

Power of the Past, Force of the Future: WIN's 2016 Educational Conference

by **Chasidy Rae Sisk**

Excitement and positive energy filled the room as 188 attendees gathered at the Women Industry Network's (WIN®) 2016 Educational Conference themed *Power of the Past, Force of the Future*. On the ten year anniversary of WIN's inception, association members from around the country met in Tampa, FL to honor the



Petra Schroeder, Incoming WIN Chair welcomes members to the conference

past that has led to the present and learn how to best prepare for the challenges on the horizon.

WIN's 2016 Educational Conference was held on May 2-4 at the Hilton Tampa Downtown which contributed an air of elegance to the proceedings. During registration and orientation, attendees had a chance to get to know each other, and additional networking opportunities were offered between sessions throughout the conference.

For new members, WIN offered a chance to attend a Member Orientation session, hosted by **Michelle Sullivan**, WIN's 2016 Most Influential Woman (MIW) recipient, and **Petra Schroeder**, Incoming Chair of WIN, who encouraged members to get engaged by joining a committee. After introducing WIN's 2016 scholarship winners, Sullivan encouraged the industry professionals to mentor young people.

Marcy Tieger and **Frederica Carter** took the stage to go over the agenda and recognize WIN's founders, past chairs, scholarship recipients, Board of Directors and sponsors. In between educational seminars, attendees also heard updates from WIN's Committees.

Throughout the conference, Tieger and Carter provided tidbits from WIN's decade-long history, Carter noted the good energy present from WIN's first meeting as women gathered without feeling the need to prove themselves in

a male-dominated industry. Tieger recalls WIN issuing the challenge for women to "be bold."

From the beginning, WIN strove "to make sure members felt invited, warm and safe," Carter noted. Tieger encouraged attendees to reconnect and establish new relationships.

The first presentation of the event was "Guess Who's One of the Most Strategic Links in the Automobile Value Chain?" by **Susan Lombardo**, Senior Vice President of Acquisitions for Enterprise, who shared information on the rental car industry and her own career, and she noted that collision repair operators are a strategic link in the automotive value chain. To attendees hoping to be successful in their careers, Lombardo advised, "Don't take things for granted, and always ask about opportunities. You are the driving force of the future."

In "Getting Personal with Social Media," **Kristen Felder**, Owner and CEO of Collision Hub and Engage Target Media, addressed using social media in marketing campaigns. Today's consumers are often less interested in the product than the people behind that product, so Felder provided advice on the best ways to use social media to advantage. She also cautioned attendees about the dangers inherent in social media posts, but her overall messages reiterated: "Companies don't do business with companies; people do business with people."

Monday evening concluded with a Welcome Reception on the Hilton's patio which allowed attendees to enjoy the beautiful weather, appetizers and beverages while engaging in the scheduled networking opportunity.

Tuesday began early for the 116 WINners who joined the annual Schol-



Shannon Miller the most decorated US gymnast, explains the "Gold Medal Mindset."

arship Walk. This year's Scholarship Walk raised \$3100 towards WIN's Scholarship Fund.

Tuesday morning's Key-note Ad-

dress entitled "The Gold Medal Mindset" which was presented by Olympic Champion **Shannon Miller**. Reminiscing on her career as a gymnast, Miller recounted her successes as well as her failures. Emphasizing the importance of setting goals, maintaining



WIN's founders met for a "Power of the Past" panel discussion

a positive outlook and being committed to excellence every single day, Miller advised attendees to develop a "Gold Medal Mindset" which is simply an attitude of going out and winning the day, no matter what life throws at you." *See related article this issue.*

After lunch on Tuesday, Chair Denise Caspersen introduced WIN's founders for the "Power of the Past" panel discussion. The founders in attendance included **Frederica Carter**, **Marcy Tieger**, **Geralynn Kottschade**,

Kathy Mello and **Trish Serratore**.

From there, the panel of WIN founders explained that they strove to create a safe harbour for collision repair industry professionals from all facets and levels of the industry. Mello explained, "These were people who go through the same things as us every day—it makes us better personally and professionally."

When Caspersen asked the founders about their proudest WIN moments, Kottschade said, "Being a part of this group has been one of the best experiences in my life. People step up where there's a need, and there should be no fear to get involved. I'm proud to be a part of this organization."

The ladies continued to discuss their efforts to plan WIN's first Educational Conference with an all-volunteer group as well as how belonging to WIN has benefitted each of them. The founders praised the camaraderie of WIN members and stressed the importance of strategic planning as the association grew before Caspersen introduced Incoming Chair Petra Schroeder and Ja-

Hendrick
CHEVROLET
NAPLES

GENUINE PARTS

OPS TRAY™

PARTS 114.2 = 1%

+ Delivery to 100 Mile Radius of Naples

PARTS HOURS:
M-F 7am to 6pm
Sat 8am to 5pm

Call Us!
239-734-3215
Fax 239-597-3037

5665 N. Airport Pulling Rd. / Naples FL 34109

At Hendrick Chevrolet Naples, we're your one-stop shop for Collision Parts

see WIN Conference Page 45

clyn Byers from WIN's Technology Task Force.

After Schroeder explained WIN's past initiatives, she noted their current initiatives are to grow WIN's network and to build organizational capacity to better serve that growing network, which begins with a focus on technology which is an internal component of WIN's Force of the Future goals as Byers attempts to make the association's website easier to use and to increase WIN's online presence.

Next, **Jennifer Solcz** from and on behalf of AkzoNobel awarded WIN a Technology Initiative Founders Scholarship of \$12,500.

The afternoon ended with three breakout sessions. **Colette Bruce** of Team Safety presented a seminar on OSHA regulations and safety requirements.

AMI's **Jeff Peevy** led "The History and Evolution of Training in the Collision Repair Industry," stressing that training focuses on specific tasks while education is more general knowledge. *See related article this issue.*

Following the educational portion of Tuesday's proceedings, WIN members gathered that evening for the MIW and Scholarship Awards Gala

where WIN's 2016 scholarship recipients were recognized and WIN members honored **Michelle Sullivan**, WIN's 2016 MIW honoree.

During the General Session on Wednesday morning, Caspersen be-



Throughout the conference, numerous networking opportunities allowed members to make new friends

stowed WIN's Cornerstone Award upon **Shelly Andrews** and **Katie Henwood**. The award honors a Board of Directors member who exemplifies extraordinary service, and Caspersen also recognized new Board of Directors members **Denise Kingstrom**, **April Lausch**, **Debbie Menz**, and **Jenny Anderson** before discussing the association's recent accomplishments and upcoming initiatives.

Event emcees provided some his-

tory about WIN's early years with Tieger noting, "We've come a really long way, and we're extremely proud of how far we've gotten."

Next, **Karen Fierst**, owner of KerenOr Consulting, presented "Lessons Learned on My Journey to and Through the Collision Repair Industry: Next Stop: China." Fierst began with a personal biography, sharing information about her youth and her education. She advised attendees, "You need to have a vision, identify your core values, go for it, exude confidence, seek growth opportunities, find mentors, start networking, and evaluate. Have a vision to find your path."

Fierst identified how to approach each of these steps. She also explained the importance of the four domains that define an individual: self, home/family, community and work. She encouraged everyone, "You have got to be yourself. Somehow, you have to figure out how to operate in your own personal sphere of comfort and according to your core values."

Laurie Altman from 3M then

presented "What's Next? From the Eyes of an Industry Leader" which she began by sharing information about 3M's vision and strategy as well as her own career. She discussed the rapid changes currently impacting the collision repair industry, such as MSOs, autonomous vehicles, OEM-certified parts, and a variety of other issues related to technology. Altman advised attendees to "make change your best friend, but stay true to what you believe. Don't let others tell you what you can or should do—you're probably capable of more than even you believe!"

During the last educational session, **Mark Claypool**, President and CEO of Optima Automotive, presented "Lions and Tigers and Millennials... Oh My!" Claypool defined the millennials as those born after 1980, and he listed some of the stereotypes associated with this group of young adults.

Claypool's presentation focused on millennials as customers and the best ways to market to them. He outlined some of the challenges employers may experience with this generation who puts less focus on work and more on having a personal life.

As a WIN founder, Claypool also

See WIN Conference Page 56

FINISH IT LIKE A MASTERPIECE



Mercedes-Benz

THESE DEALERS ARE
MERCEDES-BENZ
GENUINE PARTS SPECIALISTS.

→ USE GENUINE MERCEDES-BENZ PARTS.

FLORIDA

Mercedes-Benz of Jacksonville

Jacksonville

800-726-9150

904-725-2923 Fax

M-F 7am - 7pm

mbjaxwholesale@fieldsauto.com

www.fieldsauto.com

Mercedes-Benz of Cutler Bay

Cutler Bay

305-567-3445

305-567-3434 Fax

M-F 7am - 7pm; Sat 8am - 4pm

alex.christie@mbcutlerbay.com

www.mbcutlerbay.com

NO. CAROLINA

Mercedes-Benz of Durham

Durham

919-354-7777

919-354-8326 Fax

M-F 7:30am - 6pm; Sat 9am - 5pm

mbdparts@hendrickauto.com

www.mercedesbenzofdurham.com

Mercedes-Benz of Winston-Salem

Winston-Salem

800-489-6537

336-659-6004 Fax

M-F 7:30am - 5:30pm

www.mbwinstonsalem.com

VIRGINIA

Mercedes-Benz of Richmond

Richmond

800-888-9753

804-755-9323 Fax

M-F 7:30am - 5:30pm

mbwsparts@mbofrichmond.com

www.mbofrichmond.com

Aftermarket Parts Disclosure Legislation Passes NH Legislature, Bill is Before Governor for Signature

New Hampshire Senate Bill 436, introduced by State Senator **Nancy Stiles**, R-24, passed the New Hampshire House of Representatives on May 11th. It had passed the Senate on March 3, 2016.

This bill prohibits an insurer from requiring or specifying the use of aftermarket parts on certain leased vehicles or vehicles less than 5 years old or with fewer than 50,000 miles.

S.B. 436 requires an insurer to disclose whether or not an estimate has been prepared based on the use of aftermarket parts. Any insurer that fails to provide the disclosure would be prohibited from requesting or requiring the use of aftermarket parts.

Specifically, the bill states: No insurer shall require or specify the use of aftermarket parts on:

I. A leased motor vehicle if the lease provides that such parts will cause a diminution of the residual value of such vehicle; or

II. A motor vehicle that has been placed in service within the immediately preceding 5 years or has fewer than 50,000 miles recorded on the odometer.

2 Effective Date. This act shall take effect January 1, 2017.

The Automotive Service Association (ASA) has been a proponent of S.B. 436 since its introduction and has sent letters of support to the New Hampshire legislature. **Robert L. Redding Jr.**, ASA Washington, D.C., representative, wrote in a March 2016 letter to New Hampshire policymakers:

“ASA supports requiring insurers and auto collision facilities to provide disclosure of part type, description and warranty information to the consumer for all part types. Consumers will be best served if written consent is required for the use of these parts. ASA believes a competitive parts marketplace of tested and verified quality parts is in the best interest of the motoring public. ASA opposes parts policies that focus solely on cost efficiency without regard to certification, verifiable quality and safety.”

S.B. 436 is currently before the New Hampshire governor for final approval.

To view the text of the legislation, visit the ASA website at www.TakingTheHill.com.

BASF New National Strategic Accounts Manager

BASF Automotive Refinish hired **Christopher Kugler** as the new national strategic accounts manager. Most recently, Kugler was the director of Automotive Aftermarket at *ILJIN USA*, a producer of wheel bearings and other automotive components. Prior, he was the North American national accounts manager for *Saint-Gobain (Norton Abrasives)* in the collision repair industry.

“Chris is a strong team player and



Christopher Kugler, BASF's new national strategic accounts manager

has excellent experience with national account management,” said **Tim Dawe**, BASF sales director. “Over the years he has developed and executed winning strategies within the Multi-Shop Operator (MSO) segment.” Kugler’s main responsibilities in his new position are growing and building relationships in the MSO segment.

For information, visit www.basfrefinish.com

Continued from Page 51

WIN Conference

praised WINners: “What you’ve accomplished in the last ten years is nothing short of miraculous, but there’s still a lot of work to be done. If it doesn’t challenge you, it doesn’t change you; let’s see what your best can do over the next ten years for WIN, your business and the collision repair industry. You are the force of the future.”

As the conference ended, **Debbie Clark** announced that WIN’s 2017 Educational Conference will be held on May 8-10, 2017 in Denver, CO.

WIN’s 2016 Educational Conference sponsored included AkzoNobel, Axalta, BASF, DCR Systems, Enterprise Rent-A-Car, PPG, ASE Certified, 3M, Allstate, Caliber Collision, Insurance Auto Auctions, Service King, State Farm, Valspar Automotive, ABRA Auto Body and Glass, AudaExplore, CAPA, CARSTAR, CCC Information Services, Copart, FinishMaster, Fix Auto, GEICO, Gerber Collision & Glass, Hertz, MetLife, Mitchell International, OEM, The Romans Group, The Villacorta Law Firm PC, and Safelite Solutions.

Continued from Page 54

Most Decorated

in the recipe for success. Each little effort adds up and makes a difference, and you never have to second guess the outcome when you’re committed to excellence because you’ve done everything possible to succeed. When you look at winners, what separates them is follow through, not talent or effort—they focus on winning every single day,” Miller emphasizes.

Before exiting the stage to a standing ovation, Shannon Miller stated, “It’s important to keep moving in a positive direction every day. When you’re repairing a vehicle, it’s not just a car—it’s that person’s livelihood, where they spend time with family, and how they protect their loved ones... Or maybe it’s a dad taking his little girl to the gym so she can pursue her dream of winning an Olympic gold medal. Each time you commit yourself to excellence, you are creating a winning aspect for everyone.”

YOU ONLY GET ONE CHANCE AT THE FIRST REPAIR.

Choose Original MINI Parts.
Because you can't repair
your reputation.



These Dealers Below Are Original MINI Parts Distributors.

North Carolina

Hendrick MINI

Charlotte

877-317-9568

(704) 566-6571 Fax

M-F 7:30-6; Sat 9-5

www.HENDRICKMINI.com

©2016 MINI, a division of BMW of North America, LLC. The MINI name, model names and logo are registered trademarks.