



The Iowa Automotive Recyclers NEWS

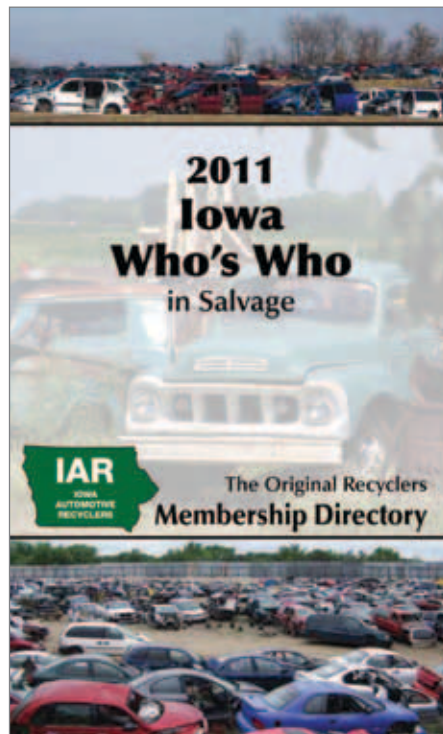
FEBRUARY/MARCH 2012

Insurance Adjustors Receive Iowa Auto Recyclers Directory

The new Iowa Who's Who in Salvage Directory was sent to Iowa insurance adjustors recently. The directory is an opportunity to provide local automotive insurance adjustors with a comprehensive list of Iowa Automotive Recycler members. The guide will assist adjustors with identifying professional auto recycling facilities and used parts stores throughout the state.

IAR appreciates the support and sponsorship of the advertisers in the Who's Who Directory. Those paid advertisements make the project possible to promote the industry and the association to the field of potential parts buyers. Green Recycled Parts are a big part of meeting insurance company orders and getting in the loop as a preferred provider is essential to meeting the demand.

"The challenge for recyclers who wish to do business with these shops will be matching their degree of professionalism and



providing top quality services in an extremely efficient manner."

"Whether the insurance companies actually admit it or not, they frequently have some control over which vendors are used. If a yard can't provide quality parts quickly and manage returns and repair credits responsibly, the insurance companies will weed them out of their preferred vendor list. Many insurance companies are becoming increasingly aware that the lowest price isn't always the driving factor when sourcing parts. They have come to realize that part quality, speed of delivery, and order accuracy are as important as price when cycle time and customer satisfaction are influencing insurance policy retention. If a recycler wants to

satisfy this type of customer, they need to think like a collision repair shop." Shawn Collins, AAA Auto Salvage

See a Reprint of Shawn's ARA article on page 19

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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, it's officers, directors, staff, members or it's 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 the Executive Director, Sue Schauls. 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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Board Meeting Minutes

**November 15, 2011 1:00 pm
Waterloo, Iowa – Ramada Inn**

Attendees: Brent, Tracy, Joel, Jeff, Mike W, Mike D, Brad, Eric, Andy, Tom Q, Jodi, Clyde, Scott, Tim, David, Mike S, Tom S, & Sue

Call to order and roll call by President, Brent at 1:53 pm following facility tour

1. **Treasurer Report:** Joel reviewed financial status. Dave Hesmer moved to accept the Treasurer's report as presented. Tracy Hurst second, motion carried. The annual budget & Membership RENEWAL fee was discussed. Direct member dues will stay the same. Associate member dues increase to \$250. Moved by Scott Frank and Second by Mike Swift. Motion carried.
2. **2012 Summer Outing** – BRAD and SUE reviewed the Summer Outing agenda. The facility tour preceded the meeting and the conference area was acceptable and similar in layout to the Tama event. The contract has been signed. Speaker ideas were discussed for the Agenda. Most details are set and promotion work and the dinner & dance event at Waterloo Auto Parts will be finalized. Save-the-Date flyers will go out in the associate member renewal mailer.

3. **Member Profiles** – BRENT and Sue will proceed with member profiles for the newsletter with three or four new profiles to be compiled in December.
4. **Committee Reports**
 - Scholarship – JODI – the application will run in the December newsletter and the deadline for submission is March 15, 2012. Some proceeds from the Summer Outing auction will go to the scholarship fund.
 - PAC – JODI - One donation was made to Senator Danielson last summer. ARA Government Affairs staff, Betsy Beckwith, will attend a DC-based event for Sen Danielson on behalf IAR on Friday, Nov 18, 2011.
 - Legislative – SCOTT/MIKE – IAR will be invited to attend a DOT meeting in December. Scott & Mike will attend. IAR will host our first annual Hill Day event with a breakfast at the capitol in January 2012. ARA Staff will be invited.
 - Membership – New applications were reviewed. King Automotive Salvage Center was accepted as a new member. Two other application were tabled pending review and site visit at one and offer to the other as associate member will be made due to lack of recyclers license.
 - Vendor Conference Calls – MIKEW/SUE – will resume after the holidays.
 - Who's Who - will be sent to a purchased mailing list of 170 Iowa Adjusters plus all members. Draft of new format is coming along nicely.
5. **CMARC** - TOM/BRENT – no progress on receiving payment to report.
6. **Next meeting** –
 - December 14, 2011 -5pm Conference call
 - January 25, 2011 - -5pm Conference call



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Iowa Automotive Recyclers

Teleconference IAR Board Meeting

Wednesday, December 14, 2011 5:00 P.M

President Brent Nugent called the meeting to order at 5:14 p.m. Members present were: Brent Nugent, Sue Schauls, Mike Waterbury, David Hesser, Mike Swift, Tom Quandt, Scott Frank, Brad Osborn, Jodi Kunde, Tom Snyder, Joel McCaw, Mike Davidson and Eric Piper.

NEWSLETTER: Sue reported that she has mailed the annual "charity edition" of the newsletter which included what individual yards are doing for charitable works. Brent and Sue talked about developing a model program for donations from Iowa salvage yards.

CMARC: Sue & committee members participated in a conference CMARC wrap-up call on December 13th. She said a check was to be sent today for the portion of profit due to the Iowa recyclers.

HILL DAY: Jim Piazza is setting up this event in Des Moines at the Capitol which will be held on January 12, 2012. It will begin with a breakfast from 7-9:00 a.m. in Legislative Dining Room with time following the breakfast for everyone to try to contact their representatives. It was suggested the recycler members wear dark green shirts. There was some discussion on those shirts but nothing was decided on how to pay for them. Sue will send invitations to representatives of the IAR members so they are aware of this breakfast.

SUMMER OUTING: Brad and Sue have been working on getting this event organized which is planned for June 8-9, 2012. Sue will be sending out Save-the-Date cards after the first of the year then registrations will be mailed for the first time 6 weeks out from the outing date.

COMMITTEE REPORTS:

ENVIRONMENTAL: It was recommended that we have a speaker at the Summer Outing on

some environment issues such as storm water sampling, wastewater, etc.

FINANCIAL: Joel did not have much activity to report at this time. Sue said they are receiving membership renewals, both direct and associate, and at the end of this month, she will send out a mailer to those who have not yet paid.

LEGISLATIVE: Scott said he sat in on the Rules Committee meeting last week which was an informational meeting only. Mike S. asked about having a PAC checkbook in Des Moines with either him or Scott so checks could be written quicker

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without any overnight charges. There was a motion by Tom S. to have a second checkbook with Mike S. or Scott with copies of checks written to be sent to Jodi for recording. There was a 2nd by Mike W. but the motion died for lack of a vote. It was decided that Jodi would talk to the bank where the PAC account is and get information on the process of adding another name(s) to the account then get back to the board with that information before another vote.

PAC: Jodi reported on the current balance.

SCHOLARSHIP: Jodi said she has received one scholarship application; the deadline is March 31, 2012.

MEETINGS, MEMBERSHIP AND NEWSLETTER: Sue asked about these committees and made the following suggestions:

- **Meetings:** This chair could be a rotating position depending on who is hosting the annual Summer Outing. All agreed on this change.

- **Membership:** This chair could be the standing vice-president which was agreed upon. There was then some discussion on the membership plaques and date plates. It was decided Sue would purchase plaques and date plates as we have done in the past.

- **Newsletter/Website/Who's Who:** Sue will oversee and report on these activities.

VENDOR CONFERENCE CALL: Sue said the next call is planned for the end of January.

OTHER BUSINESS: Mike S. made a motion to pay \$1,500.00 to Sue over and above her salary for her work done on CMARC. There was a 2nd by Scott; motion carried.

UPCOMING MEETINGS: Hill Day will be January 12, 2012; the next conference call will be January 25, 2012 then a face-to-face meeting in February.

There was a motion by David to adjourn with a second from Brad. The meeting was adjourned at 6:43 p.m.

Respectfully submitted,
Jeff Smid, Secretary

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President's Pitch

By Brent Nugent, IAR President



Happy New Year Fellow Recyclers!

I am looking forward to this new year 2012! First I plan on attending Hill Days in Des Moines to meet with other recyclers and as always I hope to learn something new. This will be a new experience for me and I am looking forward to it. I am also looking forward to our summer outing in June with the other IAR members. I really enjoy this time together.

The new year brings a fresh start to all. Hope that all of us are keeping in mind that our yard is our future. Therefore we must strive to keep doing more than our best. WE have to keep are yards clean, our parts cleaner and our focus needs to continue to serve our customer like there is no other! I think if we go back to treating them with a personal touch they will realize we are here to stay and they will be comfortable knowing that. And we will be here for them. People don't have that often enough with all of the big corps out there. I find myself liking more and more to shop local. It pays off in the end.

Again Happy New Year to all and look forward to seeing all of you soon.

*Brent Nugent,
PRESIDENT*

Iowa Automotive Recyclers

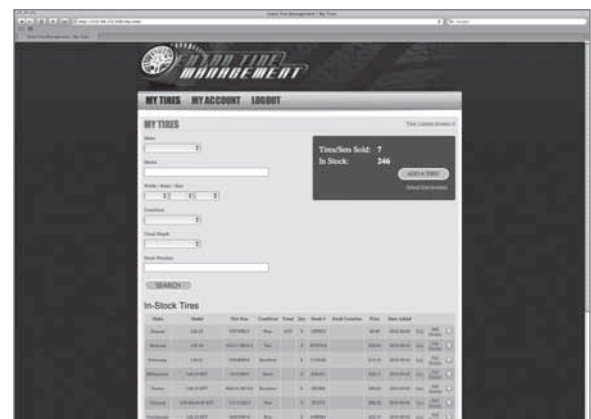
EXTRA TIRE MANAGEMENT New Idea Sparks Sales

Brent and Sheila Nugent recently launched EXTRA TIRE MANAGEMENT, a web-based tire retail sales tool at www.EXTRATM.com. In 2009 Brent was laid up at home for awhile and had some time to stop and think about an idea of how to organize their used tires.

Brent said "We were getting tired of sending someone out to look for a tire size every time a customer came in." Another problem was that often in the office they did not know what we had put away in the warehouse. Intuitively

Brent knew the inefficiency was costing them sales. It all took sooooo much time to fill the customer request. That is when Brent and Sheila put down on paper an idea for increasing their tire management ability. Brent said "We took it to Davenport to a company and spent over a year developing what we call EXTRA TIRE MANAGEMENT. It has become very useful in our yard and saves time and it is amazing how many more tires we have sold." Recently Nugents made the system available to other yards with all of the feedback being very positive. Sheila adds "It is very affordable and it also is a way to keep the yard and earth cleaner by reusing the used tire.-)" Brent adds "I think it is so important to keep our yards clean and organized. When I first when into this business that one of my goals to keep my yard organized. This is just another way of doing it while moving my inventory and enhancing sales."

Since the initial inception the Extra Tire Management system now has the ability to add a picture of the tire, print invoices and keep track of tires sold and sales tax collected. The goal of the system is to serve the needs of automotive recyclers and sell tires to the local shops to enhance the recovery and profit from a salvage commodity often overlooked.





From the Desk of the Executive Director

By Sue Schauls

Well we are off to a great start this New Year! Of course great is always a matter of perspective! For me a great start includes the 50+ degree weather we are having as I write this edition of the Iowa Automotive Recyclers NEWS. But I know some of you miss the snow and we can usually count on the first snow to create a little business from our body shop customers. Which bring to mind some reflections and anticipation for the coming year.

In reflecting on what was successful last year, I think we can all say with confidence that meeting the customer's needs and building good relationships will always pay off. We heard last June from Mel Hunke on parts grading for presenting our parts in the best and most accurate manner. And Mel emphasized that building AND maintaining those relationships was an important part of continued sales. He asked "Have you taken your best body shop customer to lunch yet this year?"

Building those relationships is one reason we sent out the new Who's Who in Iowa Auto Salvage Directory to a list of insurance adjustors we purchased from a mailing list company. We are trying to keep up with the changes and get our association and our members names in the hands of the folks with buying power.

What else can we rely on for continued success?

Well the flurry of EPA and DNR visits in Des Moines has reflected well on the I-CARE program. Those who had the "pleasure" of a regulatory inspection had their green binders to pull the requested information from and were praised for their proactive approach to regulatory compliance. We'll soon be 100% I-CARE certified as a membership! If I haven't made it out to your facility yet, call me – we can start the ball rolling and I can always use a nudge!

But what will we anticipate this year? According to the national news more of the same in sluggish economy and lackluster sales in general. I think the automotive salvage industry had a lag when new car sales first bogged down and people decided to repair their existing ride. Now those sales seem to have gone flat too. So we must turn to new ways of doing business. Last month I asked several members what advice they had to offer the membership to put some money in their pocket today! I consistently heard, sell your cores. Reach out to our associate members and get creative selling converters, aluminum wheels, tires and other old inventory taking up space and not moving in the retail market. Sales are sales.

Reach out to fellow members too. Networking and sharing of ideas is the basis of the trade association. Attend the Summer Outing and other opportunities that present themselves to sit down with colleagues and competitors, you may just learn something!

Happy New Year! Sue



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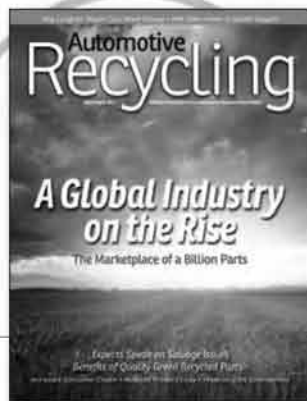
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Legend Smelting and Recycling Can Help Your Business Through Rocky Economic Times

Legend Smelting and Recycling recently had the opportunity to ask some of its existing customers what, if anything, Legend Smelting and Recycling has done for your business that has made it more profitable. The following are some of the responses we received:

1. **Education.** A number of the business owners we spoke with named the most important thing Legend Smelting and Recycling has given to their business is education. Legend Smelting and Recycling does not believe in tricks or the manipulation of its customers to make a dime. That is why we work with our customers and assist them in learning the

converter grades and what each grade is worth. Legend Smelting and Recycling firmly believes that education is power and that educating customers instills confidence in its customers that they are getting a fair deal. That is why, instead of simply tossing the converters into the truck, we spend the time to lay out the converters, discuss them with the customer and allow the customer to ask questions.

2. **Schedule.** Not only does Legend Smelting and Recycling believe in educating its customers, it also stands firmly on timely pick-up of its customers' material. With the volatility of the current market caus-



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ing market prices to potentially change daily, having a regular schedule that a customer can count on could mean the difference between making hundreds and making thousands.

3. **Transparency.** Legend Smelting and Recycling is building its business on transparency. Legend Smelting and Recycling recognizes that its customers are an integral part of its success. That is why Legend Smelting and Recycling offers to let its customers come to one of our

locations to learn about the converters and which converters fall into each category.

4. **Categories.** Legend Smelting and Recycling has recently implemented a new grading system based on the laboratory breakdown of the contents of each converter. Those laboratory breakdowns provide the basis for the approximately sixty-eight categories that Legend Smelting and Recycling uses to purchase converters. By using the precise contents of each converter to determine its worth, it is our belief that we can pass

more money on to our customers.

5. **Customer Support.** Legend Smelting and Recycling prides itself on being available to answer customer questions or concerns promptly. Whether a customer has a question on the value of a converter, needs a quick description of a converter category or has concerns about market trends, Legend Smelting and Recycling is available to help. We are constantly contacting our customers with updates and price changes, thereby allowing our customers to have the up-to-date information they need to compete in the marketplace.

6. **Trust.** Legend Smelting and Recycling is interested in making long term relationships with its customers. In order for that to happen, we realize that we must earn their trust. It is our hope that trust will develop as we educate our customers, schedule regular pickups, and provide excellent customer support. However, we also try to earn that trust through other, smaller ways, including following up with accounts after a scheduled pick-up to check on the customer's satisfaction with our visit.

If you are interested in how Legend Smelting and Recycling might be able to make your business more profitable, we invite you to contact Dan Miller at (815) 641-7661. We also welcome you to check us out at www.legendsmeltingrecycling.com or visit our booth at an upcoming industry event.

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Any questions please call Jodi at 563-556-0044 or e-mail iarpacfund@gmail.com.

ARA Issues 2nd OEM-based Repair Standards Warning

Dec. 13, 2011—The Automotive Recyclers Association (ARA) is urging the collision repair industry to ensure that any official, industry-sanctioned repair standards should include all recognized procedures—not just those of the original equipment manufacturers (OEMs), according to a statement issued by the organization Tuesday.

The ARA's efforts are a response to the joint statement recently signed by several collision industry organizations, which declared published OEM repair procedures to be the collision industry's standards.

This action could have serious negative consequences for collision repair professionals and consumers, according to the ARA. Tying the hands of body shops in this manner, the organization said, could make facilities susceptible to lawsuits in situations when repairs are not conducted strictly according to OEM standards.

The ARA said there is no such thing as a standard accident, so collision repairers must be allowed to use their professional training and judgment to make repair decisions based on the individual circumstances surrounding damaged vehicles. Repairers should not be forced to adopt a single solution and approach, the organization said.

In addition, the ARA cautioned that adhering to narrowly defined OEM standards often results in increased repair costs, which causes more vehicles to be

declared as total losses. Thousands of small, independent collision repair shops will have a disadvantage trying to compete with dealer networks of certified collision repair centers, according to the ARA.

This is the second position statement issued by the ARA this month against the adoption of OEM-based repair standards. The first statement, which the ARA released Dec. 1, focused on the organization's concern that OEM's do not support the use of recycled parts.

The ARA said auto manufacturers have recently become more aggressive with making claims that genuine recycled parts are inferior to new OEM parts, and are attempting to exclude genuine recycled parts from the collision repair market. This would result in only one source to acquire the parts and procedures necessary to repair vehicles, according to the ARA.

Genuine recycled parts have been widely accepted for decades, and there is a long track record of their successful use, the ARA said. Genuine recycled parts are fully functional OEM parts, and in most cases are identical to the new OEM parts auto manufacturers recommend for repairs. Genuine recycled parts are typically 30-70 percent less expensive than comparable new parts, and are better for the environment since no additional energy or resources are used to create them.

"ARA believes that the goal of the manufacturers is to discourage the use of genuine recycled parts and to secure a market that establishes themselves as the only source of parts and procedures for the repair of consumers' vehicles," said Michael Wilson, CEO of the ARA. "If the car companies have their way and eliminate genuine recycled parts from the repair process, then the costs of those new OEM parts will undoubtedly rise."

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ARA's Hybrid Vehicle Dismantling Guide Only \$99

ARA's Technical Advisory Committee Hybrid Workgroup comprised of Committee Chair Chuck Ossenkop, committee member Sue Schauls and ARA staffer Betsy Beckwith unveiled the over 400-page spiral bound Hybrid Vehicle Dismantling Guide at an educational session during ARA's Convention.

The Workgroup walked session attendees through the guide's overview and first two model-specific chapters including a project summary, a description of general hybrid vehicle operations and a very detailed account of model specific compo-

nents and their functions. Hot off the press Guides were provided to the session attendees. Hybrid Vehicle Dismantling Guide are now available for order for only \$99 from the ECAR website <http://www.ecarcenter.org/>. So don't delay, order your guide and learn how to maximize the value of your hybrid inventory safely and efficiently. For more information, please contact Betsy at betsy@ara.org or on the website at <http://www.ecarcenter.org/HybridManualForm.pdf>. Order today.

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Meeting Karen Bickerstaff with BizUnite was one of those Ah Ha moments. BizUnite is the ARA member marketplace. That means that as an affiliate chapter of the Automotive Recyclers Association (ARA) any Iowa Auto Recyclers (IAR) member can access the significant savings the buying group provides.

The ARA Marketplace includes 30+ cost savings programs specifically designed to help small businesses reduce costs and increase profitability. ARA is bringing this benefit to you as a member of the Iowa Auto Recyclers association.

Karen shared lots of great information about the participating cost-savings programs specially designed to help save money! Each Preferred Vendor is carefully selected and rigorously negotiated, which combined with BizUnite's \$166 billion dollars in buying power, produces programs that provide unmatched value to you. Members are saving on average 20% off their total operational expenses using any combination of the programs for industrial supplies, uniforms, wireless services, shipping, payroll processing, office supplies, and more. And this is not new

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The ARA Marketplace is full of business service programs designed to save businesses money on everyday expenses through ARA's partnership with BizUnite.

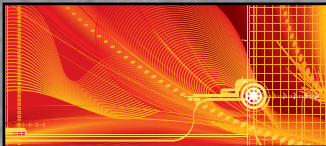
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 BizUnite has designed and developed the customizable online marketplace, the ARA Marketplace. BizUnite rigorously negotiates programs with world-class vendor partners to offer programs with unbeatable savings.

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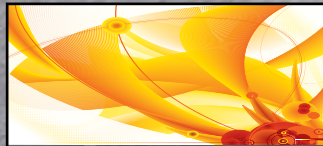


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KEEPING ALL YOUR PARTS MOVING

How Understanding Repair Shops Can Sell More Parts

Recyclers will be left behind if they don't understand what motivates cutting edge shops to choose their vendors
By Shawn Collins

If you haven't noticed yet, things have changed in both the recycled parts industry and the collision repair industry. If you've been paying close attention, you know that the collision repair industry has radically changed in just the past five years. The new focus on cycle time, lean manufacturing methods, and standard operating procedures has vastly increased the efficiency of many shops. If you intend to maximize the number of parts you are selling, you need to cater to the needs of the collision shops in your market with equal efficiency.

It would also be wise to focus on the large multiple shop organizations (MSOs) and the shops that have direct repair agreements with the insurance companies. These shops, commonly referred to as Class A shops, will typically be highly professional, well-organized shops that produce a large volume of work in an efficient, streamlined manner. The challenge for recyclers who wish to do business with these shops will be matching their degree of professionalism and providing top quality services in an extremely efficient manner. This may not be for everybody. There are many recyclers who may just be content to operate the same way they have for decades, and that's their personal business decision,



but they will miss an opportunity to greatly improve their sales.

Some yards simply may not have the infrastructure or personnel to provide these extraordinary services or be suited to provide them fast enough. Unfortunately, because recyclers trade inventory with each other, when a part is sourced from a yard that isn't able to accommodate the needs of a Class A shop, it can make every yard involved in the transaction look incompetent.

Know this, whether the insurance companies actually admit it or not, they frequently have some control over which vendors are used. This comes down to survival of the

fittest. If a yard can't provide quality parts quickly and manage returns and repair credits responsibly, the insurance companies will weed them out of their preferred vendor list. Many insurance companies are becoming increasingly aware that the lowest price isn't always the driving factor when sourcing parts. They have come to realize that part quality, speed of delivery, and order accuracy are as important as price when cycle time and customer satisfaction are influencing insurance policy retention. If a recycler wants to satisfy this type of customer, they need to think like a collision repair shop.

Trained for Efficiency

A motivating factor in the improved efficiency of the collision shops is increased training. I-CAR (the Inter-Industry Conference on Auto Collision Repair) is the recognized training organization of the collision

repair industry whose vision is that “every person in the collision industry, present and future, has the necessary knowledge and skills relevant to their position to perform a complete and safe repair.” They have recently launched two training classes that are intended to improve the performance of the shops through systemic organization and uniform processes.

The “Overview of Cycle Time Improvements for the Collision repair Process” (CYC01) class emphasizes the importance of detailed standard operating procedures and demonstrates the benefits of the lean manufacturing processes similar to those used by Toyota to manufacture cars and trucks. The other class is “Recycled Parts for Collision Repair” (RCY01) that was designed to close the communication gap between the recyclers and the shops. This class focuses on communication strategies (understanding your customer) and provides the collision industry with an inside look at how a best-in-class recycler operates. This class is being presented at shops and recycling yards nationwide. I’ve had the opportunity to present this class at several yards and offered a condensed version of the class at the 2010 ARA Convention in Austin, Texas. As a result of this training and an increasingly enlightened collision repair industry, the shops have a better understanding of the recycling industry, resulting in higher expectations for their own operations as well as the operations for their business partners, which include the recyclers.



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Saturday – June 9, 2012 8 am – 4:00 pm

Trade Show Noon- 2:00 pm

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Insurance Quotas a Plus...and a Negative

Recyclers must understand that collision shops are now under intense scrutiny by the insurance companies who track the key performance indicators that compare a shop’s performance to others in the industry. The term “key performance indicators” (KPI) refers to items such as average estimate cost (severity), cycle time or key-to-key (when the customer’s keys are collected until they are handed back), and alternative parts usage (APU). In order for a shop to remain in good standing with the insurance company and consequently remain on their direct repair program, the shop’s KPI must meet or exceed industry norms.

The APU indicator is a benefit for the recycler because the shops are strongly encouraged to use a cer-

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tain percentage of recycled parts to satisfy their insurance partner. A good shop manager can tell you, off the top of his head, what his APU percentage was for the previous month or even year-to-date (13.3% recycled parts use is the current national average). If they neglect these performance measurements, they may be dropped from the direct repair program (DRP) at renewal time, which could mean empty stalls and idle technicians in their shop. This creates a polarizing dynamic. **The recyclers may benefit from the insurance companies requirement that the shop must use recycled parts, but simultaneously, the shops feel like they are being forced to use alternative parts where they may have preferred (or profited from) the use of OEM parts.** This could make your customer unhappy before he even orders the parts from you, which will make it critically important for the recycler to provide high-quality parts free of burdensome drama. If they are coerced into using recycled parts and the process goes smoothly, all is forgiven. But, if the transaction turns into a nightmare

because of poor-quality parts or slow service, things can get ugly fast. It's very important to remember that your customer might be calling you for parts because they have to, not because they want to, and a wise recycler will be sensitive to this. In other words, put yourself in your customers' place.

Make it Fast, or Else

Cycle time is a term that until recently, no one ever heard about or paid any attention to. This is another key performance indicator the insurance companies and collision shops watch intensely. Within some of the multi-location shop organizations there is fierce competition between its managers as to whose shop has the best cycle time. More importantly, the insurance companies know that this is one of the most important factors for customer satisfaction and in turn, policy renewal. They know that if a repair takes longer than two weeks to complete, the actuarial numbers show that the odds for retaining that customer in the future decrease.

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In the past, shops thought about receiving recycled parts in terms of days, now they think in terms of hours. Insurance companies now track the hours it takes to begin the repairs, how quickly the estimate is uploaded, how many hours per day are actually spent working on that vehicle, and how many hours it takes for the shop to send in a supplement to the estimate for additional parts or labor. A recycler can fall out of favor quickly by delaying a repair because of poor or incorrect parts or delayed deliveries.

The insurance companies use this information to place these shops into a tier, which will determine the volume of work they receive. This magnifies the importance of retaining skilled and thorough sales people and maintaining organized, efficient procedures during your inventory, dismantling, and delivery stages. This may also create the need for services that were never needed in the past, such as offering the shops the ability to track deliveries online. This is not your father's salvage yard!

Stay in the Game

Efforts to satisfy our target customer should begin in the inventory department with meticulous inspection processes and accurate damage descriptions. It may be wise to hire inventory specialists who have past collision shop experience or at least send them out to an actual shop to talk with the estimators and technicians to learn first-hand what their expectations are.

The I-CAR RCY01 class instructs the shops how to decipher the damage codes and how those codes can be used to make an informed decision when sourcing parts through an online search engine. Shops that are under unyielding time constraints must know the true condition of the parts they order, and you can expect the attentive shops to know if they are being misled with inaccurate damage descriptions. If they are told upfront that the part needs some work, they can plan ahead and structure the repair plan accordingly. But, if they are surprised

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with a damaged part, it can make you the villain and everything that goes wrong with that repair from that point forward, may be blamed on you.

As we all know, you can send out 100 perfect parts in a row but you are only as good as your last delivery. The increased pressure on the shops to perform at a high level also makes a detail-conscious, quality control department both a necessity and an opportunity to go above and beyond for your customer. A properly trained quality control inspector should not only send out cleaned parts, he must also prevent parts that can cause returns or complaints from ever going onto a delivery truck.

The I-CAR recycled parts class explains to the shops that recyclers must be inspecting parts to determine if they are an aftermarket part, whether it has been repainted, or if it has more than very minor corrosion. Most Class A shops will never accept delivery of parts in this condition, so it's a waste of everybody's time if you send them out. Again, this emphasizes the need to communicate with your customers and know exactly what their expectations are. It may be necessary for the quality control inspector to review the returned parts slips periodically to identify any patterns for returned parts from your larger customers.

You may notice, for example, that a customer returns all parts with more than 2 units of damage or any parts that have been repainted. This information can be used to create a customer profile that will keep you from sending out parts that are certain to come right back, eliminating the wasted expense and avoiding the irritated customer.

To fully appreciate the environment in which the collision shops operate, you need to know that their insurance partners are relentlessly expecting them to improve their efficiency even as they are required to take on more responsibilities of the repair process. In many cases the direct repair shops are required to perform a complete tear-down and write one estimate to eliminate the possibility of finding additional parts or labor throughout the remaining repair. They may even be penalized or demoted a tier level for supplementing an estimate beyond the original. They are required to rapidly complete the estimates, source the parts from multiple vendors, send documentation to the insurance compa-

nies, and periodically communicate with the customer. The increasingly complicated construction of the vehicles also has them spending valuable time scrambling to find the correct repair procedures from the car makers. Many man hours are now spent on this critical task, which was unheard of in the recent past. Depending on the insurance company, shops may also be responsible for evaluating and processing vehicles determined to be a total loss, which consumes valuable man hours.

The better you understand your customer the easier it will be to please them and sell more parts. You will be well served to be sensitive to the time constraints of the estimators and parts managers and do everything possible to make their jobs easier or at the very least, not more difficult. Shops, like any other business, are operating as lean as they can, which inevitably causes them to follow the path of least resistance. Use your knowledge of how the shops think or get out there and open a line of communication with them and pave a smooth path of least resistance that leads them to your business.



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Shawn Collins is currently a Collision Industry Specialist for AAA Auto Salvage in Rosemount, Minnesota. He worked 26 years as an ASE Master and I-CAR Platinum Collision Technician. He has been an I-CAR instructor for 17 years, is qualified to instruct more than 40 programs, and received the I-CAR instructor of the year award in 2009. He has been an I-CAR pilot class instructor and a consultant for new class development. He has been a consultant/coach for VeriFacts Automotive Inc. for 4 years. He has served on advisory committees for AASP/MN and local Technical Colleges, is a consultant and spokesperson for ALLDATA Collision, and is a frequent speaker at industry events.

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IOWA D.O.T. INSIDE SCOOP...

**By Major Paul Steier, Iowa
Department of Transportation**

This summer I notified you that the Iowa Department of Transportation, Office of Driver Services was considering a stop in the procedure of returning to the customer the old license or ID card with a hole punched in it at time of issuance. Effective January 1, 2012 we will implement this change and no longer return the old plastic document to the customer. Anyone receiving an Iowa driver's license or identification card will, at time of issuance, only receive the temporary paper document. This website link provides additional information about this procedure and the broader issue of "central issuance" of driver's licenses; <http://www.iowadot.gov/centralissuance/>

If there any questions related to this procedure change you can call or email the Office of Driver Services at; 800-532-1121 or ods@dot.iowa.gov

What's Happened to Your Profit & Loss?

By Scott Greene, S & L Auto Parts, Inc.

Some might be wondering, because I do not own an automotive recycling business, why my opinion and thoughts on what's happened to the industry would be of any interest. Just to let you know a little bit about myself, I have been in the recycling business since 1988. I was a full line automotive core supplier to the rebuilding industry and have spent over twenty years buying product from yards all over the country. I have watched, listened and witnessed the changes that have gone on.



If you are standing in your computerized warehouse and have handwritten tags on some parts, those parts have probably been there too long.

We can blame our present problem on the economy and to some extent that has affected our bottom line. In my opinion, there are many reasons that we may not be as profitable as in years past. The day of the auto wrecker or scrap yard is almost extinct. Now it is called an automotive recycler or dismantler. To say auto wrecker is like walking into a car dealership and asking to talk to a mechanic. There are none. They are called technicians.

One problem we have is we no longer manufacturer in the United States. The days of the large rebuilder are over and this directly affects, I believe, your bottom line. In today's world, there is very little demand for automotive cores, starters, alternators, etc. Fifteen years ago when I walked into a yard, anything that you could possibly buy rebuilt, I bought, from engines to wiper motors. Now most all can be purchased overseas with no core charge. Check the

prices in your local auto parts store. There are some items they are selling new without a core charge and some rebuilt with very competitive prices, and possibly, even lifetime warranty which makes selling some used parts rather difficult.

The prices that are being paid for scrap or recyclable car is astronomical and the return on that vehicle, I'm sure, is not close to what it was for the investment fifteen or twenty years ago. Government regulations and competition have changed all of that. I don't know

what the cost is in processing a vehicle today, but I'm sure there's more attention being paid to that expense. Volume seems to be a key in being profitable. It also does not help to have a huge corporation buying up yards all over the country. I would not blame a yard owner for selling his yard, everyone has a price, but I believe this has been devastating to your industry.

Government regulations and how a vehicle must be handled also take its toll. Don't misunderstand me, I believe we all need to pay attention to our environment, but in doing so it costs money and it has to come from somewhere.

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The money being spent to stay up-to-date with the EPA and other environmental entities is also a factor. Waste disposal is something we all have to deal with today.

Inventory is another topic we could talk about. If you are standing in your warehouse and are computerized and have handwritten tags on some parts, those parts have probably been there too long. Please believe me when I say I am not trying to buy your aluminum wheels, but if you have 1/8th of an inch of dust of them, they may have worn out their welcome! The same would be true with other parts.

Computerized inventory control has been a wonderful thing but even with that, it sometimes seems to me there is an excess of inventory in some yards that I've been in. Again, I'm not an automotive recycler; I'm an automotive core supplier.

This brings me to another bottom line example. Twenty plus years ago a core supplier would pay about \$5.00 across the board for your catalytic converters. Some yards wouldn't even take the time to cut them off, but we have to remember what your expenses were then and what they are now. Squeezing every dollar out of car is more important today than it ever has been.

I believe we have to ask ourselves this question, in a weak economy, should our industry suffer or in reality should it prosper? Again, this is my opinion and I hope that my ideas and thoughts may have some merit.

I appreciate the opportunity to bring additional perspective to the problems we face as we go into the New Year. Wishing all of you a very prosperous 2012.

Scott Greene, S&L Auto Parts, Inc. Phone: 641-521-0156

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Global Parts Solution & Transport, LLC	www.globalpartssolutions.com	Spilman Auto Parts, Inc	www.SpilmanAuto.com
Grab & Go Auto Salvage, LLC	www.grabandgosalvage.com	Stuber Trucks	www.StuberTrucks.com
Hogeland Auto Plaza & Salvage.....	www.hogelandautoplaza.com	Sun Line Inc.....	www.sunline-chase.com
Hollander	www.Hollandersolutions.com	Sunset Beach Auto Salvage	www.SunsetBeachAutoParts.com
Hurst Salvage	www.hurstsalvage.com	Swift's Auto Salvage	www.swiftautosalvage.com
IIADA	www.iowaiada.com	Trail's End Auto & Truck Salvage	www.TrailsEndAuto.com
Integrated Recycling Technologies	www.irtmn.com	United Milwaukee Scrap LLC	www.umswi.com
JBS Auto Parts, Inc.....	www.JBSAutoParts.com	Van Gorp Used Cars, Inc.....	www.VanGorplA.com
Jeff Smid Auto, Inc.....	www.JeffSmidAuto.com	Van Horn Auto Parts. Inc.....	www.VanHornAutoParts.com
Jerry Carney & Sons	www.CarneyAutoParts.com	Vander Haag's, Inc.	www.VanderHaags.com
Legend Smelting & Recycling.....	www.LegendSmelting.com	Walker Auto Salvage	www.WalkersAuto.com
Lems Auto Recyclers, Inc.	www.LemsAuto.com	Waterloo Auto Parts	www.WaterlooAutoParts.com
Leon Recycling & Auto Parts, LLC.....	www.leonautoparts.com	West Edge Auto Salvage	www.westedgeautosalvage.com
The Locator Magazine	www.PartsLocator.com	Wheeler's Auto Body Supply.....	www.wheelersautobody.com
Logan Oil	www.loganoil.com	Wilken & Sons Inc.....	www.wilkenandsons.com
LSB Financial.....	www.mylsb.com	Wrench 'N Go.....	www.Wrench-N-Go.com
Metro Salvage Pool	www.metro.salvagepool.com		
Midwest Auto Parts, Inc.....	www.mwparts.com		
North End Auto Wrecking	www.NorthendWrecking.com		
Nordstrom's Automotive, Inc.....	www.nordstromsauto.com		
Nugent Auto Sales & Salvage, Inc.....	www.NugentAutos.com		
Olston's Auto Recycling	www.Olstons.com		
Pal Fleet Truck Equipment Company	www.PalFleet.com		
PAM's Auto	www.pamsauto.com		





Iowa Automotive Recyclers Application for Membership

Company Name: _____

Contact Person & Title *(Name in directory)*: _____

Address: _____

City, State, Zip: _____

Phone: _____ Fax: _____

E-mail: _____ Web Site: _____

Iowa Recyclers License # *(If applicable)*: _____

Iowa Used Car Dealers License # *(If applicable)*: _____

Membership \$250.00

Enclosed is my IAR annual membership check:

- Direct Member (Iowa business which dismantles and sell used automotive parts)
- Out-of-state trading partner (dismantle and sell used automotive parts)
- Rebuilder / Collision Repair Shop and/or Automotive Service Center
- Vendor of goods and services to automotive recyclers

Membership subject to approval of IAR Board.

Signature: _____

**Please return this form with your membership check to:
Iowa Automotive Recyclers, 2214 Regal Avenue, Waterloo, Iowa 50702**

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.

Member Telephone Directory

A & L Auto Parts, Holland 319-824-6686
 Ace Auto Recyclers, Iowa City 319-338-7828 • 800-223-2886
 Action Auto Parts, Marshalltown..... 641-752-3395 • 800-373-3995
 Aikey Auto Salvage, Cedar Falls 319-266-4763 • 800-722-4763
 AWE Auto Service, Traer 319-478-8460 • 877-772-2014
 B & B Salvage, Sioux Center 712-722-1731 • 800-395-9219
 Birdnow Auto Salvage, Inc., Fayette..... 563-425-4450 • 800-584-7073
 Boyes Auto & Truck Wrecking, Dubuque 563-583-5683
 Carroll Auto Wrecking, Des Moines..... 515-288-2244 • 800-532-1233
 Charlie Brown Auto, Ltd., Creston..... 641-782-6561 • 888-886-7811
 Chase Auto Parts Company, Inc, Waterloo.... 319-234-2445 • 800-728-2568
 Delp Auto & Truck, Fort Dodge..... 515-576-5409 • 866-294-1552
 Don's Auto & Truck Salvage, Des Moines..... 515-262-8283 • 800-372-6000
 Dumont Auto Parts, Dumont..... 641-857-3826 • 866-857-3826
 Grab & Go Auto Salvage, LLC, Spencer 712-580-2886
 Hawkeye Auto Salvage, Inc., De Soto 515-834-2436 • 800-362-1654
 High Country Auto, Cherokee 712-225-6101
 Hogeland Auto Plaza & Salvage, 641-752-0027 • 866-752-0027
 Marshalltown
 Hulett & Son Auto Salvage, Creston..... 641-782-4807 • 866-611-4376
 Hurst Salvage, Spencer 712-262-3011 • 800-286-3011
 JBS Auto Parts, Inc., Britt 641-843-3171 • 800-392-8833
 Jeff Smid Auto, Inc., Davenport 563-386-8535 • 800-528-3147
 Jeff Smid Auto, Inc., Iowa Falls..... 641-648-2375 • 800-528-3147
 Jerry Carney & Sons, Ames..... 515-232-1897 • 800-262-3808
 John's Auto, Aplington..... 319-347-6688
 Kabele Truck & Auto Parts, Spirit Lake..... 507-856-1672 • 800-225-6908
 King Automotive Salvage Center, Cedar Falls..... 319-234-8822
 K's Acres, Cedar Rapids 319-365-4248
 Lems Auto Recyclers, Inc., Doon 712-726-3202 • 800-257-9634
 Leon Recycling & Auto Parts, LLC, Leon 641-446-7557
 Lyle's Auto Salvage, Oto 712-827-4556 • 800-570-0093
 Midwest Auto Parts, Inc., Waterloo 319-287-4600 • 866-916-4600
 Monson Salvage, Inc., Lone Rock..... 515-925-3587
 North End Auto Wrecking, Dubuque..... 563-556-0044 • 800-545-8885
 Nugent Auto Sales & Salvage, Inc., 563-652-2231 • 877-652-0576
 Maquoketa
 Osage Auto Salvage, Osage 641-732-3603
 P.Q. Auto Parts, Sioux City 712-258-6229 • 888-945-5276
 Pat's Auto Salvage, Waterloo 319-232-0704 • 877-232-0704

Poell's Enterprises, Inc., De Witt 563-659-8111 • 877-659-8111
 Powerhouse Auto, Ackley 641-231-3449
 Preferred Auto Sales, Inc., Lockridge..... 319-696-3366
 Quandt Auto Salvage, Inc, Carroll 712-792-9204 • 800-522-1903
 Sam's Riverside Auto & Truck Parts, 515-265-8792 • 800-383-2163
 Des Moines
 Sanborn Auto, Inc., Sanborn..... 712-729-5865 • 800-986-3725
 Sandhill Auto Salvage, Tama 641-484-2057 • 800-542-7880
 Smith Auto Parts & Sales, Inc., Fairfield..... 641-472-4200 • 800-452-1095
 Smitty's Auto Parts, Inc., Des Moines 515-266-4903 • 800-372-6030
 Snyder's Auto Body, Clarinda..... 712-542-5316 • 800-541-2264
 Spilman Auto Parts, Inc, Bloomfield..... 641-664-2463 • 800-477-1367
 Stuber Trucks, Waterloo 319-233-2286 • 888-322-2286
 Sun Line Inc., Cedar Rapids 319-364-4000 • 800-553-8421
 Sunset Beach Auto Salvage, Des Moines..... 515-266-5201 • 800-383-5201
 Swift's Auto Salvage, Des Moines..... 515-262-8860 • 800-627-8788
 Trail's End Auto & Truck Salvage, 515-265-5696 • 800-717-6505
 Des Moines
 Van Gorp Used Cars, Inc., Oskaloosa 641-673-8459 • 800-245-2336
 Van Horn Auto Parts. Inc., Mason City 641-423-0655 • 800-392-5600
 Vander Haag's, Inc., Council Bluffs 712-323-9000 • 888-323-5030
 Vander Haag's, Inc., Des Moines 515-265-1451 • 800-262-5030
 Vander Haag's, Inc., Sioux Falls, SD..... 605-336-6737 • 800-274-5030
 Vander Haag's, Inc., Spencer..... 712-262-7000 • 800-242-5030
 Walker Auto Salvage, Waverly 319-352-2535 • 800-772-2088
 Waterloo Auto Parts, Waterloo 319-234-5207 • 800-728-5207
 West Edge Auto Salvage, Independence..... 319-334-2048 • 888-484-9344
 Wilken & Sons Inc., Waukon..... 563-568-3698 • 800-382-1887
 Wilken & Sons Inc., Nashua 641-435-4077 • 800-382-1887
 Wilken & Sons Inc. of Kensett, Kensett..... 641-845-2077 • 800-382-1887
 Wrench 'N Go, Des Moines..... 515-265-7509 • 800-362-2942
 Yaw Auto Salvage, Des Moines..... 515-266-2046 • 800-728-2046



Associate Member Telephone Directory

Al-Jon Manufacturing, Ottumwa, IA.....	641-682-4506 • 800-255-6620	The Locator Magazine, Whiting, IA	712-458-2213 • 800-831-0820
Alter Metal Recycling, Des Moines, IA.....	515-262-0764 • 800-344-2947	Logan Oil, San Diego, CA.....	858-550-9440
Auto Data Direct, Inc., Tallahassee, FL.....	850-877-8804	LSB Financial, Cedar Falls, IA.....	319-268-4242
Behr Iron & Metal, Mason City, IA.....	641-424-9521	Metro Salvage Pool, Des Moines, IA	515-266-5196
Car-Part.com, Ft Wright, KY.....	859-344-1925 • 800-347-2247	Nordstrom's Automotive, Inc.,	605-594-3910 or 800-272-0083
David Ruberg Repair Service, Winona, MN	507-429-4489	Garretson, SD	
DeVries Equipment, Ankeny, IA.....	515-964-2299	Olston's Auto Recycling, Lincoln, NE.....	402-467-4541
Donate A Car 2 Charity, Escondido, CA.....	877-505-5775	Pal Fleet Truck Equipment Company, Council Bluffs, IA.....	712-323-7116
EZ Crusher, Annandale, MN.....	320-274-3594 • 800-328-3613	PAM's Auto, St Cloud, MN.....	320-363-0000 • 800-560-7336
Full-Line, Edinburg, IN.....	812-447-0746	QRP Salvage Solutions, Tomahawk, WI.....	715-551-3759 • 888-241-0294
Gerdau Ameristeel, Wilton, IA	563-732-4618	Quad City Salvage Auction QCSA, Eldridge, IA	563-285-2100
Global Parts Solution & Transport, LLC, Florence, WI.....	414-861-8442	Rebuilder Automotive Supply, Coventry, RI.....	877-829-1553x12
Holiday Wrecker Service, Inc., Tiffin, IA.....	319-351-9091 • 800-383-9091	Recycled Parts Plus, Crivitz, WI.....	866-837-2039
Hollander, a Solera Company,.....	763-553-0644 • 800-825-0644	RJ McClellan, Inc., St Paul Park, MN.....	877-525-4589
Plymouth, MN		S & L Auto Parts, Inc., Kellogg, IA	641-521-0156
I Buy Converters Too, Joliet, IL.....	779-435-0333	Shine Bros. Corp., Spencer, IA.....	712-262-5579 • 800-262-5579
Iowa Independent Auto Dealers Assoc, Panora, IA.....	641-755-4177	Sioux City Compressed Steel, Sioux City, IA.....	712-277-4100
Integrated Recycling Technologies,	763-295-6992 • 877-892-9194	United Milwaukee Scrap LLC, Inver Grove Heights, MN	651-552-9008
Monticello, MN		Ward Enterprises, St Anthony, IA	641-477-8334
JP Salvage & Core LLC, Des Moines, IA.....	515-865-0010	Washer Systems of Iowa, Des Moines, IA.....	515-289-1844
Legend Smelting & Recycling, Spring Valley, CA.....	800-697-5556	Wheeler's Auto Body Supply, Waterloo, IA....	319-234-3414 • 888-294-1320

Support our associate members! We appreciate their sponsorship and expertise in our industry. The feedback we get at the associate member conference calls is invaluable. Thank you! Check the website Associate Member page for the 2012 schedule at www.IowaAutoRecyclers.com.

**We want to see you at the 18th Annual
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President & Founder
The Growth Leader
Overland Park, KS

Friday Tours:
Capital City Auto Recyclers
Jim DeFreece Auto Parts
Olston's Auto Recyclers
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Jay Ringenberg
Deputy Director
NE Department of
Environmental Quality
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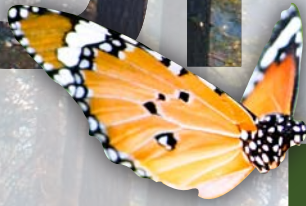



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