

# Missouri NEWS

## Auto & Truck Recyclers

*Serving the Membership of the Missouri Auto & Truck Recycler Association*

**June/July 2014**

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## **From the President**

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*By Mark Baumgarten*

### **Social Media in the Automotive Recycling Industry**

Social media in the automotive recycling industry, where is it going and is it a good idea? These are a few questions I have been asking myself lately. With more and more people using sites such as Facebook, Google +, twitter and YouTube, are we missing opportunities to capture new customers and increase sales?

I feel like these are questions that we will not know the real answer to for quite some time. As for now, I have decided to try my luck and start using few of these sites in an attempt to promote my business. I find the toughest thing about using most of these sites is that for free sites they all seem to have very expensive entry fees. What I mean is that for those of us (which seem to be the majority) who don't understand these forms of advertising yet, the amount of time to learn how to create, post data to, and maintain these sites with important and interesting data is very high compared to the number of clients who are referencing it.

Two sites which I have recently started are Facebook, [www.facebook.com/macksautoparts](http://www.facebook.com/macksautoparts) and a YouTube channel; Mack's Auto [www.youtube.com/macksautoparts](http://www.youtube.com/macksautoparts).

Please take a moment to find us on the web. There are also other sites such as twitter, however, I am not really sure what hash tag is or does or why? I keep asking but don't really seem to understand where it fits at this time. Truthfully, I don't really understand where any of the social media sites fit into our industry other than the fact that it seems as though most young people frequent these sites often and don't even consider going to a yellow pages or phone book for information.

A wise man whom I am very close to has told me many times over the years that the only thing constant is change, to always be willing to accept it and make changes. After being in this industry for close to 20 years, I understand and try to accept and embrace these changes as hard as it may be. These are the reasons I have chosen to accept and try social media. It hasn't been very long and only time will tell what the results will be.

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### Missouri Auto & Truck Recyclers News

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# Be Undeniable!

By Joe Caruso

**“We judge ourselves by what we feel capable of doing, while others judge us by what we’ve already done.”**

– Henry Wadsworth Longfellow

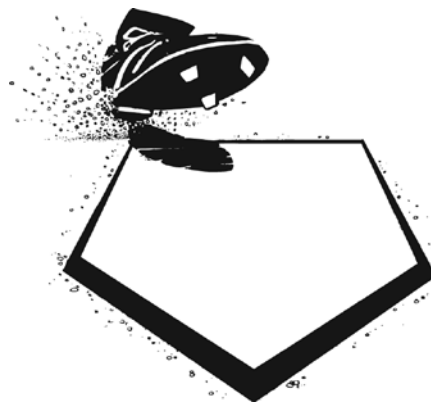
One of the greatest lessons I’ve learned in my life is the importance of being undeniable. My father introduced this concept to me when I was in the seventh grade. I was playing in an intramural baseball game and, in a very close play, was called out at second base by the umpire. I thought I was safe and let the umpire know it. My dad, who was watching the game, didn’t like seeing his son argue with an umpire, no matter how briefly.

During the drive home, I complained about how the umpire was “blind” and how I should have been

**undeniable**  
(uhn-di-nahy-uh-buhl)

**adjective**

1. others **cannot** deny you



called safe. My dad, very calmly and deliberately, interrupted, “You didn’t deserve it.”

I have to admit I was more than a bit upset that my own father seemed to be taking the side of the ump. I said, “What do you mean I didn’t deserve it? I was safe and he called me out. I was right and he was wrong.”

“That may be,” my father replied, “but if it was that close, you didn’t deserve it. Next time, make sure there’s no doubt. Then you won’t have to worry about the umpire’s opinion – or his eyesight.”

Although I didn’t quite appreciate the power and scope of my dad’s lesson at the time, it has since impacted nearly every aspect of my life. Whenever I find myself challenged by a lack of appreciation or understanding from others, I ask myself, “Do I deserve it? Am I being undeniable?”

Take a moment to think about yourself at work, with your friends and in your home life. Are you being undeniable? Are you so courteous, respectful, intelligent, patient, competent, caring and loving that you can’t be denied? How often do you feel that others are blind to your efforts, your achievements or your wisdom?

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As workers, bosses, employees, parents and family members, our success or happiness in many ways reflects how undeniable we are to others.

## Thoughts About How to Be Undeniable

- **Undeniable caring** can only be recognized as love and compassion; and more often than not, it will be reciprocated.
- **Undeniable communication** is clear and concise; and more often than not, it will eliminate misunderstandings and unfulfilled expectations.
- **To be undeniable we must be consistent.** We can't be our best only when it's easy or convenient.
- **To be undeniable we must be outstanding.** It is impossible for a person to be outstanding, and go unnoticed.

- **To be undeniable is to be clear.** We can't be ambiguous. Ambiguity is the father of misunderstanding.

Think about it. Aren't the truly customer-focused companies the ones that don't need to spend millions on advertising just to tell us that they are customer focused? Aren't the employees who truly work for the company rather than just at the company the same ones who get noticed and appreciated more by their employers and fellow employees? Aren't the people in your life who show you they love you and care about you the ones you love and appreciate the most?

When we're truly undeniable, it's difficult for others to misinterpret, misunderstand or mistreat us. As I look back on that childhood baseball game, I'm glad I was called out at second base. Although my dad is no longer with us, thinking

back, I'm even more glad that I had a father whose love for me has always been undeniable.

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### About the Author:

Joe Caruso is a keynote speaker, business advisor, and author of the CEO bestseller *The Power of Losing Control*. His clients include Ford Motor Company, Weller Automotive and Truck, Ontario Automotive Recyclers Association, and First Auto Parts of Australia. You can reach Joe through his website, [www.carusoleadership.com](http://www.carusoleadership.com).

**MATR**  
**Dates of Interest**

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**October 2014**  
19-25 **ARA Convention**  
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**November 2014**  
21-23 **MATR Annual Meeting**  
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## Breaking the System

*By: Becky T. Berube, President, United Catalyst Corporation*

Cracking the Pottery was title of Seth Godin's blog this morning ([www.sethgodin.com](http://www.sethgodin.com)). If you don't read it every morning religiously, I suggest that you start. If you are one of Seth's "5000 loyal, rabid fans," or "tribe" members, you know that Seth is a fan of breaking things. Leaders must give away their jobs so they can be free to "break" the organization – a move towards innovation and away from stagnation. This morning Seth advocated cracking your own pottery – being free to create something and destroy it for something better – including expired business models and preserving the status quo.

Seth's logic and ideas resonate with me personally. Truthfully, some days they inspire me and other days they help me hold on. Hold on to the idea that doing something new and changing the way things have always been done is a good thing. That what I am investing my life's work in is important. It is something that needs doing.

This is the connection economy. I am writing this to connect with you.

Welcome to my world – the world of taking an end of life automotive part and transforming it into precious metals that can be used again. Recycling. It's the cool thing. Green Recycled Parts™. Buy them. Use them. When you cannot use them, recycle them.

For 35 years, scrap catalytic converters have been sold mostly the same way by recyclers; out of the yard for a nickel on the barrelhead, or for a spot price. This

method has some inherent risks of being cheated by grading and counting falsely. It is a tradeoff of sorts; money today versus the potential of more money next week.

Also, for 35 years, these parts have been reclaimed the same way, via processing, smelting, refining, and being paid for the intrinsic value, or on recovery of the precious metals less the cost of recycling. This method has been reserved for larger companies with larger volumes of material. It also has inherent risks associated with improper handling and poor or inaccurate sampling and assaying methods.

After working through the supply chain – collection, processing, and refining – I thought why not make assay-based selling with the best global refiners available to all recyclers? Leverage the collective volume of the group to get the highest net returns.

As if that change were not enough, I thought, the recyclers need one more thing – real converter prices in real time. Data that would come not just from the competitive landscape but from the actual intrinsic value of the converter based on its year and model and engine family. How novel.

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To be successful with this selling method, you need an experienced, transparent partner that you can trust to give you the money you deserve and the pricing data you need. Interested? Give me a shout, I think I know someone.

Becky T. Berube, President

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- The MATR maintains a worldwide web site at [www.matronline.com](http://www.matronline.com) featuring information about the industry for consumers, a membership and associate member on-line roster with direct links to their web sites.
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## ARA News

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### Federal Metal Theft Issue Still Alive in U.S. Senate

U.S. Senator Amy Klobuchar (DFL-MN), the author of a bill seeking to curb metal theft, considered advancing the legislation by offering it as an amendment to another bill that was favorably voted on in the Senate Commerce Committee. Because of concerns raised by two other Senators that the amendment was not germane to the bill being voted on, Senator Klobuchar only discussed the issue in Committee and did not offer it as an amendment. The Senator will be looking for other legislative vehicles that are moving through the Senate to which it may be attached.

The metal theft provision aims to curb metal theft from governmental infrastructure (for example, power lines), cemeteries, retail hardware stores, etc. One of the provisions of the bill would require salvage or recycling agents to limit their cash purchases and keep extensive records. As previously reported, ARA worked with Senator Klobuchar's staff to exclude vehicles that are already reported to the National Motor Vehicle Title Information System (NMVTIS) from the bill's proposed reporting requirements because the information is already being collected and there is no need to add an additional regulatory burden for automotive recyclers. The exact language lists "specified metals" subject to the new mandate and the substitute excludes: "motor vehicles, the purchases of which are reported to the National Motor Vehicle Title Information System."

### Register Today for Hill Days!

Registration opens today - April 14th, for this year's ARA Mid-Year, Hill Day, and Legislative Summit scheduled from Wednesday, June 18th through Friday, June 20th. Download, complete and return the attached form to ARA so we can continue confirming all the exciting events planned for this year.

We strongly encourage all ARA members to participate in this crucial annual fly-in. ARA staff hears regular

ly from Members of Congress and their staff about how they look forward to meetings with their constituents and for ARA members scheduling time to talk with your representatives this year is even more important than most. During frequent meetings between ARA staff and congressional/ agency representatives over the past several months, there has been much interest expressed by policymakers about the profession. Staff can only "talk the talk" for so long before we need you to come "walk the walk" and reinforce the profession's messages to Capitol Hill lawmakers. ARA staff is busy preparing talking points on a few targeted issues that we know you will agree are important topics to discuss during your visits. Look here for news of these issues as they are finalized. We Need You to Help Promote Your Business and the Profession to Congress. So mark your calendars, make your travel and lodging arrangements and send in your reservation form today. As soon as we receive the form we will begin making your congressional appointments. We are excited to host you here in June of this year - you won't want to miss this great advocacy opportunity

### Recent State Successes Target Illegal Entities and Flood Damaged Cars

Automotive recyclers in Iowa, led by ARA affiliate chapter Iowa Auto Recyclers (IAR), were instrumental in getting legislation passed and signed into law recently that will now require anyone advertising as being engaged in the business of selling vehicle bodies, parts of bodies, frames, or component parts of used vehicle be licensed as a used vehicle parts dealer. Anyone advertising as being engaged as a vehicle rebuilder must also be licensed to do so with the state.

Iowa's new law goes into effect on July 1. ARA congratulates IAR and all automotive recyclers in the state on this important step forward in helping law enforcement efforts against unlicensed individuals and those seeking to illegally engage in the business of buying and



selling salvage title vehicles, parts and rebuilding vehicles.

In Colorado, legislation has been sent to the Governor's office that will establish for the first time a definition of flood damaged vehicles in the state as well as require a title brand for those vehicles. Members of ARA affiliate chapter Colorado Auto Recyclers (CAR), along with ARA members and other stakeholders successfully built a strong coalition over the past several months that was able to garner substantial legislative support for the adoption of a flood damaged vehicle definition. Auto recyclers in Colorado were also successful in their efforts to introduce a bill seeking to remove the state's current provision that a motor vehicle is not considered salvage if it is at least 6 years old when damaged. There is broad support for House Bill 1299, which has also been sent to the Governor's office for signature. To see a local Denver news story about the bill, please click [here](#).

Congratulations to Colorado Auto Recyclers on these significant legislative accomplishments.

## Recycling and Repair Representatives Express Concern Over Most Favored Nation Clauses

Automotive recycling and repair organizations are expressing un-easiness with Most Favored Nation clauses (MFNs) that are contained in some direct repair program (DRP) agreements with insurance companies. MFN clauses, sometimes also referred to as most favored customer clauses, are agreements in which a supplier agrees to treat a particular customer no worse than all other customers. While the concept may sound good, the effect of these clauses could be to harm competition. In recent weeks at several industry meetings, ARA has heard comments by repair and recycling representatives who noted that if every insurer put an MFN clause in their DRP agreement, prices would homogenize which could raise antitrust concerns. Such clauses have come under scrutiny in some states and at the federal level but are primarily based on how they are used within health insurance contracts. Speaking at the recent Collision Industry Conference (CIC) meeting, Automotive Services Association (ASA) Executive Director Dan Risley said his association is following up on its meetings last summer with the U.S. Department of Justice and the U.S. Federal Trade Commission about the potential impact of MFN clauses on the property-casualty insurance industry. He said he hopes that following upcoming meetings in June that regulators will take a step to have Agency economists re-search the matter further. Industry representatives maintain that the anti-competitive nature of MFN clauses put consumers, recyclers and collision body shops at a disadvantage. In 2010, the U.S. Department of Justice filed a suit against Blue Cross Blue Shield of Michigan regarding the use of MFN clauses. In 2012, the commissioner of the Office of Financial and Insurance Regulation of Michigan issued an order, which prohibited the use and enforcement of any MFN clause in a health insurer provider contract that has not been previously reviewed and approved by the commissioner. The Michigan legislature followed with a ban on MFN clauses in health insurer contracts. In the coming weeks, ARA will step up its discussions and activity regarding this issue.

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Auto & Truck Recyclers

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## ARAU Hosts Online Store

ARA University is excited to announce that its online store is now active and open for business! Log on to <http://www.arauniversity.org/store> and see the ARAU/ARA products currently available during this initial phase of operation. Many more items will soon be posted, so bookmark this site and visit often! ARAU Executive Director Ginny Whelan also plans soon to offer multiple educational learning packages for your review and purchase. In addition, if there are combinations of learning modules that you would like ARAU to custom generate, please send Ginny an email at [ginny@ara.org](mailto:ginny@ara.org).

## eLearning Your Way

In today's world, eLearning through the ARA University is an important part of educating and training employees. Some ARA members often use eLearning exclusively while others blend it with more traditional learning activities.

There are a lot of ways to create a training culture in your business and ARAU provides the best courses at the lowest possible cost. Offering simple, linear courses that your employee can get in and out of quickly, don't waste your time looking anywhere else!

The ARAU always divides its courses into two buckets: information and performance. ARAU offers the industry's best compliance training designed to change performance as well as certify understanding.

Wondering which employee needs to take which course? ARAU's newly updated curriculum has set up automatic job relationships with the required courses. By bundling the courses required for a specific job role, i.e., all courses recommended for an inventory specialist will automatically appear in the employee's registered courses once his/her job role is assigned, ARAU can save both you and employee valuable time. This new feature will be available June 1st. Get it at [www.arauniversity.org](http://www.arauniversity.org).

To succeed with eLearning, here are a few pitfalls you will want to AVOID:

- Shotgun approach to compliance training. We know the drill. The organization has a bunch of

courses you need to take by an assigned time because they are required by OSHA standards or industry standards.

- Too much focus on information. As an industry we're good at pushing information out. But information is only part of the learning process.
- No required action. Information is good, but real learning happens when that information is applied in a context relevant to the employee's skill needs. Courses built that let people practice what they're learning. And then give them the appropriate feedback.

Check out your eLearning options today at [www.arauniversity.org](http://www.arauniversity.org).



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