

March/April 2011

The Minnesota Recycler



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Recyclers in Minnesota**



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THE MINNESOTA RECYCLER

THE VOICE OF AUTOMOTIVE RECYCLERS IN MINNESOTA

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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.

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

ARM NEWS

Automotive Recyclers of Minnesota Minutes - Board of Directors Meeting

October 13 2010 - Davanni's, Plymouth, MN

MINUTES

Call to Order: The Board of Directors meeting was called to order at 6:41 p.m. by ARM President, Dave Marofsky. **Board present:** Chris Bickmann, Jesse Faust, Carl Genz, Mark Hortman, Paul Lang, Rick Lemke, Dave Marofsky, Shane Rudd, Terry Stenglein & Steve Tretter. **Board absent:** Randy Davis & Patrick Garrity. **Staff Present:** Kelly Lynch-Salseg.

August 2010 board meeting minutes were reviewed.

Stenglein motioned to approve the minutes; Hortman seconded. Motion carried.

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

Several items were discussed while reviewing the financials: Salseg to look into whether the Scholarship Selection Committee was issued their \$250 donation; check on testing requirements for scholarship eligibility; send scholarship eligibility guidelines to board.

Hortman motioned to approve the financials; Faust seconded. Motion carried.

President's Report: Marofsky discussed conversation and email he had received from Betsy Finnell with Hotlines. Hotlines provides a revenue source for the ARM association and would like increased participation from the ARM board in educating our members regarding Hotlines services. The ARM board would like to support Hotlines towards these efforts and created a Hotlines Board Sub-Committee chaired by Rudd with other committee members being: Bickmann, Faust, Hortman, & Marofsky.

As Rudd is chairing the newly formed Hotlines Committee, Lemke will now chair the MN-CAR committee. *Rudd and Salseg will contact new committee members with their assigned Hotlines calls.*

Executive Director's Report:

Membership - Reported that ARM has picked up 1 new member since the last board meeting. Total membership is at a record high of 145 members.

MN CAR: *Lemke will contact Kendzioriski to discuss the situation with the MN-CAR Certificates.* Lemke reviewed several proposed changes in the ARA CARS program and he will discuss these further with Kendzioriski so that ARM may provide feedback to ARA.

Tretter discussed MN CAR participation level and it was determined that *Lemke and Salseg will work on a letter explaining to our membership how MN CAR will be a major asset in passing the storm water testing.*

Lemke will send out a list to all board members of sources for storm water testing kits and all board members will call and report back with pricing.

Board: Genz's term on the board will be up on December 31, 2010. Several potential candidates for election to the board were discussed and *Salseg will contact these potential candidates.*

Lemke motioned to elect Bickmann as Board Secretary/Treasurer; Genz seconded. Motion carried.

Board attendance policy was discussed. ***Hortman made a motion to amend the bylaws (section 3.04) to read: All directors must attend a minimum of four regularly scheduled board meetings in a calendar year. After a second absence from a regularly scheduled board meeting, notice will be sent that that director's presence is required at the remainder of the regularly scheduled board meetings for that calendar year. Should that director miss a third regularly scheduled board meeting, the board shall vote on whether the absent director shall remain on the board, and the director will be notified of the outcome of the vote. Should the board vote the director remain on the board, the board will vote on***

ARM NEWS

every subsequent absence of that director for the rest of the calendar year. Genz seconded. A vote was taken - 1 abstention; 3 nays; 5 ayes. Motion carried.

Winter Outing: The Winter Outing is set for the weekend of January 28 & 29, 2011 and all of the major sponsorships have been filled. The sponsorship letter and registration form will go out in November.

Committee Reports:

Convention: Lemke reported that he was contacted by Mike Swift with the IA association

to inquire if there was an interest from MN and WI in joining with IA, IL and IN for a 5 state convention in 2012. Lemke reported that Swifts' inquiry had been discussed on the last Upper Midwest Convention Conference call and WI stated they have no interest in a 5 state convention and there was no need to continue bringing up the discussion. On the conference call a motion was made that the Upper Midwest Auto & Truck Recyclers Convention continually remain being sponsored by only WI and MN. The motion was seconded. Motion unanimously passed.

An ARM Board vote was taken that the Upper Midwest Auto & Truck Recyclers Convention continually remain a 2 state convention between Minnesota and Wisconsin only and the vote was unanimous that it should be so.

Membership: Covered.

Govt. Relations: Passed.

Education/Events: Covered.

Newsletter: Passed.

Website: Reported a new Directory Page has been added.

MN CAR: Covered.

Date & Location of next meeting: Wednesday, December 8, 6:30 p.m. – Brooklyn Park.

There being no further business, *Hortman motioned to adjourn the meeting at 8:58 p.m.; Stenglein seconded. Motion carried.*



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ARM NEWS

Automotive Recyclers of Minnesota Minutes - Board of Directors Meeting

December 8, 2010 – Morgan's In The Park, Brooklyn Park, MN

MINUTES

Call to Order: The Board of Directors meeting was called to order at 6:35 p.m. by ARM President, Dave Marofsky. **Board present:** Jesse Faust, Patrick Garrity, Carl Genz, Mark Hortman, Paul Lang, Rick Lemke, Dave Marofsky, Shane Rudd, Terry Stenglein & Steve Tretter. Board members Bickmann and Davis arrived shortly thereafter. **Staff Present:** Kelly Lynch-Salseg. **Guest:** Derek Iverson, Waddell & Reed.

Iverson reviewed the ARM Association and ARM Foundation investment portfolios for the board and staff. Iverson recommended that the Capital Appreciation Funds in both portfolios be transferred into Asset Strategies New Opportunities Fund #461.

Iverson requested a meeting with the board in the 1st quarter of 2011 to review investments. Salseg will schedule this meeting.

Signature cards were updated to reflect the change in officers for 2011.

Genz motioned to implement the investment changes recommended by Iverson; Stenglein seconded. Motion carried.

October 2010 board meeting minutes were reviewed. **Lang motioned to approve the minutes; Davis**

seconded. Motion carried.

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

Hortman motioned to transfer \$15,000 from Association checking account into Money Market; Lemke seconded. Motion carried.

Salseg will contact Iverson at Waddell & Reed to transfer funds.

Genz motioned to approve the financials; Bickmann seconded. Motion carried.

President's Report: Marofsky thanked the board and staff for their support during his past year as Board President. Marofsky also reported that he had been contacted by the MPCA and they informed him that they intend to start monitoring yards to ensure mercury is being disposed of properly.

Executive Director's Report:

Membership: E.D. recommended the board consider an increase in membership dues for the 2012 year. E.D. will provide a state comparison at the January meeting.

MN CAR: As we have not yet received the MN CAR certificates from Kendziorski, the board requested that the E.D. go ahead and prepare and send out the MN CAR certificates.

Convention 2012: An ad hoc committee was formed to select a site for the 2012 Upper Midwest Convention & Trade Show (Salseg, Hortman, Bickmann & Lemke).

Other: E.D. reported that she has been contacted by an ARM member requesting that the board discuss the issue of insurance companies passing off their costs (towing, pictures, cleaning, etc.) with the salvage pools onto salvage yards.



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The board discussed this issue as well as the issue of unregulated buyers purchasing from salvage pools and where ARM's energies would best be spent.

It was determined to closely monitor other state associations that are currently lobbying on the unregulated buyers issue and based on outcomes revisit at a later time to determine any action(s) by ARM.

Committee Reports:

New committees were set for 2011

Membership: Rudd, Faust, Stenglein, Tretter (Hortman)

Government Relations: Garrity (Hortman)

Finance: Bickmann (Hortman)

Education/Events: Bickmann, Lang, Marofsky, Stenglein, Tretter, (Hortman)

Newsletter: Lemke (Hortman)

Website: Marofsky (Hortman)

MN CAR: Bickmann, Garrity, Lemke (Hortman)

HotLines: Rudd, Bickmann, Faust (Hortman)

Scholarship: Davis, Bickmann (Hortman)

Convention: All members.

Date & Location of next meeting: Saturday, January 29, 9 a.m. – Mcquoid's Inn – Hospitality Lodge – Isle, MN.

There being no further business, *Hortman motioned to adjourn the meeting at 8:57 p.m.; Stenglein seconded. Motion carried.*

Scrap Commodities Market Report	
Jan/Feb 2010 <i>Approximate Pricing</i>	
Crushed Cars	280.00 NT
Prepared Iron	310.00 NT
Motor Blocks	300.00 NT
Aluminum Rims	0.85/LB
Aluminum Condensers Clean	0.75/LB
Alum/Copper Radiators Clean	1.60/LB
Aluminum Case Transmissions	0.20/LB
Dirty Aluminum	0.20/LB
Batteries	0.35/LB
Lead Wheel Weights	0.45/LB

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

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



www.NorthernMetalRecycling.com

For current pricing call any of the locations listed below:

St. Paul Area

UNIVERSITY AVE VEHICLE RECYCLING
 355 University Ave E, St. Paul, MN 55130
Car Bodies and Auto-related Scrap Metal
 Marc or Bob
(651) 222-8551

NORTHERN METAL RECYCLING
 521 Barge Channel Road, St. Paul, MN 55107
All Grades of Scrap Metal
 Bob or Jerry
(651) 224-4877 (800) 798-2103

Minneapolis Area

2800 Pacific St. N, Minneapolis, MN 55411
All Grades of Scrap Metal
 Jim or Kevin
(612) 529-9221

St. Cloud & West Area

NORTHERN METAL RECYCLING
 119 Sixth Ave NE, St. Cloud, MN 56304
All Grades of Scrap Metal
 Neil or Logan
(320) 251-5971 (800) 584-9231

ARM NEWS



Message From the President

By Mark Hortman

Welcome to 2011 fellow recyclers. I would like to introduce myself and thank all of the members for the opportunity to represent everyone as the new ARM president. My name is Mark Hortman. I work at John's Auto Parts in Blaine, MN as the Chief Operations Officer. Many of you know my father-in-law Harry Haluptzok who owns John's Auto Parts and is still very active in running John's. I am trying to fill Harry's shoes, but they are big shoes to fill. No really, they are size 14! I have been at John's for 8 years doing everything from sweeping floors, selling parts, marking cars, to helping with the books and the computers. In my current job I am in charge of ensuring that John's runs smoothly.

This year will bring many challenges and opportunities to all of us in this industry and ARM will continue to help all of us keep our businesses on the right path. This year will bring storm water runoff testing as mandated by the State of Minnesota. Many yards are still trying to find out how to comply with the NMVITIS law, and we are still in the middle of a recession.

With the recession starting to show signs of recovery, now is the time to look into investing into your business and taking care of many of those things that

you meant to fix but could never justify. There are some new tax laws discussed in this month's newsletter that all owners should read and take advantage of if they are able to do so.

Keep your eyes on upcoming issues of this newsletter for more information about storm water runoff issues as ARM is working on solutions to help keep the costs down for all members. Nothing is required of us yet, and ARM will be a great source of information and solutions about this topic in the future. ARM is trying to put together a program to reduce the costs of this required testing by purchasing the tests in bulk and passing the savings along to our members. I promise future announcements about this as we start to solidify our plans.

Also make sure to mark the dates of April 28-30th on your calendar for the upcoming 2011 Upper Midwest Auto & Truck Recyclers Convention and Trade Show in West Bend, Wisconsin. CARS of Wisconsin and ARM have been doing this for many years and it always turns out to be a great educational and networking opportunity. The show had 43 vendors last year and this year promises to be even bigger and better.

Please feel free to contact me or any member of the board if you think there are issues that we need to address or if you see opportunities for ARM to serve its members better. The association is the opportunity for all of us in the industry to pool our concerns and common interests and address them, so take advantage of ARM and keep in touch.



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ARM NEWS

From the Executive Director's Desk

By Kelly Lynch-Salseg



The annual Earth Day celebration is scheduled for Friday, April 22, 2011. The first Earth Day was held in 1970 and managed to rally over 20 million people across the country to get involved in environmental "teach-ins", activities and demonstrations. Earth Day has now become an annual worldwide event.

It's clear that the environment is a top priority for everyone these days. That's why we think everyone should know that ARM and our members have been protecting the environment since day one.

As we all know, the automotive recycler plays a crucial and unique role in protecting the environment through pretreatment, parts re-use and recycling of materials. We were the "green" industry before most people even know what a "green" industry was.

Benefits of Auto Recycling

- **Save Money:** Recycled auto parts are often 50 to 90% less expensive than new parts.

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ARM NEWS

- **Conserve energy:** For every vehicle recycled there is a savings of 200 million BTU's. This is the equivalent of 1600 gallons of gasoline or enough gasoline to keep 2.3 average cars operating for one year.
- **Reduce abandoned vehicles and land filling:** Auto recycling rids roadways and landfills of over 11 million vehicles per year.
- **Raw material supply:** Auto Recyclers provide about 1/3 of the recycled metal in the United States. This reduces our dependency on foreign metal supplies.

Let's not forget that Auto Recyclers also provide jobs, pay federal, state and local taxes to help support community services and help lower the cost of insured repairs.

Please consider promoting your business and our industry this Earth Day by submitting a letter

to your local paper in order to inform readers that going green means buying recycled parts.

On another matter, please look for the 2011 Upper Midwest Auto & Truck Recyclers Convention & Trade Show materials that appear in this issue. ARM and CARS of WI have been working hard in order to pull the 2011 convention together and have placed a real premium on education. I think you will be very happy with the many and diverse educational opportunities provided. We are also excited about what looks to be another great Trade Show, and of course, we've also included some time for tours, networking and just plain fun.

I look forward to seeing you all in April at the Convention & Trade Show!



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2011 Upper Midwest Auto & Truck Recyclers Convention & Trade Show

Washington County Fair Park in West Bend, WI

April 28, 29 & 30, 2011

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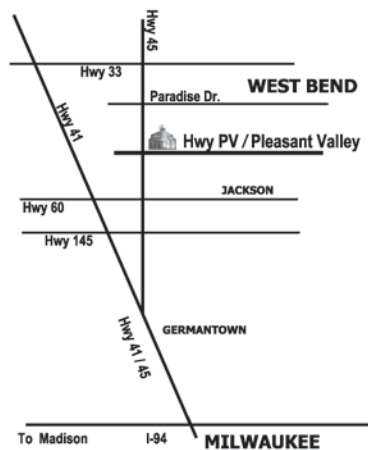
Conveniently located off Hwy 45 at the Pleasant Valley Rd. exit (Hwy PV) between Jackson and West Bend. From the South, take Hwy

41/45 North. At the Hwy 41/45 split, follow 45 North to Hwy PV. From the North, take Hwy 41 South to Hwy 60 in Jackson. Exit East to Hwy 45 North. Go north 7 miles to Hwy PV. Approximately 30 minutes North of Milwaukee, 30 minutes South of Fond du Lac, and 1 hour South of the Fox Valley area.

General Information

Parking: There is plenty of parking available at Fair Park. However if you like the idea of not worrying about driving, relax and take advantage of the complimentary bus service.

Buses: Leave the driving to us. For your convenience, the buses will run regularly between the hotels and Fair Park throughout the entire 3 day event. Check the monitor at the registration desk or the postings at your hotel for a detailed schedule. Take advantage of the service and be "chauffeured" to the offsite activities as well. Complimentary buses will be available on Saturday to attend the lunch and tour at Miller Compressing Co. and then again in the evening to attend the Open House at Kirchhayn Auto Parts.



General Mitchell

International Airport:

Conveniently located just forty miles south of the event facility. Airlines include; Air Canada, Air Tran Airways, American Airlines, Continental Express, Delta, Frontier, Great Lakes Airlines, Midwest Airlines, Southwest Airlines, United Express, US Airways Express. For more information go to www.MitchellAirport.com.

Amtrak: Milwaukee has 2 stations, one at General Mitchell International Airport and the other at 433 West Paul Avenue. The Empire Builder route offers a daily schedule between MN and WI. For more information go to www.amtrak.com.

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

Trade Show Hours: Friday 5-8PM and Saturday 2:30-5:30PM are set aside exclusively just for you to meet with the exhibitors. No other programming is scheduled during this time. Their support is very important to us, so take time to

Thursday April 28

On your own Yard Tours

- 1:00-4:00pm** QRP Annual Shareholder meeting
- 3:00pm** Convention Committee Meeting
- 4:00-6:00pm** DOT Training - Do you know the Federal Regulations governing your vehicles? Don't find out the hard way, get trained first hand. Presented by Justin Jillings, Washington County Sheriff's Department.
- 4:00-6:00pm** Google Analytics Work Shop - Leverage the power of Google. You'll learn how to configure and focus on meaningful data, and use this information to improve your Web results. Presented by Adam Chuback & Jo Stumpner, Top Floor Technologies
- 6:00-7:00pm** Welcome Reception and Supper
- 7:00-9:00pm** User Group Meetings
- Presented by Car-Part.com and Hollander

Friday April 29

Complimentary breakfast at your hotel

- 8:30-11:45am** Employment Law 2011 - Now more than ever, what you don't know about employment law can hurt you and your business. This training focuses on practical workplace applications that prepare you to deal with the real-life issues you face daily. Presented by Robert Longo, Fred Pryor Seminars
- 8:30-10:00am** Basics of 1st Aid & CPR - Learn what everyone should know in a medical emergency situation. Presented by the American Red Cross
- 10:00-10:15am** Refreshment break
- 10:15-12:15pm** Social Media Boot Camp - Things have changed in the way we communicate. Learn the importance of "the voice of the customer". Find out how to develop the strategies you need to see the results you want from your social media efforts. Presented by Tony Verre, Top Floor Technologies

visit them. Show your appreciation and give them an opportunity to see if they can help you with your business needs.

Pets: Need to travel with your pet? Not a problem. Autumglo Pet Lodge is offering a 10% discount to any convention attendee. For more information go to www.autumglo.com.

Program Booklet Ads: Anyone is welcome to 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

- 12:30-1:30pm** Lunch - sponsored by Car-Part.com
- 1:30-4:45pm** Human Resources Responsibilities - Benefits, hiring, policies, confidentiality, training, eligibility, files, compensations, discipline, references, record keeping, firing, manuals, regulations, documentation and more! Presented by Robert Longo, Fred Pryor Seminars
- 1:30-4:45pm** I-Car Recycled Parts for Collision Repair - Find out how the latest changes in vehicle construction will affect our industry. Presented by Shawn Collins
- 2:15-2:30pm** Refreshment Break - sponsored by R.J. McClellan
- 5:00-6:00pm** Supper
- 5:00-8:00pm** Trade Show
- 8:00pm** Live Auction
- 10:00pm** Hospitality @ Fair Park

Saturday April 30

Complimentary breakfast at your hotel

- 8:30-10:45am** Utilizing eBay in Your Business - Presented by Steve Adams & Ryan Tominga, eBay Motors Parts & Accessories
- 9:00-10:45am** Basic 1st Aid & CPR - Learn what everyone should know in a medical emergency situation. Presented by the American Red Cross
- 9:30-9:45am** Refreshment Break - sponsored by Recycled Parts Plus
- 11:00-2:00pm** Miller Compressing Tour and Lunch - sponsored by Miller Compressing Co. Buses will leave 11am sharp, meet at front registration desk area.
- 2:15-2:30pm** Refreshment Break - sponsored by Car-Part.com
- 2:30-5:30pm** Trade Show
- 5:30pm** Supper
- 6:30pm** Buses leave for Open House at Kirchhayn Auto Parts

Schedule subject to change

or camera ready artwork. Sizes and pricing details are listed on your registration form. Submit your ad via e-mail to sue@holmesautomotiverecycling.com no later than March 31, 2011.

Sponsorships: Sponsorships are not just open to exhibitors. If you are interested in a unique way to advertise your business while supporting this event, check out our Sponsor section on our website at www.recyclersconvention.com.

Questions: Contact Sandy Dumke at 715-853-6337 or email: carsofwi@yahoo.com

Accommodations

Washington County Fair Park

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

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

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Be sure to mention the
Upper Midwest Auto & Truck group rate
Offer expires March 28, 2011 or based on availability**

Social Media Bootcamp

Presented by: Tony Verre from Top Floor Technologies

Social media, when it really comes down to it, is centered on online conversations. It encourages user participation and dialogue. Knowing what your customers are saying about you, and what your future-customers are hearing, is essential. Be Pro-Active instead of Re-Active. Social Media Bootcamp will teach you how monitor conversations and brand-mentions on popular social media platforms and on the web in general, allowing you to be proactive with your customer-base.

Attendees will receive:

- An overview of the primary social media venues (Facebook, LinkedIn, Twitter) and their business applications.
- Tips for developing a listening strategy to monitor your brand on the Internet.
- Tools to efficiently manage your social media profiles.

Google Analytics Workshop

Presented by: Adam Chuback and Jo Stumpner from Top Floor Technologies

Google Analytics is a free, powerful tool that offers marketers valuable insight into their Website activity and online marketing results. However, most companies are not using analytics to its full potential. This informative workshop will help you leverage the power of Google Analytics. Attendees will learn:

- How to Setup and Configure Google Analytics.
- Creating Reports & Tracking Key Performance Indicators.
- Common Tracking Issues and How to Fix Them.

Employment Law 2011

Presented by: Robert Longo from Fred Pryor Seminars

Stay up-to-date and compliant with the latest developments in labor and employment law. Now more than ever, what you don't know about employment law can hurt you and your business. This training focuses on practical workplace applications that prepare you to deal with the real-life issues you face daily. Hear about the latest and best practical information about workplace laws you must know! Topics include; Americans with Disabilities Act, Family and Medical Leave Act, Interviewing, Hiring and Firing, Disciplinary Actions, BFOQ Standards, FLSA Wage and Hour Law Compliance.

Human Resources Responsibilities

Presented by: Robert Longo from Fred Pryor Seminars

Quick quiz: How well do you know HR?

- What are the HR "best practices" that will keep your business out of legal hot water?
- How can you be sure to stay in compliance with HIPAA's privacy guidelines?
- What are proper destruction and disposal methods for files and records that are no longer needed?
- How long should you retain personnel records after employees leave your company?
- What are the differences in part time, contractor and temporary employee classifications?

If you hesitated on even just one of these questions, be sure to attend the seminar on Human Resources Responsibilities!

First Aid/CPR

Presented by: The Washington County Chapter of the American Red Cross

How far away is your nearest medical facility? Need to fulfill some OSHA requirements? How many of your employees are prepared for medical emergencies? What happens in those first few minutes can be crucial. Learn Basic First Aid, a Compression Only CPR presentation, along with a demonstration on an AED (Automated External Defibrillator) machine. This presentation will cover such topics as recognizing an emergency, the emergency action steps, choking, soft tissue injuries and sudden illness. You will also learn Hands-Only Citizen CPR for witnessed sudden collapse of a victim. Valuable skills to learn for your personal life as well.

DOT Training

Presented by: Justin Jilling from the Washington County Sheriff's Department

Learn about the Federal Regulations that govern your vehicles, equipment, and cargo. Some topics to include; vehicle & load securement, Driver's License requirements, vehicle markings and inspection procedures. Get answers to your questions directly from the people who know.

I-CAR Recycled Parts for Collision Repair

Presented by: Shawn Collins Certified I-Car instructor

During this session, Shawn will tap into his background and focus on the challenges on vehicle construction and how these changes may affect the recycling and collision repair industries. You will gain a better understanding of the latest practices and procedures within the collision repair industry. Objectives include: the effects of new vehicle design technology, attachment methods, preparing parts for use, salvage parts usage guidelines and enhancing the estimate.

Utilizing eBay in Your Business

Presented by: Steve Adams & Brian Servatius, eBay Motors

In the ever expanding eCommerce marketplace, business owners and operators are taking advantage of a wealth of new opportunities available within the online landscape. Gain insight into how your business can effectively capitalize on new opportunities. Discussing not only the strengths and benefits of eBay within this marketplace as a launch pad for your eCommerce business – taking advantage of the traffic and reputation that eBay has been able to establish throughout our 15 years of service in eCommerce - but also providing valuable insight into:

- Understanding the eCommerce consumer
- Meeting expectations for communication, service, and fulfillment
- Best practices for building an eBay presence for your business via "eBay Stores" and customization
- High level overview of the tools available to help sellers most efficiently manage their eBay business

Tony Verre (*Senior Search Marketer at Top Floor Technologies*)

Tony has worked with several organizations to optimize their results on international, national, and local levels. Prior to joining the Top Floor team, Tony worked with real estate giant Move, Inc. as a Senior Interactive Account Manager. He especially enjoys helping business owners plan and implement highly effective online marketing strategies, and is a featured speaker at business events about SEO, social media, and other Internet marketing topics.

Adam Chubak (*Interactive Marketing Specialist at Top Floor Technologies*)

Adam has over five years of B2B sales and marketing experience. He has developed successful Internet Marketing Strategies for over 100 companies. Additionally Adam was one of the first 200 individuals worldwide to obtain Google Analytics Individual Qualification and is SEO Master Certified. Adam's responsibilities include managing all steps of developing and implementing a strong and successful internet marketing strategy. He is highly skilled in the use of Website Analytics and is certified as a Google Analytics professional. In addition, Adam plays a key role in Top Floor's Internet Marketing Seminar series, frequently speaking to groups about SEO and Google Analytics.

Jo Stumpner (*PPC Marketing Director at Top Floor Technologies*)

Jo has over fifteen years of sales and marketing experience, with over ten years focused specifically on internet marketing. She currently leads the Pay-Per-Click Marketing department. Jo is a certified Google AdWords Professional, and has earned both the PPC Master Certification and Google Analytics Individual Qualification. Jo has worked on developing and implementing numerous successful Internet marketing projects for small to mid-sized businesses as well as fortune 1000 companies. She is certified with Google AdWords, and specializes in driving ongoing, measurable improvements for the clients she and her department serve. In addition to speaking at a variety of search marketing events across the country, Jo regularly educates groups in effective Google AdWords campaign management and Google Analytics.

Shane Fell (*VP Sales & Marketing at Top Floor Technologies*)

Shane Fell has been with the company since 2002. His previous experiences include roles as marketing director for a Wisconsin-based manufacturing firm as well as a web development firm. In addition to overseeing Top Floor's sales and marketing activities, Shane has helped a variety of clients successfully plan their online and offline marketing initiatives – advising them in areas such as web usability, content development, search engine marketing, conversion improvement, and ROI measurement. Shane is a featured speaker at business groups and seminar events, educating marketers in Internet marketing strategy and best practices; and spearheaded the launch of Top Floor's ongoing Internet Marketing Seminar series.

Robert Longo (*Fred Pryor Seminars/CareerTrack*)

Robert easily relates to attendees of all ages and backgrounds and is dedicated to ensuring everyone understands and retains the lessons' main points. Robert encourages audience participation through group discussion and interactive exercise. Robert has provided top-notch training around the globe, including Zurich Insurance Global Energy in the United Kingdom and Reuters in Europe and Asia. His international experiences give him a unique insight into business education, which he imparts to seminar participants here in the United States, along with the students he teaches at two local universities near his hometown. His educational background includes a Master of Business Administration degree in Management from Fairleigh Dickinson University in New Jersey, a Bachelor degree in Liberal Arts from the University of Oklahoma in Oklahoma and a License in Secondary Education from the State of New Jersey. Robert believes that lifelong education is the key to success. Participants will leave his seminars knowing they've received new business skills that will take them far in their careers.

Justin Jilling (*Deputy with the Washington County Sheriff's Department*)

Justin has been with the Washington County Sheriff's Department since 2002. He is trained and certified as Level I Truck Inspector and is affiliated with the Commercial Vehicle Safety Alliance, an international not-for-profit organization comprised of local, state and federal motor carrier safety officials and industry representatives from the United States, Canada, and Mexico. Justin has been conducting inspections since 2005. Over the past year, Justin along with Deputy Mike Hennes another MCSAP inspector, have conducted over 197 road side inspections.

The American Red Cross (*Washington County Chapter*)

A humanitarian organization led by volunteers, guided by its Congressional Charter and the Fundamental Principles of the International Red Cross Movement. They provide relief to victims of disasters and help people prevent, prepare for and respond to emergencies.

Shawn Collins (*Collision Industry Specialist for AAA Auto Salvage*)

Rosemount, MN) Shawn worked 26 years as an ASE Master Collision Technician. He has been an I-CAR instructor for 16 years, and is qualified to instruct more than 40 programs. He started as a committee member in 1989 and received the I-CAR instructor of the year award in 2009. He has been an I-CAR pilot class instructor and consultant for new class development. He is an I-CAR Welding Qualification Test Administrator for both steel and aluminum welding. He has been a consultant/coach for VeriFacts Automotive Inc. for three years. He has served on advisory committees for AASP/MN and local Technical Colleges and has been a Skills USA contest judge for ten years. He has been a consultant and spokesperson for ALLDATA Collision for three years. He is a frequent speaker at industry events such as NACE, AASP and ARA conventions.

Off Site Events

MILLER COMPRESSING COMPANY

Miller Compressing Company is the largest Ferrous and Nonferrous scrap processor based in Wisconsin. The company was founded in 1903 and has enjoyed continuous ownership by the Kalman Miller family. At present, Miller Compressing operates 9 separate locations in Wisconsin and Illinois. These locations serve to source and process various forms of scrap metal. Miller is a major buyer of complete and processed automobile bodies and catalytic converters.



Miller Compressing Company

Miller Compressing Company is pleased to give you the opportunity to visit our main processing plant located on 65 acres in the Menomonee Valley district of Milwaukee. Please join us on Saturday for lunch and a tour that will include the following:

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

For your convenience we will also provide you with complimentary transportation. Meet us in the lobby of Fair Park at 11am. Directions will be available at the registration desk if you choose to make your own travel arrangements. To assist in our planning, please mark your registration forms if you will be joining us.

KIRCHHAYN AUTO PARTS

Join us Saturday for a unique casual evening at Kirchhayn Auto Parts. After supper you can board the complimentary buses, taking you just minutes away to their facility at 1199 Western Avenue in Cedarburg, WI. Here, the evening just begins and it promises to be both educational and entertaining. A relaxed atmosphere to sit back and enjoy. There will be: more product demonstrations and displays, the Upper Midwest's first Loader Rodeo, raffles and games, snacks and refreshments and even ice cream! The buses will return you to your hotel, so don't worry, leave the driving to us. To assist in our planning, please mark your registration form if you will be joining us.

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. Go to www.recyclersconvention.com for any last minute additions.

Kirchhayn Auto Parts

Kevin & Dawn Smith
 1199 Western Ave. • Cedarburg, WI 53012
 262-377-5139 • kevin@kirchhayn.com
www.kirchhayn.com
Vehicles processed per year: 500
Full time employees: 11
Part time employees: 4
Computer system: Hollander
Hours of tours: Wednesday & Thursday 8-5, Open House is Saturday 6:30pm -?
Directions: From the Fair Park, take Hwy P south, approx. 6 miles to Western Ave. Turn left on Western Ave. and continue approx. 4 miles.

B&M Auto Sales & Parts, Inc.

Dawn Ogrezovich
 W227 S2698 Racine Ave. • Waukesha, WI 53186
 262-542-2255 • Dawn@BandMAuto.com
www.bandmauto.com
Vehicles processed per year: 400
Full time employees: 14
Part time employees: 5
Computer system: Dell/Powerlink/Peachtree
Hours of tours: Friday 8am-4pm
Directions: Greenfield Ave go west to 164. Left on 164 to Hwy Y (Racine Ave). Turn left into parking lot.

Rhine Auto, Inc.

Steve Urner
 W5695 Garton Rd. • Plymouth, WI 53073
 920-876-2779 ext. 322 • steve@rhineauto.com
www.rhineauto.com
Vehicles processed per year: 300 for scrap – 1000 for parts
Full time employees: 12
Part time employees: 4
Computer system: Pinnacle
Hours of tours: Thursday 7:30am-5pm & Friday 7:30am-5pm
Directions: 4 miles north of Plymouth on Garton Road.

Roz Auto Salvage

Jim Biloff
 5848 South 13th Street • Milwaukee, WI 53221
 800-281-2479 • www.rozauto.com
Vehicles processed per year: 450
Full time employees: 15
Part time employees: 4
Computer system: Hollander
Hours of tours: Friday 8am-4pm
Directions: Exit I-94 at College Ave. (exit 319) to 13th Street

Thank You!

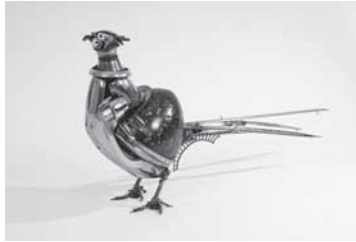
Thanks to Miller Compressing, Recycled Parts Plus, Sadoff & Rudoy Industries, CAR-Part.com, Fast Parts, and R.J. McClellan, Inc. for being our early supporters.

Contests

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

Junkyard Petting Zoo

Each participant will make an animal out of car parts. Just check out your scrap pile, you'll be surprised what you'll find. The "animals" will be on display in pens Thursday through Friday night. Ballot boxes will be at each pen and attendees will have the chance to vote on their favorite. There will be CASH prizes for the top winners. Some entries will be auctioned off during Friday night's auction, with half the proceeds going back to the original creator! Enter as many animals as you want.



"Priority Seating"

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

State Fair Booth Contest

MN and WI will each have an 8 foot x 8 foot area to create their own version of a booth at a fair. No limitations of subject matter or content. Booths will be auctioned off during Friday night's auction. If you have some ideas, donations or questions, contact a member of your state board.

Loader Rodeo

An action packed fun event. Eligible participants (proof of forklift certification will be required) will be able to test their safety and coordination skills and compete among the best of the best. Think driving a loader is an easy job? Think again. It's sure to be an entertaining event for both the participants and the spectators. In addition to bragging rights, the top winners will also receive prizes.

In The Area

Richfield, WI

- **Cabela's** - Less than 10 minutes from Fair Park at 1 Cabela Way. World's Foremost Outfitters. A shopping experience for hunting, fishing, boating, camping, shooting, outdoor hobbies and home décor. The 165,000 square foot showroom is an educational and entertainment attraction in itself. It features huge aquariums and museum quality animals displayed in their natural like habitats. www.Cabelas.com

Cedarburg, WI

- **Cedar Creek Settlement** - Only 19 minutes southeast from Fair Park at N 70 W 6340 Bridge Road. One of the Midwest's finest small-town shopping destinations. Listed on the National Register of Historic Places. It is home to over 30 specialty shops, galleries and antique shops. www.CedarCreekSettlement.com
- **Cedar Creek Winery** - Tour, taste and enjoy the special wines of area. This unique winery is located in a restored 1860's woolen mill. www.CedarCreekWinery.com

Brookfield, WI

- **Brookfield Square** - Approximately 35 minutes south of Fair Park. 95 N. Moorland Rd. www.ShopBrookfieldSquareMall.com

Glendale, WI

- **Bayshore Town Center** - 35 minutes south of Fair Park on HWY 43 at 5800 N. Bayshore Drive. A recently renovated shopping complex with over 80 stores and 20 restaurants. www.BayShoreTownCenter.com

Milwaukee, WI

Approximately 40 minutes southeast from Fair Park.

- **Historic Third Ward** - 219 N. Milwaukee - www.HistoricThirdWard.org
- **The Shops of Grand Avenue** - 275 W. Wisconsin Ave. - www.GrandAvenueShops.com
- **Miller Brewery Tour** - 4251 W. State St. - www.MillerCoors.com
- **Sprecher Brewing Co. Tour** - 701 W. Glendale - www.SprecherBrewery.com
- **Lakefront Brewery Tour** - 1872 N. Commerce St. - www.LakeFrontBrewery.com
- **Milwaukee Zoo** - 10001 N. Blue Mound Rd. - www.MilwaukeeZoo.org
- **Miller Park** - Home of the Milwaukee Brewers - www.MilwaukeeBrewers.com
- **Harley Davidson Museum** - 400 Canal St. The 130,000 square foot museum includes walk through exhibits of the history, products and culture of Harley Davidson, some of which have never before been open to the public and a fantastic motorcycle collection. www.Harley-DavidsonMuseum.com 2011 Upper Midwest Auto & Truck Recyclers Convention & Trade Show

2011 Upper Midwest Auto & Truck Recyclers Convention & Trade Show
 April 28, 29 & 30, 2011
 Washington County Fair Park • West Bend, WI
Attendee Registration/Sponsorship Form

Company Name: _____
 Contact Name: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Phone: _____ Fax: _____
 E-mail Address: _____ Web: _____
 Attendee #1 (First & Last Name): _____
 Attendee #2 (First & Last Name): _____
 Attendee #3 (First & Last Name): _____
 Attendee #4 (First & Last Name): _____
 Attendee #5 (First & Last Name): _____
 Attendee #6 (First & Last Name): _____

Registrations: Postmarked by March 31, 2011 \$99.00/person x _____ = \$ _____
 Postmarked after March 31, 2011 \$139.00/person x _____ = \$ _____

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

Total Sponsorship Opportunities: \$ _____

<input type="checkbox"/> Friday AM break SOLD	<input type="checkbox"/> Friday PM break SOLD	<input type="checkbox"/> Saturday AM break SOLD
<input type="checkbox"/> Saturday PM break SOLD	<input type="checkbox"/> Ice Cream Social \$500	<input type="checkbox"/> Camping \$500
<input type="checkbox"/> Educational Programs \$500	<input type="checkbox"/> Junkyard Petting Zoo SOLD	<input type="checkbox"/> Loader Rodeo SOLD
<input type="checkbox"/> Friday Lunch SOLD	<input type="checkbox"/> Friday Beer Garden SOLD	<input type="checkbox"/> Saturday Beer Garden \$1000
<input type="checkbox"/> Friday Hospitality SOLD	<input type="checkbox"/> Saturday Hospitality \$1000	<input type="checkbox"/> Friday supper SOLD
<input type="checkbox"/> Saturday supper SOLD	<input type="checkbox"/> Registration SOLD	<input type="checkbox"/> Hotel Room Drop SOLD
<input type="checkbox"/> Hotel buses \$1500	<input type="checkbox"/> Thursday Welcome Night \$1500	

Total Program Booklet Ad: \$ _____

<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

Final Total: \$ _____

Enclosed is a check payable to: CARS of WI Or please charge my: Visa Mastercard

Card # _____ 3 Digit Security Code: _____ Expiration Date: _____

Cardholder's Name: (please print) _____ Cardholder's Signature: _____

Mail/Fax/Email completed application to: **CARS of WI**
 11374 Flynn Lane • Suring, WI 54174
 Fax: 920-494-2675 • Email: carsofwi@yahoo.com

Please assist us with our planning by providing us with a **total number of people participating in each** of the following:

_____ Thursday Supper _____ Friday Lunch _____ Friday Supper _____ Saturday Supper

_____ Open House at Kirchhayn Saturday Evening

Miller Compressing Tour & Lunch: *(directions will be available at the registration desk)*

Reserve _____ seats for me on the bus or _____ for lunch & tour only, I (we) will provide our own transportation

Questions call Sandy Dumke at 715-853-6337



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Terry Westedt, Weller Auto Parts Inc.

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ARM NEWS

ARM Winter Outing 2011 Recap

ARM's annual Winter Outing was again held at McQuoid's Inn in Isle, Minnesota on January 28 & 29. We got lucky with the weather. Temperatures that weekend were in the high 20's – low 30's range. Only the week prior we had sub-zero temperatures so Mother Nature was on our side.

We were very happy to see approximately 70 people register for the Winter Outing. ARM board members and staff welcomed our guests at the Hospitality Lodge, co-sponsored by Crow Wing Recycling & Integrated Recycling Technologies, on Friday evening.

A new aspect to the Winter Outing this year was an Appetizer Competition sponsored by Trissel Graham & Toole Insurance. Guests were encouraged to bring an appetizer to share on Friday evening, and a vote was taken for best appetizer. Trissel Graham & Toole provided prize money and the prize money (totaling \$175) went to the entries from Southside Auto Salvage, John's Auto Parts & Automotive Parts Solutions.

The Ice Fishing Contest, sponsored by Northern Metal Recycling, started early Saturday morning. There were three categories and \$150 in cash prizes up for grabs. East Central Salvage won the prize for the first fish caught, Metro Auto Salvage won for biggest

fish, and John's Auto Parts took the prize for most fish caught. In the afternoon AAA Auto Salvage provided piping hot pizza to feed our hungry anglers.

Saturday evening was the ever popular Adolph's Converters & Cores Chili Cook Off. We had many great entries and the votes were so close that we had a tie for BEST DARN CHILI – with the entries from John's Auto Parts and AAA Auto Salvage splitting the cash prize.

As they say, a picture is worth a thousand words, so make sure to check out our Winter Outing Pictorial in this newsletter.

Lastly, ARM would like to extend our thanks to all of our members who took the time to attend and to all of our members who so generously sponsored this event.

THANK YOU WINTER OUTING SPONSORS!!

- Crow Wing Recycling*
- Integrated Recycling Technologies*
- Northern Metal Recycling*
- AAA Auto Salvage*
- Adolph's Converters & Cores*
- Trissel Graham & Toole*
- Automotive Parts Solutions*
- Car-Part.com*
- Hollander, A Solera Company*
- United Recyclers Group*

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ARM Winter Outing Photo Album



ARM NEWS

Finally – A Win for Industry Federal Court Ruling May Restrict Third-Party Lawsuits

By: **David Kendziorski**
MN-CAR Program Manager

The industrial storm water permit is the most important government regulation facing the auto recycling industry nationwide – including here in Minnesota. The new Minnesota storm water permit requires recyclers to prepare and implement a storm water pollution prevention plan (SWPPP), sample their storm water runoff, apply numeric benchmarks, and meet

other reporting requirements. Regulated industries and recyclers in particular, face two major risks: enforcement action by the Minnesota Pollution Control Agency (MPCA) if they fail to comply with the permit; and a third-party lawsuit filed by a citizen environmental group. Such lawsuits are allowed under the federal Clean Water Act (CWA). My experience is that en-

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ARM NEWS

forcement actions initiated by a regulator are usually at least partially justified. Short-staffed regulatory agencies do not have the time or resources to pursue a lengthy enforcement process unless the violations are fairly obvious. But the lawsuits that have been filed against recyclers are typically unfair and frivolous. Such lawsuits often target industries that either have deep financial pockets or those that are vulnerable and cannot afford a legal defense. In either case, the lawsuits usually result in quick settlements (which I prefer to call extortion), and then the citizen groups move on to another victim.

The US Congress' intent for including the citizen lawsuit provision in the CWA was to bring violators into compliance in a timely manner, and to provide a punitive deterrent to potential polluters. Over the past 20 years, the federal courts have allowed citizen groups to abuse the lawsuit provision. Lawsuits were filed, and won, based on vague allegations of "polluted runoff", missing paperwork, and cases where storm water sampling data exceeded "benchmarks" (which are not supposed to be enforceable permit limits) or in-stream water quality standards. Facing the threat of large legal costs and an uncertain court ruling, most industries settled the lawsuit, typically for tens to hundreds of thousands of dollars. US Circuit Courts, particularly the 9th Circuit in San Francisco, and the 3rd District in Philadelphia, made it easy for citizen groups to file, and win, such lawsuits.

A recent ruling in the 4th Circuit Appellate Court in Richmond, Virginia may begin to turn the tide in favor of industry. In a January 5, 2011 ruling in *Friends of the Earth et.al. vs. Gaston Copper Recycling Corporation*, the court found that the plaintiffs failed to include specific details of the violations, and therefore the defendants did not have adequate opportunity to correct the alleged violations prior to the lawsuit. The 4th Circuit ruling differs from previous federal court findings by placing the burden of listing specific permit violations on the plaintiff. The 4th Circuit is considerably more stringent than the other federal courts in dictating the level of detail that plaintiffs must include in their citizen suits. The ruling stated that, "Notice given by a citizen plaintiff under the (CWA) must provide the alleged violator with enough information to attempt to

correct the violation and avert the citizen suit".

While this may sound like simply a legal interpretation, the ruling will have practical implications. Plaintiffs would be required to file a new notice of intent every time they became aware of a new violation during the course of the litigation. They would then need to wait an additional 60 days before filing the suit, along with a time-consuming discovery process, and allow the alleged violator to correct the problem. The process could overwhelm the courts and make it much more expensive to file citizen suits. This ruling could delay citizen litigation to the extent that it could make such suits untenable.

What happens next? When there is a conflict between circuit court rulings, the US Supreme Court could step in and settle the matter. Or the Supreme Court could step aside and let the appellate courts battle it out.

In the meantime, environmental citizen groups are lobbying to revise storm water permits to make it easier to identify and pursue violators, and unfortunately, US EPA and MPCA are supporting their cause. The standard environmental group mantra is that storm water permits should include provisions such as storm water sampling, numeric benchmarks, effluent limitations for certain industries, "adaptive management" (that would require increasingly aggressive storm water controls when benchmarks are exceeded), and strict reporting requirements. These elements are all included in the most recent (2008) version of the federal multi-sector permit that was developed by US EPA, and in the multi-sector permit developed by MPCA in 2010

FOR MORE INFORMATION, CONTACT:

LSB FINANCIAL
PETERSEN-HILL INSURANCE



Pete Hill
VP / Commercial Insurance
Email: PeteH@MyLSB.com
Cell: (319) 240-2428



Adam Brickley
Insurance Consultant
Email: AdamB@MyLSB.com
Cell: (319) 310-6225

219 Main Street
Cedar Falls, IA 50613
Phone: (319) 268-4242
Fax: (319) 268-4211
Toll-free: (866) 907-4242



Minnesota Certified Automotive Recycler (MN-CAR) Application Form

Owner/Contact Name(s): _____

Business Name: _____

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

Street Address: _____

City: _____ State: _____

Mailing Address (if different): _____

Zip Code: _____

Phone: _____ Fax: _____

E-mail: _____

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

Business Owner Signature: _____

Date: _____

Staff Use Only:

Date Received by ARM: _____

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

November 2008

2010 MN-CAR Members

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ARM NEWS

What's New With You?

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QRP: QRP recyclers are looking to add new members. Specifically we are looking for those recyclers who are on or near our existing trucking routes in Minnesota. We have made membership much easier by reducing costs of monthly dues as well as other ongoing expenses and would like to get more trading partners into our QRP Parts Express Program delivering parts member to member overnight 5 days a week from

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JOHN'S AUTO PARTS: Congratulations to Jason Jensen, named Employee of the Month (January) He was nominated and selected by fellow employees and received \$25 CASH, name on the marquee, parking spot for the month, recognition on a plaque, certificate and John's Auto intranet pages!

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



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.
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- 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.
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ARM NEWS

Local Auto Recycler One of 25 Most Influential

Mark Hortman Named Top General Manager

Mark Hortman, Chief operating officer of John's Auto Parts, Blaine, Minn. has been named one of the top "25 Most Influential Auto Recyclers of 2010" by Locator UpFront. Hortman was named as the top "General Manager" in the automotive recycling indus-

try. Every year Locator UpFront selects 25 of the most influential automotive recyclers from across the county.

"The Locator recognizes that this industry is built on the enthusiasm and dedication of entrepreneurs who have put their heart and soul into their businesses.

Locator UpFront
25
2010 MOST INFLUENTIAL AUTO RECYCLERS

As Seen In Locator UpFront Winter Issue:
Mark Hortman
2010 Most Influential General Manager

GENERAL MANAGER

Mark Hortman
John's Auto Parts, Minnesota

John's Auto Parts in Blaine, Minn. was named one of the 2010 top workplaces in the Twin Cities metro area. Chief operating officer Mark Hortman is a big reason for the company's success.

"He's a self-motivated, energetic and vigorous manager helping to lead the company into new areas of growth and development," said owner Harry Halapstok. "Under his leadership the company continues to expand its growth into new - as well as existing - areas. His expertise in creating and writing software programs to facilitate processes has contributed immensely to the business."

John's Auto Parts (JohnsAuto.com) ranked 43 on the small company list of an employee-based survey project conducted by the Star Tribune. The survey recognizes the most progressive companies in the area, and ranks based on employee opinions about company leadership, career opportunities, workplace flexibility, compensation and benefits. More than 1,000 companies were invited to participate.

Halapstok said Hortman's influence reaches beyond John's Auto Parts to the auto recycling industry as well.

"His independent product development for the industry is allowing him to share his innovations with others," he said. "Many of his programs are currently being investigated by fellow dismantlers for application in their businesses. His influence is also felt from his input as a member of the Highlander user groups, where he works to guide and direct development of new features for Powerlink."

John's Auto Parts specializes in engine and transmission installation. The Gold Seal certified company also sells and installs tires, and has a full-service retail store. Hortman is an Automotive Recycler of Minnesota (AutoRecyclersMN.net) board member.

"Mark has spent almost eight years gaining knowledge about the business through a hands-on learning process and continuing education," Halapstok said. "On a community level, he is active in the local Chamber of Commerce, [and] he's a member of a local charity that repairs vehicles for community members trying to get back into the work force. [He] can be described as a dynamic."

BY DAVID BRADLEY • PHOTO: BOB PHOTOGRAPHY

UpFront • Winter 2011

ARM NEWS

We want to acknowledge the accomplishments that they have made," explained Charis Lloyd, Locator executive vice president. / C.O.O. "This issue provides just a small glimpse at the esteemed men and women who have made an impact on our industry during this past year."

Locator UpFront, published quarterly by John Holmes Publishing, Whiting, Iowa, serves the automo-

tive recycling industry by showcasing industry leaders, their businesses and ideas. It is distributed to 7,500 auto recyclers nationwide per issue.

Hortman was chosen among the best in the business to earn a spot on this list. To see the complete issue, go to www.partslocator.com/UPWI2011.pdf
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INDUSTRY NEWS

Businesses: Combine Deductions for Big Tax Savings

The Small Business Jobs and Credit Act of 2010, which was signed into law on September 27, contains a number of valuable tax breaks for businesses. The new law's two significant changes come in the form of more generous rules for depreciation write-offs.

1. Bigger Section 179 depreciation deductions are allowed for qualifying new and used assets that are placed in service in tax years beginning in 2010 and 2011. Under the Section 179 deduction election, many small and medium-sized businesses can instantly depreciate most or all of the cost of many assets in the year in which they are first placed in service.

In addition, qualified real property improvements placed in service in tax years beginning in 2010 and 2011 are also eligible for the Section 179 deduction. Real property costs have never been eligible before.

2. First-year bonus depreciation of an extra 50 percent is allowed for qualifying new (not used) assets that are placed in service by December 31, 2010. The bonus depreciation break had expired at the end of 2009, but the new law retroactively reinstates it for qualifying assets that are placed in service during calendar year 2010.

Here are the details about businesses eligible for these extended depreciation tax breaks and the assets that qualify.

Deduction Doubles and Phase One Threshold Drastically Increases

The Small Business Act doubles the maximum Section 179 deduction for tax years beginning in 2010 and 2011. For these two years, the maximum write-

off is generally increased to a whopping \$500,000 (up from \$250,000 for tax years beginning in 2009). For tax years beginning in 2012, however, the maximum deduction is scheduled to fall back to only \$25,000, unless Congress takes action and the President goes along.

Under a phase-out rule, a business that makes major expenditures on assets that would otherwise qualify for the Section 179 deduction can lose part or all of its write-off. Specifically, the maximum Section 179 deduction for an affected business is reduced dollar for dollar by the amount of qualifying assets in excess of the applicable annual phase-out threshold. For tax years beginning in 2010 and 2011, the new law generally increases the threshold to \$2 million (up from \$800,000 for tax years beginning in 2009).

The higher threshold means that many more businesses will be eligible for Section 179 deductions for tax years beginning in 2010 and 2011. For tax years beginning in 2012, however, the phase-out threshold will to only \$200,000 unless another law is passed to increase it.



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INDUSTRY NEWS

How Can Businesses Benefit?

Example 1: Let's say a small business adds \$500,000 worth of new and used equipment and software during its 2010 tax year. Under the expanded Section 179 deduction, the business can write off the entire \$500,000 on its 2010 tax return, as long as the business has positive taxable income after subtracting the Section 179 deduction.

Example 2: A medium-sized corporation adds \$2,225,000 of new and used equipment and software during its 2010 tax year. Under the liberalized deduction phase-out rule for tax years beginning in 2010, the company can write off \$275,000 on this year's return as long as the company still has positive taxable income after subtracting the Section 179 deduction. (\$500,000 maximum Section 179 deduction reduced by the \$225,000 excess over the \$2,000,000 phase-out threshold). Before the Small Business Act, this company would have been ineligible for a Section 179 deduction due to the phase-out rule.

Big News: Deductions Now Allowed for Real Property Costs

Before the Small Business Act, real property building and improvement costs did not qualify for the Section 179 deduction. Fortunately, the rules have changed. Now, up to \$250,000 of qualified real property costs placed in service in tax years beginning in 2010 and 2011 can be immediately written off under the Section 179 deduction privilege.

Qualified real property costs include the following:

- **Improvements to the interiors of leased nonresidential buildings.**

Some costs are ineligible (such as elevators and interior structural frameworks), and the improvements must be placed in service more than three years after the date the building was first placed in service. There are other limitations. For example, deductions are not allowed when

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improvements are made to property leased between certain related parties. Ask your tax advisor about your situation.

- **Restaurant building and improvement costs**, as long as more than 50 percent of the building's square footage is used for meal preparation and seating for on-premises consumption of meals.
- **Improvements to interiors of retail buildings**. Some costs are ineligible (such as elevators and interior structural frameworks), and the improvements must be placed in service more than three years after the date the building was first placed in service.

Key Points: The new \$250,000 annual Section 179 allowance for qualified real property improvements is part of the overall \$500,000 annual allowance for tax years beginning in 2010 and 2011. Special rules apply when a business wants to claim Section 179 deductions for both eligible personal property costs and qualified

real property costs. Finally, total Section 179 deductions cannot exceed taxable income before subtracting any Section 179 deductions.

First-Year Bonus Depreciation Reinstated

You may remember 50 percent first-year bonus depreciation, a valuable deduction that expired at the end of 2009. Thanks to the new tax law, it's back for e return engagement. Your business might be able to combine bonus depreciation with the generous Section 179 deduction for assets placed in service by December 31, 2010.

Why? Under the expanded Section 179 write-off, an eligible business can immediately deduct up to \$500,000 of qualifying new and used assets placed in service in the tax year beginning in 2010. If the business adds a substantial amount of eligible new assets, it can deduct 50 percent of the remaining cost of those assets (after subtracting the Section 179 write-off) un-



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INDUSTRY NEWS

der the first-year bonus depreciation break.

As you can see, the Small Business Act creates a potential tax-saving windfall for small and medium-sized businesses that can take advantage of both the

expanded Section 179 deduction privilege and 50 percent bonus depreciation. Reason: They can combine these two breaks to offset a big chunk, or maybe all, of their taxable income for the year.

There are some ground rules for the 50 percent bonus depreciation deduction. To be eligible, an asset must meet these three requirements:

- **Requirement 1:** Be “qualified property” (including “qualified leasehold improvement property”), which is defined below.
- **Requirement 2:** Be purchased new by December 31, 2010. Used assets do not qualify.
- **Requirement 3:** Be placed in service by December 31, 2010, or by December 31, 2011 for certain assets with longer production periods (explained below).

What types of Assets Qualify?

To be qualified property, an asset must fit one of the following descriptions:

- Property with a depreciation recovery period of 20 years or less. This category includes most types of tangible personal property used for business.
- Depreciable computer software that is not amortizable over 15 years. Since the 15-year rule rarely applies, most purchased software is eligible for 50 percent first-year bonus depreciation.
- Qualified leasehold improvement property (explained below).
- Water utility property. This is an arcane asset category. You’ll know it if you have it.

Only New Assets with One Exception

An asset is eligible for the 50 percent first-year bonus depreciation break only if its original use commences with the taxpayer. In other words, the asset must be new rather than used. A special exception applies to assets that are sold by a taxpayer and then leased back to the same taxpayer.



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INDUSTRY NEWS

Leasehold Improvement Costs Can Qualify Too

The 50 percent first-year bonus depreciation privilege is available for the cost of "qualified leasehold improvement property." To meet this definition, all of the following tests must be passed.

- The improvement must be made to the interior portion of a building. Some costs are ineligible (such as elevators and interior structural frameworks).
- The building must be nonresidential real property.
- The improvement must be made pursuant to, or under, an operating lease by either the party leasing (or sub-leasing) the space or by the landlord, and the space must be occupied exclusively by the lessee (or sub-lessee).
- The improvement must be made more than three years after the date the building was first placed in service.

There are other limitations not covered in this article. Consult with your tax adviser about your situation.

Extended Deadline for Long-Lived Assets

The placed-in-service deadline for qualifying property with longer production periods is extended to December 31, 2011 (compared to the general December 31, 2010 deadline) for the following types of assets:

- Qualifying property with a depreciation recovery period of 10 years or longer.
- Certain transportation equipment.
- Certain aircraft.

Key Points: Under the extended placed-in-service deadline rule, only the portion of cost that is allocable to periods before January 1, 2011 is eligible for 50 percent first-year bonus depreciation. Costs allocable to later periods must be depreciated under the normal guidelines.

Bigger Write-offs for New Cars and Light Trucks

For a new (not used) passenger auto or light truck that is used more than 50 percent for business and is subject to the unfavorable luxury auto depreciation limitations, the bonus depreciation tax break increases the maximum first-year depreciation deduction by a hefty \$8,000 for vehicles placed in service during calendar year 2010.

For a new car purchased and placed in service in 2010, the maximum first-year depreciation deduction



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is \$11,060, thanks to the Small Business Act. The amount is \$11,160 for a new light truck or light van purchased and placed in service in 2010.

Important: The full \$11,060 or \$11,160 amount is only available when the new car or light truck is used 100 percent for business.

Bigger Deductions for New Heavy SUVs Too

As you may know, the maximum Section 179 deduction for a heavy SUV is limited to \$25,000. Congress keeps talking about completely eliminating the Section 179 deduction for these gas guzzling vehicles, but it hasn't happened yet. In fact, the 50 percent first-year bonus depreciation break can be combined with the \$25,000 Section 179 deduction to make new heavy SUVs placed in service in 2010 into tax-saving machines.

Example: *Let's say a small business uses the calendar year for tax purposes. During 2010, the business buys a brand new \$65,000 Cadillac Escalade and uses it 80 percent for business. So the depreciable cost of the vehicle is \$52,000 (80 percent times \$65,000). On the 2010 business tax return, a \$25,000 Section 179 deduction can be claimed (as long as the business has positive taxable income after subtracting the Section 179 deduction). Next, the business can write-off another \$13,500 under the 50 percent first-year bonus depreciation rule (\$52,000 minus \$25,000 equals \$27,000 times 50 percent equals \$13,500). Finally, the business can usually write-off another \$2,700 under the normal depreciation rules (\$52,000 minus*

\$25,000 minus \$13,500 equals \$13,500 times 20 percent equals \$2,700). When all is said and done, the first-year depreciation deductions add up to \$41,200, which is 79 percent of the business portion of the vehicle's cost!

Key Points: To qualify for the Section 179 deduction and 50 percent first-year bonus depreciation, you must use the SUV more than 50 percent for business, it must be new, and it must have a gross vehicle weight rating (GVWR) of more than 6,000 pounds. You can usually find the GVWR on a label affixed to the inside edge of the driver's door where the hinges meet the frame.

From AASP News, the official publication of the Alliance of Automotive Service Providers, MN

It's Good to Be Busy

By: Tim Doherty

Although business slowed considerably for Alter Metal Recycling in Hattiesburg, Miss., during the recession, consumer traffic has begun to return to pre-recession levels. "Never, never, in the scrap business had we seen such a decline in prices like we saw from September 2008 to say November 2008," says Alter Metal's David Shemper. "Like most businesses, I would say that it's been a steady climb since the fourth quarter of 2008." Alter Metal accepts all types of scrap metal, which it shreds, bales, and ships to be reused in new products. "An overwhelming volume of our material these days goes to China, to India, to Belgium, to Germany, to Vietnam," Shemper says. He says prices for steel and copper are higher than they have been in months. "Those are the main two that everybody's talking about, scrap iron and copper," Shemper says. "But as a general rule, all commodities right now are fairly hot." Alter Metal tailors the scrap it ships to meet buyers' specifications for size, type, and packaging.

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INDUSTRY NEWS

High-Tech Scrap: Sadoff Expansion Proves Environmentally Friendly

By: Heather Stanek

Fond du Lac, Wis.-based Sadoff Iron & Metal recently invested more than \$5 million toward its second scrap metal sorting house. Sadoff's Bradford Lasky says the new two-story, 1,185-square-foot site will enable the company to add new equipment, making it more competitive and environmentally friendly. "The idea for us was to update our technology and grow our market share," Lasky says. Sadoff Iron & Metal will continue to focus on ferrous and nonferrous scrap metal recycling, he says. Sadoff's work volume increased by 18 percent in 2010, which may be attributable to companies' need to restock their shrinking inventories and demand from local foundries. Sadoff Iron & Metal is part of Sadoff & Rudoy Industries, which employs about 130 workers at its headquarters in Fond du Lac and 210 across the company, Lasky says. The company has locations in Manitowoc, Sheboygan, Berlin, Green Bay, and Oshkosh, Wis., as well as Lincoln, Neb. In 1964, it was the first company in Wisconsin to install an automobile shredder.

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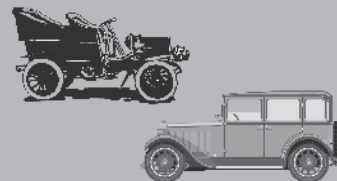
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Subtotal				_____
Minnesota & Hennepin Cty. Sales Tax 7.275%				_____
Shipping (\$10.00 per package)				_____
TOTAL DUE				_____

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

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

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Name _____

Company: _____

Address _____

City, State, Zip _____

Phone _____ Fax _____

Billing Address (if different):

Name _____

Company: _____

Address _____

City, State, Zip _____

Phone _____ Fax _____

Payment Method:

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

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

Amount _____

Credit Card# _____ Exp. Date _____

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