



Education & Training Committee

April 12, 2007

Atlanta, GA



Committee Members

- Russell Thrall III, Chair
I-CAR Education
Foundation/CollisionWeek
- Gene Lopez, Vice Chair
Seidner's Collision Centers
- Gene Hamilton
Sport & Imports Collision
- Lillian Maimone
Marco's Auto Body
- Boyd Dingman
Dingman's Collision Center
- Elaine Neiderhaus
Marco's Auto Body
- Ron Ray
I-CAR Education Foundation
- Bob Keith
CARSTAR
- Rick Tuuri
Audatex
- Mike Lloyd
California Casualty
- Lee Petersen
Chief Training
- Erik Larum
Car Bench
- Ron Reichen
Precision Body & Paint
- Fred Iantorno
CIECA
- Joe Hayes
Genesis Management Group
- Tony Molla
ASE

Mission



- To present timely and meaningful programs that address the education and training issues identified by the Collision Industry Conference concerning:
 - ◆ The industry's recruitment, training and overall education needs
 - ◆ The availability and need for training and education for front office staff
 - ◆ The challenge posed by the demographics of an aging workforce and the challenges of the newest generation entering the workforce "The Millennials"
 - ◆ The need for increased awareness of training opportunities across all segments



Issues & Presentation Topics

- Front-office staff training
 - ◆ Best practices/process
 - ◆ Technical training
 - ◆ Estimating & Claims Handling Systems



Issues & Presentation Topics

- Recruiting and Entry-level support at the local level
 - ◆ Successes/challenges (1st person)
 - ◆ Roadmap to improvement



Issues & Presentation Topics

- The Next Generation (Millennials)
 - ◆ How do they differ from previous generations?
 - ◆ What can we do to make the industry attractive and rewarding to this audience?



Issues & Presentation Topics

- Redesigning the production process to leverage entry-level employees
 - ◆ What steps must repair facilities make to maximize their investment in new, entry-level employees



Issues & Presentation Topics

- Reaching out to career choice influencers
 - ◆ Guidance counselors
 - ◆ Parents
 - ◆ Teachers
 - ◆ Peers



Issues & Presentation Topics

- National Support for Local Efforts
 - ◆ ASE/NATEF
 - ◆ AYES
 - ◆ I-CAR & I-CAR Education Foundation
- Mentoring Programs