



Missouri NEWS

Auto & Truck Recyclers

Serving the Membership of the Missouri Auto & Truck Recycler Association

February/March 2021

From the President

By Chris Richardson

Women in Salvage

A new era is upon us. We have a new president. For good or for bad, President Biden is now the President of the United States. However, for many people he is not the biggest change to the current administration, that would be our new Vice President. Kamala Harris is not only a person of color, but a woman. I can't tell you much about her politics at all, but I am excited to see if having a female Vice President will make a difference. Just as I am excited about the prospect of more women taking on roles in the salvage industry.

As most of you know, for years & generations, the auto recycling business has been an industry where men make up the majority. Yes, there have been women in various roles but I think we can all agree, for every 1 woman there are 10 men. I would like to see this change. Having the presence of more women in the industry could assist in quickly changing people's perception of what a salvage yard is.

This field is changing rapidly. The customers we have today, are not the same type of customers that our parents served. Women are multi-taskers. That is key to succeeding today. We need employees who can stay organized and do several things at once. Women do this. But, I do know that women don't always feel welcomed into roles in male dominated business. That is why we need to rethink the old ways of doing this and set our sights to the future. Being a business that employs women & caters to women will not only make women feel welcomed and empowered, it also creates a whole new customer base for our businesses.

Whether it's selling parts behind the counter, running an ebay store, pulling parts in the yard or managing inventory, we should all open our minds to the idea of women in the auto recycling industry.

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**Find information on membership
including the membership application at
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Missouri Automobile and Truck Recyclers Association

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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.

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2020, the Year That Never Was?

By Marty Hollingshead, Northlake Auto Recyclers

This is now September, and we are 9 months into 2020 and COVID-19. Let's look at 2020, and what does the rest of the year hold in store for us? What have we done, and what will we do?

Look at what has happened. With the pandemic, social isolation, social unrest, the economy, high unemployment, and not to mention politics, these are for sure anxious and uncertain times for us all. 2020 could very well be the year to forget.

What have you done during these times? How will you prepare for the future?

Back in late March because of the pandemic, the world was basically put on hold for 8 weeks. Businesses closed, travel came to a sudden halt, gatherings of any kind stopped, jobs were lost, and unemployment soared to rates we have never seen.

Our industry was deemed an essential business, so for all of us, it was business as usual, or was it? Our industry has always been "recession-resistant" but there are two things that can hurt our industry. They are: 1. if people stop driving, and 2. if we can't get product. For us, this was a real concern. The roads were empty, and this meant with less miles driven, there will be less breakdowns, accidents, less demand for

parts, as well as less salvage available for purchase.

With this in mind there were some tough decisions to be made: Do we keep everyone working, or do we lay people off? One of the things I take pride in, is that in 36 years we have never laid off anyone, or have not made payroll. I made the decision that we would keep everyone working, and would take advantage of this "time-out" to work on projects, and try to be better-positioned for when things got back to normal.

We have taken on more projects than ever this year, getting our house in order, as well as doing some large construction and improvements. We also knew early on that this would be a good buying opportunity, and we should load up on inventory because of the future shortage of product to follow.

It's now September, the pandemic is still here strong as ever, good salvage in shorter supply, and prices are high. Add to this the up-coming elections, and the fact that whatever the outcome is, half of the population will be upset. What will this mean? While this may seem like all doom and gloom it's really not, all things happen for a reason and this is no different. What can we do?

I like to use the analogy that business decisions are like playing pool. A good



pool player is not only thinking about the shot he is about to make, he's also thinking about how this shot is setting him up for his next shot after that. This is a great example of forward-thinking.

Do your best to take care of those that take care of you. They are your customers and your employees. We have all seen examples of companies that have prematurely laid off people, only to regret it later. There have been a few of my very good friends that are great, hard-working employees that have been loyal to their company, only to find out that when times got tough, the company did not do the same for them. One very talented friend has recently left a company like this. Remember this, employees and customers go hand in hand. Any company that does not care about its employees probably does not care about its customers. Any decisions you make, anything you do should be done with their best interests in mind. Your actions will be remembered long after this is over.

At times like this, we need to remember that there is strength in numbers, and we need to stick together and support the Associations that represent the best interests and the concerns of our industry.

Support PARTS! Support ARA!

And, most importantly...Support our Flag, our Military, our First-Responders, and our American Values!

Marty Hollingshead has been in the business since 1973 and the owner of Northlake Auto Recyclers, Inc., Hammond, Indiana, since 1984. Marty is the current Secretary of ARA, and is a board member of the Indiana Automotive Recyclers Association. Both Marty and Northlake have received numerous awards and recognition for excellence in the industry and the community. You can reach Marty by phone: 219-937-3960, or visit his website: www.narparts.com.



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United Catalyst Corporation: 20 Converter Recycling Tips from Our 2020 Instagram

By Becky Berube

United Catalyst Corporation is a North American-based processor of scrap catalytic converters that offers global refining services. Getting you the most from your converters with a process you can trust. We feel that an educated customer is our best customer. We know this industry can be hard to navigate but we have some expert tips to help you through the process of converter recycling.

#1 Tip: Always follow The Four P's of converter recycling profitability. You need a process, a program, and a partner you can trust. You also need to learn the power of Education.

#2 Tip: A Process You Can Trust – You can sell on assay instead of selling by the piece. You will need to be paid on a sample and assay that are official, accurate, and verifiable.

#3 Tip: A Program You Can Trust – You need to be able to get money when you need it to run your business. Getting you the most money from your converters should not mean you have to wait 3 months to get paid or until you have a truckload. With most processors, you have payment choices.

#4 Tip: A Partner You Can Trust – Selling on assay or recovery helps to eliminate grading scams and two-for-one sales because there is a test result that can be considered the basis for the sale. However even with this method, nothing is guaranteed. Working with a partner you can trust cannot be overstated.

#5 Tip: The Power of Education – We take a complex process and try to make it understandable and easy to use. Once you learn about your converters and your yard profile, you will increase your profits. No one will ever be able to take advantage of you again.

#6 Tip: Focus on the Numbers – We strongly advise our customers to know their count before they sell. If you do not have an accurate unit count, you will not know your true average.

#7 Tip: Understand the Importance of Weights – Next to knowing your unit count, the second most important piece of information is weights. Be sure your processor is mass balancing all weights IN and OUT of their facility. If you are missing weight, you are missing money.

#8 Tip: Making Sense of the Assay Report and Final Invoice – Both can look like mumbo-jumbo, but

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when you understand what should be on them, you are less likely to fall prey to any unethical practices and leave money on the table.

#9 Tip: One Way. Assay. – Assay-based selling with a process, a program and a partner you can trust (and verify) is the only way to maximize the money you get for your cats with any certainty. In life there is more than one good way to do most things. This is not true with converter recycling.

#10 Tip: Play the Long Game – Keep selling into the market on assay. Do not take unnecessary risks. Play the long game.

#11 Tip: Increase Your Averages – By switching to Assay, your average cat sale should be up anywhere from 5-45% depending on how you were being treated by your buyer.

#12 Tip: Be Meticulous – Be meticulous about safeguarding your converters: locks, video, counts, personnel. Even if it takes a large amount of time and money do whatever it takes. The primary responsibility lies with you.

#13 Tip: Never tell your buyer, You Know Where They Are – If you are selling by the piece, never say to the converter company, “you know where they are.” This is a license to steal.

#14 Tip: Mark Your Cats – Another way to safeguard against theft is knowing your count and secretly marking your cats. If your cat count is consistently short when you sell, start marking them in a way that is unknown. Pick a color each week or month and spray inside the cat. If someone takes your converter and tries to come back and sell it to you, you have got them.

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#15 Tip: Put Your Halves Aside

– If you are selling by the piece, never let the company put the halves on the truck until you inspect them. If a converter is worth \$300 and its three quarters full, why would you take half price when the guy is going to sell it as a full?

#16 Tip: Do Business with Good People

– Good people need to do business with good people. Screen your clients and customers. Know your customer (KYC) is a legal requirement to comply with Anti-Money Laundering laws (AML). Protect yourself and your business.

#17 Tip: Become an Educated Customer

– In converter recycling, the best recyclers know their numbers and partner with companies that educate.

#18 Tip: Audit your program

– Become a data junkie. Learn all the key metrics to avoid misleading data, like your average converter price, and track true sales. You will be amazed as you gain data points, how easy it is to get misled.

#19 Tip: Switch to Assay

– There is only one way to recycle a scrap catalytic converter. It must be de-canned, milled, sampled, assayed, smelted, and refined.

#20 Tip: Get All the Money for Your Converters

– How much money do you want from your converters? Your answer should be all of it. How do you get all the money from your converters? Process and sell them on assay.

If you have questions about this article or any issue pertaining to catalytic converter recycling, our team is here to as-

sist you. Recycling converters on assay is a journey. We hope you will rely on us at United Catalyst as your guide.

To subscribe to our daily e-newsletter or get Platinum Group Metal prices texted twice daily to your phone, TEXT Daily to 864-834-2003. You can also call us or email us at sales@unitedcatalystcorporation.com.

Becky Berube serves the recycling community as President of United Catalyst Corporation, Member of the Automotive Recycling Association's Educational Programming Committee, and is President of the International Precious Metals Institute.

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Let's Talk Recalls . . .

Who Says Money Doesn't Grow on Trees . . .

By *Katie Stark and Paul D'Adamo*

Many quotes make you think about the value of money. This is especially true when Auto Recyclers pay exorbitant prices for inventory and associated fees. Naturally, if the cost of goods continues to escalate, you must strive to extract more value from inventory. Money may not grow on trees, but in the auto recycling world, our job is to make money from our inventory tree; Scrap/Wrecked/Junk Vehicles. It is what makes us unique and part of an extraordinary system we call the automotive circular economy.

Non-part revenue, cores, commodities, and recalls need to be an integral part of an auto recyclers business model. I often hear "we don't have time to pull airbags or cores". My rebuttal question is are you pulling parts for your customers? Your core, commodity, and recall vendors are customers. In fact, we are a customer whose return percentage is ZERO. Some yards have taken it a step further and anointed a Commodities Manager to oversee the process of generating non-part revenue. They recognize the value of this material as part of the monetization of the vehicle's monetization and they will shake the inventory tree until every valuable item is recovered.

Value Proposition on Airbags

From a Scrap perspective, recovered airbags' value far outweighs their scrap value. At \$200 per net ton for scrap, the average airbag (average 15 pounds) returns a whopping \$1.50.

From a Time and Labor Perspective, airbags are a win-win. Most driver airbags take less than 5 minutes to remove, so even if you are paying a parts technician \$20/hour, it will only cost you \$5 for a \$55 part. Passenger airbags can take 10 - 20 minutes but the majority are removed in under 10 minutes once a parts technician has removed a few of the same type. Using the example above, that 10 minutes will yield \$60. Let's not forget that airbags have a one-way ticket to destruction, so there are no return costs involved, pack-

aging and freight are covered, and you are keeping your company safe from liability.

For auto recyclers with full dismantling shops, the opportunity is ripe for removing airbags. You have a dismantler with a full set of tools ready to recover parts when that vehicle comes into the bay. The more value they remove in the bay, the less extra time is devoted to chasing down airbags in the yard at a future time.

For Self Service, we would always recommend pulling the defective Takata airbags before de-pollution and being set in the retail yard. You will save money and time removing them while they are in a quarantine area rather than chasing them once they are out in the yard.

Stay Tuned . . .

We are awaiting the release of 5M+ airbag VIN's from GM. These are new Models to the Recalls. The announcement should be made mid-February. We have also been told that another 2M VIN's are coming from Ford in Q2. These airbags are not from new models of vehicles, but simply include the driver's side of the existing models on our list.

Questions on airbag recalls? Call or email Pauly D. the Recall Guy at 401-458-9080 or pdadamo@coresupply.com.



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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.

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New Member

Renewal

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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!**

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