

Industry Update



NW Automotive Trades Assn.

Last chance to register to learn to calculate, improve your co.'s value

This is your last chance to register as popular instructor Darrell Dorrell of Financial Forensics this week will help you learn how to calculate the value of your business, understand why it's important to know and track this figure even if your exit plan is years away – and most importantly, how to improve the value of your business.

“Calculating the Value of your Automotive Business,” an NATA-sponsored workshop, will be held this Thursday (March 23) from 6 p.m. to 9 p.m. at the NATA Training Room in Portland. Registration is just \$50 for NATA members, and includes dinner. Attendees are encouraged to bring their company's latest tax return to use actual numbers in the valuation exercises and calculations.

To protect attendees's privacy, **this course will be NOT available on tape or CD.** For more information or to register, visit the NATA website, or call us at (503) 253-9898.

NW, nat. collision leaders to meet

After last week's successful collision meeting, NATA members next month will have a chance to meet with two national industry leaders, Chuck Sulkala and Dan Risley.

The two will be among national shop, insurer and vendor representatives in Portland for the Collision Industry Conference (CIC) on April 5-6 at the Doubletree Hotel near Lloyd Center. This will be the first time CIC has been held in Portland in 14 years.

NATA has tentatively slated a lunch meeting for Northwest shops with Sulkala (shop owner and executive director of NABC) and Risley (executive director of SCRS) from Noon to 1 p.m. on Tuesday, April 4, to get national perspectives and ideas on the key topics NATA collision members identified last week as the issues they'd most like to see addressed (legislatively or otherwise) in Oregon.

The CIC meeting will be held from 1 p.m.

to 5:30 p.m. on Wednesday, April 5, and the following morning from 8 a.m. to Noon. The agenda includes a presentation by State Farm on its revamped direct repair program, now being tested in four states. Registration is \$40 at the door.

Also at the hotel the morning of April 5, SCRS will hold a round-table discussion with insurers and a National Industry Issues Forum.

For more information, call our office, or visit the CIC website (www.CIClink.com).

Members approve OAPA merger

The Oregon Automotive Parts Association (OAPA) will merge into NATA as of July 1 after NATA members voted overwhelmingly to approve the merger last week.

Past and current NATA board members speaking at the membership meeting last week voiced support for the merger, saying it will bring more of the industry together and will give NATA and all its members improved insurance, purchasing and lobbying power.

Three members of the OAPA board will be added to NATA's existing 10-member board for the 18 months after the merger.

Visit our website (www.aboutNATA.org) to view details about the plan of merger or call our office if you have any questions.

A/C class, certification next month

Get ready for summer with an air conditioning service class and certification offered by NATA next month. The class, from 9 a.m. to 3 p.m. on Saturday, April 15, will cover theory, operation and diagnosis of R12 and 134a air conditioning systems. Students will perform proper gauge hook-ups and gauge diagnostics, and the course will also cover automatic temp controls, and retrofit.

The class will be taught by Merle Hoerner of MH Consultants, and will be held at the NATA Training Room in Portland. Registration is \$135 for NATA members with certification for R12 available for an additional \$25.

TRAINING AND EVENT CALENDAR

Advance Registration
Required

Calculate The Value of Your Business

*Instructor: Darrell Dorrell
Thursday, March 23
6 p.m. - 9 p.m.
NATA Training Room
Northeast Portland*

Collision Ind. Conf.

*April 5-6
Portland Doubletree Hotel*

NATA Board Meeting

*Thursday, April 6
Langdon Farms Golf Club
Aurora, Ore.*

Air Conditioning

*Instructor: Merle Hoerner
Saturday, April 15
9 a.m. - 3 p.m.
NATA Training Room
Northeast Portland*

NATA's 'Express Lunch and Learn'

*Topic: OSHA Update
Wednesday, April 19
11:30 a.m. - 1 p.m.
NATA Training Room
Northeast Portland*

First Aid / CPR

*Wednesday, April 19
5:30 p.m. - 10 p.m.
NATA Training Room
Northeast Portland*

HAVE QUESTIONS? WANT MORE INFO? WE'RE HERE FOR YOU!

Northwest Automotive Trades Association

(503) 253-9898 or (800) 730-7282 • FAX: (503) 253-9890

www.aboutNATA.org • 1710 NE 82nd Ave. • Portland, OR 97220