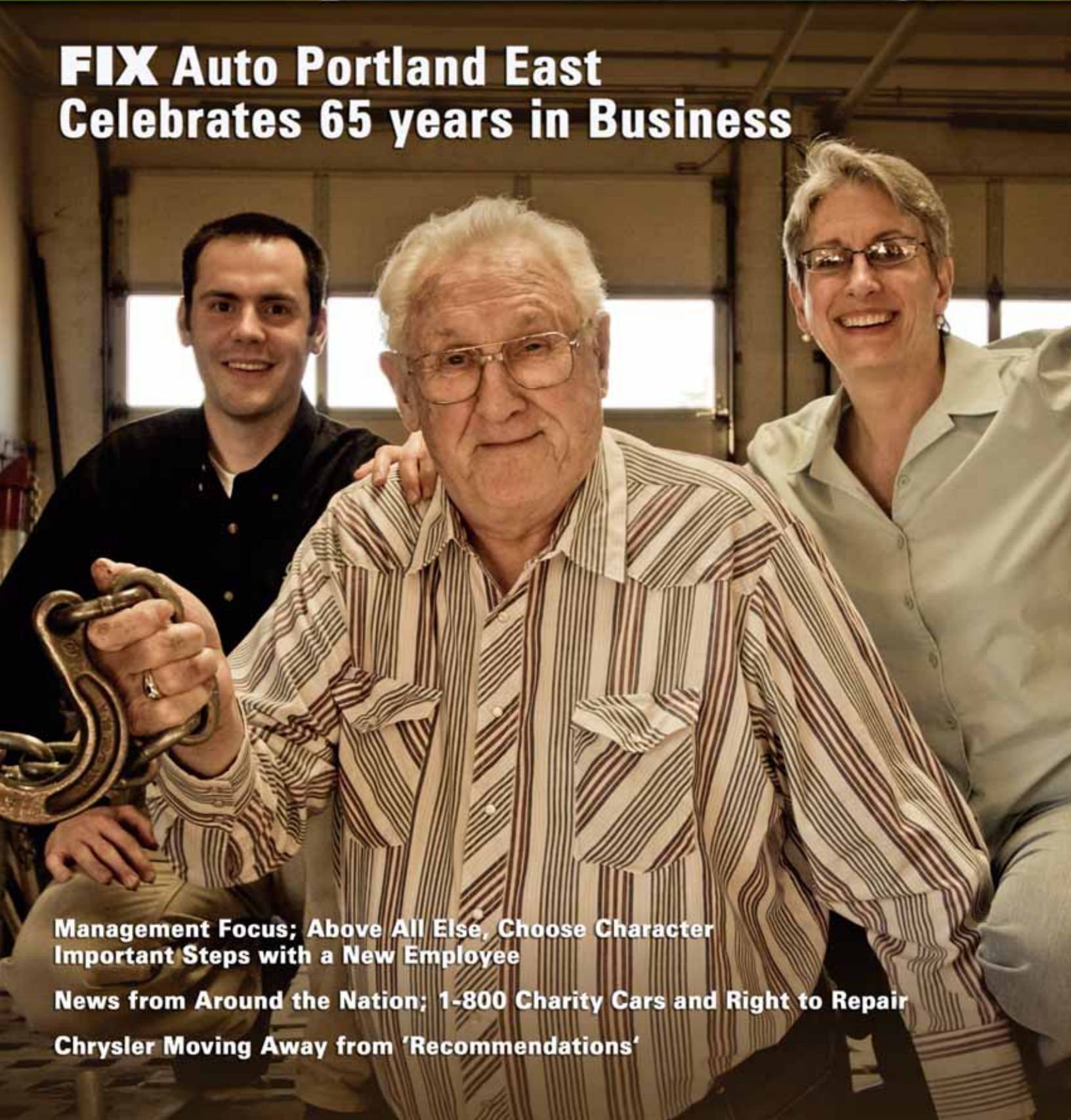


NORTHWEST AUTOMOTIVE TRADES ASSOCIATION

AUTO OUTLOOK

VOLUME 15
August | September | October 2011

FIX Auto Portland East Celebrates 65 years in Business



**Management Focus; Above All Else, Choose Character
Important Steps with a New Employee**

News from Around the Nation; 1-800 Charity Cars and Right to Repair

Chrysler Moving Away from 'Recommendations'

AUTO OUTLOOK

VOLUME 15
August | September | October 2011

NATA - AUTO OUTLOOK STAFF

August | September | October 2011

NATA Staff

Executive Director

Barbara Crest barbara@aboutnata.org

Insurance Specialist

Cathi Webb cathi@aboutnata.org

Office Manager

Laurie Vail laurie@aboutnata.org

Contributing Author

John Yoswick

AUTO OUTLOOK INFORMATION

Editor

Barbara Crest

Graphic Designer

Julie Almquist, www.AlmquistProductions.com

Mail editorial news, notices and correspondence to:
NATA Administrative Office
7931 NE Halsey St., Suite 212
Portland, OR 97213

Article and Advertisement Deadlines:

Jan. 10 for the February **NATA Auto Outlook**

Apr. 10 for the May **NATA Auto Outlook**

July 10 for the August **NATA Auto Outlook**

Oct. 10 for the November **NATA Auto Outlook**

Copyright 2011 Northwest Automotive Trades Association
All rights reserved. This material may be reprinted only with
the expressed written permission of NATA.



NW Automotive Trades Assn.

Administrative Office: 7931 NE Halsey St.
Suite 212, Portland, OR 97213

1.800.730.7282 Fax: 503-253-9890
503.253.9898

www.aboutNATA.org

AUTO OUTLOOK ARTICLES IN THIS ISSUE

Letter from the Editor _____	2
NATA Board of Directors _____	2
FIX Auto Portland East Celebrates 65 years in Business _____	3
NATA New Members _____	4
Above All Else, Choose Character _____	5
Important steps once you've chosen a new employee _____	6
Central OR, Occupational Safety & Health Conference _____	6
NATA New Members _____	7
Student Membership available on iATN _____	8
Chrysler Moving Away for Recommendations _____	8
News from Around the Nation _____	9
Participation of 1-800-Charity Cars makes involvement in recycled rides easier than ever.	
Right to Repair 43,000 Letters of Support	
Owners Continue to Hang on to Car Longer _____	10
October - Fall Car Care Month _____	10

Front cover photo: Three Generations of Car Junkies (from left) William Bray - Operations Manager of Fix Auto Portland East, Jim Eber - Retired, and Camille Eber - Owner of Fix Auto Portland East.

Congratulations to Chris Clark and Sia Cha, who were married on July 30th in Woodland, Washington, with daughter Celina cheering them on! Chris works at Steve's Auto Restorations, a NATA member located in Portland. We wish them all the best in their new life together.



Preparing for the new ASE testing

The National Institute for Automotive Service Excellence (ASE) has shifted away from pencil-and-paper certification tests to computer-based testing. A new three-minute video www.youtube.com/asetests that ASE has prepared explains the change and what to expect at the test center.

Northwest Automotive Trades Association Board of Directors

President

Bob Anderson, AJs Auto Repair, Salem

Vice President

Ross Bradshaw, Portland Transmission Warehouse, Portland

Secretary

Rick Field, Salem Transmission, Salem

Treasurer

Kurt Garbe, Esquire Motors, Portland

General Directors:

Scott Asla, Baxter Auto Parts, Bend

Jerry Geiszler, Jerry's Custom Paint, Gresham

Jim C. Jones, Jones Oil Co., Salem

Dennis Mattoon, Mt. Hood Community College, Gresham

Ron Reichen, Precision Body & Paint, Beaverton

Catherine Skiens, RGS Auto & Marine, Albany

Jerry Titus, Portland Service Station Supply, Portland

Mary Ann Trout, Hillsboro Auto Wrecking, Hillsboro

Oregon Automotive Trades Association (Insurance Programs & NATA Building)

President

Steve Hopkins, CARQUEST Distribution Center, Thrifty Auto Supply, Gresham

Vice President

John Meyerhofer, JM Mechanical, Canby

Secretary

Spencer Hodes, Transmission Exchange, Portland

Treasurer

Nancy Scheewe, Du Fresne's Auto Service Inc., Portland

General Director

Shanon Griesen, Bradshaw's Service Center, Portland

LETTER FROM THE EDITOR



Executive Director
Barbara Crest

Can an association be successful without a strong board of directors leading it in the right direction? From my experience, I say NO, emphatically! The issues that can affect our membership, especially the small business men and women running their shops and businesses, have multiplied in double digits in the past decade. Members of our boards must be seasoned professionals with the ability to forecast future events based on past experience and take appropriate action when necessary. We have been VERY fortunate to have board members who fit that bill handily.

The time is now for our boards to seek candidates who are interested in board service. Those names will be passed on to NATA's nominating committee to determine if the fit is right for board service. The board is elected annually, from annual board meeting (sometime in January or February) to the next annual meeting. Members of the nominating committee are Bob Anderson, Ross Bradshaw, Rick Field, and Kurt Garbe. Please feel free to contact them to let them know of your interest. Their nominating committee meeting is held in November, candidates are notified after the meeting, and the ballots will be sent out to membership for voting each December.

The NATA and OATA boards meet four times a year, by conference call and regular meetings. The time commitment for anyone interested is roughly 30 hours a year, give or take, depending on committee work and regular board meetings.

The NATA board is responsible for running the non-profit association. The Oregon Automotive Trades Association is a for-profit subsidiary of NATA with members appointed by the NATA board. The OATA board is responsible for running the insurance program and the NATA building on 82nd Avenue in Portland.

Please contact any individual on the NATA nominating committee, or myself, if you have questions or want to put your name in the hat for consideration. It is always an exciting and interesting experience to be involved in board service!

OCTOBER IS CAR CARE MONTH

We have so many shops and businesses already interested in participating in national Car Care Month in October. Oregon has stepped up to the event with about twenty shops around the state hosting Car Care Month events. NATA and the Car Care Council will provide publicity, car check lists, banners, tire gauges, and other materials for your event. If you want to participate in Car Care Month, call the NATA office and get your name and business signed up for regular updates about the event and the many freebies included in event participation.

THE NEW BUSINESS INSURANCE PROGRAM

For the past few years, NATA staff has worked hard to develop a business insurance program that both educates and insures NATA members have the most comprehensive coverage for their business and themselves. This insurance includes property, liability, auto and umbrella policies through BW Insurance Agency in Tualatin, Oregon. If you would like a business insurance quick quote, call Cathi Webb in the NATA office, 503 253-9898 or 800 730-7282. Take advantage of this business insurance program to protect yourself and your business in the short and long run.

FIX Auto Portland East Celebrates 65 Years in Business

Treating customers as family translates to decades of success for Portland business.

Portland, Oregon – At **Fix Auto Portland East**, a lot has changed – including the company name – over two generations of family ownership. But according to company owner and Portland native, Camille Eber, one thing has remained constant: Every customer is treated as though they're part of the family.

"Showing our customers that they are as important to us as family has always been important to me," Camille said. "If I see one of our customers at a restaurant or the grocery store, I want to feel good about saying hi and thanking them for their business. If we didn't treat them like family, I wouldn't be confident that I could do that."

Fix Auto Portland East opened in 1946 as Roth & Miller Autobody in North Portland. Camille's father Jim, once an employee of the shop, purchased the business in 1963. After a successful 20-year run, Jim and his wife Doris relocated the business to its current location at 9255 S.E. Stark Street.

Camille joined her parents working at the business in 1986. It was an easy call given her affinity for cars, and after studying accounting and business she had the desire to own her own company.

She swept floors, washed cars, ran errands, learned to estimate, helped with the books and absorbed the details of the industry. But just over a year after she came on board, her mother unexpectedly passed away.

"It was a lot to handle for all of us but especially for my dad," Camille explained. "His heart just wasn't in the business to the same degree, and he decided to sell the business to me, retiring in 1990."

Camille dove headfirst into the business and the industry, working to update the shop's paint system, integrate computerized estimating and shop management software, revamp accounting procedures, and implement new customer services. She also served as president or officer of several trade groups. Her hard work and dedication resulted in numerous business awards over the years, including the Better Business Bureau "Integrity Award," and being named among the "Most Influential Women" in the industry nationwide.

The business grew, and it wasn't long until the "family" in "family business" took on whole new proportions. In 1997, Camille's nephew, William Bray – now operations manager – came on board full time after several years working part time during school. In 2005, William's wife, Iala (who is fluent in Spanish) joined as bookkeeper and office manager. A few years later, William's brother, James joined the company, eventually becoming parts manager.

"There are other family-owned body shops, but nearly half our staff is related, which makes us unique," stated Camille. "We were lucky that when positions became vacant, family members with the necessary skills were available and willing to join our team of outstanding employees."



As the industry evolved, Camille recognized the value of working with other body shops to share best practices and pool resources. In 2009, she and William started talking with Fix Auto, an international network of independently-owned and operated body shops.

Later that year, Roth & Miller Autobody became known as Fix Auto Portland East, now one of 39 Fix Auto franchises in California, Colorado and Oregon.

"The decision to change our company name was not an easy one," Camille noted. "But after a lot of research and family discussions, we decided it was best for our long-term business plan. Our name has changed, but our dedication to our customers has not. We're still the same family business that has been serving Portland for 65 years."

The move to the franchise has helped Camille and her staff monitor and adjust their operating processes, ultimately producing faster cycle times (how long it

takes to finish a repair) and a better quality product. Through a network-wide marketing campaign, the shop can reach a larger potential customer base than would be possible for an individual shop.

Joining Fix Auto is the latest chapter of a long, rich company history – one that Camille says is far from over.

"The future is in the hands of the next generation, with William and Iala ready to continue the legacy as third-generation owners," Camille said. "When the time comes for me to step down, I am confident they will continue to run the business with the same passion, integrity and dedication to customers as my parents and me. I'm looking forward to watching this business grow and evolve for many years to come."

Fix Auto Portland East is located at 9255 S.E. Stark St., Portland, OR 97216. For more information about Fix Auto Portland East and their services, please call (503) 257-9255 or visit them on the web at www.fixauto.com/portlandeast. About Fix Auto: Fix Auto is an international network of performance-based collision repair facilities. Based in Anaheim Hills, CA, Fix Auto USA includes over 174 network locations throughout the United States, including 39 franchised locations, making it one of North America's largest networks of independent collision repair centers. Customer satisfaction-driven, Fix Auto strives to deliver a consistent, timely and quality repair each and every time and promises a lifetime guarantee on all of the work performed by Fix Auto repair centers. For more information about Fix Auto, go to www.fixauto.com.

NATA Member News

Kadel's Auto Body, which operates 15 shops in Oregon, Washington and Idaho, raised more than \$21,000 at its annual golf tournament for the Make-A-Wish Foundation of Oregon.

John Bradshaw, president of parts distributor **Portland Transmission Warehouse** in Portland, was quoted in a recent Wall Street Journal article about small business' view of the economy. Bradshaw told the paper he isn't comfortable in the current environment with growing the company's headcount, which has held steady at about 20 since 2005.

Lents Body Shop and **Speeds Towing** in Portland, OR, are among the sponsors of "Pedal to the Metal," an exhibit and car display at the Oregon History Museum through Sept. 4 that explores Oregonians' roles in racing and motorsports.

Automotive instructor **Merle Saunders** is retiring after 31 years of teaching at Vale High School in eastern Oregon. Saunders' students represented the state 24 state in the Ford-AAA Auto Skills National Finals in Michigan, winning first place five times (including this year) and placing in the top 10 a record 18 times.


Old Dominion Collision Centers, which has shops in Eugene and Springfield, has become part of Oregon OSHA's Safety and Health Achievement Recognition Program, which recognizes companies with exemplary safety and health systems and exempts them from scheduled Oregon OSHA inspections. "Our employees took safety to a new level of personal accountability when they started the SHARP process," said Bryan McConnell, safety manager at Old Dominion.

Auto insurers clearly keep an eye on the ranking they are given by collision repair shops through the Northwest Automotive Trades Association's annual survey. **Oregon Mutual Insurance**, the 14th-largest auto insurer here, is including with its policy renewal mailings to its insureds a flier touting the "B+" grade it received in the latest survey. Oregon Mutual tied with State Farm and Mutual of Enumclaw for the highest grade among 21 insurers in the most recent survey.

The Tire Industry Association (TIA) has elected **Ken Brown**, manager and owner of Alan Brown Tire Center in Newport, as its new secretary. In two years, after serving as vice president, Ken will become president. Ken currently serves as the Northwest Tire Industry Dealers Association (NWTDA) representative to TIA.

Once again, **Bassitt Auto Co.** and owner **Craig Bassitt** is hosting their 7th annual cruise-in at its shop location in Beaverton on Aug 12. This event draws hundreds of spectators to see up-close many, many classic and restored vehicles. Event raffle proceeds go to benefit Run It Back Sports, an organization that helps high school athletes to reach higher levels of discipline in learning to become better high school athletes.

Oregon's only
AUDI
FACTORY-AUTHORIZED
The Science of Collision Repair
.... Re-Defined



Call today 641-5634

CELETTE® UNI-BODY MEASURING SYSTEM
 CLEAN-AIR DUST-FREE ENVIRONMENT
 FACTORY TRAINED TECHNICIANS

For more info, visit precisionfirst.com

A-8 R-8 TT

ALUMINUM
REPAIR FACILITY

PRECISION BODY & PAINT
 14145 SW Canyon Rd, Beaverton

© 2010 Precision Body & Paint, Inc.

aed Automotive Electric Distributors Inc.
 Office: (503) 735-294
 Watts: 1-800-666-2660
 Fax: (503) 735-3158
 4990 NORTH BASIN AVENUE, PORTLAND, OREGON 97217



The Federated Car Care Program provides all the tools for the professional repair shop.

- 12 months 12,000 mile Nation Wide Warranty
- Consumer Credit Card Program
- Federated Car Care Identity items.
- Professional Image, Signage & Identification
- ASE Certification Reimbursement and Discounts
- Technician Training / Tech Line
- Preferred Federated Financing
- Car Care Locator Service (Phone and Web)



SERVING PORTLAND AREA TECHNICIANS Since 2001
 Locations in Portland, Hillsboro, Vancouver, Tigard, and Gresham
AXD Offers installers/technicians:

- Competitive Prices on the best national brands.
 - Fast, Friendly delivery.
 - Skilled, knowledgeable counter techs.
 - Training and marketing programs.
 - Huge Inventory.
- Phone: 503-735-2940
 Fax: 503-735-2907

Above All Else, Choose Character

By Bill Leslie

Six months ago, we caught an employee stealing on his first day on the job. We caught him red-handed. There was no doubt involved, and he admitted the theft. There were divided opinions among the decision-makers, but the decision was to give him a second chance. We really needed to fill that spot.

For the next few months, as far as we knew, he was a pretty good employee. While he may not have been our strongest employee ever, he did on acceptable job. That is, until one Saturday when he was arrested at 2:30 a.m. climbing through the window of our business. He was wearing gloves and had socks on over his shoes to hide his footprints.

We terminated his employment. As I mentally closed my file on this employee, I paused briefly to look back at the second chance we had given him. At first, I thought he was pretty foolish to forfeit a good job in our current economic environment. Then, as I considered our own actions, I felt pretty foolish myself. What were we thinking?

I once heard that you can identify the two days your employees will look their best. The best day is the day of their interview. They will shine up for it, look you carefully in the eyes, listen to what you say, and put the best spin on their background and training. An employee's secondbest day is their first day on the job. And yet, after catching an employee stealing on his first day on the job, we gave him another chance. He wasn't foolish for risking a good job over a few dollars. We were the foolish ones.

I remember the day we interviewed a salesman who drove in from the coast -about a hundred miles -for a 10:00 a.m. interview. He smelled suspiciously like beer. When we asked him whether he had been drinking, he acted surprised at the question and said, "Of course I've been drinking. I've been on the road for two hours. I had to do something." He admitted to having consumed two six-packs on the way to the interview. If that was his best behavior, what would he have been like on a bad day?

This rule about looking their best is simplistic, but there is some truth in it. A new hire is more likely to be on time and follow directions carefully. If you teach a new employee the rules on their first day, they will probably be able to report them back to you, but six months later, the employee is likely to have forgotten a lot of what you told them.

What's the moral of this story? Well, I can think of three lessons I've learned.

First, don't delay action with problem employees, especially with new employees. Don't be afraid to change your mind or even to let an employee go in the first week. I'm not suggesting that you

should be callous about changing your mind about a new hire, particularly when an applicant quits a job to come to work for you. However, if you think you've made a bad hiring decision, particularly when a character issue is involved, take action. Would you rather fire an employee on his first day for a good cause and feel good about that decision, or would you rather fire him three months later after a series of mistakes, arguments, missed work days or worse, serious accidents? The employee may feel bad when you let him go, but you will feel awful for having put up with him for three months.

Second, don't settle. Too often, when we are short a few employees, we hire someone just to fill the spot. If the applicant looks bad or gives you a bad feeling, pass them by and keep looking. Your other employees deserve better, and so do your customers. A marginal employee is not better than no employee at all. They drag down their co-workers and make your managers waste time in unproductive endeavors.

The third lesson is that you must not compromise on character-

You can compensate for inadequate training or for lack of experience, but you can't change someone's character.

We regularly decline to hire applicants who have multiple tickets for failure to pay the fare on public transit: We've passed over other applicants for multiple fish and game violations. One mistake can be forgiven, but more than one incident of this type tells you about the character of the applicant, and isn't that what you are trying to ascertain? Watch for skills, experience and training, but what you should look for most in your hiring process is the applicant's character. You can compensate for inadequate training or for lack of experience, but you can't change someone's character.

We should no more have given the thief another chance than we should have hired the beer drinker.

You can't afford to be ambiguous about the level of honesty and integrity that you will accept from your employees. Even a minor infraction -the theft of a ream of paper, for example -should result in termination. By retaining that employee who stole from us, we told him and everyone else that we weren't serious about honesty. What will you get if you tell your employees you aren't serious about honesty? Missing down payments, petty cash shortages, forged signatures and fudged time cards (or worse).

Above all else, choose character. Then you won't have to wonder whether your employees know the difference between your dimes and their dimes.

Bill Leslie has more than 20 years' experience in auto-related businesses, including new car franchises, used car lots, high-risk auto finance, dealer rental operations, buying and selling franchises, dealership disaster recovery, and consulting to family-owned businesses. BLeslie@AutoDealerMonthly.com

Important steps once you've chosen a new employees

Once you've reviewed the applications, done the interviews and checked references and are ready to offer someone a job, there's another checklist of items you should work your way through:

- Indicate that the job offer is conditional based in part on a successful physical exam and drug screening, something you can have processed through the "occupational services" department at some medical centers.
- If the position requires driving company or customer vehicles, have your business insurance agent research the new hire's driving record to make sure he or she is insurable on your business policy.
- Ensure the person has any certifications you require, such as in air conditioning work. Determine if there is any equipment-specific training he or she will need to use your shop's welders, lifts and jacks, frame equipment, or inventory system.
- Maintain a list of the "personal protective equipment" new employees are to be given, which may include safety glasses, ear protection, knee pads, respirators and various types of gloves (including explaining the use and regular inspection of high-voltage gloves if they will be working on hybrid vehicles). Make sure they bring in only OSHA-approved airhose nozzles.
- Walk new employees through your facility, ensuring they know the locations of first aid supplies, fire extinguishers and the eye wash stand.
- Give them a copy of your employee handbook, which should include a form they must sign that indicates they have received and read it and acknowledge that it is their responsibility to understand and abide by its content.
- Review what you expect in terms of production, maintenance of their work space, tool use and storage, secondary container labeling, and accurate documentation on all jobs.



This checklist of items can sometimes add several days to the hiring process. But just as with good discipline in terms of interviewing and checking references, this process helps improve the odds of bringing in the right new employee, and helping ensure they have what's needed to succeed right from the start.



Central Oregon Occupational Safety and Health Conference

Central Oregon Occupational Safety and Health Conference
September 21 and 22, 2011 at Eagle Crest, Redmond, Oregon.

There will be a painter training session on Sept 21st from 8-10:45 a.m. for collision repair shops and employees who may need this training. The cost for this half-day session on Wednesday is \$40 per person.

Many shops have received the training, but there may be some who have new employees, or maybe missed the training sessions provided earlier that need or want to participate. At this conference session, painters will get both DEQ AND OR-OSHA training on spray finishing rules and requirements. The OR-OSHA piece will also be helpful for understanding the uniform fire code that fire departments enforce.

Oregon DEQ will be bringing their virtual paint equipment for this training. This equipment is always a big hit with new painters as well as those painters with experience. There will also be a painting expert on hand to critique technique and give pointers to help with efficiencies (this is actually a requirement of the hands-on training).

Attendees will receive a certificate of training and additional documentation to keep on file for any future compliance inspections that may occur at their shop.

This training is required for those subject to the new NESHAP who have not successfully petitioned out of the rule in the motor vehicle and mobile equipment coating business, as well as those who do miscellaneous coating on metal and/or plastics parts AND products. If you provide paint to people who spray doors, furniture, etc made of metal and/or plastic and the rule applies, they need the training.

For more information or to register for this conference, visit NATA's web calendar on www.aboutnata.org or contact Rebecca Hillwig, DEQ Small Business Assistance Program/Small Business Ombudsman, 503-229-5376.

Welcome New NATA Members

BW Insurance Agency (Associate Member) – Consulting risk management services for commercial property and casualty products including property, liability, workers compensation, and more. 7618 SW Mohawk Street, Tualatin, OR 97062 971-224-1939 www.bankofthewest.com

Clutch Doctors – General automotive repair since 1995, with six employees. 13203 SW Canyon Road, Beaverton, OR 97005 503-626-4810 www.clutchdoctor.com

Dave Power Auto & Marine – A family-owned and operated business serving satisfied customers for over 20 years. 1295 12th Street SE, Salem, OR 97302 503-588-2438

Eurocars – A European-exclusive automotive service facility, offering the full range of maintenance, service, and repair work as well as performance tuning. 93 Miller Ave, Jackson, TN 38305 731-664-3120 www.eurocarsofjackson.com

Maaco Collision Repair – Established in 1978, specializing in collision repair and repainting. 2735 NE Andresen Road, Vancouver, WA 98661 360-254-0555 www.vancouver.maaco.com

NAPA Portland Distribution Center – Started in 1928, the National Automotive Parts Association was created to meet America's growing need for an effective auto parts distribution system, now employing 232 people. 10515 N. Lombard St, Portland, OR 97203 503-286-8851 www.napaonline.com

Northwest Jeep Chrysler Dodge – New and used vehicles, plus service and parts departments, with 78 employees. 10600 SW Canyon Road, Beaverton, OR 97005 503-646-5111 www.NWJCD.com

Permanent Employee Management – Full-service Professional Employer Organization, more commonly known as "Employee Leasing" providing HR, payroll, workers compensation and benefits programs for our client companies. 2979 SE 75th Ave, Hillsboro, OR 97123 503-848-3738 www.pem-connecting.com

Robert Bosch LLC – A global aftermarket leader with over 10,000 employees. 2800 South 25th Ave, Broadview, IL 60155 708-865-5763 www.bosch.com

Kits - Gears - Parts Reman Transmissions Standard - Automatic



800-776-1191
503-284-0768

**Transmission
Exchange Co.**
Portland, OR

**THE TRANSMISSION
SUPERSTORE**

www.txchange.com

Student memberships available on iATN

The International Automotive Technicians' Network (iATN) now offers a no-cost "student membership." Students are eligible for this type of membership if they are 18+ years of age, are attending automotive educational training courses (college, vocational, or similar) and are referred by an educator or instructor who is an existing member of iATN.

Student memberships have almost the same privileges as standard membership accounts, with one exception: they are "read-only." Students will be able to login to iATN, read through the hundreds of thousands of forum discussions, including all of the waveforms and other files found therein, TechHelp requests and fixes, OEM information, and the rest of the information found on iATN. But students will not be able to post to iATN until they "graduate" to a full membership. Once a student member meets the full membership requirements of iATN, which includes four years of work experience in the automotive industry, and/or ASE certification, they will be able to transition to a full membership.

iATN (www.iATN.net), founded in 1995, is the largest online community of automotive technicians, repair shop owners and other allied service professionals in the world with more than 74,300 active members from 155 countries.

CHRYSLER Moving Away from 'Recommendations'

Doug Craig, collision repair manager for Chrysler, said last week at the Collision Industry Conference (CIC) that Chrysler, Ford and some other automakers are working to "commonize where we can" some of their "approaches to different repairs." He said Chrysler also will be moving away from "recommendation" to instead offer much more specific "requirements on what process, procedure and/or components . . . should be used in a repair."

For example, Craig said Chrysler will often say a certain Mopar part number for an adhesive - "or equivalent" - should be used. "What is equivalent? That could take a chemical engineer to tell you," Craig said. "I'm sometimes amazed when I take things to our materials engineering folks and ask, 'Is this the same thing?' It turns out some of the snake oil isn't even close to being the same, even if the label or the product rep says it is. We're not trying to drive any costs in the repair. We're not trying to oversimplify repairs. We just want to take some of the judgment calls out of it, so the customer ends up getting an equivalent vehicle back."

This news comes from the July 25, 2011 Crash Network, provided on a weekly basis by e-mail to NATA's collision repair members. If you qualify and would like to receive this e-publication, call Barbara Crest, 503 253-9898 or 800 730-7282.



In this Economy, Every Penny Counts!

Are you taking advantage of all Insurance discounts as a NATA Member?

NATA has group insurance programs:

- Personal Lines
- Property & Casualty
- Worker's Compensation
- Health

BEECHER  CARLSON

Passion. Innovation. Accountability.

220 NW 2nd Avenue, Ste. 800, Portland OR 97209
503-219-3278



Participation of 1-800-Charity Cars Makes Involvement In Recycled Rides Easier than Ever

Princeton Junction, NJ, June 7, 2011 — Getting involved with the National Auto Body Council's (NABC) Recycled Rides® program is easier than ever with the addition of 1-800-Charity Cars.

The 1-800-Charity Cars partnership brings value to the Recycled Rides initiative, through which members donate refurbished vehicles to families and charities in need. The non-profit organization, which itself specializes in car donations, will provide Recycled Rides a systematic approach to the titling process, as well as a mechanism for paying titling fees.

Many insurers that gift vehicles require the title to be transferred out of their name and into the name of the charity prior to the release of the vehicle and initiation of repairs. In the past many charities have assumed this role as intermediary owners, but some, concerned about potential liability, chose not to. With the participation of 1-800-Charity Cars, this becomes far less of an issue.

"The addition of 1-800-Charity Cars will help us to gift more vehicles and lighten the burden of the titling process from the repair facilities," stated 2011 Recycled Rides Co-Chair Michael Quinn of 911 Collision Centers. "We see this as a big breakthrough that will make it more attractive for a local charity to participate in Recycled Rides with a repairer in their community."

Rocky Pallatto, who will function as the NABC liaison from 1-800-Charity Cars, explained the process from his end. "We want to do everything we can to help make it easier for shops to do what they do best—repair vehicles—so we are taking on all the bothersome paperwork," he said. "Once a vehicle is targeted for a specific repair facility, we will begin processing the title work and take care of the back end administrative paperwork between the insurer and the collision repair facility's state DMV office. We will then work to finalize the transfer into the recipient's name. Some DMV offices require a post-repair inspection of the vehicle, but short of that we will handle everything."

The joint effort between Recycled Rides and 1-800-Charity Cars began in the latter part of 2010. The organization worked with several collision repair facilities and quickly grasped where the challenges in the process lay and how they could help. "Working with 1-800-Charity Cars last year definitely made the process easier than before," stated multi-year Recycled Rides participant Mark Lovell from Precision Collision Auto Body in Seattle, Washington. "They handled all of the paperwork and worked directly with the charities to make sure their titling and licensing was handled properly. They are definitely an asset to Recycled Rides."

About 1-800-Charity Cars: Established in 1996, 1-800-Charity Cars is a non-profit organization whose main focus is to provide free donated vehicles to struggling families to assist them in their transition from dependency to self-sufficiency. For more information 1-800-Charity Cars can be reached via their Web site at www.800charitycars.org or by phone at 1-800-242-7489 x8101.

About Recycled Rides: Recycled Rides is a nationwide community service project whereby members of the National Auto Body Council (NABC) repair and donate recycled vehicles to families and service organizations in need, in their own communities. A "green" program highlighting vehicle and parts recycling, Recycled Rides recruits collision repairers, insurers, paint suppliers, parts vendors and others, to contribute in their own, yet synergistic ways.

About NABC: NABC is a non-profit organization dedicated to enhancing the image of the collision industry. Our ongoing and continued success is a direct result of the efforts and support of our sponsoring companies and membership. Please contact NABC directly for membership information. Call 1-888-667-7433 (888-66PRIDE) or go to www.autobodycouncil.org.

NABC—Changing the image of our industry, one consumer at a time.

Right to Repair: 43,000 letters of support

When dozens of supporters of the "Right to Repair" legislation filled a State House hearing room in Massachusetts in early summer, the Right to Repair Coalition presented 28,000 letters of support to the committee. It was a strong showing of support for passage of a bill that would require vehicle manufacturers to sell to independent car repairers the same repair code data they now sell or give to their franchise dealers. The support has continued since the hearing, with 15,000 more letters of support coming in, raising the total to 43,000 letters.

"This bill is all about consumer choice and convenience and this weekly increase in support will show legislators that consumers want this law to pass," says Right to Repair Coalition spokesman Art Kinsman.

More letters are expected in the coming days as support for the legislation grows.

"Consumers, our members, anyone that owns a vehicle should have the right to choose where they get their car fixed," says John Paul, the American Automobile Association's (AAA's) Car Doctor. "This freedom will lead to safer and more reliable vehicles and that has always been a priority for AAA."

The bill is now awaiting a vote in the Massachusetts House Consumer Affairs Committee. In the interim, consumers are picking up postcards at their local repair shops and parts stores in an effort to rally behind the bill.

Several organizations support the bill, including the New England Tire and Service Association, Retailers Association of Massachusetts, The National Federation of Independent Businesses, the Automotive Recyclers Association, the Aftermarket Industry Association and more than 1,500 independent auto repairers across Massachusetts.

— from MTD (Mobile Tire Dealer)

Owners Continue to Hang on to Car Longer

Car owners are planning to hold onto their vehicles longer and put more miles on them than in previous years, according to a survey conducted by AutoMD.com. The majority of car owners (58 percent) said a 'recovering' economy has not decreased the number of miles they plan to put on their current vehicle.

Meanwhile, nearly 80 percent plan to put up to or over 50,000 more miles on their current vehicle than they put on their previous vehicle, indicating that extended vehicle ownership is a habit that is taking hold, regardless of any signs of recovery, and especially as economic challenges continue.

The AutoMD.com survey, conducted online among over 3,000 car owners to provide a snapshot of car owner intentions about their current vehicles, also reveals that the percentage who have more than 100,000 miles on their current vehicle has also increased (by 25 percent from 2010), with nearly three in five pushing their odometer higher and higher. Meanwhile, 68 percent of total respondents report that they plan to drive their existing vehicle for over 150K miles or 'until it dies', a slight decrease from 2010's 69 percent.

October is Right Around the Corner

Skipping over the summer months to October 2011 can require both imagination and nerve, but the payoff for your business can be nothing short of greatness if you participate in Oregon's statewide "Fall Car Care Month!"

Northwest Automotive Trades Association (NATA) and the Automotive Aftermarket Industry Association (AAIA) are teaming up to put some muscle behind our efforts to attract customers to these Car Care Month events.

Auto technicians say the key to keeping vehicles running well-today and down the road-is routine maintenance. Yet many drivers tend to stall when it comes to keeping up with some everyday auto-basics. A recent survey by the Car Care Council found:

- 38 percent of cars had low or dirty engine oil.
- 54 percent had low tire pressure.

- 28 percent had inadequate cooling protection.
- 19 percent needed new belts.
- 16 percent had dirty air filters.
- 10 percent had low or contaminated brake fluid.

The best Car Care Month events offers consumers a free, overall vehicle health check, involves your local community college or high school automotive program students, your fire department to conduct an "Automotive Child Seat Clinic," and your automotive parts providers to help with the refreshments for the Clinic participants who care about their automobiles, want to help the environment with clean air, and meet their neighborhood mechanical repair shop folks.

If you want to participate and join the most **AWESOME** Oregon Fall Car Care Month event, call 503-253-9898 or 1-800-730-7282 for more information!

Since 1964 **POSSY**
 Portland service station supply Co.
 737 NE 25th Ave, Portland OR 97232

revolution
 www.revolutionlifts.com 



10,000lb 2 Post Lift



RTP10
 99.95/Month
 36 month lease

10,000lb 2 Post Asymmetrical Lift



SPOA10
 125.95 / Month
 36 month lease

\$0 Down - \$1.00 Residual - OAC

503-234-0744 | 800-871-0744 | www.pdxpossy.com



NW Automotive Trades Assn.

Administrative Office: 7931 NE Halsey St.
Suite 212, Portland, OR 97213

1.800.730.7282 Fax: 503-253-9890

503.253.9898

www.aboutNATA.org

Prsrt Std
U.S. Postage
PAID
Portland, OR
Permit #11

CAR CARE GUIDE

NOW WITH
TWO NEW
SECTIONS!



This first-of-its-kind reference guide for motorists from the Car Care Council has been newly updated with two new sections on fuel economy and environmental awareness. Focus group research revealed that shop owners, counterpersons and technicians would find the guide valuable when discussing recommended maintenance and repair to their customers. Consumers interviewed agreed that they would trust information from a credible third party like the Car Care Council. The successful "Be Car Care Aware" consumer education campaign has demonstrated motorists' interest in vehicle maintenance information and advice. The 56-page guide covers nine major service occasions and 12 component groups of the vehicle, plus service interval recommendations, a maintenance log and more.

Visit www.carcare.org today to order!


Be Car Care Aware