

# AGRSS®

Auto Glass Replacement  
Safety Standards Council

## NEWSLETTER

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## AGRSS-Registered Shops Get Latest on Validation

The International Auto Glass Safety (AGRSS) Conference fell just as the group's first-ever third-party validation reviews got underway, and, for many business owners in attendance, the timing couldn't have been more perfect. The Council and other speakers in attendance set out to answer many of the questions that have arisen about the program during many informative sessions. (See story on page 6 for an update on the program.)

The validation workshop was one of the most highly attended sessions of the event, held at Mandalay Bay

Convention Center November 3-5, was the validation workshop. During this session, Penny Ouellette, program developer for Orion Registrar Inc., and outgoing accreditation committee chair Cindy Ketcherside offered much information about the details of the program with AGRSS-registered shop owners and representatives who might face random third-party validation reviews. Orion Registrar Inc. is the company administering the Auto Glass Replacement Safety Standard (AGRSS) Council Inc.'s third-party validation review program.

### INSIDE THE PROGRAM

"We stand and we watch," explained Ouellette.

Ouellette provided a validation checklist to those in attendance, and explained that every step of the process is designed to be "fair and consistent."

"We also have to make sure we're answering certain questions," she said.

And you needn't worry if you spot the validator taking copious notes.

"You don't need to be worried that everything we write down is something negative," Ouellette warned. "We're friendly—we're nice guys, honestly."

She also again explained the clustering program and the way the audited locations are chosen. (See page 7 for an article by Ouellette detailing the way locations are clustered and selected.)

Once shops receive notification that they will be validated, they are asked to submit several items, including their deliverables packet, names of all their technicians and any special circumstances (such as language issues).

"It allows us to do some of the



Jeff Olive of Glasspro (left) participated in a mock validation review with Penny Ouellette of Orion Registrar Inc. (right).

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## WE HAVE A MORAL AND ETHICAL OBLIGATION TO DO THE BEST WE CAN," SAYS CAPT. SULLENBERGER

Captain Chesley "Sully" Sullenberger told attendees of the International Auto Glass Safety (AGRSS) Conference details of the now-dubbed "Miracle on the Hudson," but also of his commitment to safety—and how it developed during his keynote speech on November 5.

"I, too, share your commitment not only to safety but also to doing the best job possible, because it matters," he said.

He continued, "We have a moral and ethical obligation to do the best we can."

Sully shared several anecdotes about the years leading up to the January 15 landing on the Hudson River in the wake of disaster—an event that has made him a household name.

One of these was about his daughter, who once asked him to define integrity.

"I gave her a definition that now I realize was a pretty good one," he said. "Integrity means doing the right thing even when it's not convenient."

Sullenberger went on to explain how he has applied this rule in all aspects of his life, including his profession.

"Being an airline pilot means doing the right thing every time," he said. "It means being the conscience of my industry."

"Why do I do these things?" he went on to ask. "My passengers deserve it, my colleagues expect it and my profession demands it ... Something you'll probably never hear an airline pilot say is 'It's not my job' or 'It's not my fault.'"

Since the January 15 incident, Sullenberger said and his crew have heard some surprising reaction from other pilots, even with other airlines.

"They tell us they feel a pride in our profession because of this event that they haven't felt in years," he said.

He also noted what an accomplishment the AGRSS Council had undertaken when they developed the Standard.

"I can imagine when you all started this it was like trying to remove all the water from the ocean with a teaspoon—what an undertaking," he said.

AGRSS Council president Debra Levy had begun her introduction of Sully a day prior to his actual speech at the opening of the conference. She read several excerpts from his book to AGRSS Conference attendees and surprised them with how similar they sounded to statements made daily in the auto glass industry. (CLICK HERE for the full text of the speech.)

Members of AGRSS-registered companies and AGRSS affiliate members were able to participate in a private breakfast with Capt. Sullenberger prior to the keynote speech.



Above: Captain Sullenberger spoke on personal responsibility and a commitment to safety. Left: "Sully" donned an AGRSS pin as he spoke, here with AGRSS president Debra Levy.



work offsite," Ouellette explained.

The validation itself consists of an opening meeting with the business owner, a records review (making sure that the appropriate records have been kept since the shop became AGRSS-registered), a discussion with the person who orders glass for the company, a review of adhesive storage conditions, and a review of each technician completing a windshield installation. It ends with a closing meeting, during which the shop owner learns of any non-compliance issues.

Along the way, the validator times any necessary steps (such as how long primer is shaken prior to application) and measures items such as temperature and humidity, according to the business's adhesive manufacturer's instructions.

The length of time the validation takes depends on the number of technicians and jobs completed.

### PREPARATION: TRAINING IS KEY

Nik Frye, vice president of sales and marketing for Glass America, offered some tips for validation preparation. Frye stressed that training is one of the most important aspects of preparation.

"Scheduling regular reviews of your training manual and making sure all your training materials are up-to-date is key," he said.

He also suggested appointing an internal AGRSS coordinator if possible.

"It would make sense for it to be the person with the most knowledge of the AGRSS Standard<sup>®</sup>," Frye said.

He stressed communication, and advised that in his experience at his company, working closely with technicians on validation preparation actually has raised morale.

"The fact that [technicians] saw validation as a way to really prove [they were doing things correctly] was a positive," he said.

Frye offered the following steps as suggestions.



**“Scheduling regular reviews of your training manual and making sure all your training materials are up-to-date is key.”**  
—Nik Frye, Glass America

Attendees came out in full force to learn about the validation program, along with tips for preparation.

1. Make a plan with goals.
2. Show proper leadership. “[Employees] will get it and they’ll understand if you help them,” he said. “The best promise you’ve got is through those technicians.” A mock validation review also was held on-site, with Ouellette acting as the validator and Glasspro’s Jeff Olive acting as the technician and business owner, walking the session’s attendees through every step of a validation, showing what a simple process it actually is.

#### **ADHESIVE ASSISTANCE**

Representatives from several adhesive manufacturers participated in a panel during the event to address questions. Participants included Dale Malcolm of Dow, David Osland of SRP, and Carl Tompkins of SIKA Corp.

“We’ve tried to put together a nice packet of information that readily addresses all of these issues,” explained Malcolm of Dow’s process.

Tompkins mentioned that SIKA has an AGRSS training manual avail-

able to its customers, and suggested shop owners depend on their manufacturers for this type of assistance.

“You should hold your urethane manufacturer’s feet to the fire on this, because it really is their responsibility,” he said.

Osland noted that it’s also important to familiarize yourself and technicians with how to find information provided by manufacturers.

On the issue of open times, shelf lives, etc., of urethanes and primers, all were in agreement that this is something all technicians should be familiar with already, and to seek assistance from manufacturers if you don’t know how to track this.

“Make sure when working with your adhesive manufacturer that they validate how long that can be good for,” Tompkins warned.

And you’ve got to be able to track this so that it’s clear to a validator, Osland warned.

“You’ve got to document that all out so when a fine person from Orion asks you that question, you can answer with a fact—you don’t

have to guess,” he said.

Malcolm noted that this is where the business owner and technician must take control.

“We can’t be in your shop to make sure you write down that date,” he said.

Storage also will be a factor in the validations, as it is in the Standard.

“Go to your manufacturer’s recommended storage instructions and find a way to achieve [what’s recommended],” Malcolm advised.

Tompkins also advised that when not stored properly, the shelf life of a product can be reduced.

“Expiration dates are based on storing it at that certain temperature,” he said.

And all offered their overall tips for preparation.

#### **1. Document, and then relax.**

“Make sure any kind of documentation you have is up-to-date, and then relax a little bit,” Osland suggested.

#### **2. Train your technicians.** “There’s

*continued on page 4*



Cindy Ketcherside (center) was awarded the first-ever Carl F. Tompkins Distinguished Service Award with both Captain Chesley Sullenberger (left) and Tompkins (right) in attendance.

### KETCHERSIDE RECOGNIZED WITH FIRST CARL F. TOMPKINS DISTINGUISHED SERVICE AWARD

The AGRSS Council Inc. presented the first-ever Carl F. Tompkins Distinguished Service Award to Cindy Ketcherside during an awards breakfast held as part of the International Auto Glass Safety Conference. Captain Chesley Sullenberger, who keynoted the event, also attended the breakfast, sponsored by HSG.

Ketcherside has been in the auto glass business for more than 29 years, joining her family's business, JC's Glass, in 1980 and advancing to president/owner by 1992. She sold the business to Iowa Glass in 2005 where she remained as vice president of business development. In October of this year, Iowa Glass sold its auto glass division, including JC'S Glass, to Belron US, but Cindy remained with the parent company, Iowa Glass, as the vice president of business development.

She was a founding board member of the National Auto Glass Cooperative and the Chicago Glass Group, as well as a past president of the Arizona Glass Association, where she was instrumental in passing the "Zero Glass Deductible" bill in Arizona.

Her involvement in the Auto Glass Replacement Safety Standard began in 1999 serving as a board and standard development committee member. Cindy served as the president of AGRSS Council Inc. for eight years and also was the chair of the Standards Committee. She currently serves on the board of directors and was a long-time chair of the accreditation committee until recently.

Her mantra for her years in the glass business has been, "We're not in the auto glass business installing 'windshields,' we're in the safety business of installing 'safety - shields.'"

"It's an honor to be recognized, especially with an award named after Carl, as we've worked so long together on this," said Ketcherside in accepting the award.

The board voted early this year to create an award to honor Tompkins, who also was a long-time chair of the accreditation committee and has been involved with the development of the Standard since its inception.

a chasm between the ownership/management of companies and their technicians," Tompkins advised. In order to make sure this isn't the case, he encouraged practice. "Do a mock audit," he suggested, "Don't assume. Let's get this right the first time."

### 3. Practice the whistle-blower

**method.** "Go get a whistle, and then blow it [in the shop]," Malcolm added. "Tell so-and-so to stop, say what he's doing and why he's doing it."

### 4. Don't get ring-binder paralysis.

While preparation is key, Malcolm warned that studying and learning is as well. "Don't spend all of your time making a really cool ring binder of information, and then not read it," he warned.

### USING THE STANDARDS AS A SALES TOOL

Though validation was a crucial topic on the conference schedule, it wasn't the only one. One seminar that proved particularly helpful to attendees was one on promoting the AGRSS Standard in your business and using it as a sales tool. But, one of the panelists participating warned it's important to promote AGRSS registration itself sometimes—not just your business—particularly to insurance agents.

"The idea here is to take what AGRSS is and market that," said Glass America's Frye. "... Talk about what it is and what the Council has become. It's not about profits—it's about saving that agent's customers."

He added, "You need to make it clear this is a genuine concern."

However, the rest of the process may follow naturally after that.

"They're going to be impressed that you're the only one talking to them [about this,]," Frye explained. "... You want to be their glass pro."

Frye also encouraged attendees to consider providing continuing edu-

cation courses for insurance agents.

"You're helping maintain their license as well as their livelihood," he said.

Donna Braden of Jack's Glass in Allentown, Pa., spoke as well, and also advocated teaching continuing education classes as a way to promote safety to insurance agents, but noted that a hands-on scenario often is best.

"Bring as many props, as many things to do, as you can," she said. Among these items she suggested a deployed airbag, so that this might be used to demonstrate or discuss how a windshield might react once deployed.

"[Students] love being able to see, touch and feel," she said.

Braden also is a licensed child safety seat inspector and uses car seat clinics as an opportunity to educate consumers on windshield safety issues as well.

"These people are so thrilled to hear about it," she said.

Driver safety courses also have been a boon for her business, and, at these, she provides accident report guides (tips on what data, information, etc., to collect in the event of an accident) to the students as another way to create awareness of not only her company, but of all auto safety issues.

Glass Doctor vice president of franchise relations and training Dan Mock, who serves on the board of directors for the AGRSS Council, also participated in the panel, and he focused on educating the consumer directly.

"We've found that the consumer really believes the only difference between us and our competitor is price," Mock said.

However, he explained, it's still important to make potential customers aware of the differences.

"Every call is an opportunity to educate the consumer," said Mock.

He also suggested marketing in

other ways, such as via sites like Facebook and Twitter, speaking at local schools, and maybe even providing coloring books about auto glass safety for elementary-school-age children.

"We need you to help build AGRSS consumer awareness," he added.

### TECHNOLOGY KNOW-HOW

Attendees also received some technical updates and insight from a variety of industry experts, including Dow Automotive technical manager Dale Malcolm and ABRA Autobody and Glass's Mitch Becker.

Malcolm addressed some of the newest automotive innovations, including the growing use of glass.

"We're seeing lots and lots of all-glass roofs," Malcolm said, as he displayed a photo of the new Cadillac Converj concept vehicle introduced earlier this year at the Detroit Auto Show.

He also pointed to some new Volvo and Audi models and noted that the glass in these extends beyond the roofs.

"You've got some high-end cars with lots of expansive glass," Malcolm said, pointing specifically to "fender vents," which could prove difficult.

"We're getting a lot of these," he said. "They look like they're going to be extremely hard to work with."

Becker followed by addressing a number of also difficult topics, such as the expanding use of high-strength steel in many vehicles.

"Are we seeing an evolution?" Becker asked. "Yes.

"It's not enough to know how to replace the windshield," he added. "You need to be able to identify the types of steel used."

Becker also spoke to some of the newer technologies available on the later model-year cars.

"We focus so much on the crash, but how about how to prevent the

crash?" he asked, before explaining how this new technology could affect auto glass technicians.

He noted that there are now four cars available that will park themselves, and earlier this year, Volvo introduced the CitySafe system, which requires that technicians have a scan tool in order to aim the laser system correctly when replacing the windshield. (He noted that this often can be borrowed from a local dealership.)

Mirrors and blind-spot protection cameras also will require extra time—but, first, Becker said, it's important to be aware of the vehicle's intricacies.

"You have to know what you're dealing with," he said. "Is there a camera inside that mirror?"

### RAVE REVIEWS

In all, the AGRSS Conference, from Captain Chesley Sullenberger's speech (*see sidebar on page 2*) to the technical information provided and the validation know-how, received rave reviews from attendees.

"Last year was great, but this year was even better," said Glasspro vice president JoAnne Nemeth. "The panel of the shop owners discussing how they use AGRSS in their businesses—I absorbed so much from it."

"I really learned a lot," added first-time attendee Mark Cossey with J.N. Phillips Auto Glass.

Freedom Glass owner Michael Paley, who, for the second year, spent the entire "Auto Glass Week" in Vegas, also was glad he took the time to do so.

"These two days are so chock-full of knowledge, it's unbelievable," he said.

*(Freedom Glass also was the first AGRSS-registered company ever to be validated. See related story on page 8.)*

# Validations Underway: The Latest Updates on the Program

The Auto Glass Replacement Safety Standards Council Inc.'s (AGRSS) third-party validation review program, which kicked off last fall, remains in full swing, and in February, Orion validated the third cluster of AGRSS-registered businesses. Last November, several AGRSS-registered companies in the Richmond, Va., area underwent validation reviews, and, in January, several AGRSS-registered businesses in Michigan had validation reviews conducted. In February, a validator from Orion Registrar Corp., the company contracted by the AGRSS Council Inc. to administer the validations, visited several businesses in Ohio to conduct reviews.

Bruce Hardy, divisional manager for Harmon Glass of Michigan, describes the validation review process, which his company went through in January, as "pretty painless."

John Cox, director of glass operations for Belle Tire Auto Glass in Royal Oak, Mich., agrees. "Because of the preparatory work and communication [involved], I knew pretty much exactly what to expect," he says.

Charles Groves, president of Dominion Auto Glass in Richmond, Va., says as long as technicians are already well-trained and versed in the AGRSS Standard<sup>®</sup>, not a lot of additional steps are needed.

"The installers just have to be educated," he says. "That pretty much is all there is to it."

Still, many have taken other steps to prepare.

"[The time after our notification]



Dominion Auto Glass president Charles Groves (left) and technician Doug Douse (right) work together to install a windshield. The company underwent an on-site AGRSS validation review in November.

allowed my staff and technicians and I to review the everyday practices of installation, as well as some of the more technical detail-oriented techniques needed for larger, more complicated jobs," says David Cooper of Auto Glass Plus in Richmond, Va.

Hardy took a similar approach. "Everyone here tries to do everything correctly all the time," he says. "We had a couple breakfast meetings to make sure everyone was up to speed."

The validations have varied in time, depending on the number of technicians a shop has, as each one

must be observed during a company's validation. Both Hardy's and Groves' company reviews took the better portion of a day.

For those preparing for future validations, Cooper offered a few tips.

"I would urge all glass shop managers to compare their technicians' installation practices to the guidelines set forth in their adhesive manufacturer's training manual," he says. "If they're not one in the same, I would suggest a refresher course be given immediately. Close attention should be paid to the curing times as it applies to temperature and humidity."

## HOW ARE AGRSS-REGISTERED LOCATIONS SELECTED FOR THIRD-PARTY VALIDATION?

by Penny Ouellette, Orion Registrar Inc.



*We welcome this new column authored by Penny Ouellette, program development director for Orion Registrar Inc., who will focus on questions she often hears from representatives of AGRSS-registered businesses.*

I am frequently asked the following question: "How are locations selected for AGRSS validation?" The quick answer is that the locations are selected by a computer using a random cluster sampling plan.

If the person asking the question responds, not by his or her eyes glazing over, but with more questions, I continue to delve further into the matter. (And, if your eyes glaze over, don't blame me; you chose to keep reading.)

People usually are trying to ask a slightly different question, such as one of the following:

- Why did you choose this location when you already validated that location?;
- Why would you choose this location now when you know the weather is going to be so hot/cold/wet/tornado-ridden?; or
- Why do you keep coming back to this area? Do you have friends here?

The answer to all of these relates to my first response. Random sampling is essential to the sampling process that allows AGRSS to avoid validating all locations. We must validate all the locations selected by computer, in the order in which they are selected.

Because of this, we cannot allow small inconveniences (such as the closing of the entire blizzard-covered East Coast) to change our selection. We can be slightly delayed, but we cannot deviate from our assigned sample.

The computer is unaware of issues such as company affiliation, weather conditions, ease of travel, cities previously selected and tourist value, so it cannot be influenced by them. Since neither AGRSS nor the validator is involved in the selection process, we cannot bias it for convenience or other considerations. While this is necessary to protect the integrity of the sample, it can produce an odd-looking sample.

### HOW IT WORKS

If you really want to know the details of the sampling plan, here they are. The selection process begins each year when AGRSS finalizes the list of all AGRSS-registered locations for the upcoming yearly cycle. From this list, a statistician from the

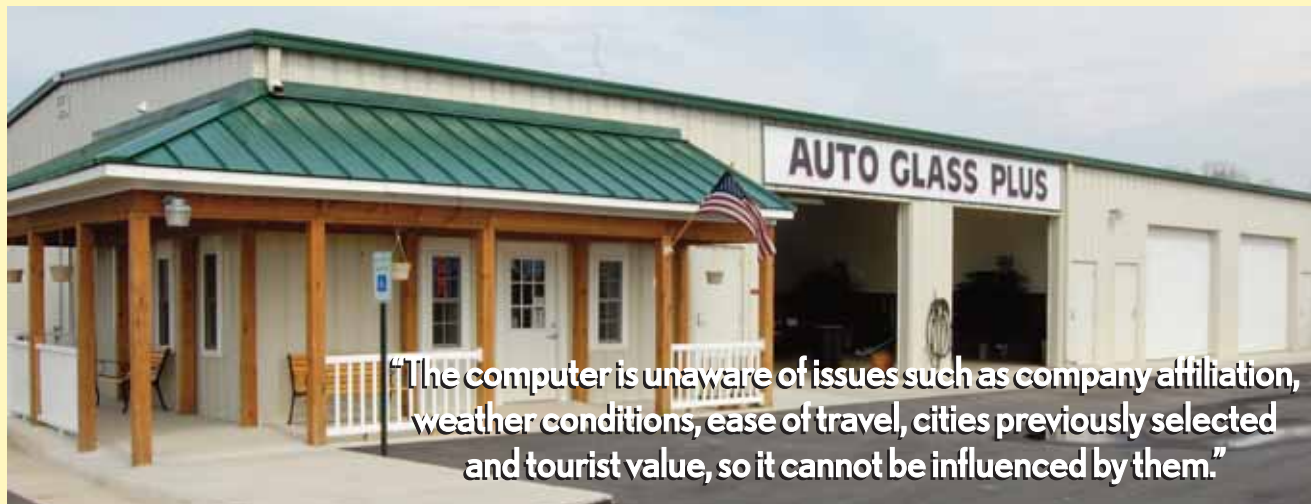
University of Colorado's Center for Business Performance Improvement plots each location on a map. He then groups all locations into clusters of about 10 locations that are geographically close to each other. (In a large city, this might mean that all 10 locations in a cluster are within a 10-mile radius. In some less populated areas, a cluster of 10 "closest" locations might span two or more states. Nevertheless, each location is placed into a cluster.)

Then, a computer randomly selects the clusters, and the validators visit each location in each cluster in the order in which the computer selected the clusters. All clusters, and therefore all locations, have the same chance of being selected for validation.

In the 2009-2010 year, 13 of the 155 clusters were selected, giving each location about an 8 percent chance of being selected for validation. This process was reviewed by peer statisticians at the University of Colorado and determined to be statistically sound and fair to all participants.

So, that being said, to answer your questions simply, the computer made us do it.

*Penny Ouellette is the program development director for Orion Registrar Inc.*



The first cluster selected at random was in Richmond, Va., and included Auto Glass Plus (shown here).

**BRIEFLY**  
**AGRSS BEGINS**  
**INTERVIEWS FOR BUSINESS**  
**DEVELOPMENT DIRECTOR POSITION**

The AGRSS Council Inc. has begun interviews to fill the position of business development director, whose goal will be to expand the AGRSS brand with the ultimate

goal of making AGRSS compliance a requirement for all windshields.

The business development director also will be responsible for increasing the AGRSS Registered-company pool and working with insurance companies to enlist their support of the AGRSS Standard and its registration program.



Freedom Glass was the first AGRSS-Registered business to not only undergo a validation but also to be found compliant.

**FREEDOM GLASS IS FIRST AGRSS-REGISTERED COMPANY TO BE VALIDATED**

Last November, Freedom Glass in Richmond, Va., became the first company ever to undergo a validation review. The company was validated as compliant on November 11, which also happened to fall on Veterans Day, shortly after company owner Michael Paley returned from the International Auto Glass Safety Conference in Las Vegas.

Paley says his attendance at the conference was certainly worth it when he returned home.

"For us, the biggest reason the validation was what we expected was because at the AGRSS Conference in November 2009, [the speakers] not only talked about the validation process in detail, but [Glasspro's] Jeff Olive and [Orion Registrar Corp. representative] Penny Quелlette performed a mock validation," says Paley. "Following their demonstration, we were able to engage in a detailed discussion about what we had seen, ask questions and have our concerns addressed by the AGRSS Council, as well as Orion. That eased a lot of my personal trepidation."

Once the validator was on-site, Paley says his anxiety was eased even further.

"My [nervousness] ended about five minutes into the audit process," he says. "[Our technician] didn't have someone standing over his shoulder as we both feared would happen. I think our technician's worries were put at ease because of the validator himself, talking with our technician as if to learn rather than talking as if teaching."

**AGRSS CONFERENCE TO MOVE; DATE WILL BE ANNOUNCED IN COMING MONTHS**

The International Auto Glass Safety Conference will be moving cities this fall. Though the official dates and location have not yet been set, the conference will be held in conjunction with the group's second-ever Consumer Awareness Program (CAP). The dates will be announced once negotiations are complete.

"This will give all attendees a chance not only to attend the conference, but also to be a part of and see what goes on during a CAP," says AGRSS Council president Debra Levy.

**AGRSS COUNCIL TO LEAD ARGULA DEVELOPMENT**

The Auto Glass Replacement Safety Standards (AGRSS) Council Inc. has taken over the administration and development of the Auto Replacement Glass Uniform Labeling of Adhesive (ARGULA) draft standard. The National Glass Association (NGA) previously served as secretariat for the developing standard. The ARGULA Committee will continue to function as a separate committee of the AGRSS Council.

**SAFETY NEWS**  
**VEHICLE TECHNOLOGY ADVANCEMENTS PROMPT STANDARD TALK**

The increasing popularity of remote or keyless vehicle start options is indicative of not only what's more available in cars but what needs to be regulated as well. According to media reports, including one published earlier this year in the *LA Times*, federal regulators and auto industry trade groups are looking at implementing safety standards to help create cohesive, uniformed engine ignition systems.

Currently, the *LA Times* article reports, the new technology can be confusing to use on a day-to-day level but even worse, leaves consumers ill-prepared for emergency sit-



Many are looking to implement safety standards for keyless vehicle starts.

uations that might require the engine to cease functioning. Unlike vehicles with traditional, key-turn ignitions, newer vehicles that don't require keys are powered down in different ways, especially in an emergency; some require holding the start button for a length of time while other vehicles might be turned off if the power button is pressed a certain number of times or while the car is in a particular gear.

Creating a standard for keyless start options would be subject to all the challenges that accompany standard creation: achieving consensus and creating a result that will be clear—and helpful—to consumers.

### IIHS AND HLDI REPORT RECENT CRASH TEST RATINGS

The Insurance Institute for Highway Safety (IIHS) and the Highway Loss Data Institute (HLDI) recently reported that the Acura ZDX, Hyundai Elantra and Toyota Sienna underwent crash tests with good results.

The mid-size luxury SUV Acura ZDX earned good ratings for its frontal crash protection, while the 2011 Toyota Sienna received good ratings for both front and side-impact protection.

Due to a redesign of side airbags, body side, and rear door structure, side-impact crash test results for the 2010 Hyundai Elantra improved from marginal to good for 2010 Elantras built after November 2009.

### SAE INDUSTRY EXPERTS DISCUSS SAFETY AND CONSUMERS DURING RECENT PANEL

A panel held during the 2010 SAE International annual government/industry meeting in Washington, D.C., in January brought together several safety experts who agreed that safety affects consumer choice when it comes to decisions involving their cars.

The panel included Dave Zuby, senior vice president of the Insurance Institute for Highway Safety (IIHS), who discussed not only the types of ratings the insurer-funded IIHS provides, but also their importance to consumers.

“Our effort is one way [insurers] can be seen working to control what's going on on the highway,” Zuby said.

He also pointed out that one of the institute's main goals is to “keep highway safety in the public eye.”

The IIHS offers four different ratings, including front crashworthiness, side crashworthiness, roof strength, and rear crashworthiness. The group recently began rating bumpers as well. The AGRSS Council's board visited the IIHS's test facility in Ruckersville, Va., last March.

In addition, the group creates lists each year of the top safest cars and trucks on the road, known as its “Top Safety Picks.”

“We change the criteria each year to keep this list meaningful,” Zuby said.

Crash avoidance systems—a popular topic among industry participants, due to their impacts on a vehicle's glass system—also were a popular topic.

“It's still not clear from the real world how the systems manufacturers are putting into cars are going to work,” he said. Currently, he pointed out, only two of the vehicles on the 2009 Top Safety Picks list have forward avoidance ratings—so for now, he said, this will not play a prominent role on the list.

Dean McConnell of Continental Automotive Systems NA addressed another important topic, educating consumers about safety. McConnell noted that while educating the consumer is important, educating the industry is just as important.

“What we believe based on experience is that marketing of safety equals education on all levels—not

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### AGRSS CHANGES REGISTRATION FEE STRUCTURE; REGISTERED COMPANIES CAN NOW PAY MONTHLY, INCENTIVES OFFERED FOR THOSE WHO CONTINUE TO PAY IN FULL ANNUALLY

The AGRSS Council Board of the Directors for recently voted to change the structure of its registration fee program, allowing shops to now pay monthly if they prefer to do so. The new fee will be \$39 a month per registered company, plus an additional \$8.50 per location each month. AGRSS currently is setting up a system whereby a business can simply provide a credit card number for automatic payment each month.

“We realize in these tough times, it's sometimes difficult for companies to pay the entire registration fee at once,” says AGRSS Council president Debra Levy. “We are glad to be able to make this option available.”

However, if a business prefers to continue to pay the full amount of its registration fee annually, this is also possible and, as an added bonus, companies that do pay in full will receive a free conference registration for one person from its headquarters location, and an additional free registration for one person from each of its locations each year.

“Our registered company attendees learn a lot from our educational events and take away a great deal of knowledge, so we wanted to make it easier to get there,” adds Levy.

# Looking for Marketing Materials?

**For Further Assistance:**  
 AGRSS participates on a regular basis with the insurance industry through a number of different means. The following list represents the more notable forms of support and communications that have been utilized by insurance provider companies:

1. Meeting presentations and discussions
2. Provision of brochures
3. Seminars
4. Training Clinics
5. Articles and publications

Written response  
 Website information through [www.agrss.com](http://www.agrss.com) and/or [www.safewindshields.com](http://www.safewindshields.com)

On behalf of the AGRSS Board of Directors, we thank you for your support!

**What is the AGRSS "CAP"?**  
 • It stands for the Community Awareness Program, created by the AGRSS Council. It is a fast and is best accomplished through local community efforts, as discussed by Ralph Mueller at the first annual AGRSS Conference in 2005.  
 • The goal is to educate the public on safe auto glass installation.  
 • It is a job best accomplished one community at a time by a group of AGRSS Registered Companies, and

**Putting on Your AGRSS "CAP"**  
 • No vehicle owner/operator leaves an auto glass installation that leaves the primary operator between jobs because most consumers think all auto glass installations are equal.  
 • If made aware of the risks involved and taught how to put the right information, most vehicle owners/operators would seek the right job prior to asking for the right price.

**A Program Designed to Assist Registered Companies Distinguish Themselves**

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## AGRSS® Auto Glass Replacement Safety Standards Council NEWSLETTER

just consumers," he said.

McConnell offered a look at the history of auto safety, from the first traffic fatality in 1899, to the first airbags in 1974, to 2003, when the first collision avoidance system appeared. In 2012, he noted, the National Traffic Highway Safety Administration (NHTSA) will require Electronic Stability Control on all light vehicles. He also predicted that vehicles that drive themselves are not far into the future.

"I'm not saying we're ready for autonomous vehicles, but the technology is there," said McConnell.

And this is where McConnell said consumer education becomes most important.

"There are a lot of misconceptions out there and our goal is to turn those into real understanding," he said.

He pointed out, for example, that before some of the technologically advanced systems, such as Volvo's CitySafety program, which monitors surrounding traffic, become widespread, the public needs to be educated.

"We've learned from ABS systems and from airbags that if people don't know how they work, some value is lost," McConnell said.

However, once this happens, he hopes that soon the available systems will become economical for the average consumer.

"Our vision is to have safety systems that are affordable to everyone," he added.

David Champion of *Consumer Reports* noted that though consumers may view safety as important, sometimes, there are too many sources.

"There are many different sources and sometimes all those factors can be quite difficult for the consumer to understand," Champion said.

Champion also touched on an interesting area for car development and how various safety measures can impact a vehicle's overall safety.

"A car is a compromise-any safety

feature you add could take away from another area," he said. "For example, we don't want roof strength to be implemented to the point that it hinders your ability to see out of the car."

And, finally, he questioned some of the latest safety mechanisms.

"Are we making the cars so good that we're taking away the inherent conscience needed to drive the cars?" he asked.

The SAE Government/Industry Meeting was held at the Washington Convention Center in conjunction with the Washington Auto Show.

### HONDA RECALL FOCUSES ON FAULTY WINDOWS



Honda's recent recall focused on window switches.

In the wake of the Toyota recall affecting nine million vehicles worldwide, Honda Motor Co. has issued a recall of its own. Approximately 646,000 Fit/Jazz and City vehicles worldwide—140,000 of which are in the United States—are being pulled back for a faulty window switch. According to the recall, issued by the National Highway Traffic and Safety Administration (NHTSA) on January 27, under severe weather conditions, water can enter the driver's window and reach the master power window switch, which could damage the switch and cause it to overheat and fail. Likewise, Honda reports this could also cause a fire. (Honda has had reports of at least three fires, two of which have been in the United States, resulting from this issue, according to various news reports.) ■