

Collision Comm

Automotive Service Association of Michigan

P.O. Box 5456 Plymouth, MI 48170

Week of June 30, 2008

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**THANK YOU FOR
YOUR CONTINUED
SUPPORT!**

Dates to Remember:

- **July 14**—Annual Golf Outing Bath, MI (near Lansing). Take advantage of the "Early Bird Discounts" by June 1st. We already have over 52 golfers signed up—last year we had to turn away 8 golfers—don't miss this great time. Thank you golf committee for all of your hard work and determination.
- **Sept 15**—Northern Golf Outing Kalkaska, MI



Announcement Coming soon
E.L. Eversman Part 2
"Where do we go from here?"
We are still working on a date due to a trial—we are looking forward to her return

Also coming this summer

**Automotive Video® Inc.
and ASA Michigan®
announce the
"BBQ Pit Stop at
the White House"
During the**

Woodward Dream Cruise
Watch for details in the coming weeks—event will be R.S.V.P. only



"Airlines eyeing overstuffed carry on bags—Airlines cutting food services—Airlines cutting 'freebies' due to soaring energy costs"

Anyone that has watched the news or read a newspaper recently has definitely seen one of these paraphrased headlines—the costs are real and the expense cannot be absorbed. We are seeing less flights, additional delays and "packed" planes— in hopes of keeping the airline afloat. Airlines have returned to the fundamental business plan that their business is to take a passenger from point A to point B in a safe, timely manner. The very reason that baggage is being watched for weight, whether it is by charging for more than one bag or reducing the luggage weight to 40 pounds from 50, so too are the airlines reducing weight in other areas. "Some airlines are removing beverages and snacks from their flights to save not only on costs, but more importantly the weight that these frills add to the flight which uses more fuel."

The collision industry also has added "freebies" over the years to remain competitive. Free estimates, detailing of the vehicle when done, free coffee in the lounge, free pickup and delivery, free storage, are just a few of the many "freebies" that we have given away. Not all airlines have adapted to this model, at least not publicly...maybe they just raised their fares or found other methods like reducing the number of flights offered during non-peak flights, because meeting customer expectations were more important to them in the long run. So what "freebies" can you afford?

ASA Holds National Division Quarterly Communication Conference Call

ASA held its first National Division Quarterly Communication call on June 24, 2008. The purpose of the conference call is to allow feedback from the affiliate States along with the ability for ASA National to share some of their tasks and on-going achievements. ASA Michigan was fortunate to have their Collision Division Executive Board Member, Steve Tomaszewski, of Alpine Collision-Grand Rapids, MI partake in the call with his peers. Here are the discussions that ensued and what is on the horizon from the National Collision Operations Committee:

- May meeting with the IP's addressed items like substrate identification, blending, blocking, database disclosure, accuracy of OEM repair information and unique labor associated with LKQ parts
- Subcommittee work includes the quality of AM parts and their certification and addressed the danger of using Headlamps that are not DOT compliant
- Reparability issues on certain vehicles...currently this task force is meeting with some OEM engineers discussing some of the challenges in repairing certain vehicles. For example, on one model, if a tail light pocket is needed, the only way to get one is order a quarter panel and drill it out the pocket from the panel, then welding it to the existing panel on the vehicle. THE SUBCOMMITTEE IS LOOKING FOR YOUR INPUT—PLEASE FORWARD POTENTIAL REPAIRABILITY ISSUES TO ME INCLUDING THE YEAR, MAKE, MODEL WITH A BRIEF DESCRIPTION ALONG WITH CONTACT INFORMATION.
- Currently in the works on a "Raw Bumper" vs. "Primed Bumper" Flyer, very much like the already successful Refinish Flyers.
- Finalizing the 2008 Update of the "Not Included Charts" comparing the three IP's...to be released at NACE 2008
- COMING ATTRACTIONS: an internal supplement form and a sublet administration fees form

CURRENTLY THERE ARE THREE SCHOLARSHIPS AVAILABLE FOR NACE 2008—APPLY FOR YOURS TODAY...THE WINNER COULD GET A MAJORITY OF THEIR NACE 2008 EXPERIENCE PAID FOR! Go to www.amionline.org

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www.asashop.org

www.TakingtheHill.org

* - NOTE: Our website is currently being modernized - although currently functional, we apologize for any inconvenience.



WHAT BENEFITS DO I GET FROM ASA?

Besides the information, the contacts, the networking, the coupons from our supportive vendors, there are many things available on www.ASAonDemand.com. Using the ASAonDemand provides all of the benefits available to you and is updated monthly for up-to-the-month information of cost saving benefit options.



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EDITOR'S PAGE



Karen Kilbane
Editor

Go Lean But Don't Starve

Well, last month our feature article suggested ways to be "cheap," and this month, we are suggesting "going lean". Am I editing a woman's magazine or an industry newsletter? Although I would love to share some diet and fashion tips with you, the "lean" in this month's feature revisits the innovative but very common sense production philosophy of Lean Processing discussed on these pages several times before now—this time with comments and advice from collision repair facility owners who have implemented the process. Their warnings about what can at first be a bumpy ride and always demands their constant attention make for valuable instruction. Change is never easy, but, given the current economic conditions, tightening the belt is essential in any body shop that wants to succeed. The Lean Process can be compared to a diet—the kind of diet that requires a definite change in lifestyle and a long-term commitment to goals.

Cutting the fat and waste from a collision repair operation, adding up needed expenses, considering steps required to improve repair quality and turn around times, and determining prices to set for shop work should be obvious topics for discussion and decision by shop owners and their accountants. What is my profit goal? What are my expenses? How do I plan to reconcile these two key numbers?

Many shop owners around the U.S. have been feeling some angst about a few extra items that have been thrown into their financial math by their biggest customers, auto insurers. INSIGHT has been hearing grumbling about a category of dollars that insurers label "the cost of doing business," which, as one body shop manager in Detroit commented, seems to include anything the shop has purchased and had needed to use during a repair, for which the insurer does not want to pay.

Another concern voiced by shop managers in Michigan is who determines—and by what method—the prevailing competitive price for labor and paint in any given area?

Editorial: Karen goes on to mention that Collision Insight had done an extensive Market Survey and printed the results on page 11 of their magazine. Subscription to Collision Insight is \$99 per year in the United States and is published monthly. If you would like a complimentary issue, please forward your request to me—Karen has authorized me to provide this issue in hopes to entice new subscribers, so please take advantage of this offer. Thank you Karen

THANK YOU TO THE
MANY MEN AND WOMEN
WHO HAVE, AND WHO
CONTINUE TO PROVIDE
US OUR FREEDOM HERE
IN THE UNITED STATES

MAY GOD BLESS AND
WATCH OVER THEM!



PLEASE ENJOY A SAFE & HAPPY FOURTH OF JULY WEEKEND !