



ATRI News

March/April 2010

Member Profile Neal Auto Parts

Peoria, IL

At Neal Auto Parts, we specialize in servicing our customers with quality recycled auto parts. We carry a full line of both foreign and domestic parts for most 94 or newer Cars, Pick-up's, Vans and SUV's. We are proud members of ARA (Automotive Recyclers Ass.) and URG (United Recyclers Group) and we are proud to have earned ARA's "Gold Seal Certification".

Our buyers travel to many Insurance Auctions weekly to purchase only the Best Late Model vehicles for our inventory. Upon arrival, these vehicles are inventoried into our computer system for quick response to your parts needs.

We inventory only the Best Quality parts with great attention given to accurately describing each part. We use the ARA's "Damage Locator" on all body parts to insure our Customer's Satisfaction.

The next step in the process is Dismantling. Here, our highly trained technicians verify the inventory, test parts and remove them to be racked.

Special attention is given to run and test our engines and transmissions to insure a quality part is delivered to our customer.

When we receive your order, our staff will again verify the condition of your part. So regardless if you pick up your order or we ship or deliver it, there is "No Surprise on Delivery".

Your Industry Leader Since 1953

Contact: Eric or Kelly

Hours: 8-5 M-F, closed Sat & Sun

Address: 3407 W. Farmington Rd.
Peoria, IL 61604

Phone Numbers:

Local 673-7404

Toll Free 800-548-2138

Fax Numbers:

Local 673-2320

Toll Free 800-858-6325

E-mail: parts@nealautoparts.com

What's Inside...

| | |
|---|----|
| <i>Presidents Perspective</i> | 4 |
| <i>Executive's Viewpoint</i> | 5 |
| <i>IL Green Car</i> | 6 |
| <i>Legislative Report</i> | 9 |
| <i>Update on IL Mercury Switch</i> | 10 |
| <i>Congratulations Sean Krause & Family</i> | 12 |

| | |
|---|----|
| <i>Refrigerant Solutions</i> | 14 |
| <i>CMARC Exhibitor Information</i> | 15 |
| <i>Sales Strategy</i> | 20 |
| <i>Aftermarket Parts</i> | 25 |
| <i>AIM</i> | 29 |
| <i>Crash Toys Expands to Michigan</i> | 30 |



Checkmate®

Inventory Management System



Comprehensive Data Conversion

- We are on-site when you go live and provide additional training after we leave



Car-Part Interchange

- Includes and Enhances Hollander® Interchange
- SmartVin™ • Smart Interchange™
- Alternate Parts • Alternate Vehicles



Car-Part Exchange

- Integrated parts brokering from 3500 recyclers plus aftermarket vendors
- Integrated  Car-Part Messaging™



Advanced PO System

- Automatically creates purchase orders from Car-Part Exchange™



Integrated UPS WorldShip™



Extended Warranties

- Automatically calculates warranty prices
- Provides sales commission reports



Advanced Management Reports

- Graphical • Predefined • Customized

<http://products.Car-Part.com>



Save the date for
Car-Part Training!
July 29, 30, 31, 2010
Open to all Car-Part
customers



Partmate™

Portable Inventory Tool

- **SmartVin™** decodes interchange numbers for most parts directly from the VIN.
- **Smart Interchange™** reduces interchange questions while you look up parts.
- Automatically adjusts part prices based on Part Grading.
- Automatically inventory parts purchased through Bidmate™ or use as a stand-alone product, then update Checkmate® with one click.
- Requests, Sales & Quantity on one user-friendly screen simplifies inventory decisions.
- Point & Click on ARA Damage Code graphics to easily identify damage.
- One-click access to **3600** recyclers using Car-Part Trading Partners™.
- Maintain Price Book directly from Partmate™.

\$25/month + \$250 setup



(859) 344-1925



The ATRI NEWS

The ATRI News is published six times per year for the Auto & Truck Recyclers of Illinois. None of the material in this publication necessarily reflects the opinion of ATRI, its officers, directors, staff, members or its Publisher. Statements of fact and opinion are the responsibility of the author alone.

Articles and letters suitable for publication will be published in the next scheduled newsletter as space permits. Material should be sent to:

Michelle Lechner

Executive Director, ATRI
1700 Fieldstone Drive South
Shorewood, IL 60404
illautorecyclers@aol.com

Articles may be edited for length and format.

Throughout this issue, trademarked names are used. Rather than place a trademark symbol in every occurrence of a trademarked name, we state we are using the names only in an editorial fashion, and to the benefit of the trademark owner, with no intention of infringement of the trademark. Mention of trade names, commercial products, or techniques does not constitute endorsement or recommendation for use.

Auto & Truck Recyclers of Illinois 2009 Board of Directors

Joe Watson President

ABC Auto Parts & Sales, Inc.
Ph: 708/389-1456
Fax: 708/389-5126

Larry Brosten Vice President

Auto Parts City, Inc
Ph: 847244-7171
Fax: 847/244-7279

Scott & Travis Mefford Secretary/Treasurer

Scotty's Auto Parts
Ph: 217/452-3081
Fax: 217/452-3299

David Anderson Immediate Past President

I-55 Auto Salvage, Inc
Ph: 815/467-2938
Fax: 815/467-7152

Jim Watson Legislative Liaison

ABC Auto Parts & Sales, Inc.
Ph: 708/389-1456
Fax: 708/389-5126

Sean Krause

Speedway Auto, LTD
Ph: 800/437-8733
Fax: 815/726-9427

John Catalano

Bionic Auto Parts
Ph: 773/489-6020
Fax: 773/489-4722

John Catalano, Jr.

Bionic Auto Parts
Ph: 773/489-6020
Fax: 773/489-4722

Jim Rhodes

Rhodes Auto S/S/S
Ph: 815/673-3737
Fax: 815/672-5430

Andy Zalon

C & J Auto Pars Inc
Ph: 800/783-8121
Fax: 773/523-1158

Jack Reichel

Chicago Industrial Catalytic
Ph: 321-914-6666
Fax: 847-236-9725

Rob McCartney

Macks Recycling
Ph: 217/367-6219
Fax: 217/367-9001

Michelle Lechner Executive Director

Ph: 877/880-2874
Fax: 815-744-2277

Email: illautorecyclers@aol.com

This publication is mailed free of charge to
Automotive Recyclers in Illinois.
This newsletter is supported by the Advertisers.
Please thank them through your patronage.

Advertising Contact

ATRI retains the publishing services of
R. J. McClellan Inc. for the publishing of this newsletter.

Monday - Friday, 8AM - 4PM

Phone 651-458-0089 • Toll Free 877-525-4589

Fax 651-458-0125 • Email newsletters@rjmc.com

Ron McClellan

Advertising Sales

Sheila Cain

Layout and Design

ATRI Contact Information

Executive Director

Michelle Lechner
1700 Fieldstone Dr. S
Shorewood, IL 60404

Ph: 877/880-2874

Fax: 815-744-2277

Email: illautorecyclers@aol.com
www.IllinoisAutoRecyclers.com



President's Perspective

Joe Watson, ATRI President

I had someone call me, explain they were also a recycler and asked if they could come see my yard. I told them 'Sure come on down, Wednesday is bad for me to show you around, so pick another day and I will see what I can do to open up my schedule.' The man then explained that he was coming from pretty far away, and was considering getting a hotel room. 'Ahh, you have seen everything close by and you are looking for some different ideas from different regions. Good plan.' I responded. 'No,' he said, 'I asked a few yard owners around here, and they feel I am too close and they don't want to teach the competition how to operate better.'

Now I know what he said, but what I heard was yard was "I asked a few of my local fellow recyclers, and they felt threatened so they did not to share information." Threatened from what? Are you aware of your competition? It sure is not the recycler down the street, across town or even in the next county; it is the NEW parts suppliers. I will include the rebuilders because the parts 'look new' so in the consumer's eyes they are new. I hate to break it to you, my fellow recyclers, in the grand scheme of the auto parts world, we are NOTHING. The ARA Website (<http://a-r-a.org/content.asp?pl=505&contentid=436>) estimates the annual revenues from auto recycling is over 20 Billion dollars. Let me write that out for you \$20,000,000,000 another way of saying that number is twenty thousand – million dollars. So if your business did 10 million in sales last year, you held 0.05% of the RECYCLING market. Recycled parts consist of a small percentage of the total parts

cost of an insurance repair bill. Consider this and your market gets a whole lot larger.

We are small, our industry is small, and we cannot afford to 'hide our secrets' from one another. You are reading an Association Newsletter, receiving information from other recyclers who give a dam about our industry. Share the knowledge, plan field trips, visit each other, develop trading partnerships, and learn that you can say YES to just about ANY order. The goal of Trade Associations is to bring ideas together, to learn from one another, and to teach each other. If you see how others operate their business, see they follow accepted standards; you can have faith and confidence that when you purchase a part in order to resell it, it will be a good sale. Do parts fail? Sure they do, some parts cause others to fail. You can replace the resistor in an AC system, and if the blower motor is faulty, the resistor fails again and again. When you finally create a relationship with your fellow recyclers we begin to teach each other pitfalls before they happen to us. When you open your doors to a fellow recycler, listen to their questions. The questions they ask can sometimes inform you of potential improvements for your own facility.

When you get a call from a fellow recycler who wants to visit your facility, open your door, and open your mind. You might just be welcoming in your next trading partner.

***"Life is what
your thoughts make it."***

***Marcus Aurelius
Attitude is Everything***



Executive's Viewpoint

Michelle Lechner, Executive Director



CMARC! CMARC! CMARC! It's almost here, the Central Midwest Auto Recyclers Convention & Trade Show. I hope all of you have made your reservations, prepared your car, if you are participating in the Demolition Derby and have registered for this event, you won't want to miss it! You can go to: www.cmarconvention.com for more details. This event is also going to provide you with some answers on NMVTIS, unregulated buyers at the salvage pools and other legislative issues that are at the forefront today. We have put together an all-star lineup for this portion of the meeting that is scheduled for Saturday. The tradeshow this year will have exclusive hours and will be a hand's on trade show with lots of demonstrations. This is the 5th year in a row that we are able to keep the cost and hotel at the same rate. Next year, in 2011 this event will be in Illinois. While the location has not yet been chosen we want IA, IN and all states surrounding IL to attend. Please support your association while getting great education, camaraderie, and learning from one another something new. The attendee packets have been mailed so come on and fill it out and send it in.

Through out this newsletter you will find several articles that you will find very informative. Here at ATRI we want you to remember we are like a watchdog by keeping you informed on the latest and greatest in today's auto recycling world. We have listed the many benefits available to you and are searching out more ways to add to those benefits. ATRI has grown in the last year with all that has been going on from NMVTIS to C4C, seems like being a member of your state association is the politically correct thing to do. Times are tough so again we need to band together, learn from each

other, and build relationships that will only benefit all in the long run. Please take advantage of what ATRI has to offer. So many times I hear, "What does the association do for me?" Now with this newsletter you can see for yourself what is going on, and hopefully it encourages you to reap the many benefits that are in place.

The IL Green Car program is a wonderful program and we would like to see more come on board. In this issue you will read more from Dave Kendziorski and notice we have listed the participants too. With our world going greener and greener I would think you would all take advantage of this benefit for peace of mind, if anything, knowing that you are in compliance with IEPA and OSHA and it makes your business one step better than the next. If you would like more information about it, you can call me or look at the list of participants and give one of them a call. I am sure each and every one of them would be more than happy to assist you. Remember IEPA endorses this program and encourages all to participate.

Lastly, I want to thank all of our members, and associate members, for your support by advertising in the newsletter. Ron and Sheila from RJ McClellan Inc. do a fabulous job! With out your support we would not be able to use their services. We are in a time period where we must come together, support each other, learn from each other, and with that attitude we will all benefit. See you in Des Moines!!!!

Keep Recycling,
Michelle Lechner
Executive Director



The Case for Less Paper(work)

By David Kendziorski

Illinois Green CAR Program Manager

Professional auto recyclers in Illinois want to comply with environmental regulations and protect the environment, and many have made substantial investments to implement “best management practices” (BMPs) that prevent pollution. These BMPs should be our highest priority. Unfortunately, much of our effort goes to extensive recordkeeping and reporting activities such as refrigerant removal records, NMVTIS, CARS documentation, training records, mercury switch records, and storm water

inspections. Scrap processors may soon be requiring additional verification that our vehicles are free of contaminants. Some recordkeeping seems reasonable and necessary, and it does help government enforcement staff identify serious violators. But it becomes a problem when these paperwork requirements become excessive (which prevents adequate resources being allocated to pollution abatement), or when the records are inappropriately used to initiate enforcement actions against



Three Essential Products You Need to Automate Your Business and Increase Your Profits

EDEN: - Parts Locating Network

- Trade with 3,000 business partners
- Insert parts directly into repair facility and insurer estimates
- Sell parts on the web at www.mypartshop.com
- Market inventory on your website with Direct Hit

Powerlink - Yard Management System

- Automated Pricing that suggests changes in prices based on market conditions in your area
- Creation of an order from a quote without having to start from scratch
- Automated insertion of extended warranties to increase sales

e-Commerce - Online Selling Solution

- Save time and increase sales by allowing customers to purchase directly from your website
- Turn sales into orders by assuring part availability with direct integration to Powerlink
- Reward high-volume customers with special pricing, delivery options, and credit limits

800-825-0644
www.hollandersystems.com



recyclers that are trying to be lawful and responsible.

The Illinois Green CAR program helps members meet both industry-leading BMPs and recordkeeping requirements. Over time, I hope that we can focus more on BMPs, and begin to minimize recordkeeping, and here's why:

- Environmental standards are tightening (not relaxing).
- Research information is becoming available that will help us better measure the effectiveness of these BMPs.
- Recordkeeping is expensive and confusing, and provides no direct environmental improvement.
- As the Green CAR program begins to build support with government regulators, ATRI may be able to negotiate fewer recordkeeping requirements since the regulators will have confidence that certified members are really in compliance.

It may be surprising to learn that most govern-

ment regulators don't like recordkeeping any more than we do. The agencies are short-staffed and underfunded and are open to less paper pushing...if compliance can be assured. For example, IEPA favors voluntary compliance and informal follow up and oversight, which will allow the agency to target their resources on willful and repeat violators. Similarly, shortly after Christmas US EPA proposed a storm water rule that is focused on determining the performance and cost of BMPs, and finding out how to improve control of pollutants in urban storm water runoff. State and federal storm water regulators agree that storm water regulations should be based on BMPs, and there is an increasing willingness to accept innovative compliance programs such as the Green CAR program.

By working closely with partners such as IEPA, USEPA, the automakers, and scrap processors, ATRI can help develop and select new and improved BMPs for auto recyclers. These new BMPs may include measures to better control contaminants in vehicles, better fluid management and spill control technologies, and "green" BMPs that save energy, protect the environment, and reduce waste. Increasingly, we will also be asked to help demonstrate the performance of our BMPs, and to provide the training and verification needed to help implement the controls.

Illinois Green Car Members

*Bionic auto Parts
Rhodes Auto S/S/S
Rockford Auto Parts, Inc.
Speedway Auto, LTD
Auto Parts City, Inc
ABC Auto Parts & Wreckers, Inc
Geiger Truck Parts, Inc
Stafford's Inc
I-55 Auto Salvage Inc
Scotty's Auto Parts
Route 14 Auto Parts
New Cats Auto Parts
B.C Automotive*

**4655 West North Avenue
Chicago, IL 60639**
Toll Free: 1-800-626-9618 Ext. 252
Direct: 773-489-6020 Ext. 252
www.abpanels.com
Email: abpaltmarket@bionicaautoparts.com

SERVING BODY SHOPS & INDIVIDUALS SINCE 1986

Carrying crash & performance parts for most domestic and foreign cars, trucks and vans, newer and older models.

| | |
|--------------------|----------------|
| Fenders | Paint Supplies |
| Bumpers | Radiators |
| Quarter Panels | Condensers |
| Doors | Hoods |
| Gas Tanks | Grills |
| Windshields | Euro Lights |
| Rust Repair Panels | Fan Assemblies |

& Much, Much More!

Largest Variety of Sheet Metal Anywhere!



**Illinois Green Certified Automotive Recycler
(Illinois Green CAR)
Application Form**

Owner/Contact Name(s): _____

Business Name: _____

D.B.A. (If applicable): _____

Street Address: _____

City: _____ State: _____ Zip Code: _____

Mailing Address (if different): _____

Phone: _____ Fax: _____

E-mail: _____

I wish to apply for Illinois Green Certified Automotive Recycler (Illinois Green CAR) certification.

I agree to meet the Illinois Green CAR standards.

I agree to participate in the Illinois Green CAR auditing program to verify compliance with the Illinois CAR standards.

I agree to pay the Illinois Green CAR membership fee as established by ATRI.

I agree to comply with the following guidelines:

- Be a member of ATRI, and meet the membership requirements.
- Appropriately display applicable Illinois Green CAR program identity and promotional materials. I agree to surrender same if ATRI membership is canceled or terminated.
- Improve my effectiveness as a business person and professional automotive recycler either through business courses and seminars offered by ATRI, or by recognized colleges and universities.
- To not knowingly purchase and/or sell automotive parts of questionable origin. An Illinois Green CAR member should take pride in his industry and business, thereby enhancing quality, customer service and confidence.

I understand that as the automotive recycling industry changes, the requirements to be an Illinois Green CAR member may also change, I agree to incorporate any such changes in my business. If I fail to do so, my Illinois Green CAR membership will be subject to termination.

Business Owner Signature: _____ Date: _____

Staff Use Only: _____ (date received by ATRI)



Legislative Report

James Watson

ATRI has been involved in Legislative conferences calls regarding industry action items. Recently the ARA Board of Directors meet to discuss association focus and legislation, specifically state legislation was an identified key area in which more action was needed.

The National Motor Vehicle Information System was established by Congress and our industry supports all state to comply with the reporting of VIN numbers to the system. Illinois is one state which has chosen not to comply. For our industry to receive the benefits of NMVTIS all states must be in compliance. Legislation proposed last year by regulating the transport of crushed car bodies would have has a major benefit to our members if NMVTIS was recognized by the bill sponsors.

We are waiting ARA guidance and support on this issue.

Conversations with our LKQ partners has been focused on the unqualified buyer at the auctions as well as the creation of some smaller legislative initiatives to build some success. Currently they are considering a change to the IVC to make a change in the year range of vehicle which must pass the SOS inspection station. This proposal will create recordkeeping consistency and allow our customers to process their vehicles quicker. A copy of the proposal has been submitted to the ATRI board.

Please forward any other small initiatives which would benefit us. We will be asking our lobbyist to be engaged progressively this year.

James Watson

ABC Auto Parts

“You’ve got to believe deep inside yourself that you’re destined to do great things.”

*Joe Paterno
Attitude is Everything*

**Licensed auto recyclers that are ATRI members:
You are able to bid insurance
company salvage on the
QRP Vehicle Management System.**

**NO
Registration
OR
Access Fee**



**Illinois salvage
currently
available for bid**

**Contact QRP about salvage acquisition
opportunities in Illinois through the QRPVMS program!**

Phone 888-241-0294

P.O. Box 618 • Tomahawk, WI 54487





Update on Illinois Mercury Switch Removal Program

by Becky Jayne

Illinois Switch Collection Results for 2009

Approximately 45,000 mercury-containing switches were collected for recycling in Illinois in 2009, making Illinois the fourth top state for the number of mercury switches that were recovered from scrap vehicles. This is great news and we want to commend the auto recyclers for doing their part to keep mercury out of the environment. However, we still have work to do because 45,000 switches represents only 25 percent of the total number of switches available for recycling in Illinois.

Clarification of Vehicle Recycler Removal Requirements

We are frequently asked if it is acceptable for auto recyclers to sell vehicles to scrap metal recyclers or vehicle crushers that still contain mercury switches, if the scrap processor intends to remove the switches. The answer is "no". Under Illinois law, auto recyclers are required to remove all mercury switches from end-of-life vehicles prior to delivering the vehicles to an on-site or off-site

vehicle crusher or to a scrap metal recycler. There is an exception if the vehicle recycler received the vehicle in such condition that a mercury switch is inaccessible due to significant damage to the vehicle in the area surrounding the switch. This condition must have occurred before the vehicle recycler received the vehicle. Please keep this regulation in mind as you process vehicle parts for recycling.

Vehicle Crusher and Scrap Metal Recycler Mercury Switch Removal Verification

We would like to make you aware of another important requirement of the state's mercury switch removal law. Vehicle crushers and scrap metal recyclers must confirm that all mercury switches have been removed prior to flattening, crushing, or otherwise processing an end-of-life vehicle. It is not adequate for vehicle crushers or scrap metal recyclers to verify that a switch has been removed even though the vehicle recycler that supplied the scrap vehicle is listed as a participant in the End of Life Vehicle Solutions program. Crushers and scrap metal recyclers must inspect end-of-life vehicles to ensure mercury switches have been removed prior to processing them. If mercury switches are present, they must be removed.

Illinois EPA Issues Report on Mercury Auto Switch Removal Program

The mercury switch removal law requires Illinois EPA to make a recommendation to the General Assembly every three years as to whether



AUTO PARTS & RECYCLING
Serving Illinois and Beyond Since 1946
800-437-1770

E-mail: staffdused@aol.com
Local #: 630-892-4218

900 North Main Street
Montgomery, IL 60538

Visit our website www.staffordsautoparts.com



Auto & Truck Recyclers of Illinois Association News

March/April 2010

Page 11

the \$2 incentive payment should be modified to ensure “adequate compensation” for the removal of mercury switches. The first report is complete, and is available online at <http://www.epa.state.il.us/mercury/auto-switch/incentive-report.pdf>.

In the report, Illinois EPA made several recommendations below for improving the effectiveness of the mercury switch removal program in the state.

- The General Assembly should consider increasing the incentive payment for removing mercury switches by \$1 to \$3 per switch. While the process of removing mercury switches takes a relatively short time, vehicle and scrap metal recyclers must spend additional time on inspection and recordkeeping activities.
- The sunset date for the Mercury Switch Removal Act should be extended to December 31, 2017. The law currently expires on December 31, 2010. It is estimated that over 900,000 mercury switches, amounting to 1,982 pounds of mercury, will be available for removal and recycling in Illinois over the next seven years.
- A dialogue should be initiated with the steelmakers to determine their interest in providing financial support to the mercury switch removal program, in partnership with the automakers. Removing mercury switches at vehicle and scrap recycling facilities reduces the need to monitor mercury emissions and install end-of-stack controls at steelmaking facilities.
- IEPA and the trade association for vehicles

877-YES-IBID



WWW.IAAI.COM

IAA is committed to the Auto & Truck Recyclers of Illinois!

IAA-Chicago-North

110 E. Palatine Rd. #B
Wheeling, IL
(847) 541-4580
Kevin Mitchell, Branch Manager
Auctions: Tuesdays, 9:00am

IAA-Chicago-South

16452 S. Crawford Ave.
Markham, IL
(708) 333-5700
Kevin Mitchell, Branch Manager
Auctions: Wednesdays, 9:00am

IAA-Chicago-West

280 E. Sullivan Rd.
Aurora, IL
(630) 896-5300
Kevin Mitchell, Branch Manager
Auctions: Tuesdays, 1:30pm

IAA-Lincoln

301 Madigan Dr.
Lincoln, IL
(217) 732-8555
Terry Charron, Branch Manager
Auctions: Wednesdays, 9:00am



recyclers should develop a joint education and outreach program to improve awareness and participation in the mercury switch removal program.

- To help ensure that vehicle and scrap metal recycling facilities remove switches, the General Assembly should consider requiring facilities that accept end-of-life vehicles for recycling to remove mercury switches within 30 days of receipt of such vehicles.

Replacement Buckets

This is a reminder: ELVS requires participants to call Environmental Quality (EQ) for a replacement collection bucket. To order a replacement bucket, ELVS recommends that facilities call two weeks in advance before sending in a bucket for recycling. This will ensure that your replacement bucket arrives in time. The phone number for EQ is 734-547-3587.

Becky Jayne is an Environmental Protection Specialist with Illinois EPA. If you have any questions about the Illinois Mercury Switch Removal Program, please do not hesitate to contact her at either Becky.Jayne@illinois.gov, or 217-524-9642.

Congratulations to Sean Krause and Family!

We always love to announce the addition of new members, no matter how small they might be at the beginning! Who knows, for all we know, they could be the ARA President of 2035? Or even the President of the United States in 2040?

Regional Director (Region 6) Sean Krause, of Speedway Auto, Ltd. and his wife Coleen are pleased to announce the happy event. Daughter Sophia Catherine Krause made her appearance on Sunday, January 17th, weighing in at a whopping 8lb 3oz and 21" long. Big brothers, Cameron (4) and Maxwell (7) aren't quite sure yet what to make of this "little" girl that has joined the family - but



for the moment are enthralled with the fact that she's so tiny. We also suspect that this will be one little girl who will be spoiled and protected by her brothers as she

grows up.

What is Sean's reaction? "We just feel fortunate that we have a healthy baby; pretty lucky! I have received countless emails from members of ARA that have fast become friends over the past several months ... a great support really, and very much appreciated!"

Please join us in welcoming the newest member of the ARA recycling family!

Reprinted with permission from ARA.

ATRI DIRECT MEMBERS

111 Salvage, LLC
Granite City
618-344-9922

**A+North Ave, Auto Parts
Wreckers and Recycling**
Villa Park
630-832-1936

A Afford Auto Parts, Inc.
Joliet
815-722-9072

ABC Auto Parts & Sales Inc.
Riverdale
800-458-7838/708-389-1456

Aero Auto Parts
Chicago
800-371-2620/773-483-2625

Auto Acres Used Parts, Inc.
Milan
800-322-1388/309-787-6111

Auto Parts City, Inc.
Gurnee
847-244-7171

Available Auto Parts
Decatur
800-252-0780/217-877-1000

B-Auto Parts
East St., Louis
800-851-3157

BC. Automotive, Inc
Zion
800-452-6768/847-746-8056

Big Top Auto Parts
Ford Heights
708-758-6433

Bionic Auto Parts & Sales Inc.
Chicago
800-626-9618/773-489-6020

Broadway Auto Salvage
Braceville
815-237-8747

Bryants Auto Parts & Recycling
Westville
217-267-2124

C & J Auto Parts, Inc.
Chicago
800-783-8121/773-523-8121

City Auto Wreckers
Aurora
630-898-2900

Coultas Recycling Company
Danville
217-443/0510

Decatur Auto Parts
Decatur
800-728-8733/217-877-4371

Elgin Super Auto Parts
Elgin
847-695-4000

Fierge Auto Parts
Quincy
217-224-3000

Geiger Truck Parts
Watseka
815/432-4944

I-55 Auto Salvage Inc.
Channahon
815-467-2938

**International Auto Brokers
& Sales Corp.**
Palatine
847-776-0680

**Junction Auto Parts/
Graceffa Co., Inc.**
Caledonia
815-765-2731

LKQ, A-Reliable Auto Parts
Blue Island
708-385-5595

Mack's Auto Recycling, Inc.
Urbana
217-367-6219

Neal Auto Parts
Peoria
309-673-7404

New Cats Auto Parts
Chicago
773-947-0500

Ogra Auto Inc.
Chicago
773-804-1771

Rhodes Auto S/S/S Inc.
Streator
815-673-3737/800-548-9151

River Valley Recycling, LLC
Kankakee
815-928-8300

Rockford Auto Parts, Inc.
Rockford
815-964-3396

Route 14 Auto Parts
Woodstock
815-338-2800

Sarabia Auto Parts
Chicago
312-927-6262

Scotty's Auto Parts
Virginia
800-346-4540/217-452-3081

Shelby & Sons, Inc.
West Frankfort
618-932-3083

Southwest Auto Salvage, Inc.
Lockport
815-723-6878

Speedway Auto, Ltd.
Joliet
800-437-8733/815-726-0666

Stafford's Inc.
Montgomery
800-437-1770/630-896-1342

Tom's Auto Inc.
Hainsville, IL 60030
847/546-5422

Whittaker Salvage
Earlville
815/246-7019

Y-Yard Auto and Truck, Inc.
Effingham
217-536-6116

Join us today and see what we can accomplish together!



Refrigerant Solutions

By Michell Kyger

We, as recyclers, are required to reclaim refrigerants from the vehicles we receive. (R134 or R12) We are required to keep records of what we reclaim, when we reclaim, who reclaimed it, and which vehicle it came from. We need to make sure that our employees are certified to reclaim the refrigerants and that our machines have been registered with the EPA. This is the easy part. Where do we go with the refrigerants? What are some options?

Some of the recyclers are able to remarket the refrigerant to automotive repair shops. They sell full cylinders to an automotive repair facility. They usually charge a cylinder deposit so the repair facility is more likely to return it. The selling price of the refrigerant is up to the recycler. The recycler must make sure that the repair facility is certified to handle refrigerants.

Some recyclers have not been able to use the previous mentioned method of recycling so they have had to find another way to recycle their refrigerants. They find registered refrigerant handlers that also accept refrigerant for reclamation. (Refrigeration companies or refrigeration repair

facilities.) They pay a deposit on the refrigerant company's cylinders and when they are full they take them in to the company to be reclaimed. They pay a fee for the refrigerant to be reclaimed. The fees are usually reasonable.

I would like to see all recyclers get paid to reclaim their refrigerants. There are companies that pay for used refrigerants, but it must be in bulk. I would like to see recyclers take something that is potentially a cost of doing business become something that is an income to the business.

I am sure there are other options that I have not mentioned. I would love to hear what you have to say or think about it.

I would like to take this moment and thank Marty Hollingshead (Northlake Auto Recyclers, Inc.) for sharing his knowledge with me. I would also like to refer you to "The Auto Salvage Recyclers Environmental Self-Audit Workbook and Checklist" prepared by IDEM (www.idem.in.gov), and epa.gov/ozone. I hope that if you have any questions about what is expected of auto recyclers concerning refrigerants that the previous mentioned websites and written materials will help you. If you have more questions, please contact Auto Recyclers of Indiana and we will try and help you.

Michell Kyger is with Crossroads Auto Recycling in Frankfort, IN.



Recycled Parts Plus

www.rplusplus.com

Parts Broadcast Line: 888-210-1850

Fax: 800-469-9445

Cindy LaVesser

Direct: 866-837-2039

cclavesser@wi.rr.com

"As long as you're going to be thinking anyway, think big."

Donald Trump
Attitude is Everything

CMARConvention

**The
Central Midwest
Auto Recyclers
Convention
& Trade Show**

April 30 & May 1, 2010

www.cmarconvention.com

CMARConvention

***Come to the Best
in the Central Midwest!***

April 30 & May 1, 2010

The Central Midwest Auto Recyclers Convention & Trade Show

Iowa State Fairgrounds

**Varied Industries Building
East 30th Street and East University Avenue
Des Moines, IA
www.iowastatefair.com**

www.cmarconvention.com

**Brought to you by the
Automotive Recycler
Associations of:
Iowa, Illinois, & Indiana**



**Automotive
Recyclers of
Indiana, Inc.**

Come to the Best in the Central Midwest!

Join us April 30 & May 1, 2010 in Des Moines, IA for the **Central Midwest Auto Recyclers Convention and Trade Show**. Hosted by the **Automotive Recycler Associations of Iowa, Illinois, and Indiana**. Also invited are the recyclers of **Missouri, Kansas, Minnesota, Nebraska, Wisconsin and South Dakota**. Enjoy a weekend of education, fun, and excitement at the **Iowa State Fairgrounds**.

Exhibitor Information

BOOTHS & FEES

Basic Booth Package \$1000.00

Each booth is 8' x 10' and includes:

- ✓ Convention Entry for up to 4 people*
* Includes all meals and events
- ✓ One 6' draped display table
- ✓ Two folding chairs
- ✓ A one-lined identification sign
- ✓ One extension cord with 20 amp outlet is included
- ✓ Additional booth furnishings available from show decorator
- ✓ Listing on the CMARC Website and link to your website

Additional booths at \$400.00 Each

Additional Convention Entries . . . \$45.00 Each

Booth assignments are made as they are received on first-come, first served basis.

Outside Booth Space Available. Must Purchase Inside Booth.
Call Michelle at 877-880-2874 with Size of Space Needed

Exhibitors Receive Exclusive Trade Show Hours

Schedule of Events

Thursday, April 29

- Daytime On Your Own Yard Tours
- 6PM Convention Comm. Meeting
- 9PM Hospitality Suite

Friday, April 30

- Morning On Your Own Yard Tours
- 7AM - Noon Golf Outing
- 8AM - 4PM Vendor Set Up
- 9AM - 4PM Registration
- 10AM - 11AM Forklift Training
- 11AM - Noon Airbag Training
- 12:30PM Lunch
- 1PM - 2PM User Group Meetings
(Car-Part.com/Hollander/URG/RAS)
- 2PM - 4PM Insurance Industry Panel
- 4PM - 7PM Exclusive Trade Show Hours**
- 6PM Hors d'oeuvres in Trade Show
- 7PM Live Auction
- 9PM Hospitality Suite

SPONSORSHIP OPPORTUNITIES

Your support of our convention is appreciated. Sponsorship opportunities exist for all levels of support to the convention. Contact Michelle Lechner at 877-880-2874

HELP WITH THE BIDDING

Please consider donating a service or item to the convention. This item can be a product or service from your business. We would get the bidding going in a live auction. To coordinate the donation, please contact Kelly Salseg at 515-943-3333

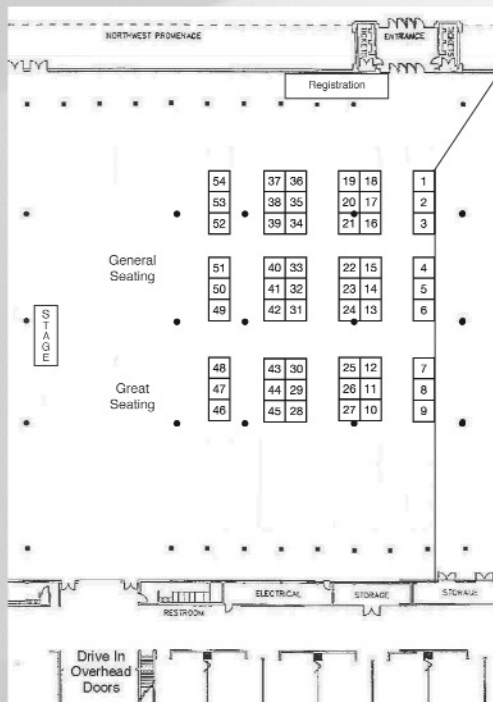
All events will be held at the Varied Industries Building at the Iowa State Fairgrounds

Join us Saturday Night for a Demolition Derby. Bring your own sponsored car and join in the festivities!

CONTACT INFORMATION:

Michelle Lechner
Phone: 877-880-2874
Fax: 815-744-2277
Email: illautorecyclers@aol.com

Mailing Address:
CMARCConvention
c/o Iowa Auto Recyclers
3333 Skycroft Circle
Minneapolis, MN 55418



EXHIBITOR RULES

Set-Up

Friday, April 30 - 8 am - 4 PM
(show opens at 4 PM)

Display Time

Friday April 30, 2010 - 4 PM - 7 PM
Saturday May 1, 2010 - Noon - 3 PM

Tear Down

Saturday May 1, 2010 at 3 PM
No removal of exhibits will be allowed before this time.

Space

No portion of your assigned booth area may be sublet or assigned to any other firm or person.

Outside Exhibits

CMARCConvention will not be responsible for damage or theft of any outside exhibits. All signage or other related materials used outside must be supplied by the exhibitor.

of Events

Saturday, May 1

- 8AM - 3PM Registration
- 8AM Breakfast
- 9AM - 11AM Association Board Meetings
- 9AM - 10AM Forklift Training
- 10AM - 11AM Airbag Training
- 11AM - Noon How To Legally Collect on Bad Checks/Past Due Accounts
- Noon Lunch in Trade Show
- Noon - 3PM Exclusive Trade Show Hours**
- 3PM - 5PM Legislative Panel - Unregistered Buyers, NMVTIS
- 6PM Demolition Derby/Dinner
- 10PM Hospitality Suite

**Beer Served
During
Trade Shows**

OPPORTUNITIES

Donation is greatly appreciated. Those who wish to offer additional support to our associations. Call 77-880-2874 for more details.

LIVE AUCTION

Sign up for the Friday Night Live Auction. Donate your company, or any item that you think is valuable. Your donation is appreciated! For more information on an auction item, call 516 or iowaautorecyclers@bitstream.net

Liability

Each booth operator will be responsible for the space leased during the convention and will keep it free from hazards to persons on the premises. The CMARConvention will not be responsible for any injury that may occur to booth operators, associates or employees.

Fire/ Safety Codes

Each booth operator must comply with all federal, state, local and hotel fire and safety codes.

Insurance

It is agreed that in no case shall the CMARConvention, staff or associates be responsible for any loss, theft, damage by fire or injury to any person or article.

Space Assignment

Booths assignments are made as they are received on a first-come, first serve basis. Indicate your first, second and third choice for booth space.

Exhibitor Registration

Firm Name _____

Contact Name _____

Address _____

City/State/Zip _____

Phone _____ Fax _____

E-mail address _____

BOOTHS & FEES (See Payment Information Below)

One 8' x 10' Booth (\$1000.00): = \$1000.00

Additional booths (\$400.00)

Number of booths _____ x \$400.00 = \$ _____

Up to four representatives included

Number of add'l reps _____ x \$45.00 = \$ _____

Booth choices (see map):

1st _____ 2nd _____ 3rd _____

Please check if you need the following:

High Speed Internet Electricity

Once you have retained exhibit space Event Decorator will send you a packet of information to help better serve your needs.

SPONSORSHIPS

Friday

- Breakfast \$400
- Educational Sessions \$500 (Multiple Opportunities)
- Lunch \$600
- Break \$300
- Hors d'oeuvres \$800 (6PM in Trade Show)
- Beer Sponsor \$1000
- Golf Event Sponsor \$1000
- Golf Hole Sponsor \$250
- Hospitality Suite \$500

Saturday

- Breakfast \$400
- Educational Sessions \$500 (Multiple Opportunities)
- Lunch (in Trade Show) \$600
- Break \$300
- Dinner \$800
- Beer Sponsor \$1000
- Demolition Derby \$1500
- Hospitality Suite \$500

Total Booth fees \$ _____

Sponsorships \$ _____

Total Amount Due \$ _____

So we can better plan our meal requirements, please indicate which meals you will be attending and number of meals required. Thank you!

Friday

Breakfast _____

Lunch _____

Hors d'oeuvres _____

Saturday

Breakfast _____

Lunch _____

Dinner _____

Application Requirements

Full payment is required and must be received with application. Space will not be held without payment and forms. We reserve the right to reject any application the CMARConvention deems as inappropriate in nature. If a company's application is rejected, payment will be refunded. After acceptance of this application, a contract for space will be sent to the applicant. We accept checks payable to Iowa Auto Recyclers or Visa / Master Card.

Cancellation Schedule

In the event of cancellation prior to April 1, 2010, exhibitors will forfeit fifty percent (50%) of the total booth fees. Cancellations after April 1, 2010 shall forfeit any payments and shall become the property of CMARC.

PAYMENT INFORMATION

**Mail to: CMARConvention
c/o Iowa Auto Recyclers
3333 Skycroft Circle
Minneapolis, MN 55418**

Enclosed Check payable to Iowa Automotive Recyclers

Credit Card Payment (MasterCard/Visa Only)

Name on Card _____

Credit Card # _____ 3 Digit Security Code _____

Signature _____ Exp Date ____/____

**The
Central Midwest
Auto Recyclers
Convention
& Trade Show**

**CMAR Convention
April 30 & May 1, 2010
www.cmarconvention.com**

Convention Events

Golf Outing **8AM, Friday, April 30, 2010**

Terrace Hills Golf Course - "Home of the 4 1/2 Hour Guarantee"
515-967-2932, www.golfhills.com
Start time is 8 AM with a modified Shotgun start.
Cost is \$30.00 per person. Sign-up information will be available on the convention website at www.cmarconvention.com. Please sign up by April 23, 2010. Contact Michelle Lechner at 877-880-2874 or illautorecyclers@aol.com with questions.

Auction **7PM, Friday, April 30, 2010**

A Live Auction will take place Friday, April 30TH. Bidding starts promptly at 7:00 PM. Join us for what has always been a fun evening for all. If you have items you wish to donate or need more information on the auction, contact Kelly Lynch-Salseg at 515-943-3516 or iowaautorecyclers@bitstream.net.

Demolition Derby **6PM, Saturday, May 1, 2010**

Get ready to watch drivers trade paint, among other things, as we host the first annual CMARC Demolition Derby Saturday night, May 1ST at the Iowa State Fairgrounds. Rules and information on how to participate in the Demolition Derby will be available on the convention website at www.cmarconvention.com. Contact Michelle Lechner at 877-880-2874 or illautorecyclers@aol.com with questions.

Hotel Information

Cut off date for special room rate is April 9, 2010

Host Hotel for the CMAR Convention

The Holiday Inn Downtown at Mercy Campus
1050 6th Avenue, Des Moines, Iowa, 50314
877-834-3613 or 515-283-0151

Book your room now for a special discounted rate of \$99 per room. Please hurry though, the rate is limited and available on a first come, first serve basis. Hotel is located 3 miles from the fairgrounds. Free morning and afternoon shuttle available. The special rate does expire April 9, 2010.

Alternate Hotels:

The EconoLodge Inn & Suites - Fairgrounds
410 East 30th Street, Des Moines, IA.
515-262-2525

Located directly across the street from the Grand Avenue entrance of the Fairgrounds. Special room rate of \$70 per night available until April 9, 2010.

Sleep Inn and Suites

5850 Morning Star Court, Pleasant Hill, IA 50327
515/299-9922

Special room rate of \$76 available until April 9, 2010.



ASSOCIATE MEMBERS

Please patronize all our Associate Members who generously support ATRI throughout the year.

Berlinsky Scrap Corp.
Joliet, IL
815-726-4334

Car-Part.com
Ft. Wright, KY
800-347-2247/859-344-1925

Chicago Industrial Catalytic
Lincolnshire, IL
312-914-6666

Donate A Car 2 Charity
Escondido, CA
760-755-2071

General Core Supply, Inc
Chicago, IL
773-767-6600

Hollander, A Solera Company
Plymouth, MN
800-825-0644

Induction Innovations, Inc.
Gilberts, IL
847-836-6933

Insurance Auto Auctions
Westchester, IL
708-492-7000

James Environmental
Round Rock, IL
512-244-3631

Market Financial Group
Shaumburg,
847-398-7060

Quad City Salvage Auction
Oswego, IL
630-897-8000

The Rogers Group
Family Business Success
Glenview, IL
847-562-8992

Stormtech Inc.
Campbellsport, WI
920-533-5271

Treadstone Tire Recycling
Joliet, IL
815-726-4644

Trissel, Graham & Toole, Inc.
Insurance & Risk Management
Sterling, IL
815-625-0027

United Recyclers Group
Centennial, CO
303/367-4391

WELCOME TO ATRI'S NEW MEMBERS

DIRECT MEMBER
Broadway Auto Salvage
3014 S. Broadway Rd
Braceville, IL
ph: 815/237-8747
fax: 815/237-8326
email: brwysal@yahoo.com
contact: Jose

RHODES

Auto S/S/S INC.

815-673-3737

800-548-9151

Fax 815-672-5430

401 WEST 10TH STREET, STREATOR, IL 61364
www.rhodesautosss.com

IN THE QRP NETWORK, WE HAVE 34 LOCATIONS IN
9 STATES AND 1.3 MILLION PARTS IN INVENTORY



★ ARA ★ GOLD SEAL ★
★ CAR CERTIFIED ★





Sales Strategy Selling Through Tough Times -Be a Chameleon

By Christine Corelli

The "Sales-Service Excellence" Expert

This article has appeared in numerous publications.

Experiencing a selling slump? If you are, it's a tough situation indeed. It can not only hurt you financially, but it can damage your ego—especially if you feel you're doing everything right and you still can't see a breakthrough. It can also cause you to worry about job security and make your company vulnerable to the competition. What to do?

First of all, if your sales have been down lately, you are not alone. Current economic conditions and outsourcing to foreign competitors have caused sales to drop dramatically for businesses in many industries. So it's very easy to place blame there. But can you afford to? Not if you want to move forward. So what should you do? Sit at your desk and hope the phone will ring? Go through the motions and wait for things to turn around? Worry yourself to the point where your lack of confidence is written all over you when you're interacting with

customers? Obviously, none of these will work. Action will.

Below are methods to put you in the right frame of mind and get you back on track when sales are down. If you have been fortunate and have been meeting or exceeding your sales goals during this tough economy, you may still wish to review these to be sure you stay on the right track.

Become a Chameleon

- Accept Change.

If there's one word that captures our arrival into this still very new Century, it's change. These are challenging times! We're experiencing an unstable economy that is taking far too long to turn around. There are mergers, acquisitions, restructuring, downsizing, hiring freezes, and more fierce competitors who are chomping at the bit to swipe customers. Every company is in a race for growth with no finish line in sight. There's new ultra-sophisticated technology to implement and learn. And, many of us must now "think-global" and learn how to do business overseas. Under these conditions, you can be sure: Change will be continual, but then again, it always has been. It's just never been quite so "rapid."

When a company institutes change, it can make you uncomfortable, challenge the way you view yourself, disrupt your life, and force you to



Bionic
Auto Parts & Sales, Inc.

(773) 489-6020
or **(708) 489-6020**
Fax **(773) 489-4722**

USED PARTS

www.bionicaautoparts.com
parts@bionicaautoparts.com

4655 W. NORTH AVENUE • CHICAGO, IL 60639





deal with uncertainty. It can seem to come through your organization like a breeze, but these days, it hits like a tornado and you may wish you could simply take cover until it blows over. Unless you want to look for another job, you can't—even though you may feel alienated, stressed, or estranged by executive and managerial calls to embrace it.

You may even not be sure if the change is for the better. And, if you work for one of many companies who have cut budgets and benefits, you KNOW it's not for the better for you. You may experience insecurity, and personal resistance. You may observe those around you who seem to be passively going through the motions of their job while trying to cope with underlying feelings of uncertainty and the pressure to perform.

When its environment changes, the chameleon's biological process enables it to adapt readily to its environment. Unfortunately, for human beings, it's not quite so easy. Nevertheless, if you want to drive sales growth, and get yourself out of a slump, you must become like a chameleon—adaptable to your environment. If you agonize over the changes that are occurring around you and consider yourself to be a "victim," it will take much longer for you to get back on track. Become a chameleon.

Stop Fretting and Take Action

Recently, I had dinner with a client who is a small business owner. When I asked him how he was doing, he stated: "I'm not going to spend my precious time worrying. That won't accomplish anything. I've focusing on developing relationships with my existing customers and putting a great deal of effort into building relationships with potential customers. Right now I'm holding my own, but when things open up a bit, I have every confidence my sales will soar. I'm encouraging my sales people to do the same."

Smart guy! Fretting and worrying will not help

you when your sales are down. These behaviors will hold you back. You cannot excel at anything unless you keep yourself in the right FRAME OF MIND. This requires balancing your ability to be realistic and objective, and not over-worrying about things you can't control.

Excessive worry will block you from functioning effectively and keep you from putting your best foot forward. It will also block your creativity—something you need more than ever when sales are down. Consider this: Will worrying change the outcome of what will ultimately happen? What if everything you're worrying about will work out fine? What if you will have an abundance of opportunities to win new business if you were to take a stronger and more creative approach to sales? What if the efforts you make today are going to pay off for you in the near future? Channel that negative habit of worrying into action to drive business growth. Remember: "Worry is like a rocking chair. It keeps you going but gets you nowhere."

Eliminate Negative Thinking and Sound Confident

If you're experiencing a selling slump, tune up your mind and your tone of voice. If you are stuck in a rut thinking you won't make a sale, you won't. Think about how you SOUND when you're talking to customers. If they sense your apprehension or pessimism, they'll be more likely to give their business to someone who does sound confident.

LINCOLN SAVINGS BANK LSB FINANCIAL PETERSEN-HILL INSURANCE

219 Main Street • Cedar Falls, IA 50613
Phone: (319) 268-4242 • Fax: (319) 268-4211
Toll-free: (866) 907-4242 • Cell: (319) 240-2428
Email: PeteH@MyLSB.com

- BANKING
- INSURANCE
- INVESTMENTS
- TRUST
- REAL ESTATE



PETE HILL
VICE PRESIDENT
COMMERCIAL INSURANCE

WWW.MYLSB.COM



Sound optimistic and convincing. You need to think, act, and sound like a winner, even if you haven't won the race for a while. Just like a thoroughbred that wears blinders to keep his or her eyes on the finish line without getting distracted, you must forge ahead—sometimes even on “blind-faith.” Remember: Fretting and worrying will not get you where you want to go. Opting for optimism and taking ACTION will.

Talk Smart

Business experts have stated that eighty-five percent of your overall career success is in direct proportion to your ability to communicate. I disagree. I believe eighty-five percent of your overall success in LIFE is in direct proportion to communicate your ideas and needs to others. If you are in sales, you must be a master communicator, especially when it comes to your ability to:

- Convey the VALUE of your product/service.
- Ask questions and LISTEN
- Sound empathetic to your customers' problems
- Convey that you genuinely want to help them
- Respond to objections and handle problems
- Sound DIFFERENT from every other sales person
- Be knowledgeable and have industry expertise
- Convey honesty, professionalism, integrity
- Deliver an engaging presentation while sounding conversational in your delivery (Don't forget the CONFIDENCE.)
- Adapt your selling style to the customer's personality

Sit down and write down words and phrases that convey these. Experiment until you find what works. Then, here's the key: MEMORIZE them to the point that using them in your every day interaction with customers becomes second nature to you. The sharpest sales people I know do this.

Go Back to Basics

You remember what that means—it's doing those same activities you did so willingly when you first got started to get yourself up and running. One of them was staying on the phones. Great sales pros instinctively know they must always have the discipline to keep “dialing for dollars” to existing and potential customers to get out of a negative sales period. If there aren't enough incoming calls, there must not be enough going out! So if your phone's not ringing ask yourself: How many calls am I making? If your phone is quiet, it's because you're not making enough calls.

Muster up the discipline to spend several hours on the phone each day to help generate business to get you out of the quicksand and onto solid selling ground. The best business development and salespeople know that whether business is down or whether they're soaring high, they always need to sustain the discipline to get on the phones and hustle or for sure it will fall off.

Tap into Your Creativity

It's not uncommon to get stuck in a rut when sales are down. So, if you're hearing, “I'm not interested,” become interesting to them! Talk in terms of what's important to them. Think about changing your approach when interacting with customers, and in your methods of developing new business. Bring creative ideas to your existing customers. They'll thank you for it.

Make an effort to apply creativity to help drive sales. Consider these: What more can you do for your potential and existing customers? What can you offer that other competitors are not? Who can you contact that you have not contacted before? How can you show existing customers that you appreciate them? How can you entice them to visit your exhibit at your industry trade show? What creative incentives can you offer them NOW to convince them to buy?



Get Visible - There's No Substitute for Knocking on Doors

Here's something I've often heard: "I used to visit a lot of customers and attend events, but I don't have time anymore." Physically calling on customers and attending business events are likely activities that helped you get established. You may need to do go back to those practices to get up and running again. If business is down, make more face-to-face appointments, attend networking events, meetings, trade shows, chamber of commerce functions or association functions where you can meet potential customers, learn about your industry, build relationships and form strategic alliances. Be selective where you spend your time and money, but remember: Visibility in your industry and community is important.

Reconnect with Advocates

When sales have been down for a long period, visit friends, suppliers, contacts and existing customers who know you and love you. (Okay, visit those who simply like you!) Ask them for referrals and more business. The efforts you have made in the past to maintain strong business relationships can pay off for you now when you need it the most.

Spend Increasing Amounts of Time Forming Relationships

As mentioned previously, developing relationships will help you get out of a slump move you toward long-term profitability. Slowly but surely, even in a tough economy, if you keep calling customers and work hard at building relationships, when the time comes for them to buy, you'll be the one that will get their business. Don't neglect to keep calling on potential customers you believe are loyal to your competitor. I've heard countless victory stories from participants in my sales seminars that persistence and patience combined with class and professionalism have won their biggest accounts.

Bring Reinforcement

Does your company have an "Everyone Is In Sales" philosophy? If not, it should. If possible, bring your executive vice-president, national sales manager, top technician, or a customer service rep along who can reinforce your words and help you convince new customers to buy. Why? It makes the customer feel important. For example, if a potential customer has had problems with shipping or customer service with their current supplier, bring those individuals along from your company and introduce them. Yes, I know they're busy and have too much to do, but consider this: if sales are down, they, and others in your company may not continue to get a paycheck.

Maximize Your Productivity - Organize or Agonize!

Here are a few hard questions to ask yourself if you've been in a slump: Have you been working efficiently but not effectively? Have you been very busy and working hard during a slump, but haven't been getting results? Then you haven't been effective.

Remember the 80/20 Rule: "20 percent of your customers will generate 80 percent of your business." Have you failed to concentrate your efforts on customers who can give you the biggest commission check? Have you been spending too much time going after small accounts, without consistently striving to get business from larger

"The Place for Parts"
I55 Auto Salvage, Inc.
USED CAR & TRUCK PARTS

877-467-2941

PHONE: 815-467-2938

FAX: 815-467-7152

DAN - DAVE - DOUG - DON - TODD

22661 FRONTAGE ROAD • CHANNAHON, IL 60410



accounts? Do you manage your territory as if it were a “milk-run?” What I mean, is, do you keep calling on existing customers because you know they will keep ordering from you repeatedly, and not go after the bigger fish? If you did, did you throw in the towel too soon with any of them? Would just a few more times at bat give you the home run?

Have you been making the best use of your time? Have you prioritized your to-do’s each day and done them first? What percentage of your day have you spent in non-sales related activities? Are you ORGANIZED? If you don’t have effective organizational skills, get them. Your alternative is to AGONIZE over why your sales are down. Take a good hard look at yourself and be honest: Have you been procrastinating on taking appropriate action to get out of a slump? Procrastination is a negative habit.

-Set, Reset and Work Toward Your Goals Not your style to set goals? Even the most sophisticated business professionals set goals. Write them down and LOOK at them each day. Then, DO them. Setting goals is a way of making things concrete. It’s a sure way to focus your energy if sales are down.

Get into a non-business setting where you can think clearly and there will be no distractions. Sit down and write down what action you’ll take. Establish your priorities, and set goals so that you’ll move forward. For example, “I will make 10 phone calls per day to existing customers, and 20 to potential customers.” “I will study my industry and check out my competition on the Web at 1/2 hour each day.” “I will try this new approach with these customers.” “I will apply one concept, theory, or selling skill each day, until it becomes habit. Then, I’ll move to the next one.” “I will meet with John Smith to discuss his ideas on how to tap into new markets.” “I will book three appointments per week.”

Outshine Your Competition

Ask your customers how you can help them. Give more. Care more. Be better. Work with your customer service staff and others in your company to help them prevent any service problems. Portray a higher level of service in every aspect of the business process. Develop an obsession for delivering your best performance with every encounter, with every customer, every day!

Invest in yourself

Spend more time and energy on learning new skills and self-improvement. Take a refresher course on sales training, or enroll in an advanced sales training program. Don’t be too proud. Consider working with a sales coach. Make it priority to continuously sharpen your skills.

Learn to love what you do

Have you lost that lovin’ feeling you had when you first started? Do you remember how excited you were when you got that first big deal? Through all the uncertainty and instability, if you can learn to love what you do, you’ll be more creative, and sound positive when interacting with customers. And, you’ll simply make it better for everyone around you.

Alleviate the pressure

Lighten up! Being in a selling slump it can be challenging, but it doesn’t have to ruin your life! Laugh a little. And, chances are, if you can get your customers to laugh, your chances of making that sale will be tenfold.

All of these are methods and mind-sets that can help you overcome a selling slump, but remember this quote from yours truly: “There is no mystical magical secret to sales success. It comes from your ability to be like a chameleon- adaptable through change. And, it comes from your enthusiasm and belief in your company, its products/services, its people, and YOURSELF. Then, making the



CUSTOMERfeel that same enthusiasm and belief.”

©Copyright, 2010 Christine Corelli & Associates, Inc.

Christine Corelli's track record includes five business books including the popular *Wake Up and Smell the Competition* and *The ART of Influencing Customers to BUY From*



YOU, over two hundred published articles, hundreds of presentations at meetings and conferences and an impressive client list. She is a frequent speaker to automotive manufacturer, towing, and automotive industry service industry groups. To learn more visit www.christinespeaks.com, or call 847 581 9968.

Aftermarket Parts

By Joe Watson

Recently while attending the Collision Industry Conference (CIC) I was in the audience where one of the speakers showed a front bumper reinforcement's obvious shortcoming in that the part was obviously not made of the same material as the Original Equipment Manufacturer (OEM). The speaker demonstrated that the aftermarket reinforcement was not on the same par as the equivalent OEM part by first attempting to saw the OEM part in half unsuccessfully, then easily sawing the aftermarket part in half. I was there first hand because I actually helped by holding the parts while the speaker performed the sawing.

After the demonstration and a debate on the use of OEM and aftermarket parts several people from the repair industry spoke up on the use and need for aftermarket parts in the market. The argument from the Ford representative spoke about the Patent infringements of the industry by bringing non-OEM patent protected parts into the marketplace. The aspect of the patent infringement caught my attention, and I decided to explore this argument by taking time to speak with several peo-

ple on the topic of wither or not the aftermarket industry was in or out of compliance with the current US Patent Laws. Since I am the President of the Auto and Truck Recyclers of Illinois I felt that I should gather as much information as possible in order to form an informed opinion of the subject matter, and that meant reading the laws.

It appears as of this writing, Ford is the primary manufacturer who is challenging the use of aftermarket replacement body panels by patenting several of the parts that constitute the Ford F150 pickup truck as well as a number of Mustang parts. Being that Ford is the designer, inventor and manufacturer of these parts it would make sense that if they wish to patent any part they originally created they should have full authority to patent any part they design.

For those unaware, Wikipedia defines a patent as: **A set of exclusive rights granted by a state (national government) to an inventor of their assignee for a limited time in exchange for a public disclosure of an invention. The procedure for granting patents, the requirements placed on the*



patentee, and the extent of the exclusive rights vary widely between countries according to national laws and international agreements. Typically, however, a patent application must include one or more claims defining the invention which must be new, inventive, and useful or industrially applicable. In many countries, certain subject areas are excluded from patents, such as business methods and mental acts. The exclusive right granted to a patentee in most countries is the right to prevent others from making, using, selling, or distributing the patented invention without permission.

Under the World Trade Organization's (WTO) Agreement on Trade-Related Aspects of Intellectual Property Rights, patents should be available in WTO member states for any inventions, in all fields of technology, and the term of protection available should be the minimum twenty years. Different types of patents may have varying patent terms (i.e., durations).

A patent is not a right to practice or use the invention. Rather, a patent provides the right to exclude others from making, using, selling, offering for sale, or importing the patented invention for the term of the patent, which is usually 20 years from the filing date subject to the payment of maintenance fees. A patent is, in effect, a limited property right that the government offers to inventors in exchange for their agreement to share the details of their inventions with the public. Like any other property right, it may be sold, licensed, mortgaged, assigned or transferred, given away, or simply abandoned.

So the basis of the question that was asked of me on several occasions was: Do you feel that Ford deserves the right to have exclusive rights to produce sheet metal parts and prevent the aftermarket industry from producing, marketing, and selling those parts in the marketplace? After reviewing the letter and the spirit of the law, I must believe that the answer would be yes, conditionally. The OEM researched, designed, and produced

the parts, and if they decide they wish to limit their production by establishing patents they are fully within their legal rights do so. Understand that several OEM companies have not established patents on most of their parts, and the limitations of the patents would be for parts created in a manner as to imitate the original form and function. Designing and producing a hood, for example that does not nearly exactly look and function as the OEM product would not fall under the restrictions of the patent restriction. Enhancing and creating a headlight, for example, that outperforms and could not be mistaken as an OEM headlight again would not fall within the patent restrictions. As stated before, if the OEM decides that it is in the best interest of the market to license other companies or individuals the use of the patent, it would fully fall within their power to do so as well.

In conclusion, it appears that under the current US Patent Laws, if the OEM wishes to restrict the manufacture and sale of aftermarket parts that purport to appear and function as actual OEM parts, they have the backing of the United States government to do exactly that.

* http://en.wikipedia.org/wiki/Patent_law





Discover the Benefits of Being an ATRI Member!

Illinois Green Car Program (Illinois Certified Automotive Recyclers)

Illinois Green Car recognizes and certifies that the member meets certain criteria in terms of environmental impact, safety, licensing and other regulatory standards as well as general business practices. This program is endorsed by the Illinois EPA and is cost effective. For just \$50 a year you can become CAR certified through the National Association. ATRI has an established a working relationship with Illinois EPA so if you have questions for them but don't want to call, ATRI will be glad to make the call and provide you the answers.

ATRI Legislative Committee oversees legislative issues pertaining to Illinois auto recyclers. Through the Committee, ATRI engages in lobbying efforts and has established relationships with government agencies including the Secretary of State of Illinois.

Education and Training Opportunities

ATRI provides training throughout the year. Additionally, ATRI provides educational programs, social events, yard tours, and networking with fellow recyclers. Opportunities to network, share and learn from other recyclers. See what works and what does not.

ATRI Newsletter is published 6 times a year

The newsletter is currently mailed to all recyclers in Illinois. The newsletter includes industry news, a complete listing of the membership, updates on legislative and environmental issues and lots of other interesting information I am sure you will find useful in your day-to-day business operations.

CMARC Central Midwest Auto Recyclers Convention and trade show held annually

This event rotates between Iowa, Illinois and Indiana. This event is designed to bring recyclers and vendors together from all over to network, educate, and provide and encourage camaraderie. We invite our fellow recyclers from surrounding states to attend our convention and trade show, which clearly makes CMARC a regional show like none other.

Website and staff accessibility, www.illinoisautorecyclers.com

- All members are listed on the website with all of your information, including a link to your website, if available.
- Newsletter archives
- Calendar of Events, as they are scheduled.
- Parts Search, an opportunity for each member to sell parts.
- Suppliers list, a complete list of suppliers, associate members of ATRI.
- All contact information for the ATRI Board of Directors and Staff.
- Staff accessible to answer all your questions, or find the answer for you.
- Information friendly, ask ATRI to email the membership with an article or question you may have.

ATRI is a member of the Automotive Recyclers Association, the National association for auto recyclers. ATRI is active by participating at the ARA conventions and sharing that information with ATRI Members.

All Illinois recyclers encouraged to join ATRI and make a difference by getting involved. Support your state association and reap the great benefits of the membership.



Auto & Truck Recyclers of Illinois

Application for Membership

Please print or type

Business Name _____

Contact Name _____

Address _____

City _____ County _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____

Type of Business Activities

(CHECK ALL THAT APPLY)

- | | | |
|---|--------------------------------------|--|
| <input type="checkbox"/> Recycler | <input type="checkbox"/> New Parts | <input type="checkbox"/> Body Shop |
| <input type="checkbox"/> Automotive Mechanics | <input type="checkbox"/> Towing | <input type="checkbox"/> Import Vehicles |
| <input type="checkbox"/> Domestic Vehicles | <input type="checkbox"/> Light Truck | |
| <input type="checkbox"/> Other _____ | | |

Investment

- | | |
|--|-------|
| <input type="checkbox"/> 1-4 Employees..... | \$250 |
| <input type="checkbox"/> 5-9 Employees..... | \$375 |
| <input type="checkbox"/> 10 + Employees..... | \$500 |
| <input type="checkbox"/> Associate | \$250 |

Amount Remitted.....\$ _____

Mail Completed Form to
Auto & Truck Recyclers of Illinois
1700 Fieldstone Dr., South
Shorewood, IL 60431
Fax: 815/744-2277
Email: ILLAutoRecyclers@aol.com
QUESTIONS CALL: 877.880.2874



Aim

By Jay Gubrud

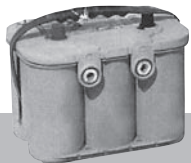
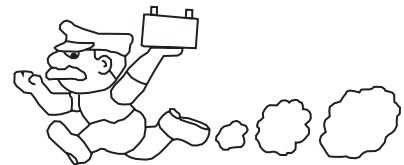
You don't close your eyes when you are driving, never use your signals or pretend there are no other drivers on the road! However, I believe, some people treat their jobs this way. They think their job and the company they work for will always be there, but this is not necessarily true. When you are driving your car, you are aiming it as you travel down the road. You have a starting point, route, and destination. As you drive each day you pay attention to your surroundings, road conditions, laws, other drivers, etc. That is how you get where you want safely and on time. The same is true in the office, each day you

can successfully AIM to keep yourself there. Here is a three step technique I recommend you think about and put into action every day!

Awareness. Be aware of what is going on around you. This is important when driving and doing business. Be curious and ask questions. Seek out what is happening in other departments, your industry, and pay attention to competitors and coworkers. Read industry publications, peruse the internet, have lunch with someone from a different department or attend association meetings for your industry. Keep your finger on the pulse of your

Battery Sales

12320 South Page • Calumet Park, IL 60827



We Buy and Sell Batteries



Consider Battery Sales for:

Low Prices
Guaranteed Product
New Batteries
Refurbished Batteries



30 Day Payment
Free Delivery
Scrap Batteries Removed
25 Years Experience

All the Power at Half the Price

Call: 708-489-6645



department, company or industry. Know the size and nature of your customer base. Pay attention to your competitors, even if you are in accounting. Gain a better understanding of how your function affects other departments. If you don't, you may end up paying the price after a shift takes place. I can't tell you how many people have suffered in the last year because they didn't do this.

Impeding. Are you helping things flow? Are you flexible? Are you facilitating or impeding progress, relationships or innovation? Think of that person who drives slowly in the fast lane on the highway – don't be that person. This may require some folks to increase their self awareness and enhance their sensitivity. Make connections and get out of the way. Don't be one of those leaders who is so set on being the center of power and influence that they are strangling the progress of their organization. Give credit to others. Be the one to connect ideas, things or people and gets out of the way.

Mutual benefit. Are you seeking to conduct yourself in a mutually beneficial way? Do you create win/win situations and relationships? Do you

truly understand other people's perspectives? One thing our company has done to create win/win situations with our clients in this tough economic climate is to offer value added features at no cost. These are things they would have incurred addition expense in the past and helps with tighter budgets. It has been highly successful! A reasonable expectation for mutual benefit is 80% of the time. I believe we have to look out for ourselves sometimes (20%) to best serve others. If we always look out for other people more than ourselves we become martyrs.

Implementing this simple technique into your everyday to-do list is easy and beneficial for you and your co-workers. It doesn't take much to improve the contributions you're making to the company. Your boss will take notice of the effort and your position will become even more valued.

About Jay Gubrud:

For over thirteen years, Jay Gubrud has helped corporations, associations, their boards and members eliminate roadblocks to their success. His theme is very unique and one everybody can relate to ... Cars and Driving! Jay's articles on performance improvement have been in numerous publications nationwide. You can reach Jay at www.jaygubrud.com and 651-635-9939.

Crashed Toys Expands to Michigan

(February 1, 2010) -Eldridge, IA:

Crashed Toys, the nation's premier Specialty Salvage Remarketer, today announced the opening of its fourth indoor auction center dedicated to the remarketing of damaged Power Sports, Marine and Recreational Vehicles. The new facility is located in Lansing and will serve the entire state of Michigan, as well as Northern Indiana and Ohio.

"This is our fourth regional indoor remarketing center" stated John Lindle, President of QCSA Holdings. "The Crashed Toys business model has been very successful in improving the process of remarketing damaged power sports for both

buyers and sellers. We are thrilled to be able to service additional states from this new facility."

With headquarters in Eldridge, Iowa, Crashed Toys is a wholly-owned subsidiary of QCSA Holdings, LLC; the nations largest independently owned and operated salvage auction company, operating 7 salvage vehicle auctions and 4 Crashed Toys auctions in the Midwestern United States. The company offers internet auctions and live on-site auctions that are simulcast worldwide from its web site.

For additional company information: www.qcsa.com or www.crashedtoys.com

Contact: Joe Voit (563) 823-6554

Save The Date!!! Save The Date!!! Save The Date!!!

"Come to the Best in the Central Midwest!"

April 30 - May 1, 2010

The Central Midwest Auto Recyclers Convention & Trade Show

Des Moines, IA

www.cmarconvention.com

Brought to you by the Automotive Recycler Associations of:

Iowa, Illinois, & Indiana

Invited to this spectacular event will be the recyclers of:

***Iowa, Illinois, Indiana, Missouri, Kansas, Minnesota,
Nebraska, Wisconsin, and South Dakota***

Saturday Night Demolition Derby

***Free
Parking***

WOW!!!

An event you don't want to miss!!

**Events will be held at
the Varied Industries
Building at the Iowa
State Fair Grounds
in Des Moines, IA**

Exhibitors receive:

- ✓ Exclusive trade show hours**
- ✓ Listing on show website**

For exhibit information please contact:

Michelle Lechner 877/880-2874

or Kelly Salseg 515/943-3516

Watch your mail for more details!

Save The Date!!! Save The Date!!! Save The Date!!!

ATRI0310

Auto & Truck Recyclers of Illinois



In care of: R.J. McClellan, Inc.
445 Broadway Ave #500
St Paul Park, MN 55071

Change Service Requested

PRESORTED
STANDARD
U.S. POSTAGE
PAID
St. Paul, MN
Permit No. 7911

CHICAGO INDUSTRIAL CATALYTIC LTD.

Specialists in: ✓ *catalytic converters*
✓ *catalysts*
✓ *metals*
✓ *alloys*

Please call to schedule a pick up!

Phone: (312) 914-6666

Fax: (847) 236-9725

Warehouse - Chicago, IL