

2010 WACTAL Conference & Trade Show
Educational Program Offerings
February 26-27, 2010

Friday: 8:00 am - 11:45 am

DAM07 I-CAR Damage Analysis of Advanced Automotive Systems

Rod Kohlhepp, instructor

Note: Registration for I-CAR class must be made through I-CAR (www.i-car.com)

Friday: 8:00 am - 9:30 am

#101 Spot Within Panel - How do you define and quantify the savings?

*by Tim Ronak, Services Consultant
AKZO Nobel Coatings, Inc.*

- History of the Labor Operation - Where did it come from?
- What is the difference between a 'Blend Panel' and a 'Spot Within Panel' or 'Refinish Within Panel Boundaries'?
- What do the Database / Paint companies say?
- How do the database companies calculate time for 'Spot Within Panel'?
- What specific criteria quality a repair as a 'Spot Within Panel'?
- What is the "Six Inch Rule"?

#102 EPA Rule Changes

*by Renee Lesjak Bashel, Environmental Specialist
WI Dept of Commerce, Small Business Clean Air Assistance Program*

- What are the New EPA Rules
- How will the rules effect your business
- What certification do you need
- Compliance deadlines
- Are there any exemptions
- What is the current status of the EPA's ruling on waterborne paints in Wisconsin

Friday: 10:00 am - 11:30 am

#201 Protecting Your Business Against Lawsuits

by Attorney Gregory Strasser

- Learn how to protect your business from consumer lawsuits.
- Documentation - what records should be kept regarding repairs
- Employee safety issues, including proper safety equipment and company rules/procedures
- Real life examples will be shared

#202 Discovering Your Memory Power

by Roger Seip, co-founder of Freedom Personal Development

- Learn how to train your memory
- Find out how to remember names & faces, dates, appointments, etc.
- Discover your memory power

Friday: 11:45 am - 1:30 pm

Luncheon & Keynote Address

Keynote Address – Economic Pricing Considerations of the Collision Industry

by Tim Ronak, Services Consultant, Akzo Nobel Coatings, Inc.

Friday: 1:30 pm - 3:00 pm

#301 Grass Roots Marketing

by Ron Whitton, Sales Manager - Dent Smart

- Creating your Marketing Jigsaw Puzzle
- Tracking your Closing Ratio
- What types of marketing media are the best
- Viewing marketing as an investment in your business, not an expense
- Relationship building with insurance agents

#302 Understanding Business Insurance & Loss Prevention

*by Paul Lessila and Mike Obertin
R & R Insurance Services, Inc.*

- How to buy insurance
- Loaner vehicle use agreements
- Understanding business insurance deductibles & co-insurance
- Paint booths & fire suppression
- Key safety issues
- Attendees will receive a self-inspection form

#303 Going Beyond Lean and Mean; Performance and Results That Improve Profit

by David Knapp, PPG Industries

- Digging beneath the surface of traditional cost cutting
- Focus on customer needs and expectations
- Developing the vision for change and uniting the organization
- Review of real world results from collision repairers who have taken the lean journey

Friday: 3:15 pm - 4:15

WACTAL Membership Meeting (Members Only)

Learn what WACTAL has been doing for you and your business. Learn about future plans and goals. WACTAL lobbyist, Jolene Plautz, will be in attendance to give you the latest update on WACTAL's Consumer Choice legislation.

Friday: 4:30 pm - 6:00 pm

MEET & GREET SOCIAL

A time to socialize and relax with old friends & new. Hors d'oeuvres and Cash Bar.

Saturday: 8:00 am - 12:00 pm

GEN03 Collision Repair for General Motors Vehicles

Rod Kohlhepp, instructor

Note: Registration for I-CAR class must be made through I-CAR (www.i-car.com)

Saturday: 8:00 am - 9:30 am

#401 Equipping for Waterborne Paint

by Don Putney, Collision Equipment Experts

- Will my paint booth & paint gun work
- What about my compressed air
- Do I need air acceleration equipment
- What type of air acceleration equipment is best for my application
- How will paint gun cleaning be affected

Saturday: 9:00 am - 3:00 pm

TRADE SHOW

Exhibits, Show Specials, WACTAL Scholarship Raffle, and more

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