

What's Up, Doc?

APRIL - 2022

Something To Think About

By Buster Coppage

Hello everyone. I will start this article by saying thank you to all the franchise owners and their associates who were able to attend the **Dr. Vinyl Midwest Region Mini Seminar** at Dr. Vinyl headquarters in Lee's Summit, MO. Also a big thank you to all the franchise owners and associates, that were able to attend the **Dr. Vinyl Southwest Region Mini Seminar** in Glenpool, OK hosted by **Brian & Nina Greenfield, Dr. Vinyl of Green Country OK**. Even though we weren't able to have our normal convention, you showed that you're **dedicated to the business and to your craft** by showing up and participating in the demonstrations and discussions that took place. As most of you are aware, that sharing of information is what made Dr. Vinyl/The Doctors Touch a leader in the automotive reconditioning industry.

Speaking of **Dedication to the Business**, lets think about that statement for a moment. What does that really mean. Being dedicated means you have a very strong feeling of support and loyalty for something or someone. You've devoted your time and your efforts to see something through. In short, you continuously practice or work on something until it is complete to the best of your ability.

I would like to go back in time to give you an idea of what joining the Dr. Vinyl Franchise system was like (*in my opinion*) for many of you. There were 3 or 4 scenarios of how you first learned of Dr. Vinyl and shortly thereafter joined the franchise system.

- ◆ You were an entrepreneur looking for a business were you could earn good income doing something you enjoyed while having the freedom of being your on boss.
- ◆ You were a family member or friend of someone who was working as a Dr. Vinyl representative.
- ◆ You were a customer and a Dr. Vinyl technicians work caught your attention and you thought that you would enjoy that type of work.



DR. VINYL
SAVES TIME AND MONEY

Dr. Vinyl Interior Repair News

□



THE DOCTORS TOUCH
Auto Paint Repair Express
A Division Of The Dr. Vinyl Group

The Doctors Touch Auto Paint Repair News

□

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It really doesn't matter which of the above situations related to you, but the common denominator in all of them was finding a job that did not require specific skills or degrees, a job where you could earn good money working with your hands doing something you enjoy, and the freedom of not working in a office or factory environment day in and day out. Personally, I had a hard time believing you didn't need any special skills or degrees to make money in Dr. Vinyl or any business for that matter.

Needless to say, the Dr. Vinyl opportunity sounded to good to be true. But you knew it was possible, you actually seen someone else physically do it! The mind set for anyone would be, **"If they can do it, so can I!"** So the challenge was on and you accepted it. You signed up for training in Kansas City.

The Start of A New Career - Then

*Then came day 1-10 (2 weeks of training) at Dr. Vinyl's Training Center. The repairs you had been working hard on are not looking very good at all. You're struggling matching colors in a timely manner and it's really getting on your nerves. Your bumper blends are very noticeable and you have runs in the Clear Coat. Your trainer is telling you to **"keep practicing...it will get better"**. While sitting in your hotel room, you're starting to wonder if you made the right decision. You're having a hard time believing that someone is going to pay you for this type of work. But it's no turning back now. You've already invested a lot of time and in some cases, a lot of money. Not to mention in the next week or so, you have to go to the dealerships in your area and ask for the opportunity to do business with them.*

For many of you this scenario is bringing back some horrifying memories of your days in training and first few weeks of business in the field. But ask yourself this question. Did you let that moment derail your dreams of being a successful Dr. Vinyl/The Doctors Touch repair technician? I'm guessing if you're reading this article, the answer is **NO IT DID NOT!** I personally know for a fact that many of our current franchise partners (owners & associates) thought about quitting this business within the first six months of starting. **No need for me to list names of who I'm talking about, you know who you are!** The majority of these technicians received continued support from Dr. Vinyl corporate trainers, franchise owners and other associates within their respective franchise. The most common phrase from all was *"just take your time, do a quality repair, the speed and money will follow."*

The reason the supporting crew all said the same thing is because they've already been through that exact situation. They knew how this was going to play out. It's simply how it works. I'm very pleased to say to those owners and associates that hung in there during those difficult times in the early going, look where you are now! Credit yourself for being **Dedicated To Your Craft & Your Business.** Your drive to succeed made all of this possible. Let's move the clock forward a bit so we can compare the **Then & Now.**

My Business is Booming - Now

You are now in your 10th year as a Dr. Vinyl/The Doctors Touch Franchise Owner/Repair Technician. You are matching colors by eye and it only takes you 3 -5 minutes for 95% of the colors you come across. Your repairing & refinishing bumpers at record speeds and your corner blends are invisible. You have a solid list of customers that keep you busy 8 hours a day 5 days a week. You are so busy, you can not accept any more clients. Oh, and by the way, you're earning more money than you ever did before.

This is where you want to be. You are extremely comfortable and confident about every aspect of your business. You haven't' looked at a training manual in years, matter of fact, where is that manual? Oh, it's still wedged up under the passenger seat of your work vehicle. You don't leave your house until 9:30 in the morning and your day is over by 2:30 in the afternoon. No one can tell you how to do a repair because your process is the best in the business and no one can top your quality. No need to attend any conventions or engaged in Dr. Vinyl forums to gather or share information, you already know everything. **THAT'S AWESOME!** Exactly what the Dr. Vinyl startup business plan said! Again, credit yourself for being **Dedicated To Your Craft & Your Business.**

Being a successful business person is an ongoing challenge no matter who you are or what type of business your running. It requires you to be passionate and dedicated to your craft. But it doesn't mean you have to do it alone. Let's look at the above situations and compare so we can understand how important it is for all of us to work together. The difference between the two scenarios is that in the beginning some of you needed the help from a variety of sources to help you gain the confidence and expertise to get your business going. You took that information and made it work for you. Eventually, it all came together. Now you are operating a very successful business. You no longer need any support because you've perfected your craft. *At this point is when you forget about doing the things that got you where you are.*

One of the many benefits of being part of a franchise system is the fact that the foundation for success has already been laid. This means that no one within our system has to be in business by themselves. A new associate benefits from the franchise system by relying on their franchise owner, other associates within their franchise and the staff at Dr. Vinyl headquarters to guide them thru the process of operating a mobile reconditioning business. We all know the beginning months and even years are the most challenging for starting a new business (as an owner or associate). The information gathered from the forementioned is crucial because it prevents new associates from making the same mistakes that many of us made in the beginning.

All members of the system should be thrilled & excited to help a fellow associate conquer success, no matter who you are or where you are. Afterall, we all are known by the same name, **Dr. Vinyl**. What effects you, effects everyone...**Good or Bad**. In the end, the "Brand" is the true winner or loser. In order for a franchise system to be the best that it can be, every member of said system must do their part. There are tools that the Franchisor has created that helps keep our franchise system on top. One of those tools is **The Dr. Vinyl Private Website**, www.drvinyl.com/member. The private website was design for one specific reason. To give franchise owners and associates a platform to share important information that would benefit all associates under our umbrella. It allows you to communicate directly with other members on whatever topic you wish to discuss. It could be an update on a new or old product, a better repair procedure, or a proven method on how to collect past due payments from your customers. Maybe you just want the phone number to your neighboring franchise to discuss some new opportunities that may be headed his way. All this information and more is available to you on the Dr. Vinyl Private website.

There's also seminars and conventions. This allows us to bring everyone together to network & socialize with each other. When these situations occur, you're guaranteed to find positive information that will help your business grow, one way or the other. There's always a variety of workshops showcasing activities you perform every day. There are so many

opportunities for us to learn by all getting together in one location. It doesn't have to be the huge annual convention in Kansas City, maybe you can attend the smaller seminars that will be taking place throughout the year. Based on the comments from the most recent mini seminars, other associates seem to like a smaller crowd better. Gives them more opportunity to be engaged with the activities taking place. Either way, name me one successful business person that wasn't interested in getting better at what he or she did!

There's a multitude of things that can happen that could make or break your business. Some of the things we no longer pay much attention to can have a major impact on your brand and image. Looking professional, being professional, using quality materials, providing quality repairs, and providing world class customer service should be at the top of the list when it comes to you and your business. Your brand should reflect what your business stands for and what sets it apart from your competitors – it expresses the qualities, strengths and personality of your business.

We truly appreciate everyone's dedication to Dr. Vinyl/The Doctors Touch and the industry in which we work. The last couple of years have been tough on everyone. With the current state of our economy, cost of gas steadily increasing, the chip shortage still being a major issue and all we've been thru since the pandemic began in 2020, we at Dr. Vinyl headquarters truly appreciate all of you for continuing to be a part of this company. If history is to repeat itself, The Dr. Vinyl Group will be stronger than ever before after all this blows over.

With all that said, we still have plenty of room to grow and to get better. It's hard to believe that with all the great minds and talent we have in this system, we're not light years ahead of our competition. Although I believe we are ahead of our competitors, I also know that they are out there and still gunning for us. Again, the way we stay ahead of our competition is by working together.

The bottom line of this article is don't forget how you got to where you are. Don't let bad habits creep into your business. Remember how you got started and give the up and coming associates the same opportunities that you had. Utilize the tools that Dr. Vinyl has made available to you. If those tools are useless, then let us know so we can make every effort to make it better. If the private website is too difficult for you to navigate through or understand, let us know so we can try to make it as user friendly as possible. Dr. Vinyl corporate can not do this alone. You can not do this alone. There is no individual person in this system that has ALL the answers, but we, together, can accomplish anything we put our minds to. We can't do this without having everyone on board. There has to be a standard of quality, consistency and professionalism throughout our organization.

Several years ago we created two email accounts specifically for this reason. For ideas that you may have to improve our company please email ideas@drvinyl.com and for any concerns you may have concerns@drvinyl.com Yours thoughts will be forwarded to the appropriate people and dealt with much quicker.

Wishing you much success,

Buster Coppage

News You Can Use From The Parts Department

Polycryl All in One Water Base Coatings



Improve the quality of your repairs by using **Polycryl All In One Water base Coatings** by **Dr. Vinyl**. No worries about discontinued aerosol colors, you can mix the color on your own. It also Saves You Time & Money!

**Call The Parts
Department
For More
Information!**

As you are well aware by now that there has been a shortage on SEM aerosols due to the tin shortage. Also, there has been some colors that SEM has discontinued. For those of you NOT using the Polycryl All In One Water Base Coating by Dr. Vinyl, now is a great time to make the switch. Contact Tony Rende in the Parts Department to find out what all you need to get started.

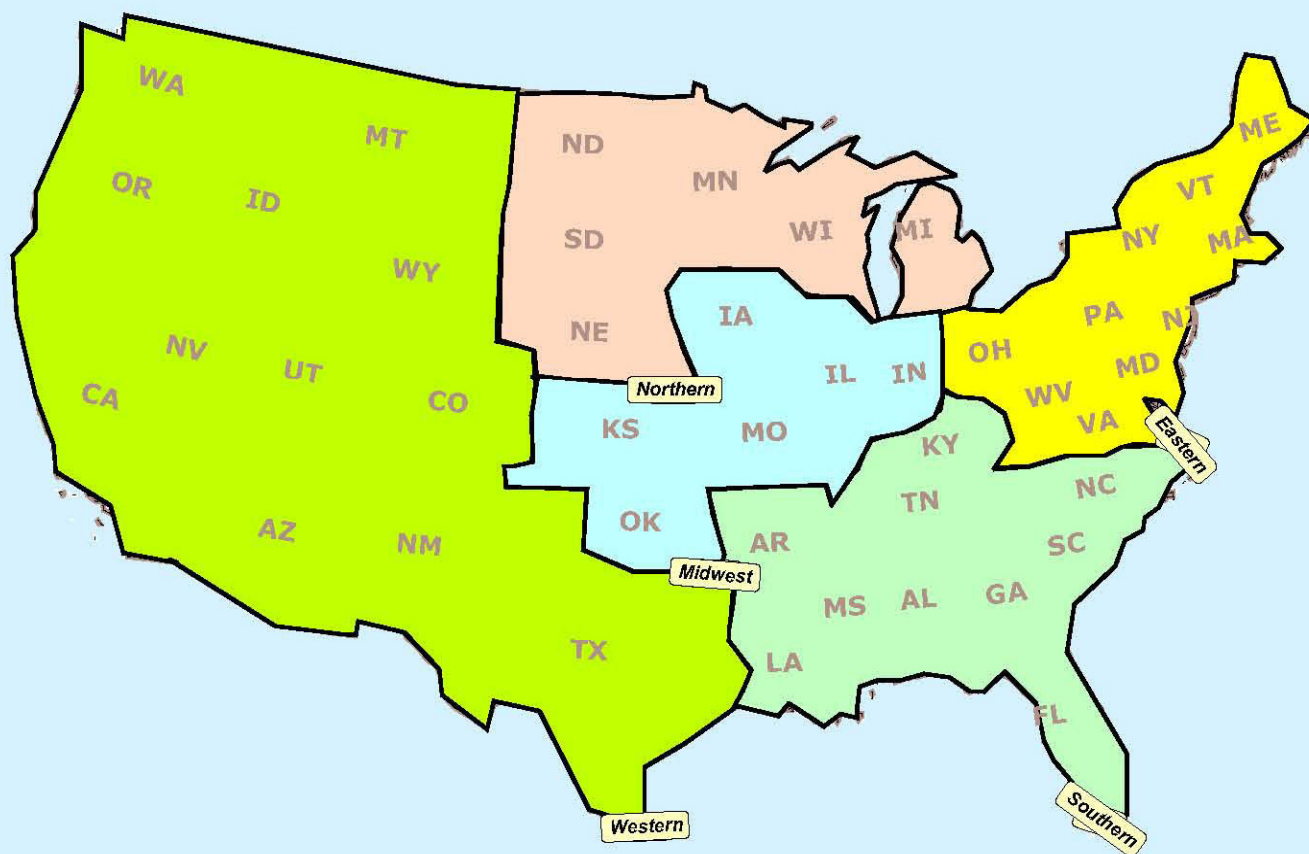
- ◆ *No more waiting for backordered aerosols.*
- ◆ *Mix your own colors for a fraction of the cost of aerosols.*
- ◆ *Apply your coatings with confidence.*
- ◆ *Polycryl is durable and will not peel or flake. Mixing by eye is the way to go.*
- ◆ *Polycryl by Dr. Vinyl - Saves You Time & Money!!!*

Tony Rende	(800) 531-6600 ext 140
Rena Taylor	(800) 531-6600 ext 180
Email Orders To: parts@drvinyl.com	

US Regions

Top Sales by Region for January 2022

*Did you have your best month ever?
Compare your sales with the highest in your region.*



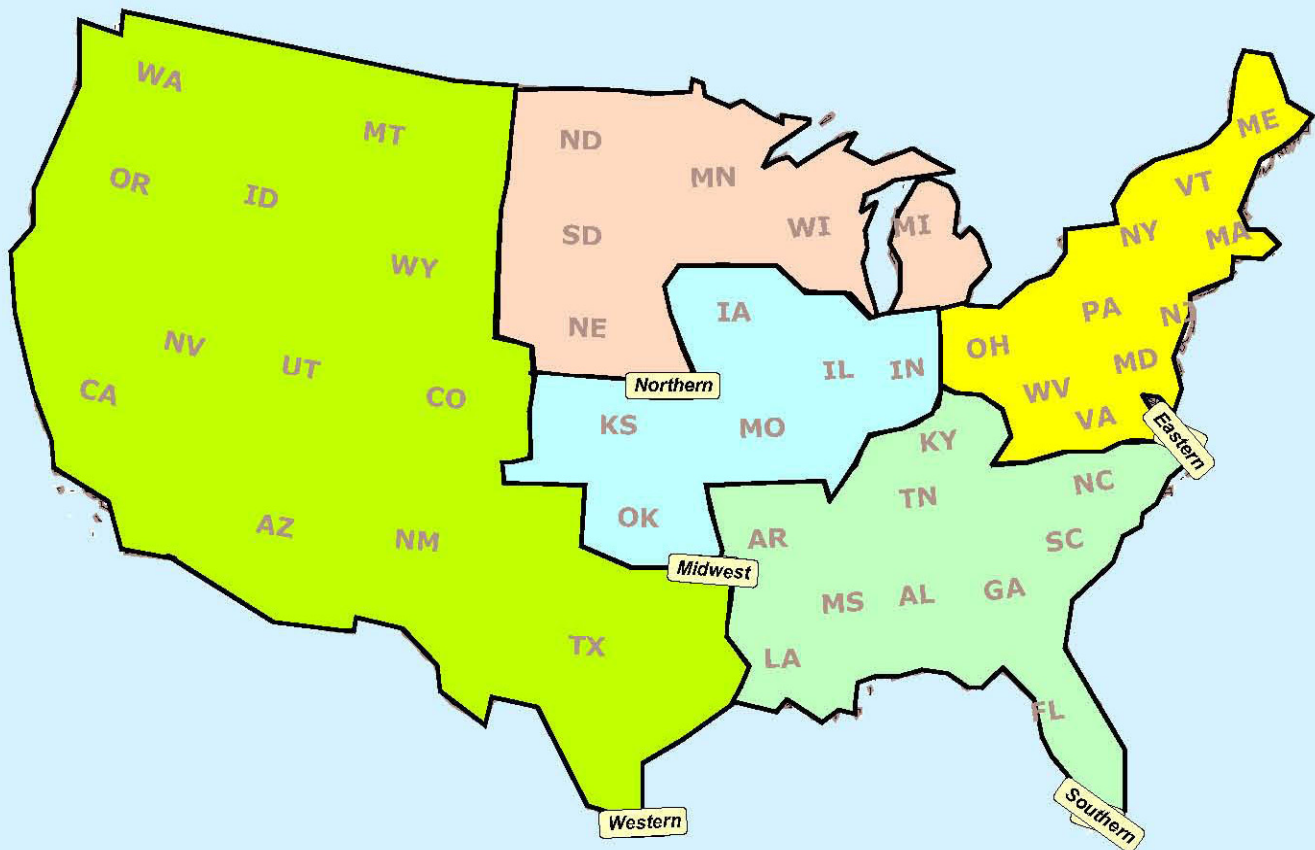
Western	Northern	Midwest	Southern	Eastern
\$50,643.00	\$66,900.00	\$290,877.00	\$151,597.46	\$69,780.32
\$29,105.00	\$30,510.00	\$74,888.00	\$65,360.25	\$5,295.00
\$20,510.00	\$27,267.00	\$51,854.00	\$29,609.00	\$2,505.00
\$16,928.00	\$23,438.69	\$51,100.00	\$15,136.00	
\$15,597.68	\$22,981.11	\$42,198.00	\$14,355.00	

Note: The amounts above do not reflect the grand total of all territories belonging to one owner. They are broken down by area.

US Regions

Top Sales by Region for February 2022

*Did you have your best month ever?
Compare your sales with the highest in your region.*



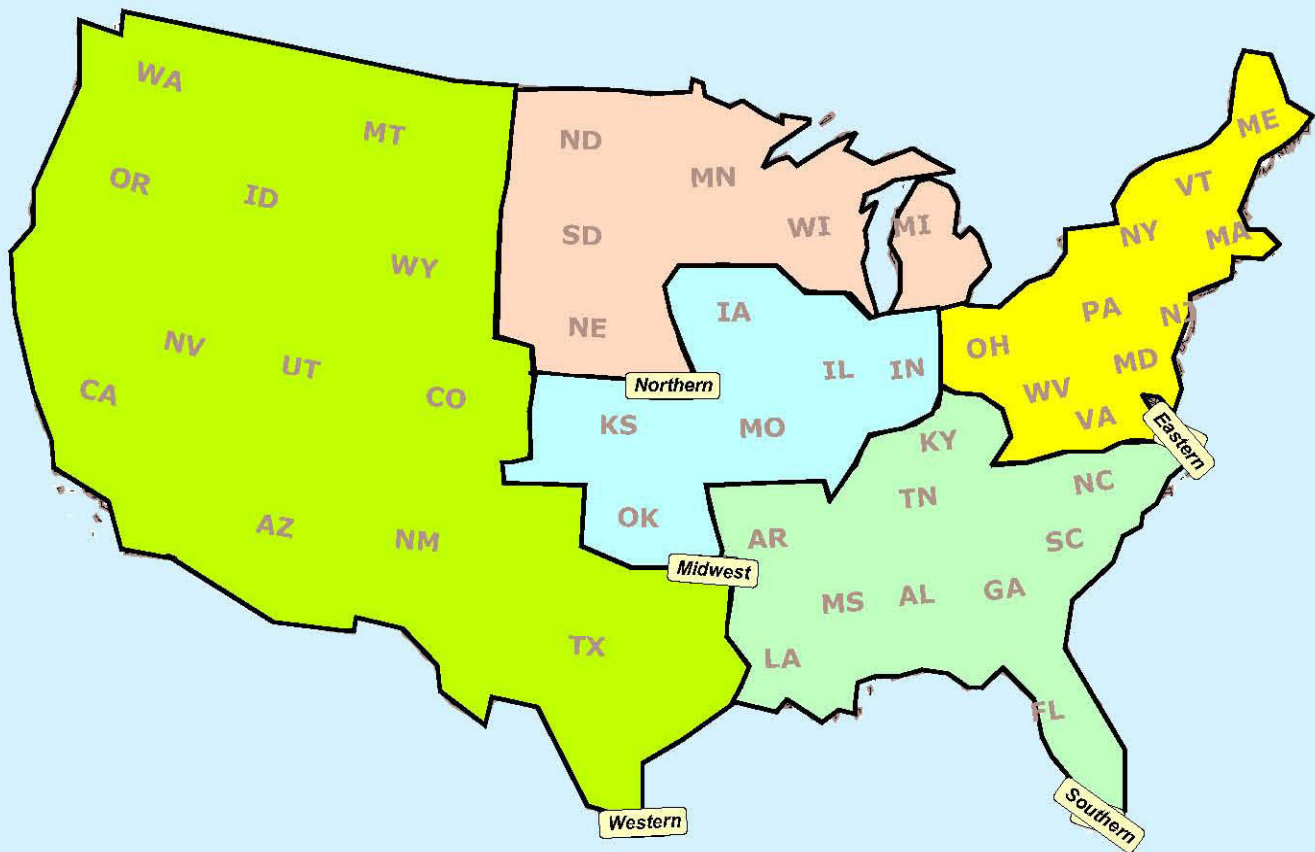
Western	Northern	Midwest	Southern	Eastern
\$41,848.00	\$66,810.00	\$304,339.00	\$172,011.15	\$75,103.04
\$29,424.00	\$32,166.48	\$62,828.00	\$72,136.34	\$4,715.00
\$27,207.90	\$28,498.00	\$45,392.00	\$34,393.00	\$2,900.00
\$18,775.00	\$27,666.10	\$41,956.00	\$16,055.00	
\$15,165.00	\$24,234.00	\$41,029.00	\$14,600.00	

Note: The amounts above do not reflect the grand total of all territories belonging to one owner. They are broken down by area.

US Regions

Top Sales by Region for March 2022

*Did you have your best month ever?
Compare your sales with the highest in your region.*



Western	Northern	Midwest	Southern	Eastern
\$55,506.00	\$79,460.00	\$510,298.00	\$224,212.98	\$100,515.62
\$41,361.54	\$41,230.00	\$77,813.00	\$98,852.95	\$8,473.00
\$29,405.00	\$39,841.54	\$67,836.00	\$22,530.00	\$4,525.00
\$25,125.00	\$34,708.44	\$65,576.00	\$21,524.00	
\$24,000.00	\$33,694.00	\$60,739.00	\$18,295.00	

Note: The amounts above do not reflect the grand total of all territories belonging to one owner. They are broken down by area.



Anniversary Date Recognition

Each publication of the “What's Up Doc?” newsletter, we would like to recognize those individuals who's 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 months of January, February, March & April 2022, 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.

<i>Name</i>	<i>Category</i>	<i>Area</i>	<i>Class of</i>	<i>Years in Business</i>
Greg Peterson	Associate of	Kansas	<i>March 1, 1982</i>	40 years
Richard Tyler	Dr. Vinyl of	San Antonio TX	<i>April 1, 1992</i>	30 years
Kim McClamrock	Dr. Vinyl of	The Foothills NC	<i>January 6, 1997</i>	25 years
Todd Lester	Dr. Vinyl of	Central TX	<i>March 12, 2002</i>	20 years
Kevin & Linda Vane	Dr. Vinyl of	The Shore DE	<i>March 31, 2002</i>	20 years
Bill Faber	Associate of	Kansas City	<i>April 15, 2002</i>	20 years
Bill Hubbard	Associate of	Indianapolis	<i>April 15, 2002</i>	20 years
Phil Neumeier	Associate of	Indianapolis	<i>March 12, 2007</i>	20 years
Norbert Gonzalez	Dr. Vinyl of	Concord NC	<i>March 12, 2007</i>	20 years
Joy Gonzalez	Dr. Vinyl of	Concord NC	<i>March 12, 2007</i>	20 years
Ryan Naylor	Associate of	Springfield MO	<i>April 16, 2007</i>	20 years
Scott Churchill	Associate of	Omaha NE & Council Bluffs IA	<i>March 26, 2012</i>	10 years
Ryan McGann	Associate of	The Cumberlandns	<i>January 9, 2017</i>	5 years
Tyler Pugh	Associate of	Springfield MO	<i>January 9, 2017</i>	5 years
Kyle Legg	Associate of	Southern MN	<i>March 7, 2017</i>	5 years

2022 Midwest Region Seminar Lees Summit, MO



According to several associates in attendance, the Mini-Seminars allows you to be more directly involved with discussions and demos that are taking place since the crowd is not as large as the traditional conventions!

Dr. Vinyl & Associates would like to thank everyone that attended the **2022 Midwest Region Seminar in Lees Summit, MO**. In attendance were **Dr. Vinyl of West Central MO** - Jeff Gregory, Clifton Cox, **Dr. Vinyl of Southeast MO & Southern IL** - Clifton Gentry, Brandon Olson, **Dr. Vinyl of Kansas** - Dorothy Funk, Greg Peterson, Jake Peterson, Don & Nancy Bradbury, Kevin Heaton, Emily Funk, **Dr. Vinyl of St. Louis MO** - Greg Struckhoff, **Dr. Vinyl of Independence and Blue Springs MO & Johnson County KS** -



Mike Giannola, Tanner Giannola, Bill Mesmer, **Dr. Vinyl of Northland MO** - Gary Pennington, **Dr. Vinyl of KC, Grandview, Lees Summit & Raytown MO** - Kirk Pattee, Bob Borron, Buzz McClain, **Dr. Vinyl of Springfield MO** - Raymond & Carol Scott, **Dr. Vinyl of Central MO** - Will Faber, **Dr. Vinyl of Omaha NE &**

Council Bluffs IA - Joe & Georgia Hancock, Doug Hancock and guest of Hancock's, Andy & Julissa Nessler, **Dr. Vinyl of Green Country OK**, Brian Greenfield, Chris Reid and our newest Franchisee, **East Coast Dr. Vinyl**, Luscinda Lane.

After a full day of demonstrations & communicating with each other, we closed the seminar with an awards presentation and a very nice dinner with cocktails for all.

Again, thank you all for attending! We had a great time!



Special thanks to all the staff members that worked hard to organize the seminar.

Renae Taylor, Vickie Borron, Teresa Lang, Kaylan Rybnick, David Lang, Tony Rende, Steve Gwadera, Buster Coppage & Richard Reinders.



2022
Midwest Region Seminar
Lees Summit, MO



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2022
Midwest Region Seminar
Lees Summit, MO



45 Years of Service



Dorothy Funk
Dr. Vinyl of Kansas

40 Years of Service



Greg Peterson
Associate
Dr. Vinyl of Kansas

45 Years of Service



Kirk Pattee
Dr. Vinyl of Kansas City,
Raytown, Lees Summit &
Grandview MO





2022
Midwest Region Seminar
Lees Summit, MO



Massage table repair and refinish using
Dr. Vinyl Polycryl Water base Coating!

Before

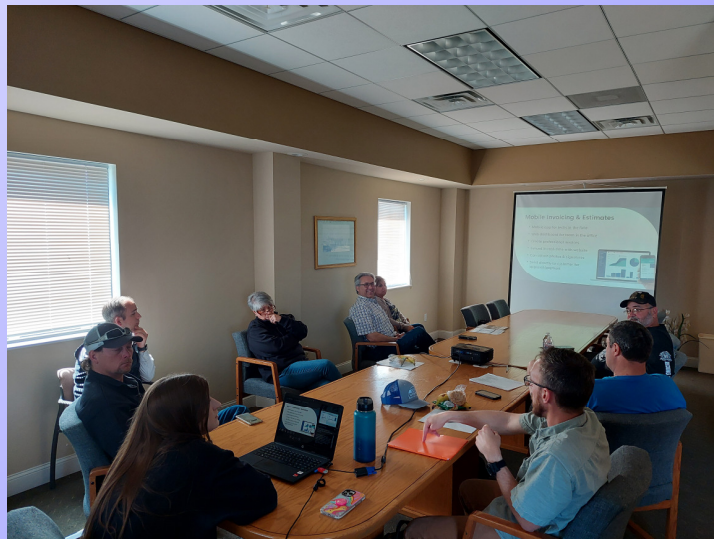


After



**2022
Midwest Region Seminar
Lees Summit, MO**

***Kaylan Rybnick (Chief Marketing Officer)
and Dr. Vinyl franchise owners
congregate in the conference room to
discuss the many benefits of InvoiceAsap.***



***For franchise owners that would like more
information on InvoiceAsap and how it
works, you can reach Kaylan at (800) 531-
6600 x 190 or kaylan@drvinyl.com.***

2022 Midwest Region Seminar Lees Summit, MO

Will Faber, Dr. Vinyl of Central MO speaks to the associates in attendance about his process and the products he use for a successful stain removal. His work vehicle is self contained meaning he can operate fully without any help from outside sources. His van is equipped with a Heated Power Spotter Extractor, a Honda Generator with Bluetooth and a Carbon Monoxide detection system, a aftermarket Generator Exhaust Extension Kit that allows you to run the generator inside the vehicle while venting the fumes outside. His work vehicle also includes a microwave oven for those long nights when you can't make it home for dinner.



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**Nice Setup Will!!
Thanks for sharing!**



2022
Midwest Region Seminar
Lees Summit, MO



EST.



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DR. VINYL NATIONAL PRICING SURVEY

Hello Dr. Vinyl & The Doctors Touch franchise partners!

On March 29, 2022 we sent out an email notification to all associates requesting your assistance in completing and submitting the **2022 Dr. Vinyl National Pricing Survey!** We was hoping to post the results in this newsletter however out of **300+ associates, we only received 16 surveys back.**

There has been many changes over the last 4 years such as the pandemic, inflation and most recently, the cost of gas. These changes directly effects our industry. Due to those reasons, our current pricing survey desperately needs to be updated. The price survey contains the most popular services a Dr. Vinyl/The Doctors Touch technician may offer.

Please take a moment to complete the survey and return to Dr. Vinyl. The survey is private so it can only be accessed with the following link. **<https://www.drvinyl.com/pricing-survey-form/>**. Simply copy and paste the link into your web browser.

We need all associates to participate to achieve the most accurate overall average. You can submit your response online, by email or you can print the survey and submit via mail. If this process is to complicated for you, please contact Buster Coppage for alternative options , buster@drvinyl.com or (800) 531-6600 ext. 130.

Thank you for your support!

Buster Coppage
Dr. Vinyl & Associates

Individual High Sales 2022

Top 10 Interior Repair Technicians February 2022

ZACH BATES	DR. VINYL OF	CORPUS CHRISTI TX	\$29,424.00
THOMAS RAUEN	ASSOCIATE OF	INDIANAPOLIS IN	\$22,042.00
CHAZ ALLMAN	ASSOCIATE OF	THE CUMBERLAND TN	\$21,196.00
KYLE ROBERSON	ASSOCIATE OF	THE CUMBERLAND TN	\$16,510.00
NATE GOOSEY	DR. VINYL OF	NORTH CENTRAL FLORIDA	\$14,600.00
CURTIS PIERCE	DR. VINYL OF	LITTLE ROCK AR	\$14,380.00
GREG RAUEN	ASSOCIATE OF	INDIANAPOLIS IN	\$13,741.00
BRIAN GREENFIELD	DR. VINYL OF	GREEN COUNTRY OK	\$13,610.00
MICHELLE TESTER	ASSOCIATE OF	INDIANAPOLIS IN	\$13,530.00
JOSEPH OESTERLING	DR. VINYL OF	MICHIGAN	\$12,835.00

Top 5 Upholstery Repair Technicians February 2022

WENDY BARNETT	DR. VINYL OF	MIDDLE TENNESSEE	\$34,393.00
JOY GONZALEZ	DR. VINYL OF	CONCORD NORTH CAROLINA	\$9,135.00
CLIFTON GENTRY	DR. VINYL OF	SOUTHEAST MO & SOUTHERN IL	\$8,507.00
JASON MCCURDY	DR. VINYL OF	UNION COUNTY NC	\$7,885.00
BILL FABER	ASSOCIATE OF	KANSAS CITY MO	\$7,372.00

Individual High Sales 2022

Top 10 Auto Paint Repair Technicians February 2022

RANDY LITTLE	ASSOCIATE OF	THE CUMBERLAND TN	\$20,383.00
RYAN FRAME	ASSOCIATE OF	INDIANAPOLIS IN	\$19,520.00
JOSE HERNANDEZ	ASSOCIATE OF	HAMPTON & NEWPORT NEWS VA	\$17,702.50
COLEMAN HAWKINS	ASSOCIATE OF	THE CUMBERLAND TN	\$14,467.00
STEVE OAKES & JEANNIE	DR. VINYL OF	HAMPTON & NEWPORT NEWS VA	\$14,053.50
JASON ROLLOFF	DR. VINYL OF	CENTRAL MINNESOTA	\$12,877.00
BRANDON COLLINS	ASSOCIATE OF	NORTHERN TEXAS	\$12,780.00
JARED SCHORNICK	ASSOCIATE OF	INDIANAPOLIS IN	\$12,400.00
STEVE HAWKINS	ASSOCIATE OF	THE CUMBERLAND TN	\$11,869.00
ROBERT PRESTON	ASSOCIATE OF	INDIANAPOLIS IN	\$11,250.00

Top 5 Paintless Dent Removal Technicians February 2022

TERRY HANCOCK	ASSOCIATE OF	OMAHA NE & COUNCIL BLUFFS IA	\$19,919.00
JAMES RIGBY	ASSOCIATE OF	HAMPTON & NEWPORT NEWS VA	\$10,232.50
JEFF HAWKINS	ASSOCIATE OF	THE CUMBERLAND TN	\$6,969.58
WES SPRADLIN	ASSOCIATE OF	OMAHA NE & COUNCIL BLUFFS IA	\$4,679.00
JOHN WALDRON	ASSOCIATE OF	CATAWBA VALLEY NC	\$3,475.00

Individual High Sales 2022

Top 5 Wheel Repair Technicians February 2022

JIMMY HARCUM	ASSOCIATE OF	THE CUMBERLAND TN	\$17,908.00
CHRIS HAWKINS	DR. VINYL OF	THE CUMBERLAND TN	\$17,796.00
CALEB REED	ASSOCIATE OF	BLUE GRASS KY	\$7,839.00
KYAN BOHAC	ASSOCIATE OF	HAMPTON & NEWPORT NEWS VA	\$6,715.00
JASON COLE	DR. VINYL OF	BLUE GRASS KY	\$6,702.00

**Interested in hosting a Dr. Vinyl
Mini Seminar in your area?
Contact Richard Reinders to find
out everything you need to know!**

Individual High Sales 2022

Top 5 Wheel Repair Technicians March 2022

JIMMY HARCUM	ASSOCIATE OF	THE CUMBERLAND TN	\$22,523.00
CHRIS HAWKINS	DR. VINYL OF	THE CUMBERLAND TN	\$21,723.00
CALEB REED	ASSOCIATE OF	BLUE GRASS KY	\$13,339.00
KYAN BOHAC	ASSOCIATE OF	HAMPTON & NEWPORT NEWS VA	\$10,735.00
JASON COLE	DR. VINYL OF	BLUE GRASS KY	\$8,185.00



Individual High Sales 2022

Top 10 Interior Repair Technicians March 2022

THOMAS RAUEN	ASSOCIATE OF	INDIANAPOLIS IN	\$29,690.00
ZACH BATES	DR. VINYL OF	CORPUS CHRISTI TX	\$29,405.00
HAZ ALLMAN	ASSOCIATE OF	THE CUMBERLAND TN	\$25,230.00
GREG RAUEN	ASSOCIATE OF	INDIANAPOLIS IN	\$21,514.00
MICHELLE TESTER	ASSOCIATE OF	INDIANAPOLIS IN	\$20,268.00
KYLE ROBERSON	ASSOCIATE OF	THE CUMBERLAND TN	\$19,654.00
NATE GOOSEY	DR. VINYL OF	NORTH CENTRAL FL	\$18,295.00
BRUCE DOCKERY	ASSOCIATE OF	THE CUMBERLAND TN	\$17,030.00
KENNY WHITE	ASSOCIATE OF	NORTHERN TEXAS	\$16,376.00
JEFF BOSSE	ASSOCIATE OF	INDIANAPOLIS IN	\$16,316.00

Top 5 Upholstery Repair Technicians March 2022

WENDY BARNETT	DR. VINYL OF	MIDDLE TENNESSEE	\$22,530.00
JOY GONZALEZ	DR. VINYL OF	CONCORD NORTH CAROLINA	\$9,704.95
CLIFTON GENTRY	DR. VINYL OF	SOUTHEAST MO & SOUTHERN IL	\$9,517.00
JASON MCCURDY	DR. VINYL OF	UNION COUNTY MO	\$7,856.05
JACOB MORRIS	DR. VINYL OF	NORTHERN TEXAS	\$7,645.00

Individual High Sales 2022

Top 10 Auto Paint Repair Technicians March 2022

JARED SCHORNICK	ASSOCIATE OF	INDIANAPOLIS IN	\$29,200.00
JOSE HERNANDEZ	ASSOCIATE OF	HAMPTON & NEWPORT NEWS VA	\$27,372.50
COLEMAN HAWKINS	ASSOCIATE OF	THE CUMBERLAND TN	\$24,047.00
RANDY LITTLE	ASSOCIATE OF	THE CUMBERLAND TN	\$23,050.00
RYAN FRAME	ASSOCIATE OF	INDIANAPOLIS IN	\$22,340.00
RANDY FUERNSTEIN	ASSOCIATE OF	INDIANAPOLIS IN	\$20,475.00
THERESA WINTER	ASSOCIATE OF	INDIANAPOLIS IN	\$16,600.00
STEVE OAKES & JEANNIE	DR. VINYL OF	HAMPTON & NEWPORT NEWS VA	\$16,575.96
STEVE HAWKINS	ASSOCIATE OF	THE CUMBERLAND TN	\$16,251.00
JOHN VOGELSANG	ASSOCIATE OF	INDIANAPOLIS IN	\$15,705.00

Top 5 Paintless Dent Removal Technicians March 2022

TERRY HANCOCK	ASSOCIATE OF	OMAHA NE & COUNCIL BLUFFS IA	\$21,522.00
JAMES RIGBY	ASSOCIATE OF	HAMPTON & NEWPORT NEWS VA	\$13,332.50
JEFF HAWKINS	ASSOCIATE OF	THE CUMBERLAND TN	\$8,639.13
MARK ETHRIDGE	DR. VINYL OF	THE HEARTLAND MO	\$5,935.00
JOHN WALDRON	ASSOCIATE OF	CAWTABA VALLEY NC	\$5,265.00

Congratulations!

**CURT PRIBBLE
DR. VINYL OF INDIANAPOLIS**

1941 Willys Gasser



Curt's car won **Best Interior, Best Paint, Best Display** and **Best In His Class** at the **2022 World Of Wheels Championship** finals in Cincinnati, OH!

How cool is that display! Curt made it himself. Hard work pays off!



Carson Greenfield, associate of Dr. Vinyl Green Country wanted to share his daughters softball team banner with us. Sarah - 3 and Jessica - 5 both play in the "Wee Ball" League. Dr. Vinyl & The Doctors Touch of Green Country are proud sponsors of the Pink Sox!



Good luck on your season Sarah & Jessica! Go Pink Sox!!!

2022 Southwest Region Seminar Glenpool, OK

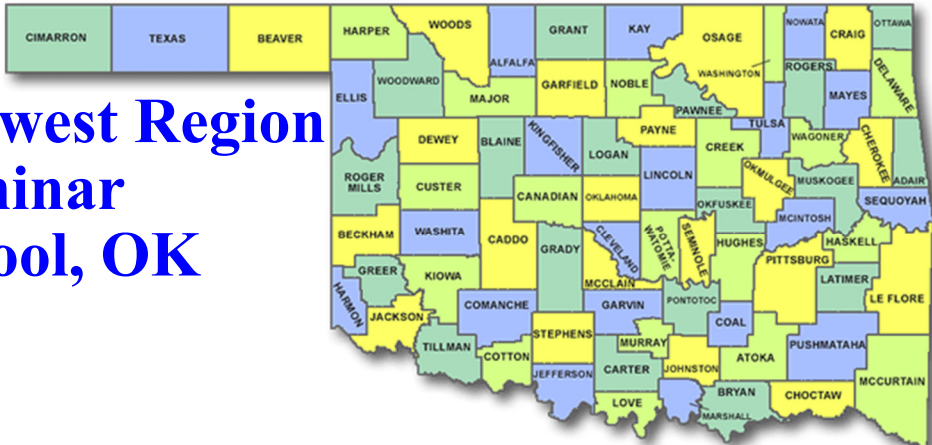


Yes, we're still in Convention Mode! Same idea of sharing information but in a different state. **Brian & Nina Greenfield, Dr. Vinyl of Green Country OK**, decided it was time for their franchise to offer a regional seminar in their part of the country. This event took place the 2nd weekend of April. It was a beautiful day and associates from Oklahoma and Texas attended the seminar. *Thanks for taking time out of your schedule to make this happen Brian & Nina! You did a great job!*

Dr. Vinyl & Associates would like to thank everyone that attended the 2022 Southwest Region Seminar in Glenpool, OK. In attendance were **Dr. Vinyl of Green Country OK** - Brian & Nina Greenfield, Carson Greenfield, Todd Edwards, Austin Ratliff, Dylan Ferguson, Dustin Gordan, Chris Reid, **Dr. Vinyl of Southeast OK** - Shawn Morris, **Dr. Vinyl of The Permian Basin TX** - Shawn Flesher, Erick Holt, Mason Holt, **Dr. Vinyl of Central TX** - Todd & Alesha Lester, Aaron Lester, **Dr. Vinyl of Lubbock TX** - Ridge & Callie Hall, **East Coast Dr. Vinyl - NJ** - Greg Lane, **Dr. Vinyl of Joplin MO** - David & Teresa Lang and **Dr. Vinyl CEO** - Richard Reinders.



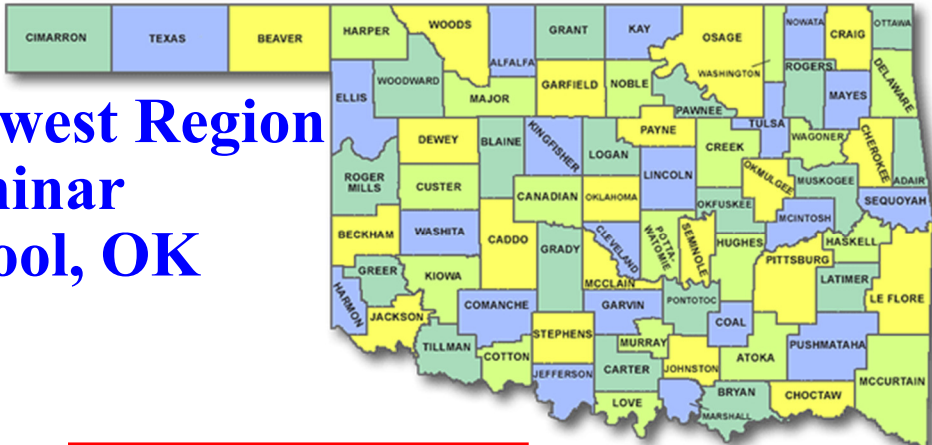
2022 Southwest Region Seminar Glenpool, OK



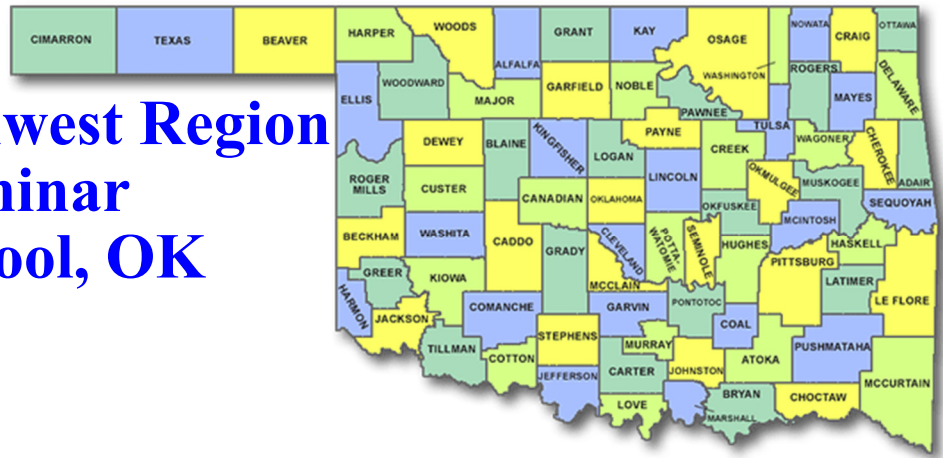
DR. VINYL
SAVES TIME AND MONEY

The **DOCTORS TOUCH**
Auto Paint Repair Express

2022 Southwest Region Seminar Glenpool, OK



2022 Southwest Region Seminar Glenpool, OK



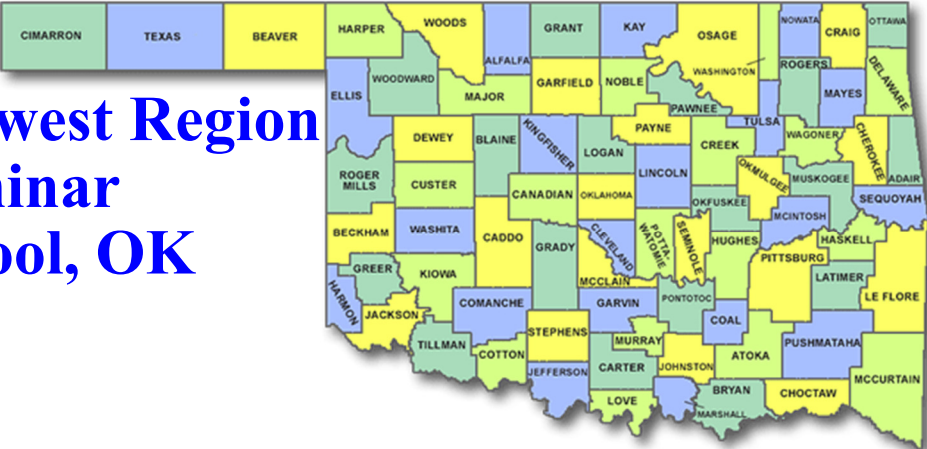
**2022 Southwest Region
Seminar
Glenpool, OK**



***Future
Doc's of
America***



2022 Southwest Region Seminar Glenpool, OK





Welcome!

March & April Interior Repair Training

Luscinda Lane



Luscinda Lane is the Managing Partner of **East Coast Dr. Vinyl, LLC!** Some of you have met Luscinda at the Dr. Vinyl Midwest Region Seminar that was held on March 26, 2022 at Dr. Vinyl headquarters in Lees Summit, MO.

Congratulations Luscinda!
We Wish You, Bill & Greg Nothing But The Best!

Bill Lane



Bill Lane is Part I of our newest franchise owner team known as **East Coast Dr. Vinyl!** He and his brother Greg Lane, purchased the territory servicing Morris County New Jersey. Prior to joining Dr. Vinyl, Bill served in U.S. Marine Corps as an M.P. stationed in Okinawa. He also spent many years in the work force specializing in different trades. Bill & his wife Abigail have five children; Levi - 10, Ava - 8, William - 2, Wyatt - 2 and the newest member of their family, Emrey - 1 month old. Bill says he can definitely see the potential for making money! In his spare time, Bill enjoys fishing & shooting.

Thanks For Your Service
& Welcome to The Dr. Vinyl Group!

Greg Lane



Greg Lane is Part II of our newest franchise owner team known as **East Coast Dr. Vinyl!** He and his brother Bill Lane, purchased the territory servicing Morris County New Jersey. This past March, Greg just completed his exit from U.S. Marine Corps. Greg was a M.P. stationed in Quantico. He says he is excited and looking forward to starting a new life in a new business. In his spare time, Greg enjoys fishing, shooting, riding motorcycles and just being outdoors.

Thanks For Your Service!
We're glad to have you Greg, Welcome to Dr. Vinyl!

EAST COAST DR. VINYL, LLC



Welcome!

Interior Training

Timothy Hoeft



Timothy Hoeft joins **Chris Oesterling, Dr. Vinyl of Michigan**, as an Interior Repair Technician. Prior to joining Dr. Vinyl, Tim worked as a Sandwich Artist at Subway and also performs as the lead drummer in a local band. In his spare time, Tim enjoys creating music and spending time with friends and family.

Welcome aboard Tim!

Andrew Weyer



Andrew Weyer joins **Chris Oesterling, Dr. Vinyl of Michigan**, as an Interior Repair Technician. Andrew is ready for the challenge Dr. Vinyl has to offer. Says he's looking forward to getting started so he can earn some extra money! In his spare time, Andrew enjoys hiking, golfing, biking, soccer and just about anything physical.

Good Luck Andrew, We're excited for you!

Jeff Simmerman



Jeff Simmerman will be operating the **Dr. Vinyl - Vinyl Siding Repair** portion of our business in the state of Iowa and Northern Missouri. Jeff owns and operates Blackstone Exteriors, LLC, a commercial and residential exteriors construction company, In his spare time, Jeff enjoys hunting, fishing and gardening.

Congratulations & welcome to The Dr. Vinyl Group!

Timothy Schoenfeld



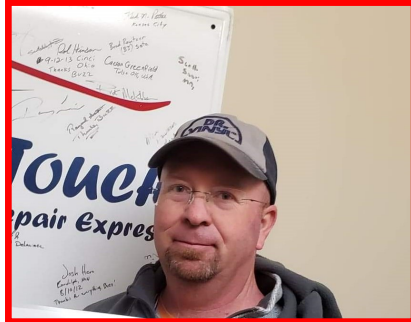
Timothy Schoenfeld joins **Jeff Simmerman, Blackstone Exteriors, LLC**, as a Vinyl Siding Repair Technician. Timothy says we're starting a repair division and can now offer siding/window repair to the list of services we offer. In my spare time, I play my guitar, spend time with family and friends, go hiking, painting and completing projects around the house.

Glad to have you Timothy. Good Luck!

Welcome!

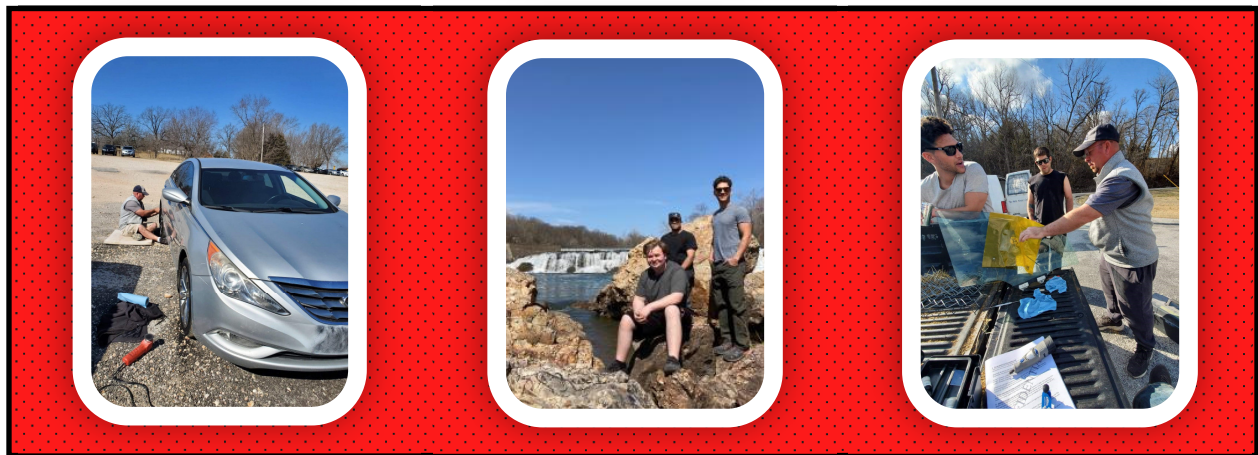
APR Training

Erick Holt



Erick Holt is back again. Erick works with **Shawn Flesher, Dr. Vinyl of Permian Basin TX**. He originally completed the interior training course back in April of 2020. Now he will be learning the auto paint repair side of the business along with his son, Mason Holt, below. Before joining The Doctors Touch, Erick spent 30 years in the Electrical industry.

Welcome to The Doctors Touch, Erick!



Mason Holt



Mason Holt joins **Shawn Flesher, Dr. Vinyl of Permian Basin TX**, and his dad Erick Holt as an Auto Paint Repair technician. Prior to joining The Doctors Touch, Mason was in the fast food industry. Mason says he is excited to join in on the family business and start earning some income. Mason enjoys playing football, basketball and video games!

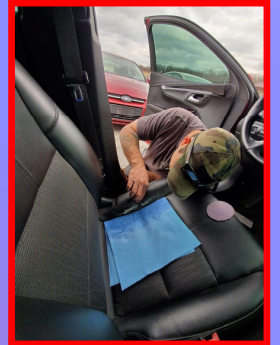
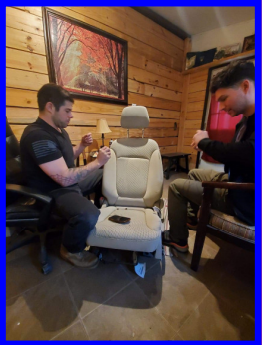
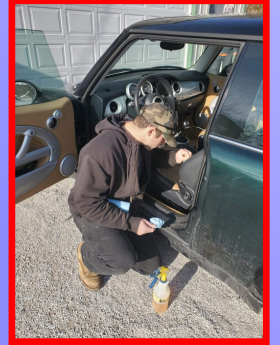
Congratulation Mason, welcome aboard!



Training Photos Auto Paint Repair & Interior Repair



*“If You Can Dream It,
You Can Do It”
(Walt Disney)*





Training Photos Auto Paint Repair & Interior Repair



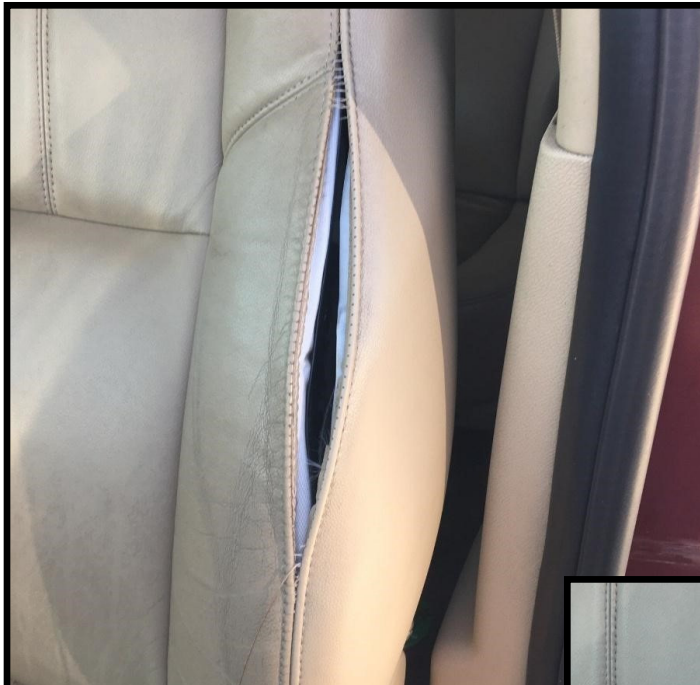
The beginning is the most important part of the work.
(Plato)



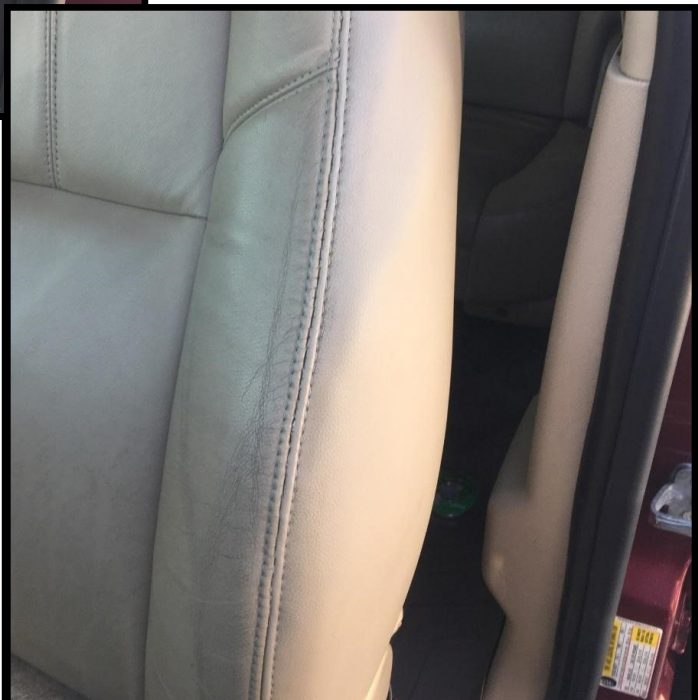
BEFORE AND AFTER PHOTOS
by
Dr. Vinyl of Springfield MO

**Raymond Scott, Dr. Vinyl of Springfield, MO, submitted these photos.
Looks like it was done at the factory! Great Job Raymond!**

Single Hidden Stitch



This 2012 Tahoe leather seat was repaired using the single hidden stitch method in every other factory hole. I was able to stay within the single outside layer of vinyl instead of stitching deep into the substrate of the bead material. Although the job came out looking great, I had to use needle nose pliers to pull the needle through the material. Unfortunately, my fingers aren't that tough anymore. I charged \$94.00 for the repair.



Dr. Vinyl Group Training Schedule 2022



JANUARY

S	M	T	W	T	F	S
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30	31					

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MAY

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JUNE

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JULY

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AUGUST

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SEPTEMBER

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30	31					

NOVEMBER

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DECEMBER

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18	19	20	21	22	23	24
25	26	27	28	29	30	31

United States Federal Holidays 2022

Jan 1 – New Years Day	May 30 Memorial Day	Oct 10 Columbus Day	Dec 25 Christmas Day
Jan 17 Martin Luther King Day	Jul 4 Independence Day	Nov 11 Veterans Day	
Feb 21 Presidents Day	Sep 5 Labor Day	Nov 24 Thanksgiving Day	

BEFORE AND AFTER PHOTOS
by
Dr. Vinyl of Omaha NE & Council Bluffs IA

Doug Hancock, Associate of Omaha NE & Council Bluff IA, submitted these photos. Thanks for sending them in Doug, the repairs looks great!!!

AUTO PAINT REPAIR

AFTER



One late night at the local waterhole, a customer had a bad ride with the mechanical bull. The customer couldn't let it go and decided to rip the ear right off the bull. The bar owner had to call the doctor to reattach the bulls ear to his head. Looks like the surgery was a success and the bull is back at being a bully!



***A Doctor Who's
There When
You Need Him!***

BEFORE AND AFTER PHOTOS
by
Dr. Vinyl of Omaha NE & Council Bluffs IA

Doug Hancock, Associate of Omaha NE & Council Bluff IA, submitted these photos. Thanks for sending them in Doug, the repairs looks great!!!

Cab Corner Post Before



Doug Hancock, repaired & refinished this rusted out cab corner on F-150 pickup!

Cab Corner Post During



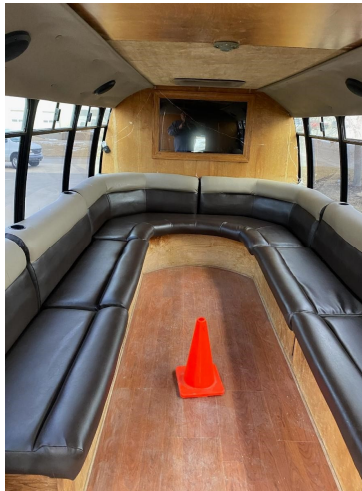
Cab Corner Post After



BEFORE AND AFTER PHOTOS
by
Dr. Vinyl of Omaha NE & Council Bluffs IA

Doug Hancock, Associate of Omaha NE & Council Bluff IA, submitted these photos. Thanks for sending them in Doug, the repairs looks great!!!

Party Bus Seat Recover



Golf Cart Chassis 1



This is a golf cart we painted Black and then blew powdered pearls over the Black and cleared it.

Golf Cart Chassis 2



Looking Good!



Dr. Vinyl Corporate Office Contact Information
Local (816) 525-6060 Toll Free (800) 531-6600 Fax (816) 525-6333

Richard Reinders	CEO	Extension 120	richard@drvinyl.com
Buster Coppage	Chief Operating Officer	Extension 130	buster@drvinyl.com
Tony Rende	Chief Financial Officer	Extension 140	tonyr@drvinyl.com
Teresa Lang	Interior Repair Trainer	Extension 150 (417) 952-0516	teresa@drvinyl.com
David Lang	Paint Repair Trainer	Extension 160 (816) 726-4535	davidl@drvinyl.com
Vickie Borron	Accounts Receivable	Extension 170	vickieb@drvinyl.com
Rena Taylor	Shipping & Recieving	Extension 180	renae@drvinyl.com
Kaylan Rybnick	Chief Marketing Officer	Extension 190	kaylan@drvinyl.com
Steve Gwadera	Upholstery Trainer	(816) 882-2312	steveg@drvinyl.com

What Does Customer Service Mean To You?

In today's economy with every business and every consumer cutting costs and cutting back, there are some things that you can not cut out from your business plan. One of them is a service minded attitude towards others. As much as we try to complicate what great service is...it's really pretty simple: It is giving more than the customer expects...consistently.

8 Keys To Good Customer Service

If you have the keys to good customer service, you have access to minds and hearts of customers. It isn't hard to learn these key principles... the proof of the pudding is in the eating! Talk is cheap as they say. Let me share with you what I consider the 8 keys to good customer service, and what it takes to actually make it happen!

1. Positive Attitude

"To my customer.

I may not have the answer, but I'll find it.

I may not have the time, but I'll make it."

(Unknown)

A positive attitude is a "can do" attitude. It's deciding to do whatever it takes to help the customer, and not hide behind excuses, non-existing policies or other colleagues. I wish I could say that a positive attitude is trainable, but it starts with a natural desire to help people. The goal is to find people with such a desire, and eliminate those who demonstrate a lack of desire. This is the key that unlocks all other keys to good customer service!

2. Keep your Promises

"Well done is better than well said."

(Benjamin Franklin)

If you promise something to your customer, keep that promise. Not keeping a promise to a customer feels like betrayal to customers, and once betrayed they won't trust you again. Adopt a method of keeping track of your promises, and do regular checks on the progress you made on delivering what you promised.

3. Listen to your Customer

"In business you get what you want by giving other people what they want."

(Alice MacDougall)

If business is about giving to your customers what they want (so you get what you want), you need to know what your customer wants. So whenever you can, ask! Show a genuine interest in your customer and listen to what they have to say. This also means that you'll have to ask subsequent questions to get to the core. And show that you have heard your customer by not making him or her repeat it... yes, even when you changeover that customer to a colleague!

4. Delight your Customer

*"Quality in a service or product is not what you put into it.
It is what the client or customer gets out of it."
(Peter Drucker)*

A delighted customer is a customer for life. For this, you have to work hard at making sure that your customer gets the maximum (value) out of your product or service. When they buy it, when they use it, when they hear about it, and when they search information about it. If you reduce friction at every customer contact, you will delight them!

5. Trust your Customer

*"Give trust, and you'll get it double in return."
(Kees Kamies)*

Many, many businesses shy away from giving good service to customers, because they fear this will just bring a flurry of scrupulous customers who come to take advantage of their willingness. While there are customers out there that will take advantage of your willingness, there will be so many customers that will come and stay with you, it will not matter! Simply trust your customers: you'll be greatly rewarded.

6. Work as a Team

*"None of us is as smart as all of us."
(Ken Blanchard)*

Make no mistake. Delivering good customer service is a tough, tough job. Customers can ask many questions, and it's unlikely that any one person is able to answer all the questions. Make it a habit to engage the help of others in the company, in order to give the best answers to the customers.

7. Train

*"Train, don't strain."
(Arthur Lydiard)*

Confidence in execution comes from repetition. Other than personal experience, there is no substitute for training for the situations you may encounter in customer service. Setting up a training program is a given!

8. Do it NOW!

*"The longer you wait, the harder it is to produce outstanding customer service."
(William H. Davidow)*

Here's a powerful lesson I learned: if something is important (and I think these keys to good customer service **ARE** important!), do it now! Don't wait. Do what's important, right away! These are my 8 keys to good customer service which can unlock the door to more great business!

***THANKS FOR ALL YOU DO FOR THE DR. VINYL GROUP AND
FOR YOUR SERVICE TO CUSTOMERS IN THE FIELD!!***

PARTS DEPARTMENT SPECIALS



**Flock Master
Part # VFM**

This new tool will allow you to chop fibers into smaller pieces and it also breaks up clumps for better looking repairs.

\$29.93



Leather Balm

PART#
VLB-8-BLK - Black Leather Balm
VLB-8-CLR - Clear Leather Balm
VLB-8-TAN - Tan Leather Balm

\$21.68

Leather Balm is a thick version of Polycryl with a high pigment load. It is designed to be used to fill bare spots and fine scratches and color at the same time. You can also use a spray coat of Polycryl or Duracryl topcoat over the leather balm. Available in black, clear, and tan. Other colors available upon request.

Clear may be colored with Polycryl and dyed over.

**Contact The Dr. Vinyl/The Doctors Touch Parts Department
We're just a phone call away!**

For Fast and Expedited Service:

Email all orders to parts@drviny.com

Tony Rende	tonyr@drviny.com	(800) 531-6600 x 140
Rena Taylor	renaer@drviny.com	(800) 531-6600 x 180

PARTS DEPARTMENT SPECIALS



**Mini Heat Gun
Part # VMHG**

This is our new mini heat gun. Temperature ranges from 480-850 degrees and has more concentrated heat to prevent halos. It can reach into tighter spots than a full size heat gun.

\$56.55



**Contact The Dr. Vinyl/The Doctors Touch Parts Department
We're just a phone call away!**

For Fast and Expedited Service:

Email all orders to parts@drvinyl.com

Tony Rende	tonyr@drvinyl.com	(800) 531-6600 x 140
Rena Taylor	rena@drvinyl.com	(800) 531-6600 x 180

Our Condolences!

April Fetters, associate of **Dr. Vinyl of Indianapolis**, passed away January 3, 2022 at the age of 55. April and her husband Darrell joined the Dr. Vinyl family in 2016. We send our condolences to Darrell Fetters and his entire family.

We send our deepest condolences to **Mike Giannola, Dr. Vinyl of Independence/Blue Springs MO & Johnson County KS**. Mike's father, **Farro "Gino" Frank Giannola, age 83**, passed away on April 1, 2022. Our thoughts and prayers are with Mike and his family during this difficult time.

