

CCIF TORONTO: LARGEST ATTENDANCE TO DATE

CCIF Toronto reached a record high of 399 registrants on January 30, 2015, beating last year's record in Toronto of 377. Leanne Jefferies, Director of Collision Programs, AIA Canada, welcomed the group, thanked CCIF sponsors and polled the audience using the "VOICE" (Vote on Industry Change and Evolution). For nearly 30% of the audience this was their first CCIF meeting. Larry Jefferies, CCIF Chairman, kicked off the meeting by sharing an update on the exciting Harmonization of Pre-repair Insurance Claims Process project. With 11 participating insurers, the project continues to move forward. Updates will be provided later in the year as more progress is made. All of the CCIF presenters were focused on our three primary mandates – industry profitability, OE repair complexity, and people. Attendees were glued to their seats for the entire day, as the agenda was jam-packed with information that they just couldn't miss.

FORD F-150

Larry Coan, Damageability Product Concern Engineer, Customer Service Engineering, Ford Motor Company returned to CCIF after presenting the 2015 Ford F150 Collision Repair Program in Montreal. Larry's presentation included updates on the significant progress in preparing for the inevitable repairs that will be needed. Currently there are 112 Aluminum-capable Ford Dealers and 2600 trained technicians in Canada. He also showed an entertaining video that demonstrated the significant increase in panel strength in the new aluminum.

CCIF Skills Program

Leanne Jefferies, Director of the CCIF Skills Program, spoke briefly about the progress made by this program which has been successfully promoting careers in the collision industry to tens of thousands of students across Canada each year since 2008. She also shared some success stories illustrating the power of connecting industry and education. Two young competitors, Cassandra Bilodeau and Justin Dambitis, are working towards competing at WorldSkills in São Paulo, Brazil August 11 – 16, 2015. Also, industry will have nine skills events to support and attend across Canada in 2015, including four with onsite paint booths. She also reflected on the fact that many students who once competed at Skills Canada events are now running Provincial and National competitions, as well as training Team Canada for WorldSkills. Over 30% of CCIF attendees indicated they had been involved with an event in the past, and Leanne invited all stakeholders to get involved.

Haiti ARISE Technical School: A North American Charitable Project

Leanne went on to share exciting updates on the Haiti ARISE Technical School project. CCIF's sister organization in the US, CIC (Collision Industry Conference) has joined Canada in working towards achieving our goal of building a collision repair shop and classroom at Haiti ARISE. It is very exciting that this is the first North American project with both CCIF and CIC collaborating together. Leanne also launched the "Buy a Brick" fundraising campaign to fund the project, which will also be launched in the US in April. Over \$1000 was donated at the meeting. Tax receipts are issued for donations, and the names of contributors will be engraved on the front of our building. Visit http://ccif.ca/Haiti_Arise_Project.html to donate. Volunteer teams will arrive in Haiti March 2016, the construction completion date.

I-CAR: Repairability Technical Support Portal

Jason Bartanen, Director of Industry Technical Relations, I-CAR US presented the new I-CAR Repairability Technical Support (RTS) Portal (i-car.com/rts) that provides industry with a free and very user-friendly resource to access OE technical information and repair procedures. He demonstrated that the resource includes collision repair news articles, I-CAR developed matrices for repairs, and a hotline (Ask I-CAR) for collision repair technical questions. This free portal is available to Canadian repairers and insurers. Be sure to check out this great resource.

Health & Safety

Norm Kramer, Consultant, Workplace Safety & Prevention Services provided an interesting and interactive look at health and safety in repair facilities. Attendees were shown "staged" photos with hazards and were asked to identify the issues. The presentation included some real-life examples of what can happen when safety isn't a priority. Norm also demonstrated that by looking after people with a managed health and safety program, businesses can better retain their staff and improve their bottom line.

Overview of the Collision Market in Canada

Andrew King, Managing Partner, DesRosiers Automotive Consultants Inc., spoke about the CCIF Business Conditions Survey and shared some high level sales data for Canada. He urged repairers who are not already participating to join the survey and start receiving the free reports that can help them better measure their business performance. Andrew also presented a wide range of industry and consumer statistics and provided insight into the potential impact on the Collision Repair Industry in 2015.

Looking Ahead to Changes in Insurance, Technology, and Consumer Behaviour

George Cooke, President, Martello Associates Consulting outlined his view of the future of the collision repair industry and the role of insurers within it. Insurers are consolidating at a rate consistent with that of suppliers and repairers, a trend which will continue for the next decade and longer. One of the most important factors affecting the future of the industry will be the advent of vehicle telematics. Operational, safety and accident data will be reported on a constant or instantaneous basis. Insurers are most likely to develop Usage Based Insurance models where one month's data determines the next month's rates. Further, accident reporting via telematics has the potential to break the current linear claims process – data can be transmitted to the first responder, the insurer, the repairer, the parts supplier and the dealer at one time. Further, a predictive estimate can be generated at the time of the accident. In this (near) future the role of the repairer in this chain becomes far less certain than today, and repairer access to telematics data will be important.

The second major trend facing the industry is the path from today's collision avoidance systems to tomorrow's full autonomous vehicles. Accident rates are certainly going to go down although the pace of adoption through Canada's 21 million vehicles will not be short-term – although autonomous vehicles will certainly be readily seen in the next decade no "tipping point" of adoption will be likely for 20 – 30 years. In the intervening period collision repairers will be pressed to develop skills covering new materials and joining methods, but most importantly electronics.

Recruiting Talent

Marie Artim, Vice President, Talent Acquisition for Enterprise Holdings presented her company's highly successful HR strategy that involves advertising, marketing, interactive media, training and tools for the nearly 200 Enterprise Recruiters hiring more than 8,000 university graduates each year. Key takeaways for repairers were to present career opportunities in terms that appeal to the potential employee by understanding what is important to them. In order to do this, you need to have an employment brand and differentiate yourself from other companies by knowing what you have to offer. She also suggests that creating a team environment that creates an emotional bond with employees will help with retention.

State of the Industry

Larry Jefferies, CCIF Chairman, conducted an interactive session using THE VOICE to poll the audience on issues including parts, insurance claims processing, recruiting talent, and business performance. The session will help to shape the CCIF Business Plan for 2015-2016.

OE Panel Discussion

David Adams, President, Global Automakers of Canada, moderated an OE Panel Discussion with the following representatives: Eric Boutin Director, Parts & Service Business Development, Group Aftersales Volkswagen Group Canada Inc.; Doug Staddon, Senior Manager Parts Operations, Honda Canada Inc.; Paul Stella, Manager, Collision, Repair & Refinish, Toyota Canada Inc.; and John Eason, Manager, Mopar Service and Parts Marketing Manager, Fiat Chrysler Automobiles Canada. The discussion focused on the impact on vehicle safety of parts selection during the collision repair process. The presentation highlighted the fact that new technology in vehicles requires sensors that are imbedded into windshields, bumpers and other common replacement parts and when OE parts are not utilized, it will disable these advanced safety features. Honda also shared some of their consumer videos that illustrates the importance of OE parts in ensuring safety features are effective.

NEXT MEETINGS

CCIF meetings are scheduled for May 22nd in Halifax, and September 18th in Calgary. Registration is open for both meetings online. The CCIF special event at NACE will be hosted at the COBO Centre in Detroit in late July 2015. More details will be released soon.

To stay informed of CCIF events and news, visit www.ccif.ca.