

2024 Upper Midwest Auto Recyclers Convention & Tradeshow

Banquets of Minnesota
6310 Hwy 65 NE, Fridley, MN 55432
www.banquetsofmin.com



Hosted by Automotive Recyclers of MN with CARS of WI
www.autorecyclersmn.net



slide to unlock

SCHEDULE

Thursday, April 18

4 pm – 630 pm **Owners/Managers Roundtable / Hilton Garden Inn – Salon I**

SPONSORED BY MCI/MAXCORE INDUSTRIES

7 pm – 830 pm **Welcome Social @ Forgotten Star Brewing Company -**

38 Northen Stacks Drive

Fridley, MN 55421

www.forgottenstarbrewing.com

SPONSORED BY CAR-PART.COM

Friday, April 19 - (All Friday activities at Banquets of MN (6310 Hwy 65 NE Fridley, MN 55432)

8 am **Registration *SPONSORED BY URG***

9 am – 10 am **Increasing Gross Sales Using the FRY Method – Chad Counselman**

1015 am – 1115 am **Profitability within each Sector of Your Business - Chad Counselman**

1130 am – 1230 pm **Updates on Software Options from Car-Part – Drew Van Devender**

1245 pm – 130 pm **Lunch *SPONSORED BY GLOBAL PARTS SOLUTIONS***

145 pm – 245 pm **EV and Hybrid Battery Recycling: Part 1: Safe Handling, Packaging, & Storage of Batteries. –
Brylan Schultz, Natural Ventures**

145 pm – 245 pm **Grow Your eBay Sales with the Latest Tips & Tricks – Amanda Urban, Solera/Hollander**

255 pm – 355 pm **EV and Hybrid Battery Recycling: Part 2: How to Properly Ship Your Batteries & Maximize
Their Value. – Brylan Schultz, Natural Ventures**

255 pm – 355 pm **Connect & Prosper: Reviewing the URG Membership Benefits of Business Networking,
Tiering and Ecommerce Solutions - Amanda Morrison, URG**

400 pm – 700 pm **Trade Show – Dinner in Trade Show**

SPONSORED BY ADOLPH'S CONVERTERS & CORES (BEER HOST)

715 pm **Live Auction/ Recycled Art Contest**

SPONSORED BY NORTHERN METAL RECYCLING

SPEAKER BIOS

Chad Counselman - Chad was a third-generation recycler until he sold his multi-site operation in December 2019. He has previously served as the Owner of Counselman Automotive Recycling, the President of the Automotive Recyclers Association (ARA), and the President of the Alabama Automotive Recyclers Association (AARA). Chad is currently the co-owner of Recyclers Executive Services that provides software to the industry to help recyclers increase profitability and sales. He and his team provide consulting services and develop custom software solutions for recyclers, globally. Chad is a 30-year veteran of the industry.

Amanda Morrison – URG – Amanda Morrison is the Director of Vendor and Member Relations at URG. She graduated from Montana State University-Bozeman in 2013 with a Business Administration degree, majoring in Marketing and Management and minoring in Small Business Management. With over a decade in customer service and seven years of experience in the retail and automotive industry, Amanda joined URG in March 2019. Her joy lies in working closely with URG members and is fueled by her enthusiasm for their business growth, efficiency improvement, and profit maximization.

Brylan Schultz - is the president and founding partner of Natural Ventures. He has spent his entire career in the automotive recycling industry and prides himself as somebody who accurately understands and is a part of its ethos and culture. In his spare time he enjoys travel, music, board and bike sports.

Amanda Urban - As an ebay Sales Specialist at Hollander, Amanda helps new sellers get acquainted with ebay, maintain ebay best practices, optimize sales and stay up-to-date on the ever-changing online-parts marketplace. Prior to joining the Hollander team, she was an ebay Top Rated Powerseller for ten years which was split between selling new and used motorcycle parts and new auto parts.

Drew Van Devender - Drew Van Devender has been a Sales Representative with Car-Part.com since 2000, and has been involved in the recycling industry since 1993. After graduating from the University of North Alabama in 1992, he began his career in the automotive recycling industry and never looked back.

CLASS DESCRIPTIONS

EV and Hybrid Battery Recycling: How to safely and successfully participate in the battery economy.

Part 1: Safe handling, packaging, and storage of batteries. During this session we will talk about resources available to dismantlers for safe handling of batteries and the vehicles they come out of. We talk about necessary safety equipment and where to get it. We discuss how to package your batteries and where to put them to minimize risk to your staff and facility. Lastly we will address how to prepare for the worst case scenario of an event occurring at your facility and how you will respond to it.

Part 2: How to properly ship your batteries and maximize their value. This session focuses on how to get the most value out of your batteries. First we will talk about quality control and how to properly handle your batteries to minimize deductions and hazards. We will talk about how to understand what makes a core a core and what causes other batteries to become end-of-life scrap so that you can have realistic expectations about the value of your batteries. Now that you have properly packaged your batteries it is time to put together your shipment in a way that accurately represents what you are shipping so there are no surprises along the way. Lastly, we will talk about what traits to look for in your battery buyer.

Increasing Gross Sales – FRY Method **A. Frequency:** Number of unique transactions per month to each unique customer; Ways to increase repeat business Trading Groups **B. Reach:** Number of unique customers per month; Ways to reach additional customers **C. Yield:** Average Invoice Amount; Quality of vehicles purchased / dismantled; Upsell each transaction; **D. Measure** what you want to change **E. Incentivize Output:**

Profitability within each Sector of Your Business **A.** Treat your business as multiple small businesses within your P&L **B.** Setup and Use separate COG GL codes within your accounting system for each sector **C.** Monitor Profitability within each sector **D.** Daily deposits must be broken down by sales codes for each sector **E.** How are you spending money?

SPONSORSHIP

SPONSORSHIP OPPORTUNITIES - INCREASE YOUR VISIBILITY

All sponsorships are available on a first-come, first-served basis so ACT FAST! All sponsors will receive special signage, preferential name badges, and listing and link on the ARM website.

TRADE SHOW COCKTAIL TICKET SPONSOR \$1000

FRIDAY DINNER SPONSOR \$1000

FRIDAY AFTER-HOURS PIZZA PARTY SPONSOR \$1000 *(Held at the Hilton Garden Inn)*

FRIDAY AUCTION SPONSOR \$850

FRIDAY MORNING COFFEE BREAK SPONSOR \$600

FRIDAY AFTERNOON REFRESHMENT BREAK SPONSOR \$600

HOTEL ROOM CHECK-IN SPONSOR \$600

TRADE SHOW BINGO SPONSOR \$550

EDUCATION SPONSOR \$550

Contact ARM at 612-781-5555 or arm123@comcast.net for further details or to secure your sponsorship.

WE NEED YOUR HELP

HELP WITH THE LIVE AUCTION: Please consider donating an item for the Friday night live auction. To coordinate the donation of your auction item(s) please contact Sandy Dumke at sandydumke46@yahoo.com or call 715-853-6831, or simply bring with you to the convention and hand in at the Convention registration table. **YOUR DONATION IS APPRECIATED!**

ENTER THE RECYCLED ART CONTEST: Entries may be made from car parts or any recyclable materials. All entries will be sold in the Friday auction and artists will receive 50% of the proceeds from their auctioned item. You do not need to pre-register to enter. Contact Sandy Dumke at sandydumke46@yahoo.com or call 715-853-6831 for additional information.

TRADE SHOW BINGO: We will be holding Trade Show Bingo. To be included – attendees must visit each vendor at the Trade Show and have their “bingo card” recorded with each vendors’ unique stamp which the committee will provide to vendors – and return to Trade Show staff. All completed “bingo cards” will be entered into a drawing for a prize. The drawing will be done during the live auction following the Trade Show.

PLEASE JOIN US FOR THE THURSDAY NIGHT SOCIAL AT THE FORGOTTEN STAR BREW CO. <https://www.forgottenstarbrewing.com/>

Meet up at the Forgotten Star Brewery Thursday night (starting at 7 p.m.) First drink is compliments Car-Part.com – get your free drink chip at the brewery. Sample one of their award-winning beers, tasty non-alcoholic drink options, and yummy food from the food truck! Thursday night is also Trivia Night – no cost to participate – great prizes – runs from 7 – 9 p.m. Grab some of your colleagues form a team and test your knowledge trivia. Forgotten Star is about a minute drive from the Hilton.



ACCOMMODATIONS

Hilton Garden Inn

1050 Gramsie Road, Shoreview, MN 55126

Phone: 651-415-1956

<https://www.hilton.com/en/hotels/mspshgi-hilton-garden-inn-minneapolis-st-paul-shoreview/>



Reservations can be made by calling 651-415-1956. Please ask for reservations and tell them you are with **the ARM Group Block** – in order to get the discounted room rate. All reservations must be held with a major credit card. **Reservations must be made no later than 12:00 a.m. on March 18, 2024.** Reservations requests made after this date are available on a space available basis but will no longer be guaranteed a room type or the group rate.

If you prefer to book your reservations online use this link:

<https://www.hilton.com/en/book/reservation/deeplink/?ctyhocn=MSPSHGI&groupCode=90X&arrivaldate=2024-04-18&departuredat=2024-04-20&cid=OM,WW,HILTONLINK,EN,DirectLink&fromId=HILTONLINKDIRECT>

1 King Bed w/Sofa bed \$140.00 per night plus all applicable taxes.

2 Queen Beds \$150.00 per night plus all applicable taxes.

Reservation will include a coupon for a discounted \$10 (regularly \$14) hot breakfast buffet at the hotel. Coupons will be placed in the key packet (one coupon per person per day) and given to you at check in. If you choose to use the discounted breakfast coupon, the \$10 charge per person will be added to your bill at check out.

**Friday activities will take place at Banquets of Minnesota,
6310 Hwy 65 NE, Fridley, MN 55432.
www.banquetsofmin.com**

**This is about an eight-minute drive from the Hilton Garden Inn.
Google maps for directions.**

REGISTRATION

Cost is \$125 for each registration (\$225 for NON - ARM/CARS members). Walk-In registration is allowed – but not recommended and meals will not be able to be provided. Walk-in registration price is \$225 (\$325 for NON - ARM/CARS members).

Company _____

Contact Name _____

Address _____

City _____ State _____ Zip _____

E-mail _____ Phone _____

Attendee #1 (First / Last Name) _____

Attendee #2 (First / Last Name) _____

Attendee #3 (First / Last Name) _____

Attendee #4 (First / Last Name) _____

Attendee #5 (First / Last Name) _____

Please use separate piece of paper for additional attendees \$125 x # _____ = \$ \$ _____

Please indicate # for Owners/Managers Roundtable _____.

Please indicate # for Forgotten Star Brewing Company _____.

Sponsorship

_____. TRADE SHOW COCKTAIL TICKET \$1000`

_____. FRIDAY DINNER \$1000

_____. FRIDAY AFTER-HOURS PIZZA PARTY \$1000

_____. FRIDAY AUCTION \$850

_____. AM COFFEE BREAK \$600

_____. AFTERNOON REFRESHMENT BREAK \$600

_____. HOTEL CHECK-IN WELCOME \$600

_____. TRADE SHOW BINGO \$550

_____. EDUCATION HOST \$550

\$ _____

TOTAL \$ _____

Enclosed is a check payable to ARM OR - charge my Credit Card

Card # _____ Expiration Date: _____

CVV CODE _____.

Cards **Billing** Street Address & Zip: _____.

PLEASE PROVIDE ENTIRE ADDRESS, INCLUDING ZIP CODE, FOR BILLING ADDRESS ON CARD OR YOUR REGISTRATION CANNOT BE PROCESSED.

Mail/Email completed application and payment to: Automotive Recyclers of Minnesota

850 Moore Lake Drive West, Fridley, MN 55432

Questions: Contact ARM @ 612-781-5555 or arm123@comcast.net