

*January/February 2011*

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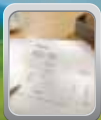
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# THE MINNESOTA RECYCLER

THE VOICE OF AUTOMOTIVE RECYCLERS IN MINNESOTA

## ARM's 2011 Board of Directors

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John's Auto Parts  
10506 Central Avenue N.E.  
Blaine, MN 55434  
Phone: 763-784-1711  
Email: markh@johnsauto.com

### **Shane Rudd, Vice President**

Elite Auto  
2325 W. Wayzata Blvd.  
Long Lake, MN 55356  
Phone: 952-473-2292  
Email: shane@allanteparts.net

### **Chris Bickmann, Secretary/ Treasurer**

R & R Auto & Metal Salvage, LLC  
64148 US Hwy. 12, P.O. Box 298  
Litchfield, MN 55355  
Phone: 320-693-0055  
Email: chrisb88@qwestoffice.net

### **Dave Marofsky, Immediate Past President**

MARCO Auto Recycling  
1411 Hwy. 19  
Red Wing, MN 55066  
Phone: 651-388-1866  
Email: marcoauto@redwing.net

### **Randy Davis**

B & R Auto & Truck Salvage  
15930 State Hwy. 2  
Mapleton, MN 56065  
Phone: 507-524-3735  
Email:  
parts@bandrautotruckparts.com

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Northfield, MN 55057  
Phone: 651-460-6166  
Email: jesse@vikingautosalvage.net

### **Patrick Garrity**

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Stillwater, MN 55082  
Phone: 651-439-2604  
Email:  
patrickgarrity@sharppautoparts.com

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2125 S. Valley  
P.O. Box 398  
New Ulm, MN 56073  
Phone: 507-354-2137  
Email: southside@newulmtel.net

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Metro Auto Salvage  
11710 East 263rd Street  
Lakeville, MN 55044  
Phone: 952-461-2186  
Email: rick.metro@integraonline.com

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AAA Auto Salvage  
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East Bethel, MN 55011  
Phone: 651-423-2432  
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East Central Salvage  
6635 Mallard Road  
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stevesmail@eastcentralsalvage.com

## Publisher

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Layout & Design

## Executive Director

*Newsletter content and association membership  
inquiries should be directed to:*

### **Kelly Lynch-Salseg**

ARM Executive Director  
3333 Skycroft Circle  
Minneapolis, MN 55418  
Phone: 612-781-5555  
Fax: 612-781-7052

Email: autorecyclersmn@bitstream.net



### **THE MINNESOTA RECYCLER**

The Minnesota Recycler is published six times per year for the Automotive Recyclers of Minnesota. None of the material in this publication necessarily reflects the opinion of ARM, its officers, directors, staff, members or its Publisher. Statements of fact and opinion are the responsibility of the author alone. Articles and letters suitable for publication will be published in the next scheduled newsletter as space permits. Material should be sent to Kelly Lynch-Salseg, ARM Executive Director. Articles may be edited for length.

Throughout this issue, trademarked names are used. Rather than place a trademark symbol in every occurrence of a trademarked name, we state we are using the names only in an editorial fashion, and to the benefit of the trademark owner, with no intention of infringement of the trademark. Mention of trade names, commercial products, or techniques does not constitute endorsement or recommendation for use.

# ARM NEWS

## Automotive Recyclers of Minnesota Minutes - Board of Directors Meeting

August 4, 2010 – OK Corral, Jordan, MN

**MINUTES: Call to Order:** The Board of Directors meeting was called to order at 6:48 p.m. by ARM President, Dave Marofsky. **Board present:** Chris Bickmann, Randy Davis, Jesse Faust, Patrick Garrity, Mark Hortman, Paul Lang, Rick Lemke, Dave Marofsky, Terry Stenglein & Steve Tretter. Shane Rudd arrived after the meeting had started. **Board absent:** Carl Genz. **Staff Present:** Kelly Lynch-Salseg.

June 2010 board meeting minutes were reviewed. *Lang motioned to approve the minutes; Garrity seconded. Motion carried.*

Association and Foundation Financials were presented by Hortman and reviewed by board.

*Garrity motioned to approve the financials; Faust seconded. Motion carried.*

**President's Report:** Passed.

**Executive Director's Report:**

**Membership** - Reported that ARM has picked up

5 new Associate Members since the June meeting.

**MN CAR:** Waiting for Kendziorski to send the 2010 MN CAR certificates to the ARM office so they can be signed and forwarded.

Lemke reported that he had received a list from the MPCA of labs that ARM may purchase storm water testing kits from in bulk.

**Bags:** Bags have been ordered and delivered to Metro Auto.

**Winter Outing:** The weekend of January 28 & 29, 2011 was selected for the Winter Outing. Salseg will contact the resort and make necessary bookings. Stenglein will organize an informal card game in the Hospitality Suite for Saturday afternoon of that weekend.

### Committee Reports:

**Govt. Relations:** Hortman reported that the rules for nondegradation will be coming out next year and we should be aware of this and keep updated.

Hortman also advised that we follow ARA's reports on the furnace oil issue.

**Convention:** Lemke suggested we consider purchasing a projector for the association that can be used at the convention. After some discussion it was decided to table this discussion until closer to the 2011 convention date.

*Date & Location of next meeting: Wednesday, October 13, 6:30 p.m. – location in Plymouth, MN - to be determined.*

There being no further business, *Stenglein motioned to adjourn the meeting at 8:03 p.m.; Garrity seconded. Motion carried.*



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Contact QRP Business Manager Roger Ross  
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# ARM NEWS

## Message from the President

By Dave Marofsky

This year has gone by quickly. My last ARM Board Meeting as President was in December. I would like to thank the whole ARM Board and our Executive Director, Kelly, for their help and support this last year.

In the coming year stormwater runoff will need to be monitored and mercury recovery will be discussed. ARM will keep a lookout on these issues and more, and keep our membership updated.

I look forward to seeing our members at the upcoming ARM Winter Outing in Isle on January 28 & 29, as well as at the next Upper Midwest Auto & Truck Recyclers Convention & Trade Show in West Bend, Wisconsin, April 28 – 30.

I hope everyone has a healthy and happy holiday season!

Respectfully,  
Dave Marofsky

### Scrap Commodities Market Report

November 2010 *Approximate Pricing*

Crushed Cars	210.00NT
Prepared Iron	245.00 NT
Motor Blocks	190.00 NT
Aluminum Rims	0.80/LB
Aluminum Condensers Clean	0.75/LB
Alum/Copper Radiators	1.60/LB
Aluminum Case Transmissions	0.20/LB
Dirty Aluminum	0.20/LB
Batteries	0.30/LB
Lead Wheel Weights	0.45/LB

*\* This Report is for the sole purpose of informing members of current metal market activity.*

*\*\* For more accurate and current pricing call your scrap metal vendor.*

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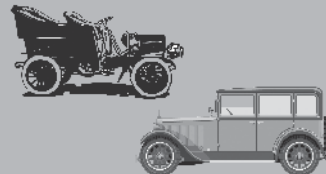
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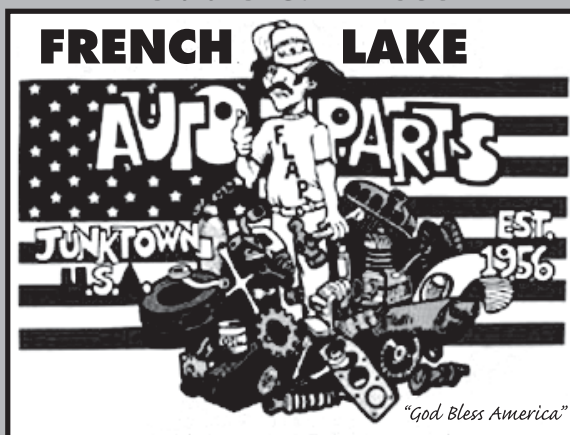


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# ARM NEWS



## From the Executive Director's Desk

By Kelly Lynch-Salseg

Scholarship applications are now being accepted by the ARM Foundation for the 2011 year of funding. The ARM Foundation application materials were mailed to

all ARM full members in early December and can also be obtained on the ARM web site ([www.autorecyclers-mn.net](http://www.autorecyclers-mn.net)) Scholarship page as well. The deadline to apply for a scholarship is March 1, 2011. All applications must be **complete and postmarked** by that date or they cannot be considered.

The ARM Foundation was created to assist ARM member's and their dependents with the cost of post secondary education. Any yard owner, yard owners' dependents, employees or dependents of your employees who will be attending college in 2011 qualify to apply. Employees wanting to apply must have been or will be employed for at least one-full year as of January 1, 2011. The Foundation is intended for full members only - sorry – associate members are not eligible.

Awards are made annually, the amount and number of awards being determined by the Board of Directors based on the financial state of the fund. The Scholarship Selection Committee for 2010 was made up of a panel of teachers from Independent School District 282.

Last year the ARM Foundation awarded five - \$1000 scholarships to the following individuals:

Shawn Ellis	Tegan Buckley
Joseph Bretschneider	Jessie Baune
Solana Brinkman	

The Foundation is funded through the donations of ARM member yards, fund raisers, and investments. We ask you to consider making a donation to the Automotive Recyclers of Minnesota (ARM) Foundation. Please be aware that your contribution is tax-deductible to the full extent of the law. Checks should be made payable to the "ARM Foundation" and mailed to ARM Foundation, 3333 Skycroft Circle, Minneapolis, MN 55418.

**Thank you for your support!**



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# REASONS TO JOIN AUTOMOTIVE RECYCLERS OF MINNESOTA

## *Newsletter*

- The *Minnesota Recycler* is mailed out six times yearly – free of charge
- Information about ARM members and events, legislative reports, business tips and market conditions. Member profiles, timely articles, announcements and advertisements.

## *Membership Directory*

- **Over 3,500 mailed** annually to every insurance adjuster, body shop, mechanical repair shop and automotive recycler known to exist in Minnesota! **FREE LISTING** to ARM members.

## *Representation at the Capitol*

- ARM works with local and state governing bodies on issues affecting the recycling industry.
- Provides the “eyes, ears and voice” for recyclers.

## *National Affiliation*

- ARM is an affiliate member of ARA- the Automotive Recyclers of America.

## *ARM Foundation*

- Developed to provide annual post-secondary educational scholarships to children of ARM Full members and their employee’s children. ARM awarded \$5,000 to deserving applicants last year.

## *Web Site- [www.autorecyclersmn.net](http://www.autorecyclersmn.net)*

- An information resource for recyclers, body and repair shops, and retail customers.
- Averages over 21,000 Total Hits a month!
- **Contact ARM** lists all officer and management names and phone numbers.
- **Calendar** lists all upcoming ARM events.
- **Members List** provides phone numbers, email and web site links to all ARM members.
- **Parts Search** area provides an opportunity for ARM members to sell their parts.
- **News Letters** archives past issues of the Minnesota Recycler.
- Site is continually improving and expanding.

## *Upper Midwest Automotive Recyclers Convention & Trade Show*

- Annual convention brings vendors and recyclers together in one place.
- We team up with Wisconsin to host the best regional convention in the country.

## *Products*

- Plastic part bags (18 x 24) are offered to ARM members at the lowest possible price!

## *MN-CAR Program (Minnesota Certified Automotive Recycler)*

- The MN-CAR Program is designed to help members improve their performance as professional recyclers, and recognizes and certifies that enrolled members, passing an audit, meet specified general business, environmental, safety, licensing, and regulatory standards.

## *Educational and Social Events*

- Educational seminars and trainings held on subjects of interest to recyclers.
- Social events such as the annual Summer & Winter Outing bring recyclers together with an opportunity to network in an informal and fun atmosphere.

## *Be a Player*

- Rather than watching from the sidelines, joining ARM is an opportunity to get involved and affect change rather than being a passive non-participant.
- **For the price of your cheapest transmission sale you can get your company name in front of repair shops, auto body shops, insurance adjusters, and fellow auto recyclers for an entire year!**

# ARM NEWS

## Automotive Recyclers of Minnesota Application for Membership

Company Name \_\_\_\_\_

Contact Person & Title (Name in directory) \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Whom should ARM invoice at your company? \_\_\_\_\_

If different address than above, list \_\_\_\_\_

Phone: \_\_\_\_\_ Toll Free: \_\_\_\_\_

Fax: \_\_\_\_\_ E-mail \_\_\_\_\_

In business since: \_\_\_\_\_ No. of employees: \_\_\_\_\_

Web Site \_\_\_\_\_

### ENCLOSED IS MY ARM MEMBERSHIP CHECK:

**\$199.00 Full Member**

**Note:** Full Membership is reserved for automotive dismantling facilities (salvage yards) located within the state of Minnesota

**\$150.00 Associate Member**

**Note:** Associate Membership is reserved for non-salvage yards, and salvage yards from outside the state of Minnesota

Rates are based on annual membership.

Please return this form with your membership check to:

ARM, 3333 Skycroft Circle, Minneapolis, MN 55418.

Phone (612) 781-5555 ~ Fax (612) 781-7052

Email [autorecyclersmn@bitstream.net](mailto:autorecyclersmn@bitstream.net)

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### Join us!

AAA, Ace, Carney, Dykes, Economy Auto, Elite, John's, Marco, Pam's, R & R, Shipman, Timm's, Viking, Whetstone

*Hotlines is exclusively endorsed by the Automotive Recyclers of Minnesota.*





## What Does a Green Auto Recycler Look Like?

By David Kendziorski  
MN- CAR Program Manager

I've heard the hype for the past two years: "The new Auto Parts City, Inc. facility in Gurnee, Illinois will set the standard for Green auto recycling and may represent a glimpse at the future of the auto recycling industry." Owners Larry and Jay Brosten promised that the state-of-the-art, \$8 million facility would become the preeminent auto recycling center in the Great Lakes Region. The facility opened its doors on Earth Day, April 22, 2010, amid congratulations by local officials and extensive media coverage. I visited the facility during the first week of July, and while I'm unsure whether this is the future of the industry, I admit that I was impressed. And I'm not alone: the facility has already been chosen Business of the Year by the Green Business League, and the business was featured in the trade magazines American Recycler and Recycling Today.

There are three features of the business that help Auto Parts City stand out as a green facility:



### Green Site Conditions

As you enter the driveway, on your left is a beautiful lagoon with a fountain. Behind the lagoon lies a modern, glass-faced office building. The lagoon also serves as the water supply for the building's fire sprinkler system. All of the buildings are energy efficient with plenty of sunlight. The customer parking lot and retail sales office are clean and attractive. The most imposing green feature is a 3.5 acre vegetated detention swale that wraps around the facility and reduces peak flows and runoff volumes, and provides exceptional water quality protection. Prior to entering the detention swale, storm water runoff passes through two ADS® water quality units.

### Green Operating Practices

This is no small operation: Auto Parts City will recycle 12,000 vehicles each year, recovering 18,000 tons of steel, 12,000 batteries, 48,000 tires, 24,000 gal-

# ARM NEWS

lons of used oil, and 36,000 gallons of gasoline. The industry leading fluid extraction system is efficient and safe. Signs everywhere promote recycling and reuse. All trash is separated for recycling and waste minimization. Even material left in salvage vehicles (coats, toys, car seats, tools, etc.) is separated and recycled through a special partnership with the local YMCA chapter.

## Community Involvement

Auto Parts City is working hard to become well known as a responsible environmental steward. They offer educational programs and yard tours to promote recycling of salvage vehicles and the use of salvage vehicle parts. The owners reached out to local media and public officials to build support, even though some nearby residents initially opposed the new facility. They actively partner with community groups to encourage recycling and offer opportunities for reusing materials.



Auto Parts City is a member of Auto and Truck Recyclers of Illinois (ATRI) and the facility has already been certified under the Illinois Green Certified Automotive Recycler (Illinois Green CAR) program. For more information, please visit [www.21stcenturyautorecycling.com](http://www.21stcenturyautorecycling.com) or [www.apcity.com](http://www.apcity.com)

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# Minnesota Certified Automotive Recycler (MN-CAR) Application Form

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Business Name: \_\_\_\_\_

D.B.A. (if applicable): \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_

Mailing Address (if different): \_\_\_\_\_

Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

- *I wish to participate in the Minnesota Certified Automotive Recycler (MN-CAR) program.*
- *I agree to meet the MN-CAR standards.*
- *I agree to participate in the MN-CAR auditing program to verify compliance with the MN-CAR standards.*
- *I understand that participation in the MN-CAR program does not qualify me as a national ARA CAR member, but that I have that option if I am an ARA member in good standing, for an additional \$50.00 payable to ARA.*
- *I have enclosed my MN-CAR membership fee of \$350.00, made payable to "ARM".*
- *I agree to comply with the following guidelines:*
  - Be a member of ARM, and meet the membership requirements.*
  - Appropriately display applicable MN-CAR program identity and promotional materials. I agree to surrender the same if ARM membership is canceled or terminated.*
  - Improve my effectiveness as a business person and professional automotive recycler through trainings and seminars offered by ARM.*
  - To not knowingly purchase and/or sell automotive parts of questionable origin. A MN-CAR member should take pride in his industry and business, thereby enhancing quality, customer service and confidence.*
- *I understand that as the automotive recycling industry changes, the requirements to be a MN-CAR member may also change. I agree to incorporate any such changes in my business. If I fail to do so, my MN-CAR membership will be subject to termination.*

Business Owner Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Staff Use Only:  
Date Received by ARM: \_\_\_\_\_

*Disclaimer: Each automotive recycling facility participating in the MN-CAR program is responsible for complying with applicable local, state, and federal regulations. Meeting the MN-CAR standards does not guarantee compliance with all regulations that apply to the facility, nor does it provide against citizen or third party legal actions.*

November 2008

### **2010 MN-CAR Members**

- AAA Auto Salvage
- AAA Auto Salvage - North
- Aazzee's Auto Salvage
- Ace Auto Parts
- Automotive Parts Solutions
- Barlow's Hwy 7 Auto Salvage, Inc.
- Brook Park Enterprises, LTD
- Budget Auto Parts
- Elite Auto
- Hutch Auto & Truck Parts
- Jerry's Auto Salvage
- John's Auto Parts
- Kelly Auto Parts
- MARCO Auto Recycling, Inc.
- Metro Auto Salvage, Inc.
- Misgen Auto Parts, Inc.
- PAM's Auto, Inc.
- R & R Auto & Metal Salvage
- Sharp Auto Parts LLC
- Shipman Auto Parts, Inc.
- U Pull R Parts
- U Pull R Parts II
- Viking Auto Salvage

# ARM NEWS

## Keeping Superior Sales People

By Christine Corelli

Finding top salespeople is one thing; keeping them is another. Fully trained and seasoned salespeople are a valuable asset to your company. You simply can't afford to lose them.

Think about it. Superior salespeople possess attributes every company wants in its sales force. They are masters at sales communication and know how to influence customers to buy through listening effectively, asking the right questions, overcoming objections, and closing the sale. In addition, they have exceptional presentation skills.

Superior salespeople are individuals other people

like being around. They have a positive attitude and enjoy interacting with customers, coworkers, suppliers, and industry associates. They know that selling is serving. You don't have to expend energy keeping them motivated; they are self-starters and "go-getters" who act as if they are on a mission. A strong desire to succeed is inherent in their personalities.

Superior salespeople have worked hard to earn their commission, win new customers and build customer loyalty. As you well know, this doesn't happen overnight. Being successful takes a great deal of time and energy to build trust and establish a long-term relationship with your customers. If you have heard me speak at a meeting, conference, or seminar, you may remember my saying,

*"The customer is not only buying your product or service, they are buying you."*

So, in essence, your customers bought not only your quality product or service and your great reputation, they bought the salesperson. To reiterate—you simply can't afford to lose them. If they are swayed to go to one of your competitors, they will give that competitor a major advantage and possibly your best customers as well.

Over the years, I've seen this happen with many companies. I could give you far too many examples—or shall we say horror stories. One company lost a top sales person along with their best customers, another ended up losing their business. (Note: my new book, "Capture Your Competitors' Customers And KEEP Them" will be full of horror stories! Watch for its release in the Fall)

So, before it is too late, here are some recommendations to help you keep your superior sales pros:

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# ARM NEWS

## Keep them in the right frame of mind.

- Treat your sales team with respect. Superior salespeople work smarter and harder than average producers. It's management's responsibility to respect them and treat them well. Never talk down to them or make them feel inferior in any way.
- Let them know you appreciate their hard work. Competition has always been tough, but, today, competition is fierce. Your sales pros are under a great deal of pressure to sell. Alleviate some of that pressure by letting them know how much you appreciate their hard work. Communicate your appreciation through both written and verbal communication on a consistent basis.

Send them a monthly letter via e-mail telling them how much you appreciate their hard work. Call it, "Message from the Prez," or "Sales Manager's Monthly Message." Make sure your message shoots straight from the heart or it may come across as "lip-service."

Keeping them in the right frame of mind is not about being a "rah-rah" motivational cheerleader. It's about management continuously demonstrating their appreciation for their ability to sell.

- Provide them with reward and recognition—both financial and personal. Give special recognition to the outstanding sales performer in the form of a "Top Gun" (or any other great name) award. It should go to the largest sales and gross-profit leader. Additional awards should be presented in the form of the "President's Club," or "Winners Circle." An "Extra-Effort" should go to the individual who has shown the most dedication to their customers, or to the newest sales person who has shown great promise.

Superior salespeople like money and personal recognition. Financial rewards, trips, and other incentives are great motivators, as are wall plaques and take-home trophies. The office plaque tells your customers, suppliers, visitors and co-workers who the top sales performers are at your company and gives industry recognition. A trophy at home gives the salesperson recognition to his/her family, friends, and guests.

- Inspire them to reach even greater heights. Superior salespeople know they are a cut above the rest. Inspire them to be even greater through coaching. Help them to identify their strengths



## Protect Your Business From Loss With Exclusive Risk Purchasing Group Insurance For Auto Recycling, Dismantling, And Salvage Firms

Wells Fargo Insurance Services has created an affordable, customized insurance solution for industry-related companies with a history of positive financial performance, safety awareness, and a favorable loss control record. The exclusive Auto Recycling, Dismantling, and Salvage Risk Purchasing Group can offer participants preferred coverage, pricing, service and market terms. Participants "own" the Risk Purchasing Group and there is not risk sharing or bearing by the Risk Purchasing Group or its participants.



### Standard General Liability Coverages

- \$1,000,000 per occurrence limit
- \$2,000,000 general aggregate limit (annual general total per master policy)

### Standard Excess Umbrella Coverages

- \$1,000,000 per occurrence limit
- \$1,000,000 per location aggregate limit (higher limits available, if needed)

### Standard Property Policy Coverages

- Replacement cost coverage on all buildings and contents
- \$1,000 property deductible per loss
- Equipment breakdown coverage
- Equipment coverage for forklifts, crushers, etc.
- Loss of business income with no deductible
- No capital charge
- No access fees

### Optional Policy Coverages

- Auto
- Employee Benefits (medical, dental)
- Worker's Compensation
- Life Insurance (buy-sell agreements)

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emily\_fisher@wellsfargo.com

**Wells Fargo Insurance Services**

# ARM NEWS

and help them to capitalize on those strengths.

- Hold them accountable. Top performing salespeople welcome accountability. Make sure they know what they are being held accountable for.



[www.NorthernMetalRecycling.com](http://www.NorthernMetalRecycling.com)

For current pricing call any  
of the locations listed below:

St. Paul Area

#### UNIVERSITY AVE VEHICLE RECYCLING

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*Car Bodies and Auto-related Scrap Metal*

Marc or Bob  
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#### NORTHERN METAL RECYCLING

521 Barge Channel Road, St. Paul, MN 55107  
*All Grades of Scrap Metal*

Bob or Jerry  
**(651) 224-4877 (800) 798-2103**

Minneapolis Area

2800 Pacific St. N, Minneapolis, MN 55411  
*All Grades of Scrap Metal*

Jim or Kevin  
**(612) 529-9221**

St. Cloud & West Area

#### NORTHERN METAL RECYCLING

119 Sixth Ave NE, St. Cloud, MN 56304  
*All Grades of Scrap Metal*

Neil or Logan  
**(320) 251-5971 (800) 584-9231**

Set up clear standards, starting with an accurate job description, and expectations.

- Instill a sense of pride in working for your company. Give them a sense of excitement about how much they contribute to the success of the company. This will result in increased sales.
- Listen to them. Many top salespeople leave their jobs because they feel they are not listened to. They know more about your company, your products or service and what needs improvement from what they hear in the field. Have them provide this valuable feedback, and if there's action needs to be taken, let them know you have listened to them and have taken appropriate action.

### Give them the tools, training, and support they need.

- Provide them with the latest sales technology. People prefer to work for a company that provides the latest sales aids: PDAs, contact management software, and others.
- Invest in the training they need. In addition to product training, provide them with training on sales communication, presentation, and negotiation so their skills will remain superior to your competitors' sales forces. Make sure the sales trainer you select has spent a good deal of time learning about your product or service and your industry. If your sales people feel they are receiving a "generic" sales training program, they will get turned off.

A great sales trainer will interview and survey your sales people prior to the training program to learn what their specific challenges are. At the onset of the program, they will identify these challenges and provide solutions, advanced selling skills and of course, sales motivation. Often, I will involve a few top performers in the training to be a part of a panel, to role play, or even facilitate.

Management should participate in the training along with the salespeople. That sends a message to them that they, and their training is important to the company. And, it shows that management is inter-

# ARM NEWS

ested in learning and growing. They should also sit with their team, and not in the back of the room with other managers.

Training should be ongoing. Superior salespeople love to learn. They are always looking for that “one thing” that will help them to be even more successful. Ongoing training will keep your top salespeople sharp, confident, competitive, and cutting-edge.

- Keep them connected with the rest of the team. Sales can be a lonely job. This is especially true if you have reps who operate out of their homes. Assign them to partner with another top performer. Have them share best practices, and keep each other focused and positive. In addition assign them to mentor a new sales person.
- Give them dynamic leadership. If you are losing sales people, the first place to look is at your company’s leadership. Regardless of how much

money they are making, superior salespeople will be easily swayed to leave if they are unhappy with an executive or manager.

Make sure your leaders practice dynamic leadership and earn the respect of their salespeople. Here’s a quote from my book, *“Wake Up and Smell the Competition”*:

*“To keep people motivated, you need to display dynamic leadership, and make they feel they are working with you and not for you.”*

- Give them a team to back them up. Your sales people work really hard to sell. They need to be supported by a team of exceptional people who recognize that, without their sales, no one in the company gets a paycheck. Establish a “Sales-Service Excellence Culture” where “Everyone is in Sales,” and people think and act as your brand ambassadors. (For a free report with a step by step process to creating this innova-



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tive culture - <http://www.christinespeaks.com/salesservicesulture.pdf>)

## Give them authority.

Depending on what you sell or offer and, if possible, give salespeople negotiating authority (within company guidelines) to close orders. Your sales person has likely worked hard—very hard—to get the customer to the point where they are ready to buy. Most customers prefer to deal salespeople who have the authority to close a deal on the spot. If the sales person has to go back to you to get an answer, it will take longer to close an order. That gives the customer time to price shop and you might lose in the long run.

## Pay them so they want to stay

- Create a sales commission plan that is fair and flexible. Use that same plan for the entire sales force; the only exception could be for new salespeople who need a specified salary until

they are ready for the regular commission plan. This should be a relatively short period if you've hired quality people, coached them well and assigned sufficient potential account bases.

If you use the same commission plan for your entire sales force, a select few salespeople will earn a higher income than the rest of the staff. A top performer can have a "career year" — possibly being the highest paid person in the company in any particular year. In this case, permit the top performers to make a large income. Their example will set the sales bar higher and, hopefully, inspire the rest of your sales force to work smarter and harder. Again, if you've heard me speak, you heard me say

*"What one person can accomplish, so can another."*

## Give them sales meetings that are valuable, memorable, upbeat, and fun!

- Make your sales meetings memorable. Superior

## Insurance for Auto Recyclers

**Tracy Jones**  
Vice President

**Trissel Graham & Toole**  
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Mahtomedi, MN 55115

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## ARM NEWS

salespeople don't want the "same-old, same old" sales meeting. Surprise and delight them with meetings that provide value to them. Don't just give them company information and product updates, give them what they need most – ideas, solutions to their problems, training, reward and recognition, time to bond with their peers and time to have fun! Make them different each time, so they never know exactly what to expect, but they know that it will be great and will look forward to it.

Follow these recommendations and the retention of your top salespeople should be very high.

© Copyright 2010 Christine Corelli. All rights reserved. Christine Corelli & Associates, Inc. Christine is the author of the popular book, "Wake Up and Smell the Competition."

She has been a popular speaker at numerous automotive industry events. To learn more about her presentations and books, call (847) 581-9968, or visit [www.christinespeaks.com](http://www.christinespeaks.com).



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## ARA and AAA Auto Salvage Host Consumer Summit in Minneapolis

ARA and AAA Auto Salvage hosted a meeting for representatives of national consumer advocacy groups and state consumer affairs offices at the AAA facility in Rosemount, Minnesota.

Attendees were briefed on issues related to unregulated buyers at salvage pools, titling, branding, interstate transfers, and NMVTIS by Howard Nusbaum from the National Salvage Vehicle Reporting Program (NVSRP). Attendees toured the AAA facility and were clearly impressed with the facility, the scope of work at the facility and the skill of the employees. After lunch attendees were given a presentation by Dwight Howard on recycled parts, and their role in the collision repair process, as well as a presentation on modern repair challenges by Shawn Collins from AAA Auto Salvage.

Participants left the meeting with a greater understanding of the challenges and dangers facing consumers and a commitment to work with ARA on these issues.

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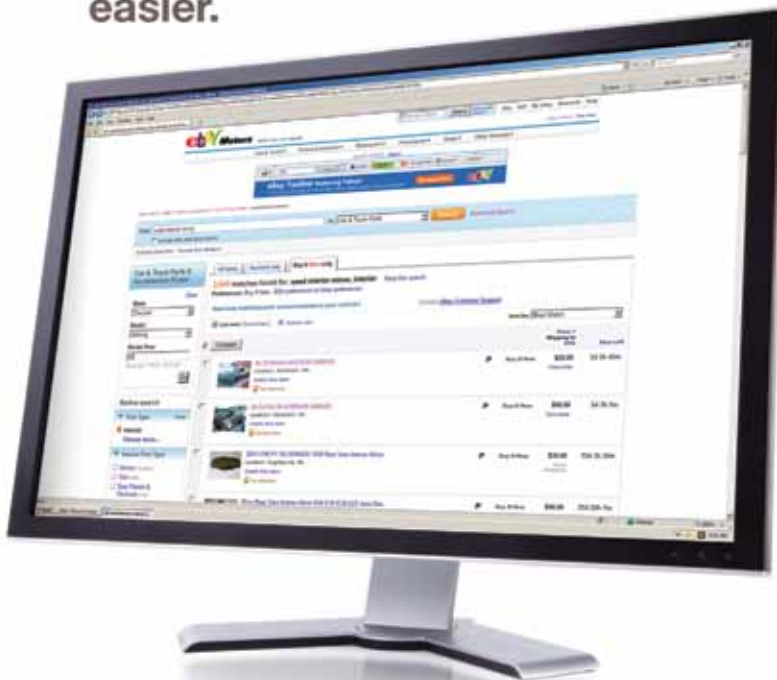
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# Automotive Recyclers of Minnesota

## 6th Annual Winter Outing

Friday & Saturday, January 28 & 29, 2011



**Free Beer! Free Food! Free Fun! Cash Prizes!  
Ice Fishing Contest! Hospitality Lodge!  
Chili Cook Off!**

### Where:

Mille Lacs Lake  
McQuoid's Inn  
1325 Hwy. 47 North  
Isle, MN  
800-862-3535  
[www.mcquoidsinn.com](http://www.mcquoidsinn.com)

**Stay in one of the  
Northern Metal  
Recycling Fish Houses  
Friday & Saturday for  
only \$100!**

Each house has two full beds  
— offer limited to two people  
per house.

*(If you wish to reserve a bunk in the  
fish houses — the whole weekend  
costs you only \$100 — no \$25  
registration fee!)*

The Fish Houses will be open to  
all registered attendees and will  
also be used as headquarters  
for the ice fishing competition  
on Saturday.

### Winter Outing Activities Schedule:

#### Friday, January 28

3 p.m. Fish Houses (2) provided by Northern Metal Recycling  
Open for General Use

5:30 p.m. Crow Wing Recycling & Integrated Recycling  
Technologies Hospitality Lodge Opens

6 p.m. Trissel Graham & Toole Appetizer Competition  
Bring an appetizer to share at the Hospitality Lodge and have a  
chance of winning a cash prize for tastiest treat!

#### Saturday, January 29

9 a.m. — 3 p.m. Northern Metal Recycling Ice Fishing Contest

1 p.m. Lunch compliments of AAA Auto Salvage - available for  
pick up in Hospitality Lodge.

For those not interested in ice fishing, there will be an informal  
dice game competition  
(Left, Right, Center, 6 — 5 — 4, Horses) in the Hospitality Lodge.

5:30 p.m. Crow Wing Recycling & Integrated Recycling  
Technologies Hospitality Lodge Opens

6 p.m. Tasting, Judging & Awarding of cash prizes for the  
Adolph's Converters & Cores Chili Cook Off  
& Northern Metal Recycling Ice Fishing Contest  
in Hospitality Lodge

When  
booking your  
accommodations  
make sure to  
mention you are  
with ARM.

### Lodging Information

Room and ice fishing accommodations other than  
Recycling 6 hole houses are the responsibility of  
McQuoid's Resort offers hotel rooms, cabins and  
a variety of sleep-in ice fishing houses at a

## **Crow Wing Recycling & Integrated Recycling Technologies Hospitality Lodge**

*Friday, January 28*

Opens at 5:30 p.m.

**FREE BEER**

(Beer provided — you are free to BYOB)

6:00 p.m. - Enjoy and share in an appetizers competition at the Hospitality Lodge.

*Saturday, January 29*

Reopens at 5:30 p.m.

**FREE BEER**, taste and cast your vote for the best dang chili in

Adolph's Converters & Cores Chili Cook Off.

## **Trissel, Graham & Toole Insurance Appetizer Competition**

1st Prize \$100 ~ 2nd Prize \$50 ~ 3rd Prize - \$25

*Friday, January 28*

6:00 p.m. Bring an appetizer to share at the Hospitality Lodge and have a chance of winning a cash prize for tastiest treat! Please pre-register.

## **Adolph's Converters & Cores Chili Cook-off**

**\$200 CASH PRIZE**

*Saturday, January 29, 6 p.m.*

Must be pre-registered to enter Chili Cook-Off Competition.

Chili will be served as part of the Saturday evening meal.

Tasting/ Judging begins at 6 p.m. in Hospitality Lodge - one winner - **BEST DARN CHILI** receives a \$200 cash prize!

Contact Kelly Lynch-Salseg for more information at:

Phone: 612-781-5555

Email: [autorecyclersmn@bitstream.net](mailto:autorecyclersmn@bitstream.net)  
[www.autorecyclersmn.net](http://www.autorecyclersmn.net)

## **Thank You to Our Sponsors!**

Northern Metal Recycling  
Adolph's Converters & Cores  
Trissel Graham & Toole Insurance  
AAA Auto Salvage  
Crow Wing Recycling  
Integrated Recycling Technologies

## **Northern Metal Recycling Ice fishing Contest**

**\$150 IN CASH PRIZES**

*Saturday, January 29, 9 a.m. — 3 p.m.*

Three Categories: First Fish, Most Fish, and Biggest fish (pounds).

The Northern Metal Recycling fish houses will be open for the use of all registered participants from 3 p.m. Friday to 3 p.m. Sunday. Awarding of cash prizes Saturday evening in Hospitality Lodge.

**ICE FISHING COMPETITION RULES:** The competition is scheduled for Saturday, January 29, from 9 a.m. — 3 p.m. on Lake Mille Lacs, McQuoid's Resort, Isle, MN. There is no age requirement or entry fee. You must arrange for your own holes. All fish entered must be verified by an ARM Board Member or ARM Executive Director. Fish must be alive. Dead or frozen fish are ineligible. The decision of the judge is final. Winners will be announced Saturday evening at the Hospitality Lodge. Cash prizes will be handed out at that time. Participants must provide their own fishing equipment and bait (if you are renting an ice fishing house from McQuoid's — they do come with a limited number of rattle reels.) Participants are responsible for their own safety, actions and property at all times. All laws of the State of Minnesota will be abided by. All participants are required to be responsible for possessing a valid fishing license.

on:  
an the Northern Metal  
ility of attendees.  
nd condos, as well as  
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**Registration Materials  
can also be found  
online at [www.  
autorecyclersmn.net](http://www.autorecyclersmn.net)**

# ARM 2011 WINTER OUTING REGISTRATION FORM

**REGISTRATION FORMS MUST BE RETURNED TO ARM OFFICE  
NO LATER THAN MONDAY, JANUARY 24, 2011**

In order to help us provide a sufficient amount of food and beer, please indicate HOW MANY you expect to attend from your company.

# Friday \_\_\_\_\_ # Saturday \_\_\_\_\_

Please provide the names of individuals registering. For additional registrants please write on separate sheet.

#1 Name \_\_\_\_\_ (\$25.00)

#2 Name \_\_\_\_\_ (\$25.00)

#3 Name \_\_\_\_\_ (\$25.00)

#4 Name \_\_\_\_\_ (\$25.00)

#5 Name \_\_\_\_\_ (\$25.00)

#6 Name \_\_\_\_\_ (\$25.00)

#7 Name \_\_\_\_\_ (\$25.00)

#8 Name \_\_\_\_\_ (\$25.00)

**EVENT SPONSOR.....\$250.00**

**PLEASE CHECK IF YOU INTEND TO BE A SPONSOR**

As a sponsor of the ARM Winter Outing, your company's name will be publicized in event literature, event signage, on the ARM web site and in the ARM newsletter - The Minnesota Recycler.

**TOTAL \$ \_\_\_\_\_**

## **ADOLPH'S CONVERTERS & CORES CHILI COOK OFF CONTEST**

**MUST BE PREREGISTERED TO PARTICIPATE & QUALIFY  
FOR PRIZE MONEY**

(No Entry Fee)

Please provide a name and phone number for individuals registering for the Chili Cook Off.

For additional registrants please write on separate sheet.

Name & # \_\_\_\_\_

Name & # \_\_\_\_\_

## **TRISSEL GRAHAM & TOOLE INSURANCE APPETIZER COMPETITION**

**MUST BE PREREGISTERED TO PARTICIPATE & QUALIFY  
FOR PRIZE MONEY**

(No Entry Fee)

Please provide a name and phone number for individuals registering for Appetizer Competition.

For additional registrants please write on separate sheet.

Name & # \_\_\_\_\_

Name & # \_\_\_\_\_

**All individuals registered for the ARM Winter Outing are eligible and  
automatically entered into the Northern Metal Recycling Ice Fishing Contest.**

Company Name \_\_\_\_\_ Contact Person \_\_\_\_\_

### **Payment Method:**

I have enclosed a check made payable to "ARM" in the amount of \$ \_\_\_\_\_

For credit card information complete information below. We accept Visa and Master Card.

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	ARM MEMBER	NON-MEMBER	Qty.	Price
Plastic bags: 18 x 24 – 250/pkg. 3 MIL Thickness	\$37.50 + tax	\$47.50 + tax	_____ X _____	_____
Subtotal				_____
Minnesota & Hennepin Cty. Sales Tax 7.125%				_____
Shipping (\$10.00 per package)				_____
<b>TOTAL DUE</b>				_____

***\*\*Please note that ARM is now carrying a new, larger size bag. These bags are sold in smaller quantities per box so pay close attention to the number of bags that you intend to order.\*\****

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 Address \_\_\_\_\_  
 City, State, Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_

**Payment Method:**

- I have enclosed a check made payable to "ARM" in the amount of \$ \_\_\_\_\_ .
- I will pay by credit card: We accept Visa and MasterCard

Amount \_\_\_\_\_  
 Credit Card# \_\_\_\_\_ Exp. Date \_\_\_\_\_  
 Name on Card \_\_\_\_\_  
 Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

**Mail To:**

Automotive Recyclers of Minnesota  
 3333 Skycroft Circle, Minneapolis, MN 55418  
 Phone (612) 781-5555 • Fax 612-781-7052 • Email autorecyclersmn@bitstream.net



# ARM NEWS

## What's New With You?

**AAA AUTO SALVAGE: *HAPPY BIRTHDAY TO TERRY STENGLEIN*** – who will be ringing in another year on February 14th!

**JOHN'S AUTO PARTS:** John's Auto Parts, in conjunction with America Recycles Day on November 15th, gave their customers a FREE gallon of Recycled Anti-Freeze or a FREE gallon of Recycled Washer Fluid with every purchase. What a great idea!

**QRP:** QRP recyclers are looking to add new members. Specifically we are looking for those recyclers who are on or near our existing trucking routes in Minnesota. We have made membership much easier by reducing costs of monthly dues as well as other

ongoing expenses and would like to get more trading partners into our QRP Parts Express Program delivering parts member to member overnight 5 days a week from S.E. Wisconsin to St. Cloud Minnesota and points between. Contact Business Manager Roger Ross at 888-241-0294 or at PO Box 618, Tomahawk, WI 54487 for details.

*"What's New With You?": Please contact the ARM office with your and your employee's birthdays, anniversaries, weddings, births, etc. coming up. We will gladly include them in the "What's New With You?" column. Gather those dates, names and occasions and let us know. Also, if your company or any employees have received any kind of special civic commendation or award, or you have made any changes to or with your business - pass that info. along as well. Email (autorecyclersmn@bitstream.net), fax (612-781-7052) or phone (612-781-5555) the information in!*

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# 2011 Upper Midwest Auto & Truck Recyclers Convention & Trade Show

Washington County Fair Park in West Bend, WI

**April 28, 29 & 30, 2011**

**WORKING  
SMARTER  
NOT  
HARDER**



Hosted by:  
Concerned Auto Recyclers of WI  
& Automotive Recyclers of MN



# 2011 Upper Midwest Auto & Truck Recyclers Convention & Trade Show

## April 28, 29 & 30, 2011

### Package Plans

Grand Champion	Reserve Champion	Champion	
\$1,200	\$900	\$750	
X			Three conference registrations with meals and breaks
	X		Two conference registrations with meals and breaks
		X	One conference registration with meals and breaks
X	X	X	Trade Show booth with exhibitor table and 2 chairs
X	X	X	Electrical outlet and wireless internet
X	X	X	Skirting and signage
X	X	X	Preferential package recognition on name badges
X	X	X	Recognition page in ARM & CARS newsletters & listing in Program Booklet
X	X	X	Recognition and link on the official Upper Midwest Convention web site
X	X	X	ARM & CARS Membership Directories
X	X	X	Inclusion in group e-mail promotional blasts
X	X	X	Invited to attend any and all educational programming
X	X	X	Invited to attend and participate in any and all special events/tours/entertainment
X			2 sets of ARM & CARS mailing labels
	X		1 set of ARM & CARS mailing labels
X			Coupon for a complimentary 2012 ARM & CARS associate membership
X			Profile of your company in one issue each of the ARM & CARS newsletter
X			1/4 page ad in Program Booklet
X			Special event signage
X			Custom designed email blast by you to potential attendees

### Exhibitor Information

**Requirements:** Full booth payment is required and must be received with the application and insurance form. Space will not be held without payments and forms. We reserve the right to reject any application we deem inappropriate in nature. If an application is rejected, payment will be refunded. After acceptance of an application, you will receive a receipt along with your booth assignment.

**Cancellation Policy:** In the event of cancellation prior to March 31, 2011, exhibitors will forfeit \$500 per booth deposit. Cancellations after March 31, 2011, shall forfeit entire payment. All forfeited payments shall become the property of the Upper Midwest Auto & Truck Recyclers Convention & Trade Show.

**Request for Insurance:** Our insurance company requests all vendors participating in the convention and trade show provide a certificate of insurance. Enclose a copy or have your agent fax or email it to us. All information is kept confidential.

**Booth Information:** We will provide you with an 8'x8' booth, one table w/skirting, 2 chairs, pipe and drape, signage, wireless internet, and electricity. Additional booths may be purchased for \$500. Booths maybe set up between Thursday April 28, 8PM to 10PM and Friday April 29, 8AM to 1PM. If a booth is not set up by Friday

April 29, 1 PM it will be considered a "no show" and the space will be reassigned. Refunds will not be available to "no show" exhibitors. Booths may be dismantled beginning on Saturday April 30 5:30 PM and must be completely cleared from the exhibit area no later than 7 PM. Early breakdown is not permitted.

**Products/Promotional Materials/Displays:** Washington County Fair Park will accept your shipments; however they need to be clearly marked with "your company name" and "Upper Midwest Auto & Truck Recyclers". Questions contact the Fair Park at 262-677-5060. Shipping address:

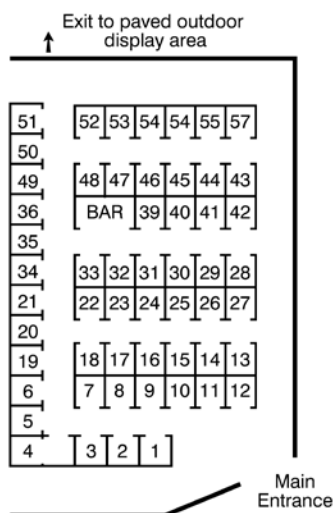
**Washington County Fair Park**  
**"c/o Upper Midwest Auto & Truck Recyclers"**  
**3000 Hwy PV**  
**West Bend WI 53095**

**Tentative Schedule:** There will be exclusive Trade Show hours, so you also will be able to take full advantage of all the educational opportunities we are offering. Potential topics to include-Truck Safety, Human Resource Laws, Social Media, Google, EBay, I Car, Linked In, User Groups and much more. Specific programming details are being finalized and are subject to change. Check out our website [www.recyclersconvention.com](http://www.recyclersconvention.com) for the most current information.

### Booths/Displays/Demonstrations

If your product is too large for an inside booth display, we can accommodate you with outdoor space. The area is visible from the Trade Show with doors conveniently connecting the two areas.

Do you need additional space or have a unique product? Saturday evening Kirchhayn Auto Parts will hold an open house, where you will be able to show off your products onsite and give your guests a close up and personal look. For more information, please contact Kevin Smith at [kevin@kirchhayn.com](mailto:kevin@kirchhayn.com), 800-257-2576 ext 201 or 262-573-6250. Don't miss out on a rare opportunity to demonstrate your large equipment, spaces are first come, first served and may be limited.



# 2011 Upper Midwest Auto & Truck Recyclers Convention & Trade Show

## April 28, 29 & 30, 2011

**Trade Show Hours:** Friday 5-8PM and Saturday 2:30-5:30PM are set aside exclusively just for you. No other programming is scheduled during this time. *That is 6 HOURS OF EXCLUSIVE NON-COMPETE TRADE SHOW TIME.*

**Meals:** Included with all registrations. Thursday, Friday, Saturday supper, and Friday lunch will be served at the Fair Park. Miller Compressing Company will host Saturday's lunch at their facility. If you are guests at either the Hampton Inn or Country Inn & Suites, be sure to take advantage of their complimentary breakfast, as it will not be provided at the Fair Park.

**Parking and Transportation:** There is plenty of parking available at Fair Park. However if you like the idea of not worrying about driving, relax and take advantage of the complimentary bus service. The buses will run regularly between the hotels and the Fair Park throughout the entire 3 day event.

**General Mitchell International Airport:** Conveniently located just forty miles south of the event facility. Airlines include; Air Canada, Air Tran Airways, American Airlines, Continental Express, Delta, Frontier, Great Lakes Airlines, Midwest Airlines, Southwest Airlines, United Express, US Airways Express. For more information go to [www.mitchellairport.com](http://www.mitchellairport.com).

**Questions:** Contact Sandy Dumke at 715-853-6337 or email: [carsofwi@yahoo.com](mailto:carsofwi@yahoo.com)

### Facility & In The Area

Conveniently located off Hwy 45 at the Pleasant Valley Rd. exit (Hwy PV) between Jackson and West Bend. From the South, take Hwy 41/45 North. At the Hwy 41/45 split, follow 45 North to Hwy PV. From the North, take Hwy 41 South to Hwy 60 in Jackson. Exit East to Hwy 45 North. Go north 7 miles to Hwy PV. Approximately 30 minutes North of Milwaukee, 30 minutes South of Fond du Lac, and 1 hour South of the Fox Valley area.

### In The Area

**Cabela's** - World's Foremost Outfitters- less than 10 minutes from Fair Park.

**Glendale, WI** - 35 minutes south of Fair Park on HWY 43- Bayshore Town Center- a recently renovated shopping complex with over 80 stores and 20 restaurants.

**Cedarburg, WI** - only 19 minutes southeast from Fair Park. One of the Midwest's finest small-town shopping destinations. Listed on the National Register of Historic Places is Cedar Creek Settlement. It is home to specialty shops, galleries and antique shops. While there, tour, taste and enjoy the Cedar Creek Winery located in a restored 1860's woolen mill.

**Milwaukee, WI** - approximately 40 minutes southeast from the Fair Park.

**Breweries:** Miller Brewery/Sprecher Brewing Co./Milwaukee Brewing Co./Lakefront Brewery

**Shopping:** Brookfield Square/Old World Third Street/Historic Third Ward/The Shops of Grand Avenue

**Tours:** Harley Davidson Museum/Milwaukee Zoo/Miller Park

### 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 [sue@holmesautomotiverecycling.com](mailto:sue@holmesautomotiverecycling.com) no later than March 31, 2011.

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
Back Inside Cover - 3.5"w x 8.5"h	\$100
Back Outside Cover - 3.5"w x 8.5"h	\$125

### Sponsorship Opportunities

Increase your visibility and support through a variety of sponsorship opportunities. All sponsorships are available on a first-come, first-served basis. If you don't act fast, something you have sponsored in the past may soon disappear.

\* These items are in addition to your sponsorship and are suggestions only. If you choose to provide them, please do so upon registering.

#### Benefits with ALL Sponsorships are:

- Your company name represented on all marketing materials
- A link on the 2011 Upper Midwest Convention website
- Recognition in the attendee program booklet
- Recognition in the ARM & CARS newsletters
- Preferential name badges

#### Welcome Host (Thursday night) Investment: \$1500

This sponsorship provides attendees with supper, evening refreshments and snacks.

#### Benefits:

- Naming rights to the evening's festivities
- Personally welcome your guests with a short introduction of your company prior to supper, if you so choose
- Signage during event

#### Hotel Room Welcome Host Investment: \$1500

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

#### Benefits:

- Exclusive sponsor for both of our preferred hotels
- Provide us with your business card and it will be presented to each guest as they receive their key and check in materials
- Provide us with your 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
- Provide us with your company artwork and we will make sure your guests have "Sweet Dreams" by delivering personalized chocolates to their rooms as a "turn down" gift Friday night
- Do you have additional promotional items for the hotel guests? You provide the package and we'll provide the delivery. Saturday service only

# 2011 Upper Midwest Auto & Truck Recyclers Convention & Trade Show

## April 28, 29 & 30, 2011

### **Bus Host Investment: \$1500**

Sponsor the buses that will provide the transportation to and from the hotels and fairground during the entire 3 day event.

#### *Benefits:*

- Exclusive naming rights to the buses
- Name recognition on buses and 3 bus signs

### **Registration Booth Host Investment: \$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)

#### *Benefits:*

- Opportunity to offer attendees promotional products from your company
- You will have your own display table for your products/ services during the entire 3 day event
- Your company name and logo on name badge recycling bin
- Area signage

### **Supper Host (Friday/Saturday) Investment: \$1000 each**

#### *Benefits:*

- Signage during supper
- Personally welcome your guests with a short introduction of your company prior to supper, if you so choose

### **Beer Garden Host (Friday/Saturday)**

#### *Investment: \$1000 each*

This sponsorship will provide guests with soda, water and beer.

#### *Benefits:*

- Opportunity for you to increase your company exposure by providing personalized cups for your guests\*
- Personally welcome your guests with a short introduction of your company if you so choose

### **Hospitality Night Host (Friday/Saturday)**

#### *Investment: \$1000 each*

Provide your guests with evening refreshments and snacks.

#### *Benefits:*

- Signage during event

### **Luncheon Host (Friday) Investment: \$750**

#### *Benefits:*

- Personally welcome your guests with a short introduction of your company prior to lunch, if you so choose
- Signage during luncheon

### **“Under the Stars” Campground Host Investment: \$500**

Here's your chance for a one of a kind sponsorship opportunity to show your support of the great outdoors. The facility includes a campground, and we are excited to offer something for those with an adventurous side. The “sky's the limit” (except fires) to promote your business, provide us with whatever marketing/promotional items you wish.

#### *Benefits:*

- Exclusive naming rights to the campground
- Exclusive company logo on gift bags to all registered campers (must provide company logo artwork)

- Provide us with any items of your choosing to be included in each gift bag (i.e. snacks/flashlights/beverages)
- Area signage

### **Educational Host (multiple sponsorships available)**

#### *Investment: \$500 each*

#### *Benefits:*

- Promote your business by providing attendees with your personalized paper/pens\*
- Personally welcome your guests and introduce the education presenter, if you so choose
- An opportunity to give a 3-5 minute mini commercial at the beginning of the session
- Signage during event

### **Junkyard Petting Zoo Host Investment: \$500**

A fun competition where participants display animals they made out of car parts. In addition to the benefits listed below, this sponsorship opportunity will provide winning participants with cash prizes.

#### *Benefits:*

- Exclusive naming rights to the event
- Personally announce and congratulate winners if you so choose
- Event signage

### **Loader Rodeo Investment: \$500**

An action packed fun event. Participants will be able to test their safety and coordination skills and compete among the best of the best. This sponsorship will also allow participants to receive prizes.

#### *Benefits:*

- Exclusive naming rights to this event
- Personally announce and congratulate winners if you so choose
- Signage during event

### **Ice Cream Social Host Investment: \$500**

Attendees will welcome a delicious ice cream treat, hosted by you!

#### *Benefits:*

- Get a “personal hands on” opportunity by greeting your guests, if you so choose
- Exclusive naming rights to event
- Event signage

### **Morning /Afternoon Break Host**

#### **(AM Friday/PM Friday/AM Saturday/PM Saturday)**

#### *Investment: \$250 each*

This sponsorship will provide attendees with an assortment of cold soda, water and a coffee station.

#### *Benefits:*

- Opportunity for you to provide your guests with promotional coffee mugs/can cozies/etc \*
- Opportunity for you to provide your guests with promotional candies/chocolates/snacks \*
- Signage during breaks

# 2011 Upper Midwest Auto & Truck Recyclers Convention & Trade Show

## April 28, 29 & 30, 2011

### Tours

#### Yard Tours

On your own Yard Tours. Check out specific times and locations and allow some extra travel time, they are always a worthwhile stop. Details as they become available will be on the website, [www.recyclersconvention.com](http://www.recyclersconvention.com).

#### Miller Compressing Company

Miller Compressing Company is pleased to have the opportunity to host tours of their main processing plant located on 65 acres in the Menomonee Valley district of Milwaukee. They are the largest Ferrous and Nonferrous scrap processor based in Wisconsin. Please join them Saturday for lunch and a tour that will include the following:

- Opportunity to view the inside workings of a 7000 horsepower auto shredder and associated downstream processing.
- Nonferrous warehouse, processing and aluminum melting furnace.
- State of the art End-of-Life vehicle processing system.
- Scaling, environmental and safety controls.

#### Kirchhayn Auto Parts

Join us Saturday for a unique casual evening at Kirchhayn Auto Parts 1199 Western Avenue in Cedarburg, WI. Both educational and entertaining. Product demonstrations, snacks & refreshments, a Loader Rodeo, displays, raffles and even ice cream.

### Contests

Back by popular demand... since everyone enjoys a little competition, this year we thought we'd try 2 contests. Everyone is encouraged to participate and may enter as many items as they wish. It's fun and easy, just use your imagination and remember "work smarter, not harder"!

#### Junkyard Petting Zoo

Each participant will make an animal out of car parts. The "animals" will be on display in pens Thursday through Friday night. Ballot boxes will be at each pen and attendees will have the chance to vote on their favorite. Cash prizes for top winners. All entries will be auctioned off during the auction.

#### "Priority Seating"

Participants will bring any kind of chair or seat. Anything goes, from a company logo cloth director style to plain resin. Bring it as is or add to it to make it as comfortable and unique as possible. Perhaps add pillows/blankets/beverage holders or even items to promote your business. Chairs will be auctioned off, with half the proceeds going back to the owner. The chairs will then be used by the "new owner" in a special priority seating area during the festivities. Get the "best seat in the house"!

### Accommodations

#### Washington County Fair Park

3000 Hwy PV • West Bend, WI 53095  
1-262-677-5060

Camping will be available at the Washington County Fair Park. The sites are conveniently located within walking distance to the event building. Fees are only \$25 per night, per site, which include; water, electricity and septic. Unfortunately due to strict fire codes, NO FIRES are allowed. Check in time is 12 noon and check out time 11am. For more information and reservations, call 1-262-677-5060.

#### Hampton Inn & Suites

1975 South 18th Avenue • West Bend, Wisconsin 53095  
Tel: (262) 438-1500 • Fax: (262) 438-1501  
[www.westbendsuites.hamptoninn.com](http://www.westbendsuites.hamptoninn.com)

At the beautiful 4-story Hampton Inn & Suites West Bend you will find 83 clean, fresh, comfortable rooms awaiting your arrival. Experience Cloud Nine bedding - an after-hours indulgence that gently escorts you from the real world into dreamland. Each room is furnished with high-speed wireless internet access, coffee maker, iron and ironing board. Guests also enjoy wireless internet access in the lobby, meeting rooms and public areas. Hampton also offers a 24-hour front desk message service.

#### Services and Facilities

- Complimentary On The House™ Hot Breakfast
- Indoor Pool & Fitness Center
- FREE high-speed wireless internet access
- Business Center with fax & copy services
- Crystal Lake Room
- Hilton Honor Points & Miles Program
- (over 600 sq. ft. of meeting space)

#### The Country Inn & Suites

2000 Gateway Court • West Bend, WI 53095  
262-334-9400  
[countryinns.com/westbendwi](http://countryinns.com/westbendwi)

You'll love every piece of this Country. As our guest, you don't just stay at our hotel, you live in them for a little while. We treat you like family. So visit [countryinns.com](http://countryinns.com) and see why we'll have you saying, "I love this Country."

#### Services and Facilities

- Complimentary breakfast
- Free cookies
- Indoor pool & whirlpool
- Free high-speed Internet

**Rooms starting at \$89 per night, plus tax**  
**Be sure to mention the**  
**Upper Midwest Auto & Truck group rate**  
**Offer expires March 28, 2011 or based on availability**

**Exhibitor Registration/Sponsorship Form**

Company Name: \_\_\_\_\_  
 Contact Name & Title: \_\_\_\_\_  
 Booth Personnel Name(s): \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 E-mail address: \_\_\_\_\_ Web: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

**Vendor Package:** \_\_\_\_\_ \$  
 \_\_\_\_\_ Grand Champion \$1200 \_\_\_\_\_ Reserve Champion \$900 \_\_\_\_\_ Champion \$750  
**Additional booths @ \$50 per booth** \_\_\_\_\_ \$  
 Please indicate booth # preference – first come – first served  
 Booth # Preference 1 \_\_\_\_\_ Preference 2 \_\_\_\_\_ Preference 3 \_\_\_\_\_  
**Additional personnel @ \$150 each (includes meals - see page 2)** \_\_\_\_\_ \$  
 Yes, I would like \_\_\_\_\_ electric outlets at my booth (extension cords NOT provided)  
 Yes, I would like to bring large equipment and may need outdoor space at the Fair Park  
 Yes, I would like to do a demonstration at Kirschhahn Auto Parts. For more information contact Kevin Smith at  
 800-257-2576 ext 201 or 262-573-6250 [kevin@kriehahn.com](mailto:kevin@kriehahn.com)

**Total Sponsorship Opportunities:** \_\_\_\_\_ \$  
 \_\_\_\_\_ Friday AM break \$250 \_\_\_\_\_ Friday PM break \$250 \_\_\_\_\_ Saturday AM break \$250  
 \_\_\_\_\_ Saturday PM break \$250 \_\_\_\_\_ Ice Cream Social \$500 \_\_\_\_\_ Camping \$500  
 Educational Programs \$500 \_\_\_\_\_ Junkyard Petting Zoo \$500 \_\_\_\_\_ Loader Rodeo \$500  
 Friday Lunch \$750 \_\_\_\_\_ Friday Beer Garden \$1000 \_\_\_\_\_ Saturday Beer Garden \$1000  
 Friday Hospitality \$1000 \_\_\_\_\_ Saturday Hospitality \$1000 \_\_\_\_\_ Friday supper \$1000  
 Saturday supper \$1000 \_\_\_\_\_ Registration \$1000 \_\_\_\_\_ Hotel Room Drop \$1500  
 Hotel buses \$1500 \_\_\_\_\_ Thursday Welcome Night \$1500

**Total 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

**Final Total:** \_\_\_\_\_ \$  
 Enclosed is a check payable to: \_\_\_\_\_ CARS of WI Or please charge my: Visa \_\_\_\_\_ Mastercard \_\_\_\_\_  
 Card # \_\_\_\_\_ 3 Digit Security Code: \_\_\_\_\_ Expiration Date: \_\_\_\_\_  
 Cardholder's Name: (please print) \_\_\_\_\_ Cardholder's Signature: \_\_\_\_\_

Mail/Fax/Email completed application and insurance verification to:  
**CARS of WI**  
 11374 Flynn Lane • Suring, WI 54174  
 Fax: 920-494-2675 • Email: [carsofwi@yahoo.com](mailto:carsofwi@yahoo.com)  
 Questions call Sandy Dumke: 715-853-6337

**Register by Dec. 31, 2010 and you will get additional exposure in the attendee registration materials.**  
 Please assist us with our planning by providing us with a total number of people participating in each of the following:  
 \_\_\_\_\_ Thursday Supper \_\_\_\_\_ Friday Lunch \_\_\_\_\_ Friday Supper \_\_\_\_\_ Saturday Supper  
 Miller Compressing Tour & Lunch:  
 Reserve \_\_\_\_\_ seats for me on the bus or \_\_\_\_\_ for lunch & tour only. I (we) will provide our own transportation  
 (directions will be available at the registration desk)

“Working smart” does not suggest that there is a back door to success.  
 “Working smart” refers to planning, having efficient habits, and using your  
 time and energy wisely.

So “work smart” and join us at the...

**2011 Upper Midwest  
 Auto & Truck Recyclers  
 Convention & Trade Show**

April 28, 29 & 30, 2011  
 Washington County Fair Park  
 3000 Hwy PV • West Bend, WI 53905

For more information, contact Sandy Dumke at 715-853-6337 or email  
[carsofwi@yahoo.com](mailto:carsofwi@yahoo.com) or visit our website [www.recyclersconvention.com](http://www.recyclersconvention.com)

# ARM NEWS

## 2011 Upper Midwest Auto & Truck Recyclers Convention & Trade Show Program Booklet

Once again we will provide the attendees of the convention a Program Booklet. An informational reference guide that will include the schedule of events, information on speakers, trade show details and more. It's a great simple way to get expose for your business. Prices are extremely reasonable. Act quickly and secure your spot.

Ad copy/artwork should be high resolution (300dpi) PDF files or camera ready artwork. Submit your ad via e-mail to [sue@holmesautomotiverecycling.com](mailto:sue@holmesautomotiverecycling.com) no later than March 31, 2011.

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

## 2011 Upper Midwest Auto & Truck Recyclers Convention & Trade Contests

**Everyone is encouraged to participate.**

**You may enter as many items as you wish. It's fun and easy, just use your imagination and remember "work smarter, not harder"!**

### Junkyard Petting Zoo

Each participant will make an animal out of car parts. Just check out your scrap pile, you'll be surprised

what you'll find. The "animals" will be on display in pens Thursday through Friday night. Ballot boxes will be at each pen and attendees will have the chance to vote on their favorite.



**Recycled Parts Plus**

[www.rpplus.com](http://www.rpplus.com)

**Parts Broadcast Line: 888-210-1850**

**Fax: 800-469-9445**

**Cindy LaVesser**

**Direct: 866-837-2039**

[cindy@rpplus.com](mailto:cindy@rpplus.com)



# ARM/INDUSTRY NEWS

There will be CASH prizes for the top winners. Some entries will be auctioned off during Friday night's auction, with half the proceeds going back to the original creator!

## State Fair Booth Contest

MN and WI will each have an 8 foot x 8 foot area to create their own version of a booth at a fair. No limitations of subject matter or content. Booths will be auctioned off during Friday night's auction.

If you have some ideas, donations or questions, contact your state board.

## "Priority Seating"

Participants will bring any kind of chair or seat. Anything goes, from company logo cloth director style to plain resin. Bring it as is or add to it to make it as comfortable and unique as possible. Perhaps add pillows/blankets/beverage holders or even items to promote your business. Chairs will be auctioned off during Friday night's auction, with half the proceeds going back to the original creator! The chairs will then be used by the "new owner" in a special priority seating area during the festivities. Get the "best seat in the house"!

## Stormwater Training

Greetings Stormwater Professional/Environmental Manager:

Have you met your stormwater discharge permit requirement for employee Training for **Sector M (Automobile Salvage Yards)**? The **National Stormwater Center** is offering training on Friday, February 18, 2011 beginning 11 a.m. EST.

### Why Online Certified Employee Training (CET) by the National Stormwater Center?

- *Low Cost - The maximum fee is \$20 per person.*
- *Time - Training is provided in only one (1) hour.*
- *Convenience - Training is provided via the internet. All that is required is a computer, phone line and internet connection.*
- *Knowledge - Understand Best Management Practices, reporting, required actions, and completion of forms.*
- *Compliance - Fulfill your annual SWPPP requirement for annual employee training .*
- *Expertise - Have your questions answered by a nationally recognized expert in stormwater compliance.*

To register or for more information, please refer to the attachment announcement. We can be reached at **1-888-397-9414**, via the web at [www.npdes.com](http://www.npdes.com) or email us at [info@npdes.com](mailto:info@npdes.com).

We look forward to working with you.

Sincerely,

John Whitescarver, Director

The National Stormwater Center

*Automotive Recyclers of Minnesota is not endorsing this program, but informing our members.*

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# INDUSTRY NEWS

## Dispersal Pattern

11/4/2010 - Scrap recyclers remain committed to shredding despite lower scrap volumes in the past two years.

The outright boom in auto shredding plant investment that occurred between the Recycling Today auto shredder lists of 2006 and 2008 may have been tempered in the ensuing two years, but it has by no means been snuffed.

The number of shredders jumped from 220 in 2006 to more than 250 in 2008 and has increased again—with nearly 290 shredding plants identified in 2010.

Research into the changes that have occurred in the past two years reveals that a higher percentage of plants on this year's list are currently idle compared with 2008.

Conversations with shredder operators also reveal that a majority of plants are running fewer days and hours than they were at the market peak from 2005 to early 2008.

But the growth in overall plant locations reveals another trend: Many scrap recyclers continue to regard owning a shredder as an important aspect of controlling their own destiny as a buyer and processor of scrap materials.

As Jason Shipman of Scrap'N, Farmington, Mo., says, "We are just a minnow in an ocean of whales and some sharks, just little bitty guys."

Yet the company calculated that it could make a return on its shredder plant investment with what Shipman says was "an easily obtainable goal" of 1,800 tons



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1280 Jackson Street | St. Paul, MN  
651.488.0581

**AUCTION:** Every Wed. 9:00 AM  
**MOTORSPORTS AUCTION:** 1st Wed. of every month.  
**MOTORCYCLE AUCTION:** 3rd Wed. of every month.



[www.iaai.com](http://www.iaai.com)

# INDUSTRY NEWS

per month. Subsequently, "our monthly average now is about 3,300 tons," he says.

## A Leaner Diet

Growth in the number of overall shredding plants would not seem to be a good fit with the market of the past two years.

Many shredding plant owners and managers have made adjustments to continue operating at reduced hours, but the overall drop in feedstock has likely contributed to the idling of other plants.

Larger companies with considerable capacity in multiple states have been among those idling some of their plants. PSC Metals reports that it is consolidating some of its shredding capacity in Tennessee, while Sims Metal Management has stopped shredding at two of its locations in New York.

Commodity prices that have stayed lofty despite the overall economic downturn have contributed to the ability of plants to stay viable while running few hours.

The addition of new shredding plants, especially in geographic regions where many new competitors have entered the market, is likely to force some operators to decide whether to re-invest or to cede the shredding

market to others.

## Spotting the Mushrooms

The western U.S. is among the regions where newer shredder locations are being plotted on the map, as processors strive to provide shorter driving distances to potential customers.

Arizona's four existing shredding plants will be joined by a fifth to be operated By Southwest Metals in Casa Grande.

In neighboring New Mexico, Albuquerque Metals Recycling operates the only shredding plant that was on the map in that state in 2008. But two projects are scheduled or underway that will triple the number of shredders in New Mexico.

Signs of overcapacity are seemingly appearing in Tennessee, where 16 shredding plants have been identified and listed, with two of these scheduled to be idled by the end of 2010.

Economic conditions and commodity prices remain critical factors determining whether dollars continue to be invested into shredding plants and their downstream systems.

*Reprinted with permission of Recycling Today.*

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## Chasing Value

12/1/2010 - Upgrades in automated sorting technology are allowing recyclers to harvest more metal and sort it to a higher value.

Advances in automated metals sorting technology have brought together equipment makers and recyclers in a common effort to keep more metal in the recycling loop.

Several different types of technology are being used at auto shredding plants, electronics recycling facilities and at material recovery facilities (MRFs), where aluminum cans are among the materials in that sometimes very mixed stream.

## Downstream of the Auto Shredder

There are currently between 280 and 300 metal shredding plants in the United States large enough to shred an automobile.

While some of these are idle and many, in the current market, are not running five days per week, the owners of these auto shredding plants have continued to invest in equipment that deploys technology and automation to sort through the shredded metal.

Producers of secondary nonferrous metals, led by the copper and brass industry in China, are hungry for raw material and keeping prices high even in a lackluster global economy.

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Shredding plant operators who can upgrade their nonferrous scrap grades will quickly be able to cover the costs of the technology they purchase. They have all done the math, and most have chosen to invest in new technology.

Plant operators can make very different decisions about how to best produce clean steel, copper, brass, aluminum and stainless steel scrap grades from the mixed shredder stream.

Plant operators and their equipment suppliers make decisions based on: which and how many grades of scrap do they wish to produce; how many size fractions they want to split the stream into; how many times do they want the same material to pass through a system; to what extent do they still wish to have people remain involved in hand-picking material; and, of course, how much product purity do they want to achieve.

The answers to these questions help dictate which pieces of equipment are purchased, how many units to buy, and in what order they are arranged to create a

system.

Although systems can be configured very differently, there are types of equipment that are commonly used within them. These include:

- size classification screens;
- eddy current separators;
- sensor sorters;
- X-ray sorters/optical sorters; and
- density sorters (sink/float; sand).

Size classification screens are not a new technology, but they remain relevant. They come in many forms—such as trommels and vibrating tables or conveyors with drop-through screens. They separate the mixed nonferrous and nonmetallic downstream material into separate size fractions. This allows the separating equipment that will be next in line to do its job better.

Eddy current separators also are by no means “new” technology, but remain vital. Larger shredding plants may have four, six, or even eight eddy current separators on the job. These machines use magnetic force to help

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nonferrous metal pieces jump off the end of a conveyor belt while the nonmetallic part of the stream drops down in a different direction.

Recycling Today guest author Mark Ridall, who works for United States-based equipment supplier Wendt Corp. ([www.wendtcorp.com](http://www.wendtcorp.com)), helped explain some of the newer sorting technology in an article in the April 2009 edition of Recycling Today.

Ridall noted that sensor-based technology has been used in shredding downstream systems for about 10 years. These devices use electromagnetic sensors to identify nonferrous metals and are particularly adept at isolating stainless steel scrap from the mixed stream. Optical sorting, including the use of X-ray technology, has provided another method of extracting nonferrous metal at shredding plants. X-ray fluorescence (XRF) machines use technology that is also used in hand-held analyzing units. These machines can quickly analyze the surface of a piece of metal and identify the alloy composition, according to Ridall.

X-ray transmission (XRT) units transmit energy through pieces of metal that pass beneath them. The XRT units are calibrated to identify certain metals (by atomic weight). The unit then creates and receives an image of those pieces and shoots them away from the rest of the material with an air nozzle.

Another optical technology that has been used involves charge-coupled devices (CCDs). These optical units detect differences based on color, yielding red, yellow (honey) and white fractions. They are recommended for use on mixed metals that have already passed through the previously-mentioned separation equipment or have passed through a density sorting system, says Ridall.

Density or heavy media systems remain part of the technology used in North America and Europe. Fluids and sands that can separate metals based on their specific gravity attributes can both serve to remove nonmetallic contaminants and separate some nonferrous metals from one another.

## Electronic Scrap Sorting

Automated sorting technology has also become a key part of systems in which electronic scrap is shredded

in North America and Europe.

As with auto shredders, electronic scrap shredding plants are set up in many different ways—operators are often willing to try something new if they believe it can help them capture the most metal and separate it more thoroughly for higher market value.

Much of the technology deployed is similar to what is used at auto shredding plants, with automated sorting equipment that separates by size, magnetic qualities, density or readings produced by optical scanning equipment.

Material is first shredded, perhaps by a low-speed, high-torque shredder or by a wire and cable chopper. The mixed stream that leaves the shredder is then on its way to the downstream system designed by the plant operator in cooperation with key vendors.

United States-based shredding system consultant Peter Prinz operated and helped design auto shredding systems before applying what he learned to electronic scrap shredding plants.

In an article he prepared for Recycling Today for the November 2009 edition, Prinz recommended that, after drum and cross-belt magnets catch the steel content, a method to capture aluminum should be considered next. According to Prinz, "Aluminum makes up from 4 percent to 8 percent of the input material" at an electronics shredding facility.

Prinz recommends having one or two people at sorting stations to remove aluminum capacitors downstream from the magnets but before automated aluminum separation.

Prinz recommends an eddy current separator with a high gauss strength—the higher the better—to catch aluminum before it passes through and becomes essentially



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a contaminant if it stays mixed with the precious metals.

The stream that remains includes mixed plastics, copper, stainless steel, gold, silver and other metals. Prinz recommends a sophisticated sensor sorter as the right piece of equipment to recover additional metallic material.

After a vibrating conveyor spreads out and disperses the material into an even flow, a sensor sorter (or more than one at larger plants) and a series of air nozzles will separate the remaining metals from the plastic.

Prinz concluded his story with a reminder that while automated equipment is impressive, business owners and managers should never forget the importance of people as they undertake their plans. Wrote Prinz: "The most important part of your system is your shredder crew. When the first piece of equipment arrives, you need to have some of your crew there to help in the set-up and installation. And as more pieces arrive, you add to your crew until you have the whole crew in place, from the person who will be charge to the pickers, helping with the installation. They need to be trained from the ground up and to help not only with the installation of the system but with its start-up and testing. They need to be involved. They need to feel that it is their system. If they feel that way, they will take care of the system and see that it runs smoothly with few or no problems."

His comments are a reminder that investments in automation offer no guarantee of success. The right people must also be on hand to manage and maintain the process and think critically about how to make it better.

## Sorting at the MRF

MRFs that handle mixed residential recyclable materials provide yet another example of sorting that is done

using size classification, magnetic separation and optical units.

The predominant nonferrous grade heading into MRFs is aluminum used beverage containers (UBCs). Eddy current separators are used to identify and separate UBCs from the other cans and containers in the plant. Single-stream plants have grown in number and size in the United States, and operators of these plants have gained much experience in extracting UBCs from this mixed stream.

However, the UBC recycling rate in the United States remains below 60 percent, with the rest of those aluminum cans being thrown into garbage bins rather than recycling bins.

One effort to capture more UBCs in the United States is being undertaken by Envision Holdings and aluminum company Novelis, both based in the United States. The two companies have partnered on research and development and pilot programs to extract UBCs at landfill sites and waste transfer stations.

Envision's research found that even in cities where recycling programs try to capture UBCs, there are still many of them heading instead to waste transfer stations and landfills.

The MiniMRF system that Envision has developed is "positioned downstream to recover materials that have already eluded traditional recycling programs and are otherwise destined for landfills," according to the company. "Currently, the technology targets aluminum cans, steel and a variety of other reusable materials."

The magnetic technology used is not revolutionary or different from what is used at MRFs. But it has been designed to be easily installed or even portable. The other key is for it to be affordable and to quickly return the investment made by concentrating on aluminum and steel—materials with established markets and sometimes high value.

The MiniMRF is one more new tool in a very large toolbox with an important job to do: To find the nonferrous metal for which metals producers throughout the world are searching.

*The author is editor-in-chief of Recycling Today Global Edition and can be contacted at [btaylor@gie.net](mailto:btaylor@gie.net).*

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