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| Issue | Copy Deadline | Printing Date |
|---|---------------|---------------|
| February-March | Mar. 1 | Mar. 15 |
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| May-June | June 1 | June 15 |
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PRESIDENT'S LETTER



It seems like spring just got going and summer is now in the rear view mirror and it's time to prepare for our next season. Whatever season Mother Nature has up her sleeve next, one only knows.

The NDABA was formed in the fall of 1983 in Steele, ND, when a group of shop professionals met to discuss problems within our industry and to protect its integrity. Other goals were to promote our trade and provide scholarships to young techs. In the 39 years of its existence, it has met many goals.

Over the last 5-10 years we have lost many valuable and active board members. Some have retired or sold their business, or just got out of the industry. With only a handful of active members who have remained on the board well past their elected terms for the good of the Association, it has been challenging and the NDABA is not meeting its goals.

We are planning on having a meeting in October 2022 to discuss the future of the NDABA.

A couple of key topics we plan on addressing is new board members and reorganizing the NDABA.

I will ask that as you read this, please consider getting involved in this worthwhile cause. Many people have worked hard for 39 years to uphold the integrity of our industry. We hope to see some new faces at this meeting.

If you have any questions or input for the Association, please feel free to contact me at 701-293-1266.

Scott Heintzman, NDABA President

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CIC: Possible solutions for shops to consider when tackling costs from inflationary pressures

By Lurah Lowery on July 28, 2022

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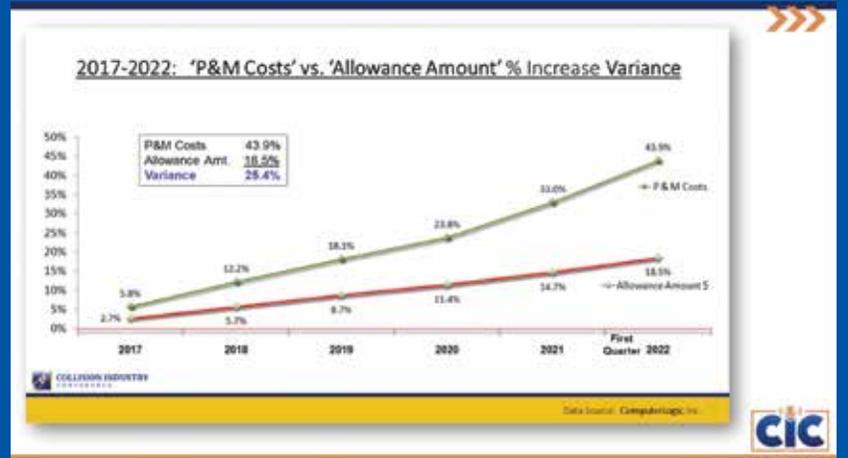
The Collision Industry Conference (CIC)’s Parts & Materials Committee followed up on its initial discussion of inflation in April, with a second presentation on potential industry solutions from a panel of experts in Pittsburgh, Pennsylvania last week.

Due to supply chain issues, rises in the raw material costs, and labor rates not maintaining pace with inflation, shops are facing increased costs. For example, paint and materials reimbursements are now only 18.5% higher than they were in 2017, compared to the 43.9% increase in paint and material costs that collision repair facilities have experienced in the same period of time, according to information shared at the April CIC meeting. And had 2017 labor rates maintained pace with inflation, the average current rate could now be \$46.38 versus the actual average rate of \$34.60.

Committee Chair Aaron Schulenburg noted last week that many companies have provided repair customers with multiple paint and material increases letters over the past two years. The increases are typically expressed as weighted averages, which haven’t always directly reflected what shops are paying for their materials. As panelist Braxton Ewing, BASF performance group manager, explained, a weighted average is an average of all products put together.

“For instance, PPG had said there was a 10% increase,” Ewing said. “...Some products are going to be raised more. Some are going to be raised less. A lot of that depends on supply chain issues and raw material availability.”

Panelist Tim Ronak, senior services consultant for AkzoNobel Performance Coatings, added that



The Cost of Making Paint Has Risen

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% Cost Inflation of Paint Components (2021 est. vs. 2020)

- Resin/Latex (11%)
- Pigments (29%)
- Containers (15%)
- Additives/solvents (13%)

The prices of these materials have a significant impact on manufacturing costs — and costs are increasing.

11-19% Resin/Latex
1-2% Pigments
7-13% Containers
17-30% Additives/Solvents

Presentation slides provided for use by CIC Parts & Materials Committee.



(Left to right) Dan Tessadri, CSAA Insurance Group; Braxton Ewing, BASF; John Strong, Mitchell International; and Tim Ronak, AkzoNobel Performance Coatings.

an individual shop may not buy the entire weighted range of products in the same distribution that it's been averaged so, "Each shop may see its own unique price increase irrespective of what's published."

Schulenburg demonstrated communications from refinish companies communicating that because resin, pigments, containers, additives, and solvents have gone up, the overall cost of paint and materials has been affected causing collision repairers to reconsider how and how much they charge their customers and insurance carriers.

"The reality is everybody's in the same boat. Everybody's facing rising costs, including the manufacturers," he said.

Panelist John Strong, Mitchell International labor development manager, said the most common method of how material costs have historically been calculated is rate multiplied by hours. However, he sees products that provide more specificity as offering "a tipping point – a more sophisticated method of being able to capture your actual paint and materials broken down to a granular level," Strong said. In a 22.01 update of Mitchell's Refinish Materials Calculator (RMC), which was released May 2022, Mitchell clarified procedure explanations to articulate the current conditions surrounding pricing and provide some additional clarification on why shops

may adjust for weighted averages or jobber adjustments with a markup functionality, if necessary.

He noted that in the traditional calculation there aren't any listed inclusions or P-pages that tell repairers what's included or not or what they can charge for it. The RMC, while it

states it isn't a time guide and doesn't set labor times, is "designed to be used with the refinishing labor times from your collision information provider." It "combines average refinish times, average costs and amounts of paint (based on a sprayable mixed quantity) and related materials."

The takeaway from the panel — shops need to calculate costs more specifically, and per job, instead of going by arbitrary numbers.

Through performance groups, Ronak indicated they've seen a wide variety of businesses alter how they're billing for materials.

"They look at it from a perspective of, 'Am I making money?' ...they're becoming far more specific about what is a paint material? And [are] creating invoicing and documentation for that and more importantly, they're taking some of the things that used to be called 'materials,' like panel bonding adhesive [and] seam sealers, and they're billing for those independently on a per-job documented basis."

Shops outside of performance groups that may not be as sophisticated

(Continued on page 7)

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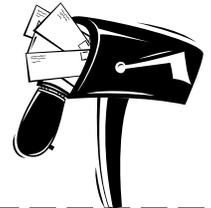
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Possible Solutions...

(Continued from page 5)

in analyzing numbers can also be slower to react to inflation and are being hit the hardest, Ronak added.

Shops have been telling Ewing that they're looking at other methodologies as pricing has changed, such as using different calculators or using their paint scales and invoicing systems to track what products they're using on each job to define true job costs. That's because hours times rates don't take everything into consideration, Ewing said.

"There's too many factors involved. You could have a weak estimator that writes lower hours than should be expected for that repair or you could've missed something during the estimating process and it also doesn't account for those different costs."

The commentary aligned with presentation material referencing a CCC knowledge base article indicating it was most common for their customer to bill refinish materials by the hour, "needless to say, this [method] is also usually inaccurate."

The short-term solution, as Ewing sees it, is for shops "to understand their numbers, get with their paint manufacturers and really get their help to understand how to be profitable with their products and then learn how to document and communicate that back to the carriers or whoever's paying."

"You need to be able to explain that to them — why it costs this much to repair this vehicle and what you need to document."

On the insurance carrier side, panelist Dan Tessadri, an APD business consultant with CSAA Insurance Group, said the most effective way for shops to start a conversation with billpayers about changing their billing practices is to have a better understanding of both sides of the discussion and avoid it leading to an argument because if that happens, it likely won't result in a solution.

"We're not all on the same boat but we're in the same storm," Tessadri said. "If it's more of an open discussion with documentation and an understanding of, 'This is what I want but this is what I could potentially live

"We're not all on the same boat but we're in the same storm."

— Dan Tessadri, CSAA Insurance Group

with,' those are the discussions that end up probably more successful.

"...We see a lot of organizations, a lot of single-store operators, coming and requesting specific rate increases and there is an incredible difference in the documentation, in the communication, in the overall sort of understanding of the impact of inflation ...on their stores.

What I also see as an opportunity with carriers across the board is... look at what's worked historically for us and for the organization and for the industry but also look at opportunities to be flexible and allow for additional documentation to be able to tell you what's actually happening in the market."

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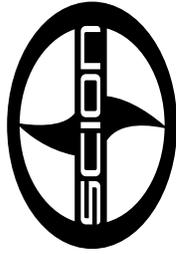
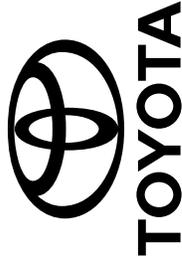
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A “College for Teens” summer camp participant works on a project at Metropolitan Community College in 2019. (Credit: Joe Baker/Metropolitan Community College)

Colleges say reaching students before high school is key to future collision tech workforce

By Lurah Lowery on June 13, 2022

Reprinted with permission from SCRS Repairer Driven News

College collision repair department heads and a recent graduate say the industry as a whole needs to get behind pulling kids’ interest to the skills it takes to become technicians at younger ages.

And that’s just what Metropolitan Community College (MCC) in Omaha, Nebraska is doing through its summer camps focused on kids ages 10-12, called “College for Kids,” and “College for Teens” for ages 14-17. The first group of 10-12-year-olds spent a day last week learning about the uses of and differences between rigid and flexible foam with an I-CAR frame rail demonstration. They also learned about tools used in collision repair. The same topics will be covered with a second group this week.

“College for Teens” is also being held for four days this week. Students will learn body repair basics on 10×12 mini hoods with dents in them from body filler to hammer and dolly work, grinding, masking, priming, and painting.

“Hopefully, what that does is it gets them interested in the business,” said MCC Instructor Pat McKibbin, who is teaching College for Teens. “We also get the chance to tour them through the shop and show them what our advanced students are doing.”

The camps show kids that college isn’t just about sitting at a desk and learning math and English — a college education can be hands-on, he added. He said the kids “have a blast” and the camps “get them excited about the business.” McKibbin said he hopes students that participate will spread the word to other kids to get them interested in attending.

“There are kids that, like when I was a child, I couldn’t sit behind a desk,” McKibbin “There’s kids out there that don’t want to sit behind a desk and they want a hands-on job.”

MCC’s nursing, construction, robotics, welding, and automotive programs are also highlighted during the camps.

Auto collision repair wasn’t on MCC lab technician Cheyenne Purchase’s radar before she found out about the college’s high school program and enrolled. “I ended up being good at it,” she said.

She was successful in the national SkillsUSA competition, placing 12th in her first year and in the top 10 in her second year. She now holds a two-year collision repair degree from MCC and is part of her work at the college this year is helping teach College for Kids.

“I want the industry to keep growing,” Purchase said. “I want them [students] to be successful. You can make a lot of money in this industry so you don’t need a four-year degree. A lot of people don’t realize that. I think it helps to do camps like this. It gets them more involved earlier and it gives them, maybe, a clear path of what they might want to do when they grow up.”

MCC Auto Collision Department Director and instructor Joe Baker said kids are pretty excited by the end to join the college’s program when they’re old enough. This year is the first time the camps have been held since 2019 because of the pandemic.

“[We’re] trying to think outside the box — something to get them engaged — rather than just watching a PowerPoint on what collision repair is,” he said. “Back in 2019, we had one of our students that was going to a local middle school. He talked about how his dad likes cars and he’s interested in cars and he wants to restore a car when he gets older. He actually [in 2021] joined our Career Academy. That’s the best part of it — is seeing some of those really young kids come back.”

MCC’s Career Academy is a 37-credit-hour program for local high

The industry’s focus should be on getting students into certificate and degree programs — not on finding jobs for those already in programs.

— Technical Community College (FTCC) Collision Repair and Refinish Technology Department Chair Doug Irish



“College for Teens” summer camp participants pose with the mini hoods they repaired and refinished.
(Credit: Joe Baker/Metropolitan Community College)

school juniors and seniors that can be enrolled in to explore a career field or work toward a college degree and/or job.

Baker said the summer camps are an important first step “because a lot of these kids haven’t been around it before.”

“Cars aren’t what they were before. The days of working in the garage with Mom or Dad and changing the oil or even changing an air filter — some of these cars you can’t even do that on your own now. So, we’ve had to kind of reinvent the wheel to get younger people involved in stuff like this.”

Similar to what was pointed out during the Collision Industry Conference (CIC)’s April meeting, Baker noted it’s important for shops to be on college advisory boards and to come out and talk to students in collision repair programs at high schools and colleges about job opportunities and their experiences in the industry.

“If you don’t have that as a collision repair program, you’re not going to be doing very well because that’s who’s employing your students,” he said.

In fact, Fayetteville Technical Community College (FTCC) Collision Repair and Refinish Technology Department Chair Doug Irish told

RDN the industry’s focus should be on getting students into certificate and degree programs — not on finding jobs for those already in programs.

“If you have a kid that’s good with a computer, likes to build things with their hands, they’re artistic — they like to paint — any of those things that they don’t really know they can have a lucrative career in the collision repair industry by tapping into that skillset,” he said. “It doesn’t do us any good to try to capture them when they’re 17, 18, 19 years old. It’s harder because they, at that point, have found something else that interests them.”

The industry also needs to inform school counselors and parents about what the collision repair industry is — that it’s highly technical and skilled versus the stigma a lot of people still believe that it’s dirty, low-paying, and low-skilled work, he added. It’s also good to let them know a degree can be obtained in two years and will likely lead to making \$40,000-\$60,000 a year in three to five years post-graduation. And it doesn’t just start with high schoolers, he said. The conversation should start with middle schoolers.

FTCC offers the High School Connections (HSC) dual enrollment

program, which is part of a North Carolina statewide program called Career and College Promise. In the 16-week collision repair HSC, students will complete their first-year introductory courses that cover the basics of fender and door straightening, filler work, metal work, refinishing, R&I parts, and plastic repair. And it’s all tuition-free, I-CAR curriculum.

Irish also encourages shops in or near Fayetteville to send their employees and technicians to the college for needed certifications. If he can get enough interest from school-age children, he would like to put together “Summerscapes” classes, or summer camp, in collision repair but participation hasn’t previously been high enough.

McKibbin sees drawing interest going even younger to elementary school students to “plant that seed.”

Baker added that schools are doing what they can to engage younger people in the collision repair industry to find future technicians but he encourages anyone in the industry to think of ways to also run camps for kids and to think of ways to garner interest.

The views expressed in articles throughout this issue are those of the writers, and do not necessarily reflect views of NDABA.

Readers are welcome to react to views expressed here or elsewhere in the magazine by writing:

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Survey: Most drivers don't understand what their auto insurance covers

By Dave LaChance on April 7, 2022

Reprinted with permission from SCRS Repairer Driven News

Most drivers are misinformed about what their car insurance covers, with many believing that they have insurance that isn't actually available, a nationwide survey conducted for Forbes Advisor has found.

As a result, "drivers may be surprised by what's not covered by their insurance when they try to make a claim after a car crash or other vehicle damage," Forbes Advisor said.

"Car insurance is meant to be a financial safety net if you cause a crash, get injured or accidentally damage your own vehicle," the publication said. "But our survey found that this safety net has a lot of big holes due to lack of basic auto insurance knowledge."

The survey results are a reminder for repairers that their customers may not be familiar with their policies and may need some guidance, particularly since most drivers go seven to 10 years between being involved in accidents.

The online survey of 2,000 U.S. adults was conducted by market research company OnePoll, with data collected March 23-24, 2022. It centered on types of coverage, and did not delve into issues specific to the claims process.



The survey found that at least 40% of drivers believe they have coverage that doesn't exist in a car insurance policy:

- **47%** of drivers think "additional living expenses" coverage is part of their auto insurance policies. This coverage is actually part of homeowners and renters insurance.
- **49%** of drivers think their auto insurance includes "extended crash protection," which isn't an actual coverage type.
- **41%** say they have "vehicle emissions" insurance in their auto insurance policies. There is no coverage for vehicle emissions.

Drivers between the ages of 18 and 25 were most likely to believe that they have coverage that's not offered:

- **74%** believe they have accidental death and dismemberment insurance in their auto insurance policies.
- **69%** say their car insurance covers "additional living expenses."
- **68%** think they have "extended crash protection," which doesn't exist.
- **65%** believe their car insurance covers "vehicle emissions."

Beyond that, many drivers don't understand the coverage that they do have. "We asked drivers to identify the types of car insurance that would cover common problems. Across the board, most respondents were not able to identify the correct coverage," Forbes Advisor said. Among the findings:

- **57%** did not know that collision coverage would pay for vehicle damage if they accidentally backed into a pole.
- **59%** did not know that comprehensive coverage would pay if a tree branch damaged their car's roof.
- **62%** did not know that liability coverage would pay for damage done to another driver's car in an accident they had caused.

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Survey...

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The biggest knowledge gap, Forbes Advisor said, was about uninsured motorist coverage. It noted that only **3%** of drivers knew that none of the standard insurance types listed would cover the injuries suffered by an uninsured motorist who crashed into their vehicle. (Uninsured motorist insurance covers a policyholder's injuries from an uninsured driver.)

The survey breaks down responses by age. In general, drivers ages 18-25 were the most likely to give wrong answers; the percentage of right answers increased in higher age groups, but then fell off at age 77 and up.

For example, **91%** of young drivers believe that car insurance will pay if their car won't start, while **62%** of drivers ages 58-76 knew that none of the coverage types listed would cover a vehicle that won't start.

Responses are also broken down by geographic region. For instance, **43%** of those in the Southwest knew that collision coverage would pay for backing into a pole, versus **34%** in the Midwest, **33%** in the Southeast, **32%**

The biggest knowledge gap, Forbes Advisor said, was about uninsured motorist coverage. It noted that only 3% of drivers knew that none of the standard insurance types listed would cover the injuries suffered by an uninsured motorist who crashed into their vehicle.

in the Northeast, and **30%** in the West.

Repairers who are looking to offer their customers a good reference on auto insurance coverage might want to consider the OEM Collision Repair Roundtable's Crash Repair Info website, which offers consumers good points to consider on insurance and a number of other collision-related issues.

Some states' insurance departments can also offer useful reference material. For instance, the Missouri Department of Insurance and the Nevada Division of Insurance both offer free, downloadable

copies of auto policies and mandatory endorsements offered by a number of auto insurance companies doing business in their states. Both are linked from the Crash Repair Info site.

Some repairer associations have taken proactive steps toward educating consumers about what's covered in their auto insurance policies. For instance, Wisconsin Collision Repair Professionals (WCRP) has posted two videos on its YouTube channel, advising consumers on co-pays and offering tips on shopping for a policy.

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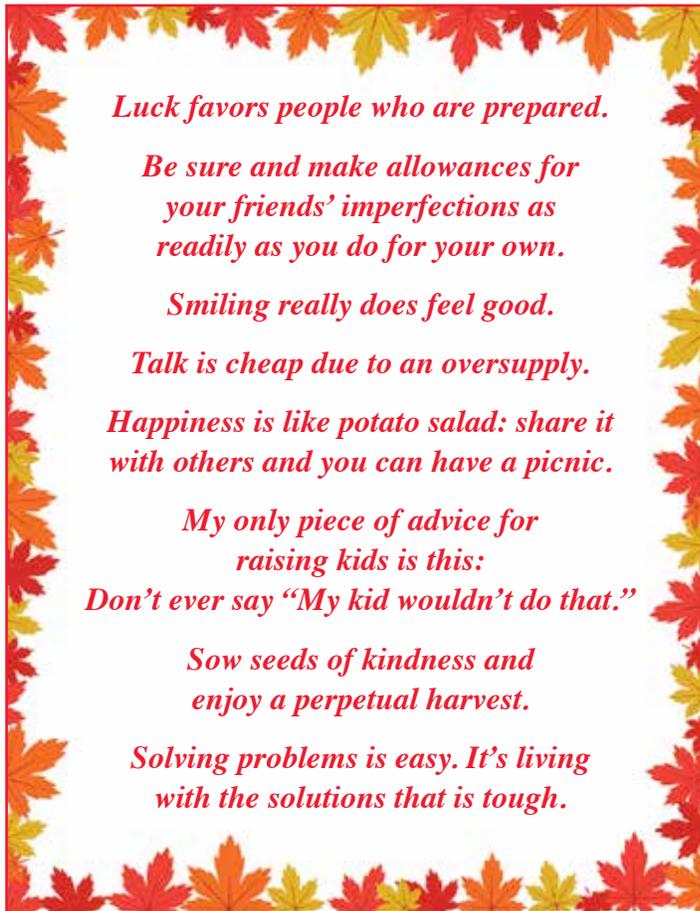
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