

## INDUSTRYNEWS

## Flat Fees for Multiple Repairs: What's Next?

by Patrick Smith

The way the insurance industry pays for windshield repair may be in the middle of an evolution.

Some insurance companies are transitioning to a flat rate reimbursement fee schedule. Recently, Progressive Group changed its pricing for windshield repair from \$50 per windshield with \$10 for each additional repair up to three total repairs to a flat fee of \$55. Old Dominion Insurance has done the same with their pricing except their flat fee is now \$70. Do these changes indicate a new attitude towards repair and/or a new pricing strategy by our insurance partners? If so, how will the changes affect the number of repairs performed annually?

Traditionally, insurers have paid a flat fee for a repair and then a lesser fee for each additional repair on the same windshield. The logic behind this fee structure takes into account that the repair company is already on the job and

fuel costs, labor costs, etc. should be reduced for the additional repairs meaning a lesser fee for additional repairs on the same vehicle.

We are now seeing some providers eliminate the additional payments for second, third and multiple repairs. In many cases, the move to a flat fee is also accompanied by a rate that is slightly higher than the base fee from the previous tiered fee schedule.

Under these scenarios, a repair-only company doing a single repair on a windshield would obviously see a benefit but, if a repair company is performing multiple repairs on the same job, a "flat fee" may not be as beneficial. Repair-only mobile companies will be the first companies to see the effects of these changes, especially if they do a lot of multi-repair jobs. Business owners will have to review their individual books of business to determine what kind of effect such price changes will have for them.

These fee changes also may create some challenging scenarios for repair companies. If a repair business is handling an insurance job and comes across an additional break when the insured only reported one, what does a repair technician do with the second repair? If the insurance contract does not specify a course of action then the repair technician has a decision to make. Repair the second break under the original flat fee? Have the vehicle owner call in a claim for the second break? Charge the vehicle owner a cash price out-of-pocket? What does the insurance company expect of the repair company? These protocols should be spelled specifically out in new contract language.

### The Value of Repair

Secondly, what do flat fees say about the value that insurance companies place on repair? Certainly insurers know it is less expensive to repair, rather than replace, a windshield. The more windshields an insurer can identify as repairable, the lower its claim-payouts will be and the lower insurance premiums could become. We will have to wait and see if this new flat structure encourages repair. I hope it does, but the jury is still out.

There needs to be an honest conversation among insurers and repair companies concerning the services the repair industry provides. Repair companies need to open a dialogue with insurers about how the changes affect their businesses. Insurers also will need to honestly assess whether or not these new structures serve their policyholders by increasing the number of repairs performed. That should be the goal.

*Patrick Smith is the director of operations for the National Windshield Repair Association (NWRA).*



## NWRA Fall Conference Planning Underway

The National Windshield Repair Association is gearing up for its annual meeting, scheduled to be held November 6-7, 2008 in conjunction with Auto Glass Week™ in Las Vegas. Returning to the Mandalay Bay Convention Center, the annual convention will bring with it the annual update from the President along with the Green Committee, which will report on the progress it has made creating and implementing a plan and materials to help windshield repair companies become environmentally friendly.

New tools and services offered by the association will be unveiled and the association is looking to bring back the “Cool Tools” seminar, introducing new tools—or new uses for old tools—to the membership. Other topics being considered are more on technical tips, how-to sessions such as finding and keeping good customer service representatives and boosting the bottom line.

New to the conference this year is the opportunity for peer learning. In lieu of the round-table discussions held in years past, the association would

like to invite its membership to take the stage and share tips and ideas for unique marketing ploys in the “What Worked for Me” series. NWRA members who have hit on particularly effective specials, quirky ad campaigns or have found other unique ways of marketing their business are invited to share their experiences and advice. To make a presentation or for more information about the “What Worked for Me” series, contact NWRA director of operations Patrick Smith via phone at 540/720-7484 or email: [psmith@nwrassn.com](mailto:psmith@nwrassn.com)

Registration for the 2008 Annual Conference will begin this summer and will allow attendees to: participate in all the NWRA seminars and workshops; gain entry to the networking opportunities, the welcoming cocktail party and the NACE Trade Show; and enter the *Walt Gorman Memorial Windshield Repair Olympics* and *Auto Glass Technician Olympics* as spectators (competition requires separate registration—see “Windshield Repair Olympics Online Registration Opening Soon”).

More information on the full conference can be found on page 10.

### Z26.1 Update

There hasn't been much news during the last eight weeks from or about the SAE Z26.1 Committee (see previous stories in January and March 2008 NWRA newsletters) and its attempts to unjustly limit the use of repair through their Standard. NWRA has heard no reports of responses to the myriad comments that were made on behalf of the repair community. Your association continues to work behind the scenes on an aggressive legal strategy that it will put in place, if necessary, should a standard requiring marking on repaired windshields continue to move forward. In the meantime, we ask that any member who does receive a response to comments they submitted to the SAE Z26 committee, please contact Patrick Smith at the NWRA office.

One of the most problematic challenges of the Z26 committee language about repair is trying to understand, why, absent an attempt to ban repair, the committee would want such language. A recent conversation between one of our members who recently spoke off the record with a SAE committee member might shed light on the situation. The SAE committee member contended that, for years, the anti-repair forces have been trying unsuccessfully to get agencies such as the National Highway Traffic Safety Administration (NHTSA) interested in the safety implications of repair. NHTSA, in turn, has always contended that it does not regulate the aftermarket. The committee member contended that if there was “hard data and statistics” showing injuries and/or fatalities involving windshields that have been repaired, they might be successful in getting NHTSA to launch an investigation into repair. Having data that would show which windshields have been repaired (i.e. marked windshields) would go a long way in helping them collect such data.

It's a chilling picture of a small group of people attempting to manipulate what basically amount to auto safety codes for the good of their proprietary interests. NWRA will keep you informed as events develop.

# Z26



# Windshield Repair Olympics Online Contestant Registration Opening Soon

Those members of the windshield repair industry who would like to strut their stuff and compete for the title of “World’s Best Windshield Repair Technician” can start making plans to do just that, as registration for the third annual *Walt Gorman Memorial Windshield Repair Olympics* is expected to open before the end of July. Online registration is available at [www.repairolympics.com](http://www.repairolympics.com).

Competitors will take to the floor of

\$375). Deadline to register for competition is September 8, 2008.

Spectators pay \$40 in advance to watch the *Walt Gorman Memorial Windshield Repair Olympics*, all the demonstrations that occur during that

time and to attend the associated social events. Prices increase to \$50 onsite.

More information on the Windshield Repair Olympics can be found on page 8.

## ASSOCIATIONNEWS

### Windshield Savers Available

National Windshield Repair Association members looking for a way to spread the word about their business in a subtle yet practical way may want to consider purchasing officially licensed NWRA windshield savers.



The small, round, clear plastic stickers come six per two- by three-inch slip; on the opposite side there is room to add individual company information underneath the NWRA insignia, allowing companies to advertise their services as well as

their membership in the association at the same time.

Selling for a mere \$11 for 100 slips (600 stickers), the windshield savers can be given to clients at the time of a

repair to prevent the spread of future breaks or left on windshields of cars with current damage requiring repair.

To order windshield savers, contact NWRA headquarters at 540/720-7484 or email Patrick Smith, director of operations, [psmith@nwrassn.com](mailto:psmith@nwrassn.com).



the Mandalay Bay Convention Center on Thursday, November 6, 2008 to compete once again for the \$1,000 grand prize. The first place winner also walks away with a gold medal, a trophy and the technician’s company gets extensive media coverage and press releases sent on their behalf, the use of the Winner logo on stationery, business cards and advertising for one year, use of the 2008 *Walt Gorman Memorial Windshield Repair Olympics* logo for an unlimited time and a congratulatory ad in *AGRR* magazine. The second place finisher gets \$500 and a silver medal while the technician who finishes third brings home \$250 and a bronze medal.

NWRA members can register to compete for \$175 (non-NWRA members pay

This fall the National Windshield Repair Association (NWRA) will launch a new and improved website to help provide its membership with the latest internet technology. The website redesign is part of a two-year effort to provide NWRA members with cutting-edge benefits.

Late last year NWRA began working with a leading software supplier to create a state-of-the-art web portal. The new website will have two parts: its public image and a private member area. The new [www.nwrassn.com](http://www.nwrassn.com) website will allow members to pay their annual dues, change their membership information, register for conferences, apply for and track their NWRA certification, purchase NWRA marketing

### NWRA Website Gets Facelift



continued on page 4

materials and much more.

"We have a lot of programming ideas at NWRA," stated Patrick Smith, NWRA director of operations. "These new systems will allow NWRA to stretch the budget and provide more services to the membership."

A member search feature will be part of the new public area, allowing consumers to find their closest NWRA member. All locations will be listed with their websites, the names of NWRA certified technicians, and other information that members will use to sell their services. Consumers will also have access to material that will educate them about windshield repair and the environmental benefits of repair.



Members will also be able to track state level legislation and contact the lawmakers associated with windshield repair related legislation. They will be able to organize state-wide grass roots efforts to fight or support bills that are raised in their states.

"NWRA members work 40 plus hours a week. They need this added technology to help them keep up with and influence industry events," added Smith. "They will be able to coordinate with other members and organize efforts to protect their businesses."

The new site will also improve NWRA's news information services.

"Right now we send out newsletters to the entire membership. With the new system we will be able to dedicate information unique to certain members," explained Smith

The new website will also allow NWRA to provide educational resources for members maintaining their NWRA certifications, seeking technical advice or other continuing education efforts and more.

## Glass Technology Receives New Patent for Vacuum System

**G**lass Technology has announced that its "PRISM" dry vacuum injector has received patent status. The "PRISM" dry vacuum injector has been in use for more than three years by industry professionals on a global scale.

The "PRISM" dry vacuum utilizes a state-of-the-art process that extracts the air from the break prior to injecting resin adhesives into the windshield damage. This vacuum step is labeled a "Dry Vacuum" because the air is removed before the resin makes contact with the glass and results in a more effective and complete air extraction, according to the company. Once the air is extracted the resin is injected into the repair with very little pressure, thus allowing the resin to fill the repair entirely which creates stronger adhesion.

"Over the last three years we are pleased to see such a response from current and new clients regarding this technology. With our industry so focused on quality and safety we are very happy to see the industry endorsing a better and more effective way of windshield repair" Kerry Wanstrath, vice president Glass Technology Inc.

## NOVUS Endorses ROLAGS Standard

**W**ith the approval of the Repair of Laminated Automotive Glass Standard (ROLAGS) by the American National Standards Institute (ANSI), NOVUS® Glass is proud to announce that all NOVUS Resins conform to the national standard brought forth by the National Windshield Repair Association (NWRA) and the National Glass Association (NGA) an ANSI accredited standards writing body. NOVUS is also proud to announce that its windshield repair training programs offered to NOVUS franchisees are designed to meet the requirements of the standard as part of their intensive six day repair and business training course.

"Throughout its existence, NOVUS has continually strived to bring credibility to windshield repair even when it was not a popular concept to embrace," says Keith Beveridge, Sr. Vice President of NOVUS. "We are very happy to see that attitudes have changed and this standard is a very important step in that direction."

## GlasWeld Featured on Industry Magazine Cover

**O**ne of the first and most vocal proponents of marrying the windshield repair industry with ecological responsibility, GlasWeld president Mike Boyle was the featured cover story in March/April issue of AGRR magazine.

Boyle, who has been in the



industry less than a decade, has made a name for himself for speaking his mind and being an active member of the NWRA. He was at nearly every meeting of the Connecticut State Automotive Glass Work and Flat Glass Work Board in 2003

*continued on page 5*

and 2004, joining local members of the NWRA when they were concerned that a proposed licensure program would be detrimental to the repair industry there. While his frankness has drawn the ire of some in the industry, Boyle maintains his style of management simply because he knows how to spur conversation and conversation, he points out, can lead to changes. Changes, he said in the article, are what the repair industry needs to raise its consumer awareness and gain respectability.

One of the changes he'd like to see the industry make would have a long-term affect on the planet: he wants the industry to become—and public to know—as ecologically friendly as windshield repair can be. Aligning himself and his company with the plight of the polar bears, Boyle has brought the green movement to the windshield repair industry, serving as chairperson for the NWRA Green Committee and making presentations to all aspects of the auto glass industry.

For more information on Boyle, GlasWeld and the push to go “green,” see the March/April issue of AGRR magazine at [www.agrrmag.com](http://www.agrrmag.com).

## SuperGlass Endorses NWRA Certification

SuperGlass Windshield Repair Inc. has endorsed the NWRA Certification program and is supporting the program in a number of ways.

The first level of participation is the certification of David Casey and William Costello, both of whom have enrolled, paid the fee and certified that they are qualified. They will complete testing in the coming weeks.

Superglass Inc. has also been named an NWRA Repair Assessment Administrator. All technicians, as part of their certification, will perform a repair in front of an NWRA Practical Assessment Administrator, such as SuperGlass, to determine that they can actually perform a proper repair as per the ROLAGS guidelines.

## Welcome New and Returning Members

Ahl Windshield Repair .....	Phillipsburg, NJ
American Windshield Repair, LLC .....	Joplin, MO
Auto Glass Canada Inc. ....	Toronto, ON
Bob's Windshield Repair Service, LLC .....	Colorado Springs, CO
Bullseye, Inc. ....	Chapel Hill, NC
Crackmaster Distributor, LTD.....	Alberta, CANADA
New View Auto Glass .....	Westminister, CA
Diamond Glass Company .....	Kingston, PA
Ding Doctor Windshield Repair.....	La Vernia, TX
Dominion Repair Service, Inc. ....	Alexandria, VA
Dwyer Group / Glass Doctor .....	Waco, TX
Flying Rocks Windshield Repair .....	Ft. Bragg, NC
Friedman's WSR .....	Reading, PA
GH Industries.....	Lubbock, TX
Glass-Mend Mobile Windshield Repair .....	Kent, WA
GlazeX.....	Orem, UT
Junited Autoglas .....	Lauterbach, Hessen
Lynx Services LLC.....	Ft. Myers, FL
Mobil Glas 2000 APS .....	Denmark
Roger's Novus Windshield Repair .....	Hoffman Estates, IL
Safelite Auto Glass .....	Metairie, LA
Sands Auto Glass .....	Spotsylvania, VA
Scotty's Mobile Windshield Repair.....	Siox Falls, SD
STAR Windshield Repair .....	Austin, TX
Star/SuperGlass Windshield Repair .....	Albuquerque, NM
SuperGlass Windshield Repair .....	Liberty Corner, NJ
SuperGlass Windshield Repair .....	Adrian, MI
SuperGlass Windshield Repair .....	Colorado Springs, CO
SuperGlass Windshield Repair .....	Glendale Heights, IL
SuperGlass Windshield Repair .....	Nashville, TN
Techna-Glass, Inc. - Corporate .....	Sandy, UT
Techna-Glass, Inc. - Farmington.....	Farmington, NM
Techna-Glass, Inc. - Las Vegas .....	N. Las Vegas, NV
TLC Restoration .....	Putney, VT
On the Spot Windshield Repair .....	Long Beach, CA
Techna-Glass, Inc. - Brigham City.....	Brigham City, UT
Techna-Glass, Inc. - Clearfield .....	Clearfield, UT
Techna-Glass, Inc. - Harrison .....	S. Ogden, UT
Techna-Glass, Inc. - Holladay .....	Holladay, UT
Techna-Glass, Inc. - N. Salt Lake.....	N. Salt Lake, UT
Techna-Glass, Inc. - Ogdon .....	Ogden, UT
Techna-Glass, Inc. - Pleasant Grove .....	Pleasant Grove, UT
Techna-Glass, Inc. - Provo .....	Provo, UT
Techna-Glass, Inc. - Salt Lake City.....	Salt Lake City, UT
Techna-Glass, Inc. - Taylorsville.....	Taylorsville, UT

## Using Radio Advertising Effectively

With all signs (and the financial analysts and pundits) pointing toward 2008 being a recession year, it doesn't hurt for a company to exercise all its advertising options. One route is to use the radio, but as with anything else, a radio campaign must be done correctly to be effective.

A recent article in *Inc. Magazine* outlined some of the things small business owners should do to make the most of their radio advertising dollars, including budgeting, low-production costs, the message itself, timing and tracking.

### Budgeting

According to the article, 12 percent of a company's projected gross sales, minus the cost of rent will give company owners an idea of what their total advertising budget should be, while 6 to 8 percent of the company's total gross sales are all the company should be spending on radio advertising.

### Production Costs

And some tricks to staying within a tight budget? Specifically, investigate what the radio station(s) have to offer by way of producing the commercial in-house. It will often cost less than having the spot professionally produced and some stations will even do it for free. Also look into when advertisements are less expensive to purchase. One example cited in the *Inc.* article is that of ScrubaDub car wash, the owner of which advertises mostly in the first quarter of the year "when radio ad rates are their cheapest—and cars happen to be their dirtiest," but also watch for discounts and other factors that might influence the cost of airtime.

### The Message

That said you can only give the listener so much information before you lose them, so the article suggests that radio spots provide just the basic information about new services you offer or upcoming

sales is all you need. More detailed information can be placed in print advertisements, such as those in newspapers and direct mailings.

### Timing

Of course, a radio spot is only as good if people hear it, and while it may seem like a no-brainer to advertise during rush-hour, when many people are sitting in traffic, that's actually not the best time to buy a spot. According to the article, it's an expensive time and there's no guarantee people are actually listening to the advertisements.

Another bit of advice is to stay away from big blocks of commercials. If you want people to remember your ad, it can't be buried within a group of eight; ideally, buy with a radio station that has 14 or fewer commercials spaced out in three to four breaks per hour.

### Tracking

As with anything else, do your research ahead of time and track the outcome of your investment. Know the demographics for the radio station (and the radio programs in which you're buying time, if possible); ask customers how they heard about your shop – which advertisement they heard and on which station. If you notice that one particular ad or one particular station is bringing in more business, you can adjust future campaigns accordingly.

### Other Helpful Hints

*Inc. magazine's* article on radio advertising offered a way to break down your advertising budget with ease:

**Determine what you can spend:** 12 percent of gross sales minus the cost of rent.

**50 Percent:** Half of the advertising budget should be set aside to last all year and a company can do that by divvying up that budget monthly and according to either the industry or your own company's history of business. If your shop—or



the industry—does 25 percent of its business in a three month period, put 1/4 of that sum you intend on spending on advertising toward those three months. If only five percent of your business happens in one particular month, only put five percent of the advertising money toward that month.

**The Other 50 Percent:** Take half of the rest of the advertising budget (that which you can spend at will) and dedicate it to regular sales. With the remaining quarter of your total advertising budget, put aside 15 percent for "special opportunities"—when business is slow or you stumble upon a great idea or opportunity to promote the business outside of the normal schedule of advertising.

The final 10 percent acts as a "slush fund," money you can hold until the end of the year in case things don't work out the way you anticipate; and if they do, it's money you can add to the company profit and add into the budget for the following year.



## Do Re-Repairs Make Sense?

By Gail Good, NWRA Technical Director

The question that always seems to come up is, “Can you re-fix a repair?” The answer is ... sometimes.

Re-dos come about due to problems with the pit fill, customer questions, or the repair may have some outlining or air pockets. The type of break, customer expectations and the technician’s skill level all come into play when determining if the repair can be re-fixed.

A majority of re-repairs are simple. Usually the pit needs to be resurfaced. A quick, five-minute touch-up can make the customer happy.

Another common problem may occur when the customer questions the repair. Usually light refraction off the repaired area catches their attention. Often, the customer forgets he had a break fixed in that particular area, or that he bought the car with a fixed windshield. An explanation of the

repair process and reassurance that the repair is fine usually satisfies the customer and no work is needed.

Occasionally, a tech comes across a repair that may need to be re-worked. The size and type of damage comes into play here. Several factors need to be assessed before re-repairing the area. Does the glass open up or look like it is splitting? How bad is the outlining? Can you get access into all of the opened areas? Most importantly, what will the end result look like and is it worth the attempt?

If the repair cannot be improved upon, then most repair techs leave well enough alone. To re-drill or re-break a repair does not guarantee the area will refill. You may even be creating more damage. If you decide a re-repair can be done, then a thinner resin is recommended to get into the tighter areas.

In training sessions, use a spare piece

of glass and try to re-do some sloppy repairs. Learn what you can and cannot refill before making matters worse on a customer’s windshield.

Windshield repair is a step to avoid a replacement but not all breaks are good candidates for the process. Check the ROLAGS criteria to assess your break before repairing to avoid any warranty issues if the size or type of damage is questionable.

Going out to do a “re-check” may be a waste of time to some techs when the repair is just fine. However, customer service is just as vital to your business as a quality repair. If you did the work originally, then standing by your warranty is part of the repair process.

*Gayle Good is technical director for the NWRA and an NWRA-certified technician. She has been employed at Cindy Rowe Auto Glass for 17 years.*

### WINDSHIELD REPAIR IN THE NEWS

#### Nine-Minute Muddy Repair?

Wet and muddy conditions made for an interesting World Rally Championship race last month in Argentina, with Finn Mikko Hirvonen leading the pack for four stages only to hit a rock and lose his lead to Frenchman Sebastien Loeb in the fifth stage of the race, who finished the day with a 90-second lead over the rest of the field.

Hirvonen’s teammate and fellow Finn, Jari-Matti Latvala, held on for a respectable eight-place finish on the first day. Latvala was unable to make up the time he lost when entering a tight turn he

slid off the course and hit a tree, resulting in some minor body damage and what news reports are calling a “minor” crack in his windshield. He was able to return to competition with the help of some spectators, but lost nine minutes—the almost the same amount of time between his eight place finish and first place.

(Source: *International Herald Tribune online*)

#### Who Gets THAT Job?

In a time when every job counts and shop owners across the country face increasing pressure from less-than-ethical competitors who also give the industry a bad name, the biggest job of all is on the line: who gets to repair the Endeavor’s windshield?

You know—the space shuttle Endeavor.

According to news sources, the space shuttle’s recent trip to the International Space Station to deliver goods was



marred only by a nick in the windshield that was “possibly caused by space debris.” The damage was not considered significant by anyone on board and did not hamper the shuttle’s return to earth in late March.

(Source: *Mail & Guardian online*)

**Visit [nwrassn.org](http://nwrassn.org) for up-to-date auto glass repair news.**



# Walt Gorman Memorial Windshield Repair

## What is the Windshield Repair Olympics?

The third annual Walt Gorman Memorial Windshield Repair Olympics (WRO) was created to provide a venue for repair technicians to showcase and learn the finest repair techniques from one another. The WRO co-sponsored by the National Windshield Repair Association (NWRA) and **AGRR** magazine will be held on the NACE show floor at the Mandalay Bay Convention Center next to the Auto Glass Expo @ NACE.



## The Winner's Company Receives:

The first-place winner's company is awarded:

- ★ Extensive media coverage and press releases sent on behalf of the champion's company;
- ★ Use of the Olympic Winner logo on stationery, business cards and advertising for one year;
- ★ Use of the 2008 Walt Gorman Memorial Windshield Repair Olympics logo for an unlimited time;
- ★ A congratulations ad and coverage of the victor and his/her company will appear in **AGRR** magazine.

## Attention Inquiring Contestants

You must be employed currently as a technician in a bona fide operating auto glass company and you must have at least one year of experience as a repair technician in the auto glass industry in order to compete. Please note that there will be a cap on the number of contestants and spaces are given on a first-come, first-served basis. Be sure to register early. Owners or managers of supplier companies may not compete themselves. Pre-registration deadline for contestants is Monday, September 8, 2008, at 5 p.m. EST. No registrations will be accepted after this date.

## Find More Information?

Visit the competition website at [www.repairolympics.com](http://www.repairolympics.com). As the competition date grows closer, a complete list of rules and regulations will be available online. Also, you will find the score sheets on which the judging will be based. Judging is based on the Repair of Laminated Auto Glass Standard (ROLAGS)<sup>TM</sup>.



**Third Annual Walt Gorman Memorial Windshield Repair Olympics**  
Mandalay Bay Convention Center  
Las Vegas, Nevada  
Sponsored by NWRA & AGRR magazine  
Event management by AGRR magazine

## WRO Schedule At A Glance

Please note schedule is tentative and subject to change. Please check online for updates.

### Wednesday, November 5, 2008

7:30 a.m. – 6:00 p.m. Registration Open  
6:00 p.m. – 8:00 p.m. Windshield Repair Olympics Mandatory Contestant Meeting

### Thursday, November 6, 2008

7:30 a.m. – 4:00 p.m. Registration Open  
10:00 a.m. – 3:00 p.m. Walt Gorman Memorial Windshield Repair Olympics  
3:00 p.m. – 4:00 p.m. Awards Announced

### Friday, November 7, 2008

6:00 p.m. – 8:00 p.m. Congratulatory Cocktail Party for Contestants

## By Competing in the Walt Gorman Memorial Windshield Repair Olympics You'll Receive:

- ★ Networking Opportunities with Fellow Technicians and Manufacturers
- ★ Admission to the Congratulatory Cocktail Party Friday Night
- ★ Admission to the NACE Trade Show\*
- ★ Admission to the Auto Glass Technician Olympics (Replacement)\*

## Fees are:

NWRA Member Repair Technician Contestant \$175

Non-NWRA Member Repair Technician Contestant \$375

Adult Spectator: includes Olympics, Demonstrations and Social Events \$40\*

Spectator registration will be available on-site after 9/8/08 at an increased fee: Adults \$50

## Corporate Sponsors (as of March 26, 2008) Platinum

- ★ GlasWeld

Use page 12 of this brochure to sign up as a WRO Contestant or Spectator.  
To become a sponsor, contact Holly Biller at 540/720-5584 x123 or e-mail [hbiller@glass.com](mailto:hbiller@glass.com)

## Walt Gorman – Industry Icon



Gorman was the owner of A-1 Windshield Doctor in Seekonk, Mass., an **AGRR** columnist and an industry icon sharing nearly 20 years of his life with the auto glass repair industry. He also was a columnist for Windshield and Glass Repair (WGR) magazine, the precursor to **AGRR**, throughout most of its publication, and went on to write the Ask the Doctor column in **AGRR** magazine. Gorman served on the National Windshield Repair Association board of directors for ten years and was one of the association's founders.

## Last Year's Winner

If you want to know the thrill of holding the title of World's Best Repair Technician, ask Matt Anderson of Novus Auto Glass Repair and Replacement in Spokane Valley, Wash. He was the gold medalist for the second annual Walt Gorman Memorial Windshield Repair Olympics and received the first-ever perfect score on his preliminary heat repair.



November 6  
[www.repairolympics.com](http://www.repairolympics.com)

# NWRA Annual Conference



**J**oin those who are committed to providing the highest level of quality and work to the auto glass repair industry. The NWRA Conference provides educational seminars, must-attend discussions and enjoyable networking opportunities to help build and solidify relationships.



## What is the NWRA?

The National Windshield Repair Association (NWRA) is recognized nationally and worldwide as a professional source of reliable information on the windshield repair industry. NWRA provides information and consultation to interested parties including commercial, government and trade organizations. NWRA is the only trade association devoted solely to the windshield repair industry.

## NWRA Mission Statement

The mission of the National Windshield Repair Association is to:

- ★ Promote and develop the legitimacy of windshield repair as the first option for glass;
- ★ Provide and promote best practices for those engaged in windshield repair;
- ★ Provide the public with benefits of repair;
- ★ Provide education, resources and information about repair;
- ★ Develop and promote qualified, ethical repair practices; and
- ★ To serve as an advocate for the windshield repair industry before the government and other regulatory groups.



## NWRA Seminar Topics

- ★ Conference Welcome
- ★ NWRA New Services and Member Benefits
- ★ ROLAGS Update
- ★ Technical Tips
- ★ Start to Finish: How to Hire and Keep Good CSRs
- ★ Boosting Your Bottom Line
- ★ Green Repair
- ★ Internet Marketing
- ★ And on Products Internet Marketing

Visit [www.nwrassn.org](http://www.nwrassn.org) for a complete schedule.



## NWRA Annual Conference

Mandalay Bay Convention Center  
Las Vegas, Nevada

Sponsored by the National Windshield Repair Association (NWRA)

## NWRA Schedule at a Glance

Please note schedule is tentative and subject to change. Please check online for updates.

### Thursday, November 6, 2008

10:00 a.m. – 4:00 p.m.

View the *Walt Gorman Memorial Windshield Repair Olympics* – sponsored by the NWRA and **AGRR**

### Friday, November 7, 2008

7:30 a.m. – 6:00 p.m.

Registration Open

8:00 a.m. – 8:30 a.m.

Event Opening and Welcome

8:30 a.m. – 12:00 p.m.

Seminars and Demonstrations

12:00 p.m. – 1:00 p.m.

Luncheon and Keynote

1:00 p.m. – 6:00 p.m.

Seminars and Demonstrations

6:00 p.m. – 8:00 p.m.

Networking Cocktail Party

## Attending the NWRA Conference You'll Receive:

- ★ All the NWRA Seminars and Workshops
- ★ Networking Opportunities with Colleagues and Related Industry Peers
- ★ Admission to the Welcoming Cocktail Party Friday Night
- ★ Admission to the NACE Trade Show\*
- ★ Admission to the Walt Gorman Memorial Windshield Repair Olympics\*
- ★ Admission to the Auto Glass Technician Olympics\*

## Fees are:

Full Registration NWRA Member –  
Primary Registrant \$150

Full Registration NWRA Member –  
Primary Registrant after 10/17/08 \$200

Full Registration Non-NWRA Member –  
Primary Registrant \$350

Full Registration Non-NWRA Member –  
Primary Registrant after 10/17/08 \$400

Spouse/Employee Registration  
(You must have a primary registrant  
in order to register as a spouse/employee) \$125

Spouse/Employee Registration  
(You must have a primary registrant in order  
to register as a spouse/employee) after 10/17/08 \$175

Use page 12 of this brochure to sign up as a NWRA Conference Attendee.

## Why Should I Attend?

If you hold repair work as any fraction of your daily business, this conference is important for you. Come learn from other industry experts, as well as peers, who many times face the same challenges you do. Challenge your current business tactics to those of your competitors – there is always room for improvement and this conference is dedicated to bringing you the education to make those changes. Meet with top owners and ask your questions. Discuss what obstacles you face and see how others find resolution to them in their businesses.



November 6 - 7  
[www.nwrassn.org](http://www.nwrassn.org)

# Conference & Competition Registration Form

Please complete one form per person to attend the NWRA Annual Conference and/or compete or view the Walt Gorman Memorial Windshield Repair Olympics. There will be no on-site registration for the competition. Return the completed form to NWRA via fax at 540/720-3470 or by mail to P.O. Box 569, Garrisonville, VA 22463. Want to sponsor? Call 540/720-5584, ext. 123, for more information.

## Contact Information

Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Country: \_\_\_\_\_

E-mail: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_



**Conference  
registration due  
by Oct. 3, 2008**

- Full Registration NWRA Member – Primary Registrant - **\$150**
- Full Registration NWRA Member – Primary Registrant after 10/17/08 - **\$200**
- Full Registration Non-NWRA Member – Primary Registrant - **\$350**
- Full Registration Non-NWRA Member – Primary Registrant after 10/17/08 - **\$400**
- Spouse/Employee Registration  
(You must have a primary registrant in order to register as a spouse/employee) - **\$125**
- Spouse/Employee Registration  
(You must have a primary registrant in order to register as a spouse/employee) after 10/17/08 - **\$175**

## Registration For WRO Contestants/Spectators (contestant registration due by Sept. 8, 2008)

- NWRA Member Repair Technician Contestant - **\$175**

*Companies may only register three contestants – all others will be placed on a waiting list.  
Contestants are accepted on a first-come, first-served basis.*

- Contestant and New NWRA Membership:

*Includes contestant registration plus membership in the NWRA for one year. Open to new members only. - **\$175***

- Non-NWRA Member Repair Technician Contestant - **\$375**

- Adult Spectator: includes Olympics, Demonstrations and Social Events - **\$40\***

*Spectator registration will be available on-site after 9/8/08 at an increased fee: Adults **\$50***

\_\_\_\_\_ **Total Fees**

## Contestant Information

T-shirt Size:  S  M  L  XL  XXL  XXXL

## Payment Method (Check one)

- Check Enclosed  MasterCard  Visa  AMEX

Credit Card Number: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ CVV Number: \_\_\_\_ (3 digits on the back of card or 4 on front of AMEX)

Name on Account: \_\_\_\_\_ Signature: \_\_\_\_\_

Phone Number: \_\_\_\_\_ E-mail: \_\_\_\_\_

These items are required for credit card payment. Payment can not be processed if the required information is incomplete. Registration forms and fees are due by September 8, 2008. Questions: Contact **NWRA**, P.O. Box 569, Garrisonville, VA 22463 or call 540/720-7484. All cancellations must be made in writing by September 3, 2008, and will be charged a \$40 administrative fee. No refunds will be given after this date.

**Fax Completed Form to 540/720-3470**