



## *The Industry Update*

A membership service of the Northwest Automotive Trades Association (NATA)  
For the weeks of September 3-10, 2007

### Register Today!

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

Mistakes working around the new tire pressure monitoring systems can be costly. So make sure you have the information you need: 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 including lunch. Call us to register or check our [website](#).

### Quote of the Week

"When comparing the costs of buying and keeping a car for 225,000 miles over 15 years to buying and financing an identical model every five years, Consumer Reports found the savings could be more than the original purchase price of the vehicle..."

- from Consumer Reports magazine on benefits of keeping a car maintained long-term

### NATA Member Funding Scholarship

[Mike Holliday](#), an automotive student at Central Oregon Community College who hopes to graduate in 2009 and one day assume management of his father-in-law's business, [Zenith Automotive](#) in Bend, is the first recipient of a scholarship being funded by [High Desert Auto Supply](#), an NATA member business. [Frank Bowen](#) of High Desert, which has locations in Bend, Sisters, Redmond and Madras, has committed to annually funding at least one "Robert Maxwell Medal of Honor Scholarship," which is named after the school's automotive instructor in the 1960s. Thanks, Frank, for your efforts to help fight the shortage of entry-level technicians in Oregon!

### New Oregon Lawmaker Has Automotive Connections

John Huffman of The Dalles was recently sworn in as a new Oregon lawmaker, replacing John Dallum who recently resigned to move out of state. Huffman, a former dealership general manager and until recently owner of a radio station in The Dalles, is the owner of Auto Fix, which specializes in repairing bumpers, primarily for dealers. "It will be very helpful having someone familiar with our industry serving in the House of Representatives," NATA lobbyist Darrell Fuller said.

### Hybrid Vehicle Training Coming To Oregon

Nationally-recognized hybrid vehicle expert Craig Van Batenburg returns 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 fees vary by class, but sign up for all five for just \$499 (including light suppers at the evening classes). Call us or check our website for details.

### One Last Reminder: Return Your NATA Health Plan Re-Enrollment Forms

If you take part in NATA's Health Plan and have not yet done so, make sure you fill out and return the re-enrollment form we sent you. If you have any questions about the Health Plan or form, call Cathi at our office, (503) 253-9898.

## *The Industry Update*

For the weeks of September 3-10, 2007

Page 2

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

Probably everyone in your business could benefit by attending one or both of our management training sessions this fall. 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 an early-bird registration discount available. Check our website or call us for details.

### 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.

### Trivia Test (check how much you know with these auto-related questions)

Get three or more of these questions right, and you can count yourself among true automotive gurus!

1. What company offered a "Li'l Hustler" pick-up model in the 1970s?
2. Which Formula One driver and team owner suffered from dyslexia?
3. Name the 1980s production car that had a stainless steel skin.
4. What was distinctive about the engines in the 1902-1934 Franklin cars made in Syracuse, N.Y.?
5. For what automotive development is Felix Wankel known?

Answers are below the calendar!

### Order Your 2008 Calendars Through NATA!

NATA is once again making it easy for you to order affordable 2008 calendars customized for your business - a great way to help keep your name in front of customers all year long. Watch for details when you receive your "Who's Who" membership directory soon, or call Annette in our office (503-253-9898) for details.

### Welcome New NATA Members!

[Skinner Buick-Cadillac](#) in Medford is the newest member of NATA, and the attorney firm of [Bullard Smith Jernstedt Wilson](#), in Portland, has joined as an associate member.

### 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 Performing Arts Center • Southwest Portland

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

## *The Industry Update*

For the weeks of September 3-10, 2007

Page 3

“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’

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>

Trivia Answers:

1. Datsun. 2. Jackie Stewart. 3. DeLorean. 4. They were air-cooled. 5. The rotary engine.