



From the CEO

We have just completed, in my opinion, the **Best Dr. Vinyl Convention** I have ever attended. I greatly appreciate the franchise owners, their associates and employees. Your participation is what makes this a rewarding and successful event year after year.

I kept very busy with my one on ones and always want to hear your thoughts. If you were unable to schedule a meeting with me I hope you will email or call me so we can discuss what is on your mind. To those that were unable to attend this year I can only offer my regrets.

It greatly concerns me when I see franchisees that haven't submitted recaps, if you are not able to do this simple task, it makes me question how your business is going. If you do not know your sales and expenses how can you know how to run your business? How you run your business also affects the corporate office it takes time and resources to follow up continually with these people. It is also much harder for us to make our business plans when we don't have all our information.

One of our goals at convention this year was to give you the tools to not only make sales but make a profit and understand how to operate your business successfully. I hope you will take the things that you learned and put them to work in your business. I would suggest setting aside a time and make a plan to use these tools then review again at least weekly so you stay focused.

Are you taking advantage of the rebates you are offered by Dr. Vinyl? If not this should be in your plans for 2005.

What's Up Doc?

F E B R U A R Y , 2 0 0 5



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Welcome



Dominic Genovese

Dominic Genovese, Associate of William & Lois Hoover, Dr. Vinyl of Kentuckiana, KY, completed Paint Touch Up Training in February. Before joining Dr. Vinyl, Jeff worked at Wholesale Hardwood, Int. as a manager. His wife's name is Katie. Jeff spends a lot of his spare time on his hobby which is building custom cars. **Welcome Dominic!**



Jeff Hoover

Jeff Hoover, Associate of Steve & Jeannie Oakes, Dr. Vinyl of Hampton-Newport News, VA completed Interior Repair Training in February. Before joining Dr. Vinyl, Dominic worked in car sales, did detail work and was in the military. Dominic spends his spare time with his family and enjoys movies. **Welcome Jeff!**



Mike Paul

Mike Paul, Associate of Ron & Rochelle Roos, Dr. Vinyl of The Southern Belt, completed Paint Touch Up Training in February. Before joining Dr. Vinyl, Mike worked in Sales at Merritt Enterprises. Mike and his wife Natasha Peters have one child, Coltyn age 7. Mike enjoys fishing in his spare time. **Welcome Mike!**

Photos from your Fellow Franchisees

The Photos shown below are before and after work projects submitted by **Steve Marineau, Dr. Vinyl of Anchorage**. Great work Steve. Thanks a lot for sending these to share with others.



Pictures from Mario Krekel, Dr. Vinyl of Germany



The pictures shown on this page are before and after photos of some of Mario Krekel's work projects. Very nice work! Thanks Mario for your great submissions.

A Quick Tip From Dr. Vinyl South East UK

By Graham Johnson

If you have minor surface scratches on a soft padded plastic dashboard that will not disappear with a light sanding and Black Flex Gel will make too large a job for repair, take Spray Tex Fine and squirt some into a Badger Jar. Using the Badger Brush apply 4 -5 medium coats to flood the scratches only avoiding the grain as much as possible. Allow to dry thoroughly. Light sand 1200 grit. Then Colour Coat whole area. If it has worked well enough, the scratches will no longer be visible but the grain is. No further work required. The spray tex fine has worked as a primer/filler. I have tried this method twice and been pleased with the results!

From the Training Room

By Tony Mineart

It was great to see everyone that was able to attend the convention. If you were there, you got a chance to see all the new products available to improve your plastic, vinyl and leather repairs. We will be sending out all the tech. sheets and product descriptions in a mail out to you soon. So if you lost yours or were unable to attend, you will have the information. I know many of you got a chance to see the new office and training room. The training room is no longer a cave, and it actually has windows so we get light from outside. With the new facility, we will be able to increase the quality of training even further for your associates.



Spring is here and almost every "Doc" I talk to is starting to get busier. It is time to cast aside the winter doldrums and get ready for your "best year ever". "Best Year Ever" is the new catch phrase. Now is the time to blast lawn service companies and everyone else that is a spring and summer business. Also visit home construction sites and tell the job foreman or supervisor of your ability to repair vinyl windows. All the analysts are saying that the car market will rebound this year so get ahead of your competition and hit the dealers hard right now. By working hard and working smart, you should have no trouble making this the "Best Year Ever".



CONVENTION NEWS
TOUCH OF COLOR/DR. VINYL
Paint Touchup Division

We would like to thank everyone for attending DR.VINYL'S 2005 "SPREAD YOUR WINGS" convention. This was the biggest convention turn out we have ever had, and we hope everyone was able to gain enough information to help better their repair techniques and to offer new services which will help each of you to be successful in 2005. We had a great turn out at all of the paint demonstrations & roundtable discussions, especially the **ONE TOUCH CHIP REPAIR SYSTEM**. We would like to stress that the **ONE TOUCH CHIP REPAIR SYSTEM** is not only for Paint Touchup Technicians but also for Interior and Paintless Dent Removal Technicians to be able to offer more services to your dealers and customers. If you did not make any of the PTU demo's or was not able to attend convention, we would like to tell you how this system could benefit you.

1. **The One Touch Chip Repair System is designed to work on all vehicles that have peppered/sandblasted chips or scratches.**
 2. **The One Touch Chip Repair System is a system designed for anyone who wants to offer paint touch up to their dealers or customers but does not want to have the expense of adding a new employee or the cost of a full paint touch up system.**
 3. **We can now present you with a system that is far ahead of our competition and will help you become the best company in your area. It is very important for you to offer all the services to your dealers that Dr. Vinyl & Touch of Color has to offer. This will keep you ahead of your competition and help your business continue to grow.**
- THE BIGGEST BENEFIT- Low startup cost and the fact that anyone can learn this system by just reading and following each step in the manual!**

The demonstration on the **BUMPER CLADDING SYSTEM** was a highlight at convention as well. This system is designed to permanently recolor all faded texture bumpers and trim on today's cars and SUV's. As with the One Touch Chip Repair System, the **BUMPER CLADDING SYSTEM** is for all technicians PTU, PDR and INTERIOR. The demo on painting and blending on panels is only for PTU technicians, this demo showed everyone that we are now capable of painting panels in a short amount of time.

Everyone in attendance also heard of the partnering of **DR. VINYL and TOUCH OF COLOR**. The reasoning for the partnership of **DR. VINYL and TOUCH OF COLOR** is to focus on developing and growing our paint touch up division. Touch of Color will bring with it over **13** years of experience and knowledge in the paint industry. Dr. Vinyl is well known at most dealer lots for the interior services we provide. We are well respected for our quality and service in this arena, however most customers don't associate Dr. Vinyl with exterior services such as Paint Touch Up. One of the most important reasons is that by diversifying the names it will not call as much attention at the dealers if you are billing out big amounts to them each month in two different names verses one. This is a huge benefit as dealers are scrutinizing these numbers closer and closer each year.

We hope all the demo's helped everyone and now you are ready to grow your business and expand your customer base.

We would like to extend a special thank you to the following Dr. Vinyl Partners for their help and participation during convention. **Ron Roos-Dr. Vinyl of the Southern Belt, David Huskey-associate of Dr. Vinyl of Des Moines, Tim Hartlage & Donald Coble –associates of Dr. Vinyl of Louisville & all of our European partners in the Paint Touchup Division**. With their help, we were able to make this a very successful convention. For 2005, Dr. Vinyl Corporate along with Touch Of Color will be working on growing your business with things such as in-depth training of new associates, follow-up visits and field support for existing PTU technicians, field demonstrations for associates interested in adding Paint Touchup to their business, as well as continuous research and development of new products, techniques and services that will keep us ahead of the competition. Again, it was a great convention, and it could not have been possible without your support. Should you have any questions regarding Paint Touchup, please do not hesitate to give Robbie Anderson or myself a call. Have a great 2005!

THANK YOU,
Mike Hook-Dr. Vinyl of Louisville, KY/Touch Of Color
Robbie Anderson – PTU Corporate Trainer

TOUCH OF COLOR



**How long does it take you
to fix a Peppered Hood?**

Introducing our new
One Touch System



- ➔ No Cost of Training
- ➔ Finish an Entire Hood 30-45 Min
- ➔ HALF the Cost of Any Other System
- ➔ 100 Pre-Mixed Colors
- ➔ Application 3 different Methods.
- ➔ Slick Wax gives "Showroom Shine"

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Lee's Summit, MO 64086

Upholstery News by Brian Dearing

Are You Completely Covering Your Area?

We have been providing basic upholstery training classes for the past two years. We have been asked by associates that have completed the Basic Upholstery Training if and when we would be offering a class on auto interiors. At the 2005 Convention, the Advanced Upholstery sessions was to get ideas from novice & experienced Dr. Vinyl's on what you would be expecting in an advanced class. Several of you wanted automotive upholstery, some wanted medical, some requested Marine and others wanted more commercial and retail.

One of Richards's commitments when designing the "World Headquarters" was to provide the necessary training areas for each of our product lines. The new training rooms are fantastic! Now, let's see if we can fill them and grow our company.



The advanced upholstery class's can be configured to what you as owners want. All we ask is that we have no less than 2 franchises at a time, preferably three. However, we must be able to keep Basic classes separate from advanced classes. Requirements would be as follows:

- BASIC UPHOLSTERY TRAINING – NO EXPERIENCE NECESSARY, COME AS YOU ARE.
- ADVANCED UPHOLSTERY TRAINING – MINIMUM 1 YEAR EXPERIENCE IN THE UPHOLSTERY BUSINESS OR MUST HAVE COMPLETED BASIC UPHOLSTERY TRAINING.

If you would like automotive upholstery training, let Buster or myself know and we will set up a class. If you want medical, marine or more into commercial/retail area, we can do that as well. **THE CHOICE IS YOURS!!!**

You don't have to bring anything with you; we will have the machines at headquarters' for you. The same applies to the materials, **WE'VE GOT YOU COVERED.**

We have set up the classes so you only miss a few days in your area and arranged them so if you choose the Monday, Tuesday and Wednesday class, or the Thursday, Friday and Saturday class, you should be able to save on airfare and motel fees.

For the ones that have completed basic upholstery, you now have the ability to not only repair rips and tears in restaurants, health clubs, and other commercial areas; you can offer the complete package from rips to recovers. By taking the advanced class you can offer the complete service from repair to recovering in the automotive area as well.

This is a great area for many of you to increase your total sales and profit, plus diversifying your services.

STEPS IN THE SALES PROCESS

By Buster Coppage

As we move towards the busy season, we must return to the basics when it comes to sales and marketing. At the 2005 convention, there was tons of information flowing through the hallways of the hotel. One franchise partner had taken his Dr. Vinyl Water-Based Dye and partially refinished an old piece of leather. He then took this sample and cut it up into pieces to personally show his customer the benefits of his product versus the competitor. He wanted the customer to try and remove the dye (via chemicals or key) from the leather to show him the durability of the product. Immediately, his customer was impressed! Although many of you have been in business for quite sometime now, it is still very necessary to go back to what got you the business in the beginning. When finding new customers, go back to the **Marketing Plan in your Operations Manual!** Yes, the "blue book" that you haven't looked at since training class. Start with Week One and move on through Week Sixteen, making sure you have done everything for each week. We know you will find something you have overlooked or can do better now. So revisit that market. If you do not have a copy, please contact the Training Department at Dr. Vinyl. We will be more than happy to supply you with a copy.

Understanding the basics of the actual sales process and customizing them for your business is critical in building customer relationships. Whether you are selling a product or service, the following steps are the ones you should use:

1. Know your product or service. Before you even have a preliminary conversation with a prospect, it is essential that you clearly understand what attributes make your product or service unique or desirable, and why people should want what you have to offer.
2. Make initial contact. The actual sales conversations with people in your target market begin when you start letting them get to know you, and vice versa.
3. Exchange information. This step consists of meeting with your prospects, asking them questions, uncovering their needs, giving them information about your product or service, and determining how it might fill those stated needs. Don't be afraid to acknowledge gaps in your knowledge or understanding; such sincerity comes through in a positive way.
4. Propose a solution. Once you have ascertained that there is a good fit between you and the prospect, you can propose how your product or service would specifically solve a problem or handle a need. By understanding the features and benefits of competing products or services, you can also prove at this point how what you offer is better.
5. Confirm the sale. Rather than focusing on "closing the sale," a term that indicates the end of the process, confirming the sale means you are reviewing the customer's willingness and ability to make a commitment. It is a natural extension of a sales relationship built on a foundation of trust, respect and rapport.
6. Deliver. Although actually delivering your product or service is not technically part of the sales process, it is a very critical step. If you don't deliver, you don't have a sale. In addition, during this step you have an excellent opportunity to continue to build trust and cement your relationship with your client.
7. Follow up. This is the time to find out how your client likes your product or service. This stage provides an ideal chance to create repeat business or get referrals to new prospects. And if there is a problem, you have an opportunity to correct it.

DR. VINYL CORPORATE OPEN HOUSE 2005



Pictures on this page are from the Dr. Vinyl Open House. There was a nice turnout for the occasion and the lunch was great. Hopefully, those who did not make it to open house will get a chance to visit headquarters in the future. Thank you to everyone who did come, you helped make it a real success. A very special thank you to **Norm Shigeyasu, Dr. Vinyl of Honolulu** for presenting the staff at headquarters with the Maneki Neko (good luck figurine) pictured above left.



Below and on the next page are a few of the nice e-mails and notes we received after Convention 2005. Dr. Vinyl Corporate staff would like to thank each of you who took the time to let us know what you thought.

I want to thank you and your staff for putting on a fantastic convention. I can honestly say that it was the best I have ever attended. You know that it is an exception convention when there is more interesting items to see, than there is time to see it. Also, the hotel was great. Nice rooms, good room rates, and fantastic food. Thank you again.

Jim Lapore, Dr. Vinyl of Mayfield Heights, Lake Co., OH

This year's convention was the best I've attended. Thanks for all the hard work.

Ken Rivers, Dr. Vinyl of Chattanooga, TN

I just got back from 2 days at the Convention and I've got to tell those of you that didn't attend this year that you missed another great one. Richard, Sandy, Buster and the rest of the gang has really out done themselves. Thanks to ALL of the staff who make you feel like part of a family while in Kansas City!!!

The new leather and vinyl repair materials are awesome! They will definitely help us stay ahead of the pack in an ever competitive business.

Some of the stuff on the horizon, like plastic headlight refinishing by one of the vendors looks like it could offer us a real opportunity to grow our businesses.

New concepts, such as Package pricing to dealers really opened up eyes to new ways to grow. I can't wait to discuss this with some of my dealers to see if they have any interest in this.

The opportunity to meet some of the new people and renew old acquaintances is always the Best part of the Convention. I am proud to be a part of the best group of people in this industry.

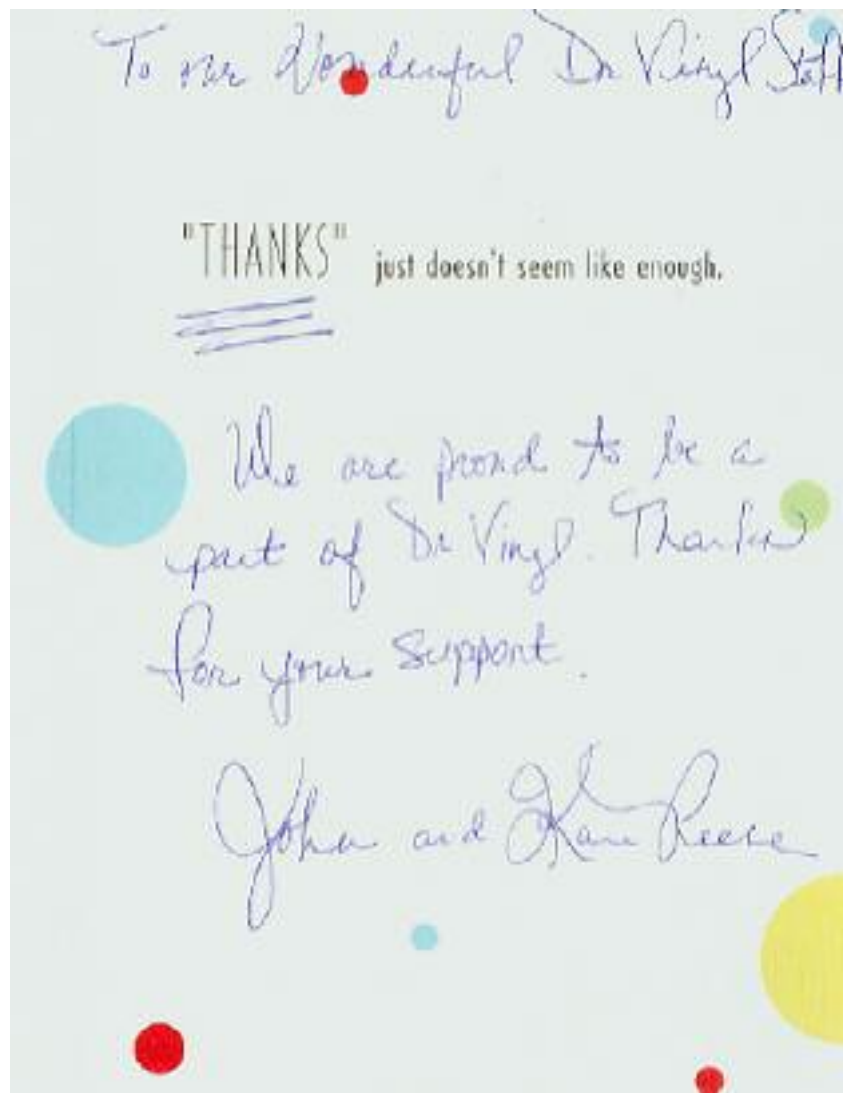
Even with the snow on the ground, it is always 80 and sunny at Dr. Vinyl everywhere!

:cool: It's really 80 and sunny here...

Norm Shigeyausu, Dr. Vinyl of Honolulu, HI

We would love to receive pictures of you and your projects. Before and after photos are always welcome. Your pictures will be used in a future "What's Up Doc?" newsletter, in advertising or on the Internet. Send your pictures by e-mail to betty@drvynl.com or by mail to Betty at headquarters.

To All
Dr Vinyl Cooperate
Team members.
Great job, Great Convention.
Jeff Edwards, Sheri and
myself really appreciate all
the time and effort everybody
contributed in making the
2005 convention one of the Best!
Useful - informative - Motivational
2005 Convention Priceless.
Thanks
Jeff Gregory



From Tom Buckley, Franchise Development Director

It was very gratifying to see all of you at the Convention and to hear how well your business is doing. I am proud of all your accomplishments. I really understand all of the hard work that must be done to produce such outstanding sales as was reported at the award banquet.

Now....I could use your help. Through the years a number of you have given me testimonials that I have used in our marketing materials and more recently posted on our website.

If you could take 10-15 minutes and write a couple of paragraphs on perhaps how you came to know of and join Dr. Vinyl and what the experience has meant to you and your family, then send it to me, it would be greatly appreciated.

As you think back, it is almost certain that you decided to join the Dr. Vinyl family based in large part on what existing owners said about the company.

So don't procrastinate and make me beg any further. Send some thoughts to me and do your part to keep Dr. Vinyl growing and on top of the industry!

Have a great spring!

Condolences and Prayers



Deepest Sympathy to **Brient Leslie** formerly of the Corporate office and **Randall Leslie**, associate of **Kirk Patee, Dr. Vinyl of Raytown, Downtown KC & South KC**, who lost their father during the convention week in February. Our thoughts and prayers are with Brient & Randy and their families during this difficult time.

Expressions of sympathy go to **Gary & Neva Loyd, Dr. Vinyl of Chillicothe, MO**. Neva lost her mother in February. Our sincere sympathy, thoughts and prayers are extended to the Loyd family during this difficult time.

Deepest Sympathy to the family of **Patrick Joseph Kennedy**, who passed away on February 2, 2005. Patrick was a subcontractor for **Rodney Beaudreoux, Dr. Vinyl of Southeast LA**. Our thoughts and prayers are with the Kennedy family at this time.

