

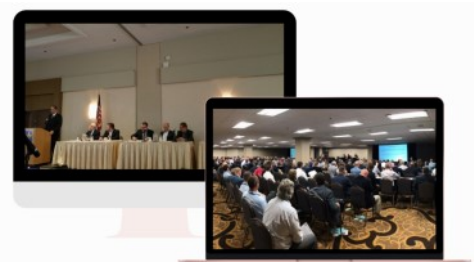


# COLLISION INDUSTRY CONFERENCE

# Virtual Meeting Attendee Program

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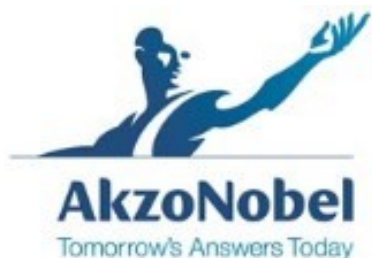
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## **About Darrell Amberson, AMAM**

2021-2022 CIC Chairman

Darrell entered the collision repair industry while attending high school in 1971. Most of his first 28 years he served as a shop manager, including 22 years within dealerships. (With the exception of 2 years in the late 80's as a professional drag racer, driving nitro funny cars!) In 1999 he joined Lehman's Garage, an MSO in the Minneapolis/St. Paul area, and served as its president until 2012.

He joined LaMettry's Collision, Glass and More in 2012 and currently serves as it's President of Operations. LaMettry's has 10 collision locations and 7 mechanical/ADAS locations, also in the Minneapolis/St. Paul area.

Darrell has been very involved in industry roles for over 20 years, including serving as chairman for ASA, NACE, and AMI. He recently served as chairman for the CIECA scan and calibration committees. He participated in advisory councils for various insurance companies, information providers, and I-CAR. He served in several CIC committees and was the chairman of the Governmental Committee for 4 years. Darrell served on the Hennepin Tech College advisory council for over 30 years and is the current chairman. He has been a contributor to ABRN Magazine since 2012.

Darrell has received many awards of recognition and was inducted into the Collision Industry Hall of Eagles in 2009.

He is supported by a wonderful and loving wife of 30 years, Marge. When not working in the industry Darrell enjoys farming, collector cars, wood-working, and fishing.





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The BOT immediately identifies overlooked repair operations and dollar amounts, and supports individual and multiple shop profiling with customization for unique business needs.

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### January 20

(Eastern Time Zone)

- 11:00 Welcome / Introduction** [Darrell Amberson]  
*CIC Chairman Welcome*
- 11:15 Industry Relations** [Jim Keller, Mark Allen]  
*The Challenges of ADAS: How do we improve trust? An interactive presentation discussing the challenges faced in the industry.*
- 12:00 Special Presentation** [Jerod Guerin, Quality Collision Group]  
*A new and different wave of collision repair consolidation. Medium sized capital equity companies are entering our industry, buying or merging regional MSO's. Jerod will talk about the trend, and how it works.*
- 1:00 Q & A and Open Mic**
- 1:15 Data Access, Privacy & Security** [Dan Risley, Trent Tinsley]  
*An update on the "Golden Rules" work product opportunity for companies to endorse the best practices on the CIC site. The committee intends to build broader understanding and illustrate what data is capable of being contained within data transactions using standards created by CIECA.*
- 1:45 Emerging Technologies** [Chuck Olsen, Bob Augustine, Jason Bartanen]  
*The 2021-2022 roadmap and vision for the committee*  
*Electric Vehicles 101—the coming tide of electric vehicles to collision repair. National news related to demand, investments and future models (Bob Augustine)*
- 2:40 Q & A and Open Mic**
- 2:55 Closing Comments** [Darrell Amberson]
- 3:00 Adjourn Day 1 Meeting**





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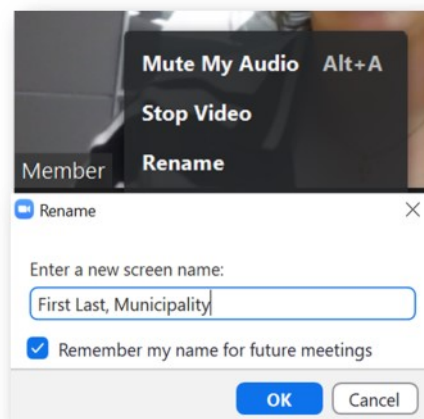


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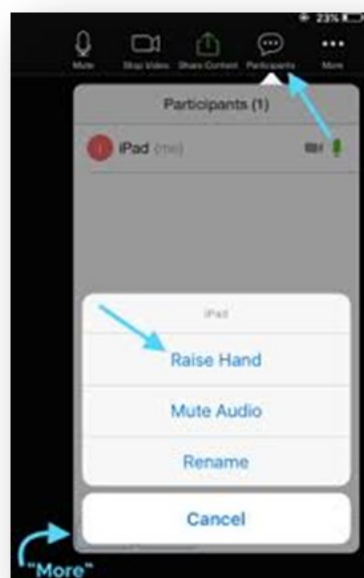
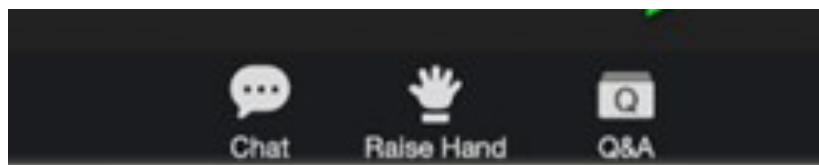
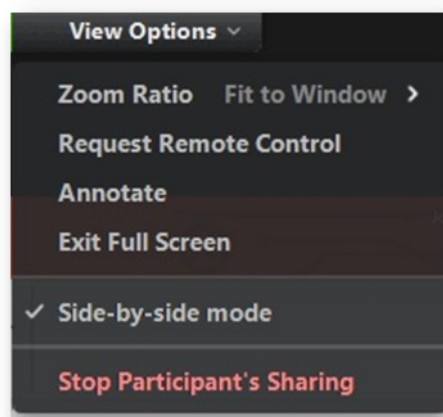


# ZOOM ETIQUETTE AND TIPS

- ⇒ First, Set up your Name  
(for Open Mic, Questions)  
If you need help to rename, just  
send a message in the chat!



- ⇒ View Side by Side –  
View Option drop down  
click “Side by Side Mode”



- ⇒ **Q&A** is for directing a comment or question  
to the panelists to address
- ⇒ **Chat** is for chatting or comments for the par-  
ticipants to see
- ⇒ **Raise hand** is for being called on and asking a  
question live – LIKE USING A MIC

Use the same zoom link to get in and out of the  
meeting



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**How it works ...** VECO Experts works with shops on quality, process, and culture, taking a holistic approach to identify and solve a shop's weak spot(s), one at a time. Shops that are struggling in certain areas gain control and elevate their operations, resulting in reduced cycle time, increased quality, and increased profits. The process starts with an interview with the owner/manager using the "canary in the coalmine" philosophy to discover the weak spots in the operations. Then, a date is set to Kick-off the shop. The Kick-off consists of getting the staff together to get them all on the same page of the program. During the Kick-off, quality, equipment and operations are assessed to determine any gaps and we'll create a roadmap for the future of how to close the gaps. Each month, you will be visited by one of our technical partners to work with your staff on progress and new items that come up. You will also have an account manager that will call the owner/manager every month to work on the progress of items being worked on.

## **VECO Experts**

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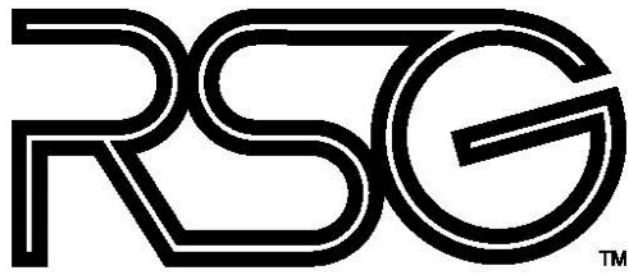
# ANTI-TRUST STATEMENT

**Please be advised that at any and all meetings the following guidelines for conduct shall be established and followed:**

No participant shall be allowed to discuss any subject relating to prices charged, discounts offered of any nature, hourly rate, employee benefits, or assignments made with third party entities. Should any discussion of these items take place, said participant will be asked to refrain immediately, disregarding any pursuant discussion, and should said party deny such request, the meeting will be immediately disbanded.

All participants are herewith notified that the materials presented herein are not to be construed as information or direction to take concerted actions. The information can be utilized by individuals acting within their own judgment, making sound business decisions, without agreements with other participants of this meeting.

This notice is hereby read with regard to laws governing this conduct.



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# PARTICIPANT GUIDELINES

<https://www.ciclink.com/participant-guidelines/>

The CIC exists for the benefit of the entire collision industry. No preference is given to any industry segment or constituent. All are welcome and all are encouraged to participate. CIC seeks to create an environment that fosters the free exchange of ideas with a common goal of improving the collision industry. Only where participants commit to norms of mutual respect, civility and courtesy, can this environment exist in its most productive form.

**Accordingly, all attendees of the CIC are asked to abide by the following Code of Conduct:**

- ♦ **Be active – get involved!** Find a subject that is interesting to you and get on the committee! Any participant can join any committee.
- ♦ **Please... use microphones!** Introduce yourself and the company you are with, speak clearly to ensure everyone can hear you. Please refer to: “Open Microphone Standard Operating Procedures”.
- ♦ **All participants shall be treated with dignity;** Verbal abuse or harassment, including comments that are insulting, threatening or slanderous will not be tolerated.
- ♦ **Never use group pressure** to embarrass or force an outcome or decision that clearly requires further deliberation. Participate and encourage participation.
- ♦ If you would like a question asked and fear potential retribution, we encourage you to approach any of the CIC past chairs. They will ensure your question is presented (if appropriate) and will ensure anonymity.
- ♦ **Committee input should go through committee chair.** Protocol would ask that any new material / discussion be shared with the Chairman prior to presentation. The committee chairman and their contact information can be located at [ciclink.com](http://ciclink.com).
- ♦ Use this forum as an opportunity to network with other industry members.
- ♦ During all aspects of CIC meetings, all participants shall abide by the Federal Anti-Trust laws. A copy of the CIC Anti-Trust Policy can be found at [ciclink.com](http://ciclink.com)
- ♦ **Videotaping or streaming of any kind with any type of device is strictly prohibited at CIC meetings.** Audio recording is allowed only by the trade media and audio tapes are to be destroyed upon completion of their writings. Anyone found recording without the express permission of the CIC Chairman will be asked to discontinue and asked to leave the meeting; the recording will be confiscated or deleted.





<https://www.ciclink.com/committees/>

⇒ **Definitions**

Chris Evans and Barry Dorn

⇒ **Emerging Technologies**

Bob Augustine and Chuck Olsen

⇒ **Estimating & Repair Planning**

Roger Cada

⇒ **Future Disruptions**

Frank Terlep and Jake Rodenroth

⇒ **Governmental**

Bob Redding and Janet Chaney

⇒ **Human Resources Task Force**

Cory King

⇒ **Industry Relations**

Jim Keller

⇒ **Marketing Council**

Jordan Hendler

⇒ **Data Access, Privacy & Security Committee**

Dan Risley and Trent Tinsley

⇒ **Parts & Materials**

Ken Weiss and Aaron Schulenburg

⇒ **Talent Pool & Education**

Bud Center and Petra Schroeder

⇒ **Technical Presentations**

Toby Chess

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### January 21

(Eastern Time Zone)

- 11:00 Opening Comments** [Darrell Amberson]
- 11:15 Emerging Technology** [Chuck Olsen, Bob Augustine, Jason Bartanen]
  - ♦ *WIKI glossary Update for ADAS Features (Chuck Olsen) Automotive Scan, Diagnostics, Calibration and Programming*
  - ♦ *Right to Repair act, Past, Present and future (Chuck Olsen)*
  - ♦ *Special Presentation: Equipment and Tool Institute ETI: an introduction to the "industry advocate for the tool and equipment industry" (Brian Plott, ETI)*
- 12:00 Governmental** [Bob Redding, Janet Chaney]  
*Legislative Update—The Legislative Committee provides an update on the various legislative efforts across the country.*
- 12:25 Education & Talent Pool Committee** [Bud Center, Petra Schroeder]  
*Special Guest George Arrants, ASE, will present current survey data and statistics on people coming into the industry and technical colleges, and retention versus other trades.*
- 12:40 Q & A and Open Mic**
- 12:50 Special Presentation** - *Collision Industry Foundation, update to the industry*
- 12:55 Open Mic for any other announcements**
- 1:00 Future Disruptions** [Frank Terlep, Jake Rodenroth]  
*How EV's Will Disrupt the Industry Through Potential Regulation, Advanced Education Requirements, Consumer Education, New Repair Business, Claims, Parts and Safety Processes*
- 2:15 Human Resources Task Force** [Cory King]  
*Updates to Human Resources issues, trends and regulations*
- 2:35 Special Presentation:** *New position statement on the definition of scanning from ASA, joining with SCRS and others (Mike LeVasseur, ASA Collision Div. Director)*
- 2:45 Q & A and Open Mic**
- 2:55 CIC Announcements and Closing Comments** [Darrell Amberson]
- 3:00 Adjourn Meeting**



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# UPCOMING MEETINGS

<https://www.ciclink.com/schedule/>

## **APRIL 14/15: (WED / THURS)**

**Hyatt Regency Minneapolis  
Minneapolis, Minnesota**

Wednesday: 12:00p – 5:00p

Reception – 6:30p

Thursday: 8:00a – 12:00p

Hotel Reservations: [ONLINE](#) or Call (612) 370-1234

## **JULY 14/15: (WED / THURS)**

**Renaissance Cleveland Hotel  
Cleveland, Ohio**

Wednesday: 12:00p – 5:00p

Reception – 6:30p

Thursday: 8:00a – 12:00p

Hotel Reservations: Call (216) 696-5600 (Online available soon)

## **JANUARY 12/13: (WED / THURS)**

**Hilton Palm Springs  
Palm Springs, California**

Wednesday Reception – 6:30p

Thursday: 8:00a – 5:00p

Hotel Reservations: Call (760) 320-6868 (Online available soon)



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An entire assembly—a door, for example—is often available as a structurally sound unit from an automotive recycler, with all its requisite parts pre-installed and ready to match the repair; there's no need to find and install the components included in the assembly. This offers a huge savings in time for the shop not having to remove and reinstall parts in the complete door assembly. **The more included components, the more the savings.**

## Benefit #1: Reputable Recyclers Supply Quality Parts.

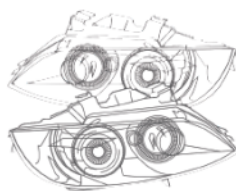
Sourcing quality recycled OEM parts from a reputable, professional automotive recycler—like an ARA member—that can get the part there on time and in the condition that it was promised, can decrease cycle time, speed up delivery to the customer, increase profits for the shop and keep that vehicle on the road.

## Benefit #2: Recyclers Are Viable Partners to the OEMs.

As the suppliers of the largest collective inventory of recycled parts harvested directly from vehicles of all makes and models that were produced on the OEM assembly line, recyclers provide the best option for vehicle repairs.

## Cost of OE vs. Recycled

BY USING THE RIGHT RECYCLED PARTS, YOU CAN SAVE MONEY WITHOUT SACRIFICING ANY OF THE QUALITY



Front headlamps	OEM average cost	Recycled average cost	Difference
2019 Apps	\$727	\$616	-15%
2016–2018 Apps	\$672	\$472	-30%
2013–2015 Apps	\$541	\$334	-38%
2012+ Apps	\$376	\$216	-43%



**Sandy Blalock**  
ARA Executive Director  
Sandy@a-r-a.org  
(571) 208-0428  
9113 Church Street  
Manassas, VA 20110  
www.a-r-a.org

The Automotive Recyclers Association (ARA) is the voice of the professional automotive recycling industry, since 1943.

ARA represents an industry dedicated to the efficient removal and reuse of OEM automotive parts and the safe disposal of inoperable motor vehicles.

ARA aims to further the automotive recycling industry and ARA member businesses through services and programs to increase public awareness of the industry's role in conserving the future through automotive recycling and to build awareness of the industry's value as a high quality, low-cost alternative for the automotive consumer.

ARA is focused on building trust and strengthening relationships with collision repairers based on standards, quality, and turn-around.

**Locate Quality ROE–Recycled Original Equipment® Auto Parts to Meet Your Repair Demands at [www.A-R-A.org](http://www.A-R-A.org) to Search the Inventories of ARA Members!**

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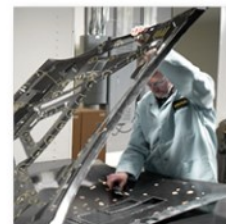


## UNDERSTANDING THE BENEFITS OF THIRD PARTY CERTIFICATION

The quality of an aftermarket part cannot be determined solely by observation or by trusting marketing statements. A manufacturer's self-declaration of quality or conformity may or may not be reliable. Inspection and certification by an independent third party provides the added assurance of safety, performance, and quality.

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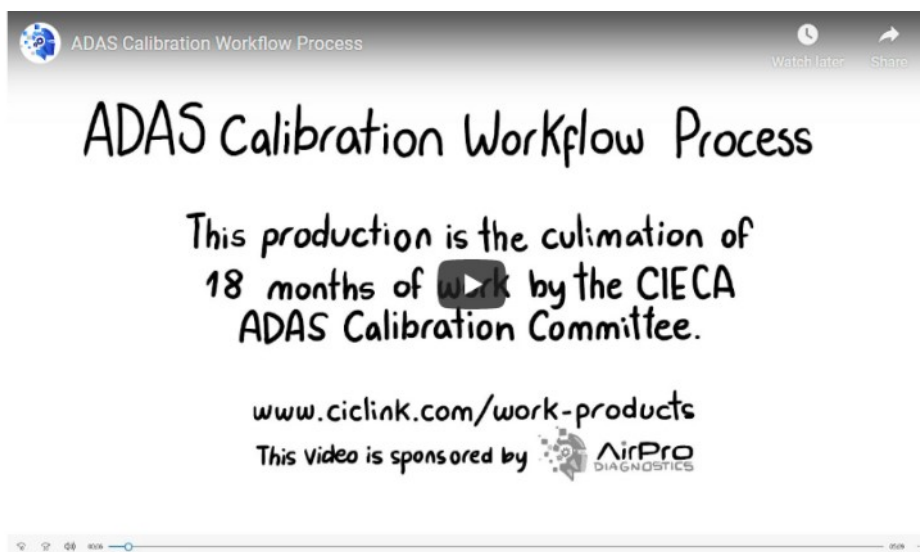
Golden Rules of Data Protection and Sharing

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Calibration Workflow Process Document

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⇒ **Calibration Workflow Process Video, donated by AirPro Diagnostics:**



Quick Start Guide Pre-and Post Scanning

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Wiki Glossary of Terms for the collision industry

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Definition – Feather Prime and Block (2006)

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Collision Repair Provider Definition (2017)

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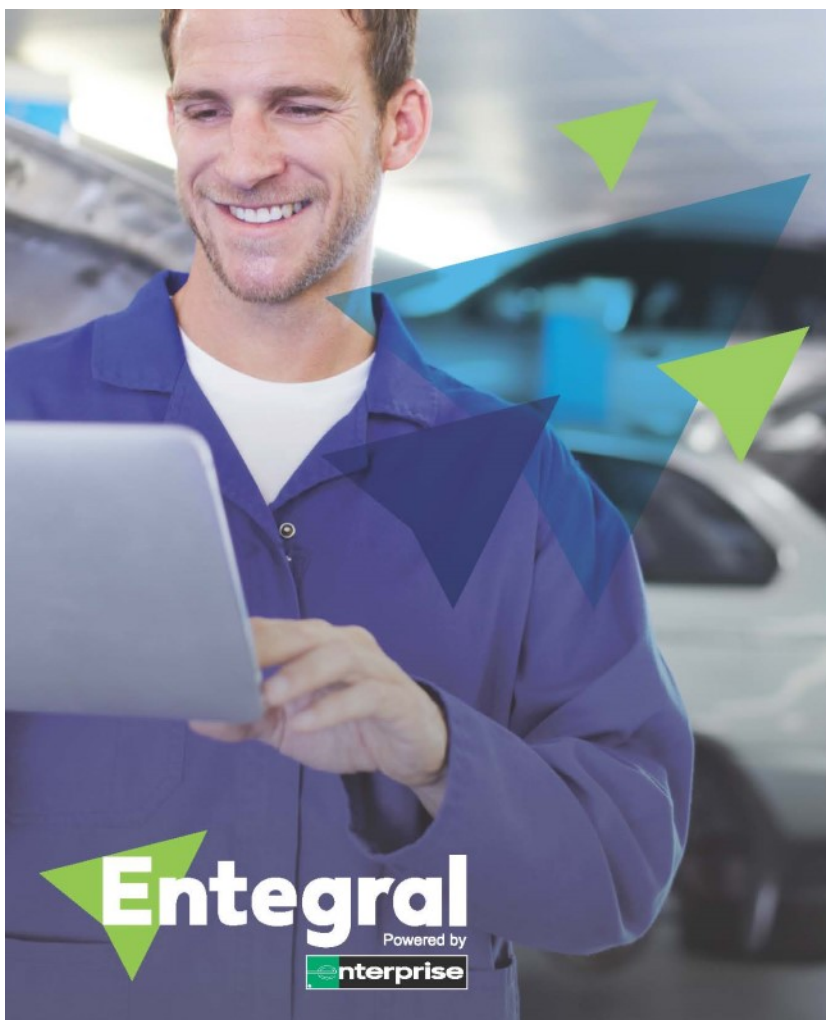
Electronic Parts Procurement Matrix – Parts Committee, 2014

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Best Practices Guidelines for Digital Imaging

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# ABOUT CIC

<https://www.ciclink.com/about/>

The Collision Industry Conference (CIC) is a forum made up of participants from all industry segments for the expressed purpose of discussing and exploring the issues that occur among them. Through discussion and research during meetings and extensive interim committee work, CIC attempts to form consensus on various issues, aware that all such findings are nonbinding and voluntarily accepted. CIC is not a trade association.

The meetings are open to all interested individuals of all segments of the industry to include repairers, insurers, paint and material companies, equipment, vehicle manufacturers, data providers, representatives of trade associations, anyone with an interest in creating a more professional industry. Each agenda has time set aside for participants to publicly address their concerns that are not on the published agenda through the time set aside as “open microphone”.

The Past Chair’s committee is charged with the duty of appointing the succeeding CIC Chair.

## **Vision:**

A collision industry in which all segments work together to enable a complete, safe, and quality repair.

## **Mission:**

A forum where collision industry stakeholders come together to discuss issues, enhance understanding, find common ground and communicate possible solutions to the industry.





# PAST CHAIRS

**Al Estorga (1984-85)**  
ph: 562-714-2639

**Jack Caldwell (1986)**  
Autobody by Caldwell  
ph: 949-433-1936

**Jeff Hendler (1987-88)**  
JD Hendler/Associates  
ph: 509-539-5629

**Chuck Sulkala (1989-90)**  
National Auto Body Council  
ph: 617-803-1120

**Darrell Malott (1991-92), deceased**

**Nikki McDonald (1993-94)**  
Perry & Terry  
ph: 719-647-9395

**Joe Landolfi (1995-1996)**  
Claim Hub

**Erick Bickett (1997-1998)**  
FIX AUTO  
ph: 714-279-2031

**Dale Delmege (1999-2000), deceased**

**Lou DiLisio (2001-2002)**  
Automotive Industry Consulting  
ph: 847-507-3950

**Roger Wright (2003-2004)**  
Vector Squared, LLC  
ph: 404-886-3364

**Rick Tuuri (2005-2006)**  
ph: 925-487-5799

**Stacy Bartnik (2007-2008)**  
Intertek  
ph: 616-265-2507

**Russell Thrall III (2009-2010)**  
CollisionWeek  
ph: 570-620-8677

**Mike Quinn (2011-2012)**  
ph: 520-797-9000

**George Avery (2013-2014)**  
ph: (309) 766-8627

**Randy Stabler (2015-2016)**  
ph: (818) 652-0443

**Guy Bargnes (2017-2018)**  
ph: (734) 308-4383

**Jeff Peevy (2019-2020)**  
I-CAR  
ph: 224-704-3840



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