



AUTOMOTIVE  
RECYCLERS  
OF MICHIGAN

# YARDTALK

Issue 2

The Official Publication of the Automotive Recyclers of Michigan

Spring 2021

## The President's Message

**B**oy does it feel good to have summer back in Michigan! Finally, the freedom to be together again! Take vacations up north, go to a baseball game. The past year+ has come with struggles, frustrations, for some anger, for others anxiety, depression, etc. Please remember as things get back to "normal" that we all have friends and family members for who these struggles are still very real. Reach out to those you have not seen or heard from in a while. It's amazing how simply good for the soul it is to reach out to an old friend or family member and just reconnect!



Jayson Doren

ARM was FINALLY given the opportunity to get together in person. We had an amazing turnout for our Golf Outing, Live Auction & Cookout Buffet at Timber Ridge golf course in East Lansing. The course was beautiful, the staff was very accommodating, and the outdoor venue was exactly the perfect space for our group.

*Continued on page 4*

## Blue Skies and Smiles all around!

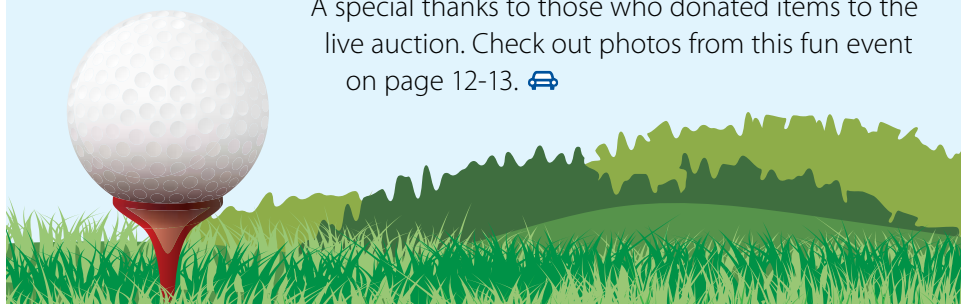
By Slater Shroyer

**A**fter what has seemed like forever, ARM members finally got to see one another IN PERSON at our Golf Outing, Live Auction & Cookout Buffet. The event was held at Timber Ridge Golf Course on May 21<sup>st</sup> and featured golf, a cookout dinner and a live auction. Most importantly, it was an outdoor social event that allowed members to engage with each other on a personal level.

After a year of quarantines it was refreshing to finally be outside for a change and in the company of old friends. The staff at Timber Ridge was great and everyone appeared to be having a good time. The live auction organized by Scott Kooienga brought bids from attendees and virtual bidders online. This was the first fundraiser ARM was able to hold in over a year. It was the first meeting ARM was able to have that wasn't confined to a conference call or Zoom session.

We would like to thank all of the attendees who came out to play and all of the volunteers who donated their time. ARM thanks our sponsors for their generosity.

A special thanks to those who donated items to the live auction. Check out photos from this fun event on page 12-13. 🚗





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## Brighter Days Indeed!

**T**hose “brighter days ahead” that we have all been waiting for finally happened and we were not disappointed.

It was a glorious sunny spring morning as I arrived at the Timber Ridge Golf Club for our golf outing, live auction and cookout. There was not a cloud in the sky, a truly beautiful day and one we have been

planning and anticipating for what seems like eons...the ARM family was finally going to be together in person for the first time since Annual Meeting in October, 2019.



**Barb Utter**

The excitement that ensued was one that will remain with me for a long, long time. From the staff, to our

volunteers, our members and their guests, each of us was sooooo happy to see one another we could hardly park our cars fast enough. While we were respectful of each other and our reactions to COVID protocols, the smiles, the hugs, the handshakes and pats on the back were endless and so very special and meaningful. We truly were ecstatic to actually see each other. As Mother Theresa said, “We shall never know all the good that a simple smile can do.” I do know it was the best feeling I have had in a long time and one that I will always cherish.

It took some very special people to make this great event happen since we had so many protocols to follow in order to make sure it became a reality in spite of the pandemic. It is said that a vision is a dream with direction. Our Board of Directors had a vision, an event that would bring us all together, face-to-face, in an environment that was safe, fun and would also raise additional funds for our association. Not an easy task during a pandemic but they persevered with the direction and leadership of our President Jayson Doren and the dedication and determination of our Meetings & Conventions Chair Scott Kooienga. They are amazing and a great team to be a part of. Kathy and I marvel at Scott’s dedication and the time and effort he spent making our live auction the huge success that it was. An extra special thanks to both of them and to Scott’s wife Leigh. I would also like to thank all of our Board members in attendance for their help and support, especially Ron Elenbaas...a man of many talents...

current Board member, past president of ARM and a terrific auctioneer, a person who is always there for ARM.

A huge thank you to our members and friends who donated all of the fantastic items for our auction so that all of our generous bidders could have a field day bidding so ARM could reap the benefit and to all of many sponsors who are always there with their generous support. We truly are grateful to each and every one of you. A special thanks also to all who so generously donated catalytic converters to our CAT Drive and to United Catalyst Corporation for sponsoring the drive and donating the prize to our lucky winner of the drawing.

“Friendship is the only cement that will ever hold the world together.”

— Woodrow Wilson

Huge kudos to our great check-in crew of Kim Gray, Donna Middleton and Gina Johnson who have been at the registration table since our very first golf outing in 2000. These gals literally make the day start off right with their friendly smiles and efficiency. This year Kathy & I were so excited to have Gordon Middleton join us along with Emma and Conner Doren (Jayson’s wonderful kids) and Reitja Luisdorf of UCC to help keep everything running smoothly throughout the day.

Of course there would be no golf event without our golfers. Each year these dedicated individuals subject themselves to the agony of golf, regardless of the weather or who they’re playing with or what their score is, just to support ARM. Now don’t get me wrong, most love the game and are very competitive, but at the end of the day, it’s all about ARM and a day on the links with friends. The same goes for all of our hole sponsors. Their support year after year is amazing and we are so very grateful for their generosity. This year, because of COVID, we needed a totally outdoor venue, so we played at a different course in a different area and it was everything we hoped for and more. Like us, they had suffered with COVID, so they knew how important this day was for

*Continued on page 4*



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Gordon Middleton, Middleton Auto Parts

##### 2nd Vice-President

Daniel Gray, Doug's Auto Recyclers

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Slater Shroyer, Shroyer Auto Parts

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Chair - Daniel Gray

**YARDTALK** is published quarterly.

Statements of fact and opinions are the responsibility of the author alone and do not necessarily imply any opinion on the part of the officers, director, or members of ARM.

Please address articles or letters for publication to:

##### ARM Office

7550 S. Saginaw  
Suite 9  
Grand Blanc, MI  
48439

## Calendar of Upcoming Events

August 5-7, 2021

### URG Training Conference

Dallas, Texas

November 10-13, 2021

### 78th Annual ARA Convention & Expo

Sheraton Hotel

Dallas, Texas

## From the Desk of Your Executive Director

*Continued from page 3*

all of us and they didn't disappoint. The course was beautiful, the staff was so accommodating and they even brought us blue skies and warm weather with a gentle breeze to appease all of us...it just doesn't get much better... a day with friends. As Woodrow Wilson said, "Friendship is the only cement that will ever hold the world together." Thank you everyone for your support and friendship. We were all winners! 🚗

Love & hugs,  
Barb

## President's Message

*Continued from page 1*

More importantly we were able to be together, shake hands, give hugs and have face-to-face interactions! All day long all I heard was laughter, all I saw were smiles on everyone's faces. We are almost a month removed from this outing and my employees who attended are still talking about how fun it was! It was special for me to have my kids come and help us out (I don't mean to brag, but they did sell a record amount of raffle tickets)! It was cool for me to see their excitement and get their perspective on the whole event.

They were very impressed with how friendly everyone was and pointed out how all day long everyone they talked to was smiling ear-to-ear!

I would like to give a huge thank you to our board of directors, members, sponsors & vendors. Without all of you, none of the above would be possible. I'd like to give a special thank you to Barb Utter and Scott Kooienga for all your hard work and efforts to make this outing so special. 🚗

Sincerely,  
Jayson Doren  
ARM president

**FYI:** A key fob, with additional keys attached, was left in a golf cart at our May 21st outing. Please call the ARM office to retrieve your keys.





## Do You Need to File a Complaint on an Unlicensed Vehicle Dealer?

Contact the ARM office and they will  
file the complaint for you!

Contact Barb at [arm@mi.automotiverecycling.org](mailto:arm@mi.automotiverecycling.org)  
or 810-695-6760, or follow the link below and  
complete the Reporting and Unlicensed Dealer Form.

[http://www.michigan.gov/documents/  
curbstoner\\_form\\_65906\\_7.pdf](http://www.michigan.gov/documents/curbstoner_form_65906_7.pdf)

## Scrap Report

Foundry Steel.....	\$400.00 gt
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Batteries .....	.25 lb.
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# Be Prepared to Control a BIG Spill

By David Kendziorski  
MICAR Program Manager

**W**e often talk about spill prevention and how to clean up small frequent spills and the stains they leave behind. Accidents sometimes happen. So it's even more important to be ready to quickly respond to BIG spills – especially of hazardous, flammable, or explosive fluids. A ruptured hydraulic hose or knocking over or puncturing a tank can easily release tens or even hundreds of gallons of oil, antifreeze, gasoline, or diesel fuel. It is essential to respond **quickly** – usually within seconds or a couple minutes, and to **contain** the spill.

The benefits of a quick and effective response are enormous:

- Safety FIRST: for the employees, first responders, and even the surrounding community.
- Reduce or prevent damage to the environment.
- You may lessen or avoid spill reporting requirements.
- Spills are easier to clean up when confined to a small area.
- The faster a spill is brought under control, the better the chance that it will not harm anyone.

## General Spill Control Guidelines

- 1. Identify Hazards:** Evaluate the fluids, containers, and situations that pose the highest risk of a serious spill or fire. Refer to the Safety Data Sheets (required under OSHA's Haz Com rules) which explain the hazards and often tell you what to use, or not to use, to clean up or contain a spill. Assess the structural integrity, labeling, and placement of your containers and tanks. Understand what will likely happen if a spill occurs: who will be exposed, and where the fluid might accumulate or drain – such as to a catch basin or nearby waterway.
- 2. Protect Against Hazards:** Report minor leaks or odors to a supervisor to prevent minor releases from becoming major incidents. Ensure that fluids are stored in appropriate containers that are structurally sound. Make sure secondary containment is intact. Provide adequately stocked spill kits (including containment supplies) wherever fluids are used or stored.

- 3. Establish Safety Procedures:** Keep the necessary equipment and supplies on hand. Yard employees must be trained and prepared to act safely to contain the spill and respond to hazards until the fire department arrives (if that's needed). When a spill occurs, employees should notify supervisors immediately, who should decide if the spill can be cleaned up and contained by employees, and if necessary contact the fire department.



- 4. Contain the Spill:** Stop the source of the leak if possible. Cover drains and other “escape” routes. Containment options might include building a dike, placing the leaking container in a protected area, placing the leaking container in a larger container, placing an empty container under the leak, or rotating or shifting the container's position to stop the leak. Use absorbent materials (granular, socks, booms, or pads) to soak up the spill.
- 5. Follow Up:** Clean up residual contaminants and your tools and equipment. Decontaminate or safely dispose of soiled clothing. Keep records. If necessary, provide medical examinations of employees exposed to hazardous chemicals.

Since serious spills and related incidents rarely occur, it's important to remind ourselves to be prepared and know how to handle it and what to do. Fast and effective actions can keep these events from getting out of hand. Plan ahead. 🚚





## EGLE announces largest collaborative effort in state history to spark “recycling and recovery” economy

On Monday, April 19, the Department of Environment, Great Lakes, and Energy (EGLE), Michigan Chamber of Commerce, Meijer and bipartisan Michigan lawmakers announced the kickoff of the NextCycle Michigan initiative. This is a first-of-its-kind partnership that will fund infrastructure investment to promote the development of markets for recycled materials and recycled products, including manufacturing.

In addition, EGLE announced a record-setting total of more than \$4.9 million in Renew Michigan grants to recipients in 45 communities statewide that will support the NextCycle Michigan initiative. The NextCycle Michigan Initiative and Renew Michigan grants mark the largest push in state history to promote recycling activities that divert materials from Michigan landfills, boost local economies, and support Governor Gretchen Whitmer’s climate change priorities through reductions in greenhouse gas emissions.

These initiatives align with EGLE’s national award-winning “Know It Before You Throw It” recycling education campaign featuring the Recycling Raccoon Squad.



Visit [youtu.be/FLujqHh9xhl](https://youtu.be/FLujqHh9xhl) to watch the video on the Recycling Raccoon Squad Facebook page featuring representatives from EGLE, the Michigan Chamber of Commerce, Meijer and bipartisan legislators. 🚗

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# Work Search Requirement Reinstated

As of May 30, 2021, the Unemployment Insurance Agency (UIA) has reinstated work search requirements for unemployment benefit claimants. The requirement to search for work in order to receive unemployment benefits had been suspended since March 2020 to help the increased volume of hardworking Michiganders who faced unemployment due to the pandemic.



Claimants must now actively seek work and report at least one work search activity per week for each week they claim benefits. A work search activity could include submitting a job application, attending a job fair or employment workshop, interviewing with employers and more.

There are COVID-specific exemptions for people who are self-employed, unable to work due to COVID-19 and parents with children attending school remotely because the school is closed. If an individual has an approved waiver, they are exempt from the work search requirement. Claimants must apply for a waiver prior to their certification for benefits.

In addition to COVID-specific waivers, claimants may also be exempt from the work search requirement if they are granted a temporary layoff waiver. This type of waiver must be requested by the employer **before** a worker is laid off. The Registration and Seeking Work Waiver may be approved for 45 days. The criteria for establishing a waiver are:

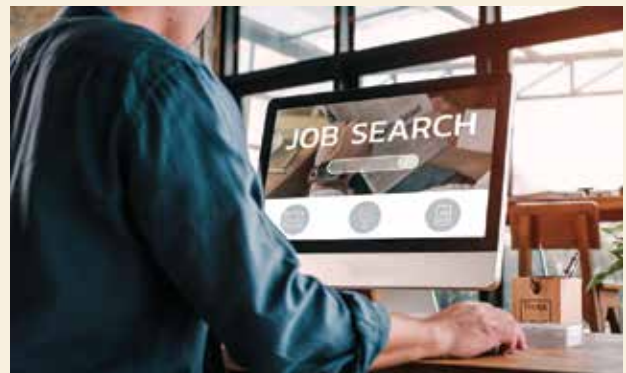
- The separation must be a layoff for lack of work
- The layoff is temporary (work will be available within 45 days)

- The request must be received before the layoff occurs (no later than the week prior to the layoff)

If the waiver is not requested prior to the layoff, it cannot be retroactively applied. Go to [https://www.michigan.gov/leo/0,5863,7-336-94422\\_97241\\_89981\\_90222\\_90224-100433--,00.html?utm\\_medium=email&utm\\_source=govdelivery](https://www.michigan.gov/leo/0,5863,7-336-94422_97241_89981_90222_90224-100433--,00.html?utm_medium=email&utm_source=govdelivery) for information on requesting a Registration and Seeking Work Waiver.

## Refusing an Offer of Suitable Work

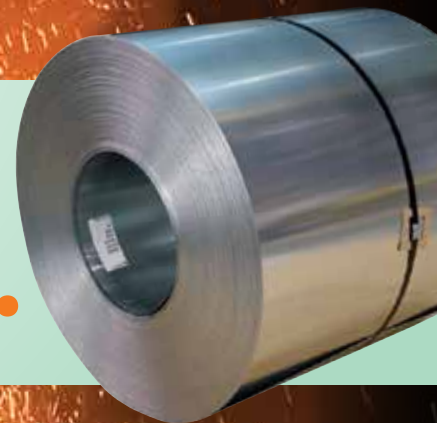
When an employer makes an offer of suitable work to an employee or makes an offer for an employee to return to their previous job, the employee can possibly lose unemployment benefits if he/she refuses. Wages, workplace safety and other factors are considered in determining whether work is "suitable."



Both employers and employees have an obligation to report offers and refusals of suitable work to the Agency. The employer should notify the UIA by submitting details of the refusal in MiWAM.

For more information on suitable work, including what to do if an employee refuses an offer of suitable work see Fact Sheet 144 – Returning to Work and Refusal to Work Information for Employers by going to: [https://www.michigan.gov/leo/0,5863,7-336-94422\\_97241\\_89982\\_92608\\_33626\\_102216---,00.html?utm\\_medium=email&utm\\_source=govdelivery](https://www.michigan.gov/leo/0,5863,7-336-94422_97241_89982_92608_33626_102216---,00.html?utm_medium=email&utm_source=govdelivery)





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# Keeping and Building a Winning Team in the New Normal



By Marty Hollingshead

In talking with other Recyclers and business owners, there seems to be a common problem. That is: they need additional employees but cannot seem to find them. If you look at the beginning of the pandemic, there were massive layoffs and business closures. Most of these people wanted to work, but could not.

As this pandemic is winding down, things are starting to gradually get back to normal. Businesses are reopening, but they cannot seem to find people to do the work. *The big problem, as I see it, is that people are getting paid enough to get by without having to work. So, with the government basically supporting them, why should they?*

Our industry was lucky because we were determined to be essential. We were fortunate that we were all able to work and not miss a beat. In fact, after the first couple of months we enjoyed an increase in business, with many recyclers putting up record sales numbers. While credit should be given to your employees for showing up and putting forth the effort, this pandemic did not suddenly turn your team into loyal and dedicated employees. Weren't they the same before this happened?

I have had people in other businesses telling me that they cannot find qualified help. Yes, this is the case. The best approach would be, in order to have a good team, you need to build it from the top, down. You have to have the ability and the resources to train and develop new talent. I can tell you firsthand that I would rather take someone with no experience and train them my way than to hire someone that has been in the industry, and now I am faced with two tasks. One is to untrain them, and then train them my way.

When you hire, hire character, not characters. If a person has good character, they usually have all of the good

qualities that come with it: dependability, work ethic, and honesty. Remember: when hiring a new employee, you can teach them the job, but you cannot 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. A friend of mine is struggling with finding employees in another business, and he asked me how I got such a good team? I told him that I picked the right people and I gave them the tools, the training, and the resources needed to do their job to the best of their ability.

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**“Good help ain’t cheap, and cheap help ain’t good.”**  
— Marty Hollingshead

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If you look at sports, all of the good teams have one thing in common. They know how to draft and develop players. Can't the same be said about us? **Remember: your biggest investment and your biggest asset are your people.**

Also remember, you get what you pay for. *Good help ain't cheap, and cheap help ain't good.* Good employees make the company money. Bad employees can cost the company money. If you want to attract good employees, you have to pay a fair and competitive wage, and you also have to have good work conditions. If you have an employee that is happy at his job and is being fairly paid, you will get referrals from others that this employee has talked to. If you have a bad workplace or if you are not paying enough, you will get just the opposite. Everybody likes a winner, and in sports with free agents, most things being equal, they prefer to be on a winning team.

*Continued on page 23*





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# AUTOMOTIVE RECYCLERS OF MICHIGAN & FRIENDS

## Golf Outing, Live Auction & Cookout Buffet







# 2021 ARM & FRIENDS GOLF OUTING TEAMS

Schram Auto & Truck Parts

Bloody Mary Boys (Car-Part.com, Doug's Auto Recyclers, Crush Software)

Kelley Cawthorne

**2ND PLACE WINNERS:** Eagle Auto Parts

West Michigan Turf Diggers (Premier Auto Parts)

Premier Powersports

Morris Rose Auto Parts

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Commercial Forms Recycler Supply

G-Cor / iDrive Auto Parts / MRAP/ EZ-Suite

Pete's Auto & Truck Parts / iDrive Auto Parts / G-Cor

Highway Auto Parts

OmniSource

American & Import Auto Parts

**3RD PLACE WINNERS:** Complete Scrap

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Padnos Elite

Ferrous Processing & Trading #1

**1ST PLACE WINNERS:** Ferrous Processing & Trading #2

Ferrous Processing & Trading #3

Holbrook Auto Parts

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**Do you say to yourself "I wish there was something I could do" or wish you had a say in what changes are made or what new Bills are passed?**

**Here is your chance to be heard!**

# ARM PAC

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***Together we are making a difference!!***



# 2021 ARM & FRIENDS GOLF OUTING SPONSORS

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Please give a huge thank you to all of the following for their generous support.  
**We couldn't have done it without you!**

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- G-Cor
- George's Auto Parts
- Grand Valley Auto Parts
- Highway Auto & Truck Parts
- Holbrook Auto Parts
- Howe Auto Sales
- iDrive Auto Parts (2 Holes)
- Middleton Auto Parts
- Morris Rose Auto Parts
- Neuner's Automotive Recyclers
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- Ron Elenbaas
- Roscommon Auto Recyclers
- Shroyer Auto Parts

### Legislation Introduced in Rhode Island Limiting Use of Used Parts

Discriminatory legislation was introduced on May 4<sup>th</sup> in Rhode Island seeking to establish very limiting standards for the use of “used parts.” As defined in S 869, “used part” means “a motor vehicle replacement part that is a used original equipment manufacturer part” and sponsor, Senator Maryellen Goodwin, lays out six standards for usage. Those include prohibiting an insurance company from utilizing multiple parts distributors to provide parts for a single repair and limiting the distance of the sourced parts to 50 miles – presumably from the location of the vehicle repair, although the language is vague. S 869 would require that used parts “be from a vehicle of the same year or newer and have the same or less mileage than the vehicle receiving the used part.” If passed, the bill would seriously harm Rhode Island automotive recyclers as well as those in the surrounding states that regularly supply parts to repair facilities in the state.

ARA, the Automotive Recyclers Association of Rhode Island (ARARI), and Rhode Island automotive recyclers agree that this bill would set a dangerous precedent and proposes outlandish limitations on the use of Recycled Original Equipment (ROE) parts. The same limitations are not placed on new OEM parts or other replacement part options, and the legislation is a direct attack on small businesses and the recycled parts industry. ARA and ARARI are in the process of activating grassroots outreach and contacting members of the state legislature in both houses in opposition to the bill.

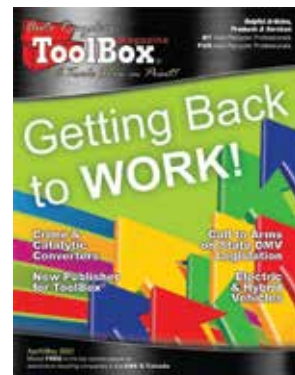
### Auto Recycler's Toolbox® Hits the Mail Soon!

#### PLUS: New Recycler-to-Recycler Advertising Section Launches

ARA has successfully produced the first issue of *Auto Recycler's Toolbox®* and it is mailing! We even had the blessing of Mike and Harmony, who saw the issue in advance of mailing and gave it two thumbs up! We hope you enjoy the issue which is full of articles and ads from your favorite writers and company suppliers, and even some new ones. ARA is grateful for their support to continue to share this important publication with the industry. If you are interested in writing for the Toolbox,

please email your story idea to [Toolbox@a-r-a.org](mailto:Toolbox@a-r-a.org)!

To keep getting Toolbox, we need to hear back from you! ARA needs to qualify the mailing list to reduce postal rates, and we need your help. Inside the current issue, you will find inside a subscription card that you must fill out and return to ARA, or you can email the required information now (Full Name, Title, Company Name, Mailing Address, Ph. No., Email Address) to [GetToolbox@a-r-a.org](mailto:GetToolbox@a-r-a.org).



### More News – We are launching a NEW RECYCLER-TO-RECYCLER section:

In the next issue, there are opportunities for you to advertise YOUR AUTOMOTIVE RECYCLING BUSINESS in our recycler-to-recycler section. You will be able to advertise to your peers on your inventory, specialties, and other information you want them to know. In the future, you will even be able to advertise in certain regions. You will want to be a part of this section!

Recycler to Recycler ADS:

Full Page: 7.25 x 10 inches – \$950

Half Page: 7.25 x 5 inches – \$700

Quarter Page: 3.5 x 5 inches – \$450

Email [ToolboxAds@a-r-a.org](mailto:ToolboxAds@a-r-a.org) for more details.

### ARA Invited to work with the International Association of Auto Theft Investigators (IAATI) to Combat Catalytic Converter Theft

ARA is proud to announce that it has been working with the International Association of Auto Theft Investigators (IAATI) to craft national policy on catalytic converter theft. IAATI is an international Law Enforcement organization whose purpose is to improve communication and coordination among professional auto theft investigators throughout the world. IAATI has approximately 3,000 members representing 58 countries and its membership includes law enforcement agencies as well as stakeholders in the automotive



industry. ARA was recently accepted as a member of IAATI and was invited to sit on its Subcommittee on Catalytic Converter Thefts.

IAATI's Subcommittee on Catalytic Converter Thefts has been working to develop national policy and legislation aimed at effectively combatting rampant catalytic converter thefts. As a member of IAATI's Subcommittee on Catalytic Converter Thefts, ARA has been able to provide national law enforcement with expertise and knowledge on end-of-life vehicles and the automotive recycling industry. The input provided to the Subcommittee on Catalytic Converter Thefts by ARA has contributed to IAATI adopting a resolution to Raise Awareness and Promote Measures to Reduce the Theft of Catalytic Converters. As a part of the resolution, IAATI has identified six policy points necessary for effective catalytic converter anti-theft legislation. One of the six points protects an automotive recycler's ability to resell used OEM catalytic converters as motor vehicle repair parts. The six policy points are as follows:

1. Identify with certainty the person selling the Catalytic Converter;
2. Identify with certainty the vehicle from which the Catalytic Converter was removed;
3. Require a traceable payment and prohibit cash transactions;
4. Require records of Catalytic Converter transactions be maintained and made accessible to Law Enforcement upon request;
5. The penalty for not meeting the above requirements needs to be a sufficient deterrent.
6. The Environmental Protection Agency (or an equivalent official entity with appropriate jurisdiction) governs what specific Catalytic Converters can be sold in that market. If requirements 1 – 4 above are satisfied, theft is not considered an issue.

Furthermore, as a part of the Subcommittee on Catalytic Converter Thefts' work, the Institute of Scrap Metal Recycling Industries (ISRI) issued a joint press release with

*Continued on page 18*

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*Continued from page 17*

IAATI calling for vehicle owners to engrave, mark, or label catalytic converters. By engraving, marking, and/or labeling catalytic converters, the IAATI resolution's second policy point of needing to "identify with certainty the vehicle from which the catalytic converter was removed" is met.

*All articles reprinted with permission from ARA.*



**RECYCLE,  
IT'S YOUR FUTURE.**

### A000000 - Update; Dealer Work Drop Off

Dear Licensed Dealer,

Due to recent changes in branch operations, the Department of State will be altering the process for dropping off dealer work at a branch office.

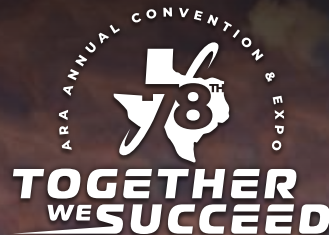
Starting Monday June 14, 2021, dealers will be allowed inside branch offices without an appointment, solely to drop off or pick up dealer work. Staff will no longer be accepting drop off work at the front door, and dealer work should be dropped off in the previously designated manner (drop off basket, dealer box, etc.) by the branch being utilized.

Please note, this change does not alter the processing of commercial work, therefore we continue to be unable to offer appointment or while you wait service for our commercial customers at this time. Thank you for your



**[www.a-r-a.org/convention](http://www.a-r-a.org/convention)**

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FOR SPONSORSHIP INFORMATION  
KIM@A-R-A.ORG • (615) 476-4501**



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continued patience as we work to provide the best service possible in processing your work.

Thank you,

Office of Program Support  
Secretary of State Jocelyn Benson

### **‘MI Vacc to Normal’ Plan Accelerated**

Governor Gretchen Whitmer announced an updated ‘Vacc to Normal’ plan last week, which outlines steps Michiganders can take to emerge from this pandemic. As of June 1, capacity limits will lift for outdoor events. Additionally, indoor capacity limits will increase to 50%, allowing indoor social gatherings such as weddings and funerals to move closer to normalcy. As of July 1, the state will no longer limit capacity at indoor or outdoor gatherings.

To reflect these changes, the Michigan Department of Health and Human Services, will release an updated epidemic order this week. Throughout the month of June, people who are not yet fully vaccinated will still be required to mask up while indoors.

Go to <https://www.michigan.gov/coronavirus/0,9753,7-406-98158-560241--,00.html> to learn more about the accelerated ‘MI Vacc to Normal’ plan. 🚗

### **Need information? Have a question? Send us a note!**

You can reach the  
ARM office via e-mail.

Our address is:  
[arm@mi.automotiverecyclers.org](mailto:arm@mi.automotiverecyclers.org)

### **CONGRATULATIONS**

To proud parents Sara and Ross Lewicki, big brother Ryder and grandparents Pam and Marty Lewicki of Highway Auto Parts on the recent birth of their son, Remington, born May 2, 2021.

### **CONDOLENCES**

*We send our deepest sympathy to the following ARM families on the recent loss of their loved ones. Please keep them all in your thoughts and prayers during this sad and difficult time.*

Betsy and Jayson Doren of Morris Rose Auto Parts and family on the passing of Jayson’s stepfather Don on March 15, 2021.

Michele and Gary Hooper & family of Hooper Auto Recycling on the passing of Michele’s Mother Rita on March 29, 2021.

Judy and Brian Wascher and family of Howe Auto Sales on the death of Judy’s Mom Nancy on April 30, 2021.

Sandi Gravis and Son Stefan and family on the recent passing of their husband, father and grandfather Stanley Gravis on May 8, 2021. Stan was the owner of East Bay Auto Parts in Interlochen and a longtime ARM member.

Peggy Prather, secretary at George’s Body Shop in St. Ignace, on the recent death of her husband Mel on May 8, 2021.

John Sparrow, of Regal Auto Parts in Howell and his family on the death of his father Lester Sparrow on May 18, 2021. Many of the ARM family remember Les from when he owned Thorton’s Auto Salvage in Whitmore Lake, MI.

### **NEW ARM MEMBER**

Please welcome our newest ARM member Isaac Foster, owner, and Barry Foster, manager of B-JIL Auto Sales of Detroit, MI. 🚗

# AWESOME JOB!

## Your Business Has a Three Star Google Rating



By Paul D'Adamo

### Who Doesn't Look at Google Reviews?

**N**ow 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. Consistent 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](mailto:pdadamo@coresupply.com) or 401-458-9080. 🚗

### Advertising Opportunity

Prime advertising space is now available in *YardTalk*.

#### INSIDE BACK COVER 4-COLOR FULL PAGE BLEED AD

For rates or more information, please contact the ARM office at 810-695-6760 or email: [arm@mi.automotiverecyclers.org](mailto:arm@mi.automotiverecyclers.org)



By Barb Utter

Since the inception of the Kent Utter, Jr. Memorial Scholarship we have been extremely proud to be able to be a part of the educational journey to many of our employees' children. The hopes and dreams that these outstanding individuals have as they plan for their future is amazing and I'm always curious about their whereabouts, their achievements, and if their passions became a reality. So when I hear from a parent and learn of their achievements, I'm thrilled to know that we did indeed play a small part in their future. Just recently I heard about two of our scholarship recipients and I'm excited to share their story with you.

**Morgan Sparrow** is a remarkable young lady. She was home schooled and then in the 10<sup>th</sup> grade she started Washtenaw Technical Middle College where she began taking college courses. From there, Morgan went to Madonna University where she majored in Forensic Science and Pre-Medicine. As she stated in one of her applications, she chose this major because she is passionate about the criminal justice system, human anatomy, physiology and helping others because they all help



people in very vulnerable times of their lives. One of her professors said she has consistently been one of the top students in her peer group even though she has maintained a heavy course load throughout her time at Madonna and she is universally trusted and relied upon by the science faculty. He said she is prepared to meet the challenges of her future endeavors because of her drive and passion for what she does.

Morgan has an exciting future ahead of her. She recently graduated with honors from Madonna University on May 16<sup>th</sup> with a degree in forensic science plus two minors, one in Chemistry and one in Biology and she received four certificates: Pre-Medicine, DNA Analysis, Crime Scene Practice and Crime Laboratory Technician!! Wow!! And if that isn't enough, Morgan was recently married on April 10<sup>th</sup> and has now moved to Florida where she and her husband reside.

**McKenna Jean Whipple**, a past recipient of the Kent Utter Jr. Memorial Scholarship has been busy in her years since.

After graduating from Oakridge High School in 2016 she attended Grand Rapids Community College for two years getting her Associates Degree. Not wanting to continue right into a traditional 4 year program she took some time "off". She then

volunteered for three weeks at the Rift Valley Children's Village in Tanzania Africa. After coming home from Africa, it wasn't long before she went to Spain where she studied abroad in Salamanca. That just made her want to experience more culture, so she took a job as an Au Pair in Wildpoldsried Germany for a year.



Deciding it was time to finish up school, she came back to the States and attended Grand Valley State University.

She graduated from GVSU with a Bachelor's Degree in International Relations. McKenna has now entered the work force with a full time position at Von Maur as an Executive Trainee. She aspires to work for an international retail company and bring sustainability and environmentally friendly practices to the forefront of the fashion industry.

The Kent Utter Jr. Memorial Scholarship helped start her on her path to where she is now. Please consider making a donation to this wonderful program. 🚗



## The Power of 'WHY'...

### 10 important questions we should all be asking:

By Donald Cooper

Reprinted from Donald Cooper's Blog | March 24, 2021

(Time to read this Blog is about 2 minutes)

**B**efore we get to the main topic, here are a few things to get you thinking:

1. **My biz quote of the week:**  
*"If you don't listen to your front-line staff, your customers will have to...and it won't be pretty."*  
...Donald Cooper.
2. **'Talent' is your biggest opportunity...and your biggest challenge.** Most problems in your business are caused by not having the right talent and leadership on your team. Name one that isn't. Your biggest opportunity to innovate, differentiate your business and grow your bottom line is by hiring, engaging and empowering a talented team. These people may be full-time employees or talented specialists to whom you outsource specific projects or activities. You can't create an extraordinary business by hiring ordinary people.

Now, to this week's important topic:

#### The power of 'why'...10 important questions we should all be asking:

Kids never stop asking 'why'. That's how they learn and grow. Then, as adults, most of us stop asking 'why'. We just carry on, day after day, doing the same things in the same way, for the same old reasons. We should all stop, every once in a while, and ask 'why'. So, to get you started, below are my 10 important 'Why' questions that we should all be asking...

relevant commitment to our customers, family, community, the planet and ourselves?

2. 'Why' are we in the particular industry that we're in? Put on your 'See-aheadscope'. Will this industry be a financially and emotionally healthy place to be in 3 to 5 years? Every industry and every market is being disrupted by technology and sharp new competitors. What or who will disrupt our industry or market and will we be the 'disruptor' or the 'disruptee'?
3. 'Why' do we have the business model we do? Will it be relevant in tomorrow's very different world, or is it of historical interest only? Does our Business Model serve our life model? Sadly, for many of my clients the answer is, *"Not even close!"*
4. 'Why' are we located where we are? Is it to optimize growth, profitability or to support a desirable lifestyle...or did it just happen and we've never questioned it?
5. 'Why' do our target customers buy what we sell? What functional, emotional and financial value are they really looking for?
6. 'Why' should they buy it from us? Are we the clear 'wise choice' for them, or do we just tell people we are and hope some of them believe us? What's our clear and compelling value and experience offering that 'grabs' our target customers, clearly differentiates us from our competitors and makes us 'famous'? How can we coach them on making wise decisions for them?
7. 'Why' do we define our target market the way we do when technology could allow us to reach a much larger market, if we're truly extraordinary...and if we choose to grow?

8. For each process, policy or rule in our business, 'why' do we do it that way? Is it working? Does it deliver a safer workplace, more compelling customer value, more engaged staff, an environmentally responsible outcome, improved efficiency or profitability?
9. 'Why' would top-performers want to work for us, rather than someone else? Are we a 'talent magnet'? Do our employment practices, career opportunities, management style and culture attract top-performers, or do we drive good people away?
10. Finally, every business changes hands eventually, unless it just closes down. 'Why' would anyone want to buy our business? Is it profitable, relevant, effectively managed and sustainable? Is there a strong team of committed employees who can run the business effectively without me? To access my Business Tool #B8, **'When selling your business, here are the 11 things a buyer is looking for'**, email me at donald@donaldcooper.com. This Tool includes how to calculate a 'Saleability Score' for your business.

What do your honest answers to these 10 important 'Why' questions tell you about your business and your life? What needs fixing, improving, rethinking or reinventing? What does that list look like and when will you start?

### **That's it for this week... Stay safe...live brilliantly!**

Donald Cooper speaks and coaches internationally on management, marketing, and profitability. He can be reached by email at donald@donaldcooper.com in Toronto, Canada.

#### **About Donald Cooper**

*Donald Cooper, MBA, CSP, HoF: Donald speaks and coaches in over 40 industries throughout the world. He delivers the 'straight goods' on how to sell more, manage smarter, grow your bottom line...and have a life! To chat about 'possibilities' for your next business or Industry Association Conference, call me at 416-252-3703 in Toronto, or click here to connect to our 'Enquiry Page'. [!\[\]\(a03a7eb2f4046e1d3c76772003e549ea\_img.jpg\)](#)*

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## **Keeping and Building a Winning Team**

*Continued from page 10*

How you pay your people will affect what you get. The best people are the ones that need the least amount of supervision. But while training these people, they need supervision, direction, coaching, and support. This is where the boss comes in.

If you want to have a good team, you need to be a good leader, first and foremost.

People will respect a leader that will not ask them to do anything that they can't, or aren't willing to do themselves. If you are the boss, you lead by example, good, bad, or ugly. Whenever there are issues, the problem usually starts with the leader. All businesses are run, and managed from the top, down. This is why being a good boss is so important.

One thing we have all learned is that your best people will step up when necessary. One of my favorite sayings is, "You know who your friends are when the shooting starts." These are your most valuable people, and taking care of them should be your number one priority.

**Employees are a company's greatest asset.**

My company, Northlake, is what it is not because of me, but because of my employees. I am proud of all of them. Everyone is saying how hard it is to find workers now. Funny thing is this: I recently rehired 2 former employees that previously left for better things. The question that every boss should ask themselves is this: "Why should an employee be loyal and dedicated to a company when the company isn't loyal and dedicated to them?"

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

**Support your State and Local Associations!**

**Support ARA! [!\[\]\(b64b40baaee5acddc1eab8538ba84754\_img.jpg\)](#)**

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**F.Y.I.** The deadline for the next issue of the Automotive Recyclers of Michigan *YardTalk* newsletter is August 13, 2021. If you would like to place an advertisement or submit an article, please call the ARM office at 810-695-6760.



**Automotive Recyclers  
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