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## **About Darrell Amberson, AMAM**

### 2024 Interim CIC Chairman

Darrell entered the collision repair industry while attending high school in 1971. Most of his first 28 years he served as a shop manager, including 22 years within dealerships. (With the exception of 2 years in the late '80s as a professional drag racer, driving nitro funny cars!) In 1999 he joined Lehman's Garage, an MSO in the Minneapolis/St. Paul area, and served as its president until 2012. He joined LaMettry's Collision, Glass and More in 2012 and currently serves as its President of Operations. LaMettry's has 10 collision locations and 7 mechanical/ADAS locations, also in the Minneapolis/St. Paul area.

Darrell has been very involved in industry roles for over 20 years, including serving as chairman for ASA, NACE, and AMI. He recently served as chairman for the CIECA scan and calibration committees. He participated in advisory councils for various insurance companies, information providers, and I-CAR. He served in several CIC committees and was the chairman of the Governmental Committee for 4 years. Darrell served on the Hennepin Tech College advisory council for over 30 years and is the current chairman. He has been a contributor to *ABRN Magazine* since 2012.

Darrell has received many awards of recognition and was inducted into the Collision Industry Hall of Eagles in 2009.

He is supported by a wonderful and loving wife of 30 years, Marge. When not working in the industry Darrell enjoys farming, collector cars, woodworking, and fishing.



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The CIC exists for the benefit of the entire collision industry. No preference is given to any industry segment or constituent. All are welcome and all are encouraged to participate. CIC seeks to create an environment that fosters the free exchange of ideas with a common goal of improving the collision industry. Only where participants commit to norms of mutual respect, civility and courtesy, can this environment exist in its most productive form.

**Accordingly, all attendees of the CIC are asked to abide by the following Code of Conduct:**

- **Be active - get involved!** Find a subject that is interesting to you and get on the committee! Any participant can join any committee.
- **Please... use microphones!** Introduce yourself and the company you are with, speak clearly to ensure everyone can hear you. Please refer to: "Open Microphone Standard Operating Procedures".
- **All participants shall be treated with dignity.** Verbal abuse or harassment, including comments that are insulting, threatening or slanderous will not be tolerated.
- **Never use group pressure** to embarrass or force an outcome or decision that clearly requires further deliberation. Participate and encourage participation.
- If you would like a question asked and fear potential retribution, we encourage you to approach any of the CIC past chairs. They will ensure your question is presented (if appropriate) and will ensure anonymity.
- **Committee input should go through committee chair.** Protocol would ask that any new material / discussion be shared with the Chairman prior to presentation. The committee chairman and their contact information can be located on page 7 of this program, or at [ciclink.com](http://ciclink.com).
- Use this forum as an opportunity to network with other industry members.
- During all aspects of CIC meetings, all participants shall abide by the Federal Anti-Trust laws. A copy of the CIC Anti-Trust Policy can be found on page 22 of this program, or at [ciclink.com](http://ciclink.com).
- **Videotaping or streaming of any kind with any type of device is strictly prohibited at CIC meetings.** Audio recording is allowed only by the trade media and audio tapes are to be destroyed upon completion of their writings. Anyone found recording without the express permission of the CIC Chairman will be asked to discontinue and asked to leave the meeting; the recording will be confiscated or deleted.

<https://ciclink.com/participant-guidelines/>

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\*AAA Report: Cost of Advanced Driver Assistance Systems (ADAS) Repairs. December 14, 2023.



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# WEDNESDAY, APRIL 17 (Pacific Daylight Time)

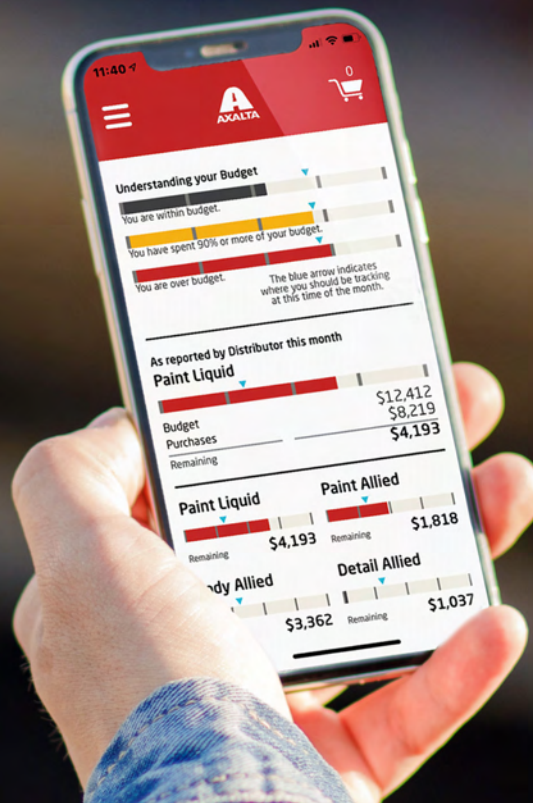
DoubleTree Hotel Sea-Tac Airport - Seattle, WA

- 8:00a**      **Opening Introduction** [Darrell Amberson]  
*CIC Kick Off, from the CIC Chairman*
- 8:15a**      **Marketing Council** [Jordan Hendler]  
**CIC Announcements** - *Attendee welcome, housekeeping and marketing insights to start the day.*
- 8:25a**      **Estimating & Repair Planning** [Danny Gredinberg, Erin Solis]  
**Boeing: From Wheels to Wings. Is there a difference in repair outcome?** - *Join special guest Kirsten Bossenbroek Spalding, Technical Fellow and Engineering Liaison for Boeing Commercial Airplanes. Technical Fellows possesses expertise in a variety of areas spanning the full life cycle of all Boeing products, processes and services, including flight deck architecture, vehicle health management, additive manufacturing, avionics software and infrastructure. Spalding's presentation will provide CIC attendees a view into the full scope of commercial aircraft repair requirements; from procedure development, training, repair process and repair planning, to quality control, repair validation and documentation. Learn similarities and differences between commercial airline and automotive collision repair principles as both industries work to prioritize consumer safety when relying on highly sophisticated transportation devices.*
- 9:25a**      **Special Presentation** [Jeff Peevy]  
**I-CAR RTS App Release** - *I-CAR's Repairability Technical Support (RTS) website has long provided Technicians and Repair Planners with direct access to OEM repair, diagnostic, technical and procedural information in addition to links to industry news, access to Ask I-CAR and best practices. April 2024 increases the accessibility of this valuable tool by bringing it into the hands of our users with the release of an RTS Mobile Application for Android and iPhone. The RTS App brings all the same features users are familiar with from the RTS website and adds the ability to save favorites, receive push notifications and to have My I-CAR priority access for Ask I-CAR and more. Subject matter experts will give a sneak peek into the RTS application and how to find it in each app store.*
- 9:40a**      **Definitions** [Chris Evans, Barry Dorn]  
**CIC Wiki Terms for Adoption** - *Updated definitions of "Estimate" and "Repair Plan" - posted into the CIC Wiki Glossary - were submitted by the Estimating & Repair Planning Committee for discussion, review and adoption by the CIC body.*
- 9:55a**      **Q&A and Open Mic** - *Reserve promotional announcements for afternoon Open Mic.*
- 10:10a**      **MORNING BREAK** - *Thank Our Sponsors!*
- 10:30a**      **Governmental** [Robert Redding, Janet Chaney]  
**The Collision Industry's Stake in State Legislative Affairs in 2024** - *In the wake of a dysfunctional Congress, state legislatures are being forced to pick up the slack. Sometimes, the passage of a law in a single state creates a de facto nationwide industry standard. California requiring EVs to come equipped with a standard dataset and diagnostic connector is a prime example. Many state governments cram their legislative sessions into the first few months of the year, providing CIC attendees an opportunity to understand how the state laws already introduced in 2024 may impact their businesses. Attendees will also walk away from the presentation with a better understanding of other relevant state legislative developments expected this year and opportunities to advocate.*



- 11:15a**      **Parts & Materials** [Aaron Schulenburg]  
**Minimizing Glaring Challenges with Matte & Semi-gloss Finishes** - A panel discussion evaluating some of the difficulties and solutions when working to reproduce matte and semi-gloss finishes in production environments. Painting must be carried out in the cleanest possible conditions, as it is not possible to use polishing to mechanically remove surface defects. The panel's objective will be to explore process and preparation to minimize flaws and improve repair quality. The conversation will include repair, materials and technical experts surrounding matte and semi-gloss application.
- 11:50a**      **Q&A and Open Mic**
- 12:05p**      **LUNCH BREAK**      *Lunch on your own; local options provided!*
- 1:30p**      **Emerging Technologies (Analog)** [Scott VanHulle]  
**Intro to Laser Welding, with some updated High-Voltage Vehicle Refinish Precautions** - The segment will begin with a mini-update on refinish precautions around high-voltage vehicles. The meat of it will be an introduction to laser welding. We will explore possible applications, benefits, and precautions of laser welding and how it has the possibility to create a fundamental shift in how future vehicles are repaired.
- 1:55p**      **Talent Pool & Education** [Bud Center, Petra Schroeder]  
**Local Solutions for a National Problem** - Local collision repair shop owners and educators will discuss solutions they are implementing to help improve their ability to recruit, train, and retain talent including the Collision Training Expo (CTE) and Professional Automotive Virtual Education (PAVE) events.
- 2:25p**      **Data Access Privacy and Security** [Dan Risley, Trent Tinsley]  
**Vehicle History Reports Panel, with Experian** - A panel discussion on vehicle history reports and repair facilities, including a representative from Experian. This panel will explore the process to remove data as well deeper insights into data acquisition.
- 3:10p**      **AFTERNOON BREAK** - Thank Our Sponsors!
- 3:30p**      **Industry Relations (Insurer-Repairer)** [Jim Keller, Brandon Cruz]  
**Insights to Correct Calibrations** - A panel of Industry experts considered early adapters in correctly calibrating vehicles, will dispel some of the common myths about calibrations, and reveal the processes they have implemented to perform safe and proper calibrations, and very importantly, what can happen if you don't calibrate vehicles correctly.
- 4:15p**      **Future Disruptions** [James Spears, Gabriel Morley]  
**Practical A.I.: For Today, not Tomorrow** - An expert panel brings the A.I conversation to practical use cases in today's businesses. There are many examples of how A.I will change our industry and world we operate in but there are just as many cases of A.I. being applied today in shaping the customer experience, managing communications, streamlining operations and enhancing how we get work done overall.
- 5:00p**      **Q&A and Open Mic** - Promotional announcements here!
- 5:15p**      **Closing Comments, Adjourn** [Darrell Amberson]
- 6:30p**      **CIC Reception**

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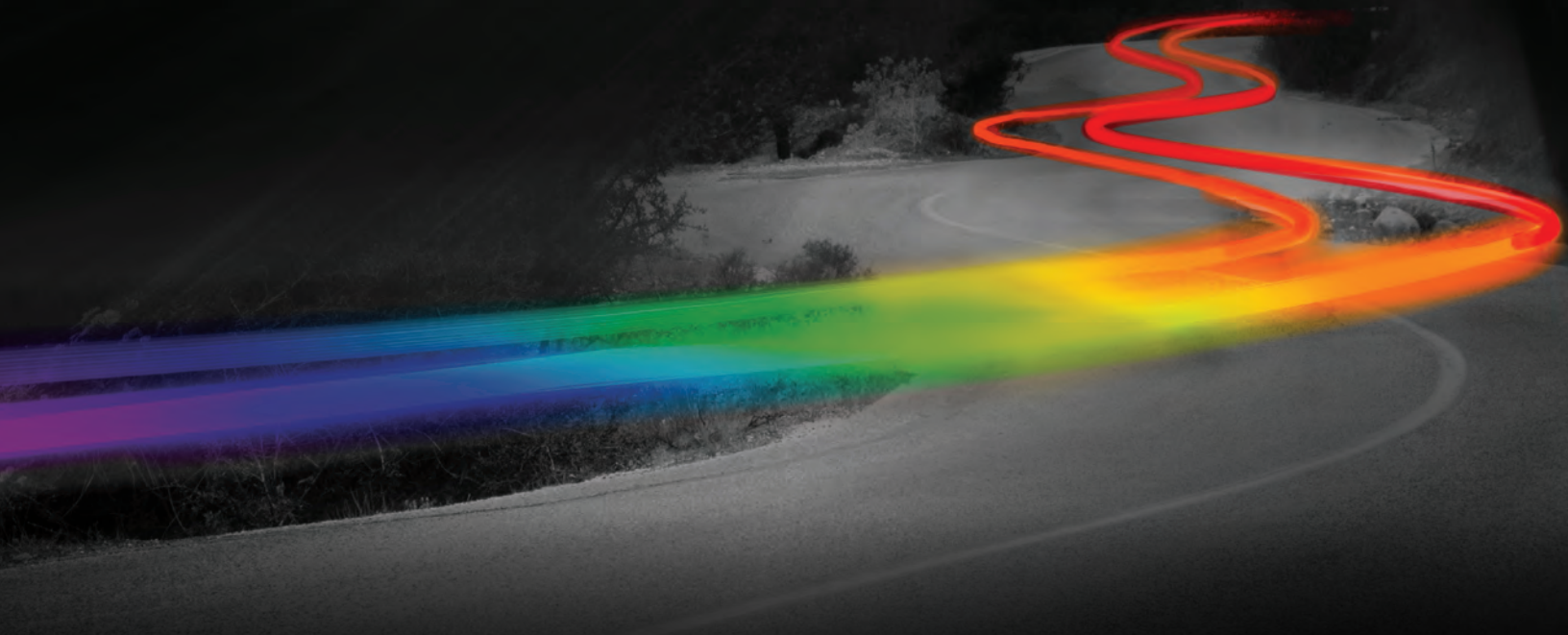
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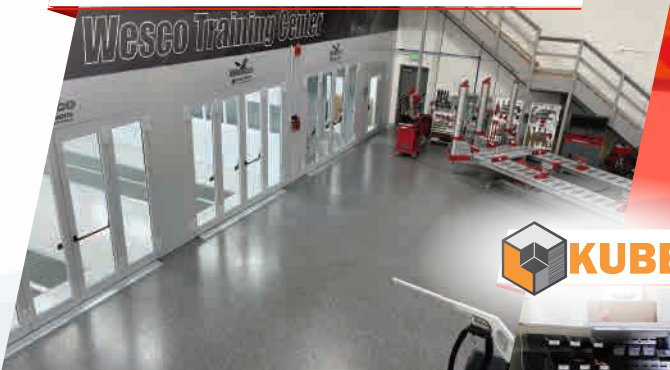
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## DEFINITIONS

[Chris Evans, Barry Dorn]

## EMERGING TECHNOLOGIES

[Chuck Olsen, Greg Peeters]

## EMERGING TECHNOLOGIES, ANALOG

[Scott VanHulle]

## ESTIMATING & REPAIR PLANNING

[Danny Gredinberg, Erin Solis]

## FUTURE DISRUPTIONS

[Gabriel Morley, James Spears]

## GOVERNMENTAL [Bob Redding, Janet Chaney]

## HUMAN RESOURCES TASK FORCE [Cory King]

**INDUSTRY RELATIONS** [Jim Keller, Ron Reichen]  
**INSURER-REPAIRER** [Jim Keller, Brandon Cruz]  
**OEM-REPAIRER** [Liz Stein]

## MARKETING COUNCIL [Jordan Hendler]

## DATA ACCESS, PRIVACY & SECURITY

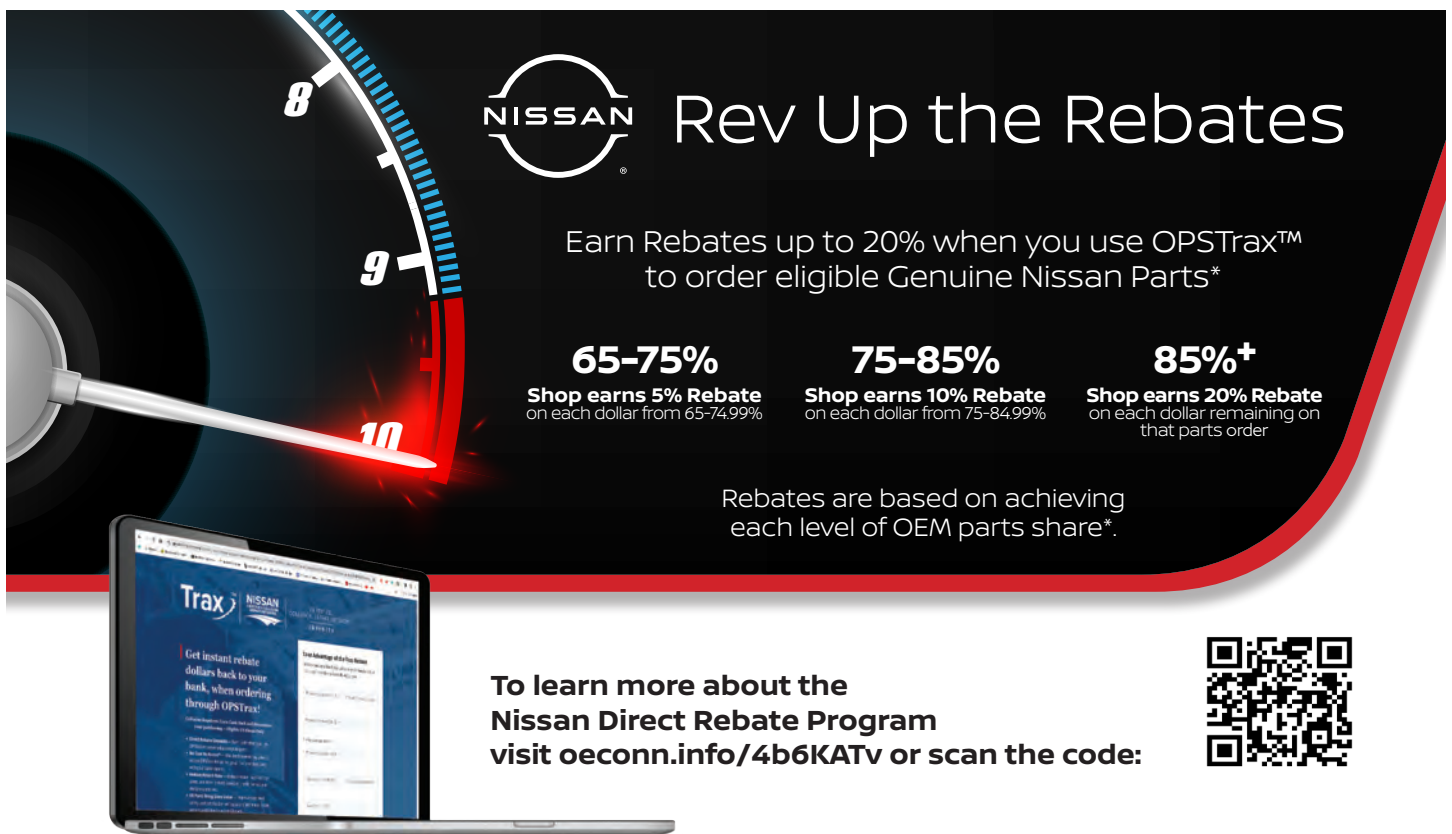
[Dan Risley, Trent Tinsley]

## PARTS & MATERIALS [Aaron Schulenburg]

## TALENT POOL & EDUCATION

[Bud Center, Petra Schroeder]

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Subaru of America, Inc. is pleased to announce the Subaru Certified Collision Network (SCCN) – an initiative designed to provide quality collision centers for our growing family of Subaru owners.

Your participation in this Network will help reinforce our commitment to safety and customer service by acquiring the appropriate training, tools, and equipment to properly repair Subaru vehicles to pre-collision quality.



### What are the benefits of participation in the Network?\*

- ✓ Direct relationship with the manufacturer
- ✓ Dedicated Certified Collision Team
- ✓ Authorized Subaru Certified Collision Center marketing materials, including digital online media
- ✓ Complimentary access to Subaru Technical Information System (STIS) repair procedures
- ✓ Listing in the Subaru Certified Collision Center locator on Subaru.com and MySubaru
- ✓ Referrals from Subaru Retailer Partners (where applicable)
- ✓ Multi-Vehicle Repair Quality and Production Assessment
- ✓ Custom CSI survey developed by SureCritic



Visit <https://www.subaru.com/certifiedcollision>

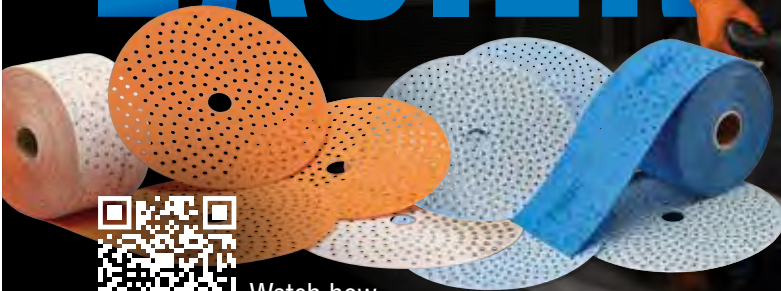
Please see Program Terms & Conditions, and the Operating Standards for further details. \*\*These benefits become available after you agree to follow the Program Terms & Conditions of the Subaru Certified Collision Network.



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# APRIL 2024

*DoubleTree Hotel Sea-Tac Airport - Seattle, WA*

## MONDAY, APRIL 15

12pm Assured Performance Network Certified Network Clinic

## TUESDAY, April 16

12pm CIECA Board of Directors Meeting

2pm - 5pm SCRS Board of Directors Meeting

## WEDNESDAY, April 17

7am Collision Industry Prayer Meeting

8am - 5pm **Collision Industry Conference**

6:30pm **CIC Reception**

Visit  
**www.ciclink.com**  
to see full schedule  
\*schedule subject to change

# JULY 2024

*Hilton Denver City Center - Denver, CO*

*Room Block Reservations: \$209 / Night - Visit [ciclink.com](http://ciclink.com) • Pre-Registration closes July 3*

## TUESDAY, JULY 9

12pm CREF Fundraiser Golf Outing  
(Offsite: Arrowhead Golf Club)

2pm SCRS Board of Directors Meeting

## THURSDAY, JULY 11

8am SCRS Affiliate Associations Meeting  
(Invitation Only)

9am CIECA Board of Directors Meeting

## WEDNESDAY, JULY 10

7am Collision Industry Prayer Meeting

8am - 5pm **Collision Industry Conference**

6:30pm **CIC Reception**

**RELATED MEETINGS DISCLAIMER:** The Collision Industry Conference has no control over the above related meetings, their content, conduct or protocols. Should you have any concern over content or protocols, please contact the organization directly.

# April & upcoming EVENTS SCHEDULE

## NOVEMBER 2024

Westgate Las Vegas Resort & Casino - Las Vegas, NV

Room Block Reservations: - Visit [semashow.com](http://semashow.com) • Pre-Registration closes October 30

### TUESDAY, NOVEMBER 5

7am Collision Industry Prayer Meeting

9am-5pm SEMA Show

9:30am-4pm Repairer Driven Education

8am - 5pm **Collision Industry Conference**

6pm **CIC Reception**

7:30pm **Collision Industry Red Carpet Awards Night**

### WEDNESDAY, NOVEMBER 6

9am-5pm SEMA Show

9:30am-4pm Repairer Driven Education

### THURSDAY, NOVEMBER 7

9am-5pm SEMA Show

9:30am-5pm Repairer Driven Education

9pm SCRS After Party

### FRIDAY, NOVEMBER 8

9am-5pm SEMA Show

9:30am-4pm Repairer Driven Education

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# PASSION BEYOND THE PARTS

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Uphold those high standards by using GM Genuine Parts and ACDelco Original Equipment parts to help you promote safe, proper repairs for your customers, so they can return to the road with confidence.

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COLLISION REPAIR NETWORK

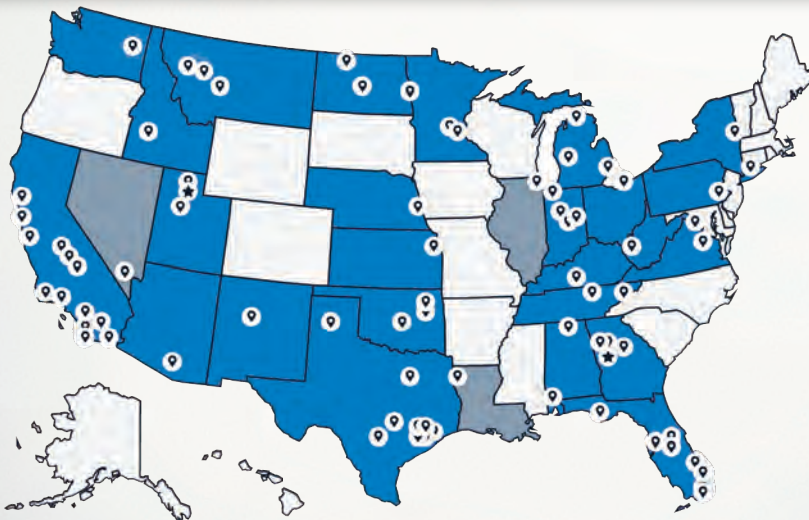
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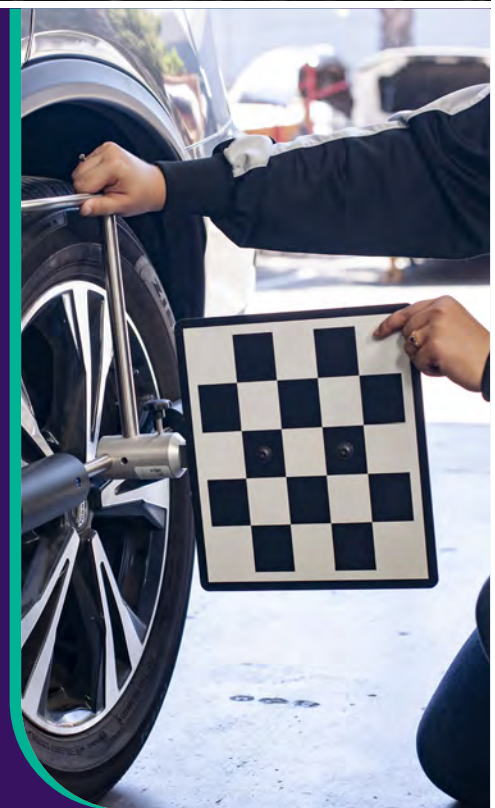
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For in-person attendees, check out all work products at  
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### **Golden Rules of Data Protection and Sharing**

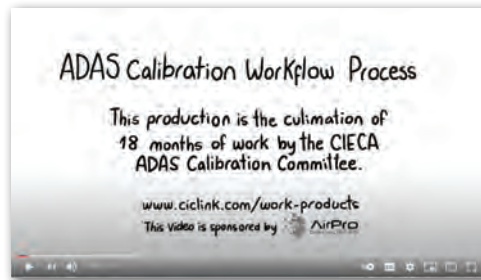
<https://www.ciclink.com/wp-content/uploads/2021/01/2020-11-Golden-Rules-of-Data-Protection-Sharing.pdf>

### **Calibration Workflow Process Document**

<https://www.ciclink.com/wp-content/uploads/2020/12/Calibration-Workflow-Complete.pdf>

### **Calibration Workflow Process Video, donated by AirPro Diagnostics**

<https://www.youtube.com/watch?v=YN2mf4I5FqM>



### **Quick Start Guide Pre-and Post Scanning**

<http://www.ciclink.com/wp-content/uploads/2018/08/CIC-Quick-Start-Guide-Pre-Post-Scanning.pdf>

### **Wiki Glossary of Terms for the collision industry**

<http://www.ciclink.com/wiki-introduction/>

### **Definition - Feather Prime and Block (2006)**

<http://www.ciclink.com/wp-content/uploads/2018/08/FeatherPrimeBlock.pdf>

### **Collision Repair Provider Definition (2017)**

<http://www.ciclink.com/wp-content/uploads/2013/10/CIC-Collision-Repair-Provider-Definition-2017.pdf>

### **Electronic Parts Procurement Matrix - Parts Committee (2014)**

[http://www.ciclink.com/wp-content/uploads/2014/04/CIC\\_Parts\\_Materials\\_Comm\\_Electr\\_Parts\\_Procure\\_Matrix\\_FINAL2-13-14.pdf](http://www.ciclink.com/wp-content/uploads/2014/04/CIC_Parts_Materials_Comm_Electr_Parts_Procure_Matrix_FINAL2-13-14.pdf)

### **Best Practices Guidelines for Digital Imaging**

<http://www.ciclink.com/archive/BPDigitalImaging.pdf>

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# Instant Quotes



Shops face ever-growing challenges today, especially:

**The inability to streamline low-value work**  
Technicians are often diverted to writing estimates instead of doing repairs.

**An influx of unprepared customers**  
Customers often don't realize how expensive even minor repairs can be.

**Ever-increasing technician shortages**  
Staff are spread thin, limiting potential productivity gains across shops.

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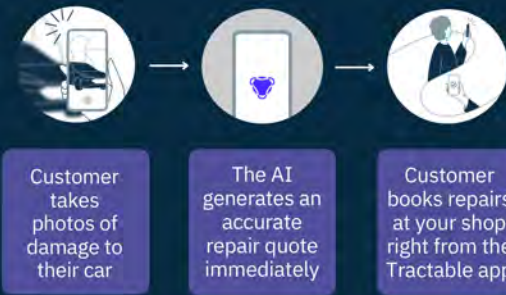
**Acquire customers 24/7**  
Offer repair quotes any time – without requiring prospective customers to drive into your shop.

**Prioritize higher-margin work**  
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**Boost staff productivity**  
Focus your staff on the highest-value work.

**Strengthen market position**  
Reduce dependency on leads from insurer DRP work in favor of attracting independent repair work.

**Improve estimate consistency**  
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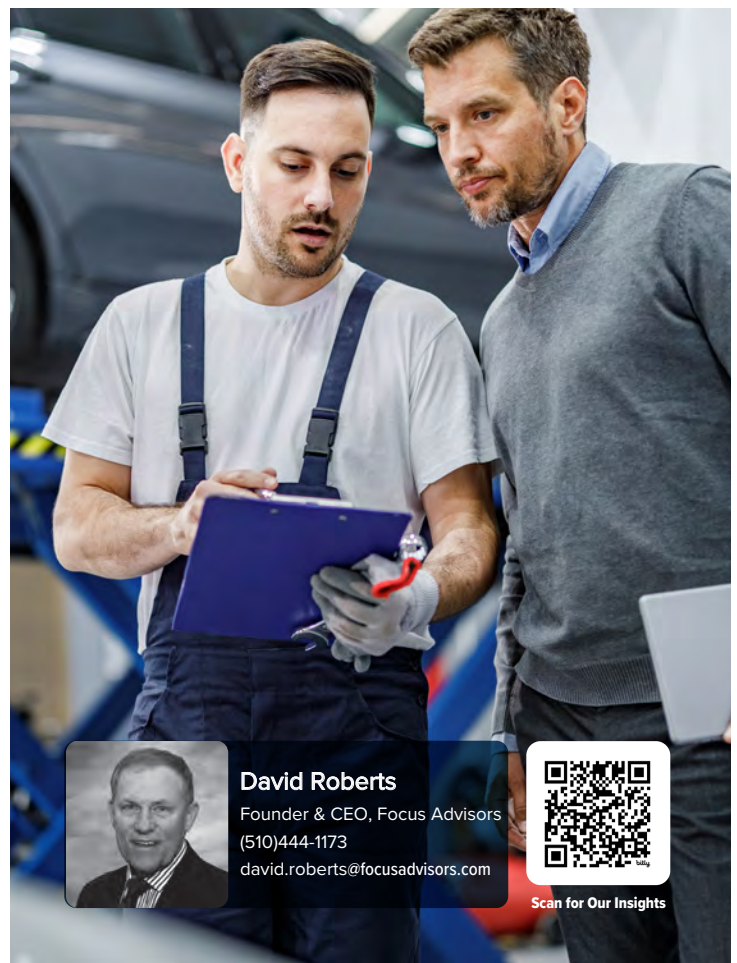
**PRICE'S COLLISION CENTERS**  
9 locations, Nashville, TN

**Herb's PAINT & BODY SHOPS**  
8 locations, Dallas, TX

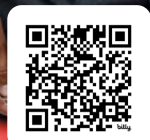
**Pride AUTO BODY**  
6 locations, Van Nuys, CA

**Mills BODY SHOPS**  
4 locations, Evansville, IN

**VINART**  
1 Location, Allentown, PA



**David Roberts**  
Founder & CEO, Focus Advisors  
(510)444-1173  
david.roberts@focusadvisors.com



Scan for Our Insights

The Collision Industry Conference (CIC) is a forum made up of participants from all industry segments for the expressed purpose of discussing and exploring the issues that occur among them. Through discussion and research during meetings and extensive interim committee work, CIC attempts to form consensus on various issues, aware that all such findings are nonbinding and voluntarily accepted. CIC is not a trade association.

The meetings are open to all interested individuals of all segments of the industry to include repairers, insurers, paint and material companies, equipment, vehicle manufacturers, data providers, representatives of trade associations, anyone with an interest in creating a more professional industry. Each agenda has time set aside for participants to publicly address their concerns that are not on the published agenda through the time set aside as “open microphone”. The Past Chair’s committee is charged with the duty of appointing the succeeding CIC Chair.

**VISION:** A collision industry in which all segments work together to enable a complete, safe, and quality repair.

**MISSION:** A forum where collision industry stakeholders come together to discuss issues, enhance understanding, find common ground and communicate possible solutions to the industry.

**ADMINISTRATORS:**

Jordan Hendler

Jeff Hendler

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ph: 562-714-2639

**Jack Caldwell (1986)**

*Deceased*

**Jeff Hendler (1987-88)**

ph: 509-539-5629

**Chuck Sulkala (1989-90)**

ph: 617-803-1120

**Darrell Malott (1991-92)**

*Deceased*

**Nikki McDonald (1993-94)**

ph: 719-647-9395

**Joe Landolfi (1995-1996)**

**Erick Bickett (1997-1998)**

ph: 714-279-2031

**Dale Delmege (1999-2000)**

*Deceased*

**Lou DiLisio (2001-2002)**

ph: 847-507-3950

**Roger Wright (2003-2004)**

ph: 404-886-3364

**Rick Tuuri (2005-2006)**

ph: 925-487-5799

**Stacy Bartnik (2007-2008)**

ph: 616-265-2507

**Russell Thrall III (2009-2010)**

ph: 570-620-8677

**Mike Quinn (2011-2012)**

ph: 520-797-9000

**George Avery (2013-2014)**

ph: 309-825-7357

**Randy Stabler (2015-2016)**

ph: 818-652-0443

**Guy Bargnes (2017-2018)**

ph: 313-799-1408

**Jeff Peevy (2019-2020)**

ph: 224-704-3840

**Darrell Amberson (2021-2022)**

ph: 224-704-3840

**Frank Terlep (2023)**

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