



## *The Industry Update*

A membership service of the Northwest Automotive Trades Association  
For the weeks of September 22 and 29, 2008

**Economy Could Work in the Industry's Favor** - The economy is apt to have people driving their aging cars longer, which will be good news for many in the automotive aftermarket, perhaps even off-setting the lower driving rates caused by high gas prices, some business analysts say. About 56 percent of cars on the road are now at least eight years old, Tony Cristello of BB&T Capital Markets said. With fewer new cars on the road, the existing fleet is entering into a maintenance period that will benefit the aftermarket, he added. "Older cars tend to need more work, so it stands to reason that even though miles driven are coming down a bit, those cars are going to be serviced more than they would otherwise," analyst William Keller of FTN Midwest Securities said.

**With Sadness, William Sharp** - A memorial service will be at 11 a.m. Saturday, Sept. 27, 2008, in Simon-Woodburn Funeral Chapel for William J. Sharp, husband of Barbara Sharp, longtime NATA member, who died Sept. 18 at age 64 from a massive heart attack. He was an electronics technician, and worked for many companies, including Toledo Scales. Survivors include his wife; daughter, Beverly A. Dugan; sister, Carol Tansey; and two grandchildren.

**A Note from Barbara Sharp** - Thanks to all of you who have called. Many of you have had toils and tribulations throughout your lives; but ours does not seem to slow down. Any thing you and your co-workers do to help is so appreciated for our family, including our daughter and son-in-law who are barely making it due to illness. Please do not send flowers or cards. We would like every cent to go to the nearest West Coast Bank to the Dugan Family. We appreciate your thoughtfulness in our time of need.

**AUTOfact:** According to Automotive Digest, small businesses are grappling with runaway vehicle expenses. AAA estimates that it will cost \$8,121 to own and operate a new car driving 15,000 miles per year, versus \$7,823 in 2007.

**Did You Know - It's the Law!** If you need more "It's The Law" refill cards, please call the NATA office.

**Jackson's Body Shop, Inc. in Salem is Celebrating 50 Years, 1958 - 2008!** Please join us on October 3, 2008 for fun, food and reminiscing, 3 - 7 p.m. Call Carol Jackson, 503 363-1990, or email at [jacksons@jacksonsautobody.com](mailto:jacksons@jacksonsautobody.com)

**New Automotive Program to Start in Salem** - The Northwest Vintage Car & Motorcycle Museum, a 501(c)(3) nonprofit educational organization, located on the grounds of Antique Powerland in Brooks, Oregon, is developing a curriculum for at-risk youth of Barbara Roberts Alternative High School. Model T parts have been donated to the museum.

As a business plan, members of the Museum in conjunction with The Speedster Club of Oregon, have developed a curriculum which includes the reproduction of a speedster. The students will learn public relations, digital photography, automotive mechanics and collision repair to complete the project. The museum is looking for sponsorship in the form of \$350 donations, and also for mentors. Sponsorships are tax deductible as either a personal or business expense. Could your shop help the kids reassemble the vehicle? Do you know a public relations or marketing specialist who will speak to the kids about ways to promote the project? **For more information and to offer your support, please contact Doug Nelson 503-399-0647 or 503-871-4509.**

**FREE Workshops are available through OSHA on a regular basis-** Classes such as Hazard Communication Programs, Workplace Emergency Action Plan, and Identifying and Controlling Hazards are just a few of the helpful workshops offered. Visit the NATA website [www.aboutnata.org/Calendar](http://www.aboutnata.org/Calendar) for more details.

**BOLI offers seminars on a regular basis** - Learn more about Wage and Hour Laws, Payroll Issues, and Recordkeeping Requirements. These are just a few of the helpful seminars offered. For more information, visit NATA website [www.aboutnata.org/Calendar](http://www.aboutnata.org/Calendar). Most classes are \$165 per person with discounts for additional employees

**It's a Match!** - NATA works with automotive programs in high schools and community colleges, and asks automotive instructors how NATA and its membership can help. High on their list: employers to offer internships; job shadowing; and speakers for classes. Instructors also need equipment and parts. For instance, Clackamas Community College recently offered (for free) a 4 Gas Analyzer. Estacada High School's Automotive Instructor, Glen Nation, has been trying to secure funding for this equipment required for their NATEF certification and was thrilled to learn NATA found it for him! If you have something to offer these schools - please let us know. Phone or email Margaret Ragan at [margaret@aboutnata.org](mailto:margaret@aboutnata.org).



**Wednesday, October 15 - Future Focus: What Will Make Cars Go?**

*Presenters Todd Weedman, Todd's Automotive Imports, and Jim Houser, Hawthorne Auto Clinic*

**LOCATION:** Hawthorne Auto Clinic  
4307 SE Hawthorne Blvd., Portland, OR 97215  
Call to register, 503 253-9898, 11:30 a.m. - 1 p.m.  
Members \$25 Non Members \$30

**Wednesday, November 12 - Taxes, Again? What to Know for Year-End Financial Review**

**Presenter:** Talbot, Korvola & Warwick LLP

**LOCATION:** NATA Training Room  
1710 NE 82<sup>nd</sup> Avenue, Portland OR 97213  
Call to register, 503 253-9898, 11:30 a.m. - 1 p.m.  
Members \$25 Non Members \$30

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**Have questions? Want more information? We are here for you!**

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