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The **AUTO BODY** Monthly

from

D&R AUTO PAINT AND SUPPLY

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From D&R Auto Paint and Supply...

**Have a Merry Christmas
And a
Happy New Year!**

Revvng Up For 2007 *Are You Going To Step Up or Get Stepped On?*

The collision industry is certainly not getting any easier. The number of repaired vehicles continues to decline. Every day, jobbers across the country are asked "is anyone out there busy?" The industry politically correct answer is "not really". The true answer is YES.

It's amazing when a shop owner mentions that their business has slowly declined over the last few years, but fails to do anything about it. Can you imagine an NFL team continuously losing more games each year and not changing anything!

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When presented with new ideas, many shops owners immediately say it won't work because they've never done it. Others are reluctant because it will take extra effort on their part. (Everyone wants the easy answer) Still others balk at spending even small amounts of money.

There are shops that are busy and growing, even in a declining market. If your not one of them, they are growing with your past or potential customers. The busy shops are coming up with innovative way's to help boost business. They are thinking outside the box. Attending training seminars, networking with other shops, and using new technology are helping shops improve their business.

In looking into 2007 remember two things:

1. There's no free lunch. Everything costs money. The trick is reaching the right audience with the dollars you spend.
2. If you put no effort into helping yourself, you'll get no results at the end of the day. It's not easy. If it were, everyone would be doing it.

As you look ahead, we at D&R Auto Paint and Supply are committed to helping our customers improve their businesses. We have tons of tools available. Let us show you what other shops already know.

Silver Holds The Lead As The Number 1 Color Choice For Vehicles Globally!

According to the annual global color popularity survey conducted by PPG Industries, silver is still ranked as the most popular vehicle color in North America. The same holds true in Europe and Asia where silver outshines all other colors.

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**Read More on Page 2!**

### INSIDE THIS ISSUE

- 1 Revving Up for 2007
- 1-2 Silver Holds the Lead as the #1 Color Choice
- 2 Words to Live By
- 2 D&R Auto Paint and Supply Subscription
- 3 ASE-PPG Technician of the Year - 2006

What does PPG see for the future? Silver will continue to be popular due to its technical appeal and PPG's work in developing exciting new interpretations by combining creative special effect technologies. Silver infused with a variety of colors and effect pigments will continue to gain appeal for its ability to highlight a vehicles design. PPG sees bold new possibilities for the color, as blue, green, and purple-tinted shades give the color a more sophisticated appearance. New hues will continue to emerge as silvers are drenched in beige, light blue-green, and deeper greenish charcoal shades. Look for warmer, cappuccino cream tri-coat and white tri-coats with yellow pearl special effects.

"Silver is the commanding color of choice around the globe and its popularity seems to be strengthening," said PPG's Global Design and Color Marketing, automotive coatings. "We continue to explore development of bold new properties for silver and related bright and light metallics. Driven by vehicle design and consumer preference, silver has the staying power to remain number 1!

### **Plan Eases Access To Car Insurance**

To combat problems created by uninsured drivers, state senator Ray Aguilar of Grand Island plans to introduce legislation next year that would create a drivers certificate.

The certificate would allow a person without a Social Security number to obtain a legal permit to drive and acquire insurance.

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### **Do You Print and Distribute This Newsletter To Your Techs?**

#### **Sign Them Up!**

Many customers have told us that they distribute the D&R Auto Paint and Supply newsletter to their techs. Thank You! We hope it is a valuable service to your shop. If you would like your techs, managers, office staff, dealer owners, fixed op. managers, or other shop owners to receive the newsletter, simple click on the management site below and fill in the blanks. It's fast, easy, and will be appreciated by your co-workers.

[www.drautopaint.com/newsletter](http://www.drautopaint.com/newsletter)

**Sign up Dealer Owners, Managers, Techs, Office Staff, and Other Shop Owners!**

"I want to make sure everybody has the opportunity to buy auto insurance," Aguilar said.

An Insurance Research Council study found in 2004 that, nationwide, chances are one in seven that if a person is hurt in an auto accident, the at-fault driver is uninsured. The study estimated Nebraska's rate of uninsured drivers to be 8%.

Fred Zwonechek, the administrator for the Nebraska Office of Highway Safety, said he thinks the number is higher. "You don't have to talk to very many people to find who's been involved in an accident with an uninsured driver."

Zwonechek said he wonders whether undocumented workers would buy auto insurance if they had the ability to do so. He believes a better approach to the uninsured driver issue is proactive traffic enforcement.

*Source: Omaha World Herald / Nov. 13th 2006*

### **ASE-PPG Technician of the Year – 2006 (Jeff Shoemaker)**



*The technician of the year article is on page 3 below!*

#### **Words To Live By:**

Experience is wonderful – it enables you to recognize a mistake when you make it again!

## **STRONGSVILLE, Ohio – December 12, 2006**

Jeff Shoemaker of Omaha, Nebraska, was awarded the PPG/ASE Master Refinish Technician of the Year Award at ASE's annual Board of Directors Industry Awards Dinner held in San Antonio, Texas, on November 17, 2006. Bill Troyer, Manager of Training for PPG Automotive Refinish, Mike Hyatt, ASE Board of Directors Chair, and Ronald H. Weiner, ASE President, presented Shoemaker with the award. The annual award is given to the PPG collision center technician who receives the highest score on the ASE Painting and Refinish test, which is administered twice each year.

Shoemaker has been a refinish painter for 18 years at AA Collision Repair in Omaha, Nebraska. He is a PPG Master Level Technician, an ASE Master Technician, has received I-CAR refinish training, and has an Associates Degree in Autobody Technology from Metropolitan Community College in Omaha. He also studied drafting and graphic arts at the University of Nebraska. His love of cars led him to pursue a career in collision repair, and he enjoys working on his '57 Ford in his spare time.

"Jeff Shoemaker is truly amazing," said Troyer. "Literally thousands of technicians take the ASE test each year, and to be among the highest scoring is a remarkable achievement. As an ASE Master Technician, Jeff has taken and passed every exam in the ASE collision repair certification program, including Structural Damage, Non-Structural Damage, Electrical and Mechanical exams. He is very knowledgeable in every area of the collision repair process."

"It's very rewarding to be able to understand and perform all aspects of the repair process," Shoemaker said. "Having both PPG and ASE Certification helps to validate that knowledge."

According to Ron Stazzoni, of D & R Auto Paint and Supply in Omaha, Nebraska, a PPG Platinum Distributor, and the distributor for AA Collision Repair, "I have known Jeff for many years and working with him is a real pleasure. Not only does he have a positive attitude, he is a true professional. His level of skill and knowledge is exceptional, and his ability to manage his time throughout the day is an outstanding example of how technicians can work efficiently."

Both PPG and ASE offer technician certification, as well as a wide range of training courses for collision center personnel. For more information on PPG training and business development courses, go to [www.ppgrefinish.com](http://www.ppgrefinish.com). For more information on ASE programs, go to [www.ase.com](http://www.ase.com).

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### **PHOTO CAPTION**

Jeff Shoemaker receives the PPG/ASE Master Technician of the Year award at ASE's annual Industry Awards Dinner in San Antonio, Texas. Shoemaker was the top scoring PPG technician out of thousands who took the exam. From left to right: Ronald H. Weiner, ASE President; Shoemaker; Bill Troyer, Manager of Training for PPG Automotive Refinish; and Mike Hyatt, ASE Board of Directors Chair.