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PRESIDENT'S MESSAGE



Tim McMillon
M&K Auto Recycling

To all of those who attended the FADRA 2014 conference at the Crown Plaza Melbourne Oceanfront last month, thank you for coming and I am glad you were able to be part of such a successful, fun event!

As the head of the Convention Planning Committee for the past two years, I know how much time and effort goes into the event. I want to thank the entire committee (Jim Butler,

Shan Lathem-McMillon, Steve Holland, Jason Grady, Joe Wright, Cheryl Nelson, Tony Quarno, and Jason Langston) for their help and dedication. Many of our planning calls were focused on speakers - who would our members want to hear from, what material would our members want to hear about? I think you would have to agree that the presentations were very informative as well as captivating.

All of us appreciate hearing from our industry peers, and Shannon Nordstrom did an excellent job of painting a picture for us of how his family business got started on that farm in North Dakota, eventually evolving into the industry leader his business is today. Bill Stevens from Counts Consulting showed us how to dig deeper into our PNL and look at the numbers from a different perspective. Mary Hubbard from eBay explained the changes that are coming and how we can modify the way we do things now for positive effect in the online marketplace in the future.

Other speakers included William Richardson on wage and hour laws and Mark Schwab on the revolution underway in phone services, and they did a wonderful job. Of course, no FADRA convention is complete without the always enthusiastic, entertaining, and motivating D.J. Harrington.

We did have time for some fun outside the classroom as well. Thursday evening was the casino cruise out of Port Canaveral. The committee was looking for something fun, different, and inexpensive for the kickoff welcome event. I think we nailed the fun and different but for a lot of us the inexpensive just didn't happen....

Our Friday night hospitality reception on the deck with the ocean waves just feet away was a great way to unwind after a long day of being inside. Saturday afternoon had attendees playing a (mostly) friendly game

of volleyball on the beach. There may have been a little smack-talking going on, but all in fun. Then the Saturday night banquet got underway, with a cocktail reception while caricature artists were at work, a strolling magician entertained the crowd, and live music played in the background. It was a great night made even more wonderful by the generosity of Chad Damron and Butch Thompson, who donated their first and second place special membership tickets back to the scholarship and legislative funds.

Now we get to look forward to next year's convention, which will be held at one of our all time favorite locations for the conference at the Sheraton Sand Key in Clearwater Beach on July 23-26, 2015. Save those dates on your calendars now!

Now that another great meeting is over, I am very honored to have been sworn in as President of FADRA for the 2014-16 term during the convention. My main goal for this year is to gain ten new members. Over the last several years our membership has slightly declined. We are stronger in numbers and we need every salvage yard to understand the importance of belonging to our association. Encourage your trading partners to join and continue to be involved yourselves. We will be looking to find and attract new members in an organized way during the year.

I'm looking forward to a great year and seeing you all in July 2015 in Clearwater Beach.



Calendar

October 22-25, 2014

ARA Annual Convention
Gaylord Opryland Resort & Convention Center
Nashville TN
Info: www.araexpo.org

July 23-26, 2015

FADRA Annual Convention
Sheraton Sand Key, Clearwater Beach, FL



*Kim O'Dell, CMP
Executive Director*

Wow, another great FADRA Convention has passed, and it was wonderful to see so many members participating, which includes our great vendors! If I learned one thing from this year's FADRA Convention, it's that change is constant and our members are trying to employ new ways of using technology to improve sales and service. Mark Schwab talked about new Internet-based

phone systems that will revolutionize communications and Mary Hubbard discussed how eBay is working to find new sales opportunities. Keynote speaker Shannon Nordstrom provided numerous examples of how his business has adapted over the years and continues to change in light of new technology and new ways of engaging his employees to keep them fresh and productive. Coping with change and applying new ideas is a challenge we all face.

FADRA is also seeing some big changes this year in our leadership. After two years of Jim Butler's great service as President, Tim McMillon of M&K takes over the reins. I know he's going to be a dynamic and hard-working President and we all look forward to his leadership. We've seen some very good people leave the Board in recent years—Mike Gagel, Gerry Vertucci, Keith LeBlanc, Joe Hines, Claude Greiner, Brad and Bill Rutherford, and Lenny Damron, to name a few—but a new generation of leaders is coming to the forefront. I know we all are going to miss Brad Rutherford after he has served more than 20 years on the Board; he has been unfailingly sensible and respectful in our discussions, and we will miss his good cheer. Brad assures me, though, that he will always be around and will continue attending conventions and other FADRA activities as much as possible.

Two new Board members have joined us for the coming year: Jason Finley with Go Auto Recycling and Phil Riffel of All Pro Used Auto Parts. They have both attended the convention annually for the past few years and participated enthusiastically in seminars, and are engaged members of our association. I, along with my staff, look forward to working with them during their term in office and beyond.

We have some dates set for upcoming FADRA activities. We will hold a FADRA Board Meeting /Strategy

Retreat on October 3 at the Sheraton Sand Key, the 2015 FADRA Convention site. We want to brainstorm about membership benefits and acquisition, improving convention attendance, communications and the web site, and other key issues facing the automotive recycling industry. We will also hold our first Convention Committee Conference Call this fall, so if you want to suggest speakers or have ideas about how to market the convention better or plan its events, please let me or Shan Lathem know and we'll communicate your ideas to the Convention Committee. We're always looking for members to volunteer, so if you would like to become more involved behind the scenes, please contact Tim McMillon mk-auto@me.com. Several Board Members got their start by first working on a FADRA committee.

I hope many of our members plan to attend the ARA Annual Meeting on October 22-25, 2014. It will take place in Nashville, Tennessee and will be loads of fun and packed with great education and networking opportunities. ARA supports FADRA and its members in so many ways, so I hope that you can find a way to make your way to Nashville.

Finally, we have scheduled our FADRA Legislative Days and Hill Visits for March 17-18 in Tallahassee, Florida. This year's Legislative Session was a contentious one and FADRA worked very hard on the 80% Threshold Bill. We need as many members as possible to participate! Legislators love seeing business people from their district, and the more of our members who attend, the better our coverage is as we support key bills. We all convene on the Capitol as a group and visit with a number of Legislators or their key aides. These meetings are very casual and cordial. If you've ever been curious how the legislative process works and who the various legislators are, don't miss this great event.

One last request. The FADRA News is YOUR Newsletter! We would love to share any business news, personal stories, or milestones of our members. We're making a few editorial changes to the FADRA News as we strive to reach out and interview and engage with as many members as possible. Please send or call Bobby Davis (bobby@fadra.org) or I with your pictures, and any information you would like to share!

As always, I and the FADRA staff and leadership are here to help you and listen to your ideas. I will be at ARA and hope to see you there!

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Commercial Forms Recycler Supply Celebrates 25 Years of Serving Auto Recyclers

Twenty-five years ago, Commercial Forms Recycler Supply was created from the need of Auto Recyclers as a source for industry-specific Forms and Supplies. Throughout the late 1980s, Hollander and AutoInfo were succeeding in computerizing the industry and bringing changes to the forms and systems that Auto Recyclers had previously used. They needed a centralized supply source for the industry-specific invoices, tags, and supplies, but the notion of Auto Recyclers individually dealing with their local forms company and industrial supply house no longer made sense. These companies didn't understand the industry software or the unique supply needs. In 1988, Commercial Forms Recycler Supply was founded as the Auto Recycling Industry's new Forms and Supply Company.

In 1984 Brian Collins was introduced to the Auto Recycling Industry as a new graduate from Northwood University in Midland, Michigan. Having grown up working in his father's NAPA parts stores, the auto parts business was nothing new to him. Combined with his computer experience, this made him an ideal candidate for a software company named AutoInfo. Starting as a field installer and later moving into sales, Brian worked with Howard Nusbaum, founder of AutoInfo, to bring automation into the Auto Recycling Industry.

"When I started with AutoInfo, they 11 systems installed and Hollander had about the same," says Brian.

With computerization came changes in Invoicing formats and Parts Tagging Systems. Initially, both

Hollander and AutoInfo attempted to serve the forms and tag needs of their clients. This aspect was not their primary focus, however, so it became an issue for the industry.

In 1988, while selling and install-



Brian Collins, President Commercial Forms Recycler Supply

ing AutoInfo/Checkmate systems, Brian decided to start Commercial Forms Recycler Supply to specialize in the Forms and Supply needs of Auto Recyclers. AutoInfo immediately provided their endorsement and Hollander would later follow. Commercial Forms Recycler Supply still maintains a close relationship with the industry's software providers.

New system installations get a startup kit of their forms, tags, paper and other supply line items. They also work together on special projects that may require modifications or the stocking of new products to support software or equipment enhancements.

In the beginning the business was made up of mostly forms, tags and computer-related supplies. Working with their clients to solve their needs, they began to add more products to their offering. Today Commercial Forms Recycler Supply serves the Auto Recycling Industry with not

only forms and tags, but consumable supply items such as caplugs, paint markers, heat tabs, saw blades, and shipping and safety supplies. They also are able to customize forms, tags, labels and promotional items with their customers' logos, warranties, and preferred colors.

Many of their stocked items were developed through the referral of customers. The idea for a transmission bracket to hold in converters was created by a LKQ customer in Ohio. Many of the warranty tags stocked were written with the assistance of customers. Y-Yard in Illinois helped write the Engine and Transmission Pre-Installation Tags now used by Auto Recyclers all over

North America. By working closely with the industry, their business continues to evolve with new product offerings. Recently they launched a new line of Reciprocating Saw Blades called the Dismantler Blade that was designed specifically for Auto Recyclers. They also assist customers with changes in technology, and the migration to it, such as Laser Invoices and Thermal Transfer Part Tags.

It appears that the idea, 25 years ago, of starting a company that would specialize in the forms and supply needs of Auto Recyclers worked. They have centralized the industry's buying power and provide Auto Recyclers with friendly and convenient place to do business. Auto Recyclers are able to place a single order and cover most of their supply needs for both the office and the yard. Commercial Forms Recycler Supply offers online ordering at www.commercial-forms.com or by phone at 800-233-0771.

Car-Part.com Launches the Next Generation of Car-Part Pro eCommerce Marketplace

In July, Car-Part.com launched a new version of its Car-Part Pro Marketplace for the collision and mechanical repair industries.

EMS Pro, Car-Part.com's EMS-based integration with the three

estimating systems, provides one-click access to Car-Part Pro's parts distribution network.

"Car-Part EMS Pro, in my mind, is a necessity for all damage appraisers and estimators. It seamlessly opens the search link with all required information ready to check availability and price. I have noticed that I am checking recycled parts even when I initially didn't intend to. This makes the repair planning process quicker and more accurate," said Garnet Young, President of Young's Auto Body.

Online part ordering on Car-Part Pro is now available for repairers via the "Order Part" button, which provides one-click ordering from over 1,000 eCommerce-enabled part providers, a natural complement to Car-Part Pro's real-time delivery and part availability information.

"Car-Part Pro has awesome speed at locating any kind of part. It really allows you to determine a fair price for what you are buying. We make Car-Part Pro our first choice in parts locating," said Harry Moppert, President of Moppert Brothers, Inc.

Car-Part.com has also

recently worked closely with OEConnection, the parts eCommerce technology leader for original equipment manufacturers' (OEM) distribution networks,



to integrate its services with Car-Part Pro. This integration enhances

the part choices available to repairers using Car-Part Pro by providing them with the ability to order parts from their favorite OEM dealerships while maintaining a streamlined workflow. Similarly, repairers using CollisionLink can maintain their workflow when pricing and sourcing recycled parts.

"Integrating our solutions furthers our goal of improving the way the industry buys parts," said Jeff Schroder, CEO of Car-Part.com.

The power of Car-Part Pro is now available via the Car-Part Pro mobile app, which simplifies locating and ordering parts for repairers and re-inspectors by using a VIN barcode scanner to identify the correct interchange part numbers. The Car-Part Pro native mobile app is compatible with Apple, Android, Amazon, and BlackBerry devices.

Learn more about Car-Part Pro or sign up at CarPartPro.com. Car-Part Pro is offered to repairers at no cost and is available for insurers and Independent Appraisers! For more information about Car-Part EMS Pro, call Car-Part.com at 859-344-1925.

Brad Rutherford Enjoying Family Life

Budget Auto Parts' Brad Rutherford spends a lot of time with his granddaughter Alexa and sent in a couple of great pictures. In the first, Alexa and Brad saved "Mister Pelican," who had a hook stuck in its mouth. The second was a less happy time when "she fell off my dock at the island while her mom was on watch! Thankfully she just broke her wrist. The picture was taken when Nikki told her she could not swim for six weeks."



Jordan McMillon Racing for the Top

Jordan and his dad Tim McMillon share a love of auto racing. Jordan began racing this year in earnest at the Volusia Speedway Park in Berberville, FL. He drove a V-8 for the first time in the V-8 Dirt Hobby Stock Division. He started this year without any sponsors but now he has two, an independent NAPA Auto Parts and Tom's Pizza in DeLand.

"We had a lot of small issues with the car the first four months and we had been trying to get the kinks out," Tim said. "A few weeks ago we got the car pretty much race ready and started a race in 8th position, 4th row outside, out of about 20 cars. Jordan ended up placing fourth that night in his first full race."





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EPA Settles With Puerto Rican Auto Crushing Firm

The U.S. Environmental Protection Agency (EPA) has reached a legal settlement with the auto crushing and scrap metal recycling firm W.R. Recycling regarding alleged violations of federal hazardous waste laws at the company's facility in Cabo Rojo, Puerto Rico.

As part of the settlement, W.R. Recycling will make a number of site improvements to control runoff as well as invest \$133,000 in a project to purchase and install equipment that will ensure the clean extraction, removal and storage of harmful liquids from all the vehicles it handles.

The EPA notes that the upgrades will benefit the environment and the community and are not legally required to bring the company into compliance. In addition, W.R. Recycling will come into compliance with all federal laws and pay a \$29,000 penalty.

"Recycling old cars has many benefits, but the process must be done in a way that does not cause pollution," says EPA Regional Administrator Judith Enck. "This agreement will modernize the car recycling operation in Cabo Rojo, ensuring that the facility is complying with all environmental laws.

Under the settlement's terms, W.R. Recycling will construct a sealed concrete pad, with a drainage collection system and an oil water separator on which all vehicles it handles will be processed, crushed and stored prior to shipping of the crushed cars for metal recovery. A roof will be built over the vehicle crushing area to shield the fluids collection and crushing processes from rainwater.

The company will also purchase and use specialized recovery equipment to ensure the clean extraction, removal and storage of transmission and engine oil, gasoline and diesel fuel, coolant and refrigerants.

The recovery equipment will ensure that all vehicle fluids are collected and segregated for reuse or recycling. The facility improvements and new equipment will help prevent the release of hazardous wastes into the environment during W.R. Recycling's operations.

Among the equipment purchased by W.R. Recycling is a mobile automotive fluid recovery unit that will enable the company to process scrap vehicles not only at its Cabo Rojo base but also at other locations in Puerto Rico where there are no other scrap operators.

The settlement follows inspections that the EPA conducted on three occasions from 2009 to 2012. During the inspections, EPA found that W.R. Recycling's facility was out of compliance with federal hazardous waste regulations and issued a legal complaint to the company.

Among the violations cited in the complaint were the company's failure to make hazardous waste determinations for the fluids and discarded materials it generates, its failure to minimize the releases of hazardous materials, the disposal of hazardous waste without a permit, the improper disposal of used oil and the failure to label used oil storage containers.

Source: *Recycling Today*, July 10, 2014

Yard Fire in Orange County

A fire ripped through an Orange County auto recycling yard on Thursday morning June 26. Firefighters worked to put out the flames that engulfed AAA Auto Parts Sales and Service on Space Boulevard. Fire officials said several cars and small sheds were also on fire.

"It's almost like fighting a whole bunch of small independent fires. There's also some sheds and roofs that have been compromise," said John Mulhall of Orange County Fire Rescue.

Officials said 40 firefighters were

called out at first, but it took more than that.

"Because this was an intense fire, it required a lot of firefighters. We brought in additional units behind those, swapping people out. They needed a chance to rest, drink some fluids, then go back in," said Mulhall.

Owners of surrounding businesses were concerned about their properties and their employees.

"We have men start coming in from 6 a.m. on and I was worried that maybe someone had gotten there before the fire started," said Charles

Aylor with Aristicuts Lawn and Garden.

Aylor said the owner of the business that was destroyed in the fire called him.

"(He's a) hardworking guy, working all the time, does a beautiful job. He called me to let me know that my building was OK," Aylor said.

Firefighters had the area closed off while they battled the blaze. There were no injuries reported. Authorities are investigating the cause of the fire.

NEWS FROM ARA

The Automotive Recyclers Association (ARA) announced that John Van Alstyne, CEO and President of I-CAR, and Christy Wright, a member of the Dave Ramsey Speakers Group, will be keynote speakers for ARA's 71st Annual Convention and Exposition. ARA's 71st Annual Convention and Exposition will take place October 22-25, 2014 at the Gaylord Opryland Resort and Convention Center in Nashville, Tennessee.

"John Van Alstyne brings two decades of experience and knowledge of the OEM and vehicle technology sector to I-CAR," said ARA President Ed MacDonald. "We are excited to provide ARA members with the opportunity to hear from John about the technical-focused education and resources that I-CAR is working on and ways in which professional automotive recyclers can collaborate with the collision repair industry for the ultimate benefit of the consumer."

Van Alstyne will speak to Convention attendees on Thursday, October 23. ARA also announced that Christy

Wright will be a second keynote speaker. Hand-picked by New York Times best-selling author and radio host Dave Ramsey, Wright has served as a business coach and is a certified and experienced life coach, with expertise in issues such as leadership, life balance, setting and reaching goals, time management, and building budgets.

"Christy is the ideal speaker to address our members and the challenges associated with running a small business," said ARA CEO Michael Wilson. Wright will address automotive recyclers on Friday, October 24.

Other highlights of ARA's 71st Annual Convention include tours of Nissan North America's manufacturing plant, 12 hours of Exposition with nearly 100 exhibitors, a networking breakfast for the Ladies of the Automotive Recyclers Association, and the Annual Awards Dinner and Presidential Gavel Passing.

To register and for more information, visit the 2014 Annual Convention and Exposition website at www.araexpo.org or call (571) 208-0428.



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One Day Closer

Most people can't say that they owe their life to a mechanical bull, but Wendy Wilson's life is anything but ordinary.

Wendy works at Brock's Supply, where she sells aftermarket parts and supplies to auto recycling yards and body shops all across the nation. She enjoys talking to a variety of people every day. In an industry dominated by men, Wendy has found that her industry knowledge and customer service have strengthened the perception of women in the industry.

In October 2004, Wendy was diagnosed with breast cancer. Two weeks after her diagnosis, she flew to Wyoming to spend Thanksgiving with her family. Her father was already battling a rare form of bone cancer, so she was determined to fight so she could continue to support her father. She underwent a lumpectomy followed by 6 treatments of chemotherapy and 34 radiation treatments.

The lumpectomy was successful, and her doctors believed she was in remission, but, in August 2008, her left arm started aching. She recounts jumping on a trampoline with her niece and nephew and wanting to stop because her arm was in so much pain. Her family egged her on by saying, "Stop being such a baby," so she kept jumping. Later that week, she went out with a group of friends and they decided to ride a mechanical bull. She was thrown from the bull and landed directly on her left shoulder. She was in so much pain, that she felt like "she was giving birth from her arm." She went to the doctor where they did an MRI and found that her breast cancer had metastasized to bone cancer in her arm. The cancer was not curable, but treatable. To this day, she thanks the mechanical bull.

This time around, Wendy underwent 27 treatments of chemotherapy and 10 treatments of extreme radiation. Wendy commented that losing her hair was the hardest part of the treatment the first time-- she didn't want anyone to see her. But as she continued her fight against cancer, she realized how many people are impacted by cancer and that she was not alone in her journey. Wendy advised, "Cancer is a mind game, and you have to take control. Each day is one day closer to being done with chemotherapy. Chemo may slow me down, but it will not bring me down."

Aside from two week-long hospital stays and despite the grueling chemotherapy treatments, Wendy has

continued to work 40 hours a week at Brock's Supply. She is thankful for the support her employers and co-workers have shown her throughout her treatment. She commented, "I could be sick at home or busy at work. And I need to work." Although she has health insurance, Wendy's deductibles, co-pays, and medication expenses total \$8,000 - \$10,000 per year.

Prior to her diagnosis, Wendy was very involved in gymnastics and led an active lifestyle. Now, she is limited to the amount of weight that she can lift because her bone will never fully heal. She joked, "Most people crave sweets, but all I crave is to do a cartwheel again."

Wendy is currently taking medication that kills her estrogen-based cancer cells, helps strengthen her bones, and ultimately extends her life. She recently had a CAT scan to see how her body is responding to her current medicine. She has eight spots of bone cancer, three that are continuing to grow, so she will need to do a third round of chemotherapy and radiation. She will need to receive monthly treatment for the rest of her life to keep her cancer under control.

Wendy commented, "I refuse to feel sorry for myself. Cancer has taught me to live life to the fullest." Before her diagnosis, Wendy was a very shy person, but cancer changed her outlook on life. She enjoys life more and challenges herself to do something new and exciting every week: skydiving, scuba diving, and traveling the world to name a few. She feels incredibly blessed to be surrounded by supportive friends and family. She has family in Wyoming, Maine, and Nebraska and a very close group of friends in Arizona. Wendy tries to travel to visit her family at least once a year but she is not always able to due to medical appointments and expenses.

Wendy realizes that her diagnosis is serious, but she won't let her disease take control of her life. She is living proof that a cancer diagnosis is not a death sentence. Wendy remains hopeful and positive as she waits for a cure.

You have an opportunity to help Wendy Wilson in her battle against cancer. On October 11, 2014, the Arizona Auto Recycler's Association (AARA) is hosting a golf tournament at Gold Canyon Ranch in Apache Junction, Arizona to raise funds to help Wendy with her medical expenses. To participate, please complete a registration form online.



Members Explore Oceans of Opportunities at FADRA 2014

By Bobby Davis, Editor

Thanks to a stellar slate of speakers and a family-style beach location, this year's FADRA Convention was hit with the more than 130 attendees. The Melbourne Crown Plaza was crowded with soldiers staying there while nearby Patrick Air Force Base was being renovated and assorted tourists from around the world. But FADRA members made the hotel their own in the bars and on the beach. We enjoyed superlative food and excellent staff help while the members learned the latest from some high-powered experts in the recycling business.

Our opening event on the Victory Casino cruise drew about 70 attendees as we went out for five hours on calm seas. There is no truth to the rumor that Executive Director Kim O'Dell chose this venue so she could clean up on the slot machines. Chad and Casey Damron and Brittney and Tanner O'Dell won significantly at the blackjack tables, while Katrina Hall of RAS, an experienced gambler, lost early and decided to cut her losses and enjoy watching others play. FADRA members moved throughout the casino areas of the ship or hung out on deck in the breezy air of the Atlantic Ocean. I frequently saw Steve and Kelli Bentley enjoying both the casino and chatting with friends on deck.

Keynote speaker Shannon Nordstrom brought long experience, creativity, and inventiveness to his discussions of today's recycling. He connected with attendees with his earnest, humble, and passionate manner. His family converted a farm to an auto salvage yard in 1969, turning a "cow farm into a car farm," he said. Although FADRA members don't have to worry about their cars being covered in snow as Shannon does in North Dakota, much of what he had to say applied to our members. "I'm one of you," he said. "I'm still trying to figure it out. I'm still experimenting and trying to understand how best to use resources. I do have a passion that burns to figure things out."

Shannon had lots of interesting ideas, which he shared in his three sessions and in private conversations with attendees. He plans to "geo-coordinate their cars on 65 acres, putting GPS trackers on each vehicle. "We have a great system, but everyone has a problem putting hands on a part sometimes. The lift operators make 80% of the noise, and I need to give them a tool to maximize their time. It will also give them a different perspective on their job."

"We created well-lighted and clean dismantling areas, and we engaged the dismantlers in grading and cataloguing our vehicles into A, B, C, D, and E grades. We spend more time photographing and describing A-grade cars than lower grades, because we can make more money on them. Our C-grade cars came out of Cash for





Clunkers. We want to make it easy to make extra sales; these parts have 45 days outside with the parts dismantled, then we crush them out.”

A fun thing they do every year is the Harvest Day Pull-a-Thon. They bring in food vendors and invite people for miles around to pay \$70 to take everything they can put in a cart. Shannon said that they have perhaps 250,000 people in all surrounding their yard, so it’s not a big market. They make less money per part, Shannon said, but it creates enormous good will and priceless marketing.

“All these people come to the pull-a-thon and think they put one over on Nordstrom’s Automotive because they got a great deal, but it helps build a loyal customer base. As many as 1000 people participate each year, and many of them are people who just come out to watch.”

Bill Stevens of Counts Consulting also brought superior expertise to bear in his discussion of the “Seven-Line P&L,” a must for anyone looking to find hidden profits and losses in their financial statements. The seven lines are your net revenue, total costs of goods sold, total gross profit, labor expense, other fixed expenses, total expense, and net operating income (NOI). He quoted Ron Sturgeon to say that “There are two reasons to crush a car: no room or no money.” Like Ron, Bill sees the value in the judicious use of credit to expand business. “The cost of money is now cheap,” Bill said. “Use someone else’s money if you can. Everybody wants to pay cash for everything, but if you use a line of credit properly, you can buy more vehicles and expand your business, but not to pay people or build buildings.”

Bill advocated buying the maximum number of vehicles you can with the maximum gross profit per vehicle. “Where is your sweet spot?” he asked? Where you get the best gross profit and acceptable cash recovery for your vehicles? It’s different for everyone.”

William Richardson of the Tampa office of the U.S. Department of Labor, Wage & Hour Division discussed the practical ramifications of wage and hour laws. Business owners sometimes find the things they “know” about wage and hour law aren’t really true. One thing employers sometimes do is to ask a receptionist taking a lunch break at his or her desk to do some minor task, such as waiting for and signing for a UPS package, or doing one letter, puts that person on the clock for the entire lunch period.

Smoke breaks can also be tricky. Richardson told the story of a worker who agreed with his boss that instead of a 30-minute lunch period, he would take six 5-minute smoke breaks a day. This worked for both of them, but upon investigation, the owner was found liable for two years of 30-minutes extra pay, which sometimes put the worker into overtime. He answered questions from several members after the session.





Katrina Hall of RAS moderated a very interesting u-pull-it panel composed of Gary Lindros, Jr. of Ace Pick-a-Part/ABCAR, Billy Glueck, Jr. of Glueck's Auto Salvage, and Hunter Kiker of Kiker U-Pull-It. They managed yards of 20 acres handling 650-750 cars per month, 17 acres and 200 cars per month, and 12 acres and 150 cars per month, respectively. The lively exchange of questions between audience and panelists kept everyone thinking about new ideas for self-service operations. They discussed such issues as customer service, what items do they take from vehicles before crushing them, what parts are most commonly sold (starters, alternators, grills, headlights, and AC compressors), handling exceptions to the price list, advertising, how fast to turn over inventory (as fast as possible), and more. Gary noted that customers today tend to be less professional and knowledgeable about cars; they tend to present a list of parts wanted and treat the u-pull-it as a supermarket. Billy noted, however, that he has a lot of body shops near him who "fight over every nickel." Billy and John both employ a person who will pull parts for a customer for a fee, while Gary said he used to but said it left them open to complaints, so they discontinued that practice.

One prickly issue is the occasional regular customer who other customers will pay to remove parts. Billy noted that some will try to exercise "squatter's rights" and charge exorbitant fees. "Good regulars can be valuable and increase sales, but you can't let them think they own the car." Plus, Gary noted, if the person damages the part, a customer will complain that "your guy" did it.

At one point, Billy answered a question about selling odd-ball items; they have a section where they sell lawnmowers, ATVs, four-wheelers, and other things. He said they get big money for lawnmowers, and Gary reacted by saying, "We don't do that, but I love the idea." This is the kind of sharing of ideas that helps to make the convention a valuable experience for attendees.

Mary Hubbard and Mark Schwab provided a glimpse at technological changes facing the salvage industry. Mary discussed how eBay is changing the marketplace and how today's recycler can expand their sales reach. Attendees asked her a lot of questions during and after her presentation.

Mark discussed how Voiceover IP—phones that run off your personal computer wirelessly rather than being hard-wired into your facility—is changing the business. Although you should keep one copper-wire line in case of emergency, Voiceover IP enables your PC and phone system to talk to each other and enable the business owner to monitor how many calls each counterperson makes and receives. An owner can be at a sale offsite, get a call from someone that needs to go to a counterperson, and transfer that call directly instead of taking a message or having the customer make a second call. "The ability to be everywhere at once is no longer a dream, but a necessity," he said.

It can also save costs, especially if you have multiple locations. One boat company that adopted Voiceover IP saw its monthly phone



costs drop from 780 to \$565 a month in its three locations. One system can cover multiple yards. Some systems have video, enabling an owner to monitor security cameras from their phone screen.

DJ Harrington finished off the “academic” program of the conference, drawing gales of laughter for his story about how he offended a young Jeff Gordon for not recognizing him. His homespun wisdom punctuated with humor is always hit with FADRA attendees.

We also had some special guests at the meeting, including ARA President Ed MacDonald from Nova Scotia, ARA Executive Vice President Michael Wilson, and State Representative Tom Goodson, whose crusty humor delighted many and offended a few when he spoke to the members at the banquet. Ed and Michael gave an informative ARA update during the FADRA General Business Meeting on Saturday.

A social highlight was the first-ever volleyball event, which drew about 20 attendees. The net was terrible but everyone had fun anyway, with Shan Lathem and her daughter showing off their advanced skills. Roger Schroeder of Car-Part was ferocious; setting was not part of his game, but he hit every ball that came to him hard in the other direction. Speaker Mark Schwab and his wife joined in the fun, and Jordan McMillon played well despite wearing blue jeans in the scorching heat. Dan Ulrich and his wife were very good players, and Cynthia Pollard of Lamb Fuels at one point blocked her boss, Greg Lamb, who clearly enjoyed himself. We even got Steve Holland out there to play, and he had fun despite ending up with a bruised ring finger afterwards.

A couple of FADRA Past Presidents joined us unexpectedly, Gerry Vertucci, formerly of Atlantic Auto Discount, and Keith LeBlanc of County Auto Recycling Services just couldn't stay away from their old mates. Keith is super-busy, as always, and could only pop in for a day but was in good spirits, while Gerry is enjoying retirement and keeping up a breakneck schedule of travel and merrymaking. It was great to see both of them.

The closing banquet had a beach and boardwalk theme this year but was held inside as it was turtle hatching season and we couldn't have much light outside. Members enjoyed spending time with a magician, a caricature artist, and a face painter set up in various places throughout the hall. The face painter also made balloon animals for kids and attendees could sample popcorn and cotton candy. We had a bean-eating contest won closely by Shannon Nordstrom over Tim McMillon, Jim Taylor of Auto Data Direct, and two others. We recog-

nized our scholarship winners, who attended with their families, recognized Brad Rutherford for his long service on the Board, and passed the gavel from Jim Butler to new president Tim McMillon.

Our auction was split into silent and live auctions this year so it would take less time during the banquet, but we brought in \$28,365 from the live auction and \$1930 from the silent auction thanks to generous donations from members of a wide variety of items and the auction team of Bo Wroten and Kent Martindale. This figure includes the proceeds from Lenny Damron's 1994 red Harley motorcycle, which was displayed throughout the convention in the registration area. FADRA would like to extend a personal thank you to Diane, Chad and Casey Damron for their generous donation of the Harley

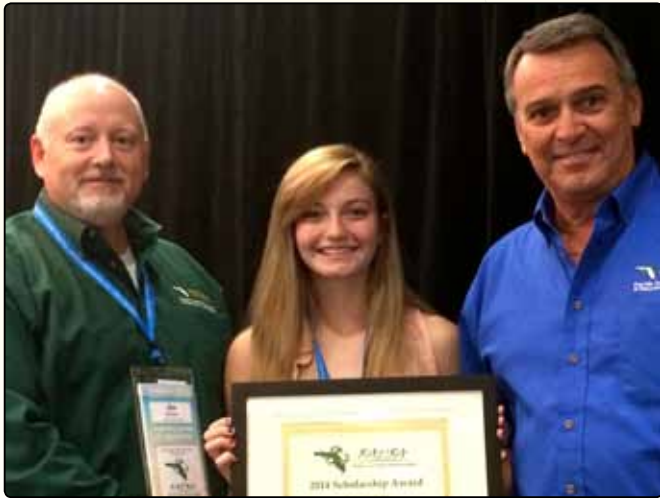


Davidson that was auctioned off live on Saturday Night. \$11,000 was raised and donated to the Scholarship Fund. Diane also made a separate donation to FADRA. After fierce bidding, Barney Thompson of AB&B had the highest auction bid for the motorcycle: \$11,000. We also raised \$825 for a school for autistic children.

Steve Holland of Brandon Auto Salvage summed it up well: “Listening to salvage yard owners or general managers from outside Florida over the past several years has been inspirational. Hearing the experience and being educated from speakers like Shannon Nordstrom, who is in the forefront of technology to enhance our industry, has a huge value. If you didn't attend this year, there is no way to explain what you missed. The attendees can focus on where they need to take their business in years to come, while the non-attendees can just wonder what is happening to their business.”



2014 Scholarship Recipients



Shannon Shewbrooks
Trademark Metals
University of Central Florida



Marina Matthews
Trademark Metals
University of Kansas



Taylor Porter
Trademark Metals
University of Florida



Rigsby Family Scholarship
Shannon Shewbrooks
Trademark Metals
University of Central Florida

FADRA would like to extend a personal thank you to Diane, Chad and Casey Damron for their generous donation of the Harley Davidson that was auctioned off live on Saturday Night. \$11,000 was raised and donated to the FADRA Scholarship Fund.

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FADRA Scholarships Contribute to Bright Futures

By Bobby Davis, Editor

Since beginning its scholarship program in 2007, the Florida Auto Dismantlers and Recyclers Association has given 34 total scholarships to 28 family members from member companies (there have been some repeat winners), totaling \$27,000. Three were given at the 2014 convention. In 2012, the Rigsby Family Scholarship and in 2013, the Damron Family Scholarship were also added. The program is funded solely by donations from FADRA members, from direct donations, auction proceeds, and buying specialty items like the annual convention bears and pins.

Who are these people who have received scholarships? Have they gone on to rewarding work and personal lives? I caught up with some of the winners.



Claire Celeste McGeachy (2007-08)

FADRA's first scholarship recipient, Claire's father Ed worked at Rigsby's Auto Salvage in sales. She's an associate at Suncoast Credit Union and living in Land O'Lakes, FL, and is married to Donald

Valverde, with whom she had twins in 2009. She left school after having the babies but is taking classes at Pasco-Hernando Community College to finish her associates' degree.

Melissa Sue Wincek (2009)

Melissa and her brother Chuck each won scholarships while their mom worked at Ocala Recycling. Melissa graduated from Central Methodist University in Fayette, MO with a degree in music and was a member of the Sigma Alpha Iota sorority. She became the band director at Keytesville High School in Fayette and married Josh Hall in December 2012.



Colin Andrew Lytton (2009)

Colin's mother worked at Trademark Metals, enabling him to win a FADRA scholarship. He went on to Florida State University, where he earned a BA. Colin is living in New York City and loving every minute.

"As far as my college experience, I could not ask for much more," Colin said. "My experience was the perfect balance of creativity, social life, and exercise. One of the biggest benefits that has helped me get to where I am was the challenge to learn how to adapt to different social situations and create lasting relationships and /or contacts.

I am currently using my degree as I work on the professional level within the fashion industry here in NYC. I work on high-end photo shoots as a set designer's assistant and also work on the production team for Milk studios NYC. I have been able to apply my social skillset as well as art knowledge attained throughout school. Without the FADRA scholarship, I could not have had the push and determination to get me where I am now. Many, many thanks to the entire team!"

Jessica Marie Smith (2008)

Jessica, whose father works at Brandon Auto Salvage, graduated from Florida Southern College and is a Registered Nurse at Lakeland Regional Medical Center.



Janel Canty (2010-11)

Janel went to the University of South Florida and now works at Tampa General Hospital. Janel took part last year with 14 other nursing students in a research project led by University of South Florida College of Nursing Instructor and USF CREATE Scholar, Debra Gottle. The group presented a poster at the Undergraduate Research and Arts Colloquium held at the USF Marshall Center, April 17, 2013.

Continued next page

The students, under Gottel's mentorship, presented a project titled "The Impact of a Simulated Auditory Hallucination Experience on Nursing Students' Attitudes toward People with Mental Illness." They were among the 88 USF undergraduate students presenting at the event.



Alli Rae Porter

Alli Rae is the first three-time recipient of the FADRA Scholarship. She went to Warner University in Orlando on a basketball and Bright Futures scholarship.

"Warner is a private college and even with the scholarship all expenses are not covered," Alli said. "In my sophomore year, I applied for a FADRA scholarship and was so excited to be a winner, not only for the money but getting invited to the dinner and receiving a beautifully framed certificate. I received this scholarship three years in row and feel forever grateful to FADRA. I have graduated with a Bachelor Degree in Business Administration and Marketing. I am staying in the business world, working as a spokesmodel for many national companies at convention, and working full-time for Hilton."



Vincent Oliver

Vincent's father Mark works for Insurance Auto Auctions and is a long-time FADRA member. He graduated in May 2010 from Texas A&M with BS degree, majoring in agronomy and minoring in range management.

"I was employed initially out of college by Petro-Hawk Industries and in July 2013 moved employment to Aggregate Suppliers of Texas, where I am currently the Regional Sales Manager position covering Texas, Oklahoma, and Western Louisiana," Vincent said

"I would like to thank FADRA again for their support during my educational journey for the financial support as well as providing additional earnings and interests when entering the workplace which was supportive in gainfully becoming employed."



Karen Bessent Sheffield (2011)

Karen worked at Rusty Acres Automotive in Jacksonville and was an adult student at Mitchell Community College in North Carolina. She "took some

very intense business classes and worked on building an in depth business plan as one of my final projects. That business plan helped me make an educated decision when presented with the opportunity to buy an existing business later that year, Karen said. "My husband and I started a small race team here in NC a few years ago and we have been working to make it a successful business. I am happy to say that 2014 has been a successful year for our team and we look forward to the future. I am also working as a licensed real estate broker and learning more about commercial real estate.

"I would like to thank the members of FADRA and the administration for providing me with a scholarship to further my education. We are truly grateful for the opportunity that FADRA provided me with."

Karen reported that her sister Kimberly Bessent, who also received a scholarship in 2011, is still attending Florida State College in Jacksonville and should finish next year.

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Ron Sturgeon's Management Tips

Pay For Performance

Milking the Extended Warranty Cash Cow

A Continuing Series of Articles on Increasing Profits and Cash Flows

By Ron Sturgeon, RDS Investments



Some of the auto yard owners who come to me for advice ask for help increasing profits. Many have owned yards for years and are struggling to earn what they did a few years ago. Most of the time, they want me to give them a formula to sell more parts. They think the easy way to more profit is more sales.

I lay out the capital needed to buy more cars and the cost of added marketing to bring in more part sales and I let them know that building the momentum to raise sells might take several months or longer. Sometimes, they don't have the money to invest in inventory or promotion. I always suggest that we take a look at the expense side of the ledger or find low-cost ways to get add on sales.

Cutting expenses can be done right away and can improve cash flows in weeks, not months. Then the better cash flows can be invested in more inventory and better marketing and revenues will go up.

One of the best ways to work on the expense side of the ledger is to revamp compensation from hourly to pay for performance. In past articles in this series, I have discussed pay for performance for inside sales, dismantlers, parts pullers, delivery drivers, inventory people, and outside sales. This installment is about selling extended warranty.

I have helped dozens of yards roll out pay for performance programs. Some recoup the cost of hiring me in less than one week.

Part of giving your salespeople the right incentives to perform has to be a solid extended warranty program. If you are not offering warranties on parts, you are leaving a lot of money on the table.

When I sold my Texas yards to Ford in 1999, we were selling about \$15 million per year. About 1 million of that was extended warranty. When Ford was doing its due diligence, they asked about extended warranty claims.

We had studied extended warranties and knew that a warranty sale produced a claim less than five percent of the time. They thought our numbers were too good to be true. We gathered more data and redid the analysis. The answer? It was still below 5%. That means extended warranties are insanely profitable. That's why I was glad to pay 20% commission on these add-on sales. We excluded some parts with proven high failure rates, but most parts we sold had at least one warranty option.

Many recyclers offer extended warranties only on mechanical parts. WHY? Why not offer one on a fender or a wheel? Your customers are buying a fender because theirs was smashed in a wreck. Yep, we guarantee to replace that fender even if that happens again. Think about it, what are the odds?



If you have a top-performing, well-trained sales staff, extended warranty should be 10% of your sales. It's found money! Why wait to start adding it to your bottom line? Some of your competitors have been milking the extended warranty cash cow for more than a decade.

Some yards don't do warranty because they worry about returns. Remember that used parts almost always

Continued next page

fail right away if they are going to fail. You are probably already offering 90-day warranties and a return in this period is a return, not an extended warranty claim.

How many parts come back more than 90 days after they were purchased? Almost none.

I remember one RX 7 owner who got two replacement engines over a 5-year period. We took his picture and used it in our warranty sales brochure. His picture made me a lot of money even though he was the exception. Who keeps a 10-year-old car for 5 years? And engines today are lasting longer than they ever have. Let me help you roll out pay for performance and a highly lucrative extended warranty program. Your yard can be more profitable than it ever has been. Make this year your best!

Next month, I will discuss pay for performance and cradle to grave dismantling.

Remember only you can make business great! Ron Sturgeon, founder of Mr. Mission Possible small business consulting, combines over 35 years of entrepreneurship with an extensive resume in consulting, speaking, and business writing, with nine books published. A business owner since age 17, Ron sold his chain of salvage

yards to Ford Motor Company in 1999, and his innovations in database-driven direct marketing have been profiled in Inc. Magazine. After the repurchase of Greenleaf Auto Recyclers from Ford and sale to Schnitzer Industries, Ron is now a sought-after consultant and successful real estate investor.

As a consultant, Ron shares his expertise in strategic planning, capitalization, compensation, growing market share, and more in his signature plain-spoken style, providing field-proven, and high-profit best practices well ahead of the business news curve.

Ron is a web expert, but he is also an expert in helping businesses become more successful and more profitable. He has helped owners in industries from restaurants to law firms with a wide variety of business issues, including sales, promotion, production, financial measures, business strategy, and succession planning.

To inquire about pay for performance compensation plan consulting or keynote speaking, contact Ron by calling 817-834-3625, by emailing rons@MrMissionPossible.com, by mailing 5940 Eden, Haltom City, TX 76117, or online at Mr. Mission Possible.

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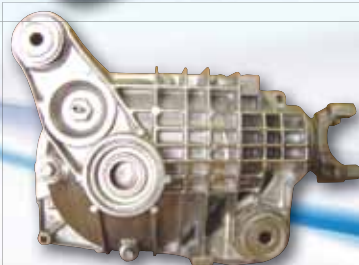
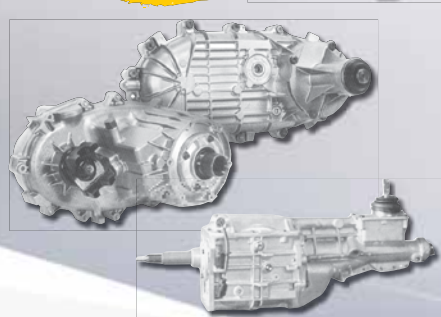
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