



ATRI News

May/June 2013



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The ATRI NEWS

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Michelle Lechner
Executive Director, ATRI
PO Box 9424
Springfield, IL 62791
illautorecyclers@aol.com

Articles may be edited for length and format.

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Wood River Auto Parts
618-259-6432

Michelle Lechner
Executive Director / Lobbyist
Ph: 877/880-2874

ATRI Contact Information

Executive Director / Lobbyist

Michelle Lechner
PO Box 9424
Springfield, IL 62791
Ph: 877/880-2874
Email: illautorecyclers@aol.com
www.IllinoisAutoRecyclers.com



President's Perspective

By Larry Brosten, ATRI President



Every time I think I know what to expect from the change of seasons, Mother Nature shows me just how unpredictable she can be. This spring is no exception. Despite the late-season's frigid temperatures and heavy snowfall that affected

northern Illinois, we at Auto Parts City managed to find a narrow window of opportunity for our Illinois Green Car review. The Illinois program is now under the management of Mike James from James environmental.

I've known Mike for quite a few years now, and I do not exaggerate when I say that the environmental credentials he's built working with auto recyclers is among the most impressive in the industry. If you've been thinking of joining the Green Car program, now is the perfect

time. Besides the obvious marketing and public relations benefits you'll receive from being able to show customers how committed you are to operating and environmentally sound and compliant auto recycling center, I really believe it helps give our company the motivation we need to maintain our standards despite the issues and time constraints we face on a daily basis.

I also believe that the more monitoring we agree to do on our own, the less likely we will be subject to in the form of legislative regulation by lawmakers who don't always understand the operational intricacies unique to our industry. In fact, Executive Director Michelle Lechner and I were recently discussing approximately 10 legislative measures in Springfield currently under consideration which could affect us. We'll keep you informed if and when any of them need additional consideration by ATRI.

And finally, I just wanted to remind all of you that although warmer weather has finally arrived, fall will be here before we know it. And of course, this fall is one I'm especially looking forward to because

CMARC 2013 will be held at Auto Parts City, Gurnee, Illinois. Since my brother, Jay, and I opened the new Auto Parts City, it's been a goal of ours to host the convention. In case you're not familiar with the Gurnee area, it is home to Gurnee Mills, a regional shopping venue, Six Flags Great America and Key Lime Cove an indoor water park and hotel complex. So they'll be plenty to see and do in and around Auto Parts City.

And, most important, since the convention will be held Sept. 20-21 I am confident we will not have to worry about snow.

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Executive's Viewpoint

By Michelle Lechner, Executive Director



As I sit here writing to you all I am looking at the melting 18 inches of snow we got a couple days ago, and with warm thoughts of springtime just around the corner! With spring time that means the beginning stages of the planning

for CMARC 2013. You know this year we will be at Auto Parts City in Gurnee, a treat for all of you, so mark your calendars for September 20/21 and join us. This year you will see some new faces, exhibitors and programs. As always, if you would have any ideas for this year's CMARC please share them with me. The CMARC Committee will be having their first conference call in about 2 weeks.

Now let's get down to business and talk about what's all going on here in IL. I will start off by telling you about the grant that The Product Stewardship Institute (PSI) received from US EPA to increase the recycling of mercury vehicle switches, and mercury thermostats in Illinois. This incentive program affects all of you, with an added bonus for first time participants. You can read more about this incentive program in this newsletter. So many of you tell me you are simply running out of those cars containing the switches. During a conference call I said just that, and I also reminded them about the non-regulated buyers who aren't, and never do, follow any of the rules the way licensed recyclers do. I also reminded them that some of you only deal in late model cars, and let's also don't forget about the many cars being exported. Originally, when the IL Mercury Switch removal law went in to place, it had a sundown clause of 2011, but when the capture rate was not met by then IEPA got that date extended until

2017. I contacted the Secretary of State's office to see just how many cars there are registered today in IL that have switches. This information might be pretty important when determining just how many switches are really still out there, I have yet to hear back from them on that. Now, I hope all of you are being on the up and up by participating in the program, however, if you are not please start and get in on the new incentive program when it begins. This program is only going to be a six month program so again, please participate if you are one of them out there who does not.

Legislatively speaking there are about 10 bills out there that we are watching. Recently I have made several calls asking the intention of some of these House Bills that get put into committee with no rhyme or reason, maybe just adding or subtracting the word "The", really? These bills are called shell bills and by placing them in committee that means they can move forward and sometimes without us knowing it. As of now we have one meeting set up with a representative on HB773. At some point and time I think ATRI should have its own lobby day. This would be where we would all come together meet with representatives to discuss the ongoing issues, or certain bills out there that are of our concern. Getting our name out there as much as possible is important and just maybe we might make a difference, or at least get some to think more about our industry and how it works. More on the legislative front later, for now, the ATRI Board is meeting with the Secretary of State Director about the ongoing issues we face daily in our state that affect our business.

Thanks to all of you who have gotten your dues in for 2013, much appreciated, and for those of you who haven't please do so.

Enjoy the Changing of the seasons and as always, keep recycling,

Michelle Lechner
Executive Director



Update on Illinois Mercury Switch Removal Program

By *Becky Jayne*

Program to Increase Mercury Switch Removal and Recycling - As many of you know, under Illinois law, you are entitled to receive \$2 for every hood and trunk lighting mercury switch and \$6 for every ABS sensor you send in for recycling through End of Life Vehicle Solutions (ELVS), an auto industry-funded program. ELVS also provides you with a collection bucket for free and covers the cost of shipping and recycling the switches.

From April 1, 2013 through September 30, 2013, the Product Stewardship Institute (PSI), in collaboration with Illinois EPA, is conducting a special pilot program that will offer additional incentives to increase mercury switch collection in Illinois. With funding from the U.S. EPA, you can receive:

- A **\$4** incentive payment for each mercury-containing anti-lock braking system (ABS) sensor that is sent in for recycling.
- A **\$4** incentive payment for each "miscellaneous" auto switch sent in for recycling, including all mercury auto switches that are not from hood and trunk lighting or ABS sensors. This includes airbag crash sensors from certain older vehicles (see enclosed

list). Please visit www.elvsolutions.org for more information.

- A **\$100** "first bucket bonus" for vehicle recyclers who have not sent in a mercury switch collection bucket since September of 2011. This applies only to the first bucket you send in.

These bonuses are in addition to the \$2 payment you already receive for each mercury hood and light switch and \$6 for each ABS sensor you send ELVS for recycling. For more information about what vehicles contain mercury switches or to request a collection bucket, please visit www.elvsolutions.org.

Participating in this pilot program is easy. Simply collect mercury switch assemblies in your ELVS collection buckets and send them to ELVS for recycling as usual. **At the end of the program, PSI will pay you the additional incentive payments and bucket bonus described above.** To receive these incentives, you must send switches to ELVS for recycling between April 1, 2013 and September 30, 2013. **The additional incentives will only be paid for buckets containing more than 10 switches. Payments will not be made prior to September 1, 2013.**

For more information on this program, please visit www.productstewardship.us/displaycommon.cfm?an=1&subarticlenbr=995 or call PSI at 1-617-236-4855.

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.



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The Value of Customer Service: It Can Make You or Break You

By *Patrick McClure*

Thank Your Customers

What impact can one person have on the revenue performance of a large supermarket? Is it possible that one person can create a company-wide impact, sending shock waves of good cheer and driving ever-increasing repeat business? How can one person make such a difference?

In one Midwestern supermarket chain, this is exactly what happened.

The following story was relayed to me by Barbara Glanz, a world-renowned professional speaker who delivers programs about how to create Legendary Customer service.

It was two days after she delivered one of her programs to a large supermarket chain when she received a telephone call from a 19-year old youngster – Johnny – who had Down syndrome. He bagged groceries at the supermarket. He told Barbara that he really enjoyed her program and had some ideas to make a difference in his company and wanted to know if she would approve. He wanted to create personal messages, handwritten, with inspirational ideas and thoughts and then wanted to drop these ideas into the grocery bags of his customers. Each of his customers would receive a message from Johnny. Barbara told him she



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thought this was a great idea, and with his manager's approval that is what he did.

Two weeks later, Barbara received a call from the store manager. He reported that he now had a problem....there were long lines of people waiting at the cash register that Johnny was working. When he tried to move the customers into another less crowded line, they insisted on staying where they were. They wanted Johnny to bag their groceries, and to get his message.

Johnny's actions inspired others in the store. The flower merchant began handing out spare flowers to young children and older ladies. The butcher wrapped his meat in special packages; the produce manager went out of his way to treat customers with special care. The entire store caught fire with a storm of amazing care and attention to their customers. Bottom line, the store traffic and revenues saw a huge boost, going on to become the most profitable store in the entire chain.

Delivering excellent customer service is not only personally gratifying, but it is immensely profitable. Thanking your customers, showing your appreciation in many small ways, is just good business. How many of you are working in firms, or for your own company, that need to adopt a similar strategy? How many Johnnys work at YOUR firm?

Statistics Show

Statistics show that it is far more expensive to acquire a new customer than to retain an existing customer. One of my clients, a medical device company, has estimated that their fully burdened cost of acquiring a qualified LEAD for their product is over \$1000. When you add to this the sales and market costs as well as all other expenses involved, the total costs can be quite large. It's time consuming, expensive, and very costly to acquire new customers. Once they have become customers, your company should be doing everything possible to retain them, by delivering excellent customer service.

Conversely, an upset customer is 5-10 times more likely to broadcast their dissatisfaction to the world. All of the good work you do can be negated by one thoughtless comment, one angry word, and one negative comment. In today's social media world – everything connected to the internet – a negative customer service experience is easily shared with thousands of people and can actually go "viral" when it is broadcast to thousands.

The most successful companies have developed programs to deliver excellent customer service, and are doing everything possible to protect their market share. After all, there are dozens of competitors that would love to take your customers away, and all they need is the opportunity. Don't give them the chance! Keep your customers happy!

In Focused or Customer Focused

Another key to successful customer relations is infusing your company to the core with the principals of quality customer service. Every member of your team—executive, manager, employee – has the responsibility to deliver first-rate service to your customers.



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There is a huge difference between a company that is inwardly-focused and a company that is customer focused. Here are some distinctions:

Characteristic Inward Focused Company

Recognition	Based on personal accomplishments
Focus	Employees focus on making their managers
Training	Trained on Job Functions
Decisions	Top down behind closed doors
Politics	Lots of internal in-fighting and jockeying for promotions
Promotion	Based on Seniority and favoritism

Characteristic Customer Focused Company

Recognition	Earned on balance between personal accomplishments and customer satisfaction
Focus	Employees focus on making their customers happy
Training	Trained on job functions and customer relationship skills
Decisions	Participative, includes feedback on customer issues not just internal
Politics	Focus on customers, no time for internal politics
Promotion	Based on service skills, teamwork, seniority and customer satisfaction

See if you can spot where YOUR company fits. If you're spending all your time thinking about internal issues, you're headed for disaster. Remember, your customers are paying your salary and if you're not working sincerely to earn their trust and support, they can always take their business elsewhere.

One more point: when we use the word "customer" we are talking about your outside customers as well as your inside customers. If you are a manager, you are working daily with employees and all of the customer service skills you have developed apply equally to your employees. In many ways, if you are a manager your most important "customer" is a direct report.

Active Listening

We've all heard one of the core maxims in providing excellent customer service: "The customer is always right." This is used during training and by management to convey the important concept that when a customer is upset or concerned, it never works to argue with them or discount what they are saying. What it REALLY means is that the customer's perception of what occurred is correct for them, regardless of what you think. Their experience, and how they feel about it, is the most important factor to be dealt with, and it must be listened to and understood.

If the customer is angry, their impression of what just occurred has led them to respond with anger, regardless of your impression. This is not the time to react, but it is a time to put yourself into their place and actively listen to what their viewpoint is. You will never be able to deliver excellent service if you REACT to the customer or immediately conclude they are stupid, ignorant or unrealistic.

Whenever you react and make a snap decision about someone else, this decision will color how you view that person. It's like your mind is a huge magnifying glass and it will automatically seek out the character traits that you've decided must be there! If you perceive that the customer in front of you is messy and disorganized, then you will automatically assume their entire life must be the same way. If you feel insulted by what the other person has said, then you will project this feeling on them and the situation will worsen.

The alternative is Active Listening, a much needed skill in the business world. This requires the following steps:

1. Shut up, stop talking.
2. Focus your attention on the other person, calmly and professionally.



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3. Listen to their verbal communication, as well as their emotions and attitudes. Train yourself to become very perceptive with the non-verbal messages that we all project.
4. Ask questions to clarify as needed. Listen to their answers.
5. Paraphrase, clarify or summarize what they said to make absolutely certain you received what they said and what they meant. You will be amazed at discovering how often you didn't fully grasp what was said.

Remember, active listening is not about you. It's all about the other person, so get out of yourself and put your focus and attention on them. Good communication and active listening skills are the core component of delivering excellent customer service.

The founder of one of the most successful (and largest) companies in the world had this to say:

"Our Goal as a company is to have customer service that is not just the best, but legendary."

- Sam Walton, Wal-Mart

Final Thoughts

According to Dana Borowka, CEO of Lighthouse Consulting Services, LLC (www.lighthouseconsulting.com) and author of *Cracking the Personality Code* (www.crackingthepersonality-code.com) hiring the right people is key to future growth. If you would like additional information on raising the hiring bar, please click here to see an article on this subject: <http://lighthouseconsulting.org/Articles/KOTHireRightFirstTime/>

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Mailing Address (if different): _____

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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: _____

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Mail to: Illinois Green Car, c/o ATRI, PO Box 9424, Springfield, IL 62791



Delivering Education for Tomorrow's Workforce

By Pat O'Connor, Waubonsee Community College

Five months ago I was given the challenge to create the Automotive Recycling program for Waubonsee Community College. As I began developing the program, I soon learned the impact the auto recycling industry had in moving our culture to a more sustainable future, perhaps more than any other industry in the world. Until recently, most consumers believed that their problems were over when they left their garbage at the curb or traded their old, worn-out car in at the dealer. But what most of them did not know is that the auto recycling industry is one of the industries that has been playing a behind-the-scenes role to transform what used to be thought of as waste into usable and viable resources. This is one of the first things I learned about the industry, and this is one of the major reasons Waubonsee Community College saw the need for a program that would educate students on the skills and knowledge needed to enter into the auto recycling industry.

This started two years ago when Ken Kunz, Professor of Automotive Technology for Waubonsee Community College in Sugar Grove, Illinois, met with Sean Krause, owner of Speedway Auto Recycling in Joliet, Illinois, and came up with the idea to teach an auto recycling class. They realized that, with the abundance of new technology incorporated into today's vehicles and the ever increasing Envi-

ronmental Protection Agency (EPA) regulations being imposed on the industry, there would be a need for more skilled employees within this field. Two years later and with two auto recycling classes under its belt, Waubonsee Community College was asked by the Illinois Green Economy Network (IGEN) – a consortium of 48 Illinois community colleges funded by a grant from the Department of Labor and formed to promote green jobs – to partner in creating an auto recycling course to add to IGEN's list of classes. Seeing that the automobile is one of the most recycled machines on the planet, this was a perfect opportunity for Waubonsee to bring their auto recycling program to the next level.

Waubonsee's newly revised Automotive Recycling program will be launched in June of this year and will be taught in a hybrid format that includes both online and in-class instruction, allowing easier access for students. The program will focus not only on the skills that are already required in the industry, such as vehicle dismantling, Inventory Management System (IMS), and parts grading, but will also introduce the environmental practices that have influenced change in the industry. Each student's learning path will begin with an overview of the industry and the direction it has gone, then moving into instruction on safety and safe shop practices. The class will then take the student through the entire process of managing a vehicle that has reached its end-of-life stage and will emulate a real life work experience with all the necessary tools and equipment, including IMS software, depollutioning stations and forklifts. The two-fold goal of the program is to mirror what is happening in the field now and also introduce new and innovative technology and procedures to help advance the industry.

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for all industries. It has helped streamline inventory and manufacturing processes while also making work environments safer and more efficient. It has brought our world together and allowed us to communicate farther and more effectively across our entire planet. But to survive the technological adolescence we are now experiencing, we must keep our focus on educating our workforce. We must try to find the direction that will allow us to take advantage of opportunities that will be made available to us as well as transform our attitudes of yesterday into tomorrow's possibilities. This is the view chosen in creating Waubensee's Automotive Recycling program, along with the thought that if we want to be competitive locally and globally, then we need to develop the educational models that keep pace

with new technology. This will allow us to deliver the right education for tomorrow's workforce.

I would like to thank everyone who has helped Waubensee in developing our auto recycling courses. This all would not have been possible if it wasn't for the cooperation and input of several ATRI members, including Sean Krause of Speedway Auto, Doug & Dave Anderson of I-55 Auto Salvage, Jay & Larry Brosten of Auto Parts City, Paulette Cuvala & Mark Sievert of LKQ Corporation, Jim Hope of Stafford's Auto Parts & Recycling, and especially help from Michelle Lechner, Executive Director of the ATRI. We depend on input from local businesses to give us direction on what is needed in today's industries, and we hope to continue to work together to achieve the goal of a brighter future and a better tomorrow.

The Ever-changing Regulatory Climate: Permits, Fees, and Enforcement

By James Environmental

If you have been in the recycling business for very long, then you have seen the way the regulations constantly evolve. Laws protecting the environment are, after all, a relatively new concept as opposed to, say, Maritime Law or Criminal Law. As the face of the planet is changed by human inhabitation, so must we change the ways we handle our natural resources change. The more people there are on the planet, the more we have to account for the environmental impact of those people.

In reality, there are a lot of factors that go into new permits and related fees. It is safe to assume, however, that one trend you can expect is that the fees associated with regulatory compliance are going up, and it is happening mostly on the state and local levels. Depending on the state in which you

operate, the state permitting fees can range dramatically. Some states have annual fees in addition to the application fee. Texas, for example, charges a \$100-\$200 application fee for the Storm Water Permit, and a \$200/year annual fee, whereas Virginia



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charges a \$500 application fee with no annual fees.

Local governments are also getting in on the action. While the state Storm Water Permit fees in North Carolina are relatively low, the city of Durham charges \$4.50/month per 2400 square feet of impervious surface area (asphalt, concrete, etc.). El Paso, TX charges \$3.00/month per 2000 square feet of impervious surface, and Richmond, VA charges \$45 per year per 1425 square foot of developed area.

In other words, the overall cost of compliance has gone up and will likely continue to do so. In addition, it is becoming increasingly difficult to meet evolving permit requirements. That is, permit requirements are getting increasingly more stringent, as seen by recent permits issued in such states as Florida, Virginia, North Carolina, Washington, and New Jersey, and state agencies have begun to step

up enforcement. Inspections are becoming more frequent and more violations are being noted by inspectors. This is due, in part, to environmental fines being a revenue stream for the agencies and state governments. Even on the federal level, enforcement has stepped up, specifically regarding refrigerant recovery and SPCC (Spill Prevention, Control and Countermeasures) requirements.

Now for the good news: You have a say in the legislation that determines the fees and requirements set forth by these permits. You also have allies in your state associations, national associations, and James Environmental. Whether you are in the scrap metal business or the used parts business, by taking an active role in the associations for your industry, you help to empower your biggest advocates in the legislation process. Most permit negotiations undergo a public comment period, where you have the opportunity to influence what the end result will be. More often than not, the JEM Team is active in these discussions, advocating on your behalf, even if we do not work for you directly.

As time goes by, the industry continues to develop and change. Some of the changes are painful, while others can prove to be lucrative as well as beneficial to future generations. The old days of lower environmental compliance costs are in the past, but so is the old way of doing things. The regulatory climate is ever-changing, but the recycling industry is more important and more prominent than ever.



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Hill Days Report

The ARA Legislative Summit 2013 was by far the most organized and efficient industry legislative event I have had the opportunity to attend. The first day started out early with an executive leadership training session which focused on positive aspects of automobile recycling and trade associations. We were able to drill down the many opinions and perspectives to a simple few which were concise and relevant. We then focused on how to communicate the benefits of our industry using positive words and phrases which members of congress and their staff understand.

During the afternoon program the attendees attended a legislative briefing which identified the key issues ARA is monitoring on the members behalf. The issues advanced included:

1. Support federal legislation that would add a new section to the Clean Water Act (CWA) prohibiting the U.S. Environmental Protection Agency (EPA) and its State permitting authorities from applying numeric effluent limitations to industrial storm water discharges, unless the Agency develops such limitations based on recognized scientific methods and promulgates them through the well-established regulatory process.
2. Support federal legislation that would require repairers to replace a deployed OEM airbag after a collision, with a non-deployed OEM airbag so that the inflatable restraint system is restored to its original operating condition. OEM airbags would be defined in the legislation as those airbags which are manufactured by the original equipment manufacturer and installed in a new vehicle OR those OEM airbags which are recovered from a vehicle using an industry recognized protocol and installed in a like make, model and year used operable vehicle.
3. Support HR 763, The Jobs and Premium Protection Act" to repeal the health insurance tax (HIT) provision enacted as part of the Patient Protection and Affordable Care Act (PPACA

- referred to as Obamacare). Introduced by Congressmen Charles Boustany (R-LA) and Jim Matheson (D-UT), HR 763 would save small business owners billions of dollars of tax increases in the next 10 years. HIT increases the cost of health insurance for small business and it should be repealed.

The next morning we awoke with an analysis of the current state of the US Congress by Senator Richard Burr (R-NC), followed by a review of our packets for our presentation on Capitol Hill. I had the opportunity to meet with legislative aides from both Illinois Senators. I found each office to be organized and professional and the staffers to be knowledgeable and interested in our issues. Senator Kirk's office was interested in the issue of non-deployed air bag reuse and the importation of imitation air bags from Asia. We discussed the strategies of federal legislation as a remedy or the Senator's help in having NHTSA support the ARA air bag protocol. ARA staff will follow up with his office. In both Senate offices I did voice the need for the State of Illinois to participate in NMVTIS and suggested we would appreciate any federal encouragement on that issue. And in both offices I did report on the very real effects on the economy and job creation which the affordable care act is having on our own business in the state.

The event ended in the Rayburn House Office Building with a presentation from our own Rep. John Shimkus (R-IL) and a Congressional staff briefing. Rep Shimkus is a great friend of our industry who co-chairs the Congressional Recycling Caucus and had just visited the Y-Yard (Effingham). I was told that at recent event when the ARA Policy Director was asked a question it was the Congressman who jumped in and responded to his colleagues with the appropriate answer. The Congressional staff educational and policy brief on the automobile recycling industry covered how total loss and end of life vehicles are recycled, highlighting environmental benefits, consumer savings, safety and automotive parts quality.



How Your Customers View Value

By Christine Corelli

Interesting work on customer value is being done by Japanese quality expert Professor Noriaki Kano. After extensive research, he concluded that customers experience value at three different dimensions:

Basic value expected and unanticipated. Basic value would be defined as the aspects of product and service delivery that are fundamental (in the customer's mind) to the service or product they're buying. For example, in the airline industry, the basics would be an air-conditioned cabin, a lavatory and a safe plane. These basics do not come into play for customer loyalty and if you don't deliver the basics, you are in deep trouble.

Expected value: These are the things customers are accustomed to receiving from your business. For example, for an airline passenger, expected value would be on-time flight arrival, hot coffee and free drinks (Who knows how long that will last?) courteous light attendants, and frequent flier programs. Airlines are mostly equal on these expected services, so the loyalty advantage gained from providing expected value would be zero.

Unanticipated Value: Unexpected value breeds customer loyalty and customer advocacy. In the airline industry, it could come from waiving the \$150 fee that is charged for changing a ticket, but they just don't do it. Most often, it is delivered by a flight attendant who goes out of his or her way to be exceptionally friendly, helpful, and attentive to serving all passengers. It would be one who makes economy cabin passengers be treated the same way as 1K.

This isn't Rocket Science. It's simple. But if you want to be best at what you do, gather your team. Discuss basic value and the expected value for customers in your business. Then, brainstorm specific ways to deliver unanticipated value. Meanwhile, here are a few ways to provide unanticipated value.

1. Help customers even when there's nothing in it for you.

2. Offer a money-saving value-added package your competitors do not offer
3. Over-communicate with customers. Few people expect that these days.
4. Find ways to wow the experience in every touch point of the customer experience.
5. Provide far more knowledge than customers would ever anticipate.
6. Bend over backwards for customers.
7. Deliver something extra that they didn't expect.
8. Deliver something for free.
9. Be exceptionally more friendly than any competitor.
10. Overcompensate when you err.
11. Make every customer feel like a VIP.
12. Provide an educational session for your customer on how to grow their business or do something better.

Add specific ways applicable to your business. Make decisions on best practices you will implement that will deliver unexpected value for your customers. The more you do, the better your ability to obtain high-levels of customer loyalty and customer advocacy.

If you have interest in leadership training, call (847) 581 9968.

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ARA Safety Tip #6: OSHA'S Powered Industrial Truck Equipment and Operator Requirements

No Good - Will Result in OSHA Fines



If your forklifts end up in dangerous positions like the ones illustrated in these pictures, you may be fined by OSHA and worse, you may jeopardize

the safety of your employees and incur increasing numbers of workman compensation claims.

Ensuring that your forklift operators are trained and certified to operate the specific class of forklifts you have at your facility could save you thousands of dollars in fines! Also, keeping updated, accessible and legible records is a must and will save you money!

OSHA requires that operators of powered industrial trucks (commonly referred to as forklifts) and attachments must be trained and competent to

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operate the specific class of forklift(s) you have at your facility. OSHA defines **seven** different classes of commonly-used powered industrial trucks and **nine** assorted attachments which present varying hazards. Employers must also certify (and docu-

ment) that each operator has received the training and evaluate each operator in the workplace at least once every three years.

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Corvette, the Small Block V-8 and LT1

When the next Corvette hits the street and race-track, it will do so with an all-new, Gen 5 Small Block V-8 engine. Named LT1, it will be the most powerful and efficient standard engine ever in the car's six-decade history, thanks to a trio of Next-Gen technologies – the first Corvette applications of direct injection, Active Fuel Management and continuously variable valve timing – for greater performance and efficiency.

The Corvette wasn't born with a V-8 between its front wheels. It arrived in the fledging sports car's third model year, 1955, where it was an option selected by 90 percent of customers. That first 4.3L (265 cu. in.) engine produced 195 horsepower (145 kW) with a four-barrel carburetor. The new Gen 5 LT1 – the third Small Block to carry the moniker – displaces 6.2L (376 cu.-in.) and delivers an estimated 450 horsepower (335 kW).

The Small Block V-8 engine was physically smaller, 50 pounds lighter and more powerful than the "Blue Flame" inline-six engine it replaced in the 1955 Corvette. Its 4.4-inch bore centers – the distance from the center of one cylinder to the next – would come to symbolize the compact, balanced performance of the engine's architecture. Every generation of the Small Block – including the forthcoming Gen 5 – features 4.4-inch bore centers.

After only two years on the market, the Small Block began a steady march upward in displacement, power and technological advancement. In 1957, a version equipped with mechanical fuel injection was introduced, dubbed Ramjet. The only other high-volume manufacturer to offer fuel injection at the time was Mercedes-Benz.

Mechanical fuel injection was discontinued in the mid-Sixties, but the Small Block introduced electronically controlled fuel injection in the 1980s on the Corvette and established a benchmark with the 1985 launch of Tuned Port Injection on the C4 Corvette generation. This electronically controlled port fuel injection system was advanced in its day and its basic design is still used on most passenger cars and light-duty trucks more than a quarter-century later.

The introduction of the Gen 3 Small Block with the 1997 launch of the C5 Corvette ushered in a new era of technologically advanced performance. It was a clean-sheet redesign of the architecture – retaining, of course, the 4.4-inch bore centers and cam-in-block foundation – with features including an aluminum, long-skirt cylinder block with six main cap fasteners, high-flow cylinder heads that improved high-rpm horsepower and a light-weight composite intake manifold.

As the C6 Corvette enters its final year, it sends off the Gen 4 Small Block with a couple of notable distinctions: The 7.0L LS7 engine that powers the Corvette Z06 is the largest-displacement production Small Block ever, while the 638-horsepower 6.2L supercharged LS9 engine in the Corvette ZR1 is the most powerful production Small Block ever, helping power the car to a 205-mph top speed.

LT1 legacy

The first LT-1 (with a hyphen) engine was introduced in the Corvette in 1970 as an option. It was a raucous, racing-inspired engine with solid valve lifters, a high-lift camshaft and high-winding personality that redefined



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Small Block performance. Displacing 350 cubic inches (5.7L), with a compression ratio of 11:1, it was rated at 370 horsepower at 6,000 rpm and 380 lb.-ft. of torque at 4,000 rpm. It was enough to push the Corvette from 0 to 60 mph in less than six seconds.

Indeed, the LT-1 was a true high-performance powerhouse, featuring many heavy-duty components not found on the Corvette's standard 350 engine, including a stronger cylinder block with four-bolt main caps, forged aluminum pistons, a high-rise aluminum intake manifold, a baffled oil pan for reduced windage, a transistorized ignition system and high-volume oil and fuel pumps.

Only 1,287 Corvette's left the factory in 1970 with the LT-1 engine. It remained in production for another couple of years, but lower compression ratios and other regulations-conforming changes resulted in lower horsepower.

The LT1 (no hyphen) returned to the Corvette in 1992, launching the five-year lifespan of the Gen 2 Small Block. It built on the successful design of the L98-code Gen I Small Block that debuted in the 1985, featuring the port fuel injection design that most automotive engines still use today. Like the original LT-1, the Gen 2 version displaced 350 cubic inches and featured a four-bolt-main block.

The Gen 2 LT1's most significant update over the Gen I Small Block was a reverse-flow cooling system,

which cooled the cylinder heads first to achieve lower cylinder temperatures. That allowed a higher, 10.4:1 compression ratio that helped achieve greater power: 300 horsepower at 5,000 rpm and 330 lb.-ft. of torque at 4,000 rpm. It helped the Corvette achieve 0-60 acceleration comparable to the 1970 model, while also helping propel the 1992 model to a top speed of more than 160 mph.

To mark the final year for the C4 Corvette generation and the final year for the Gen 2 Small Block, a pair of special-edition models was offered in 1996 with a higher-power version of the engine, dubbed LT4. It was rated at 330 horsepower and is easily identified by its red cast-aluminum intake manifold.

After an 18-year hiatus, the LT1 returns to the Corvette for 2014, matching an all-new car with an all-new Gen 5 engine – one of the most technically advanced engines in the world and the most significant redesign of the Small Block ever. It will have the highest base horsepower and torque, as well as the greatest efficiency, of any Corvette in its 60-year history.

With preliminary output of 450 horsepower (335 kW), the new LT1 builds on a heritage of high-winding, power-dense Small Blocks that have become high-performance legends.

	1970 LT1 (Gen 1)	1992 LT1 (Gen 2)	2014 LT1 (Gen 5)
Displacement	350 (5.7L)	350 (5.7L)	376 (6.2L)
Bore x Stroke (inches)	4.00 x 3.48	4.00 x 3.48	4.06 x 3.62
Cylinder block	cast iron	cast iron	cast aluminum
Main bearing cap fasteners	four	four	six
Cylinder heads	cast iron	cast aluminum	cast aluminum
Valve sizes (intake/exhaust)	2.02 / 1.60 inches	1.94 / 1.50 inches	2.13 / 1.59 inches
Compression ratio	11.0:1	10.4:1	11.5:1
Camshaft type	solid lifter	hydraulic	hydraulic
Fuel delivery	four-barrel carburetor	port fuel injection	direct injection
Ignition	transistorized with camdriven distributor	"Optispark" optically triggered distributor	Individual coil-on-plug
Horsepower	370 @ 6,000 rpm	300 @ 5,000 rpm	450 (estimated)



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 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.***



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Auto & Truck Recyclers of Illinois

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| <input type="checkbox"/> Other _____ | | |

Investment

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|---|----------|
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- ... learn more about IL Green Car certification
- ... keep up to date with the ATRI News
- ... use the association website to further your business and sell parts

Contact Michelle Lechner at 877-880-2874 for more information

(or see The Member Benefits and Membership Application form on pages 7 & 8 of this newsletter)

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ATRI
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- ❖ Salvage buying with Bidmate[™], now with Car-Part marketplace data representing \$2.3 billion of searches per month
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