

1ST ANNIVERSARY ISSUE

- ▶ TIPS & TOP 10 2
- ▶ COLORMATCH TEAM..... 2
- ▶ HUMOR & WISDOM 2

COLORMATCH gold



Advantage Through Education



“Estimating for Profit”

Tomorrows Workforce...

Traditionally, the majority of technicians entering the automotive industry come from the Vo-Tech schools of our nation. What exactly does that mean for today's body shop owners and managers? It means that we need to take an interest in and show concern for the vocational system that is the backbone of our industry and supplies our future labor.

Vocational education in America has its historical origins in the apprenticeship agreements of colonial times. Throughout our history, local opportunities in vocational education were primarily directed at the disenfranchised—orphans, poor children, delinquents, freed slaves, and defeated native groups. Federal support for vocational education began with the Smith-Hughes Act of 1917, which established vocational education as a federal program. Over the years, participation in the programs mainstreamed to include the general population.

Currently, the quality of programs and the influence of industry is somewhat lacking. A recent U.S. General Accounting Office study examined strategies used to prepare work-bound youth for

employment in the U.S. and 4 competitor nations - England, Germany, Japan and Sweden. The findings determined that our schools and employment communities lagged behind the competition in guiding the students' transition from school to work.

Today, as we look around our shops, many technicians are older, and we are not doing much to prepare their replacements, or boost the educational structure to supply our future needs. The industry must support vo-techs that have collision repair programs, and attempt to reverse the rapid decline of enrollment by attracting individuals who cross the invisible line separating vocational and academic paths.

We need to attract top students into the industry by becoming personally involved on the local level. Here are a few ideas:

- *Donate Products—Schools have small budgets for consumables and can always use sand paper, welding supplies, primers/clears, etc.*
- *Donate Vehicles and/or Parts— You may have new parts that can't be used or returned. Why waste them?*
- *Design a Program—to repair a totaled vehicle that will be*

given to a needy family.

- *Offer Time and Expertise—to evaluate vo-tech programs for strengths/weaknesses.*
- *Be a Training Sponsor—Pay for a teacher or student to go to a class, or pass along OEM training that you are not using.*
- *Mentor a Student—Pick a student to support in a co-op program, like A-YES! Go to www.ayes.org for details.*
- *Sponsor a Local Student—in National Skills USA, a contest held in Kansas City, MO each June, where 5,000 state finalists compete. Industry helps run the contests and set test competencies. Prizes and scholarships are given to winners, who make great future employees! www.skillsusa.org*

Donations of time, money or items into the vo-tech educational system are noble and great for individuals, schools, the community, body shops, and the collision industry as a whole. In addition, many of these contributions are tax deductible! So, take a look around you and determine if there's some small way you can help make an investment in the future of our workforce.

Business Development Seminar
Your local COLORMATCH stores are pleased to provide this class to give you MORE ammunition for the battles of the body shop! In this 2nd quarter session, find out how proper estimating makes a difference in your bottom line. Please contact your sales rep for information and reservations.

DATE	LOCATION
May 7	Owensboro, KY
May 14	Clarksville, TN
May 21	Bristol, TN
May 27	Jackson, TN
June 25	Mobile, AL

COLORMATCH Publications Available Monthly by Email

- COLORMATCH Gold Newsletter
- Sales Flyer
- Training Brochure
- Benchmark Performance Trend
- Account Statements

Please provide your contact name, email address, and send requests to: solutions@colormatch.com

TIPS

Sales & Marketing: Recent Studies indicate that women influence 85% of all buying decisions and 50% or more of those that involve service work, such as collision damage. Clean up the place like mom is coming over and have plenty of information available. Women want to make educated decisions.

Profitability & Management: Your staff wants to know what is needed and how they measure up. Instead of focusing on failure when a problem arises, or a bad month occurs—set realistic goals and targets for each employee. Don't keep employees in the dark on what the shop needs to accomplish.

Production & Cycle Time: A complete estimate or blueprint is the most efficient way to improve cycle time. This will require some teardown on most jobs. Always be willing to make a tech available when your estimator or an insurance adjuster needs assistance. A few minutes now may save days of delays.

Safety & Thinking Green: We seldom think of noise pollution until one of our young techs cannot resist turning up the sound system in a customer's vehicle. Most shops routinely produce noise levels that are dangerous and harmful to employees. Encourage the use of hearing protection.

Estimation: Many are concerned about techs being ready for the challenges that relate to the new hybrid vehicles. There are also procedures and information available that apply to *estimating*, so don't forget to secure training for the estimator as well as the tech.

Technical: Many components can be damaged if the high voltage system is energized while there is a malfunction indicator lamp on. It is, therefore, recommended that MILs be dealt with before other repairs are started—not only as a safety issue, but also to protect components.

Wise Quotes

"In the business world, the rearview mirror is always clearer than the windshield."

Warren Buffett
Investor & Businessman
1930-

"A goal properly set is half-way reached."

Zig Ziglar
Author & Motivational Speaker
1926

Top Ten Reasons to Support & Contribute to Your Vo-Tech

COLORMATCH

10
TOP

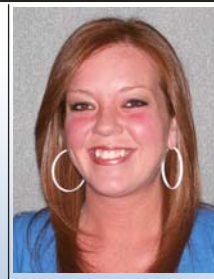
1. *Could be a great opportunity to meet with your peers.*
2. *It reduces your taxes. The more you give, the more you save!*
3. *Train the labor pool your way. Start them out with the products you use.*
4. *Less stuff to be stolen. Why keep it around and tempt the thieves?*
5. *Eliminates clutter. (Refer to the Sales & Marketing Tip to the left.)*
6. *It will rev up your reputation and make you a hero in the community (or at least the family).*
7. *Great recruitment tool. You can get the good ones before the competition does.*
8. *You can keep an eye on your daughter's boyfriend.*
9. *It's an opportunity to change the life of a kid.*
10. *It just feels good!*

Introducing the COLORMATCH Team



Tony Bullock
Customer Service
HCPBE Jackson, TN

Tony has been with *COLORMATCH* over 18 years, and has worked both in the field and as an Assistant Store Manager. His experience helps him to respectfully listen and focus on the customer's needs to get the job done. Tony's hobby is tinkering on his own personal collection of older cars.



Tiffany Rushing
Customer Service
HCPBE Jackson, TN

Tiffany has been with *COLORMATCH* 4 years, and has experience working as a delivery driver and counter person at the Riverside store. Her personal philosophy is to always be cheerful, no matter what the situation. Tiffany likes to shop in her spare time and enjoys water sports in the summer.



Steve Myers
Purchasing
HCPBE Jackson, TN

Steve joined *COLORMATCH* in 2008, bringing over 20 years of purchasing and material management experience with him. He always strives to get to the root of a problem, leaving no stone unturned. In his spare time, Steve is involved in theatrical set construction, and likes to deer hunt and garden.



John McKenzie
IT Manager
HCPBE Jackson, TN

John has been with *COLORMATCH* 15 years, working in inventory control, HR, and office administration. He was previously a software developer. His philosophy is to provide world class performance, based on available resources. John travels to interesting destinations in his spare time, and is also involved at his church.

HAI! **AN ANGRY MOTORIST** went back to a garage where he'd purchased a battery for his car six months earlier. "Listen," the motorist grumbled to the garage owner, "when I bought the battery, you said it would be the last battery my car would ever need. It died after only six months." "Sorry," the garage owner apologized. "I didn't think your car would last longer than that."

- My wife keeps complaining I never listen to her ... or something like that.
- Santa's elves are just a bunch of subordinate Clauses.
- Air Pollution is a mist-demeanor.
- Does your train of thought have a caboose?
- I started out with nothing & still have most of it left.
- I pretend to work. They pretend to pay me.
- I majored in liberal arts. Would you like fries with that?
- If at first you do succeed, try not to look astonished.
- Help wanted telepath: you know where to apply.
- A closed mouth gathers no feet.
- You! Off my planet!

**Bumper
stickers
& one
Liners!**

We have a new *COLORMATCH* Training Brochure with information on upcoming events, including I-CAR classes. To receive a brochure, please contact your local store, sales rep, or email: solutions@colormatch.com