



## CONVENTION SESSION SCHEDULE

### THURSDAY, OCTOBER 13, 2011

**10:00 AM - 11:00 AM**

#### **Collision Industry Trends**

*Presented by: Greg Horn*

Attendees will learn about the size of the collision industry; trends in auto manufacturing that will affect salvage pricing and total loss frequency. Additionally, we will look at potential new imports from China and India that could arrive in the U.S.

#### **Maximizing Commodity Sales**

*Presented by: Buddy Fochtmann, George Lucas and Jay Robie*

This session will focus on three (3) primary aspects: Catalytic Converters: How and when to sell; the benefits of working with a reputable company when selling. Automotive Cores: Using online resources to get every dollar out of vehicles and excess inventory and why you should sell to companies that are partnered with auto recyclers to help increase your bottom line. Scrap Metal: Market pricing and trends in the metal markets; how to determine when your "cores" become scrap metal; the importance of building strong relationships with scrap metal recyclers who support the auto recycling industry.

**11:05 AM - 12:10 PM**

#### **Becoming a Well-Informed Insurance Buyer**

*Presented by: Bill Velin*

Discover the necessary tools and process for making the best insurance buying decision for your company.

**12:15 PM - 1:05 PM**

#### **Managing for Safety**

*Presented by: John Gilstrap*

Never before has there been such focus on worker safety and OSHA enforcement. Only two or three years ago, six-figure OSHA fines were the stuff of major headlines. Now, they're common occurrences, and 7-figure fines are not unheard of. John Gilstrap, director of safety for the Institute of Scrap Recycling Industries brings over 30 years' experience to help you navigate the churning regulatory waters.

#### **How Understanding Collision Shops Can Increase Sales**

*Presented by: Shawn Collins*

A look at how a collision shop's performance is measured by insurance companies and how recyclers can leverage the higher expectations into more sales. Terms such as APU, Cycle Time, KPI, Severity, Touch Time, and Blueprinting will be examined to better understand the collision industry's increasing demands.

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## CONVENTION SESSION SCHEDULE Thursday, Cont'd.

12:15 PM - 1:05 PM

### Using the Green Recycled Parts Brand in Your Business

*Presented by: Guruz Media*

The Green Recycled Parts program has the potential to help all recyclers reach a new market and enjoy increased profits. This marketing program being implemented by ARA is designed to help make recycled parts more marketable and desirable to consumers. As part of the program, a library of free marketing tools is being prepared for ARA members that become part of the Green Recycled Parts program. In this session, we will discuss those tools and provide some innovative concepts and inside information on how to best utilize those tools and the Green Recycled Parts brand in growing your business.

1:10 PM - 2:00 PM

### Role of the Internet in Shaping Parts & Accessory Sales

*Presented by: Brian Servatius*

During this session you will learn: Industry trends around Internet selling; Basics of getting started selling on eBay; and Opportunities to grow your business in a new sales channel.

### Managing Hybrid and Electric Vehicle Batteries at End of Life

*Presented by: Todd Coy*

This session will address the various environmental and transportation regulations that govern the management and recycling of hybrid and electric vehicle batteries. The discussion will include topics such as DOT regulations, packaging and the recycling of batteries.

## FRIDAY, OCTOBER 14, 2011

8:00 AM - 8:55 AM

### Managing for Safety

*Presented by: John Gilstrap*

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### Self-Service Panel: Part I (Depollution Systems & Racks; Loaders & Forklifts; Yard Management Computer Systems)

*Presented by: Evan "Mr. E" Ellefsen & George Metos*

What is the current state of the industry in processing? "Mr.E" will illustrate advances in fluid evacuation from the pick-n-bucket days to the new vacuum sealed fuel-recovery systems and the improved processes that efficiently drain additional fluids from vehicles, remove catalytic converters, and improve overall work-flow. We hear about 'Yard Management Systems' for full service yards, such as Hollander, Pinnacle and Car-Part. But what about U-Pull-It yards? George Metos of CRUSH Software discusses the computer systems that the progressive as well as the old school U-Pull-It yards are employing to manage their yards. Trends and statistics in the U-Pull-It world will also be discussed.

### International Automotive Recycling Innovation

*Presented by: Myriam Velasco, Roger Fugere, Jr.  
and Ted Taya*

To compete in an accelerating auto recycling global business, everybody's looking for faster processing, easier integration and better results. Multitask global business innovative are the center of the action. The industry trend is toward intelligent management tools that combine platforms to deliver more high value automotive recycling processes.

# CONVENTION SESSION SCHEDULE

## Friday, Cont'd.

**9:00 AM - 9:55 AM**

### **Stormy Weather**

*Presented by: Jeff Longworth*

Present updates on stormwater and related Clean Water Act issues to keep ARA membership up to date with key regulatory developments and concerns that potentially affect their company's environmental compliance.

### **Auctions Panel**

*Panelists: Sean Eldridge, Jerry Sullivan, Bill Tiedemann and Bo Wroten*

The salvage auction landscape has probably been one of the most changed aspects of the automotive recycling industry in the last ten to fifteen years. From bidding cars from 35,000 feet in the air to competing for vehicles with individuals from 80 plus countries, the salvage auction has changed significantly. Is the glass half full or half empty? This session will provide an opportunity to hear from salvage auction representatives on their views and also an opportunity to hear answers to industry questions. This is sure to be one of the most widely attended sessions of the convention.

### **Self Service Yard Layout**

*Presented by: Dimitri Gerontis*

U-Pull-It yards all look so different. How does yard layout and design relate to profitability? Dimitri Gerontis demonstrates efficient use of land in laying out processing, the vehicles, delivery truck pathways, buying areas, and retail operations.

**10:00 AM - 10:55 AM**

### **NMVTIS: The Enforcement Hammer is Coming**

*Presented by: United States Department of Justice*

Two and half years into the National Motor Vehicle Title Information System (NMVTIS) reporting program, the number of questions and complexity of those queries is on the rise. From vehicles showing up in NMVTIS that shouldn't be to Department of Justice (DOJ) enforcement activity, this session will seek to address those issues and provide insight of what is in store in the coming months and years. Join DOJ representative(s) to learn the latest that affect every automotive recycling facility in the country.

### **The Recyclers Manual on Hybrid Vehicle Dismantling**

*Presented by: Betsy Beckwith, Sue Schauls and Chuck Ossenkop*

Attend this first of its kind session and receive an electronic copy of ARA's fresh-off-the-press new guide on hybrid dismantling. This session will walk attendees through the guide's overview and first two model specific chapters so you may learn how to maximize the value of your hybrid inventory safely and efficiently.

### **What Successful People Say and Do**

*Presented by: D.J. Harrington*

People attending this session will leave inspired, informed and will go back to their place of business with a new attitude. This is train the manager so the manager can train. The stink of the fish starts at the head. Use the workbook given out in the class so that you can remember "What the mind can conceive and believe, it can achieve". Yes! Every 15 minutes we will give away a cruise for 2 to the Caribbean.

**11:00 AM - 11:55 AM**

### **KEYNOTE: Recycling in Today's Economy - Driving Growth and Sustainability**

*Presented by: Tamara Lundgren*

An integrated player in the metals recycling industry, Schnitzer has a unique platform that is successfully growing in today's economy, driven by strong global demand and a 106-year history operating as a sustainable business.

# CONVENTION SESSION SCHEDULE

## SATURDAY, OCTOBER 15, 2011

9:00 AM - 10:00 AM

### Healthcare Reform - Where Do We Go From Here?

*Presented by: H. Frasier Ives, Esq.*

Is your head still spinning with respect to Affordable Care Act? While the political and judicial debate over the law continues to rage, employers are still forced to deal with a complicated "first wave" of federally mandated changes to health plans and an increasing number of transition rules (including special rules with respect to student health insurance). Now, employers must start planning strategically to handle the even more fundamental changes to the health care delivery system in the U.S. that become effective in 2014. This presentation will provide an update of the latest developments with respect to federal health care reform and provide insights as to the direction where many employers will be starting to move their group health plans. Contrary to some misleading and incomplete reports, most employers will generally save money by continuing to offer group health plan coverage that at least meets certain minimum federal standards to their full-time employees, as compared to terminating their plans.

### The 5 Sales Triggers

*Presented by: Rob Rainwater*

The 5 sales triggers are the five mistakes that salesmen make when making a sale - ie, being to emotional, need for approval, money ceiling, buy cycle, outlook. This session will focus on the practical and management aspects of the selling process.

9:00 AM - 10:00 AM

### Self Service Panel: Part II (Insurance, Advertising & Internet Marketing)

*Presented by: Ron Sturgeon & Bill Velin*

Think that U-Pull-It yards cannot be insured? Think again, as Bill Velin of Wells Fargo Insurance Services shows you what it takes to get your yard insured. Walk away with guidelines for self service yards and a rough idea of the costs. Industry veteran Ron Sturgeon walks you through urban myths about advertising for a U-Pull-It, and tells us what is required to compete in this new world, as well as tips on how to buy more vehicles, pay less, and lower cost of goods.

1:00 PM - 2:30 PM

### Keeping Recycled Parts in Repair Market

*Presented by: Chris Anderson, Dusty Dunkle, Dwight Howard, Don Porter and Jeff Schroder*

Quality OEM RECYCLED PARTS are the solution and the new adaptive supply chain will make that a reality. Implementing and identifying improvement opportunities will enable the automotive recycling parts industry to define the future of the automotive parts marketplace.