



Concerned Auto Recyclers of Wisconsin

CARS News

Promoting industry excellence through education.

June/July 2021

Become a Safety Preacher

By David Kendziorski, WICAR Program

Education and training programs are boring and forgettable. While presenting hundreds of PowerPoint presentations, I constantly struggle to engage the audience and make a lasting impact. When training your employees, is it difficult to grab their attention and change their performance? You bet!

Organized religions, which over the centuries have refined the art of changing people's lives, offer a better solution. So let's steal some of the best communication ideas from religious preachers (don't worry – we'll be forgiven):

1. **Big Goal:** An educator gives lectures that present information, with the premise that you'll then believe it, remember it, and adopt it. Nonsense! A preacher gives sermons which are intended to change people's lives (how to raise your kids, how to treat the poor) by offering not only information, but also an extraordinary amount of assistance, guidance, and motivation. Understand that your employees will need a lot of help to improve their safety behavior...not just information.
2. **Repetition:** No one wants to sit through the same presentation over and over again. But once is not enough. Preachers create a culture of repetition -- they circle the great truths again and again. "Get on your knees every day and repeat it 10 times!" Keep your safety messages simple, but repeat them often.
3. **Time:** Employees won't just "bump into" good ideas. Expecting employees to stop and read a poster or holding impromptu training meetings in the break room are not good training strategies. All religions meticulously structure and

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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

Visit www.carsofwi.com

CARS of WI 2021 Calender

5:30 Conference Calls - unless noted otherwise

- January 13, 2021
- February 10, 2021
- March 10, 2021
- April 14, 2021
- May 12, 2021
- June 9, 2021
- July 14, 2021
- August 14, 2021 - In person Board Meeting with Golf Outing, Waupaca MUST REGISTER
- September 8, 2021
- October 13, 2021
- November 10, 2021
- December 8, 2021

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

The CARS News



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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.

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A Membership Application may be found at carsofwi.com

CARS of WI Board Meetings

April 14, 2021 - Conference Call

Call to order at 5:33PM.

Directors on this call were: Dowd, Jandren, Goetsch, Joas, Krumenauer, Rowe and Dumke

Missing directors were: Koepp, Hermann, Ross, Dvorak, Conrad and Tisler

Approve minutes: No Report

Treasures Report: No Report

Committee Reports:

Legislation: Plain Dealing stated that all buyer's licenses associated with wholesale dealers will be cancelled.

Bylaws: No Report

Convention: MN was going to have a meeting and decide on a date for next year.

Education: a face-to-face meeting was discussed and decided to go to Waupaca in August. Plans will be made and reported at next meeting.

Insurance: The policies were discussed as to what they cover. Joas will report next meeting.

Membership: No new members.

Newsletter: We need articles.

Recycling: A lot of prices are going down.

Scholarship: The checks for the two winners were mailed.

WICAR: Nothing new.

Website: The information on the website needs an update.

Meeting adjourned at 6:15PM

May 12, 2021 - Conference Call

Call to order at 5:35PM and roll call.

Directors present were: Dowd, Tisler, Krumenauer, Dvorak and Dumke

Absent were: Koepp, Hermann, Ross, Jandren, Goetsch, Joas, Conrad and Rowe

A motion to accept the minutes was made by Krumenauer and seconded by Dvorak

There was no Treasures Report.

Committee Reports:

Legislation Committee: Koepp---No report

Bylaws: Tisler---nothing new to report

Convention Committee: MN is planning the date for the 2022 Upper Midwest Convo. The date they are looking at will be April 27-28, 2022 more to come.

Education Committee: Dowd---Discussed the Face-To-Face meeting August 14 in Waupaca.

Insurance Committee: Joas---nothing new to report

Membership Committee: Dowd---no new members

Newsletter Committee: Rowe---please send in articles Can be on any items you want. Any new things in your yard, family trips, racing, news from the family or employees.

Recycling Committee: Joas---Bodies up a little along with Copper. Cats are down

Scholarship Committee: Hermann---No Report

WICAR Committee: Goetsch---No Report

Website Committee: Krumenauer---Website was updated with new info.

No Old Business:

No New Business:

Tisler made a motion to adjourn and Dvorak seconded the motion.

Meeting adjourned at 5:56PM

Respectfully submitted,

Sandy Dumke



INVATATION TO JOIN US
Meeting and Golf Outing, August 14, 2021.
Waupaca, WI

The CARS of WI Board of Directors has decided to have a FACE-TO-FACE meeting August 14, 2021.
The meeting will at the Ramada Motel in Waupaca, WI.
The directors invite members to a golf outing and look forward to seeing members and friends to join them.

We will tee-off at 8:00AM Aug 14th at the Fox Fire Golf Club at 201 Foxfire DR in Waupaca, WI 54981.

After golfing 9 holes we will have lunch and meeting at the Ramada Motel at 110 Grand Seasons Dr.

If you want to come in of Friday, the Ramada has rooms for \$125.99 plus tax. Their phone number is 715-258-9212

You need to make your own reservation and tell them you are with CARS.

Please fill out the registration form and mail it to me BEFORE AUGUST 1ST

CARS of Wi
11374 Flynn Lane
Suring Wi 54174

GOLF COST \$25.00 w/CART + LUNCH COST \$16.00 = TOTAL \$41.00/person

NAME OF ATTENDEE

YARD

Registration form with four rows for attendee names and yards, and checkboxes for \$25.00 Golf Round with Cart, \$16.00 Lunch, and \$41.00 Golf w/Cart and Lunch.

TOTAL PAID \$ _____

If you would like to sponsor the lunch or refreshments please let me know or include in your check.

From the Secretary's Desk

By Sandy Dumke

Welcome to summer in Wisconsin. After this last year it seems exciting to see businesses open more and more every week. We all had problems with the COVID 19 pandemic. It was either trying to protect our families and employees or making sure the customers that come in the door were also safe. Some of our yards had to close for various reasons. Owners had to work extra hours if employees could not come to work. At the same time, they had to worry about their families. Were the kids able to go to school or home school them. I am happy I do not have any school age kids because I would be completely lost to try to find things to teach. I hardly made it through high school but to try to teach would be a project I do not think I could do. School is so much different from when I went to school. All you people that were in school in the 60's will understand what I am talking about.

Another problem we have is getting new employees. Everyone is advertising for help wanted. The people that do come in are not qualified to work in a salvage yard. They might be able to change their oil but have no idea what is involved in dismantling a vehicle. It takes a special person to be a salesperson or work in the offices. Training these possible employees is a whole different problem. I feel a lot of the problem is also some people would rather stay home and wait for the government to send them a check. Years ago, people were proud to be working and supporting their family. Things have changed.

In other news from the CARS board, they have decided that more can be accomplished by having a face-to-face board meeting. They decided to have a meeting in Waupaca for the August meeting. So, we will start off on August 14th at the Fox Fire golf club at 8:00AM with a 9-hole golf game. Then we will go to the Ramada Motel for a lunch and then go into our meeting. After the meeting we will have a social time to catch up with all our friends we have not seen for a lone time. You will find a registration form in this newsletter. I will also be e-mailing registration forms to you. Please send it in as soon as you can.

The Future Is Flex

By Amanda Zmolek, Industry Relations, Copart

In a February blog post, Salesforce declared that “the 9-to-5 workday is dead.” Did it ever exist in the first place? I bet the yard owners out there are laughing at those hours! But instead of talking about work hours, this post mostly described the locations where work would take place going forward.

I feel like we opened our eyes in 2020 to realize that work needs to fit people’s lives a little better, no matter what those lives look like. It will be interesting to watch in the coming months what we keep from the 2020 workplace and what changes. In this article I’ll talk about how we got here, what it means and what I’m hearing from my peers here in Dallas.

--

I saw a quote back in June of last year that said “Covid pulled the world into 2030.” While we continue to keep those impacted by the pandemic in our thoughts and prayers, there’s no denying that it also changed the way we use technology and think about the workplace. And while all this was happening, sometime between 2019 and 2020 my generation of millennials became the largest generation in America according to the Pew Research Center. You know what millennials love to do? Use technology and question the status quo!

Flex hours have been in place at many companies for years, and positions like sales rep or customer service agent have had work-from-home options for

as long as I can remember. It’s just that now work from home (or work from anywhere) is becoming more acceptable for everyone else.

Here’s how Salesforce defined their new work groups in that article I mentioned:

1. **Flex** – When it’s safe to return to the office, most Salesforce employees will be in the office 1-3 days per week for team collaboration, customer meetings and presentations.
2. **Fully Remote** – Salesforce employees who don’t live near an office or have roles that don’t require an office will work remotely full-time.
3. **Office-based** – The smallest population of Salesforce employees will work from an office location 4-5 days per week if they’re in roles that require it.

They also said their talent search is “no longer bound by barriers like location, so we can broaden our search beyond traditional city centers and welcome untapped talent from new communities and geographies.”

That means YOUR community and YOUR geography. And mine, too! Even if you’re not hiring remote workers, your competition for hiring locals just expanded exponentially as more companies look to make “work from anywhere” happen.

So Does Everyone Want to Work from Home Now??

I think I have good news for you - the short answer is no. I talked to my co-workers and some peers from other industries and found that not everyone wants to work from home all the time for a couple of reasons. Some people have families with young children, and it’s hard to concentrate or to explain to small kids that they’re not supposed to bother mom or dad when they’re working. Then I have single friends who have been completely remote since the pandemic began. Their main complaints are the lack of socializing in person, and also some of them live in small apartments that are not conducive to setting up a separate home office. If you work, relax, sleep and eat in the same small space, it can start to feel very cramped very quickly. Most say that they would like the option to go into the office but not the requirement.

I actually had the chance to go fully remote back in 2010 but didn’t take it. The thing is, I love being home so much that I was scared I’d turn into a recluse! Fast-forward to 2020, and I’ve been going into the office a couple days per week since last March, which I feel is a good balance for me. Going in one or two days per week has cut down massively on my long commute and given me hours back in my week, but I still get to socialize and collaborate a bit in person to avoid going stir-crazy.

It depends on your personality, too. Introverts love working from home and extroverts hate it. Similarly, if you enjoy working with your hands, you aren't going to wake up one day and magically want to work behind a desk at an office, at home or anywhere else.

The bottom line here is don't worry. Yes, the workplace is changing, but you will still be able to find and hire good employees in person or remotely as long as you operate a good place to work.

The Waiting Is the Hardest Part

There's a real estate development down the street from my office that has been "under construction" for several years. An old mall was torn down, and the developer set forth with plans to build a trendy multi-use (live-work-play) space with apartment buildings, office buildings and a park. It's been pretty quiet over there for a few months now, and based on the media coverage I've seen, they're waiting to land a large office tenant before construction goes vertical. I'll be watching to see how that progresses as companies assess what the

next 5 or 10 years of work will look like. There's a lot of uncertainty right now, but I'm sure it will all get sorted out in the long run. Always does.

One More Thing...

While working on my final round of edits for this writeup, I came across an article on LinkedIn about a Ford Flexible Hybrid. Thinking it was a new model, I clicked over to check it out. But the article wasn't about a new vehicle – it was about Ford's new model for working in person and remotely, with flexible hours and "the share of remote and in-person work varying depending on the individual needs of the worker and their manager." They say they expect it to be more of an evolution than a defined future state of work. It will take some time to see how it all plays out. I probably didn't want to trade the old Mustang for a Ford Flexible Hybrid anyway...

With that, I'll say bye for now, and hope to see you all in person very soon!

Sources:

<https://www.salesforce.com/news/stories/creating-a-best-workplace-from-anywhere/>

<https://www.linkedin.com/news/story/ford-debuts-flexible-hybrid-work-4353257/>

Amanda Zmolek is the industry relations representative for Copart, an online vehicle auction with more than 175,000 salvage and clean title vehicles available to bid on each day. She started her career with GreenLeaf Auto Recyclers in 2006 and has a marketing degree from San Diego State and a marketing MBA from UT Arlington. Amanda joined Copart in 2015 and is proud to serve as the Copart account manager for auto recyclers. Contact Amanda at 972-391-5759 or amanda.zmolek@copart.com.

Safety Preacher.... continued from cover

synchronize their events, rituals, and ceremonies around time. It builds expectations, discipline, enthusiasm, and memories. Schedule your safety training sessions and workshops throughout the year to avoid overwhelming the employees with too much information. Maximize attendance and participation by promoting your training events. You can't out-do Christmas, but try to make training a memorable event – free lunch, fascinating guest speakers, or fun demonstrations: "Let's start Fred's car on fire!"

4. **Visual Inspiration:** Visit an art gallery, and you'll likely stand there and say, "What the heck is that?" Not so in a church, synagogue, or temple. Religious paintings, sculptures, and symbols are more straightforward and instantly remind you of what you love, or what you fear. Maximize the impact of your PowerPoints or handouts. Incorporate interesting graphics, photos, and videos that are both entertaining and meaningful. Select from thousands of free YouTube videos on forklift safety, eyewash stations, and fire prevention.
5. **Speak Well:** I know, easier said than done. Preachers are oratory experts who convincingly convey strong messages with emotion, rhythm, and emphasis. Preachers retell Biblical tales in contemporary terms to make sense of life, and offer hope for the future. Tell stories that leave an impression. Give sincere clear messages: "Safety is important, let's all set a good example, and all employees are accountable for a safe workplace!" Plan and practice: I usually go through my presentations three times – the first time-around is always horrible, but if I practice more than four times it sounds too rehearsed. Practice in front of your spouse, or if you're really brave, your kids.

Amen.

Keys for Achieving Success in Everything You Do (Part One)

By Mike French

I was visiting with a businessman recently. In the conversation he said, "I just can't seem to find true success in anything I do!" That was surprising to hear, since the guy had many positive talents and skills going for him. If he changed a few basic things in his attitude and approach, the sky would be the limit for him.

What is success?

The dictionary defines success as the accomplishment of one's goals, the attainment of wealth, position, honors, or the like. There are over forty-thousand business books published each month on the subject. Most are applicable to a specific business or trade.

Over the years I have attended many conventions, events, and seminars about how to achieve success. I have discovered a few basic "success keys" that will work for anyone who applies them to any business or project.

Start with a good plan

Having a plan is critical to success. Many businesses and projects fail because they have no plan in place. Benjamin Franklin said it best when he said, "If you fail to plan, you are planning to fail." A plan is a guide which helps you know what to do next, how to make intelligent decisions and where to make corrections. A plan has a goal with steps to follow until the goal is reached. The following is a simple way to create a plan.

At the top of a sheet of paper, write the name of your project and its goal. Underneath, number the steps needed to reach the goal. Each step is a benchmark to be checked off and applauded when complete. Completing the last item on your list should mean the goal is achieved. If your goal is to refurbish your warehouse, write that at the top of the page. List everything that needs to be done, step by step,

in logical order, until the final step is complete. This should mean you reached your goal of a clean and organized warehouse. Every project can be organized into steps toward a goal. A good business owner or manager creates plans for everything.

Do the most important things first

I learned another key from a book by business success guru, Charlie "Tremendous" Jones. In his book, "Life is Tremendous", he described his "\$10,000 Idea." He said a business tycoon friend of his (yes, they called them that back then) was frustrated that he could not get things done and it caused him to miss many critical deadlines. He asked Charlie for a solution to this problem. Charlie wrote an idea down for him and said, "Try this for a month and send me a check for what you think this plan is worth to you." The following month Charlie received a check for ten thousand dollars. That was a lot of money in the early 1940's when this incident took place. The following is Charlie's \$10,000 plan.

At the close of each workday create a "to do" list for the following day. Assign each item on the list a number from most important to least important. The following morning do the most important item on the list until it is completely done. Then cross it off the list. Next, do the second most important item completely and cross it off the list. And do the same with the rest of the items on your list. At the end of the workday you will probably have some items left on your list to do, but you will have completed the most important things on your list each day. Repeat this process daily.

Do everything with enthusiasm

Enthusiasm brings energy to any project, to yourself and to others! The word enthusiasm comes from the root word "Theos" which means "God". The word enthusiasm liter-

ally means "God in you". Enthusiasm exudes hope. It inspires, encourages, and motivates. Enthusiasm is a personal attitude choice. It is contagious and can be caught by others in its proximity. The last four letters in the word enthusiasm are IASM. That can be an acrostic for I Am Sold Myself. The wonderful thing about enthusiasm is - if you act enthusiastic you will be enthusiastic! Deliberately bring enthusiasm with you to your business and to every project you do.

Do everything you do with excellence

Do what you do with excellence. This is an essential ingredient for achieving success both personally and in business!

What is excellence? The word Excellence is defined as: "The quality of being outstanding or extremely good." Business Excellence is defined as: "An integrated collection of proven practices for how a business should operate to become the best it can possibly be – i.e. world class."

To be successful with what you do, be known for excellence! It will set you apart from just about everyone else. Make it your standard!

Mike French is an author, speaker, publisher, consultant, and owner of a successful business. Since 1982, Mike French and Company has offered 400,000 different promotional products, graphic design, all kinds of printing, direct mail services (lists and fulfillment), and publishes an industry trade magazine for automotive recyclers in North America: "The Auto Recycler's ToolBox Magazine". Contact: 1-800-238-3934 – mike@mikefrench.com – www.mikefrench.com

In Memoriam

George Lawrence Kriewaldt August 31, 1942 - May 04, 2021

George Lawrence Kriewaldt, age 78, of Iola, passed away on Tuesday, May 4th, 2021. He was born on August 31, 1942 in Iola to the late Lawrence and Evelyn (Adams) Kriewaldt. George was baptized and confirmed at Our Savior's Lutheran Church in Iola, where he was a life-long member. He graduated in 1961 from Iola High School and later from Wausau Technical Institute. George also served in the United States Army.

On December 7, 1968, he married Darlene Kay Johnson at the Scandinavia Lutheran Church. They had two children, Robert and Rick. Other than his army service and a brief time in Seattle Washington and Alaska, George was a lifelong resident of Iola where he operated an auto repair business for over 40 years.

George was an active community member, serving 22 years on the Iola and Rural Fire Department, member of the Iola Village Board, council member at Our Savior's, Iola Conservation Club, Friends of Scandinavia History and was a member of the Waupaca Lodge of the Free & Accepted Masons. He often helped with projects for the Iola Car Show and Iola Winter Sports Club. For many years George organized and fund raised for the annual 4th of July fireworks display in Iola.

Survivors include, wife Darlene, two sons, Robert Kriewaldt, Iola and Rick (Linnea) Kriewaldt, De Pere WI, grandchildren Erick, Trenton, Callan and Kyla Kriewaldt and Marcus Laabs. He was preceded in death by his parents.

A private service was held for George at the Scandinavia Lutheran Cemetery, Scandinavia with Pastor Alyssa Weaver officiating. Interment at Scandinavia Lutheran Cemetery. Please direct memorials to Our Savior's Lutheran Church or the Multiple Sclerosis Society.

Source: www.voiefuneralhome.com/obituary/george-kriewaldt To plant Memorial Trees in memory of George Lawrence Kriewaldt, visit the Sympathy Store at www.voiefuneralhome.com/obituary/george-kriewaldt.

Awesome Job! Your Business Has a Three Star Google Rating

By Paul D'Adamo

Who Doesn't Look At Google Reviews?

Now that I have your attention, let's talk about Google Reviews this month. I travel for RAS, so I use Google Maps to look for different services; hotels, restaurants, etc., and, yes, Auto Recycling facilities. I can't help myself. I love this industry and want all businesses to prosper and flourish. I raise the issue of Google Reviews now because we are on the other side of the COVID-19 pandemic, and some Recyclers say they are swamped, yet others complain about how far off their sales are. I believe Google Reviews might give a business owner some insight into why their business is or isn't thriving.

Old School

Fact: Most of the Recyclers who have terrible reviews are the victims of their own ignorance. They haven't kept up with the times, their curbside appeal is lacking or non-existent, and they operate under the premise that "we have always done it this way." This scenario presents two issues: the continued existence of that business and the smear it paints on the rest of the industry. We fight a constant battle to improve our image in the public eye to avoid the "J" word. When customers are looking for parts, they want excellent service, price, and quality. In some respects, I wish Google would relegate any business with under four stars to a separate landing page.

How many Stars should you strive for?

While everyone wants 5 stars, every business should strive for a solid 4 stars as a base. If you were taking that special person in your life out for dinner and you were looking at reviews, what is the minimum number of stars for you to consider that restaurant? The same standards apply to our industry. Self-consciously, I think we all are programmed to eliminate anything three stars and below immediately. Every business will take a hit on a bad review and recover. Consis-

tent bad reviews tell customers to run the other way.

"Google My Business" App On Your Phone?

While you will probably go on your computer to set up your Google My Business settings, the Google My Business App is a quick and easy way to monitor and respond to reviews, update business hours for upcoming holidays, promote events, display a deal or coupon, post photos, and review and reply to reviews. Replying to reviews takes patience, calm, and a positive attitude. It's best not to upset an already ticked-off customer, and at the same time, not pump yourself up too much when replying to a positive comment. The bottom line is that all reviews should have a reply.

Common Customer Gripes

Certain complaints seem to cross all business types; poor customer service, bad phone etiquette, unfriendliness, and poor business practices. In my opinion, Google Reviews are a direct mirror image of how a business operates. Companies with one to three-star ratings are just not customer-friendly.

RAS Is Here to Help You Be Successful!

As a long-standing vendor to the industry, we seek to provide you with excellent service and top-of-the-market prices in all three business lines; Cores, Catalytic Converters, and Recalls. We don't sell a physical product, so our sole mission is to provide a quick turnaround on shipments and payments, build a relationship of trust, and give you the cash flow you need to buy more inventory to fulfill your customer's orders.

Questions on Google My Business and/or Reviews? Contact Paul the "Recall Guy" at pdadamo@coresupply.com or 401-458-9080

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