



The Iowa Automotive Recyclers NEWS

AUGUST/SEPTEMBER 2009

Associate Member Profile R J McClellan, Inc.

R J McClellan, Inc. is one of those companies that started out as one thing and evolved into another. In 1992 the company started as an independent sales company by Ron McClellan working within the automotive industry.

While researching where he should spend his advertising dollars, Ron started checking with the customers he was calling on to find what publications they liked to read.

What Ron discovered was the publications that were out there didn't give the readers what they wanted. In the end, he started his own publication, The Auto Body Journal, for the automotive collision industry in the five state region of Minnesota, Wisconsin, Iowa, North and South Dakota.

Six months later The Auto Repair Journal was started for the automotive repair/service industry. The company is now in its 17th year of publishing. However, the story doesn't end there.

In about 2002 the Auto Recyclers of Minnesota asked Ron if R J McClellan, Inc. would be interested in publishing the association's bi-monthly newsletter. Ron worked up a program with the association in order to publish the newsletter and it has worked out very well.

In the fall of 2007 the Iowa Automotive Recyclers asked R J McClellan, Inc. if they would publish a newsletter for their association as well. The company agreed and the first issue was mailed

in December of 2007. In November 2008 Cars of Wisconsin also inquired about RJ McClellan publishing a newsletter for them as well and their first issue was mailed in February of 2009. In February of 2009 the Auto & Truck Recyclers of Illinois also asked if R J McClellan, Inc. would also publish their newsletter. The company happily accepted and their first issue was mailed April 1st.

This past May, RJ McClellan agreed to develop a newsletter for the Automotive Recyclers of Indiana as well.

Ron McClellan, the president of RJ McClellan is semi-retired and focuses just on the marketing for the company. Sheila Cain, the vice president of R J McClellan, Inc. does the layout and design of the newsletters as well as oversees the operation of the business. "Our company has grown more in the last two years with Ron out of the office and focusing his efforts on sales and marketing," says Sheila. Ron is fond of saying that now he can work *ON* his business instead of *IN* his business.

Both Ron and Sheila believe that "publishing of the newsletters has given us a new focus in addition to our Journal publishing." Sheila also added, "We enjoy doing the newsletters and are looking forward to finding more niches for our publishing business. The printing of the newsletters is support-



RJMC... continued on page 17

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The Iowa Recycler is published six times per year for the Iowa Automotive Recyclers. None of the material in this publication necessarily reflects the opinion of IAR, 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. Material should be sent to Kelly Lynch-Salseg, 3333 Skycroft Circle, Minneapolis, MN 55418, Phone: 515-943-3516, Email: iowaautorecyclers@bitstream.net Articles may be edited for length.

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. Mention of trade names, commercial products, or techniques does not constitute endorsement or recommendation for use.

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IOWA AUTOMOTIVE RECYCLERS TELECONFERENCE BOARD MEETING MAY 12, 2009 10:00 A.M.

President Mike Swift called the meeting to order at 10:06 a.m. Members present were: Mike Swift, Kelly Salseg, Mike Waterbury, Scott Frank, Joel McCaw, Dave Wood, Jodi Kunde, Tom Snyder, Tim Smith, Eric Piper and Tracy Hurst. Sue Schauls was also on the teleconference call.

Kelly began the meeting with voting on 2 new members. High Country Auto (Cherokee) was the new Direct Member to vote on. A motion was made by Tom to accept this new member with a second from Mike W.; motion passed. Clean Burn of Iowa (Nevada) is the new Associate Member. A motion was made to accept Clean Burn by Scott with a second from Eric; motion passed.

Kelly also reported on the Who's Who final figures. Gross income was \$4950.00 with expenses of \$1574.31 for a net income of \$3375.69.

Sue Schauls then brought up the McCuster proposal which she emailed to the board members right before the teleconference call. Bob McCuster is an advertising agent who has given Sue a quote of \$750-\$1250 to do a logo for the I-CARE program. The cost varies according to how much time it takes and changes that are made. A motion was made by Tom to proceed with the McCuster pro-

posal and for Bob to keep it within the quotes, preferably the lower end. Mike W. seconded the motion; motion carried.

Upper Midwest Convention: Kelly asked Mike S. for a recap of the Upper Midwest Convention just held in Eau Claire, WI. Mike thought it was very well organized, had good speakers and well done overall. He complimented the Iowa people and Kelly who did a lot of work to make that happen. Scott also reported that it was well attended and a good show. Kelly said 450 people attended the convention, of which 25 were from Iowa. There is planning being done now for the Upper Midwest Convention in 2010 to be held in Minneapolis. Kelly reported on some of the ideas being discussed in this planning.

Fall Outing: Kelly said not much has happened lately since it's several months away still. The dates are October 16-17th in Ionia, IA at the Raleigh Hill Country Club. Golf will be \$45 for golf all weekend with a cart. Kelly asked how many yard tours the board would like. Wilken & Sons in Nashua is the only close yard so we will need to decide if we want to add more. Kelly also asked who would like to be on the golf outing committee. Mike S. said he would be on the committee.

Pac Fund: Kelly reported that no letter was sent out asking for donations yet. Mike S. has broken down yards and how much he thinks they would likely be able to donate. Scott thought this fall would be a good time to get the fund drive organized and kicked off. It was suggested the Fall Outing would be a good time to have a meeting and get the fund drive going. It may be good to get some key legislators and a few others to come to the outing.

Scholarships: Jodi said she is waiting to send



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out the checks.

Other Business: Sue Schauls brought up the new federal regulations for auto body and rebuilders who do spray painting that requires a new certification. She suggested she have a meeting at the Fall Outing about it and from there organize some training sessions. Kelly said she

would help her as needed

Scott made a motion to adjourn; Jodi seconded it; motion carried. The meeting was adjourned at 11:03 a.m.

Respectfully submitted,
Jeff Smid, Secretary

IOWA AUTOMOTIVE RECYCLERS TELECONFERENCE BOARD MEETING

JUNE 3, 2009 5:30 P.M.

Members present were: Mike Swift, Kelly Salseg, David Hesmer, Mike Waterbury, Scott Frank, Dave Wood, Jodi Kunde, Brent Nugent, Tim Smith, Tom Snyder, and Jeff Smid. Four representatives from the Nebraska association were also on the teleconference call: Del Webber, Kerby Anderson, Spencer Whitney and Steve Ike.

Before the meeting officially was called to order, Tom was asked to begin the discussion for which the Nebraska representatives were on the call. This discussion was about future GMARE meetings. Tom stated he thought there has been some organizational problems and lack of communication in the past and wondered if a change in the management of the convention should be made. The final figures from the March 2009 GMARE will not be known until the planning meeting to be held on June 19, 2009 which will review and recap the past meeting besides planning for the 2010 convention. The Nebraska people on the call said there have been some problems getting speakers and finding accommodations for the convention. Kelly said she knew Dana had a difficult time finding speakers due to conflicts with ARA mid-year meeting. The NE delegation asked the Iowa board members what we would like to see changed in future GMARE meetings. Discussion included the

problem of having both GMARE and the Upper Midwest Convention so close together which affects the availability of vendors and also the possibility of moving GMARE to the fall or joining the two conventions. The Nebraska people did not feel like they were ready to give up GMARE as it is now and that the longer distance to travel would be an issue for them. They did not think they did much business with other yards in the MN, WI and IL areas. But they did stress their desire to maintain a good relationship with Iowa.

Kelly did not have the final figures yet from the Upper Midwest Convention but estimated it to be close to a net of \$8,000-\$9,000. GMARE's net is expected to be considerably less than that. Final figures for both meetings will be out soon. Scott

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made the comment that the Upper Midwest had more attendees, more vendors and better speakers than GMARE had.

It was brought to the attention of the board that we had voted last year to be a part of both GMARE and the Upper Midwest in 2009 with the intention to decide whether to continue with both conventions or participate in just one in 2010. There was a lot of discussion about inactive states, what direction is GMARE going and if GMARE just needs better organization and planning in the future. At this time, Kelly pointed out, Iowa has not signed a contract to participate in the 2010 Upper Midwest although Des Moines is the host site for 2012 if Iowa keeps attending. That could be a good time for Nebraska businesses to attend an Upper Midwest Convention.

There was then the suggestion to replace the Fall Outing with GMARE. Again, there were some issues with that due to the auction held at the Fall Outing and if Nebraska would want to do that. The NE representatives said they would not likely be in favor of replacing GMARE but could bring it up to their board. The NE people asked if the Iowa board would put together a list of proposals/requests we would like for GMARE before the planning meeting to be held June 19th and that list would be discussed then.

At that point the four Nebraska reps ended their call and Mike S. officially called the meeting to order at 6:45 p.m.

Kelly asked for a vote on accepting a new Associate Member, I Buy Converters Too LLC, out of Joliet, IL. David made a motion to accept I Buy Converters Too LLC with a second from Brent. There was some discussion on their free 2009 membership with his payment of his 2010 membership. The motion was then voted on and carried.

Kelly asked about doing a special mailing by June 30th to prospective direct and associate members to offer them free 2009 membership with their

2010 dues payment. Kelly stated there is no cost to the board for these free memberships. There was some discussion with a motion made by Brent to have Kelly prepare a list of potential direct members for the board to vote on as far as offering them free membership for 2009 with the payment of their dues for 2010. Kelly would be able to go ahead to offer this membership without the board voting on names for potential associate members. The motion was seconded by Scott; motion carried.

Kelly then suggested having the Meetings Committee have a conference call soon to write a proposal on our GMARE requests to present to the Nebraska delegation before the GMARE planning meeting on June 19th which Mike W. will be attending. It was decided that the Meetings Committee which consists of Mike S., Tom and Jodi, and Kelly would have a conference call next week to draft this proposal. They would discuss the current management of GMARE, combining GMARE and other changes we would like to see.

Kelly reminded the board that Iowa has not signed the contract yet to attend the Upper Midwest Convention in Bloomington, MN on April 10-11, 2010. Kelly reported Minnesota, Illinois and Indiana have all signed contracts. Wisconsin had not signed yet due to changes made in the management structure allowing more power to the Executive Directors. Mike S. suggested we support the convention and sign the contract. Tom then made a motion to accept the contract to participate in the Upper Midwest Convention in 2010 with a second from Scott; motion carried.

There was then more discussion on the pros and cons of each convention as the teleconference call wound down.

Tom made a motion to adjourn; Jodi seconded it; motion carried. The meeting was adjourned at 8:03 p.m.

Respectfully submitted,
Jeff Smid, Secretary

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IOWA AUTOMOTIVE RECYCLERS TELECONFERENCE BOARD MEETING JUNE 10, 2009 9:30 A.M.

President Mike Swift called the meeting to order at 9:38 a.m. Members present were: Mike Swift, Kelly Salseg, Mike Waterbury, Scott Frank, Joel McCaw, Dave Wood, Jodi Kunde, Tom Snyder, Tim Smith, Eric Piper and Tracy Hurst.

GMARE: Mike S. began the meeting informing the members on the call that this meeting is a follow-up to his email to the board members regarding the Meeting Committee's recommendation to not participate in GMARE conventions. After some discussion, Tom made a motion to terminate Iowa's participation in the GMARE conventions and to focus our efforts on the Upper Midwest Conventions in the future. There was a second by Scott; motion carried. It was decided Mike S. would call Kirby Andersen with the Nebraska organization and to follow that up with a letter to the NE board members. Kelly will draft a letter and have Mike S. approve a final draft. It was suggested that we encourage Nebraska to attend the Upper Midwest Convention.

New Membership: Kelly asked for a vote on K's Acres from Cedar Rapids as a new Direct Member. After some discussion, there was a motion by Jodi to accept their 2009 membership with a second from Scott; motion carried. It was suggested we revamp our flyer to include the requirement to be ICARE certified as a member. Kelly said the September membership renewal mailing would be a good time to include the new flyer with the ICARE information and with our new logo. The ICARE compliance will be discussed at the Fall Outing by Sue Schauls. Tom will be meeting with Sue today and will check on the progress of a new logo.

Fall Outing: Kelly reported she would be calling last year's Fall Outing sponsors next week to see

about sponsoring this year's Fall Outing. She will be sending a sponsorship mailing in early July.

Kelly asked about the time frame we would like for Sue Schauls's educational portion of the meeting. Tom said Sue is planning on presenting an overview of ICARE. It was decided that Sue would speak at the lunch on ICARE and have the forklift and air bag training sessions following lunch. Scott reported that Brian Quirk, the current transportation committee chairperson, will be involved in the golf outing and will be asked to attend the lunch. The board members would like to have Jim Piazza be the keynote speaker for Saturday evening's banquet. Mike S. will talk to Jim to ask him to save this date. It would advantageous to have a talk on the PAC fund and to hold the auction after Jim's speech. Mike S. said we will have a lot more information on these two important issues, the ICARE program and the legislative bills, as we get closer to the Fall Outing.

Tom made a motion to adjourn; Jodi seconded it; motion carried. The meeting was adjourned at 10:00 a.m.

Respectfully submitted,
Jeff Smid, Secretary

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The President's Pitch

By Mike Swift

Trail's End Auto & Truck Salvage, Des Moines

Hello Iowa Auto Recyclers. Summer is here and man is it hot. I know it's hot because everyone that comes in to my office tells me so. My answer is, "Yes it's hot and in December it's cold." The nice thing about hot is you don't have to shovel it.

Today I got back from the Lake of the Ozarks and man was it nice, other than having 6 teenagers at the lake with 3 jet skis. Thank god I told their parents to send money because they spent over 500 dollars on gas. On the lake the price of gas is 3 dollars per gallon. From the time they woke up in the morning until the sun went down, the kids had these things in motion. I hope the government keeps up all of these bailouts so I can get in on the "Cash for Jet Skis". I think these are going to be worn out by the end of summer.

I hope that all of you have been reading about "Cash for Clunkers" that our government has put in to law. By the time this is printed all of the rules might be worked out. I am still trying to figure out how this is going to work, but I guess the government knows how to fix everything in the country. I don't mean to gong on about this; I just hope once again our industry can survive another bailout for the auto industry. I guess just thank God we don't own car dealerships so

they could blame us for not selling cars.

I want all of our members and anyone who gets this newsletter to mark on your calendar October 16th and 17th. These are the dates for our annual FALL OUTING. We need a huge turn out for this. We are in the first stages of planning. I do know that it will be in Ionia, Iowa. Jack Wilkens has offered to host our event and I want to thank him now for offering us a place for our Fall Outing. I know that we will be having a golf tournament, Sue Schauls is going to talk about the I-CARE program, and we are also going to discuss the PAC fund – and I know you all cant wait for that. It will also be the weekend when I turn over the reigns to Mike Waterbury. This will be a fun weekend and I am looking forward to the festivities. If anyone else has ideas on what they would like to see at the fall outing please let Kelly know so we can bring it up at the board meeting with the planning committee. I would like to see all of our 63 members attend this years meeting. We usually get the same 25 yards but wouldn't it be neat to have 100 percent participation? I know I am living in a dream world, but I have been told to be positive, so that is what I am trying to do.

I would also like to inform the membership that we will not be having GMARE next year with Nebraska. The board made a decision to put all of our efforts in to the Upper Midwest Convention for 2010 in Minneapolis. We have had a good run with Nebraska and we have all made friends with them over the years. Who knows what will happen in the future and I hope that in some way we can get back together with them. The 2011 convention will be in Illinois and then we will have it in Iowa in 2012. We invite all of our Nebraska friends to come to the Upper Midwest Convention in 2010 in Minneapolis. It will be a great weekend, and I know that the committee is already in



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the planning stages to make it bigger and better than last year. The 2009 convention numbers are coming in and we think they are better than even we expected

Lastly I would like to tell all of you that the Legislation committee has already started to make plans for the 2010 session. We are very committed to our same plan for next year and with more education, we believe that we can make a change and keep the public from buying in the pools. This is just not a board members job, this is an every member's job. Make sure you pay attention to who is running in your district and find out where they stand on auto recycling. Keep in contact with your Rep or State Senator. Invite them too your yard. If you want a board member or our lobbyist to help - please let us know. If you hear of a town meeting or some other venue that your Rep will be at and you would like one of us to come, please call or e-mail. We need to fight this we everything we have. I know that in everyone of these letters that I write I end with the same thing. I know that everyone is busy in the day to day battles but you need to take time during the day to do something for the IAR. If you don't have the time, send the money. If you want to get involved, do it now - don't wait. The economy is in a huge slump, and I believe if we stick together in our industry we can fix a lot of our problems. When individuals think it can't be won and say this to me

I reply, **"THIS IS YOUR ASSOCIATION AND YOUR BUSINESS. THE ONLY ONES THAT ARE GOING TO CARE ARE YOUR FELLOW RECYCLERS. EVEN IF THEY ARE A COMPETITOR, THEY ARE IN THE SAME BUSINESS AS YOU. GET INVOLVED TODAY!"**

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IAR NEWS

From the Executive Director's Desk

By Kelly Lynch-Salseg

MARK YOUR CALENDARS FOR OCTOBER 16 & 17, 2009

JOIN IAR IN FOR OUR ANNUAL MEETING & FALL OUTING

Please reserve the dates of Friday & Saturday, October 16 & 17, and plan on joining the Iowa Automotive Recyclers at our 2009 Annual Meeting & Fall Outing. At this year's gathering we will be the guests of IAR member Jackie Wilkens at Raleigh Hills Country Club & Golf Course in Ionia, Iowa.

Activities will kick off Friday evening at an informal and relaxed Welcome Reception. Saturday will feature a golf outing, yard tour, and educational seminar by I-Care manager, Sue Schauls. Saturday evening we will hold a banquet and auction. If you have an item(s) that you can donate for the auction, please contact me at (515) 943-3516 or iowaautorecyclers@bitstream.net

If you are interested in sponsoring the IAR Fall Outing – utilize the Fall Outing Sponsorship material in this newsletter or call me directly at (515) 943 -3516. Any and all help in underwriting the cost of this gathering is appreciated!

We are still in the planning stages but we will keep you posted as plans progress – I promise you will have a good time and leave with valuable information.

On another front – please be on the look out for you 2010 IAR membership renewal notice. For those of you who have provided IAR with an e-mail address, you will be receiving an emailed renewal notice in late

August. Renewal notices will be mailed via the USPS to those with no e-mail address or those that do not respond to their August renewal notice, sometime in late September. Your prompt response to your renewal notice allows IAR to get the Who's Who Directory out in a timely fashion – and saves your association money in printing and postage costs. Thanks for your cooperation!

CALENDAR OF EVENTS



ARA CONVENTION & EXPO

October 7 - 10, 2009

Lexington, KY

IAR ANNUAL MEETING & FALL OUTING

October 16 & 17, 2009

Raleigh Hill Country Club & Golf Course

2048 Cheyenne Avenue

Ionia, Iowa 50645

UPPER MIDWEST AUTO RECYCLERS CONVENTION & TRADE SHOW

April 10 & 11, 2010

Holiday Inn Select

Bloomington, MN

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Iowa Automotive Recyclers Annual Meeting & Fall Outing Sponsorship Application Friday & Saturday, October 16 & 17, 2009

Please check box next to the portion of the event you wish to sponsor.

- Friday Night Welcome Reception Sponsors...\$500**
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- Saturday Tour Bus Sponsors...\$500**
(Your company will be acknowledged at the award ceremony; your company's name will be publicized in event literature, event signage, on the IAR web site and in the IAR newsletter).
- Saturday Lunch & Educational Sponsors ...\$500**
(Your company will be acknowledged at the award ceremony; your company's name will be publicized in event literature, event signage, on the IAR web site and in the IAR newsletter).
- Saturday Banquet & Awards Ceremony Sponsor ...\$1,000**
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THANK YOU FOR YOUR SUPPORT!!

IAR NEWS

Summer Survival Guide for Auto Salvage

By Sue Schauls

The heat of the summer is upon us including the torrent summer rains. A rainstorm can wreck havoc on any salvage yard and cause a well intentioned yard to contribute pollutant to storm water runoff. That makes summertime a great time to review your Best Management Practices (BMPs) as outlined in your Storm Water Pollution Prevention Plan (SWPPP). Implementation of BMPs also helps comply with other regulatory requirements.

Best Management Practices

Best Management Practices or BMPs are the industry norm. These simple practices enable the facility to conduct business in the best manner to protect the environment. Good housekeeping and standard practices such as processing vehicles upon arrival (as time permits) and conducting fluid evacuation activity in the covered shop area are simple BMPs. Other BMPs include:

Preventive Maintenance

- A preventive maintenance program that involves inspection and good housekeeping at the facility are a normal part of operation at the salvage yard.
- Crushers and other equipment are kept clean to minimize contaminant exposure to storm water.
- Periodic inspections of equipment and storage tanks for leaks, spills, and malfunctioning, worn, or corroded parts are performed at the facility.
- Malfunctioning equipment is repaired as soon as possible.
- Valves on secondary containment are kept in the 'off' position and locked except when collected water is removed.
- Hoods are kept closed to minimize expo-

sure of engines to the elements.

Good Housekeeping

- Incoming vehicles are inspected for fluid leaks and for unwanted material placed in the vehicles to reduce the incidence of material exposure to storm water.
- The facility is maintained in an orderly manner by cleaning up debris and trash on a routine basis.
- The manager oversees housekeeping activity and encourages good housekeeping as a routine was of doing business.

Spill Prevention and Response Procedures

- Spill cleanup equipment including dry absorbent material is kept at locations where spills are likely to occur and properly disposed after use.
- Fluids and oils are contained during parts removal and dismantling and placed in the proper storage container until removal, reuse, or recycling.
- Material is NEVER discharged directly to the storm drain.
- Storage containers of good integrity are used at the facility.
- Refueling stations are kept in good shape with the nozzle securely replaced in the pump when not in use.

Potential Spills and their Drainage Points

- The crusher equipment drain is kept clear of debris so that fluids do not overflow from the drain tray creating a 'hot spot' area of contamination.

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Sediment and Erosion Control

- Do NOT use vehicle fluids, oil, or fuel as dust or weed control.
- Graveled drive lanes will reduce erosion.

Employee Training

- New employees are trained for material handling practices (such as keeping batteries off the ground and good housekeeping) as a routine way of doing business.

Implementation of BMPs can help comply with other requirements and add insight to yard management:

1. Periodic site inspections and dry weather visual inspection are both required to be conducted and recorded in your Storm Water Pollution Prevention Plan.

2. A spill cleanup kit is included as a BMP and also required to be I-CARE and/or ARA CAR certified.
3. Keeping a clean crusher area is required by EPA as a way of preventing the illegal disposal of hazardous waste.
4. Gravel drive lanes can keep the erosion of topsoil to a minimum. As well as reduce the Total Suspended Solids (TSS) count in the storm water sampling results.
5. Employee training is requirement of your Storm Water Permit. That training can also be used to meet your monthly safety training requirement.

Simple measures and the implementation and maintenance of these Best Management Practices or BMPs can help survive through even the most hectic summer schedule.

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IAR NEWS

Are You Prepared for a Pandemic?



H1-N1. We have heard a lot about this in the past few months. H1-N1 has encouraged us to re-think how well prepared we are for a pandemic at home and at work.

A pandemic is a global disease outbreak. Planning for a pandemic influenza by business and industry is essential to minimize a pandemic's impact.

It is difficult to predict when the next influenza pandemic will occur or how severe it will be. Wherever or whenever a pandemic starts, everyone around the world is at risk. Countries might,

through measures such as border closures and travel restrictions, delay arrival of the virus, but cannot stop it.

During a pandemic, transmission can be anticipated in every general work place.

Education and outreach are critical. Understanding what a pandemic is, what needs to be done at all levels to prepare for pandemic influenza, and what could happen during a pandemic helps us make informed decisions both as individuals, businesses and as a nation.

The US Government has made information

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available to every citizen. You can access this by going to www.Pandemicflu.gov on the internet. There you will find many resources to help you outline what you will need to do for you, your family and your employees.

BE PREPARED!

<http://www.pandemicflu.gov/index.html>

IAR MEMBER NEWS

JEFF SMID AUTO PARTS: HAPPY BIRTHDAY GREETINGS go out to Jeff Smid and his dog, Shade, who will both be turning another year old this August!

Join us in congratulating Jesse and Jamie Peterson on their 9th wedding anniversary.

Congratulations to Bill Gronewold and Emily Smith who will be getting married on July 18th.

Welcome to new employees - Kris Simons (freight/warehouse) and Ismael Garcia (dismantling).

TRAILS' END AUTO & TRUCK SALVAGE: Happy Belated Birthday wishes to Trail's End Co-owner Steve Swift who celebrated another year on July 18th.

Trails End is opening a U-PULL-IT facility that will open in July 2009. We are doing this with Swifts Auto. We hope to have about 200 to 300 cars on the lot by July 1st 2009.

Dale Swift had a procedure done the last of May called SPHERES that puts radioactive spheres right to the spot on his liver to combat the cancer. He is feeling great, working everyday and also spending time at the Lake of the Ozarks. If you get a chance give him a call, and when you do, ask him about the "tape story".

We also wish to acknowledge the 2nd anniversary date of the passing of Tim Hedges, who left us too soon on August, 25, 2007. Our thoughts are with the gang at Trail's End and Tim's family.

"Please contact the IAR office with your and your employee's birthdays, anniversaries, weddings, births, etc. coming up. We will gladly include them in the "IAR Member News" section. Gather those dates, names and occasions and let us know. Also, if your company or any employees have received any kind of special civic commendation or award, or you have made any changes to or with your business - pass that info. along as well. Email (iowaautorecyclers@bitstream.net), fax (612-781-7052) or phone (515-943-3516) the information in!

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IAR NEWS

THE UN-COMFORT ZONE

with Robert Wilson

Be a Copy Cat

Last month I wrote about *Self-Efficacy* which is our belief in our ability to achieve what we set out to accomplish. I wrote about how it is the biggest part of achievement, and that we acquire a sense of self-efficacy in four ways: personal experience, observation of others, a positive mental attitude, and from the encouragement of others. This month I'd like to expand on how observing other people achieve motivates us to accomplish more.

Some of our goals require us to reach a mental threshold; some are more physical; while others are a combination of the two. One of my favorite forms of exercise and recreation is mountain biking. I get out once a week and hit the trails. Some of the trails have obstacle course-like obstructions called technical features; they are basically log and rock piles you ride over for an additional skill challenge. One trail has several advanced features including a *seesaw*. I rode past this particular challenge for weeks; wanting to do it, but frankly too scared to try.

Then one day I encountered another rider who rode across it. He went up to the center; it tipped

and he rode down the other side. It looked easy enough, and so I asked him about it. He told me there was one trick to it. You needed to brake slightly when you hit the center, so that your weight would cause the 'up' end to tip down. If you didn't; it would function like a big ramp and you would fly off the end five feet off the ground. Hmm, good advice, because that was definitely what I didn't want to do.

Having seen someone do it; I was ready to tackle it. I rode across perfectly on the very first try. All I needed was to see it done.

We do this all the time — sometimes consciously and sometimes unconsciously.

Last summer I was shopping at Dick's Sporting Goods in Atlanta where they have a three-story indoor climbing wall. My nine year old son was with me and asked to climb it. I bought him a ticket and the rock wall staff strapped him into the safety ropes. He went up about 12 feet and said he couldn't go any further. I was surprised because he is very athletic and picks up most sports immediately and effortlessly. I tried all sorts of encouragement, but he had made up his mind. The staff lowered him to the ground.

Then he asked me to climb it. I looked up and grimaced... it was not what I wanted to do that day, but I had done it once before with my older son, so I paid my way and started to climb. I climbed to the top and rang the bell, then enjoyed the real fun of repelling back down. Once I was down, my son wanted to try it again. I was skeptical and didn't want to waste another two bucks. But, I gave in, and this time he scrambled like a lizard all the way



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IAR NEWS

to the top and rang the bell. Just like me and the bicycle seesaw, all he needed was to see that it could be done. Then he was on his way. Of course I'm totally refusing to acknowledge the unstated thought in his mind... "Hey, if my wimpy Daddy can do it – it's gotta be easy!"

Think of the occasions where you found a role model to show you "how it's done."

I remember the night I decided to become a professional speaker. I was serving as a counselor to a group of teenagers attending a Hugh O'Brian Youth Foundation leadership seminar. Patty Kitching was the dinner keynote speaker. She was warm and funny and told wonderful stories to illustrate her points. Most of all she looked like she was having the time of her life. I turned to my wife and said, "I could do that. I want to do that!" Three years later, I was.

Go out and find someone who is already doing what you want to do. Watch them, talk to them, then get started!

Robert Evans Wilson, Jr. is a motivational speaker and humorist. He works with companies that want to be more competitive and with people who want to think like innovators. For more information on Robert's programs please visit www.jumpstartyourmeeting.com.

RJMC... continued from cover

ed solely by the advertisers in it. It is our hope that the readers of the newsletters will support the advertisers, as they support the association. We also have to thank the automotive recycling associations for giving us this opportunity." If you are interested in placing an ad in the newsletters, feel free to contact Ron or Sheila.

"The newsletters have fit nicely into our publishing efforts and utilize more of our resources. We can support the auto recycler associations and it has allowed us to branch out into another part of the automotive industry."

One other aspect of the company is the ability to act as a print broker. Because of the relationships they have developed with printers and manufacturers, they are able to offer printing services to their customers. "We are able to provide line cards, flyers, brochures, business cards, envelopes or any other printing needs you may have. We have some of the best prices out there on envelopes and business cards," says Sheila. If you are in need of any of these products, give them a call. Ron and Sheila will be very happy to give you a quote!

WELCOME TO IAR'S NEW MEMBERS

DIRECT MEMBER

K'S ACRES

400 – 41 Avenue Drive S.W.

Cedar Rapids, IA 52404

Contact: Marvin Koffron, Manager

Phone: 319-365-4248

Fax: 319-365-9739

Email: ksacres@mchsi.com

ASSOCIATE MEMBER

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3404 Mound Road

Joliet, IL 60436

Contact: Dan Miller, Owner

Phone: 815-409-5252

Fax: 815-744-1850

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IAR NEWS

IAR DIRECT MEMBERS

Ace Auto Recyclers	Iowa City	North End Auto Wrecking	Dubuque
Action Auto Parts	Marshalltown	Nugent Auto Sales, Inc.	Maquoketa
Aikey Auto Salvage	Cedar Falls	Osage Auto Salvage	Osage
A & L Auto Parts	Holland	Pat's Auto Salvage	Waterloo
Awe Auto Service	Traer	Poell's Enterprises Inc.	DeWitt
B & B Salvage	Sioux Center	P.Q. Auto Parts	Sioux City
Birdnow Auto Salvage	Fayette	Quandt Auto Salvage	Carroll
Boyes Auto & Truck Wrecking	Dubuque	Sam's Riverside Auto & Truck Parts	Des Moines
Carroll Auto Wrecking	Des Moines	Sanborn Auto, Inc.	Sanborn
Charlie Brown Auto, Ltd.	Creston	Sandhill Auto Salvage	Tama
Chase Auto Parts	Waterloo	Smith Auto Parts & Sales Inc.	Fairfield
Delp Auto & Truck	Fort Dodge	Smitty's Auto Parts	Des Moines
Don's Auto & Truck Salvage	Des Moines	Snyder's Auto Body	Clarinda
Dumont Auto Parts	Dumont	Spilman Auto Parts	Bloomfield
Grab & Go Auto Salvage, LLC	Spencer	Stuber Trucks	Waterloo
Hawkeye Auto Salvage	De Soto	Sun Line, Inc.	Cedar Rapids
High Country Auto	Cherokee	Sunset Beach Auto Salvage	Des Moines
Hogeland Auto Plaza and Salvage	Marshalltown	Swift Auto Parts	Des Moines
Hulett & Sons Auto Salvage	Creston	Trail's End Auto & Truck Salvage	Des Moines
Hurst Salvage	Spencer	Vander Haag's Inc.	Spencer,
JBS Auto Parts, Inc.	Britt	Council Bluffs, Des Moines,	Sioux Falls
Jeff Smid Auto, Inc.	Iowa Falls	Van Gorp Used Cars, Inc.	Oskaloosa
Jerry Carney & Sons	Ames	Van Horn Auto Parts	Mason City
John's Auto	Aplington	Walker Auto Salvage, Inc.	Waverly
K's Acres	Cedar Rapids	Waterloo Auto Parts, Inc.	Waterloo
Kabele Truck & Auto Parts	Spirit Lake	West Edge Auto Salvage	Independence
Lems Auto Recyclers	Doon	Wilken & Sons	Nashua, Waukon
Lyle's Auto Salvage	Oto	Wrench 'N Go	Des Moines
Midwest Auto Parts, Inc.	Waterloo	Yaw Auto Salvage	Des Moines

IAR NEWS



Why Should You Join Iowa Automotive Recyclers?

NEWSLETTER - The Iowa Automotive Recyclers News, *free to all members*, is mailed out six times a year. The newsletter will keep you up-to-date on IAR members, events, current legislation, business and market conditions, industry related news, announcements, advertisements and more.

IAR WHO'S WHO MEMBERSHIP DIRECTORY - A listing of all IAR members, which is distributed annually to members, insurance adjusters, and other associated businesses. *FREE LISTING to IAR members!*

ANNUAL MEETING - *Free to all members*. Every fall, IAR members and their families meet to choose future leadership in the organization, attend educational sessions, exchange ideas and information, meet and socialize with others in the industry and have fun!

UPPER MIDWEST AUTO CONVENTION & TRADE SHOW - This annual convention brings vendors and recyclers together in one place. We team up with the Minnesota, Wisconsin, Illinois, and Indiana state associations to host the best regional convention in the country.

LEGISLATIVE REPRESENTATION - IAR retains a lobbyist who monitors the state legislature for actions which affect IAR members.

WEB SITE - www.iowaautorecyclers.com - An information source for recyclers, body and repair shops, and retail customers. Our Members Page contains complete contact information and web site links to all IAR members - *FREE!* Parts Search area provides an opportunity for IAR members to sell their parts.

MEMBERSHIP PLAQUE - All IAR members are provided with a plaque denoting membership in IAR, for daily display in their place of business.

IMPROVED PUBLIC AWARENESS AND RESPECT - By working together, IAR members promote awareness of the advantages of recycling.

MEMBER OF AUTOMOTIVE RECYCLERS ASSOCIATION - IAR is an affiliate of the international Automotive Recyclers Association and receives valuable information and alerts - which are passed on to IAR members.

SCHOLARSHIPS - Developed to provide annual post-secondary educational scholarships to children of IAR members and their employee's children.



Iowa Automotive Recyclers Application for Membership

Company Name _____

Contact Person & Title (Name in directory) _____

Address: _____

City, State, Zip: _____

Phone: _____ Fax _____

E-mail: _____ Web Site: _____

Recyclers License # (If applicable): _____

Dealers License # (If applicable): _____

ENCLOSED IS MY IAR MEMBERSHIP CHECK:

- \$250.00 Regular Membership**
(businesses which dismantle and sell used parts)
- \$150.00 Associate Membership**
(suppliers to the industry and out-of-state dismantlers)

*Rates are based on annual membership.
Membership subject to approval of IAR Board.*

Signature: _____

**Please return this form with your membership check to:
Iowa Automotive Recyclers, 3333 Skycroft Circle, Minneapolis, MN 55418**

Iowa Automotive Recyclers Code of Ethics

1. To promote goodwill by maintaining fair business practices and the very highest standards possible in the sale of all parts.
2. To sell high quality parts, recognizing a fair price structure, free of deceptive practices and misrepresentations.
3. To work towards customer satisfaction through parts guarantees whenever possible and when necessary, make reasonable adjustments.
4. To give courteous and fair treatment to all customers, answer all questions and make every effort to satisfy any reasonable complaint.
5. To cooperate with law enforcement authorities to help curb theft of both autos and parts.
6. To make every effort to work towards clean and orderly working conditions and attractive business locations.
7. To advertise our products honestly, avoiding false, misleading and deceptive statements, in order to maintain goodwill and good faith in our industry.
8. To make every effort for customers in finding the parts they need through parts locating services.
9. To support the policies and regulations of the Iowa Automotive Recyclers, and to abide by the standard trade practices of the Automotive Recyclers Association.

INDUSTRY NEWS

eBay Motors and Hollander to Unlock Used Auto Parts Inventory with Exclusive Online Deal

SAN JOSE, Calif. (May 19, 2009) - eBay Motors (www.ebaymotors.com) (Nasdaq:EBAY), the #1 online automotive marketplace worldwide, announced an exclusive agreement with Hollander, a Solera company (NYSE: SLH) and the leading provider of auto recycling and parts yard manage-

ment solutions in the U.S. and Canada, to provide access to over \$2.7 billion in retail value of used parts inventory on eBay Motors.

Hollander's inventory represents nearly 60 percent of the available used parts market and marks the first time their more than 3,000 auto recyclers,

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Sioux City Compressed Steel
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INDUSTRY NEWS

rebuilders and collectors will have the ability to list items online-reaching nearly 12 million unique monthly visitors on the eBay Motors site. Hollander's enterprise resource tool will power the listings which will then feed directly on to eBay Motors. The launch is expected to take place by year end 2009.

"Our goal is to connect buyers and sellers in a global marketplace with the largest selection of great deals," said Rob Chesney, vice president, eBay Motors, Marketplaces. "Working with Hollander essentially doubles the eBay Motors selection-already the largest parts inventory on the web-and reinforces our position as a leading automotive destination online with access to the best inventory in the used, refurbished and liquidation automotive parts and accessories space."

"Hollander has been helping auto recyclers sell parts effectively and efficiently for more than 70 years," said Tony Aquila, founder, chairman and chief executive officer of Solera. "With eBay Motors we are unlocking an unprecedented number of recycled parts new to ecommerce and creating a cost-effective and value driven solution for both auto recyclers and eBay Motors users."

By exposing millions of what are often described as used or recycled parts and accessories for the first time on the eBay Motors' automotive marketplace, buyers have even broader access to an extensive selection of great deals on a national scale. This includes many hard to find, used original equipment manufacturer (OEM) or oftentimes refurbished items previously only available through catalogs or recycling yards.



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- Market inventory on your website with Direct Hit

Powerlink - Yard Management System

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- Automated insertion of extended warranties to increase sales

e-Commerce - Online Selling Solution

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INDUSTRY NEWS

California State Officials Propose Changes in Auto Scrap Recycling

According to a recently published article in the L.A. Times, California lawmakers are considering legislation to further regulate how the automotive scrap industry disposes of “fluff”, or leftover waste created in the recycling process. 700,000 tons of fluff, composed of primarily bits of glass, fiber, rubber, engine fluids, dirt and plastics, is currently diverted to municipal landfills. State toxic substance regulators are concerned that the residue from heavy metals in the fluff could seep down into the water supply and airborne metal-laden particles could endanger nearby workers at the recycling plants, dumps and people living in neighborhoods.

In California, giant shredding machines annually reduce 1.3 million junk cars into smaller pieces of metal, which are then pulled out for reprocessing. Valuable iron-containing scrap is separated and processed back into steel, while other metals like aluminum and copper are reprocessed for future use. The leftover fluff from this recycling process is supposed to be treated by scrap recyclers by coating it with cement during a chemical reaction that “fixes” the heavy metals and prevents seeping or leaching. Landfills use the cement coated fluff daily to coat the garbage dumps to reduce odors and keep out animals.

California is currently the only state that requires the fluff to be treated before transporting to landfills. If the law is changed, fluff may need to be

transported under more strict conditions to special hazardous waste disposal sites. Industry economic analysts say that this could double or triple the costs of the recycling process.

The industry argues that the fluff poses no threat to health or safety and believes the proposed regulation changes could harm an already heavily regulated recycling industry and automotive recycling efforts.

“Given the ranges of exposure we are seeing, it doesn’t cause any threats to human health or the environment,” Margaret Rosegay, an attorney of the Institute of Scrap Recycling Industries, tells L.A. Times. “There’s no basis for changing the regulatory structure that’s existed for 25 years.”

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INDUSTRY NEWS

Black Gold From Tons of Tires

Des Moines Register (IA) (05/21/09) Boeckman, Joanne

Liberty Tire Recycling in Des Moines, Iowa, produces about 32 million pounds of black rubber

every year. Residents can bring car, farm, and truck tires to Liberty Tire, or drop off their unwanted

tires at the city's SCRUB days collection sites. "Everything in the tire is sellable, so we have zero waste," says Liberty Tire's Kim Heiderscheit. "Everything has a use." Liberty Tire sells recycled rubber to manufacturers and construction companies. The recycled rubber is used to line landfills, make rubber mats and bumpers, and cushion playgrounds, football fields, and horse arenas. It also is mixed with other products to make pavement for sports tracks and highways. In addition, the rubber is used as mulch and in septic tank drain fields, and it is sometimes reused by tire manufacturers. Liberty Tire sells the fiber and dust from the grinding process as a fuel to an energy company. The company extracts approximately 400 to 500 tons of metal from tires each month, which it sends to steel mills, and also recycles metal tire rims. Heiderscheit says that at today's prices for metal, Liberty's steel extraction operation is breaking even.

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INDUSTRY NEWS

NVMSRP Update: Turn in Your Buckets Soon as Funding Will Expire

The National Vehicle Mercury Switch Recovery Program (NVMSRP) budget, which funds the incentive portion of the program, is on pace to run out this summer. The End-of-Life-Vehicle (ELV) program will continue accepting switches through 2012 and ARA will continue to seek alternative funding sources to ensure you get the most for your efforts.

As a result of the tremendous effort you have played by pulling mercury-containing convenience light switches, we have prevented over five thousand pounds of mercury from entering the environ-

ment. More than seven thousand automotive recyclers have turned in over 2.3 million switches to date.

Recovering mercury-containing convenience light switches from vehicles being dismantled is both an economical and environmentally sound business decision. Receive \$4 for each and every mercury light switch you collect and turn in. The program is making great strides because of ARA recyclers who invest the time and effort in this program.

NVMSRP is a voluntary system by which auto manufacturers, steelmakers, auto dismantlers/recyclers, scrap recyclers, environmental groups, state environmental agencies, and the U.S. Environmental Protection Agency (EPA) work together cooperatively to remove mercury that might otherwise be emitted into the environment.

To find out more about the NVMSRP and how you can get involved, contact ELVS Solutions at 1-877-225-2587 or visit www.elvsolutions.org.

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Scrap Commodities Market Report – July 2009 Approximate Pricing

Crushed Cars	110.00 NT
Prepared Iron	125.00 NT
Motor Blocks	120.00 NT
Aluminum Rims	0.50/LB
Aluminum Condensers	0.40/LB
Copper Radiators	1.40/LB
Aluminum Case Transmissions	0.10/LB
Dirty Aluminum	0.10/LB
Batteries	0.12/LB
Lead Wheel Weights	0.20/LB

*This Report is for the sole purpose of informing members of current metal market activity.

**For more accurate and current pricing call your scrap metal vendor.

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INDUSTRY NEWS

Obama Signs “Cash for Clunkers” Legislation

On Wednesday, July 24, 2009, President Barack Obama signed the “cash for clunkers” (C4C) bill, officially titled the Car Allowance Rebate System (CARS), beginning a 30-day period in which the U.S. Department of Transportation (DOT) will draft regulations for the program. Among the questions anticipated to be covered in the DOT regulations are 1) how auto dealers register for the program; 2) how the vouchers are to

work involving consumers, auto dealers and the federal government; 3) who qualifies to process the trade-in vehicles; and 4) what mechanisms will be mandated to prevent fraud.

The C4C program offers consumers a credit of \$3,500 or \$4,500 to trade in cars and light trucks for new, more fuel-efficient vehicles. The \$1 billion program seeks to stimulate car sales and improve the fuel economy of vehicles on the road by encouraging the early retirement of 250,000 fuel inefficient cars through Nov. 1, 2009.

National Automobile Dealers Association representatives are advising dealers to wait until the federal rules are out next month before participating in the program. ARA is continuing to reach out to DOT officials as the Agency works out the specific requirements of the program. For more information, please go to the CARS website at <http://www.cars.gov>.

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