



# ATRI News

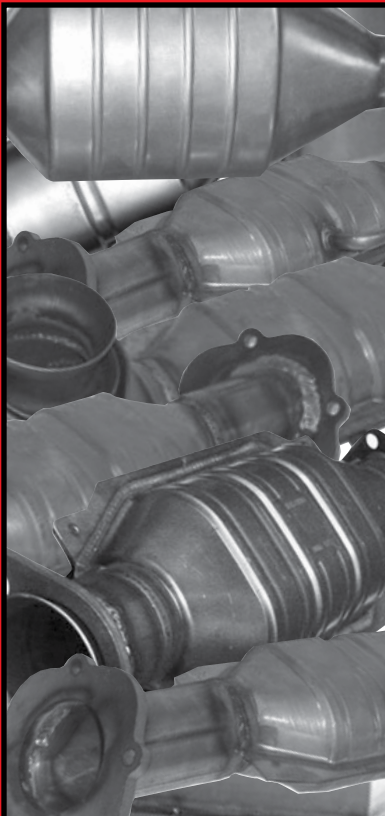


**Going Green in 2013**

**2013  
Central  
Midwest  
Auto  
Recyclers  
Convention &  
Trade Show  
September 20-21, 2013  
Auto Parts City  
Gurnee, IL**

*See more information  
on page 10*

**September/October 2013**



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## The ATRI NEWS

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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 62791  
illautorecyclers@aol.com

Articles may be edited for length and format.

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www.IllinoisAutoRecyclers.com



## President's Perspective

*By Larry Brosten, ATRI President*



The Central Midwest Auto & Truck Recyclers Convention and Tradeshow, scheduled for Sept. 20-21, is just around the corner, and the e-mails, and phone calls are flying back and forth at a rapid pace. As I'm sure you

know by now, Auto Parts City, the business I co-own with my brother, Jay, will be the host site for this year's convention. Items on my often-updated To-do list, which was given to me by ATRI's Executive Director, Michelle Lechner, are being checked off one-by-one.

Michelle came up to Gurnee last month to visit Auto Parts City and to arrange affordable lodging for the event. She has negotiated a really great rate for those interested in staying at KeyLime Cove Water Park Resort which is very near our facility. The hotel resort complex offers supervised programs for children, so those of you with kids or grandkids might want to make it a point to bring them along.

From everything Michelle has said, there is a lot of buzz surrounding this year's convention. We're expecting a good turnout. As always, there are numerous activities planned for the convention. I have to admit I never fully understood all that goes into planning an event like this, until now. Trust me, it's a lot of work.

I also had the opportunity to meet with this year's keynote speaker and author, Christine Corelli. She has an impressive resume working with numerous companies and industry groups covering the areas of competitiveness, customer service, marketing and other related topics. She has even written a course

on ways to monetize green business practices, and she's an expert in social media. Her keynote speech is scheduled for Friday, Sept. 20 at 4:00 p.m. I think a good keynote speech can really set the tone for an event like ours. I'm confident she'll exceed everyone's expectations.

In addition to all the industry-related activities you expect to find at CMARC, including informational programs and vendor exhibits, a lot of thought and planning has gone into the social side. It is after all, one of the few times during the year when the membership has a chance to take a breath, compare notes on the recent events affecting us all and tell old stories about the days when life and business seemed much less challenging.

And speaking of challenging, those of you who golf will want to get to Gurnee early Thursday for golfing at nearby Midlane Golf Resort. After golf, an informal gathering is planned back at Auto Parts City for Thursday evening. For Friday evening, there's a BBQ Dinner, the Trade Show and Auction. On Saturday there will be the Trade Show with lunch and then Saturday night we'll have Casino Night, a Poker Tournament, Dinner and a Wine Tasting, also.

I've been mentioning this year's convention in my letters since the beginning of the year, so I think I'll keep this last one short and conclude by saying we're doing everything possible to ensure it'll be a great weekend, and I know I speak for the entire board and Michelle when I say we hope to see you in September. Now it's back to updating my To-do list. Let's see, where was I? "Write last pre-convention 2013 president's letter." Check!



## Executive's Viewpoint

By Michelle Lechner, Executive Director



It's almost here! CMARC 2013!!! I spent a day in Gurnee, IL at KeyLime Cove Water Park Resort, which will be the host hotel for this year's convention and trade show. It's not just an indoor water park for kids, it's for everyone.

I was pleasantly surprised by the venue. Not only does it have this wonderful water park, but it has restaurants, little bakeries, stores, a full game room, children's spa and an adult spa. It features a really nice bar area, truly something for everyone. My thought was if I walk in and smell chlorine this won't work, but I was pleasantly surprised. It lives up to its name as a resort and our room rate is only \$109 a night. As an alternative, there is a Hampton Inn right next to KeyLime Cove. Upon your request, we will provide a shuttle bus to and from the hotel and yard both days. It's only a short 3 miles each way.

Since we are having a children's program, I am highly encouraging you to bring your children. They will have their own supervised agenda while parents are in meetings, socializing or shopping at the nearby Gurnee Mills Mall, it has everything. If the children are in school, they would need to miss a Friday. They will however get some education because part of their program will include an Aquatic Safety Program provided by KeyLime Cove. Also, they will paint a car hood to be auctioned at our auction on Friday night. Since the theme this year is "Going Green in 2013", they could paint about that very idea. Please mark your calendars and enjoy a small vacation along with the Convention & Trade Show. You will see the convention layout in this newsletter. It's a great line-up this year!

Another highlight to this year's event is Christine Corelli, whose articles you see all the time in our newsletters. She will be our Keynote speaker. Christine not only will be our Keynote, but she will also have a booth at the trade show where you can go and talk with her about different areas of your business, quite a deal she is giving us. Christine is very knowledgeable! You can go to [www.cmarconvention.com](http://www.cmarconvention.com) and see her short video about coming to our event.

Along with exclusive trade show hours, there will be BBQ/Trade Show/Auction events on Friday night for the opening of the trade show, yard tours at Auto Parts City daily, which alone will be worth your trip. Other highlights include sessions on social media; you will hear all about the family business from Frank & Sherri Heckenast; three sessions from Chad Counts, Counts Business Consulting; the latest from PartsTrader and so much more all geared towards owners as well as sales and staff. On Saturday night we will have Casino Night/Poker tournament/Wine Tasting. The winner of the poker tournament will win a big screen TV, fun!!! Oh yeah, free beer both days. We have not changed the pricing either so it's \$99 a person and \$79 for 3 or more. My thought was to give you as much information about this year's CMARC as I can, but I

*Executive's Viewpoint... continued on page 14*

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## Update on Illinois Mercury Switch Removal Program

By Becky Jayne

Annual Reports – The annual switch removal report that you must file with the Illinois EPA are due August 15th of every year. Annual report forms were sent to recyclers in July. Report forms can be downloaded from <http://www.epa.state.il.us/mercury/auto-switch/annual-report.pdf>.

Reminder: **Temporary Increase in Auto Switch Incentive Payments** – 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 **\$12** additional incentive payment for mercury-containing anti-lock brake sensors.
- 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. Under the Illinois law, ELVS does not pay for these switches.
- 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.

Participating in this program is easy.

- Collect mercury switch assemblies in your ELVS collection buckets and send them to ELVS for recycling as usual.
- Notify PSI that you wish to participate in the program and send them a completed Internal Revenue Service W-9 tax form. For more information or to sign up, e-mail Isaac Griffith-Onnen at [Isaac@productstewardship.us](mailto:Isaac@productstewardship.us) or call PSI at PSI at (617) 236-4855.

**Only one check will be issued. Payment will occur after October 31, 2013.** To receive these incentives, you must send switches to ELVS for recycling between May 1, 2013 and October 31, 2013. **The additional incentives will only be paid for buckets containing more than 20 switches.**

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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## Illinois Green Certified Automotive Recyclers (Illinois Green CAR)

By Mike James

Wow! Twelve of Illinois' finest maintained their CAR status in the program during last year. I hope all will join me in congratulating each of these ATRI members:

- ABC Auto Parts & Wreckers, Blue Island
- Auto Parts City, St. Gurnee
- Ashley's U-Pick-A-Part, LLC, Joliet
- I-55 Auto Salvage, Channahon
- Mack's Auto Recycling, Urbana
- Rhodes Auto S/S/S, Streator
- Rockford Auto Parts, Rockford
- Route 14 Auto Parts, Woodstock
- Scotty's Auto Parts, Virginia
- Speedway Auto Parts, Ltd., Joliet
- Stafford's Inc., Montgomery

Do you need a part for one of your customers? These facilities are the best of the best in Illinois, and represent the very heart of the program.

*What is the Illinois Green CAR Program all about?*

Auto & Truck Recyclers of Illinois (ATRI) is the state-wide trade association of licensed auto recyclers. The association's members are companies that have taken a leadership role in safe and environmentally sound vehicle dismantling and recycling. ATRI members promote responsible recycling, worker safety, and environmental protection, including the proper handling and

disposal of all automotive-related hazardous materials, such as gasoline, oil, antifreeze, brake fluid, transmission fluid, batteries, mercury switches, and tires.


In 2008, ATRI underscored its commitment to helping promote member performance by establishing one of about a half-dozen state certification programs within the United States. The Illinois Green Certified Automotive Recyclers (Illinois Green CAR) program was developed to help members improve regulatory compliance and to motivate facility operators to meet the industry's highest performance standards. This proactive, industry-led approach helps members comply with the complicated set of environmental, safety, and business regulations that face auto recyclers in Illinois. If the company is an ARA member, Certified Illinois Green CAR members are also considered to be CAR certified by the Automotive Recyclers Association (ARA).

*What does that really mean for your business?*

### Mission – Performance – Standards

#### Mission


- Improve performance, increase compliance, meet standards, build relationships, be recognized.
- Performance
- Educate and inform with newsletters, manuals, seminars, and onsite assistance;



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# Auto & Truck Recyclers of Illinois Association News

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September/October 2013

- Promote employee safety by providing eye-wash stations, personal protective equipment, first aid kits, and fire prevention measures, as well as maintaining MSDS onsite and conducting Hazmat training;
- Control storm water pollutants and reduce spills & leaks;
- Dispose of fuel, motor oil, transmission/power steering fluid, antifreeze, and refrigerants properly, and;
- Provide employee training in the areas of spill control, forklift safety, torch safety, airbags, and pollution prevention.

#### Standards

- Business – Paved customer parking areas, clean and welcoming sales & reception areas, clear signage, regular building and property maintenance, and delivery and support vehicle maintenance.
- Environmental – Efficient fluid removal, covered and contained fluid storage, appropriate lead acid battery handling procedures, approved refrigerant removal equipment, correct storage and disposal of mercury

switches, covered or indoor storage of re-sale engines and transmissions, covered and contained storage of core engines and transmissions, proper disposal of spent cleaning solvents, tire storage practices, and covered trash containers.

- Worker Safety – Personal protective equipment, eyewash stations, fire extinguishers, first aid kits, spill kits, and torch safety protocols.
- Regulatory Compliance – Business licenses and permits, environmental requirements for storm water, refrigerant removal, handling and storage of hazardous materials, right to know and MSDS, DOT airbag shipping training, and forklift training.

Isn't it time for you to step up to meet these standards of facility management and become a member of the Illinois Green CAR program? Already this year, two more facilities are pursuing membership.

I hope each of you will visit the Green CAR member facility at Auto Parts City in Gurnee. Unfortunately, we at James Environmental will not be able to make the gathering this year -- but let's talk about Auto Parts City. This could easily be the finest self-

service recycler in the US! If you have not been there, you are missing out, and I encourage you to go to the CMARC meeting this year to support your association, take a look at a great facility, listen to some great presentations, and enjoy all the great work of Michelle and your Association.

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# CMAR Convention

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Automotive  
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Indiana, Inc.



# CMAR Convention

*Come to the Best in the Central Midwest!*

**Going Green in 2013**

## 2013 Central Midwest Auto Recyclers Convention & Trade Show

**September 20-21, 2013  
Auto Parts City - Gurnee, IL**

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• Tradeshow • First Time Ever  
Children's Program*

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of Iowa & Wisconsin.  
Anyone and all are welcome!*

**[www.cmarconvention.com](http://www.cmarconvention.com)**

Going  
Green  
in 2013

# CMARConvention

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



Join us September 20 & 21, 2013 in Gurnee, IL for the Central Midwest Auto Recyclers Convention and Trade Show. Hosted by the Automotive Recycler Associations for Illinois & Indiana. Also invited are the auto recyclers in Wisconsin and Iowa. Anyone and all welcome. Our theme for this event is Going Green in 2013! Training, Training and more Training. There is something for everyone, including owners, staff, & children. Enjoy a weekend of training/education, fun, and excitement for all. [www.cmarconvention.com](http://www.cmarconvention.com)

## Contact

### Information

**Michelle Lechner**

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## Mailing Address:

### CMARConvention

Auto and Truck Recyclers of Illinois

PO Box 9424

Springfield, IL 62791

[www.cmarconvention.com](http://www.cmarconvention.com)



## Help with the Live Auction

Please consider donating a service or item for the Friday Night Live Auction. This item can be a product or service from your company, or any item that you think would get the bidding going in a live auction. Your donation is appreciated!

To coordinate the donation of an auction item, please contact Katrina Kerlin at [Katrinakerlin@yahoo.com](mailto:Katrinakerlin@yahoo.com).

## Keynote Speaker: Christine Corelli "Revenue is Nice, PROFIT is All That Matters"

Christine is the author of 5 business books, savvy businesswoman, and dynamic conference speaker. Review her credentials at [www.christinespeaks.com](http://www.christinespeaks.com). Don't miss her session!

## Schedule of Events - All events happening at Auto Parts City in Gurnee

### Thursday, September 19

#### 7:00pm Informal Gathering, Green Drinks

at Auto Parts City, join us for green conversation, Beer, Wine & Pizza.

### Friday, September 20

#### Noon - 5:00pm Registration

#### Trainings Sessions / 50 minutes each

- 1:00 - 1:50pm • **Waubensee Fork Lift/Air Bag** & Info on Classes Provided to Auto Recyclers at Waubensee College
- **Get it off Your Chest**, Open Roundtable Discussion
- **Who is Running Your Business?** Chad Counts, Counts Business Consulting, LLC
- 2:00 - 2:50pm • **Hollander, Best Practices for Selling Your Parts Online**
- **Car-Part.com Updates**
- **The Latest from Parts Trader** Aaron Auger, Mi-T-M Corporation
- 3:00 - 3:50pm • **ARA Direct Online Salvage & Other ARA Activities**
- **Social Media Workshop**
- **The Family, Business**, Frank & Sherri Heckenast, and Kelly Roepke, Y-yard Auto & Truck, Inc

#### 4:00pm KEYNOTE by Christine Corelli

#### 5:00pm Trade Show, BBQ, Auction

all on the trade show floor

### Saturday, September 21

#### 8:00am - Noon Registration

#### Trainings

- 9:00 - 9:50am • **IL Green**
- **How to**
- **Metal R**
- **ARA Dir**
- **New Ch**
- **Holland**
- **Technol**
- **Busines**
- **Chad Co**
- 10:00 - 10:50am • **Waubor**
- **Provided**
- **Social M**
- **Driving**
- **Chad Co**
- 11:00 - 11:50am • **Trade Sho**
- **Recognit**
- **& Indiana**

#### Noon - 3:00pm Trade Show

#### Recognition & Indiana

#### 5pm Casino Ni

Winner of the Dinner and

**FREE BEER! FREE**

## Supervised Childrens Program \$50/child - Ages 4 yrs or older

This will include two days of Supervised activities to include:

- Aquatic Safety Class
- Painting a car hood to be auctioned on Friday night
- Movie night
- Games in the huge game room at Key Lime Cove
- Build a Beach

Children will be required to be registered at Key Lime Cove at time of check in with their parents. This area where the children will meet up for all activities. The children will be brought to Auto Parts City for their parents and all for the BBQ and to auction the car hood. They will then return to Key Lime Cove for more activities and all around good fun. Parents will be required to pick up their child at 10:00pm. Arrangements have been made with the supervising counselor and that parent. There will be a full



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W. speaker.

on

**Sessions / 50 minutes each**

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**ow/Lunch**

**on of the IL Green Car Members**

**Clean Yard Members**

**ght/Poker Tournament and Wine Tasting**

**he Poker Tournament Wins a Big Screen TV  
Beer provided.**

**FREE BEER! FREE BEER!**

**Swimming at Key Lime Cove**

ar

here will be a designated  
y on Friday night to join  
ve via the CMARC Shuttle,  
pm both days unless other  
inerary at time of check in provided.

# Attendee Registration

**Registration fee is \$99 per person or \$79 per person if three or more and \$69 per person if five or more register from the same facility.**  
*Fee includes all meals, seminars, and entertainment for the entire weekend.*

**Child Registration fee is \$50 per child.**  
*This will include two days of Supervised activities*

Firm Name \_\_\_\_\_  
Contact Name \_\_\_\_\_  
Address \_\_\_\_\_  
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Please indicate if person listed below will be attending Airbag or Forklift Training so certificates can be prepared.

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

No. of attendees: \_\_\_\_\_ @ (1 or 2) \$99/person = \$ \_\_\_\_\_  
Choose 1 pricing level or \_\_\_\_\_ @ (3 or 4) \$79/person = \$ \_\_\_\_\_  
or \_\_\_\_\_ @ (5 plus) \$69/person = \$ \_\_\_\_\_

## Child Registration - Ages 4 or older

Name	Age	Name	Age
_____	_____	_____	_____
_____	_____	_____	_____

No. of Children: \_\_\_\_\_ @ \$50/child = \$ \_\_\_\_\_

**TOTAL \$** \_\_\_\_\_

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

### Friday Evening

Y N  
  BBQ Dinner/Auction \_\_\_\_\_

How Many?

### Saturday

Y N  
  Breakfast \_\_\_\_\_

How Many?

Lunch \_\_\_\_\_

Dinner & Wine Tasting \_\_\_\_\_

## PAYMENT INFORMATION

- Enclosed Check payable to:  
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- Credit Card Payment (MasterCard/Visa Only)

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3 Digit Security Code \_\_\_\_\_

Exp Date \_\_\_\_\_ / \_\_\_\_\_

Signature \_\_\_\_\_

## Sponsorship Opportunities

Your support of our convention is greatly appreciated.  
Sponsorship opportunities exist for those who wish to offer additional support to the convention and our associations.  
Contact Michelle Lechner at 877-880-2874 for more details.

**Mail to:** CMAR Convention  
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# CMARCONVENTION

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

Automotive  
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## Convention Events

### **Golfing**

**Thursday, September 19, 2013**

Information provided by CMARC, however, golf is on your own.  
Midlane Golf Resort • 847-623-GOLF  
4555 W. Yorkhouse Rd. • Wadsworth, IL 60083

### **Informal Gathering**

**7:00PM, Thursday, September 19, 2013**

Gather at Auto Parts City for "Green Drink (green conversation),  
Beer, Wine and Pizza.

### **Yard Tours**

**Both Friday and Saturday**

Truly fascinating and educational.

### **BBQ Dinner, Trade show & Auction**

**5:00PM - 9:00PM, Friday, September 20, 2013**

Join us at Auto Parts City, Gurnee, IL where it's all happening at the yard on  
the trade show floor for our BBQ Dinner, Trade Show, and Auction.  
Join us for what has always been a fun evening for all. Auction items will be on  
display at the trade show. If you have items to donate or need more information  
on the auction, contact Katrina Kerlin at [katrinakerlin@yahoo.com](mailto:katrinakerlin@yahoo.com).

### **Trade Show/Lunch**

### **Recognition of the IL Green Car & Indiana Clean Yard Members**

**Noon - 3:00, Saturday, September 21, 2013**

Another opportunity to visit with vendors and fellow recyclers as you enjoy  
lunch on the Trade Show floor.

### **Casino Night, Poker Tournament, Dinner and Wine Tasting**

**5:00PM, Saturday, September 21, 2013**

This fun event is sure to be a great wrap-up to the CMARConvention!  
Winner of the Poker Tournament wins a Big Screen TV

Contact Michelle Lechner at 877-880-2874 or  
[ILLautorecyclers@aol.com](mailto:ILLautorecyclers@aol.com) for more information  
[www.cmaconvention.com](http://www.cmaconvention.com)

## Hotel Information

### **Host Hotel:**

KeyLime Cove

1700 Nations Drive • Gurnee, IL 60031

[www.keylimecove.com](http://www.keylimecove.com)

Call (224) 656-8685 for reservations before

9/12/2013 and mention

"Auto Recycler" for the low group rate  
of \$109/night.

### **Alternate Hotel:**

Hampton Inn Chicago/Gurnee

5550 Grand Ave

Gurnee, IL 60031

(847) 662-1100



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## Meet Your Central Midwest Auto Recyclers Convention and Trade Show Keynote Speaker

Noted author and dynamic speaker Christine Corelli is slated to present  
"Revenue is Really Nice – PROFIT is What Matters"



Ms. Corelli is an in-demand conference speaker and author of five business books, including the best selling "Wake Up and Smell the Competition," and "Capture Your Competitors' Customers and KEEP Them." Her latest book,

"Roadmap to Success," has just been released and is selling strong. "How to Adopt Green Practices and Obtain a Competitive Advantage" has helped a multitude of business to "Go-Green" and learn how to properly market, advertise, and promote their "green practices."

She is a business columnist and creator of over two hundred articles that have been featured in leading publications including our own. She has been a featured guest on numerous TV and radio interviews including WGN and CNBC. Her impressive client list includes GE, Ford, Goodyear, Marriott, Chrysler, Siemens, Honda, Harley Davidson, Xerox, Morgan Stanley Smith Barney, the Harvard Business School Alumni Association and more. She was well-received at last year's Upper Midwest Auto and Truck Recyclers Convention and Trade Show.

Bring the key players in your company. (Your company will benefit from it!) Listen and learn what smart recycling business owners and managers are doing to position their business for future success. Obtain ideas and strategies that will help drive business growth, fuel high-performance, and align your team for RESULTS.

THERE'S MORE! Do you have problems? Who doesn't? Bring them to the table...Christine's table. She will be available after her program for one-on-one discussions that will provide ideas and solutions to your problems. BE THERE! To learn more about Christine, visit her website – [christinespeaks.com](http://christinespeaks.com) or call (847) 581-9968.



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*Executive's Viewpoint... continued from page 5*

can't leave off the continuing education part. You all know by now I talk a lot about that and I think it is extremely important that you all get as much education as you can in this ever changing industry. Well, here it is right in your own back yard. I am sure you will all agree you will walk away from the CMARC show having learned new ideas and met some new friends.

We hope to see new faces. Bring a new member and your name will be thrown in the drawing for a prize. We also plan to acknowledge all of the IL Green Car Members and the Indiana Clean Yard Members. Watch your mail for the CMARC Brochure and get registered to join us September 20/21 in Gurnee, IL.

Lastly, I just want to say that ATRI has really strived to make sure your rights as an auto recycler are protected. There are many things that go on behind the scenes with our local municipalities and such. I can tell you we have come a long way and I do believe more than ever we have a voice in IL about this industry. It has taken a long time to get here! None of it could be done without your support and the support of the ATRI board. So with that said, hats off to you and thank you for your support!

See you at Auto Parts City in Gurnee Sept. 20/21,  
Michelle Lechner, Executive Director

### **Support the Auto & Truck Recyclers of Illinois!**

*This newsletter carries the news and information from the **Auto and Truck Recyclers of Illinois** to the automotive recycling industry professionals in Illinois.*

*To advertise, contact **R.J. McClellan, Inc.** at **877-525-4589** or **newsletters@rjmc.com** to request more information.*

## **Y-Yard Auto & Truck Becomes 126th Member of Team PRP (Premium Recycled Parts)**



*Store Manager Travis Boyer (center right, short-sleeved shirt) of Firestone Complete Auto Care in Florissant joined Florissant City Councilman Joe Eagan and corporate and local representatives of Firestone in a ribbon-cutting ceremony on Sept. 14, 2012, as part of the store's grand opening celebration.*

Y-Yard Auto & Truck, in Effingham, became the 126th member of Team PRP (Premium Recycled Parts) effective Sept. 1, 2012. "It is with great pleasure that we welcome Y-Yard to our membership," Kent Rothwell, owner of Weaver Parts and chairman of Team PRP's national board, said. "Y-Yard's exceptional growth is evidence of its long-held commitment to the highest standards of quality, integrity, and customer service within our industry. This level of excellence makes them an ideal fit with our Team PRP vision, and we are truly pleased to have them join with us." Mike Nolan opened Y-Yard Auto & Truck in 1970. Nolan's two daughters, Kelly Roepke, president, and Erin Swingler, vice president, took over his duties in 2007. Y-Yard's inventory now covers 45 of the 60 acres owned by the company. See more at: <http://www.partsandpeople.com/node/4457#sthash.cRqjobBD.dpuf>

*Reprinted with permission from partsandpeople.com.*



## What Your Competitors Should Fear Most

By Christine Corelli

Forget tough. Today's competition is fierce. You must be ready to battle formidable competitors each and every day, forever, without a break. If you excel in these vital areas of business and what I refer to as the Five Critical Success Factors for Business Growth you will not only have a competitive edge, but your competitors will fear you. How does your company rate in these areas?

**Fear Factor 1 - Dynamic Leadership** - Everything starts and stops with leadership. Your competitors should fear that you and your entire leadership team are so dynamic that you have a smart competitive strategy in place, marketing and advertising campaigns

that are far more creative than theirs, and a team of employees who come to work motivated to perform at their highest level because you treat them as well as you treat your best customers. Thus, you can expertly steal their market share and maintain the loyalty of your own customers.

**Fear Factor 2 - Superior Sales Team** - Your competitors should fear that your sales team has such far superior selling, relationship building, negotiating, and communication skills when compared to their sales teams, that they don't have a chance of competing against any one of your sales people or swiping a customer away from you.

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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 the 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](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

18

September/October 2013



## Auto & Truck Recyclers of Illinois

Application for Membership  
Please print or type

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

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

County \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

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### Type of Business Activities

(CHECK ALL THAT APPLY)

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

### Investment

- 1-4 Employees ..... \$250
- 5-9 Employees ..... \$375
- 10 + Employees ..... \$500
- Associate. .... \$250
- Amount Remitted ..... \$ \_\_\_\_\_

### Mail Completed Form to

Auto & Truck Recyclers of Illinois

PO Box 654 • Ottawa, IL 61350

Fax: 815/434-1227 • Email: ILLAutoRecyclers@aol.com

**QUESTIONS CALL: 877.880.2874**



*What Your Competitors.. continued from page 15*

**Fear Factor 3 - Customer Service Excellence** - Your competitors should fear The POWER OF YOUR BRAND and your reputation for consistently great customer service.

Are you recognized throughout your industry and community for the power of your Brand, and its' market share leadership? Excellence in your delivery of service is not optional. It is critical to your success. If you excel in service and focus on continuous improvement you can expertly steal your competitors' market share and maintain the loyalty of your own customers.

**Fear Factor 4 - High Performance Culture** - Your culture can make you or break you. Your competitors should fear your high performance culture of "Sales-Service Excellence," where your entire sales team is well-supported by management and staff. Your employees demonstrate your core values. They work together as highly-effective teams, accept accountability for their performance, and deliver the highest level of internal customer service. Communication is strong. They come forth with ideas to improve in every area, and are rewarded for it. Territorialism and business silos do not exist. Too ideal? Maybe. Achievable - yes. And if this describes your culture, no doubt you have a competitive edge, can expertly steal your competitors' market share, maintain the loyalty of your own customers, and obtain high levels of productivity. You might even enjoy coming to work each day!

**Fear Factor 5 - Execution** - Your competitors should fear your ability to execute your competitive strategy, implement new ideas, and rapidly implement changes necessary to create and sustain success.

Execution should be a strong part of your competitive strategy. If you excel in this area, you can expertly steal your competitors' market share, maintain the loyalty of your own customers, grow and prosper.

Are these **5 Critical Success Factors** fear factors to your competition?

*Need a workshop or series of workshops on these topics? Call (847) 581-9968.*

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