



# CRB Newsletter

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## A WORD FROM THE CHAIRMAN

With the summer vacation season behind us, it's time to get back in to the mode of school children and big yellow buses on our highways and streets. Safety should always be in the forefront of our minds while driving. Now a days, that means put down the cell phone and pay attention to what is going on around you.

Last year in Ohio, over 1800 school bus related crashes resulted in seven deaths, and about three hundred injuries.

Distractions are one of the big causes of traffic crashes. The radio, the DVD player, the kids, and so on. Add text messaging to that mix, and you have a recipe for disaster. In 2006, driver inattention was blamed on over 9000 accidents and 14 fatalities.

Another common danger is deer crossing the highway. Deer crashes in Ohio triple during the fall season. Early morning hours and early evening hours are the best times to see, or in some cases, not see the deer. Last year, over 28,000 deer accidents were reported. Twelve of those resulted in death. Over 36% of Ohio's 2006 deer accidents occurred in October and November.

Although we are in the "collision" business, preventing injury and death is everyone's responsibility. So please buckle up, and keep your eyes and ears open to prevent tragedy.

Ralph C. Emus

## MISSION STATEMENT

*Effectively and efficiently enforce Ohio laws by implementing Turnaround Ohio initiatives to enhance consumer protection and promote industry growth and compliance.*

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*“Business is changing hands within the Collision Industry today based upon shop performance in areas including quality, cycle time and cost of operations,” says Berkey.*

## PPG To Offer TPS Programs At NACE

STRONGSVILLE, Ohio — PPG Automotive Refinish will present its MVP Throughput Performance Solutions (TPS) programs at the upcoming NACE in Las Vegas. Two seminars, to be held on Nov. 2, will address the simplicity of the process changes required to meet current performance requirements, and also focus on the key factors that make organizations successful in the implementation process.

“Our goal is to help shops navigate through all of the theory and complexity using a system developed, refined and proven over time,” says Jim Berkey, director of business solutions for PPG Automotive Refinish.

In addition to the two seminars, PPG will co-facilitate a NACE sponsored Roundtable titled *Lean – Understanding the Process*. The roundtables will provide a forum to discuss Lean Six Sigma processes in the collision center and allow participants to receive specific feedback on issues concerning their shop. The lean-focused roundtable will take place on Nov. 3. “Business is changing hands within the Collision Industry today based upon shop performance in areas including quality, cycle time and cost of operations,” says Berkey. “It is becoming more common within the collision industry to reference Lean Six Sigma and Theory of Constraints in the context of improving collision center process performance. We are proud of the fact that we have been developing and implementing programs that provide shops a practical and proven approach to improving performance based upon principles of Lean Six Sigma for the past four years. To date over 300 participants have graduated our week-long Green Belt Training program and we would like to share the success stories of our customers at NACE.”

For more than a decade, PPG’s MVP program has focused on collision shop performance and achieving more with fixed assets. MVP Throughput Performance Solutions is a continuation and evolution of PPG’s performance-focused program. According to Berkey, components of the MVP program include benchmark reporting, facility layout and design, roundtable summits, revised one- to two-day Business Development Series courses, five-day Green Belt Training, and ParaKaizen performance groups. Each has a common purpose of helping participants improve throughput performance through quality, speed and cost. “MVP TPS is relevant for the collision center professional, regardless of the size or structure of their operation,” says Rich Altieri, senior manager, PPG business solutions. “Our Green Belt Training program provides shops with practical application of Lean Six Sigma for collision repair and our Business Development Series training programs drill down into best practices relative to estimating, production and administrative management, sales & marketing skills and more. Once a customer has attended the training courses, we provide a path for continuous improvement through our Roundtable and ParaKaizen Conferences.”

PPG’s NACE seminars will be by invitation only. Collision shop owners and managers, PPG distributors and insurance company representatives who are attending NACE can inquire by calling their local PPG representative.

*Courtesy of Automotive Body Repair News*

*“DCR’s affiliation with Spray-Tech has put us on the ground floor of the research and development phase to engineer precisely what our exclusive collision repair operation requires. The end result is the development of one of the most advanced refinishing systems yet created.”*

## DCR Systems, Spray-Tech Team Up To Engineer Auto Refinish System

CLEVELAND, Ohio — Mentor, Ohio-based DCR Systems and Ontario, Calif.-based Spray-Tech have formed a strategic research and development relationship to engineer a cutting-edge automotive refinish system with groundbreaking operational standards unique to the industry, the companies say. The joint R&D has resulted in a process featuring high speed, quality and consistency in output, including advanced undercoating applications, advanced curing capability and processing methodology, standardized tooling and products, and standardized operating procedures, practices and training.

“There are no complete refinish systems on the market today,” says DCR Systems President and CEO Michael Giarrizzo Jr., on why DCR chose to develop its own approach. “DCR’s affiliation with Spray-Tech has put us on the ground floor of the research and development phase to engineer precisely what our exclusive collision repair operation requires. The end result is the development of one of the most advanced refinishing systems yet created.”

Tyler Rand, president and CEO of Spray-Tech, says, “The paint processing plant booth has been specifically designed to meet the needs of DCR’s cutting-edge operation, and the paint facility has been custom designed and sized to meet the specialized needs of the continuous-flow refinish process.

“Single-touch paint processing is at the heart of this design,” Rand continues. “The process eliminates wasteful jamming and other non-value activities. An optimal air flow package within the cabin allows a 100 percent evacuation of overspray, and the unique baking process allows all panels of the vehicle to reach their optimal temperature simultaneously. This process provides consistently accurate first-time, every-time paint finishes.”

Because the paint process is fundamental to the success of any collision repair operation, DCR developed a refinish protocol based on flow dynamics. As a result, DCR’s high-throughput, reduced space, three-bay system was born. Akzo Nobel Car Refinishes has become the foundation of the system, supplying Sikkens products and processes.

The DCR strategic refinish team involves key stakeholders from three main companies: DCR Systems, Spray-Tech and Akzo Nobel.

*Courtesy of Automotive Body Repair News*

### INVESTIGATOR’S REPORT

The following is a 2007 year-to-date recap of activities:

Complaints Investigated (involving 132 shops)	70
Notices of Violation Issued	174
New Shop Applications Issued	85
Renewal Reminders Issued	48
Prosecution Proceedings Initiated	344
Shops Located “Out of Business”	86
Total Shop Visits	690

*“Inexperience behind the wheel coupled with poor decision-making ability make it even more important for teens to stay focused when driving,” says Dr. William Van Tassel, manager of AAA’s driver training division.*

## Texting While Driving Called Critical Disconnect Among Teenagers

Repairers are being encouraged to help educate young drivers – and their parents – about the lifesaving importance of paying absolute attention to the road while operating a motor vehicle. Distracted-driving can be a killer, especially for new-behind-the-wheel teenage motorists.

Nearly two of every three people fatally injured in teen-driver crashes are people other than the driver; including the teen’s passengers, drivers and passengers of other vehicles, pedestrians and bicyclists, according to government statistics.

The teen-driving road-safety issue is again garnering national media attention following publication of a teen-based driving habits survey and a June crash in New York that claimed the lives of five high school cheerleaders. Authorities suspect the driver was sending and receiving text messages just prior to impact.

The recent survey, conducted by the American Automobile Association (AAA) and *SeventeenMagazine*, reveals that an alarmingly high number of teen drivers are engaging in critically risky behaviors while in the driver’s seat.

The survey, which is featured in *Seventeen’s* August issue currently on the newsstands, shows that 61 percent of teenagers admit to dangerous driving habits. Of that 61 percent, 46 percent say that they text message when driving and 51 percent talk on cell phones while driving. The research, conducted in April, covered more than 1,000 16- and 17-year-old drivers.

Motor vehicle wrecks are the No. 1 killer of 15- to 20-year-olds, resulting in the loss of more than 6,000 lives each year, according to crash figures compiled by the U.S. government. July and August have proven to be the deadliest months for 16- and 17-year-old drivers. And although parents may rightfully worry about their kids being out and about on Friday and Saturday nights, an AAA analysis of teen fatalities shows that after-school hours rival weekend nights as being equally dangerous

“Inexperience behind the wheel coupled with poor decision-making ability make it even more important for teens to stay focused when driving,” says Dr. William Van Tassel, manager of AAA’s driver training division. “Their attention should not be divided among phones, friends and the road.”

Other teens in the vehicle can be a major distraction for teen drivers, and driver distraction is a factor in 25 percent to 50 percent of all crashes. Yet 58 percent of the AAA/*Seventeen* respondents said they drive with their friends in the car.

The research also reveals that 40 percent of teens exceed the speed limit by 10 miles per hour or more while driving, and 11 percent of teens admit to drinking or using other drugs before getting behind the wheel.

“Teens love to text, talk on their cell phones and hang out with their friends,” says *Seventeen* Editor-in-Chief Ann Shoket. “But when you mix those social activities with young, inexperienced drivers, the results are dangerous and in many cases fatal. As the country’s largest teen magazine, we want to educate teens about reckless behavior behind the wheel and help them understand the scary consequences.”

*Cont’d on page 5*

*“The public is thirsty for new information on teen driving safety,”*

“Novice young drivers need experience to gain the proficiency that will help to keep them safe on the road,” Van Tassel says. “It’s critical for teens to drive in the safest environment for at least the first six months of unsupervised driving.”

Making the driving experience safer for teens includes ensuring that they drive during only during daylight hours and stick to familiar roads while traveling without any teen passengers. Parents can be positive role models by exhibiting good driving skills and behavior such as obeying speed limits, being courteous to other drivers, and avoiding the use of electronic devices while driving. “Parental involvement is critical,” he says.

“The teen needs to learn to drive in a safe environment, and the best thing to do is turn the cell phone off,” Van Tassel points out. “Certainly there’s a danger when you have your hand off the wheel and you’re talking with someone.”

Van Tassel stresses that shop owners can play a significant role in educating both teens and parents about sound driving practices with assistance from brochures and other programs available through AAA. “It’s fairly easy for a repair facility to contact your local club and request materials,” he explains.

“The Triple A clubs are very active and they would like to partner with safety activities.”

Sue Farley, an AAA spokeswoman, suggests that “you may want to partner with one of your local police departments” and display a damaged car as a means to promote a sobering lesson.

“The sheriff’s and police departments are promoting safe driving,” she notes, and a crash scene reminder is certainly capable of catching peoples’ eyes. “It raises attention to the issue,” says Van Tassel. “A wrecked car can make a good visual impact, but you don’t want to overdo it.”

It’s important not to overly frighten new drivers – you want them to be careful behind the wheel, not wracked with terror and driving 40 miles per hour on the freeway. Nor should every collision center in town be steadily displaying this type of warning, lest it lose its impact.

(Be conscious of local sensitivities, too. Displaying graphic evidence of an especially horrific tragedy too close to home may be emotionally upsetting to friends and family of the victims. In some circumstances a vehicle brought in from some distance away may be more appropriate for getting the message across.)

According to Van Tassel, shop owners are especially well-positioned for making safety-oriented materials available in their waiting rooms and participating in community outreach efforts. They can sponsor a booth at the county fair or participate in similar crowd-drawing events. And, of course, the name of your business would be affixed to the signage.

“The public is thirsty for new information on teen driving safety,” he observes, citing the array of instructional aids provided through first-responders, other government agencies and safety organizations such as AAA, which is aggressively enhancing its efforts to recruit the repair segment in its endeavors. “By the end of this year we’ll have more programs available and we’ll have more tools for repair shops to direct parents and their teens to,” Van Tassel says.

*Courtesy of Automotive Body Repair News*

## LEGISLATIVE UPDATE

Shop owners must get involved with pending legislation if they intend on making a positive impact on our industry. Contact your local lawmakers. Each year there are numerous issues that arise. Issues that have an effect on the small businessperson. Nearly everyday, a shop phones our office and wants to know what they can do to improve problems plaguing the shop owners. If you contact your legislators, and have your regular patrons do the same, you can make a difference. Let them know where you stand on the issues, and let them know you are tracking the legislation through the process.

*Director Greene*

Nothing new to report.

### *Director's Comments*

Recently, our office has been bombarded with inquiries about mobile repair units and the regulations pertaining to them. In August of 2003, the Collision Board promulgated rules regarding mobile units as well as auto glass repair and airbag replacement. The new rules were approved and registration of these businesses began.

Getting the word out to those businesses has been another challenge. But we are making progress. The recent inquiries were sparked by summer hailstorms, causing paintless dent repair (PDR) units to pop up everywhere. Some even came from neighboring states.

Some PDR's felt their type of repairs did not fall within the guidelines of Ohio law. Some auto glass businesses have felt the same way. I would encourage owners and operators of these businesses to closely review the definitions in ORC 4775.01. To put these definitions in laymen's terms, any contact with a motor vehicle and any other object that causes cosmetic damage or injury is a collision. Any repairs to these damages are considered collision repairs.

In other words, if a stone falls from a dump truck and chips your windshield, that is a collision. If someone repairs that chip, that is collision repair. If a hailstorm dents the hood of your car, that is a collision. If someone repairs that dent, it is collision repair.

The legal definition of collision repair does not have to involve painting, and it does not have anything to do with insurance companies. It simply means repairs of some type are being done to a motor vehicle to damage caused by another motor vehicle or an object, either moving or stationary.

Should you have any questions, please feel free to contact my office.

*Michael R. Greene*

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