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Technician Development Program Launches

Creating the Next Generation of Body Technicians

By R.J. Gerber, Marketing Communications Manager



Taking part in the Colorado TDP mentor training are: (from back, left to right) Ben Nixon, Sean Langrehr, Jake Speichinger, Val Pshichenko, Brice Berentis, Yuri Pshichenko and Sam Miller. Ivan Albright (left in front) and Jeff Chillemi

Finding and keeping quality body technicians is one of the most difficult challenges in the collision repair industry. Boyd Group has addressed this issue head on with the creation of our Technician Development Program.

The Technician Development Program, otherwise known as TDP, managed by Gerber Collision & Glass team member **Ivan Albright**, launched this year in the U.S. and is tasked with annually developing 100-plus technicians. Albright is a journey level technician who's mentored trainees since 1994.

"The TDP creates the bridge from a student to a technician," said Albright. "Internally training entry-level technicians has statistically shown that once graduated they have a longer tenure with the company. This program will create lucrative career opportunities for many in the collision repair industry."

The TDP rolled out in three states through May with 27 shops and 32 mentors who provide both training and guidance to

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





Teamwork at its Finest

Loves Park Shop Rallies Around Fallen Mate in Time of Need

By R.J. Gerber, Marketing Communications Manager



Mark Johnston (center) with the first responders who came to his aid after a health emergency took place at work

“We value and respect each other and we work hard together...” part of the Values of the Boyd Group.

Those words certainly rang true during the events of March 19 at the Gerber Collision & Glass location in Loves Park, Illinois. Estimator **Mark Johnston** collapsed without warning that afternoon, struck by what he was informed later was a “sudden cardiac death.”

“My heart stopped beating,” said Mark, 55. “It came totally out of the blue.”

Fortunately, Johnston’s teammates at Gerber acted quickly. **Zaynitdin Zhushkunov**, a Technician known as “Zee,” came to the aid of Johnston. Painter **Bryan Klamán** and Detailer **Blake Andrus** began performing CPR. A call was placed to 911.

“That was a lot of teamwork performed there,” Mark said.

“My wife went to school for medical assistance, so I helped with the CPR,” said Zee. “I was pretty proud of everybody who did what they did.”

The police arrived followed by Emergency Medical Technicians.

“They had a difficult time stabilizing me,” said Mark, a 10-year Gerber team member who was in his third month as an Estimator after working as Parts and Production Manager. “Having everyone there made it so I was able to survive. I’m grateful I don’t remember any of it. I was a bystander. This isn’t about me. It’s about all of them.”

Johnston spent six days in a hospital, regaining consciousness after about 48 hours. At times, his prognosis didn’t look good.

“Our Shop Manager (**Mike Lower**) called my wife **Gloria Lynn** and told her to get the family together at the hospital,” Mark said.

He pulled through and is thankful for his Gerber teammates who did their best until first responders arrived. Johnston felt well enough to award medals to the police, EMTs and others at a special ceremony held April 9 at a Loves Park city council meeting.

“I haven’t allowed the gravity of it to kick in yet,” said Mark, who has returned to work at the Loves Park shop. “My attitude on all of this is that those who helped me were recognized. Without everyone doing what they did at the beginning I wouldn’t have made it.”

His teammates welcomed his return.

“It’s like the old Mark is back,” said Zee.



Loves Park Gerber team members (from left to right) Bryan Klamán, Blake Andrus, Tom Fenelon, Zaynitdin “Zee” Zhushkunov, Mike Lower



Boyd, Simon Score Together

BC Advertising Connects with Hall of Fame Receiver

By R.J. Gerber, Marketing Communications Manager



Canadian Football Hall of Famer Geroy Simon

Boyd Autobody & Glass is partnering with Canadian Football Hall of Famer **Geroy Simon** to promote locations in the British Columbia region in what's expected to be a win for all involved.

Simon, who was inducted into the Hall of Fame in 2017, played 15 Canadian Football League seasons and was named Most Outstanding Player in 2006 as a receiver. He played 12 years with the BC Lions and won three Grey Cup championships during his career, two with BC and one with Saskatchewan. A former Winnipeg Blue Bomber, Simon is the all-time CFL leader in receiving yardage.

Ads with Simon will rotate in upcoming Boyd Autobody & Glass radio spots and billboard advertising in the British Columbia area. He will also make appearances at Boyd events and promote our partnership on social media. In exchange, Boyd has agreed to make a donation to Simon's Game Ready Elite 7 on 7 Fitness organization.

Simon, from Johnstown, Pennsylvania, also works as the BC Lions Director, Canadian Scouting & CFL Draft Coordinator. "A partnership with Boyd is great for both parties as it allows Boyd to expand its reach throughout the sports community," said Simon. "The partnership

benefits my organization's athletes to pursue their dreams of playing sports at the highest level."

Rishi Bakshi, Regional Development & Market Manager - BC Operations, collaborated with Simon and **Simeen Kazmi**, Boyd Group Advertising Manager, to create the partnership program.

"I've had the pleasure of knowing Geroy for many years and it's exciting to have him join us as a brand ambassador. We are looking forward to teaming up and not only creating a buzz for Boyd clients and staff, but hopefully exposing our industry and brand to many young athletes looking for a pathway in the future outside of football. The auto collision trade can be a great career, but we need the right exposure to the right individuals in the right form," Rishi said.

The participants in Simon's program are talented athletes who also benefit from off-field programs. The facility provides football training and academic support with volunteers who offer mentoring and tutoring. Boyd is working to introduce a trade program for collision repair/painting at the facility.



Assured Celebrates Growth, Success, Friendship

Annual Spring Fling Gala Recognizes Employees

By Carl Jr., Assured Automotive

From Ottawa to Sudbury, spanning all the way to Windsor, the Assured Automotive network converged upon the Toronto Congress Centre to celebrate our growth, success and friendship during the fourth annual Spring Fling gala. Given the growth Assured has experienced over the last year, we had to move this event to a new venue, with over 900 people in attendance.

During the awards portion of the evening, for the first time ever, two individuals earned the "Employee of the Year Award": **Cara Strong**, a Dealer Representative at the Myers VW in the Ottawa region, and **John Mansueto**, one of a handful of Mechanical in-house Techs Assured has, working out of our Mississauga North facility, were honored.

Six other store awards were handed out paying

tribute to excellence in various categories; for Customer Service – **Concordia West**, Sales – **Ajax**, Touch Time – **Frank & Guy Bank Street**, Net Profit – **Downtown**, Operational Excellence – **Concordia West** and **Allards** was the Store of the Year. Twenty-nine individuals were recognized for being part of our team for 10 years, joining others who have received the Decade of Excellence Award.



Assured Co-Employee of the Year Cara Strong with the Senior Leadership Team



Co-Employee of the Year John Mansueto (right) with Assured CEO Des D'Silva



Congratulations to Allards team members for being named Assured's Store of the Year!

Glass America Shatters 1st-Quarter Records

Team Effort Leads to 90-plus Net Promoter Score

By Jenn Pierce, Executive Administrative Assistant

Glass America closed the finest first quarter in the history of our company, ending in March. A hearty congratulations and job well done goes out to all the team members involved in this success. There are a great many to thank!

Our motivated Sales Force did what it had to do to make the phones ring from one coast to the other. Those jobs were captured and scheduled by dedicated Inside Sales Representatives, then dispatched to the Operations Teams.

The Technicians truly stepped up to make sure the volume of jobs were not only done, but performed to the customers' satisfaction more than 90 percent of the time, according to our Net Promoter

Score. Technicians are, most often, the face of Glass America. They are the team members who make personal contact with our customers. The impression they make and the quality of the job they perform is critical to our continued success.

Looking at the sheer number of work orders that came in, over 9 percent more than prior year, our Technicians were outstanding in their efforts to provide "The Best in Auto Glass."

Thank you Techs for your dedication, commitment to our mission, and the tremendous work ethic you displayed to make this our best quarter in history. You "WOWed" us all and we are proud to call you our teammates!

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Technician Development Program Launches



Ivan Albright

the technicians of tomorrow. This 18-month program is a commitment between Gerber and technician trainees that promises a career upon completion.

Albright built the program under the direction of Vice President - Continuous Improvement **Rex Dunn**. The program focuses on strict recruiting and hiring guidelines in order to attract the best students. Establishing strong relationships is a key to the TDP, which measures skills and competencies in three, six-month stages prior to graduation.

Trainees are educated on everything from tearing down a vehicle to structural welding. They learn the basics from nut and bolt identification to aligning vehicle frames with digital measuring. They will be trained and welding certified in silicon brazing, aluminum, steel

structural and rivet bonding. Combined with the day-to-day hands-on practice, they will also be attending 42 I-CAR classes during the 18-month program.

Trainees who honor their commitments receive a full set of tools and a position with the company as part of their completion of the TDP. Mentors achieve the satisfaction of knowing they're making a contribution to the future of collision repair and enhance their earnings. Boyd Group wins in that we teach the WOW Operating Way from the start and develop our own techs. The plan is to incorporate the TDP into Canada in the future.



Mentoring is a huge component of the Technician Development Program



Tesla Authorized: Gerber Shops Leading Way

By R.J. Gerber, Marketing Communications Manager

Forward thinking is a must in the ever-evolving collision repair industry. That's why a group of Gerber shops have taken initiative to become Tesla authorized repair centers.

In addition to our three recently acquired locations in Dallas, Texas (formerly Earth Collision Center), Gerber locations in Englewood, Colorado, Estero, Florida, Jacksonville, Florida, Skokie, Illinois and Portland, Oregon, are now members of the Tesla Authorized Body Shop Program and the Tesla Approved Body Shop Network.

"This is definitely great for our business, to be able to service a premium brand like Tesla in a large metro area is huge," said **Rick Hiselman**, Market Manager for Chicago/City in Illinois. Having previously been selected as the market's designated aluminum facility, Skokie became the ideal fit for this project. The centralized location, the staff's desire to participate and its large size made this site an easy choice. The Skokie team became certified April 2.

The Body Technician team includes **Jorge Martinez** and Production Manager **John Shippers**, who are both eager to work on the latest trends in repair.

"To be able to start a program here like Tesla is groundbreaking for us," said **Cindy Molina**, Skokie General Manager. "And we look forward to certifying soon in several other OE brands including

Honda, Ford, Nissan and Chrysler/Fiat."

Skokie is one of five repair shops in Chicagoland that is certified in structural repairs for Tesla. Hiselman said the Skokie location owes a huge thanks to some of the newest members of the Gerber family, from our Dallas, Texas, locations.

"They've really helped us a ton from marketing strategy, technical support and have participated in Google hangout sessions to help on estimatics," Hiselman said of Estimator **Robert Sierra** and Performance Manager **Will Kitchens** from Dallas.

So what goes into becoming Tesla certified? The first step is for each location to become certified and outfitted for aluminum repair. Besides a capital equipment investment, each facility has to put two Technicians through Tesla's training program. The modules combined with testing takes about 70 to 80 hours to complete.

Look for more Gerber locations to become certified in the near future. If you have a Tesla repair facility opening in your market, we encourage you to reach out to other shops for advice. For example, newly certified shops can route Tesla owners to those centers either directly or through load leveling. Don't hesitate to contact those locations for specifics on handling a potential Tesla customer.



Gerber Body Technician Jorge Martinez at the Skokie, Illinois, location with a Tesla

Gerber Tesla Factory Authorized Facilities

- 6750 S Dawson Circle, Englewood, Colorado
- 10491 Corkscrew Commons Dr, Estero, Florida
- 1340 Cassat Ave, Jacksonville, Florida
- 8250 N Skokie Blvd, Skokie, Illinois
- 2227 SE 7th Ave, Portland, Oregon
- 3216 Kellway Dr, Carrollton, Texas
- 8730 King George Dr, Dallas, Texas
- 5912 Stone Creek Dr #130, The Colony, Texas

(Through May 2018)

WAY to WOW!



Referral Rewards Program

Do you know someone who can “WOW Every Customer” and can help all of us to “Be the Best”?

Helping us to recruit valuable new members to our team helps to ensure success for all of us and puts extra money in your pocket!

If you refer a qualifying candidate to us and we hire that person, we'll reward you for your efforts. Make as many referrals as possible to increase your chance of earning referral bucks!

To learn more or make a referral, please contact the following:

Boyd Corporate
hr@boydgroup.com

Gerber Collision & Glass
gerbercollision.com/refer

Boyd Autobody
boydautobody.com/refer

Assured Automotive
David Raposo (647) 293-9013 or
draposo@assuredauto.ca

Keith D'Silva (416) 616-5304 or
kdsilva@assuredauto.ca

Glass America/GNCS
Chris Leon (847) 652-2579 or
chris.leon@glassusa.com

Boyd Autobody & Glass – Winnipeg, MB

I can't say enough about how satisfied I am with the fast, friendly, professional service I received at Boyd on Regent. Miguel was exceptionally friendly and courteous. He explained the details and process my car would go through upon repair. Explained the warranty in detail. He took the time! That's very important to me. He offered me a courtesy car to use while he worked on my car. That too is extremely important. When I picked up my car he had washed it and detailed the interior. His support staff was also extremely polite and patient at answering all my questions. Miguel treated his staff with respect and appreciation! The office was clean and in order. Thanks Miguel and your staff! Keep up the great work and services you offer. I would recommend Boyd on Regent to anyone! And should I ever need services of this type again, I have made sure to add to speed dial in my phone! - DANIELLE

Assured – Myers Volkswagen, Kanata, ON


I just picked up my 2013 Hyundai Santa Fe following insurance repairs done through Assured @ Myers Volkswagen. Just wanted to pass along my feedback that the experience working with Cara and the work done by the body shop was fantastic. Cara's guidance and support working with me and helping to coordinate with insurance and rental car companies turned a very frustrating hit-and-run situation into something that was a second-to-none customer service experience. The work on the vehicle met my high expectations in terms of quality and thoroughness as well. Great work by Assured. I wouldn't hesitate to go back again and would definitely recommend to others. Thanks for everything! - STEVE S

Gerber Collision & Glass – Holly Springs, NC

This is my second time in six months to have auto body work completed on my car. Both times the staff at Gerber has exceeded my expectations in terms of customer service, professionalism, honesty and accommodating requests and timeline. I have and will continue to highly recommend their shop to friends and neighbors. - MELISSA B

Autoglassonly.com – Gainesville, FL

I am VERY satisfied with the price, service, and convenience of AutoGlassOnly.com. I would definitely recommend it to family and friends! My windshield is flawless! - SUZANNE

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NEWS & NOTES

GERBER ENTERS TEXAS MARKET

Gerber Collision & Glass entered its 22nd state when it acquired three shops in the Dallas, Texas, area in late February.

Gerber acquired locations previously known as Earth Collision Center in the cities of Carrollton, Dallas and The Colony. **Brad Hansing** (Market Manager) and **Will Kitchens** (Performance Manager) joined Gerber during the acquisitions, bringing a combined three-plus decades of experience in the industry. Texas is included in the Southwest Region under the leadership of Regional Vice President **Tom Csekme**.

O'DAY NAMED CHAIR OF I-CAR BOARD OF DIRECTORS

Boyd Group President and Chief Operating Officer **Tim O'Day** has been named chairman of the I-CAR International Board of Directors. O'Day chairs the board which sets the overall strategic direction for I-CAR while assisting with obtaining resources in support of the I-CAR mission.

"I-CAR is a critical component that enables our industry to properly repair vehicles. As we look to the future, we know responding to the changing market faster is becoming critical," said O'Day. "The changes are only going to accelerate, meaning I-CAR must work even harder to ensure that our industry has the information, knowledge and skills required to perform complete, safe and quality repairs. The I-CAR Board of Directors remains committed to sustaining that vision."

CAPE CORAL SHOP RECOGNIZED FOR STELLAR SERVICE

The Gerber location in Cape Coral, Florida, was recognized for achieving extraordinary customer satisfaction ratings, earning an AutocheX Premier Achiever Award. The honor is awarded not only for customer satisfaction, but for promoting a genuine spirit of customer service.

Cape Coral, located at 1403 SE 10th St., is one of 170 Premier Achiever Award winners among a field of 50,000 shops in North America. The Market Manager is **Matt Corbett** and the GM is **Linda Binker**. All shops affiliated with an AutocheX program that participate in the Premier Achiever Award program are eligible.

SUGGESTED READING FOR BOYD GROUP TEAM MEMBERS

Want to be on the same page as leadership? Read what they're reading:

- "All In: How the Best Managers Create a Culture of Belief and Drive Big Results" by Adrian Gostick and Chester Elton
- "It's Your Ship: Management Techniques from the Best Damn Ship in the Navy" by Captain D. Michael Abrashoff
- "Make Your Bed: Little Things That Can Change Your Life. And Maybe the World" by Admiral William H. McRaven

LOOKING FOR A PAST ISSUE OF WOW NEWS OR INTERESTED IN A SPANISH VERSION?
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