



Missouri NEWS

Auto & Truck Recyclers

Serving the Membership of the Missouri Auto & Truck Recycler Association

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January 2017

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From the President

By Jason Tourville

If you missed our 2016 MATR convention you missed a great time in Kansas City. Randy and Sarah from our executive director's office did a great job putting together a really fun and informative convention as they do every year. The exhibitors were top quality as was the Ameristar facility we stayed at.

I never regret taking the time and effort to attend our convention as I am always able to borrow someone else's good ideas and use them in our business. This year was no exception. All Star Auto Parts and Rich Industries both graciously opened their doors for us to tour their facilities. Both of these business were excellent hosts. They are run by awesome families and both have at least 2 generations involved in the daily operations.

My son Jared and I had a nice walk around Rich Industries facility. Our yard in Nixa is in the country and I am always amazed at how yards in the city adapt to getting things done with the limited amount of space they have by going up instead of out. Rich has done just that and it works great for them. Their showroom is freshly updated and looks sharp and the family's classic cars out front were a real treat to see. They have a really nice facility that has been doing our industry proud for years.

Our next stop was All Star Auto Parts. We had a fantastic Bar-B-Que lunch there and the customer service area where we ate was top notch. I had never been to All Star before and when Ryan offered us a golf cart to tour the yard we jumped at the chance. We also walked all around inside and found staff having lunch at their work stations and eager to talk about their jobs. They all took pride in working there. All Star has a great family business going on. You should check out the video they have on their Facebook page that was shot using a drone flying all around the yard. It's a really cool idea. I only wish I could have found a car in the yard to nap in after all the Bar-B-Que and chocolate brownies.

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- **Production Order Tracking** - Fully customizable tracking of parts from sales to delivery with barcodes and Management screens
- **eBay module** - allows you to easily list surplus and slow moving parts on eBay for extra sales
- **Car-Part Interchange Plus** - Checkmate Part Listings display first on Car-Part.com for all Car-Part Interchange Plus parts. One click shows OE pricing and interchange from within Checkmate, Bidmate and Partmate.
- **SmartVin** - decodes VINs to interchange numbers to simplify buying and inventory
- **Car-Part Exchange** - 4400 fully integrated recycled and aftermarket exchange yards available within Checkmate
- **Free Recycler Roundtable groups** - work with recyclers and Car-Part facilitators to optimize your operations
- **Car-Part Gold** - the industry's leading Internet and mobile sales platform
- **Recycler Mobile App** - your business, parts, and logo
- **EZ Route Integration** (PowerDB integration coming soon)



Ask which bundle is right for you!

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Missouri Auto & Truck Recyclers News

MATR's 2016-2017 Officers and Board Members

Officers

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Kingsville, MO 64061
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901 County Lane Road
Monroe City, MO 63456
(573) 735-4800
jshoemyer@jcautoparts.com

John Whitener (2018)

Auto Parts Company
P.O. Box 77
Moscow Mills, MO 63362-0077
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apc.moscowmills@centurytel.net

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24067 Highway J
Perry, MO 63462-2017
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dean@yanceyauto.com

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St. Louis, MO 63133
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1610 Lucas & Hunt
St. Louis, MO 63133
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295 River City Blvd.
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sales@macksautoparts.com

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Missouri Auto & Truck Recyclers News

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Throughout this issue, trademarked names are used. Rather than place a trademark symbol in every occurrence of a trademarked name, we state we are using the names only in an editorial fashion, and to the benefit of the trademark owner, with no intention of infringement of the trademark. The mention of trade names, commercial products, or techniques does not constitute endorsement or recommendation for use.

The Change of Life

By Don Hendricks

I am amazed that everyone notices the changes taking place around us...And there are still many out there that have not made adjustments to keep up. Technology, customers, shipping options, payment options, new powertrain options, and constant recalls are part of our world. These are just a FEW of changes that you could be taking advantage of, or someone else will! There are businesses that recognize the market and move to sell in it. You are giving YOUR money to someone else.

If the customer base has changed, have you changed your advertising to reach them? Sales come from the internet, period. What me to prove it? Two of the largest retailers are on line. Traditional retailers are having issues, even Walmart, the biggest retailer has been having great success selling online. If they can see the writing on the internet wall....

One of the hottest hot rod power plants is the GM LS based engine. Are you capitalizing on this hot motor? The first question I would ask is do you ship? I can't begin to tell you how many businesses are not willing to ship freight. They say it is a gamble at best. I TOTALLY disagree, and do not see it as a gamble at all. Next question is do you sell the motors bare, pullout, AND as a motor and trans combo? Are you willing to? Are you running any specials to get more of them sold? Are you buying more vehicles so you don't run out?

Let's discuss the recalls now. You know you can't LEAGALLY sell them, so what are you doing with them? There are so many different recalls that we all can't keep up with them. Good thing the core buyers and our YMS providers do. I received 3 emails today telling me which parts they wanted to buy and how much they would pay. Easy LEGAL money, and if your pullers have a minute or two... Simple.

Now for the hardest one of all, technology. When was the last time you heard someone send a telegram? Don't be part of that era, move into today where computers are part of everyday life. They are so intertwined that if the signal is lost, some folks think the end of the world is here. Customers today shop on their phones and tablets for the parts they need. Instant messages and emails are the preferred means of communication, and the phone is often seen as a last resort. Can you send a picture to a customers cell phone? Can you email an invoice? How about scan and email work orders and estimates? Just a few ideas that you could change and run with.

All of us have heard the definition of insanity is continuing to do the same action and expecting a different result. If the changes around you are not causing you to change, you may be missing out on sales. I would like to say thanks, sales are up this year.

Don has been in the salvage business for over 15 years, and is a Certified eBay Education Specialist, has taught individuals and business in internet sales. He can teach beginners to experienced professionals advanced techniques to increase sales. He is a public speaker and writer and will speak for free at state association meetings. Brokering, freight, shipping, internet sales, social media, and PayPal are just few areas of expertise. He can be reached at 417-986-4484 htitrainingllc@gmail.com or on Skype at [don.hendricks3](https://www.skype.com/user/don.hendricks3)

Marty Satz

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MATR Introduces New Endorsed Partner



MATR would like to introduce to you Sterling B2B Group as a new endorsed partner. Sterling B2B Group is a business unit of Sterling Payment Technologies that is providing cutting edge electronic payment processing services and solutions to B2B (Business-to-Business) merchants and corporations throughout the U.S.

The MATR Board of Directors fully vetted the Sterling Group and believe they can help our members. We are happy to add their services as a MATR member benefit. So why did we choose to partner with Sterling B2B Group?

Direct Processor

There are over 5000 companies that sell merchant processing in the United States, including banks and brokers. All of the resulting transactions are funneled down to eight companies for processing. Sterling B2B Group is one of the eight companies. Why is that important for MATR? It allows Sterling to cut out the middle-man and the costs associated of not going direct, resulting in 30% – 40% lower processing fees.

What makes Sterling so different?

They are the innovators of B2B technology. Sterling was the first B2B processor to trademark Interchange Management® Technology. Interchange Management provides ongoing management of your transactions. Simply stated, the technology automatically matches your transactions to the appropriate rate category to ensure it qualifies for the best possible rate. They take the guesswork out of Level II, Level III and large-ticket reporting requirements. This saves their clients valuable time and processing errors by automating the transactions.

They are experts in B2B payment processing

As a B2B (Business-to-Business) merchant, meaning you sell your products to other businesses, you should be processing on a “B2B – Level II or Level III” platform not a “Retail” platform. Retail platforms cost about 20% to 30% more to process business and commercial card payments.

Sterling Services Include:

- **PCI Compliance** – Automatic enrollment in our PCI Program which provides \$100,000 of breach coverage the day you become a customer.
- **Simple Agreements** – month-to-month agreements with no cancellation fees.



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- Aluminum Wheels
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- **EMV compliant** – Sterling was one of the first in the industry to support EMV terminals and offer greatly reduced pricing on EMV compliant systems.
- **Business Insights** - Robust reporting provides fast and easy online access to transaction details to help effectively manage your business.
- **Customer Service** – Best in class customer support that is available 24/7. Sterling has a 96% customer retention rate.

Learn More about Sterling B2B Group

Visit <https://sterlingb2bgroup.leadpages.co/matr/> to learn more about Sterling or contact our dedicated MATR Account Manager, Bridgette Kime, directly at (888)564-9564, ext. 3025

From the President.... continued from cover

Ending the day at Kauffman Stadium watching the Royals and Indians finish off the regular season was the perfect way to close out our day. Kudos to Sarah for getting us a suite to watch the game from. Great weather and fellowship with good friends made me look forward to meeting again. Make sure to mark next year's MATR convention in St. Louis on your calendar as soon as the date is set. It's a great investment of time that pays dividends all year. See you all then.

Thank You Attendees to the 42ND MATR Annual Meeting & Trade Show

September 30 - October 1, 2016
Kansas City-Ameristar Casino
Kansas City, MO

MATR wishes to thank our yard tour hosts, sponsors & exhibitors at our 2016 Annual Meeting. Your support, time and energy help make our program a success

Yard Tours

Rich Industries
All-Star Auto

Sponsors

ACE/MCI Commodities
Advantage Metals Recycling LLC
Car-Part.com
Parts Trader
Rebuilders Automotive Supply

Exhibitors

ACE/MCI Commodities
Buddy Automotive Innovations
Car-Part.com
EZ Crusher
Hotlines, Inc.
Legend Smelting & Recycling
Midwest Insurance Consultants LLC
Rebuilders Automotive Supply

Is Your Yard a RELIABLE Yard?

By Theresa Colbert

Last month, I spent the day at one of the nicest yards I have ever been to. The yard owner was showing me around and we were talking about Brokering. If you read my articles on a regular basis you know that I am pretty big on Brokering. My feeling is that you need to make the customer happy, and if you have to get parts elsewhere, that is a cost of doing business in our industry. In speaking with this yard owner, I found out that he does not broker any other yard's parts. His opinion is that he can only trust his own parts and has had bad experiences with other yard's parts.

When I am doing my yard visits and trainings, I advise my customers to find reliable yards and set up Brokering partners with them. This got me thinking about what constitutes a "reliable yard"? It also begs the question – is YOUR yard a reliable yard? Can your customers and other yards count on your published information when buying parts from you?

PART GRADING – Are you doing it correctly?

ARA damage codes are the industry standard and you can go the following link to make sure you are following the correct procedures: <http://a-r-a.org/best-practices/industry-standards-and-resources/>

There are also inventory tools that work with your yard management system; you can use them to help you with this process.

TESTING – Are you testing your parts before delivery?

Engines and transmissions – I know that you can't run them all due to damage, but for the ones you can, put that in your description: "heard it run" or "drove car in" or any other description you may have such as a compression or leak down tests. You can also do the same with small parts that you know are working.

MILEAGE – Are you putting yours in your inventory system?

This is a BIG one! Honesty is the best policy! When I started in this business over 25 years ago, I think EVERY engine I bought had "68,000 miles on it" as that is what the yards always told the customers. Today there are too many online tools and paper trails to not do everything you can to find the correct miles for all of your vehicles.

IMAGES – Are you taking images of the good and the bad?

Again, honesty is the best policy. Circle any damage so that the shops can see the scratches or dings before purchase. Take more images than you think you need. Take them from many angles and pick out the best ones.

If you are doing all of these things, then your yard is the one that others can count on! As recyclers, you are the buyers, brokers and consumers. If it looks good to you, it will probably be good for your customers! Take a look at your own parts and ask yourself "would I want this part sent to me?"

Have a great month! As always, if you have any comments or questions for me, please email me at TheresaC@Car-Part.Com or call/text my cell at 859-802-2382.

Theresa Colbert is an on-the-ground representative for Car-Part.com. She goes into the dismantling yards and helps the customers decide which of the products in the Car-Part suite best fits their needs. With her background in aftermarket and from working "on the recyclers side of the counter" Theresa is a firm believer in our industry and the value that recycled parts have. With over 23 years of industry experience, she has seen the auto recycling world from almost every point of view. Theresa speaks at industry trade shows, give classes to recyclers and writes a monthly articles for trade publications.

Membership Renewal Notices have been sent out. Please send in your renewal today!



MISSOURI AUTO & TRUCK RECYCLER MEMBERSHIP APPLICATION

Why Should You Join?

- The MATR retains the services of legislative counsel in Jefferson City to monitor proposed new laws, changes in laws and proposed rule changes.
- 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.
- The MATR maintains a 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.
- The MATR produces an annual convention & trade show featuring exhibitors showing off their latest products and services.
- The MATR maintains an office reachable 24 hours a day, 7 days a week by phone or fax
- All this and more for only \$400.00 a year!

Please Return to:
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(573) 636-2822
Fax: (573) 636-9749
www.matronline.com

Date of Application: _____ New Member Renewal

Company Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Business Phone: _____ Fax: _____

Owner/Key Contact _____

E-Mail: _____

Active/Regular Membership: 1) Applicant must be any individual, corporation, firm, partnership, incorporated or unincorporated association or any other legal or commercial entity with ownership interest in an automobile and truck recycling business operated within the State of Missouri, 2) holds a valid Missouri salvage dealers license, and 3) derives a substantial portion of the income from the dismantling, sale and/or exchange of used automobile and truck parts provided, however, that a person, who does not possess an ownership interest in an automobile and truck recycling business operated within the State of Missouri but who is engaged as the full-time manager of such a business and would otherwise qualify for membership, with the written consent of the owner thereof not be denied membership.

Associate Membership: Any entity or person not meeting the eligibility requirements for active membership as herein above provided shall upon the approval of the Membership Committee be eligible to become an Associate Member of the Association.

Please check one:

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Jefferson City, MO 65102-1072

Additional Locations are charged \$200.00 annually

Thank you for your support!

Why Belong to an Association?

By D.J. Harrington

Lots of speakers have the privilege of speaking to recyclers every year. It's mainly due to scheduled meetings, annual conventions and Expos. However, when it comes to experience speaking at their associations, I have the most experience. My experience expands many years working in various industries, such as recyclers particularly at the state and national levels as well as URG, the towing association, automotive associations, country clubs, hospitals, equipment industries, banking, body shop associations as well as 14 other group associations that I won't list. My purpose in communicating my association experience isn't to glorify myself. At each meeting, convention or Expo I see much more than a convention in the works. I see an opportunity for attendees. If you don't get anything else from this message, you need to understand why belonging to an association IS CRUCIAL to your success.

At an association meeting, you'll see some members that are little rough around the edges at first, but after attending several meetings I see them transform into professionals. Those business owners that join and are active in their associations do it for a reason. When they attend consistently, they perform better in business because they've shortened their learning curves. Belonging to an association allows them to improve their bottom line

because they are learning from and alongside others already in the industry. They don't become a member to gather accolades, wall plaques or window stickers. NO. These intuitive, smart business people become a member of their associations to achieve faster growth and faster success. They're not looking for a handout. They're looking for a leg up and they can find that help in an association. If they're really serious about joining the association to gain knowledge that will help them, they continue to gather, read and reread everything that the association publishes. They don't stop learning after they've left their state or local meetings. They continue learning by attending their national level meetings. Continuing education is an important part some associations. They don't mind taking time to get educated because the learning might provide a quantum leap. Not only do they become professionals, but they're also educated through forums that look after the interests of every member within the association.

I know for a fact that belonging to an industry specific association is the best money spent in any business. Most associations allow a member to pass learned knowledge down to a member's heirs. Your family members get to make a successful living because you made the decision to be involved in an association.

MATR Associate Members

Advantage Metals Recycling, LLC

Kansas City, MO
816-861-2700

Alter Metal Recycling

Council Bluffs, IA
712-328-2601

Car-Part.com

Fort Wright, KY
859-344-1925

Connell Insurance, Inc.

Branson, MO
417-334-2000

Grossman Iron & Steel

St. Louis, MO
314-231-9423

Hollander, A Solera Company

Plymouth, MN
763-519-3231

Marty Satz, Midwest Insurance Consultants

St. Louis, MO
800-449-1151

Peoria Disposal Company

Florissant, MO
314-432-0550

Southern Metal Processing

St. Louis, MO
314-481-2800

Be sure to consider our Associate Members FIRST for your business needs.
Visit our website for full contact information www.matronline.com

You should always encourage others to belong to your association. The more members you have in your association, the more clout you have in your state. The primary goal of any association is success of its members.

I've done lots of speaking for GIADA. GIADA is the Georgia Independent Automobile Dealers Association. When they march to the state capitol and say that they have 2,683 members, everyone stands up and takes notice. They have one of the finest lobbyists in the country that is fighting for their rights as independent automotive business owners.

When I was interviewed by the Tool Box magazine I was able to communicate that I had done well as a

speaker. However, it wasn't until I became a member of the National Speakers Association and received one of their highest speaking certifications that I knew I had done well. Through being associated with their association of speakers from various industries and topics, I learned what it took to achieve a "certified speaking professional" designation. Achieving this designation isn't easy task. In fact, it doesn't happen over night. The process takes years. It's tedious, requires lots of paperwork and interviews. Less than 3% of all professional speakers make that grade. If I had not joined that association years ago, I would not have earned my C.S.P designation. In short, I learned from others that had done the work ahead of me. Do you know Zig Ziglar? I learned from him and other professional speak-

MATR Regular Members

A-1 Auto Recyclers
573-442-4343

Al's Auto Salvage & Sales
314-382-6112

All Star Auto Parts
816-921-9999

Archway Auto Salvage & Sales, Inc.
636-671-1120

Auto Parts Company
636-366-4966

B & B Import Auto
417-725-5296

Brock Auto Parts & Recycling
314-371-4818

Busy Bee Auto Salvage & Sales Inc.
816-331-2156

Countryside Auto & Truck Parts
636-928-6792

County Line Auto Parts
816-697-3535

Davis Auto Wrecking & Sales LLC
816-229-3432

Delta Auto Parts & Salvage, Inc.
573-379-5438

Fierge Auto Sales
800-252-9025

Forty Three Auto Recycling
417-781-7904

Frontier Auto & Truck Parts
660-359-3888

H & W Auto Parts
417-865-5747

Highway 160 Import Salvage, Inc.
417-725-2643

Hillsdale Auto Parts
877-385-9950

J.C. Auto & Truck Parts
573-735-4800

Jack's Auto Salvage
636-947-6005

Johannes Auto Sales, Inc.
573-243-3506

Keystone Fort Lauderdale, FL (LKQ Corp)
954-492-9092

Late Model Auto Parts
816-483-8500

Liberty Auto Salvage Co.
314-531-4141

Mack's Auto Parts, Inc.
314-638-5422

Midway Auto Parts, Inc.
816-241-0500

Modern Imports, Inc.
314-638-6040

Mott Auto
417-532-3914

Perrigo Body Shop
660-397-2195

**Pick-n-Pull Auto Dismantlers
Kansas City**
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**Pick-n-Pull Auto Dismantlers
St. Louis**
916-681-3463

Rascal Flats, Inc.
660-388-6389

Rich Industries
816-861-3200

Rogers Wrecking & Salvage
417-532-7460

Sorrels Auto & Truck Parts
573-445-4451

St. James Auto & Truck Parts, LLC
800-264-3294

Thompson's Auto Sales
573-223-7338

Trump Trucks
877-238-7409

Vander Haag's, Inc.
712-262-7000

Yancey Auto Sales & Parts
573-565-3508

Join MATR Today! Just see what we can accomplish together!



ers like him what I needed to do to achieve my speaking designation.

What we need in the recyclers association is simple. We need new blood. We need young blood. We need it now! We need our young people to ascend the ranks in our association. They will have them IF we invite them, work with them and encourage them like someone helped us.

Yes, I believe if you want to make more money in recycling, then joining your state association or URG is vital to your success. Join now! See first hand how your voice will be heard. You'll be surprised at what you'll learn.

D.J. is the President and CEO of Phone Logic, Inc. an international training company based in Atlanta, GA.

D.J. serves as a consultant and trainer to over 1,000 privately owned businesses throughout the country, training personnel at all levels of the company, from the operator/dispatcher to the customer service and sales staff.

Please visit D.J.'s website for more information: djsays.com

MATR Dates of Interest

2017

- January 4 Legislative session begins
- October 6-8 MATR Annual Meeting, Embassy Suites, St. Charles, MO
- November 1-4 ARA Convention Dallas TX

When you're not getting enough demand for your parts, don't get mad. Get EDEN.[®]

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You do so much to protect the environment.

Are you doing enough to protect your association?

Join the Missouri Auto & Truck Recycler Association and ...



- ... have your voice heard by government**
- ... take advantage of training opportunities**
- ... learn more about environmental issues**
- ... keep up to date with the MATR news**
- ... promote your industry through involvement**
- ... and more!**

Contact MATR offices at 573-636-2822 for more information

(or see The Membership Application in this newsletter)

Support this newsletter, the Missouri Auto & Truck Recyclers News.