

# 2012 WACTAL Conference & Trade Show

## Schedule of Events

### Friday, February 24, 2012

9:00 AM	Registration Opens
9:30 AM - 11:15 AM	<b><i>New Legal Era in the Collision Industry: The wins, the losses, and a view of the future</i></b>
11:30 AM - 12:30 PM	Luncheon (herb roasted chicken)
1:00 PM - 5:00 PM	<b><i>ICAR New 11 - Vehicle Technology &amp; Trends 2011</i></b>
1:00 PM - 2:30 AM	<b><i>EH&amp;S Compliance In &amp; Around the Body Shop</i></b> (Q&A continues at 3:00 pm)
1:00 PM - 2:30 PM	<b><i>Shop Profitability: How to Survive in Today's Economic Climate</i></b>
3:00 PM - 4:00 PM	<b><i>Energy Challenges: Today &amp; In the Future</i></b>
3:00 PM - 4:30 PM	<b><i>Stop Guessing . . . Start Knowing</i></b>
4:30 PM - 5:00 PM	WACTAL Membership Meeting with special presentation on Concealed Carry
5:30 PM - 7:00 PM	Meet & Greet with Erica Eversman

### Saturday, February 25, 2012

7:30 AM	Registration Opens
8:00 AM - 9:00 AM	<b><i>Less Steps Equals More Money Saved</i></b>
8:00 AM - 12 Noon	<b><i>I-CAR QUA01 - Inspecting Repairs for Quality Control</i></b>
9:00 AM - 3:00 PM	<b>TRADE SHOW</b>
1:00 PM - 3:00 PM	<b><i>I-CAR Equivalency Tests</i></b>

## Location

### Kalahari Resort & Conference Center

1305 Kalahari Drive  
Wisconsin Dells, Wisconsin  
**Phone (608) 254-5466**  
**or (877) 254-5466**

Visit Kalahari online at [www.kalahariresort.com](http://www.kalahariresort.com)

*Bring the Family and enjoy the weekend at the Kalahari Resort while you Learn, Network, Socialize, and Relax.*

## Program Highlights

### ***New Legal Era in the Collision Industry: The wins, the losses, and a view of the Future***

Erica Eversman, J.D., Vehicle Information Services

Staying on top of rapidly changing vehicle technology is challenging enough; but trying to stay abreast of legal issues??? Challenging to say the least. Ms. Eversman knows the issues of our industry inside & out. Her presentation will directly, honestly, and passionately teach repairers about recent cases, new or pending legislation, and changing legal agendas that may affect them and their business.

- Learn the limited purpose and marginal relevance of the insurance company's cost estimate.
- Develop an understanding of the documents and tools available to collect the full value of the collision repair services provided to consumers, and how other repairers are increasing profitability using Assignment of Proceeds / Claim documents.
- Learn techniques to establish the consumer's role in the repair process and mechanisms designed to establish and maximize insurer accountability.
- Learn how to focus on issues of your accountability in the repair process and identify how that conflicts with insurer demands.

Ms. Eversman is the chief counsel for Vehicle Information Services Inc. She has served as the chair of the Cleveland Bar Association's Unauthorized Practice of Law Committee, Vice Chair of that association's International Law Section and has been listed in the National Registry of Who's Who. Eversman is a frequent speaker and author of automotive legal topics and has been quoted in The Wall Street Journal, USA Today®, Kiplinger's Personal Finance, Cars.com, Yahoo! News, Body Shop Business, Auto Body Repair News, and Hammer & Dolly. Eversman authors the AutoMuse® weblog which has been recognized as an influential automotive site by General Motors, and is a Forbes's "Best of the Web" award winner. Ms. Eversman is *magna cum laude* graduate of Wells College, a *summa cum laude* graduate of the Cleveland-Marshall College of Law, and working toward a Ph.D through Rushmore University.

***Take advantage of this great opportunity to listen, learn, and adjust your attitude with Erica Eversman! You're in for a real treat!***

### ***Shop Profitability: How to Survive in Today's Economic Climate***

This presentation by 3M will include industry definitions, statistics, and trends. Discuss platforms to improve efficiencies, sales, and profits.

## More Program Highlights

### ***Environmental, Health & Safety Compliance In & Around the Body Shop***

by Nick Hardesty, KPA Environmental Services

- Recent EPA & DOT Citations & Fines
- Benefits of implementing EH&S Programs
- Return on investment in EH&S Programs
- EPA Rule 40 Subpart 6H - an in-depth look
- WI DNR/OSHA Updates & Document Review

After the break this program will continue with a question and answer period.

### ***Stop Guessing . . . Start Knowing***

by Tom McGee, Alldata

As vehicle technology continues to change at a very rapid pace, it is critical that the collision repair industry keep pace. As new structural designs, advanced high strength steels, electronic and electrical systems, etc. are changing in vehicle construction, the industry can no longer rely on past experience to properly assess damage and make a proper repair. This seminar will help you understand many of the changes that we are facing today and in the very near future.

### ***Energy Challenges: Today & In the Future***

by Mary Eiler Radl, Alliant Energy

What takes up energy in collision repair shops – paint booths, air compressors, lighting to name a few. This session will focus on energy savings, challenges, and incentives available to small business. Mary Eiler Radl from Alliant Energy will “enlighten” you with the latest and best ideas on conserving energy as well as money. Discussion of energy challenges both nationally and globally.

### ***Less Steps Equals More Money Saved***

by Mark Williams, Mark Schnellbaecher, Curtis Goscher

Learn how one simple technology will streamline your operation and efficiently meld the office and accounting with technicians and customers. Phone calls from customers and insurance companies will be thwarted by being technologically proactive. Parts will be quick and easy to order. Technicians will be able to remain in their work area to increase productivity. Information will be quicker and easier to find. Job costing will be done automatically. The end result is time saved, increased production, and more money made.

## WACTAL Membership Meeting

Learn what WACTAL has been doing for you and your business. Learn about future plans and goals. WACTAL lobbyist, Jolene Plautz, will provide a special presentation on Wisconsin's Concealed Carry law.

WACTAL Membership meeting is for members only.

## Meet & Greet Social

Meet & greet attorney Erica Eversman who will conduct a short question & answer program. Then relax and socialize with old friends and new. Hors d'oeuvres and Cash Bar.

We ask that questions for attorney Eversman be submitted to the WACTAL office in advance.

## Trade Show

**Saturday, February 25, 2012**  
9:00 AM - 3:00 PM

***See what your future has in store at the WACTAL Trade Show – Demonstrations, Special Promotions, Information, and More***

3M • Akzo Nobel • ALLDATA • Bacher Computer Solutions • BASF • Body Shop Supply Co • Broadway Automotive Parts Centers • Collision Equipment Experts • DuPont • Ernie Von Schledorn • FinishMaster • Fond du Lac Bumper • Goff's Enterprises • Hunter Engineering • I-CAR • KPA Environmental Services • Kent Automotive • Morrison's Auto Parts • Recycled Parts Plus • WACTAL • Wakeman Equipment Sales • Wisconsin Parts Advantage

**Trade Show is open to all at no charge.  
Registration is required.**

***Children must be accompanied by an adult***

[www.WACTAL.com](http://www.WACTAL.com)

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If you require any special accommodations, please contact the WACTAL office. All requests will be kept confidential.