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EDGE 2020

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SPEAKERS
PEER PANELS
EXHIBITORS

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WELCOME // EDGE 2020

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☐ FOR UPDATES TO THE EDGE 2020 **AGENDA** & **EXHIBITOR LISTING**, PLEASE VISIT:
<https://www.a-r-a.org/annual-convention.html>



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FROM THE ARA PRESIDENT

I look forward to welcoming you online on November 11-13 for the VIRTUAL 77th Annual ARA Convention & Exposition!

Yes, this year's event will look different. For 76 years, the ARA Annual Convention and Exposition has been the gathering place for the professional automotive recycling industry and an incredible place to network, learn and conduct business. ARA has worked hard to design a virtual experience that will ring true to what you have come to expect, one that will deliver information, education and opportunity to automotive recyclers from around the world – even in the midst of a global pandemic.

I want to thank you in advance for being part of this adventure with us. I am excited about the advantages that a virtual platform will offer – no time away from the office, no travel expenses, the ability to network with your peers from the comfort of your own home or office!

We have a stellar lineup of expert speakers, industry influencers and some of the industry's most successful recyclers who are ready to share their insight and knowledge. Interact with them live along with your industry peers! ARA's virtual platform offers added features such as a Resource Center, Learning Labs, Engagement Center, Wellness Lounge, and more.

Our Exposition offers additional hours as well as the ability to meet one-on-one with industry suppliers. You can set up private small group chats and video conferences, gamification opportunities – again, all from the comfort of your home or office.

Like every year, this year's Exposition kicks off with a welcome from the ARA Past Presidents. Make sure you join us ONLINE at **12pm EST on Wednesday, November 11th** for this special welcome and ribbon cutting ceremony.

Thank you for the opportunity to serve as your ARA president and enjoy the 77th Annual ARA Convention and Exposition!



Sincerely,

A stylized, handwritten signature in black ink, appearing to read 'Scott Robertson'.

SCOTT ROBERTSON
ARA President, 2020/2021

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YOUR VIRTUAL CONFERENCE EXPERIENCE



EXPO BEFORE YOU GO

- Choose the Expo vendor booths you want to connect with, just like a live trade show.
- Book 1-to-1 appointments with vendors.
- Videochat or text chat live with the company's booth representative.

- Learn more about the company through provided informational materials.
- For participating exhibitors, watch a video or informational webinar in the booth, and then ask questions to the booth staff right away.
- Email the company questions on specific information and request a follow-up later.

UNDISTRACTED TIME WITH VENDORS IS AN EFFICIENT WAY TO DO BUSINESS!

eBAG AS YOU GO

A very cool feature of this convention experience is the ability to grab videos and documents from Exhibitors you visit and collect these into your Attendee Convention eBag! When you grab items into your eBag, it allows you to go back to your bag later, and read information or see videos at your leisure. Take advantage of this great way to save items of interest to review or even download to your computer!

REGISTER NOW AT s3.goeshow.com/ara/edge/2020/registration_form.cfm

SESSION SUCCESS

Participating in the ARA Convention is super easy!

- Once you register for the event (link above), you will receive instructions on how to log into ARA's EDGE 2020 website portal.
- Prior to the event, you can check out sessions of interest and choose them to be added to your customized personal agenda!
- On November 11 - 13, you enter the Convention Hall and through your agenda can enter the main Auditorium to participate in sessions of your choice!

- You can also watch Tech Talks on technology, see webinars from various vendors, hang out with peers in the various Lounges, and more. Of course, the Expo Hall will be buzzing with activity, too!

Take advantage of this unique opportunity through which ARA is providing quality content directly to you, without leaving your facility!

Register your employees too (5 or more get \$50 off each registration) so that they can also receive quality training from the top experts and presenters assembled for all your benefit.

GET THE EDGE 2020 APP

The EDGE 2020 app is full of valuable info and allows you to participate in the event from your phone or tablet.

HOW TO DOWNLOAD THE APP

Search for "2020 ARA Virtual Convention & Expo" in the Apple or Google Play stores.



Inventory Buddy

Inventory Buddy Shortens Your Time for Inventory Entry!

▶ **Paperless Inventory System** with virtually no typing required.

Inventory in the Palm of your Hand. The software works on a Windows GO or Surface tablet (you purchase separately).

▶ **NEW! Loose Parts Pictures & Parts Auditing** – Manage your existing inventory by Location, Tag or Stock Number. Take pictures of your Existing Inventory and attach to the part or stock number (Powerlink).

▶ **NEW!** Inventory Buddy now checks RAS for Recalled Parts Automatically using the NSVRP Recall system (www.NSVRP.com – see tablet screen to the right).

▶ **Integrated Pictures** – Take pictures on the tablet, transfer to Final Desktop Review and seamlessly transfer to Yard Management System. Offline/Alternate Image Storage and Backup Options available also.

▶ **Integrated Data Sharing** from Bid Buddy to Inventory Buddy – Your buying decisions, good parts selection, pricing and auction images transfer to Inventory Buddy when a purchased VIN is loaded on the inventory tablet.

▶ **Third Party Companies Integrated in Inventory Buddy**

- **IAA Data Service** – Helps identify and select interchange (requires a IAA user and password)
- **RAS Cores** – Manage and sell cores within the worksheet on the tablet and the Final DesktopReview (requires a user and password)
- **URG Cores** – 60 day free trial for non URG Members. Have access to all the core companies nationwide. Included in your URG benefits.
- **Comp Nine Total VIN Decoder** – Actual manufacturer build sheets on domestic VINs. Use as a reference tool to select interchange (Subscription additional).



Bid Buddy

- ▶ **NEW! Triple Score helps** customize your buying with 3 QCI Buyer Profiles labeled red, white, and blue. Now you can have three strategies to your buying and all displayed within the vehicle evaluation. Late model for mechanical parts and older models for body parts.
- ▶ **NEW! NSVRP Icon** is either a green ladybug meaning there are no recalls on this VIN or a red ladybug meaning there are recalled parts. Be safe and don't bid on or sell recalled parts.
- ▶ **NEW! Bid Buddy now shows you Global Reruns** and shows every instance this VIN has been at auction. Example, we found a Mercedes that had been at auction 7 times and sold 3 times from all 3 major auction houses. Bid Buddy retains the images from each auction run so you can see any changes in condition.
- ▶ **NEW! Auction images are integrated** in Bid Buddy in the Bid Screen. Just hover over a part type and the images appear for quicker and easier damage selection.
- ▶ **Evaluates auction website inventory** in seconds. Lists the vehicles by the highest degree of need so they will turn faster and avoid the duds.

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ARA EXECUTIVE COMMITTEE

FOR 2020/2021



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Scott Robertson Jr.

Robertson's Auto Salvage Inc. // Wareham, MA
jr@robertsonparts.com



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2020 VIRTUAL AGENDA

ALL TIMES ARE SHOWN ARE EASTERN STANDARD TIME (EST)

NOV 11

TIME	SESSIONS
12:00 PM - 12:15 PM	Welcome and Ribbon Cutting with Scott Robertson (<i>Auditorium</i>)
12:00 PM - 1:00 PM	B&R Auto Wrecking Facility Tour in Corvallis, Oregon // Part I (<i>Resource Center</i>)
2:00 PM - 2:50 PM	TECH TALK: Hollander (<i>Learning Lab</i>)
3:00 PM - 3:50 PM	TECH TALK: Car-Part.com (<i>Learning Lab</i>)

Today, attendees are encouraged to enter the **EDGE 2020 EXPO HALL**, schedule vendor appointments, engage in live video or text chat with Booth Representatives, watch exhibitor videos and webinars, and download company information into your attendee eBag for future reference! This is your undistracted time to find valuable products, services and machinery from the industry's forward-thinking companies, that could help you meet your goals towards a profitable outcome in 2021.

NOV 12

TIME	SESSIONS		
9:00 AM - 9:30 AM	B&R Auto Wrecking Facility Tour in Corvallis, Oregon // Part II (<i>Resource Center</i>)		
10:00 PM - 11:15 PM	"The Double Win" Opening Keynote Speech by Blake Stratton (<i>Auditorium</i>)		
11:20 PM - 12:15 PM	Powering the Auto Recycling Industry with Interchange (<i>Auditorium</i>)	Surviving 2020 (<i>Auditorium</i>)	The Future of Auto Recycling – Sponsored by Online Parts Depot (<i>Auditorium</i>)
12:30 PM - 1:45 PM	LARA – Ladies of the Automotive Recyclers Association – Open to all women auto recyclers and associates (<i>Auditorium</i>)	TECH TALK: eBay (12:30 - 1:20) (<i>Learning Lab</i>)	
2:00 PM - 2:50 PM	Profitability on Recalls and Cores – RAS 2020 – Mobile and Desktop Solutions (<i>Learning Lab</i>)		
2:00 PM - 2:55 PM	HR: Finding & Developing the Right People – Sponsored by GJ Sullivan (<i>Auditorium</i>)	Electric & Hybrid Vehicles – A New Chapter (<i>Auditorium</i>)	Things Your CPA May Not Know (<i>Auditorium</i>)
3:00 PM - 3:50 PM	TECH TALK: What's New in Bid Buddy (<i>Learning Lab</i>)	TECH TALK: CCC Pinnacle's Latest Release and What's to Come (<i>Learning Lab</i>)	
3:00 PM - 3:55 PM	Getting the Most from Social Media (<i>Auditorium</i>)	Inventory Acquisition: The Single Most Important Thing You Do – Sponsored by CCC (<i>Auditorium</i>)	Engaging Sales Growth (<i>Auditorium</i>)
4:00 PM - 5:00 PM	Automotive Recyclers Association Awards & Gavel Passing Ceremony (<i>Auditorium</i>)		

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2020 VIRTUAL AGENDA

...CONTINUED FROM PAGE 10

NOV 13

TIME	SESSIONS		
8:00 AM - 9:00 AM	B&R Auto Wrecking Facility Tour in Corvallis, Oregon // Part III (<i>Resource Center</i>)		
10:00 AM - 10:50 AM	TECH TALK: Hollander (<i>Learning Lab</i>)	TECH TALK: Car-Part.com (<i>Learning Lab</i>)	
10:00 AM - 10:55 AM	Sales for Self Service – Thinking Outside the Box (<i>Auditorium</i>)	Full-Service Session on Sales (<i>Auditorium</i>)	2020 Managing Today's Virtual Workforce – Sponsored by Fenix Parts (<i>Auditorium</i>)
11:00 AM - 11:55 AM	Collision Industry Disruptions on Auto Recycling (<i>Auditorium</i>)	Hybrid/EV Battery Recycling/Battery Safety (<i>Auditorium</i>)	Consistently Supplying a Quality Part (<i>Auditorium</i>)
12:00 PM - 12:55 PM	Ask the ARA Industry Mentors! (<i>Auditorium</i>)		
1:00 PM - 1:50 PM	TECH TALK: Inventory Buddy (<i>Learning Lab</i>)	TECH TALK: CCC Parts and Pinnacle: Best Practices to Maximize Your Sales (<i>Learning Lab</i>)	
1:00 PM - 1:55 PM	Expectations of Bodyshops (<i>Auditorium</i>)	Maximize Core and End of Life Revenue (<i>Auditorium</i>)	How to Kick A** at a Self-Serve Auto Facility (<i>Auditorium</i>)
2:00 PM - 3:15 PM	Recyclers' Roundtable – Sponsored by Buddy Automotive (<i>Auditorium</i>)		
4:00 PM - 5:00 PM	"Pointman in Business & Life" Closing Keynote by Jason Redman – Sponsored by BASF (<i>Auditorium</i>)		

BE ON THE LOOKOUT

WATCH FOR ARA SPECIAL VIDEO MESSAGES, AWARDS, AND GAMIFICATION OPPORTUNITIES DURING THE CONVENTION!

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EDGE 2020 SPEAKERS

Here are some of the featured session speakers who will present in the main auditorium. Some sessions were pre-recorded and the speakers will be available LIVE to answer questions!

OPENING KEYNOTE // NOV. 11



BLAKE STRATTON
CONSULTANT & TRAINER
MICHAEL HYATT & COMPANY

CLOSING KEYNOTE // NOV. 13



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FOUNDER AND CEO
SOF SPOKEN



THOMAS ANDRADE
CO-OWNER
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GREG DAURIO
GENERAL MANAGER
DAURIO AUTO TRUCK



NICK DAURIO
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VINCE EDIVAN
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AUTOMOTIVE RECYCLING ASSOCIATION



JUSTIN EVES
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KELLY LAWLOR
LEAD TECHNICAL WRITER
CAR-PART.COM



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What would you pay to have over 30 of the leading Professional Automotive Recyclers & Industry Experts, such as these, give you their best advice to benefit your business? **At \$199 registration, you can't beat the value!**



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JEN WILSON
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JENCEY CONSULTING, LLC

EDGE 2020 SESSIONS

Opening Keynote: The Double Win

Blake Stratton

In this signature talk from Michael Hyatt & Co., you will learn the 4-Step System for growing your business while working less. Following this process has resulted in our clients growing their business an average of 67% in their first year, while cutting an average of 11 hours from their workweek. We've compressed and customized this message to equip you to start winning at work and succeeding at life.

Powering the Auto Recycling Industry with Interchange

Brandon Mullins; Jody Prather

During this discussion, Hollander will review how they continue to power the industry with Interchange, their recent data center move and the long-term advantages for the auto recycling industry. Afterwards, Car-Part.com will address the enhancements they add to the Interchange and their commitment for the future.

Surviving 2020

Greg Daurio; Tom Andrade; Shan McMillon; Ryan Falco; Becky Berube (*Moderator*)

The unforeseen challenges of 2020 have disrupted and changed our business world in more ways than any of us could ever imagine. Join our panel discussion with auto recyclers from across the country to review the impact of COVID-19 on auto recycling, crisis management techniques utilized, and how this has forever changed our business.

The Future of Auto Recycling

Don Porter (*Q&A including Nick Daurio, Jim Watson, Doug Reinert*)

Turn the clock forward a few years and attempt to imagine the auto recycling industry of the future. What will it look like? How will we cope with advancements in vehicle design, advanced ADAS technology and push for Artificial Intelligent estimating applications. How will these innovations affect the way we do business, the vehicles we purchase, part types we sell, and how we market and sell our inventory? Who will be the consumer of tomorrow? Join us as we discuss the future of auto recycling.

HR: Finding & Developing the Right People

Reitje Lulsdorf

Electric & Hybrid Vehicles - A New Chapter

Andy Latham

Following the release of the latest *Electric and Hybrid Training Manual* from the ARA, Andy will discuss latest insights into the safe handling and recycling of high-voltage batteries along with the steps taken to remove batteries from all vehicles prior to vehicle crushing and scrapping.

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EDGE 2020 SESSIONS

What Your Accountant Isn't Telling You

Russ Sewell

Getting the Most from Social Media

Vince Edivan; Kelly Lawlor; Greg Condon; Jeff Mackie

Learn the importance to your overall business strategy to be present on social media and why you should leverage various platforms (Facebook, Instagram, LinkedIn, Twitter, YouTube, TikTok, etc.) and why you shouldn't approach them all the same. Discover the basics about the who, what, where, why and when to post on Social Media.

Inventory Acquisition: The Single Most Important Thing You Do

Stoney Rutledge; Bill Stevens

Full-service auto recyclers spend more money on inventory than any other item. It's the single most important factor in maximizing profitability. Discover why inventory acquisition is so important yet so challenging. Leave this session with the information needed to thrive during this time of opportunity.

Engaging Sales Growth

Chad Counts

This session explores how to take on the whirlwind of daily sales in auto recycling by developing a cadence of accountability and achievement in your company.

Sales for Self-Service - Thinking Outside the Box

Justin Eves

Move beyond the social media and data-driven techniques of yesterday and into the future! In this session you will learn how rapidly growing concepts such as geofencing and behavioral targeting can drive business your way. Empower your staff to correctly identify parts, appropriately charge for those parts, and how to better track individual and team performance using a variety of KPIs.

Full-Service Session on Sales

Bill Stevens

2020 Managing Today's Virtual Workforce

Jen Wilson

Do you have virtual employees? Have you considered transitioning to tele-work? Looking for ways to update your business with a virtual workforce? Between the COVID-19 pandemic, health concerns, technological, and economic issues raging across our country today, it may be a good time to rethink how you work with your customers. What does "virtual" mean to you and your business? How do you implement it and measure success when you are used to everyone under one roof? Come join Jen Wilson of Jencey Consulting, LLC to "virtual" find out!

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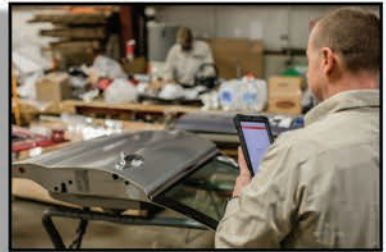
EZ-QC

EZ-QC integrates directly with your yard management system to display your current orders. Organize and process these parts exactly how you want to by using our custom jobs and workflows. Accountability and transparency of process will be at an all time high with EZ-QC.



- Assign work to your production staff with the click of a button
- Customize part specific quality control questions

- Adjust your screen to look at only the parts you want to see in the way you want to see them
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- Fully functional in multi site facilities, including transfers between stores and delivery to end customers
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EDGE 2020 SESSIONS

Collision Industry Disruptions: What They Are and How They Will Disrupt the Industry

Frank Terlep

During this session, Frank will cover the following topics:

1) How COVID-19 Changed Our World; 2) Disruption via Electrification; 3) Connected Cars and Big Data; 4) AI (Artificial Intelligence); 5) How VR (Virtual Reality) and AR (Augmented Reality) will dramatically change industry training and repair procedures; 6) What Does All This Mean for the Recycling Industry?

Hybrid/EV Battery Recycling/Battery Safety

Mark Caffrey

Consistently Supplying a Quality Part

Lee Worman; Mike Kunkel; Rob Rainwater

Ask the ARA Industry Mentors!

Marty Hollingshead; RD Hopper; Dan Snyder

ARA's Mentoring Program is concluding its second year, has helped dozens of ARA members strengthen their businesses – and even saved a few from going out of business. Join us for this LIVE interactive session as current mentors answer your questions on a variety of business, operational and industry topics. Submit your questions in advance or in the chat box during the session. Learn more about how you can enroll in the program as either a mentor or mentee in 2021!

Expectations of Body Shops

Tim Wall

Beginning with the explanation of a body shop's unique "balancing act" of customer service towards two different customers at the same time – the vehicle owner and the insurance company – this session will explore and explain the struggles of day-to-day operations regarding ROE - Recycled Original Equipment® parts. Better understanding these struggles can help you capitalize on the dollars often un-noticed and demonstrate how quality recycled parts can help your body shop customers make more of a profit, thereby strengthening your business relationship and leading to higher profitability of recycled parts as a first repair choice. Attend this session and learn the keys to teaching your body shop customers how to turn recycled parts challenges into proven added profits.

Maximize Core and End-of-Life Revenue

Jeremy Barnett

Are you squeezing every opportunity you can out of these vehicles? Barnett shares how identifying, harvesting, sorting and selling of commodities pre-dismantle, post-dismantle and end-of-life combined with decreasing overhead improves your bottom line!



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EDGE 2020 SESSIONS

How to Kick A** at a Self-Serve Auto Facility

Tom Andrade; Michael Pierson II; Gary Lindros

Open panel discussion on the key focus areas of running a successful Self-Service or Hybrid Facility. Topics will include stocking, sales and customer service. We will also highlight scrap material harvesting.

Recycler's Roundtable

Greg Daurio; Dalbert Livingston; Greg Condon

The popular Recyclers Roundtable is back and in a virtual format! Join three up-and-coming leaders from the global auto recycling community as they moderate a discussion of the most pressing issues facing today's recycled parts market and ARA member businesses. Submit a discussion topic in advance or via the chat box live during the session, the Roundtable will offer plenty of opportunities for information sharing and interaction with your peers.

Closing Keynote: Pointman in Business & Life

Jason Redman

The Pointman. The leader. The navigator. The danger seeker. That legendary military individual who has nerves of steel, an inner compass and GPS rolled into one, and an unworldly 6th sense to detect dangerous ambushes. In my career, I was a Pointman. I also relied on Pointmen to navigate routes, identify the most efficient way to get to objectives, and detect danger. In our careers and personal lives, we seek a clear path to accomplish our goals. We want that uncanny awareness to detect obstacles. We desire to maintain the overcome mindset to stay the course. To do this, we must develop our own Pointman intellect! We will explore the tools you will need in order to become your own Pointman, to crush your goals.

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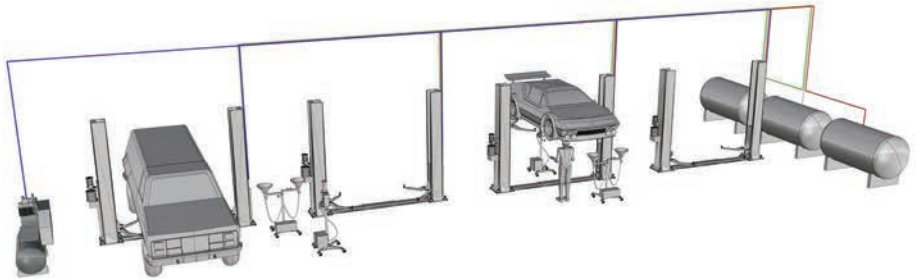
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These quality exhibitors are **ARA'S EARLY ACCESS EXHIBITORS** as of Sept. 25, 2020.

More companies are sure to join the ARA Virtual Expo who did not make our print deadline. For a full listing of Current Exhibitors, see the ARA website for industry partners you can visit during your virtual convention experience: www.a-r-a.org/annual-convention.html.



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Since 1943, ARA has supported the interests of over 4,500 auto recycling facilities in the United States and 14 other countries around the world. ARA works diligently on issues impacting auto recyclers on a daily basis, such as state and federal EPA and NMVTIS regulations, stormwater issues, OSHA regulations, and many other significant issues. Our members have a vested interest in the auto recycling industry – as independent business owners and large corporations actively involved in the multi-billion dollar annual business of recycling, reusing and dismantling automotive vehicles and parts.



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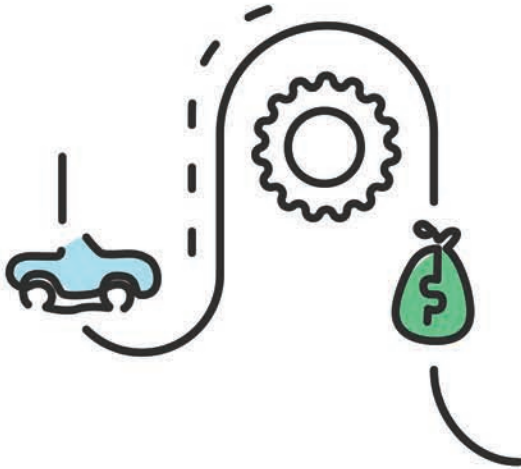
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ARA aims to further the automotive recycling industry and ARA member businesses through services and programs to increase public awareness of the industry's role in conserving the future through automotive recycling and to build awareness of the industry's value as a high quality, low cost alternative for the automotive consumer.

ARA provides safety, educational, advocacy, networking, business, market intelligence and technical resources to serve the collective interests of our members.

CHECK OUT ARA'S AMAZING BENEFITS ON THE NEXT PAGE!



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The Automotive Recyclers Association (ARA) is the voice of the professional automotive recycling industry. As such, we are deeply committed to meeting the needs of our members and elevating the professional standards of the industry. Below are just a few of the highly-valued benefits exclusive to all ARA members.

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- 3** Your company membership in the Automotive Recyclers Association will be verified, and you will receive a "Welcome" email from KPA, ARAU's LMS training platform partner, with your login company login details.
- 4** Then, your Training Administrator can enroll participating employees!

ARA MENTORS THE INDUSTRY



PEER-TO-PEER MENTORING is offered through ARA's empowerment program. Monitored by the ARA, mentoring is available to any auto recycling facility owner or manager who is looking for a fresh perspective on their business strategy and daily business operations, no matter what level of business at which they are operating. Mentors & Mentees are paired based on criteria developed to create a successful match.

ARA Mentors have helped dozens of automotive recyclers with their goals. ***Are you next? Enroll now!***

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Current data shows that automotive recyclers are failing at a rate of 6 percent per year. The pandemic could increase this rate.

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