

WOW Star Program a Success in BC!

By Rishi Bakshi, Regional Development & Area Manager - BC Operations

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Rishi and Brent presenting awards at Maple Ridge, BC Location
(Left to Right) Rishi Bakshi, Duane Smith, Susan Rosec, Don Bowerman, Darcy Howe, Brent McFarlane

The BC Regional WOW Star Program pilot kicked off in late 2015. Since its inception, the BC Leadership has celebrated and awarded approximately 14

team members from both the office and production staff. We were very excited to have one of our winners move into the company-wide program and win a Gold Award last year.

This program has created quite the buzz in BC and has been a definite morale booster for our team members. We are seeing increased engagement levels as well as solid continued employee retention levels. The regional program is now in effect in various regions across the company and we are excited to see more deserving “ALL IN” team members make it to the awards ceremony in Phoenix.

The upcoming task to nominate up to three individuals from our regional winners pool is going to be a very tough discussion, but we are hoping to submit nominations that would be in the running for WOW Star consideration.

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Gerber Collision & Glass
Attn: Michelle Anderson
400 W. Grand Ave. Elmhurst, IL 60126



Susie Frausto joins The Boyd Group as VP of Marketing, CMO Kevin Comrie to Retire

By Simeen Kazmi, Advertising Manager

In August, Boyd appointed Susie Frausto VP of Marketing to oversee both Canadian and US marketing and advertising. Susie joins the Boyd Group after working at ConAgra, JelSert, and Kellogg's. Her first job out of college was to drive the Oscar Mayer Wienermobile as part of a promotion to 'audition' children to star in the next commercial and revive the jingle.

When asked about what draws her to marketing, Susie explained, "I've always loved advertising and marketing. I grew up watching a lot of commercials on tv after school. I memorized brand logos and jingles to the point that I could recite and draw them for fun or class projects. My favorite part about advertising and branding is how the right message at the right time can make an impact on how customers think and feel about our business. I have a huge appreciation for the services we provide because we really do help people through a tough time. As I learn more about the WOW Operating way, I am very excited for our Marketing team to further bring this amazing competitive advantage to life for both our customers and business partners.

I am looking forward to my year of 'firsts' as a new Boyd team member. We have a lot of great meetings, presentations, and events throughout the year and I can't wait to experience them."

Susie holds a Master of Business Administration degree from the University of Notre Dame and a Bachelor of Arts in



*Susie Frausto
VP of Marketing*

English and Journalism from the University of Wisconsin-Madison. She lives in Saint Charles with her husband Chris and their two children, Owen and Sam. She will be taking over as the head of the marketing department at the end of the year when longtime Chief Marketing Officer Kevin Comrie retires.

Kevin joined the Boyd Group in 1997 but actually started helping Boyd with advertising and marketing as far back as 1991. He was one of the original Boyd investors in 1990 and has enjoyed watching our growth from small regional player to one of the largest operators of collision repair facilities in North America. In fact, when he joined Boyd in 1997, the company's annual revenue was only \$16 million dollars. As he prepares to retire, our annual revenue has well surpassed \$1 billion annually, a remarkable accomplishment during his nearly 20 years



*Kevin Comrie
Chief Marketing Officer*

with the organization. Kevin has guided the creative strategy of both Boyd and Gerber for those 20 years and was instrumental in spearheading the well-known "Driving in my car, beep beep!" jingle in 2007 that has become synonymous with Gerber Collision & Glass in the US, as well as the "Bring It to Boyd" tag line that has been so successful for Boyd Autobody in Canada.

Kevin plans to spend his newfound free time traveling with his wife Sondee, mountain biking, and spending time with his granddaughter Sloan, but admits he will miss being a part of the team. When asked how he feels about this next step, Kevin offered a quote from A. A. Milne (by way of Winnie the Pooh): "How lucky I am to have something that makes saying goodbye so hard."

We all welcome Susie to our team with open arms... and we all wish Kevin a healthy, happy retirement. 



Gerber and Boyd Come Together to Support Employees in Need

By Simeen Kazmi, Advertising Manager

In August, southeast Louisiana experienced record-breaking rain that caused widespread and catastrophic flooding. President Obama declared a federal state of emergency for the region. The American Red Cross called the flooding the worst U.S. natural disaster since Hurricane Sandy.

The floods hit home for a number of Gerber team members. Devastating and, in many cases, uninsured losses to homes, vehicles, and personal property had our own people looking for support to provide basic necessities of clothing and shelter for their families.

Because of the profound impact on many of our own Gerber team members, Gerber and Boyd solicited donations from our employees which would go directly to support our team members in need. Boyd agreed to match up to \$10,000 of donations received.

Once the donations were tallied up, including the match from Boyd of \$10,000, we were able to make a donation of an incredible \$21,175 to support our employees who were hardest hit by the flooding.

Tim O'Day, President and CEO of Gerber, flew to Louisiana and met with these team members. "I am so proud of how the team members



in our company stepped up to help their fellow team members in need. We had nine people that lost their homes and I was able to personally hand each of them a check to help them get back on their feet. The emotions I saw ranged from a thankful handshake to some tears. There is no doubt we Wowed those in need with our generosity," said Tim.

One of the employees who was aided by the donation had this to say: "There simply aren't enough words to tell you how thankful we are."

Thanks to all those who donated so graciously to help our fellow employees and a big thanks to Boyd for the match of \$10,000!

Gerber Supports Wings of Mercy for the 17th Year

By Jeremy Overweg, Regional Vice President



Another Gerber Collision & Glass charity golf outing has come and gone. September 14th was a perfect 75 degrees. The Meadows on the campus of Grand Valley State University in Allendale, Michigan, was in great shape. The food was delicious and most importantly, the support from the community was outstanding.

What a blessing it is to be a part of a company that thinks outside of itself. Gerber Collision & Glass team members were able to raise

over \$17,000 dollars at this year's golf event to support fund fuel to provide flights for those in need of medical attention in the West Michigan area. The golf event also serves to introduce more people from the automotive community to Wings of Mercy and their mission and focus. With aviation fuel between \$5.00 and \$6.50 per gallon, it is 80% of the cost of each medical flight mission. The funds that are raised help offset these costs. Last year, Wings of Mercy had a record year of providing flights and we are excited to see how far our donation can go this year with this worthy cause.



Boyd Donating Miles of Smiles to Boys & Girls Clubs of Winnipeg

By Mark Gershkovich, Marketing Assistant



Boyd Autobody & Glass along with the Boys & Girls Clubs of Winnipeg have been running a much needed school supplies donation drive for the Boys and Girls Clubs of Winnipeg for three consecutive years.

This year, Winnipeggers were invited to drop off school supplies at any Boyd Autobody & Glass location from August 15 - September 26, 2016. These supplies went directly to students who may not have otherwise had the resources to purchase them.



“Miles of Smiles” Vehicle Donation

As part of the Boyd Miles of Smiles program, Boyd Autobody & Glass has partnered with Manitoba Public Insurance to provide vehicles to the Boys & Girls Clubs of Winnipeg. Manitoba Public Insurance generously donated damaged vans that were completely restored to pre-accident condition through the kind support of Boyd Autobody & Glass technicians and painters. These vehicles are crucial for transporting kids to and from various activities, helping to ensure their participation.



This year, our technicians and employees at the Pembina Highway shop in Winnipeg, Manitoba offered to restore the vehicle. Thank you to the following technicians for dedicating their time to this worthy cause and for restoring the vehicle this year: Jesse Anderson, Andrew Bourgeois, Roy Charran, Derek Herie, Michael Landiak

and Neshan Ramotar. Also, thank you to our vendor LKQ for your contributions as well!

The following vans were fully restored and presented to the Boys & Girls Clubs of Winnipeg:

- In 2014: a fully restored 2011 Dodge Grand Caravan SXT
- In 2015: a fully restored 2014 Chrysler Town & Country
- In 2016: a fully restored 2013 Dodge Grand Caravan will be presented (date to be determined)

We would like to thank all our technicians, painters, support staff and third-party suppliers for generously donating their time and materials to restore the vehicles for three years in a row. This endeavor would not be possible without you all!

“Boyd Autobody & Glass has helped the Boys and Girls Clubs of Winnipeg with two of our biggest needs. For the past three years running, Boyd has donated to us a newly rebuilt van. These three vans have allowed us to transport thousands of children and youth to programs that would otherwise not have been accessible to them. Boyd has also ran back to school supply drives in their Winnipeg stores which has eased the burden of buying supplies for many of the families we work with. Boyd Autobody & Glass have really supported the work we do in Winnipeg.”

– Ron Brown, President and CEO, Boys & Girls Clubs of Winnipeg

The Boys & Girls Clubs of Winnipeg operates 10 community-based clubs in areas across the city that need their services the most. By providing school supplies, they aim to provide the support and opportunities that these children may otherwise not have access to and help them to be mentally, and socially active. Last year, BGCW served 4,492 Club Members ranging in age from 6 - 18.

For over 35 years, the Boys & Girls Clubs of Winnipeg has been providing a safe and supportive place where children can overcome barriers, build positive relationships, experience new opportunities, and develop their confidence and personal skills. The Boys & Girls Clubs of Winnipeg reach out to 4,500 children and youth, with over 700 volunteers who donate time and skill to the organization.

The mission of the Boyd Miles of Smiles program is to enrich the communities in which we operate by providing support, both financial and otherwise, to charitable organizations that are committed to making a difference in the lives of those in need. It is a promise to our customers, employees, and suppliers that we are dedicated to building meaningful relationships as a productive member of the community. 

New Service Desk Rolling Out in Late October

By Thom Goodwin, Manager, Service Management

We're pleased to announce that we will be transitioning to a new service desk provider in late October.

The new service desk will be run by Presidio and will take calls for all locations that are not on thin clients, including Canada, Glass, GNCS, and PC-based US locations. As our thin client locations transition over to PCs, they will also begin calling the new service desk for support.

The new IT Service Desk will be available 24/7/365 for all technology-related issues and support. We'll also have new and much improved service levels. For example, when you send an email to the Service Desk for non-critical issues, you can expect a response within one hour. And if you phone in your issue, you'll get an agent within 60 seconds. Furthermore, you can expect to have many of your issues resolved on calls within 5-15 minutes.*

Since all business units will use the same Service Desk, everyone in the organization will have a consistent experience, and we can better identify common issues and eliminate them before they become YOUR problems. We're also adding a new layer of security to our network. That means we can block more virus attacks, malware, and phishing attempts.

We will begin communication to end users in the coming days and will continue to do so through launch time.

We're excited to provide you with this new enterprise-level service desk and are confident that we'll speed up support and eliminate issues, which helps keep everyone more productive. If you have any comments or questions, please direct them to Thom Goodwin at thom.goodwin@gerbercollision.com. 

Thank you for your attention.

**For the first 90 days, the team will be tweaking processes, so please be prepared for some issues to take a bit longer. And the more calls the agents get on specific issues, the better able they'll be to shrink the resolution times.*



Tornadoes in Kokomo, Indiana Impact Shop and Residents

By Jennifer Shepler, Trainer

On August 24, 2016 at 1:34 p.m., twelve tornadoes touched down in Kokomo, Indiana causing a reported \$43.8 million dollars in damage. Our team at the Gerber Collision - Kokomo location was impacted by this natural disaster. The force of the wind from the tornado that touched down less than a half mile away damaged the front doors at the shop. Several employees had minimal damage to their homes, but thankfully they and their families were all safe and no injuries resulted.

Lead by Market Manager Trampus Burke, the Kokomo team pitched in and came in Saturday and Sunday to assist local customers who suffered storm damage to their vehicles. The

front lot of the Kokomo location was packed both days with customers seeking assistance. They provided a true WOW experience to each storm victim who came looking for help. Several employees aided the community and their neighbors with clean-up and recovery efforts.

The Kokomo location has been busy with work since the tornadoes in August and has been WOWing customers each and every day by providing excellent customer service after this natural disaster. We could not be more proud of the leadership of Market Manager Trampus Burke and the Kokomo team for their efforts to help their fellow community members in their time of need. ■

Colorado Springs Hit With Hail

By Chuck Lee, Colorado Market Manager

Ranked behind only Texas in hail claims from 2013 to 2015, Colorado is no stranger to hail storms. But on July 28th, Colorado Springs was hit with a storm that even they weren't ready for.

The sixth worst storm in Colorado history brought golf ball to baseball sized hail that pounding the area for well over an hour. Initial reports show that it caused 51,300 auto claims and 33,200 property insurance claims totaling over \$350 million dollars in damage. These figures don't include commercial buildings, car dealers, and \$500,000 in damage at the Colorado Springs airport. Many Gerber employees were affected with damaged siding and roofs, broken windows and skylights in their homes, and pummeled vehicles.

The hardest hit Gerber location was Palmer Park. As we worked the morning after to restore power and phones and clean up the hail and water damage, the claims and vehicles started pouring in. Insurance companies were organizing catastrophe teams and tow trucks were lined up down the block bringing vehicles in with windshields. Back glasses, and sunroofs blown out. By the end of the first day there were somewhere near 100 vehicles on site.

Over the first full week multiple Gerber employees from across the market stepped up to assist and we couldn't have gotten through it without them—CSRs, Parts people, Estimators and GMs. Our managers were outstanding in sharing their resources. Five catastrophe teams



were working on site and at any given time 15-20 customers were being handled. Over 50% of the vehicles being processed were being deemed Total Losses, but there were unprecedented amounts of vehicles needing repairs with most estimates averaging \$6,000 to \$12,000. These were substantial repairs and we realized that the only way to service our customers and manage the WIP at Palmer Park was to start load-leveling vehicles.

After two weeks, we partnered with a local transport company and have been moving vehicles across the market 4 to 6 at a time on transporters -- even moving vehicles across the state to the Western Slope. During the first two weeks of September we expected to load level about two hundred thousand dollars worth of work just from this one location.

Given the amount of vehicles still needing repairs we expect that this storm will continue to supply the Market with substantial amounts of work for the next several months. ■

WAY to WOW!



Boyd Autobody & Glass – Calgary, AB

I would like to extend a huge thank you to Randy, Lance and the team of skilled technicians at Boyd. Your experience and professionalism surpassed anything I've experienced! Not only did my car look like new on the outside, but to my complete surprise the inside as well. In my opinion, you all went above and beyond the definition of customer service!! I would highly recommend Boyd Autobody & Glass to everyone!
- KAREN A

Gerber Collision & Glass – Burlington, WA

This was one of the best experiences that I've had as a customer, and certainly the best experience I've had in an auto repair setting. Chris at the Burlington location was friendly and personable and explained the process perfectly. I really appreciated that everything was explained in enough detail that I could be confident that I knew what was going on, but not over explained to the point that it was patronizing. The work was done quickly and they coordinated everything with my insurance company and the rental car company. I would certainly recommend this location.
- LORI S

Gerber Collision & Glass – Hammond, LA

This is the first time that I have used a corporate collision repair company to get my car repaired, and I was very pleased with my experience at Gerber Collision & Glass. They were very friendly and were willing to help. The manager even called me when my car was ready to explain the work that had been done. Their customer relationship management is absolutely outstanding for such a large company. I will definitely recommend Gerber to all my friends, family and colleagues in the future. - MACI B

Autoglassonly.com – Asheboro, NC

I first looked at Safelite and the price was absolutely ridiculous! In addition, they said it would take a week to come fix it. I found Auto Glass Only when I searched on the internet and was so happy! Auto Glass Only was \$100 dollars cheaper and came to me the next day. I'm a caretaker and they followed my directions to a T. The technician was very friendly and replaced my windshield very fast. He also gave me an upgraded window for the same price. My wallet is happy, my car is happy, and I'm happy. I will definitely always contact Auto Glass Only if I ever need anything again! - LOGAN W

Gerber Collision & Glass – Akron, OH

Absolutely love the staff at Gerber Collision! My husband and I have received the best care from them! Each person has been extremely knowledgeable and very helpful in their explanations to our questions. They have helped us in more ways than one! We will absolutely refer them to anyone who could use their services! Thank you Gerber and Dani for all that you do, your work is valued and appreciated! - AMANDA S

Team Member in the Spotlight



By Jennifer Pierce, Executive Administrative Assistant

We have all heard stories about Good Samaritans who “pay it forward” or engage in “random acts of kindness”; most of us have probably participated in good deeds ourselves here and there. The following email from an insurance customer of ours highlights the type of people who work for Glass America and why we take so much pride in them.

Amazing!!!! So proud of the people I work with.

Sheri Abell Vahlkamp

Account Manager

Glass America

“The Best In Auto Glass”

Mobile: 618-978-6324

Express Claim Form:

<http://www.glassusa.com/agents/agent-submissions/>

----- Forwarded message -----

From: “Emily Ledbetter” <emily.ledbetter@crawfordbutz.com>

Date: Aug 19, 2016 3:01 PM

Subject: Thanks!

To: “sheri.abell@glassusa.com” <sheri.abell@glassusa.com>

Sheri,

Happy Friday! Just a quick note... Today I was in the drive thru line at McDonald’s in Columbia, IL. A gentleman ahead of me in a Glass America service van paid for my lunch. He was gone before I could catch his license/truck number. It made my day and was much appreciated. It is small things like this and the service that you provide our office with, that makes me continue to refer business to Glass America.

Thanks so much for all you do for us and our clients,

Emily

Emily Ledbetter

Crawford Butz Insurance Agency

618.281.9200

Emily.ledbetter@crawfordbutz.com



Jason Foster
St. Louis Missouri

The technician mentioned in this email is Jason Foster of St. Louis Missouri. I had the pleasure of speaking with him and asked if he did this kind of thing often. He said, “Once in a while.” I asked him why he did it that day and he said, “Sometimes if I’m not having the best day, I’ll do that. I think maybe the person in the car in back of me isn’t having a great day either.” I said “But you drive away so how do you know.” He said, “I can see them smiling in my rear view mirror and it makes my day better too.” How great is that?

Jason, you are a terrific human being and an asset to all of us at Glass America!