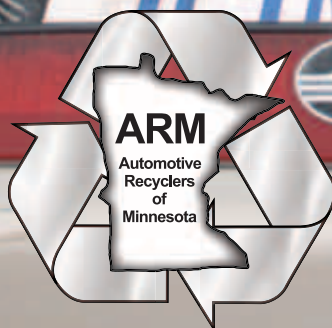


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THE MINNESOTA RECYCLER

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

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ARM NEWS

ARM Board of Directors Meeting Recap

August 2011 - Webcast

Board present: Chris Bickmann, Randy Davis, Jesse Faust, Mark Hortman, Paul Lang, Rick Lemke, David Marofsky, Shane Rudd & Steve Tretter. **Board Absent:** Patrick Garrity & Terry Stenglein. **Staff Present:** Kelly Salseg.

The Board reviewed and approved the June 2011 Board of Directors meeting minutes and the Association and Foundation financial reports.

Stormwater testing was discussed. ARM has compiled an anonymous compilation of test results and they have revealed some issues, namely problems meeting the standards for iron and aluminum. These issues have been discussed with the MPCA and they stated that there should be a direct correlation between lowering the Total Suspended Solids and lowering the other metals. The MPCA recommended that yards look into various filtration systems towards this goal.

October 2011 – Roseville, MN

Board present: Randy Davis, Paul Lang, David Marofsky, Shane Rudd, Terry Stenglein & Steve Tretter. Chris Bickmann arrived at 6:45 p.m. **Board Absent:** Jesse Faust, Patrick Garrity, Mark Hortman & Rick Lemke. **Staff Present:** Kelly Salseg. **Guest:** Wes Bradford, Pam's Auto.

The Board reviewed and approved the August 2011 Board of Directors meeting minutes and the Association and Foundation financial reports.

The 2012 Winter Outing was discussed and an update was given on sponsorships to date.

It was determined that ARM will not rent ice houses this year as so many people are renting their own and the ARM rentals are not being utilized. Ice Golfing was suggested as an activity for Saturday – weather permitting. Judging of the Appetizer Competition and Chili Cook-Off will be done by a pre-selected panel this year. It was determined that if ARM holds a Winter Outing next year we will need a new concept/location.

The MPCA GreenStar award will be researched as an additional benefit to our MN CAR members.

Plans for the 2012 convention are progressing on schedule and that there will be another Convention Committee conference call with Wisconsin soon. ARM has received the proceeds from the 2011 convention and it was financially our most successful year ever.

It was determined that ARM will order three stormwater test kits and test at three non-yard locations for comparison purposes.

ARM will look into the cost of purchasing necessary speakers/equipment so that board members will have the option of attending future board meetings in person or via webcast.

Scrap Commodities Market Report December 2011 *Approximate Pricing*

Crushed Cars	210.00 NT
Prepared Iron	275.00 NT
Motor Blocks	290.00 NT
Aluminum Rims	0.75/LB
Aluminum Condensers Clean	0.55/LB
Alum/Copper Radiators Clean	1.50/LB
Aluminum Case Transmissions	0.15/LB
Dirty Aluminum	0.13/LB
Batteries	0.25/LB
Lead Wheel Weights	0.30/LB

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

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

ARM NEWS

Message from the President

By Shane Rudd

Hi – my name is Shane Rudd – owner of Elite Auto in Long Lake, Minnesota and your new ARM Board President.

I'm very excited to be the 2012 ARM Board President. We have a great Board of Directors to help guide and support our association. We also have great members that show up and support ARM and our events.

I strongly recommend that you all attend the upcoming 6th Annual ARM Winter Outing. This is scheduled for January 27 & 28, 2012 at McQuoid's Inn in Isle, MN. If you have not attended this event before, you are missing out on a great time. It's a nice winter break. Come fish and party with old and new friends in the industry.

Full details and registration materials are in this newsletter and they can also be downloaded from the ARM website (www.autorecyclersmn.net) on the Calendar page. You can also call Kelly, our Executive Director, at 612-781-5555 and she will be more than happy to help you out and answer any questions you might have.

This year we are the Host State for the Upper Midwest Auto & Truck Recyclers Convention & Trade Show. This is scheduled for April 27 & 28, 2012 at the Ramada in Minneapolis.

This will be a very important show to attend. The industry is changing faster than ever before. Between new government regulations, the many and varied employment laws, and all the new computer/internet options, you need to keep up-to-date or you might find trouble.

Between ARM and the Wisconsin association, we are anticipating very high attendance. Let's beat Wisconsin in convention attendance since we can no longer beat them in football! Attendee packets will be mailed in early February – and again – you can always visit the ARM website (www.autorecyclersmn.net) or the convention/tradeshow website (www.recyclersconvention.com) for information.

I hope we all have a great 2012. Let's help each other and our industry!

Thank you –
Shane Rudd

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ARM NEWS



Final Message from the 2011 President

By Mark Hortman

Christmas and Thanksgiving are done, and hopefully, by the time this article comes out, the dry weather that we had is gone. The year 2011 is gone, but a lot has happened and more is in the works.

This past year ARM has had a very successful trade show in Wisconsin in partnership with CARS of Wisconsin. We have survived NMVITIS implementation. We have gotten a start in complying with the new stormwater run-off permits. The Winter Outing is coming up at the end of January.

Let's start with the stormwater run off. The MPCA recently contacted ARM and noted that half of the "permitees" as they like to call us, did not submit results from last quarter, and twenty-five percent are missing data from a previous quarter. This presents a serious challenge to our industry as to how we help yards fix these issues. Furthermore, we have found out that many of those yards that have submitted results are not meeting the specified guidelines put forth by the MPCA.

ARM takes this matter very seriously and is doing everything that we can do to help our members out. We have had seminars in the past on how to

collect the samples. We have helped reduce the cost of testing by finding a great company to work with. We will have a class on this issue at the upcoming ARM/CARS convention in April. We also are standing behind and gaining members in our MN CAR program, which is designed to help yards deal with many of these issues.

The upcoming Winter Outing will be back at McQuoid's Inn in Isle, MN for the sixth consecutive year. This has been a well attended event that offers opportunities for a multitude of recreation and entertainment. Sign up for this event and participate.

Also remember to mark your calendar for the convention in April in Minneapolis near Rosedale Mall. This promises to be a large convention with many vendors and a prime opportunity to network with vendors and other yards alike. We have some top notch educational seminars and speakers coming in this year, so make sure to attend these as they will help us through the challenges we all face in today's marketplace.

In closing I would like to thank you for letting me have the honor of serving as president of ARM and assure you that the new president, Shane Rudd, will serve as a skilled president of ARM. Congratulations to Shane! Finally, I beg you all to stay involved in ARM in whatever role you can, so that we can continue to improve and bring increased profit to our industry.

Regards ~

Mark Hortman

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ARM NEWS

From the Executive Director's Desk

By Kelly Lynch-Salseg



The businesses who serve our industry are some of the most supportive I've seen in any industry. They go out of their way to partner with

ARM when we have an event. Our industry is especially fortunate to have this support to bring events such as the upcoming Winter Outing and the 2012 Upper Midwest Auto & Truck Recyclers Convention & Trade Show to our members. Without their help, we would certainly struggle.

Next time you're considering a purchase or service for your business, I encourage you to first consider the businesses that are there when we need them. I ask you to support those vendors who support us at every opportunity.

More than ever, it is important for us to work together on matters affecting our daily business. We must come together as an industry to address the issues that present the most challenges to us in our day-to-day operations.

As they support us let ARM and our members support them.

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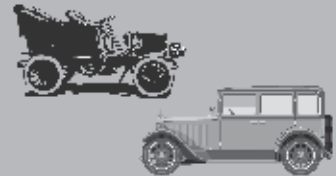
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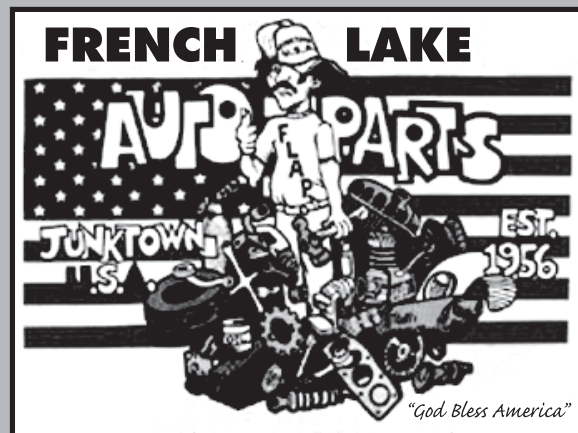


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ARM NEWS

Helpful Hints on Stormwater Sampling

By Rick Lemke

ARM has received a compilation of the stormwater test results run by ARM members to date. ARM has 27 members that have run a total of 34 test samples (some facilities are required to test at multiple run off sites, some facilities have tested more than once, etc.) So far 29% of these facilities have passed all parameters.

The results of all 34 test samples are as follows:

Total Suspended Solids: 73% passed

Aluminum: 38% passed

Iron: 23% passed

Lead: 97% passed

BTEX's: 100% passed

ARM realizes that these results present an issue for our members and our industry.

ARM would like to remind our members that staging is very important (everything) in the sampling process. Careful staging of your test site will allow you to obtain the most positive results.

Sampling should be done where water passes through and off of your property. Most likely you have already identified the site that you need to sample from. The best case scenario is if you can sample in a nice **grassy area** (grass is key) - grass is Mother Nature's best **filter**.

If you do not have a nice grassy area like this, make an area of this sort. Lay down sod if you have to. Sod will grow on concrete if watered enough. If your area is gravel or sand, dig it out and lay down black dirt and sod. If you are having problems you must create **filters**. Again - grass is Mother Nature's best **filter**.

If you are still having problems you can lay straw bales (be mindful that the string will rot), or make filter socks (i.e. nylon stockings filled with wood chips, straw, etc.) laid out in your pre-testing area in order to create a **filter** for your testing area.

When collecting your samples DO NOT disturb the bottom of the area you are sampling. Be careful when walking near your sample collection area. If you are stirring up sediment – you will not get a true sample and my result in higher Total Suspended Solid levels, which will most likely raise all other levels.

If you currently must walk in your sampling area, consider devising a long pole with a collection cup on the end to do your sampling instead.

Do not touch any man made surface when collecting your samples (i.e. pipes, grates, etc.)

Make sure to wear clean powder free gloves when sampling. This helps keep the sample off of you and you out of the sample.

The mouth of the bottle should face upstream when collecting the samples.

If you are having problems hitting at or below the federally mandated benchmark values, hopefully these tips will help get you over the hump. Odds are these testing requirements are here to stay so if you are encountering problems with the benchmarks you will need to alter some of your business practices in order to comply.

Making the necessary investment needed now will pay off in the future.



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ARM NEWS

Spill Control for Truckers

By David Kendziorski
MN-CAR Program Manager

Louie received a call from one of his best customers – Joe’s Collision Repair. Louie’s parts delivery van just pulled away, leaving a trail of oil along Joe’s parking lot and the city street.

Spills and leaks of vehicle and equipment fluids from salvage vehicles, equipment, storage tanks, oily parts, crushing operations, maintenance and refueling operations, and even customer vehicles are serious environmental concerns at auto recycling facilities. Therefore, many of the industry’s environmental best management practices help employees prevent and clean up spills that can occur throughout the facility. But what about spills that occur when one of your drivers is picking up a salvage vehicle, hauling a truckload of hulks to a scrap processor, delivering parts, or refueling at a nearby truck stop? Drivers should be trained to prevent fluid releases, and prepared to respond immediately to any spill.

On the road spills are largely preventable, but drivers need adequate training, the proper spill control supplies, and the support of their supervisor and company management. Offsite spills are most likely to include:

- Blown hoses or lines
- Equipment failure

- Refueling releases
- Oily parts (poorly drained core engines)
- Leaking salvage vehicles

Prevent, Stop, Contain, Clean up, Notify, Learn

1. Driver’s Daily Check: Inspect safety equipment, check fluid levels, and look for signs of leaks, worn equipment, or other failures. Document daily checks.
2. Preventive Maintenance: At least monthly, maintenance personnel should conduct a more comprehensive inspection. Document PM inspections and repair work performed.
3. Spill Kit: All trucks and delivery vehicles should have a spill kit that includes an adequate supply of socks and pads, and oil dry for minor spills. Include a plastic garbage bag for disposal of used absorbents.
4. Spill Response Training: Drivers should be trained (at least annually) to be aware of potential spill risks, frequently check for fluid releases, stop immediately when a spill or leak is detected, and properly contain and clean up a spill.
5. Notification: Notify dispatch, the company management, and possibly the owner of the facility where the spill occurred. Major spills that pose a risk to human health or the environment, including fluid releases to a waterway, must also be reported to MPCA.
6. Learn: Drivers and managers should review spill occurrences to learn what caused the spills, how to prevent future releases, and what can be done to better respond to releases.



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Minnesota Certified Automotive Recycler (MN-CAR) Application Form

Owner/Contact Name(s): _____

Business Name: _____

D.B.A. (if applicable): _____

Street Address: _____

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Mailing Address (if different): _____

Zip Code: _____

Phone: _____ Fax: _____

E-mail: _____

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

Business Owner Signature: _____

Date: _____

Staff Use Only:
Date Received by ARM: _____

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

November 2008

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ARM NEWS



PAM's Auto Expansion 2011

How it All Got Started

PAM's owners Pat Huesers and Mike Meyer needed to expand their business years ago...and they did, but it was always inside their existing 20 acres. More recent expansions were not attainable due to lack of land. PAM's Auto was surrounded by 2 other businesses. On the east side was Stearns Electric, along with a private home-owner, and on the west side was C&L Excavating. They were land-locked!

Pat and Mike were always in touch with the homeowner, and they knew he might sell later in his retirement years. They also knew Stearns Electric would probably never sell, "it's just the nature of municipalities", says Meyer, "they usually don't sell their land." Meyer kept the communication lines open just to be sure, and was always keeping C&L in the loop - if they decided to sell.

It Almost Slipped Away

They say timing is everything. Pat and Mike found that out last year, when they heard of a possible deal pending between Stearns Electric, the private homeowner, and a garbage hauling company out of Willmar. How could this be? We have been camping on their doorstep for years, "it just goes to

show you nothing is ever set in life or in business", says Meyer, "we need this to be our deal, this adjacent land needs to belong to PAM's Auto."

With persistence and some luck, Pat and Mike were able to convince Stearns Electric and the homeowner to put together a purchase agreement to buy the land, a whole 36 acres to be exact, just what they needed to get to their business to the next level.

Land, Warehouse, Mucho Space...

With the newly acquired 36 acres, Pat and Mike were able to layout the plans for their expansion, which will encompass a total of 56 acres and 80,000 sq. ft. of under one roof. Current number of employees is 54, so with the added space it will give them room for additional help, putting them around 60 full time employees for 2012.

Most of the expansion east will consist of the new shipping department and warehouse space, 40,000 sq. ft. to be exact. This will be connected to the original PAM's facility, and be complete with 6 loading docks. "There was a constant traffic jam in the front of the building and around the shipping department", says Huesers, "we had trucks every-

ARM NEWS

where, it was jamming up the shipping department, this expansion will allow the flow of product to move much faster, and will also be safer for everyone."

One of the newly added warehouses is about 20,000 sq. ft., and will primarily be used for OE factory overrun parts, one of PAM's biggest growing additions. "This week, I can confidently say, we will have over 200 new factory over-run pick-up boxes in stock", says Meyers... "we need the room."

Also in the mix of the new space and remodeling projects includes an expanded lower level



sales department (PAM's currently has 14 full time sales associates), a 3,600 sq. ft. upper level conference and training center, complete with full wireless capabilities, wireless microphones, surround speakers, HD projectors, convenient amenities like fridge, coffee, water and pop, additional private meeting rooms, whiteboard, Smart-

board, and seating for 100 people.

PAM's Auto just celebrated 20 years in business and are proud members of ARM, ARA Gold Seal certified, and were recently selected as a Top 100 Workplace in Minnesota by the Star Tribune.



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ARM NEWS

Automotive Recyclers of Minnesota Stormwater Testing Kit Order Form

Full Kit includes: Cooler, Nitric Acid preserved bottle for metals, Unpreserved bottle for TSS, Temperature Blank, Ziploc bags for ice, Trip Blank for BTEX, Sample vials for BTEX, Label for bottles, return shipping label, Chain of Custody form, lab services.

	ARM MEMBER		
	Price	Qty.	Total
Full Kit	\$134.09	_____	_____
TSS Kit	\$26.82	_____	_____
Aluminum Kit	\$26.82	_____	_____
Iron Kit	\$26.82	_____	_____
Lead Kit	\$26.82	_____	_____
BTEX Kit	\$53.64	_____	_____

All kit pricing includes sales tax

Check made payable **TOTAL DUE** _____
to ARM or credit card information must accompany order.

Shipping/Billing Address:

Name _____
Company: _____
Address _____
City, State, Zip _____
Phone _____
Email _____

Payment Method:

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

Name on Card _____
Amount _____ Exp. Date _____
Credit Card# _____
CV Code _____ Date _____
Authorized Signature _____

Mail To:

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

Automotive Recyclers of Minnesota 2012 Membership Directory

MAKE SURE YOUR AD IS INCLUDED!

Advertise in the Automotive Recyclers of Minnesota 2012 Membership Directory!

Reach your target market!

Mailed out to insurance adjusters, body shops, mechanical repair shops and automotive recyclers throughout Minnesota and beyond!

ADVERTISING RATES & ORDER FORM

Please indicate which ad size you prefer.

Advertisement Size	Rate
<input type="checkbox"/> Double Page (9" x 17")	\$500
<input type="checkbox"/> Inside Front Cover (4.5" x 8.5")	\$400
<input type="checkbox"/> Full Page (4.5" x 8.5")	\$300
<input type="checkbox"/> One-Half Page (4.5" x 4.25")	\$200
<input type="checkbox"/> One-Fourth Page (4.5" x 2")	\$125

100# GLOSS PAPER IN FULL COLOR!

Please e-mail ad to autorecyclersmn@bitstream.net.
Ads should be in full color & sent as either a .jpeg image or .pdf file. Also keep in mind the sizes needed for each ad option!

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Company: _____
Address: _____
City, State Zip: _____
Phone: _____
Email: _____

Payment Method:

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

Name on Card _____
Amount _____ Exp. Date _____
Credit Card# _____
CV Code _____ Date _____
Authorized Signature _____

Return with payment to: Automotive Recyclers of Minnesota
3333 Skycroft Circle, Minneapolis, MN 55418
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ARM NEWS

Trade Show Sales Success

By Christine Corelli

Exhibiting in an industry trade show is the best marketing vehicle to physically obtain access to potential and existing customers. It is an excellent opportunity to display your product or service to the largest number of people at any single event. In fact, it can generate more leads than you can obtain in the field during a whole year. Exhibiting can provide an excellent opportunity to learn more about your industry, obtain ideas, form strategic alliances, attend educational seminars, develop relationships, and check out your competition.

On the other hand, exhibiting in a trade show can also be a great waste of money if you don't know how to promote and sell on the trade show floor. Here are some

trade show selling techniques that can make the difference between success or failure in your trade show endeavors.

PRIOR TO THE SHOW... Gather your Troops

"Everyone is in sales!" Gather your troops to share ideas and discuss what has and has not worked for you when you have exhibited in the past. Be sure you involve not only your sales and marketing people, but everyone who has customer contact. Involving your people in the planning process can generate ideas and build enthusiasm for the show. Discuss ways you can get your best customers and potential customers to visit. Strategize how what you can do to make it special for them to visit your booth. Also, consider whether you might want to hold a special event in conjunction with your show or host a dinner at a great restaurant

Give Some Thought Before you Spend Money on Common Giveaways

Many clients experience success with small giveaways at their booth. However, I've seen too many "souvenir-seekers," and "just-lookers" who take up valuable selling time collecting these small items simply because they're FREE. You just might get a bigger bang for your buck by purchasing usable specialty items and nice gifts for your important customers and those you are hoping to obtain. You don't need a huge budget to do this—you just need a smart strategy as described below. Besides, since you'll already be spending a great deal of money on exhibit space and related expenses, why not spend a little more to ensure you get better trade show sales results?

Bait the Hook so you can Catch the Fish

Purchase moderately priced but usable gifts such as a Walkman (always usable), a unique toy (Monsters, Inc.



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AutoDataDirect, Inc.

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ARM NEWS

is HOT), funny T-shirt (I've seen buyers stand in lines to receive hats and funny T-shirts), or a great novelty item (SMOKELESS ASHTRAY, MAYBE?) to use to help with your pre-show promotion that will entice buyers to visit your booth. Be creative when selecting what you buy. Then invite your best customers and those you wish to obtain to your trade show exhibit; let them know a personally addressed gift is waiting for them in your booth.

Here's something even more effective: Send them half of the gift. For example, send just the earphones to a Walkman with a note that says, "What goes with this is in a personally addressed box in Booth Number 108. (You will want to be sure these gifts are discreetly wrapped, so as not to offend anyone who may not have received one.)"

Talk it Up

Spread the word that you are exhibiting and promote the show. Many companies make the mistake of relying only on show management to bring buyers in. Trade show management's job is to sell booth space and invite the industry to the trade show. You need the assistance of not only your sales and marketing people, but you need everyone in your organization who has customer contact to "talk up" the show. For example, when your receptionist answers the phone and recognizes the customer, before switching the call he or she can say, "Hi, Mr. Johnson. You'll be visiting us at the show I hope. We're expecting to see you there."

In the weeks prior to the show, make sure your credit people, customer service and technicians help you to promote the trade show whenever they are interacting with customers. Of course, your sales force should make as many appointments as possible with customers and prospects. If you have sent them a creative invitation to your booth with a notification about a nice gift, it will make it easier for them to do.

Advertise!

Make sure you leave no stone unturned for trade show sales success. Advertise in your industry publication in the preshow issue. Make sure your ad is eye-catching and will stand out amongst the rest. Remember: boring is OUT — Creativity, eye-catching, and MEMORABLE is IN.

Train your Booth Personnel on Trade Show Selling Skills

All booth personnel must learn about your products or services being displayed to help them your sales force



www.NorthernMetalRecycling.com

For current pricing call any of the locations listed below:

St. Paul Area

521 Barge Channel Road, St. Paul, MN 55107

All Grades of Scrap Metal

Bob Kaplan

(651) 224-4877

Minneapolis Area

2800 Pacific St. N, Minneapolis, MN 55411

All Grades of Scrap Metal

Jim Peters

(612) 529-9221

Western Minnesota

900 18th Av. NE, Glenwood, MN 56334

All Grades of Scrap Metal

Joe Alexander

1-320-634-3035

Wisconsin

8010 Olson Drive, Eau Claire, WI 54703

All Grades of Scrap Metal

Chris Higley

(715) 834-6677

ARM NEWS

generate leads. Brainstorm every conceivable question attendees might ask on the show floor. Carefully formulate the questions you want them to ask to qualify visitors and the sales message you want to convey.

Then have them PRACTICE how to deliver information and answer questions concisely and powerfully. This is especially important for technicians, service people, or receptionists who may be part of your booth staff, but have not had any sales training. You will need their help during peak hours when your sales force may be occupied. Make sure they know a little about your competitors' product/s and are able to state with confidence and tact why yours is better. Be sure you have a lead-handling plan and that everyone knows how it will work.

AT THE TRADE SHOW... Greet, Qualify and Interest People Fast

Never wait. Initiate! Extend your hand and greet the visitor. "Hi, I'm John." (This is by far, the best way to get people who hesitate and look at your booth to come in.) Small talk for a few seconds, then ask a question to qualify the person before discussing your products or services, i.e., "What are your needs?" "What's your application?" "Have you heard about our company and our new...?" During peak hours, try not to spend more than five minutes with any one prospect unless they are genuinely interested. Get their contact information! As you know, most trade shows have sophisticated lead systems that are highly effective, just be sure to record the customers' level of interest, purchasing influence, budget, specific application, time frames and phone number.

Make Visitors Feel Important

Be sure to shake hands, maintain eye-contact, and direct questions to all individuals who come in from one company as a group. Don't make the mistake of paying more attention only to the decision maker. You need to make a positive impression with everyone if you want to see results in your trade show sales.

If you are expecting an important customer or potential customer placing a sign on an easel that says "Welcome... Joe Smith, XYZ COMPANY," can be a nice touch. And, introducing interested prospects to upper-level management, service people, and other key people in your company helps to build relationships, and demonstrates class and professionalism. Remember the old adage: You may never get a second chance to make a positive first impression.



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

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

Standard General Liability Coverages

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

Standard Excess Umbrella Coverages

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

Standard Property Policy Coverages

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

Optional Policy Coverages

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

Call us today and let us show you where we can make a difference to you, your business, your people, and your bottom line.

Bill Velin

Direct: 952.830.3039
bill_velin@wellsfargo.com

Emily Fisher

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emily_fisher@wellsfargo.com



ARM NEWS

Deliver an Enthusiastic Presentation

Make buyers feel the same enthusiasm for your product or service as you do. Again, be clear, concise, brief and confident. Be sensitive and "in tune" with how your customer is reacting. Know when to talk, know when to listen. Know when to shift gears! Visitors' attention spans will be limited. They may be jet-lagged and fatigued. Also, they will want to visit other booths at the show. Remember: Your main purpose of exhibiting in a trade show is to generate qualified leads and gain commitment for action from interested buyers.

Get Some Type of Commitment

Bring your calendar and set up appointments with customers while they are at the show. If, however, you have a customer who is ready to buy...

Ask for the Business!

Most salespeople don't do this which is a mistake, but in many instances you can and should close business on the trade show floor. Sound confident and relaxed and ASK for the sale.

AFTER THE SHOW... The Trade Show's Over, Now What?

Your feet are aching and you are likely feeling as if your get up and go got up and went. But if your pre-show marketing and promotion strategies and selling skills on the trade show floor were effective, your end result should be a substantial amount of qualified leads. But if you go back to "business as usual" or if you become overwhelmed with to-dos, phone calls, back-mail, etc., and don't follow up fast, you may miss the boat. Worse, you may not acquire business your company hoped to obtain from its trade show investment.

After a Trade Show, Don't Wait. Initiate.

Phone prospects immediately to demonstrate your professionalism and dependability. Follow up within three days, while you are still fresh in the customers' minds. If you did a good job at the booth and they have not done business with you prior to the show, they should remember you. But if you wait, they may forget you and their interest in buying may diminish.

When you follow up, don't bother to send mail without speaking to your prospect first, unless you want to end up in a big literature pile with everyone else. Fax a brief letter with a recap of what you discussed and the key benefits of your product/service. Then keep calling until you set up an appointment or demo. You also may wish to send an e-mail with a link to your Website once or twice as well, but do keep calling.

After a trade show, and anytime you interact with customers, remember this: If you say the same things your competitors say, and use the same approach, how will you ever stand out in the mind of the customer? So use a different approach with your selling style; and be sure that you effectively communicate why your company can meet their needs, how your company can help them increase their profitability, and why you are better than your competitors.

Exhibiting at a trade show can be a costly and labor-intensive venture when you consider booth space, displays, marketing materials, travel expenses, etc. Despite the costs, if you properly plan for the event, are creative with your sales and marketing strategy, are efficient and make a positive impression on the trade show floor, and do a fast follow-up afterwards, your results will far surpass the investment.

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Christine Corelli author of five business books including the popular *Wake Up and Smell the Competition*. Her track record includes over two hundred published articles, hundreds of presentations at meetings and conferences and an impressive client list including many in the automotive industry. Her newest book release, *Capture Your Competitors' Customers* and *KEEP Them* is set for May, 2011.



Recycled Parts Plus

www.rppplus.com

Parts Broadcast Line: 888-210-1850

Fax: 800-469-9445

Cindy LaVesser

Direct: 866-837-2039

cindy@rppplus.com

ARM NEWS

ATTENTION ALL FULL ARM MEMBERS

Scholarship applications are now being accepted for 2012 year of funding.

Application materials were included in the last ARM newsletter, and also be obtained from the ARM website – ARM Foundation page (www.autorecyclersmn.net).

The deadline to apply for a scholarship is March 1, 2012. All applications must be complete and post-marked by that date or they cannot be considered.

Any questions regarding scholarships should be directed to Kelly Salseg, ARM Executive Director at 612-781-5555 or autorecyclersmn@bitstream.net

ADOLPH's Catalytic Converters

Top prices paid for catalytic converters

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12325 Cloud Drive Blaine, MN 55449 www.AdolphsCoverters.com

Automotive Recyclers of Minnesota HAS YOUR BAGS!!

ARM has plastic bags with ARM logo available at a price that would be hard to match!!! Save money, support ARM and order from us!!

Pick up at Metro Auto Salvage in Lakeville, MN -OR- include \$10 shipping charge per package.

Plastic bags: 18 x 24 - 250/pkg., 3 MIL Thickness

Price	Qty.	Total
\$45.00 (ARM Member)	_____	= _____
\$50.00 (Non-Member)	_____	= _____

Subtotal _____

Minnesota & Hennepin Cty. Sales Tax 7.275% _____

Shipping (\$10.00 per package) _____

TOTAL DUE _____

Check made payable to ARM or credit card information must accompany order.

Shipping Address:

Name _____

Company: _____

Address _____

City, State, Zip _____

Phone _____

Email _____

Billing Address: (if different)

Name _____

Company: _____

Address _____

City, State, Zip _____

Payment Method:

I have enclosed a check made payable to "ARM" in the amount of _____

I will pay by credit card: We accept Visa and MasterCard

Name on Card _____

Amount _____ Exp. Date _____

Credit Card# _____

CV Code _____ Date _____

Authorized Signature _____

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



REASONS TO JOIN AUTOMOTIVE RECYCLERS OF MINNESOTA

Newsletter

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

Membership Directory

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

Representation at the Capitol

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

National Affiliation

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

ARM Foundation

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

Web Site- www.autorecyclersmn.net

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

Upper Midwest Automotive Recyclers Convention & Trade Show

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

Products

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

MN-CAR Program (Minnesota Certified Automotive Recycler)

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

Educational and Social Events

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

Be a Player

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

Automotive Recyclers of Minnesota Application for Membership

Company Name _____

Contact Person & Title (Name in directory) _____

Address _____

City _____

State, Zip _____

Whom should ARM invoice at your company? _____

If different address than above, list _____

Phone: _____

Toll Free: _____

Fax: _____

E-mail _____

In business since: _____

No. of employees: _____

Web Site _____

ENCLOSED IS MY ARM MEMBERSHIP CHECK:

\$199.00 Full Member

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

\$150.00 Associate Member

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

Rates are based on annual membership.

Please return this form with your membership check to:
ARM, 3333 Skycroft Circle, Minneapolis, MN 55418.

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

Email autorecyclersmn@bitstream.net

The **HOTLINES** Difference.

There's a reason the top recyclers across Florida are becoming members of the Hotlines Network. That's because Hotlines remembers what lines used to be like in the days when good payment history and a good reputation were mandatory for line membership.

NEW MEMBERS:

Only the top recyclers are invited to become Hotlines members. Each new applicant is screened based on:

- Length of time in business
- Payment history
- Quality of parts

Applicants must have 3 Credit References who are willing to vouch for the applicant's quality.

Then each new applicant is voted on by the
entire membership

Recyclers who do not pay their bills or
ship shoddy parts are not accepted.

EXISTING MEMBERS:

Once on, those same high standards continue. Hotlines has the toughest Roll Call policy in the industry. The Hotlines owners invented the concept of Roll Call.

Members who do not pay their bills are **REMOVED** from the Network until the bill is paid.

Members who make a habit of not paying their bills are **PERMINANTLY REMOVED**.

If you value these things, look no further.

Call Hotlines today, toll free:

(866) 355 - 5350

**to discover for yourself the
HOTLINES difference**

ARM NEWS

Member News

QRP OF WISCONSIN: Recycling members of ARM, what are you waiting for? QRP Salvage Solutions is now independently owned and operated and salvage purchasing opportunities in Minnesota and all around the upper Midwest are available to you without any membership or registration fee. Our base of customers want to display their salvage to YOU. Contact Roger Ross, QRP Salvage Solutions to learn how you can start participating with this salvage acquisition program. Auto and truck salvage acquisition designed specifically for

professional auto and truck recyclers. 888-241-0294

U PULL R PARTS: Congratulations to Keith Olson who marked 25 years with U PULL R PARTS this past November 1!

Congratulations to new Grandpappy – Carl Genz! Beautiful little Avery Marie Genz, daughter of Carl's son Alex and his wife Kelli, was born on November 30 at 5:37 p.m. She weighed 7 lbs 5 oz, 20 1/2 inches long and is beyond precious.

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Terry Westedt, Weller Auto Parts Inc.

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Access to crash estimating data and industry leading 3D vehicle graphics designed specifically for recyclers.

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hollandersales@audatex.com

ARM NEWS

Automotive Recyclers of Minnesota

7th Annual Winter Outing

Friday & Saturday, January 27 & 28, 2012

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

Where:

Mille Lacs Lake • McQuoid's Inn
1325 Hwy. 47 North
Isle, MN
800-862-3535
www.mcquoidsinn.com

Lodging Information:

McQuoid's Resort offers hotel rooms, cabins and condos, as well as a variety of sleep-in ice fishing houses at a variety of prices. McQuoid's contact info: Toll Free 800-862-3535; www.mcquoidsinn.com.

THANK YOU TO OUR SPONSORS:

ADOLPH'S CONVERTERS & CORES

BW INSURANCE AGENCY

NORTHERN METAL RECYCLING

Registration Materials
can also be found
online at [www.
autorecyclersmn.net](http://www.autorecyclersmn.net)

Winter Outing Activities Schedule:

Friday, January 27

5:30 p.m. Hospitality Lodge Opens — Beer provided — you are welcome to BYOB

6 p.m. BW Insurance Agency
Appetizer Competition
1st Prize \$100 ~ 2nd Prize \$50 ~ 3rd Prize - \$25
Bring an appetizer to share at the Hospitality Lodge and have a chance of winning a cash prize for tastiest treat!

Saturday, January 28

9 a.m. — Ice Fishing Contest \$50 cash
3 p.m. prize for each category: First Fish, Most Fish, and Biggest Fish (pounds)

1 p.m. Hospitality Lodge Opens.

1 p.m. Lunch available for pick up in Hospitality Lodge.

For those needing a break from fishing — hang out in the Hospitality Lodge for dice or card games..

6 p.m. Tasting, Judging & Awarding of cash prizes for the Adolph's Converters & Cores Chili Cook Off & the Ice Fishing Contest in Hospitality Lodge. Must be pre-registered to enter Chili Cook-Off Competition. One winner - BEST DARN CHILI - receives a \$200 cash prize!

Contact Kelly Salseg for more info @ 612-781-5555 or
autorecyclersmn@bitstream.net

ARM NEWS

ARM 2011 WINTER OUTING REGISTRATION FORM

**REGISTRATION FORMS MUST BE RETURNED TO ARM OFFICE
NO LATER THAN MONDAY, JANUARY 25, 2012**

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

Friday _____ # Saturday _____

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

- #1 Name _____ (\$25.00)
- #2 Name _____ (\$25.00)
- #3 Name _____ (\$25.00)
- #4 Name _____ (\$25.00)
- #5 Name _____ (\$25.00)
- #6 Name _____ (\$25.00)
- #7 Name _____ (\$25.00)
- #8 Name _____ (\$25.00)

TOTAL \$ _____

ADOLPH'S CONVERTERS & CORES CHILI COOK OFF CONTEST

MUST BE PREREGISTERED TO PARTICIPATE & QUALIFY FOR PRIZE MONEY

(No Entry Fee)

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

For additional registrants please write on separate sheet.

Name & # _____

Name & # _____

BW INSURANCE AGENCY APPETIZER COMPETITION

MUST BE PREREGISTERED TO PARTICIPATE & QUALIFY FOR PRIZE MONEY

(No Entry Fee)

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

For additional registrants please write on separate sheet.

Name & # _____

Name & # _____

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

Company Name _____ Contact Person _____

Payment Method:

- I have enclosed a check made payable to "ARM" in the amount of \$ _____
- For credit card information complete information below. We accept Visa and Master Card.

Name on card _____

Credit Card Number _____

Exp. Date _____ 3 digit security code _____

Signature _____

RETURN WITH PAYMENT TO:

Automotive Recyclers of Minnesota
3333 Skycroft Circle
Minneapolis, MN 55418

Phone: (612)781-5555 • Fax: (612) 781-7052

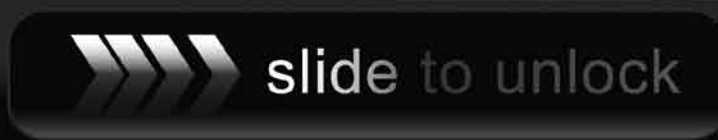
Email: autorecyclersmn@bitstream.net

www.autorecyclersmn.net

2012 Upper Midwest Auto & Truck Recyclers Convention & Tradeshow



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



PACKAGE PLANS

iPACKAGE **3**

iPACKAGE **2**

iPACKAGE **1**

Three conference registrations (includes meals)	✓		
Two conference registrations (includes meals)		✓	
One conference registration (includes meals)			✓
Trade Show booth with 6' table and 2 chairs Electrical outlet and wireless internet Skirting and signage	✓	✓	✓
Recognition page in ARM & CARS newsletters & listing in Program Booklet	✓	✓	✓
Recognition and link on the official Upper Midwest Convention web site	✓	✓	✓
ARM & CARS Membership Directories	✓	✓	✓
Invited to attend all convention educational seminars and entertainment activities	✓	✓	✓
Invited to attend and participate in any and all special events/tours/entertainment	✓	✓	✓
2 sets of ARM & CARS mailing labels	✓		
1 set of ARM & CARS mailing labels		✓	
Coupon for a complimentary 2012 ARM & CARS associate membership (VALUED @ \$300)	✓		
Profile of your company in one issue each of the ARM & CARS newsletter	✓		
1/4 page ad in Program Booklet	✓		
Special event signage	✓		
Email blast provided by you to potential attendees	✓		
	\$1,200⁰⁰	\$900⁰⁰	\$750⁰⁰
	ADD TO CART	ADD TO CART	ADD TO CART

Trade Show Hours: Friday 4-7PM and Saturday 1 – 4 PM are set aside exclusively for you. No other programming is scheduled during this time. That is **6 HOURS OF EXCLUSIVE NON-COMPETE TRADE SHOW TIME**. This also allows you to take full advantage of all the educational opportunities we are offering. Specific programming details are being finalized and are subject to change. Check out our website @ www.recyclersconvention.com for the most current information.

Booth Information: We will provide you with a 6'x10' booth, one table w/skirting, 2 chairs, pipe and drape, signage, wireless internet, and electricity. Additional booths may be purchased for \$500. You may arrange with the hotel to provide extension cords (\$6/per) and power strips (\$11/per) or you may provide your own. Booths may be set up Friday, April 27 between 8 A.M. and 3 P.M. If a booth is not set up by Friday, April 27, 3 P.M. it will be considered a "no show" and the space will be reassigned. Refunds will not be available to "no show" exhibitors. You must start dismantling your booths on Saturday, April 28 promptly at 4 p.m. Early breakdown is not permitted.

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

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

Cancellation Policy: In the event of cancellation prior to March 31, 2012, exhibitors will forfeit \$500 per booth deposit. Cancellations after March 31, 2012, shall forfeit entire payment. All forfeited payments shall become the property of the Upper Midwest Auto & Truck Recyclers Convention & Trade Show.

Products/Promotional Materials/Displays: Ramada Plaza will accept your shipments. They must be clearly marked with your company name and Upper Midwest Auto & Truck Recyclers. Vendors are responsible for arranging return shipment. Direct questions to the Ramada – Lisa Konsti - 612.331.1900.

Ship to: Ramada Plaza Minneapolis, ATTN.: LISA KONSTI, 1330 Industrial Blvd. N.E., Minneapolis, MN 55413.

INFO FOR YOU

AIRPORT & SHUTTLE SERVICE

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

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

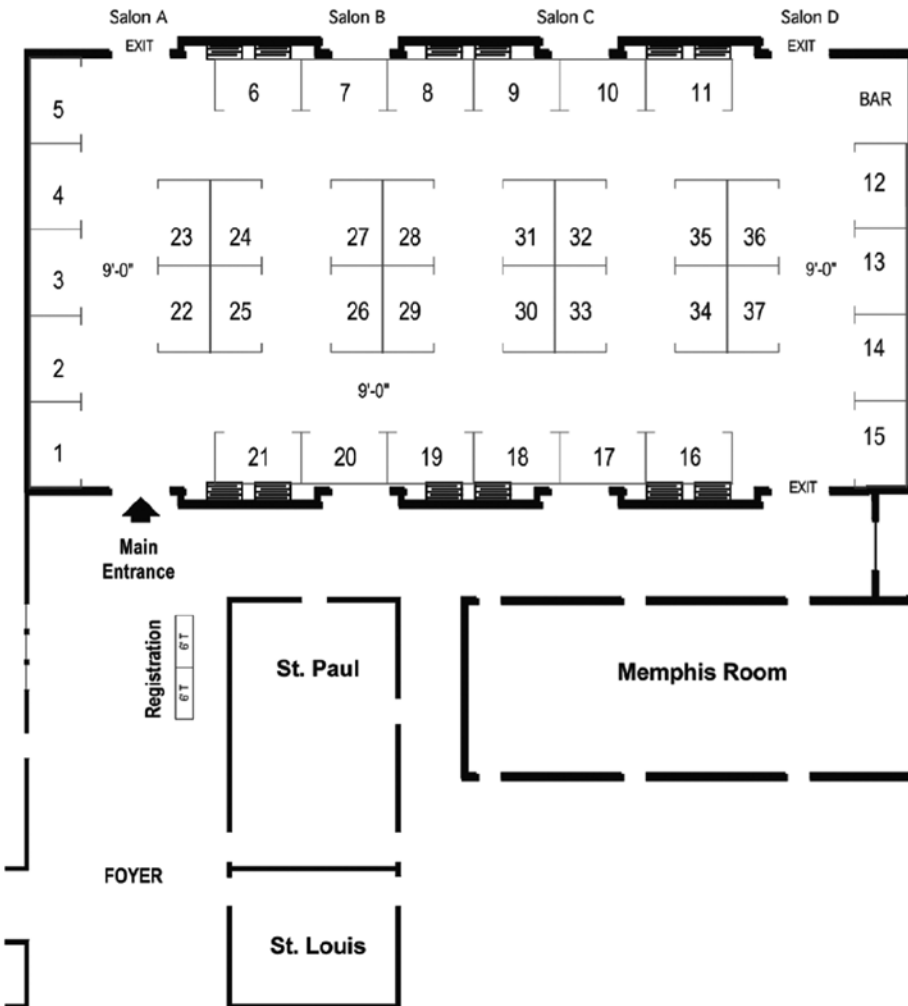
Airport Taxi Service

Terminal 1-Lindbergh

Taxi service is available at both terminals via the Tram Level (Level T) Signs direct passengers one level up to the taxi starter booth, where airport staff will assist passengers in obtaining a taxi.

Terminal 2-Humphrey

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



EXHIBITOR

SPONSORSHIP OPPORTUNITIES

Increase your visibility and support through a variety of sponsorship opportunities. All sponsorships are available on a first-come, first-served basis. If you don't act fast, something you have sponsored in the past may soon disappear. All sponsorships will receive a link on the 2012 Upper Midwest Convention website, recognition in the attendee program booklet & ARM & CARS newsletters, area signage & preferential name badges.

HOTEL ROOM WELCOME HOST \$1500

This sponsorship allows you to be the first business your guests will see upon their hotel check in. Provide us with your business card & company artwork for a Welcome Bag to be handed out at check in. You may provide us with any additional items of your choosing to be included in each bag. We will also have chocolates personalized with your company information placed in attendees rooms as a gift Friday night.

HOTEL ROOM KEY SPONSOR \$1500

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

EXPOSURE EXPOSURE EXPOSURE!

REGISTRATION BOOTH HOST \$1000

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

HOSPITALITY SUITE HOST (THURSDAY, FRIDAY OR SATURDAY) \$1000 EACH

BREAKFAST HOST (FRIDAY OR SATURDAY) \$750 EACH

LUNCHEON HOST (FRIDAY OR SATURDAY) \$750 EACH

DINNER HOST (FRIDAY OR SATURDAY) \$1000 EACH

EDUCATIONAL HOST (MULTIPLE SPONSORSHIPS AVAILABLE) \$500 EACH

CAR ART COMPETITION SPONSOR \$500

VALVE COVER RACE SPONSOR \$600

SPONSORS

THURSDAY NIGHT HOST/NO HOST DINNER

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

YARD TOURS

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

HELP WITH THE LIVE AUCTION

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

PROGRAM BOOKLET ADS

WANT ADDITIONAL NAME RECOGNITION?

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

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

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

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

ORSHIP



Hospitality Suite

INFO FOR YOU

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

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

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

FEATURES

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

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



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

DIRECTIONS

FROM NORTH

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

FROM SOUTH

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

FROM EAST

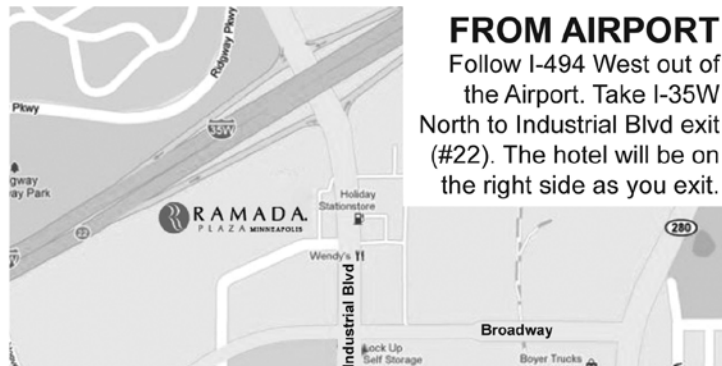
Follow I-94 West towards Minneapolis. Take Hwy 280 N. At first stoplight (Broadway Street) take a left. Take a right on Industrial Blvd and hotel will be on the left.

FROM WEST

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

FROM AIRPORT

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



Hospitality Suite

OPEN FOR THE

REGISTRATION

Company Name _____
Contact Name _____
Booth Personnel Name(s) _____
Address _____
City _____ State _____ Zip _____
E-mail address _____ Web _____
Phone _____ Fax _____

Vendor Package

iPackage 3 \$1200 iPackage 2 \$900 iPackage 1 \$750
 Additional booths @ \$500 per booth\$ _____
Please indicate booth # preference – first come – first served
Booth # Priority 1 _____ Priority 2 _____ Priority 3 _____
 Number of additional personnel @ \$150 each (includes meals)\$ _____
 Yes, I would like to bring large equipment and may need outdoor space

Total Sponsorship Opportunities _____ \$ _____

<input type="checkbox"/> Hospitality Suite \$1000 each night TH _____ F _____ SA _____	<input type="checkbox"/> Breakfast Sponsor \$750 F _____ SA _____
<input type="checkbox"/> Hotel Room Key Sponsor \$1500	<input type="checkbox"/> Lunch Sponsor \$750 F _____ SA _____
<input type="checkbox"/> Registration Host \$1000	<input type="checkbox"/> Dinner Sponsor \$1000 F _____ SA _____
<input type="checkbox"/> Hotel Room Welcome Host \$1500	<input type="checkbox"/> Valve Cover Race \$600
<input type="checkbox"/> Educational Programs \$500	<input type="checkbox"/> Car Art Competition Sponsor \$500

Program Booklet Ad Space _____ \$ _____

<input type="checkbox"/> Business card size \$35	<input type="checkbox"/> 1/2 page \$50	<input type="checkbox"/> Full page \$75
<input type="checkbox"/> Front inside cover \$100	<input type="checkbox"/> Back inside cover \$100	<input type="checkbox"/> Back outside cover \$125

GRAND TOTAL \$ _____

Enclosed is a check payable to: ARM Or please charge my: Visa Mastercard
Card # _____ 3 Digit Security Code: _____ Expiration Date: _____
Cardholder's Name: (please print) _____ Cardholder's Signature: _____
Billing Address of Card: _____

Mail/Fax/Email completed application and insurance verification to:

ARM-Automotive Recyclers of Minnesota
ATTN: Upper Midwest Convention & Tradeshow
3333 Skycroft Circle, Minneapolis, MN 55418

Please contact Kelly Salseg with any questions you may have at 612 781-5555 or send an email to autorecyclersmn@bitstream.net

Please assist us with our planning by providing us with a **TOTAL NUMBER OF PERSONS** participating in the following:

Friday Breakfast Friday Lunch Friday Dinner | Saturday Breakfast Saturday Lunch Saturday Dinner

INDUSTRY NEWS

Deadline to Post National Labor Relations Board Employee Poster Extended

The National Labor Relations Board has postponed the implementation date for its new

notice-posting rule by more than two months in order to allow for enhanced education and outreach to employers, particularly those who operate small and medium sized businesses. The new effective date of the rule is Jan. 31, 2012.

The decision to extend the rollout period followed queries from businesses and trade organizations indicating uncertainty about which businesses fall under the Board's jurisdiction, and was made in the interest of ensuring broad voluntary compliance. No other changes in the rule, or in the form or content of the notice, will be made.

The Board's jurisdiction extends to most small business owners. However, some very small employers whose annual volume of business is not large enough to have more than a slight effect on interstate commerce are exempted.

In the case of retail businesses, the Board's jurisdiction covers any employer with a gross annual volume of business of \$500,000 or more. The Board's non-retail jurisdictional standard applies to most other employers. It is based on the amount of goods sold or services provided by the employer out of state (called "outflow") or goods or services purchased by the employer from out of state (called "inflow"), even indirectly. Under this standard, the Board will take jurisdiction over an employer with an annual inflow or outflow of at least \$50,000.

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