

New LADRA Newsletter

Ronnie Bison, President, LADRA



I am very excited about LADRA and the direction it is headed and I want to thank Past President Tim Post for that.

Tim has dedicated a lot of time to LADRA and has put his whole heart and soul into making our association successful. As a result we have grown and are continuing to grow. You all know there is strength in numbers and LADRA will have a stonger voice on the issues we plan to address and even more so as the association grows.

The Four State Expo Convention & Trade Show held in Shreveport, June 24/25 was a huge success. If you did not attend you missed out. The attendance was great and the

educational programs along with the trade show were top notch.

Thank you to all who donated their time and efforts to make this event successful. A big thanks to everyone at Blacks Auto Salvage, especially Roger and Lucille. Also, I need to thank Angie and Jacky from Nub's Auto Salvage and Lisa from Tim's Auto Salvage for all their hard work. This was the first time LADRA had a convention in

cation program that will help make your yard environmentally sound. Now that we have established a rapport with the DEQ, we will work together on this program they highly endorse. This program makes you, the LADRA member, one step better than the next guy. Plus, you get added credibility with DEQ.

LADRA will be putting out a membership directory and will also provide you with a "LADRA Member" decal you can display at your business.

There are other issues that need our attention like current salvage laws. This is an ongoing issue that we are discussing and plan to take action on in the near future.

Insurance is another issue that is ongoing. While I don't have the answers on that subject I will tell you it is on the front burner.

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"LADRA decided to lower its dues to just \$400 a year. This is a small fee for the huge benefits your business will reap."

many, many years. The association made money which will enable us to do more for the members.

There are a lot of issues that I plan to address during my term as president. These include a state certifi-

Visit the LADRA Website!

www.louisianaautorecyclers.com

Legislatively Speaking...

Let me begin by thanking each of you for the privilege of serving as LADRA president for the past two years. It has been an honor for me and I appreciate all the advice, encouragement, and support that you have given. I sincerely hope that LADRA did move forward during my tenure and I look toward the future with great anticipation under the leadership of our new president, Ronny Bison. Let's all offer him the support that is needed to do his job right!

As your new legislative contact, let me assure each of you that, to the best of my ability, I will try to keep abreast of the issues that effect us and will keep you informed of them, also.

Legislatively, it is a good news, bad news situation. The bill that LADRA introduced concerning mercury switches died in committee. However, we were able to attach a couple of amendments to the Governor's comprehensive mercury bill (SB615), that gave us a little more freedom in the collection of mercury switches and placed upon the automakers the responsibility of educating and providing us with the necessary containers to place them in, as well shipping. I will be in direct contact with the DEQ, and have been assured that I will be allowed to assist in the writing of the new regulations concerning this issue. My advice is to begin, even now, collecting all the mercury convenience light switches, as well as the ABS units from all your inventory.

Secondly, and this is the good news part, the bill (HB55) that LADRA sponsored to cease the collection of the \$2.00 waste tire fee did pass and has been signed into law by the governor. It takes effect immediately. You no longer are required to collect the \$2.00 on tires that you sell. However, make sure you do pay the fees through at least the end of June. The only drawback to the bill is that the Senate attached a sunset clause to make this law of no effect after two years. Before that time, we will be working diligently to have it become permanent.

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In closing, let me say a couple of things that you might find interesting. First, LADRA **IS** working for you. Many hours have gone into the two bills listed above. Granted, one did not go the way we wanted, but the work was still done! The Governor, the House, the Senate, and

the DEQ **ALL** know that LADRA exists and we are working for the betterment of our industry! Secondly, the more members LADRA has, the more voice we have so, if you haven't already joined, please JOIN NOW!

If you have any questions, please feel free to call me any time at 800-489-9541.

Tim Post

A Word or Two From Michelle...

It's August already and this summer seems to be flying by. It was just a few months ago that LADRA was still in the planning stages for the Four State Convention. I am so pleased to report the convention was a complete success everyone went away with knowledge in the industry that they did not have when they arrived.

I know all saw old acquaintances and made new ones. Each vendor told me they got good leads. A very big thank you to all who made this convention a big hit.

For me, I am always somewhat sad when it is all said and done, but it does inspire me to move onto the next project, or should I say projects. LADRA is continuing to grow, and more and more people are getting involved. There are so many changes that impact our industry and the more members LADRA recruits the larger our voice be-

comes when we are going to bat on legislative or environmental issues.

LADRA has established a good rapport with the DEQ and that has been so helpful. You can read more about that in this newsletter. So many of you probably question what LADRA is doing for you and as you read through this newsletter you will see for yourself.

The week before the convention I had the opportunity to tour St. Bernard Parish. I was just amazed at the devastation still present. It looked as if Katrina had just hit the day before. So much debris still lingering in piles everywhere. It made me so sad to see neighborhood after neighborhood looking like ghost towns with no one around. So many cars are still piled beneath the underpasses and it leaves me to wonder if New Orleans will ever recover? If any of you know of a fellow recycler in need of mone-

tary assistance in the area, please encourage them to call the LADRA office. We still have funds to be dispersed to recyclers and their employees.

If you are reading this newsletter and are not a member of LADRA I strongly encourage you to become one. Make your business one step better by doing so. We are here to keep you updated and informed on an ongoing basis. It is only \$400 a year. Wouldn't you like the piece of mind of knowing you are being kept in the loop of the auto recycling industry?

If you have any questions don't hesitate to call 877-880-2874.

Have a great summer!

Michelle Lechner
Operations Director

"LADRA is continuing to grow, and more and more people are getting involved."

LADRA Needs You!
Use the Application on Page 7 or Call
877-880-2874

LADRA Hosts Four State Convention



LADRA hosted the 2006 Four State Convention in Shreveport, June 23-25. Among the highlights of the Convention, Joe Caruso discussed "The Power of Loosing Control while attendees listened in solemn attention to Rene Bouquard's recount of his personal and professional Katrina disaster.

In other Convention business, LADRA elected its 2006/07 Board of Directors. The new Board is:

Officers

Ronny Bison—President
 Paul Wadley Vice President
 Roger Black—Secretary Treasurer
 Tim Post—Immediate Past President

Directors



Thanks to all who sold and bought the Mule Raffle Tickets.

Through your generosity, LADRA was able to sell all of the tickets, Congratulations to Tim Whittington from Tim's Auto Salvage, Inc in Ruston, LA

The 6 Cardinal Rules of Customer Service

By Nancy Friedman

As with many columns around the country in newspapers and other newsletters, some favorites are repeated during June, July and August. This article, in particular, is a most often requested one to reprint, so while it is a repeat from a few years ago, it is worthy of repeating. Enjoy!

Most of you are aware that International Customer Service Week is in October. However, we at Telephone Doctor like to celebrate Customer Service all year long. 24/7/365.

So we didn't want to wait until October to share these special tips and techniques with you. And please remember, all Telephone Doctor techniques are for both IN PERSON and ON THE PHONE!

1. People Before Paperwork

How many times have you stood and waited while someone tallied up a batch of figures or counted a pile of money? Then, only after they were done were you asked: "Now, how can I help you?" And how many times have you waited while someone "fiddled" with something or wrote up a note, before they acknowledged you? REMINDER: Paper can wait. People should not. Paper won't walk away, but the customer might. Drop what you're doing and pay immediate attention to the customer.

2. Don't Be Too Busy To Be Nice

In most interviews, managers and owners hear something like this from the applicant: "Oh, I love to be busy. If I'm not busy I get bored and unhappy." Then we hire them, and one of the first things we hear is the complaint: "WOW, I am sooooo busy." Well, being busy does not give you carte blanche to be rude. Let's not be too busy to be nice. It's not worth it.

3. Rushing Threatens Customers

Whether it's on the phone or in person, avoid rushing people. Make each experience a great one. And remember, one-word answers make you sound cold and unfriendly. Slow down. Smell the roses. Stop rushing people. Use full sentences. Rushing threatens customers.

4. Don't Use Military Language On Civilians

Simply put, company jargon should stay within your company. Mistakes and miscommunications thrive on company jargon. You, as the employee will be far more familiar and comfortable with the terms and abbreviations than your customer is. Some companies seem to have words and abbreviations that would make the CIA green with envy. Use simple, easy to understand words to the customer. They'll appreciate your thoughtfulness.

5. Be Friendly BEFORE You Know Who It Is

Have you ever been a customer and been treated in a rather average - maybe even below average - manner? And when they realized you were a friend of the boss or someone other than an "average" customer, they brightened up? Why wait to be friendly? Why discriminate? If you're friendly before you know who it is, you'll make a whole lot of extra good points. When you're friendly before you know who it is, you're delivering the same great service to everyone. That's the way it should be. Don't discriminate.

6. "There ya go" is not "Thank You." "Uh huh" is not "You're Welcome."

Count - starting today - just for one day...how many times people forget to say "thank you" and "you're welcome" to you. "There ya go" just doesn't hack it. When customers spend money, they want to hear a big smiling: "THANK YOU, WE APPRECIATE YOUR BUSINESS." And when we, as customers say "Thank you," we don't want to be grunted at with the old, mouth hung open "uh-huh." Speak clearly. "You're welcome" is a wonderful phrase. Please use it more often. And don't be a grunter. When your customer tells you, "Thank you," give a great big smiling "You're welcome" right back at them.

Nancy Friedman is President of Telephone Doctor, a customer service training company in St. Louis, MO. She is a featured speaker at association, chamber and corporate meetings. Contact Nancy at press@telephonedoctor.com or call 314/291-1012.

Member Profile

Greenwood Auto Salvage
9042 Greenwood Rd
Greenwood, LA

What started as a vacation, turned into a vocation. After purchasing several parts to keep his car running,

Lee Jones was asked by a local yard to work a week so an employee could go out of town. He soon realized more money could be made doing this than his fellow college students would make after graduation.

Pulling parts, he also did the local delivery and soon started purchasing cars while out scouting sales. He found the real challenge was counter sales but he excelled. Eventually becoming a partner, the realization came the only way to do things his way was to go out by himself.

Opening his own place in 1996 he soon came to un the pit-falls of ownership.

Luckily he had made several good friends along the way and they lent a helping hand.

With a rented two acre yard it became it became apparent he could not process the volume of vehicles he wished to purchase. When a ten acre existing wrecking yard became available he reached out and purchased it.



Now Greenwood Auto Salvage handles primarily 1997 and newer passenger cars and light trucks. With seven full-time employees, they deliver with-in a fifty mile radius and find there is enough business to keep them very busy. Dismantling three hundred vehicles per year it didn't take long to amass approximately fifteen hundred units on their

lot. "We have about one hundred and twenty years experience between the three counter employees who serve our customers." stated Lee. "But we hope to brag about over two hundred years total experience." Judging by the industry growth we think they will be around well long enough to state this.





Louisiana Automotive Dismantlers & Recyclers Association

Application for Membership

AD# _____

Please print or type

Business Name _____

Contact Name _____

Address _____

City _____ Parish _____ State _____ Zip _____

Phone _____ Fax _____ E-mail _____

REGULAR MEMBERSHIP: Any person, partnership or corporation which is engaged in the business of selling used auto and truck parts may be a voting Regular Member of Louisiana Automotive Dismantlers and Recyclers Association so long as the entity is licensed to conduct such business by the State of Louisiana and it is the principle business in which they are engaged. In addition, an inventory of at least one hundred salvage vehicles must be maintained at any given time to be a Regular Member in good standing of this association.

CHECK ALL THAT APPLY

- Recycler
- Automotive Mechanics
- Domestic Vehicles
- New Parts
- Towing
- Light Truck
- Body Shop
- Import Vehicles
- Other _____

Dues Investment

- Annual Payment.....\$400
- Semi Annual.....\$200
- Quarter Payment.....\$100

ASSOCIATE MEMBERSHIP: The Board of Directors may grant Associate Membership to any person, partnership, or corporation which is not principally engaged in the business of selling used auto and truck parts, but which is in a related business activity. Associate membership does not include voting rights.

Associate \$300

Amount Remitted \$ _____

LADRA Dues are \$400 per year. The LADRA Dues cycle is January through December. To prorate your dues, multiply the number of full months until December 31 by \$33.33. Please indicate above your payment option, Should alternative billing be needed call the LADRA office at 877/880-2874.

Mail Completed Form to
Louisiana Automotive Dismantlers & Recyclers Association
PO Box 812 Brusly, LA 70719-0812
Fax: 815/744-2277
Email: LAautorecyclers@aol.com
QUESTIONS....877.880.2874



Louisiana Automotive
Dismantlers and Recyclers
Association
PO Box 812
Broussard, LA 70719-0812

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I also want to let you know that we still have money in the Hurricane Relief fund that Michelle established through the Illinois Association. We would like to disperse the money so if you know anyone who was affected by the storm and could use our help please call Michelle or me. It could be an employee who lost their job and is still in need of assistance or an owner that is still fighting to restore the business.

I want to welcome the new members to LADRA and they are:

Greenwood Auto Salvage in Greenwood,
Ryan's Auto Salvage in Joneville,
Riverside Used Auto Parts, Inc in Marrero

I highly encourage you to join LADRA if not already a member. Your business will benefit from being a member in so many ways. You have nothing to lose. You will find a membership application in this newsletter so fill it out and send it in.

LADRA decided to lower its dues to just \$400 a year. This is a small fee for the huge benefits your business will reap. Remember LADRA is here to Promote your business.

Lastly, a big welcome is needed to our newest board members, and they are Lee Jones from Greenwood Auto Salvage and Jim Lyons from Albany Auto Salvage in Albany, LA. Thanks to all of the LADRA board for your dedication and hard work..

I am proud to be the LADRA President and I look forward to making LADRA the best association it can be.