

INDUSTRYNEWS

Members Clean Up After Ike

The ninth named storm and third major hurricane of the 2008 season, Hurricane Ike, made landfall in Galveston, Texas, on September 13, 2008, as a Category 2 hurricane, leaving 68 people dead and 365 people missing in 11 affected states as far north as Pennsylvania.

Several NWRA member companies were affected by Hurricane Ike as it slammed into Texas. Fortunately, the impact affected only property and business traffic. No one was seriously injured or killed.

NWRA member Chris Railey of Car Shine Inc in Houston indicated that his business was forced to close for two days and sustained moderate property damage.

"We got some rain and a lot of wind," reported Railey. "Besides losing our building canopies and a portion of fence we are all just fine."

Railey also indicated that all of his staff

"We had a tree fall through one employee's home, but everyone is alright."

was fine and accounted for. "We had a tree fall through one employee's home, but everyone is alright. We are all blessed."

NWRA member Kyle Jesse of Blue Water Enterprises in Katy, Texas, also reported only light property damage.

"We had mainly high winds and lost power for about 12 hours," said Jesse by phone. "Our building has some roof damage and our fence is damaged, but everyone with the company is safe."

NWRA staff will continue to monitor the well-being of association members during such dangerous events and notify the membership if any assistance is considered necessary. Thanks to all those who inquired if any assistance was needed in helping their fellow repairers.



Hurricane Ike affected 11 states and several NWRA members.

Belron US Purchasing Cindy Rowe Auto Glass

Belron US has signed a letter of intent to purchase substantially all of the assets of NWRA founding member company Cindy Rowe Auto Glass, according to Jenny Cain, spokesperson for the Columbus, Ohio-based company. Cain's statement confirmed reports made last month by the glassBYTES.com™/AGRR news organization that the companies were in final negotiations, based on reports from an unnamed source at Cindy Rowe.

"The companies will go through a due diligence process for approximately 90 days," Cain says. "Throughout the due diligence process Belron US and Cindy Rowe Auto Glass will continue to operate as separate and independent entities and as competitors."

The deal is expected to close by the end of 2008, Cain says.

Cindy Rowe Auto Glass was founded in 1980 as C. Rowe's Windshield Repair by its namesake, Cindy Rowe-Taylor. Rowe, who at that time was a registered nurse, decided she wanted to go into business for herself and began performing repairs out of her Chevrolet Vega. In 1987, she purchased an existing auto glass replacement business in Harrisburg, Pa., and integrated it into her existing windshield repair business. Today, the business has 12 locations scattered throughout Pennsylvania and Maryland.

Rowe's husband, David Taylor, who today serves as chief operating officer of the company, joined the business in 1986, and is a founder and past president of the National Windshield Repair Association (NWRA). He currently serves on the NWRA Board of Directors.

Don't Miss This Year's NWRA Annual Conference Next Week

With the NWRA Fall Conference less than three weeks away, the chance to pre-register has passed but members can still register to attend onsite at the Mandalay Bay Convention Center.

The Third Annual Walt Gorman Memorial Windshield Repair Olympics open the event on Thursday, November 6, with the competition starting at 10 a.m. and awards being presented that very afternoon. Seminars get underway on Friday, November 7, 2008, at 8 a.m. with the conference opening and welcome by NWRA president Paul Syfko of GlassMedic and things roll directly into

the first seminar, the Green Glass Initiative, presented by the NWRA board of directors. An internet marketing seminar will be followed by a networking lunch and in the afternoon an Insurance Industry Panel and a seminar on Automotive Glazing Trends will precede the Repair of Laminated Glass Certification seminar and subsequent exam. Closing out the



conference this year will be the cocktail party, held Friday night from 6-8 p.m.

All attendees should come to the Auto Glass Week registration desk at the lower level of the Mandalay Bay Convention Center to register or pick up pre-registered badges.

Competitors Set for Third WRO

With registration now closed, the field of competition is set for the third annual Walt Gorman Memorial Windshield Repair Olympics. Seven deep this year, the competitors bring an average of 10 years of windshield repair experience to the floor and include its first international competitor, Dieter Friese.

Friese, who will fly in from Limburg, Germany, is one of three windshield repair technicians representing the Novus Auto Glass franchise, the most by any one company in this year's event. Also representing Novus in the 2008 competition will be Paul Torgy, who hails from Coeur d'Alene, Idaho, and defending champion Matt Anderson from Spokane Valley, Wash. A win for Anderson—who has taken part in all three past competitions—would make history for the competition, crowning the first two-time winner of the event.

All the competitors this year will have to bring their "A" game to win like NWRA member Rich DiMassa with Dents Out Plus in Torrance, Calif. Also NWRA member Angela Poston, like Torgy, will also fly in from Idaho but will represent Boise-based Windshield Repair Specialists.

Brian Fenner and John Ciotti will both be making the trip from Pennsylvania to compete. Fenner works for NWRA member Safe Glass Technologies in Easton and Ciotti will try to bring the title of "World's Best Auto Glass Repair Technician" home to NWRA member Cindy Rowe Auto Glass.

The competition takes place on Thursday, November 6, on the show floor of the International Auto Body Conference and Expo (NACE) at the Mandalay Bay Convention Center. Attendees to the 2008 NWRA Annual Conference can watch the competition (and attend the trade show) for free.



SuperGlass Sponsors Conference Breaks

When you're sipping coffee or noshing on a Danish during a break at the NWRA Fall Conference in November, you may wish to raise that coffee cup to Dave Casey and the crew at SuperGlass, who have signed on as sponsors.



Their generous sponsorship will allow light snacks and beverages to be provided at the two big breaks between seminars at the event, scheduled for November 6-7, 2008, at the Mandalay Bay Convention Center in Las Vegas.

For the fourth year in a row, the NWRA fall conference will run concurrently with Auto Glass Week and the International Auto Body Conference (NACE) and trade show, and will follow the third-annual Walt Gorman Memorial Windshield Repair Olympics.

New Windshield Saver Stock Available

National Windshield Repair Association members looking for a way to spread the word about their business in a subtle yet practical way may want to consider purchasing the new NWRA windshield savers.

Currently being ordered, the small, round, clear plastic stickers come six per two- by three-inch slip; on the opposite side there is room to add



SAVE YOUR WINDSHIELD!!

Your windshield cannot be recycled and material such as water and dirt can contaminate the rock chip on your windshield making repair more difficult. First, use the patches on the reverse side to cover the damaged area. Second, call the below NWRA member company to have your windshield repaired. Save the environment and save your windshield through proper windshield repair.

www.nwrassn.org

individual company information underneath the NWRA insignia, allowing com-

panies to advertise their services as well as their membership in the association at the same time.

To order windshield savers, contact NWRA headquarters at 540/720-7484 or email Patrick Smith, director of operations, psmith@nwrassn.com.

Windshield Repair Technician Certification



The latest and most comprehensive windshield repair technician certification program available.

Qualified attendees of the 2008 NWRA Annual Conference, co-located with the International Autobody Conference & Exposition (NACE), will have the ability to become NWRA certified technicians for FREE - a \$95 value!

Visit www.nwrassn.org for more details.

The NWRA certification program is based, in part, on the Repair of Laminated Auto Glass Standard (ROLAGS).



www.nwrassn.org/certification.php

540/720-7484

nwra@nwrassn.org

ROLAGS to Vote on New Crack Limit of 6 Inches; May Address Long Crack

The Repair of Laminated Auto Glass Standard (ROLAGS) Committee agreed to vote on limiting the length of the crack as deemed acceptable to repair under the terms of the Standard during their recent meeting, held on Thursday, October 9, in Las Vegas.

Once the vote has occurred, if the group agrees to proceed, the American National Standards Institute (ANSI), which governs the Standard, requires that the proposed changes must be posted for 30 days on the website for public comment.

After all public comments are received, the ROLAGS standard committee and the appropriate subcommittees will review the comments and issue answers to the comments. Commenters are then allowed to respond the committee's answers if they feel their original issues are still unresolved.

Once all the comments have been reviewed and resolved as best possible, the committee will re-affirm their votes, and the any approved changes will be submitted to ANSI as part of the Standard.

If the committee adopts the reduced length change and ANSI approves the change the committee may then address long crack repair through another separate standard.

NWRA will continue to monitor activity within ROLAGS and inform the membership of any developments and changes.

Delta Kits Offers Nearly Quarter Century of Experience

NWRA supplier member Delta Kits will be celebrating 25 years in the industry in 2009 but the expertise that the company offers stretches back even farther than that.

At that time, Walter and Darlene Deines, who owned and operated an auto glass repair and replacement business called Glass Repair Service, started another company originally that made-to-order, portable windshield repair systems for to auto glass replacement companies. The simple design and ease of use caught on and in 1984 the small company now named Delta Kits was incorporated.

Delta Kits Inc. then began marketing pre-built windshield repair systems to auto glass wholesalers that were looking for quality tools and equipment to sell to their customers. As the demand for affordable high quality tools and resins grew, the company swapped the industry standard plastic injectors for a machined anodized aluminum unit with a specially designed seal that allowed for additional pressure and a better seal against the glass. Manufacturing injectors from aluminum allowed for more ridged parts with smoother operation, and the anodizing created a hard surface that helped reduce wear on the threaded parts. Delta Kits fitted the injector to a clear acrylic injector holding device “bridge” that was lighter in weight than the standard metal bridges that were popular at the time.

In 1987 the Deines decided to focus all their energy on Delta Kits and sold Glass Repair Service to their son, Brent, also a windshield repair/replacement technician. Despite using minimal advertising, by 1990 Delta Kits’ reputation had spread to the entrepreneurial market and it became apparent to the Deines that although popular, even the anodized injectors could not hold up to the constant abuse that “repair only” technicians brought to the table. To address this need, Delta Kits began offer-

ing a stainless steel product that they say is nearly indestructible.

To maintain the steady growth, Delta Kits hired Brent in 1994 to work in sales and product development.

And in 1998, when Walter and Darlene retired, Brent took over the position of president of Delta Kits, Inc.

Delta Kits introduced the B300 Bridge in 2001. The B300 was smaller and lighter than its predecessors, with an improved vacuum actuated mounting system, and a 4-way adjustable base.

The B300 captured the attention of many international windshield repair technicians and distributors and sales exploded.

Delta Kits training and certification classes became a regular monthly event in 2002 and in the interest of promoting quality windshield repairs for the entire industry, all classes held in Eugene, Ore. are free to all technicians, and no product purchase is required.

Deines says Delta Kits uses the ROLAGS ANSI Standard as a guideline for all training classes and, in addition to the Eugene classes, their training is made available throughout the USA.

Also in 2002, Delta Kits launched www.windshield-repair-forum.com, which quickly became, and still remains, a worldwide forum used widely in the windshield repair industry.

Having worked both ends of the windshield repair business—as a tech-



Above: Current Delta Kits staff in front of their Oregon headquarters. Darlene and Walter Deines (left), founders of Delta Kits.



“I have been a windshield repair technician for more than 20 years, so I understand what technicians want.”

-Brent Deines

and a supplier—Brent is using his experience to his advantage and helping the company his parents started nearly 25 years ago continue to prosper.

“I have been a windshield repair technician for more than 20 years, so I understand what technicians want... Most technicians want simple, durable, easy to use products that are capable of the highest quality repairs,” he says, noting that Delta Kits products have passed the British Standards Institute (BSI)

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Delta Kits *continued*

windshield repair test for quality, strength and translucence.

“Technicians also want excellent customer service after the sale. Above all else windshield repair technicians want honesty. Delta Kits excels at all of these things,” he continues, adding that “Our customers know we sell quality products, and they know we will be here to serve them for years to come.”

The 25-year history of the company not withstanding, company leaders have done many things to prove to their customer base just how committed Delta Kits is to the industry; Brent explains that the company promotes ethical business practices and is a strong supporter of the NWRA, the IGA, the NGA, and for the ROLAGS standard.

Working with the associations is a vital part of working with the industry.

“The NWRA is the only organization with the sole mission to serve the windshield repair industry,” Brent says. “I feel it is very important for every industry to have such an organization. We need an organization to promote windshield repair awareness to the general public, serve as a watch dog for legislative efforts to harm the windshield industry, and to keep windshield repair companies and individual technicians informed of innovations and other industry news.”

It's a Bird, It's a Plane ... It's SuperGlass

The SuperGlass franchise—or at least 20 of its members willing to go through the FAA certification process—has joined forces with a handful of other companies in the polishing business to create Aerospace Transparencies Repair & Restoration, a company dedicated to repairing the windows and windshields of planes.

It's not unusual to see stories in industry news sources about cracked plane windshields, but Aerospace Transparencies Repair & Restoration is the first company of its kind.

“All Repair Technicians are FAA course-certified and perform repair and cosmetic polishing on all acrylic jet windows, ‘in the plane’ or ‘out of the plane,’” the company website, www.atrrjets.com, says.

Though the company is new, the work isn't a terrible stretch for those who are already coming from the windshield repair industry; it just has the potential of

affecting many more people.

“It's kind of neat that it has to do with windshields but at a whole different level of accountability and ramifications,” says

Dave Casey, chairperson and general manager of Aerospace Transparencies Repair & Restoration and president of SuperGlass Windshield Repair, headquartered in Orlando, Fla.

So far, the company has gotten off to a successful start, having been involved in “about half a million dollars in aircraft window repair in the past year” and “is now an



SuperGlass is now FAA certified.

approved vendor for Bombardier, the maker of Lear Jets, Challengers and Globals,” according to Casey.

“We are also the approved vendor for NetJets, the largest jet [time-share] company [in the country],” he added, pointing out that Warren Buffett owns NetJets.

Welcome New and Returning Members

Bemidji Best Auto Service (Fast Break) Bemidji, MN	Cindy Rowe Auto Glass - Selinsgrove Selinsgrove, PA
BOCO Enterprise Corona, CA	Cindy Rowe Auto Glass - York York, PA
ChampionCHIP Windshield Repair Hillsborough, NJ	CK Glass Repair Mililani, HI
Chip 'N Dent Dynamics, Inc. McKinney, TX	D & S Chips Away Sioux Falls, SD
Cindy Rowe Auto Glass Harrisburg, PA	Fas-Break, Inc. Mesa, AZ
Cindy Rowe Auto Glass - Chambersburg . Chambersburg, PA	Fixmywindshield.com Fountain Hills, AZ
Cindy Rowe Auto Glass - Ephrata Ephrata, PA	Glas Tek Incorporated Lake St. Louis, MO
Cindy Rowe Auto Glass - Hagerstown Hagerstown, MD	Harmon Glass Doctor - Fargo Fargo, ND
Cindy Rowe Auto Glass - Hanover Hanover, PA	Harmon Glass Doctor - Grand Forks Grand Forks, ND
Cindy Rowe Auto Glass - Harrisburg Harrisburg, PA	Harmon Glass Doctor - Moorhead Moorehead, MN
Cindy Rowe Auto Glass - Lancaster Lancaster, PA	Mike's Mobile Windshield Repair Tucson, AZ
Cindy Rowe Auto Glass - Lebanon Lebanon, PA	Mr. Go-Glass Corporation Dover, DE
Cindy Rowe Auto Glass - Manhiem Manheim, PA	Pineyro Law Firm Kissimme, FL
Cindy Rowe Auto Glass - Mechanicsburg Mechanicsburg, PA	Rawlins Glass Co. Rawlins, WY
Cindy Rowe Auto Glass - Reading Reading, PA	Youngren's Glass & Dent Repair Morris, IL



Setting Customer Expectations

by Gayle Good, NWRA Technical Director

On a rare occasion after you have finished a repair the customer may comment, "Is it fixed? I can still see it." Not everything fixable becomes invisible. Setting customer expectations is sometimes as important as repairing the windshield.

The main purpose of windshield repair is to keep the windshield from splitting out. The disappearance value is a secondary consideration. Factors such as the type of break, the type of glass, where the damage is located, contamination and even how the customer sits in the car can influence how the repair looks when done.

Evaluate the break before you talk to the customer. Most experienced techs can give the customer an idea of how the break should look when repaired even before they fix it.

When the repair process is explained first, it limits questions and possible rechecks later. If the customer is not available, the tech should leave a note or phone message that the repair is done and there may be a slight scar when finished.

As insurance companies offer higher deductibles more people are opting to repair rather than replace. We have all heard the credit card or dollar bill sizes

"When the repair process is explained first, it limits questions and possible rechecks later."

used when dealing with insurance networks. The customer needs to know that these sizes will not disappear when repaired. Using the Repair of Laminated Auto Glass Standard (ROLAGS) criteria and your state's inspection laws can cut down on the larger types of damage a customer may want fixed. If a larger break is fixed, make sure the customer is aware of what the end result will be, especially something with excessive surface damage.

Many factors figure into the end result of a repair, one of which is the cus-



A good repair is the sole opinion of the customer.

tomers. Guiding the customer through the process and explaining the finished product can go a long way in customer satisfaction.

Gayle Good is technical director for the NWRA and an NWRA-certified technician. She has been employed at Cindy Rowe Auto Glass for 17 years. All thoughts expressed here are Good's and do not necessarily reflect those of the NWRA.

Help the NWRA Improve Our Website
The NWRA is currently improving their website and need photos of technicians repairing glass. Please send all photos to Patrick Smith at psmith@nwrassn.org



These Are Tough Times

But, It's Not the Time to Cancel Health Insurance Coverage!

by Don P. Giles

You want or have to reduce your operating costs, and health insurance is one of those expenses we hate to pay anyway, right? Many people are tempted to drop their health insurance, but before you do, let's take a look at some alternatives to outright canceling a policy, whether it is a group or private coverage.

There are things you can do to reduce your health care cost and not be without coverage. Review your current coverage, determine your needs and wants, then consider the following cost-saving opportunities and see if you can take advantage of one or more of the following:

- Increase your deductible, your co-insurance cap or both.
- Review your policy. Are you paying for maternity benefits which you and your employees don't need? Some states require it, others don't. Find out the laws in your state.
- If you have a group plan and more than six employees, you may want to consider offering more than one policy choice; most reputable carriers will allow it. This provides more options to cover what is most important to you and your employees.
- Doctor office co-pays are one of the larger cost items on a policy. If you don't go very often, you could save a lot of money by not having that coverage and still have coverage for major medical issues.
- Check out a Health Savings Account or a Health Reimbursement Account

policy. They typically cost less.

- If you have a larger group of employees, say 25 to 50, consider a partially self-funded plan. In these plans, there is less profit going to the insurance company.
- Private insurance for each employee. Everyone gets the exact coverage through customized plans and still bills through your company. If the employee leaves, the policy goes with them.
- More savings may be available based on securing coverage through alternatives rather than traditional coverage:
- Catastrophic Coverage where major events or conditions are only covered.
- Short Term Medical (STM) coverage is stripped of prescriptions and doctor office visits until they exceed the deductible chosen. This is also a lower cost alternative to COBRA, with only seven questions and next-day coverage.
- Condition specific coverage for only serious conditions such as cancer.
- Limited benefits plans where the plan pays a set amount for routine doctor visits, prescriptions, operations, and hospital confinement. These plans are typically a guaranteed issue.
- Prescription only plans with network discount pricing.
- Disability coverage only either short or long term or even both.
- Children only plans can be considered in very difficult times and as a last resort.



These cost savings opportunities should be studied carefully and discussed with a professional who has your best interest at the forefront. Call your agent, or if you would like to discuss the options that best fit your situation with us, or just want a second opinion, give us a call at 866-380-4476.

Don Giles is president of MedLife Planners Inc. and an insurance advisor to the NWRA. All thoughts expressed here belong to Giles and do not necessarily reflect those of the NWRA. To contact Giles about this or other health insurance topics, visit the NWRA website to find a link to us or call directly at 866/380.4476.



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Las Vegas Nevada sponsored by NWRA