

Concerned Auto Recyclers of Wisconsin

CARS News

Promoting industry excellence through education.

December 2019/January 2020

Recognizing Peter Krumenauer for 20 Years of Service to CARS of WI

Peter Krumenauer was presented with a plaque in recognition of his serving as a CARS Director for over 20 years, most of them as secretary. The plaque was presented to Peter at the Conrad's Auto Salvage open house on October 25th. We were able to keep it a secret and surprise him. 2019 is the 60th anniversary of the CARS of WI organization.

There have been only 3 people that have served over 20 years on the board. In the last newsletter there was an article on Dean Bellin and this time we will recognize Peter Krumenauer.

"I personally want to thank them and all the other directors that I have served with over the years. I must say these years have been some of the most exciting and enjoyable times I have had." - Sandy Dumke

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Visit www.carsofwi.com

CARS of WI 2019 Calender

5:30 Conference Calls - unless noted otherwise

- January 19, 2019
- February 11, 2019
- March 11, 2019
- April 8, 2019
- May 13, 2019
- June 10, 2019
- July 8, 2019
- August 12, 2019
- September 9, 2019
- October 14, 2019
- November 11, 2019
- December 9, 2019

All meetings are open to the membership. Call CARS office for information.

CARS Committee Members

Legislation	*Koepf, Krumenauer
Bylaws	*Tisler
Convention	*Dowd, Dumke
Education	*Dowd
Insurance	*Joas
Membership	*Dowd, All Directors
Newsletter	*Rowe, All Directors
Recycling	*Joas
Scholarship	*Hermann
Warranty	*Dowd, Bellin
Wicar:	*Goetsch
Website	*Krumenauer

*All committee's are open to any member.
Please call the chairman if you want to be
on a committee or have input.
* Indicates the chairman*

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Concerned Auto Recyclers of Wisconsin

CARS News Submission Dates

IssueDeadline	IssueDeadline
Feb/Mar Jan 1	Aug/Sept July 1
April/May Mar 1	Oct/Nov Sept 1
June/July May 1	Dec/Jan Nov 1

The CARS News



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The *CARS News* is published six times per year for the Concerned Auto Recyclers of Wisconsin. None of the material in this publication necessarily reflects the opinion of CARS of WI, 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 the Executive Secretary, Sandy Dumke, Sandy@CarsOfWI.com. 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.

CARS of WI Board Meetings

September 9, 2019

Meeting is called to order at 5:40pm by President Dowd

Members present were: Pat, Tom G., Randy, Pete, Jeff and Sandy

Members absent were: Rob, Jenni, Jerad, Matt J., Matt R., Ryan and Tom H.

There were no minutes currently.

The treasures report was given. Only questions were the uncleared checks. Ryan will be contacted to see what is happening with them. Also check #4381 was to pay for Cousineau's funeral flowers. The CARS credit did not work. Approved by Pete and seconded by Jeff.

Committee Reports

Legislation Committee: *Rob.* No report.

Bylaws Committee: *Jeff.* Nothing new.

Convention Committee: *Sandy.* Ryan should have a final report for the Upper Midwest convention soon.

Education Committee: *Dowd.* It was decided to have a Salesman Meet & Greet Seminar on Jan. 25th in the Stevens Point or Wi Rapids area. Meeting at 9:00 or 10:00, have lunch and close about 3:00. We need to decide if a speaker or moderator is needed.

Insurance Committee: *Matt J.* No report.

Membership Committee: *Dowd.* Sandy said Playground PAR LLC from Port Washington.

Newsletter Committee: *Matt R.* we need more articles.

Recycling Committee: *Matt J.* No Report. It was mentioned that the prices are going down.

Scholarship Committee: *Tom H.* Articles have been sent to the newsletter and website about the new winners.

Warranty Committee: *Pat.* We will have to wait until the end of 2020 to dissolve and program and get our money back.

WICAR Committee: *Tom G.* Nothing new to report.

Website Committee: *Pete.* Check with Bruce about changes needed.

OLD Business:

- The trip to Nordstrom was canceled because there was not enough interest from members.
- The Hoot & Holler Line was discussed. RJ has not found other yards to join him in a test run.
- The Condo was discussed, and it was decided to give a ticket to all yards that pay their dues by December 15th. A winner will be picked from the tickets. Info will be included in the dues statement that will be mailed October 1st.
- It was announced that Conrad's Auto will have an open house on October 25 & 26. All are invited to come and view their new buildings.

A motion to adjourn was made by Jeff and seconded by Pete. Meeting adjourned at 6:30.

Respectful submitted

Sandy Dumke, Executive Secretary

CARS of WI Board Meetings

October 14, 2019

Conference call meeting was called to order by President Dowd at 5:33 pm.

Board members present: Lake, Krumenauer, Dvorak, President Dowd, and Executive Secretary Dumke.

Minutes were not available from the September 9th meeting, tabled for approval to the November meeting.

Treasurers report. Was reviewed, motion by Krumenauer to approve, seconded by Lake, motion passed.

Committee Reports

Convention Committee report: Next years convention to be held on April 24 and 25th 2020 in Moundsview MN. 2019 final report to be done before next meeting.

Education Committee: Meet and Greet for sales people to be held in late January. Dvorak checking for a place to meet, also motel rooms if needed. Will email invitations direct to sales people.

Scholarship Committee: Krumenauer asked about some changes to be done on the applications. Dowd, Krumenauer and Hermann will get together and discuss changes to be brought back to the board.

No other reports were given.

No old or new business.

Motion to adjourn at 6:05 by Lake, seconded by Dvorak. Motion passed

Respectfully submitted,
Peter Krumenauer

From the Secretary's Desk

By Sandy Dumke

The holidays are on the way. Plans are being made for Thanksgiving, Christmas and most of all deer hunting. All the guys around here are setting up their blinds, checking out their clothes and the most importantly, sighting in their guns.

The weather is getting colder and the snow is starting to fly. I hope you all have your yards in order. Do your trucks have the winter tires and plows if needed? Are your fuel tanks full and oil for your heaters has been stored and ready to go? I heard it is going to be colder and lots of snow.

The scrap price is still going down along with the price for catalytic converters. Many of you will be stock piling junk cars with the hope the price will go up after the first of the year. Hopefully the parts prices stay steady and the auction prices stabilize.

Merry Christmas and Happy Holidays to you all. Stay safe and enjoy the Wisconsin winter.

Respectfully submitted,

Sandy Dumke
CARS Secretary

SALES TEAM MEET 'N GREET

THIS IS FOR SALES PEOPLE TO GET TO KNOW AND LEARN FROM EACH OTHER

FOOD & REFRESHMENTS



Sponsored by:



JANUARY 25,
2020
10 -3

ROUND TABLE DISCUSSION (IDEAS ONLY)



- ASKING FOR THE SALE
- OVER COMING PRICE OBJECTIONS
- PROSPECTING CUSTOMERS
- WHAT CHALLENGES DO YOU FACE
 - OPEN FORUM
 - NO BASHING OWNERS/YARDS
 - NO PAY DISCUSSIONS PLEASE



GRAND LODGE WATERPARK RESORT

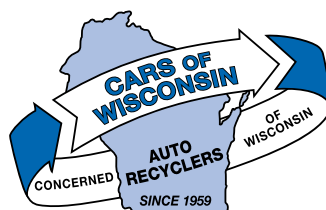
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BRING THE FAMILY & STAY ROOMS ARE \$169/NIGHT W/ PARK PASSES



RSVP TO SANDY 715-835-6831 OR sandydumke46@yahoo.com. Tell us what you would like to discuss or learn about!

CARS of WI Window Stickers



We have **CARS of WI** window stickers for members to display. Stickers may be placed on the inside of any glass surface.

Contact the CARS office:

CARS of WI
11374 Flynn Lane
Suring WI 54174
715-853-6337
Sandy@CarsofWI.com

\$2.00 Each

Don't Eat Yellow Snow

By Dave Kendzierski, Stromtech, Inc. - WICAR Program Manager

Well, that got your attention. What does the average six-year-old, the mailbox at your house, and Wisconsin snowfall have in common? Don't overthink it. The answer is 45 inches. That's the average height of the first two, and the average annual snowfall in central Wisconsin for the third.

When that snow melts, that's the equivalent of about 4 inches of water, or a half million gallons, that flows off a five-acre auto recycling facility to the nearest lake or stream.

But that's not crystal clear snowflake water. Snowmelt carries pollutants that have accumulated in the snow throughout the winter. That includes airborne contaminants, deicing chemicals (salt and additives), anti-skid grit (sand), oil and grease (slush washing the undersides of vehicles and your equipment), metal wash off, and sediments eroded from thawing unpaved roadways in early spring. Vegetation is dormant and there's less infiltration (natural cleansing) into the soil. Frozen catch basins and ice-blocked channels result in shallow ponded water that causes more erosion and re-suspension of sediments.

Snowmelt runoff in early spring can contribute to the deterioration of water quality because these elevated levels of pollutants are being discharged to sensitive waterways. Rivers and lakes awaking from freezing are frail ecosystems. Food supplies are sparse, nutrient cycles are slowly developing, and fish and other aquatic life are starting to reproduce.

Here are some suggestions on what you can do to minimize the adverse impacts of snowmelt:

- **Spring cleanup:** Start sweeping as soon as snow is off the pavement. Clean out catch basins and replace the filters. Clear ice blockages. Clean up debris left by melting snow piles.
- **Control erosion:** Bring in stone or crushed rock to stabilize muddy unpaved roadways. Temporarily minimize equipment traffic in erosion-prone areas, includ-

ing roads with ponded water. Stabilize eroded channels with mulch, geotextile fabric, or rock. Revegetate as soon as suitable weather occurs.

- **Minimize use of deicing salts and chemicals,** or perhaps stated another way, don't use excessive amounts of deicers beyond what you need for the safety of your employees and customers.
- **Keep your outfalls clean:** Your outfalls are where storm water is discharged from your facility. Do not place extra equipment or debris at your outfalls. These are also not good places for your snow piles. Your outfall locations should be the cleanest parts of your facility.
- **Maintain your storm water treatment systems.** Spring is a good time to replace absorbent booms, filter fabrics, and filter media (sand, peat, zeolite). Ponds work year-round, although the sedimentation may be less effective in spring due to more dissolved and fine-particle pollutants.

A good goal is for your spring snowmelt to be just as clean as your rainfall runoff is during the rest of the year. I'd like to think that taking these precautions can help our 45-inch-tall, six-year-old kids enjoy safe drinking water, care-free swimming, and rewarding fishing for years to come.

Let's Talk Recalls . . .

2019 Airbag Recall Wrap-Up

The Future of Recalls is Now!

By Katie Stark and Paul D'Adamo

Holidays are indeed a time of reflection and gratitude. Here at RAS, we are humbled by the efforts of the industry to rally behind #YANKTHATBAG and produce our best results ever! We are all blessed to be part of such a great industry where our competitors are also partners. Relationships stand the test of time, and new people are welcomed with open arms. Our Associations bring people together throughout the year to educate and prepare us for the opportunities that lie ahead.

There are many issues vying for the attention of recyclers, including commodity pricing, vehicle purchasing, talent acquisition and retention, and let's not forget the OE Repair/Procedures legislation that will hit our industry in 20 states this year. 2020 is poised to launch many new challenges and opportunities.

Our focus on the Takata Airbag Recalls has covered the gamut this year including, integrating the Recall Tools into your business model, passing the 500,000 milestone of airbags recovered, the introduction of our YAPP (Mobile Yard Recall App), New Bounty for pictures of Deployed Airbags, New Non-Bounty Alerts in our software, Independent Labor Contractors to fill in where Recyclers have labor issues, and the enhancement of Integrations beyond the RAS Airbag Tools.

We mentioned "The Future of Recalls is Now" in the headline because it is time to recognize the efforts of Mike Lambert and John Johnson Jr (aka Triple J) from Buddy Automotive Innovations. Paul has known Mike since 1995 when he attended a Hollander User Training session in New York. Their friendship has evolved over the past 25 years with Paul as a Buddy Customer and now as the Recall Guy. "Buddy Innovations has been an industry leader in the Vehicle Bidding and Inventory arena since it's inception", says Paul. Buddy has not only successfully integrated the ability to flag and enter the airbags into the RAS CorePRO site, they have now risen to the next level of Recalls by including information for all recalled parts into the inventory process. The Recall Data is also copied into the MVR (Motor Vehicle Record) of that vehicle for reference. Kudo's to Mike and Triple J for supporting our industry and providing leadership with Recalls.

Buddy Innovations is at the forefront of what is to come for our Industry when all Yard Management Systems integrate this critical recall information into the vehicle recycling process. Point of MVR entry, parts inventory, pre-sale, and post-sale will be opportunities to protect recyclers from liability of selling recalled parts, and more importantly, provide safe Recycled Original parts to our customers.

For more information on airbag recalls, call Paul the Recall Guy at 401-458-9080 or email pdadamo@coresupply.com.

"Winning is not a sometime thing; it's an all-time thing. You don't win once in a while, you don't do things right once in a while, you do them right all the time. Winning is a habit. Unfortunately, so is losing."

- Vince Lombardi

CONCERNED AUTO RECYCLERS OF WISCONSIN

(CARS OF WISCONSIN)

11374 Flynn Lane • Suring, WI 54174

715-853-6337 • sandy@carsofwi.com • Fax 920-842-2127

C.A.R.S. of WISCONSIN is our state association for professionals in the automotive recycling industry. It is the only state association specifically designed to increase the efficiency and profitability of businesses in the automotive dismantling and recycling industry, while continuing to preserve and protect our environment.

Benefits of becoming a C.A.R.S. Member

- **LEGISLATIVE LOBBYING SERVICES** – C.A.R.S. has a hired lobbyist in Madison to ensure that our Association remains an active participant with the State Legislature. Providing access to crucial information for all our members from the Legislature and the various agencies.
- **C.A.R.S News** – Your bi-monthly newsletter full of information pertinent to the auto recycling industry.
- **C.A.R.S Warranty Program** – The ability to sell warranties on sold parts.
- **Buy vehicles with QRP One Source**
- **ANNUAL CONVENTION AND TRADE FAIR** – provides training seminars, workshops, educational networking opportunities and more. Exhibitors demonstrate a variety of products that can be beneficial to your company.
- **EDUCATIONAL FORUMS AND TRAINING PROGRAMS** – meetings and training opportunities for the advancement and new requirements specific to our industry. Includes open discussions and simulations demonstrating day-to-day situations we all face.
- **MONTHLY MEETINGS** – The opportunity for you to express your concerns to your Board Members. Meetings are convenient conference calls and held at different locations around the state. Open to all members.
- **SCHOLARSHIPS** – Annual college scholarships available for families of C.A.R.S. members and their employees.
- **WEBSITE** – Information available 24/7 at your convenience at www.carsofwi.com.
- **EDUCATIONAL PROGRAMS, SAFETY PROGRAMS AND PUBLIC RELATIONS**

C.A.R.S OF WISCONSIN MEMBERSHIP APPLICATION

FIRM NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ TOLL FREE: _____ FAX: _____

WEBSITE: _____ E-MAIL: _____

COUNTY: _____

OWNER(S) NAME: _____

Direct Member applicants must include all 3 permit numbers listed below

SALVAGE LICENSE NUMBER: _____ STORM WATER PERMIT NUMBER: _____

FREON PERMIT NUMBER: _____

MEMBERSHIP Direct Member (Salvage Dealer)

CATEGORY Associate Member (Non-Salvage Dealer)

(check one)

DUES \$100 – New Member

(check one) \$325 – Annual Membership Renewal (Attend CARS Annual Meeting and get \$100 deduct on annual dues)

\$175 – Annual Associate Member

SIGNATURE: _____

CARS of WI Direct Members

Member Company	City	Telephone #	Member Company	City	Telephone #
Al's Auto Salvage	Franklin	414-425-1890	Mount Horeb Truck	Mt Horeb	800-832-4831
Arrow Auto Inc	Green Bay	800-695-2776	Newville Auto Salvage	Edgerton	866-884-3115
Auto Parts & Recycling	Fredonia	800-680-2886	Niks Auto Parts	Neenah	800-242-4379
Awesome Auto Sales & Towing LLC	Mondovi	715-875-4200	Novak Ent/Norb's Salvage	Denmark	800-236-2524
Badger Motors	Wis Rapids	800-236-4395	Oak Leaf Auto Salvage	Rhineland	715-362-9445
Bay Auto Parts	Green Bay	800-229-2886	Playground PAR LLC	Port Washington	262-261-5029
B & M Auto Sales & Parts	Waukesha	800-236-2301	Ralph's Auto Salvage	Marinette	800-472-0281
Blaine's Auto & Truck	Slinger	262-644-8808	Ralph's Auto Salvage	Oconto	920-826-5283
Brian's Repairables	Abrams	920-639-9665	Rhine Auto	Plymouth	800-535-2325
Calumet Auto Salvage	Milwaukee	414-355-2222	Remington Auto Salvage	Eau Claire	800-871-2560
Cleveland Auto	Cleveland	800-278-2178	Rhineland Auto Salvage	Rhineland	800-236-5639
Conrads Auto Salvage	Mondovi	800-353-4611	Roz Auto Salvage	Milwaukee	800-281-2479
Cousineau Auto	Antigo	866-330-3730	Rocki Top Auto	Glen Flora	800-782-2065
Cousineau Auto Weston	Weston	800-521-1443	Schmidts Auto	Waunakee	877-869-4968
Dependable Auto Parts	Fort Atkinson	800-262-1033	Schmidts Auto	New London	800-242-2125
Diamond Auto Parts	Fond Du Lac	800-2367731	Shaw's Auto Salvage	Warrens	888-477-6578
Don Scharf Automotive	Eagle River	800-338-4002	Smitty's Salvage	Green Bay	920-468-7715
Dunke's Towing And Salvage	Clintonville	262-822-0252	Speedway Salvage	Maribel	920-755-2852
East Troy Auto Recyclers	East Troy	800-263-9780	Stanley Truck Sales	Stanley	800-844-7400
Elmers Auto Salvage	Fountain City	800-362-5004	Strandbergs Auto	Centuria	800-448-5121
Gauger & Son Salvage	Arena	866-291-2222	Sturtevant Auto	Sturtevant	888-835-2914
Green Auto Recyclers/Eagle Auto	Eagle	262-594-2819	St. Croix Auto	New Richmond	715-248-7718
Harpers Salvage	Wis Dells	608-254-7971	Sunset Curve Auto Parts	Weyauwega	800-242-8384
Holmes Auto Recycling	Oshkosh	800-235-7560	Suttner Ind/Ace Auto	Milwaukee	800-283-6192
Jantz Yard 4	Kenosha Wi	800-554-4770	TJ's Auto & Collision Center	Wis Rapids	800-300-7757
Kirchhayn Auto	Cederburg	800-257-2576	Triple S Auto/A&D Auto	Milwaukee	800-558-2268
Kriewaldt Repair	Iola	715-445-3166	Tisler Salvage	Reedsville	920-732-3669
LKQ Great Lakes	Milwaukee	414-762-2650	Wallys Auto	Beaver Dam	920-887-0200
LKQ Smart Parts	Hustisford	800-236-3236	Waukesha Iron	Waukesha	262-547-7293
LKQ Star	Janesville	800-362-9451	Wisconsin Vehicle Recycling	Waupun	920-948-8941
Mommaerts Auto	De Pere	920-336-6269	Yaeger Auto Salvage	Weston Wi	877-436-8898
Morrison Auto	Edgerton	800-866-2277			

Join us and see what we can accomplish together!

CARS of WI Members, Promoting Excellence Through Education

Conrad's Auto Salvage Open House

By Conrad's Auto Salvage

It has been a busy one at Conrad's Auto Salvage, Inc this year. On March 19th we started the expansion. The first building to go up was our fluid recovery building. The car will come from inventory and go into here where all fluids, wheels and tires will be taken from the vehicle at this point. The vehicle will then move into the teardown facility for dismantle. This will take some time to get through current cars that are still waiting to be processed but it's always good to start somewhere.

The next building to go up was a 60x80 cold storage shed to house motors and tranny's. This was added to the building plan when old man winter decided to take down a lean to.

The last building on the plan was our shipping/receiving production offices. The upper level contains offices for Jerry and Jenny and a conference room for meetings and to allow other groups to utilize the space if need be. The lower level contains two offices one for Cody – production manager and the other for Nick in dispatch. Also on this level is a small part shipping room with an overhead door for UPS and Speedee drivers to utilize. There are three bays to park our delivery trucks in at night and get loaded and ready for deliveries. The fourth bay at the front of the building is for LTL shipments. Our yard personnel have a service door as well as an overhead garage door for bringing parts in. We have a wash bay system with an ESD750 system that was installed.

This will reuse water from washing of our parts to save on the environmental waste. Parts will come out of our tear-down bays to small part inventory to be tagged and pictured. Our office, shipping/receiving/cold storage, and tear-down were all tied together and we installed restaurant style doors that open both ways so that carts can be pushed from teardown to storage without going outdoors.

Our facility, from the road to the entire area in front of the office/shipping/ and teardown, was blacktopped for cleanliness and ease of operation.

On August 28th Cody's son and our grandson Cole was born. Cody, Jenny and Jerry attended the ARA convention in Charlotte, NC on October 10-12th. On October 19th Jerry and Jenny tied the knot (finally after 15 years).

The expansion finished up with an open house on October 25th and 26th. We welcomed a little over 400 fellow recyclers and community members into the facility for food and tours. Pete Krumenauer was presented with 20 years of service to CARS of WI plaque at the open house.

We can't thank everyone enough for all of their hard work and dedication through the entire process this year.



CARS of WI Associate Members

Member Company	City	Telephone # E-mail
AAA Auto Salvage	Rosemount, MN	800-238-6664
A & B Converters	Burlington WI	262-206-5623 a_bconverters@yahoo.com
AFTEC Anti-Freeze Tech	Seymour, WI	800-711-1120
Alter Metals Recycling	Madison, WI	608-241-1571 kent.christen@altertrading.com
Ansay and Associates	Madison, WI	800-643-6133 jordan.gross@ansay.com
C & C Manufacturing	Ottumwa IA	
Car-Parts.Com	Ft Wright, KY	859-344-1925 Sales@Car-Part.com
Car-Partz	Weston, WI	866-355-5810
Cousineau Auto	Appleton, WI	800-642-2550 Bill@goodparts.biz
Derson Mfg	Watertown, MN	
Global Parts Solutions	Florence, WI	906-360-5940 Rod@globalpartssolutions.com
Hollander LLC	Plymouth, MN	763-519-3203
Hotsy Cleaning Systems, Inc	Delafield, WI	800-242-2353
Judd Cores	Jefferson, WI	920-674-2518
Junk Car Medics	Rochester, NY	????
Legend Smelting & Recycling	Spring Valley, CA	815-641-7661
Manheim Milwaukee	Caledonia, WI	262-824-2704 ryan.barker@manheim.com
Merchant Card International	River Falls, WI	651-271-6252 merchantservicescarl@hotmail.com
Mike French & Company	Lynden, WA	800-238-3934 mike@mikefrench.com
Nordstrom's Automotive	Garretson, SD	800-272-0033
Northern Metal Recycling	Eau Claire, WI	715-834-6677
Northern Metal Recycling	Rice Lake, WI	715-736-8697
Pam's Auto Inc	St Cloud, MN	800-560-7336
QRP of WI, Salvage Solutions	Tomahawk, WI	888-241-0294 ross.qrp@gmail.com
RPEP Express	Waupaca, WI	715-258-7676
Sadoff Iron & Metal	Fond Du Lac, WI	920-921-2070 hirschberg@sadoff.com
Sharp Auto Parts	Stillwater, MN	651-439-2604 sales@sharpartparts.com



Please patronize all our Associate Members who generously support CARS of WI throughout the year.

“Thank You, CARS of WI”

CARS of WI has received a number of Thank you notes. They are below:

Scholarship Thank you Notes:

- *Dear Cheryl A. Rastia Memorial and Robert R Morrision Scholarship committees.*

Thank you so very much for awarding me these scholarships. I truly appreciate your generosity. I am excited to attend the University of Wisconsin-Madison in the fall! In addition to working hard at Madison; I would like to study abroad a semester and I plan to go on to graduate school. Your scholarships will greatly assist me in accomplishing these goals.

I promise to go forward proudly representing myself, my high school, and my community.

With sincerest gratitude, Kennedy Matuschka

- *Dear CARS,*

Thank you so much for awarding me two scholarships. I am incredibly grateful for your continuous support of my education. I'm currently a sophomore at UW-Stevens Point and I'm having the time of my life! I wouldn't be able to pay for all of it without your generosity and I really appreciate it!

Sincerely, Lizzy Novak

- *To the Hoffman Family,*

Thank you so much for awarding me with this scholarship on behalf of your family. I am currently a sophomore at UW-Stevens Point studying Philosophy: Religious Studies, and Music! So far, collage has been crazy, but I'm having the time of my life! I am forever grateful for your generosity because without your support, I wouldn't be able to make ends meet.

Thank you so much! - Lizzy Novak

- *To the Rastia Family*

Thank you so much for awarding me with this scholarship on behalf of your family. I am currently a sophomore at UW-Stevens Point studying Philosophy: Religious Studies, and minoring in Spanish, Sociology, Child, Youth and Family Studies, and Music! So far, collage has been crazy, but it's been the most amazing experience. I am forever grateful for your generosity because without your support, I wouldn't be able to make ends meet.

Thank you so much! - Lizzy Novak

Condolences Thank you Note:

- *To Thank you for your kindness and sympathy at a time when it was greatly appreciated.*

The family of Bill Cousineau

*“Concerned Auto Recyclers,
Thank you for your thoughtfulness.
The Peace Lily Was Lovely.*

Judy Cousineau”

Employees – A Company's Best Asset

Focus on Fundamentals Part 2 of a 5-part series*

By Marty Hollingshead

In my role with ARA as a mentor, I created some basic instructions for Recyclers that I am mentoring. After looking at this first one, I said to myself, "This is something that is relevant and of use to all recyclers, myself included." I think that we all from time to time need to focus on our fundamentals. It gets very easy to lose sight of this. I also think that simpler is better and less is more.

While this will show up on any Balance Sheet or Financial Statement as an expense, your company's most valuable asset is your people. They represent your company and project an image of who you are and what you do. This image and perception can be either positive or negative.

The employees in your company make up your team. Nobody can win without a good team. Let's talk about the importance of good leadership.

For any business to be successful, strong leadership is a must. The best leaders lead by example. They can train, teach, and develop. They also make others around them better. They byproduct of all of this is a good workplace culture.

Here is one example of how important good leadership is. As I am a hockey player, I'm going to give you a recent example. The St. Louis Blues in January, 2019 were the last place team in the NHL. Fast-forward to today; they have now advanced to the Stanley Cup Finals as one of the last 2 teams left in competition for the most difficult trophy to win in all of professional sports. So, what brought about this dramatic change? They made a change in leadership in November of 2018. They had the same players, so it's pretty obvious that this coaching change that was made was the reason for this turnaround.

This is only one example of many that you would find. And this is also the biggest factor that can enhance a company's success. It is also important for a company to find a healthy balance between taking care of their employees well and

remaining profitable. Without good employees, you will be limited in your ability to provide good customer service and secure your future. You have to focus on the big picture here.

Fair compensation: Pay what the job is worth. This usually means that you are paying enough when the issue of money is not on the table. Fair compensation equals less turnover and better, happier employees. Provide your employees with the training, resources, tools, and whatever else is needed for them to be successful. All good employees have the same needs. Besides ample compensation, everyone has a need for self-fulfillment and to feel that they are relevant and appreciated.

Any business that has a short-sighted approach and trims cost at their employees' expense will most certainly realize that this was a bad decision. This will also have a bad effect on the company's bottom line. In this day and age, they say that people aren't loyal. I disagree. Ask yourself this, "Why should an employee be loyal and dedicated to a company when the company does not do the same for them?"

So what makes a good employee?

- **Responsibility**
- **Dependability**
- **Dedication**
- **Respect**
- **Sense of teamwork**
- **Pride in what they do and how they do it**

So how do you build this team?

Be selective in who you hire. I have a saying: Hire character, not characters. Have your interview process tailored specifically to the job for which you are hiring. Make sure they have the ability and the desire to do that job. Remember, when hiring a new person, you can teach them the job but you can't fix bad character. Also remember that any new

employee is only going to be as good as you make them. Proper training is a must. It is also costly, but so is turnover. **So, choose, hire, and train people with the intent that they will be with you for a long time.**

When bringing in a new employee, chemistry with existing employees must also be considered. Also keep in mind that attitudes are contagious. People's attitudes, whether good or bad, have a huge effect on people around them. The best way to build and keep this good team is to manage different personalities. Encourage good attitudes and deal with bad attitudes before they become a big problem.

To sum up everything I said, the employees of a company are a direct reflection of its leadership. Just like in sports, strong, hard-working, dedicated leaders will attract and retain the best people and get the best out of them. Poor leadership will do the opposite. They will only be able to attract poor and under-performing people. Consistency and continuity are crucial to the success of any business. The best companies have the best leaders and the best people.

Remember, stick to the basics, keep it simple. Focus on proper, consistent execution of your fundamentals.

**Sales Basics 101 is Part 1 of a 5-part series and appeared in the Oct/Nov issue of CARS of WI News.*

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Marty is the current Secretary of ARA, and is a board member of the Indiana Automotive Recyclers Association. Both Marty and Northlake have received numerous awards and recognition for excellence in the industry and the community. You can reach Marty by phone: 219-937-3960, or visit his website: www.nar-parts.com.

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