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Celebrating 25 Years With A Fresh New Look!

by Mark Gershkovich, Marketing Assistant

Boyd Autobody & Glass is excited to announce that we will be modernizing our brand for the first time in 25 years! Most brands need to be re-energized over time, and after 25 years of the same look, the time has come to revitalize our own brand.

Our new look is an evolution rather than a revolution. We have kept the familiar blue and red colours, bold stripes and

blocky type, but have reassembled these elements to create a fresher and more modern look, while still retaining the feel of the same great company.

The objective of our new logo was to reflect the essence of what makes our business great - qualities like friendliness and caring, professionalism, trustworthiness, strength, stability, reliability and cleanliness.

BEFORE



AFTER



In 2015, Boyd Autobody & Glass began implementing its new look with two locations in British Columbia. The bright new look will soon replace old exterior signage. With its bold type over the crisp, white background, the new signs will be easier to read at a glance. The remaining Boyd locations will be updated in the near future.

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Undeliverable mail please return to:
Gerber Collision & Glass
Attn: Michelle Anderson
400 W. Grand Ave. Elmhurst, IL 60126





Continued from page 1

... A Fresh New Look



Monument Sign - BEFORE



Monument Sign - AFTER



Awning Sign - BEFORE



Awning Sign - AFTER



Reader Board Sign - BEFORE



Reader Board Sign - AFTER

The new design will replace existing exterior and interior signage, and will appear on the Boyd website and in our advertising. Other corporate materials will gradually transition to the new look as we replenish supplies of forms, stationery, business cards and shop uniforms.

The real power of any corporate brand comes from the people behind it. Your commitment to “WOW Every Customer ... Be the Best!” is what inspires our brand and fulfills our promise to every single customer!



WE WANT TO HEAR FROM YOU!



Our employees do great things for their customers and their community. We want to share your stories on social media.

Here's How To Contribute...

Your location has the opportunity to participate in Boyd Autobody & Glass, Gerber Collision & Glass and Glass America's social media by telling us about:

- Your special events and newsworthy activities
- Your photos, stories, and special mentions about how your shops are making a difference in the community
- Local Sponsorships
- Charitable Donations/Volunteering
- WOW Stories
- Employee Achievements

PLEASE REMEMBER

If you interact with our social media sites, please be sure to follow our social media guidelines in the recent edition of our Employee Handbook. For Canadian Employees, please refer to page 28 & 29. For US Employees, please refer to page 22.

Questions? Email: social@boydgroup.com

Five submissions emailed to: social@boydgroup.com will be chosen to receive a

\$20 Starbucks Gift Card

Deadline for submissions is May 31, 2016





Annual Leadership Conference Held in February

by Simeen Kazmi, Advertising Manager

From February 2 through 5 this year, The Boyd Group held our annual Leadership Conference and Wow Star Celebration in Phoenix, Arizona. It was the eighth consecutive year the planning meeting was held at the Wigwam Resort and marked over a decade of annual meetings.

Each year, the conference looks to build on the themes and goals of the preceding years. Last year's conference theme was "It All Starts With Me." This year's theme, building on that idea, was "Drive it Home." "Drive it Home" has a two-fold concept - the primary focus of which is helping us sustain the WOW Operating Way initiative, and secondarily, making sure the energy and enthusiasm experienced at the leadership conference is brought back to each market and shared with team members at the local level. Literally, to "Drive it Home." "We want everyone, whether they attend the conference or not, to feel excited and enthusiastic about our company and the work we do work," said P.J. Ruiter, Vice President and Chief Human Resources Officer.

Some notable highlights from the conference this year included speaker Chester Elton, New York Times best selling co-author of "All In," who addressed the group for the second



President and CEO Brock Bulbuck speaks to audience during Boyd Group Conference in Phoenix, AZ

year in a row, a cooking demonstration, a golf outing, and the WOW Star gala, where WOW Star President's Club and Gold Star winners from 2015 were recognized.

During the conference, attendees broke up into regional teams to attend three workshops. The workshop topics were:

- **Sustainability of the WOW Operating Way, led by Jerry Shallow, CIP Team Coach, and Rex Dunn, Vice President of Continuous Improvement**
- **Coaching for success, led by Bill Burke, Director of Learning and Development, and Michelle McMahon, a member of the Continuous Improvement Process team, and**
- **Recruiting and retaining our next generation of Wow Stars, led by P.J. Ruiter, Vice President and Chief Human Resources Officer.**



WOW Star winners enjoying Los Cabos, Mexico



Employees Unite for a "White Out" at the Welcoming Session in Phoenix, AZ

Glass America also developed objectives for 2016 at the conference that focused on developing and executing its own WOW Operating Way. The Glass team's continued focus is on providing timely, quality, cost effective repairs in a consumer-friendly environment.



Employees Taking Part in the WOW Stars Recognition Event

Glass America defined their "burning platform" and primary goal for 2016 as Same Day Service.

There were over 100 employees who attended the Leadership Conference this year, representing team members across Boyd, Gerber, Glass, and administrative departments.

The WOW Star Gala, which recognized Ambassador's Club, President's Club and Gold Wow Star winners, was attended by over 150 people, including guests of our Wow Stars and vendor representatives. WOW Winners were introduced by their managers and recognized for their excellence in WOWing customers and team members in 2015.

At the conclusion of the Leadership Conference, WOW Star Ambassador's Travel Club and President's Club winners travelled directly from the Leadership Conference to the WOW Star celebration event in Los Cabos, Mexico, where they enjoyed five days at the Hyatt Ziva Los Cabos as a reward for their excellence. The winners were joined by Tim O'Day (U.S. President), Eric Danberg (Canadian President), P.J. Ruiter (Vice President and Chief Human Resources Officer), and Brock Bulbuck (President and CEO).



Congratulations to our 2015 President & Ambassador Winners



Meet Your CIP Team!

by Bill Burke, Director of Learning and Development

We Got a Funny Name, But...

You probably don't know us by the name of our team but you know us by our real names. You know us as Bill, or Jerry, or Michelle, or John, or Fiore, or Peter. But the name of our group is the CIP Team. And we are CIP Coaches.

So what does CIP stand for? CIP stands for continuous improvement process. You engage us when you want to make things better. Many companies around the world that engage in continuous improvement use the Japanese term kaisen because "kai" means change and "zen" means good so together kaisen means "good change" or "improvement." And that's what we do. Work to help Boyd improve. But don't call us to work on your marriage or your personal habits. You're on your own there.

At Boyd, we are working toward helping repair centers improve their processes so that "our customers win, our shareholders and suppliers win, and in turn, we as Boyd Team members all benefit." So what we do is examine how we are doing something now and then work with the

team to discover how we can do it better. Then we help the team implement this better way.

As you might guess, the big project your CIP Team has been working on over the last few years is the implementation of the WOW Operating Way, which is a collection of repair center processes designed to improve our key performance indicators, such as length of rental, and promote customer (drivers and insurance clients) satisfaction. Over the last year, we have helped over 200 repair centers in the U.S. and Canada earn their WOW Certification. This year we will help the last two score or so earn their certifications. Then we will really focus on continuous improvement by helping our team members dial in to really achieving great performance statistics.

The WOW implementation is just the beginning. Your CIP Team, led by Vice President of Continuous Improvement Rex Dunn is also hard at work teaching our technicians how to properly weld when completing structural repairs. The CIP Team is also teaching managers how to be more effective in directing their teams.

Yeah, we have a funny name. But we have a name that means kaisen... good change!



Earn Some Extra Cash This Season!



Refer a Friend to Join our Team and Earn Referral Bonus Bucks!

Employee referrals are our number one source for finding great new team members. Refer your friends and former co-workers. If we hire your referral you will get \$1,000 in Referral Bonus Bucks! This program is limited to referrals for Collision Center Managers, Estimators, Collision Technicians and Auto Glass Technicians.

Tell us about your friends through our online portal:

Canadian Team Members: www.boydautobody.com/refer

Gerber Collision & Glass Team Members: www.gerbercollision.com/refer

Glass America Team Members: www.gerbercollision.com/refer

You must be an active employee with one of the Boyd Group companies to receive your Referral Bonus Bucks. HR team members, collision center or glass center managers, and anyone with supervisory authority for more than one store or an administrative team are not eligible for the referral bonus bucks.



Gerber Renews Partnership With The Collision Repair Education Foundation

by George Minehart, HR Manager

As part of our ongoing efforts to connect with the next generation of Collision Repair professionals Gerber has renewed our partnership with The Collision Repair Education Foundation (CREF) for 2016. CREF's main focus is to facilitate collision repair education activities that promote and enhance career opportunities in the collision repair industry. Our partnership includes participation in Career Fairs organized by CREF in Orlando, Denver, Seattle, Chicago, Atlanta, and Phoenix. These events will enable Gerber to communicate the career opportunities we offer, such as our apprentice program for entry level technicians, to current and recently graduated students interested in the collision industry.

In addition to the career events, our donation will go towards supporting the "Hire our Heroes" initiative that CREF and 3M are spearheading. This program helps returning service members find careers. Gerber is excited for the opportunity to support this initiative and to give back to those who have given so much for our country.

Collision Repair Education Foundation Director of Development Brandon Eckenrode noted, "On behalf of the collision school instructors and students that we support, I would like to thank Gerber Collision & Glass for not only their continued support but also increasing their involvement with us. Gerber Collision & Glass is a strong industry partner."

President and COO of US Operations, Tim O'Day, commented about the importance of our relationship: "Gerber Collision & Glass has been a long-time supporter of the Collision Repair Education Foundation. I am confident that our contribution is helping to attract the right students to the collision repair high school and post high school programs, and ensuring that they receive the education and experience needed to take on the entry level jobs that we have available. New entrants to our industry are the key to our future success." ■

COLLISION REPAIR EDUCATION™
FOUNDATION
ICAR

WAY to WOW!

Gerber Collision & Glass – Ponchatoula (LA)

I am a single mom, I work two part-time jobs, and the budget is sometimes tight. Unfortunately, I hit a pothole and the bill for that was about \$385. A few weeks later, for whatever reason, my lugs broke and my tire fell off my car, creating quite a bit of damage to that area. That is where Gerber came in. This time, I opened an insurance claim but still had a \$500 deductible. While the car was being fixed, I held onto every penny (literally) I had. Insurance paid me instead of the center, so I came to make a payment at Gerber. It came time to pick up my car. The night before, I scraped together every resource I had to pay the remaining balance. I was embarrassed, but needed to pay. I thought I had a \$5.00 cushion, but apparently I either dropped some of the money or miscalculated. This is where I want to tell you about Wendy. She patiently and kindly took each payment... and never rolled her eyes, made me feel bad or in any way complained. I apologized for all the payments, she assured me it was okay. When I got to the end of my change, I was still short. Then, Wendy graciously paid the remaining amount herself. I know it was a small amount left, but she did not have to do it. It was so kind and compassionate of her. I began to cry. I normally do not have emotional outbursts in public, but I could not help it. Wendy was so sweet and explained that she too has been there before as a single mom and that I need not worry about it. She assured me she knew I was trying and struggling and that she wished she could do more. I cannot express how much I appreciated her compassion. I know she did not do it for recognition, but I wanted to let someone know what an amazing staff there is at the Hammond, LA office, especially Wendy. I hope I don't need any more repairs soon, but if I do, I will definitely choose Gerber Collision & Glass again. Thank you so much for the care shown to a struggling single mom. You may never know what a small act of kindness means. Thanks! - THERESA B

“The Best in Auto Glass” Holds First National Kick-off Conference in Chicago

by Jennifer Pierce, Administrative Assistant

In mid-February Glass America brought together all Account Managers, Executives, Operational leaders and strategic Call Center personnel for a two-day conference held at the Crowne Plaza at O’Hare in Rosemont, IL.

A welcome reception was held on the evening of the attendee arrivals allowing us all to meet face to face; most for the first time. Needless to say, it was quite a bonding session; comradery abounded and a great time was had by all.

The meeting began in earnest early the following morning. A review of our year’s performance showed a very respectable increase over prior year thus making it imperative to find ways to outperform in 2016. The ideas presented by four different groups, after their breakout meetings, gave us all unique perspectives on how to accomplish that goal.

An Awards Banquet was held that evening at Carlucci’s Italian. Attended by our generous sponsors, PGW, Enterprise Fleet Leasing, Comdata and Shamrock Companies, we were all treated not only to an excellent dinner but an opportunity to applaud those of us who excelled in 2015. Our three 2015 **WOW** winners were also in attendance; auto glass technicians **Jason Olejnicak of Arizona** and **Matt Herring of Missouri** along with **Call Center Customer Relations Manager, Matt Cubon**. We all deeply appreciate your tremendous efforts.

We were pleased to announce the promotion of Brandon Preston to Western Region VP of Sales and welcomed to our team, John Wakefield as Eastern Region VP of Sales.

The awards for the year 2015 were announced and presented by Eddie Cheskis, CEO and Rob Robbins, Vice-President National Sales.



Rob Robbins, Connie Carter and Eddie Cheskis at GA Awards Dinner

Millionaire Awards: John Franco, Frank Gallow and Don Perillo of NY, Ken Staples, Andy Stec and Debbie Torrey of Va, Jeff Loyd of Tennessee and Mark Justak of Indiana. All with sales in excess of one million dollars.

Rookie of the Year: Michelle White of Michigan.

Most Improved Sales: Joy Houston of Florida and Ronel Bronson of Texas.

Operational Excellence Awards: Fred Wakefield, Andy Bacchiocchi, Nathan Edwards, Bob Simpson, Rusty Schmidt and Jesse Almodovar

Special Recognition Awards: Joanna Gajdosz, Call Center management, Rob Vaca, Overall Management award and Rob Robbins, Excellence as Sales VP award.

Much was gained by getting all of these participants involved in the process. My feeling is that everyone left with the realization that they are a part of something larger than themselves and their own markets. They are part of a great team that makes them “The Best in Auto Glass”... and that they are not alone.