**NABC Mission Statement:** To develop, implement and promote community-based initiatives that exemplify the professionalism and integrity of the collision repair industry.

A close up of a sign

Description automatically generated**Committee Chair(s):**

Michael Jordan

Greg Brown

**Committee Members:**

Jeff Wildman

Randy Wittig

Bill Mayer

Jeff Del Rosso

**Committee Mission:** To implement the F.R.E.E. program which affords NABC members the opportunity to promote a community-based initiative that exemplifies the professionalism and integrity of the collision repair industry in their community.

**2019 Goal(s):**

Develop and implement F.R.E.E.™ event processes and procedures that is efficient for NABC members hosting an events and results in 50 F.R.E.E. events in 2019.

**Priorities & Goals:**

1. F.R.E.E. Committee (Committee driven improvement is required)
   1. Grow committee members (regional format)
   2. Equip all committee members, rescue tool providers, and First Responders to sell and promote NABC membership.
   3. Create F.R.E.E. specific committee task management
   4. Regional supported by committee members?
2. Reach our goal of 50 F.R.E.E. events in 2019.
3. Create monthly statistics reporting to monitor:
   1. progress towards the goal of 50 events in 2019
   2. analyze past events successes
   3. identify areas of improvement
4. Special events
   1. IIHS
   2. HURST
   3. Genesis
   4. LKQ Corporation/ Toyota
   5. CPCU
5. Orientation call
   1. Maintain Live Orientation Call
   2. Online versions
   3. Standard approved Flyer
6. Challenge Coins, Decals/Wrap and Signage

**Tier 1:** Flyer Template

**Tier 2:** Update Orientation process (live and on-line)

**Tier 3:** Challenge Coins, Decals/Wrap and Signage

**Tools Being Used:**

* Online tool (limited input capability for the F.R.E.E.™ event)
* Excel spreadsheet developed and maintained by George Avery

**Tools Needed:**

* Online tool to replace standalone Excel spreadsheet.

**Greatest Need:**

* SALSA – started process

**Greatest challenge to get more people to buy in to NABC:**

Lack of a clear understanding of the NABC value proposition. When asked about membership and cost to join, committees are not equipped to sell NABC membership.