

Missouri NEWS

Auto & Truck Recyclers

Serving the Membership of the Missouri Auto & Truck Recycler Association

April/May 2011

Welcome to The Missouri Auto & Truck Recyclers News

The newsletter serving the
Missouri Auto & Truck Recycler Association

What is The Missouri Auto & Truck Recyclers News?

MATR is pleased to announce the Missouri Auto & Truck Recyclers News! Published by R. J. McClellan, Inc., The Missouri Auto & Truck Recyclers News is the endorsed newsletter serving the needs of the Missouri Auto & Truck Recycler Association.

The features of this newsletter are:

- The newsletter will be mailed to all the members of the Missouri Auto & Truck Recycler Association and all licensed automotive recyclers in the state of Missouri.
- The newsletter will carry the news and information about MATR activities. (20 to 40 pages)
- Since the newsletter is mailed to all licensed automotive recyclers in the state of Missouri it can be used as a membership building tool.
- The newsletter will serve as a tool for the association to promote good business and environmental practices through articles and other content.
- The newsletter will regularly contain contact information from the MATR Board, Associate Members, and Membership Information.
- The newsletter is published as a service to the Missouri Auto & Truck Recycler Association at no charge and is wholly supported by the advertising it contains. Please allow these advertisers the opportunity to earn your business.
- The newsletter is be content based not advertising based. Every attempt is made for no more than one ad on a page.

Who is R.J. McClellan, Inc.?

R.J. McClellan, Inc. started out as a publisher of trade journals serving the automotive industry in Minnesota, Wisconsin, Iowa, North and South Dakota. The Auto Body Journal, a magazine serving the auto body/collision repair industry, just started it's nineteenth

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Missouri Auto & Truck Recyclers News

Missouri Auto & Truck Recyclers News is published six times per year for the Missouri Auto & Truck Recyclers Association. None of the material in this publication necessarily reflects the opinion of MATR, its officers, directors, staff, members or its Publisher. Statements of fact and opinion are the responsibility of the author alone. Articles and letters suitable for publication will be published in the next scheduled newsletter as space permits. Articles may be edited for length.

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From the President

By Dan Richardson

From the President of the Missouri Auto and Truck Recyclers Association:

I hope everyone is surviving the recent bad weather we've had. I know as well as anyone that it often takes weeks to recapture a day of lost sales and inventory. Bad weather, combined with our industry continuing to become more and more expensive as competition

from foreign interests drives pricing up due to the current value of the dollar, makes it more important than ever to support the Association, meet with your legislators, and recruit more members.

Thank you for your support.

Dan Richardson

President

Legislative Update

By Brian Bernskoetter, MATR Lobbyist

The 96th General Assembly of the Missouri Legislature is well under way and as always it will be an interesting session to watch. This session will be marked by two very different circumstances. The first is the huge revenue shortfall the state is experiencing and the second is the huge number of new legislators.

The projected budget shortfall for fiscal year 2012 is projected to be around \$500 million short. This amount is small compared to other states but is following a couple of years of overall revenue shrinkage and compounded by the fact that federal aid to states has mostly run out. This shortfall affects all aspects of legislation and is on forefront of legislators mind as they consider any new or expanded government role.

This session also marks the second largest freshman class of legislators since term limits were put into place. There are 79 new freshman legislators out of 163 in the Missouri House of Representatives. The

Senate has 34 seats and of those 12 are new freshman Senators.

There are a few bills/issues of particular interest to the automotive and truck recyclers that are highlighted in detail below.

The first is Senate Bill 187. The underlying bill deals with nuisance abatement but an amendment was added to require junkyards to be fully screened by tight board instead of just screened if they are within 200 feet of the state road or highway. This would also add some penalty provisions for junkyards found in violation of this law.

In legislative session in the past the insurance companies have offered legislation open up Missouri's salvage auctions to everyone. This bill has not been filed to date but we will continue to monitor for it or any possible amendments added to other bills.

Leadership: How to Listen To Your Inner Compass in the Recycling Industry

By Paul David Walker, Founder & CEO of Genius Stone Partners

Cause and Effect Moves With or Without You in the Recycling Industry

The flow of cause and effect move events, stimulate ideas, and drive consumer wants and needs because everything is connected. This flow has a powerful momentum, and moves like the multi-dimensional currents in a powerful river. **This force moves forward with, or without, our conscious involvement.** We are all connected to it even if we are not aware of our connection. The more we are consciously in sync with what I call "The Life Force," the faster, more targeted and powerful are our actions. Like an athlete "In The Zone," we accelerate our performance with grace and ease.

Imagine how difficult life would be if you are not aware of these flows. Many of us are not. It would be like hiking through a wilderness fog without a compass. Even if you knew you needed to go North, you could not tell which way it is. Likewise, **we need an "Inner Compass" to navigate within the flows of cause and effect that influence every moment of our lives,** a way to understand where we are, and where the flow of history is going. But what is, and what is the practical use of, our inner compass? A story best illustrates.

What Is Your Inner Compass?

When I was working as a leadership consultant to Don Ross, Chairman and CEO of New York Life, during the summer of 1987, many people were coming to me questioning the Chairman's actions. He had asked the investment department to slowly move all investments out of the stock market into conservative invest-

ments. This frustrated his investment team because the stock market was at an all time high and their competitors were using "High Yield Bonds" and stocks to create gains much greater than New York Life's. They wanted to play in the game, and Don Ross was telling them to step back.

Many came to me, as Don's coach, to suggest I persuade him of the foolishness of his actions. I explained that I was his leadership coach and had little knowledge of the financial markets, but encouraged them to speak directly to Don. However, no matter how people pleaded, he would not change course. Several key players resigned and went to more "progressive" companies.

In October of 1987, while I was on site at New York Life, the market crashed. It was the biggest crash since the Great Depression. But New York Life had moved most of its investments out of the stock market and had not invested in any "High Yield Bonds," known



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later as “Junk Bonds.” **Don Ross was now considered a genius. The financial gain was enormous.**

A week or so later, I asked Don how he knew to pull all of the company's investments out of the stock market three months before the October 1987 crash. He said, **“I just knew it couldn't last.”** Everyone in his world thought he was wrong, yet he had the wisdom and courage to do what he felt was right.

Knowing the Difference

When I pressed him to tell me more, he went on to explain that, as Chairman and CEO, he was continuously bombarded with «experts» trying to convince him of completely different strategic directions. Each had incredible credentials and a good story, yet each recommended different directions. The only tool he had to make the final decision was his instinct, or intuition. He said, **“Whenever I have gone against my intuition, I have regretted it.”**

Don Ross explained to me, **“The key to wisdom is to know the difference between your wild hopes and fears and common sense, intuition or true wisdom.”** They often seem the same, but they are not. There is a distinct difference in the feeling. One comes from the Ego and insecurity, and the other comes from Wisdom. Great leaders learn the difference and, given this knowledge, develop the courage to act quickly. Don had found ways to live in the present like an athlete “In The Zone,” but with an easier more sustainable feeling I call **“Integrative Presence,”** or at least he was able to find that state of mind when he needed insight. When I met with him over the years, he was often in the state of Integrative Presence. He was warm, yet seemed to be able to see through people. Insightful, yet he moved with grace and ease.

Courage To Act

All the great leaders I have worked with know how to achieve the state of Integrative Presence, even though they may not understand the nature of this state of mind. **They have experienced being connected to something that supercharges their own knowledge.** They speak reverently about this connection in private, but rarely talk about it to the press. It

just seems too outside the norm for stockholders and the public. But knowing and connecting to wisdom through Integrative Presence is essential for leaders in business today. **Markets move quickly, often with little warning, and the wise leader can feel the moving currents. At each moment, like a surfer, the conscious leaders are so present they take advantage of trends as they emerge.**

Know How It Feels

When I have asked people to describe how they feel when they experience being “In The Zone” or Integrative Presence, they say things like: confident, at peace, exhilarated, powerful, graceful, and present. Some report a slow motion effect as time slows. Kareem Abdul-Jabbar told how the five seconds he had to win the NBA championship with one shot seemed like five minutes. He felt relaxed, as if he had all the time in the world, yet he appeared to move like lightning to the rest of the world—the very definition of Integrative Presence. His creativity, within these few precious seconds, was nothing less than pure genius. He was integrating the skills he had learned over the years, his desire to make the shot, and the **flow of the moment.**

It Is A Natural State of Mind

As I have experienced and studied athletes in the zone or integrative presence. I have found that this state of mind, though not often reached, is a natural way of living. It seems we have lost touch with true presence overtime. **Ironically, the art of getting into this state of mind is letting go of what we think we know.** As you let go, this state of mind just takes over. You don't need to train yourself to experience Integrative Presence, you merely need to **“let go.”** This state takes over your consciousness and supercharges your performance because it is in our nature to live this way.

Sports create highly charged environments. They are designed to bring out the best in people. But can this state be achieved outside this arena? Certainly, if these states of mind that seem to create super human results can be created in one area of life, they should be able to be created in others. While the environment is particularly right for this kind of performance

in sports, it is not beyond or separate from this "real world" we all operate within.

The Present Is The Only Portal To The Future?

You might ask, "If you are in the present, "How do you create the future?" Here is my answer. Imagine the world is a dance floor and the rhythm and flow of the band is "The Life Force," which infuses everything. The multidimensional flow of the band seems irresistible to some, yet others stand against the wall not knowing how to jump in, and many are not even aware of the dance. They have heard people talk about it, but can't seem to hear or feel the flow of the music. Those who feel it deeply dance like gods and goddesses in the middle of the floor creating a vortex of energy and motion that draws new dancers into their circle.

The band, which represents "The Life Force," naturally lures people onto the floor to dance in a rhythm and harmony that seems to come from outside them. Of those out on the floor, many dance out of rhythm most of the time, but have moments of grace. Others have a routine that they have worked out over the years which works for them, but only captures a small part of the rhythm. Some have a routine and experiment momentarily with new movements, but mostly go back to what they know. **Those who feel the music deeply dance adding rhythms and counter rhythms and seem to be an extension of "The Life Force" that passes through the band.**

Without knowing, many start to follow the waves of energy coming from the leaders and the overall quality of the dance improves. At some point in time, magic occurs. The beauty and energy of the lead dancers is so compelling that the band itself is drawn into the dance creating new rhythms and flows as the Life Force, the band, and the dancers join and create new realities.

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Start With The Present Moment

“The Life Force” creates Life and Life influences “The Life Force,” just as the band creates the rhythm and flow and changes, because the lead dancers’ energy becomes part of the rhythm and flow. The only way to create the future is to engage, like the dancers, with the rhythm and flow of the present; and by doing so you become a co-creator. It is not about wishing and hoping as the popular book “The Secret” would suggest. The various rhythms and flows of business markets are subsets of the rhythm and flow of “The Life Force,” which animates everything. Both can be influenced in the manner just described. Great leaders have discovered and mastered this secret.

There Is No Substitute For Practice

The flow of market wants and needs is like the complex themes, harmonies, and rhythms in music. Your team must spend lots of time dancing with those rhythms to know how to influence the flow of the dance. Your team, products and services must dance first with the rhythm and flow of the present, then lead. There is no substitute for this kind of presence in your target market, and like dancing to a good band, or being in “The Zone” in sports, it is a blast! The energies of the market will feed you and your creativity will lead the flow of the market.

Your inner compass lets you know the difference between your thoughts about the flow of cause and effect, and the actual flow. We have to practice to know the difference between the feelings that come from our thoughts and ego and our natural wisdom. Knowing how to access our natural wisdom is the inner compass. Having this compass helps us walk with the wind of “The Life Force” at our backs and in our hearts.

Your Inner Compass & Hiring

According to Dana Borowka, CEO of Lighthouse Consulting Services, LLC (www.lighthouseconsulting.com) and author of Cracking the Personality Code (www.crackingthepersonalitycode.com) creating a foundation for strong leadership requires the right people. Hiring the right people is key to future growth. If you

would like additional information on hiring, please go to an article on this subject: <http://lighthouseconsulting.org/Articles/KOTHireRightFirstTime/signupform.php>

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Paul David Walker, Founder & CEO of Genius Stone Partners was part of building the first leadership firm to align Strategy, Structure and Culture, and has been a business leadership adviser to the CEOs of Fortune 500 and mid-sized companies for over 25 years. He is the author of Unleashing Genius: Leading Yourself, Teams and Corporations, and two other books. He has succeeded by unleashing the genius of the people around him and is known to be a visionary leader and master of collaboration. Paul brings a special energy that calms people and brings teams together. He has been, and is, mentored by some of the most profound philosophers and spiritual leaders of our time.

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If you would like additional information on this topic or others, please contact Lighthouse Consulting Services LLC, 3130 Wilshire Blvd., Suite 550, Santa Monica, CA 90403, (310) 453-6556, dana@lighthouseconsulting.com & our website: www.lighthouseconsulting.com.

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MATR Dates of Interest

<i>Last Day of Legislative Session</i>	<i>May 13, 2011</i>
<i>Governor’s Deadline for Signing Bills</i>	<i>July 14, 2011</i>
<i>Effective Date of Signed Bills</i>	<i>Aug. 28, 2011</i>
<i>Veto Session Convene</i>	<i>Sept. 14, 2011</i>
<i>ARA Convention</i>	<i>Oct. 11-15, 2011</i>
<i>MATR Annual Meeting and Convention</i>	<i>Nov. 18-20, 2011</i>



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- The MATR publishes a newsletter 6 times a year at no charge with the latest information on business tips on subjects ranging from insurance, to updates on new products and services and more.
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MATR News continued from cover...

year in December 2010. The Auto Repair Journal, a magazine serving the mechanical/service repair industry, will be starting its nineteenth year in July 2011.

In 2002, R.J. McClellan, Inc. was asked if they would be interested in publishing a newsletter to serve the Automotive Recyclers of Minnesota. So started the involvement with automotive recycling associations and publishing newsletters for associations in currently eight states and growing steadily.

R.J. McClellan, Inc. offers full layout and design services for assistance with advertisements. Layout charges are waived with a full year ad contract.

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the first edition of the
Missouri Auto & Truck Recyclers News.**

**In future issues we are planning on
including member profiles.**

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you and your yard?**

**Are you an Associate member who would
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happiness or misery depends
on our dispositions and
not our circumstances."*

*-Martha Washington
Day by Day*

Used Oil Burned for Fuel is EXEMPT from the Solid Waste Definition

- Auto Recyclers Can Continue to Burn Used Oil for Fuel

Feb 23, 2011, the US Environmental Protection Agency (EPA) specifically stated that small boilers who burn less than 10 million BTU/hr of used oil do NOT have to meet specific emission standards, but only have to perform tune-ups on their boilers every two years (virtually all auto recyclers who burn used oil for fuel do so in boilers less than 50 BTU/hr). During a press conference on the issue this afternoon, ARA staff specifically requested the opportunity to help define the

“tune-up” standards. EPA staff replied that there would be a formal comment process on these standards during which they were depending on industry input from organizations such as the ARA.

EPA’s action reinforces the current practice of burning used oil for energy recovery and recognizes that sufficient regulations exist to effectively oversee this practice. Now recyclers will be able to continue to heat their garages by burning used oil and will spare the environment from the 1,575,000 gallons of used oil that is currently recycled as fuel, as well as save energy by not having to use electricity or natural gas instead of the used oil.

Although ARA has expended considerable resources and time since last June, 2010 addressing this issue with EPA, Congress and other like-minded groups -- it was the work and commitment of the over 100 ARA members who answered our several calls for help that made this success possible. From submitting comments on the rule, to requesting that your congressional delegations sign onto letters to EPA to providing real life examples/statistics on the environmental and economic benefits of burning used oil for fuel, you made the process work. Thank you for providing the backbone to our efforts.

Please look for a detailed summary of the final rule - found at www.epa.gov/airquality/combustion - with implementing dates in the coming days.

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EPA Approves New Coolant for Car Air Conditioning Systems

Better climate protection without harming the ozone layer

02/28/2011 - WASHINGTON – The U.S. Environmental Protection Agency (EPA) has issued final approval for a new refrigerant for use in motor vehicle air conditioning systems that does not deplete the ozone layer, which helps protect the environment and people's health. The new chemical, HFO-1234yf, may now be used in air conditioning for new cars and light trucks. When used appropriately, this chemical can reduce the environmental impact of motor vehicle air conditioners and has a global warming potential that is 99.7 percent less than the current chemical (HFC-134a) used in most car air conditioners.

"This new chemical helps fight climate change and ozone depletion," said Gina McCarthy, assistant administrator for EPA's Office of Air and Radiation. "It is homegrown innovative solutions like this that save lives and strengthen our economy."

EPA assists in the transition to green technologies by identifying alternatives that are better for people's health and the environment. EPA's recent standards for reducing greenhouse gas emissions from light-duty motor vehicles provide an opportunity for automakers to receive credit for adopting a chemical with less climate impact as a cost-effective way to meet the new standards. Using HFO-1234yf is one option available to automakers.

Prior to HFC-134a, car air conditioners generally used CFC-12, a

potent greenhouse gas and ozone-depleting substance. Depleting the stratospheric ozone layer leads to higher levels of ultraviolet (UV) radiation reaching the Earth's surface. UV radiation has several harmful effects, including skin cancer, cataracts, immune system suppression, and premature aging and wrinkling of the skin. For these reasons, it is important to check the UV Index and remember sun safety: wear hats, sunglasses, and sunscreen.

More information:

<http://www.epa.gov/ozone/snap/>

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NMVTIS:

Even though the news has slowed down, this database is gaining steam

The NMVTIS database is growing and beginning to demonstrate just how powerful the information it contains can be. Since April 1, 2009, an ever-increasing number of recyclers, insurance companies, salvage pools and crushing/shredding operators have been reporting vehicles as they come and go from their operations. According to AAMVA (The American Association of Motor Vehicle Administrators, which is essentially the association for all the state DMVs and the entity responsible for maintaining the NMVTIS database) over 8,000 companies are reporting. This data referred to as Junk, Salvage, and Insurance data, or JSI data, combined with state title information is working to create one of the most powerful motor vehicle databases in the nation.

By November of 2010, all 50 states were participating or had agreed to participate in contributing information to the NMVTIS database. The only governmental entity not participating yet is the District of Columbia, though they were supposed to by year-end 2010.

As of October 2010 27 states were using the NMVTIS database as a reference before issuing new titles to vehicles, to be certain that any brands, odometer readings or other material data is transferred or shown on the new title for the vehicle. This single effort has made title washing and VIN cloning significantly more difficult.

The benefits of the NMVTIS database are already starting to show. According to AAMVA, over 22.3 million JSI reports have been made to the NMVTIS database. Virginia has seen a 17% decrease in automobile theft, Arizona has seen a 99% recovery rate for vehicles identified as stolen and in Florida, a crime ring was identified as having 250 cloned vehicles worth an estimated \$8million dollars. All of these examples were made

possible by the data available in the NMVTIS database.

With NMVTIS reporting participation still not at 100%, the Department of Justice (DOJ) has sent out letters to the recyclers, insurance companies and salvage pools re-emphasizing to the entities their obligation to report their vehicles. DOJ's focus is on non-reporting entities. They are doing this by following the "NMVTIS trail," seeing who the salvage pools/insurance companies are selling to and which of companies do not have NMVTIS IDs or are not reporting. DOJ has also been working on clarifications to include other business types like towing operators, export wholesalers, etc. in the NMVTIS reporting requirements. As stated in the NMVTIS rule; any business or entity processing, buying/selling, or conveying 5 or more salvage vehicles per year must report to NMVTIS. The intent is to know where vehicles are and who is in possession of them, which makes vehicles much more difficult to clone.

Please, as responsible business owners, do your part and report the vehicles you are handling to NMVTIS. Eventually this will provide for great gains for those legitimate businesses in the recycling industry and will make things significantly more difficult for those who are not. Hopefully in the near future we will have many more examples of benefits from the NMVTIS database, which will make the "pains" of reporting to NMVTIS seem worth the effort.

By Jay Svendsen

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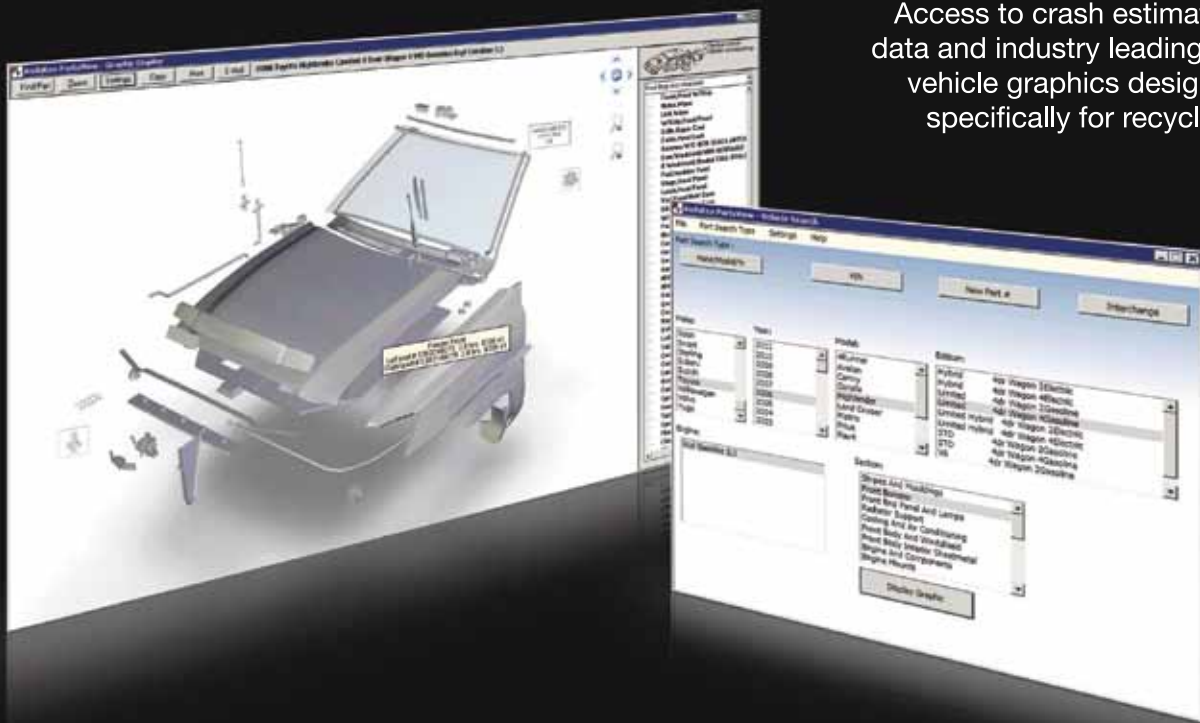


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