

# FADRA

## NEWS



# Convention issue

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Legislative Call to  
Action on page 6





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## FADRA NEWS Issue 2, 2013

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*Brandon Auto Services, Inc.*

**Jim Seamans**  
*Jim's Auto Salvage*

**Bo Wroten**

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# PRESIDENT'S MESSAGE



*Jim Butler, Butler Auto Recycling*

Well, another great FADRA convention is in the history books! This was a great location, with tropical scenes even the most jaded Floridian would have appreciated. The resort and food were enjoyed by everyone who attended. The Hyatt Coconut Point in Bonita Springs, Fla., will be one of my all-time favorite locations.

Our speakers included Eric Schultz of aaa Auto Parts in Rosemount, Minn., Rian Garner from Counts Consulting in Dallas Tx., and John Spoto of 3M's Automotive Aftermarket division. We also had a lively "Ask the Experts" and Self-Service panel discussion including our own Bo Wroten, Cheryl Nelson, and David Rizzo.

We were joined by ARA Executive Vice President Michael Wilson and the Executive Committee of ARA. They clearly enjoyed themselves and got a lot of association business

done, and we appreciate the support that FADRA receives from our national organization. Also attending from ARA was The ARA Product Services Board of Directors. Expect to see some new things from this group in the way of salvage cars and trucks.

Most of all I want to thank all of those who worked so hard on this year's meeting: the FADRA staff, convention committee, and all the board members. Tim McMillon, Kim O'Dell, and many other people put a lot of hours in preparation so that our members could get educated and enjoy themselves with their peers in the industry. This year's convention was a success because of what everyone did to help. And the more we share ideas and issues, the stronger each of our businesses can become.

Thanks to all of you who attended this year's meeting and have supported FADRA throughout the year. We are already looking at convention sites and thinking about sessions for next year. If you have a speaker or session idea you would like to suggest, please contact me or Kim and we'd be happy to put it in the hopper.



**Find more useful information from your Professional Association, including procedures for applying for the Salvage Dealers License.**

**Visit your association Website!**  
**[www.FADRA.org](http://www.FADRA.org)**



## Calendar

### **October 10-13, 2013**

Texas Auto Recyclers Annual Convention.  
American Auto Salvage, Ft. Worth, TX  
Info: [www.texasara.com](http://www.texasara.com)  
800-710-8272, [txautorecyclers.com](http://txautorecyclers.com)

### **November 6-9, 2013**

ARA Annual Convention  
Sheraton Downtown & Convention Center  
Phoenix, AZ  
Hotel Registration: 888-385-1005  
Info: [www.araexpo.org](http://www.araexpo.org)

### **April 6-10, 2014**

ISRI Convention & Expo  
Mandalay Bay Resort and Casino  
Info: [www.isri.org](http://www.isri.org)

## Executive Directors Report

By Kim O'Dell, CMP, Executive Director

As we leave the dog days of summer behind us, FADRA is moving ahead with plans for the coming year. We will be setting the budget for 2014, planning for 2014 Legislative Days, and looking at locations for our next Yard Expo. We are looking at sites for the 2014 and 2015 Conventions, probably at more modestly priced locations than the Hyatt Coconut Point. We are also going to stick to the I-4 corridor for at least the next couple of years.

I want to thank everyone who came to the convention this year. Tim McMillon and the Convention Committee, which had some new people involved this year, worked very hard to bring in top-notch speakers. I think everyone who attended was impressed by the atmosphere and beauty of the Hyatt Coconut Point, and their staff was excellent. As always, though, we are looking to shake things up and keep the meeting fresh. We are looking at the schedule and especially the Saturday night banquet events. We want to streamline and improve the auction as well. We'd like more items contributed that members will find attractive. As always, we want to hear what members want to learn about at the convention, so if you know of a speaker you'd like to see, a topic for a panel discussion, or anything that will help you solve a business problem, please contact me or Tim.

I'd also like to add that I am thrilled that the FADRA Board elected to add Bo Wroten as its third Life Member. I can tell you that Bo has for many years been a loyal supporter of the auto recycling industry, our membership, and me personally. He is always positive but not afraid to speak his mind when issues come up that require debate. He has great industry knowledge and understands his role of representing all of our vendor members. And he brings tremendous passion and commitment to his role as Scholarship Committee Chair. He recently closed down Insurance Salvage Solutions and opened a new company, Thirty Degrees West, an international software development house, specializing in vehicle remarketing and salvage management. In the future, we look to add a new Associates' Representative to the Board, while still retaining Bo's expertise.

**Our staff is putting together the annual Membership Directory, so please be sure to send me your up-to-date and most used email addresses. We have gotten bounce backs from some members when we have sent emails, and we want every FADRA member to receive information. We want to make sure that you receive our monthly electronic newsletter, legislative updates, and notice of other important items as they happen. Please email me at [kim@fadra.org](mailto:kim@fadra.org) with the email address that reaches you and key members of your staff if you desire. Upon receipt, I will send an email confirmation.**

Change is definitely in the air with FADRA. We have added some new members to the Board in the last two years, we're moving to improve our electronic communications and presence, and we are trying to bring FADRA education to different places around the state. I know that you are busy every day with your business, but we hope you benefit from the education, networking, and benefits that FADRA provides, and we ask that you on occasion devote a little time to your professional association. It might be attending a convention or yard expo, coming to Tallahassee for Legislative Days or making a call to a legislator in your district, or just sending in an idea about ways we can improve. We're only as strong as our individual members make it, but we are here to help protect your interests.

In early December your Membership Dues Renewal Invoices will be mailed out. I, along with the Board of Directors, want to thank you for being a FADRA Member and look forward to your continued support and participation in the organization!





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## McMillon, Lathem Tie the Knot

FADRA Board members Tim McMillon of M&K Auto Salvage and Shan Lathem of Cocoa Auto Salvage got married on March 16.



## Dixie Auto Salvage Featured

Dixie Salvage, LLC, an ARA and FADRA member yard located in Old Town, Florida, and its owner, Scott Ambrose, were recently featured in a profile article for *American Recycler* magazine. In the article, Ambrose recounts his history with Dixie Salvage, explains his business philosophy and shares thoughts on the future and challenges facing the automotive recycling industry. To read the entire article, please visit the following link: <http://www.american-recycler.com/0713/2216closer.shtml>.

## GO Auto Recycling Opens U-Pull-It Facility

Brian Shell of GO Auto Recycling in Jacksonville announced that they have added a state-of-the-art u-pull-it facility to their existing yard. The new facility is located on 50 acres at 7282 Commonwealth Ave. in Jacksonville, about five miles from their existing one. The new yard is staffed by 20 people and has all new warehousing, storage, sales, and dismantling areas. The facility will open in mid-September.

## Bo Wroten Given Honorary Life Membership

Bo Wroten, former owner of Insurance Salvage Solutions, was granted Honorary Life Membership on the FADRA Board of Directors at the July Board meeting. Bo, who has served for the last decade as FADRA's Associate Representative, was deeply honored by the decision. He joins Jim Seamans and Steve Holland as Lifetime members of the Board.

"Bo Wroten is a valuable person to FADRA for his knowledge on most subjects during FADRA Board meetings," said Steve Holland. "He represents the organization and fellow vendors, not just his personal benefit. Bo financially supported the FADRA Conventions in many ways, and we all enjoyed especially the Friday Hospitality Party. Bo, you truly deserve to be a Life Member."

Bo has served as chair of the Scholarship Committee since 2007 and will continue to serve on this committee. He has closed Insurance Salvage Solutions, but plans to open another company that serves the auto salvage industry.

## Thompsons Celebrate Golden Anniversary

Butch and Donna Thompson, father of Terry Thompson and founder of Ole South Auto Salvage in Sebring, FL, celebrated their 50<sup>th</sup> wedding anniversary on August 10.



## A Tough Road in 2013, Maybe a Tougher One in 2014

By Steve Holland, Brandon Auto Salvage, Legislative Chairman



We had a very active 2013 session, fighting for issues we wanted and against items we didn't want. It took many people working together to resolve the major issues this year, from our FADRA Directors and members, to our lobbying firm, many other associations such as the Florida Recyclers and FATIU, the LKQ Legislative Staff, and allied

organizations that included the U.S. Competitive Car Parts Alliance. The Alliance created a grassroots database for contacting both our members and non-members. The Legislature did listen to the large number of emails, flyers, and phone calls received. I cannot overemphasize how important it is for everyday members to make calls during crunch time to legislative offices. They hear you loud and clear, and it can affect votes.

As an example, last November, I sent invitations to all Hillsborough County Legislators to visit my facility and learn about our auto salvage industry. It is very important during the session that they understand topics that may come up and who they can call for a reference on the issue. In January, I had several Legislators visit, which included two freshmen and a Representative who happened to be an opponent of ours last year on the Total Loss Amendment. After the visits, I was asked to speak at a local Legislative Meeting for business owners. About 30 or more people were present. The following week, I received an email asking if a Legislative Assistant could visit to see my business and for information about our industry. She works with Congressman Rooney in Florida. This was very exciting to have a good contact in Washington DC looking out for all of us.

While in Tallahassee for the FADRA Hill Days, our member attendees visited legislators in support of and objecting to legislation negatively affecting our industry. We really achieved a lot with the information we spread around the

Legislature. I received several "thank yous" right after the meeting for visiting them. We have to keep plugging away and making friends up there. Thanks to Jim Butler, Brad Lewis, and Jorge Conforme traveling to the Capitol to speak, we were able to remove non-repairable language in the Senate bill. Lobbyist Trevor Mask and I were the only ones that Senator Lee would speak with about our proposed compromise and we strategized with him to combat the Total Loss language. We spent an hour with him and you know how hard it is to receive just five minutes. That's the kind of impact just a few members can have. Please join us next year and expand our impact. I guarantee you will be enlightened and enjoy the visit.



Some NMVTIS language did pass this year with some negative interpretations on our Industry. With communication with DMV and Auto Data Direct, FADRA was able to negotiate a compromise on the language.

The Legislative Committee is working on some language for the 2014 Session. We expect to see the Total Loss and Used Tire legislation again, unfortunately. There is much at stake for those who want to eliminate the 80-20 threshold, so the issue may not go away for some time.

Please contact your local Legislators to get acquainted with them. Either invite them to your facility to educate them about your industry or visit their office to speak with them. Legislators love yard tours, I can tell you. Attend community events that they attend and speak with them. Be on a first-name basis when you need them or they need your expertise and knowledge.

**I have a list of Legislators that we need to financially support this year. Please contact me or any member of the Board of Directors and we will direct you to who needs our support.** We can use Political Contribution of \$50, \$100, or any denomination up to \$500 per person. Thank you for all you have done on behalf of our industry and our association.



## Second Suspect Charged in Polk Chop Shop Case

A second suspect is under arrest in connection with an automotive chop shop in Polk County after a multi-department investigation. Cody Caruthers, 24, of 2227 Arch McDonald Drive, Dover, has been charged with dealing in stolen property, possession of burglary tools, owning/operating a chop shop, criminal conspiracy, seven counts tampering with a vehicle identification number, 17 counts burglary of a conveyance, 18 counts of possession/sale of motor vehicle with an altered vehicle identification number, and 20 counts of grand theft of a motor vehicle.

A Mulberry man was charged Sunday with more than 60 counts in connection with the chop shop deputies say

he was operating on a 10-acre property. Gary Williams, 30, was arrested after Polk deputies received information that he was running the chop shop from a home owned by Oliver Jennings at 4195 Hillgrade Road.

After a search, deputies found several stolen pieces of heavy equipment, trailers, trucks, and vehicle components that were reported stolen in Polk and Hillsborough counties since 2011.

According to interviews with Williams' family members, Williams said he purchased vehicles and parts to salvage out. Detectives located evidence that Williams is selling stolen vehicle parts on Craigslist.

Among the 68 charges, Williams faces 21 counts of grand theft of a motor vehicle, and 19 counts of possession or sale of a motor vehicle with an altered vehicle identification number.

According to court documents, bond has been set at \$10,000 for each count, and Williams cannot post bond until he can prove that the money is coming from a legitimate, noncriminal source. The investigation is ongoing.

Steve Holland of Brandon Auto Salvage noted that "they are near me and they even told their customers they purchased parts from Brandon Auto. They even used Copart pictures when placing parts on Craigslist."

## Study Shows Benefits From Stimulus

According to the "Study of the Equipment in the U.S. Scrap Recycling Industry," released by the Institute of Scrap Recycling Industries (ISRI), the scrap recycling industry invested nearly \$9 billion in recycling equipment in the United States between 2006 and 2011, with another \$14.5 billion expected to be invested between 2012 and 2016. The report shows that the Recycling Investment Saves Energy (RISE) Act, included as a provision in the October 2008 federal stimulus package, had a significant impact on equipment purchasing decisions.

"The \$90 billion scrap recycling industry is a valuable economic driver," said Robin Werner, ISRI President. "As the nation sought to rebound from the downturn in the economy, RISE allowed for deployment of new and improved recycling equipment. It added millions of dollars into the economy when it was needed, improved efficiency, and expanded the recycling stream. We continue to see the economic benefits of RISE today and this will continue into the foreseeable future."

According to a Congressional Budget Office estimate in 2008, RISE would have a minimum benefit to the industry of \$162 million over 10 years. The ISRI study, conducted by SAI, shows a much greater impact: generating an additional \$1.8 billion in spending from 2008 to 2011 (total of nearly \$9 billion), with a potential of \$3 billion more spent from 2012 to 2016 (total of nearly \$15 billion). RISE allows purchasers of eligible equipment ordered and put to use after August 31, 2008, to depreciate 50 percent of the cost in the first year. Only machinery and equipment that is used exclusively to process materials and has a useful life of at least five years is eligible.

Source: ISRI

## New Law Allows Businesses to Recover Bad Check Fees

Under a new law that became effective July 1, 2013, a business that receives a bad check, debit card, or electronic payment (EFT) from a customer is allowed to recover the bank fees the business incurs, plus a service charge of one of the following:

- \$25 if the payment is less than \$50;
- \$30 if the payment is between \$50 and \$300;
- \$40 if the payment is more than \$300; or
- 5% of the total payment, whichever is greater. The business can recoup these charges without having to post any special notice at the point of sale or on the invoice. Please note: This new law only applies to payments made by check, drafts, orders of payments, debit card transactions or electronic funds transfer. It does not apply to credit card transactions.

If you have any questions about this new law, please call the FUBA offices at 800-262-4483 and ask for Karen or Lance.

## ARA Initiates ARADirect Salvage Acquisition

**ARADirect** is a subsidiary of **ARA Product Services, LLC**. **ARADirect** is also the newest source for salvage and damaged vehicles for the automotive recycling industry.

There is no cost to you to sign up - the benefit to you is gaining the ability to bid on and secure the vehicles you need to continue to grow your business.

Membership on the site is for professionals within the automotive recycling industry. **ARADirect** is the solution for salvage acquisition for members of ARA and affiliated automotive recycling associations.

**ARADirect**, in conjunction with the **Automotive Recyclers Association (ARA)** global membership and partnership with **Alteso Group**, provides ARA members and the automotive

recycling industry multiple options within the platform to address opportunities with various insurance companies, wholesalers, fleets, franchise dealers and others in a manner that significantly changes the means by which members' vehicle acquisition demands can be met.

For more information contact us at [info@aradirect.net](mailto:info@aradirect.net).

## New Mexico Automotive Recyclers Celebrate Historic Joint Federal and State NMVTIS Enforcement Case

The New Mexico Certified Automotive Recyclers Association (NMCARA) commends the San Juan County Sheriff's Office, the National Salvage Vehicle Reporting Program, and the U.S. Department of Justice's National Motor Vehicle Title Information System (NMVTIS) Enforcement Program for their combined efforts that resulted in the prosecution of an illegally operating salvage business in San Juan County, New Mexico.

The prosecution of CBH Trucking and Salvage in May is the first time that Department of Justice (DOJ) enforcement was taken in conjunction with state prosecution for NMVTIS violations. NMVTIS reporting is required for all junk salvage vehicles, and reporting reduces titling of stolen vehicles, reduces fraud and vehicle theft, and helps to protect consumer safety.

Beginning in early 2012, Detective Mike Sindelar of the San Juan County Sheriff's Office of Rural Crimes Unit received information that a scrap metal salvage business in San Juan County had been illegally engaged in the purchase of vehicles for the purpose of converting them to scrap. This business was identified as CBH Trucking and Salvage and was co-owned by Carl and Bobby Huish. Subsequent investigation confirmed that the illegal purchasing of vehicles for scrap had been going on at this business for several decades. Based upon several criminal allegations, a search warrant of the business was obtained and transaction records seized for examination. This examination confirmed that numerous violations of the NMVTIS law had occurred.

Detective Sindelar reached out and to the Administrator of the National Salvage Vehicle Reporting Program (NSVRP), which is recognized by US Department of Justice (USDOJ) as an independent third party standards body for NMVTIS. After an exhaustive investigation of records provided to NSVRP they were able to prepare documentation for forwarding to the Department of Justice NMVTIS section in Washington, D.C.

The DOJ NMVTIS Program and its Bureau of Justice Assistance reviewed the documentation and found a total of 533 vehicles purchased in violation of NMVTIS reporting requirements.

DOJ proceedings ultimately determined that the amount of assessed fines and penalties for CBH Trucking and Salvage would be \$59,540.00. Carl Huish pled guilty to five counts of state statute and charges were dismissed against Bobby Huish. Sentencing for Carl Huish will take place later this summer.

"This case sets an important precedent and demonstrates how cooperation between federal, state and local jurisdictions can result in greater compliance with mandated reporting procedures," said NMCARA Executive Director, Sandy Blalock. "Automotive recyclers have long supported the full implementation of NMVTIS and our industry believes that all entities involved in the automotive dismantling supply chain should be required to report to NMVTIS."

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# FADRA Members Revel in Luxurious Accommodations at the Hyatt Coconut Point

By Bobby Davis, Editor

Some meetings have a “feel.” Often there is a lot of excitement, a kinetic energy to the various events that one can feel in the air. Some are mired in a sluggish dullness, with little energy. This year’s FADRA Convention was like smooth jazz, well attended according to the numbers, but people spent a lot of time with families and sharing ideas casually with friends. It was a mellow meeting suitable to a lazy Florida summer.

Even our keynote speaker, Eric Schultz of aaa Auto Parts in Rosemount, Minn., brought a Midwestern mellowness to the meeting. Not that he was dull; in fact, his sessions were the best attended of the meeting, and members were very happy to share his vast knowledge of the industry. Eric, who has been President of the Auto Recyclers of Minnesota and serves on ARA’s Gold Seal and Salvage Solutions Committees, “put great value on being involved in the industry.” He learned very early on that “there is a wealth of information out there and even more people in this industry that not only will share but want to share their story.

His keynote address, “Structuring the Family Business for Growth,” discussed ways of achieving work-life balance and managing family relationships in the context of the auto salvage business. He joined his wife’s family business just after marriage, and even though working for his mother-in-law might have been frightening for some, Eric was amazed by her ability and energy and learned a great deal from her. He also recommended having an attorney and an accountant that take the time to research your business and your industry. Eric also discussed how to manage the transition between generations when the older one is ready to retire.

“We landed on what is called a ‘bootstrap’ transaction,” he said. “In a nutshell, the company recalled all of the shares from the previous generation and then the second generation purchased shares back from the company so the company ended up buying itself. This enabled Jerry and Joan to receive a fair value for the business, while the second generation had to put minimal cash into the business to purchase the shares back and the company paid the debt.”

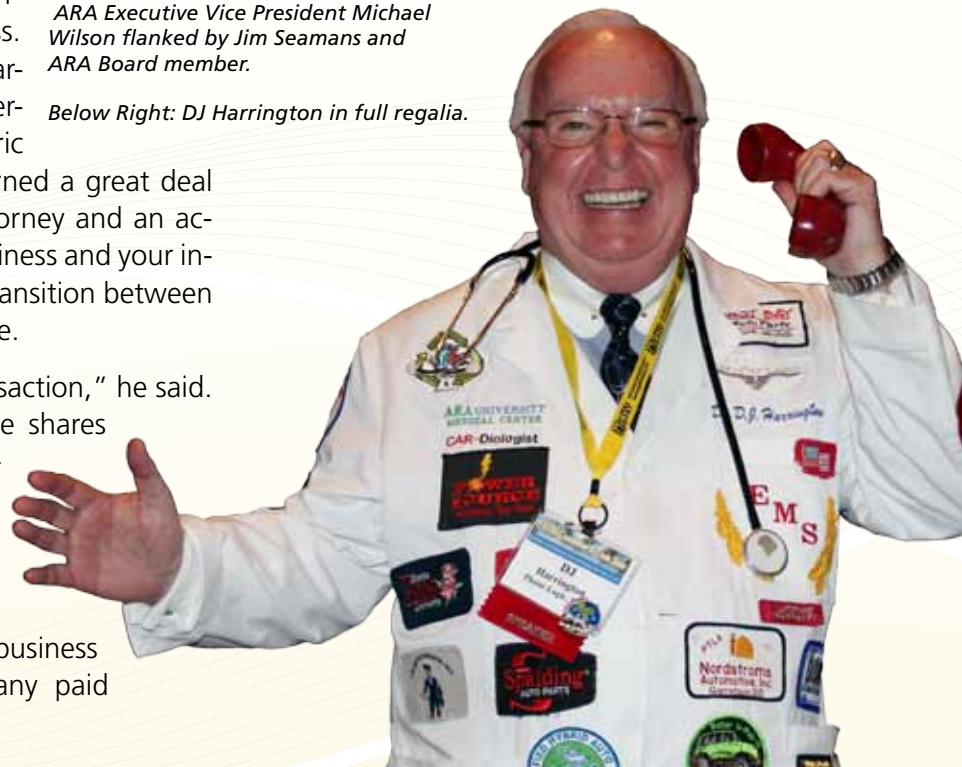


FADRA Fiesta! Sponsored by Hollander.



ARA Executive Vice President Michael Wilson flanked by Jim Seamans and ARA Board member.

Below Right: DJ Harrington in full regalia.





Larry Danielle (l) and Dan Ullrich (r) of U-Pull-and-Pay flank Rob Weber of Garden Street Recycling.

Eric said that the buyers need to have a clear business plan to enhance business operations and profitability, and that the seller needs to relinquish all presence and control to enable the new owners to execute their ideas. In Eric's case, three owners took over his father-in-law's company, but they hired their sales manager, Patrick McKinney, to serve as general manager. He serves as the single point of authority for employees, and the ownership group reports to him and provides him guidance when necessary.

***“Take your sales people off commission. The quality of sale and the bickering between sales people goes away overnight and they become more of a team.”***

***– Eric Schultz –***



The Gluecks (left), Hollands (center), and Andersons (right)

Eric also did an afternoon seminar on Saturday about keeping and training great people that lured many members from poolside. He talked about how an owner or manager should learn enough about employees' personal situations to establish a bond and talk them about the obstacles they face in their lives. He believes that

your own employees are often the best source either of filling open positions, or suggesting good candidates. Eric also believes that it's better to have regular, short conversations with employees about performance rather than formal annual or biannual reviews.

Rian Garner, a consultant with Counts Consulting in Texas, returned this year to provide more expertise in the nuts and bolts of the salvage business. Rian is highly energetic and pragmatic, at ease talking about accounting and inventory or marketing and sales. He was often seen chatting with attendees answering their unique questions. Rian is a big believer in the value of metrics and is very good at explaining financial details in ways easy to understand.

We brought in a speaker from outside the industry to talk about Internet and social marketing: Ingrid Molina of Fuller Online Services. She advises businesses about how to market effectively using new media, providing some useful ideas to mem-



Above: Mark Woods of Insurance Auto Auctions (l) with Mitch (center) and FADRA Past President Terry Thompson

Right: Rachel Rigsby Lare's son, Andrew, having a blast at the FADRA Fiesta.



bers. Working from the assumption that existing customers are your best source for new business, she discussed ways you can encourage customers to spread the word about your company and offers using social networking.

Marketing is about building relationships, and effective email campaigns are about creating a series of related events that educate and engage potential customers, she said. Email can be so effective because at present, more than 147 million Americans use email every day, with 94% of people between 18 and 64 using it, and 61% use social networking sites such as Facebook. To avoid being seen as spam, Ingrid said, your promotional emails should offer a one-action opt-out or unsubscribe within 10 business days, and you need to show your company street address or P.O. box.

***“Place a guest book on your sales counter and ask customers to sign it and include their email.”***

***– Ingrid Molina –***

D.J. Harrington spoke again this year, not only serving as emcee for the banquet but replacing a law enforcement speaker who had to cancel at the last minute. In a second seminar, he brought his usual energy and creativity to a new topic, concerning the interaction of personal and electronic relationships. In addition, Auto Data Direct sponsored John Spoto of 3M Automotive Aftermarket to discuss the broad changes occurring in automotive technology.

***“Treat your employees like they are number one, and they will treat your customers the same way.”***

***– Eric Schultz –***

We held two roundtable discussions to engage the audience in conversation about technical issues. David Rizzo of Brandon Auto Services helped put together an Ask the Experts panel led by Bo Wroten to discuss various issues of interest to industry professionals. The panel included David, insurance representative Tracy Shuette, and body shop representative Mike Grothe of Tamiami Ford in Naples. A small but intense audience engaged in lively discussion of the ways auto salvage yards, body shops, and insurers interact.



*Above: Sixto Chaves of U-Pull-and-Pay with his wife.*

*Right: The AutoDataDirect team: from left, Les Cravens, Sarah Kathryn McRae, and Jim Taylor.*



*Lathem Family enjoying the festivities.*



*Steve Underwood and his wife Linda enjoying the Trade Show.*



*Brad Rutherford of Budget Auto Parts working the FADRA booth.*



*Above: Keynote speaker Eric Schultz.*



*Left: Gary Lindros, Jr. (l) and his dad join Chad Jackson of NASCO at his booth.*

*Below: Tony Quarno (right) joins the guys from Viking Recycling.*

Cheryl Nelson of Butler's U-Pull-It led a self-service panel that included Gary Lindros, Jr. of Ace Pick-a-Part, Rian Garner, and special guest Ricky Young of Young's Auto Center, a past president of the Carolina Auto Recyclers Association and a Director-at-Large with ARA. Again, attendees took advantage of the opportunity to share ideas and ask questions of their peers in the self-service realm.

Our members greatly enjoyed the beauty and ambience of the Hyatt Coconut Point. Two glittering pools with cabanas and a water slide drew children to their pleasures, and a long wooden boardwalk through the mangroves took attendees to a ferry that brought them to a small island beach. A few members enjoyed the opportunity to go fishing in Estero Bay on Thursday morning. We held our opening Thursday night get-together on the lawn next to the pool area, with a Mexican feast helping bring the "FADRA Fiesta" to life. A couple played mellow music from under some palms as kids played lawn games and members sat leisurely at tables. The air was fairly cool and mosquitoes only intermittently problematic, and members greatly enjoyed a low-key opportunity to chat with their friends.

As always, Saturday night culminated events with a presentation of scholarship winners, the auction, and the Special Membership Drawing. We had a repeat scholarship winner in Jose Alarcon, who was also tabbed to receive the \$1000 Rigsby Family Scholarship, and the sister of a three-time winner in Taylor Porter, whose sister Alli Rae graduated last year. Stephen Falls, a young father, gave a wonderfully heartfelt speech thanking FADRA and explaining why he decided to go to school, a speech that easily was longer than all other speakers combined, but no less affecting for its length. Finally, the Damron family gave its first scholarship in the name of the late patriarch Lenny Damron. It went to a young man named Josiah Maier who wants to attend Withlacoochee Technical Institute and wants to open his own body shop in the future.

The banquet theme invoked the high school prom, and some members bravely provided photos from their senior prom. Steve Holland and Ken Anderson and their wives all went to the prom together and prosed as they did in the picture presented overhead. Tim McMillon and Shan Lathem-McMillon dressed in great finery, Tim resplendent in a white tux and Shan in an electric blue dress, while Bob Eubanks and his consort Pam Holten dressed beautifully as well. Tim and Pam were named "Prom King and Queen."



"This Convention was one of the most enjoyable and educational meetings that I have attended in the past 42 years," commented Steve Holland of Brandon Auto Salvage. "The site was outstanding for the cost, besides all the friends and new acquaintances I met. It was impressive to have the ARA Executive Committee participating with our Association. It will be difficult to outdo this year's meeting. Sorry, if you missed this event, maybe you can be with us next year."



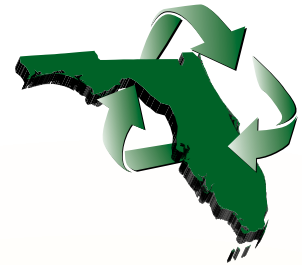
FADRA lobbyist Fred Karlinsky (l) joins Senator Garret Richter of Ft. Myers at the trade show.



Convention Chair Tim McMillon and his wife Shan Lathem McMillon go all out for the prom theme.



Rachel Rigsby Lare speaking with her choice for the Rigsby Family Scholarship, Jose Alarcon.



## ARA Leadership Joins FADRA at Convention

FADRA enjoys and benefits from the support of our national association, the Automotive Recyclers Association, and they learn a few things from FADRA as well. We have shared speakers and worked on membership growth together, while our legislative chair and executive director have learned a lot from national meetings that bring together their peers from other states.

ARA leaders such as Executive Vice President Michael Wilson and the serving president have been coming down to Florida for our convention for several years now. This year,

however, a larger contingent came to Bonita Springs. In addition to an all-day session on Thursday, July 25, the Executive Committee held discussions throughout the weekend and took part in the educational sessions and social events. The Committee discussed ARA Product Services' (ARAPS) ARADirect online salvage auction, the upcoming ARA Convention and Expo in Phoenix, AZ, the National Motor Vehicle Title Information System, NHTSA's upcoming recall database final rule, counterfeit airbags, State Farm's Partstrader program along with recent Federal Trade Commission

determinations effecting the automotive recycling industry. Michael Wilson gave a detailed ARA update during the FADRA business Meeting early Saturday afternoon.

The ARA Product Services Board of Directors also took the opportunity to gather on Friday and confer about the activities of ARADirect since the online auction platform went live to ARA members in mid-June. The Product Services Board was provided a detailed briefing on the new online salvage auction by ARADirect representatives and online auction software representatives.



# 2013 Scholarship Recipients

**Jose Alarcon**

Budget Auto Parts

**Stephen Falls**

Ole South Auto Salvage

**Taylor Porter**

Trademark Metals Recycling

**Clifford Rivera**

Trademark Metals Recycling

**Berlin Waters**

Pasco Auto Salvage

**Rigsby Family Scholarship: Jose Alarcon**

**Damron Family Scholarship: Josiah Maier**



*The Women's luncheon drew a lively crowd.*

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### U-Pull & Pay

*Conference Lanyards*

### URG

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# 10 Reasons for MARKETING *Your* Business Using Social Media

By Ingrid Molina, Fuller  
Online Solutions



I'm sure you are aware of the explosion of social media, but do you know why you should use it to market your business and how to use it effectively? Are looking to get into the game but unsure of how to proceed, or are you wondering if the business value is there? In this article, you will find the right ammunition to successfully market your business using social media.

1. Most social media sites are free. Facebook, Twitter, LinkedIn, and MySpace all offer free accounts. You can even blog for free with services like Wordpress and Blogger.
2. They're popular. Facebook alone has more than 500 million users. To put that in perspective: That's more than the population of the entire United States. Chances are good that many of your customers or the people you want to reach are on at least one of the social media networks.
3. They're not just for college kids. One major stereotype associated with many forms of social media: They're only for young folks. This is not true at all. In fact according to Facebook, its fastest growing demographic is users over the age of 35. Median age for LinkedIn Average age is 41. And 25% of Twitter users are between 35 and 44 years old.
4. They allow you to be personal and professional. On Facebook, you can have two identities: one for you and one for your business or organization. Facebook offers an option known as "Fan Pages," which are different from the standard "Friend" connections, and allows you to message just to "Fans," keeping any personal information about you separate and contained to your profile.

5. They can tell a lot about you. Think of it as your online resume. Profiles on these sites can help boost awareness about your business as they can contain pertinent information about your products and services. Much of your activity and profiles on social media sites can be made "public," meaning they can be indexed by search engines. Social media, just like your website can be optimized to be found by the search engines.

6. They extend you, your brand, and your relationship with your customers. The goal of social marketing is to stay in front of your customers. You use email marketing to reach your customers inboxes. Now you can use social media to extend your reach into other interactive areas of the web where your customers gather. People who use social media look for other likeminded folks and businesses. Make sure they find you by having a presence on the appropriate networks for your business.

7. They are two-way communications channels. Twitter and Facebook in particular are great vehicles for having a "conversation" with your customers. You can see what they're saying about you and respond, and vice versa.

Using tools like Twitter Search (<http://search.twitter.com>), you can quickly see any mentions of your business, organization, product, or service. Taking Twitter Search a step further, you can look up key terms related to your business and find out what people are saying about them. With Twitter, you don't have to be following someone or connected to them to respond. So if you see something relevant come up in the search results, you can easily and quickly respond by mentioning to their Tweet.

*Continued next page*

8. They're everywhere. You don't have to be at your computer to post to any of the major social media networks. For instance, you can post to your Facebook status or Twitter feed via a simple text message. If you have a Smartphone like an iPhone, Blackberry, or Windows Mobile device, there are applications that let you update your social networking sites on the road.

Using these applications, you use your mobile phone's camera to capture images and video, which can be uploaded to your blog and social media accounts, giving customers a richer (and real-time) media experience. Many of the popular blog platforms also allow posting from a mobile device.

9. They can be intertwined. Social media sites are not silos of information. You can easily share content between networks. Your Twitter post can also feed your Facebook page and LinkedIn account. Likewise, your blog posts can be automatically fed to Facebook every time you post one. But, make sure not to overwhelm one account with updates from the other. If you have a blog, make sure your posts include links to the services you use. This helps expose your post to a wider audience and helps to increase your presence when people search for you on a search engine.

10. Most importantly, keep in mind that these are communication tools and not selling tools. Use social media as an avenue to inform your customer about your products and services without making it sound as a sales pitch. Use social media to answer your customers most frequently asked questions. Also encourage satisfied customers to rave about you.

Of course you want to make money using social media, but your sales techniques should be a small percentage of your interaction; you want to avoid being viewed as spam. Social media is the perfect medium to build and maintain relationships. Maintain a good balance between information, interaction and marketing is your key to success.

I hope you find these ten reasons appealing to your social media success.

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# Mike Henning's "All In The Family"

## Putting People First is Good Time Management

According to several recent studies, the average worker in America is productive about 54% of the time. That means most of us are working at less than our full potential. With the emphasis on teams and proper computer use in the workplace, the issue of how our time habits impact each other takes on even more importance. It's no longer enough to ask about the best use of your time. The bigger question concerns the best use of our time.

The Time Mastery Profile can be a tremendous tool to help improve the way we work with each other. The Time Mastery Profile helps people discover and capitalize on their time management strengths. It also helps discover weaknesses that prevent top performance. As we improve our

time habits, we get more done together.

In essence, when you use the Time Mastery Profile, it's like benchmarking yourself against the best practices we've seen. You will quickly see where you're doing well, and where you could improve. It will help you devise a personal strategy for becoming a top time master. When you use the Time Mastery Profile, you develop a graph that shows the relative strength of your habit patterns across 12 aspects of time management. To show how this can help, let's consider an example of a male worker's Time Mastery Profile Graph (shown below) and several of the 12 aspects of time management.

*Continued next page*

Your Time Mastery Profile Graph					
Category Level	I	II	III	IV	V
A. Attitudes	56	789	10 11 12 13 14 15	16 17 18	19 20
B. Goals	56	789	10 11 12 13 14 15	16 17 18	19 20
C. Priorities	56	789	10 11 12 13 14 15	16 17 18	19 20
D. Analyzing	56	789	10 11 12 13 14 15	16 17 18	19 20
E. Planning	56	789	10 11 12 13 14 15	16 17 18	19 20
F. Scheduling	56	789	10 11 12 13 14 15	16 17 18	19 20
G. Interruptions	56	789	10 11 12 13 14 15	16 17 18	19 20
H. Meetings	56	789	10 11 12 13 14 15	16 17 18	19 20
I. Paperwork	56	789	10 11 12 13 14 15	16 17 18	19 20
J. Delegation	56	789	10 11 12 13 14 15	16 17 18	19 20
K. Procrastination	56	789	10 11 12 13 14 15	16 17 18	19 20
L. Time Teamwork	56	789	10 11 12 13 14 15	16 17 18	19 20

## Analyzing

A score of 7, on the graph, indicates that this person doesn't analyze time habits much. Habits are key to behavior, yet habitual activities are initiated at the subconscious level. The primary purpose of analyzing is to discover what is largely unrealized at the conscious level. Not analyzing means this person could easily have a negative impact on other people without realizing it.

Daily time records will provide information on a daily and weekly basis to discover the impact of his work habits on other people. If he is overcommitted and constantly behind from trying to do too much at once, he is also impairing the performance of others. People depend on him to complete his work punctually. By capitalizing on what he discovers from his analysis, he can become part of the solution, not just a problem.

## Procrastination

A score of 5 means that this person would probably put off applying for an annual procrastinator's award, even if he might win it, hands down! Procrastination is avoidance behavior, and avoidance behavior is habit driven. Other people depend on his timely completion of the unpleasant tasks and the "big time block" jobs he constantly procrastinates. He can make progress if he discovers the cause of his procrastination. The Time Mastery Profile documentation may help him admit his problem, and that's the first step to a solution.

## Planning

Planning is thinking about the future in some systematic way so you're ready for good results to happen. Failing to plan means facing your tasks in a disorganized manner. Among other things, it is impossible to allow time in your plans for unexpected things when there aren't even any plans for the expected ones. Few of us get good results by accident. Strong team performance requires good planning, combined with coordination and followup.

## Scheduling

Scheduling shows the same low score as Planning. This is not unusual, since the two are closely related. It is difficult to schedule work, keeping other people in mind, when there are few, if any planned activities to schedule.

Without a schedule, it is not unusual that he jumps from one activity to another. Good schedules are based on the importance of activities, proper sequencing of the activities, and understanding the estimated time requirements. If he really wants to "put people first," a good starting point would be to plan and schedule the important parts of his job.

## Interruptions

A score of 6 for Interruptions reveals a twoway problem. He has problems with interruptions, and he creates interruption problems for others.

Other people would likely prefer that he bunch topics he needs to discuss with them, rather than phone, email or visit them often. Keeping a good record of all interruptions is the first step. However, he must record the interruptions he initiates, as well as those caused by others. He will discover whose time he is wasting and who is wasting his time. As he models more productive interaction techniques, others can observe and imitate these behaviors.

## Time Team Work

The Time Mastery score of 7 forces attention on two areas for improvement. First, is the need to focus on the importance of being punctual when involved in teamwork. Symptomatic of this problem are his arriving late for meetings and not completing team commitments on time.

Second, his responses show little concern for the impact his approach to work has on team members. He can begin looking for ways to save time for team members, and ask team members how he could work with them to prevent wasting their time.

Whenever low scores are encountered on the Time Mastery Profile, the Profile itself gives you guidance for improvement. The Profile can help point out how improving your time habits will help increase personal performance and enhance team performance at the same time. Use the Time Mastery Profile in your own teams and see how it can help everyone win by helping you "put other people first."

*Dr. Larry Baker earned his Doctor of Business Administration degree in Personnel and Organizational Behavior from Indiana University. He specializes in the Time Mastery Profile System and can be reached at [www.drbakercenter.com](http://www.drbakercenter.com) or call 17702188122. His main office is in Marietta, Georgia.*

This article appeared in Mike Henning's Family Firm Advisor newsletter, for more information about receiving one free copy of our newsletter, visit us at our web site: [www.mikehenning.com](http://www.mikehenning.com), email: [hfbc@mikehenning.com](mailto:hfbc@mikehenning.com). or call 2173423728. Mike Henning is a nationally and internationally respected consultant and speaker on family business issues.

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# SCRAP MARKET UPDATE

ITEM	TAMPA	JACKSONVILLE	ORLANDO	COCOA BCH	FT MYERS
Clean Cast Aluminum	.60 lb	.65 lb	.45 lb	.60 lb	.58 lb
Clean Engine Cast	N/A	\$13.95/100	\$10.00/100	\$12.50 /100	N/A
Auto Radiators	\$1.90 lb	\$2.11 lb	\$1.50 lb	\$2.00 lb	\$1.80 lb
Clean Sheet Aluminum	.60 lb	.58 lb	.50 lb	.58 lb	.51 lb
Copper Aluminum Radiators	\$1.54 lb	\$1.57 lb	\$1.30 lb	\$1.50 lb	\$1.35 lb
Dirty 60% Aluminum	.15 lb	.32 lb	.25 lb	.25 lb	.53 lb
Catalytic Converters	N/A	\$4-124 ea	N/A	\$15-50 ea	N/A
Nonmag. Stainless Steel	.44 lb	.51 lb	.50 lb	.50 lb	.35 lb
Shiny Die Cast	.15 lb	.20 lb	.15 lb	N/A	N/A
Painted Aluminum	.61 lb	.61 lb	.60 lb	.60 lb	.59 lb
Aluminum Clips	.63 lb	.63 lb	.60 lb	.65 lb	.60 lb
Extrusions	.69 lb	.69 lb	.70 lb	.72 lb	.65 lb
Cans (UBC)	.62 lb	.61 lb	.50 lb	.62 lb	.52 lb
#1 Copper	\$2.98 lb	\$3.00 lb	\$3.20 lb	\$3.00 lb	\$2.91 lb
#2 Copper	\$2.85 lb	\$2.89 lb	\$2.90 lb	\$2.80 lb	\$2.67 lb
Yellow Brass	\$2.06 lb	\$2.15 lb	\$1.50 lb	\$2.20 lb	\$1.59 lb
Soft Lead	.30 lb	.70 lb	.20 lb	.35 lb	.35 lb
Car Bodies	\$11.50/100	\$9.50/100	\$11.00/100	\$12.50 /100	\$11.50/100
Motor Blocks	\$ 11.50/100	\$9.50 /100	\$12.00/100	\$12.50 /100	\$12.50/100
Prepared Iron	\$7.14/100	\$10.75/100	\$12.50/100	\$13.00 /100	\$11.50/100
Unprepared Iron	\$8.18/100	\$9.75/100	\$11.00/100	\$11.00 /100	\$10.50/100

## The following companies contribute to this survey:

TAMPA:	Lisa Matthews	OneSteel Recycling	813-951-3041	lmatthews@onesteelusa.com
JACKSONVILLE	Dave Albright	Commercial Metals	904-786-2771	
ORLANDO	Devin Condrey	Trademark Metals	407-256-3574	dcondry@tmrecycling.com
COCOA BCH	Penny Burchfield	Trademark Metals	800-782-2944	
FT MYERS	John Hoving	Garden Street Recycling	239-337-5865	john@gsimrecycling.com

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