



Nebraska Collision Industry Shop Bytes

November 7, 2011

Zach Utech, production foreman at Offutt Collision Repair in Bellevue was Fender Bender's winner in the Shop Worker category. Each year FenderBender recognizes individuals in the collision repair industry that enhance the lives of those around them and make the industry a better place. Annual award winners are featured on the FenderBender website and in the October issue of FenderBender magazine. Zach, who joined Offutt four years ago was chosen for his leadership, customer service and ability to generate customer loyalty.

The Nebraska Auto Body Association has finished the compilation of its labor rate survey. The results will be published in the upcoming edition of the Surgeons of Steel magazine.

The Alliance of Automotive Service Providers (AASP), Automotive Service Association (ASA), Society of Collision Repair Specialists (SCRS), and Assured Performance Network signed a joint statement officially recognizing OEM vehicle manufacturer published repair procedures as the industry's repair standards. A joint statement read: "We hereby recognize published repair procedures, as provided by automotive original equipment manufacturers (OEM), as the official industry recognized "Repair Standards" for collision repair. These standards, where they exist, shall be the basis for the establishment of training, testing, repair practices, and documentation...Whereas, we acknowledge that OEM repair procedures are incomplete in comparison to the full scope of vehicles and repair operations which exist in the marketplace; the OEM published repair procedures shall serve as the baseline for industry repair standards, with the recognition that further development of procedures will be necessary in areas not covered by published procedures."

Ford senior economist C. Jenny Lin is optimistic about next year's U.S. auto sales because of the nation's aging vehicles. "A lot of people are deciding whether to repair their old vehicle — and the costs are getting higher," she said. "It's tradeoff mode." The average U.S. vehicle has a life cycle of 10.6 years and many of the nation's automobiles are nearing the end of their life cycle.

This year's Automotive Service & Repair Week (ASRW) showed an 18 percent increase in overall attendance Ron Pyle, ASA president, commented on the event's outcome saying, "Since we've returned from the show, we've been inundated with an outpouring of positive feedback, success stories and personal testimonies of the impact of this year's event. Total attendance for the 2011 event was 19,221, of which a third of the participants were from the east coast and another third were new attendees. Next year's ASRW's event will be held Oct. 11-13 at the Morial Convention Center in New Orleans.

Reflecting the increased demand for timely and relevant industry information, member services and consumer exposure, the Automotive Service Association (ASA) recently unveiled a major redesign of its website, www.ASAshop.org. Originally launched in 1995 ASA's website now includes innovative functionality and interactive content that provides a gateway for repair professionals and consumers. One of the major additions to ASA's website is the Communities section. Within the [ASAshop.org](http://www.ASAshop.org) Communities, current ASA members will have access to online forums, document libraries, wikis and blogs, allowing collaboration and communication between members, staff and volunteer leadership in a professional environment.

Cloud-based services will empower collision shops to centrally manage information by storing it in the cloud for ready access by mobile devices including BlackBerrys and smartphones. The EC-Council, an international information security certification group said that cloud computing may never be fully secure without robust data encryption and protected physical storage locations. According to the EC-Council "With cloud services, every piece of data is stored on a physical hard drive or in solid state memory. This data is thus accessible to anyone with an Internet connection."

Renew Your Membership in the Nebraska Auto Body Association
<http://www.nebraskaautobody.com/filedownloads/memberap1&2.pdf>

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