

# CUTTING EDGE IDEAS FOR CUTTING EDGE REPAIRERS



[WWW.SEMASHOW.COM/SCRS](http://WWW.SEMASHOW.COM/SCRS) | NOVEMBER 4-7, 2014

Need help registering for SCRS' Repairer Driven Education? Call our registration customer service at 866-229-3687

**Tuesday, November 4<sup>th</sup>, 2014**

10:00 – 10:45 FREE (North Hall Stage)  
**Dispelling Common Collision Repair Myths**  
Shawn Collins | 3M

11:00 – 11:45 FREE (North Hall Stage)  
**Considerations in Structural Repair Labor**  
Toby Chess

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12:30 – 2:30 RDE1  
**Creating Engaging Consumer Videos for Marketing**  
Kristen Felder | CollisionHub

12:30 – 2:30 RDE2  
**Aluminum Repair Procedures, Techniques and Requirements**  
Larry Montanez III | P&L Consultants, LLC

12:30 – 2:30 RDE3  
**Leading For Results: Hiring, Coaching and Managing a Winning Team**  
Ted Williams | Sherwin-Williams Automotive Finishes

3:00 – 5:00 RDE4  
**Express Repair Workshop – ZERO Day Repairs**  
Lee Rush | Sherwin-Williams Automotive Finishes

3:00 – 5:00 RDE5  
**Using Industry Statistics to your Advantage**  
Mike Anderson | Collision Advice

3:00 – 5:00 RDE6  
**LEARN to Earn - Opening the door to sustainable profits**  
Tony Adams and Kevin Wolfe | LeadersWay and PPG Industries

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## Wednesday, November 5<sup>th</sup>, 2014

9:00 – 5:00

SCRS Presents: OEM Collision Repair Technology Summit



Bringing innovation  
to the surface.™

**AudaExplore**  
a Solera company



The Chemical Company



**TOYOTA**  
Let's Go Places



A unique networking and learning opportunity designed to put SEMA show attendees in a room with innovators in automotive structural design and technology. The Summit will focus on emerging trends in vehicle construction and technology as it the program will include uniquely created presentations from the Aluminum Association Transportation Group and Steel/Auto Partnership as both explore the developments taking place in their respective material markets. Further panel discussions, breakout sessions and hands-on technology displays will put attendees in touch with cutting edge automakers such as Audi, BMW,

Ford, GM, Mercedes, Toyota and TESLA.

This event will give great insight into current and future requirements necessary to maintain pace with the constantly evolving technology landscape, while operating in our highly competitive marketplace. The panelists represent companies with rich histories of producing sophisticated structural designs and technological advancements, and will be bringing technical insight into the design, architecture and development of their vehicles, and how advancements in those areas intersect with the repair process. The program will also include separate panel discussions with representatives from certified repair facilities, equipment suppliers, and OEM certifiers/auditors.

Every participant in this industry can benefit from better insight into how vehicles and materials are evolving, what that means in the repair process and what will be expected of those who are performing these repairs. The future of our collision repair industry is highly skilled professionals, working on highly sophisticated automobiles that require the industry to embrace the necessary investments in training and equipment; but also relies on informed business owners who understand how to define for themselves what a sustainable and successful business model to support that investment looks like."

Space will be limited, early registration is encouraged.

9:00 – 9:15

**Welcome Address**

Aaron Schulenburg  
SCRS | Executive Director

9:15 – 10:00

**Presentation: Aluminum Transportation Group**

Doug Richman | Technical Committee Chairman, the Aluminum Association's Transportation Group and Vice President-Engineering/Technology, Kaiser Aluminum

10:00 - 11:15 **Panel I – Automobile Developments: How Automotive Manufacturing is Driving Change in the Repair Industry |**

A panel of automaker technical experts will discuss advancements in vehicle design specific to materials and architecture that will impact repair process and approach.

**Mark Allen**

Audi of America | Specialist - Collision Programs & Workshop Equipment

**Tom Brizuela**

BMW of North America | Body & Paint Technical Team Leader

**Leo Gruzas**

General Motors | Manager, Body/Exterior Service Engineering

**Benito Cid**

Mercedes-Benz, USA | Collision Business Manager

**Andy MacDonald**

Tesla Motors | Body Program Manager

**Joseph DiDonato**

Toyota Motor Sales, USA | Collision Training Administrator, Technical Training & Body Department

**Moderated by:**

**Jason Bartanen**

I-CAR | Director, Industry Technical Relations

11:15 – 12:00 **Presentation: Auto/Steel Partnership**

David Rigg | Advanced High-strength Steel Repairability Chair, the Auto/Steel Partnership and Global Service Lead, Structures, General Motors Company

Lunch Break (1 Hour)

1:00 – 2:00 **Panel II – Equipment Development: How vehicle design and materials relate to equipment longevity and design**

A panel of collision repair equipment manufacturers will discuss how vehicle design and substrate materials relate to tool and equipment design, application and longevity.

**Per Madsen**

Car-O-Liner Company | Managing Director, Singapore

**Ken Boylan**

Chief Automotive Technologies | Global Training Manager

**Stéphane Jourdan**

Celette France SAS | Technical Director

**Brandon Lowder**

Global Finishing Solutions | Vice President of Refinish

**Ron Olson**

Pro Spot International | CEO

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Tim Morgan  
Spanesi Americas | Managing Director

Moderated by:  
Lou DiLisio  
Automotive Industry Consulting, Inc. | President

2:10 – 3:35 **Panel III – Marketplace Development: How specialization is shifting collision repair business practices**

A panel of collision repair professionals will discuss the commitment to certified collision repair programs and advancing technology, how their businesses differ from traditional collision repair businesses and the costs associated with training, equipment and resources. They will illustrate business cases for how such investments can produce an ROI, even when faced with current market pressures.

Kye Yeung  
European Motor Car Works (California) | Owner

Paul Sgro  
Lee's Garage (New Jersey) | Owner

Eric McKenzie  
Park Place Dealerships (Texas) | Director of Body Shop Operations

Ron Reichen  
Precision Body and Paint (Oregon) | Owner

Luis Pineda  
Spectrum Collision Center (California) | General Manager

Rodney Antepenko  
Westmont Body Werks (Illinois) | Owner

Moderated by:  
Dusty Womble  
Roger Beasley Collision Center (Texas) | Operating Partner / General Manager

3:45 – 4:45 **Panel IV – OEM Certification Development: The programs behind OEM partnership**

A panel of automakers and their designated certifying partner companies will discuss the development and implementation of OEM certification programs. The sessions will discuss what they look for, the advantages such programs create for the marketplace, and how the programs are changing the future outlook for the industry.

Mark Allen  
Audi of America | Specialist - Collision Programs & Workshop Equipment

Gary Scott  
Axalta Coating Systems | Business Segment Manager, OEM Aftermarket

Paul Massie  
Ford Customer Service Division | Collision Product Marketing Manager  
(Continued, next page)

Scott Biggs

Assured Performance | CEO

Benito Cid

Mercedes-Benz, USA | Collision Business Manager

Vic Mueller

Summit Consulting Int'l | Mercedes Benz Collision Business Manager

Rick Leos

Toyota Motor Sales, USA | Wholesale Parts & Collision Strategy Consultant

Bob McDonald

Summit Consulting Int'l | President and Toyota/Lexus Certified Collision Business Manager

Moderated by:

Jordan Hendler

Washington Metropolitan Auto Body Association | Executive Director

5:00pm

### **Closing Remarks**

## **Thursday, November 6<sup>th</sup>, 2014**

10:00 – 10:45 FREE (North Hall Stage)

### **2015 F-150 Repair Information**

Larry Coan and Gerry Bonanni | Ford Motor Company

11:00 – 11:45 FREE (North Hall Stage)

### **Guide to Complete Repair Planning – Estimating Tips**

Toby Chess

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12:30 – 2:30 RDE7

### **Check Yourself - Departmental Quality Control to Prevent Incorrect Repairs**

Larry Montanez III | P&L Consultants, LLC

12:30 – 2:30 RDE8

### **Leaning on Process for Profit Improvement**

Steven Feltovich | Sherwin-Williams Automotive Finishes

12:30 – 2:30 RDE9

### **Surviving the Push for Refinish Reductions - Spot within Panel Survival Kit**

Tim Ronak | AkzoNobel Automotive and Aerospace Coatings

3:00 – 5:00 RDE10

### **Managing Online Reviews - How Your Reputation Hangs Precariously In the Balance**

Mark Claypool | Optima Automotive

3:00 – 5:00 RDE11  
**Customer Service Manager Training**  
Steve Trapp | Axalta Coating Systems

3:00 – 5:00 RDE12  
**Getting Paid For Investing in Facility, Equipment and Training**  
Tim Ronak | AkzoNobel Automotive and Aerospace Coatings

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9:00 -12:00pm **SCRS' RDE Sky Villa After Party**

After a long and fulfilling week of traversing booths on the show floor, and attending educational classes to better your business, you've earned a remarkable evening of luxury, Las Vegas style! Located in the famed LVH Sky Villa suites at the LVH Hotel, this after-hours event gives you the opportunity to relax and network with some of the collision industry's most influential leaders and educators, all while taking in the views of Las Vegas in some of the most recognized high-roller suites in the city. Access to the event is through the Central Hall elevator in the LVH Hotel lobby.

## Friday, November 7<sup>th</sup>, 2014

10:00 – 10:45 FREE (North Hall Stage)  
**Aluminum 2014 and Beyond**  
Ken Boylan | Chief Automotive Technologies

11:00 – 11:45 FREE (North Hall Stage)  
**3.5 VOC Solvent borne Basecoat Technology- a Viable Alternative to Waterborne Basecoats for Collision Repair**  
Bruce Williams | Axalta Coating Systems

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12:30 – 2:30 RDE13  
**Are You Really Repair Planning or Just Estimating?**  
Scott Wheeler | AkzoNobel Automotive and Aerospace Coatings

12:30 – 2:30 RDE14  
**“Got Brand?” - Building an Effective Brand Strategy**  
Dominic Brusco, Audrey Nass and Bruce MacKenzie | PPG Industries

12:30 – 2:30 RDE15  
**Effective hiring, Discipline & Termination - Managing the Entitlement Generation**  
Cory King | Fine, Boggs & Perkins LLP