

# FADRA

## NEWS

**Convention Issue**







# *FADRA 2016!*

**Hilton Lake Buena Vista**  
**Orlando, Florida**  
**July 28 - July 31**



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## FADRA NEWS Issue 3, 2015

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# PRESIDENT'S MESSAGE



Tim McMillon  
M&K Auto Recycling

Hello Friends,

It's hard to believe that another summer has come and gone and fall is upon us.

I want to express my sincere appreciation to all those who took time out of your busy schedules to join us in celebrating FADRA's 40th anniversary in July at the convention in Clearwater Beach. And what a celebration it was! Jam-packed with industry experts who were so engaging and willing to share with us their "secrets" to success; I'm sure we all took away some ideas or maybe new perspectives that will make a difference for us in our own businesses. I liked that we got back to having some on-site training for our staff, encouraging not only the business owners to attend but the people that work together day in and day out - we all know how important those relationships are.

Of course, being who we are...well, we did have some fun..okay - a LOT of fun! And we shared many laughs throughout the weekend. I'm still trying to figure out that

magician....I've googled, yahooed, and binged my way across the internet and I'm still searching for the answer. Kostya the magician was amazing! A most memorable way to cap off such an epic celebration!

Planning for 2016 is underway already. The convention will be held on July 28-31 at the Hilton Lake Buena Vista, so save the date! Located in what used to be called Downtown Disney and is now called Disney Springs, it is sure to be a magical experience for everyone! The Board just met there recently and we were very impressed by the accommodations, staff, and food.

I would like to extend an invitation to everyone, member or non-members, to join us in Tallahassee on 26-27 for our annual Legislative Days. This is the time we get to meet and visit with our representatives - those people deciding what we can do and what we can't. It's very important that we have a voice and there truly is more power with more people. We can cover more representatives throughout the state, and it is impressive when we can have several members in a meeting. Believe it or not, it is both educational and enjoyable, so please make time to attend. If you're interested, send me or Kim an email and we will be happy to get all the details to you.

As we head into the holidays, I wish you and your families health, happiness, and hopefully some cooler weather!

Tim McMillon, FADRA President  
M&K Auto Recycling

# FADRA 2016!

Hilton Lake Buena Vista  
Orlando, Florida  
July 28 - 31, 2016



## Calendar

**January 26-27, 2016**

FADRA Legislative Days

**April 2-7, 2016**

ISRI Convention & Expo  
Las Vegas, NV

**April 28-30, 2016**

URG Training Conference  
Hyatt Hill Country Resort  
San Antonio, TX

**July 28-31, 2015**

FADRA Annual Convention  
Hilton Lake Buena Vista





Kim O'Dell, CMP  
Executive Director

FADRA's history through the years. Do you remember some of these events? So much great history to share and be proud of!

If you have any memories or events you want to include in the FADRA News, please contact me at the FADRA office - 407-614-8354.

Have a wonderful Fall!

Kim O'Dell, CMP



## 1986

- ADRA formed a committee to develop a "Uniform Titling Law." The Board voted to support ADRA's plan on Uniform Titling.
- The Board expressed concern that AAA Insurance in Michigan, the largest insurance company in the state, stopped purchasing used auto parts for new-model cars because the majority of claims handled by AAA were due to theft. The Florida Governor was also concerned because auto theft has increased 13% the previous year, the largest increase of any crime index.
- The Annual Convention reached highs in the number of attendees (204—143 regular members and 61 vendors), exhibit booths (29), and income (\$14,168.32).
- Annual Convention: Holiday Inn, Cocoa Beach, FL

## 1987

- Problems with the Insurance Trust surfaced as a FADRA member filed a lawsuit naming the association over denial of a claim. This suit was dismissed and refiled against the trust itself. In addition, the Department of Insurance found deficiencies in the annual filing for the trust, and that reports were not being filed in a timely manner. The Board investigated alternatives to an in-house health insurance plan.
- Brown & Brown was dropped as the agent of record for FADRA's endorsed liability insurance carrier. Brown & Brown was replaced by Hilb, Rogal & Hamilton Co. of Central Florida and Poe & Associates. CNA Insurance Co. remained the primary insurer.
- An EPA Committee was established with Steve Holland of Brandon Auto Salvage as Chairman.

- ADRA came to Florida, holding its Annual Convention at the Orlando World Marriott. FADRA produced lapel pins for members to wear at the convention.
- Association staff entered the computer age when it purchased its first Apple desktop publishing system to produce the newsletter, brochures, and other printed documents.
- Total net assets at year-end reached \$28,749.66.
- Annual Convention: Grenelefe Resort & Conference Center, Grenelefe, FL

## 1988

- FADRA first developed the bill, and presented it to the Florida Dept. of Motor Vehicles, asking that motor vehicles that are at least 80% damaged be considered unrebuildable and receive a salvage certificate. Such vehicles would never receive a certificate of title once they have been declared "parts only."
- The Insurance Trust was dissolved, with all current participants placed with a health plan upon dissolution of the FADRA plan.
- After several years of outstanding service, W. Jerry Foster resigned as FADRA lobbyist due to other professional commitments. He was replaced by Jim Talley, a Tallahassee lobbyist.
- Annual Convention: Jupiter Beach Hilton, Jupiter Beach, FL

## 1989

- A FADRA Loss Control Booklet was produced.
- FADRA introduced HB493 and SB878 in the Legislature concerning rebuilt titles. It failed, but passed through committees and built important legislative relationships. FADRA also worked closely with the Florida Auto Theft Intelligence unit

on revisions to Florida Statutes 319.30 and 319.33 concerning vehicle identification and penalties for altering VIN numbers.

- The FADRA Newsletter began publication on a bimonthly schedule.
  - Membership reached 168, with 75 SELL, 68 direct, and 26 associate members.
  - Annual Convention: Hilton Hotel, Lake Buena Vista, FL
- ## 1990
- The liability insurance program through CAN was in full swing as CAN representative Don Degan reported excellent participation and profits for the program, with nearly \$1 million in premium written.
  - Legislative changes to Florida Statutes 319.30 and towing laws were of prime importance in FADRA legislative goals. Legislative Chairman Steve Holland and lobbyist Jim Talley worked closely with the state Towing Task Force. The Towing Bill passed in the Legislature, ensuring among other things that auto recyclers are no longer responsible for the ID plate.
  - Jim Seamans was granted Honorary Lifetime Membership to the FADRA and the Board of Directors.
  - Karen Chapman of All Auto in Ft. Myers became FADRA's first female President at the Annual Meeting in July.
  - Total assets at year end (January 31, 1991) were \$4013.26. Heavy legislative expenditures sapped the budget, although total income for the association was more than \$92,000. Total membership stood at 157 (73 SELL, 67 direct, 16 associate).
  - Annual Convention: Omni Jacksonville, Jacksonville, FL

## HUB Industrial Supply Introduces New Line of Boron Cutting Blades

Lake City-based **HUB Industrial Supply** announced the availability of their new line of reciprocating blades that more effectively cut new ultra-hard metal formulations that are now starting to show up in certain vehicles.

The blades, named Boron Dismantler, are available in a variety of 9- and 12-inch configurations and are specifically sold to automotive dismantlers. Field testing has established that the performance of these new blades is noticeably better in general dismantling tasks, and far superior to any other blade on vehicles reinforced with the new boron steel.

"We've heard stories of dismantlers spending all afternoon and several blades just trying to cut through some of this ultra-hard steel," said HUB Industry Specialist Leigh Britt. "We've been working a long time to come up with a next generation saw blade to match this next generation steel, and we finally found the formula that achieves that goal."



Britt praised the blade's low cost of use, noting that dismantlers have reported being able to take apart three vehicles using just one blade.

The blade is sold exclusively through HUB Industrial Supply. They may be reached at 800.743.9401 or online at [www.hubindustrial.com](http://www.hubindustrial.com)

## Quarno Ties the Knot

Tony Quarno of Quarno's Auto Parts got married on May 1, 2015 in Charleston, SC. He lives with his wife Kat in Winnipeg, Canada, and returns to Florida for about 10 days per month for work.

"Kat and I actually met in high school history class, 10th grade. We've been close friends since then, always platonic. We never lost touch with each other and have even traveled together. She has always visited me whenever she was home from her military assignments and I have even visited her abroad, in Germany, Japan, Belgium. Wherever she has gone, I went to see her.

"We got married at the Joint Base in Charleston (my wife is a Lt Colonel in the Air Force)," Tony said. "We had our reception at the Historic Rice Mill in downtown Charleston with about 135 guests."

## In Memoriam: Steve Vaccaro

Steve Vaccaro of Steve's Auto Parts Express, passed away on September 30th of a heart attack. He was 51. Steve was a courier used extensively by auto recyclers throughout Central Florida. He leaves behind his loving wife Teresa Vaccaro; daughters, Shelby Shirah (Andrew), Jessica, Brooke; granddaughter Maddie Grace; mother, Eleanor Vaccaro; sister, Diana Barrett; brother, Jerry Vaccaro; nieces and nephews, John, Dana, Lia, Deanna, Victoria, Valory, Nicholas and Alex.

## Auto Salvage Yard Fire

A state fire marshal will investigate the cause of a massive fire on September 2 at a salvage yard that shut down parts of East Colonial Drive near Bithlo for hours.

When Orange County Fire Rescue crews arrived around 12:50 p.m., there were heavy flames and smoke showing at **Eco Green Auto Parts** on Colonial near Chuluota Road – not far from East River High School.

The building was about 50 percent involved and crews were able to knock the fire down, according to Orange County Fire Rescue spokeswoman Kat Kennedy. One person suffered injuries although it's not clear if they were serious.

Several businesses had to be evacuated and school buses were rerouted around the fire. After the fire was controlled, crews were knocking out hot spots for several hours. Colonial Drive reopened around 5 p.m. that day.



# MEMBER NEWS

## Butler Auto Recycling Opens Second Used Auto Parts Business In Milton

Butler Auto Recycling, a salvage yard in Pensacola, FL, opened their doors to a new location in Milton, FL. When it comes to a salvage yard Milton, FL residents have expressed a clear desire to have one nearer to their home, and Butler was more than happy to comply. Besides the Pensacola offices, and now the Milton one, they also service the Mobile, Alabama area.

"We have been operating in Florida and Alabama for some time now and have grown a reputation as being one of the best of the best," says Jim Butler from Butler Auto Recycling. "So much so, in fact, that people from all over Florida started to come to our Pensacola office. This is why we felt we would serve our customers better by opening a second office in Florida, with all the same standards and service."

Residents of Milton, FL, have been very positive about the opening of the new office. They feel that it has given them an opportunity to access a vital service closer to home. For Butler, this is further proof of the reputation they have already built up.



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## Welcome, New Members

The following members were approved by the Board of Directors.

### Capital Auto Parts

5042 GA Hwy 202  
Thomasville GA 31757  
229-226-7878  
info@capitalautoparts.com  
Company Rep: Chris Wright, Owner

### Clayton's & Sons Auto Salvage

761 S Charles Richard Beall Blvd  
Debary FL 32713-9715  
386-668-8173  
www.debaryautoparts.com  
Contact: Ronald Beaulieu, Owner

### Clearwater Auto Recycling

1333 Starkey Rd.  
Clearwater FL 33771  
727-536-1111  
FAX: 727-536-3662  
Greg.weaver@ama-recycling.com  
www.clearwaterautomotive.com  
Company Rep.: Greg Weaver, President  
Company Founded: 1969

### Cole Integrated Systems

3040 Wyoming Ave.  
Dearborn MI 48120  
313-581-8360  
Fax: 313-581-8361  
Company Rep.: John Bertling, VP Sales & Marketing  
Membership Category: Associate  
Company founded in 2014

### CTV, Inc.

550 Industrial Rd.  
Moutrie GA 31788  
229-985-1051  
Fax: 229-890-7287  
Company Rep.: Jason Cox, Owner  
Membership Category: Direct  
Company founded in 1978

### Delauto Used Truck Parts, Inc.

380 SR 29  
Felda FL 33930  
863-675-7788  
Cell: 305-495-7973  
Company Rep.: Antonio (Tony) Quevedo, President  
Membership Category: Direct  
Company founded in 2003

### Eco Green Auto Parts

16969 E Colonial Dr.  
Orlando FL 32820  
407-568-8999  
Fax: 407-568-2004  
Company Rep.: Carlos Barboza-Furzam, Owner/Manager  
Company Founded: 2012

### Florida Wrecker Sales

6015 North 56th St  
Tampa FL 33610  
813-626-2144  
Fax: 813-626-0414  
Company Rep.: Ryan & Debi Cherry, President & VP  
Membership Category: Associate  
Company founded in 2010

### Hotlines, Inc.

427 East Kanesville Blvd.  
Council Bluffs, IA 51503  
800-807-2967  
Fax: 712-388-0258  
Company Rep.: Kirk Monger, Director  
New Business Development  
Membership Category: Associate  
Company Founded: 1997

### North Brevard Auto Salvage

5345 N Us Hwy 1  
Mims FL 32754  
800-851-4703  
nbaautosalvage@gmail.com  
Company Rep: Jimmy  
Membership Category: Direct

### Pasco Auto Recycling

9910 Houston Ave.  
Hudson FL 34467  
727-868-9583  
FAX: 727-868-2749  
Steve.underwood@ama-recycling.com  
Pascoautosalvagefl.com  
Company Rep.: Steve Underwood, Manager  
Membership Category: Direct  
Company Founded: 1981

### Peddle.com

111 W 6th St #300  
Austin TX 78701  
877-620-9552  
FAX: 572-309-5488  
Jason@peddle.com  
www.peddle.com  
Company Rep.: Jason Delorenzo  
Membership Category: Direct  
Company Founded: 2004

### Recyclers Cross Dock

411 N 14th St #250  
Leesburg, FL 34748  
407-620-0274  
Fax: 407-568-2004  
Company Rep.: Bo Wroten, Owner  
Membership Category: Associate  
Company Founded: 2015

### United Catalyst Corporation

846 N Hwy 25 Bypass  
Greenville SC 24617  
864-834-2003  
berube@unitedcatalystcorporation.com  
www.unitedcatalystcorporation.com  
Company Rep.: Becky Berube, President  
Membership Category: Associate  
Company Founded: 1993





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### Handles

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Dorman No.  
924-811



Interchange No.  
600-103



Interchange No.  
512-1449R

Dorman No.  
80374



Dorman No.  
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# Celebrating 40 years OF FADRA in Clearwater

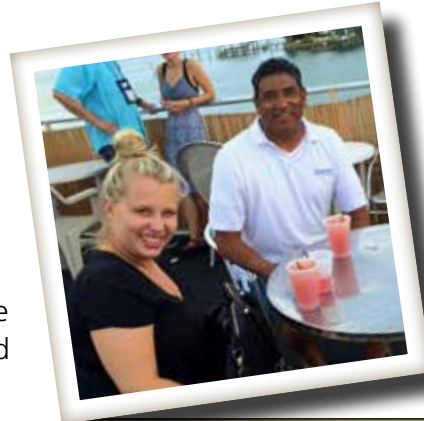
By Bobby Davis, Editor

The FADRA Convention is always a time to reconnect and take stock, to think about what you learn in classes and from other members and compare it to what you are doing. This year, FADRA's 40-Year Anniversary Convention was also a time to think about where we started and where we are going. After all the enormous technological and social changes we have experienced since 1975, our members—some of whose yards existed back then, and many which did not—came together in celebration of what remains a vibrant and enduring industry. Our return to the Sheraton Sand Key in Clearwater Beach for the first time since 2005, but which was once a regular destination, felt like the perfect location to celebrate our history. People gathered around a poster board showing pictures from 40 years of FADRA conventions throughout the conference, pointing out pictures of themselves and friends from many years ago. Long-time members joined the new generation of auto recyclers to learn from dynamic speakers such as Bennie Cunningham, Amber Elenbaas, Bob Jabjiniak, and Robert Counts.

"What a great time and experience we had at the convention," said Damaris Diaz, co-owner with her husband Arnold of 11th Avenue Auto Recyclers in Hialeah, who brought their two sons and attended their first FADRA convention. "We met so many great people & came back with such great ideas, which we are starting to implement. After many years in the business, I'm so happy we finally decided to attend. I can't wait until next year."

"The show was great!!! We got a lot of new questions from recyclers, which was great!!" said Vanessa Mutchler of URG.

URG Executive Director Don Porter also attended and could be seen hobnobbing with Florida auto recyclers throughout the meeting. He also







addressed the Board during its meeting and gave a URG update at the General Business Meeting.

Chad Counselman of Alabama, who is the ARA Regional Representative, told Bo Wroten, "I came back from the FADRA convention more excited than I do when I come back from ARA."

Unfortunately, for a convention on the beach, the weather did not cooperate and we had the most rain at a FADRA convention in living memory. A big storm settled in the Gulf and it rained all day Friday and most of Saturday. Luckily, our opening cruise in the Gulf on Thursday evening went off beautifully, and attendees were able to enjoy cool air on deck. Members enjoyed a sumptuous seafood feast and had plenty of room to wander the open upper and enclosed lower decks. We were also treated to music, with Beth Jackson of NASCO and her daughter and Myra Dyer of Gerdaup putting on a serious dance display.

This year's speakers set a high standard of quality, and members responded. Not only were the session rooms full, but people asked questions and shared ideas. Afterward, many people repeated the same phrase: "I learned a lot."

Keynote speaker Amber Elenbaas brought enormous energy and good cheer to her talks, which provided dozens of clever ideas for selling parts and managing a business. She moved her hands and body while speaking and her passion for the business shone through. As Jason Langston said, "She's perfect for an early morning session." Damaris Diaz said, "She said things we tell our sons about the business but they don't always believe us."

Amber's session on brokering parts provided some interesting motivational and sales ideas. She suggested practicing your phone calls in front of a mirror and working on bringing a smile and interest to your voice. Role playing phone calls can help even veteran salespeople improve their skills. It may feel strange, but you can hear the difference between a happy and confident voice and a blasé one.

She also discussed ways of "creating excitement every day." While money is important, "it isn't the reason I work hard every day. I love the business." Some things you can do is ask your employees how to cope with operational problems, as everyone appreciates being consulted and managers don't always have all the answers. She said how fun it was when she worked for J.C.

*Continued next page*





Cahill and he brought in a wrestling championship belt that could be won by salespeople each month. Everyone acted like it was silly, but when the first guy won, he hung it over his desk, and everyone began joking about it and working harder to acquire it. Another incentive for sales performance might be vacation days or the ability to leave early on a Friday.”

Bennie Cunningham was very charismatic and provided information about core sales that, Jim Seamans said, “would more than pay for your registration fees.” He talked about the many hidden profits found in the new technologies, many that recyclers aren’t aware of. For instance, rear cameras and sensors are often found in rear bumpers but aren’t taken off the bumpers before they are sold, throwing away hundreds of dollars in profit.

Robert Counts was very well spoken and had a smooth delivery, with a deep knowledge of the industry. He focused heavily on data measurement and analysis, but expressed in a conversational tone. At the same time, he emphasized that “you need to maximize your people to grow your business. That’s the most important aspect of your business apart from inventory.” Robert had some interesting ideas about the strengths and differences of younger employees.

The Self-Service Panel pulled together Amber, Brian Shell of GO Auto Recycling, Seth Bingham of Cunningham Brothers Auto Parts Network, and Gary Lindros for a lively discussion about how to handle various issues endemic to a u-pull-it yard. Tired and wheels are valuable items, so Seth sells them out the front door, and gets a core charge. The value is also determined by the customers, as some will see what the recycler views as a C-grade tire as an A tire. Seth noted that they pull expensive parts such as steering gear at the processing stage, and asked attendees what they did. Tony Quarno said he gives his dismantlers the discretion on how much time is needed to pull parts. The group also discussed how to pay commissions to their people on parts sales. As Seth said, 52% of people who come to their yard buy something, but how do you keep track of that 48% who didn’t buy to entice them back? He pays a commission on cores and parts sales. As for attracting customers, all noted how important it is to have an active Social Media page, including Facebook and your own web site. Email and text message campaigns

*Continued page 13*









# Celebrating 40 Years of FADRA







to your existing customer list are a cheap way to advertise specials, and everyone should use good pictures of your vehicles on your web site. Seth said it's important not to advertise to what you listen to and watch, and he advertises to people in the rougher parts of town.

Our "Denim and Diamonds, Boots and Bling" banquet went beautifully as charming magician Kostya Klimat had the attendees laughing and goggling with amazement at his tricks. He made a video for YouTube of the banquet that can be seen here on the FADRA website. In addition, he appeared on an episode of Penn & Teller's *Fool Us* show on the CW network on August 17. Magicians are challenged to fool the great magicians, and Kostya actually was selected to move on to the next round. Penn Jillette said after his card tricks, "I hate you. I hated the way you looked. I hated the way you cleanly handled the deck of cards. I hated that I should have known it." FADRA attendees loved him, though, both at the Friday night hospitality event and at the closing banquet.



FADRA recognized its scholarship winners and gave a special recognition to Jim Taylor and Auto Data Direct for their extraordinary support and commitment to FADRA's legislative efforts. The live auction led by Bo Wroten featured some interesting items as a guitar autographed by Bob Seger, a tire used by Richard Petty in a race, and a framed Confederate flag and dollar bill, brought in about \$17,000. Members took full advantage of the opportunity to take pictures in front of a 40<sup>th</sup> anniversary backdrop.

Above all, we were able to bring back three of the five founders of FADRA and the brother of the fifth. Eliot Sharon, Vernon Mallette, and Ronnie Copher came to the stage to receive plaques honoring them for their role in creating FADRA and supporting the association through the years. Randall Spivey also planned to go but had to leave off at the last minute. Chuck Haskins, brother and partner of the late Hayden Haskins, also attended. Past Presidents such as Gerry Vertucci and Keith LeBlanc and long-time members such as Whitey Westcott and Diane Damron made an appearance and shared their stories with their old friends. Banquet attendees gave the founders a standing ovation, and it was very emotional for everyone.

FADRA founder Eliot Sharon actually had a competing family event scheduled, but after talking with his wife and daughter Leigh Ann, they decided to make it on Saturday.

"It was crazy for me getting out of here on Thursday. It was definitely worth it, though," Leigh Ann said. "I had such a great time at the convention. What a fun time that was! The classes were very good as well. However, you guys went above and beyond with the hospitality, THANK YOU! You encouraged me to go, thank you so much. I ALMOST missed a blessing!"

Eliot joked when he was called to the stage, "I look at all the young people in the audience tonight, and I think, 'I was one of you.'"

Ron Copher said, "It's gratifying to see how much this organization has grown. We have such great leadership, and I'm proud to be part of the small group that started it."



## SCHOLARSHIP WINNERS

FADRA gave three scholarships this year, one a repeat winner. They attended the banquet with family members and had a wonderful time.

Stephen Falls, Ole South Auto Salvage  
Kenneth Britt, Brandon Auto Salvage  
Kylor Stumbo, Recyclers' Cross Dock

The Rigsby Family Scholarship also went to Stephen Falls, while the Damron family gave its second annual scholarship to a student at Withlacoochee Technical School, Brandon Hicks.



Jim Taylor accepted the Above and Beyond Award "in recognition in its extraordinary support and commitment to FADRA's legislative efforts," on behalf of ADD at the 2015 FADRA convention in Clearwater Beach, Florida. First established in 1976, the convention marked the 40th anniversary of the Florida Auto Dismantlers & Recyclers Association.





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# YARD FOCUS

By Bobby Davis, Editor

# 11<sup>th</sup> Avenue Auto Recyclers A Model Facility



Arnold Diaz grew up in the auto recycling world, and over 30 years has drawn from many different yards to build a business that is efficient, customer friendly, and honest. For the last 20 years, he and his wife have owned 11<sup>th</sup> Avenue Auto Recyclers in Hialeah. They have established themselves as one of the leading auto recyclers in the area and an honest broker in the often wild and woolly world of South Florida.

Arnold is well aware that “a lot of people don’t like doing business in Miami,” and, he admits, “It’s a weird animal here.”

“Cores are hard to sell here. Everyone wants everything yesterday down here. I have three or four parts trucks on the road every day, and some yards order parts from three or four different yards and the first one there gets the order. Since I’m farther away than some other yards, I’m sometimes left holding the bag. You’ve spent time and money dismantling, loading, and transporting the parts, and then you have to bring them back. We also have a lot of exporters here competing for vehicles to sell in the Bahamas, Puerto Rico, and the Caribbean islands, so what used to cost \$1200 now costs \$2500. Our industry has changed a lot down here. A lot of the old owners down here have retired, and a lot of new people

have taken over and are still learning the business.”

Arnold and his family—wife Damaris, and sons Daniel and Brandon—attended their first FADRA convention this year and were thrilled with the experience.

“I buy parts from a lot of the people there, but that was the first time I had met them personally, put a face to a name,” he said. “We made a lot of good connections. It was real helpful going to the convention; we learned so much and have been able to implement some of the things we learned. We learned a lot from Amber Elenbaas. We completely changed our core program. We used to do just engines and transmissions, and now we core out everything. I always pulled the little electronic stuff, though. We have to spend so much on vehicles now; you have to make money on everything you can.”

Arnold’s uncle owned six yards in Cuba starting in the 1950s before coming to Florida, and he formerly owned three yards in the Miami area. Arnold ran around the yard as a boy, then became a full-time employee, and he learned lessons both good and bad.

“I was a dismantler and yard man for ten years, learning the business from the ground up, then later moved into sales. I always wanted to be learning and



bettering myself. There's always room for improvement, and opportunities to learn something. When I finally bought the yard, it had no racking system, there was junk everywhere and no real office. We built a nice office and bought new equipment, put in modern racking and inventory systems. We are certified mechanics who run motors and test all the electronic parts before they go out the door, which not everybody does. We buy nice inventory."



Arnold actually went to school to become an airline mechanic, and earned his certification. Unfortunately, he graduated just as American Airlines and Pan Am went out of business, so he had to compete with lots of suddenly unemployed mechanics with 30 years of experience. He became an ASC-certified auto mechanic. He spent ten years working for his uncle and cousins, then 3.5 years each at two other yards. His uncle's yard handled only American vehicles, while his first sales job handled only foreign ones. Like an NFL coach who spends years learning from his mentors and identifies fellow coaches he'd like to build with, Arnold watched and learned and found people he liked working with.

"We give great customer service and have a knowledgeable staff," he said. "My brother and our salespeople are very knowledgeable about cars, and a couple of the guys have worked here 16-18 years. Some of them I had worked with at other salvage yards and I brought them here when I started my business."

Arnold bought his uncle's yard and started making changes. Damaris works with him and handles all the bookkeeping and paperwork, helps with the phones, and serves as his sounding board and chief advisor. Arnold stays involved in day-to-day operations—buying, inventory, and customer relations. "I know what parts I bring

in, and what parts I sell," he said. His father, who also works in the business, plays a unique role.

"He's semi-retired, but he loves talking to people. He does public relations work—visiting other shops, having coffee with them, and chatting with them. It keeps him entertained, and I learn a lot about what the customers want, what we're doing right and what we're doing wrong."

In addition, Brandon and Daniel bring unique talents to the business. "Brandon just started college, so he works here for the summer. Daniel comes in after school. We're hard on our kids, we don't leave them much free time; they get in and we have work lined up for them. They know that this is our livelihood and we have a nice life because of it. Brandon is more technically oriented and helps with the Internet and eBay sales, while Daniel is training to be my relief. He's the business and counter guy, he has that natural charisma. Both bring different skills and help me quite a bit.

"I love what I do; I really do. We want to make an honest living; we're a family business and we don't scam anybody," he said. "If a customer comes in and we don't have the right part for them, I won't sell them something they don't need. Insurance companies often come to me to get parts or broker parts. I don't care what anybody else is doing. You can have all the inventory in the world, but if nobody wants to do business with you, you're going to lose in the end. I want to go home and put my head on the pillow at night with a clear conscience."



# We'll Put You In The Winners Circle! October's Issue Highlights ...



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- **72<sup>nd</sup> ARA Convention & Expo**
- **ARAAC 2015 Annual Meeting**

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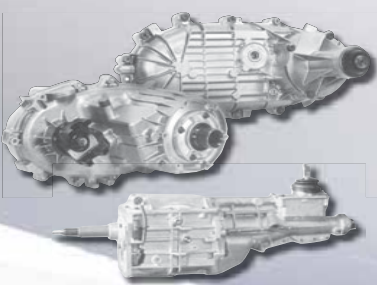
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## General Motors to Introduce Real-Time, Upfront Pricing on Repair Estimates by End-of-the-Year

General Motors announced recently that the company will roll out a new pricing system later this year replacing the list prices of GM collision parts with an online system designed to give repairers “competitively priced upfront” estimates. Many in the automotive parts market see this as a move by the automaker to take back market share from aftermarket, recycled, and remanufactured parts.

GM says the impetus for the new system, called MyPriceLink, is that the current process of repairers writing estimates using aftermarket parts and giving other parts distributors an opportunity to match that price is inefficient. Kris Mayer, General Director of GM’s Wholesale Dealer channel, spoke about the new system at NACE, saying “It’s kind of like you’re training your customer to use a coupon in order to be competitive. It’s a waste...This gives our GM dealers an opportunity upfront in the estimating process.”

GM is currently conducting pilots of the program and plans to launch the system nationwide in the fourth quarter of this year. Feedback from dealerships and repairers about the impact of MyPriceLink on workload has led the automaker to postpone the rollout at least once.

The introduction of MyPriceLink and its real-time, upfront pricing is a concern for the automotive recycling industry and other aftermarket parts suppliers, as other automakers could follow suit. ARA will continue to actively monitor the program’s rollout and its impact on the industry.

## ELVS Update

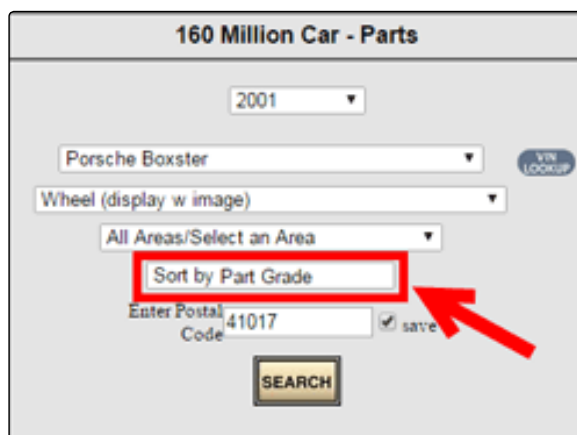
Back in 2006, Florida joined several other states in passing legislation to require auto recyclers to capture and sell mercury switches from their vehicles. Nine years later, ELVS has figures for what Florida auto recyclers have contributed to the program. Since 2006, 380 recyclers have collected 232,570 switches totaling 511.65 pounds of mercury. Usually found in automobile lighting switches, anti-lock brake systems (ABS), and ride control systems, and also sometimes in HID lamps used for headlights and in the fluorescent lamps in Virtual Image Instrument Panels, mercury is an extremely harmful substance when ingested, so helping in this program has been a boon to Florida’s environment.

## Car-Part.com Search Changes Check Your Part Grading Inconsistency Report

In just a few weeks, ungraded parts will be less visible on Car-Part.com search results. Even if you enter condition information in your inventory management system, some of your parts might be listed without a grade on Car-Part.com, making them affected by this change. Keep reading to learn why this happens and how to fix it!

We’re making this change to simplify the process of buying recycled parts, and because of extensive feedback we have received from online customers who want an easy way to see quality parts. So, we’re changing the default sorting method on Car-Part.com searches to Sort by Part Grade. Graded parts will be shown first in the search results, and ungraded parts will be pushed to the end of the list. And

on Car-Part Pro, your professional customers still have the option of totally eliminating ungraded parts from their search results, so they don’t see them at all.



Graded part listings on Car-Part.com include an A, B, or C in the Part Grade column. This grade is calculated when your data is uploaded to us - we analyze the condition information available in your data, and calculate the part’s grade according to the Automotive Recyclers Association’s part grading standards. Mechanical parts are graded by mileage. Body

parts are graded by the amount of damage. But if a body part’s condition information is inconsistent, the part will be listed on Car-Part.com but will not be graded until the inconsistency is corrected.

*Continued next page*

Here's how your parts are graded when your data is uploaded: when you first began listing parts on Car-Part.com (or in 2005, whichever is later), you were asked to complete a Questionnaire process. The Questionnaire process is the way for you to tell us which field you use to indicate part condition in your inventory management system. When your data is uploaded to Car-Part.com, we look to that field for condition information. If we find damage information there, we go ahead and grade the part based on that information. If we don't find damage noted there, we look in a few other places just to double-check. If we find something else that indicates there may be damage (like if the Description field includes a damage code or a keyword like "DINGS"), that part is left ungraded because the information we find is inconsistent and we aren't sure which is correct.

To help weed out these problems, we have a tool available that identifies these conflicts and inconsistencies. It's called the *Part Grading Inconsistency Report*. We encourage you to check this report regularly so you can correct the information in your inventory management system. After a problem is corrected, your parts will be graded on your next upload. To view this report, go to your Car-Part.com Statistics and Reports page.

If Car-Part.com hosts your website, your Car-Part.com Statistics and Reports page is located at MailScanner has detected a possible fraud attempt from "u727792.ct.sendgrid.net" claiming to be <http://YOURWEBSITE.com/logs/reports>

If Car-Part.com does not host your website, your Car-Part.com Statistics and Reports page is located at MailScanner has detected a possible fraud attempt from "u727792.ct.sendgrid.net" claiming to be <http://search####.used-auto-parts.biz/reports> (where #### is your Car-Part account number)

On this page, the Part Grading Inconsistency Report link will be available in your list of report types. (If you don't know your login information for your Car-Part.com Statistics and Reports page, or if you don't know your Car-Part account number, contact your support rep. This page should only be accessed by an owner or manager, because it gives access to other products as well.) If your report includes a very large number of parts, we might be looking in the wrong place for your damage information. Maybe your Questionnaire was filled out incorrectly, or maybe your business practices have changed since you

filled it out, and you forgot to let us know. If you think this might be your problem, contact your support rep, email [QS@Car-Part.com](mailto:QS@Car-Part.com), or call our main line at 859-344-1925. We can take a look at your Questionnaire and help you diagnose the problem so your parts can begin to be graded on Car-Part.com.

The biggest barrier to using recycled parts in structured environments like the collision industry and eCommerce is when there is not a clear, precise, and consistent detailing of the condition of each recycled part. We're working hard to give our industry's customers a great experience when they're searching for parts. Let's work together to give them the information they need to choose recycled parts time after time! Remember, the change is happening in just a few weeks, so check out your Part Grading Inconsistency Report in the next few days to clean up any problems and ensure all of your parts are being graded!



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# KNOWING WHAT TO EXPECT DURING DEP INSPECTIONS

By Ana Gibbs, DEP External Affairs Manager



Most automotive recyclers fall into a category called “Conditionally Exempt Small Quantity Generators,” within the Hazardous Waste Program, and

it’s likely your business will eventually receive a visit from a state inspector. Hearing from a regulatory agency can be intimidating, so understanding what to expect can make your interaction with the Florida Department of Environmental Protection a little easier.

Florida Department of Environmental Protection staff will always identify themselves and have state identification. Once on-site, the inspector will go through a compliance checklist. The checklist is not a secret, so you can be proactive, prepared and pass your inspection without any problems.

One of the most common items overlooked is proper labeling. Containers and tanks must be appropriately labeled with the content such as “Used Oil” or “Hazardous Waste,” and also with the accumulation start dates. While this may seem like a simple requirement, it is one of the most often out-of-compliance items found during inspections. Make sure tanks and containers for fluids like antifreeze, used oil and gasoline are in good condition, kept closed and inspected regularly for leaks. All used oil must be stored within secondary containment.

Be sure to drain fluids properly and clean up after spills. Inspectors will look for areas where spills have occurred but have been neglected. It’s important to clean up any spills immediately after one has occurred. Ignoring a spill could become an expensive mistake. If you allow a spill to reach groundwater, cleanup could be costly to your business.

Organization is key to success. Are you keeping good records, or are they piling up somewhere on your desk? Maintain disposal records for used oil, waste gasoline, batteries, tires and refrigerants for at least three years.

On-site disposal of solid waste is prohibited, especially tires. If you are storing 1,500 waste tires or more, a permit is required. Make sure they are disposed of at a permitted location such as a landfill or waste to energy facility.

Also be sure that whoever is transporting hazardous wastes has the proper permits or registrations. If transporting more than 25 tires, a waste tire hauler’s vehicle must be registered with the Department and a Department-issued sticker must be visible.

Batteries should be removed along with automotive fluids when vehicles are received, and before they are placed in storage. Most often inspectors will be looking to ensure batteries are not leaking, stored properly and ultimately disposed of properly.

For storage, make sure batteries are inside on a pallet or outside in a leak-proof container away from areas of traffic. Vehicular (car, truck, boat)

lead-acid batteries must be recycled or sent to a permitted hazardous waste facility.

Your facility is likely required to have a National Pollutant Discharge Elimination System (NPDES) Multi-Sector General Permit, or MSGP for short. This requires facilities to regularly sample stormwater discharges. Keep up with the sampling and other permit requirements which are explained throughout your permit.

Now that you know the basics of what inspectors are looking for, hopefully your experience will be a little easier. Most importantly don’t ever hesitate to call your local Department of Environmental Protection District Office: <http://www.dep.state.fl.us/secretary/dist/>

Inspectors are always able to speak with you and even stop by if you have any questions. Compliance assistance information for automotive recyclers can be found at <http://www.dep.state.fl.us/waste/categories/hazardous/pages/AutomotiveRecyclers.htm>.

You can find more information about the Department’s Hazardous Waste Program at <http://www.dep.state.fl.us/waste/categories/hwRegulation/>.

Ana can be reached at the DEP’s Tampa office at 813-470-5707 or [ana.gibbs@dep.state.fl.us](mailto:ana.gibbs@dep.state.fl.us).



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# SELLING YOUR AUTO SALVAGE YARD PART 1

By George Metos, GM Consultants



How would you go about selling your yard if you were to retire, or to sell for any reason?

## Understanding the Market and Making a Game Plan

Do you have the type of yard that a chain would want as part of their network, or does it fill the needs of an operation that is already strong

in the area? Maybe it is attractive to an individual or a couple who simply want to earn a good living.

Some buyers may want your yard because it makes money. Others because it is in the right location. Others because it is an underperformer that they can buy at a lower rate and turn it around.

When you approach a potential buyer, naturally they will want to know exactly what you're selling, and the price you're asking. This means that you will want to look at the various components of your company that have value, such as land, buildings, inventory, equipment, and profit. The buyer will have a professional evaluate any documents you provide, so it is in your best interest to have them presented professionally.

Is your yard positioned to continue profitably for the next twenty years? If so, buyers will notice. What are the current trends in our industry, and are you a participant or a bystander? This could apply to best practices in dismantling, Internet sales, brokering, etc. Networks of salvage yards have come on the scene in the past few years. PRP is a network of 160 strong full-service operators across the country. There is a network in Florida that is cropping up to broker and distribute (truck) parts among its members. There are other networks in place now and more coming. Strength in numbers is the fundamental advantage of LKQ, and others are now responding. How will potential buyers view your ability to continue to operate in this new world?

Does it make sense for you to meet with one of the handful of good salvage yard consultants we have in this industry? If you're not already speaking with them, they may be able to help you tune the performance of your

yard so that you might achieve the best price. Some of them know how to utilize your yard management system to point out adjustments to make. They've helped hundreds of salvage operators become more profitable.

Decide early who will be your allies in selling the yard. Will you bring in your attorney, CPA, business broker, friend, or do it all yourself? Once you decide this, you can divide and conquer this project, with your team playing various roles.



What about confidentiality? Some yards are advertised in the classifieds. Is that okay for you, or would you prefer to sell the yard quietly? Most buyers need employees to continue the business, so this does not need to be bad news for the employees, so long as the new owner finds value in them. Still, that doesn't mean you should or should not confide in them. You will likely have your reasons for deciding one way or the other.

## Establishing the Sales Price

There are standard methods for valuing any business, whether an auto salvage yard, a muffler shop, or otherwise. These methods include valuation of the land, buildings, and improvements. There are industry-accepted parameters for the real estate that you can use, which must be followed to establish credibility with buyers for the deal overall.

*Continued next page*

There is a sweet spot as to the size of your parts inventory compared to the sales it generates. Most buyers will examine this and you will either be rewarded or discounted by the performance of your yard. The strongest yards generate tremendous sales with the least amount of money tied up in the warehouse. Makes sense, right?

Equipment replacement value needs to be totaled up and listed as well. Buyers want to know the equipment that is necessary to keep the business going. Nobody cares what it cost new, and nobody cares what value your CPA calculates as undepreciated value left on the book. Replacement cost is all that matters to a buyer.

You've heard of a company selling for 3, 4, or 5 times earnings. This refers to the adjusted profit. The more advantages your company has, such as a prime location, the higher the multiple. If your business sells for 5 times earnings, the new buyer would have to work 5 years to pay for the business component of the deal.

Once the buyers absorb the information about the yard, they will calculate how long it takes them to recoup their investment. You'll want to know the answer to that beforehand. This helps you adjust your asking price to a realistic level. Be realistic. No buyer wants to take ten years to pay off their investment. But if they pay it off in one or two years, you didn't ask enough for your company.

Consulting with a financial specialist is important now. Just a few key observations by such a professional can help to minimize the tax consequences of the sale.

*George Metos is a business broker specializing in full-service automobile salvage and U-Pull-It yards. He owns and operates Salt Lake City, Utah-based GM Consultants. He can be reached at 801-953-1003 or GeorgeMetos@aol.com.*



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- » **CBCDashboard** has two tiers of data: KPI Graphs and Reports. The KPI graphs examine the most important numbers and the reports go in-depth. The reports cover 7 categories: Personnel, Buying, Inventory, Income, Sales Activity, Operations and Financials.
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**Bryan Minchew,**

*Owner University Auto Recyclers, Inc., Florida*

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**Scott Paine,**

*Owner Buckeye Auto Parts of Columbus, Inc., Ohio*

CBCDashboard provides a view of the business that helps me stay focused. The ability to see all the information without having to run multiple reports is really helpful.

**Zane Malcom,**

*Owner H&H Auto Parts, Nebraska & Colorado*



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# THE POWER OF ONE

By Chad Counts and Robert Counts

The founder of Taoism, Lao Tzu, once said "A journey of a thousand miles starts with one small step." All great accomplishments start with small steps.

Growing a business is a difficult proposition. It is a journey comprised of many small steps and unknown obstacles that test the will and character of the group of people who join together to continually strive for future success.

Every one of us has goals and desires for our futures, yet few of us recognize the daily opportunities each of us is presented with to bring us closer to those goals.

Wherever you are at in your business life cycle, whether fighting to stay in business through the next month to long-term 5 year plans to grow the business, you *must* know the connection between what you can accomplish today and how that supports the larger goal for tomorrow.

As you are reading this, use this time to evaluate what are you doing today to help you reach your goals? Whether you are an owner or an employee, each person needs to be aware of their daily activity related to larger goals. If your team is not aware of how they each contribute to the long-term goals of the company, today is the perfect day to figure that out.

Just like in team sport, your daily/weekly goals should include both individual and team goals because your future success depends not just on you, but also on those around you. If you are the owner or general manager, you need to begin the conversation with your employees today.

## Here are some specific questions you might ask:

**Parts Puller:** What can you do today to bring value to the company, the customer, and your fellow employees? Did you check the quality of all your parts? Can you find a way to save time gathering parts? How much money would you save the company if you prevented one credit each week? How many more parts could the company sell each year, if you gathered 1 more part per day?

**Salesperson:** How much could you grow your sales if you produced one more invoice each day or sold one more warranty? How much more money would your buyer then have to get you better inventory to sell if you called back your quotes?

**Delivery Driver:** How much money would you save the company by catching bad parts or wrong parts before loading them on the truck? How much time would you save by not having to pick up returned parts? Would you have more time to wash the trucks or perform the necessary maintenance to keep the trucks in good shape?



**Dismantler:** How many more cars would the company get through the facilities if you could dismantle one more car each week? One more car a week per dismantler is 52 cars per year; 18 parts per car; 936 more parts sold at just \$100 a part would be \$93,600 a year. This is just off in-stock parts and does not include any extras such as freight, core charges, warranty, or brokered. All of this for a fifth of a car more per day.

## THIS IS THE POWER OF ONE.

One decision, one sell, one part, each day is an opportunity to lay another brick in the foundation of the future of each company. These small, seemingly insignificant opportunities before us each day have the power to transform the company, grow sales, grow salaries, and increase profits. My father, Robert, often says, "If you ain't growing, you're going" --as in, out of business.

If companies are not growing, they are in danger of atrophy. We need all parties involved to be more aware and accountable for their daily opportunities and responsibilities to the company and each other. The power of

*Continued next page*

one helps each of us focus our goals on a small scale from an hour to a day. What will it take for each person and the company to get better?

Just focusing on individual goals, the growth opportunities are already obvious. What is less evident is how each person will impact the other. While we want individual improvement, we also want to establish a culture of comradery that allows employees to see how their individual improvements benefit the team.

Everyone in the organization should be proud not only of their own work, but should take pride in the successes of their colleagues as well. We all have difficult days and moments. One of the greatest benefits of being on a team is knowing you have support from others who want you to be successful.

In order for employees to encourage or positively push each other toward success, they must know what success at the other jobs in your organization looks like. How can the parts puller push the dismantler if he does not know the company needs 7-10 cars a week? How can production push the sales staff if they do not know what the weekly goals are for sales? How can management encourage the employees if there is not a clear measure of success and failure?

Will we win or reach our goals everyday? Of course not. However, as we develop the character necessary to overcome failures by focusing on each day and each coming opportunity we can develop a culture obsessed with success instead of a culture fearing failure.

Winston Churchill addressed success and failure by saying, "Success consists of going from failure to failure without loss of enthusiasm."



These questions are designed to draw us back to the blueprint of the company and what it will take for the company to succeed and be profitable. One more part, one more warranty, one more invoice, one less credit or returned part. Each added together makes a world of difference over a month and over the year.

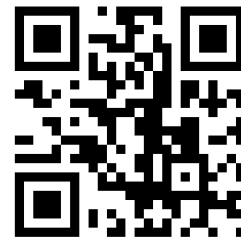
How are these changes presented in your company? Is there a scoreboard or sense of accomplishment where the employees can feel like part of the team? Motivation does not have to rest all on the shoulders of management. Management must create an environment and provide opportunities for employees to encourage each other to reach new levels of performance.

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# Ron Sturgeon's Management Tips

## Tools for Success

# Be Your Own Advocate No One Else Will

By Ron Sturgeon, RDS Investments



The first article in this series listed 25 tactics that you can use to increase your business success. Each of the rest of the articles in this series looks at one of the 25 in detail.

All of them have helped me to reach a high level of business success, even though I started with nothing and did not attend college. You can use these tactics to

become highly successful, regardless of where you start from or how much education you have.

E-mail me to get the first article or any of the others you have missed. I am glad to share them.

One of the first lessons I learned in business was to be assertive in promoting myself. When I'm successful, I talk about it. I am also willing to share what I have learned from a long career in business as a mentor.

In business as in life, you will find that what goes around comes around. Your reputation as a helper of other businesspeople will be remembered and repaid in ways you cannot foresee.

However, know that when you begin to promote yourself, you will find that some peers will resent you for doing it. Don't let that stop you. They are a minority. Don't let them deprive you of opportunities by creating too much anxiety about what others think.

Years ago, Donald Trump spoke about this at a seminar I attended. Yes, he's polarizing, but he is not shy about promoting himself and has been very successful as a result.

If you get nothing else from this article, remember this: No one is going to be your advocate; you must do it yourself.

If you don't tell your story, who will know when you

do charitable things? When you do innovative things? When you achieve new milestones? When your business gets so successful you have to hire new staff or give a star in your organization greater responsibility? All these events are newsworthy, whether you share them in an employee newsletter or send out a press release.

You do have a news mailing list, right? This would be key business contacts, bankers, and close friends. You should be gathering contacts and networking continuously, but if you want to start on a small non computerized scale, take a sheet of mailing labels and handwrite labels for the key people. Now when you have news, a new brochure, anything (try to mail something at least quarterly), copy the labels in your copy machine and slap them on some envelopes. I maintain my list on my iPhone, syncing with Outlook, and have over 3,000 contacts divided into categories like business, personal, news, etc. I can output and create labels in a minute. Many of you have received various things from me through the years.

How are people to know if you don't tell them? Make sure you add your bankers to your good- news mailing list; they will love getting news about your business and sharing it will strengthen your relationship. Most business owners don't make a habit of sharing successes with their bankers, and so they miss a chance to show how "on it" they are.

You have a lot more news opportunities than you think. Just added a new delivery truck? Added a new water recycler? Put 3 more employees to work? Promoted someone to a management position? Put a new quality control system in place? (Even if it sounds simple to you, it sounds great to others, and can even become part of a unique selling proposition).

My girlfriend sells insurance and uses events to connect with prospects. (We have co-written a book about

how to use events to grow your business. You can find it on my web site or amazon). Because of the events, she routinely has customers come to her and say, "I feel like I know you. I see your name all over town." This HAS TO BE GOOD for business. When you are out telling your story, sharing, and mentoring, customers feel connected with you and that connection will lead them to you when they need what you sell.

Even a carefully chosen failure and the lessons you learned from it can be part of your story. Don't be afraid to speak at the local Lions Club about your success or something innovative about your business. Ask to speak to budding entrepreneurs at the local high school or college. To them, your real-world experience is much more interesting than a textbook or journal article by a Ph.D. And, yes, that speaking engagement is newsworthy; your banker respects those who give back. Your employees

will love a boss who is a mentor. By the way, the public speaking will also make you much better at leading when it counts.

**Remember only you can make business great!**

*Ron Sturgeon, Mr. Mission Possible, has been a successful business owner for more than 35 years. As a consultant, Ron shares his expertise in strategic planning, capitalization, compensation, growing market share, and more in his signature plainspoken style, providing field-proven, and high-profit best practices well ahead of the business news curve. Ron is the author of nine books, including How to Salvage More Millions from Your Small Business.*

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