

CEO Bulbuck Marks 25-year Anniversary with Boyd Group

By R.J. Gerber, Marketing Communications Manager



Brock Bulbuck

Boyd Group Chief Executive Officer Brock Bulbuck celebrated his 25th anniversary with the company in January 2018. Brock, CEO since 2010, took time to respond to some questions for this edition of the WOW News

Q: Boyd Group has grown exponentially since you began as a senior executive officer in 1993. What are the biggest differences in the company besides the volume of business and locations since you came aboard?

A: In addition to growing in size, over the years we have continued to refine and improve the way we do things ... from the way we now schedule, repair and deliver vehicles (where we now follow the WOW Operating Way), to the way we manage all other aspects of our business. Therefore, with

each year that goes by, we continue to make progress towards our Mission and Goal to "WOW Every Customer....Be the Best."

Q: Boyd Group's Mission and Goal are ideals that you're very passionate about. Has that always been the case and can you tell us why that is so important to you?

A: Our current Mission and Goal was established in 2010, in part to make it very clear to all our Team Members what our top priorities should be each and every day. Prior to that time, we were still very focused on our customers, but we hadn't clearly reflected this in our prior Mission statement.

I am so passionate about our Mission and Goal and think that it is so important because it is truly what will make us the very best

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DRP a Big WOW in Manitoba

Boyd Direct Repair Program Proof of WOW Operating Way Efficiency

By R.J. Gerber, Marketing Communications Manager

In a testament to how the WOW Operating Way produces the highest of efficiencies and stellar results, look no further than the Direct Repair Program that Boyd Autobody & Glass is utilizing in Manitoba.

Regional Operations Manager Ryan Kehl has overseen the implementation of the program while partnering with Manitoba Public Insurance (MPI). The program has been a difference maker for business since it went into effect approximately one year ago.

A DRP is a relationship between an autobody shop and an insurance company. When an insurance agent is working with a client whose automobile has been damaged they will provide suggestions for which repair business to contact. Consumers have the

right to choose which repair business they take their vehicles to but having a DRP can be beneficial to all parties.

“There has been a meaningful increase for our business because of this,” Kehl said. “This just gives MPI the reassurance that we have a proven system in place that aligns with their objectives.”

Locations must rate highly in several Key Performance Indicators including Net Promoter Score, Supplements and Service.

“There is a direct correlation between the WOW Operating Way process and these locations being eligible for the DRP,” said Kehl. “It certainly provides Boyd more visibility and steers business to our shops.”

Kehl said the commitment of Boyd Team Members to the WOW Operating Way is imperative for these locations to qualify and participate in the DRP.

The Manitoba locations in the DRP include: Brandon, Selkirk, Manitoba - Dudley, Henderson, King Edward, Lakewood, McPhillips, Nairn, Pembina and Scurfield.

Kehl said that 75 of the 250 accredited body shops in the market currently qualify for Direct Repair and over time MPI will be opening up the program to a wider range of losses, making it more attractive for shops to be Direct Repair.

“This should result in greater market share and opportunity for growth,” he said. ■

Boyd Delivers Again with Basics for Babies

By R.J. Gerber, Marketing Communications Manager

Boyd Autobody & Glass once again played a large part in its continuing relationship with Basics for Babies.

Boyd proudly supports the Basics for Babies program (of the Greater Vancouver Food Bank Society), which assists families coping with the challenges of raising a young infant by providing them with needed food, formula and diapers.

Led by Regional Development & Market Manager - BC Operations Rishi Bakshi, the crew from Boyd helped raise \$46,000 in cash and 7,500 pounds of diapers, formula, baby food and more during the December event at the Langley Events Centre in British Columbia. Other Boyd team members who took part included: Branden Briggs, Michelle Grewal, Mike Ingram, Russell Frost, Ryan Chislett, Bill

Thomson, Tony Opendries with special thanks to Nikki Root, Misty Close and their families, who really led the charge on event day for Boyd. The BC Lions players, alumni, dance team and mascot were also on site on behalf of Boyd in support of our ongoing partnership.

“This is the one event of the year that requires very little persuasion or sell to our Team Members,” Rishi said. “We have a great group of regulars that look forward to making a difference each year at this event and without them we would not be successful in achieving what we do for this cause. As a brand and a company we put so much focus on creating a WOW experience for internal and external customers. This is no different and it benefits those who need it most.” ■



Boyd WOWnet Launches!

Intranet Serves as Platform to Enhance Unification

By Thom Goodwin, Senior Manager - IT Service Management & Project Management Office

Boyd Group launched Boyd WOWnet, the company intranet, in late February with the goal of it being “one place to go for everything you need.”

The initial launch provided team members general information from Accounting, Human Resources (U.S.) and Information Technology. Also available are the company’s Mission, Vision, and Shared Values, a company directory, links to important sites and much more!

A welcome video from Boyd Group CEO Brock Bulbuck and President and COO Tim O’Day explains the need for the intranet and how the name was chosen. As we grow Boyd Wownet, we look forward to your feedback and how it can help you perform your work functions and make things easier to access.

We’ll also be adding even more content targeted to your business needs and your roles, truly making Boyd Wownet a one-stop shop.

Enjoy! Take a few minutes to enhance your profile.



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CEO Bulbuck marks 25-year anniversary with Boyd Group

collision and glass repair company in the world ... and I absolutely believe that such a goal is within our capabilities and reach. Being the very best collision and glass repair company in the world will ensure our continued success into the future, which will be great for all stakeholders (shareholders, employees and suppliers.)

Q: Who has been the most influential person for you throughout your professional career and why?

A: I have had many different influential people at different times during my professional career ... including the founder of Boyd, Terry Smith, as well as many current and past members of our Board of Directors and others. But without a doubt, the most influential people throughout my career have been my wife and life partner Sophie, along with my two daughters Lauren and Jaclyn. Over the last 25 years, they have supported me during challenging times, cheered me during great times, and most importantly, kept me grounded in what is truly important in life.

Q: What is the best part about being the CEO of Boyd Group?

A: Watching our team win and enjoy success and seeing our Team Members excel and grow in their roles within our company as well as their personal lives. I love spending time with Team Members from all areas of our company, getting to know them both professionally and personally.

Q: What is the most challenging aspect about being the CEO of Boyd Group?

A: Finding the time to work on all of the opportunities that we have to get even closer to our Mission and Goal.

Q: What do you most look forward to as the leader of Boyd Group and the future of the company? Where do you see Boyd going?

A: I look forward to us continuing to grow and continuing to create opportunities for our Team Members. In this regard, we are on track with our goal to double the size of our business from 2015 to 2020. But what I most look forward to is continuing to improve and move closer to our ultimate goal of “Wowing Every Customer... and Being the Best”... and that is exactly where I see us going!



The Dealer Advantage at Assured Automotive

By Carl Jr., Assured Automotive

What happens when you try to grow your business, but there isn't a place for you to "open shop"?

Well, you can move into a facility which already exists – hence how the Assured Automotive Dealership Point model was born. At Assured we often have a representative on site at car dealerships, seamlessly addressing the collision repair needs of dealership clients, as well as our insurance partners. Currently, 43 percent of the Assured network is comprised of Dealer Points. Cara Strong and Nazim Sattaur are two who work in this realm for Assured.

Cara has been with us for three years, currently working at Myers Volkswagen. Previously her career was based in the hospitality industry working at a banquet hall. When asked about transitioning into this role Cara explained it was quite similar to what she did on a daily basis: managing various requests, multitasking and trying to keep everyone happy. Going into further detail, Cara explained that the "life cycle" of the client is also very similar: new client comes in, they order, while they are eating you check in with them. At the end of the experience they pay and you verify if their experience met or exceed their expectations. Sound familiar?

Nazim is in a unique scenario, where he is the Dealer Representative for two dealerships: Dixie Toyota and Ideal Honda. When he first joined

us in 2013 he was at Attrel Toyota, and before the year was over, he was handed the responsibility of two locations. Given his background in logistics, these skills still help him today. Initially he found the duties challenging; however, with growth in collision knowledge, and the relationships he has built with both dealerships, this has allowed him to manage his dual workload with little friction.

Both of these Dealer Representatives mentioned that they count on their local Assured production facility to ensure the vehicles they deliver are "perfect" – as they don't have access to tools or equipment to address flaws. Communication is imperative, and it is truly a team effort to manage this type of claim. As we continue to find ways to grow our business, we also need extraordinary people like Cara and Nazim to grow our brand.



Cara Strong



Nazim Sattaur

Assured Automotive Promotions

- **Derek Florczyk** was promoted to Vice President of Operations. Derek, who's been with Assured for more than 15 years, is committed to operational excellence, quality repairs and legendary client experience, said President **Tony Canade**.
- **David Raposo** and **Simon Brunet** were promoted to Director of Operations. David and Simon tirelessly coach, assist, support and mentor our facility staff and play an integral role on Assured's Senior Leadership Team, said Canade.
- **Jason Raposo** and **Josh Strong** were promoted to Assured's Operations Team. Jason and Josh have been recognized for bringing huge levels of innovation, dedication and loyalty in their former positions as store managers.

Glass America Holds National Conference

“Best in Auto Glass” Celebrates Annual Event *By Jennifer Pierce, Executive Administrative Assistant*

The “Best in Auto Glass” returned to the Sunset Station Hotel and Casino in Las Vegas for the Glass America National Conference, its third annual kick-off meeting, in late January.

A boisterous slot tournament began the event and was won by Stephanie Goldun of Tampa, Florida. The welcome reception followed in Club Madrid, which provided a much larger venue than last year so everyone had room to toast each other while catching up with old friends.

The meeting began in earnest with the playing of our National Anthem, followed by a rousing version of “We Will Wow You,” and the reading of our Mission and Goal. Vice President of Sales Rob Robbins introduced Chief Operating Officer Rob Vaca, who graciously stepped in for our wounded President and CEO, Eddie Cheskis. Needless to say, Eddie was greatly missed by all, but has returned to action.

A main theme of the conference included the message from Admiral William H. McRaven, who cites 10 lessons he learned from Navy SEAL Training in his book *Make Your Bed*. McRaven states that starting your day by completing a simple task sets the tone for everything you’re trying to accomplish.

The presenters all did a wonderful job, starting with our financial gurus, Jonathan Niemiec and David Pelzner. Jonathan and David provided some exciting news: the account managers’ books of business were up 14 percent over 2016 or \$4.1 million. That’s quite an achievement!

Congratulations to the best auto glass team, sales and operations in the industry. Presenters Susie Frausto, Lisa Anderson, Luanne Lo Monte, Tim Szpila, Bill Burke, and Melissa Sams rounded out a most informative and enjoyable conference. 



David Pelzner (from left to right), Jonathan Niemiec, Mark Flasch, Michelle Sistrunk, Bill Burke, Luanne Lo Monte, Tim Szpila and Lisa Christiansen enjoy the third annual Glass America National Conference in Las Vegas



BOYD **WOW** STAR

Celebrating our 2017 WOW Star Winners

By R.J. Gerber, Marketing Communications Manager

Our Boyd team members drive our success and we strive to recognize and thank those individuals who go above and beyond when it comes to WOWing customers and teammates by providing exceptional service, excelling in their roles and going above and beyond.

Our WOW Star Employee Recognition Program honors Team Members whose commitment to and successful execution of Boyd's mission to "WOW Every Customer ... and Be the Best!" Nearly 140 nominations were presented to the Executive Management Team (EMT) in 2017.

The 2017 WOW Star Winners include:

WOW STAR PRESIDENT'S CLUB

In recognition of their outstanding efforts throughout 2017, our President's Club winners, along with their guests, joined the EMT at our Wow Star Celebration event in Phoenix in February and then traveled to the Secrets Resort in Los Cabos, Mexico with Brock Bulbuck (CEO of the Boyd Group), Tim O'Day (President and COO of the Boyd Group), Eric Danberg (Boyd Autobody President), and P.J. Ruiter (VP Human Resources). They also received a WOW Star jacket. Our 2017 President's Club winners are:

- Barb Bryan, *Customer Service Representative, Lacey, Washington*
- Linda Funk, *Manager - External Financial Reporting, Canadian Administration, Winnipeg, Manitoba*
- Bobby Gonnelli, *Sales Account Manager, Glass America - Florida*
- Thom Goodwin, *Senior Manager - Service Management & IT Project Management Office, US Administration, Elmhurst, Illinois*
- Charles Hartman, *Metal Technician, Schererville, Indiana*
- Ron Hoagland, *Metal Technician, Milwaukie, Oregon*

- Laura Koppenhoefer, *Customer Service Representative, Plainfield, Illinois*
- Ben Palmer, *Estimator, Glenview - Lehigh Avenue, Illinois*
- Mike Price, *General Manager, Newaygo, Michigan*
- Kenny Reiter, *Metal Technician, North Battleford, Saskatchewan*

WOW STAR AMBASSADOR'S CLUB

One of the most important aspects of being selected as a Boyd Group Wow Star President's Club winner is that recipients become "Ambassadors for Life" of our mission, vision and values. The Ambassador's Club Travel Award celebrates the ongoing contributions that these Ambassadors make to our organization. Recipients of the Ambassador's Club Travel Award joined Boyd's leadership team in Phoenix and in Mexico with the new class of President's Club winners. Our 2017 Ambassadors' Club Travel Award Winners are:

- Greg Barnhardt, *Body Technician, Plainfield, Michigan*
- Diane Zatezalo, *General Manager, Elmhurst, Illinois*

WOW STAR GOLD AWARD

Our Gold award winners, along with their guests, joined Boyd's Senior Leadership Team in Arizona this February to attend our WOW Star Celebration event and meet their peers from across the company. Additionally, Gold award winners received a WOW Star jacket and a special gift! Our 2017 WOW Star Gold Award Winners are:

- Jenalyn Badel, *Manager - Accounting Administration, Canadian Administration, Winnipeg, Manitoba*
- Thomas Cox, *Tow Truck Driver, Westfield, Indiana*
- Jason Embrey, *General Manager, Tucson - Palo Verde Road, Arizona*
- Randy Fader, *General Manager, Calgary - North, Alberta*

WAY to WOW!

- Kris Korney, *General Manager, Saskatoon, Saskatchewan*
- Ryan Martin, *General Manager, Grand Rapids - Plainfield Avenue, Michigan*
- Tony Pinner, *General Manager, Waterford, Michigan*
- Brian Roark, *General Manager, Kentwood, Michigan*
- Tomasz Siemieniak, *Metal Technician, Glenview - Lehigh Avenue, Illinois*
- Jay Steinebach, *General Manager, Holland - Watertower Court, Michigan*

WOW STAR SILVER AWARD

Each received a WOW Star jacket and a special gift! Our 2017 WOW Star Silver Award Winners are:

- Christiane Anthony, *General Manager, Kenner, Louisiana*
- Joe Brookhart, *General Manager, Ft. Wayne - Illinois Road, Indiana*
- Larry Bush, *Sales and Marketing, US Fleet*
- Paul Drenkhahn, *District Manager - NY & PA, Glass America*
- Gilbert Garcia, *Metal Technician, New Orleans - Carrollton Avenue, Louisiana*
- Don Hawthorne, *Metal Technician, Westerville, Ohio*
- Wayne Heibert, *Refinish Technician, Selkirk, Manitoba*
- Jennifer Pierce, *Executive Administrative Assistant, Glass America - Georgia*
- Raeleen Poole, *Customer Service Representative, Zephyrhills, Florida*
- Anthony Roby, *Metal Technician, Ft. Wayne - Illinois Road, Indiana*
- Joaquin Rodriguez, *Metal Technician, Bellingham, Washington*
- Saul Salazar, *Metal Technician, Elgin, Illinois*
- Scott Sieppert, *General Manager, Calgary - McIvor Boulevard, Alberta*
- Kenneth Wilson, *Estimator, Spokane Valley, Washington*
- Michael Willhite, *General Manager, Portland/7th Avenue, Oregon*

Autoglassonly.com – Burlington, NJ

The quote was quick and accurate, your prices were the best I found too. The appointment was only a few days out, communication was good. My installer called about 30 minutes before his arrival, he then arrived on time. He was professional, helpful and the job was done in the time he said it would be done. My windshield looks great and the entire process was as painless as possible. Whatever you are doing is 100% working, keep it up!! Thanks again, Scott - SCOTT

Gerber Collision & Glass – Melbourne, FL

I could NOT believe how fast they worked my car, AND when I couldn't pick up due to other pressing appointments all week after work they delivered my car AND took the rental back for me! Talk about service!!! You just don't see that anymore! Chris, my tech, was in constant contact with me via text messages. We dropped the car off on Sunday night, Chris gave a finish date of Thursday, then called me on Tuesday afternoon saying it was ready! TWO DAYS! That's it! TWO! And looking at my bill I believe that was a very good price for the repairs required! We also used Gerber Collision when my husband's car was hit. That was a different shop and was wonderful as well! I would HIGHLY recommend Gerber Collision to anyone who needs auto body repair work done! - BETSY F

Boyd Autobody & Glass – Victoria, BC

WOW! Boyd Autobody went above and beyond for me this past week. Not only are the staff warm, friendly and professional, but they explained everything I needed to know about my repair and answered all my questions. When I went to pick my car up, I was impressed with the seamless work and to top it all off, Boyd went the extra mile by touching up some damage that I hadn't expected them to repair. A fantastic experience and thank you to everyone at Boyd!! - NOELLE H

Assured – Oakville, ON

I was extremely happy with the work. My vehicle was impeccable. Their service was really spectacular. They picked me up. Everyone was nice, polite and professional. - ASSURED CUSTOMER



NEWS & NOTES

SENIOR LEADERS CELEBRATE 20-YEAR ANNIVERSARIES

Boyd Group President and Chief Operating Officer **Tim O'Day** marked his 20th anniversary with the company in March. Tim came aboard in 1998 and with Boyd Group's acquisition of Gerber in 2004, he was appointed COO for U.S. Operations. Tim was named President and COO in 2008 before being promoted to his current position in January 2017.

- Also celebrating 20 years with Boyd since the last WOW News was published is **Eric Danberg**, President of Boyd Autobody & Glass. Eric marked the milestone with the company in October 2017. Eric originally joined the company to develop a new market within Canada and assisted with early growth in the U.S. In 2011, Eric was appointed President of Canadian Operations.
- **Eddie Cheskis** also marked 20 years with the company and was recognized with a certificate presented in late February by O'Day at Glass America, where Eddie serves as CEO. Eddie has more than 40 years combined experience in automotive services and the claims industry.

GERBER ACQUIRES 9 TENNESSEE LOCATIONS

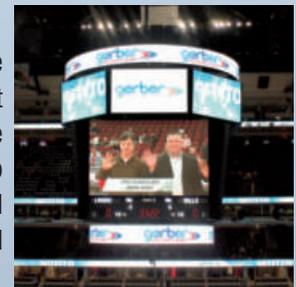
Boyd Group entered its 21st state with the acquisition of a multi-shop operation in November. Nine Auto Art shops came aboard and are being transitioned into Gerber facilities.

Danny Wallace and **Twila Harris**, who owned and managed the locations, continue to lead their teams as part of the Gerber family. The shops are located in Franklin, Hendersonville, Mt. Juliet, Murfreesboro (2 locations), Nashville (3 locations) and Smyrna.

GERBER DONATES VEHICLE TO SALVATION ARMY

Gerber Regional Vice President **Eric Olhava** joined **Mark Babic** from Farmers Insurance in donating a restored 2013 Jeep Compass to the Salvation Army at a Chicago Bulls game in January.

The donation was part of the Recycled Rides program that Gerber has been a part of since 2010. The program enlists the help of the National Auto Body Council to repair and donate recycled vehicles to those in need.



BOYD GROUP OPENS 500TH LOCATION

The Gerber Collision & Glass location in Lawrenceville, Georgia, acquired in early January, marked the 500th store in the Boyd Group family. The 500 locations include: 384 Gerbers in the United States, 45 Boyd Autobody & Glass shops in Canada and 71 Assured locations in the Toronto area.



Danny Wallace



Twila Harris

DO YOU HAVE SOMETHING FOR NEWS AND NOTES? EMAIL RJ.GERBER@BOYDGROUP.COM