

## Boyd Group Boot Camp Goes International

By R.J. Gerber, Marketing Communications Manager



Participants and instructors gather following the first Boyd Group Boot Camp attended by both Canadian and U.S. team members in July at the Elmhurst, Illinois, corporate office

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The Boyd Group emphasizes training and developing its team members so they can reach their potential in a quest to “WOW Every Customer and Be the Best.” Training that contributes to our mission is the Boyd Group Boot Camp.

**Bill Burke**, Director of Learning and Development, leads this weeklong program that he introduced to Boyd Group in September 2017.

“The Boyd Group Boot Camp is our foundational learning experience for General Managers. In addition to introducing learners to many of the corporate departments and their functions, participants also learn valuable management and leadership skills to help them address some of our most serious challenges,” Burke said. “These include retention of staff, improving process execution, and ensuring quality repairs. It’s a natural springboard to our other Management Development Programs.”

*“Seriously the most fun you will ever have at the corporate office is during Boot Camp! Such a great company to be a part of. Fantastic leadership. Thanks for the opportunity to be part of the Boot Camp.”*

*Darian Kelsch,  
General Manager, Utah*

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## Boyd Autobody Expands on Vancouver Island

By R.J. Gerber, Marketing Communications Manager

**K**ris Kowalko's summer included plenty of roadtrips. Not for vacation, but to integrate Boyd Autobody & Glass's newest acquisition in Nanaimo, British Columbia.

Kowalko, the Area Manager for Vancouver Island, handled General Manager duties for the shop, located at 624 Comox Road in Nanaimo, a city of approximately 100,000 people which is about 110 km northwest of Victoria, and 55 km west of Vancouver.

The shop previously operated under the name Stone Brothers and served the area since 1980. The acquisition gives Boyd a fifth

location on Vancouver Island and provides better geographical coverage of the island as we continue to grow into neighboring towns such as Duncan, Ladysmith and Courtenay.

"This is a centrally located shop and a great acquisition for us as a company," said Kowalko, who began his Boyd career 15 years ago as a Detailer. "It was the next logical move for us."

The Nanaimo shop is about 7,000 square feet including the front office and the seven team members who worked there previously stayed on and took to the Boyd processes under the management of Kowalko.

"The staff has been great," Kowalko said recently while making the drive between shops. "They've really taken to the WOW Operating Way training and how Boyd does things. They're learning our efficiencies. It's been a real positive experience."

Kowalko lauded team members in the other four shops on the island, located in Victoria (2), Saanichton and Sidney, for their continued professionalism.

"Because those shops are so prosperous and successful is the reason we're able to grow," he said.



New Boyd Autobody team members (from left) Phillip Laffin, Cody Ridgeway, Tina Smith, Kevin Galavan, Mark Montgomery, Scott Van der Sluys, Scott Harvie at the Nanaimo location in Vancouver Island, British Columbia



# Assured Partners with “Pinball” Clemons to Make a Difference

By Carl Jr., Assured Marketing



Mike “Pinball” Clemons (right) with Des Browne, Assured Director of Insurance Relations

**A**ssured Automotive is proud to support the Michael “Pinball” Clemons Foundation, which impacts several charitable initiatives in the Greater Toronto Area and surrounding communities.

Assured has worked with the Clemons Foundation since 2004 through events, sponsorships and donations to fund its ongoing quest to “quicken academic excellence, infuse depth of character, promote health and vitality, and inspire generosity in our youth.” Assured is honored to help contribute to this organization because it impacts local neighbors and surrounding communities.

“Pinball” Clemons is a Canadian Football Hall of Famer and Toronto Argonauts legend who holds several team receiving records. He went on to lead the team as head coach and has become a prominent Canadian philanthropist. As described on the Argonauts team site, “It is difficult to find a more popular name in team history than Michael Clemons... Known for a personality that is as electric as his style of play on the field, Clemons redefines the meaning of community involvement and

has been recognized by many organizations for his tireless work with charities, schools and other community groups.” Many Boyd Group team members benefited from “Pinball’s” energetic message to make a difference when he spoke at our 2017 leadership conference.

Assured supports the Clemons Foundation’s philosophy of: “A hand up is better than a handout.” There is an annual golf tournament, a headline event which supports the charity – all funds go towards the many local and international initiatives.

Over the years our partnership has helped send more than 3,200 kids to summer camp, supported 200 youth mentoring programs and awarded 176 educational scholarships to those in need. “Pinball” is a car guy as well! This October he is scheduled to hold his annual Car Rally and Scavenger Cup, an event that has raised more than \$19 million to date. Assured is honored to have such a longstanding relationship with “Pinball” and his foundation.

(<https://www.pinballfoundation.ca/>)



# Glass America Celebrates 5-Year Anniversary

By Jenn Pierce, Glass America Executive Administrative Assistant

“The Best in Auto Glass” celebrated its fifth anniversary as a Boyd Group company on June 1 and recognized our talented Technicians at the same time.

The Glass America company-wide celebration June 1 included Techs receiving certificates for their outstanding contributions during a record-setting first quarter of 2018, while other team members marked the occasion with celebrations from New York to Nevada. A special thank-you goes out to Accounts Receivable Manager **Carole Laster**, who organized lunches, treats, decorations, gifts, thank-you cards and more for the celebration.

Reaching this milestone anniversary says a great deal about the persistence and dedication of the Glass America team. Way to go!



Technician Casey Rose strikes a celebration pose in Baton Rouge, Louisiana



Kathy Stone celebrating with her award-winning Technicians in Endwell, New York



Technicians Clyde Walker and Harry Rost III celebrate in New Orleans



Technician Andres Cardoza Guzman in Fort Myers, Florida



Congratulations to David Garcia, Chris Sliger, David Kirk and Eural Littlejohn. Certificates presented by Frank Doran in San Antonio

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## Boot Camp Goes International

*"In the past two weeks our communication throughout the shop has improved, our repair plans have improved, and our customer service has improved. I learned so much in the short week we all had together and gained so much confidence in The Boyd Group / Gerber Collision & Glass. Thank you so much for allowing me to attend the Boot Camp. It has benefited me to a great extent."*

*Christina Delao,  
Office Manager, Illinois*

Boot Camp attendees, nominated by their Regional Vice Presidents to participate, work in table teams under the direction of a Market Manager table coach. The participants hear from leaders in our company and then seek to apply the learning to their own situation in their table groups.

Leaders from operations, training, human resources, information technology, finance, marketing, procurement and sales lead discussions in their areas of expertise. Attendees also take part in exercises to learn more about themselves and how to become better leaders.

The most recent Boot Camp, held in July at the U.S. corporate office in Elmhurst, Illinois, included team members from Boyd Autobody Canada for the first time.

"Our Canadian team members participated well, contributed to discussions, and built a great sense of camaraderie with their Gerber counterparts," Burke noted.

*"Great job everyone. On behalf of the Canadian contingent, I wanted to express our gratitude and thanks to our cousins from the south. Hopefully we can return the favour to some of you in the not too distant future."*

*John Irvine,  
Market Manager, Alberta*

They showed their solidarity during the morning huddle on the final day of the program. According to Burke: "After being polite guests for three days when the name Gerber was the answer for the cheer, they'd seen enough. So on Friday morning, for the last cheer of the Boot Camp, Americans and Canadians decided, as a result of their learning together all week, that we aren't Gerber or Boyd. We are one company."

That's how they responded during the cheer: Replying "We are one company" when asked, "Who are we?"

At the conclusion of each Boot Camp, learners vote for the attendee who best models the spirit "I'll Make It" by working hard, actively participating in learning processes and being a contributing member of their team. That learner receives the Chitwood Award, named for the star player in the movie "Hoosiers."

"I am eternally grateful to have been an

*"Thank you so very much for the opportunity to learn with a great team!! To say I enjoyed it would be an understatement, I loved every moment of it. Bill and his team of trainers are awesome. They do inspire you to be the best!!"*

*Julie Jeffers,  
General Manager, St. Albert*

*"I enjoyed the class. It was motivational, inspirational and above all educational. I walked away feeling informed and have a better understanding of my job and my specific personality traits. I am excited and proud to be with Gerber and look forward to future opportunities to learn. Thanks for keeping the class FUN!"*

*Rob Petrozza,  
General Manager, Pennsylvania*

attendee of our inaugural Boot Camp," said Chitwood Award winner **Jordan McBride**, a Process Trainer from Indiana. "The leaders of our organization do not get near enough credit for the knowledge, wisdom and innovation they bring. The insight and experiences from attending GMs and coaches was equally valuable."

Four Boot Camps have been held with approximately 30 learners per session. More are coming soon, including the session scheduled for October 22-26 later this year.

### Jimmy Chitwood Award Winners:

Jordan McBride, *Process Trainer, Indiana*  
G.T. Farley, *General Manager, Washington*  
Tabatha Alfano, *General Manager, North Carolina*  
Danelle Corey, *General Manager, Florida*



*Boot Camp attendees collaborate during the July training session at the corporate office in Elmhurst, Illinois*

## Scanning Program Launches throughout Boyd Group

*By R.J. Gerber, Marketing Communications Manager*

**A**s technology in vehicles becomes increasingly advanced, our shops must adapt in a quest to repair cars properly and efficiently. Boyd Group is proactively addressing these emerging needs by implementing a Diagnostic Scanning Program.

**Rex Dunn**, Vice President - Continuous Improvement, has spearheaded the Scanning Program. Following meticulous research on the subject, Dunn has been traveling for months to deliver training to Boyd Group team members. According to Dunn, the pre- and post-repair scan program exists “to elevate the quality and accuracy of our collision repairs.”

The Boyd Group Scanning Program was developed to integrate into our WOW Operating Process. Our shops will have the ability to diagnose every vehicle we repair using affordable tools and a workflow that provides ease of use, speed and OEM-level accuracy.

This directly relates to our mission to WOW Every Single Customer and Be the Best!

During the research portion of this program, the Boyd team conducted pre- and post-repair scans on 822 vehicles. Eighty-one percent of those cars had at least one Diagnostic Trouble Code (DTC) and 67 percent at least one accident-related fault code.

The team further found that 83 percent of all vehicles with a DTC had no dash light indicating a system failure, clearly indicating a pre-scan need to diagnose repair needs.

Boyd is making a multi-million dollar investment in this program and is partnering with AsTech, a leading automotive industry service provider for vehicle electronics. The 1,000th scan since the program began was completed on August 15. The scanning program is expected to be in every company location by year end. 



*The Boyd Scanning Program in action*



*Rex Dunn, VP - Continuous Improvement (left), trains team members on the scanning program*

# WAY to WOW!

## **Autoglassonly.com – Ghent, NY**

**T**he glass repairman called just before he arrived and he was perfectly on time for the appointment. He was very friendly and went right to work. The windshield was replaced quickly and the quality of his work was excellent. VERY HAPPY WITH THIS COMPANY! - ANN F

## **Gerber Collision & Glass – St. Augustine, FL**

**N**ot only did they do excellent work but the folks I dealt with (Jessie & Anthony) were very helpful and pleasant. Would not hesitate to recommend them. The national lifetime guarantee Jessie made me aware of made it a no-brainer to use Gerber. - PETE M

## **Assured Automotive – Burlington, ON**

**H**ad my car's bumper replaced at the Burlington location. Phil and crew did a phenomenal job - I could not be happier with the final product! Looks brand new. Fantastic customer service. Thank you for fixing 'er up! - JENNIFER T

## **Boyd Autobody & Glass – Burnaby, BC**

**A**n amazing job from start to finish from an amazing team. Kevin went above and beyond to keep me informed of where the repairs were sitting. So thankful I was referred to this Boyd Autobody! If I could rate this a 10 a few times over would not be enough thanks! Great job on returning my truck better than new - SONYA O

# Nominate a WOW Star!

*By P.J. Ruiter, Vice President and Chief Human Resources Officer*

**W**e're excited to announce that we are now accepting nominations for our 2018 WOW Star program!

The Boyd WOW Star Employee Recognition Program was created in 2011 to recognize and reward employees who have made it their mission to "WOW Every Customer...and Be the Best!" Each and every one of us has an important role to play in our organization and incorporating the WOW philosophy into our daily responsibilities is key to our company's success.

The Boyd WOW Star Employee Recognition Program is our way of recognizing and thanking you for WOWing your customers and teammates by providing exceptional service, excelling at your job, and going "above and beyond" in your duties each and every day. In summary, it recognizes those teammates that are "All In" in delivering our mission and goal.

We are very excited about our 2018 Program,

and we think you'll share our excitement! 2018's Program will offer two important changes. First, team members from Assured Automotive will be able to earn WOW Star recognition. Second, we will select one outstanding Mentor from our U.S. Technician Development Program as a President's Club WOW Star.

### **Boyd WOW Star Ambassador's Club Travel Award**

Up to three employees who have won the President's Club award in the past two years and their guests will join us at an all-inclusive beachfront resort in Mexico in early 2019! These employees will also join us in Arizona in February 2019 for our WOW Star Gala event!

### **Boyd WOW Star President's Club**

Eleven employees and their guests (including one mentor winner) will join us at an all-inclusive beachfront resort in Mexico in early 2019! These employees will also join us in Arizona in February 2019 for our

WOW Star Gala event and receive a Boyd WOW Star jacket!

### **Boyd WOW Star Gold Award**

Ten additional employees and their guests will join us in Arizona for our WOW Star Gala event in February 2019 and receive a special award and a Boyd WOW Star jacket!

### **Boyd WOW Star Silver Award**

Fifteen employees will receive a special award and a Boyd WOW Star jacket!

### **Boyd WOW Star Shop Award**

Thirty shops (Twenty U.S. & 10 Canadian) that receive the highest annual net promoter scores will receive a plaque recognizing this achievement and will celebrate with a staff lunch!

*Full details about our WOW Star Program are contained in our 2018 Program Guide, which can be found on our company intranet, Boyd Wownet.*





## NEWS & NOTES

### GERBER SETS RECORD IN PEANUT BUTTER RALLY

Gerber Collision & Glass locations in Illinois and Northwest Indiana made a record donation to the Rock River Valley Pantry, providing the equivalent of 16,837 jars of peanut butter during the annual Peanut Butter Rally.

This marked the 11th year Gerber has taken part in the initiative. Because 1 out of 5 Winnebago County children are living in poverty, and most rely on the public school lunch program, there is a risk of children being food insecure during the summer months. The Rally benefits those children. The Rock River Valley Pantry, along with Gerber, has played a large role in supplying those lunches.

Gerber Collision & Glass hosted a Peanut Butter Rally at locations in Loves Park and Rockford (Illinois).

“We’re proud of the ongoing support and generosity showed by our teams in Illinois and Indiana,” said **Jim Maliszewski**, Director - Program Management & Centralized Support for Gerber. “They continue to recognize the important role of the Rock River Valley Pantry and demonstrate their willingness to assist within the communities we serve.”

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### GERBER OF CENTRAL INDIANA ACES ANOTHER DONATION

Gerber Collision & Glass sponsored and co-hosted the 14th annual Swing for a Cure golf tournament alongside the YWCA Greater Lafayette, Indiana, on June 15. Partners and the community donated \$25,665 during the event. Approximately \$20,000 will go directly to the YWCA Women’s Cancer Program. Gerber has raised donations of nearly \$75,000 over the last three years for the cause.

This donation helps the YWCA assist uninsured and under-insured women obtain prevention, diagnosis and treatment aid across 42 counties of Central Indiana. Gerber is proud to be a partner with the YWCA, as well as a positive contributor in the fight against cancer in Central Indiana!



From left to right: Allison Beggs, Executive Director, YWCA, Jordan McBride, Process Trainer, Gerber Collision & Glass, and David Huhnke, President, Board of Directors, YWCA

DO YOU HAVE SOMETHING FOR NEWS AND NOTES? EMAIL [RJ.GERBER@BOYDGROUP.COM](mailto:RJ.GERBER@BOYDGROUP.COM)