



## *The Industry Update*

A membership service of the Northwest Automotive Trades Association (NATA)  
For the weeks of February 4 - 11, 2008

### [NATA Membership Elects 2008 Board](#)

The 2008 Board of Directors was elected by membership this January. The Board will be installed at the February 23, 2008 annual meeting at the NATA Training Room, 1710 NE 82<sup>nd</sup> Ave. in Portland. The 2008 Board members are: Bob Anderson, Jeff Asher, Frank Bowen, Ross Bradshaw, Rick Field, Kurt Garbe, Jerry Geiszler, Jim Havlinek, Jim Jones, Ron Reichen, Sharree Strausbaugh, Catherine Skiens, Mary Ann Trout, and Vince Vierck.

The annual NATA Membership Meeting will be held from 12:00 - 1:00 p.m. in the NATA Training Room. All members are most welcome to attend this meeting, and the NATA Board meeting following.

### [Parks Royal Body Works in Boise Recognized as Top Performer](#)

[Parks Royal Body Works](#), a locally owned collision repair shop in downtown Boise for over 60 years, and the owners Matt and Cynthia Thornton have been recognized as a top performer and accepted into BASF's Elite Performance Group (a BASF program designed for progressive collision repair facilities that commit to very high operational repair standards and demonstrate continual process improvements). Parks Royal Body Works was required to make a presentation and was unanimously voted in to the VisionPLUS® Performance Group on January 29<sup>th</sup> 2008 in Scottsdale Arizona. This "think tank" of 20 high performance collision repair shop owners from around the United States recognized the value that Matt and Cynthia could contribute to the group. VisionPLUS® meets four times a year to evaluate and improve each others' business, which improves the service they provide for collision customers and insurance providers.

### [Auto Outlook - Hot off the Presses](#)

NATA's newest publication, [Auto Outlook](#), is on its way to your mailbox. Replacing the Northwest Automotive Journal, [Auto Outlook](#) is a full color, quarterly newsmagazine presenting articles and information useful to NATA's diverse membership.

### [Trivia Test \(Check how much you know with these auto-related questions.\)](#)

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

1. Mattel introduced this popular miniature-car brand in 1968.
2. What brand name was on 1964 to 1970 Handi-Van and Handi-Bus models?
3. In the U.S. market, what was the Honda Insight's first model year?
4. What vehicle was used as the basis for the prototype of the original 1948 Land Rover?
5. This development, circa 1905, greatly increased the number of automobile purchasers.
6. Which GM division offered the Handyman station wagon model in the 1950s?

*See answers at the end of this Industry Update!*

### [NATA's New Insurance Contractor: Meet Gordon Hale](#)

Gordon Hale, Medford, OR, joins NATA as an independent contractor for the NATA Health Plan. Working in Southern Oregon, Gordon has enrolled many automotive businesses in the NATA Health Plan, and has helped them to become members of Northwest Automotive Trades Association. Gordon completed his Bachelor of Science Degree in Business Administration at Southern Oregon University. For 25 years, he worked as Sales Manager of *Automotive Wholesale Distributors* in Medford. In 2006, he received his Insurance License in Property, Casualty, Life and Health and joined NATA as an independent contractor in 2007.

### [Express Lunch and Learn - Retirement Planning](#)

At a time when health care costs are skyrocketing, learn what the experts say about retirement planning, savings, and investments. Join us for this interactive session and meet Adina Flynn, JD, from Ameriprise. February 13, 2008, 11:30 a.m. - 1 p.m. in the NATA Training Room. If you would like to host an NATA meeting in your area to present this topic, give the office a call to make arrangements at 800-730-7282.

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### **Portland Tranny Celebrates 70 Years with Trade Show and Open House!**

**Portland Transmission Warehouse** celebrates its 70th Anniversary in business with a Trade Show and Open House on **Saturday, April 5, 2008 from 8:30 a.m. - 4 p.m.** The morning training (8:30 a.m. - 12:30 p.m.) features Bart Ouchida, Portland Community College, and Jeff Hallgrimson and his crew from Snap-On Tools. Bart will discuss the dramatically changing arena of the R & R (removal and replacement) technician, and Jeff and crew will talk about the equally challenging world of automotive transmission diagnosis. Both sessions will be held at Bradshaw Service Center, across Hawthorne Blvd. from their warehouse.

The Open House, Trade Show and Lunch will immediately follow at Portland Transmission Warehouse from 12:30 - 4 p.m. Door prizes are included! Seating is limited. Please RSVP by March 21st to Gary Wiedeman, 503-233-4966 or 800-444-4556. Portland Transmission Warehouse is located at 1016 SE Hawthorne Blvd., Portland, OR 97214.

### **ARA (Automotive Recyclers Association) Unveils Suspicious Salvage Transaction Hotline**

ARA continues to work to limit the ability of fraudulent elements to exploit the auto salvage process, and have worked closely with members of Congress to institute a publicly accessible "total loss" Vehicle Identification Number (VIN) database. **ARA's hotline enables individuals to call in confidentially and report suspicious transactions occurring at salvage auctions throughout the country. Once received, ARA will forward information along to law enforcement officials to be investigated in order to find out if the vehicle is a fraudulent purchase.** They are also enlisting the support of the Federal Bureau of Investigation (FBI), Homeland Security and the Borders and Customs Agencies to ensure, to the furthest extent possible, that salvage vehicles are not being used as a conduit to defraud unsuspecting consumers or to support terrorist organizations. In response to the ongoing need to combat vehicle fraud, ARA has developed a suspicious salvage transaction hotline. Every day buyers purchase salvage for illegal purposes such as VIN swapping and the export of multiple vehicles under one VIN. If you would like to report a suspicious salvage transaction, please call (888) 385-1005, extension 12, and leave the following information:

- Year, Make and Model
- City and State of transaction
- Sale and Stall or Lot number
- Brief reason why you believe this sale may lead to illegal activity
- Name of Pool or Seller
- Date of Sale
- Selling Price

**This hotline is confidential, and information provided will be used only for law enforcement purposes.**

### **Free to a Good Home!**

NATA is giving away two vertical 4 drawer filing cabinets. They are almond in color and are in very good condition. In order to claim them, the new owners must come to our administrative office at 7931 NE Halsey St., Suite 212, Portland, OR 97213 to pick up and haul them away. Call 503-253-9898 to make arrangements.

### **The Calendar**

NATA's 'Express Lunch and Learn'

Topic: Retirement Planning

Wednesday, February 13 • 11:30 a.m. - 1 p.m.

NATA Training Room • Northeast Portland

NATA's 'Express Lunch and Learn'

Topic: Automotive Lien Service

Wednesday, March 12 • 11:30 a.m. - 1 p.m.

NATA Training Room • Northeast Portland

NATA's 'Express Lunch and Learn'

Topic: The New Fuels

Wednesday, April 16 • 11:30 a.m. - 1 p.m.

NATA Training Room • Northeast Portland

PTW Trade Show and Open House

RSVP: Gary Wiedeman • 503-233-4966 or 800-444-4556

Saturday, April 5, 2008 • 8:30 a.m. - 4 p.m.

SE Hawthorne Blvd. • Southeast Portland

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

**Northwest Automotive Trades Association**

**Administrative Offices & Mailing Address:**

7931 N.E. Halsey Street, #212

Portland, OR 97213

Training Room: 1710 NE 82nd Ave., Portland

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

Fax: (503) 253-9890

<http://www.aboutNATA.org>

### **Trivia Answers:**

1. Hot Wheels. 2. GMC. 3. 2000. 4. War-surplus Jeep. 5. Installment-plan buying. 6. Chevrolet.