



COLLISION REPAIR INDUSTRY EXECUTIVE WEBCAST READY TO LAUNCH

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By Erick Bickett and Liz Stein

Years ago, market intelligence about the collision industry was sparse and largely word of mouth. But in recent years, there has come a proliferation of information via the Internet and hard copy publications, and an abundance of industry meetings and conferences. At times it may seem that the only by-product of this information overload is increased skill in the fine art of industry magazine and newsletter stacking, and a whole lot of, "Was it worth the time and expense to attend the meeting or conference?" after the fact.

The issue for shop owners is resource allocation. No longer is the question, "How do I get the information?" but, "How do I get it in the most concise, on-point, and up to the minute fashion?" Recognizing this dilemma, Fix Auto will launch Collision Repair Executive Webcast ("CREW"), a monthly interactive Webcast, designed to give repair service providers, automobile physical damage claims managers and other industry vendors, partners and constituents with high-level, current information about the rapidly changing industry.



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We have tapped into Matthew Ohrnstein, of Symphony Advisors and Vincent Romans, of the Romans Group, to produce and present the monthly, one-hour Webcast meeting. We chose Matt and Vince as our producers and presenters due to their unique perspective and breadth of knowledge of the industry.

Each meeting will include topical, high-level industry information, as well as a special guest presenter. The delivery format will include a web-based visual presentation of the content, a simultaneous audio conference call and a capability for the participants to question the presenters.

In speaking with Matthew Ohrnstein about CREW, he had the following observations: "Staying current on important industry issues is a challenge. Although the industry is rich in information provided through vendor-sponsored training, industry meetings and a number of excellent publications, frequently the issue is time. And it's the same issue for those shops that are excelling and those that are struggling. They both need to stay current, but taking precious time away from the shop floor to attend a meeting or read an article is difficult. For that reason, we believe CREW will become an invaluable tool for all of our participants because it will drill down on only the most critical and timely industry issues in a 'bite-size,' 60 minute format."

Vincent Romans added, "We believe the Webcast presents an especially unique opportunity for developing insight and the currency of knowledge that comes through the exchange of information that develops between participants and the business, market and industry experts involved. This creates significant value for the participants through the sharing of vital industry knowledge, resources and emerging trends."

We believe a one-hour a month commitment to the CREW program will become

a vital part of your business management strategy. The inaugural Webcast will take place on October 26, 2006. Invitations for participation will be e-mailed the week of October 3rd 2006. We invite you to join us. For additional information, contact Liz Stein at lstein@fixauto.com.

