

April 2017

What's Up, Doc?



**Dr. Vinyl Interior
Repair News**



**The Doctors Touch
Auto Paint Repair
News**

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We were extremely pleased to see everyone that attended The 2017 "Go For It" Convention this past March! The turnout continues to gradually increase year after year. We understand that it's not easy being away from your customers and leaving money on the table, but without your participation, the Dr. Vinyl/The Doctors Touch conventions would not be as successful as they have been in the past. We would also like to thank all the vendors that participated in making this event a success. For those that were unable to be with us this year, we look forward to seeing you next year.

Immediately after the *2016 convention*, several associates suggested that we change the format & time frame of convention so that it would end on Saturday at noon. This change would allow associates to travel Saturday afternoon/evening and be back at home with their family. We were a little hesitant about that suggestion for the 2017 convention but we went with it. In my opinion, it made convention seem a little shorter.

Convention started off with a bang Thursday afternoon with demonstrations and meetings. The vendors and staff members did a fabulous job throughout convention setting up and showcasing new products and techniques. Thursday ended with the Hospitality room (networking & socializing with all partners). Fridays events featured more demonstrations with our main event being a group meeting focusing on "HOW TO GET NEW CUSTOMERS". We would like to give a special thank you to **Bill Hubbard - Indianapolis, IN & Brian Greenfield - Green Country, OK** who hosted the meeting with the assistance of **Rick Prickel - Indianapolis, IN and Denny Wells - Indianapolis, IN**. The session was very well put together and it was extremely informative. **Great job guys!** Friday evening concluded with a very tasty dinner and the traditional awards ceremony. With Saturday scheduled to end at noon, we dedicated the whole morning to allowing owners and associates to ask any questions of all staff members or to offer any suggestions or comments about anything business related. That session was packed with so much

participation and feedback, we feel that it will become a must-do at convention for years to come. The convention concluded with all associates completing a post convention survey, to give their feedback on how convention went, as well as giving their opinion on how we prepare for the upcoming conventions.

We gathered a ton of information from the Saturday morning meeting and the post convention surveys. Below is just a few things that really stood out.

- ⇒ One thing that everyone agreed on is simply getting together and having open discussions on anything and everything related to Dr. Vinyl/The Doctors Touch business.
- ⇒ Many associates feel that we should consider a full 2 1/2 days of convention starting on Thursday morning and ending on Saturday at noon.
- ⇒ Surveys revealed that the majority would like the awards banquet to be on Friday but would also like to see it not take as long.
- ⇒ Surveys revealed that the majority felt that demonstrations and meetings would go over better when actual owners/technicians are heading up the sessions instead of corporate members.
- ⇒ Surveys revealed that many of you would like to see more vendors and group meetings at convention.

We will continue to review the comments and suggestions we received on the post convention surveys. We hope that you will continue to call us directly and share your thoughts on anything that you feel will make our franchise system top notch. We will communicate with you via future mailings and newsletters on any changes that we may consider implementing. We must continue to work together as a group to make our system the best it can be in every aspect. We are only as strong as the members within the system. It's a proven fact, when we all work together to achieve something, it is much easier to attain.

Spring has finally sprung for most of us. Business has already begun to rapidly pickup and will continue to do so through the summer months. Are you ready? I hope so! Put yourself and your business in position to succeed and communicate with corporate. Our job is to offer you support so your business fulfills your dreams for the future. **We wish you all the best in 2017!**

Sincerely,
Buster Coppage



The Dr. Vinyl Group Award Recipients

The Dr. Vinyl Group



The Dr. Vinyl Group



2017

YEARS OF SERVICE PIN PRESENTATIONS

5 YEARS OF SERVICE

| | | |
|---------|-----------|------------|
| SCOTT | SAARI | 7/5/2011 |
| THOMAS | RAUEN | 7/11/2011 |
| THERESA | WINTER | 8/8/2011 |
| CLINT | EMBERTON | 8/22/2011 |
| DUANE | SIGNS | 10/1/2011 |
| ROBERT | CRAVEN | 10/27/2011 |
| SCOTT | CHURCHILL | 3/1/2012 |
| DOUGLAS | MCKAIG | 6/25/2012 |

10 YEARS OF SERVICE

| | | |
|---------------|----------|------------|
| DENNY | WELLS | 7/1/2006 |
| JACOB | HOLT | 7/17/2006 |
| MICHAEL | VAUGHN | 10/9/2006 |
| JEFF | MCCORD | 10/9/2006 |
| DARRELL | WIRTHS | 10/16/2006 |
| PHILIP | NEUMEIER | 3/12/2007 |
| NORBERT | GONZALEZ | 3/12/2007 |
| JOY | GONZALEZ | 3/12/2007 |
| MATT | DAVIS | 4/16/2007 |
| RYAN | NAYLOR | 4/16/2007 |
| DANIEL "RICK" | LUSHIN | 6/28/2007 |

CONVENTION TESTIMONIALS

BEST CONVENTION EVER - KEEPS GETTING BETTER - LOVE THIS COMPANY GREAT STAFF- GREAT ASSOCIATES - LIFE IS GOOD. THANK YOU STAFF FOR PUTTING ON A GREAT CONVENTION - I KNOW YOU ALL PUT IN SO MUCH TIME & EFFORT AND I DO APPRECIATE YOU ALL - HUGS!!!

The Dr. Vinyl Group Award

Recipients

The Dr. Vinyl Group



The Dr. Vinyl Group



2017

YEARS OF SERVICE PIN PRESENTATIONS

15 YEARS OF SERVICE

| | | |
|---------------|-----------|-----------|
| ZACH | BATES | 6/9/2001 |
| JAN | BRUGGEMAN | 7/10/2001 |
| DAN | PRIBBLE | 8/5/2001 |
| MITCHELL | REID | 10/1/2001 |
| STEVE | BROWN | 12/5/2001 |
| JEFF | EDWARDS | 3/11/2002 |
| TODD | LESTER | 3/12/2002 |
| KEVIN & LINDA | VANE | 3/31/2002 |
| BILL | FABER | 4/15/2002 |
| BILL | HUBBARD | 4/15/2002 |

20 YEARS OF SERVICE

| | | |
|----------------|------------|-----------|
| KIM | MCLAMROCK | 1/6/1997 |
| BRETT | SCHEULER | 3/1/1997 |
| BRIAN & JACQUE | DEARINGER | 4/28/1997 |
| GARY | PENNINGTON | 6/2/1997 |

25 YEARS OF SERVICE

| | | |
|---------------|----------|-----------|
| ART | HAMILTON | 10/1/1991 |
| WENDY | BARNETT | 11/1/1991 |
| RICHARD | TYLER | 4/1/1992 |
| WES | SPRADLIN | 6/8/1992 |
| MIKE & TRACEY | GIANNOLA | 6/19/1992 |

30 YEARS OF SERVICE

| | | |
|--------------|---------|-----------|
| TERRY | HANCOCK | 7/1/1986 |
| MARILYN | HANCOCK | 1/1/1987 |
| MIKE & LINDA | HOOK | 1/26/1987 |

35 YEARS OF SERVICE

| | | |
|--------|----------|------------|
| CHERYL | HODGES | 10/19/1981 |
| GREG | PETERSON | 3/1/1982 |



PHOTOS FROM THE FIELD

The photos below were submitted by Paul Stucke, associate of Sean Gonzalez, Dr. Vinyl of West Central Florida, showing a before and after of a Recreational Vehicle—Vinyl Floor Repair.

Great job Paul! Thanks for the photos.

BEFORE



AFTER



We Want to Hear From You

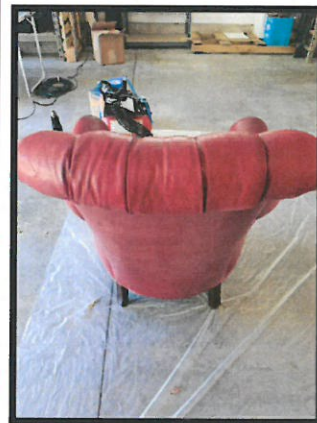
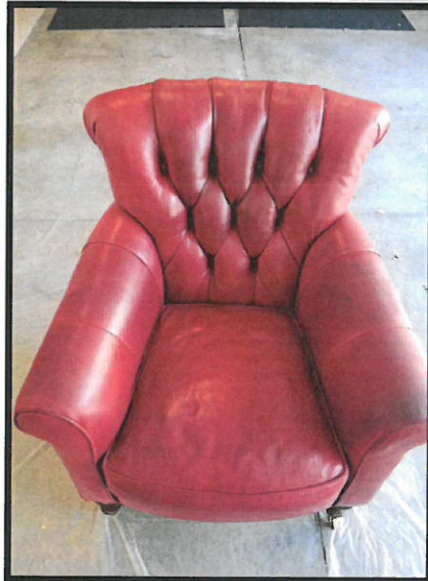
If you have any pictures or articles you would like to contribute -- interesting jobs you've done, record months in sales, good before-and-after pictures, local sports teams you've sponsored, or anything else you think people might enjoy hearing about -- let us know! You can e-mail lauren@drvinyl.com, or call HQ and ask for Lauren.

PHOTOS FROM THE FIELD

These photos were submitted by Richard & RJ Sedlacek Associates – Dr. Vinyl of Linn & Johnson County IA

The red chairs are 13 years old, and the sun room chairs are 5 years old. The furniture came from a custom designer furniture store. The client, who is a CEO, and her spouse, an investment adviser, really liked the quality of the furniture, except the finish had taken a beating, since it was subject to the elements over the years. They were looking for an alternative to replacement.

BEFORE



Continued on next page....

ANOTHER SATISFIED CUSTOMER!

After cleaning, prepping, re-dyeing and top coating, we were able to give the furniture a new look, Now they are protected and should add many more years of service .

We billed \$250.00 a piece for the two red lounge chairs, and \$150.00 a piece for the sun room chairs. We should have considered the 4 hours of taping with the orange and gold chairs in the estimate. Lol...Live and Learn!

Richard & RJ Sedlacek - Associates - Dr. Vinyl of Linn & Johnson County IA.

AFTER



Technical information

This is information for all of you to consider when comparing paint systems.

- ◆ Does the paint system I'm using meet all of the VOC regulations now and for the foreseeable future?
- ◆ Does the paint system I'm using perform under the conditions that I work in?
- ◆ Is the paint system I'm using a good cost value?
- ◆ Is the paint system I'm using readily available?

These are just some of the points to consider when choosing a paint system. We here at The Doctors Touch, presently support two paint systems, **PPG Deltron 2000** and **Transtar No Mix Low VOC**. Both are very high quality products and widely used in the automotive paint industry. However, when it comes to VOC compliance, Transtar is far superior to PPG. The Transtar No Mix Low VOC system is 50 state compliant now and will be for the foreseeable future. PPG Deltron 2000 is one of the highest in VOC's on the market today.

From a performance stand point, both products bring their own advantages to the industry. PPG is a very well known and established paint company and offers a wide variety of options to the end user. Those options can be very expensive. Transtar Automotive Technologies, although a relatively new company in the automotive paint industry, have made a big difference in the automotive paint industry with their forward approach to the performance of the products they sell, and the regulatory guide lines that are coming in the future.

When it comes to cost, Transtar is hands down the best choice. Most all of their products are 40 % lower than PPG. When you talk about availability, Transtar is the fastest growing and becoming one of the most available automotive paint product lines in North America. We have the ability to get our paint technicians any Transtar paint product they need in a very timely manner.

Contact your parts department today to order the right products for today's economy.

Respectfully,
Buzz McClain

Corporate Office Contact Information

(816) 525-6060

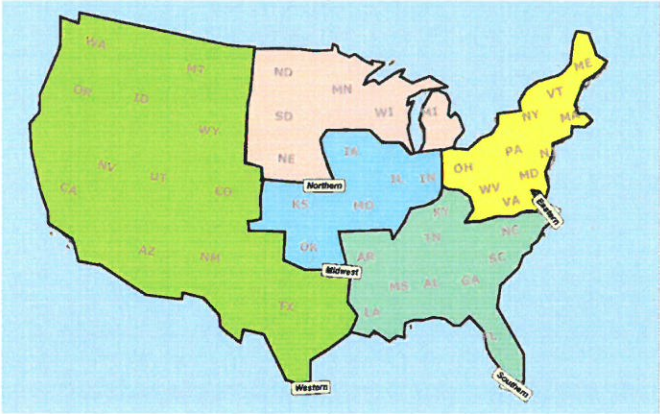
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Have you had your best month ever?

Compare your sales with others in your region!



Top Sales By Region for January 2017

| Western | Northern | Midwest | Southern | Eastern |
|-------------|-------------|--------------|-------------|-------------|
| \$31,183.00 | \$46,685.69 | \$358,532.50 | \$78,740.37 | \$58,122.89 |
| \$22,020.00 | \$29,365.73 | \$51,275.61 | \$55,316.19 | \$27,015.00 |
| \$18,406.14 | \$26,585.74 | \$48,099.00 | \$21,415.28 | \$8,810.00 |
| \$14,780.00 | \$25,038.00 | \$42,674.00 | \$19,209.65 | \$5,750.00 |
| \$14,756.00 | \$22,918.00 | \$31,753.00 | \$17,375.00 | \$3,470.00 |

Top Sales By Region for February 2017

| Western | Northern | Midwest | Southern | Eastern |
|-------------|-------------|--------------|-------------|-------------|
| \$33,896.00 | \$50,218.06 | \$376,126.50 | \$79,754.85 | \$63,231.42 |
| \$27,165.38 | \$37,251.00 | \$50,827.80 | \$54,425.25 | \$25,345.00 |
| \$19,975.00 | \$26,277.00 | \$40,821.00 | \$25,971.00 | \$9,150.00 |
| \$13,745.00 | \$25,644.56 | \$39,970.45 | \$20,996.00 | \$7,650.00 |
| \$11,815.00 | \$24,249.00 | \$31,750.00 | \$15,641.00 | \$6,129.00 |