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Gerber Collision & Glass Employee Becomes Local Hero

By Mark Gershkovich, Marketing Assistant

For Brandon Jenkins, a technician at the Gerber Collision & Glass location in Tempe, Arizona, what was supposed to be a regular ride home from work turned into something that no one ever expects to happen. While waiting at a red light on his motorcycle, Jenkins was attacked from behind by a person in a truck who was being chased by the police.

Jenkins, a former U.S. combat , purchased his Suzuki GSXR 600 motorcycle with the hard-earned money he made after being deployed for a tour of duty in Afghanistan. The fleeing suspect pushed Jenkins from behind and tried to steal the motorcycle from him. But the suspect made the mistake of picking the wrong guy.

After a quick check for weapons, Jenkins turned into

“combat-mode” and fought back, preventing the person from stealing his motorcycle. As the police arrived, the suspect ran back to his truck and sped away, but made sure to first run over Jenkins’ motorcycle - damaging it to the point that he couldn’t ride it anymore.

Jenkins created a GoFundMe campaign to pay for the repairs needed to get his “baby” back to riding condition. What he didn’t realize was that as soon as motorcycle manufacturer Kawasaki found out about the story, they contacted local Kelly’s Kawasaki



Brandon Jenkins with his new 2016 Kawasaki Ninja ZX6R motorcycle.

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Undeliverable mail please return to:
Gerber Collision & Glass
Attn: Michelle Anderson
400 W. Grand Ave. Elmhurst, IL 60126



Gerber Collision & Glass Opens New Corporate Headquarters!

By: Simeen Kazmi, Advertising Manager

In March, Gerber Collision & Glass moved its corporate headquarters from Skokie, Illinois, the city where its collision business began in 1978, to a brand new facility at 400 W. Grand Avenue in Elmhurst, Illinois. The offices and body shop that were previously in Elmhurst at 500 W. Lake Street were also relocated at that time to the new corporate facility on Grand Avenue.

The official ribbon cutting to unveil Gerber Collision & Glass' new corporate headquarters took place on April 15, 2016. This new facility, which spans nearly 60,000 square feet for both body shop and offices, accommodates over 160 employees. It houses corporate divisions including Accounting, HR, Central Review, Collision Call Center, Information Technology, Marketing, Corporate Recruiting, our Executive Team, and other various departments.

Over 250 people attended the ribbon cutting including vendors, insurance partners, Elmhurst Mayor Steven Morley and Elmhurst Chamber of Commerce President and CEO John Quigley. ■



400 W. Grand Avenue!



The official ribbon cutting! - From L to R: **Brock Bulbuck**, President and CEO of The Boyd Group, **Pat Pathipati**, CFO of the Boyd Group, **Tim O'Day**, President and COO of Gerber Collision & Glass, **Steven Morley**, Mayor of Elmhurst, **Kevin Comrie**, Chief Marketing Officer of the Boyd Group, **John Quigley**, Chamber of Commerce President and CEO

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Gerber Collision & Glass Employee Becomes Local Hero

in Mesa, Arizona, about donating a replacement. Kelly's Kawasaki was happy to oblige and generously provided Jenkins with a brand new 2016 Kawasaki Ninja ZX6R motorcycle.

"The outpouring of support that I have received from the community and from Gerber Collision & Glass has been incredible," Jenkins said. "I'm very appreciative of how supportive Gerber has been to me throughout this ordeal and the unbelievable generosity of my community."

Jenkins, father of a two-year-old son, hopes he can eventually repair his damaged motorcycle. "I want to fix my old bike so my son can

have it when he grows up," says Jenkins. "Riding our bikes together when he gets older is something I can't wait to experience." Brandon also hopes to find the elderly woman who was also injured during the event, so he can give her all the money he receives through his GoFundMe campaign. If he can't find her, Jenkins will donate the money to the Wounded Warrior Project and diabetes research.

Although the memory of the harrowing attack may linger, what really sticks out for Jenkins is the extreme generosity and unwavering support of his community, both at work and at home. For this U.S. Army Veteran, that's what really makes a hero at the end of the day. ■



The WOW Process is Changing the Fleet World!

Our friends at the Gerber Collision Heavy Duty Fleet shops play with the Big Toys. Tractor trailers, dump trucks, school buses, and Class A Motorhomes worth up to \$500,000 are common vehicles they repair.

Fred Honore is the Market Manager of our Michigan Fleet operations. He has 28 years experience on the truck side which is much like the auto side of 20 years ago... "The Wild, Wild, West"!!

When Fred and Grand Rapids Fleet General Manager Chris Hansen were first introduced to the WOW process they quickly understood they were looking at the tools needed to bring the Fleet process into the 21st century.

The current state of the Fleet industry before the WOW process included a world of three bids – low guy wins, incomplete field written estimates, high supplement rates, difficulty getting approval for hidden damage after the original estimate was approved, long delays for last minute parts, choppy communication between the shop-estimator-customer-tech, and not getting paid for all the work we were performing.



Same Parts and Process - Just a little bigger in the Fleet world!

The CIP team, working with Fred and Chris, took a look at what we had discovered during the WOW implementation. Originally we all felt there would need to be some significant changes to the current WOW process to get it ready to help our Fleet Team. What we discovered was that rather than adapting the WOW significantly, what we really needed to do was apply the principles of the WOW to our Fleet process. After little modification, we developed the Gerber Fleet WOW Process. It became clear that this process will achieve our Mission and Goal to "WOW every customer and BE THE BEST".

By Peter Kennedy, Continuous Improvement Team member



Awesome Custom Work for PPG by the Grand Rapids Fleet Team

We started by upgrading the morning huddles that happen at 7am, improving "In Process Quality Control" that is now reviewed prior to moving to next repair phase, and parts are now inspected and mirror matched by the techs as soon as they arrive.

Two elements of the WOW have made the most important improvements; Metering the Business and Final Repair Plan meetings. Use of the DDCP and setting a scheduled start dates has balanced out the work flowing through the shop each day. Meaningful Final Repair Plan Meetings have resulted in much more accurate estimates, lower supplements, and the ability to more accurately set expectations for our customers.

Recently the Grand Rapids Fleet Team put their new WOW tools to the test. They had an opportunity to participate in the full refinish of a Fleet of Ryder Semi Tractors. We were awarded six of the 13 vehicles to start. Using the WOW Process Tools we were able to deliver the first two tractors to the customer before our competitor started their first tractor. We were then awarded all 13 jobs and were able to complete them in six weeks with zero returns. Their customer who is based in Saginaw, MI (133 miles away) has now chosen the Grand Rapids Fleet team to be their vendor of choice because of the efficient and high quality work the WOW Fleet Process helped produce.

Team Grand Rapids Fleet has also become the leader of our Fleet World with a successful WOW Fleet Process Certification. The WOW Fleet Process will now be rolled out across our network and we look forward to growing this important part of our business. We now have an important competitive advantage that the competition will find hard to duplicate. We have them "Shaking in their Boots." ■



North Carolina Hosts Largest-Ever Gathering of Techs at WOW Tech Forums

By Becki Santiago, Human Resources Associate

Two Wow Technician Forums in North Carolina brought over 130 technicians together to learn more about the importance of the Wow Operating Way to our company. The events, held on June 2nd in Raleigh and June 3rd at the Penske Racing Headquarters in Mooresville, were the largest Wow Technician Forums held so far.

The Wow Technician Forum was created by Johnny Dominguez, a refinish technician at the Gerber Collision & Glass location on



Raleigh Group Tunes into WOW Presentation



Rex Dunn addresses Raleigh Group



Tim O'Day presents the 10 Commitments of WOW

Halstead Avenue in Chicago and Wow Star Ambassador. He hoped to host an event that would further explain the benefits of the WOW Operating Way to technicians in the metro Chicago area. With the support of the local and executive leadership teams, the first WOW Tech Forum welcomed 55 team members last June.

The success of the first forum in Chicago opened the door to expanding the program to other markets. A second WOW Tech Forum was held in Seattle in December, 2015 and was hosted by Ivan Albright, a body technician at Woodinville, Washington and a Wow Star Ambassador.

The events in the Tar Heel state were hosted by Tommy Carlton, Market Manager for Western North Carolina. Brock Bulbuck, our



Mooresville Group with Leadership Team

Chief Executive Officer, gave a presentation that highlighted how the Wow Operating Way allows us to achieve our goal to “Wow every customer... Be the Best!” Bill Burke, Gerber Collision’s Director of Learning and Development, then lead attendees through several exercises that demonstrated how the Wow Operating Way helped us eliminate variation in our work. Tim O’Day, our US President, and Rex Dunn, Vice President of Continuous Improvement, explained key points about the Wow Operating Way and the influence that it has had on North Carolina’s success. Andy Ingalls, State Manager for North Carolina, and Marty Hancock, part of the state’s administrative team, made sure the two Forums went off without a hitch.

All attendees received a Tech Forum hat and t-shirt, and a 10 Commitments toolbox magnet to keep critical parts of the Wow Operating Way top of mind as they move through their workday. ■

I am a Gerber Technician
Here's How I WOW Every Customer and Be the Best!

1. I'm at the 8:00 Huddle on time and I contribute.
2. I know my production plan and I work it.
3. I get 'em in and get 'em started within an hour.
4. I completely disassemble vehicles and contribute to a great repair plan.
5. I make repairs when possible. I replace parts when necessary.
6. I am an active participant in final repair plan meetings.
7. I accept parts and initial the parts list after I make sure they are correct.
8. I maintain all parts, new and R & I, in an organized manner.
9. I report my daily production to management.
10. I am committed to completing the highest quality repairs resulting in a safe vehicle for our customer.

I'm a Gerber Technician and I'm All In!

gerber
COLLISION & GLASS

THE WOW OPERATING WAY



Earn Some Extra Cash This Season!

Refer a Friend to Join our Team and Earn Referral Bonus Bucks!

Employee referrals are our number one source for finding great new team members. Refer your friends and former co-workers. If we hire your referral you will get \$1,000 in Referral Bonus Bucks! This program is limited to referrals for Collision Center Managers, Estimators, Collision Technicians and Auto Glass Technicians.

Tell us about your friends through our online portal:

Canadian Team Members:
www.boydautobody.com/refer

Gerber Collision & Glass Team Members:
www.gerbercollision.com/refer

Glass America Team Members:
www.gerbercollision.com/refer

You must be an active employee with one of the Boyd Group companies to receive your Referral Bonus Bucks. HR team members, collision center or glass center managers, and anyone with supervisory authority for more than one store or an administrative team are not eligible for the referral bonus bucks.



Gerber “Shop Mom” Raises Thousands of Dollars for her Local Community

By Mark Gershkovich, Marketing Assistant

Long-time employee and “shop mom” Monica Langlois takes pride in keeping the Gerber Collision & Glass location in Clinton Township, Michigan looking its best. But she’s just as well-known for dedicating her personal time and energy to charity and serving her community.



Children’s Tumor Foundation - The Coon family is very dedicated to finding a cure for NF. Pictured here (L-R) Sheila and her husband Daryl, their son Nic (who has NF) and Monica. \$330 was raised to help them.

Over the last seven years, Monica has raised an impressive amount of money for charity through various fundraising drives ranging from 50/50 raffles, to a jeans day, to even collecting empty cans and bottles for a refund. In Michigan, there is a ten cent deposit on aluminum beverage containers. Monica can often be seen, hauling in bags of empty cans and bottles after work for a cash refund that she donates to charity. “What I like the most with my bottle and can fundraisers is that it changes lives one dime at a time!”

Monica likes to take on a new cause every month or two. Her most recent was sending Girl Scout cookies to support the U.S. troops. Before that, she sent pallets of water to help those in Flint, Michigan. “I’m astonished at how successful this has become,” she says. “The first year I did this we only ended up raising \$800, and now it’s more like \$2,000 a year!”



Pink Ladies Cancer Walk - Phyllis and her sisters walk every year together to give hope to others. Pictured here (L-R) Phyllis Kartman from Payroll and Monica. Phyllis’ sister is a 7-year survivor of Breast Cancer. \$380 was raised for their cause.

Throughout her impressive fundraising efforts, Monica has managed to support an array of worthy causes including Cancer Walk, Team Flint, Team Cookie, Team Relay for S.C.S., Team Alzheimer’s, Children’s Tumor Foundation, Fire House, St. Baldrick’s Foundation, Brand Family, Relay for Life, Nova Traveling Soccer Team, St.



Team Cookie - They were given a flyer by the Girl Scouts to send Girl Scout cookies to our Troops. With bottle and cans and Jeans Day, they were able to raise \$432 for their cause. 11 boxes of cookies were sent to the Troops. Meeting these two little girls was inspiring to the team.



Jude's Children's Research, Wheels of Hope, Safe Haven for Kids of Michigan, and Lighthouse Outreach.

More impressive is that over the last seven years, Monica and the generous staff at Gerber shops throughout Michigan have raised about \$14,000. "I like the thought of us all pulling together as a team and then seeing the recipients come in and see the fruits of their labor, so-to-speak, in person," she explains. "The hope is that other Gerber shops get motivated to fundraise as well and help their communities."

"My community is so important to me and I want to support it as much as I can," she adds. "I also want to say thank you to all my co-workers because I wouldn't be able to do this without them and their generosity to the worthy causes. I want the local community to know that we not only fix your vehicles, but we're also here to support you." ■



Relay for Life St. Clair Shores - Pictured here (L-R) Monica with Kim Hebbard, a Cancer survivor wanted to help others beat this cause. She does fundraisers all-year-long. This was the second time this caused was supported. \$590 was raised.



WE Can All Make a Difference!

Women's Industry Network (WIN) Conference

By Becki Santiago, Human Resources Associate

Gerber Collision & Glass employees had the opportunity to attend the Women's Industry Network (WIN) conference that was held in Tampa, Florida. Gerber Collision & Glass is proud to be a SILVER Level supporter of WIN and was recognized recently at the WIN Educational Conference May 1st through 4th in Tampa Bay, Florida. WIN is a not-for-profit organization dedicated to encouraging, developing, and cultivating opportunities to attract women to the collision repair industry. They also recognize excellence, promote leadership, and foster a network among the women who are shaping the industry.



The Educational Conference featured many distinguished speakers, including Olympic gold medalist Shannon Miller, whose keynote address was entitled, "The Gold Medal Mindset". This year's theme focused on asking attendees to reflect on how they represent the "Power of the Past" and the "Force of the Future." Michelle DeMarais, a Talent Acquisition Manager for Arizona, Florida, Nevada, North Carolina and Indiana, organized and chaired the WIN Scholarship walk. This event raised over \$3,000. These funds will be allocated to future women seeking careers in the collision industry. Michelle attended the conference with Jackie Pearson, Gerber's national call center manager, from Elmhurst, Illinois.

Krystyna Zak was a recipient of a WIN Scholarship and will be joining the Gerber Collision family at our Coeur d'Alene, Idaho location. Krystyna attended North Idaho College in the refinishing program and is looking forward to pursuing a career in estimating with Gerber. If you would like to learn more about WIN or get involved with the organization please reach out the Michelle DeMarais; michelle.demarais@gerbercollision.com ■

San Antonio Hit by Massive Hail Storm



By Jennifer Pierce, Administrative Assistant

April 12, 2016 is a date that the citizens of San Antonio, Texas will not soon forget. At approximately 9:45 that evening the area was hit with the largest, costliest hailstorm in Texas history. Ranging in size from one to four inches in diameter, the hail bombarded the area causing extensive damage to homes, businesses and especially vehicles. Glass America was called to duty to assist our customers in this catastrophic event. Our entire team went into action; Account Managers, Operations Managers, Technicians from Texas and other states, along with our Call Center Personnel. Working to get people back on the road as soon as possible, Glass America's Catastrophe Team got the job done.

Regional Ops VP Bob Simpson coordinated efforts with Regional Managers Frank Doran and Randy Martin. Technicians were brought into San Antonio from as nearby as Austin, TX and as far away as Maryland and Pennsylvania. The Call Center team, led by Joanna Gajdosz assigned a group of CSRs, Aidyl Romero, Vicki Pino, Alexis Alanis and Amanda Roberts to pull all the agent submission forms making sure that those were handled. CSRs from the three Call Centers; Elmhurst, Las Vegas and Murfreesboro, TN came in early and stayed late each day during the crisis. More than 10,000 calls were handled during the first week alone. Parts were ordered and the jobs were dispatched by Michelle Sabin and Matt Cubon to the technicians who got the jobs done. Jonathon Niemiec and his accounting department completed the process by billing the insurance companies for our services.

This was a total team effort; all departments working together to get our customers back on the road. Replacing auto glass may not seem so crucial to the big picture, however when the damage

to homes, schools, churches and businesses is overwhelming, becoming mobile again provides a sense of hope to the ones affected. It enables victims to get around and go about the business of recovery. We at Glass America are extremely proud to have been a part of that.

A special "Thank You" to the following people who left their homes and families to participate in this effort.

Tony Fulton-PA
Jose Santiago-OH
Jacob Heflin-MD

Paul Kirby-MO
Matt Wieman-PA
Cody Cottles-TN

Lamar Bentley-VA
Joe Harper-VA
Stephen Haley-TN

Matt Cubon-IL
Mike Roberts-IL
Russell Dehart-MA

Dan Voelkel-MO
Jason Foster-MO
Drew Braken-WA

Michelle Sabin-IL
Frank Doran-RM
Randy Martin-RM

We can't forget to thank our crew who live and work in San Antonio or the surrounding area.

Ronel Bronson-Account Mgr.
David Garcia-San Antonio

Juan Alva-San Antonio
Raymond Velez-San Antonio

Joseph Jones-Kerrville, TX
Anthony Servidio-Austin, TX

Little John Eural-San Antonio

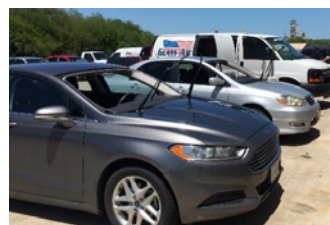
Glass America is proud to have team members with this kind of dedication and work ethic. Thank you all for a job well done. You are what makes us "The Best in Auto Glass."



Size of Hail in San Antonio



Example of Hail Damage to Vehicles



Glass America getting people on the road



Hail Damage to Back Glass