



# ATRI News

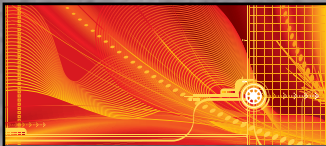
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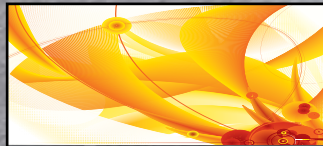


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## The ATRI NEWS

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  
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Springfield, IL 62704  
illautorecyclers@aol.com

Articles may be edited for length and format.

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## President's Perspective

Larry Brosten, ATRI President

It doesn't happen very often, but spring arrived early this year. I know that mild weather conditions are met with mixed reviews by people in our business. However, Auto Parts City just had its best first quarter ever. I hope you had a good first quarter too. As we enter the second quarter of 2012 there are a couple of things I want to bring to your attention.

I'll begin with our 2012 convention scheduled for Sept. 21-22 in Indianapolis. Although it's still five months away, ATRI's hard working Executive Director, Michelle Lechner, is busy putting the final details in place. The schedule of events to be held at the Dallara IndyCar Factory will offer something of interest for everyone. I urge you to try to attend. I know from my own experience that it's not always easy to find time, but after it's over, I'm always glad I made it to the convention

In other news, this past March I had the opportunity to represent ATRI at Waubensee Community College's Automotive Technology recruitment day. It was attended by visiting groups of Kane County high school students. Professor Ken Kunz and the rest of the tech staff have been instrumental in raising awareness of auto recycling at Waubensee.

Last year, Kunz's department incorporated an auto recycling curriculum and certificate program into its automotive study program. As we learned from the tech and administrative staff at Waubensee, the Automotive Technology program is extremely popular; open positions fill up very fast every year. Ken's inclusion of auto recycling into the

program is a valuable component in ATRI's effort to bring the auto-recycling message to the public.

And that brings me to a larger point. As an organization, we've always made sure we make our voices heard in the legislative arena, and for good reason. However, as time goes on it is becoming just important to reach out to consumers, students and businesses in related fields.

We must make them aware of the changes and initiatives underway in auto recycling. And, as the general public beginning to take notice of our green-business efforts, don't be surprised if you are asked by someone in your community to represent auto recycling at a local green event.

If and when that happens, remember that ATRI is ready to help you represent the best of what our industry has to offer.

Have a great spring, and be on the lookout for more information about the Sept. 21-22 convention in Indy.

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## Executive's Viewpoint

Michelle Lechner, Executive Director



Spring has sprung in Illinois, and all over it seems. I am sure a lot of you weren't happy with such a mild winter, but I was. I am going to jump ahead here and think about fall 2012, especially September 21/22. I am sure you have received the emails about the CMAR Convention & Trade Show by now, and if not you can look just below my letter at what it is all about. I know you are saying WOW! Absolutely WOW! This 2 day event will be full of training's,

trade show, tour of the Dallara Indycar Factory, and an opportunity to ride in one of the high speed Indy car two seater's . All of these events take place at the Dallara Indycar Factory. Saturday there will also be a tour and Cookout at Pick-A-Part there in Indy, and not too far from the Dallara Indycar Factory, truly another state of the art facility.

I am highly encouraging all of you to attend. You all know this is an opportunity to meet new people, pos-



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# Auto & Truck Recyclers of Illinois Association News

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sibly some that will become trading partners with you, and also an opportunity to receive lots of education and explore two state of the art facilities. A full packed week-end! Please mark your calendars and plan to attend.

Legislatively I can tell you there is not much happening, what was out there died, so as of now all is quiet on the home front. We will keep you all updated on any upcoming legislation that comes our way.

I am hearing from some of you that IEPA has been out an about making some visits, so be prepared and if you are in need of info on the IL Green Program please let me know. You know the IL Green Program is a way to keep your mind at ease about any environmental issues you may have. More and more members are coming on board with the IL Green Car Program.

Lastly, as a reminder, not all of you have sent your 2012 dues in, so please do so in a timely manner. Remember, ATRI is here for you all the time. Please contact the office if there is anything we can do for you. I send emails frequently with information I think you want to know about, so if you are not getting them please let me know. I realize emails change from time to time, so please let me know if you have any changes you want to share. I will also make sure the website is updated with any email changes you have or any other information about your business you think we should know about.

Keep Recycling,  
Michelle Lechner  
Executive Director/Lobbyist

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## Member Profile C&J Auto Parts

Family owned and operated since 1951 C&J Auto Parts is located at 3200 S Archer Avenue on Chicago's near south side. C&J is your one stop shop for auto parts. Whether you are looking for new spark plugs and wires or need a complete engine or front end, we have you covered. C&J Auto Parts is not only an Auto Recycling facility but also a new auto parts Store. What started out as a one man auto salvage yard has grown over the last sixty years into one of the city's most respected Auto Recycling facilities and auto parts store. C&J offers something for everyone from the alley mechanic to body shops and garages to insurance adjusters and automotive rebuilders.

In 1946, after serving in the United States Marine Corp, Bud Zalon bought a salvage yard on Chicago's north side with his father, Nathan. Their business consisted mainly of buying vehicles exclusively for the purpose of recovering scrap metal. It was a small operation with only one employee. After a few years of unsuccessfully trying to buy the land on which the business operated, Bud and Nathan decided to relocate.

In 1951, Nathan and Bud bought C&J Auto Parts – an existing business that consisted of an auto parts store and service garage on the south side of Chicago. Over the years they expanded the property by purchasing the five-acre trucking depot

next door. As before, they began purchasing junk vehicles for scrap metal and used the newly acquired land as their salvage yard.

In 1976, Bud's son, Arnold, graduated from college and joined the family business full-time. It was Arnold who realized the untapped potential of the salvage yard. He began buying late model salvage cars and transformed C&J

Auto Parts from a salvage yard to an Auto Recycling Facility.

The success at C&J Auto Parts is the result of its dedicated and knowledgeable team members; many of whom have been with C&J for over 10 to 15 years. Finding the right people who have a strong work ethic, are team oriented and have strong family values is not easy to do, but essential to any successful company. Throughout its history, the staff at C&J Auto Parts has been dedicated to their customers and the neighborhood. The C&J Auto Parts team brings hard work and commitment to serve all sectors of the auto repair industry. Back alley mechanics, insurance adjusters, and those who repair and return cars back to the road, find the new and used auto and light truck parts they need at C&J Auto Parts, Inc.



## ASK ARNOLD Expert Offers Free Advice To Web Visitors

By Felicia Lowenstein Niven

*“ASK ARNOLD Expert offers free Advice To Web Visitors” first appeared in the Autumn 2011 issue of Locator UpFront Magazine.*

James Battista knew his vehicle was having transmission problems, but didn't know where to go for advice. By chance, he found Arnold Zalon's free auto advice web page.

“I was searching the Internet for an answer and found ‘Ask Arnold,’” said Battista, who immediately sent his transmission question to Arnold, president of C & J Auto Parts, Inc., in Chicago, Ill. “Arnold told me it could be the transmission or a solenoid. Since I live in the area, he referred me to a transmission specialist he uses.”

The specialist diagnosed a solenoid-related problem, reinforcing Arnold's expertise, and easing any worries Battista had of a more expensive problem.

“Instead of \$1,400, it was a \$200 job,” added Battista. “[Arnold] saved me a lot of money.”

The feature, which has been on C & J Auto Parts' web site (CandJAutoParts.com) for two years, has earned the company a dedicated customer following.

Andy Zalon, Arnold's son, said he got the idea for the ‘Ask Arnold’ web page at an ARA convention, and shared it with his colleagues at C & J Auto Parts.

“We were redoing our web site and I wanted a way for customers to ask questions,” explained Andy.



*Arnold Zalon, president of C & J Auto Parts, answers auto-related questions via the company's web site.*

“We also wanted to be a resource for the community. After all, vehicles are getting more complicated, which means the same symptoms could point to different problems. We wanted to help people look for the parts they needed.”

The Zalons designed a colorful caricature of Arnold to add character to the column. Once installed on the web site, the feature

drew several questions that fit into similar categories.

“At first we were getting a lot of questions about window motors and tires,” said Arnold. “That's why we posted them on the web site under a Frequently Asked Questions column.”

Most questions receive a response within a week. Andy receives the e-mails, and then shows them to Arnold. Sometimes, Arnold asks co-workers for help, but personally answers all questions.

“We have a data service for technical answers that we may not know,” added Arnold. “We also talk to some of our technical guys to verify an answer or make sure we're going along the right path.”

Arnold believes some customers have sent in questions designed to stump the staff.

“I was asked if I had a radiator for a 1969 Volkswagen Beetle,” he recalled. “Well, that particular vehicle did not have a radiator. The airflow would keep the motor





cool. Of course, I couldn't assume that the person was trying to stump us ... maybe he was legitimately asking. So I wrote him a note, gave him my phone number and offered to walk him through what he needed."

Arnold is a third-generation owner of C & J Auto Parts, a 60-year-old business started by his father, Bud Zalon and grandfather, Nate Zalon. There are currently 20 employees at C & J Auto Parts, which sells recycled and new auto parts, and includes a small service department.

Arnold said the addition of the 'Ask Arnold' feature has been a benefit to customers.

"Most of the time, I seem to be able to point people in the right direction," he admitted. "If they're looking for a product or service we can't provide, I can usually find someone to provide it."

*Reprinted with permission of Locator UpFront Magazine*



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## Constant Reinforcement

by Joe Watson, ABC Auto Parts & Sales

Every day we receive constant reinforcement of actions we need to take. When you get in your car you are reminded to buckle your seat belt, when you travel in an airplane you get the same safety talk about the location of the exits and what to do in the event of a disaster before each take off, when you get a cup of coffee you are reminded that the coffee is hot. You are constantly getting reinforced about things you need to know and actions you need to take. Why then are things any different at your job?

I have a check list at work that I have created to remind me of tasks I need to perform and in the order that works best. I look at my list every day, check off the tasks performed and when the list is completed I know that my day will be successful. We have weekly meetings with each of our departments to constantly reinforce procedures and the redundancy of these meetings sometimes get on my nerves because really, how often does one per-

son need to be reminded of the same thing? Apparently we humans need constant reminders and reinforcement, an example of this is a check list.

I am a scuba diver, before every dive I along with my buddy perform the following constant reinforcement or check list:

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**Weights:** Your weight belt should be set-up with a right hand release. You should be properly weighted - not over weighted. Your quick release must be clear for a quick ditching of your weights if required.

**Releases:** Make sure your buddy's releases work and you are familiar with their locations and operations.

**Air:** You should always start off your dive with a full tank of air. Confirm that you both have ample air for the dive, and that your valves are open, that your regulators work. Know where to find and how to use your dive buddies spare regulator.

**Final OK:** Give each other a final inspection from head to toe and front to back. Check for dangling gauges, missing gear, torn straps or leaking hoses.

Pretty basic check list, however failure of a successful check could mean harm or death.

Do you have written procedures set up in your organization? If you don't you should begin immediately. One of the constant reinforcements I perform every day is to ask my sales staff at 9:05am if they have called back their sales leads. Our policy is that at 9:00am the follow up calls begin. Often I get nods that they are already working on the task, but all too often I see someone gathering up their papers to begin the calls. Constant Reinforcement. I speak with our service department in the morning to go over work that will be performed today and over the next couple days. Constant Reinforce-

ment. Some procedures, once in place, only need review. Our production department has a board that is updated constantly listing which vehicles need to be dismantled, what order the vehicles will be dismantled and what items are sold. Every once in a while procedure is not followed, again we use the constant reinforcement to explain to the parties involved the procedure and the effects of failing to follow procedures has on those around us.

Do you have sales goals, production goals, vehicle purchase goals, delivery goals? Do your employees know their expectations? Are they clearly defined and posted? Have you ever been in the break room of a new car dealership? There is a list of all the sales people and each of their vehicle sales are clearly posted along with a total for the month along with a goal. Some call this list the 'leader board'. That is an excellent example of a constant reinforcement for everyone to know how well they are performing. Does the leader board discriminate and shame those who are not performing? Yes it does, it provides your top performers a sense of a job well done while at the same time it also gives underperforming sales people an idea that their job may be in jeopardy. It also gives the manager a list of people who may need additional training or a list of people who need to find new jobs.

Constantly reinforce to yourself and your employees what your business does, why you do what you do, and be open to change when procedures are no longer relevant. Remind people when they begin to get lazy what their tasks are and why they need to perform those tasks. Keep an eye on the bottom line, set goals and explain why those goals are needed. Get people involved in decision making, they are much more inclined to meet goals if they are part of the goal making process. Now go out there and make some decisions that will generate the company money.

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## ***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 Executive Director*** is a lobbyist for the association and engages legislative issues pertaining to Illinois auto recyclers. Through the Executive Director, 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](http://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 Association News



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## Winning in Today's Economic Climate

August 3rd, 2009

By Joe Caruso

If the world economic crisis is negatively affecting you and/or your business, I have some advice for you... stop worrying about it. There's next to nothing you can do to fix it, and worrying about it certainly isn't going to help anything. If you really want to help yourself and your business, there's another crisis you should be focusing on. It's one that nobody is talking about and yet nearly everyone is suffering from. It's also a crisis that you can actually do something about—and by doing so—you can help yourself fare better in these challenging economic times. Believe it or not, it's called an **Identity Crisis**.

### **Economic Crisis, or Identity Crisis, in Businesses?**

What does an identity crisis have to do with you, especially during these turbulent economic times? Let's start by shedding some light on what an identity crisis actually is. Erik Erikson, the ground-breaking developmental psychologist and psychoanalyst, said that **people experience an identity crisis when they lose "a sense of personal sameness and historical continuity"**. Further, **only those who fully address this crisis and find a way to see themselves differently and in a way that is more congruent with the new and different world they find themselves in will survive and thrive**.

I think that description just about sums up what is happening in business today. American businesses and workers are in an Identity Crisis. Let's start to look at what is different from the continuity and sameness of the world we knew.

- Government is going into business, and businesses are going out of business in ways that are unprecedented since the Great Depression.
- A bonus has gone from a perk to a pejorative.

- The corporate jet, once a sign of success, is now viewed as a sign of excess.
- The financial markets, which are largely based on predictions and projections, are a mess, because both are based on a sense historical continuity which has recently been rendered irrelevant.

American businesses are finding themselves in an environment they don't even recognize, let alone understand. How can they strategize to it?

### **The American Worker and the Identity Crisis**

The American worker, who is trying to face this crisis with a can-do attitude, is experiencing an identity crisis as well. Our most experienced workers, people with 20 or 30 years of on the job experience, have never operated in a business climate like this. So, which part of their "experience" still has some value, and which part is weighing them down in this vast sea change?

Today's economic crisis is a real game changer. In fact, the game has changed so much that many of the old rules don't apply; and, what used to put you on the scoreboard doesn't necessarily do so now. What, if anything, can be done?

### **What Can a Single Business or an Individual Do About This?**

The fact is this – there is very little a single business or an individual can do to directly fix today's worldwide economic crisis. That being said, it's important to remind ourselves that nearly every crisis has opportunity hidden in it somewhere. But those opportunities aren't always so obvious to us, nor are they always easy to find.

The way to find the opportunity in this economic cri-





sis is to stop wasting our thoughts and emotions on what we can't control and start to focus them on what we can. The key here is to focus on getting past the identity crisis our times have created for us. **The critical first step when facing an identity crisis is to recognize and admit that you're having one.** To not admit this is to continue to try to bring the same perspectives, definitions and approaches to a world that will no longer respond to them like it used to respond. This is a great recipe for a heaping serving of failure and frustration. Yet it is exactly what most businesses and individuals across America are doing today. They're "redoubling their efforts", or adjusting budgets and costs against the same plan and approach to the market that they had when they were in a vastly different market environment. They are, in fact, "holding on" until things go back to the way they were.

## Stop Seeing Yourself in the Old Context

Instead, the best hope for a business or an individual to survive, and even perhaps thrive in this new business environment, is to learn how to see themselves differently in the new context of the new environment.

Identity, whether corporate or individual, has many elements to it. For example, a business can have a brand identity. It can be said that Apple is a cool brand compared to its rival Microsoft. Or its identity could be reflected in the way it goes about doing its business differently than its competitors, like a Southwest Airlines. The same can be said for individuals. For example, identity theft refers not to someone stealing your soul or your mind, but rather to someone using the aspects or elements of you that banks and businesses identify you by—your credit cards, records, and key relevant personal information.

**How we see ourselves is a foundational element of our identity.** When the world has changed so drastically that it sees us differently, meaning that it responds to what we do and how we do it differently than it used to, **we need to step back and find a way to see ourselves differently in that new world.** It is only through this process that we can find a way for the world to respond positively to us once again. To hold on to the same

view of ourselves and the world, and wait for things to get back to the way they were (which, believe it or not, is the current approach for most businesses and individuals in this country right now) will cause greater hardship and possibly even failure. This is evidenced by the increasing numbers of business closings and home foreclosures.

## How Do You See Yourself (or Your Business) in the New Context?

So how does one begin to see oneself and one's business differently? It's important to step back and reevaluate what is and what was, and the distinction between the two. For example, as teenagers start to become full-fledged members of adult society, some aspects of how they see themselves must change in order for them to be successful adults. The law views them differently. Their employers view them differently. The world has a different set of expectations



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for them, so they too must become aware of these distinctions and adapt their behavior. This requires that they learn to see themselves differently. A young adult that doesn't do this will find themselves in a sorry state sooner or later. There's no way around it. When businesses look at their products differently, they bring us innovations like coolers with wheels and handles, all temperature laundry detergents, and plastic squeezable ketchup bottles that stand upside down. When they look at themselves differently, they find new business models the way Apple created iTunes and car companies created their own financing arms as business units and profit centers.

When businesses have the courage and insight to look at themselves differently, salespeople can begin to see that selling doesn't consist of giving the customer what they want, the way they want it, for the price they expected—that's order taking. (The internet has contributed to this now common approach to sales.) Selling actually only occurs when the customer happily leaves with something more than what they came to purchase, usually (but not always) because they spent more than they had originally intended. Similarly, smart customer service doesn't occur when

a company does everything it can to make the customer happy, any more than it can come about when a company does everything it can to qualify for some national customer service award, regardless of how it affects the bottom line. Rather, the best measure of good customer service is doing the absolute least to appear outstanding in the mind of the customer. All efforts beyond that cut into profits. That's a fact.

In my extensive work on the subject of transformational thinking, including keynoting events all over the world on the subject, counseling Admirals and CEO's on the subject, and working with their respective commands and organizations, I have found the following to be true in every case. [While every one of my clients is unique and requires a specialized strategy to the market, I can tell you with great authority, that these next few sentences are true and applicable for anyone who will read them.]

### 3 Steps for Getting Closer to Winning

1. There is close to nothing on your calendar or to-do list right now that is more urgent and more critical than to stop what you're doing and the way you're doing it, and identify the clear distinctions between the world you used to work in, and the world you work in today.
2. Once you have made these distinctions, you can contemplate, strategize and plan on how you need to see yourself and your business in a way that can set you up to succeed in this new economic world. This creates congruency between how you see yourself and your business, and how the new economic world sees you and your business.
3. With that congruency established, your next step is to compellingly convince yourself, and your fellow workers, that there is much to be gained by letting go of who they

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were and grabbing on to who they need to be. If this acceptance occurs among the leadership and again throughout the organization, then any subsequent plans and processes will work to the new definition, and therefore work more successfully than hanging on to any unexamined process or plan that plays to old definitions that worked in the old world.

Crisis indeed has opportunity in it. Though it may seem difficult to believe for some of us, today's economic crisis, while unprecedented, definitely has opportunity in it. This is not positive thinking or some form of optimism. We know that some people and businesses will profit from these times. Those who have the courage to see the world as it is now, versus how it used to be, and those who understand the distinctions and the implications of the distinctions, and who are able to let go of past versions of their world to adjust their thoughts and

behaviors to the present economic environment, will find their opportunity.

## We Enter Each Phase of Life as a Novice

It is said that we enter each age of life as a novice. If you, or your company, have the courage to admit that this is true, you have just begun to take the first necessary step to positively dealing with your current identity crisis and to finding a way through this current economic crisis, rather than be a victim to it. It's the best you can do – and perhaps, it's all that you'll need. And, if I may be so bold, if a critical mass of workers and companies did just that, it could just become the ultimate solution to the larger economic crisis.

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## State CAR Programs Seek Ways to Add Member Benefits

By David Kendziorski, Illinois Green CAR Program Manager

The Illinois Green Certified Automotive Recycler (CAR) program has 15 members – far too few for a state with hundreds of licensed auto recyclers. That's a concern shared by other state CAR programs, as well as the national CAR program sponsored by the Automotive Recyclers Association (ARA). The CAR programs establish a set of environmental, safety, and regulatory standards, provide professional training and assistance, and certify recyclers who fully meet the standards. A handful of states have a state-level CAR program accredited by ARA: Illinois, Wisconsin, Michigan, Minnesota, California, and Iowa. The Illinois Green CAR program has the smallest number of members.

The CAR programs work hard to provide efficient services and remain affordable. But the real focus is on providing better benefits to participat-



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ing members. These programs are often able to establish close working relationships and partnerships with state agencies that affect our industry. Based on those relationships, the programs are considering diverse and innovative strategies to attract members and improve the programs.

Let's take a look at what some of the other states are doing:

### Michigan: MICAR Plus

In 2012, Automotive Recyclers of Michigan (ARM) is launching the MICAR Plus program in collaboration with the Automotive Service Association (ASA). MICAR Plus members have agreed to meet a set of quality and service standards (warranties, delivery, credit and return policies, etc.) that are important to the collision repair industry. In return, ASA will encourage its members to purchase more recycled parts from certified recyclers. ARM and ASA will be utilizing the new Car-Part Pro search engine to provide preferential parts listings for MICAR Plus members. Training programs for both recyclers and repair shops are underway, and a marketing strategy is being developed.

In addition, ARM has had preliminary discus-

sions with the Michigan Department of Environmental Quality to create an industry-specific stormwater permit that could be based on an expanded MICAR program.

### California: Strategic Communications

State of California Automotive Dismantlers Association

(SCADA) auto recyclers face strict regulatory requirements, a long trail of unfavorable court decisions, threatening opposition and lawsuits from third-party interest groups, and unfair diversion of potential salvage vehicles by a growing proliferation of unlicensed and illegal operators. SCADA will likely be working with a professional communications firm to design and implement an end-of-life vehicle communications program to increase awareness about the industry, to highlight the problems resulting from the improper disposal of vehicles, to support enforcement actions against illegal operators, and to offer solutions – including SCADA's award-winning Partners in the Solutions® program.

SCADA is also gearing up to help members meet proposed new industrial stormwater permit requirements that are expected to take effect in 2012 or 2013. The Partners in the Solutions® program may be re-vamped to help members comply with what will probably be the toughest stormwater permit in the country.

### Minnesota: Under Water

In April 2010, the Minnesota Pollution Control Agency (MPCA) issued the most complicated and confusing stormwater permit in the Midwest (not as bad as California's, but close). Minnesota's auto recyclers are struggling to sample their stormwater runoff, meet benchmark limits, take follow up corrective actions, and submit numerous reports. The MN-CAR program is focusing on providing professional technical assistance and onsite services to help members comply with the permit. Each member received, at no additional cost, a completed permit application, stormwater pollution prevention plan, site map, monitoring assistance, reporting guidelines, and professional advice.

### Wisconsin: Simple and Inexpensive

Wisconsin recyclers are able to participate in an innovative stormwater permit program referred to as "cooperative compliance programs" or CCPs. Therefore, the WICAR program did not need to assist members with their stormwater permit. Instead,

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the WICAR program was piggy-backed onto one of the CCPs, which greatly reduced the cost. The WICAR cost is 50% less than the cost of other state CAR programs. This simple, low cost, no frills program is just what Green Bay Packer fans ordered.

## ARA: Consolidation?

To improve efficiency and consistency, ARA is reportedly considering opportunities to combine or consolidate several similar certification programs such as CAR, Gold Seal, URG Accreditation, and the Automotive Recyclers of Canada (ARC) certification program. ARA is also exploring how to make best use of the excellent ARA University and ECAR services. An overall goal is to increase membership and participation while improving the integrity and credibility of the programs.

## What's Next for Illinois Green CAR?

ATRI could certainly consider adopting similar programs to improve communications and promotion (as in California) or to follow Michigan's lead in reaching out to the collision repair industry. Perhaps the CAR programs are best suited to help members comply with their stormwater permits. The Illinois industrial stormwater permit will be re-issued by IEPA within about three years. The new permit will probably change significantly, and it is possible that sampling and benchmarks may be added. As new regulations are imposed, the Illinois Green CAR program can become a useful tool to help members with their compliance efforts.

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Business Name: \_\_\_\_\_

D.B.A. (If applicable): \_\_\_\_\_

Street Address: \_\_\_\_\_

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Mailing Address (if different): \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

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.

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*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)

*Mail to: Illinois Green Car, c/o ATRI, 2817 White Plains Ct., Springfield, IL 62704*



## Shoppers are Good But Buyers Are Even Better

How to Increase Store Traffic, Turn Shoppers Into Buyers  
And Increase Your Retail Sales

By Christine Corelli

The customer rules! It's an all too familiar mantra, but it warrants repeating. After all, the customer ultimately decides whether your retail business will succeed or fail. That fact alone puts them in charge.

Today's customers are more demanding than their predecessors. They are better informed, have higher expectations, routinely compare prices, and often state that they can get it cheaper at a competitor to try to intimidate you.

To win them over, you have to give them what they want, when they want it, at a price they are willing to pay for it. You have to gain their trust and provide the best service, or they will simply go to your competitor or to a "big box" store to make their purchase. That is the cold hard truth.

### Learning how to compete

How do you compete in this environment? How can you increase store traffic? In essence, how do you turn shoppers into buyers? Even more important, how can you make them loyal advocates who keep coming back and send other customers to you? The answer is by doing three things: develop creative advertising, marketing and promotional strategies, train your employees on how to apply masterful sales communication skills, and give customers something to come back to and to talk about—a dynamic store atmosphere, superior service, and a consistently great customer experience. If you don't, they may visit your store once-only once. Worse, they may never visit at all.

The following is a process to help you get better results and position your store for greater success:

### 1. Think creatively

Tap into your creativity and develop new advertising and marketing slogans that will stand out in your customer's minds. Average is boring and boring is out! Humor, eye-catching graphics, characters, and mascots are in!

Remember the success of Tony, the Tiger and the Keebler Elves? They still keep coming back every now and then because they are such successful company symbols. Look at the more recent success of Aflac. No one ever heard of the company until it took the risk and came out with a powerful campaign featuring a funny, talking duck. And the Geico gecko will go down in the marketing history books.

While these advertising characters are used by conglomerates with huge advertising budgets, specialty retailers can use them, too. All you need is a good graphic artist and a photographer. What figure or character can you use for your mascot in your advertising, marketing, and sales promotions? What are the special features of your business that you can promote? What can you try that you have not tried before?



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How about a new marketing slogan? It should tie back into your product line and be memorable, such as “Fire to warm your soul – hearth to warm your heart.” How about “Beautiful new ways to warm up your home?” Perhaps, “Put fire into your lifeless fireplace.” Or, for the patio dealer, consider “A great patio to make your day.” or “We provide the perfect patio. You provide the fun.”

Most of these slogans can be used long term, but can also be the springboard for seasonal promotions, e.g., Valentine’s Day Hearths or Patio Fundays. Aim for energy and fun to keep your customers happy.

Risk-taking, supported by reason, can be a source of unlimited potential. You’ll never know what will work unless you are bold enough to try it.

## 2. Up-to-date marketing is the key

Next, look at your marketing. Are you using state-of-the-art marketing technology to capture vital customer information and do monthly e-mail marketing campaigns with special promotions and discounts to keep your name in front of the customer? Do you have an on-line store? To obtain ideas, subscribe to Alstos.com, LampsPlus.com, and other specialty on-line retailers to see their creative monthly campaigns. If you aren’t doing these things and more, then your competitors will have the advantage.

## 3. Bring out the consultant in you

Detach yourself emotionally from your owner or store manager role. To assist you in doing this, think of yourself as a sharp retail consultant or a potential customer who is looking at your retail business with fresh eyes.

- Look at your store sign. Is it time for a new one? A new sign, or a more eye-catching one, can make a big difference in drawing more attention.
- If your outside sign is great, think about adding one across the entire inside window where it can be seen by passing drivers, pedestrians, and shoppers. Make sure it has bold colors, huge lettering, and stretches across the top of the windows so it doesn’t block the view of merchan-

dise. Be sure that the sign doesn’t just say “Now Open” or “Sensational Sale,” but also a great slogan or words such as “For the Shopper Who Loves to Live Well.”

- Look at how your entire store appears from the outside. Does it look appealing? Is there any debris present in the front entrance or in the parking area? Do you have lovely flowers and planters near the door? When potential customers look in your window, does your store atmosphere scream – “Come-in!”?
- Make certain that your store is appealing and sets the proper tone for the merchandise. Since you are selling items for leisure, relaxation, and fun, make sure your customer can both feel a sense of relaxation in your fireplace/hearth area, and fun in your patio area. The merchandise must be beautifully displayed, floor plans must flow well, and everything must be easy to see and/or access. Customers should walk away thinking that your store is not only a great place to shop, but its a place for refuge from the busy outside world. Starbucks has made millions from recognizing that people love an atmosphere where they find refuge from the busy world. When you provide this atmosphere, shoppers will tend to visit more often and stay longer.
- Now walk in. What feeling do you get when you enter? Remember, we are living in the “experience” economy and customers want just that—an “experience” when they visit. Your goal is to give them one they will remember and tell others about, too. So give them something to talk about.
- When you step through the door, does the atmosphere appeal to all five senses— sight, sound, smell, hearing, and touch? Tap into your creativity and think of ways to add ambience to your store where all the senses are stimulated. Do you have a bottle of wine, two glasses, and reading material displayed by the fireplace? Do you have a fountain near the patio furniture area?





- How's the lighting? It can make a huge difference in how customers react to what they see by creating a range of identity and mood. The bright lighting in a big-box store says discount, while low level lighting with crisp accents of a specialty store draws them toward the merchandise.
- To obtain ideas, visit highly successful retailers, such as Starbucks, Crate and Barrel, Victoria's Secret, American Girl Doll Place, Trader Joe's and other specialty stores. While their merchandise is completely different from yours, think of how you can apply what you see to create an atmosphere that will work for you. Remember, you want appeal to customers so that they not only want come back but will send others to shop, too. This would be a good time to do some customer research, perhaps a few small focus groups of customers, held at the store after hours. Ask your employees to invite one person who fits the model of your average customer. For a small gift and dessert, these individuals will reward you with more ideas than you will know what to do with. Visit some of your competitors as well. Check out what they are doing and think of ways you can outshine them.
- How is the appearance of your cash-register area and what happens when customers purchase? Studies have proven that it is the least desirable area of the store. Do you have a bowl of candy for them to help themselves to while their purchase is being processed? If a customer has to wait in line, does an employee offer a glass of water, apple cider, or other refreshment? Is there a small play area for children so they will be occupied while their parents shop? Do you give them balloon or tiny little toy when their parents purchase? What do buyers receive? Hopefully, you hand them a discount coupon toward their next purchase, and a small but significant gift for giving you their e-mail address and agreeing to be on your e-mail list.
- Now, think of how you can diversify your offerings. In addition to the accessories you already

offer, can you sell, mirrors, art, photos and even paintings to go over a fireplace? How about carrying a few fountains for patio areas?

#### 4. Who's mind your store and who is on your sales floor?

Next, observe your employees. They are the most important part of the customer experience. They reflect what your store stands for; they are the first line when a customer enters your space. Therefore, during every customer interaction, all sales people must demonstrate a positive and professional attitude. They must treat each and every customer as the most important one of the day. They must genuinely want to serve their customers well. Regardless of a customer's appearance or expenditure, he or she should be treated with respect. You never know when they will be back again-with more needs to fill.



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Everything you and your people say and do has an affect on customers. If you don't say and do the right things, you can destroy the reputation of your store and your relationship with your customer. Everyone must understand the importance of providing exceptional service and consistently act as ambassadors who promote goodwill. They must realize that the customer is the person who creates and sustains their job.

Listen to the words and phrases your employees use when selling. Are they using the right words and phrases that build trust and influence customers to purchase such as "May I show you what customers choose most often?" and "What we keep hearing back from customers who purchase this product is how much they love it." How about, "What's the most important feature you are seeking?"

Do they know how to up-sell, sell add-on's, supplies, and other merchandise that will compliment their purchase? Do they possess knowledge on your products? Are they truly listening to customers? It is the only way you can learn what their concerns really are. Customers want you to listen to their concerns and to understand their needs, priorities, and expectations. If you don't listen, they'll go shop where someone does listen to them. Ask what is important to them about their purchase. What is their budget? What style do they like? Ask and listen. Then show them your merchandise. You can talk yourself out of a purchase, but you will never "listen" yourself out of a customer.

## 5. Customer service policy—important enough to be in writing

Sit down with your employees. Involve them in creating a written customer service policy and ask them to agree to adhere to it. Ask for their assistance in creating "guiding principles" that require all store employees to uphold core values of honesty, professionalism, ethics, integrity, health, safety, environmental concerns, respect, caring, and other values that are important to you. Then, create specific examples of how you will treat customers and each other. The following are good examples:

- "We will greet every customer who walks through the door and treat them as if they are

guests in our home."

- "We will make them feel as if they ARE at home and that they are family."
- "When a customer phones, we will greet them in an upbeat manner."
- "We will use a warm and cooperative tone of voice."
- "We will address them by name whenever possible."
- "If they have a complaint, or a problem, we will apologize immediately and address the problem."
- "We will be supportive of each other, and be responsible and accountable to each other not only for our sales performance and the level of service we provide, but also for the attitude we bring to our job each day."
- "As a team, we will identify any service flaws that may exist and strive to find cutting-edge solutions to problems."
- "We will make every effort to say 'Yes' to any reasonable request."
- "We will always think of how we can say 'Yes' before we ever say 'No.'"
- "We will be proactive in preventing service problems."
- "We will handle difficult customers and situations with class and professionalism."
- "We will keep the store clean and neat at all times-especially the bathrooms. We will see to it that it is immaculate at all times."
- "We will consistently strive to uncover any service flaws that may exist and bring them to management's attention so they can be eliminated."
- "If we are not busy, we will get busy. We will straighten merchandise, and call recent customers to make sure they are happy with their purchase."

Create a list of effective words and phrases that should be used in your daily interaction with customers that demonstrate service excellence and professionalism.

- "Good morning, John. How may I help you today?"
- "May I please put you on hold a moment? Thanks for waiting."
- "It's my pleasure..."



- "I'm happy to do it for you."
- "Hi. I'm John. Thanks for coming in. May I show you anything in particular?"
- "I apologize this happened. Let me fix this immediately."
- "Is there anything more I can do for you today?"
- "Thank you so much for your purchase."
- "I want you to walk of this store as a happy customer."
- "We stand behind our products. If you are not happy, we will do our best to make you happy."

Work with your people to create additional words and phrases that display caring and professionalism. Duplicate it and make sure each person has kept the list until it is memorized. Keep this in mind—people tend to promote what they help to create. When everyone in your store is involved in helping you to create a consistently great customer experience, you may find that everyone will be onboard.

In addition to service, ask employees to help you to streamline the process you have in place for making the purchase. It should be fast and easy. Record situations where you have exceeded customer expectations and think about new ways you can continue to exceed expectations in the future.

What gets measured gets attention. Set up a system for customer service measurement. Include satisfaction rates, number of complaints, and referral records. At first, this may seem time consuming, but you will be pleased with the results in the long run.

## 6. It all starts at the top

Ask for cooperation from your team; it can make a real difference. Cooperation, however, is not something that is given; it is earned. Strive to develop strong relationships with everyone on staff. Working in a place where a spirit of cooperation exists will help maintain high morale.

Set the example for cooperation and service excellence. Always treat your employees with respect. After all, if you don't treat your staff well, they will not treat your customers well. Treat each person in your store as well as you would a customer who is making a big purchase. Make your people feel they are working WITH you, and not FOR you. If you display dynamic leadership, treat them

like family, and are loyal to your employees, they will want to work hard for you. If rewards are in the picture— even small rewards— you will see an even a bigger difference in how they perform. Give employees rewards for biggest purchase of the month, best display of exceeding expectation, employee of the month and more. Make working in your store a fun place to come to work each day.

## These boots are made for walking

Customers vote on how good you are at meeting their needs with their feet. If they are not satisfied, they walk out of your store never to return.

Develop an obsession for delivering exceptional service, being a great boss, and providing a consistently great experience for customers. If your employees need help with retail sales communication, get them the training they need. If you need help, hire a consultant to point you in the right direction. Do whatever it takes to keep customers in your store and keep them coming back.

Success in retail requires all of these plus a great store location, smart strategies, tactics, dynamic displays, creative in-store promotions and a great deal more.

For now, as you go about your retail business each day, ask yourself this critical question, "Would you buy from YOU?"

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## Update on Illinois Mercury Switch Removal Program

By Becky Jayne

**Illinois Switch Collection Up in 2011** – Approximately 49,500 mercury-containing switches were collected for recycling in 2011, an increase of about 2,500 switches from 2010. Illinois was the number two state for mercury switch collection, up one from number three in 2010. This is great news and Illinois EPA wants to commend vehicle recyclers for doing their part to keep mercury out of the environment. However, we still have more work to do because 49,500 switches represents just 30 percent of the total number of switches available for recycling in the state.

**Recordkeeping Requirements** – We would like to remind facilities about the recordkeeping requirements in the Illinois Mercury Switch Collection Act. Vehicle recyclers, vehicle crushers, and scrap metal recyclers that remove mercury switches from end-of-life vehicles must maintain the following records:


1. the number of mercury switches removed from end-of-life vehicles;
2. the number of end-of-life vehicles received that contained one or more mercury switches;
3. the number of end-of-life vehicles flattened, crushed, shredded, or otherwise processed for recycling;

4. the make and model of each car from which one or more mercury switches was removed by the vehicle recycler, vehicle crusher, or scrap metal recycler; and
5. the number of switches inaccessible due to significant damage to the vehicle in the area surrounding the mercury switch that occurred prior to receipt of the vehicle.

The records must be retained at the recycler's place of business for a minimum of three years, and, upon request, be made available for inspection and copying by Illinois EPA personnel during normal business hours.

**Reimbursement for Switches** – Since late 2008, approximately \$240,000 has been reimbursed to 43 Illinois recyclers that requested payment from End of Life Vehicle Solutions (ELVS) for collecting mercury switches. Those recyclers that did not include a switch removal log with the collected switches were not reimbursed. Information required on the removal log includes the make, model and year for every vehicle from which a switch was removed. Recyclers are required to maintain this information by law for three years after the date the switch was removed from the vehicle (see recordkeeping requirements above). To be reimbursed, all you need to do is include a copy of the switch removal log on top of the mercury switches before you put the lid on the collection container. ELVS will reimburse vehicle recyclers two dollars for every mercury-containing light switch and six dollars for every mercury-containing antilock brake sensor they submit for recycling.


*Becky Jayne is an Environmental Protection Specialist with Illinois EPA's Office of Pollution Prevention. 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](mailto:Becky.Jayne@illinois.gov), or 217-524-9642.*




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