



Missouri NEWS

Auto & Truck Recyclers

Serving the Membership of the Missouri Auto & Truck Recycler Association

June/July 2022



2022 MO/IL Convention & Trade Show

Get Your Motor Running & Your Wheels Turning

at Gateway Classic Cars, O'Fallon, IL

Seminars & Events include: **October 7 & 8, 2022**

- **U-Pull-It:** What is happening in the metal market
- **Maximizing Core Sales**
- **Car-part latest and greatest**
- **VET Environmental and MATR Board Meeting**
- **Mike Kunkle:** Attracting, hiring and keeping great employees
- **Round table discussion on how to cut costs and save money during inflation**
- **Succession Planning**
- **Hybrid/Electric Vehicles Battery Training**
- **Saturday Evening 2-Hr Dinner Cruise**

Save the Date!

See Page 6
for Exhibitor
Info

Tentative Schedule *All subject to change*

Friday - October 7th

- **Begin with open registration at Noon.**
- **Concurrent Meetings & Seminars beginning at 1 until 4**
- **Trade show opens at 5 – 10 with Cocktails, Auction and Reception on the trade show floor**

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- **Tradeshow & Lunch with exhibitors from 11 – 1pm.**
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MATR's 2021-2022 Officers and Board Members



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chris@rich-industries.com

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Ruth Ann Mott (2023)
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417-532-3914
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Dennis Roberts, Jr (2022)
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Kingsville, MO 64061
(816) 697-3535
dennis@countylineautoparts.com

Curt Saxbury (2022)
St. James Auto & Truck Parts, LLC
14655 Co. Rd. 3610
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(573) 265-3294
curt@stjamesautoparts.com

J.C. Shoemyer (2024)
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901 County Lane Road
Monroe City, MO 63456
(573) 735-4800
jshoemyer@jcautoparts.com

Dean Yancey (2022)

Yancey Auto Sales
24067 Highway J
Perry, MO 63462-2017
(573) 565-3508
dean@yanceyauto.com

St. Louis (2)

Brent Baumgarten (2023)
Countryside Auto & Truck Parts
392 Zoar Church Road
Wright City, MO 63390-1612
(636) 928-6792
brent@countrysideautoparts.com

Eben Shantz (2023)
Modern Imports
7908 Alaska Avenue
St. Louis, MO 63111
(314) 638-6040
eben@modernimports.com

(Ex-Officio)

Kansas City (2)

Ryan McDill (2024)
All Star Auto Parts
3130 Wheeling Ave.
Kansas City, MO 64129
(816) 921-9999
rjmgd9@hotmail.com

Joe Richardson (2023)
RICH INDUSTRIES
4120 Winchester
Kansas City, MO 64129-1800
(816) 861-3200
joe@rich-industries.com

At-Large Members (2)

Liberty Auto Salvage
3628 Cass Ave.
St. Louis, MO 63113
(314) 531-4141
autotheatrics@aol.com

Mitch Sorrels (2022)
Sorrels Auto and Truck Parts
4313 I-70 Drive Southwest
Columbia, MO 65203
573-445-4451
mitchell@sorrelsautoandtruck.com

Associate Members (2)

Marty Satz
Midwest Insurance Consultants
9666 Olive Blvd., Ste. 303
St. Louis, MO 63132
(800) 449-1151
marty@midwestici.com

Drew Van Devender
Car-Part.com
104 S. Pine St, Ste. 2
Florence, AL 35630
(256) 765-2315
drew@car-part.com

MATR Regular Members

- | | |
|---|--|
| 74 Auto
573-472-2400 | Liberty Auto Salvage
314-531-4141 |
| A-1 Auto Recyclers
573-442-4343 | LKQ Four States
417-624-8016 |
| All Star Auto Parts
816-921-9999 | LKQ Heavy Truck Marshfield
417-859-6349 |
| Al's Auto Salvage & Sales
314-382-6112 | Mack's Auto Parts, Inc.
314-638-5422 |
| Archway Auto Salvage & Sales, Inc.
636-671-1120 | Midway Auto Parts, Inc.
816-241-0500 |
| B & W Truck Repair, Inc.
573-393-2357 | Modern Imports, Inc.
314-638-6040 |
| Busy Bee Auto Salvage & Sales Inc.
816-331-2156 | Mott Auto
417-532-3914 |
| County Line Auto Parts
816-697-3535 | Nuelle's 4x4 Salvage
660-584-7989 |
| Countryside Auto & Truck Parts
636-928-6792 | Pick n Pull
916-689-2000 |
| Davis Auto Wrecking & Sales LLC
816-229-3432 | Premier Auto Rebuilders & Truck Salvage
417-532-5555 |
| Delta Auto Parts & Salvage, Inc.
573-379-5438 | Rascal Flats
660-388-6389 |
| Fierge Auto Sales
800-252-9025 | Rich Industries
816-861-3200 |
| Forty Three Auto Recycling
417-781-7904 | Rogers Auto
417-532-3731 |
| Highway 160 Import Salvage, Inc.
417-725-2643 | St. James Auto & Truck Parts
573-265-3294 |
| Hillsdale Auto Parts
314-385-9950 | Sorrels Auto & Truck Parts
573-445-4451 |
| J.C. Auto & Truck Parts
573-735-4800 | Trump Trucks
877-238-7409 |
| Jack's Auto Salvage
636-947-6005 | Vander Haag's, Inc.
712-262-7000 |
| Johannes Auto Sales, Inc.
573-243-3506 | Yancey Auto Sales & Parts
573-565-3508 |
| Late Model Auto Parts
816-483-8500 | |

MATR Associate Members

- | | |
|---|---|
| Alter Metal Recycling
Council Bluffs, IA
712-328-2601 | Marty Satz,
Midwest Insurance Consultants LLC
St. Louis, MO
800-449-1151 |
| Car-Part.com
Fort Wright, KY
859-344-1925 | Springfield Iron & Metal
417-869-7372 |
| Interstate Metal Processing
Jonesburg, MO
636-256-7400 | |

Newsletter content and association membership inquiries should be directed to:

Randy J. Scherr, MATR Executive Director
Email: rjscherr@swllc.us.com

Check us out online at www.matronline.com

Find us on

Missouri Automobile and Truck Recyclers Association

Find information on membership including the membership application at www.matronline.com/associate.html

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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. Articles may be edited for length. Articles that are advertising in nature may be labeled as such.

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

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Ron McClellan, Advertising

Sheila Cain, Layout & Design

High Gas Prices

By Chris Richardson

People all over the United States are feeling personally victimized by the high prices they are paying at the pump. Within the past few years we have went from paying the lowest prices for gas that we have seen in decades to the highest. Those high prices are causing pain for small businesses like ours just as much as our customers.

Many small businesses had to reinvent themselves during the pandemic and this includes salvage yards. We went from face to face sales to online sales. We used to hand customers a part & now many customers request contactless pick up. Just as things were getting back to "normal", or the new "normal" we get hit with the issue of sky high gas prices. And now we are reimagining our business model yet again.

It is nearly impossible to do business as usual when gas prices are out of control. Fuel prices affect small businesses in a number of ways, from overhead expenses and available service area to the pricing of products. If gas prices continue to rise many of us will have no choice but to pass along the cost to our customers.

As you all know, salvage yards utilize vehicles as part of their daily operations. We all deliver parts. This means we are being hit harder than most. We will have to plan out routes with extra care before vans leave. There cannot be any

unnecessary trips now. And even with proper planning, many of us are thinking of adding delivery fees each time we deliver a part. Or even a delivery subscription service like Amazon Prime. For a once a year fee we will continue to deliver to customers who sign up for this service for "free" (after the subscription is paid). When customers sign up for a subscription they are more likely to go back to that retailer because their delivery is free. It works for Amazon. How many of us order from amazon because its "free"? It works. Utilizing this business model we can generate more repeat customers because of the subscription fee while also funding fuel costs. The subscription wouldn't lock-in a price on parts, just delivery.

I'm not saying that this is something that is right for you, or even us. It's just an idea. And with sky high gas prices we all have to think out of the box to continue to be profitable & keep going. But one thing is certain. No matter what, we can all make it if we work together.



“It Makes No Never Mind”

Musings to Kick off Summer 2022

By Paul D’Adamo, RAS “Core Hunter”

I found the phrase “It Makes No Never Mind” in an article printed in “Discover MAINE,” a monthly magazine highlighting the Midcoast Region of the state we lovingly refer to as Vacationland. While not the official state motto, Maine is called Vacationland due to its natural beauty that has lured vacationers for decades as a place where visitors can find endless places and things to do . . . in all seasons.

What? Never been to Maine? You have no idea what you’ve missed. Sandy beaches, frigid ocean temperatures, lobster shacks, rocky coastline, mountainous trails, acres of natural forest, unique town names (Poland, China, Paris), massive lakes, strange accents, lighthouses, Moose, and a state big enough to stretch from New Hampshire and Massachusetts to Canada. Yea, it’s that big! Approximately 6-7 hours from Kittery to Caribou! If you vacation here, you must adopt an ‘It makes no never mind’ state of mind to truly enjoy it all.

Bill Bell, the Executive Director of the Maine Recyclers Association, invited me to their Annual Meeting on May 26. I gladly accepted the invitation and made plans to visit recyclers on the way up and back from the meeting. I stopped at J&J, Daney’s, Cumberland Salvage, Lashin’s, M&P, Randy’s, Paul’s Pick a Part, and Aable Auto Parts. Exhausting, but worth it! Harry Hall,

Owner of Hall’s Garage and President of ARARI, joined me on the trip. The Recyclers meeting was awesome, with topics discussed including the recently passed Catalytic Converter bill, updates from the Department of Environmental Protection (DEP), metals market update, and a few words on NEXPO and QC for Cores by yours truly. This was the first meeting held since the pandemic, and we had full attendance with approximately 50 people. There was a lot of catching up, and it was great being in the company of so many hard-working recyclers.

“It makes no, never mind” is a phrase that captures the spirit of Summer where one puts aside their work hat and adopts

a more casual mental state, where you could sway one way or another on any given subject, topic, or activity. When presented with several options of activity, you might say, “It makes no, never mind what you do, I am laying in this hammock for the next couple of hours.”

As Recyclers, it is difficult to turn off “the business.” Many operations are still open six days a week. We must remember that stepping away from the day-to-day activities is good for the body and soul, essential for your employees and families, and a great time to enjoy the fruits of your labor.

*‘It Makes No Never Mind...
continued to page 8*



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2022 MO/IL Convention & Trade Show

Get Your Motor Running & Your Wheels Turning

at Gateway Classic Cars, O'Fallon, IL
October 7 & 8, 2022

Exclusive Trade Show Hours

All event's will be held at the Gateway Classic Cars, 1237 Central Park Dr., O'Fallon, IL 62269.

Silent auction item at each Exhibitors table.

Exhibitor Exclusive Time: This is a great opportunity to share your products with our industry members

Seminars & Events include:

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- **Maximizing Core Sales**
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Saturday Evening 2-Hr Dinner Cruise

Gateway Arch Riverboat Cruises, Skyline Dinner Cruise

The two-hour cruise features live music, a chef-inspired menu and captivating views of the St. Louis skyline.

\$58/person (incl. gratuity) - cash bar available.

Please sign up on the registration. Seating is limited



Help with Live Auction

Please consider donating a service or item for the Friday night Live auction. This item can be a product or service from your company, or any item that you think would get the bidding going in our live auction.

Your donation and support is much appreciated!

Sponsorships Available

Thank you for your support!

All sponsors will be acknowledged throughout the event!!!

Prime Exhibit Space and Sign Recognition

Event Sponsorships Friday Night Auction
Friday Night Cocktail Bar
Saturday Lunch Saturday Dinner Cruise

Exhibitors that need to ship direct to the venue, please send to:

Gateway Classic Cars
1237 Central Park Dr.
O'Fallon, IL 62269
Attention: Allie Ojeda

Hotel Info

Four Points by Sheraton St. Louis

- Fairview Heights

319 Fountains Pkwy
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Visit www.IllinoisAutoRecyclers.com for reservation link or use this QR Code.



Special room rate of \$125 if you mention

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CUT OFF DATE is September 6, 2022

Contact information:

Michelle Lechner
2912 Andy Rd
Springfield, IL 62702
877/880-2874 fax: 877/747-7597
Email: ILLautorecyclers@aol.com

Full payment is required and must be received with application. Space will not be held without payment & forms. We reserve the right to reject any application ATRI & MATR deems as inappropriate in nature.

If a company's application is rejected, payment will be refunded. After acceptance of this application, all contract for space will be sent to the applicant.

We accept checks payable to:
Auto & Truck Recyclers of IL.

Exhibitor Registration

Set up: Friday, October 7 Noon - 5pm

Tear down: Saturday by 2pm

Show Hours: Friday, 5pm - 10pm • Saturday, 11am - 1pm

Gateway Classic Cars, 1237 Central Park Dr., O'Fallon, IL 62269

Company Name _____

Names for Badge(s): _____

Address: _____

City/State/Zip: _____

Ph: _____

Email: _____

Website: _____

Exhibitor Space *Make selections below.*

Electricity, Internet, & Meals included with registration for up to 4 people. Exhibit tables are assigned as they are received on a first come, first serve basis.

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Saturday Lunch \$2000 \$ _____

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Radio 5-minute Spots *Multiple* \$200 \$ _____

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*'It Makes No Never Mind...
continued from page 5*

While I tend to be a high energy person with lots of questions and lots to talk about, Harry and I enjoyed a leisurely lunch at Cindy's Dockside in Poland (yes, that's a town in Maine), and Friday, I managed to get to the coast in Freeport for my beloved "Lobsta Roll." Life is good!

Questions on QC Counts for Cores? Contact Paul at pdadamo@coresupply.com or 401-458-9080

Pictures Sell Parts!

By Theresa Colbert

If you sell on Car-Part.com, Car Part Pro, eBay, Amazon, or any other internet market, you may have seen other recyclers taking really awesome pictures. I have to be brutally honest here (if you know me, you already knew that!). Some of you are not taking great pictures of your parts, or even any pictures at all. This is a problem. Let me explain my reasoning.

Why are images so important?

Images give customers confidence that they are buying the correct part, and that it is in the condition they expect. When you are making a purchase online and the item does not have a picture, do you look at it, or just skip to the next one? I skip to the next one. Actually, in a study that I read, 60% of consumers are more likely to consider or contact a business when an image

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shows up in local search results (according to JeffBulas.com, Oct. 2017).

When I am out visiting recyclers, or helping them virtually, I am shocked at the number of recyclers who don't have any part images at all! I would at least like to see a vehicle record picture on the part, if you can't get to the actual part right away. I am not sure about other inventory management systems, but I know that in Checkmate, we have many tools that allow us to map the pictures to the parts, either at time of inventory, or later when we are taking pictures of individual parts. I am sure most other systems have something, as well.

My point is, some of you are not using this very valuable tool! I can help with some tips and tricks that my customers use to get really great images on CarPart.com.

For vehicle record photos:

- You want to make sure that you are showing a good overview of the entire vehicle for your salespeople and for your customers. If the damage is horrific, try not to have that as your first picture. The first picture is the one that will show up on websites before any others. (Sometimes you may even want to mark the worst images as "private," so that the general public does not get scared away by your photos).
- Be sure to get enough angles of the outside, some of the inside, perhaps the engine compartment,

wheels, and the production tags from the doors. This helps when a customer is looking up a part at 2am and can't call you to ask, "is this paint code Magnetic Gray Metallic?" He can just see the J7 and know it's the right one.

For individual part pictures:

- The first picture should be the "floating white background." This is what eBay wants. This is what Amazon wants, and most importantly of all—this is what Google wants. Even if your parts are not on any of these sites right now, don't you want to be prepared for the future?
- Here's what Google does not want in that first picture:
 - Your company name and logo. They don't want any writing at all.

- Your part tags, stock numbers, or OEM numbers. Remember, they don't want any writing at all.
- Your dog or cat—as much as I love animals, they can't be in the first picture!

The rest of your images can be taken just like you always do. You don't want them looking like stock photos that are not yours. If you like, you can put your logo, stock number, or dog on any of the other images.

As always, if you have any questions or need help with images, please feel free to reach out to me: TheresaC@car-part.com or 859-802-2382.

Thanks and have a great month!

Marty Satz



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MISSOURI AUTO & TRUCK RECYCLER MEMBERSHIP APPLICATION

Benefits of Membership

- MATR retains legislative services in Jefferson City to monitor proposed new laws, changes in current laws and proposed Rule changes all to protect the business interest of our members.
- MATR publishes a newsletter 6 times a year at no charge with the latest information on business tips, and other subjects ranging from insurance, updates on new products and services and more.
- MATR maintains a web site at www.matronline.com featuring information about the industry for consumers, A part search, newsletter archive, and an on-line membership roster with direct links to member web sites (if available).
- MATR produces an annual convention & trade show featuring exhibitors showing off their latest products and services. This is a great networking opportunity to share and learn from other recyclers. See what works and what doesn't.
- MATR maintains a relationship with the Sterling Group to provide credit card processing at a reduced rate for members.
- MATR maintains an office reachable 24 hours a day, 7 days a week by phone or fax.

Date of Application: _____

New Member

Renewal

Company Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Business Phone: _____ Fax: _____

County: _____

Owner/Key Contact Name: _____

Owner/Key Contact E-Mail: _____

Please check one: Regular Member \$400.00 Associate Member \$275.00

Additional Locations are charged \$200.00 annually

CHECKS SHOULD BE PAYABLE TO MATR

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.

All Missouri recyclers are encouraged to join MATR and
make a difference by getting involved.
Support your state association and reap the benefits!

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

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Missouri Auto & Truck Recycler News



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- Labor data

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