

8710 J Street
Omaha, NE 68127
(402) 537-9009



The **AUTO BODY** Monthly

from

D&R AUTO PAINT AND SUPPLY

1607 Avenue I
Council Bluffs, IA 51501
(712) 322-7217

Volume 3, Issue 8

August 2008



A Glass Cleaner better than *Sprayway*?

Try it for yourself. If you don't agree, keep the can and we'll give you a full refund.

Call your supplying D&R location and ask for PPG #47112

I-CAR Reports Growing Industry Use of Online Training

In August of 2005, I-CAR announced a revolution in its course offerings with the launch of I-CAR online self-study training. Students are able to complete the programs on their time, at their choosing, and print their own certificate after successful completion of each program's post test.

Now, less than three years later, I-CAR announced that online classes have reached the 10,000 mark. Online training has gained momentum over the years eclipsing the 5,000 classes taken by August of 2007; and doubling that number less than a year later on June 10, 2008.

I-CAR Technical Director Jason Bartanen said, "I-CAR had a lot of students requesting access to training whenever and wherever they wanted it. I-CAR Online training offers students worldwide the flexibility to learn whenever it's most convenient for them. Students can attend training before work, while on their lunch break, or even at night after putting their kids to bed; all they need is a computer and access to the internet. It's truly 24/7 training."

What started out as ten I-CAR Online programs at the time of launch has grown to 40 training programs available to the collision industry 24/7. Visit <http://www.i-car.com/online> for additional information and a complete list of the available training programs.

INSIDE THIS ISSUE

- 1 I-CAR Reports Growing Industry Use of Online Training
- 2 Agent Networking At It's Best 144 At A Time
- 2 A Very Successful Leadership & Leading Change Class

Agent Networking At It's Best 144 At A Time



On a not so sunny Wednesday, August 30th, the Omaha Certified First Group of Auto Body Shops sponsored it's 8th insurance agent golf outing. Pacific Springs Golf Course was the home of this year's event. A full field of 144 insurance agents showed up and had a great time.

Each shop sets up on one of the 18 tee boxes and networks with all 144 agents throughout the day. Shops give away koozie's, golf towels, umbrellas, or any other type of marketing tool that helps get their name out. Agents routinely say that this is the most fun golf event that they play all year. Shops tell us that they get great results from the golf outing. Many shops have built relationships with agents on the course that they otherwise wouldn't have had. These relationships add up to increased business.

Mary Jepsen, marketing manager for the Certified First group, say's "the agents are asking about this event all summer. They also talk about their appreciation and the fact that they support Certified First shops every time they get the chance."

If you would like see what Certified First can do for you and your shop, contact your supplying D&R location and power point presentation can be sent to you.



A Very Successful Leadership & Leading Change Class

On July 29th & 30th, D&R Auto Paint and Supply and PPG hosted a Leadership and Leading Change Class exclusively for D&R/PPG customers. We routinely hold classes on body shop management and painter training. We have never had a class that teaches how to motivate your technicians and share the long term vision of change and growth.

Every owner/manager would agree that if the techs aren't on board with any plan, it's likely to not succeed. Gary Harms of Markel BMW/Jaguar/Range Rover had this to say: "It was the first workshop that I have attended where I felt comfortable enough to participate in order to get something out of it. Gary Outlaw is able to push you out of your comfort zone so you can take an honest look at yourself and your business. It was a great experience."



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

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