



NW Automotive Trades Assn.

## *The Industry Update*

A membership service of the Northwest Automotive Trades Association (NATA)  
For the weeks of August 20-27, 2007

### Register Today!

**Tire Pressure Monitoring Systems • Wednesday, September 19 • Portland**

If you haven't yet encountered vehicles with tire pressure monitoring systems, you soon will. All new vehicles as of this fall must be equipped with such systems. Get the information you need to know to avoid costly mistakes. Join us for a presentation on the systems by Dick Nordness of the Northwest Tire Dealers Association at NATA's September 19 "Express Lunch and & Learn." Just \$20, includes lunch. Call us to register or check our [website](#).

### Quote of the Week

"The fact is, customers don't consider reparability as a factor when they are buying a new vehicle. This has led OEMs to put more emphasis on the factors that customers are looking for, which is fuel economy and safety...Perhaps if the national media promoted the cost of ownership as much as safety, customers would place more emphasis on it in their purchase decisions. This would lead OEMs to look harder for ways to accomplish all three: fuel economy, safety and reparability."

- Ford Motor Company's Steve Nantau

### Hybrid Vehicle Training Coming to Oregon

Nationally-recognized hybrid vehicle expert Craig Van Batenburg returns to Oregon this fall for a series of hybrid vehicle classes - including a hands-on class. The introductory course, including an updated workbook, 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. Watch for details soon or check our website.

### What You've Been Telling Us...

**Paula** from **Crabtree Auto Repair** in Albany, and **Palmer Kellum** from **Palmer's Auto Repair** in Oak Grove, both recently called to thank us for the results of our survey of employee compensation at Oregon mechanical repair shops. "This alone is probably worth the price of membership," Palmer told us. Call us if you are interested in the report on mechanical shop employee compensation and benefits.

### And Another Thing We've Heard...

**Bill Clemens**, owner of **Clemens' Automotive** in North Portland called us recently about his great experience with the Kaiser health system through the NATA Health Plan. When he first changed his coverage, he said, his wife wasn't happy. But after the first year, they are both really happy with how they have been treated through the Kaiser system. If you're currently enrolled in either Kaiser or HealthNet through the NATA Health Plan, don't forget to return your renewal form by September 1. If you'd like to join, call Cathi at our office for a quick quote.

### Management Classes Focus on "Making a New Customer Yours Forever" and "Reducing Stress and Conflict in the Shop"

In addition to the great technical seminars NATA has planned for this fall, we have also scheduled two business management courses. The October 8 class recognizes how customer phone calls will make or break your business and is ideal for staff answering phones at your business that face the question: "How much?" Stress, conflict and anger are often felt in our industry. Our October 9 class will help you deal with these challenges effectively. Both are taught by Craig Van Batenburg and both will be offered at NATA's Training Room in Portland. Call NATA for details.

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### National Association Rep to Address "Right to Repair" Legislation at NATA Board Meeting

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. As with all board meetings, this is open to all NATA members and will be your chance to find out about legislative efforts to open access to vehicle service and repair information. Watch for details soon or check our website.

### The Dipstick (because sometimes you just gotta laugh)

A heart surgeon brought his car into the shop and the technician said to him, "Doctor, I basically open hearts, take valves out, grind 'em, put in new parts, and when I finish, it works like a new one. So how come you get the big money, when you and I basically do the same work?" The doctor leaned over and whispered to the tech, "Try to do it while the engine is running."

### Judge Upholds Ban on Insurer-Owned Collision Repair Shops

The U.S. Court of Appeals has upheld an earlier court's decision that it is legal for a state to ban insurance company ownership of collision repair shops. Allstate, which owns about 70 Sterling Collision Centers around the country (none in Oregon) had challenged the legality of a Texas law that would prohibit Sterling from adding to its 15 shops in that state. Allstate can still appeal to the U.S Supreme Court, but it also seems likely that efforts may expand in other states to limit insurer ownership of shops.

### Welcome New NATA Members!

[Weston Pontiac Buick GMC](#), in Gresham, [Campbell Automotive](#), in Portland, and [Auto Town Buick-Pontiac-GMC](#) in Milwaukie are the latest to join NATA. If you know an automotive business that's not enjoying the benefits of NATA membership, please have them give us a call!

### The Calendar

Cruise-in Car Show at the Rock 'n' Roll Up Your Sleeve Blood Drive

Sponsored by the American Red Cross

Saturday, August 25 • 7:30 a.m. - 1 p.m.

Red Cross Portland Donor Center • North Portland

(503) 528-5441 • [trullingert@usa.redcross.org](mailto:trullingert@usa.redcross.org)

8th Annual Collector Car Show

Sponsored by the Oswego Heritage Council

Sunday, August 26 • 10 a.m. - 3 p.m.

George Rogers Park • Lake Oswego

[www.oswegoheritage.org](http://www.oswegoheritage.org)

NATA's 'Express Lunch and Learn'

Topic: Tire Pressure Monitoring Systems

Wednesday, Sept. 19 • 11:30 a.m. - 1 p.m.

NATA Training Room • Northeast Portland

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 Customer Yours Forever"

Instructor: Craig Van Batenburg

Monday, October 8 • 6 p.m. - 10 p.m.

NATA Training Room • Northeast Portland

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“Reducing Stress & Conflict in the Shop”

Instructor: Craig Van Batenburg

Tuesday, October 9 • 6 p.m. - 10 p.m.

NATA Training Room • Northeast Portland

NATA's 'Express Lunch and Learn'

Topic: TBA

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

[Have Questions? Want More Info? We're Here for You!](#)

Northwest Automotive Trades Association

1710 NE 82nd Ave. ▪ Portland, OR 97220

Phone: (503) 253-9898 ▪ (800) 730-7282

Fax: (503) 253-9890

<http://www.aboutNATA.org>