



# Missouri NEWS

## Auto & Truck Recyclers

Serving the Membership of the Missouri Auto & Truck Recycler Association

December 2013/  
January 2014

## MATR's 2013 Annual Meeting

By Brad Schwartz

The 39th Annual MATR Convention, Meeting, and Trade Show was held October 25-27 in Hannibal Missouri, and was highlighted by a yard tour and visit to J.C. Auto & Truck Parts. We also held our annual membership meeting, and elected new officers and Board of Directors. There were 60 people in attendance, representing 15 yards, 14 exhibitors selling their wares, and 5 sponsors who each funded specific events.



Mark Baumgarten and Brad Schwartz

The General Membership Meeting and the Board Meeting both went smoothly. We reviewed and discussed any legislation that would affect our industry. A financial report was distributed showing that MATR is financially secure for the upcoming year. The new MATR Officers elected into office are:

- President - Mark Baumgarten from Mack's Auto Parts**
- Vice President - Brent Baumgarten from Countryside Auto**
- Secretary - Jason Tourville from Highway 160 Import Salvage**
- Treasurer - Miles Fanning from 43 Auto Recycling**

New members elected to the Board include: Curt Saxbury from St. James Auto & Truck, Colin Daugherty from Delta Auto Parts, and John Whitener from Auto Parts Company. Eban Shantz was elected to replace his father Loyd on the Board, who retired this year. Also, I was honored to receive a cool marble plaque for my two years of service as president.

I thought the Convention was successful and enjoyable. It was great to see people in our industry that I rarely get to spend time with anymore. I also got to meet a number of individuals that I have only spoken with on the phone. The Friday evening reception was relaxed, and provided an opportunity to catch up with friends. The next afternoon, after breakfast and the board meetings, we went on a tour of J.C.'s facility. If you have never seen his operations, it is definitely worth a road trip. It is an impressive first-class operation, and I believe sets a standard for the rest of our industry. He also served a terrific lunch to our group.

President's letter... continued on page 4

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### Missouri Auto & Truck Recyclers News

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*President's letter... continued from cover*

That evening, after dinner, we were entertained by a ventriloquist named Greg Claassen. Besides his amazing skills with his craft, he was hilariously funny. He picked on several people in the audience, including Jack Sumner from AI's, Loyd Shantz from Modern, and yours truly, but the funniest by far was Randy Smith from Archway. I could attempt to describe what happened with Randy, but I think this is one where you just had to be there.

I also want to mention it was great to see a couple of the old timers from our businesses that have been around for many years. That would be the wise and knowledgeable Randy Fierge and Jim Johannes. I could mention some others, like Bruce Mott (Rogers), Dean Yancey (Yancey's), Jim Fanning (43 Auto), and Loyd Shantz (Modern), but they might take offense to being called old timers.

Our regional director from the national organization -ARA was also in attendance. Mike Swift out of Iowa is a strong advocate for the needs and protection of our industry. I also want to thank the exhibitors who joined us at our convention, and I encourage our membership to review that list and partake of their services.

Finally, thanks to Randy Scherr and Sarah Goldman for coordinating this event and for keeping MATR a strong voice for the Missouri Automotive Recycling community.

## MATR Dates of Interest

### January 2014

8 Legislative Session Begins

### May 2014

16 Legislative Session Ends

### October 2014

19-25 ARA Convention  
Nashville, TN

### November 2014

21-23 MATR Annual Meeting  
Camden on the Lake  
Lake Ozark, MO

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## 2013 Annual Meeting

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***Thank you to all of our members who attended,  
see you next year!***

## JC Auto & Truck Parts Receives Award

JC Auto & Truck Parts, an Automotive Recycler in Monroe City, Missouri, was recently given the recognition of having the highest quality recycled parts and part preparation as it conforms to the PRP standard. The award was voted on by the member facilities of the North America Region of Team PRP. Josh Myers, production manager for JC Auto & Truck Parts, was presented with the award at the annual PRP North America Sales meeting held in Dallas, Texas. Team PRP is the largest national network of over 130 independent auto recyclers united in providing top quality replacement parts, exceptional warranties and personal service to the professional repairer.



**JC Auto and Truck Parts  
wishes to thank all of the  
Recyclers and vendors who  
attended the MATR  
Annual Meeting  
and Yard Tour.**

**We enjoyed having  
everyone at our facility  
and hope to see everyone  
at next years' meeting.**



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## Bold Transformation

Data holds the key to transforming the automotive recycling industry.

By Michael E. Wilson, CEO, Automotive Recyclers Association

The professional automotive recycling industry does not have to look too far in its rearview mirror to appreciate the type of seismic events that have transformed the American automotive manufacturing industry throughout the past several years. As the Big Three (General Motors, Chrysler and Ford) continue to emerge from the brink of financial ruin with the help of bankruptcy protection and other federal assistance, the U.S. auto manufacturing industry's foundation and processes have changed so dramatically that its future success now depends on the participation of multiple stakeholders and more innovative market opportunities.

The professional automotive recycling industry is not immune to the effects of such volatile changes within the automotive sector and has responded to these market challenges by adopting new and creative acquisition and consolidation methodologies.

The catalyst for this dramatic transformation is information. There is not a single factor greater than information that is driving the extraordinary changes and advancements within the professional automotive recycling industry. Data drives almost every aspect of a professional automotive recycling business. From the value of automotive parts inventory, insurance claims processing, collision body and mechanical shop estimates to stakeholders' access to the original equipment (OE) information, data provides the backbone to a sustainable business model for professional automotive recyclers.

### Telematics

With the \$170 billion auto insurance market facing its own set of unique challenges, automotive insurers around the world are responding with cutting-edge telematics solutions. Through wireless technology, telematics devices record and transmit real-time data from vehicles back to insurers. Insurers can then use this data to develop more sophisticated pricing models,

improve risk management assessments and lessen potential losses through enhanced claims processing.

When used in combination with information technology and analytics, telematics give auto insurers the ability to transform the data explosion into major competitive advantages. Rather than making educated guesses about a driver's risk based on traditional factors, such as age, gender, miles driven or accident history, insurers can now make pricing judgments based on hard data and focus on indicators with a more definite connection to actual incidents.

According to a recent report by Celent, a research and consulting firm with U.S. offices in Boston, New



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York and San Francisco, specializing in the application of information technology, the benefits from telematics will go beyond just merely being able to more accurately price risks for insurers. Claim improvement opportunities are possible, including better fraud detection, reduced cycle time between accidents and the first notice of loss, along with quicker and more clear-cut settlements before the involvement of third parties.

The telematics opportunities for insurers also have significant ripple effects within the professional automotive recycling industry. The technology is likely to modify driving behavior and patterns, leading to fewer miles driven and fewer accidents. These outcomes will reduce the number of total loss vehicles, resulting in a decrease in the need for quality recycled parts.

In 2010, Progressive Insurance, Cleveland, moved aggressively to the forefront of telematics-based auto insurance with its Snapshot policy coverage. The program is predicated on real-time data collection to calculate risk based on driving habits and mileage. The information is then used to calculate more precise premium rates and routinely results in insurance prices that are, at minimum, 30 percent lower than those offered by the competition to the same drivers. In a Securities and Exchange Commission filing, Progressive says annual premiums for customers choosing the Snapshot policy

exceeded \$1 billion out of a total of more than \$16 billion in net written premiums for 2012. Progressive is not alone in offering telematics-based driver programs. State Farm, Allstate, Hartford and Liberty Mutual also are moving forward with the technology and programs of their own.

## Electronic Parts

According to a recent report by U.K.-based IMS Research titled *The World Market for Automotive OEM Electronic Systems – 2013 Edition*, the global market for automotive electronics is set to increase to \$240 billion in 2020, an increase of more than 50 percent from the \$157 billion in 2010. Driven to new levels of importance by government and automotive manufacturers' safety initiatives, the proliferation of automotive electronics will challenge the professional automotive recycling community to secure the necessary data that will enable it to compete in this emerging parts procurement sector.

With the explosion of sophisticated computer components in motor vehicles, consumer need for access to quality economic alternatives to new part replacements is growing. Regrettably, consumers are faced with a number of challenges in the procurement of quality recycled OEM (original equipment manufacturer) electronic parts.

While automotive parts interchangeability has existed since the 1930s, the rapid advancement of automotive electronics has made all aspects of the recycled parts industry more difficult. The proliferation of electronic parts makes exact part matches even more critical. A robust parts interchange accessible by professional automotive recyclers has and will continue to be an important service for the industry. However, specific part identification numbers and parts inventory data integration are vital for professional automotive recyclers to efficiently and cost effectively provide

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consumers' greater access to quality recycled OEM parts for the repair and service of their motor vehicles.

### **Data And Inventory Quality**

American drivers make nearly 25 million automobile insurance claims each year, and insurers, in turn, spend an estimated \$100 billion annually to cover those claims. Most insurers and automotive repair shops use specialized computer software to estimate the cost of repair or the value of replacement in the event of a total loss. These software systems rely heavily on data and play a decisive role in the automotive repair industry. CCC Information Services, Inc. and Mitchell International, Inc. are two of the largest companies in the estimates markets. Audatex North America, Inc. is another significant competitor for sales of partial loss estimating and total loss valuation software.

As the professional automotive recycling industry matures, so does the level of its electronic integration with the major estimating companies. These companies provide insurance companies, along with collision and mechanical repair shops, direct access to comprehensive recycled parts inventory. In turn, these data create opportunities for professional automotive recyclers to list their parts on millions of repairable estimates each year.

As insurance companies seek greater availability of insurance-quality parts alternatives, the parts solution providers are making significant investments in technology to better filter automotive recyclers' parts inventory. It is here that professional automotive recyclers must ensure that their inventories are meeting the Automotive Recyclers Association (ARA), Manassas, Va., Damage Codes and Parts Grading standards. These important standards allow for the use of unified descriptions among all parties involved in selling, buying and installing recycled automotive parts. The greatest extension of recycled parts integration into estimating systems can eliminate the need for phone calls along with reductions in parts back orders and delays which can slow cycle time.

### **Automotive Recalls**

Professional automotive recyclers process millions of OEM parts per year and resell them to consumers,

service repair facilities and other interested parties. Being able to readily distinguish those parts that pose a safety concern is of paramount interest to the industry.

In November 2012, the ARA submitted comments to the National Highway Traffic Safety Administration (NHTSA) calling on the agency to require more comprehensive parts data from the automobile manufacturers. NHTSA is currently drafting regulations that would govern motor vehicle and equipment safety recalls as mandated under the Moving Ahead for Progress in the 21st Century Act (MAP-21), Public Law 112-141, signed into law July 6, 2012.

ARA supported the MAP-21 legislation because it builds on current requirements which state that, among other things, manufacturers must provide reports to NHTSA on defects in motor vehicles and will now require manufacturers to submit other information for vehicles covered by recall campaigns, including the vehicle identification number (VIN).

To effectively implement the scope and purpose of this new law, ARA maintains that NHTSA also should require vehicle manufacturers to submit information to the database that describes the OE part identification numbers for both the "recalled" part and the "remedied/replaced" part, along with build sheets complete with textual part descriptions, published service and recall bulletins, remedy/repair procedures and all current and superseded numbers for the recalled items.

Once this data is submitted to the database, NHTSA will need to group them in such way that they can be accessed by third parties in a "batch" format so that these parties can download the complete recall database into their locally installed inventory management systems. This will allow individual inventory management systems to integrate this data so that the information reaches all levels of the automotive supply chain in a streamlined manner. Without this data transfer, NHTSA's efforts to make recall information more available to all consumers in the automotive supply chain will fall short of its intended results.

### **Adapting To Change**

The advancements in motor vehicle design and significant investments in technology that auto manufac-

turers and insurers are making have changed the way all industries in the American automotive sector must plan for the future. Those seeking to keep up with the rapid transformation of today's automotive marketplace must likewise adapt and recognize the need for access to data and play a role in deciding how that information is used.

The proliferation of electronic component parts highlights the importance of parts data to the success of the professional automotive recycling industry. The potential benefits of telematics and integrated wireless technology—many of which have yet to be realized or imagined—and increasing electronics integration within estimating software and the insurance industry are themes that will establish themselves as basic characteristics in the future.

The professional automotive recycling industry has experienced drastic changes throughout its history, and automotive recycling businesses have responded by adapting and transforming to remain vibrant and sustainable players in the automotive parts market. More than ever before, data will drive almost every aspect of a professional automotive recycling business. Recognizing this will be fundamental to building sustainable business models in the future. It is with this confidence that ARA is continually working to secure access to data for its members and investing significant educational, governmental and other resources to ensure that its members are fully equipped for the future.

*The author is CEO of the Automotive Recyclers Association, Manassas, Va. He can be reached at Michael@a-r-a.org. Reprinted with permission from Recycling Today Media Group, www.recyclingtoday.com.*

## One of the Most Expensive Mistakes a Business Leader Can Make

**Don't Neglect the Fifth Column, AKA, the Culture of Your Organization**

*By Joe Caruso*

Emilio Molo was a general with the rebel forces during the Spanish Civil War. He predicted in a radio broadcast that Madrid would fall – not only through the efforts of the four columns of troops approaching the city, but also by the efforts of an additional column of supporters hiding within the city, poised to join the invaders.

On October 17, 1936, William P. Carney, a New York Times correspondent, alluded to these supporters as “The Fifth Column.” The term became even more popular in 1937 when Ernest Hemingway used it for the title of his new play about the Spanish Civil War.

Business has much in common with war (also see: The Four Rules of Engagement). Both require great leaders, loyal troops, a well-defined chain of command, as well as sound strategy and execution.

Great leaders of successful businesses realize the importance of properly managing their columns. For the purposes of this comparison, I'll argue that the **five columns in business are:**

- **Assets:** The bottom line.
- **Operations:** Day-to-day business.
- **Resources:** People, information, technology, equipment, etc.
- **Marketing:** The image thrust and approach to the market.
- **Culture:** The prevailing approach to communication, productivity, service, cooperation and change.

In this age of acquisitions, mergers, downsizing and reorganization, most top-level managers (CEOs, presidents, and COOs) are chiefly asset managers, as well as

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promulgators of the vision. Senior to middle level managers usually focus on operations resources and marketing. **So who's managing the fifth column...** those inside forces who can become passionately aligned as either valued allies or dangerous subversives? In most cases, it is left unmanaged. Perhaps the most common, and quite possibly most expensive mistake made by today's business leaders is that **they don't take responsibility for managing one of their most powerful and influential columns – the culture of the organization.**

The culture of the organization is usually looked upon as something unmanageable or not worth the effort. The fact is that this fifth column is capable of determining, to a great extent, the success or failure of all the other columns.

Think about how many great battles and wars were won or lost based on how the fifth column was managed.

There are countless studies about the economic benefits derived from treating employees as valuable assets, including Gallup's ongoing Employee Engagement study, which tracks data on the profitability differences between companies with actively engaged employees vs. the opposite (read: pay attention to culture).

Evidence suggests that treating employees as valuable assets, investing in employee development and training programs and using innovative workplace

practices create companies that are more profitable than those that don't.

In order for a culture to change, the management must first take responsibility for the existing culture and commit to making the necessary changes in their approach to management. (This can also point directly to how the company hires, develops, and chooses their managers: see our blog on creating a hiring rubric.)

*The leaders of any organization must realize that they are either managing the culture, or the culture is managing them. Either way, the leadership is responsible.*

In business or in battle, the power of the fifth column (the great influencer) should not be ignored or overlooked. It's time for business leaders to understand the value of going beyond buzzwords and slogans in trying to affect the culture of their organizations. Because in these turbulent economic times, the fifth column could mean the difference between victory and defeat.

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# Avoid the Kiss of Death of Your Business

By Christine Corelli

Whenever I deliver a presentation on leadership or business success, I pose this question to my audiences. Typical responses are... "Not taking action." Or, "Not using social marketing." Or, "Poor customer service." All of these are good answers, but not the one I want to hear.

Here's the answer I'm looking for: "Doing things the same way you've always done them...maintaining the status quo." I have yet to have an audience member provide that answer, yet most business leaders know it's true.

It's time to reinvent, re-energize, and refocus your business so that it is new, different, and more customer-focused. Take Walgreens for example. Their executive team chose a bold, patient-centric, outcomes-focused strategy and reinvented their business by dramatically improving what they do best - their delivery of health care.

In the past, their stores were split between retail and pharmacy/health care products and services. In their new business model, the company devoted more store space to health care. An all-new health and wellness wing was introduced. It included a remodeled pharmacy, a clinic where customers can walk in and receive professional health care, and a room where patients can receive health screenings and immunizations in a private area.

They now have a private brand of staples products called "Nice!". They also improved their customer service. I haven't been in every store, but there are several in Chicago I've been to, and I've seen that Walgreens' employees are definitely more helpful and friendly. I've noticed this improvement myself.

What about your company? You may not be a giant retail chain, but can still reinvent your business. Where should you start?

If you've ever heard me present or read any of my articles, you know that I'm a firm believer that everything starts and stops with leadership.

1. Start with your leadership team. Look at your offerings. Can you expand? How about your capabilities? Where can you improve? Opera-

tions - how can you streamline your processes? Now, marketing and advertising - Create eye-catching ads and marketing campaigns that will amaze customers. How about creating a character like the Aflac duck? No one ever heard of Aflac before that duck. Of course, this depends on the nature of your business, but it sure works for Flynn's Tire and Automotive - see their "Flynnie." How about your tag line or slogan?

2. Work with your leadership team to create a smart competitive strategy that is fresh and new and includes the customer experience. Notice, I didn't say *customer service*. Forrester Research Vice President and Research Director Harley Manning defines the customer experience as "how customers perceive their interactions with a company along each step of a customer journey, from discovery, to purchase and use, to getting service."
3. Involve your employees. You can avoid the kiss of death and kill the status quo by having them go through every touch point. Then, listen for breakthrough ideas that can enhance the customer experience, and implement the best. Don't be afraid to be different, and don't be afraid to fail.

Avoiding the kiss of death and killing the status quo involves a great deal more.

For now, ask yourself this question: What will happen if your competitors kill their status quo before you do?

Reinvent the way you do business and avoid the kiss of death. Kill the status quo.

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## URG Opposes Repairer Mandates by Insurers

October 10th, 2013 – Austin, Texas – The United Recyclers Group (URG) Board of Managers are announcing their decision not to endorse the use of the online parts procurement tool developed by Parts Trader. This comes in response to the recent announcement by State Farm Insurance mandating the nationwide use of this tool by their program repair facilities. “Mandatory usage of PartsTrader in its current form does not serve the needs of the auto recycling industry, the collision industry, or vehicle owners,” says Don Porter, URG Executive Director.

“We are committed to working with State Farm, the nation’s largest auto insurer, to resolve the concerns of URG members,” says Don Porter. “Our members question the value of paying a parts procurement business like PartsTrader with the hope of their parts being included and selected when recycler’s parts data is provided to insurers and collision repair facilities. This model increases the cost of repair parts provided by recyclers, and this cost will ultimately be passed on to consumers.”

Repairers and recyclers have developed long standing business relationships based on mutual respect, integrity and the quality of parts and services provided. URG opposes the mandatory use of any procurement tool which may weaken or potentially sever this relationship. The cost of parts and quality of service go hand in hand when a collision repair facility selects recycled parts. Mandates take away the freedom a collision repairer currently enjoys when selecting an auto recycler as a business partner. URG members feel that part selection and acquisition should not be based merely on the cost of the part, but also on the quality of the part and business acumen of the recycler who will ultimately supply the part.

URG believes online technology solutions help drive efficiency in the parts procurement process and create value. URG’s creation of URGNet, an interactive recycled parts database, is a product of that belief. Parts data from more than 500 URG auto recycler members provides users of different online parts programs with direct and immediate access to comprehensive

recycled parts inventory, availability and pricing. Keeping recycled parts available, affordable and competitive in today’s business environment were major considerations in URG’s decision not to endorse Parts Trader.

With over 500 members, United Recyclers Group, LLC (URG) is the largest group of progressive auto recyclers in North America. URG members work together in many innovative ways to improve and modernize the automotive recycling industry.

For more information, go to the United Recyclers Group website at [www.u-r-g.com](http://www.u-r-g.com), or call 303-367-4391.

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