



# Missouri NEWS

## Auto & Truck Recyclers

Serving the Membership of the Missouri Auto & Truck Recycler Association

February/March 2016

### What's Inside...

From the President... Cover

Board of Directors.....3

Facebook: Fad?  
Or Here to Stay?.....4

Associate Member  
Listing.....4

MATR Member Listing.....5

Tools For Success -  
Make it Your Bucket List...6

Thanks to All of Our  
Sponsors & Exhibitors at  
our 2015 Annual Meeting...7

MATR Membership  
Application.....8

#### ARA News:

- *Mike Swift Becomes the President of the Automotive Recyclers Association.....9*
- *Takata Airbag Problems and Issues Continue . 10*
- *HOLD THE DATE! Mark Your Calendars for the 2016 Hill Day, Legislative Summit Meeting and Board Meetings -April 17th thru the 19th!... 10*
- *Hazard Communication Standard: Safety Data Sheets (SDS) Replace Material Safety Data Sheets (MSDS)..... 11*

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## From the President

*By Jason Tourville*

The New Year brings many thoughts to my mind. I thank God for this life. I think of family and friends and how much they mean to me. I am thankful for this nation and pray for its direction. I think about what worked well last year and what needs to improve in the coming year.

One thing on my mind is keeping things classy in 2016. People and businesses that are class acts are a beacon to those around them. We are drawn to them and try to emulate what they do. They stick out for good reasons.

Hebrews 10:24 says, "Let us think of ways to motivate one another to acts of love and good works." As auto recyclers, we are families in the business of helping others. People come to us in their time of crisis and they have at least two major problems when they call. Their transportation is down and it is going to cost them money to fix it. We are able to meet their needs in the best way. We save them money, time, provide for our families and recycle while doing it. That is a good work, but how can we do it better?

Let's encourage each other in the coming year to do acts of love and good works. I am going to do my best to lead by example and bring people around me up and not down. I am going to give praise for jobs well done and use mistakes to teach instead of letting them get the best of me. I am going to remember to be quick to listen and slow to speak because it's better to be thought a fool than open my mouth and remove all doubt. I am going to work with our clients, my employees and other recyclers every day to get high quality recycled auto parts into the hands of people that need them. I look forward to working alongside all of you to keep our industry classy in 2016. Make plans now to meet this fall in Kansas City at the MATR Convention for some classy fun, food and fellowship. See you then.

Jason Tourville  
Highway 160 Auto Recycling



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# Missouri Auto & Truck Recyclers News

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295 River City Blvd.  
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### Missouri Auto & Truck Recyclers News

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**Be sure to consider our Associate Members FIRST for your business needs.**

**Visit our website for full contact information [www.matronline.com](http://www.matronline.com)**

## Facebook: Fad? Or Here to Stay?

*By Theresa Colbert*

I thought I would bring up those 2 words that put fear into the heart of a business owner:

### *"SOCIAL MEDIA"*

First, let's define social media. Wikipedia says: **Social media are computer-mediated tools that allow people to create, share or exchange information, ideas, and pictures/videos in virtual communities and networks.** To me, this includes Facebook, LinkedIn, Twitter, SnapChat, Instagram, Pinterest, and so many more. Today I'm going to focus on the long-running and still-popular Facebook.

Facebook was launched in 2004 and was open to the public in 2006. I, personally, started on Facebook in 2008. I was still at NuParts then, and had customers asking me to get on social media. My kids were on MySpace and I did not want to intrude on "their space" so I signed up for Facebook. It was actually pretty cool. All of the sudden I had a face for the people I spoke to every day! We could see each other's kids, dogs, cars, and businesses! I reconnected with friends I had not seen in years! After a while, I could see it was a huge source of "Free Advertising" for a business. I started the NuParts Facebook page. We highlighted "employee of the week," letting the customers see who they

were talking to every day. We offered "Tuesday Trivia" with interactive trivia questions. (Due to Facebook rules you are not allowed to offer prizes for these games.)

I am still on Facebook almost every day. I like seeing what my family, friends and customers are up to! I am not the only one! Did you know?

- I am one of over 1.3 billion users
- 75% of whom log in every day
- These users check their Facebook an average of 11 times a day

Does this seem like a good source of free advertising for you? Maybe you would like to see some more numbers?

- 890 million people log into Facebook every day
- 318.9 million was the population of the USA in 2014

**890 MILLION people! They log in approximately 11 times a day EACH!**

The thing is, you may not even know people are watching your page. They don't hit "like" or "share" or even post anything themselves. Then, one day, I walk into a yard and someone says "I can't believe they only gave you two pillows





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### Southern Metal Processing

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at your hotel last week!" My first thought was, "were you at my hotel last week?" I then remember that anyone who watches my Facebook knows that I am an admitted "pillow snob" and that any less than 6 pillows is unacceptable and that I prefer 8 of them! What I had also forgotten was that I had added this person to my Facebook about 4 years ago. Since they never post, I did not even remember that they were on there! Even though this happens to me on a regular basis, as I was doing the research for this article I was still shocked! I had no idea of the huge numbers that were logging in!

What can you do to increase your Facebook presence?

- Post pictures of new cars that come in
- Post pictures of your pets or interesting things at your yard
- Ask for "likes" and "shares" on your page to get your name out there
- As I said before, employee pictures and trivia questions are always good
- Post something every day - 890 million people can't be wrong

Have a great month! As always, if you have any questions for me, please email me at [TheresaC@Car-Part.Com](mailto:TheresaC@Car-Part.Com) or call my cell at 859-802-2382 - and to those of you who have called, text and emailed me - THANK YOU!!!

## MATR Regular Members

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

# Tools For Success - Make it Your Bucket List

*By Ron Sturgeon*

If I had to summarize the tools I've used to become successful and not all are financial, they are: (not in any order).

1. Always do EXACTLY what you say you will, to EVERYONE
2. Surround yourself with people that are smarter than you.
3. Surround yourself with people that can do what you don't, won't or shouldn't do, or that can do it better than you.
4. Become an effective leader. Not a boss, a leader.
5. Have a mantra of constant development and improvement.
6. Be technologically savvy.

7. You simply must keep perfect credit.
8. Understand the financials and operating metrics.
9. Rely on peers and other professionals, including consultants, to help you, being judicious about the cost of course
10. Be willing to promote yourself, talk about your successes and mentor others, sharing.
11. Learn marketing and advertising.
12. Learn to think strategically.
13. There is no substitute for an extreme sense of urgency.
14. Be the 80 percent person.
15. Host weekly meetings with all key employees, with an agenda.
16. Learn to delegate; tolerate mediocrity and the value of five seconds.
17. Share with others, listen, be collaborative – you simply don't know what you don't know
18. Don't be afraid to be a rebel – Push back, think out of the box, but be strategic and analytic about it.
19. There's plenty of money. Be patient and prove you can plan and then execute against a plan.
20. Don't create a solution for a problem that doesn't exist and don't breathe your own exhaust (get enamored by your own ideas excluding others).
21. Watch and understand your competitors but don't focus on them.
22. Positive energy – There is no other way to survive the grueling crawl to success.
23. Systems run like watches, people can let you down
24. Understand how your world is going to change
25. Do hard stuff first and have a good work ethic and a strong sense of urgency.
26. Have "positive dissatisfaction" about everything.
27. If you make me look good and I make you look good, then we will both always look good. Apply it and teach it, demand it.
28. Customers are for life
29. Business success is a three-legged stool



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29. Business success is a three-legged stool

In coming months, I will discuss each of these in more detail, so get your pen and pad ready! I will no doubt add to this list as I work though it, as I share these important tools with you.

Understand how your world is going to change – Many successful people start businesses, but their skills were limited to what they did. Chefs cook great and they may even be great leaders in the kitchen. But it's important to understand in a new role as owner that the employees are counting on you to run the restaurant. They know you can cook; it's not enough. Can you hire and fire, deal with clients, do the marketing, bring the clients, handle the legal stuff and keep track of the money. Until you've learned those skills, you are going to be frustrated and your team will be frustrated and you won't be an effective leader. Remember, they are counting on you to be the leader. It took you years to learn to cook, but you won't have years to learn all the rest of the stuff!

**Remember only you can make business great!**

Ron Sturgeon, founder of Mr. Mission Possible small business consulting, combines over 35 years of entrepreneurship with an extensive resume in consulting, speaking, and business writing with 9 books in print. A business owner since age 17, Ron sold his chain of salvage yards to Ford Motor Company in 1999, and his innovations in database-driven direct marketing have been profiled in Inc. Magazine. After the repurchase of Greenleaf Auto Recyclers from Ford and sale to Schnitzer Industries, Ron is now a sought-after consultant and a successful real estate investor.

As a consultant, Ron shares his expertise in strategic planning, capitalization, compensation, growing market share, and more in his signature plain-spoken style, providing field-proven, and high-profit best practices well ahead of the business news curve.

Ron is a web expert, but he is also an expert in helping all types of small businesses become more successful and more profitable. He has helped owners in industries from restaurants to law firms with a wide variety of business issues, including sales, promotion, production, financial measures, business strategy, and planning for startups.

To inquire about pay for performance compensation plan consulting or keynote speaking, contact Ron by calling 817-834-3625, by emailing rons@MrMissionPossible.com, by mailing 5940 Eden, Haltom City, TX 76117, or online at Mr. Mission Possible.

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## **MISSOURI AUTO & TRUCK RECYCLER MEMBERSHIP APPLICATION**

### **Why Should You Join?**

- The MATR retains the services of legislative counsel in Jefferson City to monitor proposed new laws, changes in laws and proposed rule changes.
- The MATR publishes a newsletter 6 times a year at no charge with the latest information on business tips on subjects ranging from insurance, to updates on new products and services and more.
- The MATR maintains a web site at [www.matronline.com](http://www.matronline.com) featuring information about the industry for consumers, a membership and associate member on-line roster with direct links to their web sites.
- The MATR produces an annual convention & trade show featuring exhibitors showing off their latest products and services.
- The MATR maintains an office reachable 24 hours a day, 7 days a week by phone or fax
- All this and more for only \$400.00 a year!

**Please Return to:**  
P.O. Box 1072  
Jefferson City, Missouri 65102-1072  
(573) 636-2822  
Fax: (573) 636-9749  
[www.matronline.com](http://www.matronline.com)

Date of Application: \_\_\_\_\_ New Member  Renewal

Company Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Business Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Owner/Key Contact \_\_\_\_\_

E-Mail: \_\_\_\_\_

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

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

**Please check one:**

- Regular Member \$400.00
- Associate Member \$275.00

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MATR  
P.O. Box 1072  
Jefferson City, MO 65102-1072

*Additional Locations are charged \$200.00 annually*

**Thank you for your support!**



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## ARA News

*From Automotive Recycling Weekly Reprinted with permission*

### Mike Swift Becomes the President of the Automotive Recyclers Association

MANASSAS, VA – Professional Automotive Recycler Mike Swift of Swift's Trails End Auto Recycling, in Des Moines, Iowa, gave his inaugural speech as the President of the Automotive Recyclers Association (ARA) at the 72nd Annual ARA Convention & Exposition held October 7-10 in Charlotte, North Carolina. His tenure on the Executive Committee of the Association, where he has served as Secretary, Second Vice President, and First Vice President, continues in a leading role to help shape and guide the Association's initiatives and directives.

"I am honored to take the reigns as President of ARA and to continue to play a role in preserving and promoting the work of professional automotive recyclers," said Swift in his acceptance speech. Swift, a long standing ARA and Certified Automotive Recycler (CAR) member, is extremely active in the industry as a cutting-edge automotive recycler and leader in his community. In his first remarks as ARA President, Swift urged all members to put forth the effort to fuel the passion that he saw first hand during his travels to professional automotive recycler facilities this past year. He encouraged all to "live the dream" so that ARA can remain strong and continue to be an invaluable resource to its members. He promoted the ARA CAR and Green Recycled Parts Programs as great branding tools for the industry. He ended his speech by reciting the lyrics to the leading song in the Broadway play, Man of La Mancha, "To Dream the Impossible Dream," and challenged his colleagues to make the impossible dream.....possible.

During the evening program, Swift recognized the ARA staff, his mother, wife, children as well as close family friends from Iowa who travelled to Charlotte

for his inaugural ceremony. Swift credits his Dad - his hero - for teaching him the business from the ground up, starting in 1979. He hopes to carry on his Dad's legacy by giving his all to the ARA Presidency - working with his fellow recyclers and ARA staff to increase market opportunities for professional automotive recyclers. His colleagues know Swift as a leader who empowers people to get things done so it should be a very busy year.

Swift served as the IAR past Vice-President and Presidents, is a current board member of the Iowa Automotive Recyclers and the Chairperson for Government Affairs in the state. In addition, Swift's Trails End Auto Recycling was the first yard in Iowa to be I-CARE certified. On the ARA side, Swift was the regional director in 2009 and 2011 and the Regional Director Chair from 2010-2012.

Since 1943, the Automotive Recyclers Association (ARA) represents an industry dedicated to the efficient removal and reuse of "green" automotive parts, and the proper recycling of inoperable motor vehicles. ARA represents the interests of over 4,500 auto recycling facilities in the United States and fourteen other countries around the world. With programs such as the Certified Automotive Recycler Program (CAR), Green Recycled Parts, and other partnerships, ARA members continue to provide consumers with quality, low-cost alternatives for vehicle replacement parts, while preserving our environment for a "greener" tomorrow.

To learn more about the Association, visit ARA's Home Page at [www.a-r-a.org](http://www.a-r-a.org) or call (571) 208-0428.



## Takata Airbag Problems and Issues Continue

The U.S. District Judge in Miami, Federico Moreno, who is overseeing all the Takata airbag class action lawsuits, recently ruled against a motion filed by the Honda Motor Company and Takata Corporation to toss out a class action lawsuit by millions of vehicle owners, including the suit filed on behalf of ARA against Takata. The lawsuit was initiated by vehicle owners who allege that Takata and automakers violated anti-racketeering laws and as a result of these violations, the owners' vehicles have lost significant value.

Other suits alleging death claims are quietly being settled by Honda. It is reported in the trade press that four of the six U.S. death claims have been resolved with the families of those killed by the defective airbags.

In other Takata news, Japan has banned the use of Takata airbag inflators in future vehicles. Also, the country is mirroring recent U.S. action and setting timelines for certain components in the airbags to be phased out. Specifically, the use of ammonium nitrate without a desiccant, thought to be the problem with the exploding airbags, will be phased out by June 2016.

Approximately 19.2 million vehicles in the U.S. have been recalled since 2008 because of defective airbags that can rupture sending metal shards into the driver or passenger.

## HOLD THE DATE!

*Mark Your Calendars for the 2016 Hill Day, Legislative Summit Meeting and Board Meetings  
April 17th thru the 19th!*

Mark your calendars and plan to come to DC this April to participate in the critical annual Hill Day, Legislative Summit and Board meetings that your ARA sponsors to help you educate policy makers on the legislative issues important to the professional automotive recycling industry. The sessions will start on Sunday afternoon, April 17th with an ARA Board Meeting open to all attendees, followed on Monday, April 18th with a full day Legislative Summit with a legislative briefing. Hill visits will complete the April Washington DC meetings on Tuesday, April 19th from 8:30 - 4pm.

Also back by popular demand is the location for the meetings. We will once again be staying at the W Hotel in the downtown area which is just a quick cab ride away from the Capitol and one of the area's popular properties. The rate is \$315 per night.

We know that you have many demands on your time and businesses, but we need you to help educate policymakers on the critical role our profession plays in the automotive parts supply chain and the professional management of end of life vehicles.

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## MATR Dates of Interest

**2016**

April 17-19

ARA Hill Days & Legislative Summit

May 13

Last day of Missouri Legislative Session

Fall of 2016

MATR Annual Meeting

October 26-29

ARA 73rd Annual Convention & Expo, Baltimore, MD



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## Hazard Communication Standard: Safety Data Sheets (SDS) Replace Material Safety Data Sheets (MSDS)

As reported previously, the Hazard Communication Standard (HCS), revised in 2012, requires that the chemical manufacturer, distributor, or importer provide Safety Data Sheets (SDSs) (formerly MSDSs or Material Safety Data Sheets) for each hazardous chemical to downstream users to communicate information on these hazards. The information contained in the SDS is largely the same as the MSDS, except now the SDSs are required to be presented in a consistent user-friendly, 16-section format.

Employers must ensure that the SDSs are readily accessible to employees for all hazardous chemicals in their workplace. This may be done in many ways. For example, employers may keep the SDSs in a binder or on computers as long as the employees have immediate

access to the information without leaving their work area when needed and a back-up is available for rapid access to the SDS in the case of a power outage or other emergency. Furthermore, employers may want to designate a person(s) responsible for obtaining and maintaining the SDSs. If the employer does not have an SDS, the employer or designated person(s) should contact the manufacturer to obtain one.

By June 1, 2016 OSHA expects employers, and everyone else covered by the HazCom Standard, to be in full compliance with the SDS provisions in HazCom. Employers also must update the written HazCom plan as necessary, updating workplace labels as necessary, and training employees on new hazards.

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