



NW Automotive Trades Assn.

The Industry Update

A membership service of the Northwest Automotive Trades Association (NATA)
For the weeks of September 17-24, 2007



Time is running out!

Register before September 21st for the Craig Van Batenburg series to receive a 10% discount.

Register Today!

Friday is the deadline to save 10% on hybrid vehicle training and management classes!

The hybrid vehicle training and two management classes, all being taught in Portland early next month by Craig Van Batenburg, are beginning to fill up, and this Friday (Sept. 21) is the last day you can receive a 10 percent discount on your registration. More information on the classes is below and on our website, but be sure to register this week to take advantage of the early-bird discount and before the classes fill up!

Lunch & Learn This Week!

Tire Pressure Monitoring Systems • Wednesday, September 19 • Portland

We have room for a few more attendees at this Wednesday's Lunch & Learn, at which Dick Nordness of the Northwest Tire Dealers Association, and Neale Simmonson of Six Robblees will share the information you need to avoid costly mistakes working around the new tire pressure monitoring systems. NATA's September 19 "Express Lunch and & Learn" is just \$20 including lunch. Call us to register or check our [website](#).

Quote of the Week

"If you think you can do a thing, or think you can't do a thing, you're right."

- Henry Ford

Congratulations! Shop celebrates 30th anniversary

[John Meyerhofer](#) and his team at [JM Mechanical](#) in Canby celebrated the company's 30th anniversary this past weekend with a barbecue and open house that attracted hundreds of attendees from the community. Congratulations, John, on this important milestone for your company!

Memorial Fund Established For Well-Known Shop Owner

All collision repair shop owners, whether they knew March Taylor or not, were impacted by March's contributions to the industry. March, the owner of Auto Body Hawaii, died unexpectedly on August 26 while diving. He was well-known in the industry in part because of his efforts through CIC and other organizations to improve the accuracy and fairness of the estimating databases. You can help honor him by making a contribution to a special fund established by his family and the I-CAR Education Foundation to help those who need financial assistance receive collision repair training. Tax deductible contributions can be sent to the March Taylor Memorial Educational Fund, c/o I-CAR Education Foundation, 5125 Trillium Blvd., Hoffman Estates, Ill., 60192.

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Save This Week on Hybrid Vehicle Training Coming in October

Hybrid vehicle sales are on course to set a record this year, and 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 month 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. Registration is \$129 for either Wednesday or Thursday night classes, \$179 for Saturday. Call us or register at our [website](#) by this Friday (September 21) and save 10%! And everyone who attends will be entered into a drawing at each class for a pair of the 1,000-volt Class 0 protective gloves required for working on hybrid vehicles. Attend all three classes and you'll have three chances to win!

NATA Health Plan Payment Reminder

All members in the NATA Health Plan must have their premium payment to BENU by the 10th of the month. Also, please pay your insurance invoice in full and credits will be issued to you in the next billing cycle. Thank you for helping us to make the plan work for all of us! If you have any questions or concerns, call Cathi at NATA's office.

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 month. 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 and there's a 10% early-bird registration discount available this week only! Check our [website](#) or call us for details.

Need a notary? NATA can help!

When you occasionally need a document notarized, NATA can help you out! We have a notary on staff and available for appointments in our office between 8:30 and 5 p.m. daily. Call us if this is a service we can offer you.

State Farm launches test of parts procurement program

State Farm has announced that shops that are part of its "Select Service" direct repair program in two markets in California and Indiana will begin testing a parts procurement program this fall. The insurer will not be buying parts directly, nor dictating where the shops are to buy parts, nor cutting into the shops' parts profit. But the shops will be required to use specific electronic parts ordering software and buy from dealers using the software as well. George Avery, a State Farm claims consultant, said the intent of the program is to test the added efficiency, accuracy and other benefits of electronic parts ordering, and that it will save the insurer money because of "an OEM provided discount."

State and National Legislation Among Topics at Upcoming NATA Board Meeting

NATA lobbyist Darrell Fuller will discuss the results of this past Oregon Legislative session and provide a glimpse of what lies ahead at the NATA's Board of Directors' meeting on Saturday, November 10, in Eugene. As with all board meetings, this is open to all NATA members. We'll also be discussing some options for consumer awareness campaigns. The meeting will also be a great chance to find out the latest on "Right to Repair" legislation from our guest, Aaron Lowe, vice president of government affairs for the national Automotive Aftermarket Industry Association (AAIA). He will discuss national legislative efforts to open access to vehicle service and repair information. Check our website for details.

Welcome New NATA Members!

We have five new NATA members to welcome this week: [Grants Pass NAPA](#) in Grants Pass, [Gresham Ford](#) in Gresham, [Jiffy Lube](#) in Tigard, [Skinner Buick-Cadillac](#) in Medford and [Automotive Wholesale Distributors](#) in Medford. We're glad to have these companies join and enjoy the many benefits NATA offers!

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The Calendar

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 Campus • Southwest Portland

(800) 428-8489 or www.atraonline.com

"Making A New Shop Customer For Life"

A 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"

A 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: 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

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

Northwest Automotive Trades Association

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