

# WHAT'S UP, DOC?

## December 2020

Dear owners and associates:

As this year is coming to a conclusion, we at headquarters would like to express our respect and gratitude to all franchise owners and associates within the Dr. Vinyl/The Doctors Touch franchise system.

2020 has been a very challenging year to say the least. We've seen how hard each of you continued to work and service your customers despite the difficult circumstances caused by the pandemic!

It was also great to see that many of you were able to take advantage of the Paycheck Protection Program (PPP) and the Economic Injury Disaster Loans (EIDL) support from the SBA. We 're happy that Dr. Vinyl was able to coach many of you through that confusing process.

Due to your determination and entrepreneurial mindset, we still we're able to train 21 new associates & 2 new owners (some associates were trained by owners themselves)! That is great considering the situation.

Five (5) franchise owners retired this year after being with Dr. Vinyl for decades. I would like to thank them for their loyalty and support to our franchise system. We wish them the best in their future endeavors.

Again, 2020 was a challenging year and our overall sales for the system were down, but we are looking ahead to 2021 with a positive mindset knowing that after the rain there is always sunshine for all of us.

All of you will receive a little gift before Christmas from headquarters to show our appreciation.

Personally, I want to thank the staff at headquarters for giving it their best in these trying times, its an honor to work with you!

From here, the staff & myself wish you and your family a very Merry Christmas and a Happy New Year. Stay safe and be sure to call us anytime if we can help or advise you.

Sincerely yours, Richard Reinders and Staff





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## Dr. Vinyl Group Winter Holiday Schedule

In observance of the upcoming holiday, Dr. Vinyl Corporate offices will be closed on the following days:

# CHRISTMAS & NEW YEAR Thursday December 24, 2020 through Friday January 1, 2021

The last day for order pickup and shipping will be Wednesday December 23rd, 12:00 noon. Please make arrangements to order any products you may need in advance. Dr. Vinyl Corporate will re-open for normal business hours on Monday January 4, 2021.

Corporate Office Contact Information (816) 525-6060 Toll Free: (800) 531-6600							
Richard Reinders	Ext. 120	richard@drvinyl.com					
Buster Coppage	Ext. 130	buster@drvinyl.com					
Tony Rende	Ext. 140	tonyr@drvinyl.com					
Teresa Lang	Ext. 150 or 417-952-0516	teresa@drvinyl.com					
David Lang	Ext. 160 or 417-952-0516	davidl@drvinyl.com					
Vickie Borron	Ext. 170	vickieb@drvinyl.com					
Darrell Wirths	Ext. 180	dwirths@drvinyl.com					
Steve Gwadera	816-882-2312	steveg@drvinyl.com					

# \*\*\*REMINDER\*\*\* NEW POLICY REGARDING MAIL FROM DR. VINYL

## Dear Franchise Partners:

Effective January 1, 2021, Dr. Vinyl corporate will no longer be sending newsletters, invoices or statements via United States Postal Service (US Mail). All correspondence will be sent via email.

Below are some of the reason we are making this decision.

**Speed** – What we've come to know today as "snail mail" takes several days to go the distance we could drive in less than one day! Email is almost instantaneous. You don't have to walk out to a mailbox, or even worry about putting the flag up!

Reliability – Have you ever gotten a piece of mail in your mailbox that was meant for someone else, but was delivered to you by the mistake of the mailman? Or maybe you moved and forgot to tell the sender your new address and you never received the bill? With email, that doesn't happen unless the person sending the email to you types your email address wrong!

**Price** – With services like **Dr. Vinyl Email and Gmail**, sending and receiving email is free with an Internet connection! With snail mail, you have to buy labels, envelopes and stamps!

**Quantity** – By email, you can send pages and pages of information, as well as photos, video, and other documents. If you want to send more than what can fit in an envelope, it costs more and it's a hassle!

**Convenience** – You can access email from anywhere, on almost anything! No more paper to worry about anymore! Also, copying it and sending it to someone can be done in seconds!

If you currently do not have an email address, just contact Dr. Vinyl Corporate and we'll be more than happy to set you up with a @drvinyl.com email address at no charge to you. You can also get a free @gmail.com address if you prefer. Just visit mail.google.com to sign up for a free Gmail account. Make sure you inform Dr. Vinyl headquarters of your email so we can be sure to update our records and keep you informed.

There will be some correspondence we must send by United States Postal Service but in an effort to cutdown on postage cost due to USPS delays and incorrect addresses. This change is necessary. If you have any questions or concerns, please do not hesitate to call.

Thank you for understanding and we apologize for any inconvenience this may have caused.

Sincerely,

**Dr. Vinyl Corporate** 

## **Anniversary Date Recognition**

In each publication of the "What's Up Doc?" newsletter, we would like to recognize those individuals whose anniversary date falls within that month. We will recognize those celebrating their 5, 10, 15, 20, 25 years of service to The Dr. Vinyl Group.

For the month of **October**, **November & December 2020**, we would like to recognize the following individuals for their years of service with The Dr. Vinyl Group. If we somehow missed recognizing you or your associate, please let us know as soon as possible.



FIRST NAME	DR. VINYL /AS- SOCIATE OF	TERRITORY	START DATE	YEARS OF SERVICE
KIRK PATTEE	DR. VINYL OF	KANAS CITY, RAYTOWN, GRANDVIEW & LEES SUMMIT, MO	10/1/1975	45 YEARS
GARY LOYD	DR. VINYL OF	CHILLICOTHE MISSOURI	12/3/1980	40 YEARS
VICKIE BORRON	DR. VINYL	HEADQUARTERS	10/3/2005	15 YEARS
BRETT SCHUELER	ASSOCIATE OF	OMAHA NE & COUNCIL BLUFFS IA	10/11/2005	15 YEARS
GIL FERGUSON	DR. VINYL OF	SOUTHWEST INDIANA	11/1/2005	15 YEARS
ETHAN HUBBARD	ASSOCIATE OF	INDIANAPOLISS INDIANA	10/25/2010	10 YEARS
JUSTIN MOSTELLER	ASSOCIATE OF	CATAWBA VALLEY NC	10/5/2015	5 YEARS
JACOB PETERSON	ASSOCIATE OF	DR. VINYL - KANSAS	10/5/2015	5 YEARS



""Thank you all for being such valuable members of the Dr. Vinyl Group!"



# September 2020 Top Sales By Region



Western	Northern	Midwest	Southern	Eastern
\$33,460.00	\$72,435.00	\$476,874.00	\$119,533.67	\$84,589.33
\$32,800.00	\$54,001.00	\$67,540.00	\$86,698.47	\$45,161.00
\$25,809.00	\$38,913.02	\$65,424.00	\$17,677.00	\$9,641.75
\$15,959.19	\$28,328.80	\$59,952.00	\$17,499.00	\$4,600.00
\$15,143.00	\$27,065.00	\$47,101.50	\$15,365.00	\$3,810.00

# October 2020 Top Sales By Region



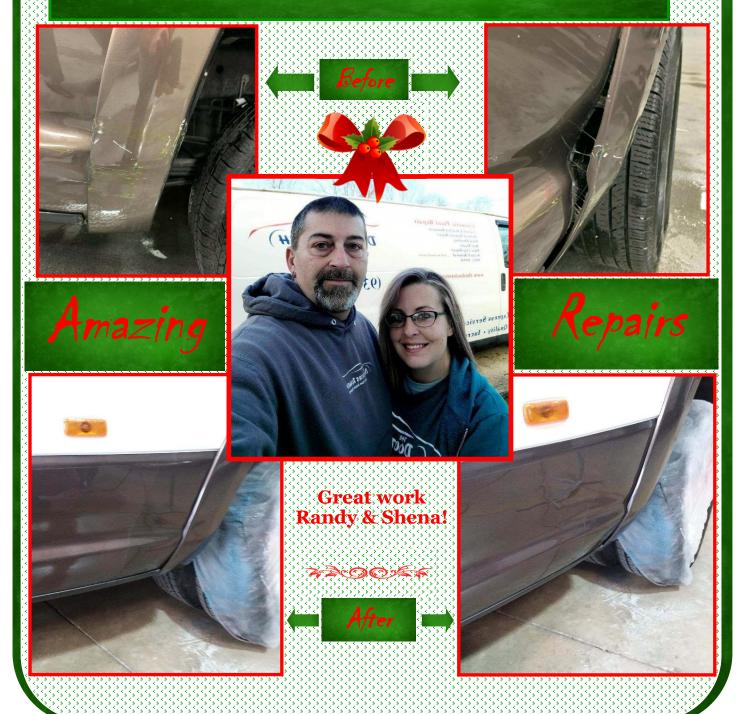
Western	Northern	Midwest	Southern	Eastern
\$30,041.00	\$68,135.00	\$402,975.00	\$115,011.09	\$80,142.13
\$29,800.00	\$47,735.00	\$62,249.00	\$97,198.34	\$46,955.30
\$29,468.00	\$28,158.00	\$60,473.00	\$16,488.50	\$8,428.00
\$28,100.00	\$26,350.73	\$60,257.00	\$13,664.00	\$6,170.30
\$17,060.00	\$23,530.00	\$45,315.49	\$12,215.00	\$2,630.00

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# PHOTOS FROM THE FIELD

There are quite a few technicians within our group that would've suggested sending the job below to the body shop. Not **Randy Odell Jr. & Shena DeForge**, associates of **The Doctors Touch of Indianapolis**. They said "We **Got This**." Randy pulled out his Auto Body Tool Kit and from underneath the vehicle, he worked the metal back out to the fender flare. After getting it all nice and smooth, **Shena** mixed & sprayed the color and **Randy** applied the Clear.

Voilà! Another Satisfied customer.



## PHOTOS FROM THE FIELD

Austin St. Denis & Tiffany Hartman, associates of Chris Oesterling, Dr. Vinyl of Michigan, teamed up to tackle this King Ranch interior that had some issues.





## **TIFFANY HARTMAN**



**AUSTIN ST. DENIS** 









**EXCELLENT JOB Austin & Tiffany!** This looks beautiful!



## PHOTOS FROM THE FIELD

Submitted by **Dennis Garrigus**, **Dr. Vinyl of Greater Peoria Illinois** 

### BEFORE







## DENNIS GARRIGUS



Pictured above, one of my restaurants wanted to create business mv wav in the verv near future.



Pictured to the left, I was asked to construct a padded wedge, covered in vinyl, at the bottom of a round slide, that was in the children's area that extended from the was 15 inches off the ground. The ramp would act as a 

## Sales & Marketing 101

Marketing Is Finding The need - Sales Is Filling The Need

# September 2020 Interior Training



## KYLE ROBERSON





**Kyle** joins **Chris & Tera Hawkins, Dr. Vinyl of The Cumberland Tennessee**, as an Interior Repair Technician. Prior to joining Dr. Vinyl, Kyle was a freight specialist and a Personal Trainer in the Eastern Tennessee area. He's excited to join Dr. Vinyl because it puts his family closer to other family members as well as providing him a great opportunity right now and in the future. When not working, Kyle enjoys golf, fishing and disc golf.

Welcome aboard Kyle. We're glad to have you!



# October 2020 Auto Paint Repair Training



## **BRANDON COLLINS**





**Brandon Collins** joins **Jacob Morris**, **Dr. Vinyl of Northern TX** as a Auto Paint Repair Technician. Prior to joining The Doctors Touch, Brandon was a Commercial Painter. Brandon says he see's a great opportunity to work with an excellent group of people and explore his potential in the automotive reconditioning industry.

Welcome aboard Brandon. We're glad to have you!













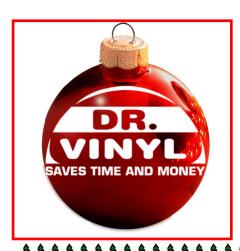


**EXPRESS SERVICE...SUPERIOR QUALITY... INCREDIBLE VALUE...** 

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# October 2020 Interior Training

## **EDMUNDO DIAZ**



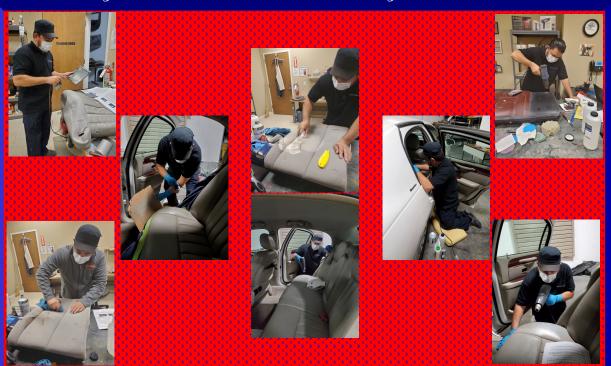




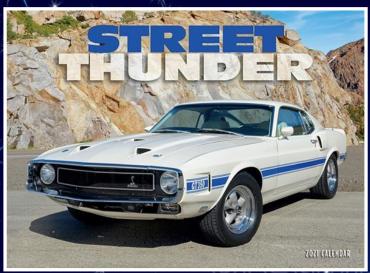
**Edmundo Diaz** is our newest franchise partner to join the system. Edmundo has purchased the Queretaro, Mexico area located just outside of Mexico City. Prior to Dr. Vinyl, Edmundo worked as a Salesperson in the automotive industry. He and his wife Yuri have two children, Jose - 8 & Sebastian - 2. Edmundo says he is very excited to open and operate his own business. In his spare time he enjoys sports and spending time with his family.

Welcome to the Dr. Vinyl family Edmundo! We're glad to have you!

# Merry Christmas & Happy New Years



# PARTS DEPARTMENT NEWS YOU CAN USE Attention Franchise Partners The Dr. Vinyl/The Doctors Touch 2021 Calendars Are Almost Gone. Only \$1.94 Each







# Quantities are limited

Contact the Dr. Vinyl/Doctors Touch
Parts Department to place your order soon
before they are gone.
Tony Rende





## Dr. Vinyl Group Training Schedule 2021

			,	Jaı	nua	ary				F	eb	rua	ary					N	Iar	ch						Ap	ril
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26	<b>2</b> 7	28	29	30			24	25	26	27	28	29	30	28	29	30					26	<b>2</b> 7	28	29	30	31	
							31																				

## **FEDERAL HOLIDAYS 2021**

Jan 1	New Year's Day	Jul 4	Independence Day	Nov 25	Thanksgiving Day
Jan 18	Martin Luther King Day	Sep 6	Labor Day	<b>Dec 25</b>	Christmas Day
Feb 15	Presidents' Day	Oct 11	Columbus Day		
<b>May 31</b>	Memorial Day	<b>Nov 11</b>	Veterans Day		

The Dr. Vinyl Group will be offering One & Two day Refresher Training Classes for Interior & Auto Paint Repair Technicians for any repair procedure that you need updated on. Please call for appointment!

Upholstery, PDR and Wheel Refinishing Training Are Available by Appointment

# **September - Top 10 Interior Repair Technicians**

THOMAS RAUEN	ASSOCIATE OF	INDIANAPOLIS IN	\$23,636.00
MICHELLE TESTER	ASSOCIATE OF	INDIANAPOLIS IN	\$20,108.00
BRIAN GREENFIELD	DR. VINYL OF	GREEN COUNTRY OK	\$18,782.00
CHAZ ALLMAN	ASSOCIATE OF	THE CUMBERLAND TN	\$17,245.00
DAVID SAMUEL	ASSOCIATE OF	DR. VINYL - KANSAS	\$15,445.00
TODD LESTER	DR. VINYL OF	CENTRAL TEXAS	\$14,859.19
ZACH BATES	DR. VINYL OF	CORPUS CHRISTI TX	\$14,690.00
DREW HUBBARD	ASSOCIATE OF	INDIANAPOLIS IN	\$14,021.00
NATE GOOSEY	DR. VINYL OF	NORTH CENTRAL FL	\$13,765.00
JEFF BOSSE	ASSOCIATE OF	INDIANAPOLIS IN	\$13,717.00

## October - Top 10 Interior Repair Technicians

THOMAS RAUEN	ASSOCIATE OF	INDIANAPOLIS IN	\$19,454.00
MICHELLE TESTER	ASSOCIATE OF	INDIANAPOLIS IN	\$19,262.00
BRIAN GREENFIELD	DR. VINYL OF	GREEN COUNTRY OK	\$18,932.00
CHAZ ALLMAN	ASSOCIATE OF	THE CUMBERLAND TN	\$17,812.00
ZACH BATES	DR. VINYL OF	CORPUS CHRISTI TX	\$17,060.00
DREW HUBBARD	ASSOCIATE OF	INDIANAPOLIS IN	\$13,871.00
MARK GIANNOLA	ASSOCIATE OF	JOHNSON COUNTY KS	\$13,792.00
JAKE PETERSON	ASSOCIATE OF	MERRIAM KANSAS	\$13,415.00
DARRELL FETTERS	ASSOCIATE OF	INDIANAPOLIS IN	\$13,131.00
ISRAEL GROBER	ASSOCIATE OF	INDIANAPOLIS IN	\$13,026.00

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## **September - Top 10 Auto Paint Repair Technicians**

JARED SCHORNICK	ASSOCIATE OF	INDIANAPOLIS IN	\$28,950.00
MARCELLO DIAS	ASSOCIATE OF	NORFOLK COUNTY MA	\$20,371.00
JEFF ROLLOFF	DR. VINYL OF	GREATER MINNEAPOLIS MN	\$20,005.00
RYAN FRAME	ASSOCIATE OF	INDIANAPOLIS IN	\$18,920.00
BJ REWITZER	ASSOCIATE OF	SOUTHERN MINNESOTA	\$18,205.00
JOSE HERNANDEZ	ASSOCIATE OF	HAMPTON & NEWPORT NEWS VA	\$17,455.00
RANDY LITTLE	ASSOCIATE OF	THE CUMBERLAND TN	\$16,146.00
ROB HINSON	ASSOCIATE OF	INDIANAPOLIS IN	\$14,964.00
CHRIS POWELL	ASSOCIATE OF	INDIANAPOLIS IN	\$14,675.00
RANDY FUERNSTEIN	ASSOCIATE OF	INDIANAPOLIS IN	\$14,600.00

# October - Top 10 Auto Paint Repair Technicians

JARED SCHORNICK	ASSOCIATE OF	INDIANAPOLIS IN	\$24,920.00
MARCELLO DIAS	ASSOCIATE OF	NORFOLK COUNTY MA	\$23,721.80
RYAN FRAME	ASSOCIATE OF	INDIANAPOLIS IN	\$19,465.00
RANDY FUERNSTEIN	ASSOCIATE OF	INDIANAPOLIS IN	\$16,570.00
RANDY LITTLE	ASSOCIATE OF	THE CUMBERLAND TN	\$16,278.00
JOSE HERNANDEZ	ASSOCIATE OF	HAMPTON & NEWPORT NEWS VA	\$15,622.50
JEFF ROLLOFF	DR. VINYL OF	GREATER MINNEAPOLIS MN	\$15,590.00
BJ REWITZER	ASSOCIATE OF	SOUTHERN MINNESOTA	\$14,240.00
STEVE OAKES	DR. VINYL OF	HAMPTON & NEWPORT NEWS VA	\$13,748.40
JOHN VOGELSANG	ASSOCIATE OF	INDIANAPOLIS IN	\$13,255.00

## **September - Top 5 Upholstery Repair Technicians**

WENDY BARNETT	DR. VINYL OF	MIDDLE TENNESSEE	\$11,640.00
JASON MCCURDY	DR. VINYL OF	UNION COUNTY NC	\$11,320.00
JOY GONZALEZ	DR. VINYL OF	CONCORD NC	\$3,720.00
WILL FABER	DR. VINYL OF	CENTRAL MISSOURI	\$2,230.94
MELISSA HUNT	ASSOCIATE OF	HAMPTON & NEWPORT NEWS VA	\$1,930.00

## October - Top 5 Upholstery Repair Technicians

WENDY BARNETT	DR. VINYL OF	MIDDLE TENNESSEE	\$8,506.00
DOUG MCKAIG	DR. VINYL OF	METRO DENVER COLORADO	\$6,422.76
CLIFTON GENTRY	DR. VINYL OF	SOUTHEAST MO & SOUTHERN IL	\$5,204.50
BILL FABER	ASSOCIATE OF	KANSAS CITY MO	\$4,170.00
MELISSA HUNT	ASSOCIATE OF	HAMPTON & NEWPORT NEWS VA	\$3,960.00

## **September - Top 5 Paintless Dent Removal Technicians**

TERRY HANCOCK	ASSOCIATE OF	OMAHA NE & COUNCIL BLUFFS IA	\$19,403.00
WES SPRADLIN	ASSOCIATE OF	OMAHA NE & COUNCIL BLUFFS IA	\$12,874.00
MARK ETHRIDGE	DR. VINYL OF	THE HEARTLAND MO	\$7,090.00
JEFF HAWKINS	ASSOCIATE OF	THE CUMBERLAND TN	\$6,337.50
JOHN WALDRON	ASSOCIATE OF	CATAWBA VALLEY NC	\$5,055.00

## **October - Top 5 Paintless Dent Removal Technicians**

TERRY HANCOCK	ASSOCIATE OF	OMAHA NE & COUNCIL BLUFFS IA	\$16,797.00
MARK ETHRIDGE	DR. VINYL OF	THE HEARTLAND MO	\$6,500.00
BRANDON BIGGERSTAFF	ASSOCIATE OF	CATAWBA VALLEY NC	\$6,074.34
JOHN WALDRON	ASSOCIATE OF	CATAWBA VALLEY NC	\$4,225.00
WES SPRADLIN	ASSOCIATE OF	OMAHA NE & COUNCIL BLUFFS IA	\$3,775.00

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## **September - Top 5 Wheel Refinishing Technicians**

CHRIS HAWKINS	DR. VINYL OF	THE CUMBERLAND TN	\$17,164.00
JIMMY HARCUM	ASSOCIATE OF	THE CUMBERLAND TN	\$17,102.00
JASON COLE	DR. VINYL OF	BLUE GRASS KY	\$8,346.00
KYAN BOHAC	ASSOCIATE OF	HAMPTON & NEWPORT NEWS VA	\$8,110.00
CALEB REED	ASSOCIATE OF	BLUE GRASS KY	\$6,998.25

# **October - Top 5 Wheel Refinishing Technicians**

JIMMY HARCUM	ASSOCIATE OF	THE CUMBERLAND TN	\$15,650.00
CHRIS HAWKINS	DR. VINYL OF	THE CUMBERLAND TN	\$14,692.00
JASON COLE	DR. VINYL OF	BLUEGRASS KY	\$10,359.50
KYAN BOHAC	ASSOCIATE OF	HAMPTON & NEWPORT NEWS VA	\$7,060.80
CALEB REED	ASSOCIATE OF	BLUEGRASS KY	\$6,129.00



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# **Class of 2020**













KENNY WHITE ASSOCIATE OF NORTHERN TX



ERICK HOLT ASSOCIATE OF THE PERMIAN BASIN TX





JEFF BOSSE JR. ASSOCIATE OF INDIANAPOLIS IN



SHAWN BUECHE ASSOCIATE OF DR. VINYL-MICHIGAN



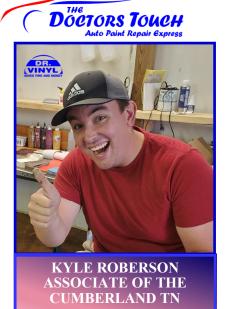
RYAN ENGLISH ASSOCIATE OF DR. VINYL-MICHIGAN

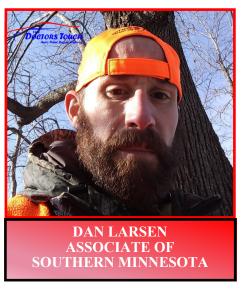
# **Class of 2020**















DR. VINYL Herts the dag bookst	NO PICTURE AVAILA	ABLE Doctrors Touch
GABRIEL RUST	ASSOCIATE OF	SOUTHEAST MO & SOUTHERN IL
KYAN BOHAC	ASSOCIATE OF	HAMPTON & NEWPORT NEWS VA
JUSTIN WELLS	ASSOCIATE OF	SOUTHEAST MO & SOUTHERN IL
KIMBER GREENFIELD	ASSOCIATE OF	GREEN COUNTRY OK
CHRIS POWELL	ASSOCIATE OF	INDIANAPOLIS IN
DYLAN BIGGERSTAFF	ASSOCIATE OF	CATAWBA VALLEY NC
TIMOTHY FRIESEN	ASSOCIATE OF	CANADA
ZACHARY BOWERS	ASSOCIATE OF	SOUTHEAST MO & SOUTHERN IL

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# Merry Christmas and Happy New Year from all of us at Dr. Vinyl Corporate!

