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ABAC President Tony Ferraiolo

“Is There a Better Way?”



Is there a better way?

I certainly hope so.

I strongly feel if we don’t change the way we are running our business a lot of us will be out of business.

Enough about the negative, I’m all about the positive and what

we can control. Something to think about: Equipment Usage Fees. I will talk about that later in my article.

Roght now I would like to thank Tony Lombardozzi and Peter Abdelmasheh of Superare Marketing and consultants for introducing our industry to the future. Superare will be conducting a seminar in October for ABAC Members only. This will be a must attend for shops that intend to survive in the ever changing Auto Collision repair industry. As the automobile changes almost weekly, we need to adapt. We need to think outside the box (see attorney John Parese’s article in this addition of ABAC News). I’m here to tell you “There is a better way and it can work for you. The times are changing and so should we.

In a perfect world you bill your customer for your repair charges and they get reimbursed from their insurance carrier. But for some reason we, as body shop owners, feel for our customers and try to make everything work out. Don’t get me wrong that is a human and noble approach, but guess who is the one losing out on that arrangement? Just like on going training, equipment, certifications, ect. we as shop owners and managers need to pursue continued education to learn how to adapt to this changing industry. Let’s face it no insurance company is going to start to compensate fair and reasonable unless we prove, by billing customers the difference. The fictitious low rates of reimbursement are not adequate. So look for the seminar in October from Superare and learn what you can do to level the playing field.

Now back to Equipment usage fee;(just one subject to be discussed at the seminar.) Not every car in your shop needs all the equipment that you have, and will have to purchase over the next couple of years.

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So when a vehicle needs special equipment, (frame machine special clamping equipment, AC evacuation and charging system, Scan tools, resistance spot welders, Aluminum repair equipment, Down Draft spray booth,ect.) we have to be compensated for a return on our investment. You can't purchase new equipment if you can't pay for it. We all know the equipment is needed to repair vehicles properly and safely. How can an insurer say we don't pay for that, when they don't even want to pay our labor rate. Give them an option to pay a usage fee. Let them know this is the future of collision repair reimbursement.

Superare will be at the September meeting to discuss briefly the need for finding alternative methods to recover the ever increasing costs of equipment and training. Then they will announce the date for an all day seminar in October entitled "Stop Playing by the Appraisers Rules". At the Northeast Trade show this seminar was a standing room only sold out event. This means shops are getting sick of business as usual. Do not miss this event or you may fall prey to the lists of shops closing their doors.

On another note I would like to thank the ASA Association for Their 7th annual golf outing at Lyman Orchards golf club, to benefit the North Farms Volunteer Fire Department Explorers Program. Over \$6000.00 was raised for the program. Myself and Board of Director Tony Cavallaro attended the event and it was very well run and a fun time for all. The ABAC was a Silver sponsor of the event. A day away from our shops is sometimes exactly what the doctor ordered. Think about supporting a cause and leave the operations of the shop to your personnel for a day.



We have a great meeting coming up in September sponsored by Albert Kemperle. They are bringing in a great speaker, Sean Collins from 3M to discuss industry trends that will affect proper repair on newer vehicles. Look for the flyer for the meeting soon.

One more thing. The ABAC is looking for customers who have used an insurance company photo estimate procedure. If you, the shop, inspected the vehicle after the photo estimate was done and found that vehicle should not have been driven due to safety issues, we need to know to document what we feel is a violation of Ct. regulations and a consumer safety concern.

Enjoy your summer everyone, see you all in September.

Tony

Anthony Cavallaro

President
Auto Body Association of Connecticut



ABAC Invites Members to Are You “Really” The Only One Instructional Workshop; 2017 Election of Officers is Held

More than 110 members and guests filled the seats once again at the Country House Restaurant for the latest installment of the Auto Body Association Educational Meetings being provided by select shop owners from the Board of Directors as well as several guest speakers.

Board Member Bob Amendola, owner of Autoworks of Westville began the evening by welcoming all in attendance. Bob was filling in for the evening for President Tony Ferraiolo who was attending to his son who was undergoing surgery. (Successful by the way!)

Amendola then read the “Anti-Trust Statement” followed by acknowledging the Sponsor for the evening. They were:

- Enterprise Rent-A-Car
- Paul Francis & Co.
- Kent Automotive



Bob also went on to thank the ABAC News’ Diamond Sponsor, the Hoffman Group represented by John Musco, Wholesale Director. Also recognized were our ABAC Gold & Platinum Sponsors as well as all our Supporting Advertisers in the ABAC News Ad Directory. Bob reminded everyone to “Support Those Who Support You!”



Our first guest speaker of the evening was Jeff Shaw, GM Wholesale Specialist who presented us with the new Remote Assist Program. (RAP)

Drew Technologies introduces RAP, designed to assist automotive repair & collision technicians everywhere. Whether you’re an Automotive Repair or Collision Shop or Technician, Drew Technologies understands that J2534 Programming may be a difficult task, but we have the solution. We’ve come up with an easy-to-use approach to help you finish the job correctly, keep the vehicle in your shop, increase profits and customer satisfaction. For more info go to: <http://drewtech.com/RAP/>

We broke for dinner and once done Mr. Amendola then brought up Board of Director and ABAC Treasurer Mike Wilkowski to present the slate of candidates for the ABAC’s Election of Officers. Nominated and elected into office for 2017 were:

- **President – Tony Ferraiolo – A&R Body Specialty – Wallingford**
- **Vice President – Bob Amendola – Autoworks of Westville**
- **Secretary – Mark Wilkowski – Stanley’s Auto Body – Waterbury**
- **Treasurer – Mike Wilkowski – Stanley’s Auto Body – Waterbury**

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Congratulations to all the ABAC Officers moving forward!

Back at the podium, newly elected VP Bob Amendola then brought up Board Member Bill Denya from Denya's Auto Body to give us up-to-date information on what's changed in appraisals over the past year and new processes that are warranted. Discussed were photo estimating, regulations, documentation, DMV, dealing and negotiating with appraisers, scanning, the Power of Social Media, P-Pages and much more. These guides, tools and negotiating techniques are available to all shops. All YOU need to do is join the ABAC, attend our meetings and you can share ALL of this wealth of information that is constantly presented at these events. PRICELESS! ***"If you don't ask, you don't get."***



Next up was ABAC Legal Counsel, John Parese of the Law Offices of Buckley, Wynne & Parese who discussed the Small Claims process. ***"I was asked to talk about the small claims process,"*** says Parese. ***"Many times, I have talked about the importance of paperwork. It's important for a couple of reasons. One, is that it will help you in the event that you have to go to court to try and collect on your money but also it will help you in the event that you're tagged by the DMV for some problem you may have had with your customer that may be upset with you about something, the first thing the DMV will want to look at is your paperwork and then secondly, if you have a customer that doesn't pay you then you must have the proper paperwork. The ABAC has hired me to put together a standard 'Repair Contract' and the association provides this contract, free of charge, to anyone who wants it. To get access to this form, just go to abaconn.org,"*** continued Parese. Mr. Parese then presented several examples of situations that a collision repairer may face during their daily routine of business.

Our next guest speaker was Tony Lombardozi, President of CCRE and co-founder of Superare Marketing. ***"It's strange but what I've heard tonight is how to challenge the appraiser and it leads me into the Seminar that Peter (Peter Abdelmaseh, co-founder) and I have been developing and it's called, 'Stop Playing by the Appraisers' Rules'. We presented this seminar at the Northeast Trade Show in New Jersey just to test the waters and presented a 'highlight summary' of the complete seminar. Guess what? Sold Out Crowd! We got great feedback too. There is NO reason why you have to play by their rules. The problem is that it requires work and it requires a thought process completely different than what we're accustomed to right now,"*** claims Lombardozi. He went on to share much more information to help teach and guide attendees to be more profitable and run a better business.

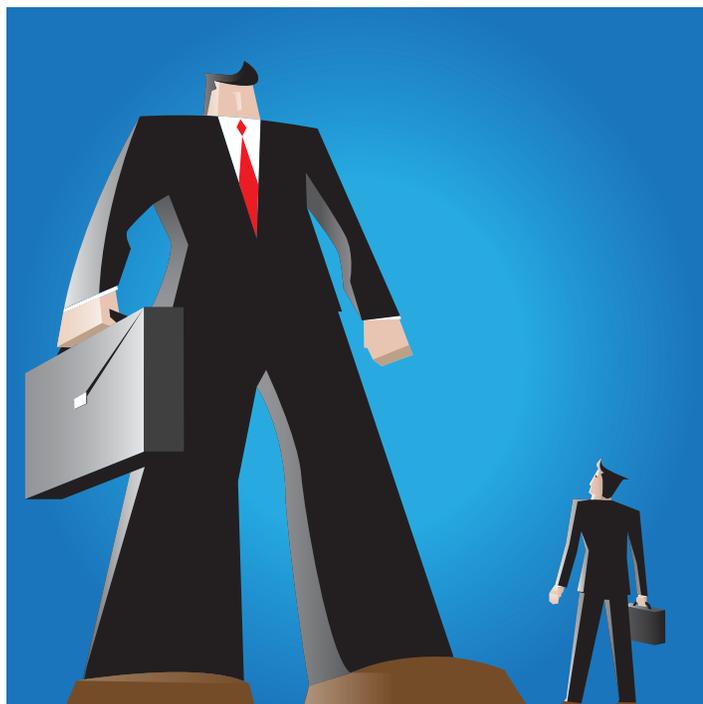
Newly elected Vice President Bob Amendola then finished up the evening fielding and questions from attendees and once again thanked everyone for their support, sacrifice and dedication to their industry and their association.

Make a Difference. Make Your Business Better.

Join the Auto Body Association of Connecticut!

"In unity, there is strength. In knowledge, there is power."

Social Media: The Great Equalizer



In a world where insurance companies are spending millions of dollars in advertising per year, the struggle to reach consumers often feels like the David & Goliath story.

However, social media has changed the game.

There are numerous benefits to utilizing social media as a business owner but the biggest advantage is the price-point. With strategic planning, social media can have the same if not arguably more effective reach with very minimal to no associated costs.

To name a few, sites like Yelp, Facebook, Twitter and Instagram offer free accounts for businesses. In using these business listings, the possibilities are limitless. The only potential associated costs are paid advertisements and boosted posts, which

are still very reasonably priced and allow you to set your own budget. Yelp, Facebook and Google also provide customers the opportunity to post a review about the business directly on the company's page, which is paramount for any organization. A positive or negative review can be more effective than any paid advertisement.

Most educated consumers research a business before inquiring and look to see what other people have to say about their experience with the company. If the business has positive reviews from previous customers, they are perceived to be credible and trustworthy. However, if a business has negative reviews, most potential customers will go elsewhere. Although positive reviews must be earned, they are the most beneficial marketing tools available to business owners. By the same token, negative reviews can be detrimental to a business's reputation.

Because of this, it is imperative that you not only strive to earn positive reviews from customers but that you also monitor your company's online presence. It is important to thank a customer for writing a positive review in a timely fashion. If a customer posts a negative review, it is equally as important to respond. Responding in a professional manner is your opportunity to rectify the situation and show other potential customers that customer service is a top priority within your organization. If you are not utilizing social media, you are missing out on countless opportunities to expand your customer base and create brand awareness.

Not only is social media important to consider as a business owner, but it is also especially useful in our industry with insurance companies.

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For better or for worse, social media creates a level of transparency. For example, if a customer is unhappy with an insurer that may have tried to steer them, they have the ability to post about their experience on social media for all to see in a matter of seconds. They can post directly onto the company’s page to be visible to the public and also on their own page with the option to tag the company, which would be visible to their friends and family.

Like anyone else, the last thing an insurer wants is bad publicity and they often work hard to rectify a situation after a customer posts about it on their page. Most corporations employ social media managers that constantly monitor the company’s online presence because they understand how important social media is to their brand and reputation. Encouraging customers to use social media in this respect can be a powerful tool to keep companies in check and blow the whistle on illegal or immoral practices.

Not only is social media an important tool for business owners, it provides us with the opportunity to even the playing field with large corporations in more ways than one.

**Ashley Burzenski - ABAC Board of Director
Autoworks of Westville**



Montanez in Hammer & Dolly: Rekeying might not be in shop's best interest

Hammer & Dolly, a joint production of Thomas Greco Publishing and the Washington Metropolitan Auto Body Association, has graciously allowed us to reprint excerpts of some of its past few months' articles speaking to some of the hottest issues in collision repair.

Among the must-reads for shops is the February and March 2017 two-part Larry Montanez column series on rekeying (and photo estimating, in Part 2). From February 2017's Part 1:

This process (rekeying) is not only tedious and time-consuming, but it requires skill to be able to check the math and make each line match. Each line must be inputted one by one, then labor hours in each category must be matched exactly. Additionally, replacement costs, materials and sublet charges must be matched. The copied (or rekeyed) estimate is "locked" and a supplement can now be created, utilizing the matched insurer's estimate. Now, there may be some of you wondering why this needs to be done. To be honest, there are really only a few scenarios where this process would be advantageous, and it is my opinion that only one is acceptable.

As Montanez indicates, there are three typical scenarios: "The Drive-In Estimate," "Live In-Person First Write" and "Live In-Person," and only the first might benefit the shop. Read more in the February 2017 issue of Hammer & Dolly, starting on Page 24.

Part 2 in March 2017, makes an argument for how to successfully avoid rekeying.

In Scenario 1 or 3, you wrote an accurate damage report for the cost of repairs. For reasons we will not discuss, the appraiser did not reimburse the vehicle owner the full amount. So here are the steps to follow to not rekey:

- 1. Do not delete or write anything on your report.*
- 2. Call for a supplement and do not delete or write anything on your report.*
- 3. Call the vehicle owner to inform them of the supplement. (In some states, you are required to obtain permission from the vehicle owner to charge more than the original estimate and for each additional increase in price or additional supplement.) Do not delete or write anything on your report*
- 4. Continue with the repairs. There is no reason to stop; do not delete or write anything on your report.*
- 5. When the appraiser arrives, hand them the original damage report you handed them the last time they were there.*

Find out more, including how the subsequent conversation with an adjuster might go, starting on Page 40 of the March 2017 issue of Hammer & Dolly.

Source: www.RepairerDrivenNews.com

Washington Post, New York Times talk automotive technician shortage

Two of the nation's largest media outlets last month took a look at the skilled automotive repair worker shortage, a bit of high-profile exposure which might help convince prospective students, parents and educators/counselors to look favorably upon aftermarket careers.

Both pieces offer great food for thought for collision repairers as well as prospective technicians and are worth a look. The New York Times on April 27 opened its coverage of the mechanical service and repair by pointing out dealership labor rates of \$125 an hour — “a rate typical in cities and at the low end for luxury brands.” It continues:

It's true that a mechanic wielding wrenches is not paid that hourly rate — the shop's cash flow must cover sophisticated diagnostic tools and contribute its share toward the dealership's prime real estate. But top-level technicians in the field can earn \$100,000 a year after achieving master mechanic status and five years of experience, said Robert Paganini, president of the Mahwah, N.J., campus of Lincoln Technical Institute.

That ought to catch prospective technicians' attention.

Besides presenting the huge demand for jobs, the piece focuses on BMW and FCA's in-house efforts to nurture technician careers. There's also an interesting aside regarding BMW's program which ought to show the importance of electronic diagnostics in modern vehicles:

While fundamentals like engine and transmission repairs are taught, some 90 percent of the instruction deals with electronic systems. The typical path of a graduate is to start as a maintenance-level technician whose duties include tire service, wheel alignments and programming electronic features; after six months to a year, a move to a position as a line mechanic is typical.

Trades seek women

The Washington Post last month focused on how a tech shortage in some of the country's “manliest industries” leaves those trades trying to hire more women. It notes how the Iron Workers union in April became the first building trades union to offer a maximum of eight months of maternity leave.

It presents some of the difficulties in recruiting and retaining women, including sexual harassment and doubt in one's skills from co-workers, but also some of the potential benefits when women enter the field — such as they're more careful and not as likely to be high at work as men.

While the word “body shops” does appear in the Post story, the newspaper mostly uses the general term of “automotive technician” in examining the tech and female technician shortage for the aftermarket.

Data in the story suggests that vaguely defined trade is 91.7 percent male, though the Times also cites a Labor Department statistic that “female technicians” make up 1.5 percent of the sector. The latter statistic comes despite OEMs offering more scholarships to female recruiters like the Car Care Council Women's Board and Automotive Women's Alliance Foundation, the Post reports, citing Boston Globe coverage.

For the record, the Bureau of Labor Statistics in 2015 calculated that 0.6 percent of “auto body repairers” are female. A Collision Repair Education Foundation 2013 study found 2 percent of technicians are women.

Source: www.RepairerDrivenNews.com

Thinking Outside the *Litter* Box

John M. Parese, Esq, ABAC General Counsel



One of my favorite birthday cards features an image of three cats in business suits sitting around a conference room table. In the center of the table is a litter box with cat poop on the table next to the litter box. The caption reads: "Ok. Who's thinking outside the box again?" That card, and a note from an old friend, had me thinking that it helps to think outside the auto body box every once and a while when contemplating the craziness of this industry and how different it is treated from most every other service profession.

Let's start with the note I received from an old friend, a semi-retired auto body professional. It included a copy of the service policy for Connecticut Natural Gas. Did you know that CNG charges its customers, per service person, \$90 for the first 15 minutes and \$36 for each additional 15 minutes? We all know the average rate of mechanical repair far exceeds that of auto body, in some cases by almost \$100 per hour. Take a minute and think about other service professionals: electricians, painters, landscapers, appliance repairers, computer repairers, bicycle repairers, or almost any other service professional. Rack your brain to find one other hourly service profession that earns less per hour than what most insurers try to pay. I bet you can't think of any. And the ones you can think of often carry less overhead, staffing, training, equipment and risk. All of this begs a fundamental question: what the hell happened to this profession?

My working theory is that years of insurer driven market suppression and market manipulation has pitted the industry against itself. A civil war of sorts designed to degrade true competition in favor of a race to the bottom. I speculate that insurers worked together over many years to design a system that rewards almost exclusively fast and cheap repairs, regardless of quality. DRP arrangements served as the binding for this scheme, enabling insurers to go beyond traditional roles of risk assessment and loss confirmation, and begin actually calling the shots on part usage and repair procedures – retaining for themselves the added advantage of setting prices and artificially suppressing rates. Partnering with information providers, insurers sought even greater control over the repair process. And all of this was designed to, and did in fact, hinder your ability to act in the best interest of your customer. Now we have photo estimating and drive through claims bosting even faster and more convenient repairs.

I would argue that stepping back every so often and looking at the big picture has a unique value to auto body professionals. I would challenge you to more often think about big picture stuff and how things "should" work. Think about why they are not working as they should. Think about your business in the context of other service professions and how they operate. Think about how and why it is that an insurance company or appraiser – licensed to assess risk, but fix nothing, would have any say whatsoever in how a licensed repairer chooses to fix a vehicle or what the true and fair cost of repair should be. You know who tells an electrician how much he can charge, or a plumber or a landscaper? The answer is the market, not some insurance representative with no experience, training or appreciation for how to do the job correctly and safely.

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Your practices and prices should be guided by true and fair market forces. And when they are not, you need to have an awareness of that and a plan for how you can right the ship. Thinking outside the box from time to time will lend perspective and shed greater light on the absurdity of how this industry functions. And make no mistake, the way this industry operates is absurd. Almost as absurd as a cat in a suit sitting on a conference room table.

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Erica Eversman Discusses Shop Liability and Protection



On April 18, AASP-PA hosted a presentation during CIC Week in Pittsburgh, PA, featuring Vehicle Information Services Chief Counsel Erica Eversman.

This presentation focused on the liabilities shops are open to currently, how shops can protect themselves and tips on getting paid for proper repairs. Eversman took time to discuss some of the key points of her presentation.

According to Eversman, “The most important thing for shop owners to remember is that they are the professionals. They are responsible for making decisions, and they are subject to the burden of resolving issues with the consumer or insurance companies, whether it’s related to imitation parts or something else. If it’s not a safety concern; the customer can make some decisions, but shops need to stand firm on safety issues.”

Referencing *Burg v. Nationwide*, Eversman recounted the horrific tale of a newly leased Jeep Cherokee which the shop declared a total loss; however, the claim representative argued and coerced a repair since the insurer would lose money on the total loss. The repair took four months, but the insurance company only paid for 30 days of the customer’s rental car. Eventually, the vehicle was returned to the consumers, but the shop was concerned about it being unsafe, and one of their technicians called the customer to warn them.

Eversman stated, “It’s a long story with very bad actions taken on the insurer’s part. The shop did the right thing at the beginning, but gave in to insurer pressures fueled by their fear of losing \$12,000.

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The customer had to drive an unsafe car for three years, and Nationwide bought the vehicle at the end of the lease. In the meantime, their decisions put everybody at risk, and the situation could have been resolved early on if the shop had held firm in their professional opinions.

Ultimately, these types of calls are the shop's, no matter how involved they are with the insurer."

Another current concern Eversman has recently noticed in the industry is an increase in photo estimating. Although she did not get to address this in her presentation, she discussed some of her observations with Autobody News.

This trend is in line with modern cell phone usage and certainly has a convenience factor in immediately documenting the accident and providing an estimate before disassembly; however, Eversman observed, "We all know that the visible scrapes and dings aren't the extent of the damage, so the vehicle still needs to be properly evaluated by a collision repair professional. Photo estimating doesn't really speed up the actual repair process."

Discussing how shops can protect themselves against liability concerns, Eversman recommends utilizing good paperwork. An example would be an indemnification and hold harmless claim if the customer insists on using a part that the shop is uncomfortable using, but it's imperative that the shop have both the customer and the insurer sign this document. Eversman also suggested that shops ensure their DRP agreements are approved by their garage insurers, and she warned them not to warrant imitation crash parts since that exposes the shop to federal Magnuson-Moss Warranty Act liability.

Eversman offered this advice to shops interested in receiving proper compensation for repairs performed: "Be consistent and always make it a streamlined process. You need to be able to tell the insurer 'we always charge for that.' Shops also need to make a point to raise their labor rates on a consistent basis, regardless of what the insurance company says, ensuring rates are appropriate and reasonably profitable. Send notices about rates by certified mail on an annual basis – it's a matter of conditioning the insurers just like they conditioned the collision repair industry."

When an insurance company refuses to pay for a process, shops should use a standardized document requesting that they identify the part of the policy that indicates coverage doesn't include that item and the consumer has to pay out of pocket. Eversman stressed, "They are obligated to pay what's in the policy, and if they neglect to identify what they won't pay for, they are stuck."

Written by Chasidy Rae Sisk

Source: www.autobodynews.com

Industry Vet Introduces Groundbreaking Methodology



Industry veteran Greg Marion said he has found the missing link to solve an age-old industry challenge: how to efficiently evaluate and realign damaged vehicle body and frame structures.

After receiving an issued patent on the methodology in 2012, Marion is now introducing a new automotive collision repair application he calls Multiple Automotive Realignment Process (MARP).

“The automotive collision repair industry has not evolved beyond ‘pull to fit’ structural realignment practices. These ad hoc methods often cause as much damage as they remove,” said Marion. “Many vehicles are not efficiently evaluated; they are realigned inefficiently or incorrectly, often at considerable extra expense to the owners and to the insurance industry.”

He said with the introduction of the MARP application, it will help establish industry-wide standards that could result in billions of dollars in savings to the collision repair and insurance industries.

Autobody News recently spoke to Marion about this groundbreaking development and how he thinks it will change the collision repair industry.

Q: Can you tell us about MARP?

A: MARP’s patented process provides a consistent even base in the collision repair industry, which will allow collision centers and insurance companies to access the same precise structural analysis for vehicles. It can then provide specific procedures for proper realignment.

The process is derived from the application and measuring order of OEM-approved bench jig and fixtures. It is comparable to Google’s informational search engine. The unique process provides web-based automotive structural evaluations with complete realignment order/structural component replacement or repair assessments, virtual reality training, and validated certification levels for industry professionals.

Q: Why did you see a need to implement this in the industry?

A: Since the invention of the Model A, vehicle frame straightening has been a mastered ‘lost art’ performed by a small majority of body repairmen also referred to as frame men. They acquired a unique understanding with how the vehicle structure reacted during a collision. They also developed a rare feel for the transfer of metal within the crumple zone areas of a misaligned vehicle frame. These craftsmen were able to envision and recreate the collision impact by utilizing hydraulic components, chains, clamps and primitive measuring devices, guided by vague vehicle data illustration charts.

Through the early years of the collision repair industry, frame men played a very significant role in saving body parts, time and money for the repair technician, consumer and insurance industry. However, if you were to ask 50 of these experienced frame technicians their process or approach in reference to structural evaluation assessments, vehicle anchoring methods and structural realignment order techniques, you would receive 50 different interpretations.

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Without a proven methodology, the lost art of frame straightening was unable to be passed on to educate and direct future generations of inexperienced body technicians. I believe the only technical certification available was usually a three-to-seven day training course offered by the frame rack or bench fixture manufacturing companies. The majority of the basic training was in reference to the proper operating procedures of the repair equipment. Any additional structural realignment training certifications were offered by I-CAR programs, technical colleges and vocational school institutions. These certifications and training methods were merely based on theoretical principles. The primary source of training was hands-on job performance 'pull to fit,' trial and error methods. These age-old industry practices are still used today in the 21st century.

Q: Can you tell us about the introduction of electronic measuring systems and how they have been used for structural vehicle evaluations?

A: With the electronic age and the introduction of the computerized electronic measuring system (EMS) in the late 1980s, many in the collision repair industry thought that EMS offered the solution and would provide answers for structural vehicle evaluations and frame realignment protocols. EMS is an effective and efficient means to relay the same three-dimensional vehicle data readings that a 3D measuring system or fixture bench system offer. EMS also provides the benefit of having a print out sheet of the vehicle data readings for documented reassurance. In addition, it features the convenience of viewing the 3D data illustration on a color flat screen monitor and the benefit of a few vague arrows on the data illustration that provides little systematical order for directional assistance for the realignment process. I believe today's EMS has very little to virtually no definitive information in reference to complete vehicle structural evaluation assessment, structural component replacement determination, the necessity of required tools, precise realignment order of directions, 3D image modeling or technical performance training assistance. The EMS diagnostics capability is subject to the interpretation of the end user.

Q: How are you able to address this with MARP and your issued patent?

A: Our mission is to implement informational MARP applications of technology into all existing 3D vehicle data illustration and EMS software. We have the following goals:

- 1) Introduce new standard practices for systematical structural realignment order.**
- 2) Create innovative EMS diagnostic practices for complete and precise vehicle structure evaluation assessments.**
- 3) Provide 3D real-time image modeling for EMS.**
- 4) Provide robotic bench fixture capabilities.**
- 5) Develop our patented process into a virtual reality simulation application to transform vehicle structural repair industry practices and establish industry-wide innovation with performance training.**
- 6) Develop valid certification levels for technical advancement.**
- 7) Distribute educational information worldwide to collision repair facilities, OEM certification programs, technical colleges and vocational institutes.**

Q: What is your background in the industry?

A: I've worked in this industry for 43 years, specializing in structural automotive realignment. When I was in high school, I attended an auto body course for two years at DCAVTLI. After I graduated, I went on to attend a 22-month course. I was fortunate to have the same instructor for all four years—Ray Sweden. Ray recognized my talent for welding and working with metal.

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I was able to graduate a month early with Ray's help and he placed me in an automotive frame shop in the mid-1970s called MPLS Bee-line. I've been mastering this lost art ever since. Ray has been a great friend, inspiration and mentor throughout my 43-year career. After working in the private sector for several years, I became self-employed in the mid-1980s. I operated a frame repair facility for a few years in my home state of Minnesota and then migrated to Phoenix, Arizona. There I met John Rang, a Celette distributor, who introduced me to the dedicated bench fixture repair system.

I was offered the opportunity to become a Continental frame equipment distributor-sales representative. This is when I gained a tremendous knowledge of using various frame machines, measuring devices, vehicle anchoring methods and bench repair systems. I took in dozens of used systems on trade, refurbished the machines, then utilized the various equipment in my repair facility, MFS, before reselling to the market.

Q: How was well-known inventor Lavell Chisum instrumental in the development of MARP?

A: Once Chief acquired Continental's universal measuring system (UMS) and data center in the early 1990s, I was offered a frame equipment distributorship from Prodigy ART (Advanced Repair Technology). This is where I met the renowned inventor of the EZ-Liner frame machine—Lavell Chisum. If it wasn't for his innovative EZ-Liner 196 multiple hole bed design, I would never have gained a diverse understanding of 'multiple simultaneous, realignment vectors.' It allowed me to discover the math behind the age-old mystery of frame straightening. Lavell's innovative mechanical measuring process gave me insight to a new dimension and paved the way to my issued patent. I give credit to Lavell's design in equipment for being awarded an issued patent for 'system and method for repairing and re-aligning damaged vehicle body and frame structures' in 2012. Thank you Lavell!

Lavell is now 90 years young and this year marks the 50th anniversary of Lavell taking the legendary frame machine to market in 1967. Chief acquired the patent for the EZ-Liner in 1972 and the rest is history.

Q: How do you envision MARP being implemented in the collision repair industry?

A: The process can be implemented into existing EMS and 3D vehicle data software programs, which provides continuous on-the-job diagnostic performance training with every repair.

MARP can be adopted throughout the collision repair industry as well as by vehicle manufacturers, insurance companies, and training facilities including technical colleges and vocational institutes. In addition, realignment equipment manufacturers, vehicle data companies, OEM re-certification programs and virtual reality simulation centers might also see advantages integrating with MARP.

We envision that users will subscribe or lease the process for each vehicle through a web-based port, which will provide access to EMS-enhanced vehicle data.

Q: How it is going to make a difference in the industry?

A: The repair industry needs accurate diagnostic structural realignment evaluation assessments on the complete repair. MARP will allow collision repair center and insurance company personnel to obtain accurate evaluation assessments on structural repair. They will have remote viewing of customized step-by-step diagnostic realignment directions for efficiently repairing all types of vehicle structural damage.

Source: www.autobodynews.com - Written by [Stacey Phillips](#)

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