



Missouri NEWS

Auto & Truck Recyclers

Serving the Membership of the Missouri Auto & Truck Recycler Association

June/July 2012

Winning in Today's Economic Climate

By Joe Caruso

If the world economic crisis is negatively affecting you and/or your business, I have some advice for you...stop worrying about it. There's next to nothing you can do to fix it, and worrying about it certainly isn't going to help anything. If you really want to help yourself and your business, there's another crisis you should be focusing on. It's one that nobody is talking about and yet nearly everyone is suffering from. It's also a crisis that you can actually do something about—and by doing so—you can help yourself fare better in these challenging economic times. Believe it or not, it's called an Identity Crisis.

Economic Crisis, or Identity Crisis, in Businesses?

What does an identity crisis have to do with you, especially during these turbulent economic times? Let's start by shedding some light on what an identity crisis actually is. Erik Erikson, the ground-breaking developmental psychologist and psychoanalyst, said that **people experience an identity crisis when they lose "a sense of personal sameness and historical continuity"**. Further, **only those who fully address this crisis and find a way to see themselves differently and in a way that is more congruent with the new and different world they find themselves in will survive and thrive.**

I think that description just about sums up what is happening in business today. American businesses and workers are in an Identity Crisis. Let's start to look at what is different from the continuity and sameness of the world we knew.

- Government is going into business, and businesses are going out of business in ways that are unprecedented since the Great Depression.
- A bonus has gone from a perk to a pejorative.
- The corporate jet, once a sign of success, is now viewed as a sign of excess.
- The financial markets, which are largely based on predictions and projections, are a mess, because both are based on a sense historical continuity which has recently been rendered irrelevant.

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From the President

By Brad Schwartz

"I need a part for my Chevy Taurus."

I assume we've all gotten that call. You know the one that either makes you smile or become irritated. Sometimes you might only get one a month, or in some areas, on a daily basis. Entertaining calls of misinformation and misdirection. The problem is if you are busy and back-logged with parts to check and shops to phone, the humor could be overshadowed by annoyance and frustration.

Sometimes helping a customer means wading through their confusion to help assess what part they actually need. It can be difficult to show patience with customers who need a part but don't know the basic information about their own vehicle. Your frustration level might click up a notch when they tell you it is NOT even their car, but that they are calling for their brother, boyfriend or girlfriend. It might click up again when they keep screaming at the person in the other room who actually owns the vehicle.

MATR Dates of Interest

July

18 Governor must sign/veto bills

August

28 Effective date of bills signed
(Unless emergency date is specified)

September

12 Veto session convenes

November

16-18 2012 MATR Annual Meeting
Camden on the Lake, Lake Ozark, MO

Anyway, I thought it might be fun to collect a few of the more entertaining comments and stories that I've heard from fellow recyclers.

"I need a part for my Buick."

"What model Buick do you have sir?"

"It's an Ackerman." (The name of a local dealership)

"I need a left front passenger side mirror for my Impala."

"Do you buy cars?"

"Yes we do, but we would need to look at it. What is the location of your vehicle?"

"It's in my driveway."

"Is this Henry's auto salvage?"

"Yes it is."

"Do you sell used auto parts?"

"I need a driver's side spindle for my 08 Accord."

"Sir I do have that spindle in stock. Figure seventy five dollars."

"Seventy Five bucks!! The other salvage yard told me ten dollars!"

"Well then I suggest that you buy the part from the other salvage yard."

"Yeah, well they don't have any in stock!"

"I need a part for my Mercury Lesabre."

"I need a back windshield for my car."

"I need the left rear door glass for my Camaro."

"Do you have an engine for a 1989 Fusion?"

"I need a mirror for my Chevy."

"What kind of Chevy do you have?"

"It's a car."

"No sir, I mean what model of Chevy."

"I don't know. I gotta go look. Hold on for a minute. The car's outside parked on the street."

"Hey, this is Paul's Tire Shop. I need a wheel for a 03 Neon."



“What size wheel do you have, and is it steel or aluminum?”

“I don’t know. Let me go check.” Now wouldn’t you expect a professional tire shop to have all that information in advance before calling?

“Ma’am, that door glass is \$100 dollars.”

“Listen sugar, I don’t have any money right now, but I’m sure we could work something out...” (Several recyclers near strip clubs tell stories about dancers coming in wanting to trade ‘services’ for parts.)

“Sir, I don’t think it’s a good idea to put this Crown Vic windshield in that Escort sedan, especially with 3 passengers riding with you.” It makes me wonder when customers want parts loaded in unsuitable vehicles. How often have you loaded an engine or transmission in someone’s trunk or on the passenger front

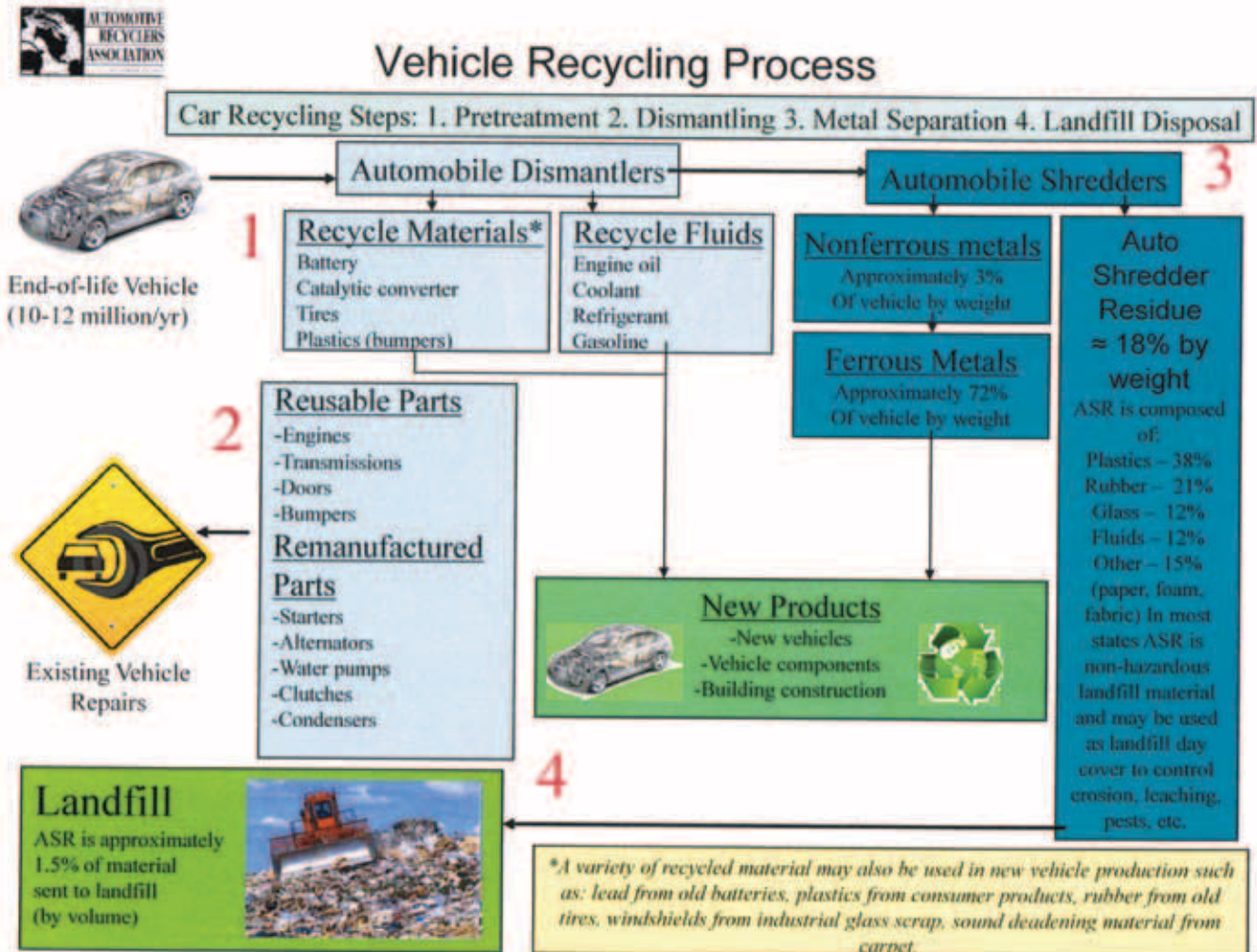
seat? How about a rearend in a backseat or a quarter panel in a station wagon? We’ve seen customers work miracles to get a part into their car or a truck.

“I need a wheel for my husband’s car. He busted it coming over here.”

“Yes ma’am. What type of vehicle does your husband have?”

“Hey you! What’s your name?! They want to know what kind of car you got!”

Obviously we are the professionals, and it is our job to guide the innocent and uneducated. But sometimes, the questions and comments can sure lighten a long and difficult day at work. Maybe if everyone in the industry sent me some of their funniest stories I would have enough material to publish a best-seller!



MATR Legislative Update

By Randy Scherr MATR Executive Director

As the 2012 Missouri General Assembly winds down through its final five days of session toward a May 18th Adjournment, MATR has been actively working on several bills of interest. House Bill 1150 by Representative Smith and Senate Bill 557 by Senator Brown would clarify in the statute that the owner of a rebuilt salvage vehicle would not be required to repair or restore the vehicle to its "original" appearance in order to pass the vehicle inspection. This has been a major concern of sev-

eral members in the past where their vehicles have failed inspections because of very minor damage that remained on the vehicle. Both of these bills have passed their original houses and are under consideration in the opposite body. Both have a reasonably good chance of passing.

Three bills have been filed relating to the purchase and sale of commodity metals and catalytic converters. All bills attempt to ratchet down the restrictions on the purchase of metals. MATR was very active in the passage of the original statute five years ago and continues to monitor these bills in order to ensure that MATR members are not adversely affected when purchasing vehicles containing, as a minor component part, metals that are regulated. As in the original statute we have been successful in exempting purchases where the metals are minor component part of the larger item.

Senator Engler has introduced Senate Bill 633 which would provide for a scrap metal operator to purchase older vehicles on a bill of sale. This bill originally raised some concerns among the MATR Board as well as the Missouri State Highway Patrol because of its potential impact on theft. Many of those concerns have been addressed and a "comprise bill" is currently under consideration in the House.

A comprehensive report on bills that are passed by the Legislature and any impact they may have on our membership will be sent out following the end of the legislative session.

Should you have any questions regarding legislative issues please don't hesitate to contact the MATR office.



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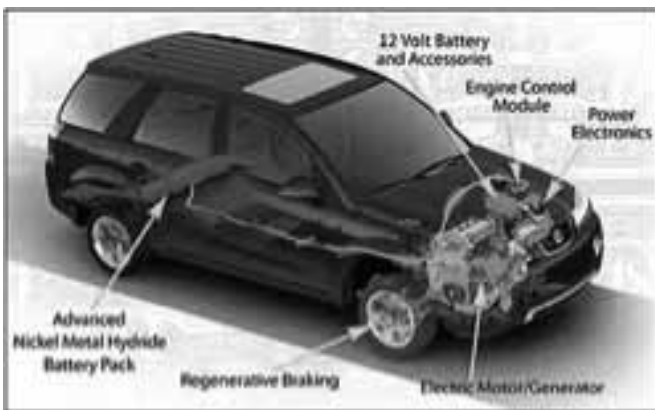
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Hybrid Vehicle Dismantling Guide Highlights

By Sue Schauls

A hybrid electric vehicle works like this:

1. Gasoline is stored in a fuel tank for use in the internal combustion engine.
2. Electricity is stored in a high voltage (HV) battery pack used to power the electric motor(s).
3. One or both sources are used to power the vehicle.



Key terms in HEV technology:

The Continuously Variable Transmission or CVT is located between the gas engine and the electric motor. Honda called it INTEGRATED MOTOR ASSIST or IMA.

REGENERATIVE BRAKING is the vehicle's ability to use the electric motor as a generator by capturing energy of friction normally lost in braking.

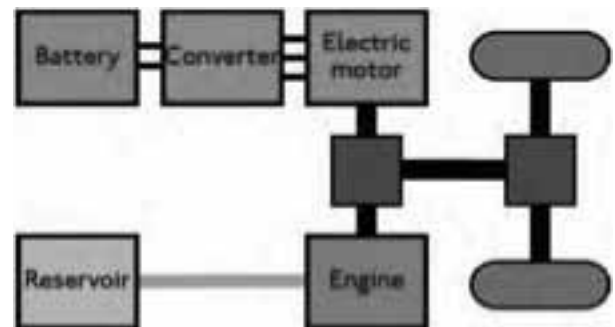
By the end of 2016, J.D. Power expects there to be 159 hybrid and electric vehicle models available for purchase in the U.S. market. This is a significant increase from the 31 models in 2009.

HEV Power Systems

Hybrids are classified by the division of power between sources. Both sources (electric motor and gas engine) may operate in **PARALLEL**, to simultaneously provide acceleration, or operate in **SERIES** with one sources exclusively providing the acceleration and the second being used to enhance power. A **Series-Parallel** system is also possible with one primary power source and the other providing direct additional acceleration if required. *Accessories such as power steering and air conditioning are powered by electric motors.*

Parallel System

- Most common in HEV.
- Engine and electric motor connected to mechanical transmission.
- Use one electrical motor/generator as second power source and replaces starter & alternator (often located between engine and transmission).



Series System

- Referred to as Range-Extended Electric Vehicles.
- Driven by electric traction.
- The engine drives the generator and not the wheels.

- Electric motor matched to wheels, does not require transmission between engine & wheels.

Types by Degree of Hybridization

FULL Hybrid is a vehicle that can run on just the engine, just the batteries or a combination of both.

MILD Hybrid is basically a conventional vehicle with some degree of hybrid hardware but with limited features.

Hybrid Electric Vehicle Hazards

In addition to usual automotive hazards of flammable gasoline, 12 volt electrical shorts/fires and non-deployed airbags, HEV have high voltage safety issues.

For this reason cables on HEV are either

1. BLUE (42-volt) use CAUTION or
2. ORANGE (60-volt) use EXTREME CAUTION.



Create a buffer zone of a 3-foot perimeter with caution tape that does not have any metal items in it. Wear insulated gloves such as OSHA-approved "lineman gloves" and use a CAT III Meter.

Hybrid Electric Vehicle Safety Precautions

The right tools are absolutely mandatory:

1. Class 0/1000 Volt GLOVES
2. CAT III 1000 Volt digital multi meter (DMM)
3. Safety Glasses with side shields
4. Linesman type high voltage rescue hook



Hybrid Electric Vehicle Service Disconnect Procedures

1. Turn off ignition/ press power button off.
2. Remove key from vehicle (smart key systems may allow power ups if key is in the vehicle).
3. Disconnect 12-volt battery (for added precaution).
4. Remove/ switch off OEM HV battery disconnect service device. (DO NOT handle the HV Battery without Class 0/1000 safety gloves!
5. Test the part being removed with CAT III/1000 Volt meter.

Anything less than 15 Volts is safe to handle without gloves.



Hybrid Electric Vehicle Dismantling Guide was funded by EPA Grant EPA-OECA-OC-10-01 and CFDA # 66.305 through the Environmental Compliance for Automotive Recyclers (ECAR) compliance assistance center. <http://www.ecarcenter.org/>

About the author: Sue Schauls is an independent environmental consultant with automotive expertise. She is the Iowa Automotive Recyclers Executive Director & I-CARE Program Manager and the CCAR-Greenlink Technical Advisor.



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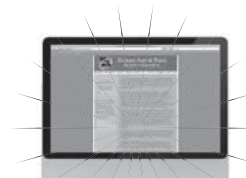
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Methods of Customer Service...continued from cover

American businesses are finding themselves in an environment they don't even recognize, let alone understand. How can they strategize to it?

The American Worker and the Identity Crisis

The American worker, who is trying to face this crisis with a can-do attitude, is experiencing an identity crisis as well. Our most experienced workers, people with 20 or 30 years of on the job experience, have never operated in a business climate like this. So, which part of their "experience" still has some value, and which part is weighing them down in this vast sea change?

Today's economic crisis is a real game changer. In fact, the game has changed so much that many of the old rules don't apply; and, what used to put you on the scoreboard doesn't necessarily do so now. What, if anything, can be done?

What Can a Single Business or an Individual Do About This?

The fact is this – there is very little a single business or an individual can do to directly fix today's worldwide economic crisis. That being said, it's important to remind ourselves that nearly every crisis has opportunity hidden in it somewhere. But those opportunities aren't always so obvious to us, nor are they always easy to find.

The way to find the opportunity in this economic crisis is to stop wasting our thoughts and emotions on what we can't control and start to focus them on what we can. The key here is to focus on getting past the identity crisis our times have created for us. **The critical first step when facing**

an identity crisis is to recognize and admit that you're having one. To not admit this is to continue to try to bring the same perspectives, definitions and approaches to a world that will no longer respond to them like it used to respond. This is a great recipe for a heaping serving of failure and frustration. Yet it is exactly what most businesses and individuals across America are doing today. They're "redoubling their efforts", or adjusting budgets and costs against the same plan and approach to the market that they had when they were in a vastly different market environment. They are, in fact, "holding on" until things go back to the way they were.

Stop Seeing Yourself in the Old Context

Instead, the best hope for a business or an individual to survive, and even perhaps thrive in this new business environment, is to learn how to see themselves differently in the new context of the new environment.

Identity, whether corporate or individual, has many elements to it. For example, a business can have a brand identity. It can be said that Apple is a cool brand compared to its rival Microsoft. Or its identity could be reflected in the way it goes about doing its business differently than its com-

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petitors, like a Southwest Airlines. The same can be said for individuals. For example, identity theft refers not to someone stealing your soul or your mind, but rather to someone using the aspects or elements of you that banks and businesses identify you by—your credit cards, records, and key relevant personal information.

How we see ourselves is a foundational element of our identity. When the world has changed so drastically that it sees us differently, meaning that it responds to what we do and how we do it differently than it used to, **we need to step back and find a way to see ourselves differently in that new world.** It is only through this process that we can find a way for the world to respond positively to us once again. To hold on to the same view of ourselves and the world, and wait for things to get back to the way they were (which, believe it or not, is the current approach for most businesses and individuals in this country right now) will cause greater hardship and possibly even failure. This is evidenced by the increasing numbers of business closings and home foreclosures.

How Do You See Yourself (or Your Business) in the New Context?

So how does one begin to see oneself and one's business differently? It's important to step back and reevaluate what is and what was, and the distinction between the two. For example, as teenagers start to become full-fledged members of adult society, some aspects of how they see themselves must change in order for them to be successful adults.

The law views them differently. Their employers view them differently. The world has a different

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set of expectations for them, so they too must become aware of these distinctions and adapt their behavior. This requires that they learn to see themselves differently. A young adult that doesn't do this will find themselves in a sorry state sooner or later. There's no way around it. When businesses look at their products differently, they bring us innovations like coolers with wheels and handles, all temperature laundry detergents, and plastic squeezable ketchup bottles that stand upside down. When they look at themselves differently, they find new business models the way Apple created iTunes and car companies created their own financing arms as business units and profit centers.

When businesses have the courage and insight to look at themselves differently, salespeople can begin to see that selling doesn't consist of giving the customer what they want, the way they want it, for the price they expected—that's order taking. (The internet has contributed to this now common approach to sales.) Selling actually only occurs when the customer happily leaves with something more than what they came to purchase, usually (but not always) because they spent more than they had originally intended. Similarly, smart customer service doesn't occur when a company does everything it can to make the customer happy, any more than it can come about when a company does everything it can to qualify for some national customer service award, regardless of how it affects the bottom

line. Rather, the best measure of good customer service is doing the absolute least to appear outstanding in the mind of the customer. All efforts beyond that cut into profits. That's a fact.

In my extensive work on the subject of transformational thinking, including keynoting events all over the world on the subject, counseling Admirals and CEO's on the subject, and working with their respective commands and organizations, I have found

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the following to be true in every case. [While every one of my clients is unique and requires a specialized strategy to the market, I can tell you with great authority, that these next few sentences are true and applicable for anyone who will read them.

3 Steps for Getting Closer to Winning

1. There is close to nothing on your calendar or to-do list right now that is more urgent and more critical than to stop what you're doing and the way you're doing it, and identify the clear distinctions between the world you used to work in, and the world you work in today.
2. Once you have made these distinctions, you can contemplate, strategize and plan on how you need to see yourself and your business in a way that can set you up to succeed in this new economic world. This creates congruency between how you see yourself and your

business, and how the new economic world sees you and your business.

3. With that congruency established, your next step is to compellingly convince yourself, and your fellow workers, that there is much to be gained by letting go of who they were and grabbing on to who they need to be. If this acceptance occurs among the leadership and again throughout the organization, then any subsequent plans and processes will work to the new definition, and therefore work more successfully than hanging on to any unexamined process or plan that plays to old definitions that worked in the old world.

Crisis indeed has opportunity in it. Though it may seem difficult to believe for some of us, today's economic crisis, while unprecedented, definitely has opportunity in it. This is not positive thinking or some form of optimism. We know that some people and businesses will profit from these times. Those who have the courage to see the world as it is now, versus how it used to be, and those who understand the distinctions and the implications of the distinctions, and who are able to let go of past versions of their world to adjust their thoughts and behaviors to the present economic environment, will find their opportunity.

We Enter Each Phase of Life as a Novice

It is said that we enter each age of life as a novice. If you, or your company, have the courage to admit that this is true, you have just begun to take the first necessary step to positively dealing with your current identity crisis and to finding a way through this current economic crisis, rather than be a victim to it. It's the best you can do – and perhaps, it's all that you'll need. And, if I may be so bold, if a critical mass of workers and companies did just that, it could just become the ultimate solution to the larger economic crisis.

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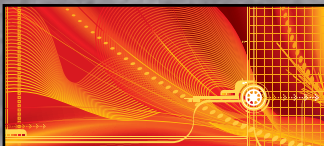
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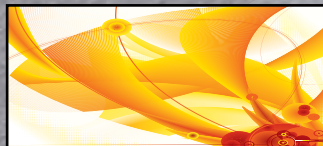


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