



# Recyclers News Press

## Inside this issue:

Google 10  
Rating

RAS Airbag 12  
Recall 101

Another Takata 14  
Airbag Death

Industry 16  
News



### Routing Slip

- Owner(s)
- Manager(s)
- Safety Supervisor
- Environmental Mgr
- Stormwater Mgr
- Bookkeeper



Celebrate Earth Day  
Everyday like an Auto Recycler



[www.iowaAutomotiveRecyclers.com](http://www.iowaAutomotiveRecyclers.com)



# Checkmate

## 2020 Release 6

- ✓ **\$martList** – Partmate optimizes your sales of hot selling interchange parts by suggesting which parts to inventory based on Car-Part Interchange Plus, Car-Part.com Marketplace Data and CrashLink OEM/Labor Data.
- ✓ **New Inventory Screen** – Easily Reprice Parts, Process Interchange Resolutions, and make Bulk Edits
- ✓ **Enhanced Reporting** – Including Profit Team Consulting Reports, Enhanced Vehicle Profitability and Hot Seller Reports.
- ✓ **Pick Slip Workflow Enhancements**

Another  
innovative product by

**Car-Part.com**



**859-344-1925**



Recyclers  
News  
Press

The RECYCLERS NEWS PRESS is published six times per year for the Iowa Automotive Recyclers. None of the material in this publication necessarily reflects the opinion of IAR, its officers, director, staff members or advertisers. Statements of fact and opinion are the responsibility of the author.

IAR Members are encouraged to submit material for publication in the Recyclers News Press. Content may be edited for length with the author's permission.

Deadline for submission is the 20th of the month prior to publication. Send content to Sue Schauls at [Sue.Schauls@gmail.com](mailto:Sue.Schauls@gmail.com) with a full color graphic when possible.

#### Executive Director

Sue Schauls  
2214 Regal Avenue  
Waterloo, Iowa 50702

Phone/Fax: 319-233-7970  
[Schauls3@mchsi.com](mailto:Schauls3@mchsi.com)  
[www.Sueschauls.com](http://www.Sueschauls.com)



## IAR's 2020-2022 Board of Directors

### Pat Roof, President

Pat's Auto Salvage  
Phone: 319-232-0704  
[patsmail@patsautosalvage.com](mailto:patsmail@patsautosalvage.com)

### Jeremy Bevard, Vice President

Waterloo Auto Parts  
Phone: 319-234-5207  
[JeremyB@waterlooautoparts.com](mailto:JeremyB@waterlooautoparts.com)

### Joel McCaw, Treasurer

Ace Auto Recyclers  
Phone: 319-338-7828  
[parts@aceautorecyclers.com](mailto:parts@aceautorecyclers.com)

### Jeff Smid, Secretary

Jeff Smid Auto, Inc.  
Phone: 563-386-8290  
[jeffsmid@yahoo.com](mailto:jeffsmid@yahoo.com)

### Eric Piper

#### Immediate Past President

Spilman Auto Parts, Inc  
Phone: 641-664-2463  
[eric@spilmanauto.com](mailto:eric@spilmanauto.com)

### Jodi Kunde

#### Special Funds Manager

North End Auto Wrecking  
Phone: 563-556-0044  
[NorthEndWrecking@aol.com](mailto:NorthEndWrecking@aol.com)

### Eric Piper

Piper's Auto Salvage  
Phone: 800-247-9135  
[eric@piperautoparts.com](mailto:eric@piperautoparts.com)

### Mike Garvin

Vander Haag's, Inc DSM  
Phone: 515-265-1451  
[MikeG@VanderHaags.com](mailto:MikeG@VanderHaags.com)

### Dereck VanDerBrink

Lems Auto Recyclers, Inc.  
Phone: 712-726-320216  
[dereck@lemsauto.com](mailto:dereck@lemsauto.com)

### Mitzi Waterbury

Sandhill Auto Salvage  
Phone: 641-484-2057  
[parts@sandhillautosalvage.com](mailto:parts@sandhillautosalvage.com)

### Jeremy Heidemann

Waterloo Auto Parts  
Phone: 319-234-5207  
[Jeremy@waterlooautoparts.com](mailto:Jeremy@waterlooautoparts.com)

### Past President Participants

#### Mike Swift

Swift's Trail End Auto Salvage  
Phone: 515-265-5696  
[Mike@TrailsEndAuto.com](mailto:Mike@TrailsEndAuto.com)

#### David Hesmer

Action Auto Parts  
Phone: 641-752-3395  
[david@action-auto-parts.com](mailto:david@action-auto-parts.com)

#### Tom Snyder

Snyder's Auto Body  
Phone: 712-542-5316  
[snyder@iowatelecom.net](mailto:snyder@iowatelecom.net)

[www.iowaAutomotiveRecyclers.com](http://www.iowaAutomotiveRecyclers.com)

# SUE SPEAKING

From desk of the Executive Director

## Members of IAR

Ace Auto Recyclers  
Iowa City, IA  
[www.AceAutoRecyclers.com](http://www.AceAutoRecyclers.com)

Action Auto Parts  
Marshalltown, IA  
[www.action-auto-parts.com](http://www.action-auto-parts.com)

Aikey Auto Salvage  
Cedar Falls, IA  
[www.AikeyAutoSalvage.com](http://www.AikeyAutoSalvage.com)

Airline Auto Parts  
Waterloo, IA  
[www.airlineautopartsinc.com](http://www.airlineautopartsinc.com)

B & B Salvage  
Sioux Center, IA  
[www.BandBSalvage.net](http://www.BandBSalvage.net)

Buck's U Pull It  
Mason City, IA  
[www.bucksupi.com](http://www.bucksupi.com)

Don's Auto & Truck Salvage  
Des Moines, IA  
[www.DonsAutoTruck.com](http://www.DonsAutoTruck.com)

Grab & Go Auto Salvage, LLC  
Spencer, IA  
[www.grabandgosalvage.com](http://www.grabandgosalvage.com)

High Country Auto  
Cherokee, IA

Hogeland Auto Plaza & Salvage  
Marshalltown, IA  
[www.hogelandautoplaaza.com](http://www.hogelandautoplaaza.com)

Hulett & Son Auto Salvage  
Creston, IA

The Iron Mine  
Waukon, IA  
<https://the-iron-mine.business.site>

In my ongoing effort to reaffirm that I am inconsequential... I sent an email to the auto salvage pools asking them to place a sign visible *in the online photos* marking the ones that did not have a catalytic converter on the vehicle.

The converter theft has been hitting consumers and recyclers alike as the commodities used in making them have maintained astronomical prices.

My advice is SELL NOW or at least on a regular basis. Why? Because the commodities cannot go up forever, holding inventory ripe for theft is asking for trouble and catalytic converters will become a thing of the past in heartbeat.

When cars no longer have internal combustion engines they no longer need catalytic converters. Given that the harvesting of the rare metals from catalytic converters is generally for the purpose of making new catalytic converters there will be a moment in time when the supply of the commodities outpaces the demand.

Is that moment far off in the future, yes, but not as long as you think.

Not to mention that super high prices is the number one reason for R&D— Research & Development- for new and less expensive material to solve an existing problem. But I do not envision a lot of research is happening on that front as the eminent conversion to electric vehicles accelerates.

The world is converting to electric vehicles along the same trajectory as the influx of cell phones in developing countries. In remote and developing economies they forewent the landline and jumped directly to cell phones (even the Amish did here in Iowa!). It is likely the same will happen, or at least I hope, with power generation.



# SUE SPEAKING

From desk of the Executive Director

Developing economies will bypass fossil fuels, or at least coal, and generate electricity with wind and solar, even in areas not serviced by a reliable power grid. The availability of electricity, often cheaper than from coal-fired power plants, will drive the reliance on electric motors in manufacturing and transportation.

Changing over the fleet of ICE—internal combustion engines—to EV—Electric Vehicles— will drive down the demand of rare metals to manufacture catalytic converters. The trick is to know when to hold them and know when to walk away as the song goes. Although I do hope that the dynamic environment opens the door for the re-sale of catalytic converters.

Thanks for listening,  
Sue Schauls

## Members of IAR

Jeff Smid Auto, Inc.  
Davenport, IA  
[www.JeffSmidAuto.com](http://www.JeffSmidAuto.com)

Jerry Carney & Sons  
Ames, IA  
[www.CarneyAutoParts.com](http://www.CarneyAutoParts.com)

John's Auto  
Aplington, IA  
[www.aplingtonautobodyshop.com](http://www.aplingtonautobodyshop.com)

KAR Parts, LLC  
Garner, IA  
<https://garnerkarparts.com>

King Automotive Salvage Center  
Cedar Falls, IA  
<http://kingsalvage.com>

Lambirth Enterprises, Inc.  
Bussey, IA  
[Lambirthtruckspartsandtowing.com](http://Lambirthtruckspartsandtowing.com)

Lems Auto Recyclers, Inc.  
Doon, IA  
[www.LemsAuto.com](http://www.LemsAuto.com)

Leon Recycling & Auto Parts, LLC  
Leon, IA  
[www.LeonAutoParts.com](http://www.LeonAutoParts.com)

Lyle's Auto Salvage  
Oto, IA

McChesney Auto  
Somers, IA  
[www.mcchesneyauto.com](http://www.mcchesneyauto.com)

Monson Salvage, Inc.  
Lone Rock, IA

North End Auto Wrecking  
Dubuque, IA  
[www.NorthendWrecking.com](http://www.NorthendWrecking.com)

Nugent Auto Sales & Salvage,  
Inc.  
Maquoketa, IA  
[www.NugentAutos.com](http://www.NugentAutos.com)

**NORTH END**  
AUTO WRECKING, INC.  
Dubuque, Ia • Since 1938

**800-545-8885**

Acres of used parts for  
foreign & domestic  
cars & trucks

"All cars  
run on used parts!"

[www.northendwrecking.com](http://www.northendwrecking.com)

One of the **LARGEST**  
Recycled Auto Parts Facilities  
West of the Mississippi!

# Iowa Automotive Recyclers Members & Board of Directors Meeting

March 23, 2021 — 5:15 pm Conference Call

## Members of IAR

Osage Auto Salvage  
Osage, IA  
<http://osageautosalvage.com>

Pat's Auto Salvage, LLC  
Waterloo, IA  
[www.patsautosalvage.com](http://www.patsautosalvage.com)

Piper's Auto Salvage  
Bloomfield, IA  
[www.PiperAutoParts.com](http://www.PiperAutoParts.com)

Preferred Auto Sales, Inc.  
Lockridge, IA  
[www.preferredautosales.net](http://www.preferredautosales.net)

Quandt Auto Salvage, Inc  
Carroll, IA  
[www.QuandtAutoSalvage.com](http://www.QuandtAutoSalvage.com)

Sam's Riverside  
Auto & Truck Parts  
Des Moines, IA  
[www.SamsRiverSide.com](http://www.SamsRiverSide.com)

Sandhill Auto Salvage  
Tama, IA  
[www.sandhillautosalvage.com](http://www.sandhillautosalvage.com)

Smith Auto Parts & Sales, Inc.  
Fairfield, IA  
[www.SmithAutoParts.com](http://www.SmithAutoParts.com)

Snyder's Auto Body  
Clarinda, IA  
[www.snyders-autobody.com](http://www.snyders-autobody.com)

Spilman Auto Parts, Inc  
Bloomfield, IA  
[www.SpilmanAuto.com](http://www.SpilmanAuto.com)

Sun Line Inc.  
Cedar Rapids, IA  
[www.sunline-chase.com](http://www.sunline-chase.com)

Swift's Trails End Auto Recycling  
Des Moines, IA  
[www.TrailsEndAuto.com](http://www.TrailsEndAuto.com)

Board of Director Members: Pat Roof, Jeremy Bevard, Joel McCaw, Jeff Smid, Eric Piper, Jodi Kunde, Eric Piper, Tom Snyder, Mike Swift, Jeremy Heidemann and Sue Schauls.

President Pat Roof call meeting to order at 5:20 pm, took roll call and offered the Anti-trust statement reminder.

Approve the Meeting Notes from Feb 9, 2021 Tom Snyder moved to approve the Feb 9 meeting note, Jodi second. Motion carried.

Scholarship Update - Scholarship application deadline is the end of March. Pat has a nice list of donors. we can bill them by invoice. IAR will send invoice for \$250 each. Our Thanks go out to: Pat's Auto Salvage, Waterloo, Waterloo Auto Parts, Waterloo, Aikey Auto Salvage, Cedar Falls, King Automotive, Waterloo/Cedar Falls, Piper's Auto Salvage, Bloomfield, Wilken Auto Salvage, Nashua/Britt/Iowa Falls, and Leon Recycling & Auto Parts, Leon.

Your support is greatly appreciated during IAR "alternative" fundraiser events in lieu of the Summer Outing cancellations during the pandemic.

Car on snow pile contest ended. Winner was Susan Fidler at Noon on March 19<sup>th</sup>.

Legislative Update included the summary from Lobbyist, Jim Obradavich. *See below.* The session will move to considering budget items only soon after the second funnel week. All bills must have passed out of subcommittee by now to stay active with the exception of budget items. One budget item of interest is the omnibus bill that will raise county fees including Salvage Titles to \$15 each.

Summer Outing Update announced that the event has been cancelled for 2021. We will reschedule the event to June 2022 in Waterloo. We will hold a virtual silent auction during the week that the Outing was scheduled for as a fun activity and to replace some of the revenue lost from not holding the event. The funds will support our legislative advocacy. Vice President Jeremy Bevard will choose an online auction application to be used. Sue will reach out to vendor members for donations.

## Follow Up Items:

Jay at Auto Data Direct is onboard for a webinar for tow yard and Iowa other on NMVTIS reporters as an outreach/recruitment effort. He may even offer sponsorship

DAVID HESMER



## ACTION AUTO PARTS

WE ARE YOUR AUTO & TRUCK SALVAGE SOURCE  
FOREIGN & DOMESTIC - USED - REBUILT & NEW PARTS

**LET US SAVE YOU MONEY**

100 S. 18th Ave., P.O. Box 264  
Marshalltown, Iowa 50158  
[www.action-auto-parts.com](http://www.action-auto-parts.com)

641-752-3395  
1-800-373-3995  
[david@action-auto-parts.com](mailto:david@action-auto-parts.com)

# Iowa Automotive Recyclers Members & Board of Directors Meeting

March 23, 2021 — 5:15 pm Conference Call

money to cover cost of mailing list, printing and postage.

Towing association is a division of the Iowa Motor Truck Association that currently has 41 members. SIC code for towing (754901) and found 333 in Iowa. \$205 to include emails for 71 executives/owners and 225 general/company email addresses (InfoUSA). Postcard for 2 mailings will cost \$70 and postage is \$240. Contact at TRPI at IMTA is Jordan, Director of Safety – [Jordan@IowaMotorTruck.com](mailto:Jordan@IowaMotorTruck.com) –

President Pat Roof recommended that we send out a letter to the tow yards that includes the legislative update on the abandoned vehicle notification change.

Hybrid/Electric Vehicle training has been rolled out by ARA UNIVERSITY. All Iowa ARA members should take the training to certify their technicians or re-certify those that we at the Iowa training sessions as some new information has been added. Word to the wise: The answer to the inverter sends power to the \_\_\_\_\_ pump is "AIR-CON"

Air Compressor Energy Efficiency Audit – 13 members signed up/audited so far.

Motion to adjourn by Jeff Smid. Joel McCaw second. Motion carried.

## Members of IAR

*Tourniers Recycling Inc*  
Independence, IA  
[www.tourniersrecycling.com](http://www.tourniersrecycling.com)

*Vander Haag's, Inc.*  
Spencer, IA  
[www.VanderHaags.com](http://www.VanderHaags.com)

*Vander Haag's, Inc.*  
Council Bluffs, IA  
[www.VanderHaags.com](http://www.VanderHaags.com)

*Vander Haag's, Inc.*  
Des Moines, IA  
[www.VanderHaags.com](http://www.VanderHaags.com)

*Vander Haag's, Inc.*  
Kansas City, MO,  
[www.VanderHaags.com](http://www.VanderHaags.com)

*Vander Haag's, Inc.*  
Sioux Falls, SD  
[www.VanderHaags.com](http://www.VanderHaags.com)

*Vander Haag's, Inc.*  
Winamac, In  
[www.VanderHaags.com](http://www.VanderHaags.com)

*Waterloo Auto Parts*  
Waterloo, IA  
[www.WaterlooAutoParts.com](http://www.WaterlooAutoParts.com)

*West Edge Auto Salvage*  
Independence, IA  
[www.westedgeautosalvage.com](http://www.westedgeautosalvage.com)

*Wilken Auto Salvage Nashua*  
Nashua, IA  
[www.wilkenandsons.com](http://www.wilkenandsons.com)

*Yaw Auto Salvage*  
Des Moines, IA  
[www.yawssalvage.com](http://www.yawssalvage.com)

## Legislative Update

County Fee Increase Bill Receives Subcommittee Assignment. **House File 810**, an omnibus county fee increase bill, has been assigned a subcommittee. Representatives Jane Bloomingdale, Chuck Isenhardt and Carter Nordman have been given the task of reviewing the proposal and deciding if it should advance to the full Ways and Means Committee. Included in the bill is an increase in the fee for the issuance of a salvage certificate of title from the current \$10 to \$15.

## Bills of interest:

**SF 232 (formerly SSB 1025)** - Abandoned Vehicles (M) - Current law requires a police author-

## DOING BUSINESS WITH INSURANCE ADJUSTERS?

Since 1979 the **Casualty Adjuster's Guide of Iowa/Nebraska** has been and continues to be distributed, FREE of charge, to all identified claims managers, company adjusters and claims handlers in Iowa and Nebraska.

For targeted **ADVERTISING** that works all year  
**One Ad = PRINT + WEB + SMARTPHONE**

Contact

**Paul Lorang, Publisher**

**Phone: 507-215-2687**

[paull@cagworld.com](mailto:paull@cagworld.com)

[www.cagworld.com](http://www.cagworld.com)



**CASUALTY  
ADJUSTER'S GUIDE®**

**Claims • Disaster • Recovery**

# Iowa Automotive Recyclers Members & Board of Directors Meeting

March 23, 2021 — 5:15 pm Conference Call

ity or private entity that takes into custody an abandoned vehicle to notify, within 20 days, by certified mail, the last known registered owner of the vehicle and all lien holders of record that the abandoned vehicle has been taken into custody, along with other specific details concerning the abandoned vehicle.

This bill eliminates the requirement to provide notice to the claimants of any personal property found in the vehicle. The bill eliminates the requirement to describe the personal property found in the vehicle in the notice that is otherwise required by law. A person may still reclaim any personal property located inside the vehicle.

Passed the Senate 46-0. Approved by the House 88-5.  
Awaiting Governor's signature

**SF 230 (formerly SSB 1028) - Salvage Vehicles (F) -** Under current law, a wrecked or salvage vehicle is a damaged vehicle for which the cost of repair exceeds 50 percent of the fair market value of the vehicle before the vehicle becomes damaged. This bill increases the cost of repair threshold to 70 percent of the fair market value of the vehicle.

Passed by the Senate 45-1. Passed the House 65-27.  
Awaiting Governor's signature.

**HF 810 (formerly HSB 262) - County Fee Increases (M) -** Included in this large county treasurers bill are several vehicle title fee increases, including an increase in the fee for the issuance of a salvage certificate of title from the current \$10 to \$15. Approved by the Local Government. Ways and Means subcommittee: Bloomington, Isenhardt and Nordman

**SF 232 (formerly SSB 1025) - Abandoned Vehicles (M) -** Current law requires a police authority or private entity that takes into custody an abandoned vehicle to notify, within 20 days, by certified mail, the last known registered owner of the vehicle and all lien holders of record that the abandoned vehicle has been taken into custody, along with other specific details concerning the abandoned vehicle.

This bill eliminates the requirement to provide notice to the claimants of any personal property found in the vehicle. The bill eliminates the requirement to describe the personal property found in the vehicle in the notice that is otherwise required by law. A person may still reclaim any personal property located inside the vehicle. Approved by the Senate 46-0. Approved by the House 88-5. Awaiting Governor's signature.

**HF 560 (formerly HSB 177) - Waste Tire Financial Assurance (M) -** The bill removes language relating to financial assurance instruments required for waste tires collected by a waste tire collection or processing site prior to July 1, 1998.

It also changes the current requirement that an owner or operator of a waste tire collection or processing site is required to obtain a permit from the DNR prior to operation of the site and to provide to the department prior to approval or renewal of a permit a financial assurance instrument that provides coverage in an amount that is equivalent to 85 cents per passenger tire equivalent collected by the site. The bill increases the amount to \$2.50 per passenger tire equivalent. Current law requires a waste tire hauler to have on file with the department before the issuance or renewal of a registration certificate a surety bond of at least \$10,000. The bill increases the minimum required amount of a surety bond to \$150,000. Approved by the House 93-0. Approved by the Senate 48-0. Awaiting Governor's signature.

Respectfully submitted,

*Jeff Smid*

Jeff Smid, Secretary



**Waterloo Auto Parts**  **319-234-5207**  
**800-728-5207**  
1501 Grandview Ave  
Waterloo, IA 50703

USED, NEW, REBUILT...WE'LL TRACK IT DOWN

Waterloo Auto Parts has been providing quality used, new and rebuilt parts for our customers since 1980. Our company motto "We'll Track It Down" holds strong in everything we do. We make every effort to find your part, no matter how small. We are able to locate used and new auto and truck parts at a reasonable price. We pride ourselves on quality, on-time delivery and customer service for every customer every time.

**WATERLOOautoparts.com**

# Iowa Automotive Recyclers Members & Board of Directors Meeting

April 27, 2021 — 5:15 pm Conference Call

Board of Director Members: Pat Roof, Jeremy Bevard, Joel McCaw, Mike Swift, Mitzi Waterbury, Jeremy Heidemann and Sue Schauls.

Meeting was called to order at 5:21 pm by President, Pat Roof with Roll Call and Anti-trust statement reminder.

Approve the Meeting Notes from March 23, 2021. Motion to approve minutes by Jeremy Bevard, Second by Mike Swift. Motion carried.

## Scholarship Update.

The invoices went out to donors that Pat secured. Jodi sent an email to Board Members that that nine (9) student scholarship applications came in. Pat had previously secured seven donors so both Pat's and WAP will double up on donations to cover all the recipients for 2021. The donation campaign and the donations are greatly appreciated.

## Legislative Update.

Call from Jarid Catrenich, Iowa DOT, he plans to send us updates for the newsletter such as REBUILT-IA change and 70% threshold starting July 1<sup>st</sup>.

Discussed Iowa NMVTIS software bill draft is requested from Auto Data Direct. We will set up a meeting with Iowa DOT to start the conversation.

Lobbyist Jim Obradovich did great job giving legislative updates throughout the session.

Mike Swift gave an update on the Catalytic Converter issue. The issue is that Cats may be able to be sold as a used auto parts with verification of performance.

**Summer Outing Auction** – 32Auctions.com online site will be used to run the virtual auction event. We will post pictures on the site and participants will be able to bid via the site during the Summer Outing days June 8-11, 2021. Items will be posted by June 2, 2021 for preview. Payment can be with credit card, Paypal or by invoice/ check mailed to Iowa Auto Recyclers. **EVENT WAS POSTPONED.** Other ideas are to be discussed.

## Follow Up Items:

A letter will go out to the tow businesses mailing list that was purchased giving them an update on the legislative changes covering notification requirements for personal property found in abandoned vehicles.

Motion to adjourn by Jeremy and Jodi second. Motion carried.

Respectfully submitted,

*Jeff Smid*  
Jeff Smid, Secretary



## ADD is your source for salvage vehicle reporting and more.

Free and Full Service NMVTIS reporting  
Vehicle History Reports with Lien & Theft data  
Owner/Lienholder search in 28 states

Enter Promo code **JSI2013**  
to receive \$50 off account activation.

For additional information, visit [ADD123.com](https://add123.com)  
or contact us at [salvage@add123.com](mailto:salvage@add123.com)



**AutoDataDirect, Inc.**

# Your Business has Three Star Google Rating Awesome Job!

By Paul D'Adamo

## Who Doesn't Look At Google Reviews?

Now that I have your attention, let's talk about Google Reviews this month. I travel for RAS, so I use Google Maps to look for different services; hotels, restaurants, etc., and, yes, Auto Recycling facilities. I can't help myself. I love this industry and want all businesses to prosper and flourish. I raise the issue of Google Reviews now because we are on the other side of the COVID-19 pandemic, and some Recyclers say they are swamped, yet others complain about how far off their sales are. I believe Google Reviews might give a business owner some insight into why their business is or isn't thriving.

## Old School

**Fact:** Most of the Recyclers who have terrible reviews are the victims of their own ignorance. They haven't kept up with the times, their curbside appeal is lacking or non-existent, and they operate under the premise that "we have always done it this way." This scenario presents two issues: the continued existence of that business and the smear it paints on the rest of the industry. We fight a constant battle to improve our image in the public eye to avoid the "J" word. When customers are looking for parts, they want excellent service, price, and quality. In some respects, I wish Google would relegate any business with under four stars to a separate landing page.

## How many Stars should you strive for?

While everyone wants 5 stars, every business should strive for a solid 4 stars as a base. If you were taking that special person in your life out for dinner and you were looking at reviews, what is the minimum number of stars for you to consider that restaurant? The same

standards apply to our industry. Self-consciously, I think we all are programmed to eliminate anything three stars and below immediately. Every business will take a hit on a bad review and recover. Consistent bad reviews tell customers to run the other way.

## "Google My Business" App On Your Phone?

While you will probably go on your computer to set up your Google My Business settings, the Google My Business App is a quick and easy way to monitor and respond to reviews, update business hours for upcoming holidays, promote events, display a deal or coupon, post photos, and review and reply to reviews. Replying to reviews takes patience, calm, and a positive attitude. It's best not to upset an already ticked-off customer, and at the same time, not pump yourself up too much when replying to a positive comment.

**The bottom line is that all reviews should have a reply.**

## Common Customer Gripes

Certain complaints seem to cross all business types; poor customer service, bad phone etiquette, unfriendliness, and poor business practices. In my opinion, Google Reviews are a direct mirror image of how a business operates. Companies with one to three-star ratings are just not customer-friendly.

## RAS Is Here to Help You Be Successful!

As a long-standing vendor to the industry, we seek to provide you with excellent service and top-of-the-market prices in all three business lines; Cores, Catalytic Converters, and Recalls. We don't sell a physical product, so our sole mission is to provide a quick turnaround on shipments and payments, build a relationship of trust, and give you the cash flow you need to buy more inventory to fulfill your customer's orders.

Questions on Google My Business and/or Reviews?  
Contact Paul the "Recall Guy"

at [pdadamo@coresupply.com](mailto:pdadamo@coresupply.com) or 401-458-9080



# Your Business has Three Star Google Rating

A Google Star rating is a five star rating scale that ranks businesses based on customer reviews. Customers are given the opportunity to leave a business review after interacting with the business, which involves choosing from one star (poor) to five stars (excellent).

## What is considered a good rating on Google?

They don't all agree on the best range for a review score. The widest range suggested is 3.7 to 4.9. Most of the other studies suggest a much narrower range – something like 4.2 to 4.6. If a business has a lot of reviews and a perfect 5.0 score, it's human nature to suspect that something's not right.

## What does a 3 star review mean?

Most review sites use a 1 to 5 star rating system, with 5 meaning "excellent". Neutral Reviews: greater than or equal to 3 stars but less than 4 stars (3.0 – 3.9 stars) Negative Reviews: less than 3 stars (1.0 – 2.9 stars)

## Is 3 out of 5 A good rating?

Considering there can only be one or two 5 star places per genre per town 3 out of 5 is pretty darn good. 2 is average.

## So, how do you reply to those three-star reviews?

Start by thanking the customer for their review. Thanking someone for feedback, even neutral or negative feedback, is always a good place to start. Let them know you appreciate their comments and you use them as a chance to improve your business.

## How do I get rid of a bad rating on Google?

1. How To Remove Bad Reviews From Google Local
2. Sign in to your Google account.
3. Open Google Maps.
4. Search for your business.
5. Choose to view your business reviews.
6. Select All Reviews.
7. When you see the review you want to remove, click the three dots in the top right corner.
8. Select "Flag as inappropriate."



# Back to Basics – Defective Takata Airbags 101

## Let's Talk Recalls . . . By Katie Stark and Paul D'Adamo

It looks like we are turning the corner from Winter and the Pandemic. How do I know? Airbag shipments have been increasing. However, I have been getting calls from Recyclers saying that someone new has taken over the airbag program. In many cases, the new folks are not getting the full training experience.



### Our Software Platform is Flexible

Luckily, we did a major upgrade on our Recall software last Fall, and it is streamlined and easy to follow. Every page has numbered steps, and our Web/Desktop software works seamlessly with our Mobile platform. Our goal is to keep things simple. We understand that this is not your full-time job, so we have made it easy for when you put your Recalled Airbag hat on.

### Some of the Basics

- Not every vehicle represented on our Make and Model Checklist have defective Takata airbags
- Every vehicle must be VIN validated using the RAS Web/Desktop or Mobile platforms
- Recalls provide a way to squeeze extra income from your vehicles
- At current Vehicle Scrap prices, each airbag is valued at under \$2. It's time to #yankthatbag!
- You can only process deployed airbags on the Mobile App
- For all you App Lovers, you can run your whole airbag program on the Mobile App
- Both Deployed and Non-Deployed airbags go in the same Cart for EZ invoicing
- Shipping – only one airbag per hazmat box
- RAS will send you the hazmat kits at no charge as part of the Federal Safety Recall
- RAS creates the Hazmat BOL for you based on your invoice and sends it directly to your email
- RAS will arrange freight pick up at no charge

Google search #yankthatbag for a ton of easy links to videos and more regarding the Takata Recall. In fact, we just released a new “Defective Takata Airbag Packing and Shipping” video. Go to our Rebuilders Automotive Supply YouTube channel to watch.

**Myth vs Reality** Some folks don't participate in the Recall Program. Several reasons for not removing these lethal airbags;

Labor – “It takes too long to pull the airbags” This is a complete Myth



### SIoux CITY COMPRESSED STEEL CO

2600 Boulevard of Champions  
Sioux City, IA 51111

**Competitive Pricing**  
*on all your Metals and Steel Scrap*

*Rolloff and Lugger Service*

**712-277-4100**  
**712-277-1210 (fax)**  
**800-889-8848**



Member  
Institute of  
Scrap  
Recycling  
Industries  
ISRI



**We have 40 ACRES of Inventory!**

4000 6<sup>th</sup> Street SW  
Cedar Rapids, Iowa 52404

Fax: 319-366-0090  
Local Phone: 319-364-4000  
OR: 1-800-553-8421

# Back to Basics – Defective Takata Airbags 101

## Let's Talk Recalls . . . By Katie Stark and Paul D'Adamo

Driver Airbag – Reality - Average time to pull is 5 minutes, with most under 2 minutes. Hmmm \$55 for 5 minutes work??

Passenger Airbag – Reality - Average time to pull is 15 min, with most under 10 minutes. Hmmm . . . \$60 for 10 minutes work. How can we pass that up

Packing a box? Really? Reality - Fold bottom flaps and run one strip of tape 30 seconds. Put airbag into anti-static bag, zip tie, and stick in box with some bubble wrap and tape top flaps of box = under a minute.

### Here to Help You be Successful!

RAS has an incredible support system for all newbies. First, we have Account Managers and Recall Specialists.

They can be reached at 877-829-1553. Second, there is a "Recall Training Guide" pdf as soon as you log into CorePro for Recalls. Plus, there are numerous videos on our YouTube Channel.

You can also contact me, Paul the "Recall Guy" [pdadamo@coresupply.com](mailto:pdadamo@coresupply.com) or 401-458-9080

## WE NEED PARTS!

You can file this under "Guerilla Marketing 101". RAS Core has a Special Testing Project and this particular part has been especially difficult to track down.

At current scrap values, this airbag will probably yield about \$1.50 going to the shredder so it is an incredible value to harvest some CASH on a part that is unlikely to sell.



### Special Testing Project

### \$200 Driver's Knee Airbags

**2013-2014 VW Golf (non-GTI - non-deployed only)**

**Limited Quantity – Limited Timeline**

Call Paul "Recall Guy" 401-458-9080 or  
email [pdadamo@coresupply.com](mailto:pdadamo@coresupply.com)



## Tragedy Strikes

### Another Death Due to Exploding Takata Airbag

#### Let's Talk Recalls . . . By Katie Stark and Paul D'Adamo

A lot of things have taken a back seat due to COVID-19. In some cases, Recyclers have pushed the removal of Takata Airbags to the back burner as they work through staffing issues. We are trying to communicate this month because these lethal airbags are still in circulation, as witnessed by the news of another death in South Carolina. Our heartfelt condolences go out to the family of the latest victim.

The key mission of the Takata Airbag Recall Program for Auto Recyclers is to ensure that no defective airbags are "pulled" and sold to unsuspecting customers. Your customers expect you to do the "Right Thing" and protect them from faulty devices that could severely injure or kill them or their family members. While this incident did not involve a Takata airbag sold from an auto recycler, it reminds us of our responsibility to remove these lethal products from the vehicles that come through our doors as inventory.

#### Do The Right Thing!

As business owners, we have a moral obligation to "Do the Right Thing." In the case of the Takata Airbags, the moral obligation begins with our family and friends and then extends out to our customers. It is estimated that approximately 12 million vehicles are scrapped each year in the US. Most of those vehicles will find their way into our supply chain, arriving from auctions, donation companies, tow lots, and from the general public. It is only fair to report that

Honda had made more than 100 attempts to reach owners of this vehicle through mailed notices, phone calls, emails, and even in-person visits. Considering how many hands most used vehicles travel through over 15-20 years, there's no surprise that the initial recall replacement wasn't made. Our industry must serve as the safety net, the last line of defense, to be vigilant about identifying and recovering defective Takata airbags.

Let's not forget that upwards of 70 million inflators were put out into the marketplace in vehicles from 19 Automakers for years in the US. Even with current estimates of 40 million inflators being repaired, that leaves a substantial number of inflators in the marketplace. This recent death involved the crash of a 2002 Accord, a 19-year-old automobile.

Once the vehicles come into our possession, it is up to us to identify if any of these lethal Takata Airbags are present and then removed accordingly. The RAS software identifies both Bounty and Non-Bounty airbags while providing easy-to-follow steps for processing the airbags whether you use the web/desktop or mobile software. The Bounty automakers fund the procurement of the hazmat supplies, inbound freight to RAS, and the management of the program. The EPA and DOT have made rule changes to facilitate the quick transport of these airbags to RAS to be destroyed quickly. But the program is only successful if our industry participates.



## Tragedy Strikes

### Another Death Due to Exploding Takata Airbag

### Let's Talk Recalls . . . By Katie Stark and Paul D'Adamo

#### RAS Is Here to Help You Be Successful!

RAS has an incredible support system for Auto Recyclers. First, we have Account Managers and Recall Specialists.

They can be reached at 877-829-1553. Second, there is a "Recall Training Guide" PDF as soon as you log into CorePro for Recalls. Lastly, there are numerous videos on our Rebuilders Automotive Supply YouTube Channel (google #yankthatbag).

You can also contact me, Paul the "Recall Guy" [pdadamo@coresupply.com](mailto:pdadamo@coresupply.com) or 401-458-9080



1-800-257-9634  
Email: [search@lemsauto.com](mailto:search@lemsauto.com)  
Website: [www.lemsauto.com](http://www.lemsauto.com)

Doon, Iowa 51235  
Phone: (712) 726-3202  
Fax No: (712) 726-3506



*"Fast & Courteous Service"*

toll free: 800-627-8788  
800-717-6505

fax: 515-265-5696  
515-262-8860

[www.trailsendauto.com](http://www.trailsendauto.com)  
[www.swiftautosalvage.com](http://www.swiftautosalvage.com)



1600 NE 44th Avenue  
Des Moines, IA 50313



# Industry News

## Associate Members of IAR

*Alter Metal Recycling*  
Des Moines, IA  
[www.altertrading.com](http://www.altertrading.com)

*Auto Data Direct, Inc.*  
Tallahassee, FL  
[www.add123.com](http://www.add123.com)

*Bank Iowa Insurance LLC*  
Waterloo, IA  
[www.bankiowainsurance.com](http://www.bankiowainsurance.com)

*Car-Part.com*  
Ft Wright, KY  
[www.car-part.com](http://www.car-part.com)

*Casualty Adjuster's Guide  
of Iowa/Nebraska*  
Waseca, MN  
[www.cagworld.com](http://www.cagworld.com)

*EZ Crusher*  
Annandale, MN  
[www.EZCrusher.com](http://www.EZCrusher.com)

*Holiday Wrecker Service, Inc.*  
Tiffin, IA  
[www.holidaywreckerandcrane.com](http://www.holidaywreckerandcrane.com)

*Hollander*  
Plymouth, MN  
[www.HollanderParts.com](http://www.HollanderParts.com)

*Hotlines, Inc.*  
Council Bluffs, IA  
[www.partshotlines.com](http://www.partshotlines.com)

*IIADA*  
West Branch, IA  
[www.iowaiada.com](http://www.iowaiada.com)

## Iowan honored by NHTSAA lifetime achievement award

The chief of the Iowa Governor's Traffic Safety Bureau was been honored with the National Highway Traffic Safety Administration's Lifetime Achievement Award.

Patrick J. Hoyer, one of 15 award winners nationally, was recognized for his "steadfast leadership, vision, and commitment to reducing traffic safety injuries and fatalities in Iowa and across the country."

As the Iowa agency's leader since November 2012, Hoyer and his staff have set an aggressive agenda to reduce fatalities and serious injuries in Iowa, according to the national safety group. He also has testified before legislative committees on public safety initiatives and routinely speaks on traffic safety issues at conferences across the country.

Hoyer is a retired 32-year veteran of the Iowa State Patrol, including a stint as the patrol's 13th chief.

### [READ THE ARTICLE](#)

## LKQ Corporation Acquires Green Bean Battery

LKQ Corporation announced that it has acquired the business and assets of [Green Bean Battery, LLC](#) ("Green Bean").

Founded in 2016, Green Bean is a hybrid battery reconditioner and installer, which has developed a proprietary hybrid battery reconditioning process that creates a more reliable battery while simultaneously extending its useful life.

Green Bean acquires hybrid battery cores from multiple sources, including LKQ, and reconditions them at its state-of-the-art facilities across eight trading zones located throughout the United States. As a full-service provider, Green Bean installs its reconditioned batteries at its customers' preferred locations in each of these trading zones where LKQ operates today. Green Bean currently reconditions batteries for hybrid vehicles manufactured by Toyota, Honda, General Motors, Lexus, and Nissan.

# Industry News

## Savings4Members

One of the most popular benefits available to state Affiliate Chapters is the online marketplace, powered by Savings4Members. ARA is continually assessing how well each discount program in the marketplace is performing and will be debuting some member testimonials this summer to highlight the most popular discounts.

All of the discount programs listed in the marketplace are available for members of the Iowa Auto Recyclers as a state affiliate chapter member, not just those that are ARA members, for use in their business.

Connect with account representatives via program flyers like the Exxon-Mobile program outlined below or to enroll visit <https://ara.mymembercenter.com/views/blue/super.html>.

For businesses that frequently fill-up at Exxon or Mobil stations, this member benefit gives you access to exclusive savings that take your perks and your vehicles even further. The Exxon Mobil Fleet Card (powered by WEX) provides both a great promotional fuel price and an attractive discount that sticks around for the life of the card. Not always near an Exxon or Mobile station. No problem. Your cards will still work at 95% of stations throughout the nation.

### Associate Members of IAR

*Junk Car Medics  
Rochester, NY*

[www.junkcarmedics.com](http://www.junkcarmedics.com)

*Legend Smelting & Recycling  
Joliet, IL*

[www.LegendSmelting.com](http://www.LegendSmelting.com)

*LKQ Corporation  
Chicago, IL*

[www.LKQCorp.com](http://www.LKQCorp.com)

*LMC Insurance  
Des Moines, IA*

[www.lmcins.com](http://www.lmcins.com)

*Metro Salvage Pool  
Des Moines, IA*

[www.metro salvagepool.com](http://www.metro salvagepool.com)

*Nordstrom's Automotive, Inc.  
Garretson, SD*

[www.nordstromsauto.com](http://www.nordstromsauto.com)

*OverBuilt, Inc.  
Huron, SD*

[www.Overbuilt.com](http://www.Overbuilt.com)

*SAV Transportation  
Coon Rapids, MN*

[www.savtrans.com](http://www.savtrans.com)

*Shine Bros. Corp.  
Spencer, IA*

[www.shinebros.com](http://www.shinebros.com)


*Sioux City Compressed Steel  
Sioux City, IA*

[www.CompressedSteel.com](http://www.CompressedSteel.com)

*United Catalyst Corp  
Greenville, SC*

[UnitedCatalystCorporation.com](http://UnitedCatalystCorporation.com)

**ARA BENEFITS THE INDUSTRY**



As a member of the **Automotive Recyclers Association (ARA)**, the benefits are numerous. ARA is dedicated to supporting professional automotive recycling businesses, large and small, equipping business owners to compete in today's complex and competitive marketplace.

As a Direct Member of ARA, you will receive access to:

**Automotive Recycling Magazine**

**ARA's Annual Buyer's Guide**

**Discounts on the ARA Annual Convention & Expo**

**Discounts on Valuable Products and Services**

**Safety & Environmental Guides and Resources**

**Unparalleled Educational Opportunities**

**Advocacy Networking**

**Peer to Peer Mentorship**

**Market Intelligence**


**Technical Resources**

**AND SO MUCH MORE!**

**The Return on Investment is Significant!**

MEMBERSHIP IS AN INVESTMENT IN YOUR FUTURE

The mission of the **Automotive Recyclers Association (ARA)** is to advance the automotive recycling industry for the benefit of its businesses, promote its beneficial effects on society and protect marketplace opportunity for professional automotive recyclers.



**ROE - Recycled Original Equipment®**

9113 Church Street  
Manassas, VA 20110  
(571) 208-0428  
staff@ara.org  
[www.ara.org](http://www.ara.org)

# High Voltage Vehicle Resources from ARA

## Train Smarter, Not Harder!

Several new and exciting training resources are now available to ARA members through ARA University, accessible for free, 24/7 to all ARA members and their employees.

## NEW Electric and Hybrid Training

The automotive industry is going electric. Learn all about hybrid and electric automotive technology in this new 8-module certification course. Prepare your company and employees to safely handle high-voltage vehicles now and in the future.

## NEW Depollution Training

At ARA, we have a passion and a responsibility to provide YOU with the training necessary so that you can safely dismantle and recycle the vehicles in your inventory. This module will cover the best practices, industry standards, and regulations for fluid removal, fuel, oil and other petroleum-based fluids as well as antifreeze.

## NEW Electric Vehicle Battery Database

Featuring an analysis of over 1650 models from 65 vehicle manufacturers, ARA is providing this database to assist automotive recyclers with identifying and removing batteries from all vehicles.

## NEW Tech Talks

Featuring content from the 2020 EDGE Annual Convention & Exposition, 18 new Tech Talk videos have been uploaded to the University, including pre-recorded content from associate member booths. Learn more about the products and services available to automotive recyclers from the ARA associate member community.

And COMING SOON....A 4-Part Virtual Facility Tour of Wilbert's U Pull It in Williamson, New York!

Transform your business, invest in your employees and increase productivity with the industry's leading training tool. Enroll or access your company's account today at [www.arauniversity.org](http://www.arauniversity.org)



## ARA GUIDES ON NEW VEHICLE TECHNOLOGY

**FREE** for all ARA Direct Members and companies that have a paid subscription to ARA University!

**UPDATED IN 2020!**



**Electric and Hybrid Vehicle Technology Guide** provides UPDATED information! It is designed to help train your team to safely process potentially dangerous material and avoid the hazards they create to make the best choices when dismantling vehicles in your facility!

**ASK HOW TO GET YOUR COPY FROM ARA TODAY! EMAIL [STAFF@A-R-A.ORG](mailto:STAFF@A-R-A.ORG).**

### Highlights from the Electric and Hybrid Vehicle Technology Guide coverage include:

Overview of Dismantling and Recycling	Pro-Assist App
Types of Electric Vehicle	Electric Vehicle Layouts
Safe Working, Tools, and Hazard Management	Hybrid Electric Vehicle Layouts
General Safety Precautions	Heating and Air Conditioning
First Aid for Electric Shock	Power Assisted Steering
High Voltage Tools	Lead-Acid and Other Batteries
On Board Diagnostics	Battery Developments and Other Issues
Recovery and Transportation	Results, Records, and Recommendations
Fire Safety Best Practices	Benefits of Salvage and Dismantling
	... AND MORE!

Electric and Hybrid Vehicle Technology Guide

Published by the  
©2020 Automotive Recyclers Association. All Rights Reserved.



9113 Church Street  
Manassas, VA 20110  
(571) 208-0428  
[staff@a-r-a.org](mailto:staff@a-r-a.org)  
[www.a-r-a.org](http://www.a-r-a.org)

# SHINE

BROS. CORP.

*Small enough to know you,  
Large enough to serve you.*

**Call us for top  
scrap prices on:**

- ☒ Car Bodies
- ☒ Alum. Auto Wheels
- ☒ Radiators
- ☒ Alternators
- ☒ Starters
- ☒ Harness Wire
- ☒ & all other scrap metal

**800-262-5579**

**712-262-5579**

**Cale Hermiston ext 114**

**Mike Mowery ext 123**

**Mike Wycoff ext 121**

**225 10th Avenue SE**

**Spencer, IA 51301**

**[www.shinebros.com](http://www.shinebros.com)**



Sue Schauls  
Iowa Auto Recyclers  
2214 Regal Avenue  
Waterloo, Iowa 50702



*Servicing the  
Recycling Industry  
since 1982*

**The art and science of catalyst recycling**  
**LEGEND SMELTING & RECYCLING**  
LegendSmeltingRecycling.com

**Buyers of Catalytic Converters in a Whole Unit or on Assay**

**Can your Converter Buyer:**

- De-can, mill, and sample converters with their equipment?
- Use an onsite lab?
- Complete an assay at their facility?
- Let you choose between assay or whole unit?

**Have you ever wondered how an assay works?**

**Ask us how**

45	46	78
<b>Rh</b>	<b>Pd</b>	<b>Pt</b>
Rhodium	Palladium	Platinum

PERIODIC TABLE

**The Process**



**LOCATIONS**

Headquarters Hebron Ohio

**BUYING CENTERS**

Newark Ohio  
Liberty Hill Texas  
Ypsilanti Michigan  
Spring Valley California  
Edinburgh Indiana  
Santa Fe Springs California  
Joliet Illinois  
Lodi California

**Contact: Zach Jordan 815-744-1850**