



NW Automotive Trades Assn.

## *The Industry Update*

A membership service of the Northwest Automotive Trades Association (NATA)  
For the weeks of October 1-8, 2007

### Register Today!

Did you know that we'll be giving away a pair of the 1,000-volt Class O protective gloves required for working on hybrid vehicles at each of the hybrid classes next week? Everyone who attends will be entered into the drawing, so attend all three classes and have three chances to win! More information on the classes is below and on our website, but be sure to register soon before the classes fill up!

### October is "Fall Car Care Month"

This is a great time to remind your customers about the value of regular vehicle maintenance. For ideas on promoting October as "Fall Car Care Month," check the Car Care Council's website ([www.carcare.org](http://www.carcare.org)).

### Get Your Flu Shots

Flu shots are a great way to not only avoid getting sick yourself, but also for keeping the flu from hitting your workforce. Last year's flu shot won't be effective this year (flu strains change) so you need a new flu shot each year. They are especially important for those who are 50 and over, live with children younger than 5, or have chronic health conditions affecting your heart or lungs (such as asthma or heart disease). For Kaiser Permanente members, flu shot clinics will be held throughout Salem, Vancouver and the Portland area October 20 through November 9. Call our office or visit Kaiser's website ([www.kp.org/flu](http://www.kp.org/flu)) for details.

### Tax Hikes Proposed to Encourage Americans to Drive Less

As part of a plan to reduce greenhouse gas emissions in the United States by 60 to 80 percent by 2050, Congressman John D. Dingell has proposed a fee on carbon emissions. It calls for a 50 cent per gallon gas tax that would rise over time with inflation, and an elimination of the mortgage interest deduction for those homes that Dingell feels are promoting excessive drive time for commuters. Dingell proposes to phase out the mortgage interest deduction on homes over 3,000 square feet, and completely eliminate it for homes over 4,200 square feet. These homes, according to the Congressman, have contributed to increased suburban sprawl and longer commutes, which lead to dramatically more energy use. Another portion of this proposal includes a \$50 tax per ton of carbon dioxide emitted for those who burn coal, petroleum and any petroleum product, and natural gas. For example, this tax would translate to a fee of approximately 56 cents per gallon on home heating oil.

### Last Chance to Register for Next Week's Hybrid Vehicle Training

J.D. Power estimates hybrid vehicle sales will set a record this year on their way to accounting for nearly one of out every 20 cars sold in 2010. The early hybrids are now coming off of warranty and increasingly finding their way to NATA member's businesses. That's why we've invited nationally-recognized hybrid vehicle expert Craig Van Batenburg back to Oregon next week for an ALL-NEW series of hybrid vehicle classes - including a hands-on class. The introductory course, including an updated workbook to include the newest hybrids, on Wednesday, October 10, focuses on the safety and basics of understanding these vehicles when they come into your shop. The following night's class is a series of hybrid vehicle case studies about how technicians located and solved problems with hybrid vehicles. Both classes will be held in NATA's Training Room in Northeast Portland. Then a full-day class on Saturday, October 13, will be held at Hawthorne Auto Clinic in Southeast Portland, and will allow attendees to bring their scanners for hands-on training. Registration is \$129 for either Wednesday or Thursday night classes, \$179 for Saturday. Everyone who attends will be entered into a drawing at each class for a pair of the 1,000-volt Class O protective gloves required for working on hybrid vehicles. Call us or register at our [website](#) today!

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### Quote of the Week

"I'm excited about the unqualified enthusiasm and support we've received throughout the state."  
- Jean Morris, director of marketing for the Pacific Northwest Motorsports Park, which hopes to break ground this month on a 4,000-acre speedway complex in Boardman, Ore., that will eventually include a six-mile road course, a quarter-mile drag strip, two small oval tracks, and a high-banked oval that could potentially host NASCAR events.

### Collision-Related Ballot Initiative Focus of Meeting

Some collision shops have launched an effort to put an initiative measure on the Oregon ballot next fall that among other things would prohibit insurers from requiring the use of non-OEM parts, entering into any contract or agreement with shops, or owning or having any financial interest in a collision repair business. The measure would place enforcement of the act in the hands of Oregon's Department of Justice; violations could carry fines of \$10,000 for the first violation and up to \$50,000 for subsequent violations. A meeting to discuss the measure is being held at 11:30 a.m. this Thursday, October 4, at the Oregon Independent Auto Dealers' Association office in Salem.

### Repair Audit Program Gearing Up

An NATA member recently spotted a help wanted ad seeking techs for a TrendSource's "Automotive Repair Facility Audit" program. The purpose of the program, the ad explains, is to rig a car with four defects (misaligned headlight, low tire pressure, wiper blade defect and low/empty wiper fluid), visiting shops for a service check, then determining if the needed fixes were made. The auditor is then to tell the shop they are an auditor and go over the results. The ad said the audit locations are zip codes in Portland (97201, 97215, 97219, 97229, 97266), Lake Oswego (97035), Newberg (97132) and Vancouver (98660, 98665).

### Management Classes Focus on "Making New Customers for Life" and "Reducing Stress"

Everyone in your business could benefit by attending one or both of our management training sessions next week. Stress, conflict and anger - our own or that of others - are things all of us must cope with from time to time at work. Our October 9 class, "Reducing Stress and Conflict in the Automotive Shop" will help you deal with these challenges effectively. The October 8 class on "Making a New Customer for Life" is ideal for anyone who answers the phones or has first contact with customers and faces that question: "How much?" Both classes will be taught by Craig Van Batenburg (based on his years of running his own shop), and both will be offered at NATA's Training Room in Portland. Each class is \$79 per person. Check our [website](#) or call us for details.

### Legislation is Among Topics at Upcoming NATA Board Meeting in Eugene

Find out the latest on "Right to Repair" legislation when Aaron Lowe, vice president of government affairs for the national Automotive Aftermarket Industry Association (AAIA) speaks at NATA's Board of Directors' meeting on Saturday, November 10, in Eugene. NATA lobbyist Darrell Fuller also will attend to discuss the results of this past Oregon Legislative session and provide a glimpse of what lies ahead. As with all board meetings, this is open to all NATA members (but we ask you to let us know you will attend). The meeting will be held from 1 p.m. to 5 p.m. at the River Ranch Events Center.

### Welcome New NATA Member!

[Pro Service Center](#) in Medford is the latest to join NATA to take advantage of our great medical and workers' comp insurance programs. Welcome!

### Lunch & Learn: A Hybrid Preview

**Hybrid Vehicle Overview • Wednesday, October 10 • Portland**

Get a sample of the wealth of information on hybrid vehicles Craig Van Batenburg will offer at our hybrid training when he provides an overview on the vehicles at next week's "Express Lunch and Learn." It will be held on Wednesday, October 10, at our Training Room in Northeast Portland and is just \$20 including lunch. Call us to register or check our [website](#).

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### The Calendar

#### ATRA 2007 Technical Seminar

The latest fixes and current automotive transmission technology!

Saturday, October 6 • 8 a.m. - 4:30 p.m.

PCC-Sylvania Performing Arts Center • Southwest Portland

(800) 428-8489 or [www.atraonline.com](http://www.atraonline.com)

#### "Making a New Shop Customer for Life"

An AML-approved class taught by Craig Van Batenburg

Monday, October 8 • 6 p.m. - 10 p.m.

NATA Training Room • Northeast Portland

#### "Reducing Stress and Conflict in the Automotive Shop"

An AML-approved class taught by Craig Van Batenburg

Tuesday, October 9 • 6 p.m. - 10 p.m.

NATA Training Room • Northeast Portland

#### NATA's 'Express Lunch and Learn'

Speaker: Hybrid Vehicle Overview (Craig Van Batenburg)

Wednesday, October 10 • 11:30 a.m. - 1 p.m.

NATA Training Room • Northeast Portland

#### Understanding Hybrid Vehicle Service and Technology

Instructor: Craig Van Batenburg

Wednesday, October 10 • 6 p.m. - 10 p.m.

NATA Training Room • Northeast Portland

#### Hybrid Vehicle Case Studies

Instructor: Craig Van Batenburg

Thursday, October 11 • 6 p.m. - 10 p.m.

NATA Training Room • Northeast Portland

#### Hands-On Hybrid Vehicle Diagnosis with Factory Scan Tools

Instructor: Craig Van Batenburg

Saturday, October 13 • 8 a.m. - 5 p.m.

Hawthorne Auto Clinic • Southeast Portland

#### NATA Board of Directors Meeting (open to all members!)

Saturday, November 10 • 1 p.m. - 5 p.m.

River Ranch Events Center

2123 Franklin Blvd. • Eugene

#### NATA's 'Express Lunch and Learn'

Topic: Year-End Financials and Tax Tips

Wednesday, November 28 • 11:30 a.m. - 1 p.m.

NATA Training Room • Northeast Portland

### [Have Questions? Want More Info? We're Here for You!](http://www.aboutNATA.org)

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