

2012 Upper Midwest Auto & Truck Recyclers Convention & Tradeshow



www.recyclersconvention.com | www.autorecyclersmn.net | www.carsofwi.com

 slide to unlock

SCHEDULE

TRADE SHOW HOURS: FRIDAY, APRIL 27 4 PM – 7 PM & SATURDAY, APRIL 28 1 PM – 4 PM

Thursday, April 26

On Your Own Yard Tours: visit the Upper Midwest Convention website www.recyclersconvention.com for a complete listing of available yard tours.

- 6 PM **Host/No Host Dinner:** If you are arriving Thursday night and want to get in some networking and interesting dinner conversation at one of the hottest restaurants in the Twin Cities - join us for the Host/No Host Dinner Outing. If you'd like to take part, meet in the Ramada lobby @ 6 p.m., hear your dining options & proceed with the party of your choice to your dining destination. No need to preregister. Each dinner party will be "hosted" by an ARM board member who is familiar with the area. You will be responsible for your own costs and transportation (car pooling will be taking place!)
Hospitality Suite
- 9 PM **Hospitality Suite**

Friday, April 27

- 7:30 AM – 4:30 PM **Registration**
 8 – 9 AM **Breakfast**
 9:15 – 10:15 AM **Christine Corelli - It's Business NOT As Usual - Succeeding in Today's New Reality**
 9:15 - 10:15 AM **Corey King: HR Best Practices for Today's Litigious World Part 1**
 10:30 – 12 Noon **Christine Corelli: How to Market, Promote, and Advertise Your Green Practices & Gain A Competitive Advantage**
 10:30 – 12 Noon **Corey King: HR Best Practices for Today's Litigious World Part 2**
 12 Noon - 1 PM **Lunch**
 1:15 – 2:15 PM **Christine Corelli: The Customer of the Future--Will Tomorrow's Customers Be Yours?**
 1:15 – 2:15 PM **Corey King: Navigating the Wage/Hour Law Minefield Part 1**
 2:30 – 3:45 PM **Rob Rainwater: Sales Training**
 2:30 – 3:45 PM **Corey King: Navigating the Wage/Hour Law Minefield Part 2**
 4 – 7 PM **TRADE SHOW**
 7 PM **Dinner & Live Auction**

HELP WITH THE LIVE AUCTION

Please consider donating a service or item for the live auction. You may donate a product or service from your company or any item that you think would get the bidding going in a live auction. To coordinate the donation of your auction item please contact Sandy Dumke at sandyd@bayauto.com **YOUR DONATION IS APPRECIATED!**

- 10 PM **Hospitality Suite**

Saturday, April 28

- 8 AM – 1 PM **Registration**
 8 - 9 AM **Breakfast**
 9:15 - 10:15 AM **Rob Rainwater: Owner/Management Session Part I**
 9:15 - 10:15 AM **Ginny Whelan/ARA: ARA University: Build Your Company Training Program**
 10:30 – 11:45 AM **Rob Rainwater: Owner/Management Session Part II**
 10:30 – 11:45 AM **Jim Stone: Recyclers Expectations vs. Repair Facility Expectations**
 12 - 1 PM **Lunch**
 1 – 4 PM **TRADE SHOW**
 4 – 6 PM **Dave Kendzioski: How to Comply with the Minnesota Stormwater Permit**
 4 – 5 PM **User Group Meetings: Hollander; Car-Part.com**
 6:30 PM **Appetizer Buffet/Cash Bar/Valve Cover Races**
 9 PM **Hospitality Suite**

AIRPORT & SHUTTLE SERVICE

Shared ride service to and from the airport is available from SuperShuttle. Ticket counters are located in the Terminal 1-Lindbergh Ground Transport Center, accessible via the terminal's Tram Level. Follow the signs to the appropriate escalator or elevator up. Advance reservations are highly recommended. Shuttles drop off travelers near the Green and Gold parking ramps across from the Lindbergh Terminal. From there, you can take an escalator or elevator down to the terminal's Tram Level (Level T) or up to the skyway to Ticketing. Travelers arriving at Terminal 2-Humphrey can call for pick up at the Super Shuttle kiosk in the Ground Transport Center, located on Level 1 of the Purple parking ramp across from the terminal building.

Reservations call 612-827-7777 or 612-713-7488
 fax: 612-713-8999
 e-mail: mssales@supershuttle.net
 web: www.supershuttle.com

Airport Taxi Service

Terminal 1-Lindbergh

Taxi service is available at both terminals via the Tram Level (Level T)

Signs direct passengers one level up to the taxi starter booth, where airport staff will assist passengers in obtaining a taxi.

Terminal 2-Humphrey

available at the Ground Transport Center, located on the ground level of the Purple parking ramp directly across from the terminal building.

INFO FOR YOU

HR 101 – HR Best Practices for Today’s Litigious World – Corey King (FRIDAY)

In today’s world where a disgruntled employee is only a mouse-click away from a hungry attorney just waiting to pounce, employers cannot afford to ignore their Human Resources practices. This course will provide employers with the education and tools they need to deal with real-life human resources issues. We will cover hiring, discipline, and termination strategies proven to help employers win employee lawsuits, and most importantly help avoid such lawsuits altogether! If you wait to educate yourself on these issues until after you “need” the education, it will be too late. The employers who want to survive and thrive in the coming years will be at this seminar preparing themselves to win (and avoid!) devastating employee lawsuits.

HR 201 – Navigating the Wage/Hour Law Minefield – Corey King (FRIDAY)

The U.S. Department of Labor has declared war on employers who are not in compliance with wage and hour laws, has hired hundreds of new enforcement agents to seek out non-compliant employers, and is approaching the collection of fines and penalties from non-compliant employers as a major revenue source. It is only a matter of time until your company is confronted by one of these enforcement agents (or worse, a lawyer representing an employee against you in a class action lawsuit!). If you are not in compliance, the financial impact of such a lawsuit or audit (unpaid wages, fines, penalties) could easily bankrupt you. You cannot afford to miss this seminar as it will arm you with the wage/hour compliance knowledge and tools you need to survive the battle coming to your door.

It’s Business NOT as Usual - Succeeding in Today’s New Reality – Christine Corelli (FRIDAY)

These are changing and challenging times. “Business as Usual is over.” The watchword today is “competitiveness”—in every aspect of an organization’s operations. Noted author Christine Corelli will identify what action smart automotive recycling business owners need to do to achieve success in today’s new reality.

How to Market, Promote, and Advertise Your Green Practices & Gain A Competitive Advantage – Christine Corelli (FRIDAY)

Automotive Recyclers were among the first to adopt green practices, but it shouldn’t stop there. You need to boldly market and advertise what you are doing to help the environment and your community! Upon completion of this session you will obtain effective strategies for marketing, advertising, and public relations to boost your company image and gain a competitive advantage.

The Customer of the Future - Will Tomorrow’s Customers Be Yours? – Christine Corelli (FRIDAY)

The customer rules! -- An all too familiar mantra we keep hearing. Yet it warrants repeating, as ultimately, the customer will decide to what extent you will succeed in today’s highly competitive business climate.

If you want to win new customers and keep them coming back to you, you need to deliver a flawless customer experience. If you don’t, they’ll take their business elsewhere. It’s that simple. Obtain valuable insight and learn practical solutions you can apply to ensure your customer has a consistently outstanding customer experience, and keeps coming back to YOU, and not your competition.

Sales Training – Rob Rainwater (FRIDAY)

Owner/Management Session Part I – Rob Rainwater (SATURDAY)

ARA University: Build Your Company Training Program - Ginny Whelan (SATURDAY)

Owner/Management Session Part II – Rob Rainwater (SATURDAY)

Recyclers Expectations vs. Repair Facility Expectations – Jim Stone (SATURDAY) This presentation focuses on educating recyclers on auto repair industry standard terms and how to read a labor guide. The goal here is to help recyclers read estimates and repair orders to decipher exactly what the shop has or will charge for a repair.

How to Comply With the Minnesota Stormwater Permit - Dave Kendziorski (SATURDAY) Are you concerned about how to comply with your stormwater permit? You’re not alone. Complying with all of the written documentation, reporting, best management practices, and stormwater monitoring requirements can be difficult and confusing. Many recyclers find the permit requirements costly and time consuming. But failure to follow the rules can expose you to an enforcement action by your municipality or MPCA, or to a third-party lawsuit. This training course will cover the following: Overview of the permit requirements and deadlines; What your stormwater pollution prevention plan (SWPPP) should include; Best Management Practices; How to prepare your sampling site and collect stormwater samples; How to interpret your sampling results; What to do if you exceed the sampling benchmarks; How to fill out reports and forms to be submitted to MPCA; Where to go for help.

Hollander User Group Meeting – Nancy Randall (SATURDAY) Join Nancy Randall of Hollander for a conversation on Hollander products. Give feedback and guidance to current work in progress and learn about their innovative new products. (Hollander customers only).

Car-Part.com User Group Meeting (SATURDAY)

SPEAKER BIOS

INFO FOR YOU

Christine Corelli – Christine Corelli & Associates, Inc., Morton Grove, IL - Christine Corelli is a successful businesswoman, columnist, and author of five books, including the best selling *“Wake Up and Smell the Competition.”* The first print run of her newest book, *“Capture Your Competitors’ Customers and KEEP Them”* sold out in just two weeks. To her credit, she has also had over two hundreds works featured in leading trade publications, including many in the automotive industry and related businesses. Many have been featured in The MN Recycler newsletter.

Christine speaks on leadership for results, sales excellence, employee motivation for bottom and top-line improvement, cutting edge customer service solutions, and sustainability. As a business speaker Christine is known for her high-energy style of firing hard questions and generating ideas. With hundreds of presentations to her credit, she is a true veteran of the platform and maintains an active speaking calendar.

She has worked top performing across the globe, including GE, Xerox, Goodyear, Honda, Harley Davidson, Ford, the American Marketing Association, the Harvard Business School, SEMA, Automotive Training Institute and more. To learn more visit christinespeaks.com.

Dave Kendziorski – Owner – Stormtech, Inc. - David Kendziorski helped Automotive Recyclers of Minnesota develop the Minnesota Certified Automotive Recycler (MN-CAR) program in 2007, and serves as the MN-CAR Program Manager. Dave is President of Stormtech, Inc., which specializes in developing and managing state certification and compliance programs for the auto recycling industry. Dave oversees state programs for over 500 recyclers in California, Wisconsin, Michigan,, Illinois, and Minnesota. Dave is the author of the Automotive Recyclers Association’s Storm Water Guidance Manual, and he previously managed ARA’s Certified Automotive Recycler program. Dave has a Bachelor’s degree in Biology and a Master of Science degree in Water Resources Management from the University of Wisconsin. He brings 35 years of experience as a stormwater consultant.

Cory King – Partner - Fine, Boggs & Perkins LLP, San Diego, CA - Cory’s employment law practice focuses in both the “prevention side” of employment claims, as well as litigating all types of employment matters. Mr. King regularly advises employers regarding effective methods to avoid employment-related claims, including preparation of employment agreements, drafting policies and procedures, training managers on “best practices,” and offering day-to-day advice to employers regarding a myriad of employment and wage/hour issues.

Mr. King has extensive experience handling claims and litigation and is also active in legislative issues affecting employers. He is a frequent lecturer to various business and employer groups around the country on labor and employment issues. He has conducted scores of workshops and seminars and spoken to numerous conventions and business groups.

Rob Rainwater - General Manager, Jerry Brown’s Auto Parts, Glens Falls, NY. - Rob has been working in the auto recycling industry for over 20 years. He has worked in all facets of the industry, from parts puller, deliveries, sales and management. He has been a vital part of the phenomenal growth that JBAP has experienced over the years. Rob has sat on the Board of Directors of the PRP-NE along with the NY ARA.

Rob has progressed into public speaking in part due to the insurance programs he has conducted, along with his sales experience. Rob has presented sales seminars for the United Recyclers Group, NY ARA,VA ARA, MI ARA, PRP-NE, PRP National, ARA National All State Insurance, Progressive Insurance, and Travelers Insurance. His continued training and experiences have given him the distinction of being a true leader in the recycling industry.

Nancy Randall – Senior Product Manager - Hollander - Nancy has over 9 years of software experience with applications, databases, and instructional design, the last 3 years with Hollander, Inc. Nancy works in all areas of product management including customer research, conceptualization, design and release, with a focus on translating the “day-in-the-life” of our customers into effective workflows and solutions.

Jim Stone – CEO, CarInspector.US, Inc. – Jim is the founder and CEO of an automotive inspection business operating throughout the United States and Canada, and manages a network of more than 1,300 automotive inspectors and experts. To date his business has performed more than 15,000 inspections on automobiles, light trucks, motor homes, travel trailers, road tractors, and watercraft. In addition to expert inspections they perform duties of a transfer agent including: inspection of vehicle, transfer of title, monies, and other necessary documents to facilitate the legal transfer of vehicle ownership. They provide claims management services to the automotive recycling industry, in which they handle their customers in a fair and professional manner to determine their customers properly installed their parts and help guide them to a proper diagnosis.

Ginny Whelan – ARA – Educational Foundation Managing Director - Ginny Whelan has over 35 years experience as an owner of a full service, self service, mobile car crushing business and launched the first trading partners group in the US and Canada. She was the first woman president of the international Automotive Recyclers Association (ARA) and has chaired the Governmental, Environmental, Electronic Commerce, Regional Directors Committees of ARA and President of the ARA Education Foundation. Ginny was named a lifetime honorary member of the ARA and named one of the 25 most influential automotive recyclers in 2007 and 2008. She holds degrees in education and business and is the founder and managing director of the ARA University and administrator consultant for the ARA Electronic Commerce and Gold Seal Committees.

CONTEST INFORMATION

Car-Part-Art Competition:

Let your imagination be your guide. Each participant will make anything they so choose out of car parts. Just check out your scrap pile, you'll be surprised what you'll find. The entries will be on display throughout the day Friday. Ballot boxes will be available for you to cast your vote for your favorite entry. There will be CASH prizes for the top winners. Some entries will be auctioned off during the Friday night's auction, with half the proceeds going back to the original creator! Enter as many pieces of Car-Part-Art as you want. You do not need to be pre-registered to enter. Contact Sandy Dumke at SandyD@BayAuto.com for additional information.

Valve Cover Races:

Entry Fee: \$20/per car

Cars will be run in heats of two cars; 1st car to finish wins the heat, if no car finishes then the car that goes the furthest in its lane will win the heat. Cars that win will advance to the next round. The track has two side by side lanes & cars are gravity driven – think “pinewood derby”.

The Cars: 12” max width; 30” max length; 10” max height; 10 lbs max weight; ONE valve cover per chassis; no switching chassis or cover. Must be made with auto valve cover with stock gasket surface. NO engines or propulsions of any kind & nothing can be mounted forward of either valve or chassis. NO moving or movable weight. **SPECIFICS WILL BE ENFORCED.**

The Classes: STOCK CLASS: Stock auto valve cover, no cutting & no addl holes or mods of any kind.

CUSTOM: Anything goes, either stock or aftermarket valve cover, but must retain stock gasket surface.

CASH PRIZES WILL BE AWARDED!!!

Contact Sandy Dumke at SandyD@BayAuto.com to enter or for further details.

PROGRAM BOOKLET ADS

WANT ADDITIONAL NAME RECOGNITION?

Place an ad in the program booklet. Quick reference booklets will include schedule of events, information on speakers, trade show details and more!

Ad copy/artwork should be high resolution (300dpi) PDF files or camera ready artwork.

Submit your ad via e-mail to autorecyclersmn@bitstream.net no later than **April 10, 2012.**

Business Card Size - 3.5” w x 2” h	\$35
Half Page - 3.5” w x 4.25” h	\$50
Full Page - 3.5” w x 8.5” h	\$75
Front Inside Cover - 3.5”w x 8.5”h.	\$100 - SOLD
Back Inside Cover - 3.5”w x 8.5”h.	\$100 - SOLD
Back Outside Cover - 3.5”w x 8.5”h	\$125 - SOLD

SPONSORSHIP OPPORTUNITIES

Increase your visibility and support through a variety of sponsorship opportunities. All sponsorship will receive a link on the 2012 Upper Midwest Convention website, recognition in the attendee program booklet & ARM & CARS newsletters, area signage & preferential name badges

Hotel Key Sponsor \$1500 - **SOLD**

Provide us with your artwork and your company information will appear on all attendees hotel room card keys – exposure – exposure – exposure!

Hotel Room Welcome Host \$1500

This sponsorship allows you to be the first business your guests will see upon their hotel check in.

Provide us with your business card & company artwork for a Welcome bag to be handed out at check in. You may provide us with any additional items of your choosing to be included in each bag. We will also have your chocolates personalized with your co. info placed in their rooms as a “turn down” gift Friday night.

Registration Booth Host \$1000

Your business is the first contact every attendee will see. Every

vendor and attendee will be your lanyard walking advertisement. (Host must pay for cost of printing lanyards with company information.) You will also have area signage and your own display table for your products/services during the entire event.

Hospitality Night Host (Thursday, Friday or Saturday) \$1000 each

Breakfast Host (Friday or Saturday) \$750 each

Luncheon Host (Friday or Saturday) \$750 each

Supper Host (Friday or Saturday) \$1000 each - **SOLD**

Educational Host (multiple sponsorships available) \$500 each

Car Art Competition Sponsor \$500

Valve Cover Race Sponsor \$600



Hospitality Suite

INFO FOR YOU

We have arranged for discounted room pricing for our members. To receive discounted prices, contact the Ramada Plaza - Minneapolis @ 612 331-1900 or 1 877-774-4315 and identify yourself as an Upper Midwest Auto and Truck Recyclers Convention participant.

The cut-off date to receive a discount is April 12, 2012

King \$89 | Double \$89 | Suite \$119 + taxes (currently 13.4%)

FEATURES

- Free High Speed Internet
- Oversized Desk/Workspace
- Coffee Maker
- Dual Phone Lines with Voicemail

Shuttle Service: With advanced notice, the Ramada Plaza will provide free shuttle service to any location within a five mile radius of the hotel (this includes both downtowns!) The airport is outside of this limit.



RAMADA
PLAZA MINNEAPOLIS

1330 Industrial Boulevard NE
Minneapolis Minnesota 55413
612 331-1900 or 1 877-774-4315
www.ramadaplazampls.com



Hospitality Suite

DIRECTIONS

FROM NORTH

Follow I-694 to I-35W South. Take the Industrial Blvd exit (#22). Go left on Industrial and the hotel will be on the right.

FROM SOUTH

Follow I-494 to I-35W North. Take the Industrial Blvd exit (#22). The hotel will be on the right side as you exit.

FROM EAST

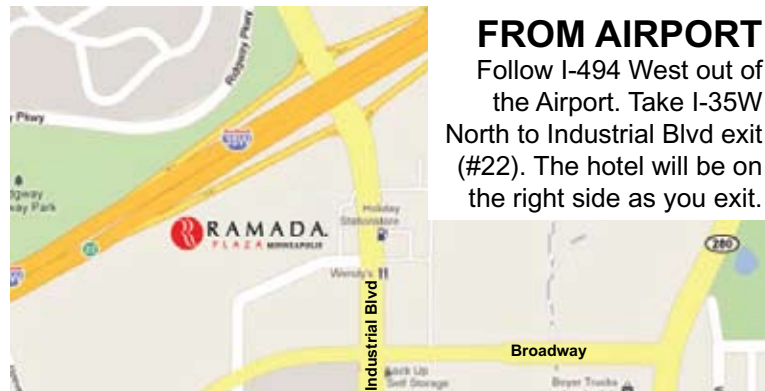
Follow I-94 West towards Minneapolis. Take Hwy 280 N. At first stoplight (Broadway Street) take a left. Take a right on Industrial Blvd and hotel will be on the left.

FROM WEST

Follow I-394E to I-94E North. Take I-35W North to Industrial Blvd exit (#22). The hotel will be on the right side as you exit.

FROM AIRPORT

Follow I-494 West out of the Airport. Take I-35W North to Industrial Blvd exit (#22). The hotel will be on the right side as you exit.



OPEN FOR THE

ATTENDEE REGISTRATION FORM

Cost is \$150 for Full Registration or \$100 for One Day (either Friday or Saturday)
F & Sa Meals included with all registrations

Company Name: _____

Contact Name & Title: _____

Address: _____

City, State, Zip: _____

E-mail address: _____ Phone: _____

Attendee #1 (First/ Last Name & **PLEASE CIRCLE WHICH OPTION**: FULL (\$150) - or - ONE DAY (\$100) Circle Fri or Sat

Attendee #2 (First/ Last Name & **PLEASE CIRCLE WHICH OPTION**: FULL (\$150) - or - ONE DAY (\$100) Circle Fri or Sat

Attendee #3 (First/ Last Name & **PLEASE CIRCLE WHICH OPTION**: FULL (\$150) - or - ONE DAY (\$100) Circle Fri or Sat

Attendee #4 (First/ Last Name & **PLEASE CIRCLE WHICH OPTION**: FULL (\$150) - or - ONE DAY (\$100) Circle Fri or Sat

Attendee #5 (First/ Last Name & **PLEASE CIRCLE WHICH OPTION**: FULL (\$150) - or - ONE DAY (\$100) Circle Fri or Sat

Attendee #6 (First/ Last Name & **PLEASE CIRCLE WHICH OPTION**: FULL (\$150) - or - ONE DAY (\$100) Circle Fri or Sat

Please assist us by providing us with a **total number of in each of the following**:

Friday Breakfast ___ Friday Lunch ___ Friday Dinner ___

Saturday Breakfast ___ Saturday Lunch ___ Saturday Dinner ___

Walk-In Registration is allowed – walk-in registration price \$200 Full or \$150 One Day

Subtotal amt: _____

Sponsorship

___ Hospitality Suite \$1000 each night Th ___ F ___ Sa ___

___ Breakfast Sponsor \$750 Friday ___ Saturday ___

___ Luncheon Sponsor \$750 Friday ___ Saturday ___

___ Supper Sponsor \$1000 Friday ___ Saturday ___

___ Valve Cover Race \$600

___ Hotel Room Key \$1500

___ Registration Host \$1000

___ Hotel Room Welcome Host \$1500

___ Educational Programs \$500

___ Car Art Competition Sponsor \$500

Subtotal amt: _____

Program Booklet Ad

___ Business card size \$35 ___ 1/2 page \$50 ___ Full page \$75 ___ Front inside cover \$100 ___ Back inside cover \$100 ___ Back outside cover \$125

Subtotal amt: _____

Valve Cover Race Entries

Contact Name _____

Number of entries _____. x \$20 = _____.

Final Total: \$ _____

Enclosed is a check payable to: ___ ARM or charge my: Visa ___ Mastercard ___

Card # _____ 3 Digit Security Code: _____ Expiration Date: _____

Cardholder's Name: (please print) _____ Cardholder's Signature: _____

Billing address for card: _____

Mail/Fax/Email completed application to:

ARM-Automotive Recyclers of Minnesota

Attn: Upper Midwest Conv & Trade Show

3333 Skycroft Circle, Minneapolis, MN 55418

autorecyclersmn@bitstream.net

Fax: 612-781-7052

Please contact Kelly Salseg with questions (612-781-5555 or autorecyclersmn@bitstream.net)

Cancellation Policy: In the event of cancellation prior to April 15, 2012, attendees will receive a full refund. Cancellations after April 15, 2012 will forfeit all payments. All forfeited payments shall become the property of the Upper Midwest Auto & Truck Recyclers Convention & Trade Show.

ARM

3333 Skycroft Circle
Minneapolis, MN 55418

IT'S BACK!

2 DAYS OF EXHIBITIONS, SPEAKERS, TOURS & NETWORKING



»»»» slide to unlock