

NEWSLETTER



AGRSS Auditing Program Sets Sights on Next Phase: Third-Party Validation

It's been four years in the making: a program to independently verify compliance with the AGRSS Standard is one step closer to being complete. The AGRSS Committee charged with the task has started working on the final stage of developing a validation process: the third-party audit.

"We're entering the final stage of registration, called level three, third party audit. This is where we needed to go from the very beginning," said accreditation committee chair Carl Tompkins.

The final model of part three is expected to be completed by this time next year, and implementation of level 3 is anticipated to go into effect sometime in the first quarter of 2009.

Tompkins explained that the committee is creating an auditing process to ensure that the industry had plenty of time to become accustomed to each previous stage before the next element was introduced.

"We had to approach this with patience, having introduced our first registration in 2003—which gave the industry time to identify the standard and to discover what policies needed to be adopted at their company for technician compliance. That's why for the first, two-year

term of level one—2003-2005—we only asked industry participants to declare that they would [be AGRSS-compliant]," said Tompkins.

Once members of the industry had time to make any necessary changes at their shops to bring them into compliance with the Standard,

they were asked to prove it by moving to the second stage of the self-auditing process, known as "self assessment and deliverables."

Tompkins described it as moving from "I will" to "I do" and requiring shop representatives to demonstrate their compliance.

MEET THE AUDITING COMMITTEE

The AGRSS Auditing Committee is made up of a dozen dedicated individuals. How dedicated? Well, the committee is comprised of four working subcommittees, each with its own chairperson. The remaining committee members are participating on these four teams—and with 12 people on the auditing committee to begin with, Tompkins assures us that each member serves on multiple subcommittees.

Committee members:

- Paul Janisse – Guardian
- Sam Brownell – Carlite
- Daniel Mock – Glass Doctor
- Chuck Bibbiano – Glass America
- Charles Turiello – Diamond Auto Glass
- Russ Corsi – PPG, retired – technical auto glass consultants
- Jean Pero – Mygrant
- Cindy Ketcherside – J.C.'s Glass
- Debra Levy – AGRR magazine
- Bob Birkhauser – AEGIS Tools International
- Bob Beranek – Automotive Glass Consultants
- Carl Tompkins – Sika

Subcommittee teams and chair people:

- Audit Organization Development – Cindy Ketcherside
- Third Party Audit Documents, Processes and Training – Charles Turiello
- Marketing & Promotion – Debra Levy
- Credentialing Resolution Board Development – Jean Pero.



“They sent back a commitment stating that their locations are compliant and offered further evidence of compliance by submitting a list of eight product pieces, or de-

liverables. This level 2 of registration that began in 2005 will continue through 2008, which gives the industry a full four years to validate compliance through their

own, detailed, internal testing,” Tompkins explained.

The third-party audit will provide two advantages to those who are AGRSS-registered and compliant, Tompkins said. The first benefit is that the insurance industry will have a verifiable means of recognizing compliance and the second is that it will bring a higher degree of validity for the AGRSS registration program. A company can claim to be in compliance but if the audit finds that a registered company is not in compliance, that company will be required to make immediate and serious changes.

“While details are still being researched and developed into how this will take place, you can rest assured that people who are not compliant and can not come into compliance will be dropped at once from the AGRSS-registration program. There’s your teeth,” Tompkins added, referring to one of the most frequently heard challenges to the auditing program: that it has no “teeth.”

The committee knows the challenge it has before it and is ready to meet it. As Tompkins said, “the AGRSS Board of Directors unanimously approved the creation of, and the committee has been chartered to develop, a third-party audit process that ensures a consistent process of evaluation that is measurable, objective and affordable. Further, the audit process must include assessments by knowledgeable people of the AGRR industry and include a remedy for non-conformance to the standard. In the end the AGRSS audit process must be equally acceptable to the AGRR industry and customers of the AGRR industry.”

State Farm Gives \$20,000 Gift to AGRSS Council

State Farm Insurance has provided a monetary gift of \$20,000 to the Automotive Glass Replacement Safety Standards (AGRSS) Council Inc. for use in developing its Consumer Awareness Program.

“State Farm’s support of AGRSS,

“We’re committed to educating our consumers about safety standards and why they are so critical to auto glass safety. We proudly support AGRSS in its efforts to continue to raise the bar on the safety standards and to educate the public through its Consumer Awareness Program, or CAP.”

—Bob Bischoff, State Farm

through their time and monetary commitment, makes a clear statement to the auto glass industry, that it is necessary to follow the Standard of installation to ensure the protection of our mutual customer involved in an auto accident,” said Cindy Ketcherside, president of the AGRSS Council Inc.

The funding will be used to develop and further advance the AGRSS Consumer Awareness Programs (CAPs) taking place around the country.

“As the insurance industry leaders, we at State Farm stand committed to supporting the highest quality auto glass safety standard available. We’re committed to educating our consumers about safety standards and why they are so critical to auto glass safety. We proudly support AGRSS in its efforts to continue to raise the bar on the safety standards and to educate the public through its Consumer Awareness Program, or CAP,” said Bob Bischoff, national glass manager with State Farm.

“A donation of this size will not only help AGRSS educate the consumer of the safety issues of an auto glass installation, it will help us communicate the importance of implementing this Standard into each and every auto glass company. Our industry is not in the auto glass business, we are in the safety business,” Ketcherside added. “Of course we’re hoping other organizations will also see the significance of supporting this organization and how their donation can impact the future of the public’s safety.”



Special Section: AGRSS Conference Recap

AGRSS Celebrates 10th Anniversary, Honors Industry Heroes at Fall Conference

The Auto Glass Replacement Safety Standard (AGRSS) Council celebrated 10 years of setting the bar for safe auto glass installations at its fall conference, held October 31-November 1, 2007, at the Mandalay Bay Convention Center in Las Vegas.

The event was held at in conjunction with Auto Glass Week™ in Las Vegas, which includes the Auto Glass Expo @ NACE, the National Windshield Repair Association Annual Conference, the Independent Glass Association's (IGA) Fall Conference, the Third Annual Auto Glass Technician Olympics and the Second Annual Walt Gorman Memorial Windshield Repair Olympics. As part of the festivities, the Council honored several industry notables.

Carl Jolliff, Dean Mieske, Bill Ives and Bob Birkhauser were all honored for their work in the development of the standard. Jolliff, owner of Jolliff Glass in Peoria, Ill., founded the AGRSS Council in 1997 when he was president of the IGA. Mieske, formerly of the Performance Achievement Group, served the first AGRSS council chairperson; Ives is the attorney who has been strongly involved with AGRSS and Birkhauser is president of AEGIS Tools International.

"How did we get there? We had to have a vision," said AGRSS chairperson Cindy Ketcherside, as she introduced Carl Jolliff, one of the honorees recognized during the event.

In accepting the honor, Jolliff said he still has high hopes that the work of the AGRSS standard will go even further.

"I may not live to see it, but I hope I do and think I will, the day that every auto glass shop in the nation gets on board with the AGRSS Standard," he said.

In honoring Mieske, Ketcherside said, "He worked day and night to get our original standard drafted."

Though he no longer works in the auto glass industry, Mieske attended the conference to accept the honor the



From left to right: Dean Mieske, Bill Ives, Carl Jolliff and Bill Birkhauser all were honored for their service to AGRSS at the recent conference.

AGRSS Council bestowed upon him, thanking others for their support and noting that they all had something in common that made the creation of the standard possible.

"We needed one other ingredient and that was faith—we all had faith in the process," he said.

Having faith in the process is important on every level, especially when the means weren't always there for important things—such as legal advice. Ketcherside noted that Ives' work has often been behind the scenes and for awhile was even pro bono.

"Bill never complained when AGRSS couldn't pay him," said Ketcherside, who remarked that the group is now up-to-date in their payments to Ives and now is fully "in the black."

Ives, who has been involved with the Standard since the beginning, said he also appreciated the others involved in the work.

"It wasn't just the activity of those involved—it was the dedication," he said.

In recognizing Birkhauser, Ketcherside referred to him as the "thread to link all these people," noting that in the three previous thank-you speeches, Birkhauser's name had been mentioned.

Birkhauser also expressed appreciation for the recognition, but said the Council still has lots of work before it.

"This industry is under a great deal of pressure to become a commodity," he said. "We need to work with the insurance industry and we need to educate them that there is a difference."

"Remember, we're on a journey and the journey is not at its end," he said.

THANK YOU

The AGRSS Council would like to extend its sincerest thanks to Glass America and PPG Auto Glass for sponsoring Rocky Bleier's keynote speech at the 2007 AGRSS Conference.



Special Section: AGRSS Conference Recap

Conference Offers Motivation for Keynote, Inspiration for Follow-Up

The keynote speaker at the 2007 AGRSS conference was Rocky Bleier, former Pittsburgh Steeler and Vietnam veteran turned motivational speaker. During his time at the podium, Bleier advised attendees that they need to believe in themselves and work as a team in order to reach their common goal of promoting safe installations in the auto glass industry.

“Successful organizations like successful teams are made up of two parts—trust and commitment,” he said.

He also reminded attendees to remember the past when thinking about how to approach the future.



“If you don’t understand your past, then how do you know where you’re going to go?” he asked.

Bleier noted that leadership plays an important role too.

“When put in charge, take charge, and when you’re in charge, have the courage to do what is right,” he said.

Having the courage to do what is right and taking the responsibility to do it are particularly important factors in auto glass replacement, and Bleier’s point was driven home by another speaker at the conference, Jon Fransway.

Fransway’s sister Jeanne was killed in 1999 after a car accident. The windshield of the car she was driving had been replaced improperly and she was ejected from the car and killed. The speech at the AGRSS Conference is far from the first Fransway has given, and he hopes his numerous speeches on behalf of his sister will make a difference in the industry.

“I’m just a consumer with a hope to make it better so it doesn’t happen to someone else,” he said.

Prior to the event he told members of the industry that

he was looking forward to the conference, but he was also realistic about his audience, noting that the crowd to which he would be speaking isn’t the one that concerns him most.

“It’s not so much the people the people who are a part of the [AGRSS Council], who go to the conventions, it’s the people who aren’t there—those are the people I’m concerned about,” Fransway said.

Fransway views State Farm’s adoption of the Standard as part of its glass claims process and the resulting required compliance—as a great stride for the Council and the industry.

“I don’t think people realize how big that is,” said Fransway, who himself serves an insurance agent for State Farm in Minneapolis. “We have a large percentage of the auto market.”

AGRSS Announces First Five Registered Training Programs

Last summer, the AGRSS Council announced its new Training Program Registration and at the group’s annual conference in November, the AGRSS Council announced that it has registered its first five training programs.

Companies or organizations that have registered training programs are recognized by the AGRSS Council as providing training consistent with the AGRSS Standard and can promote themselves as such, in the same way an AGRSS registered shop can state that it is an AGRSS-registered shop, when selling its services.

The first five companies to have AGRSS-registered training programs are:

- Automotive Glass Consultants;
- Dow Automotive;
- Independent Glass Association;
- Shat R Proof Corp., and
- SIKA Corp.

Groups with written training materials, including organizations, associations and training groups, may apply to AGRSS to register their programs and an AGRSS Training Program Committee reviews the submitted training materials to validate their compliance with the Standard.

“The Training Program Registration is AGRSS’ next step of validating that a registered shop is not only educating



its auto glass technician on installation methods, but educating these technicians on the 'right' installation methods that comply with all safety standards," said Cindy Ketcherside, chairperson of the AGRSS Council. "Glass shops in the past were able to comply with Section 8 of the Standard by submitting certificates from various training companies or submitting their own program certificates. In the future, only training programs registered with AGRSS will be accepted as valid evidence of compliance for the educational standard section."

Those interested in registering their training programs can download a registration packet at www.agrss.com or can contact the AGRSS Corporate office via e-mail to rickc@cmservnet.com.

AGRSS Standards Committee Meets in Las Vegas

The Auto Glass Replacement Safety Standard (AGRSS) Council's standards committee also met at the Mandalay Bay Convention Center in Las Vegas during the third annual AGRSS Conference in early November. Among the items on the agenda were updates from several committee chairs.

Carl Tompkins, chair of the credentialing and auditing committee, also spoke about his committee's efforts.

"We've given this industry five years to learn that there's a standard and to learn how to incorporate it," he said. "That total of five years means it's time to graduate," said Tompkins, speaking of the possibility of working toward third-party audits in early 2009.

Jean Pero of Mygrant provided an update on the membership committee. She reminded the group that every

company that doesn't renew its membership/registration is contacted by the membership committee—usually by phone.

Discussing the work of the training programs committee, chairperson Rodger Pickett spoke of his committee's launch of the Training Registration Program.

"This year we successfully completed a program to register training programs and those will be announced tomorrow," he said. "This committee will now transition to a broader education committee."

AGRSS Attendees Presented Myriad of Sessions, Topics at Conference

In addition to the keynote address and standards meeting, the third annual AGRSS Conference in Las Vegas featured its usual strong offering of seminar and informational sessions. Among the hot topics was a lively discussion on the role third-party audits will play in the future of the Auto Glass Replacement Safety Standard.

Led by Carl Tompkins of SIKA Corp., the discussion focused on specific points that the auditing committee will need to address while creating the final component to the auditing process. Points of particular interest centered around four questions:

- How the random sampling of annual audits should work?
- What will the penalties be for companies who are found to be in violation of the Standard?
- How much notice should be provided in random audits? and
- What type of third-party might be able to provide the audit?

Of these topics, the two most debated aspects were the timing of notice—suggestions ranged from no notice to notice of three to five days—and penalties for those companies found to be in significant violation of the Standard. Most in attendance agreed that some penalty needs to be provided, but there was little consensus as to what the penalty should be. The options discussed for said penalty ranged from a required year before renewal of registration or only the fee to pay for a new audit to prove compliance with the Standard.

In addition to the auditing session,



The AGRSS Standards Committee met in Las Vegas.

Special Section: AGRSS Conference Recap

Debra Levy, **AGRR** magazine/glassBYTEs.com™ publisher, provided a marketing update, noting that the marketing committee has developed several new brochures and mirror tags—including a mirror tag about safe drive-away times. She also reported that the group has readied a test program for advertising AGRSS in markets that meet certain criteria, with hopes of launching the program in 2008.

Levy ended with some words about the group's past and future on its tenth anniversary.

"It's really a pleasure for me to see us reach ten years," she said. "It'll be a great journey to see where we go in the next ten."

Hi, I'M PAUL

Paul McFarlane, director of programs administration for LYNX Services, and Paul Gross, president of Harmon Solutions Group, participated in a panel discussion of claims resolutions in a session dubbed by many as the "Panel of the Two Pauls."

McFarlane explained the difference between claims that need pre-approval and those that don't.

"The glass programs we administer have a standard rate which they will pay. Anything beyond that requires prior approval," he stated. "You should be paid for the service you provide to the client. What we have to decide is what portion will be paid by the insurance company and what will be paid by the client."

He gave the example of corrosion and pointed out that this is where the pre-inspection becomes so important.

"The more important information you can provide on the need for this extra work, the better we can represent this to the insurance company," he said. "Then the insurance company can say if the procedure is covered or not and if it's not you can then start the conversation with the client."

Gross started his segment of the discussion by saying that when he was asked to serve on the panel he was told that the AGRSS Council wanted a 'good Paul' and a 'bad Paul.'

"I asked which one I was, but they wouldn't tell me," he said, eliciting laughter from his audience.

After breaking the ice, Gross spoke about the importance of AGRSS certification but pointed out that it needs a wider 'footprint' nationally before it can be a mandated condition. He also explained that each insurance company has in its policies what is covered and what is not.

"In some cases of damage, the loss of glass will be covered, but not body work," he said. "The damage has

to meet the definition of a loss," he stated.

Once both Pauls had a chance to speak, they took questions from the audience, many of whom returned to the topic of corrosion, such as who pays for what and how to handle the situation when corrosion is found.

McFarlane made the point that it is difficult to have customer service reps who have knowledge about and can discuss the situation of corrosion with clients on the phone. Gross said that it would be very exceptional to have a vehicle owner call the claims administrator and say that there is corrosion on the vehicle.

"They see that the glass is broken and that's as far as they go," he said.

HELLO, AGRSS, HELLO

In the final presentation at the AGRSS, Joel Timmons, president of Profitable Glass Solutions, lectured on selling AGRSS over the phone.

The first thing shop management needs to do, he explained, is to decide if the customer service rep is a member of the service team or the sales team.

"Unfortunately, there is very little selling over the phone in our industry," he said. "You have 45 seconds to establish a relationship over the phone. This takes you out of the commodity situation."

He challenged his audience, pointing out that a customer only gets a windshield replacement every seven years, then asking, "Can you afford to lose that sale?"

Timmons also advised that each company define and promote its strengths for selling over the telephone—including the fact that it is an AGRSS-registered company.

"Let the potential client know what AGRSS is and what your company has done to be certified and what it means," he said.

His final piece of advice was to analyze the results of phone selling, whether good or bad.

"Your close rates are going to tell you if you are hitting that emotional button that makes customers make buying decisions," he stated.

GOING ONCE, GOING TWICE...

As with all industry events, the third annual AGRSS Conference proved a prime time and place to network and build industry relationships, not just in the seminar sessions but at the social networking and fundraising event—the cocktail party and silent auction, held the first evening.

The auction ended up being anything but silent, however, as event moderator Carl Tompkins helped build ex-

citement in the room while marking the passage of time. By the time the clock showed five minutes left in the auction, the room was atwitter with people pacing the floor watching the latest bid on the items they coveted and scoping out the competition to figure out how they could end up with the winning bid.

The event, coordinated by Mygrant's Jean Pero, was all fun and also made a lot of money for AGRSS, bringing in nearly \$5,000, according to Cindy Ketcherside, AGRSS chairperson.

A fishing trip in Spokane with Tompkins proved to be the most coveted and hotly contested item in the auction, sparking intense bidding from several attendees. When all was said and done, Bob Birkhauser of AEGIS Tools International had placed the winning bid for the trip.

Other popular items in the auction included an Iphone, a set of three clocks, assorted gift coupons and Rocky Bleier memorabilia.

While the bidding became intense, it was smiles and cheers all around as the names of the winning bidders were announced at the end of the event.

AGRSS Elects Four to Board of Directors, Welcomes New Members

The AGRSS Standards Committee meeting in late October also comprised elections to its board of directors, with board members Bob Birkhauser of AEGIS Tools International and Debra Levy, publisher of glassBYTEs.com™/AGRR magazine being re-elected to the board and new board members being added. Elected to the board were: Dan Mock, vice president of operations for Glass Doctor; Charles Turiello, who currently serves as director of quality assurance and safety with Diamond Glass Inc. in Kingston, Pa.; Joel Timmons of Profitable Glass Solutions and Jeff Bull of J. Bull & Associates.

"This is an opportunity to make a difference in our industry, and I accept and look forward to all the challenges of this prestigious nomination. Anyone replacing auto glass, should adhere to these stringent and worthwhile AGRSS™ standards," said Turiello.

New members also joined the Standards Committee this year. Sherri Stallings of Binswanger Glass, who had served as an alternate previously and officially became a member, replacing Steve Pierick. Other new members are Steve Coyle, who joined as an individual



Board members were elected during the AGRSS Standards Committee meeting on October 30.

member; Brian Yarborough of Glass Doctor in Tampa, representing the Independent Glass Association; Gene Nichols of Guardian Industries; Mike Schmaltz of the Minnesota Glass Association; Dave Zoldowski of Auto One in Brighton, Mich.; Jim Coleman of Glasspro in Charleston, S.C.; Tom Lance of Leading Edge Auto Refinishers; Jim Gagin of Sommer & Maca; Scott Riddel of Bostik and Tim O'Neil of ADCO.



CONGRATULATIONS

... to the top three finishers at the third annual Auto Glass Technician Olympics (AGTO), all of whom represented AGRSS-registered shops:

- First Place: Jason Horne - Cindy Rowe Auto Glass;
- Second Place: Aaron Thrasher - Diamond Glass Company; and
- Third Place: Matt Thompson - Royal Auto Glass.

Next year's AGTO will be held November 7-8.

AGRSS First Consumer Awareness Program (CAP) Event Successful

With the launch of the AGRSS Consumer Awareness Program, or CAP for short, the AGRSS Council is taking the steps to get its message out to the consumers, and it got off to a flying start with the first official CAP event in Rochester, Minn., in August.

More than 100 insurance agents and a number of local dignitaries came out for the August 8 event, held in conjunction with the Minnesota Glass Association (MGA), and AGRSS-registered companies Minnesota Glass Co., City Auto Glass, K&M Glass, ABRA Auto Body and Glass and A1 Glass.

The event, which ran throughout

the day, included a number of presentations, including those by Mike Schmaltz of the Minnesota Glass Dealers Association (MGDA) who helped spearhead the event; AGRSS Council chairperson Cindy Ketcherside; Carl Tompkins, chair of the AGRSS Credentialing Committee; Bob Beranek, chair of the AGRSS Auditing Committee and auto glass safety advocate Jon Fransway. Fransway's sister, Jeanne, passed away in 1999 after a car accident when, it turned out, the windshield of the car she was driving wasn't properly secured.

"This event is just the beginning," said Ketcherside. "We hope



to reach out to many, many more communities like Rochester through this program."

Schmaltz echoed the sentiments Ketcherside offered.

"A lot of hard work on the part of AGRSS leadership, local glass partners and the Minnesota Glass Association made this event a success," Schmaltz said. "Our goal was to increase community awareness with the CAP program, and we did that. Rochester citizens will be safer as a result of the work that went into the program."

Several additional groups participated in the daylong program, including Toward Zero Deaths, a Minnesota group dedicated to decreasing the number of roadway deaths in the state, and the Minnesota State Patrol, which provided rollover demonstrations to those in attendance. Mitch Becker of ABRA Auto Body and Glass also offered an airbag demonstration, and Jim Schenian of City Auto Glass provided some technical tips.

Among the community members in attendance were Minnesota Sen. David Senjem and Rep. Kim Norton. ■

New AGRSS Marketing Tools Available: CAPS How-To, Explanation for Insurance Companies, Safe Drive-Away Times Mirror Tags

The AGRSS marketing committee has added three new items to its growing menu of promotional material for sale to assist shops in making the most of their AGRSS registrations and educating consumers.

Two new brochures are available; one explains the Consumer Awareness Program (CAP) and how to host a local CAP event and the other is written for members of the insurance industry, supplying them with information about AGRSS specific to their needs as insurance providers.

Additionally, mirror tags are now available with an explanation of safe drive-away times and the importance thereof. These new mirror tags also come with space for installers to fill in the time of the replacement as well as when the car can be driven again.

The new brochures cost the same amount as the other two-color brochures offered by the organization, and the mirror tags, too, cost the same as the original mirror tags. All marketing supplies are available for purchase by AGRSS-registered shops. Samples can be viewed at, and a supply order form downloaded from, the AGRSS website, www.AGRSS.com. For more information, contact AGRSS secretariat, Rick Church, at 630/942-6597 or via email at rickc@cmservnet.com.



Mark Your Calendars



... for the fourth annual AGRSS Conference

Nov. 5-6, 2008
Mandalay Bay
Convention Center
in Las Vegas, Nev.

