, else is done by volunteers. Our finances are open and our tax return is published. AGRSS cares about safety. Period.

The other myth is that it's somehow an elitist organization. Again, not true. It's only closed to those who do not want to commit to proper auto glass installations. Everyone else is welcome. The AGRSS Standards Committee includes large companies and small companies, networks and TPAs, big

and small trade associations, everyone together at the same time putting their own agendas away to create a safer industry.

AGRSS: *Ralph Nader once called you "indefatigable" in the pursuit of glass safety. How does that make you feel?*

LEVY: Like I have a lot to live up to. I have a great role model in outgoing president Cindy Ketcherside. She has done an outstanding job.

AGRSS: *Is there anything else you'd like our readers to know about you?*

LEVY: That our registered companies are my heroes; that they have taken safety to a new level. They live it, breath it and now they prove it everyday. They are advancing the industry and safety of the general populace in a way never before seen in the auto industry and I salute them ... and I'd also like people to know that I—and the entire board—we are accessible. My e-mail is deb@glass.com and phone is 540/720-5584, ext. 111. All our contact info is on the AGRSS website.

AGRSS: *Thank you for your time.*

LEVY: It felt weird, but I'm glad I did it. Thank you.

Ketcherside Outlines Validation Process at Recent Conference

Gearing up for the launch of the third-party validation reviews on September 1, accreditation committee chairperson Cindy Ketcherside made a presentation at the 2009 Independents' Day Conference and Spring Auto Glass Show™ to explain the fees for the program and what the validation will entail.

Though some in the industry previously feared that AGRSS registration fees might soar into the thousands, Ketcherside announced that the new fee will be \$494 per company and \$99 per additional location for each company. The fees will remain as they are currently (\$225 for a new registration, \$200 for a renewal) until September 1; after that, as each company comes up for renewal, the new fees will apply.

"I know that's a big difference in price, but there's also a big difference in what you're getting," she said.

She also described the validation process itself. Orion Registrar Corp., which has been contracted to conduct the validation, will assign five to ten auditors to handle the AGRSS validation program; Automotive Glass Consultants and AGRSS board member Bob Beranek will provide technical training to them this August.

"We found that it's easier to train [a validator] in the glass business than to train a glass person in auditing," Ketcherside said.

She also noted that the validators will be trained to work with a company.

"It's not like the IRS coming in—



it's someone who's going to be working with you," Ketcherside added.

The validation will be conducted in random clusters; the current 1,600 locations will be divided into 160 clusters of 10, and 10 of those clusters will be audited per annual validation period. The clusters will be created geographically and picked randomly.

The pool of those registering closed on August 30 of each year. "The registration fee is \$494 per year," she said. "All companies that have completed their registration application or renewal by that date are included in the pool. Companies that register after that time will be issued provisional registration and will not be included in the audit cycle into the next September." Ketcherside said that if, for some

reason, a shop doesn't wish to wait until the September pool, it can get its own custom mid-cycle validation review but must pay the cost for it.

Ketcherside also explained that items that could compromise the safety of the windshield installation and could cause it to function improperly in the event of an accident would be considered major nonconformities. She provided examples such as failure to follow the urethane manufacturer's instructions; use of chemical agents that might be against the urethane manufacturer's instructions; improper storage of urethane; and failure to explain safe drive-away times.

Once the validation review is complete, the validator will provide a closing report to the company owner and will discuss it with him/her, Ketcherside said.

Companies that do not pass the validation review will be allowed to be re-examined, and will be required to pay the cost of the re-evaluation.

AGRSS REGISTERED COMPANY FEES

Date	One location	Each Additional
Until August 30, 2009	\$225	\$2
September 1, 2009 or later	\$494	\$99

AGRSS Council Inc. Introduces New Membership Categories

It's been crystal clear for years now: an auto glass replacement company that follows the AGRSS Standard, wants to use the logo and language and supports the cause can become an AGRSS-registered shop.

But what about those companies that don't replace auto glass but have continuously backed the efforts of the AGRSS Council to bring safety to the forefront of the windshield repair industry? To date, the only option they had was to become a contributor to AGRSS. All that will soon change, however.

The AGRSS Board of Directors recently voted to create categories for AGRSS membership in the AGRSS Council Inc. 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 Inc.

TRADITIONAL MEMBERSHIP

- 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

AGRSS MEMBERSHIP OPTIONS Quick Reference Chart

Membership type	Cost
Traditional (must be an AGRSS-registered company)	\$5.00 plus registration fees.
Affiliate <\$1 million annual revenue	\$300
Affiliate \$1-\$5 million annual revenue	\$600
Affiliate \$5-\$10 million annual revenue.....	\$900
Affiliate >\$10 million	\$1200

auto glass industry, all windshield installation companies that wish to be AGRSS members must also be an AGRSS-registered company.

AFFILIATE MEMBERSHIP

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 chart "AGRSS Membership*

Options Quick Reference Chart."

Affiliate members receive similar perquisites for their support of 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.

MOVE IT OR LOSE IT: WHAT TO DO IF YOU FIND AN AGRSS LOGO IN THE WRONG PLACE

With 1600 AGRSS-registered locations and very precise rules for using the AGRSS logo, it's not hard to imagine that somewhere, someone is going to use it incorrectly. What do you do if you think you've seen a logo used improperly?

"AGRSS does protect its trade and registered marks very, very aggressively," said Joel Timmons, chair of the AGRSS marketing committee. "If you see someone using the registered company logo and they are not an AGRSS-registered company, please contact our secretariat Rick Church. I can assure you that every single instance is followed, sometimes all the way to legal action if necessary."

If possible, provide physical examples of the misuse—a website URL, photos of signage or hard copies of flyers—as well as information pertaining to when and where the logo was used and by whom.

AGRSS Inc. staff can then verify if the company using the logo has the right to do so and if the display is, in fact, goes against the AGRSS Logo Usage Policy.

Shops that are found to be using the logo incorrectly will be contacted with the request that they make the necessary changes to bring its use in line with the usage policy within a reasonable time frame.

Timmons said that the AGRSS Council does this quietly, but very effectively. "That registered company logo is a valuable badge of honor and it should not be misused." (For logo guidelines see page 10)

AGRSS Board Visits Insurance Institute for Highway Safety

The board of directors of the Auto Glass Replacement Safety Standards (AGRSS) Council Inc. visited the Insurance Institute for Highway Safety (IIHS) in March to tour the Vehicle Research Center, located in Ruckersville, Va., and to meet with officials to observe a crash test of a 2009 Ford Focus coupe. The IIHS is an independent, nonprofit, organization dedicated to reducing the deaths, injuries and property damage on the nation's highways via research and analysis.

Joseph Nolan, senior vice president for the vehicle research center operations, led the tour and explained the work that the organization does, as it is funded entirely by various insurers across the country.

"We get the claims data for roughly 80 percent of insurers," he said. He explained that the group uses that information to analyze how it can reduce the costs of claims across the nation. The crash testing conducted at IIHS allows insurers to refine their actuarial processes—the processes used to figure out policy premiums, levels of risk, etc.

"There's a race to fine-tune the actuarial," he said.

Likewise, IIHS is working to refine its process for crash-testing. For example, the organization has designed an "offset crash," which it hopes is a close simulation of most vehicle crashes—rather than a straight head-on crash into a concrete wall.

"It's much more representative," Nolan said.

IIHS does other simulations as well, such as side-impact crash simulations—and in these instances, uses two vehicles at a time for the crash-testing. IIHS purchases all of its vehicles from local dealerships. One thing it has learned from side-impact test-



The board of directors of the AGRSS Council Inc. poses with the 2009 Ford Focus they saw crash-tested at the IIHS. From left to right: Gene Nichols of Guardian Industries; Dan Mock of Glass Doctor; Joel Timmons of Profitable Glass Solutions; David Rohlfing of Glass America; Jeff Bull of J. Bull Associates; Bob Birkhauser of AEGIS Tools International; Jean Pero of Mygrant Glass; Debra Levy of AGRR magazine; Bob Beranek of Automotive Glass Consultants; and Cindy Ketcherside of JC's Glass.

ing is that there's more to protection than just side impact airbags.

"[In an accident] Momentum needs to be conserved," Nolan said. "... You want to push these guys as cocoons."

Nolan pointed out that if the entire body moves together as a cocoon, there's less chance of severe injury or fatality.

As IIHS tests the latest vehicles on the market, they also become aware of many new technologies early on. One popular one, which Nolan said is a necessity, is electronic stability control (ESC).

"Unless you're a professional driver, it happens before you even figure out there's slippage," said

Nolan as he described how ESC works. "It reacts faster than a human, and the beauty is, you don't have to do a thing. It's been a lifesaver for SUVs."

Headrests are also a popular topic at the vehicle research center—and an important function of the vehicle.

"If your whole body is going to get pushed forward, you can push it all together as one," he said. "The whole idea is to minimize the amount of head motion."

One area that is important to IIHS may be surprising to some—bumpers. Nolan explained that 60 percent of insurance claims are under \$2,500 (which adds up to some major expenditures for insur-

ers), and a number of these deal with fender benders of sorts.

“We’ve been beating the drum on this for so long,” Nolan said, “but customers just don’t care ... [They] don’t care, even though this is jacking up [consumers’ insurance] rates.”

Nolan showed the group a crash-tested Volkswagen Rabbit that was crashed going 6 mph—resulting in \$4,078 in damages. The AGRSS board also witnessed an actual crash test.

Roof crush is yet another area in which IIHS has done testing, and the group continually evaluates the automotive industry for the latest safety mechanisms to watch.

“We’ve got guys who monitor the industry,” Nolan said.

This was one of the many reasons the AGRSS directors were in attendance at the facility—to take the time to meet with Nolan and his associate, Sean O’Malley, to explain the importance of a windshield to a vehicle’s safety structure.

Nolan noted, though, that the areas IIHS focuses on tend to deal with societal changes.



“On the vehicle side, we focus on serious injuries and fatalities,” he said. “It kind of depends on the hot-button societal issues.”

For example, IIHS currently is surveying customers who’ve purchased vehicles with crash avoidance systems to see whether they find them helpful.

“This stuff’s going to be pouring

out and we’re trying to evaluate it,” Nolan said.

AGRSS Council past president Cindy Ketcherside took the lead in informing Nolan and O’Malley about the AGRSS Standard and the industry at large. Other board members also spoke.

“We’re both in the safety business,” said Bob Beranek of Automotive Glass Consultants.

As Ketcherside continued her presentation, she was asked many questions about auto glass from both Nolan and O’Malley. One subject she touched on was salvage glass and the concerns about using it.

Beranek also explained why reducing the liability involved in auto glass replacement (via the use of the AGRSS Standard) could also be beneficial to insurance companies.

“I can see where insurance companies would [be interested in that],” O’Malley said.

“It was a very, very informative and educational day,” said Ketcherside. “There was a lot of good information exchanged between our two safety organizations.”



Not Leading By Example



An improper windshield installation leaves vehicle passengers at risk.

In a time when new car sales have dwindled and car makers are filing bankruptcy, nothing is more important than keeping an older car running rather than getting a new vehicle. For more than a year now, consumer media has been covering stories illustrating how more and more drivers want their cars repaired and on the road; for some, that means replacing the windshield.

Never should the life of a passenger be jeopardized because of a windshield replacement. That was a driving thought behind the creation of the AGRSS Standard a dozen years ago and the main reason many work so hard to promote safe windshield replacement to this day.

Unfortunately, not every shop fol-

lows the AGRSS Standard and there are accidents daily that prove just that. The result of one such accident was recently documented by an emergency medical technician (EMT) on the scene and shared this photo with his brother, who works for Glass America. According to the EMT, who had previously worked in the auto glass industry, "the glass did not appear to have been prepped properly. The urethane was slick as glass and was not stuck to the windshield."

Currently, there's no way to know who performed the windshield installation on the vehicle pictured accidents such as these are a clear reminder of the importance of following the AGRSS Standard.

Save the Date!

5th Annual International Auto
Glass Safety Conference
Sponsored by the AGRSS Council Inc.

November 4 - 5,
2009
Mandalay Bay
Convention Center,
Las Vegas, Nevada



AN EXCERPT FROM THE AGRSS LOGO USAGE POLICY:

AGRSS "Registered Company" Logo

1. Logo can be used only in black and white or in black and process yellow;
2. Logo must not be changed, rescaled or reportioned. It must be used with a notice of trademark and a trademark symbol™
3. Logo can be used at any size as long as it meets the requirements herein;
4. Logo can be used by all registered companies. These are companies that have successfully completed the registration process;
5. Logo must be used "as is" in advertising;
6. The logo shall not be used in any manner or in any media in such a way that use could compromise the integrity of the ANSI/AGRSS Standard;
7. Use of the logo in any advertisements should be approved by the AGRSS marketing committee prior to usage;
8. Usage is permitted for length of company's registration.
9. When used on websites, logo should link to the AGRSS website or (if appropriate) safewindshields.com;
10. Logo may not be used on any materials or promotional items that are sold directly by AGRSS;
11. Logo may be used on apparel worn by employees of registered companies. If an employee leaves the employment of a registered company to work for a non-registered company that employee may not continue to use the logo;
12. A registered company may not transfer its rights to use the logo to a nonregistered company;
13. Logo may not be used on any material in poor taste. The AGRSS Marketing Committee can assist you in evaluating your proposed logo usage prior to replication.