



Hello Dr. Vinyl owners and techs. First things first...Best wishes for a Merry Christmas and a prosperous New Year from our team at Dr. Vinyl headquarters to you and your family!

We have now entered into the final month of the year. This is when the weather begins to change in a not so positive way for a mobile business that generally works in the outside elements. Business for some will begin to slow down and car dealers business will drop-off as well. Because of the two aforementioned situations, it forces many of us to look for business in other arenas and begin making plans on how to prepare for the early spring months when business begins to pick back up.

This is also the best time of the year overall for Dr. Vinyl & Associates to schedule the Dr. Vinyl Group Convention. Unfortunately, over the last few years, we've been unable to host the event. The 2020 & 2021 convention was shutdown due to Covid. Last year, we simply did not have enough commitment from associates willing to attend to justify putting on the costly event. As a franchise system, we can not allow this to happen again. The Dr. Vinyl tradeshow is such a powerful tool for all associates to have in their tool bag, it can set your business back by not having the opportunity to learn and share information amongst each other.

For some of our newer owners and associates that have never attended a national Dr. Vinyl conference, I wanted to speak to you on the importance of attending. Attending a Dr. Vinyl Group three-day conference, may not sound like your idea of time well spent. However, getting out of your work zone for a few days and gaining new knowledge is actually one of the best things you can do for your business and your job satisfaction. When you attend training classes, seminars, or conferences, you are investing in your future. Instead of complaining about the weekend you're going to miss with little Johnny's basketball game or the two days of business your going to miss out on from being at a tradeshow related to your business, think about all you gain during this excursion away from your everyday tasks. Here are a few reasons why you should not hesitate to say "Yes, I will be attending the 2023 Dr. Vinyl Convention."

#### 1. Sharpen Existing Skills

Maybe you already know how to do your job, and maybe you do it extremely well. But what if there were aspects of your job that could be made easier, and you just didn't realize it? Oftentimes, another Dr. Vinyl/The Doctors Touch technician looking in on your work would see things you overlook. Being open to input from others always leads to new ways of seeing things, even when you've been following the same routine for several years.

For example, if you were approaching a new dealership, wouldn't it be nice if securing that dealership came a little bit easier?



Dr. Vinyl Interior Repair News



The Doctors Touch Auto Paint Repair News

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There are multiple ways to sharpen your sales skills, and as times change and technology advances, so do the strategies you should employ.

Attending training and conferences allows you to see new ways of performing the same task. Not only does it benefit you in the workplace, but you could gain a new perspective to carry with you in every aspect of your life.

#### 2. Learn New Skills

Convention is great for introducing new products and new tools. If the auto manufacturers acquires a vehicle with a new coating on the interiors or a different type of chemical in the exterior paint, and you aren't familiar with it and don't know how to repair it, are you going to figure it out on your own? Actually, some of you will figure it out. But, just as getting to a new destination without a map could take you all over the country, attempting to know a new tool without instructions could eat up valuable time and you still won't know for sure if your doing it correctly. Formal training gives you an overview of everything the new tool is capable of doing.

#### 3. Work Quality and Being Professional

Dr. Vinyl conventions are nothing more than a huge training seminar. Generally speaking, you will see and hear about all the "Tips & Tricks" of the trade from your colleagues thus allowing you to perform your job better while keeping the quality of work high. You will gather information on topics like how to deal with difficult customers so you won't overheat and become distracted when a difficult situation arises. The convention you attend develops you professionally. Over time, you're going to have skills that make you an asset to other companies as well. When your customers learn you are attending an event that will educate you on new skills that will help you better service their needs, they will look at you, your business and the Dr. Vinyl brand in a more professional business relationship than ever before.

#### 4. Invest In Your Future

When you invests in your career goals and objectives, it increases your satisfaction in the workplace. That's because you feel valued enough that you're worth the investment. That investment includes time off work to attend the Dr. Vinyl convention. As we prepare for the upcoming convention on March 9th through March 11th, 2023 ask yourself, "Am I Worth Investing In My Future?" If the answer is yes, then GREAT! We'll see you in March.

#### 5. It Just Makes Sense

If you're having to even think about whether or not you will be attending, then here's what I would say to you. *Convention isn't a waste of time, but not attending is a wasted opportunity.* Think of convention as your doorway to boundless opportunities. It offers career progression, job satisfaction, knowledge to make tasks easier, and knowledge that can be applied to all avenues of your life.

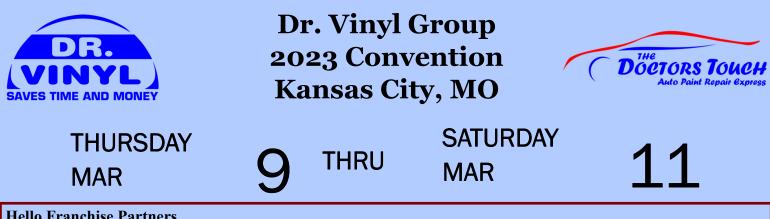
See you at Convention Buster Coppage





## **November Top Sales By Region**

Western	Northern	Midwest	Southern	Eastern
\$58,712.00	\$78,165.00	\$434,511.00	\$166,058.98	\$67,601.10
\$23,335.00	\$34,638.37	\$97,734.00	\$77,970.90	\$19,414.39
\$22,747.32	\$32,611.00	\$72,380.00	\$15,242.00	\$4,795.00
\$12,160.00	\$28,034.00	\$43,112.00	\$12,460.49	\$4,420.00
\$12,090.00	\$25,127.00	\$39,866.00	\$12,070.00	<b>-</b>



#### **Hello Franchise Partners**,

The end of the year is rapidly approaching and that only means one thing. Convention 2023 is right around the corner and nothing is going to stop this event from taking place. The hotel has been reserved and all that's left to accomplish is for YOU TO BOOK YOUR RESERVATIONS NOW!

The event is scheduled for Thursday March 9th thru Saturday March 11th, 2023. It will be a three day convention with must see events starting on Thursday. It's been three years since we've had the annual event so there will be plenty of catching up to do and new products/procedures to see.

We need your commitment to attend as soon as possible. Please do your best to make every effort to attend this year. We really would like to see each one of you in March!

We have reserved a block of rooms at the Marriott - Kansas City Airport. Normal rates start at \$197.00 a night. Dr. Vinyl has negotiated room rates for Dr. Vinyl attendees at **\$89.00** (plus tax) a night. This amount is locked in until February 20, 2023. Marriott KCI Airport will honor these rates two days before and two days after the scheduled event. After February 20, 2023, confirmation of rooms will be accepted based on availability and will be subject to a higher rate.

**\*\*\*\*\* CLICK HERE TO BOOK YOUR HOTEL RESERVATIONS ONLINE \*\*\*\*\*** 

If you have questions or need help with the link, please do not hesitate to ask. We appreciate your business and look forward to a successful event.

> **Event Summary:** Dr. Vinyl & Associates Convention 2023 Start Date: Thursday, March 9, 2023 End Date: Saturday, March 11, 2023 Last Day To Book: Monday, February 20, 2023

> > **Hosting Hotel Marriott - Kansas City Airport** 775 Brasilia Avenue Kansas City, MO 64153 (816) 464-2200 www.marriott.com/MCIAP

## **SEE YOU IN MARCH!**

## 2023 Dr. Vinyl Convention! SCHEDULE OF EVENTS

**The dates are Thursday March 9th through Saturday March 11th, 2023.** The Marriott Hotel - KCl Airport will be hosting our event. Plan early & let your customers know of the Dr. Vinyl Group conference. We have a lot of information to share with you as well as some very exciting tools to help make your business run more efficiently. Please watch for more information forthcoming.

#### CEO of Invoice ASAP Presenting - The Dr. Vinyl Invoice ASAP App

• Dr. Vinyl Mini Warehouse

- New Products from Auto Refinishing Distributors
- New products & a New approach to Interior Repairs
- New Products and Demonstrations from Viper Products
- Ongoing Demos by Dr. Vinyl Technicians & Teresa Lang
  - Huge opportunities with Vinyl Siding & Vinyl Window Repair
- New Product Featuring Dash Replacement Overlays by **David Lang**

### PPG Representatives will be on hand to discuss:

- New Products & change in paint formulations
- Getting the most out of PPG ColorMobile Software
- Market Outlook for Mobile Auto Paint Repair Services
- Ongoing Auto Paint Repair Demos Multiple APR Techs
- The Secret to Wheel refinishing By **Dr. Vinyl of The Cumberland**
- Retire & Sell Your Franchise By Leonard D. Vines & Richard Reinders
  - Miscellaneous Sewing Techniques & Demos By **Multiple Upholsters**
  - Securing large upholstery contracts with casinos By **Brian Greenfield**
  - Health Report Products We Use Daily Dr. Joseph Oesterling, MD



## **INDIVIDUAL HIGH SALES NOVEMBER 2022**

#### Interior Repair

JAKE PETERSON	ASSOCIATE OF	DR. VINYL - KANSAS	\$22,335.00
THOMAS RAUEN	ASSOCIATE OF	INDIANAPOLIS INDIANA	\$21,925.00
CHAZ ALLMAN	ASSOCIATE OF	THE CUMBERLAND TENNESSEE	\$21,253.00
JEFF ELLERBEE	ASSOCIATE OF	SPRINGFIELD MISSOURI	\$16,090.00
MICHELLE TESTER	ASSOCIATE OF	INDIANAPOLIS INDIANA	\$15,995.00
BRUCE DOCKERY	ASSOCIATE OF	THE CUMBERLAND TENNESSEE	\$14,974.00
RYAN PRUITT	ASSOCIATE OF	GREEN COUNTRY OKLAHOMA	\$14,525.00
KENNY WHITE	ASSOCIATE OF	NORTHERN TEXAS	\$14,522.00
KYLE ROBERSON	ASSOCIATE OF	THE CUMBERLAND TENNESSEE	\$13,914.00
RYAN NAYLOR	ASSOCIATE OF	SPRINGFIELD MISSOURI	\$13,604.00

### Upholstery

JOY GONZALEZ	DR. VINYL OF	CONCORD NORTH CAROLINA	\$8,800.49
MARILYN HANCOCK	ASSOCIATE OF	OMAHA NE & COUNCIL BLUFFS IA	\$6,464.98
JACOB MORRIS	DR. VINYL OF	NORTHERN TEXAS	\$6,420.00
JASON MCCURDY	DR. VINYL OF	UNION COUNTY NC & YORK COUNTY SC	\$5,070.00
DENNIS GARRIGUS	DR. VINYL OF	GREATER PEORIA ILLINOIS	\$2,866.00

## INDIVIDUAL HIGH SALES NOVEMBER 2022

### Auto Paint Repair

JARED SCHORNICK	ASSOCIATE OF	INDIANAPOLIS INDIANA	\$28,225.00
CASEY SCHOMBER	ASSOCIATE OF	INDIANAPOLIS INDIANA	\$26,900.00
BRANDON COLLINS	ASSOCIATE OF	NORTHERN TEXAS	\$20,825.00
CARSON GREENFIELD	ASSOCIATE OF	GREEN COUNTRY OKLAHOMA	\$19,150.00
COLEMAN HAWKINS	ASSOCIATE OF	THE CUMBERLAND TENNESSEE	\$17,101.00
RANDY LITTLE	ASSOCIATE OF	THE CUMBERLAND TENNESSEE	\$16,257.00
RYAN FRAME	ASSOCIATE OF	INDIANAPOLIS INDIANA	\$15,855.00
BRAD REWITZER	ASSOCIATE OF	GREATER MINNEAPOLIS MN	\$15,670.00
ROBERT PRESTON	ASSOCIATE OF	INDIANAPOLIS INDIANA	\$14,425.00
CHRIS POWELL	ASSOCIATE OF	INDIANAPOLIS INDIANA	\$14,100.00

### Wheel Refinishing

JIMMY HARCUM	ASSOCIATE OF	THE CUMBERLAND TENNESSEE	\$18,410.00
CHRIS HAWKINS	DR. VINYL OF	THE CUMBERLAND TENNESSEE	\$18,145.00
JASON COLE	DR. VINYL OF	BLUE GRASS KENTUCKY	\$8,851.00
ETHAN GENTRY	ASSOCIATE OF	SPRINGFIELD MISSOURI	\$7,032.00
CALEB REED	ASSOCIATE OF	BLUE GRASS KENTUCKY	\$6,391.00

#### **Paintless Dent Removal**

TERRY HANCOCK	ASSOCIATE OF	OMAHA NE & COUNCIL BLUFFS IA	\$15,682.00
JAMES RIGBY	ASSOCIATE OF	HAMPTON & NEWPORT NEWS VA	\$8,552.50
JEFF HAWKINS	ASSOCIATE OF	THE CUMBERLAND TN	\$6,479.00
MARK ETHRIDGE	DR. VINYL OF	THE HEARTLAND MISSOURI	\$5,505.00
JOHN WALDRON	ASSOCIATE OF	CATAWBA VALLEY NC	\$4,895.00

## December 2022 Auto Paint Repair & Interior Repair Training

#### **Tanner Hunt**



Tanner Hunt joins Steve & Jeannie Oakes, Dr. Vinyl of Hampton & Newport News VA, as an auto paint repair technician. Tanner says before she joined Dr. Vinyl/The Doctors Touch, she had seen first hand what repairs looked like before and after the repair process and she was extremely amazed with the results. She went on to say more importantly, making customers happy with the work we do is a very satisfying feeling.

Good Luck Tanner, we're glad to have you onboard!



#### **Marc Censner**



Marc Censner joins Clifton Gentry, Dr. Vinyl of Southeast MO & Southern IL, as an interior repair technician. Over the years of his work career, Marc's experience includes being a Big Rig Truck driver, a Mover, a Painter and a Carpenter. When the opportunity was presented to him to join Dr. Vinyl, Marc said the timing was great.

#### Welcome to the Dr. Vinyl Family Marc!

## **INTERIOR TRAINING PHOTOS**















## 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 December 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.

FIRST NAME	DR. VINYL/ASSOCIATE OF	TERRITORY	START DATE	YEARS OF SERVICE
JOANN CADDELL	ASSOCIATE OF	NORTH TOWN MO	12/2/2002	20 YEARS
BRIAN GREENFIELD	DR. VINYL OF	GREEN COUNTRY OK	12/2/2002	20 YEARS
NINA GREENFIELD	DR. VINYL OF	GREEN COUNTRY OK	12/2/2002	20 YEARS
TONY RENDE	DR. VINYL	HEADQUARTERS	12/16/2002	20 YEARS
RICK PRICKEL	ASSOCIATE OF	INDIANAPOLIS IN	12/3/2007	15 YEARS
DAVID GRIESHABER	ASSOCIATE OF	DR. VINYL - MICHIGAN	12/4/2017	5 YEARS



We are looking for technicians that are willing to perform demonstrations and/or lead and moderate a discussion on specific topics related to Auto Paint Repair, Interior Repair, Paintless Dent Removal, Upholstery or Wheel Refinishing at the

### 2023 Dr. Vinyl & the Doctor's Touch Convention

If you would like to participate, we need your response by January 27th, 2023. The confirmed demonstrators and moderators will be notified by February 3, 2023. All confirmed demonstrators and moderators will receive a gift from Dr. Vinyl to show our appreciation of your support. Please complete the sign-up-form on Page 16 of this newsletter. You can also contact Buster Coppage at Dr. Vinyl headquarters to have the Demonstrator Sign-Up form emailed directly to you.

# FROM THE PARTS DEPARTMENT

ATTENTION FRANCHISE PARTNERS The 2023 Dr. Vinyl calendars are in stock.

We have the following available:

Fast Trax Street Rod Fever Street Thunder

(Newer Sports Cars) (Hotrods - 20's, 30's & 40's) (60's & 70's Muscle Cars)

Quantities are limited. The price is \$2.52 each. Contact the Parts Department soon to place your order before they are gone. parts@drvinyl.com

## Will you be there?

Thursday - March 9, 2023

Friday - March 10, 2023

Saturday - March 11, 2023

For those of you arriving Thursday March 9, 2023, there will be a Meet & Greet session and Dr. Vinyl Corporate will be providing Drinks and Snacks for all. More details coming soon.

Also, in appreciation of all Dr. Vinyl & The Doctors Touch partners and family members attending the upcoming convention, Dr. Vinyl will be providing lunch and dinner buffets on Friday March 10, 2023 and Saturday March 11, 2023. We are so excited for this years convention to begin! We Can't Wait To See You!

## DR. VINYL AWARDS BANQUET

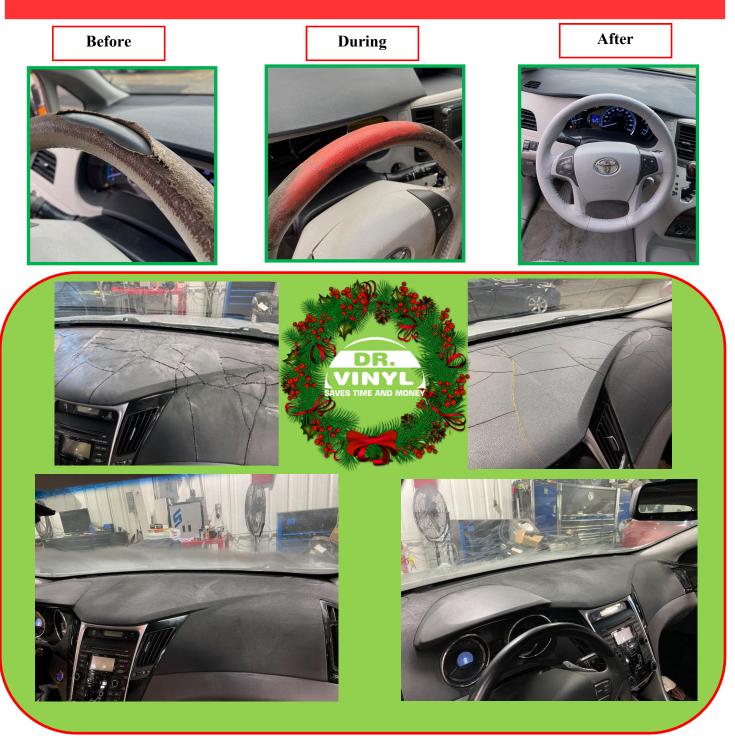
Sit back, relax and enjoy a wonderful meal amongst your business associates as we recognized owners & associates for their outstanding accomplishments in 2022. Dress code for the Annual Awards Banquet...

**"Dress To Impress"** 

## PHOTOS FROM THE FIELD

All photos on this page were repaired and submitted by **Andrew Weyer -Associate - Dr. Vinyl of Michigan.** The dash repairs pictured below took five hours to complete and Andrew charged the customer \$600. The customer was smiling from ear to ear knowing that a replacement dash with installation would have cost over \$3,000.00!

> Awesome Repairs Andrew! Keep Up The Good Work!





## **PHOTOS FROM THE FIELD**

## **Textured Bumper Repair**

Another quality repair completed by one of our newest Interior Repair Technicians. Cameron Cockrum, Associate - Dr. Vinyl of Springfield MO.



## **Dr. Vinyl Headquarters Holiday Hours**

- In recognition of Christmas and New Years, we will be closed on Friday December 23rd at 12:00 noon. We will be back in the office on Monday January 2, 2023.
- The last day for shipping will be Thursday December 22, 2022. Please plan ahead and place your orders early for any products you may need.



## PHOTOS FROM THE FIELD

### **EXTREME VINYL REPAIR**

Customer pulls up to the Dr. Vinyl Drive Thru: Hello, I would like to order a Vinyl Repair for my 2008 Nissan Rogue.

Jeannie Oakes - Dr. Vinyl of Hampton & Newport News VA: No problem, would you like to SUPER SIZE that?

**STEP 1 - PREP** 

STEP 2 - FILL STEP 3 - COLOR





**Polycryl** is a new next generation poly carbonate /acrylic water base coating developed by **Viper-Products.** This new coating has excellent adhesion, flexibility, abrasion, chemical and UV resistance and it works with our safe-link non toxic crosslinker. The coating is a thinner viscosity than the thicker older style coatings. This will allow it to spray much nicer and have a much better bond to the surface. It also penetrates into the surface instead of sticking to it so there is less chance of peeling. This coating is used with our pure pigments. The **Polycryl System** is available through the **Dr. Vinyl Parts department!** 

Order today at parts@drvinyl.com



## DR. VINYL & THE DOCTORS TOUCH 2023 "FIFTY AND STILL GOING" CONVENTION

#### **Demonstrator & Moderator Sign-Up Form**

Dr. Vinyl Corporate is asking franchise owners and technicians to help with demonstrating a repair process in Paint, Interior, Dents, Wheels and Upholstery services as well as leading/moderating a roundtable discussion on a specific topic. The sessions will be approximately 50 minutes long. If you need more time or you don't think you can fill a whole 50 minute session with your topic please let us know in the note section at the end of this sheet. Sessions will be held **Friday, March 10th, 2023 and Saturday, March 11th, 2023**.

Even if you're only able to help with one session, one hour of a day, during the three day convention, we would be very grateful. The most important part is that franchise owners and associates will TEACH, LEARN & SHARE real business stories and situations just as they happen in the field. This type of information can not be taught in a classroom setting at headquarters. However, it is extremely necessary for the success of your business.

If you would like to participate, please submit this form by January 27, 2023 by fax, mail or email to buster@drvinyl.com.

Technician Name:
Dr. Vinyl/Associate of:
How long have you been with The Dr. Vinyl Group?
What type of session will you be hosting? Demonstration Discussion
What service is your demonstration/discussion related to? (choose from services below)Auto Paint RepairInteriorUpholsteryWheel RefinishingPDROther
Please provide a title & description of your session?
Will you bring your own tools and products? YES NON/A
If you would like for Dr. Vinyl to provide the tools/products for your session, please let us know exactly what you need:
Additional Notes or Comments:

## **Dr. Vinyl Group Training Schedule 2023**

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The Dr. Vinyl Training Department will be offering one- or two-day refresher courses for all repair services throughout the year for all eligible technicians. Training is by appointment only! Interested in hosting a Dr. Vinyl Regional Mini-Convention? Contact Dr. Vinyl Corporate for more details. NOTE: ALL TRAINING DATES ARE SUBJECT TO CHANGE!



## ARE YOU IN NEED OF A NEW WORK VEHICLE?

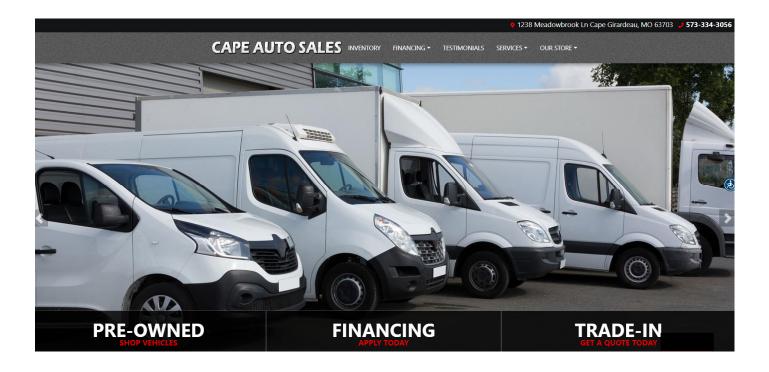
## Clifton Gentry, Dr. Vinyl of Southeast MO & Southern IL, has a direct connection to

#### QUALITY COMMERCIAL VANS AND TRUCKS FOR SALE IN CAPE GIRARDEAU, MO

If you are interested in a quality used work van or truck, Clifton says he can help you out. Centrally located in Cape Girardeau, MO, they can also deliver vehicles directly to you or to your new associate while in training. For more information, visit Clifton's website at :

## capeautosales.biz

Give Clifton a call at (573) 270-0696 or (573) 334-3056 for more details.



## **Dr. Vinyl Corporate Contact Information**

Local (816) 525-6060 Toll Free (800) 531-6600 Fax (816) 525-6333									
<b>Richard Reinders</b>	СЕО	Extension 120	<u>richard@drvinyl.com</u>						
Buster Coppage	Franchise Operations	Extension 130	buster@drvinyl.com						
Tony Rende	Parts	Extension 140	tonyr@drvinyl.com						
Teresa Lang	INT Trainer	Extension 150 (816-724-9498	<u>teresa@drvinyl.com</u>						
David Lang	APR Trainer	Extension 160 (816) 726-4535	<u>davidl@drvinyl.com</u>						
Vickie Borron	Accounts Receivable	Extension 170	<u>vickieb@drvinyl.com</u>						
<b>Renae Taylor</b>	Parts	Extension 180	<u>renae@drvinyl.com</u>						
Kaylan Rybnick	Chief Marketing Officer	Extension 190	kaylan@drvinyl.com						
Steve Gwadera	UPH Trainer	(816) 312-9621	steveg@drvinyl.com						

## Book Your Hotel Reservations Now For Convention 2023!





Dr. Vinyl & Associates 1350 SE Hamblen Rd Lee's Summit, MO 64081