



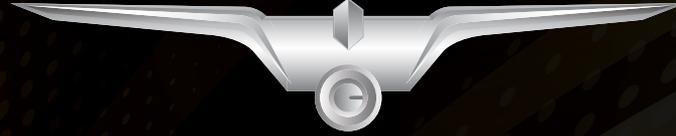
Texas Automotive Recycling REPORT

January/February 2015

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The Texas Automotive Recycling Report

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A Letter From the Executive Director

By Cheryll Lambright



Tire Manufacturers Are Like Schwarzenegger in Terminator "I'll Be Back"

Once again the selling of used tires is front and center. In the last session a tremendous amount of resources were expended to defeat a "scrap tire bill" that effectively would have resulted in the strangling of the ability to profitably sell used tires. It was a continuous merry-go-round of trying to dissect the "scrap" tire from a bad "used tire". The quagmire was so deep that at one point, all "used tires" were "scrap tires" and therefore the

premise followed that no used tire should be available to the public. Fortunately, that did not happen. Unfortunately, this session - Arnold (aka Big Tire Corps) are in our face again gearing up to regulate the sale of used tires with so many regulations and stipulations that the economic return from being able to provide that inventory product to the public will be terminated.

Mike Kunkel addressed this in an article for the TARA Report before the last session, "The tire manufacturer has known that they are losing new tire sales to the used tire market. The only true source to purchase used tires with consistent quantities is to buy them from a recycler. The tire companies have seized the moment to lobby for legislation that will make selling used tires illegal. If successful, their sales will have a dramatic increase without have any additional marketing costs. The outlay of cash will be spent dining politicians and lobbyist to do what is in their best interest under the idea that it is for the protection of the consumer."

The threat has not gone away. Unlike last session, these big tire corps are not disguising themselves behind the ruse that used tires are being stock piled in vacant lots and causing an environment issue. They are waving the banner up front and effectively saying ---all "used tires" are unsafe and asking that the liability be transferred to the recycler.

Kunkel is right on point when he says "If legislation like this passes, it will be a blow to our profitability and potentially increase our costs to dispose of all of our tires instead of just the bad ones" The state of Texas is preparing for a tire bill to be introduced in the next legislation session.

TARA is anticipating a strong "used tire bill" in this session and is preparing for the battle once again.

Plain and simple, TARA needs more PAC fund money. Consider it an investment in the future of selling used tires.

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Many TARA members have contributed generously to the PAC fund but those funds have already been dispersed in preparation for the upcoming session. Some of you make great money on your sale of used tires. Do the math..... Wouldn't it be worth it to contribute 10% of the revenue from tire sales for you to continue to be able to do have that product? Without funding, the chances of defeating the bill will be difficult.

Please pay attention to what is going on and pitch your support to make sure that you're association can stand up for you and have the finances to try and offset some of the money the large tire manufacturers will surely be throwing around the capital.

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Allocation Resources Don't Be Legislated Out of Business

By Mike Kunkel

This edition of the magazine features information about ARA Hill Days and the TARA PAC FUND. Knowing the value in educating our politicians is a really big thing. Participating in these events, along with supporting our Political Action Funds (PAC), are a few things that we have to allocate resources to.

The two resources needed in this case are time and money. Those are the 2 most precious resources that owners / managers have. As consultants, we continually preach to our customers that you need to spend every dollar possible on inventory. The amount of time it takes to buy has increased dramatically over the last few years. These are the 2 demands on our resources that cannot be neglected.

At the same time, those same 2 items, time & money, are needed to make sure that we will be able to continue to do business in a realistic and efficient manner. Most of us do not have the time or interest in dealing with the shenanigans of the political process. Most of us are people of action and when we see a problem, we fix it and move forward. That does not describe the political process.

What do we accomplish by giving time and money to help educate the people about our industry? The first and primary thing that they learn is the size of our businesses and the number of people that we employ. When you multiply that out over the voting impact our extended family of employees has, the numbers are eye popping.

I, along with my partner Bill Stevens, work with a lot of people on budgeting. A budget gives the roadmap to whatever outcome we are working towards. Most people think of a budget as a financial component, which it is, but is also involves time and all of the resources we have at our disposal.

We need to make sure that we protect all aspects of our business and budget to work on the long term success of our industry and that includes the mess we call our political system and the elected people we count on to know something about us.

Time and money – we don't have enough of either but if we let them legislate us out of business, we won't have any money to enjoy all the extra time we have.



Super Salespeople Fact or Fiction?

By Sandy Blalock

So often when I am around auto recyclers the biggest grievance I hear is how do I hire and keep great salespeople? We all know too well the cost of hiring the wrong person for our sales departments. Everyone has a solution whether it be performance based pay, draws against commission or just plain hourly but how do we really know if one works better than the other? The real truth is not in the program but the hiring of the right person who is motivated to grow and excel. The pay systems are tools to reward our best employees.

Personally I think that we have to have a great system in place that continually motivates the rising stars and keeps them focused on personal as well as business growth. I am not convinced that a great salesperson can be trained to produce the results we need in our

recycling facilities to sustain positive growth. I think we need to focus on the initial hire and find the people with a very real potential to succeed.

The most successful recyclers in our industry have found solutions to the sales issue by maintaining their focus on the genuine heart of the matter.... the salesperson themselves. I have visited many recyclers who have found that "quick to hire and slow to fire" is a slow path to death of sales. Putting more time into the hiring process will save countless hours of frustration. Searching out natural talent and recognizing it when we see it will protect us from the heartache when we realize we made a hiring mistake. Coaching them once you have the right people on board will certainly lead you to the growth you anticipated. Our jobs as employers are

to hire the right people for the right job and give them the resources and motivation they need to succeed.

So who are these mythical creatures we refer to as "Super Salespeople"? They are not the "old dawg" who has countless years in the industry so set in their ways with many a tale to tell on how good they have always done it. They are the ones who consider themselves students of the recycling industry regardless of their age or time in the field. They understand the diversity and ever changing markets of not only our industry but also our customers.

Super Salespeople look for ingenious ways to tailor our products to our customers. They listen more than they talk. They learn how to advise their customers and guide them to the right buying decision every time. They know that rapport is essential to any business relationship and continue working to grow that with each of their customers. They are not afraid to handle the difficult calls or those ever so essential follow-up calls. Most importantly **Super Salespeople** know that each and every call they take or make they are laser focused on closing the sale. They don't waste their precious time quoting, they know that information is readily available online.

Super Salespeople are independent and self motivated. They seldom need that pep talk from their managers because they are results oriented in almost everything they do. They may or may not be great team players due to

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ASSOCIATION NEWS

their competitive nature so do not hold that against them. As business owners and managers we have to focus on the end result. Really good managers recognize the perseverance of **Super Salespeople** and give them the room they need to grow. We have to relentlessly be open to the demands of these **Super Salespeople** because they will seek excellence in the sales systems of your company to support their efforts. If we are not on our toes to fulfill their needs, they like poorly tended to customers, will move on to greener pastures.

Key to our growth is our sales and service we provide our customers and it starts the minute our phones ring or the customer walks in the door. Let's learn how to put our best on the front lines by finding the right people to avoid wasting our time and money. Not everyone is a good candidate for **Super Salespeople**. Some may believe that we can train anyone to be a good salesperson but that simply is not true. If we have to teach them how to sell we are most likely wasting our time. It is no longer acceptable to have or hire OK sales people hoping to turn them into good sales people. Focus your energy and money on hiring and training good salespeople on the latest techniques, service and products as that is the key to creating **Super Salespeople**.

The **FACT** is **Super Salespeople** do exist and they are quite prevalent in our industry just ask them because the first thing they know how to sell is themselves. The **FACT** is they

are most likely born or nurtured early in life and have a driving need to sell. The **FICTION** is that average salespeople grow into **Super Salespeople**.

Sandy Blalock began her career in auto recycling in 1993 managing the family auto recycling business Capo's Truck and Auto Parts, Albuquerque, NM.

She served on the NM Automotive Recyclers Association Board for 17 years, four years as President during which time she was actively involved in state legislation to change the licensing for automotive recyclers and legislation mandating non-repairable vehicles being sold only to licensed automotive recyclers in New Mexico. After the family business was sold to LKQ in 2009. She began Blalock Consulting to redirect her focus on helping and giving back to the industry. She focuses her energy on managing the New Mexico Certified Automotive Recyclers Association, Utah Automotive Recyclers and the Automotive Recyclers of Indiana. She enjoys assisting states in building or rebuilding their organizations

Her service to the industry includes serving on the Executive Committee of ARA, President of ARA, Member and President of the ARA Educational Foundation, member ARA Government Affairs Committee, Affiliate Chapters Committee, State Chairperson, Regional Director and Budget Committee. She considers involvement with recycling associations paramount to success in our industry.

Her Motto "We must become the change we wish to create". Working together is a necessity not an option. "Ghandi"

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Online Safety Training Free to TARA Members

Reprinted from the November/December 2014 issue of the TARA Report.

TARA is very excited to be able to offer a program, through Automotive Recyclers Association University (ARAU), that addresses OSHA safety requirements at NO COSTS to you. TARA has partnered with the ARA University Safety Training and now as a TARA member, you can benefit from the quality and accessible training for your team. This Safety Training will be free to the TARA members. The Association has paid for 14 courses (others will be added) available 24-7 to each member and their employees.

OSHA requires that employee safety training be comprehensive and documented. Some of the training programs must be repeated annually or at other intervals. This type of training will be a challenge for most recyclers, but especially for the smaller operations that cannot afford to send employees to offsite training session, hire safety consultants or pay for expensive online training.

The safety program offers 14 excellent online safety training programs that are convenient and effectively meet most OSHA safety training needs. By working with the ARA University, as an affiliate chapter, TARA was able to pay a discounted costs for these 14 online programs and offer them to our members and their employees free. ARA University offers many more programs and if you choose to add more training programs that are not under our TARA umbrella, you will receive a discounted price.

The benefits of this agreement will help hundreds of recyclers receive excellent mandatory training that complies with OSHA regulation. It provides an important incentive for our members to train online. Your participation helps build the reputation of the industry as a responsible compliant leader in safe work practices. Most important it reduces auto recycler injuries.

Here Are The List of Courses:

- *Personal Protective Equipment*
- *GHS Right-To-Know (Haz Com)*
- *Eyewash Station*
- *Airbag Transportation*
- *Fire Safety*
- *Forklift Safety*

- *First Aid*
- *Electrical Panels and Cords*
- *Gasoline Containers*
- *Machine Guard*
- *Lockout/Tagout*
- *Blood Borne Pathogens*
- *Emergency Action Plan*
- *Cutting Torch Safety*

To get started on this program, just complete the **ARAU Partner in Safety Program Form on page 11**. You must have a Company Administrator and information about your company. Provide the completed form to me and I will verify to ARAU that you are an active member and then provide the information to ARAU, who will then contact your Company Administrator and get the program going. ARAU will work with you individually to get the program implemented and can get all your employees accessed. Any employee of your company can sign in from any computer 24-7 to complete the on line training. **MOST OF THE SAFETY STANDARDS LISTED ABOVE HAVE OSHA REQUIRED REPORTING AND RECORD KEEPING.**

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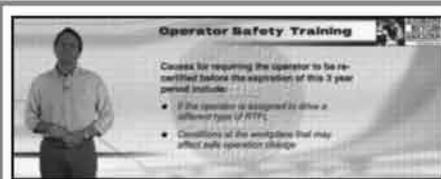
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TARA PAC FUND DON'T BE LEGISLATED OUT OF BUSINESS

2015 Legislative Session begins January.

All the Funds that TARA "Packed Away" are already dispersed in preparation for this session. However, the sale of used tires is going to be front and center again. This time the big players are going to propose very stringent "safe used tire legislation".

Once again, a revenue source for your business will be gone. How much is it worth, to you, to continue to sell Used Tires?

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Turing Vision into Action

What is your vision for your business or your department in 2015?

By: *Christine Corelli*

Unless their company's fiscal year began at a different time, smart executives have held a management retreat for 2015. Executives, managers, and key people in the company were present. Some included their accountants and an unbiased business advisor. The executives shared their visions and goals for 2015. Together, the groups created strategies that would help turn executives' visions into a reality and meet their goals.

During these retreats, most companies established one major strategic initiative for 2015. For some, it was to dramatically improve the company's level of service. For others, it was to acquire another business, or diversify their offerings. Some wanted to increase their presence on the web. Training was the major strategic initiative for some, and for many it was improving operations. Three areas that needed improvement were also identified. Action plans were created. Overall, thanks to great food and fun that also took place, a great time was had by all.

Dedicated department, store, and branch managers have also held retreats where they shared their vision for the coming year with their teams. Strengths and successes were celebrated. Goals were set, and strategies to help meet them were created. They, too, established one major initiative. Some decided to focus on an increase in productivity through successful implementation of a new business system. Some focused on improving internal customer service. Others chose to streamline processes and procedures, cut red tape, and make it easier for customers to do business with them. These managers also identified three areas that needed improvement. Action plans were created. A great time was had by these departments, branch, or teams as well.

Now, they need to turn vision into action. How about you? Have you held a retreat? If not, here's how to do it right.

How to Turn Vision into Action and Achieve RESULTS

Jack Welch, former CEO of GE and driver of performance was and still is a firm believer that turning vision into action requires high levels of employee involvement.

No doubt, Jack is a smart man, but in today's world this should be common sense. The smartest leaders know that how they communicate their vision makes all the difference in the world. After your retreat, take these seven steps.

1. Hold an all-employee meeting to "Kick-off" the year. Have upbeat music playing in the room as people are getting seated. This will set the tone of the meeting, and help to energize your team. If you are boring, get someone who can play the role of MC. How do you know if you are boring? Ask people. This may sound cruel, but I've heard so many boring executives. They are smart and good people, they are just boring. (Hope I didn't offend anyone. If I did, apologies.)
2. Begin the meeting by thanking everyone for their hard work and their contributions to the business.
3. Communicate your vision for the business and make sure your employees know that part of that vision is to create a better workplace and implement methods to help employees work smarter not harder. It doesn't take a rocket scientist to know why. Your employees will be thinking, "I am working so hard, is he or she going to put more on me?" "What, exactly, does he (or she) want me to do?" "What's going to change?" "Will I be able to handle it?" "Will I be able to keep my job?"
4. Encourage your employees to take ownership for their

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job role. Tell them they can arrange their work areas in a manner that is best for them. Better yet, give them ownership. Give them a stake in the company. Then, they will truly have ownership.

5. Communicate your competitive strategy and goals, and be specific and clear about what you want and need from each department and individual. One of the most common complaints from workers is they are not sure what, specifically, their leader wants from them. One specific thing you need, is their ideas. Oh, and be sure you ask them what they need from you.
6. Share what needs to change, and why it needs to change. Let them know you are committed to help them through it.
7. If you can truly say it, let people know that unless some type of major catastrophe, everyone will keep their job.

If you take these seven steps, you will be in a better position to turn your vision into action.

Visibility is as Important as Leadership Ability

Vision and visibility go hand in hand. Given the abundance of challenges today's management faces, they must be fused together to sustain success. It is a critical responsibility for management to consistently communicate the vision, strategy, and goals and keep their team motivated to perform at the highest levels. You do this by creating a great place to come to work each day, and by making people feel they are working with you - not for you. Be the best boss you can be.

Turning vision into reality involves a great deal more. This should get you started. Visit <http://www.christinespeaks.com/corporate-retreats/to-retreat-or-not-to-retreat#more-246> for more information.

About Christine Corelli

Christine Corelli is a keynote speaker, and author of five business books including the popular "Wake Up and Smell the Competition." Her latest release, "Roadmap To Success" is currently available. As a business speaker, she is known for her high energy, high-involvement and often provocative style. As a consultant, she has an innate ability to see into the heart of issues, and solve problems. To learn more, visit www.christinespeaks.com.

ARA News

Jerry Brock Receives "2014 President's Award" from the Automotive Recyclers Association

MANASSAS, VA – Professional Wholesale Automotive Executive and Business Owner Jerry Brock of Brock Supply Co. was awarded the prestigious "2014 President's Award" from the Automotive Recyclers Association (ARA) at the 71st Annual ARA Convention & Exposition in Nashville, Tennessee, October 22-25. The ARA President's Award is an honor bestowed by the Association's President to an individual who has shown exemplary dedication to the industry through their service and work on behalf of the Association.

Brock, who started in the 1950's as an automotive recycler and continued on to become an auto parts and supplies wholesaler, is known throughout the professional automotive recycling industry for his commitment and enthusiasm on behalf of automotive recyclers and ARA. Ed MacDonald, now the Immediate Past-President of ARA, said in his remarks about his choice for the 2014 President's Award, "Jerry Brock and Brock Supply have exhibited at every ARA Convention since 1967. His history of support to ARA, the culture of giving back that is instilled within his company, and service within his home state of Arizona speak volumes about the kind of man Jerry is. His enthusiasm and passion for the industry is contagious. Jerry is a true asset to the automotive recycling industry and we are lucky to have him."

"I am very grateful and humbled to receive this award," said Jerry Brock. "The association has benefited me as an automotive recycler and an associate member. The support of ARA as well as the many friendships we have made have been priceless. I dedicate this honor to past and present members of the ARA."

Brock Supply Co. is a leading national auto parts and supplies wholesaler based in Tempe, AZ. Founded in 1960, Brock Supply serves the automotive recycling, repair, service and body shop industries with new aftermarket auto parts and supplies. Brock Supply has a catalog of over 12,000 products and delivers from three national distribution centers located in Arizona, Texas, and Virginia. More information can be found at www.BrockSupply.com.



INDUSTRY NEWS

Since 1943, the Automotive Recyclers Association (ARA) represents an industry dedicated to the efficient removal and re-use of "green" automotive parts, and the proper recycling of inoperable motor vehicles. ARA represents the interests of over 4,500 auto recycling facilities in the United States and fourteen other countries around the world. With programs such as the Certified Automotive Recycler Program (CAR), Green Recycled Parts, and other partnerships, ARA members continue to provide consumers with quality, low-cost alternatives for vehicle replacement parts, while preserving our environment for a "greener" tomorrow.

To learn more about the Association, visit ARA's Home Page at www.a-r-a.org or call (571) 208-0428.

Congressional Hearing Includes Questions About Industry Access to OEM Parts Data

Dear ARA Members,

As announced in yesterday's electronic newsletter, during a U.S. House Energy and Commerce Subcommittee hearing on December 3 regarding the ongoing recall of Takata airbags, a series of questions were asked by Congressman Adam Kinzinger (R-IL) that focused on the sharing of original equipment manufacturer (OEM) part numbers with the professional automotive recycling industry.

ARA members and staff have been meeting with Members of Congress, Administration officials, and federal and state regulators since late 2012 seeking their support in compelling auto manufacturers to enhance access to recall information and integrate parts data into the automotive parts supply chain. The questions asked by Representative Kinzinger are now part of the Congressional record and offer significant implications for ARA's continuous pursuit of access to OEM parts data on behalf of ARA member businesses.

Representative Kinzinger asked the representatives testifying from Honda,

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Toyota and BMW of North America if they agreed that sharing OEM parts numbers with the professional automotive recycling industry would increase consumer safety and assist in tracking recalled parts.

Representative Kinzinger's exact question was as follows:

"There has been significant discussion about regional recalls and the movement of recalled vehicles from high humidity state to other states outside of those regions. I believe an area that needs focus by automakers is the commerce of recycled original equipment manufacturer parts. Each day over half a million recycled OEM parts, the very same parts designed by your companies to meet your fit, finish and durability standards are sold by professional automotive recyclers. These parts play an important part in the automotive supply chain and are readily sold from one state or region of the country to another. Recently GM reached out to professional automotive recyclers offering to buy back or purchase recalled GM ignition switches. To accomplish this, GM provided specific OEM part numbers for the ignition switches that were critical to ensure the automotive recyclers could identify the specific recalled parts in their company's inventories. To those representing the car companies, do you agree that sharing OEM part numbers and other identifiable information with the professional automotive recycling industry would increase safety?"

None of the automakers were prepared to answer the question and asked the Subcommittee Chair for the flexibility to research the issue

and respond back in writing. This is standard practice during committee hearings. Witnesses are expected to respond in a timely fashion so that their responses can be included in the hearing's official record. A recording of this exchange can be viewed at 1:53:35 on the following C-SPAN hearing link, <http://www.c-span.org/video/?323030-1/hearing-takata-airbag-defects>.

ARA continues to urge Congress and NHTSA to compel automakers to work with industry partners to truly make the safety of their vehicles a priority. ARA also is concurrently reaching out to the automakers directly to request access to crucial OEM parts data. In June, ARA urged General Motors (GM) to live up to its "New Industry Standard for Safety" by providing professional automotive recyclers with access to crucial OEM parts data. ARA members met with their Members of Congress as part of ARA's Annual Hill Day and urged them to support federal legislation authorizing NHTSA to require the automakers to make this data available.

ARA applauds Representative Kinzinger for asking this very important question of the automakers and looks forward to reviewing the responses back from Honda, Toyota and BMW to the Subcommittee. ARA will continue to urge policy-makers and other stake-holders to help automotive recyclers contribute to the safety of our nation's drivers by requiring automakers to provide parts data information to the industry.

TARA Membership Makes the ARA Marketplace Available to You!

Are You Taking Full Advantage of the ARA Marketplace?

As an TARA Member, you have 24/7 access to the ARA Marketplace with access to 25+ discounted business service programs designed to reduce your overhead costs and increase your profitability.

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- UniFirst – Uniforms & Site Services - 25% discount off catalog pricing on purchases
- Sprint – Wireless Services - 19% discount off wireless rate plans

The ARA Marketplace partners with BizUnite and is available to TARA Members to provide you with a Dedicated Member Services Representative, Veronica Pratt. Veronica's job is to educate you on the ARA Marketplace programs and assist in your enrollment and adoption of the business service programs. Go to this link : www.youtube.com/watch?v=Os_Gx85YAYo&feature=youtu.be to discover what the ARA Marketplace can do for you! Please feel free to contact Veronica at any time, by phone at 603-628-2337 or email at vpratt@bizunite.com.

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