



CCCIF
Communication/Image
Committee

April 3, 2004
Calgary, Alberta

Committee members

- Ken Boulton
- Darryl Simmons
- Gilles Dubreuil
- Victor Marciano
- Bill Stanzeleit
- Bahram Mirzaagha
- John Scissons
- Mike Mario
- Bernard Péloquin
- Denis Bellemore

Mandate

- The Mandate topic is to continue to develop methods to communicate positive information about our industry.

The primary topic of the committee at the business session was to develop a structure to

Key Benefit of the Mandate

- Communicating these positive stories will change the perception of our industry, both internally and externally.

Cautions

- Content appropriate.
- Cost

2 Action Items

Action #1

- The top five great industry stories from across Canada

#5 Regina Auto Body

- Celebrating 80 years in business.
- Same location for the full 80 years.
- Same family running it for 40 years.

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2003 Citizen of the Year

- Mrs. Laurie Masciovecchio from Carstar in Port Colborne Ont.
- Awarded through the Chamber of Commerce.
- Incredible community involvement volunteering at all kinds of fundraisers
- Congratulations Laurie

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2003 BBB Ethics Award

- Concoors Collision Centres
- High Ethical standards of behavior towards Customers, suppliers, users, shareholders, employees and communities in which they do business.
- The award recognizes “ethical decision making, ethics in business and making a positive impact on the community.

#2

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Best Auto Body Repair Shop In Brampton

- Article in the Brampton Guardian newspaper
- Collex Collision Experts. Voted by the readers of the paper for 3 consecutive years
- The key “outstanding customer service”

#1 Toronto Sun Article

- Feature story in the Toronto Sun Career Connection
- Apprentice Tristan Aziz from Etobicoke Ont. 427 Auto Collision.
- Recent graduate from Silverthorn Collegiate Institute in Toronto.
- Signed on with Ontario Youth Apprenticeship Program
- 427 earned Employer of the Year Award for Etobicoke from the Ministry of Training



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Thank You!