

**Concerned Auto Recyclers of Wisconsin**

# CARS News

*Promoting industry excellence through education.*

*April/May 2017*

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## **Member Profile: Auto Parts Recycling Inc.**

Starting a business is challenging, keeping an existing business going with competition from a multitude of internet resources is the new additional marketing strategy needed to remain viable. Auto Parts and Recycling Inc. has been an operating salvage yard since the 1940's, with the current owner, Dennis Wendtland obtaining the business in 1985. While as a business that offers the opportunity to go out and pull your own parts, the need to have the ability to inventory parts so they are readily available for local businesses, customers and requests from around the US is an increasingly vital facet to overall success. With many customers, time is of the essence, parts are needed as soon as possible to complete repairs and get vehicles back on the road.

Auto Parts and Recycling Inc. is working to improve our day to day operations by including the addition of a new dismantling garage and sales office. With 4 vehicle bays all located in one building, this gives our employees the ability to work more efficiently and produce a higher volume of inventory available to our customers -both in pulling your own parts and readily available shelved inventory. Some of the challenges we face is the ability to obtain newer inventory at a competitive cost, finding and retaining quality staff while keeping operating costs optimal for profitability.

With many variables contributing to the industry in regards to sales such as the internet, economy and relying on the continuing support of local businesses and customers, we strive to provide reputable customer service along with readily available quality parts (many carry a 6 month warranty) and efficient delivery timelines. Posting on social media has helped to increase interest by keeping people in the loop on incoming inventory and special promotions we offer. Social media also gives us the opportunity to build a rapport with individuals that might otherwise not take the time to reach out. We live in an ever increasing fast paced digital age that requires constant monitoring and marketing strategies to stay competitive.



## CARS of WI Board of Directors

### President

#### Pat Dowd

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## Lobbyist

### Greg Hubbard

Hubbard, Wilson, and Zelenkova  
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Email: ghubbard@hwz-gov.com

## CARS of WI 2016 Calender

5:30 Conference Calls - unless noted otherwise

- Nov 14 2016, conference call
- Dec 12 2016, conference call
- Jan 27 2017, face to face  
(location to be announced)
- Feb 13 2017, conference call
- Mar 13 2017, conference call
- Apr 13 2017, face to face, Eau Claire
- May 1 2017, conference call
- June 12 2017, conference call
- July 10 2017, conference call
- Aug 11 or 12 2017  
Golf Outing
- Sept 11 2017, conference call
- Oct 14 2017, conference call

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

## CARS Committee Members

<b>Bylaw</b>	* Tisler
<b>Convention</b>	*Koepf, Dowd, Strandberg, Hauck, Dumke
<b>Education</b>	*Strandberg, Goetch, Ross
<b>Insurance</b>	*Bellin
<b>Legislative</b>	*Rademacher, Krumenauer, Bellin
<b>Membership</b>	* Dowd, + complete board
<b>Newsletter</b>	*Rowe + complete board
<b>Recycling</b>	* Joas, Krunenauer, Tisler
<b>Scholarship</b>	*Hermann, Novak
<b>Warranty</b>	*Pilquest
<b>WICAR</b>	*Goetsch, Strandberg, Hermann
<b>Website</b>	*Hauck, Joas

*All committee's are open to any member.  
Please call the chairman if you want to be  
on a committee or have input.  
\* Indicates the chairman*

## Publisher & Advertising

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contact:

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Monday through Friday, 9 a.m. – 4 p.m.

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## Concerned Auto Recyclers of Wisconsin

### CARS News Submission Dates

Issue . . . . .Deadline	Issue . . . . .Deadline
Feb/Mar . . . . . Jan 1	Aug/Sept . . . . . July 1
April/May . . . . . Mar 1	Oct/Nov . . . . . Sept 1
June/July . . . . . May 1	Dec/Jan . . . . . Nov 1

## The CARS News



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The *CARS News* is published six times per year for the Concerned Auto Recyclers of Wisconsin. None of the material in this publication necessarily reflects the opinion of CARS of WI, 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 the Executive Secretary, Sandy Dumke, Sandy@CarsofWI.com. Articles may be edited for length.

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

**Visit [www.carsofwi.com](http://www.carsofwi.com)**

# CARS of Wisconsin Board Meeting

## Conference call January 14, 2017

Conference call meeting was called to order by President Dowd at 11:50 a.m.

**Board members present:** Strandberg, Dowd, Bellin, Dumke, Ross, Holberg, Hauck, Rademacher and Krumenauer.

**Board members absent:** Koepf, Goetsch, Joes, Tisler, Pilquest.

*Motion to accept previous meeting notes made by Pete and seconded by Joel. Motion passed*

**Treasurer's report:** Ryan was absent so we all looked over the reconciliation, there were two checks people were wondering about. Sandy enlightened us that the first was for Blaine's Auto and Truck to pay them back for an overpayment. Second was to Bob Remington for the 50/50 raffle where he wasn't present. *Motion to accept the treasury report was made by Dean and seconded by Lor'ell*

**Legislative Committee:** The current session started and not much new or started as of yet. We have good relations with current representatives so we shouldn't be blind-sided by any incoming legislation if something comes up. Greg talked to us about 751 Senate Bill, basically that we have to check the VIN number for lien holder information of cars we are buying from the general public for junk. Most yards sound like they are doing this already or just not buying anything without a title. Greg is

going to set up a lobby day for April 5th and April 12th as a back up. We plan to meet shortly before lunch and be finished up by 3 p.m.

DOT received a federal grant to use Humari. We would like to invite a representative from the DOT to be at our convention. More specifically to possibly have a round table with DOT and Humari.

Salvage inspections are going to be privatized, but we don't have good information on how or if there will be uniform pricing and how fast it will be implemented.

ARA Hill days is coming up and Pat wasn't sure if he was going yet. Pat is officially an ARA affiliate for WI.

**Bylaw Committee:** Nothing to report.

**Convention Committee:** There is talk of getting a gun/guns for a raffle item. Henry Repeating Arms is a local company from Eau Claire that we are looking into. Also Pete is going to talk with the local Scheels to see what type of gun raffle options they can provide. Sandy is going to check with the State to see if there are any permits that we need to conduct a raffle.

It was mentioned that there is a possible grant opportunity to help with funds for our convention that we need to look into.

We are still working on possible tours: Phillips Plastics, Leinenkugel brewery, or Cardinal Glass and Sand Company.

**Education Committee:** Stormtech is working on information and will be conducting an air bag training in Eau Claire.

**Insurance Committee:** Nothing to report.

**Membership Committee:** 71 members currently with 32 associate members. A few members have dropped out: Waukesha Iron and St. Francis.

**Newsletter Committee:** All articles are due by Jan. 1st. Committee members haven't been getting any articles to proof, e-mail addresses are going to be double checked.

**Recycling Committee:** Prices are on the rise currently, without much stability.

**Scholarship Committee:** We are going to try loosening up the requirements for who can apply for a scholarship to see if we can generate more applicants. This will be a trial run.

**Website Committee:** The site should be updated with all the Upper Midwest information.

**WI CAR Committee:** Stormwater permit materials should be sent out within the next month.

**Warranty Committee:** Working on sending the K-form out for tax purposes. They need staff or are going to have to dissolve the program.

*p.m. by Dean and seconded by Joel.*

**Old business:**

- Robbie talked with a representative from the WI Public Radio about what they do for associations. We are waiting to get more information and costs to be involved for the board to go over.

**New business:**

- Sue Schauls out of Iowa will be at the convention talking about Humari.

*A motion to adjourn was made at 2:23*

# CARS of Wisconsin Board Meeting

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## *Conference call February 13, 2017*

Meeting was called to order by President Dowd at 5:33p.m.

**Board members present:** Strandberg, Dowd, Bellin, Dumke, Holberg, Hauck, Koepp, Goetsch, Pilquest, Joes, and Krumenauer.

**Board members absent:** Tisler, Ross, and Rademacher.

Motion to accept previous meeting notes made by Joel and seconded by Dean. Motion passed

**Treasurer's report:** Ryan was absent so we all looked over the reconciliation. Motion to accept the treasury report was made by Tom and seconded by Matt.

**Legislative Committee:** Nothing to report.

**Bylaw Committee:** Nothing to report.

**Convention Committee:** The Thursday golf outing will be held at Mill Run and will be \$50 per golfer. The schedule for the tours was discussed and times assigned. All of the times will be released shortly. There will be an invite sent to Hollander, Pinnacle, and Car-Part to attend the conference.

**Education Committee:** Nothing new to report.

**Insurance Committee:** We were notified that we need to add unemployment insurance to our coverage. Dean is going to check into our coverage and adding this to our current plan.

**Membership Committee:** One additional member joined this month: Siegel Auto and Recycling

**Newsletter Committee:** All articles are due by Jan. 1st. Committee members are now getting all articles to proof.

**Recycling Committee:** Prices are on the rise currently, without much stability.

**Scholarship Committee:** Grades have been sent in and checks are going to be processed.

**Website Committee:** The site should be updated with Robbie as convention chairmen.

**WI CAR Committee:** Nothing new to report.

**Warranty Committee:** Assigning new roles and getting caught up with weekly meetings.

**Old business:**

- Pete is checking into raffle items. No report on the ARM fishing weekend, we didn't have representation.

**New business:**

- Hoping to provide beverages for the bus trip on Thursday.
- Our next meeting will be a conference call March 13th.
- Saturday April 8th we will be meeting at the conference site (the Metropolis).

A motion to adjourn was made at 6:22 p.m. by Pete and seconded by Kevin.

## From the Secretary's Desk

*By Sandy Dumke*

This will be the last newsletter before the Upper Midwest Recyclers Convention & Trade Show. If you have not signed up or reserved your room, please do it soon. The convention will be May 4-5-6, 2017 at the Metropolis Resort in Eau Claire, WI.

We have worked very hard to get you the most interesting and informative speakers we could on topics including: Insurance - why and what do you need; Illegal Sales – how to stop sales of illegal parts and vehicles; Advertising - are you making mistakes; and Technology Training for your staff. In addition, there will be safety resources available, information on inventory estimates, and new technology for testing engines. If you want to have satisfied customers, the best way is to ensure that your parts have been tested before they go out the door. As always, we will again offer forklift and air bag training for any of your employees that need to be certified. We have some of the best instructors in the country and there is no cost to you for the classes.

The Trade Show is always interesting. We have several new companies that have signed up and a lot of our regular vendors that bring their new and informative products for you to see.

One of the fun things we have planned is the Bob Hoffmann Memorial Golf Outing. As most of you know Bob was a former director and served as CARS President. He was responsible

for starting RPEP and designing the CARS Warranty Group. This will be the Third Annual Scholarship Outing. We are able to award scholarships to young students going on to college or tech school. The 2017 outing will be at the Mill Run Golf Course on Thursday May 4th. Be sure to sign up for that. After we get done golfing we will tour Cardinal Glass Company and then go to Autumn Harvest Winery for a wine tasting session. The bus will leave the hotel at 2:30 and be back at 6:30, then we will have the favorite Host/No Host Dinner. You will be joined by some of the local members who will take you to a restaurant of your choice. You could pick a steak house, Chinese restaurant or where ever you decide as a group.

Then on Friday night we will have the fabulous Auction. We have many items coming and if you have something to donate please let Kelly know. Another fun thing will be the ever-popular Recycled Art Contest. Get your creative brains going and bring a recycled item for the auction.

So, get your registrations sent in to me and reserve your rooms. It will be a wonderful convention and you can meet up with our Minnesota fellow recyclers.

See you in Eau Claire

Sandy

# Auto Recycling Can Be a Risky Business

By David Kendziorski, WICAR Program Manager

Our workers are exposed to many potential safety hazards. While strains, sprains, bruises, and cuts may be our most common hazards, I believe that fires and forklift accidents pose our most dangerous risks. Serious fires are usually related to gasoline fumes or spillage. Forklift rollover accidents have resulted in injuries and even death. We can do a much better job of using safe practices.

## Costs of Workplace Accidents

1. Payments to injured workers
2. Workers compensation payments
3. Medical expenses
4. Legal fees/OSHA penalties
5. Delayed/lost productivity
6. Replacement workers
7. Corrective action
8. Low employee morale

## Benefits of Safe Practices

1. Improved worker health and safety
2. Reduced worker compensation costs
3. Reduced health care costs
4. Increased employee morale
5. Reduced absenteeism/ turnover
6. Greater efficiency and productivity

The *Wisconsin Safety Compliance Manual* is available to all CARS of WI members to help improve your employee safety practices and comply with OSHA regulations. The

Manual addresses about 20 safety regulations that most commonly apply to auto recyclers. Each section briefly describes the regulation, explains how to comply, and provides all the documentation that you will need – including sample and fill-in-the-blank plans or reports, inspection forms, and training records. A DVD is included, and the documents are provided as Word files, so you can easily fill out the documents with your company-specific information. In a few short hours, you can develop a written Safety Program for your company that is compliant with OSHA regulations and, most importantly, helps ensure that your employees go home healthy and safe each night.

Safety topics addressed include fire prevention, lockout/tagout for equipment maintenance, forklift training, airbag transportation training, eyewash stations, personal protective equipment, and electrical safety. Most of the training you can do yourself using the information contained in the Manual. Safety training is also offered at the upcoming Annual CARS of WI/ARM Convention – don't miss the outstanding forklift operation training provided by Paul Secker from SAS Forks.

The *Wisconsin Safety Compliance Manual* is available to all CARS of WI members. Contact Sandy Dumke, CARS Executive Director, at (715) 853-6337 or [Sandy@carsofwi.com](mailto:Sandy@carsofwi.com) and request your copy. Should you have any questions about safety practices or regulations, you may contact me at (414)943-1773 or [dave@stormtech1.com](mailto:dave@stormtech1.com).

## Welcome New CARS Direct Members

### Siegel Auto & Recycling

E4146 State Hwy 161

Ogdensburg, WI 54962

SCOTT SIEGEL

920-244-7570 • [siegelrecycling@gmail.com](mailto:siegelrecycling@gmail.com)



# 2017 Upper Midwest Auto & Truck Recyclers Convention & Tradeshow



Hosted by CARS of WI with Automotive Recyclers of Minnesota (ARM)  
[www.recyclersconvention.com](http://www.recyclersconvention.com) | [www.carsofwi.com](http://www.carsofwi.com) | [www.autorecyclersmn.net](http://www.autorecyclersmn.net)

slide to unlock



## DIRECTIONS

### From the West (coming from Minneapolis/St Paul)

Follow I-94 EAST to Exit 68 (WI-93). Turn right onto WI-93 South. Turn right (at stoplight) onto Lorch Ave. Turn right onto Fairview Drive at the Metropolis Resort sign.

### From the East (coming from Madison)

Follow I-94 WEST toward to Exit 68 (WI-93). Turn left onto WI-93 South. Turn right (at stoplight) onto Lorch Ave. Turn right onto Fairview Drive at the Metropolis Resort sign.

## HOTEL INFO

### Metropolis Resort

5150 Fairview Drive | Eau Claire, WI 54701  
Tel: (715) 852-6000 | [www.metropolisresort.com](http://www.metropolisresort.com)



### Resort Amenities

Every hotel room includes:

- Wired & Wireless Internet Access
- 37" flat-screen Television
- Alarm Radio
- Heating & Cooling System
- On-time Wake-up Service
- Mini Refrigerator
- Microwave
- One Cup Coffee Pot
- Seating for Two (or more)
- Workspace
- Separate Make-up Sink & Space
- Several Types of Pillows
- Iron & Ironing Board
- Hairdryer
- Optional Morning Paper

We have arranged for discounted room pricing of **\$99 for a Standard or King** for our members. To receive discounted pricing, identify yourself as a member of the CARS of WI group when making your reservation.

**The cut-off date to receive a discount is April 15, 2017.**

### From the North (coming from Hayward)

Follow 53 SOUTH to Exit 86 (WI-93 toward La Crosse). Turn right onto Lorch (at stoplight) onto Lorch Ave. Turn Right onto Fairview Drive at the Metropolis Resort sign.

### From the South (coming from La Crosse)

Follow 53 NORTH to WI-93 NORTH. Turn left (at stoplights) onto Lorch Ave. Turn right onto Fairview Drive at the Metropolis Resort sign.

# 2017 Upper Midwest Auto & Truck

## SCHEDULE

### Thursday, May 4

*On Your Own Yard Tours:*

*Check [www.Recyclersconvention.com](http://www.Recyclersconvention.com)*

- 9:00 am - 2:00 pm **Bob Hoffmann Memorial Golf Outing**  
Mill Run Golf Course  
\$60.00 per person  
3905 Kane Rd  
Eau Claire, WI 54701
- 2:30 pm - 4:00 pm **Tour Cardinal Glass**  
2200 Stokke Pkwy, Menomonie, WI 54751
- 5:00 pm - 6:00 pm **Wine Tasting at Autumn Harvest Winery**  
19947 Cty Hwy J, Chippewa Falls
- 7:00 pm **Host - No Host Dinner** - Join some of the local members to dine at supper clubs in the area.  
*Leave hotel lobby at 6:30.*

### Friday, May 5

- 8:00 am - 5:00 pm **Registration**
- 8:00 am - 9:00 am **Breakfast**
- 9:00 am - 10:00 am **Fidelity and Crime Insurance**  
- *William Velin*
- 10:15 am - 11:45 am **Round Table discussion on stopping illegal parts & car sales.** - *Allan Alamer/Harmari, Mike Domke/WI-DOT*
- 12:00 pm - 1:00 pm **Lunch**
- 1:15 pm - 2:15 pm **How to Recognize & Fix Advertising Mistakes** - *Mike French*
- 2:30 pm - 3:15 pm **Safety Resources for Auto Recyclers** - *Sue Schauls*
- 2:30 pm - 3:15 pm **SAS - Basic Fork Lift Safety** - *Paul Secker*
- 2:30 pm - 3:15 pm **Air Bag Training** - *Dave Kendziorski - Stormtech*
- 4:00 pm - 8:00 pm **TRADE SHOW**
- 5:00 pm - 7:00 pm **Dinner in trade show area**
- 7:30 pm - 10:00 pm **AUCTION**
- 10:00 pm **Hospitality Room**

### Saturday, May 6

- 8:00 am - 12:00 pm **Registration**
- 8:00 am - 9:30 am **Breakfast**
- 9:30 am - 12:30 pm **TRADE SHOW**
- 12:30 pm - 1:30 pm **Lunch**
- 1:45 pm - 2:45 pm **Training for Growth...Building a Healthy Organization for Sustainability** - *Terry Westedt*
- 3:00 pm - 4:00 pm **Motor Service & Machine... New Technology for Testing Engines** - *Dan Donigan*
- 4:15 pm - 5:15 pm **Technology....Inventory.... and the Estimates** - *Terry Westedt*
- 5:30 pm - 6:00 pm **Open Bar**
- 6:00 pm - 7:30 pm **Dinner & Program**
- 8:00 pm **Hospitality**



We will be having the golf outing to correspond with the Bob Hoffmann Memorial Golf Outing. We feel this will give more people the opportunity to show their appreciation for all the things Bob did for this industry. All the proceeds will go to the Bob Hoffmann scholarship fund.

# Recyclers Convention & Trade Show

## SPONSORSHIP OPPORTUNITIES

Increase your visibility through a variety of sponsorship opportunities. All sponsorships are available on a firstcome, first-served basis so **ACT FAST! All sponsors will receive a link on the 2017 convention website, recognition in the program booklet, area signage and 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 or gift tag of your design and we will have bags of chocolates personalized with your company information handed out to each attendee at check-in. You may also choose to provide us with a welcome bag filled with promo items you provide that may also be handed out at check-in.
- **Registration Booth Host \$1500**  
Your business is the first contact every attendee will see. You will have large area signage at the registration table and your own display table for your products/services during the entire event. Every vendor and attendee will be your walking advertisement with your company name and logo on each name badge.
- **Hospitality Suite Host** (Thursday, Friday Or Saturday) **\$1000 Each**
- **Dinner Host** (Friday Or Saturday) **\$1000 Each**
- **Trade Show Beer Host** (Friday Or Saturday) **\$1000 Each**
- **Bus Sponsor \$1000**
- **Luncheon Host** (Friday Or Saturday) **\$750 Each**
- **Educational Host** (Multiple Sponsorships Available) **\$500 Each**
- **Break Refreshment Host** (Friday Or Saturday) **\$500 Each**
- **Recycled Art Competition Sponsor \$750**

Contact CARS of WI at 715-853-6337 or sandy@carsofwi.com to reserve your sponsorship or for further details.

## 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 sandy@carsofwi.com no later than April 30, 2017.

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 . . . . .	\$125
Back Inside Cover - 3.5" w x 8.5" h . . . . .	\$125
Back Outside Cover - 3.5" w x 8.5" h . . . . .	\$150
Center Fold . . . . .	\$200

## Auction & Recycled Art

### HELP WITH THE LIVE AUCTION:

Please consider donating an item for the Friday night live auction. To coordinate the donation of your auction item, please contact Kelly Salseg at 612-781-5555.

**YOUR DONATION IS APPRECIATED!**

### RECYCLED ART COMPETITION:

Entries may be made from car parts or any recyclable materials. All entries will be sold in the Friday night auction and artist will receive 50% of the proceeds from their auctioned item. You do not need to preregister to enter.

Contact Kelly Salseg at 612-781-5555 for additional information.

**Visit [www.recyclersconvention.com](http://www.recyclersconvention.com) for vendor and attendee information.**

# 2017 Upper Midwest Auto & Truck Recyclers Convention & Trade Show - Classes

**Fidelity and Crime Insurance - William Velin - Friday** - Fidelity and Crime Insurance addresses the most common threats to organizations, including losses due to employee dishonesty, credit card forgery, computer fraud, and the disappearance or destruction of property. Trusted employees, internal and external oversight, risk management controls...you may believe that your company has everything in place to prevent fraud. But when it comes to occupational fraud and abuse, no business is safe. Fraud can happen in any organization, large or small, so it is important to have the right coverage.

**Safety Resources for Auto Recyclers - Sue Schauls - Friday** - A Safety Program is vital to tracking and training employees on OSHA safety requirements. But don't let red tape distract you from keeping your employees safe. Maintaining OSHA compliance and a safe shop go hand-in-hand. This session will make safety simple, let common sense be the guide and then implement a simple solution to tracking to complete the simple steps for safe automotive recyclers!

**Basic Forklift Safety - Paul Secker - Friday** - OSHA requires forklift operators to be trained. For the safety of your employees and customers this is an important topic worth your attention. Forklift accidents result in thousands of injuries in the US each year. Learn operational dynamics and increase your awareness of safety features. A discussion about forklift and wheel loader safety is included. This presentation is meant to provide a classroom introduction to safety, but the practical 'road test' portion is not included.

**Training for Growth.....building a healthy organization for sustainability! - Terry Westedt - Saturday** - It's important for owners and managers to have the right vision and business plan for strategic healthy growth. This will help you evaluate your business from a new perspective and give you the steps to build the vision, the plan, and the culture, getting the people on board, along with technology and product diversification!

**Motor Service & Machine...New Technology for Test-**

**ing Engines - Daniel Donegan - Saturday** - Topics covered will include information on how to run an effective internet marketing program, finding out who your customers are, developing repeat sales, communicating with today's electronic customers and selling parts for top dollar. He will also share his strategy on quickly identifying the quality of parts on cars being processed in your yards. This technique can save up to two hours per car.

**Technology....Inventory.....and the Estimates - Terry Westedt - Saturday** - One of the biggest difficulties we face today is getting our parts inventories into the market place so they can be seen by estimators and adjusters. This will help you "keep it clean" and get you seen! How investing in technology and cleaning our inventory "words" and codes will improve visibility and sell more!

## 2017 Upper Midwest Auto & Truck Recyclers Convention & Trade Show - Speaker Bios

**Michael Domke** is currently the Section Chief of Wisconsin DMV's Dealer and Agent Section. The Dealer and Agent Section licenses and regulates Wisconsin motor vehicle dealers; manages the Vehicle Emissions Inspection Program, Lemon Law Program, Mandatory Display, Third Party title/registration processing, and Electronic Lien Title program. Michael began his career in state service with the Department of Agriculture, Trade and Consumer Protection. In 2011 Michael accepted a position with the Department of Transportation as the Dealer and Agent Section's Field Investigation Unit Supervisor. After 3 years with the investigation unit and a year with the DMV's Bureau of Driver Services overseeing their communication center Michael returned to the Dealer and Agent Section. Prior to Michael's career in state service he spent 10 years as a police officer with the Fond du Lac Police Department where he served as a training officer, instructor, and SWAT operator. In 2015 Michael retired from the military after 21 years of active duty and reserve service with the United States Army. Michael holds bachelor degrees in Criminal Justice and Sociology and a master's degree in Public Administration from the University of Wisconsin-Oshkosh.

**Daniel Donegan** is the founder and president of Motor Service & Machine, inc., an automotive machine shop that rebuilds and markets auto and truck engines for sale internationally.

**David Kendziorski, President of Stormtech, Inc.**, has over 30 years of experience as an environmental consultant for the scrap and auto recycling industries. Stormtech specializes in providing stormwater permitting and environmental compliance assistance to recyclers. Dave manages innovative compliance and certification programs in Wisconsin, Michigan, Minnesota, and California. Dave is the Program Manager for the CARS of WI WICAR program and the ARM MN-CAR program. He administers the 90-member Auto Recyclers Cooperative Compliance Program (ARC-CP) in Wisconsin. Dave is a frequent speaker at association conventions and events, offers several training programs for

recyclers each year, and writes quarterly articles for several trade newsletters and magazines.

**Mike French** is an author, speaker, publisher, consultant, and owner of a successful business. Since 1982, Mike French and Company has offered 400,000 different promotional products, graphic design, all kinds of printing, direct mail services (lists and fulfillment), and publishes an industry trade magazine for automotive recyclers in North America: "The Auto Recycler's ToolBox Magazine". Mike is a Master Marketer, and specializes in creating direct-response advertising that gets results. Mike helps businesses of all kinds attract and keep clients, and his business can be described in the following USP: "We get you more customers like your best customers, and we make your phones ring, Guaranteed!"

**Sue Schauls** is an environmental and safety expert whose career started 20 years ago at the Iowa Waste Reduction Center at University of Northern Iowa. She with OSHA safety and environmental compliance requirements. While at IWRC she toured the U.S. in the Mobile Outreach for Pollution Prevention providing automotive environmental training to over 7,000 people in 22 states, 67 Iowa counties and 43 community colleges. She is currently the Executive Director of the Iowa Automotive Recyclers trade association and is the compliance consultant to the industry through the I-CARE program – Iowa Certified Automotive Recyclers Environmental Program. Sue assists recyclers in maintaining environmental and safety compliance through the program and at the national level through writing and committee work for the Automotive Recyclers Association. She writes and publishes the Recyclers News Press six times per year to keep the industry informed on new issues. Sue has a Bachelors of Arts: Science Environmental Planning (1996 UNI). Prior to joining the environmental profession she worked as a computer analysis for Electronic Data Systems having earned a Computer Programming certificate (1985 Business Institute of Technology).

**Paul Secker is President of S.A.S. of Luxemburg, Ltd,**

manufacturer of SAS FORKS. Formerly being involved in the family salvage yard for 30 years, 15 years in the yard and shop, and 15 years as Operations Manager, Paul has a thorough understanding of the workings of auto recyclers. Paul's father Elmer Secker, an Industrial Engineer, founded the family business back in 1968. After years of operating the salvage yard, and observing the challenges yards and auctions have with moving cars, Elmer has developed a unique approach engineering attachments that has proven to stand up in the Auto Recycling Industry. Paul graduated from the University of Wisconsin-Stevens Point with a degree in Business Administration, and has attended forklift safety classes at Northeast Wisconsin Technical College, in Green Bay, WI. The last 15 years Paul has been working in the fork manufacturing business. More importantly, Paul has worked side by side with Elmer for the last 30 years, yielding great insight into the engineering practices Elmer has established. Paul is a member of SME (Society of Manufacturing Engineers) and has attended conferences on Product Safety, Fabrication, and Stress Analysis. Paul presently speaks with customers on a daily basis, identifying capacities of various equipment, and helping customers specify the correct forks based on their operations. Paul has developed unique insights of fork use, inspection, and safe operation.

**Bill Velin** graduated from college in 1970 and has been involved in the insurance industry ever since. He began his career with Royal Globe Insurance Company as a management trainee in the Milwaukee, Wisconsin branch for three years, and then as a Production Underwriter for two years in the Chicago Regional Office. He transferred to the Minneapolis Branch in 1975 as a regional marketing manager until 1978. In 1978, he decided to switch to the agency side of the business. He built a sizable book of business over the next 10 years with three different agencies and in 1988, decided to strike out on his own when he founded an independent agency in Apple Valley, MN. He built his agency to approx. \$3,000,000 in revenue before selling to a larger agency in 1994, who ultimately sold to Wells Fargo Insurance in 1996. Bill was with Wells Fargo Insurance until early 2016 when he decided to acquire his book of business and relocate it to Assured Partners of Minnesota. His book of business is mostly general business made up of manufacturers, contractors, etc. but he also has built two programs over the years – one of them in the entertainment and amusement business (Bill is

one of the larger agents nationally for inflatables, family entertainment centers and Renaissance Festivals), and he is also the exclusively endorsed agent for the Automotive Recyclers Association nationally.

**Terry Westedt** is the National Accounts Manager for Rydell Auto Group based out of Waterloo, Iowa. Terry is responsible for the Recyclers/OEM relations directly linked to the OEM Surplus programs. Prior to this, he was the General Manager for a large Midwest Auto Recycler, with multiple locations in 3 States. His duties included day to day operations for Sales, Dismantling, Procurement, Remanufacturing, Surplus, Delivery, Cores and Human Resources/Benefits along with Insurance and Wholesale relations. Terry also spent 14 years in the body shop industry starting entry level and working into management at a small new car dealership where he then went to work for a large multi shop chain of collision shops as a Corporate Manager and was instrumental in its growth from 6 shops to 15 in 6 years. Terry was in charge of day to day operations as well as new shop set ups and training of staff. He was also played key roles setting up the 28 DRP programs they had in place along with customer relations and marketing. Terry has also shared his experiences on numerous boards and committees for the Recycling industry and the Body Shop Associations across the Country. Terry consults for the Recyclers on stream lining operations and HR topics related to our industry and Sales Team Performance.

# ATTENDEE REGISTRATION FORM

Cost is \$150 for Full Registration or \$100 for One Day (either Friday or Saturday)  
F & Sa Meals included with all registrations ONLY if indicated below\*\*

Company Name: \_\_\_\_\_

Contact Name & Title: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

E-mail: \_\_\_\_\_ Phone: \_\_\_\_\_

Attendee #1 (First/ Last Name & **PLEASE CIRCLE WHICH OPTION**: FULL (\$150) - or - ONE DAY (\$100) Circle Fri or Sat

Attendee #2 (First/ Last Name & **PLEASE CIRCLE WHICH OPTION**: FULL (\$150) - or - ONE DAY (\$100) Circle Fri or Sat

Attendee #3 (First/ Last Name & **PLEASE CIRCLE WHICH OPTION**: FULL (\$150) - or - ONE DAY (\$100) Circle Fri or Sat

Attendee #4 (First/ Last Name & **PLEASE CIRCLE WHICH OPTION**: FULL (\$150) - or - ONE DAY (\$100) Circle Fri or Sat

Attendee #5 (First/ Last Name & **PLEASE CIRCLE WHICH OPTION**: FULL (\$150) - or - ONE DAY (\$100) Circle Fri or Sat

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

Friday Breakfast \_\_\_ Friday Lunch \_\_\_ Friday Dinner \_\_\_

Saturday Breakfast \_\_\_ Saturday Lunch \_\_\_ Saturday Dinner \_\_\_

**Bob Hoffmann Memorial Golf Outing: \$60.00** \_\_\_ **Name of Golfer:** \_\_\_\_\_ **# of Golfers:** \_\_\_\_\_

Subtotal amt: \_\_\_\_\_

## Sponsorships are available to all yards and vendors

\_\_\_ Hospitality Suite \$1000 each night Th \_\_\_ F \_\_\_ Sa \_\_\_

\_\_\_ Luncheon Sponsor \$750 Friday \_\_\_

\_\_\_ Dinner Sponsor \$1000 Saturday \_\_\_

\_\_\_ Bus Sponsor \$1000

\_\_\_ Golf Sponsor \$1000

\_\_\_ Registration Booth Host \$1500

\_\_\_ Hotel Room Welcome Host \$1500

\_\_\_ Educational Programs \$500 (multiple sponsorships available)

\_\_\_ Recycled Art Competition Sponsor \$750

Subtotal amt: \_\_\_\_\_

## Program Booklet Ads are available to all yards

\_\_\_ Business card size \$35 \_\_\_ 1/2 page \$50 \_\_\_ Full page \$75 \_\_\_ Front inside cover \$125 \_\_\_ Back inside cover \$125 \_\_\_ Center Fold \$200

Subtotal amt: \_\_\_\_\_

Enclosed is a check payable to: \_\_\_ CARS of WI or charge my: Visa \_\_\_ Mastercard \_\_\_

Card # \_\_\_\_\_ Expiration Date: \_\_\_\_\_ Verification Code: \_\_\_\_\_

Cardholder's Name: (please print) \_\_\_\_\_ Cardholder's Signature: \_\_\_\_\_

Billing address for card: \_\_\_\_\_

Mail/Fax/Email completed application to:

CARS of WI  
Attn: Upper Midwest Conv & Trade Show  
11374 Flynn Lane, Suring, WI 54174  
sandy@carsofwi.com  
Fax: 920-842-2127

Please contact Sandy Dumke with questions (715-853-6337 or carsofwi@yahoo.com)

**Cancellation Policy:** In the event of cancellation prior to May 1, 2017 attendees will receive a full refund. Cancellations after May 1, 2017 will forfeit all payments. All forfeited payments shall become the property of the Upper Midwest Auto & Truck Recyclers Convention & Trade Show.

# Member News

## Thank You Note From Scholarship Recipient

Kari Strandberg, daughter of Kevin Strandberg of Strandberg Auto was awarded a \$500 Cheryl Rastia Scholarship. The following is a note from her.

CARS of Wisconsin,

*Thank you so much for the scholarship money, I really appreciate your help in funding my education. This is my senior year at the University of North Dakota with a major in Communications and a minor in Sport Business. I immensely appreciate the help of your funding toward my education. I have a full class schedule, a work study position, and the money that your organization put towards my education helped more than you know. I think that it's awesome that your organization offers scholarships for college kids.*

*I really respect the cause that your foundation supports and I hope that the word continues to get out about how important auto recycling is for the environment. I hope that some of the suggestions that I gave in my application could be of help. If CARS of Wisconsin needs anything from me as far as getting the word out there about your cause, please don't hesitate to ask. I'm more than willing to help out in any way that I can.*

Thanks again for the scholarship,

Kari Strandberg



## Morrison's Auto Participates in the Polar Plunge

It was fun and cold but it is a good cause. Having a good group of people that enjoy doing things like this helps get everyone involved.

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If you ship *anything* with **FedEx** or **UPS**, we will reduce your shipping costs. **GUARANTEED.**

MONEY BACK!

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- We audit your carrier invoices for over 40 different overcharges.
- You do nothing.
- We contact the carriers. They give you your money back.
- Our fee is strictly a percentage of your refunds. Nothing more.
- You keep the rest as *pure profit*, and you didn't lift a finger.
- **United Recyclers Group** — **Member Discount 10%**
- **"It's a no-brainer!"** — Happy customers from 40 states.

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# CONCERNED AUTO RECYCLERS OF WISCONSIN

(CARS OF WISCONSIN)

11374 Flynn Lane • Suring, WI 54174

715-853-6337 • sandy@carsofwi.com • Fax 920-842-2127

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**C.A.R.S. of WISCONSIN is our state association for professionals in the automotive recycling industry.** It is the only state association specifically designed to increase the efficiency and profitability of businesses in the automotive dismantling and recycling industry, while continuing to preserve and protect our environment.

## Benefits of becoming a C.A.R.S. Member

- **LEGISLATIVE LOBBYING SERVICES** – C.A.R.S. has a hired lobbyist in Madison to ensure that our Association remains an active participant with the State Legislature. Providing access to crucial information for all our members from the Legislature and the various agencies.
- **C.A.R.S News** – Your bi-monthly newsletter full of information pertinent to the auto recycling industry.
- **C.A.R.S Warranty Program** – The ability to sell warranties on sold parts.
- **Buy vehicles with QRP One Source**
- **ANNUAL CONVENTION AND TRADE FAIR** – provides training seminars, workshops, educational networking opportunities and more. Exhibitors demonstrate a variety of products that can be beneficial to your company.
- **EDUCATIONAL FORUMS AND TRAINING PROGRAMS** – meetings and training opportunities for the advancement and new requirements specific to our industry. Includes open discussions and simulations demonstrating day-to-day situations we all face.
- **MONTHLY MEETINGS** – The opportunity for you to express your concerns to your Board Members. Meetings are convenient conference calls and held at different locations around the state. Open to all members.
- **SCHOLARSHIPS** – Annual college scholarships available for families of C.A.R.S. members and their employees.
- **WEBSITE** – Information available 24/7 at your convenience at [www.carsofwi.com](http://www.carsofwi.com).
- **EDUCATIONAL PROGRAMS, SAFETY PROGRAMS AND PUBLIC RELATIONS**

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## C.A.R.S OF WISCONSIN MEMBERSHIP APPLICATION

FIRM NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ TOLL FREE: \_\_\_\_\_ FAX: \_\_\_\_\_

WEBSITE: \_\_\_\_\_ E-MAIL: \_\_\_\_\_

COUNTY: \_\_\_\_\_

OWNER(S) NAME: \_\_\_\_\_

***Direct Member applicants must include all 3 permit numbers listed below***

SALVAGE LICENSE NUMBER: \_\_\_\_\_ STORM WATER PERMIT NUMBER: \_\_\_\_\_

FREON PERMIT NUMBER: \_\_\_\_\_

MEMBERSHIP  Direct Member (Salvage Dealer)

CATEGORY  Associate Member (Non-Salvage Dealer)

(check one)

DUES  \$100 – New Member

(check one)  \$325 – Annual Membership Renewal (Attend CARS Annual Meeting and get \$100 deduct on annual dues)

\$175 – Annual Associate Member

SIGNATURE: \_\_\_\_\_

## Where Did You Come From?

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*By Jake Nawrocki, Rockitop Auto Salvage*

No, I don't mean that literally. I don't care if you come from Tony, Chicago, Newark, or even Sweden. No, I'm interested in what got you to this point in your life. In the past, we have talked about what brought you to your occupation, but I am talking about what drives you; what makes you - you? Why do you like the food you do? Why is your hobby lawn sculpture, coin collecting or making dioramas out of macaroni noodles and dried peas? Whatever it is, why that? Related to that, why do you have the friends you do?

We all have different backgrounds and upbringings. Most of us, I would think, are most influenced by whoever raised us, whether that was a parent, grandparent, or what have you. For me, the greatest influence came from my parents, grandparents, and church group. From my parents came a strong sense of independence, and an even stronger faith. From mom, I learned to not care what others think so much, and to be myself. She taught me that reading was the key - "If you can read, you can go anywhere or do anything," she always said. From my dad, I learned perseverance. There are times that I look at how he kept going through disappointments and setbacks, and I'm not sure if I could do that. From my Grandparents, the idea was planted, and watered, and watered some more about looking to the future and always preparing for what may come. I like to think that even though I wasn't raised during the Great Depression, through them I still have learned some of the important lessons that the greatest generation learned the hard way.

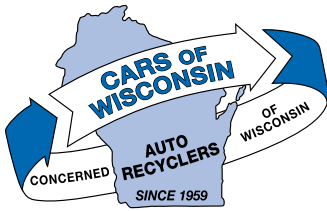
Along the way there have been countless others. For one, a man named Cecil that wired our house when I was a kid. I don't remember him getting irritated when an obnoxious little kid followed him around asking questions. No, he gave me little jobs to help, and along the way I learned the basics of being an electrician (a skill I now use often). From a man named Willie, who took the time to help a kid get a rusted pedal removed from a rusty bike. From that I learned about heat, patience, and left handed threads (skills I now use often). From a man named Dave, who showed me how to drive a stick shift tractor even though I could hardly reach

the pedals. He showed me how to unjam the transmission after you accidentally put it into 1st and 3rd gear at the same time (a skill I now use often). A youth leader named Larry, who looking back must have had the most patience I can recall seeing in anyone. He gave so much of his time. Another leader named Alvin, who taught me through his actions about giving. A more sincere and generous person I have not met. I find myself working with youth a bit, and the example I've received from these two men and quite a few other people, I find to be invaluable.

A man named Joe, who hired me to work on his farm. He didn't often do things the easy way, or even the best way, but he did it how he thought best. He was a natural engineer. Though most people today would say he was poorly educated, he was one of the most intelligent people I have ever known. That guy worked harder than most (a skill I now use...well, I'm still learning that one). From a man named Pete, I learned the basics of working on cars. He taught me the proper procedure for diagnosing problems. His philosophy was start with the simplest possibility (because that's usually it) and work your way through the scenarios till you find the problem. (Yeah, I still use that).

A man named Dennis, who took my love for airplanes and exposed me to a whole new world of possibilities in that area (even that has been put to some use). And so many others too!

There are so many different influences that have played a part in shaping who you have become/are becoming. When I was a kid in Sunday School, we learned a song that goes, "He's still workin on me, to make me what I ought to be..." That song, if you know it, reminds us that we are not done growing, no matter where you are in life. You and I are still growing as people; however, I feel it is good to look back at where you've come from and who has been a part of getting you there. It's also a great time to make changes. If you are looking at yourself and saying, "Man, I'm about perfect," now would be a great time to be honest with yourself and start



**\$2.00 Each**

## CARS of WI Window Stickers

We have the **\*\*NEW\*\* CARS of WI** window stickers for members to display. Stickers may be placed on the inside of any glass surface.

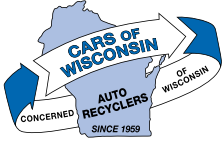
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acting like a real person. If you look at yourself as a total failure and feel like giving up, stop it. Everyone has those moments of self-pity, and if we dwell on them, they become habits. Talk to a friend or counselor about it if you feel despair. If there is no one to talk to contact me. I'm no counselor, but I know Someone who is the Great Counselor and would love to talk with you.

While you take stock of yourself, take the time to thank those who have played a key roll; that will be the most rewarding thing you do all day. Please share with us about those who have influenced you, I would love to hear about them. I hope you have a great day and a great 2017!

- Jake

CARS0417



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