



Missouri NEWS

Auto & Truck Recyclers

Serving the Membership of the Missouri Auto & Truck Recycler Association

August/September 2014

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From the Executive Director

By Randy Scherr

Legislature Adjourns—Does No Harm

The 2014 General Assembly adjourned on May 16 after considering nearly 1700 bills. Several bills of interest were being tracked by MATR.

Several bills were filed this session at the request of law enforcement to repeal the provisions passed 2 years ago allowing for the sale of vehicles over 10 years old on a bill of sale. Law enforcement failed to make a case on the increase in the numbers of thefts so consequently all of the bills died.

Legislation promoted by the Department of Revenue to clean up a loophole created by a court decision relating to the washing of junk titles also died. It was filed late in the session and will likely be re-filed next session.

This will be a very interesting election year with a large number of ballot issues to be decided. Also on the ballot will be 1 statewide race—Auditor, all eight congressional seats, 17 state senate seats and all 163 house seats. There are an unusually high number of seats in the House and Senate which are unopposed.

We will be providing an election update after the election.

Storm Water Testing Heats Up

Over 15 years ago the MATR submitted a draft of a general storm water permit to assist the industry with compliance with the Clean Water Act. The general permit allowed each individual licensee to apply for that pre-drafted permit without the burdensome cost of having the research and engineering done by each owner of each site saving each member up to \$1500-\$2000. That initial permit provided for annual testing of storm water.

Recently, that permit was renewed with several DNR staff recommended changes. The most troubling is the requirement for testing on a “quarterly” basis rather than the previously required “annual” testing. This is not unlike changes made to several other general permits where the need for the change was blamed on EPA requirements.

Executive Director... continued on Page 4



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From the President

By Mark Baumgarten

So, summer is in full swing and we are all feeling the heat. I hope everyone has found their way to their local pool, lake, or other watering hole to enjoy a swim and a cold refreshment, I know I have for this is my favorite time of the year.

With the summer heat in full swing and scrap prices holding moderate, it is time to keep moving along.

According to recent reports, new car sales are up. Historically, new car sales has been a good indicator for our industry. That is, as new car sales increase, so does used car sales, and as people get new cars, whether new or used, they tend to take better care of them and keep everything in working order. So with that being said, we can predict an increase in used part sales too.

This is also the time of year our board is preparing for our annual meeting. This year's meeting will be in the Lake of the Ozarks November 21-23. I always look forward to this because it is always a good time to catch up with old friends and meet new one alike. I hope to see all of you there.

*Executive Director... continued
from cover*

This administrative change has imposed a huge hardship and costly burden on our members. MATR is in the process of working with some environmental engineers to plan a meeting with DNR about the possibility of changing the requirement back to annual testing.

MATR is also investigating less expensive ways to comply with the testing requirements.

The Board of Directors has suggested that this may be a helpful topic for a session at the Annual Meeting this fall at the Lake of the Ozarks. Stay tuned for the program and registration material.

The 2014 MATR Annual Meeting is Nov. 21-22.

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MATR Dates of Interest

October 2014

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November 2014

21-23 MATR Annual Meeting
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- The MATR maintains a worldwide web site at 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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Business Phone: _____ Fax: _____

Owner/Key Contact _____

E-Mail: _____

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Logo Literacy: How a Great Logo Informs Branding and Drives Business

By *Dan Antonelli*

Starting or growing a business is an exciting, frustrating, rewarding, and arduous experience. It involves many considerations and a careful use of precious resources. In today's marketplace, establishing a powerful and memorable brand is essential for any company's success and, while most experts agree what branding is, few give the logo its due respect.

In my experience, a logo sets the stage for all of your strategic messaging. A logo is not just an equal part of a brand, like most experts would indicate. Like a bicycle wheel with many spokes, your branding spokes need to be connected to one central hub. Think of your logo as the hub for your brand and all other iterations of that logo as your spokes.

Logo Design: Look Before You Leap

As discussed, a professional logo serves as a solid foundation for your brand. A great logo conveys expertise, establishes a brand promise, and creates an expectation for quality. While many business owners wouldn't give a second thought to buying a \$99 logo, there are some major points you would do well to consider before diving in.

First, make sure it is clear in the logo architecture, because you don't have the luxury of years of brand recognition to get people to associate your name with your product or service. Likewise, you don't have the large advertising budget required to brand generic icons that don't help consumers understand the nature of your business.

The vast majority of small business brands are built upon two primary elements: the typographic elements and the graphic or iconic element. Together, they form the basic structure for most logo designs.

There are two schools of thought when considering the naming architecture for your brand and determining which part should receive priority. Each method has its place, and the strategy you deploy depends upon a number of circumstances. Obviously, the brand should work together cohesively to communicate what the business does. But, when do you want to figuratively scream "Johnson!" and whisper "Plumbing," versus the other way around?

Whenever possible, avoid deploying a brand that requires a lot of explanation. If your small business relies on outdoor media, such as signs or vehicles, a memorable icon is especially important. It should link the viewer to the message, quickly and efficiently.

On one side, the name may be the most dominant part of the logo, while what the company does is secondary. This works well for well-established companies that enjoy good name recognition and are associated with the service or product they provide. In a local market, this is often the case for service businesses, contractors, and the like.

For example, people have seen the trucks around town, and everyone knows the Dombey Plumbing does plumbing, even though "Plumbing" is the secondary logo component. He's been around for years, and most people have heard the name. For scenarios similar to this, it's usually safe to reinforce the name as the main logo component. The vast majority of our brands treat the company name as the dominant copy, and the service as secondary.

Next to the graphical element or icon, the typography used in your logo design is the most critical choice a designer makes in representing your small business brand. Typography communicates much about your brand—whether it's whimsical, elegant, dated, com-

mon, fresh, or futuristic. It should be in harmony and balance with the graphic or icon in order to optimize the audience's impression.

When making decisions about how you want your logo designed, it's vitally important to think about the big picture. How is it going to look in the various executions of the brand? Will it thrive in one format, but suffer in another? Or are there certain marketing channels we might start using in the future, wherein the logo will need to work well with? Take a minute to think about how those future projects will pan out before finalizing your logo design. Some areas to consider include:

Business cards and stationery

Your business card is oftentimes a prospect's first impression. Make it count and think differently. Ideas include two-sided cards, rounded corners, and unique paper stocks.

Signage (for retail enterprises)

While it can be costly to change on a rebrand, it's important to have your signage match your brand. Use the space as effectively as possible, but don't modify the logo, and resist the urge to modify your logo's proportions to fit the available space. Website addresses and phone numbers are less important since the viewer is actually on-site.

Vehicles

When designed properly, vehicle design provides a unique way to get your new brand in front of a lot of people. Make the most of the canvas, and make sure your trucks are designed to stand out rather than fit in.

Uniforms

Employees are your brand ambassadors, so make sure they are dressed neatly and professionally--and that all brand colors are integrated. Avoid including things like phone numbers and website addresses.

Web design

Ideally your new brand should be integrated into your website, and should live within the brand archi-

ture the moment you launch your new look and feel. This is really where the brand should shine, and where your brand promise should be relayed.

Social media

This is an easy change to make when launching a new brand. Likewise, an announcement of the new change should definitely be made through your social media channels.

Still unsure? Look no further than Disney to understand the value of a memorable logo. After all, "It all started with a mouse." Nothing better illustrates the importance of the logo than that first Disney mascot -- Mickey Mouse himself.

Determining the feelings or emotions you wish to communicate when interacting with your audience is the first step to building a successful roadmap for your brand. Once you're armed with this research, my suggestion is to tackle the logo design first - and build all other branding touch points around what your logo, the hub of your branding wheel, communicates.



Dan Antonelli is the CEO and creative director of New Jersey advertising agency Graphic D-Signs, Inc., The Small Business Advertising Agency®, and the author of Building A Big Small Business Brand, available at www.amazon.com. For more information, visit www.graphicd-signs.com

Study Highlights Need For State Data on Metal Theft

Council of State Governments seeks to determine whether legislation is reducing scrap metal theft.

By Recycling Today Staff

JUNE 3, 2014 - The Council of State Governments (CSG), based in Lexington, Kentucky, has released a report that looks at the national problem of scrap metal theft. CSG researchers, working in collaboration with the Institute of Scrap Recycling Industries (ISRI), Washington, sought to determine whether the legislation passed by different states was having an impact on scrap metal theft.

A significant amount of the existing legislation focuses on placing regulations and requirements on transactions at scrap metal recycling facilities where thieves might attempt to sell stolen goods.

The report notes that all 50 states have passed some form of legislation designed to curb metal theft through the regulation of transactions at scrap metal recycling facilities. Additionally, states continue to introduce additional legislation or modifications to existing laws at a steady pace. During the 2013 and 2014 sessions, for example, legislators introduced more than 220 bills aimed at stopping metal theft and passed 51 of them, the report states.

"All 50 states have laws on the books dealing with metal theft crimes and all have differing regulations, requirements, penalties and other variables," says Robin Wiener, president of ISRI. "New laws and regulations are often the result of political reactions to high-profile crimes without any real analysis of how to address the crime as a whole. To solve this, the scrap recycling industry sought to find out if crime rates could shed any light on what laws seem to work best when it came to reducing the crime of metals theft. Armed with this knowledge, we can work with state legislatures to pass more effective legislation," she adds.

Common state laws include:

- records on transactions – requirements for scrap metal recyclers and dealers to create and maintain records on transactions, including reporting transactions to an electronic database, a minimum retention period for records, a description of the material being purchased, photos and/or video evidence of the seller and/or the material being purchased and a description and/or the license plate number of the seller's vehicle;
- identification – stricter identification requirements for scrap metal sellers, including a license or picture ID requirement, fingerprinting and establishing proof of ownership;
- payment restrictions – restrictions on payments, which may include a waiting period for payments to the seller, restrictions on the form of payment the seller can receive and a maximum number of transactions during a specified time;
- registration/licensing – registration or licensing requirements for scrap metal recyclers and dealers through a state or local entity;
- hold provisions – requiring that a scrap metal recycler or dealer hold all or certain types of purchases or hold material at law enforcement request for a specified period; and
- criminal penalties – enhanced penalties for metal theft offenses.

"We wanted to know if those laws were affecting metal theft rates or if certain kinds of legislation were more effective at stopping metal thieves," says Jennifer Burnett, CSG program manager for fiscal and economic development policy and the study's primary author. "To begin evaluating metal theft legislation, however, we needed to know exactly how much theft was occurring."

After finding no existing source of compiled theft data for states, CSG researchers surveyed states and local law enforcement officials to determine if reliable statistics could be collected.

"The data just isn't there," says Burnett. "No state is comprehensively tracking metal theft crime statistics. While some local jurisdictions are collecting their own data, those data have a number of limitations when it comes to evaluating the impacts of state legislation.

"The bottom line is that you can't effectively evaluate what you don't measure," she says. "States just aren't collecting the kind of data needed to perform a rigorous analysis of how state legislation is affecting metal theft rates, one way or the other."

The study recommends state leaders continue to discuss ways to solve the metal theft problem. It concludes that how states begin to collect the necessary data to evaluate their policies will be the key to resolving the problem.

"Moving forward, it is unlikely data will be available in the future on a scale necessary to perform meaningful analysis unless a widespread effort is launched to create systems at the local, state and national levels to document, track and report metal theft crime uniformly and consistently," says Burnett.

While legislators have reacted quickly by putting laws to address the problem of metal theft in place, the effect those laws are having on metal theft rates is unclear aside from anecdotal observations and assumptions.

The full report is available at <http://knowledgecenter.csg.org/kc/content/scrap-metal-theft-legislation-working-states>.

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PartsTrader Incorporates Hollander Interchange Codes

(Chicago, IL, June 4, 2014) - PartsTrader has announced today that it has integrated Hollander Interchange codes within the PartsTrader application to assist suppliers when they are quoting recycled parts.

With this latest enhancement to the PartsTrader system, a collision repair estimator will be asked, when appropriate, clarifying vehicle option questions prior to sending out a quote request for their specific part needs. The estimator's answers to these questions will trigger PartsTrader to display the appropriate Hollander code to the quoting recycler whenever that code is available for the parts or assemblies required.

This new functionality has been previewed in Illinois and New Jersey, and is now available to PartsTrader users nationwide. "The repairers and recyclers who have been using this feature in our preview areas have been pleased with the efficiencies it has delivered to them," said Dale Sailer, PartsTrader's Vice President of Business Development. "Our development team has worked diligently on asking the right questions of repairers, and to display the Hollander codes in an easy to use manner for any supplier quoting recycled parts. PartsTrader's goal is to continually improve our solution so that it reduces the risk of getting the wrong parts and creates efficiencies for both the repairer and the supplier."

Auto recyclers have relied on Hollander for 80 years as a standard for managing their inventory and creating reliable part matches, ensuring that they sell the recycled parts their customers need. "In meeting with recyclers across the country, we've heard the need for integration with Hollander Interchange loud and clear, and it's exciting to be able to respond to the market's needs in such a positive way," added Rob Cooper, PartsTrader's Chief Executive Officer.

For more information about PartsTrader, visit <http://partstrader.us.com>.

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Online Registration Opens for ARA's 71st Annual Convention and Exposition

ARA's 71st Annual Convention & Exposition is bigger and better than ever! Online registration is now open at <http://www.araexpo.org/2014/>. Register today for the premier industry event!

There's no better way to prepare your business for future success than by joining your colleagues from around the world at the premier event of the automotive recycling industry, with opportunities to learn of new products and services, experience outstanding educational sessions and network with industry partners!

The Headliners

John Van Alstyne, CEO and President of I-CAR, and Christy Wright, a member of the Dave Ramsey Speakers Group, will join ARA members as Convention keynote speakers. Van Alstyne has two decades of experience and knowledge of the OEM and vehicle technology sector, and will discuss ways in which professional automotive recyclers can collaborate with the collision repair industry for the ultimate benefit of the consumer. Handpicked by New York Times best-selling author and radio host Dave Ramsey, Christy Wright has served as a business coach, is a certified and experienced life coach, and has expertise in issues such as leadership, life balance, setting and reaching goals, time management, and building budgets. She is the ideal speaker to address the challenges associated with running a small business.

The Showstoppers

Nearly 35 Educational Sessions are planned featuring recognized experts, new up- and-coming leaders, and industry favorites. Hear from fellow automotive recyclers Benny Cunningham, JC Cahill, Amber Elenbaas, Jonathan Morrow, RD Hopper, Shannon Nordstrom, Tom Denton, David Gold, and more!

The Entertainment

Recyclers Reign at the famous Wildhorse Saloon on Wednesday night, kicking off Convention festivities

with an evening of food, fun and networking at one of Nashville's most popular entertainment destinations. Tours of Nissan North America's Smyrna, Tennessee manufacturing plant will be available throughout the Convention schedule -- reserve your spot today! Always a favorite, ARA's Annual Awards Dinner and Presidential Gavel Passing will feature a NEW twist this year as we step into a bygone era and into the world of The Great Gatsby. Find out where to get your three-piece suits and flapper dresses at www.araexpo.org!

Learn more by visiting www.araexpo.org, grab your boots and make plans TODAY to attend the ARA Convention & Exposition! We'll see you in Music City!

Source: Automotive Recycling Weekly



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