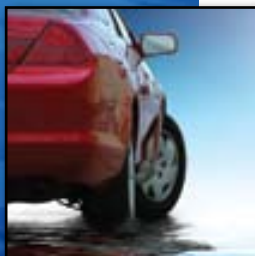
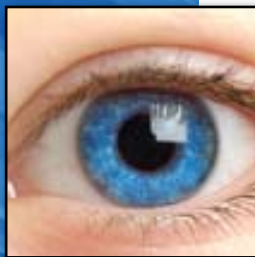




Vision Groups

# 2009 A-Plus Calendar of Events

## A-Plus Vision Group



### AVG- 1

Date	City & State
February 27-28	Sacramento, CA
May 8-9	Albuquerque, NM
August 14-15	Boston, MA
December 9-11	Orlando, FL

### AVG- 2

Date	City & State
March 13-14	Los Angeles, CA
June 19-20	Omaha, NE
September 18-19	Albuquerque, NM
December 9-11	Orlando, FL

### AVG- Dealership

Date	City & State
March 18-19	Los Angeles, CA
June 17-18	Lexington, KY
September 23-24	Baltimore, MD
December 9-11	Orlando, FL

### Managers Group

Date	City & State
March 27-28	St. Louis, MO
July 24-25	Pittsburgh, PA
October 23-24	Phoenix, AZ

# 2009

JANUARY							FEBRUARY							MARCH						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3		1	2	3	4	5	6	7	1	2	3	4	5	6	7
4	5	6	7	8	9	10	8	9	10	11	12	13	14	8	9	10	11	12	13	14
11	12	13	14	15	16	17	15	16	17	18	19	20	21	15	16	17	18	19	20	21
18	19	20	21	22	23	24	22	23	24	25	26	27	28	22	23	24	25	26	27	28
25	26	27	28	29	30	31								29	30	31				
APRIL							MAY							JUNE						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4	1	2						1	2	3	4	5	6	
5	6	7	8	9	10	11	3	4	5	6	7	8	9	7	8	9	10	11	12	13
12	13	14	15	16	17	18	10	11	12	13	14	15	16	14	15	16	17	18	19	20
19	20	21	22	23	24	25	17	18	19	20	21	22	23	21	22	23	24	25	26	27
26	27	28	29	30			24	25	26	27	28	29	30	28	29	30				
							31													
JULY							AUGUST							SEPTEMBER						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4	1							1	2	3	4	5		
5	6	7	8	9	10	11	2	3	4	5	6	7	8	6	7	8	9	10	11	12
12	13	14	15	16	17	18	9	10	11	12	13	14	15	13	14	15	16	17	18	19
19	20	21	22	23	24	25	16	17	18	19	20	21	22	20	21	22	23	24	25	26
26	27	28	29	30	31		23	24	25	26	27	28	29	27	28	29	30			
							30	31												
OCTOBER							NOVEMBER							DECEMBER						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4	1	2	3	4	5	6	7	1	2	3	4	5		
4	5	6	7	8	9	10	8	9	10	11	12	13	14	6	7	8	9	10	11	12
11	12	13	14	15	16	17	15	16	17	18	19	20	21	13	14	15	16	17	18	19
18	19	20	21	22	23	24	22	23	24	25	26	27	28	20	21	22	23	24	25	26
25	26	27	28	29	30	31	29	30						27	28	29	30	31		



Vision Groups

## MISSION STATEMENT

The mission of the A-Plus Vision Groups is to facilitate the business success of all members through teamwork, adaptability, and innovation. Commitment to the group by each individual business owner is an integral part of membership. Through this commitment, this group will prevail as leaders in the collision repair industry into the twenty-first century.

### What our A-Plus Vision Group members are saying:

“Participating in a vision group has re-ignited my interest and commitment to my business... the results are impressive.”

“Relationships growing out of the group have had a significant impact on me personally and professionally.”

“The best consultants for successful shop owners are other successful shop owners. The Vision Group provides me with a team of all-star consultants plus an advisory board.”

# AUTOMOTIVE VISION GROUP

*The collision repair industry is evolving rapidly. Independent collision centers are faced with new challenges every day: cars to the door, cycle time improvement, hiring and retaining qualified technicians, profitability impact. Has your business successfully answered these challenges? Do you need help? The A-Plus Network's Independent Vision Group is here to help formulate solutions to the changes you face in this changing industry.*

Sherwin-Williams began its Vision Group Program in 2000 and currently has two independent groups, one Managers group and one dealership group. The groups consist of single-shop owners/managers as well as multiple-shop owners/managers. Sherwin uses an outside company, Square One Systems, Inc., to administer and moderate its Vision Group Program. Square One Systems has been recognized as the premier independent “20-Group” provider in the industry and has been in business since 1988.

Elainna Sachire, President of Square One Systems, Inc. believes this success is based on two very important pieces. First, Square One is able to improve the financial performance of its customers businesses. After all, everything a collision repair owner/manager does must be proven in the bottom line. Secondly, Square One keeps an eye on the direction of the ball and not on the ball itself. SOS agendas provide the latest industry trends, topics, and strategies. Looking at our business through our customers' eyes and exceeding their expectations is critical to our success, and more importantly, our customers' success.

A typical A-Plus Vision Group meets quarterly, for two days during the week and the meetings are tailored to fit the schedules of the busy Collision Center environment in a city that is chosen based on that particular meeting's agenda. The A-Plus Vision Group was engineered and format-

ted by Collision Center Owners and top Industry consultants.

The meetings are structured to spend time in three key areas: Operations, Sales & Marketing, and Financial Performance. Relative to the financial performance portion of the meetings, comparing numbers with each other in a structured and consistent forum has a history of improved financial performance since shortly after World War II when General Motors first conducted 20 groups.

Square One provides a group composite, which is a web-based tool that utilizes the latest technologies and contains more data and ratios than any other product currently being used in the industry. This tool was originally developed in 1985 and has gone through significant enhancements and updates since its inception. The groups spend much more time than just reviewing sales, gross profit, expenses, and net profit. For example, the groups actually “dial in” and look at key performance indicators (KPIs) to include ratios per employee and ratios per gross profit dollars produced. “This really helps collision shops to look at their businesses from a true overall performance to be sure they are maximizing all they can relative to their financial capabilities”, said Sachire. “In a time where we have to do a better job managing gross profit and expenses, we can't afford to make any mistakes that are 'buried in our numbers' that typical shop owners make.”

### A+ Vision Group Criteria

- Member shop must have and maintain a reputation of honesty and integrity with regard to customers, vendors, and all outside business relationships.
- Member shop must submit monthly year-to-date financial numbers.
- Member shop must have a willingness to share ideas and be open within their group.
- Member shop must be willing to share and discuss business financial numbers within their group.
- Member shop must have the desire to be the “best”.
- Member shop must commit 2 days to each meeting, 4 meetings per year.

**To improve** your financial performance, learn new ideas, have your own “Board of Directors” to help solve problems/issues, discuss important relationships with the insurers, learn about different operating models, sales strategies, and much more, contact your Sherwin-Williams A-Plus Program Manager, Brandon Devis. Brandon can help you to decide if this program is right for you. Sherwin-Williams sponsors this program, which helps make it extremely affordable to its A-Plus Network members. Contact Brandon at 216-332-8580 today and begin improving your business!