

Independents' Days and Spring Auto Glass Conference Relocates to Florida

The Independent Glass Association (IGA) will hold its annual Independents' Days Convention and Spring Auto Glass Show™ May 12-14 at the Sanibel Harbour Resort & Spa in Fort Myers, Florida (www.sanibel-resort.com). This 5-star luxury resort offers many amenities in an upscale setting. Hotel room rates are \$124/night plus a \$15 resort fee that includes use of the fitness club, beach club, free telephone calls and free Internet service from the guest rooms (see related story next page).

"Now is the ideal time to keep our members well-informed and head of the curve with current economic changes," said Dave Zoldowski, IGA president. "We are focused on creating an educational line-up of informational sessions, along with the pertinent networking and business opportunities because this year's event is more vital than ever for auto glass owners and managers to attend."

Fort Myers, Florida was selected as the location for this year's venue to compliment the IGA Marketing Conference held in Las Vegas each fall. This provides a local educational event for both coasts to accommodate the nation-wide membership.

Registration for the event will open shortly and booth applications are currently being accepted. According to Zoldowski, who has personally stayed at the Sanibel Harbour Resort & Spa, "I believe it better fits our needs. It's a great place to bring the family and enjoy the many amenities included with your room," he added.

"We are looking forward to having a great event for the auto glass industry, complete with an extensive trade show, industry expert speakers, and an agenda to provide our members the tools they need to succeed in today's ever-changing market," said Patrick Smith, director of operations for the IGA.



"We are also expecting to see more complete families attend so we are creating evening activities that are family friendly," continued Smith.

The trade show floor will be open May 13 and 14 for auto glass suppliers to meet with attendees. Seminars will begin after lunch on Thursday May 12 and conclude with an evening event and dinner. Exhibit space is now available through the IGA.

For more information regarding the Independents' Days Convention and Spring Auto Glass Show visit www.iga.org/independentsdays.php.

Americas Glass Association Announces Postponement of Americas Glass Showcase;

INDEPENDENT GLASS ASSOCIATION EVENT WILL GO FORWARD

The Board of Directors of Americas Glass Association has voted to postpone the Americas Glass Showcase trade show until 2010. The architectural glass show has been co-located with the Independent Glass Association's (IGA) annual convention and Spring Auto Glass Show™. The IGA event will go on as planned but in a different venue.

"When AGA booked its space for the 2009 trade show, the economy for architectural glass was in very different shape than it is today," said AGA president Donn Harter. "We feel it best for our members and exhibitors if we look toward the future rather than 2009. Given the options available, and its desire to be responsible to the membership, our board voted not to hold the event next year."

Harter said all exhibitors who have paid a deposit will be offered the option of rolling into the IGA Show, getting a credit with AGA to participate in an AGA regional event, or receiving a refund. "This is not a cancellation of the show for the future," he said. "We are just going to skip this year."

The IGA will now hold its annual Independents'

Days Convention and Spring Auto Glass Show May 12-14 at the Sanibel Harbour Resort & Spa in Fort Myers, Florida (<http://www.sanibel-resort.com>). This 5-star luxury resort offers many amenities in an upscale setting. Hotel room rates are \$124/night plus a \$15 resort fee that includes use of the fitness club, beach club, free telephone calls and free Internet service from the guest rooms.

"We have enjoyed having our event co-located with AGA," said Dave Zoldowski, IGA president. "Our only major concern has been holding both IGA events in Las Vegas each year." (IGA holds a Fall Marketing Conference in Las Vegas). "Once we learned the AGA's event would not be held, we began looking for a venue outside Vegas and we have found a great one at reasonable prices and rea-



IGA will now hold its spring event in Sanibel Island, Florida



sonable airfare. We are looking forward to having a great event for the auto glass industry."

Zoldowski said registration for the event will open shortly and booth applications are currently being accepted. "Having personally stayed at the Sanibel Harbour Resort, I believe it better fits our needs. It's a great place to bring the family and enjoy the many amenities included with your room. We are looking forward to a great event, even in tough times," he added.

Fall Marketing Conference a Great Success; President Is “Madder Than Hell”

Independent Glass Association (IGA) president Dave Zoldowski opened the association’s fall marketing conference on Saturday, November 8 with a memory of the 2001 Independents’ Days, where then-IGA chief executive officer Tim Smale led the audience in chanting, “I’m mad as hell, and I’m not going to take it anymore!”

In the interim, the association has undergone many changes but the leadership’s dedication and passion has not. Zoldowski, who is president of Auto One in Brighton, Mich., asked the group a series of questions, including “Are we losing jobs to 24/7 [call centers]?”

“These questions make me madder than hell,” he told the group, adding that, “It’s our belief that the independents need the IGA more than ever.”

Board member Brian Yarborough of the Glass Doctor in Tampa echoed Zoldowski’s thoughts. Noting that he’s a bit of a newcomer to the industry, with just seven years in the auto glass business, Yarborough said, “I’m just in awe of the way the insurance companies control the industry.”

Shawn Newport of Star Auto Glass in Erie, Pa., and Yarborough carried on the presentation with an update on the association’s anti-steering (“Don’t Get Steered”) program.

Yarborough focused on the IGA’s devotion to helping independent shops.

“There’s not a single person on this board that’s not about making the independent successful,” he said. “We have to push back or they’re just going to run us over.”

The IGA comic book is just one of many anti-steering initiatives the association has taken on over the last year. Zoldowski says he hands it out to every customer who comes to his shop.

“I’m amazed at the amount of customers who say, ‘you know, this is kind of what happened to me—but I demanded I come to your shop,’” he recalled.

The IGA member update of the anti-steering campaign, led by Newport and Yarborough, was peppered with stories and examples of how some attending members fought steering on a day-to-day basis, including ideas on how to most effectively use the IGA comic books, “Don’t Get Steered!!” (now a two-volume set).

The discussion also included an update on IGA certification and how to use it—and the course offerings to come—as an effective branding method. The presenters also offered a recap of the work the association is doing to help members on a legislative level, from tracking and informing members of proposed laws



IGA president Dave Zoldowski addressed attendees at the 2008 IGA Marketing Conference

and how to get involved to fight those that would be a detriment to the independent or support those that help level the playing field, as well as an updated new website that includes a section to help consumers find out if they’ve been steered, gather information about auto glass repair or replacement and a member shop.

As the day went on, several other speakers offered insights to the independents in attendance, including Scott Orth of GTS Services, who spoke about Internet marketing.

Among several design items, he pushed for left-hand navigation (when a site is indexed to the left, so the consumer always knows what he/she is looking for will be somewhere to the left), text-based designs (so that search engines know what the site is about) and a call to action.

“No matter what you do, you have to have a call to action,” he said.

He also stressed that the customer is best person to design your website—or, at least, having the customer in mind is important.

Orth also reminded participants that planning a website is just like planning your marketing strategy.

“It’s the same thing with the Internet—you have to have a plan,” he said, offering attendees the chance to review and critique their websites publicly—a popular

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Marketing Conference (continued from page 3)

option—and suggested that attendees visit the website www.scoremywebsite.com for similar advice.

IGA member Terri McFarlin of Select Auto Glass Inc. in Wittmann, Ariz. remarked that the conference, especially Orth's seminar, was very useful.

"The classes were very informative and interesting," said McFarlin. "I have checked into revamping our website and checked prices on pay-per-click. I still have some more work to go, but I definitely came back from the conference motivated and educated."

Kyle O'Brien, creative director of Xhang Creative, a Portland, Ore.-based, audio-centric creative agency addressed attendees for 45 minutes on controlling their branding through effective radio advertising.

In his presentation, "Is Radio Relevant?," O'Brien stressed that a successful radio campaign only works if it is given time to develop—and it doesn't develop in a few weeks.

"By the time you've finished two weeks on the air people will only have heard your ad a couple times

and it may not register. So make sure you're able to sustain a presence for several months so people can come to know you and your brand," he advised.

Radio ads can still be effective, O'Brien said, if done correctly. Despite the availability of XM radio and other technology that allow listeners to pick and choose what they hear, often commercial free, *Arbitron* magazine reported in 2007 that 93 percent of Americans 12 and older listen to radio weekly and O'Brien pointed out that radio still reaches people in cars, a viable, captive audience if you time the message just right.

"Everyone may need auto glass at some point, but if you narrow down who your target by area of town, demographic you'd like to reach you will maximize your media buy," he advised.

The IGA's 2009 Independents Days Conference and Spring Auto Glass Show™ is scheduled for May 12-13, 2009, at the Sanibel Harbour Resort and Spa in Ft Myers, Florida.

Where is the New Website?

A few months ago, IGA announced that six months of work would soon be realized with a new and improved IGA.org. The new website was created to augment already successful IGA tools such as our legislative tracking program and Beacon Bulletin system. It was also going to give members new tools as well as tons of information and education, all in a secure setting.

The website's financial interface was to be with Wachovia Bank. Wachovia and Key Communications, Inc., IGA's management company, were completing negotiations for credit card processing on the new IGA.org as well as other money saving programs for IGA members when the U.S. lending crisis reached its peak and Wachovia began to fail.

Then in August as the nation's banking and investment industries began to falter before a \$700 billion federal bailout, Wachovia was involved in a bidding war for its assets between Wells Fargo and Citigroup. Wells Fargo finally gained an upper-hand in the fight to buy Wachovia and the acquisition is on-going.

An unforeseen consequence of Wachovia's condition and the national economic condition is the delay in the launch of the new association website.

"We can launch the website without a money processing interface," remarked Patrick Smith, IGA director of operations. "But to do so will cost the association more money than it would to launch the website as one complete package, so we have decided to just sit on the new pages until the banks finish doing what they are doing."

IGA will continue to keep the membership up-to-date on their new website as new information becomes available.



Minnesota Continues to Tackle Licensing Issues, Insurance-Owned Shops

According to an article recently published in glassBYTEs.com, the Alliance of Automotive Service Providers of Minnesota (AASP-MN) continues its fight to create a collision repair shop licensing program and at the same time prohibit insurance companies from owning repair shops.

The issues are part of two separate legislative proposals that were introduced in—and held over from—previous legislative sessions, the article states, citing association lobbyist Kevin Walli.

Though the state already requires tax identification numbers and certain environmental practices for collision shops to operate, the bill the AASP-MN is pushing for outlines specific, basic requirements for shops to meet to be able to open or continue operating in Minnesota, including a certain amount of equipment and continuing education “to ensure that shops are capable of making effective and safe repairs to damaged vehicles,” according to the article.

The second proposal, which would prevent insurance companies from owning collision shops, has been on hold for several years according to the glassBYTEs article, pending the outcome of a legal challenge of a similar law in Texas. The Texas law,

challenged by Allstate, was upheld by the Federal District Court, in the Federal Circuit Court of Appeals and U.S. Supreme Court refused to hear the Insurer’s appeal, clearing the way for the AASP-MN to try again.

New Jersey Right to Repair Bill Gets Second Look

New Jersey Assembly Bill 803 and its companion Senate Bill 1334, also known as the “Motor Vehicle Owners’ Right to Repair Act” got a second look in late October, when the Assembly’s Consumer Affairs Committee passed it on to the Assembly with two amendments.

Originally introduced by Representatives Reed Gusciora and Bonnie Watson Coleman in January 2008, the bill passed the Assembly in a 49-22-8 vote (49 in favor, 22 against and 8 abstaining votes) and now heads to the state Senate for approval.

IGA 24/7 Program On-Demand Remote Call Center

With the IGA 24/7 program you are provided the following:

- You control your phone calls and have the ability to forward to your remote customer service representative when you need them so that you never miss a customer contact.
- Provides 24/7 phone coverage to maximize your job acquisition.
- Your own customer service representative that you train specific to your business's unique selling propositions.
- Highly trained CSR's that know the auto glass industry and how to keep your customer a customer.
- All calls recorded for your training and monitoring.

Members can get more information about how IGA 24/7 can benefit them by contacting the AAGA at info@americanautoglassalliance.com or calling 888/274-4814. Make sure you ask for the IGA member rate.



IGA Member Pricing Schedule:

Company Service	IGA Member Price	Non-member Price
Set up fee (one time)	\$499	\$549
Additional location set up	\$75 per	\$100 per
Scheduled job	\$20 per sold job	\$25 per sold job
Sales leads	\$9.99	\$11.99
Outsourced scheduled job	\$30/\$65 cash/ins	\$35/\$75 cash/ins
Monthly service fee	\$39.95	\$69.95

The Massachusetts House has unanimously passed HB 5056 a bill designed to eliminating the use of networking lists and other repair program requirements of the State's insurance community. It now is scheduled to be taken up in the Senate.

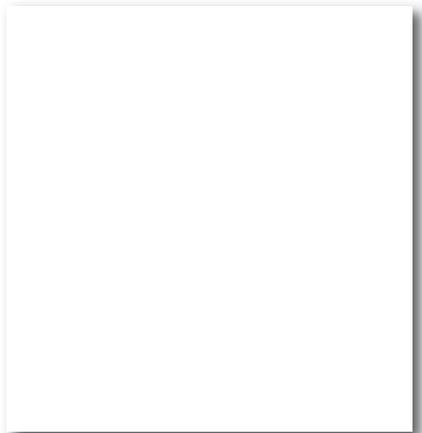
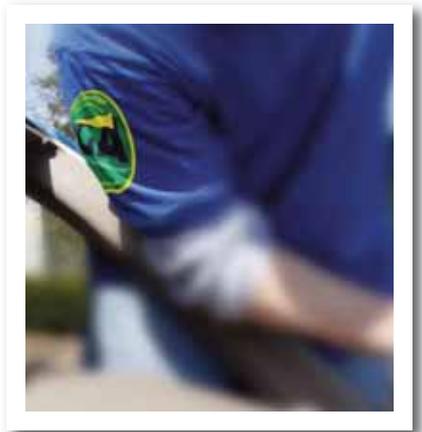
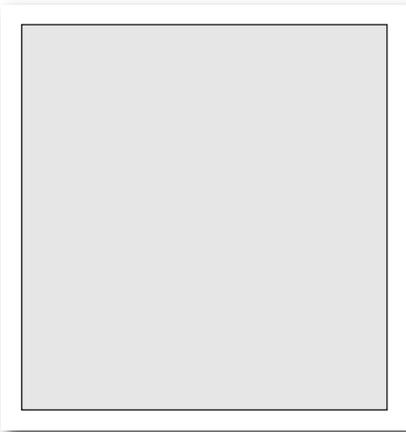
The bill's passage in the House is the result of a five year effort by an auto body working group convened by the legislature that consisted of repairers, legislators and insurers. The group's task was to come up with a bill addressing minimum shop equipment requirements and other shop agreements with insurers.

The passage of the bill prompted the Massachusetts Automobile Insurers Bureau (AIB) to release a report entitled *Actuarial Analysis of House Bill 5056* to the Senate stating that the passage of HB 5056 would prevent insurers from controlling "the labor rate and other aspects of the repair process." The report also stated that full adoption of the bill would increase insurer's payout by \$100 million dollars through labor costs to repair companies bring Mas-

sachusetts insurance payouts inline with the national average.

"Honestly it's an astonishing admission by insurers," Massachusetts Auto Body Association (MABA) spokesman Stephen Regan told Automotive Body Repair News magazine (ABRN). "They're admitting that the current system, at least in Massachusetts, allows them to dictate what would be paid for labor. I know in practice insurers in Massachusetts have pretty much set the labor rate and we've fought it. Even when they lose in court they still go back to paying what they used to pay. But never had it been stated that this is in the existing state laws and regulations."

The report entitled AIB report also states that "a result of the direct payment and referral shop system, the hourly labor rates for collision repairs in Massachusetts are significantly less than the rates in other states." The report continues by stating, "In the absence of willing referral shops and satisfied claimants, the systematic control on the hourly labor rate and other aspects of the repair process



that have limited the cost in Massachusetts will vanish, allowing the labor rate to rise to the levels experienced elsewhere in the country.”

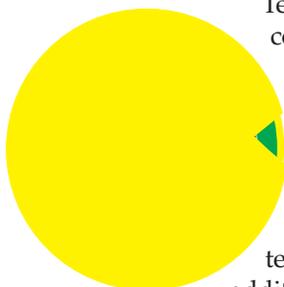
“Insurers have finally admitted they use the current system to steer policyholders and pay below-market rates to repairers,” continued Regan in his ABRN interview. “To state if the bill passes insurers will have to pay in Massachusetts what they pay in other states could actually help convince the Senate to pass the bill. After all, why should their constituents be paid less than their counterparts in other states?”

Good Deed Gets Johnson’s Auto Glass Recognized

IGA member Johnson’s Auto Glass and Trim in Plattsburgh, Pa., got “cheered” in the *Plattsburgh Press Republican* at the end of September when it became known that the company replaced a customer’s backlite for free and provided two round-trip ferry tickets so that the customer wouldn’t miss a medical appointment.

What spurred the gesture during the currently tight economy? The currently tight economic situation. The woman, a single-mother of a two-year-old, was a victim of widespread vandalism in Plattsburgh—and again of the insurance industry that wouldn’t cover the \$1000 backlite replacement. Adding to the customer’s plight was the doctor’s appointment she needed to keep for her child, who has special needs that include what the newspaper called “unconquerable health issues.”

IGA Certification Credentials Can Added to LYNX Metryx Registry



Technicians who have successfully completed IGA certification courses are able to include this information in their company’s Metryx registrations. Recent enhancements of the Metryx program display screens included additional data space for glass company and technician credentials, along with additional space for certificate and license numbers, along with dates of issue, and dates of expiration. An IGA listing appears in the Technician Training credential area, just beneath the I-CAR listing, though users must expand the Technician Training section by clicking on the top right corner of the data box, or clicking an existing technician’s name, in order to access additional settings.

New and Renewing Members

A-1 Auto Glass	Ft. Worth	TX
A-1 Quality Glass, Inc.	Olney	IL
Ace Auto Glass	Honolulu	HI
A-Ford-Able Glass	Petersburg	VA
Alamo Auto Glass	San Antonio	TX
American Eagle Auto Glass	Danville	IL
Andrew’s Auto Glass, Inc.	Edmonds	WA
Binswanger Glass/Vitro America	Ft. Worth	TX
Body Palace Collision Center	Batavia	OH
Boyd’s Glass, Inc.	St. Augustine	FL
Capital City Customs	Lago Vista	TX
Danny’s Glass, Inc.	Yorktown	VA
Extractor/Crystal Glass	Edmonton	AB
Flower City Glass Co.	Rochester	NY
Jack’s Glass, Inc.	Elsmere	KY
Jolliff Glass	Peoria	IL
Kalkaska Window and Glass Inc.	Kalkaska	MI
Klein Dickert Co., Inc.	Madison	WI
Kutteck Works	San Leandro	CA
Magic City Glass, Inc.	Moberly	MO
McKinney’s Auto Glass	Yakima	WA
Midwest Glass, Inc.	Brookings	SD
Mitchell/ NAGS	San Diego	CA
Mygrant Glass Co.	Tempe	AZ
Page Fast Glass	Page	AZ
Patriot Auto Glass	Holden	MA
Pro Auto Glass	Ankeny	IA
Registers Auto Glass	Raleigh	NC
Somerset Glass	Cle Elum	WA
Star Auto Glass	Elmont	NY
Tri County Auto Glass	Santa Barbara	CA
Walton Auto Parts, Inc.	New Philadelphia	OH
Windshield Dr. of Grafton	Grafton	ND

These Are Tough Times!

But, It's Not the Time to Cancel Health Insurance Coverage!



By Don Giles

You want or have to reduce your operating costs, and health insurance is one of those expenses we hate to pay anyway, right?

Many people are tempted to drop their health insurance, but before you do, let's take a look at some alternatives to outright canceling a policy, whether it is a group or private coverage.

There are things you can do to reduce your health care cost and not be without coverage. Review your current coverage, determine your needs and wants, then consider the following cost-saving opportunities and see if you can take advantage of one or more of the following:

1. Increase your deductible, your co-insurance cap or both.
2. Review your policy. Are you paying for maternity benefits which you and your employees don't need? Some states require it, others don't. Find out the laws in your state.
3. If you have a group plan and more than six employees, you may want to consider offering more than one policy choice; most reputable carriers will allow it. This provides more options to cover what is most important to you and your employees.
4. Doctor's office co-pays are one of the larger cost items on a policy. If you don't go very often, you could save a lot by not having that coverage and still have coverage for major medical issues.
5. Check out a Health Savings Account or a Health Reimbursement Account policy. They typically cost less.
6. If you have a larger group of employees, say 25 to 50, consider a partially self-funded plan. In these plans, there is less profit going to the insurance company.

7. Private insurance for each employee. Everyone gets the exact coverage through customized plans and still bills through your company. If the employee leaves, the policy goes with them.

More savings may be available based on securing coverage through alternatives rather than traditional coverage:

1. Catastrophic Coverage, major events or conditions only.
2. STM or Short Term Medical coverage stripped of prescriptions and doctor's office visits until they exceed the deductible you choose. It's also a lower cost alternative to COBRA, with only seven questions and next-day coverage.
3. Condition-specific coverage (e.g., cancer).
 1. Limited benefits plans; pays set amount for routine doctor visits, prescriptions, operations and hospital confinement. These are typically guaranteed issue.
 1. Prescription-only and network discount pricing.
 1. Disability coverage only, short, or long-term, or both.
 1. Children only in hardship cases.

These cost savings opportunities should be studied carefully and discussed with a professional who has your best interest at the forefront. Call your agent, or if you would like to discuss the options that best fit your situation with us, or just want a second opinion, give us a call at 866/380-4476.

Don Giles is president of MedLife Planners Inc. and insurance advisor to the IGA. All thoughts expressed here belong to Giles and do not necessarily reflect those of the IGA. To contact Giles about this or other health insurance topics, visit the IGA website to find a link to the company or give Giles a call at 866/380.4476.



The Messiness of Commerce

Clean Up the Debris and Connect With Customers

By Diedra Lookingbill

Financial worries. Illnesses. Relationship problems. Car troubles. What do all of these things have in common? These are the types of personal issues and concerns that are on the minds of customers, old and new alike, when they are attempting to conduct business transactions. These problems, as well as a host of others, are a part of the “messiness of commerce.” They sometimes stand in the way of communication and inhibit a CSR’s ability to develop a trusting relationship.

All too often we forget what a difficult job it is that is held by customer service and sales representatives. These hard-working individuals must be flexible, responsive, courteous, knowledgeable, quick-thinking and articulate throughout the entirety of their work days. Furthermore, they must be able to break through the messiness that exists in the minds of their customers as well as themselves. One of the greatest challenges with the duties of any person who communicates with others is being able to manage their own messiness when they work with customers. The messiness still exists, but a professional CSR simply does not let it get in the way.

The question that presents itself is how does one clean up the mess? The fact is, one cannot sweep away all of the items that persist in the minds of customers. However, an effective CSR should instead be able to manage all of his or her own personal clutter, and must be able to speak clearly, concisely, honestly and with good energy. The CSR should be able to make strong commitments and should, in this way, establish a trusting and respectful relationship. A CSR who is willing to take the time and effort to learn how to break through the clutter is well on his or her way to a very satisfying career that pays off for him- or herself, the company, and the customer.

Molloy Business Development Group’s Language of Commitment™ program is a proven method of increasing customer retention and sales. Companies located throughout the United States have successfully utilized our programs to insure the success of their customer service and sales teams. Our patent-pending program is also the most comprehensive customer service and sales training program available on the web today.

Diedra Lookingbill is marketing manager of Molloy, LLC. and telephone sales advisor to the IGA. All thoughts expressed here belong to Molloy LLC and do not necessarily reflect those of the IGA. To contact Molloy about their topics, visit Molloy’s website at www.molloyllc.com or give them a call at 888/310-5000.

www.iga.org



Happy Holidays from the IGA!

IGA office holiday schedule

Open Monday - Friday
8 a.m. - 5:30 p.m.

Closed December 24-26, January 1-2

Happy Holidays to All

