



American Recycler

NewsVoice of Salvage, Waste and Recycling

AmericanRecycler.com

Fraud sucks profits from auto recyclers

by MIKE BRESLIN

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Call it fraud, deceptive business practices, outright criminal conduct or even international terrorism. They all cost the legitimate auto recycling industry and taxpayers untold millions of dollars every year and lead to deaths and injuries from accidents caused by improperly repaired vehicles or even from vehicles used to deliver improvised explosive devices. Unfortunately, it also casts a shadow on honest, hard working people in the auto recycling business trying hard to make a living in a tough marketplace.

A number of criminal activities were described by Howard Nusbaum, the founder and administrator of the National Salvage Vehicle Reporting Program (NSVRP). The NSVRP is a public interest organization that works with national and international law enforcement to reduce auto theft, fraud and illegal export of vehicles.

The NSVRP board consists of representatives from the International Association of Chiefs of Police, the Miami-Dade Police Department, the North American Export Com-



Damaged luxury automobiles are purchased for VIN swaps, potentially netting fraudsters hundreds of thousands of dollars in profits.

mittee and the Association of Auto Theft Investigators as well as observers from various government agencies.

"I would go to salvage auctions and see burnt-out or flattened vehicles with clean titles purchased for significant amounts of money. Many were going to criminal groups

because they had no commercial value, and were bought for illegal activities," said Nusbaum

Nusbaum cited one example of what has been happening. NSVRP recently tracked a 2007 Porsche 911 that was sold at auction with a clean title for \$16,500 cash. The 911 was basically flattened with little

commercial value beyond scrap metal. The hulk was shipped in a container to Hamburg, Germany adding another \$3,500 to the nefarious investment. In effect, the buyer paid \$20,000 for clean paperwork and a VIN number without any paperwork mentioning the extensive damage. It appeared as though

the 911 was legitimately purchased in the United States, legally imported into Germany with supporting documentation.

We can only speculate on the likely scenario of what happened next. Thieves could go out and steal several 911s of the same make and model, perhaps from multiple counties. On the black market, sets of counterfeit vehicle identification numbers (VIN) identical to the damaged Porsche are bought and put on the stolen cars and titles, paperwork duplicated or forged.

Nusbaum mentioned that counterfeit VIN number sets even come with extras in the event of installation mistakes. The stolen vehicles can be sold with cloned VIN numbers and titles and sold to unsuspecting buyers in different countries because countries do not cross check information. What's more, a criminal can title and insure the original 911 wreck, dump it somewhere, report it stolen and collect full market value on a fraudulent insurance claim.

"There are documented cases where vehicles are purchased at United States auctions, exported and wind up delivering

See **AUTO FRAUD**, Page 5

09.2010

RMA claims EPA scrap tire proposal is anti-environment

The United States Environmental Protection Agency (EPA) has proposed a rule that would significantly harm the existing infrastructure that manages scrap tires as well as reverse two decades of environmental cleanup success, according to the Rubber Manufacturers Association (RMA).

After decades of EPA-sanctioned use as a supplemental industrial fuel, EPA is proposing now to declare whole scrap tires a solid waste. The new designation would require facilities using whole tire-

derived fuel (TDF) to add costly new emission controls that would not be required to burn traditional, less efficient fuels. Instead of this option, many TDF users likely will opt to stop using TDF in favor of more costly, less efficient and higher emitting traditional fossil fuels, including coal. This will likely result in a dramatic reduction of TDF use while driving tens of millions of scrap tires back to landfills, stockpiles and illegal dumping sites.

See **SCRAP TIRES**, Page 8

Pulled parts thrive in thrifty times



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Business gives roofers means to recycle shingles

Ideal Recycling Inc., an asphalt shingle recycling company now operating in its second full season, expects to remove 20,000 tons of asphalt shingles from Michigan landfills this year. The company supplies its finely ground mix to asphalt companies that, in turn, use it to pave parking lots and private roads. Ideal Recycling is fast becoming Michigan's largest asphalt shingle recycling location.

"We are continuing to grow and are seeing more and more new customers who want to use us to help them keep their shingles out of landfills and market themselves as green," said co-owner Chris Edwards. "After working with us for one season, we are finding that our customers now understand that the loads they bring us need to be clean."

Awareness of shingle recycling is increasing and Ideal has partnered with a number of new green roofing and hauling companies for 2010. One of its green contractors, Kearns Brothers Inc., a roofing company based in Dearborn, Michigan, said its customers appreciate the fact that their roof shingles don't end up in landfills.

"The response from our customers has been very positive," said Gary Kearns, sales and marketing manager for Kearns Brothers. "Ideal is great to work with and recycling our asphalt shingles with them is really seamless."

Ideal has the capacity to recycle 52,000 tons of shingles per year, as allowed by permit. The company accepts shingles from homes, apartments or condos with four units or less and charges a per-ton tipping fee of \$18-\$20 for clean loads – less than the cost to dump them in a landfill.

Michigan legislators are considering a solid waste surcharge for items dumped in landfills, making it even more economical to send asphalt shingles to Ideal.

According to Michigan law, asphalt companies may use up to five percent recycled asphalt in hot asphalt mix. At the current time, recycled asphalt is not approved for use in public roadways, but Ideal Recycling co-owners Edwards and Todd Foster hope that will change in the future, particularly with concerns about the environment and the costs of oil mounting.

US Shredder introduces "Castings for a Cure" program

The US Shredder and Castings Group announced its inaugural "Castings for a Cure"™ campaign. Between August 1st and October 31st, a portion of all the company's castings sales will be donated to the Susan G. Komen for the Cure. The company will also be accepting donations during that time as part of the campaign. The donations will be contributed in honor of company president Bill Tigner's wife, Carla, a breast cancer survivor.

According to Tigner, "Like thousands of families, breast cancer has had a tremendous affect on my family, including my wife, my mother and even my father-in-law. All three are now cancer survivors thanks to research made possible from foundations like the Susan G. Komen for the Cure."

The company has produced pink "Castings for a Cure" castings that will be given to each customer and donator during the campaign. The program is



planned to be repeated every year until a cure has been found.

Honolulu begins recycling effort

Honolulu Mayor Mufi Hannemann announced that a new recycling effort will increase the amount of material reused rather than deposited in the city's landfill.

The initiative will combine recycling of green waste, such as yard trimmings, along with food waste and sewage sludge, using "in-vessel conversion" to create a marketable soil amendment.

The city awarded this initiative to Hawaiian Earth Recycling LLC, which will construct a facility on private property in Wahiawa. The company will build, operate and maintain the facility. Construction is expected to begin early next year, and be completed in 24 months.

The company will process approximately 100,000 tons of waste per year. This will include up to 80,000 tons of green waste, 10,000 tons of food waste, and 20,000 tons of sewage sludge.

The city currently diverts approximately 62 percent of its waste from the landfill by utilizing recycling and energy conversion opportunities.

The new project will increase that rate to 67 percent, and it will increase to 85 percent when a third boiler under construction at the city's H-Power garbage-to-energy plant is completed in 2011.

Recycling industry leaders visit Washington

One hundred twenty-five executives from leading scrap recycling companies throughout the country took to Capitol Hill on July 21 to support the scrap recycling industry's agenda on key legislative and regulatory issues.

The executives, in Washington to attend the Institute of Scrap Recycling Industries (ISRI) Summer Board and Committee meetings, called on more than 175 members of Congress all in one day to help convey to those members the positive role that scrap recycling plays in the nation's economic and environmental well being, with the \$54 billion industry employing over 100,000 people and providing \$21.4 billion worth of exports to 154 countries worldwide. Recycling is a climate-friendly activity that saves energy, reduces carbon emissions and conserves natural resources.

Industry executives also stressed the importance of the Senate and House Recycling Caucuses, which together include more than 150 members of both political parties, providing a permanent infrastructure to help educate members of Congress and their staffs about the economic and environmental benefits of recycling, as well as providing a forum for exploring opportunities for promoting and encouraging recycling in legislation. As a result of the Congressional visits, several members of the House and Senate pledged to join the Congressional Recycling Caucuses.

Other topics included:

•Climate change – industry voiced its support for an amendment to any energy/climate change legislation to remove impediments to recycling and encourage greater collection and consumption of recyclables through incentives to recycling and building broader public awareness and support for recycling. The amendment has been included in most prior climate legislation and enjoys bi-partisan support.

•Electronics exports – The industry expressed its support for the export of electronics in an environmentally responsible manner. Industry leaders emphasized that ISRI has adopted a new electronics recycling export policy that strongly condemns “sham” recycling, as well as exports to countries and facilities that lack the expertise to handle elec-

tronic scrap properly, as well as banning the export of electronics for landfilling or incineration for disposal. The new ISRI policy requires robust downstream due diligence on facilities outside the United States that recycle or refurbish electronics, as well as requiring verifiable environmental, health and safety management systems.

•Materials theft – The industry is fully committed to combating materials theft and working with law enforcement, community leaders and affected businesses. ISRI has implemented programs, such as ScrapTheftAlert.com and “Do Not Buy” lists, and established outreach efforts designed to effectively reduce the number of thefts. Industry leaders also noted that ISRI supports pragmatic legislation that effectively combats the issues surrounding materials theft, especially if it includes provisions to prevent the theft of these materials in the first place.

•IRS reporting requirements – the expanded requirement to issue 1099s to purchases of property in excess of \$600 in addition to the current requirement for services (contained in the health care legislation passed earlier this year) presents serious concerns about proper implementation, including data security, enforcement, and liability issues.

•Surface transportation board – reforming the Surface Transportation Board to enforce the railroad industry's obligations to serve its customers and provide cost-effective approaches to help shippers.

NDA survey sees positive change in opportunities

A recent survey of the member companies of the National Demolition Association, a trade organization representing the global demolition industry, reveals that the companies are experiencing a slow improvement in the dynamics of the demolition industry.

In answer to the question, “Are you seeing any change in the volume of demolition project opportunities, jobs to bid, in your market?”, forty-one percent of the respondents said “yes.” Approximately 25 percent said “no,” while 35 percent said they are still not sure.

In response to the question “Has the federal government's stimulus program, \$787 billion approved last year, had any effect on the market of demolition services in your area?”, a full one-third of the respondents said “yes,” while 44 percent said “no,” and 20 percent were not sure. “These numbers are no surprise,” said Michael R. Taylor, CAE, executive director of the National Demolition Association. “So much of our work flows from activity in the construction industry and takes a little more time for us to benefit from an upturn in that industry. McGraw-Hill Construction reported that new construction starts in May climbed 3 percent from the previous month and that non-residential building showed improvement in May, as well. We're optimistic that we'll steadily feel the improvement as the year progresses.”

NRRA receives USDA grants

Northeast Resource Recovery Association (NRRA) received official notification of a USDA Grant Award of \$69,229 for educational outreach to transfer facilities and schools throughout New Hampshire and Vermont. Working in collaboration with the Association of Vermont Recyclers (AVR), NRRA will target communities that have not been contacted recently to bring them additional technical assistance.

In addition to the USDA Award, NRRA and AVR are joint recipients of \$41,010, to support additional, dedicated, school “Community within the Community” educational programming throughout the twin state region. Included in this grant is support for two Northeast School Conferences to be held in the spring of 2011.

New Hampshire the Beautiful had previously awarded NRRA a \$25,000 school program grant that has been used for the spring 2010 outreach program and culminated in an outpouring of over 110 school attendees at the first in the nation School Recycling Conference held on June 7, 2010 in Manchester as part of the NRRA 29th Annual Conference and Expo.

These awards, along with an earlier Charitable Foundation Grant of \$4,500 will allow NRRA to increase its outreach efforts, increase data gathering and will assist NRRA in meeting its primary directive of regional recycling education and technical assistance.

Ohio county sets recycling record

The Solid Waste Authority of Central Ohio (SWACO) announced that the residents in Franklin County continued to recycle at a record pace.

For the first six months of 2010, recycling at the SWACO drop off recycling centers was up almost six per cent (5.97 percent). Almost 7,784 tons were collected which represents an increase of 439 tons over the first six months of 2009.

June 2010 also set an all time monthly collection record of 1,432 tons.



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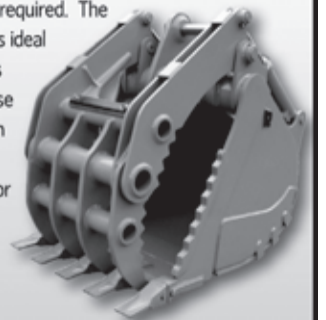
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Cedar Grove Composting utilizes anaerobic digestion to produce biogas

Cedar Grove Composting announced that it is working with BioFerm Energy Systems, a German-based clean energy generation company owned by The Viessmann Group, to integrate anaerobic digestion into its composting process. The proposed technology employs a high-solids anaerobic digester that produces a usable biogas by enhancing natural processes to convert food scraps and yard clippings into a viable fuel. That biogas can then be used as either natural gas for auto and truck fuel or to produce

electricity. Cedar Grove is in the engineering and design phase of this project.

The project is one of the first and largest of its kind in the United States. The digester will produce biogas by converting once wasted food and yard scraps into digestate that can then be combusted to produce electricity and heat, or be scrubbed to natural gas quality. These can be used as a renewable alternative to compressed natural gas applications, such as transportation fuel. Once operational, the digester will pro-

duce energy equivalent to the electricity usage of 400 homes or the fuel for 1,100 passenger vehicles per year.

By producing energy from food waste and reducing green house gases, Cedar Grove will help reduce landfill volumes, saving space for items that truly have no greater usage. Energy made from source separated food and yard waste is also a cleaner fuel than landfill derived methane.

IESI's Texas facility receives certification

The United States Green Building Council (USGBC) has awarded Gold Certification to IESI Corporation's (IESI) material recovery facility (MRF) in McKinney, Texas.

The IESI MRF is the first privately funded single-stream recycling facility in North America to receive USGBC's LEED Gold status. Developed by the United States Green Building Council in 2000, Leadership in Energy and Environmental Design (LEED) is a third-party certification program that is the nationally

accepted benchmark for the design, construction and operation of high performance green buildings.

The 28,000 square foot McKinney MRF contains numerous sustainable features including certified wood, recycled steel, low-flow water fixtures and energy efficient machinery. Because the facility utilizes the single-stream process, customers can combine materials in one large container.

IESI's McKinney MRF is only one of many of the company's recent enhance-

ments to its sustainable initiatives. In September 2009, IESI obtained LEED Gold certification for its Seneca Meadows Environmental Education Center in Seneca Falls, New York. This facility serves as an educational resource for children and adults by providing nature-based programming. The education center is adjacent to a thousand-acre wetlands complex acting as an outdoor recreational area, complete with walking trails, boardwalks and wildlife overlook stations.

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To the Editor:

The article in your August 2010 issue, "Biomass Study Shows Growing Opposition," unfortunately has some facts wrong.

The current controversy over biomass in Massachusetts is based on the June 2010 study by Manomet Center for Conservation, which studied the environmental effects of using whole trees for biomass power.

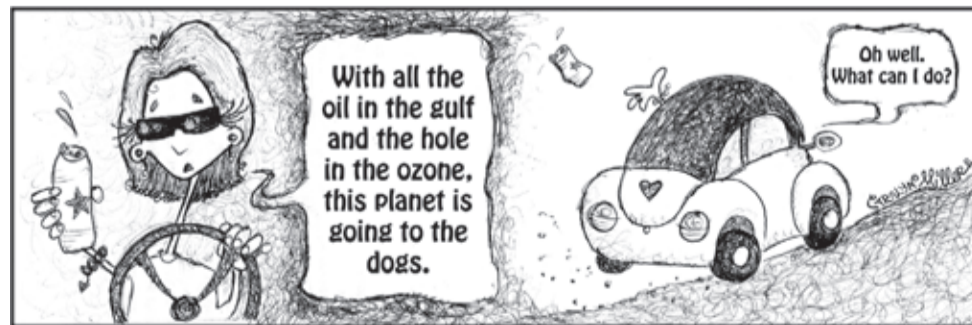
However, this is not the practice of the biomass industry as it exists today. We do not burn forests for power; we utilize wood waste materials - industry byproducts, debris from the forest floor, tree trimmings - as it is not economically practical to burn entire trees to produce energy. Biomass is considered carbon neutral because it does not release any new carbon into the atmosphere, unlike fossil fuels, which have been trapped beneath the earth's surface prior to burning.

In a rare clarification statement issued in late June, Manomet acknowledged that its study did not provide the full picture of biomass, and many of the resulting media stories were inaccurate.


The Biomass Power Association has submitted comments to the Massachusetts Department of Energy Resources imploring them to reconsider their view of biomass. The agency's ruling stands to endanger the renewable energy sector in the state of Massachusetts and, potentially, in other states as they follow the precedent set by Massachusetts.

That would truly be tragic, as the biomass industry currently provides more than 50 percent of the nation's renewable energy. Biomass is a clean, viable renewable energy source that provides thousands of American jobs, and it should be protected.


Bob Cleaves, President and CEO
Biomass Power Association



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Auto fraud

■Continued from Page 1

car bombs in Iraq," said Nusbaum. There are also cases of criminal organizations, international brokers or buyers that are not licensed United States businesses and therefore hard to track. They bid at auction for damaged cars with clean titles, steal matching cars to which they apply fake VIN and titles and sell the vehicles privately sometimes on the internet via sites like eBay or craigslist.org.

In June the Automotive Recyclers Association (ARA) called on state lawmakers to review and update gaps in laws that may perpetuate fraudulent car sales and related illicit activities. Michael E. Wilson, CEO of ARA, focused on one of the primary problems, "The cash intensive nature of motor vehicle sales makes them vulnerable to a number of criminal activities including money laundering, drug trafficking, automotive theft and fraud. This is a position widely held in state and federal law enforcement circles in this country."

According to ARA, the largest auction operator in the country estimates that more than five million total loss and salvage vehicles are sold annually in the United States. As a result of the high number of these transactions being cash, especially at public auctions, it is a breeding ground for crime and deceptive rebuilders.

One of the most wide spread and egregious practices is VIN cloning – buying a severely damaged vehicle for cash for the sole purpose of acquiring the title and VIN number, which are then attributed to stolen cars. There are also unsavory scam artists that buy cheap cars at auctions with body damage or mechanical problems, make shoddy repairs and misrepresent the actual condition to unsuspecting buyers. "I know of some bad ones that stuff newspapers where airbags should be and paint over the warning light on the dash," said Nusbaum. Obviously, if repairs are not professionally made in all respects it not only endangers the vehicle's driver and passengers, but potentially anyone else on or near a road.

Some salvage pool auction companies promote schemes to get around laws put in place to protect consumers. Wilson put it this way, "ARA has good standing relations with many companies in the salvage pool auction industry. They provide a valuable resource to our members. But there are a few companies that appear to have policies that could facilitate bypassing various laws." Wilson cited an auction house that recently advertised, "We help both foreign and domestic buyers purchase at all locations in Illinois, Ohio and any other state where laws impose restrictive barriers to out-of-state and foreign buyers. We also help foreign buyers register to bid at auctions without having to worry about providing the auction with unnecessary licenses and paperwork."

A couple drove down a country road for several miles, not saying a word.

An earlier discussion had led to an argument and neither of them wanted to concede their position.

As they passed a barnyard of mules, goats and pigs, the husband asked sarcastically, "Relatives of yours?"

"Yep," the wife replied, "in-laws."

Mike Swift, past president of the Iowa Automotive Recyclers Association, commented on the consequences. "The problems arising from letting unregulated buyers purchase salvage cars are numerous: cosmetically resurrected vehicles that are unsafe, taxes from sales of vehicles and parts that are not collected, and the vital paper trail of what happens to these vehicles is not maintained."

An important weapon in fighting automotive crime and fraud is the National Motor Vehicle Title Information System (NMVTIS). The problem is that the vast majority of auto recyclers, junk and salvage yards are not yet reporting into the system. As of March, 2009 all were required to comply with NMVTIS or risk a \$1,000 dollar fine per violation.

Michael Wilson outlined the scope of the challenge facing the industry. "We have about 4,000 ARA members, when you add our affiliates, but if you look at the auto salvage recycling industry and people who need to report as junkyards, we are talking upwards of 20,000 entities that are processing five cars or more a year."

"Even though it's federal law, a lot of people are not participating in the system, not complying with the law, so there's lots of gaps in the data," said Steve Levatan, senior vice president of Pull-A-Part, one of the largest self-serve part companies, and an active member of ARA. "Part of the problem is the way the system has been implemented. There should not be a charge for providing the data. Where they are charging \$.25 to \$.35 per vehicle to report the data, it creates an automatic disincentive for people to comply."

As of June, at the request of the United States Department of Justice (DOJ), the American Association of Motor Vehicle Administrators (AAMVA) has made available a basic, no-cost, direct NMVTIS reporting system via the Internet at www.nmvtis.org. "This is a direct feed into AAMVA, the NMVTIS administrator, and there's no per VIN charge. For small volume people it's not a problem, but when you are dealing with larger companies handling hundreds of vehicles per month it's not a realistic option. That is why we want DOJ and AAMVA to go further to provide a batch solution, like accepting spreadsheets from an inventory management system," Wilson proposed.

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There's also a growing problem with unregulated buyers going to salvage pool auctions, buying vehicles and dismantling them in home garages or backyards without proper disposal of fluids and mercury switches, and selling used parts on the internet. Now with the Internet the larger auction companies are really pushing to get the general public to get interested in buying vehicles. In many states it's illegal if you do not have an auto recycling license. So we have to educate lawmakers on the tax consequences of not getting that revenue and how it is unfair to people who have brick and mortar businesses and pay taxes. Only 13 states have requirements that you have to have to be a licensed recycler in order to bid at auction," said Wilson.

When asked why auto recyclers should report to NMVTIS, Nusbaum at NSVRP stated, "The most fundamental reason, it is the law. And, if they don't report, eventually they will be fined. Most importantly, they are supporting an important public policy for the country by reporting."

Illegal and fraudulent practices drive up costs for everyone in higher taxes to pay for law enforcement and higher prices for legitimate dismantlers and repair shops to buy salvage vehicles. NMVTIS can become a powerful tool in fighting crime if everyone complies. It can offer the consumer confidence when considering a vehicle purchase and keep salvage auction prices honest. To make it work, the auto recycling industry must plead its case to lawmakers on a state by state basis. Voice opposition to prohibit unscrupulous auction operators, require auction buyers to be properly registered and require insurance companies to accurately brand total loss vehicles so they are not recycled into the underworld.

Maine sets recycling record

Ecomaine has announced that it has broken its own recycling record by processing more than 66.8 million pounds of material in one year (July 1, 2009-June 30, 2010). The nonprofit's previous record of 61.4 million pounds was established just last year.

Ecomaine's newly elected chairman of the board of directors is Portland director of public services Michael Bobinsky.

The financial strain felt by most municipalities has been one reason for the increase. "Recycling is free at ecomaine," explained Bobinsky, "but trash disposal is billed to the municipality by the ton, so the more recyclables removed from trash, the less money a town must devote to trash disposal." As a result, many communities have increased efforts to promote recycling.

"Another reason for the increase in recycling," he added, "is that our single-sort technology has greatly simplified recycling." As a result, ecomaine believes citizens who have not recycled in the past are beginning to participate and those who have been recycling all along are doing more.

To encourage recycling, ecomaine posts monthly recycling statistics for each town on its website (www.ecomaine.org). Of its 39 participating communities, the one with the best recycling average at the end of fiscal year 2010 was North Yarmouth at 48.02 percent.

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J. Solotken Scrap relocates metal recycling facility



Indianapolis City-County Councilor Benjamin Hunter (far left) presents a plaque to Joseph Alpert and Brian Nachlis declaring June 26th as "J. Solotken & Co. Day". Alpert is president of the family-owned company and Nachlis is vice president. More than 150 people attended the event to celebrate the company's move to a new facility.

J. Solotken Scrap, an Indianapolis scrap metal dealer, recently held a grand opening celebration for friends, family and business associates.

After nearly 75 years in the same downtown location, J. Solotken Scrap celebrated its move to their new Indianapolis headquarters in the city's East side by hosting a reception for some 150 guests.

The new facility, in which J. Solotken began operation March 1, had been left empty in May, 2008, following the closure of another local business. J. Solotken and Co. purchased the building in December, 2008 and over the past 15 months has invested approximately \$4.5 million to turn a once-vacant building into an efficient scrap metal recycling facility.

"To have the opportunity to feature our operation to our clients in a way that is different from how you would normally see it is unique...yet it's important for what it says about our business and what we've continued to try to do for more than 90 years," said Brian Nachlis, vice president at J. Solotken.

He continued, "we've changed the entire structure of how we recycle the metal that comes to us," said Nachlis. "From the docks on which materials are received...to the processes we use to move it through the facility, everything has changed. Now, our production capacity

has increased dramatically; we've gone from packaging scrap 500 pounds at a time and hand tying it together to 2,000 pounds and tying it automatically.

"As a result, we're able to process larger truckloads and a mix of different types of scrap," added Nachlis.

Originally founded in 1914, the company has installed state-of-the-art equipment, such as a high-tech baling system, to quickly process the nonferrous metals that are recycled each day. In addition, the building is now equipped with energy-efficient lighting, new fire suppression and security systems, as well as a more advanced HVAC set-up.

The entire shape of the company has changed, too, as the old facility consisted of a maze of work areas spread out over three floors. Moving to the new facility made it possible to put the entire operation under one roof, with a 40 foot high ceiling. Materials are received on three receiving docks including a bulk storage area that includes drive-through access for easier loading/unloading. Inside, the facility features two scales for weighing loads and a third scale outside.

Locally, the company employs 35 people, but it was recently ranked as one of the oldest and largest family-owned businesses in Indianapolis.

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Arizona volunteers collect waste

Volunteers in the Navajo County community of Sun Valley, Arizona, collected more than 200 cubic yards of metal and 300 waste tires during the Arizona Department of Environmental Quality's clutter-free community cleanup drive.

The cleanup drive is targeting unincorporated areas around the state where illegal dumping has created major problems over the years. ADEQ's community liaisons have been working in conjunction with community leaders to organize the events.

Sun Valley, located northeast of Holbrook, was selected as the first site of the ADEQ initiative because illegally dumped items have cluttered many arroyos and the general landscape in the area for years.

Navajo County, the City of Holbrook and Sun Valley Fire District also were co-sponsors of the event, along with ADEQ. Navajo County and Holbrook equally shared the costs for the disposal of the materials in (4) 40 cubic yard rolloff containers used during the event. The fire district provided volunteer labor for the cleanup drive.

Illinois signs bills changing thermostat manufacturers' mercury rules

Illinois Governor Pat Quinn signed into law three bills that will further reduce the amounts of mercury in the environment that can be harmful to residents.

Senate Bill 3346, sponsored by Sen. Heather Steans (D-Chicago) and Rep. Karen May (D-Highwood), requires thermostat manufacturers to maintain a statewide program to collect, transport and manage mercury-switch thermostats for recycling when they are taken out of service. Senate Bill 3347, also sponsored by Sen. Steans and Rep. May, phases out the

sale and use of lead and mercury wheel balancing weights in Illinois on January 1, 2012.

House Bill 6201, sponsored by Rep. May and Sen. Terry Link (D-Waukegan), extends the sunset date to for the automakers' current state program that collects and recycles mercury light switches from end-of-life vehicles before they are processed as scrap metal to January 1, 2017.

All three laws go into effect immediately.

Republic Services to acquire recycler

Republic Services is acquiring Las Vegas-based Evergreen Recycling, owner of a 50,000 square foot facility in North Las Vegas.

Terms of the deal were not disclosed. Evergreen has been primarily focused on commercial recycling and dealing with construction and demolition debris recycling that has led to lucrative contracts,

particularly with Leadership in Energy and Environmental Design (LEED) projects such as the new CityCenter.

The management of Evergreen Recycling will stay on board as managers for the combined recycling operations.

Call2Recycle challenges Americans to recycle one million pounds of batteries

Call2Recycle launched an awareness campaign designed to educate consumers and businesses on the importance and ease of battery recycling called MyCall2Recycle. During the campaign, consumers are asked to scour their homes and rid their attics, junk drawers and storage spaces of all used rechargeable batteries and cell phones and bring them to any of Call2Recycle's 30,000 public drop-off locations to help the organization achieve its goal of collecting one million pounds of rechargeable batteries before October.

The MyCall2Recycle campaign consists of three major components: online contests through the campaign's website MyCall2Recycle.org; in-store giveaways for consumers who recycle their rechargeable batteries at campaign partner locations, promoted through Call2Recycle's Facebook and Twitter pages; and a cross-country collection drive in four major markets.

As part of the MyCall2Recycle campaign, people are invited to participate in an online video contest, which

launched today at MyCall2Recycle.org, by sharing their green stories about what inspires them to recycle. Between now and October 1, eco-enthusiasts will have the chance to create and upload their videos, and vote on their favorites for a chance to win cutting-edge wireless gadgets. The first 100 people to upload a video that meets the contest requirements will receive a free Call2Recycle eco tote bag.

Call2Recycle has partnered with battery recycling program participants DeWALT, Lowe's, RadioShack and Staples to build awareness of the importance of battery recycling through the MyCall2Recycle campaign.

To educate consumers in major markets about the importance of rechargeable battery recycling, and to help Call2Recycle reach its campaign goal of collecting one million pounds of batteries between now and October 1, the organization will host collection drives September 20 to 26, in Atlanta, Chicago, Dallas and San Diego.

Liebherr Construction Equipment adds new dealer in Indiana

Headquartered in Newport News, Virginia, Liebherr Construction Equipment Co. announced that it has reached an agreement with RECO Equipment, Inc. to become the exclusive Liebherr Construction Equipment Co. dealer for the full line

of Liebherr Earthmoving equipment in the State of Indiana.

RECO Equipment, Inc. is the exclusive Liebherr Construction Equipment Co. Dealer for Western Pennsylvania and Ohio.



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Sequence of *Jatropha* genome completed for biofuel generation

Life Technologies Corporation, a provider of life science solutions, and SG Biofuels, Inc., a bioenergy crop company, announced that they have completed sequencing the *Jatropha curcas* genome to 100x coverage, using the SOLiD™ 4.0 System by Life Technologies.

The sequence accelerates the identification of key traits for the oilseed-producing crop and advances its development as a high yielding, low-cost source for next generation biofuel.

Jatropha curcas is a non-edible shrub that is native to Central America. Its seeds contain high amounts of oil that can be used for a variety of bio-based materials including feedstock substitutes for the diesel, petrochemical and jet fuel industries. It can be effectively grown on marginal lands that are considered undesirable for food crops, making it a viable option as a new biofuel.

Working in strategic alliance with Life Technologies, SG Biofuels will use the sequence to generate a high quality *Jatropha* reference genome. The genome will be compared to sequences generated from SG Biofuels' germplasm library of more than 6,000 unique *Jatropha* genotypes – the largest and most diverse collection of *Jatropha* germplasm in the world – to identify molecular markers and trait genes to accelerate development of elite cultivars with vastly superior yields and profitability. This work will also advance the introduction of transgenic plants with further improved traits.



The oily *Jatropha* seeds are not edible and can be used for a variety of bio-based materials.

In addition to extensive phenotypic diversity, preliminary molecular marker studies illustrate that SG Biofuels *Jatropha* germplasm collection exhibits approximately 10 times the genetic diversity observed in a collection of *Jatropha* from India, Africa, and Asia (Basha et al 2009).

"The value of a *Jatropha* reference genome is enhanced significantly by having a diverse collection of plant material for comparison," said Kirk Haney, president and chief executive officer of SG Biofuels. "The sequence adds a powerful new tool to our development platform, allowing us to rapidly

unlock the true potential of *Jatropha* as the most profitable and sustainable biofuel feedstock."

SG Biofuels' integrated breeding and biotechnology approach forms the foundation for its JMax *Jatropha* Optimization Platform, providing research agencies, growers and plantation developers with access to the company's germplasm library, the reference genome, molecular markers and advanced biotech and synthetic biology tools to optimize elite *Jatropha* cultivars for unique growing conditions around the world.

Electronics bill passes in North Carolina

The North Carolina State Legislature has passed a bill that addresses the recycling of electronic scrap in the state.

Senate Bill 887, sponsored by Senator Don Vaughn, is an amended bill that has passed the state legislature that now waits the Governor's signature for the bill to become law.

The bill seeks to have the responsibility of handling and processing the obsolete electronics shared between electronics manufacturers, retailers, consumers and the local governments.

Under the bill, a manufacturer can handle the collection program for the obsolete electronics, or they can pay for local governments to do more of the heavy lifting for them.

For manufacturers, the law requires they register with the state. The manufacturer must develop and submit a recycling plan to the state's Department of Environment and Natural Resource and pay an initial registration fee (with subsequent annual registration renewals). The amount of the fee would be contingent on the type of recycling program developed.

There already is a North Carolina law banning the disposal of televisions and computers that begins next year. The law requires manufacturers to create a recycling plan and pay annual fees, which are distributed to local governments for recycling programs.

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Scrap tires

Continued from Page 1

At the same time, EPA will still allow the use of processed scrap tires to be used as fuel only if most of the steel content is removed, which would add costs to TDF use for facilities such as cement kilns, and increase the amount of energy needed and air pollutants emitted to supply TDF to these facilities. Steel content in tires does not affect overall emissions when consumed as TDF. Instead, the steel is used as a raw material in the manufacture of cement.

"EPA's proposed regulatory scheme would devastate the tire-derived fuel market in the United States which will ripple across the entire scrap tire market infrastructure," said Tracey Norberg, RMA senior vice president. "Worse, the proposal will drive scrap tires back to stockpiles and illegal tire dumps after two decades of success in cleaning up stockpiles and promoting safe, viable, effective markets for scrap tires."

Scrap tire management is an environmental success story in the United States. In 1990, more than one billion tires were stockpiled across the country while only 11 percent of annually generated scrap tires were reused. Today, fewer than 100 million tires remain stockpiled and nearly 90 percent of

annually generated scrap tires are reused. Each year, about 300 million scrap tires are generated in the United States. Of those, about 52 percent are used as TDF in the cement industry, pulp and paper mills and by some utility and industrial boilers.

In comments filed, RMA said that EPA does not have the legal authority to declare TDF as a solid waste instead of a fuel. TDF has a long history as a fuel, which is recognized by EPA. The agency's own data indicates that the combustion of TDF, whether whole or minimally processed without removal of metal beads, not only provides better fuel value than coal (12,000 to 16,000 Btu/lb) but also results in comparable or even lower emissions than coal combustion.

RMA advocated that EPA should consider TDF a historical fuel, regardless of whether the scrap tires have been discarded, which would allow states to continue to regulate those scrap tires not used as TDF under state waste management regulations. Alternatively, RMA indicated it supported an approach initially outlined by EPA in January 2009 that would have allowed annually generated scrap tires to be continue to be used as a fuel but stockpiled scrap tires would be considered "discarded" and therefore be a solid waste subject to new emission controls if combusted.

ALTERNATIVE ENERGY

Evolution Solar negotiates for solar farm project in Texas

Company management at Evolution Solar (EVSO) has begun negotiations on a memorandum of understanding (MOU) to facilitate a new, one-acre solar farm to be located in the City of Brookshire, Texas.

According to EVSO, this new project lead resulted from the success of their recently completed solar demonstration project which is also located in the City of Brookshire.

The new solar farm project is planned for construction in conjunction with a private development that is slated

to add a new hotel, restaurant, strip center and retail store located on a 10-acre parcel in the city. In support of Mayor Vaughn's green initiative, the project developer is planning to allocate a one-acre parcel of land for a solar farm project. The plans call for the city and developer to work with EVSO to research the feasibility, design, construct and source possible finance options. EVSO is being tasked by the private developer and the City of Brookshire to bring the project to fruition.

Duke Energy changes focus of coastal wind demonstration

Duke Energy Carolinas will no longer pursue a plan to place demonstration wind turbines in the Pamlico Sound.

Instead, the company and the University of North Carolina at Chapel Hill will refocus their collaboration to study and help enable large-scale offshore wind development on the ocean side of the North Carolina coast.

Since the project was announced in September 2009, Duke Energy concluded that the fixed costs associated with permitting, design and construction of the small-scale coastal wind demonstration project were no longer economically viable.

"As the team tackled this first-of-its-kind project, we realized that encouraging large-scale development of offshore wind resources is a better approach than enabling small demonstration projects that lack economies of scale," said Paul Newton, senior vice president of strategy for Duke Energy's franchised businesses. "The cost of the project simply exceeds the benefits our customers would receive if we were to continue."

The relatively high fixed cost of developing, permitting and installing the first turbine makes a small demonstration project much less cost-effective. For example, the Duke Energy team determined the cost of the first turbine to be \$88 million, while the second turbine would cost \$14 million.

Additional challenges included the need to use modified shallow water construction techniques and a greater than expected potential of disturbing underwater vegetation.

Duke Energy will fund the completion of UNC-Chapel Hill's yearlong study of bird populations begun through the coastal wind demonstration project.

In addition, Duke Energy will provide \$405,000 for the university's coastal wind ocean-side study, which began with a review of available historical data as part of a feasibility study requested by the North Carolina State Legislature. These research efforts will bring North Carolina a step closer to making large-scale wind power generation a reality off its coast.

In September 2009, the university and Duke Energy Carolinas signed a contract to place up to three demonstration wind turbines in the Pamlico Sound. The purpose of the pilot project was to study the potential for coastal wind generation off the coast of North Carolina.

Under that contract, the company would pay for the turbines and their installation, while UNC-Chapel Hill would conduct research on wind resources, ecological impacts and synergies, and initiate engineering studies of structural integrity during hurricanes. The turbines would have been among the first placed in waters off the United States coast.

Natural State Research's Dr. Moinuddin Sarker receives Innovator-of-the-Year award

Natural State Research announced that executive vice president and COO, Dr. Moinuddin Sarker, PH.D. MCIC has received the 2010 Renewable Energy Innovator-of-the-Year award, by the Association of Energy Engineers. The award will be presented at the upcoming 2010 World Energy Engineering Congress in Washington, D.C.

The AEE's awards are given to individuals and organizations that achieve national and international prominence in promoting the practices and principles of energy engineering and energy management. Sarker has been recognized by the AEE for inventing a patent-pending technology that recycles waste plastic, and converts it into high-octane liquid fuel.

NSR's technology converts waste plastic into an alternative hydrocarbon liquid fuel that can be used by any combustion engine. This high-octane fuel burns cleaner and more efficiently than traditional gasoline and diesel, and it can be produced at a lower overall cost. Contrary to the burning of fossil fuels like petroleum, NSR's production process does not create gas emissions that contribute to the problem of greenhouse gases. All of this is in addition to the direct environmental benefits realized by recycling, and preventing millions of tons of waste plastics from filling landfills each year.

"Our patented technology provides a new alternative to fossil fuels that can sustainably create gasoline without depleting our natural resources," said Sarker. "Furthermore, the production of NSR fuel will reduce environmental pollution by removing plastic from landfills, and it will create sustainable jobs that cannot be outsourced."

Natural State Research's lab is located in Stamford, Connecticut. NSR has recently launched its first pilot plant, and the company is currently negotiating with multiple cities to establish additional pilot programs. NSR is also focused on building plants for governmental agencies, utility companies, and private enterprises, such as waste management companies.

NSR plans to commercialize its technology through license agreements with organizations that will establish locally-owned waste conversion plants. New jobs – which cannot be outsourced – will be required to collect, sort and clean waste plastics. Additional jobs will be needed to produce, refine, analyze and transport the NSR fuel. As many as 50 new jobs can be created by NSR's technology in each of the 1,200 largest American metropolitan areas – representing 60,000 sustainable clean energy jobs in the United States alone.

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METALS

Preliminary steel imports increase 35 percent in first half of 2010

Based on preliminary Census Bureau data, the American Iron and Steel Institute (AISI) reported that the United States imported a total of 1,982,000 net tons (NT) of steel in June, including 1,543,000 NT of finished steel (down 14 percent each vs. May final data).

Finished steel import market share was an estimated 19 percent in June, vs. a low of 15 percent in August 2009. Import market share was 21 percent for the 2nd Quarter of 2010 vs. 19 percent in Q1 2010. In the first 6 months of 2010, total and finished steel imports were up 35 percent and 14 percent, respectively, compared to the same period last year.

Key finished steel products with significant import increases in June 2010 compared to May include reinforcing bars (up 131 percent), sheet and strip all other metallic coatings (up 33 percent) and standard pipe (up 14 percent). Key finished steel products with significant import increases in the first 6

U.S. IMPORTS OF FINISHED STEEL MILL PRODUCTS BY COUNTRY OF ORIGIN (Thousands of Net Tons)					
	JUNE 2010	MAY 2010	2010 Annual (est)	2009 Annual	% Change 2010 Annual vs. 2009
SOUTH KOREA	152	181	1,777	1,323	34.4%
JAPAN	71	125	1,242	981	26.6%
GERMANY	60	99	901	495	82.1%
CHINA	78	61	745	1,463	-49.1%
INDIA	52	117	679	581	16.19%
TURKEY	64	54	638	492	29.9%
AUSTRALIA	48	52	534	285	87.6%
All Others	1,016	1,099	11,820	8,560	38.1%
TOTAL	1,543	1,789	18,336	14,178	29.3%

months of 2010 vs. the same period of last year include wire rods (up 157 percent), hot rolled bar (up 53 percent), sheet and strip all other metallic coated (up 48 percent), hot rolled sheet (up 45 percent) and sheet and strip hot-dipped galvanized (up 32 percent).

In June, the largest volumes of finished steel imports from offshore were from South Korea (152,000, down 16

percent), China (78,000 NT, up 28 percent), Taiwan (77,000, up 245 percent), Japan (71,000 NT, down 43 percent) and Turkey (64,000, up 18 percent). For the first six months of 2010, the largest offshore suppliers were South Korea (889,000, up 15 percent), Japan (621,000 NT, up 11 percent) and Germany (450,000 NT, up 52 percent).

We don't stop playing because we grow old; We grow old because we stop playing.

—George Bernard Shaw

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METALS

Nucor reports better quarter

Nucor Corporation announced consolidated net earnings of \$91.0 million, or \$0.29 per diluted share, for the second quarter of 2010. By comparison, Nucor reported net earnings of \$31.0 million, or \$0.10 per diluted share, in the first quarter of 2010 and a net loss of \$133.3 million, or \$0.43 per diluted share, in the second quarter of 2009.

In the first half of 2010, Nucor reported consolidated net earnings of \$122.0 million, or \$0.38 per diluted share, compared with a net loss of \$323.0 million, or \$1.03 per diluted share, in the first half of last year.

In the second quarter of 2010, Nucor's consolidated net sales increased 15 percent to \$4.20 billion compared with \$3.65 billion in the first quarter of 2010 and increased 69 percent compared with \$2.48 billion in the second quarter of 2009. Average sales price per ton increased 14 percent from the first quarter of 2010 and increased 25 percent from the second quarter of 2009.

Total tons shipped to outside customers were 5,555,000 tons in the second quarter of 2010, an increase of 1 percent over the first quarter of 2010 and an increase of 35 percent over the second quarter of 2009. Total second quarter steel mill shipments increased 53 percent over 2009's second quarter and were down 2 percent from the first quarter of 2010.

Steel import permits increase 15 percent

Based on the Commerce Department's most recent Steel Import Monitoring and Analysis data, the American Iron and Steel Institute (AISI) reported that steel import permit applications for July totaled 2,323,000 net tons (NT).

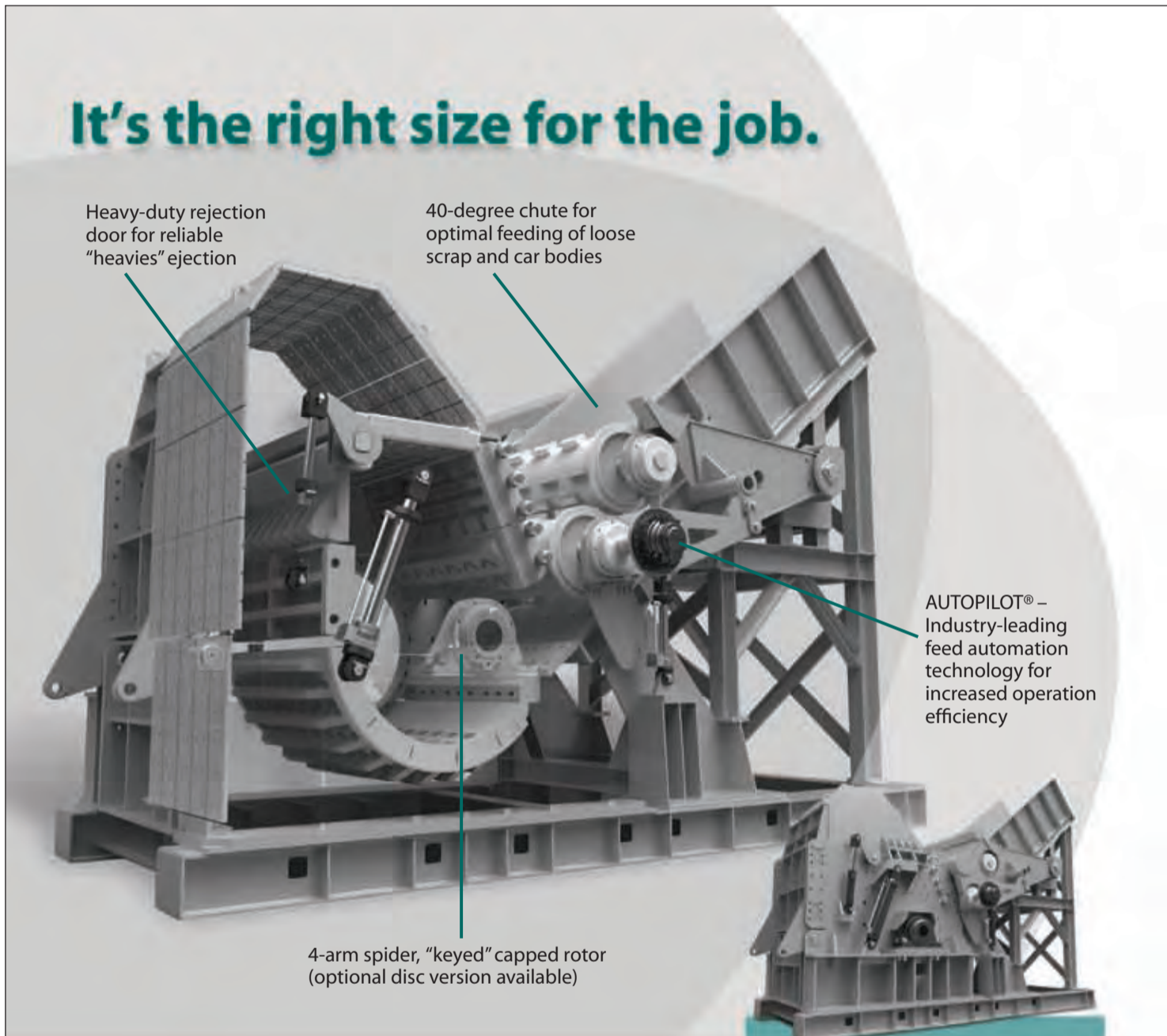
This was a 15 percent increase from the 2,023,000 permit tons recorded in June and a 17 percent increase from the June

preliminary imports total of 1,981,000 NT. Import permit tonnage for finished steel in July was 1,753,000 NT, up 14 percent from the preliminary imports total in June.

In July, the largest finished steel import permit applications for offshore countries were for Korea (198,000 NT, up 30 percent from June), India (146,000 NT, up 182 percent), Japan (127,000 NT, up 79

percent) and China (96,000 NT, up 22 percent). Finished steel import market share in July is at 21 percent.

Finished steel import permits for major product categories that registered significant increases in July include standard rails (up 816 percent), line pipe (up 62 percent) and plates in coils (up 46 percent).



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2000 SENNEBOGEN 830M
 12,000 hours, 50' reach, generator, grapple and rebuilt engine and pump. \$175,000



2004 JOHN DEERE 544J
 With forks. Excellent condition with under 6,000 hours. \$64,500



1997 KOMATSU PC 300LC W/ LABOUNTY MSD 70
 Very good condition. Machine and shear 6,000 hours. \$150,000



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 With GENESIS Pro Series GMS500 shear. Equipment in excellent condition. \$195,000



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2006 SENNEBOGEN 835M
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METALS

McWane to resolve issues at facilities in 14 states

The United States Environmental Protection Agency (EPA), the Justice Department, and the states of Alabama and Iowa announced that McWane Inc., a national cast iron pipe manufacturer headquartered in Birmingham, Alabama, has agreed to pay \$4 million to resolve more than 400 violations of federal and state environmental laws. The settlement, filed in federal court, covers 28 of McWane's manufacturing facilities in 14 states and also requires the company to perform seven environmental projects valued at \$9.1 million.

"This is a comprehensive settlement that brings McWane into full environmental compliance at 28 facilities nationwide, and imposes a penalty on the company for its civil environmental violations at those facilities over the past decade," said Ignacia S. Moreno, assistant attorney general for the Environment and Natural Resources Division. "As a result of this agreement, McWane has completely re-engineered its environmental management systems to ensure that it remains in compliance, and has committed over \$9 million to environmental projects that will remove significant amounts of pollutants from the environment and benefit the surrounding communities."

The \$4 million civil penalty will be divided among the United States, Alabama and Iowa. The environmental projects McWane will perform will address storm water contamination at numerous locations; reduce mercury emissions in Provo, Utah and Tyler, Texas; reduce volatile organic compounds (VOCs) emissions in Bedford, Indiana and Anniston, Alabama; and enhance air quality in Coshocton, Ohio. Additionally, McWane has already undertaken corrective meas-

ures to resolve the violations, at a cost of more than \$7.6 million.

As part of the settlement, the United States also required McWane to develop and implement a corporate wide environmental management system (EMS) to promote environmental compliance, achieve pollution prevention and enhance overall environmental performance.

The agreement now requires McWane to conduct an audit of the EMS to evaluate the adequacy of the system. In addition, McWane has modified its corporate-wide stormwater pollution prevention plan and will develop or upgrade facility-specific plans as part of the agreement.

At its Coshocton, Ohio iron foundry, McWane will operate a cupola furnace, which is a particulate emissions source, in accordance with its newly revised Clean Air Act Title V permit. The consent decree further establishes operating conditions and emission limits for the furnace, and is separately enforceable by EPA.

In the past, multiple McWane divisions and facilities have been the subject of criminal investigations that have resulted in five federal prosecutions. As a result, the company has paid more than \$25 million in criminal fines and penalties and spent approximately \$5 million on environmental projects. Company executives have been sentenced to prison terms of up to 70 months and the company and certain executives have been placed on probation.

The proposed settlement agreement, lodged in the U.S. District Court for the Northern District of Alabama, Birmingham Division, is subject to a 30 day public comment period and approval by the federal court.

Utilities in Georgia offer rewards for information on metal thefts

Georgia's electric utilities are offering \$500 for information leading to the arrest and conviction of individuals involved in the theft of copper and other metals from their property.

Copper thefts from substations, utility poles and lines continue to be a growing problem for the industry. Any information could be vital to the identification of thieves. The utility companies are aggressively working with law enforcement agencies and scrap recyclers to apprehend the perpetrators.

Details such as a tag number, a physical description of a person or a car could be especially helpful. Anyone who observes

suspicious activity around an electric substation or other utility facility is asked to contact the statewide copper theft hotline at 877-732-8717. If a theft is in progress, the witness should notify 911 first.

The reward will be paid to anyone who furnishes information that leads directly to the arrest and conviction of someone involved in metals theft from a utility property in Georgia.

The \$500 award is being offered by Dalton Utilities, Electric Cities of Georgia, 42 electric membership cooperatives (EMCs), Georgia EMC, Georgia Power, Georgia Transmission Corp. and Municipal Electric Authority of Georgia.

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RECYCLING SYSTEMS

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MarketWatch



Commodity		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
#1 Bushelings	per gross ton	\$295.00	\$268.00	\$290.00	\$330.00	\$421.00
#1 Bundles	per gross ton	295.00	268.00	290.00	330.00	410.00
Plate and Structural	per gross ton	340.00	280.00	325.00	310.00	356.00
#1 & 2 Mixed Steel	per gross ton	340.00	280.00	315.00	310.00	318.00
Shredder Bundles (tin)	per gross ton	245.00	245.00	215.00	235.00	262.00
Crushed Auto Bodies	per gross ton	250.00	245.00	215.00	235.00	262.00
Steel Turnings	per pound	165.00	149.00	138.00	169.00	240.00
#1 Copper	per pound	3.19	3.00	3.15	3.19	3.18
#2 Copper	per pound	3.12	2.94	3.07	3.10	3.04
Aluminum Cans	per pound	.70	.69	.79	.71	.75
Auto Radiators	per pound	1.90	1.85	1.95	1.84	1.90
Aluminum Core Radiators	per pound	.61	.60	.65	.78	.70
Heater Cores	per pound	1.19	1.45	1.50	1.70	1.69
Stainless Steel	per pound	.82	.81	.84	.86	.89

All prices are expressed in USD. Printed as a reader service only.

DISCLAIMER: American Recycler (AR) collects pricing and other information from experienced buyers, sellers and facilitators of scrap metal transactions throughout the industry. All figures are believed to be reliable and represent approximate pricing based on information obtained by AR (if applicable) prior to publication. Factors such as grades, quality, volumes and other considerations will invariably affect actual transaction prices. Figures shown may not be consistent with pricing for commodities associated with a futures market. While the objective is to provide credible information, there is always a chance for human error or unforeseen circumstances leading to error or omission. As such, AR is not responsible for the accuracy or completeness of the information provided, or for outcomes arising from use of this information. American Recycler disclaims any liability to any person or entity for loss or damage resulting from errors or omissions, including those resulting from negligence of AR, its employees, agents or other representatives.

PAPER

July 2010 United States containerboard report

The American Forest & Paper Association (AF&PA) released the July 2010 United States Containerboard Statistics Report.

For the ninth straight month, containerboard production rose over last year and posted the highest production amount since August 2008. Total production saw an increase of 152,200 tons or 5.5 percent over July 2009 and grew 4.5 percent compared to June 2010. The month over month average daily production also saw

an increase of 1.2 percent. Year-to-date 2010 production has increased 9.8 percent over 2009. The containerboard operating rate for July 2010 rose 9.7 points over July 2009 to 98.0 percent.

Additional key findings from the report include:

- Linerboard production was highest since August 2008
- Medium production shows strong growth
- Containerboard operating rates grow

SALVAGING Millions

by Ron Sturgeon
Autosalvageconsultant.com

Your website can earn more money Part 2 of 3

Last month I discussed how clients don't typically understand the web, and webmasters don't typically understand your business. So both parties don't know what they don't know (one of my favorite sayings), and the end result is a web site that disappoints the business owner and doesn't produce sales. Most of the time it's about lack of search engine optimization, in conjunction with the business issues not being a good fit with the web developer's skills.

•The Right USP (Unique Selling Proposition) for your business – Why should someone buy from you? What makes you different? How well does your site communicate that message? What proof do you have for what you're claiming? If your USP is better quality, be prepared to say how in ways that matter to your customer.

•Choosing a good domain name – Why a domain with a keyword in it is usually better than something cute.

•How to compete without Pay per Click campaigns – Put simply, you don't need pay per click.

•How to drive the right visitors to your site. If you handle imports, you want visitors who are looking for the parts you sell; you don't want to be overwhelmed by queries for domestic parts.

•How to build a site that will turn visitors into inquiries. Your site must be optimized and simple to use. Remember why they came. A lot of businesses have sites with home pages that are all about the business, pictures, warranties, etc. Make sure that your home page has a big red button in the center of the page that says "Find Parts Now".

•How to use ethical techniques to improve search engine rankings. Don't let others talk you into paying for rankings or doing things that will cause Google to ban your site.

•Best practices for Search Engine Optimization (SEO) – Review the items I can send you in my Best Practices for SEO with your developer. Just ask, I will email it to you.

•All about blogs and RSS feeds – How to get the most from your blog and what should be in your plan before you add a blog to your site.

•Page titles and meta descriptions – Don't let anyone tell you these aren't a big deal. You will need to have the web developer hire content writers who know SEO. Expect to pay \$20-\$50 per page. It's very important. If your writers don't know SEO, they don't know how to write pages that users like and Google will rank well.

•Use of videos – Google owns YouTube, and you should produce some very simple videos and use them throughout the site. Create them in-house. Upload them yourself. Use that little camera you got for Christmas two years ago. Talk 30 seconds about dismantling and another 30 seconds about your guarantee. Write your script on poster board and rehearse it for, oh, about a minute. Get the picture?

•Use press releases to get back links – Do them yourself, or give them to your manager's daughter who just graduated from college. The best service and the only one I recommend is 24/7 because you can put links in the release that point back to your site. Write about the new equipment you just put in service, or the latest service you are offering. Figure one per month for the first year, and add as many links as you can in the release while making it nice and readable. It's about backlinks. If it's a good topic and a well written release, send to the local paper, you will get some coverage occasionally. But remember this story is about web strategy.

Remember, only you can make BUSINESS GREAT!

This article was provided by autosalvageconsultant.com, which was formed in 2001 by recyclers for recyclers, to help them improve their businesses.

RUBBER

Three indicted on scrap tire charges

The Franklin County Grand Jury, Ohio, has indicted three men on illegal scrap tire hauling and dumping charges. All charges are unclassified felonies and each count has a maximum penalty of 4 years in jail and \$25,000 in fines.

Rickey Hess of Utica, Ohio, faces four counts of illegal transportation of scrap tires and four counts of open dumping. Members of the Solid Waste Authority of Central Ohio's (SWACO) Environmental Crimes Task Force of Central Ohio report they caught Hess on April 1, 2010 in the act of dumping scrap tires behind the Bob Sumarel Tires store. Further investigation found other incidents in the same location during the month of March. In all, the Task Force believes Hess dumped 150 to 200 used tires that he could not sell at his used tire store in Utica.

Rodney Hall of Columbus, Ohio, faces four counts of illegal transportation of scrap tires and one count of open dumping. Hall was arrested by Franklin County Sheriff's Deputies after a low speed chase in icy and snowy conditions. At the time, his pickup truck was overflowing with scrap tires. Deputies also reported Hall was caught on surveillance cameras dumping tires behind an apartment complex in Columbus in September 2009. On September 5, 2009, a witness reported seeing Hall dump tires at another location in Columbus. On October 20, 2009, Franklin Township Police again caught Hall illegally transporting dozens of scrap tires before he could dispose of them.

Stephen A. Green of Gahanna, Ohio, was stopped by the task force on September 11, 2009 for illegally hauling tires in Columbus. Green had a previous history of illegal dumping of scrap tires which resulted in a 2008 court order prohibiting him from hauling tires.

The Environmental Crimes Task Force of Central Ohio is funded by SWACO and consists of deputies from the Franklin County Sheriff's Office, a prosecutor from the Franklin County, representatives from the Franklin County Health Department and an employee of the Columbus Public Service Department.

Over two-thirds of recovered paper exported to China

Annual trade data published by RISI, an information provider for the global forest products industry, shows China accounted for 54 percent of global trade in recovered fiber in 2009, a substantial increase from its 34 percent share in 2004. The United States exported over two thirds of its recovered paper to China in 2009, just over 13 of its 19 million tons. Chinese paper and board mills imported another 17 million tons of recovered paper from the rest of the world.

The data, compiled into one time-series database by RISI economists around the globe, shows exports from the major producing countries to 62 destination countries for key graphic paper, packaging and pulp & recovered paper grades.

AF&PA names new executive directors

The American Forest & Paper Association (AF&PA) announced the addition of two senior professionals: Chuck Fuqua as executive director, strategic communications, and Brian Hawkinson as executive director, recovered fiber.

Fuqua will be responsible for developing and implementing AF&PA's advocacy communications strategy and managing media relations. Hawkinson will lead the development and implementation of goals, policies and programs that support a continuing, affordable supply of recovered fiber.

Recovered paper consumption rises

According to the June 2010 Recovered Paper Monthly Report published by AF&PA, total United States industry consumption of recovered paper was 2.6 million tons, an increase from June 2009 of 6 percent.

United States exports of recovered paper were down 2.5 percent in May compared to April. Total recovered paper exports in 2010 are flat compared with exports in the same 6 months in 2009.

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WASTE

San Diego invites private proposals on Miramar Landfill

San Diego Mayor Jerry Sanders said he will explore getting the city out of the landfill business so it can concentrate on core services such as police, firefighting, parks and libraries. The mayor will invite the private sector to submit proposals for taking over the Miramar landfill, which the city has operated since 1959.

"By seeking proposals, we're simply doing what any smart government agency or private business would do: We're exploring our options," Sanders said.

The city council will have final say on whether to accept a particular proposal. In addition to city council approval, state labor laws will require appropriate meet and confer with labor unions.

City attorney Jan Goldsmith said selling the landfill "is not outsourcing where

the city would contract with a private firm to operate the landfill for the city."

"Unlike outsourcing, the intent is to sell our assets, relinquish control and completely get out of the landfill business," Goldsmith said. "If a transaction occurs, I expect it would be similar to San Diego County's innovative sale of its landfills in 1997."

The San Diego Regional Economic Development Corporation (EDC) applauded Mayor Sanders' announcement that he intends to get the city of San Diego out of the landfill business and encouraged the city council to support the Mayor's initiative.

EDC is supported by more than 150 of San Diego's largest companies and most influential business leaders.

Republic Services reports second quarter growth

Republic Services, Inc. reported net income of \$159.7 million, or \$0.42 per diluted share, for the three months ended June 30, 2010, versus \$225.9 million, or \$0.59 per diluted share, for the comparable period last year. During the three months ended June 30, 2009, the Company recorded a gain of \$150.1 million, or \$0.24 per diluted share, associated with divestitures mandated by the United States Department of Justice.

Republic's net income for the three months ended June 30, 2010 and 2009 includes a number of charges and other expenses that impacted its results.

Revenue for the three months ended June 30, 2010 increased to \$2,066.4 million compared to \$2,066.1 million for the same period in 2009. Core price for the three months ended June 30, 2010 increased 1.6 percent, fuel surcharges increased 1.1 percent and commodity pricing increased 1.5 percent. Offsetting this growth of 4.2 percent for the three months ended June 30, 2010 were decreases of 3.3 percent in core volume and 0.9 percent related to divestitures.

For the six months ended June 30, 2010, net income was \$224.7 million, or \$0.59 per diluted share, compared to \$338.9 million, or \$0.89 per diluted share, for the comparable period last year. Republic's net income for the six months ended June 30, 2010 and 2009 includes a number of charges and other expenses and net gain on disposition of assets that impacted the results.

Revenue for the six months ended June 30, 2010 decreased to \$4,024.1 million compared to \$4,126.6 million for the same period in 2009. Core price for the six months ended June 30, 2010 increased 1.9 percent, fuel surcharges increased 0.7 percent and commodities pricing increased 1.7 percent. Offsetting this growth of 4.3 percent for the six months ended June 30, 2010, were decreases of 5.2 percent in core volume and 1.6 percent related to divestitures.

Republic's board of directors has approved a five percent increase in the regular quarterly dividend. The quarterly dividend of \$0.20 per share will be paid on October 15, 2010 to shareholders of record on October 1, 2010.

Waste Connections reports increased revenue

Waste Connections, Inc. announced its results for the second quarter of 2010. Revenue totaled \$330.5 million, a 9.1 percent increase over revenue of \$302.8 million in the year ago period. Operating income was \$69.4 million, or 21.0 percent of revenue, versus \$59.4 million in the second quarter of 2009. Net income attributable to Waste Connections in the quarter was \$30.4 million, or \$0.39 per share on a diluted basis of 78.3 million shares.

Adjusted net income attributable to Waste Connections in the quarter was

\$37.2 million, or \$0.48 per share, excluding costs primarily associated with the early redemption of the Company's 2026 notes.

Adjusted net income attributable to Waste Connections in the prior year period was \$29.6 million, or \$0.37 per share, adjusted primarily for acquisition-related costs expensed due to the implementation of new accounting guidance for business combinations effective January 1, 2009, a gain on disposal of assets, and the impact of a deferred tax adjustment.

Virginia overall waste volume declines in 2009

The state of Virginia reported the overall volume of waste entering its landfills declined by 11 percent in 2009. More significant was a 19 percent drop in wastes coming from other states, especially Maryland, its biggest customer, which sent 22 percent less waste.

Based on the facilities' reports, a total of 19,559,757.69 tons of solid waste was received at Virginia's permitted solid waste management facilities during calendar year 2009. Of this total, 14,209,245.40 tons originated in the Commonwealth and 5,350,512.29 tons originated from other jurisdictions.

Municipal solid waste (MSW) constituted 13,221,291.72 tons of the total amount of solid waste received during calendar year 2009. Of the total MSW received, 8,938,887.56 tons originated in the Commonwealth and 4,282,404.16 tons originated from other jurisdictions. Five jurisdictions accounted for 97.50 percent of all waste received from out-of-state sources: Maryland (40.42 percent); New York (24.74 percent); Washington, D.C. (19.99 percent); New Jersey (6.75 percent); and North Carolina (5.59 percent).

During calendar year 2009, the total solid waste, MSW, and construction-demolition-debris (CDD) waste received from out-of-state decreased by 19.06 percent, 15.87 percent, and 20.30 percent respectively, compared to 2008 amounts. Waste originating in Virginia during the same period, the total solid waste, MSW,

and CDD received decreased by 7.75 percent, 9.43 percent and 8.88 percent respectively, compared to 2008 amounts.

Of the solid waste managed in Virginia during the year, 77.79 percent or 12,471,463.99 tons was landfilled on-site, 12.96 percent or 2,077,331.69 tons was incinerated on-site, and the rest was managed by other means. Of all solid waste received at Virginia facilities during the year, 67.59 percent was MSW, 16.26 percent was CDD waste, and the remainder was other types of waste.

Permitted solid waste management facilities reported that 6.59 percent of the waste they managed was diverted from disposal by recycling or mulching. Most recycling occurs at facilities other than permitted waste management facilities.

Based on the local government recycling reports, the statewide average recycling rate for calendar year 2008 was 38.5 percent, the same percentage reported in 2007. A report on the statewide recycling rate for calendar year 2009 will be issued later this year.

Among the different types of waste disposed, municipal solid waste (MSW), which comprises 68 percent of all waste disposed in the state, declined by 11 percent last year, followed by construction and demolition (C&D) wastes, that are 16.3 percent of the stream, which also declined by 11 percent.



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BUSINESS BRIEFS

Jonathan Hsu joins RecycleBank as CEO

■ RecycleBank announced that Jonathan Hsu has been named chief executive officer of the company. Hsu was most recently chief executive officer of 24/7 Real Media, the leaders behind the science of digital marketing and part of WPP. Hsu is an accomplished international business leader who brings years of media, marketing and Internet expertise to RecycleBank. Hsu will work with RecycleBank to introduce green rewards programs to the WPP client base and other eco-conscious brands, and roll out new product offerings that will enable partners to innovate from a sustainability point of view.

Lyle Machinery becomes Sennebogen dealer

■ Sennebogen North America, recently announced that Lyle Machinery has been appointed as the newest addition to the company's growing distributor network for Sennebogen. From its headquarters in Richland, Mississippi, Lyle Machinery will represent Sennebogen products from its Mississippi locations in Richland, Columbus, Gulfport, Hattiesburg and Magnolia. Lyle Machinery will soon be expanding with another location in southern Louisiana.

Previously known as the Great Southern Tractor Company, it became a Komatsu Distributor in 1987 and began operations in 1996 as a separate entity, changing its name to Lyle Machinery in 2005 to more accurately reflect the growing diversity of its product lines. Since then, the company has developed a reputation for providing sales, rentals, parts and service for all users of heavy equipment.

Today, Lyle Machinery specializes in providing equipment solutions for customers involved with heavy construction, road construction, utility pipeline installations, the timber industry, wood mills and municipal markets.

Global Resource appoints president and chairman

■ Global Resource Corp. announced the appointment of Ken Kinsella to the positions of president and chairman of the board of directors. The company also accepted the resignation of board members, Brian Ettinger, Kim O'Brien and Jonathan Simons.

Terex names Jim Robbins VP and general manager

■ Terex Construction announced the appointment of Jim Robbins to the position of vice president and general manager of its Americas operations. In this role, Robbins is responsible for all Terex Construction business in North and South America, including on-site logistics functions.

Robbins is not new to Terex, having held a number of roles during his five-year tenure with the company. Since March 2008, Robbins has been vice president and general manager of operations for Terex Cranes, where he was responsible for establishing a global footprint for Terex Cranes businesses in developing markets and for supporting new infrastructure requirements of existing markets for all Terex Cranes product lines. Prior to this assignment, Robbins was vice president, global aftermarket in the Terex corporate office, and had previously served as vice president, inventory and logistics for Terex Materials Processing and Mining.

Before joining Terex in 2005, Robbins worked for Honeywell Aerospace, serving in senior and general management positions in manufacturing operations, materials management, supply chain and aftermarket for the aerospace turbine engine company.

The probability of someone watching you is proportional to the stupidity of your action.

City of Oxnard approves Agromin contract renewal

■ The City of Oxnard, California, approved a one year green waste recycling contract extension with Oxnard-based Agromin, one of California's largest green materials recyclers.

Agromin's initial contract with Oxnard began in 2008. Since then, Oxnard's residential yard and wood material has been dropped off at Agromin's Oxnard recycling facility for processing. The material is composted into soil products that are then marketed to local farmers, landscapers and homeowners. Agromin distributes free soil amendments and mulches to Oxnard residents at community events and city composting classes.

Agromin will process approximately 17,000 tons of Oxnard green materials during the next year including 4,000 tons from street sweeping programs. By recycling residents' green materials, Oxnard meets State of California AB949 waste diversion compliance requirements. By using mulch on public landscapes, the city also conserves water and reduces the need for fertilizers, pesticides and herbicides.

Events Calendar

September 13th-15th

20th Annual Arkansas Recycling Conference & Trade Show. The Robinson Center, Little Rock, Arkansas. 866-290-1429 • www.recycleark.org

September 19th-21st

International Roundtable on Automotive Recycling (IRT). Hotel Plaza Quebec, Quebec City, Canada. 519-858-8761 • www.autorecyclers.ca

September 22nd

Upper Peninsula Recycling Coalition's Annual Recycling Conference. Bay College West Campus, Iron Mountain, Michigan. 906-706-9212 • www.uprecycles.com

September 28th-30th

The GREEN Expo. World Trade Center, Mexico City, Mexico. 52-55 1087 1650 www.ejkrause.com/thegreenexpo

September 29th-October 1st

2010 Rubber Recycling Symposium. Sheraton Centre Hotel, Toronto. 905-814-1714 • www.rubberrecycling.ca

October 1st-2nd

TIA Environmental Symposium. Ocean City Convention Center, Ocean City, Maryland. 800-876-8372 • www.tireindustry.org

October 3rd-6th

2010 Global Waste Management Symposium. JW Marriott San Antonio Hill Country Resort & Spa, San Antonio, Texas. 800-559-0620 • www.wastesymposium.com

October 11th-13th

Biopolymers Symposium 2010. Westin Tabor Center, Denver, Colorado. 207-781-9618 • www.biopolymersummit.com

November 3rd-4th

Canadian Waste & Recycling Expo. International Centre, Toronto, Ontario. 877-534-7285 • www.cwre.ca

November 7th-10th

2010 Educational Conference on Litter Control and Solid Waste Management. Stonewall Resort State Park, Roanoke, West Virginia. 304-292-3801 • www.awvswa.com

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Atlas Copco's new CC 650 CombiCutter is designed for carriers in the 13,200 lb. to 26,500 lb. weight class. The CC 650's hydraulic rotation device allows 360° rotation of the attachment for quick and easy positioning. Featuring 50 tons of crushing force, the CC 650 is ideal for light-duty demolition work and interior reconstruction and gutting work.

Two movable jaws and two main hydraulic cylinders offer high crushing force throughout the entire operating cycle.

The cutter blades can be turned around for additional use, doubling the wear time.

Atlas Copco Construction Equipment
3700 E 68th Avenue
Commerce City, CO 80022
800-760-4049
www.atlascopco.us



MORBARK ADDS 25/36 WHOLE TREE CHIPPER TO LINE-UP

Morbark, Inc. has added the compact 25/36 Whole Tree Chipper to its line-up. The Morbark 25/36 uses the proven design and technologies of its big brothers, the Morbark 30/36 and 40/36 models, but with a more compact profile.

Aimed at the in-woods chipping market, the Morbark 25/36 Whole Tree Chipper is an ideal unit for those processing moderate volumes. Equipped with a 25" x 22" infeed opening and horsepower options range from 325 to 400 hp, this chipper is compact yet still highly efficient and productive.

Morbark
PO Box 1000
Winn, MI 48896
800-831-0042
www.morbark.com



BANDIT TRACK CHIPPER MELTS COMFORT WITH POWER

Key upgrades to the Bandit Model 3090 Track Chipper include a roomy, spacious operator's cab provided with a rear entry door, an emergency escape door on the left and a pop-out escape window on the right.

Convenient joystick controls operate all functions of the machine; from the loader's main and jib boom movement, to the engine controls and feed system.

Operators will enjoy the heat and air conditioning inside the cab, and the added benefit of an AC/DC current for devices as laptop computer, radio, or CD player.

Bandit Industries, Inc.
6750 Millbrook Road
Remus, MI 49340
989-561-2270
www.banditchippers.com



TEREX 30-TON ARTICULATED TRUCK NOW AVAILABLE

The Terex® TA300 provides the highest power and torque in the 30-ton articulated truck class, boasting a 385 hp, Tier 3-compliant Cummins diesel engine, a ZF fully automatic with manual override transmission and a maximum torque of 1,309 lb. ft. at 1,400 rpm. This performance, coupled with the 100 percent differential locking action, enables the TA300 to tackle the most challenging grades and extreme site conditions with ease. The maneuverability and tractive effort means the truck is well suited to such diverse applications as quarrying, mining, construction and road maintenance.

Terex Construction Americas
8800 Rostin Road
Southaven, MS 38671
866-837-3923
www.terex.com



NEW S850 BOBCAT SKID-STEER LOADER AVAILABLE

Bobcat has introduced the S850 skid-steer loader with a rated operating capacity of 3,875 lbs. – 17 percent more than the company's previous largest model.

Powered by a 92 hp water-cooled diesel engine, the S850 has an operating weight of 10,008 lbs. and an industry-leading lift height of 144".

It joins the Bobcat M-Series loader line, which includes the S630 and S650 skid-steer loaders and the T630, T650 and new T870 compact track loaders. M-Series loaders feature a unique cab-forward design that provides the operator with unmatched visibility in all directions.

Bobcat Central Inc.
3237 W Miller Road
Lansing, MI 48911
800-743-4340
www.bobcat.com



THERMO FISHER OFFERS NEW RADIATION DETECTION SYSTEM

The Thermo Scientific LFM-3 Portal Radiation Detection System enables users to easily interpret a full range of radiation data in waste materials. By making radiation detection easier, simpler and more understandable, the LFM-3 is designed to stop radioactive materials from entering waste-to-energy, recycling and landfill facilities where they could potentially cause health, cleanup or liability consequences. The LFM-3 system does not require intensive training or specialized knowledge, saving time and money. The system is controlled through a single-button operation and is ready to function within minutes of installation.

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900 Middlesex Turnpike
Billerica, MA 01821
440-703-1511
www.thermo.com/rmp

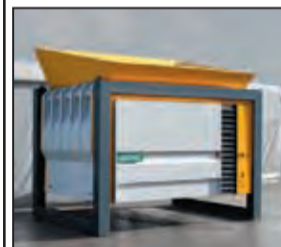


CARLISLE ENERGY LAUNCHES NEW SPECTRO POWERCAP

Carlisle's Spectro PowerCap™ is a dual-purpose landfill closure system that provides superior environmental protection and landfill closure performance while generating clean solar electricity.

Spectro PowerCap combines two world-class components: the industry-leading puncture resistance, seam strength and durability of Carlisle's GeoTPO Geomembrane and the field-tested proven performance of UNI-SOLAR® triple-junction amorphous silicon photovoltaic laminates. These components are integrated using Carlisle's proprietary bonding technology and finished with a low-profile electrical interconnect system for long-term performance and savings.

Carlisle Energy Services
1275 Ritner Highway
Carlisle, PA 17013
877-269-7183
www.carlisleenergy.com



UNTHA LAUNCHES NEW HEAVY-DUTY SHREDDER

UNTHA shredding technology introduces the new VR series, a heavy-duty shredder, specifically developed for the wood recycling, plastics and paper recycling industries. This drive concept allows for high throughputs with exceptionally low drive powers. The gear unit is integrated into the rotor, which makes shaft stubs, which have frequently led to problems in conventional machines, part of the past.

Its simple operation via a high-resolution touch screen panel and its comfortable charging method into a very large feeding hopper make the operation of the VR series very easy.

UNTHA Shredding Technology
Moldanstraße 141
5431 Kuchl
+43 (0) 6244 7016 58
www.untha.com



NEW CAT 973D TRACK LOADER IS A ONE MACHINE WORKFORCE

Completing the Cat® D-Series Track Loader lineup is the new 973D, featuring load-sensing hydraulics, joystick steering, new operator's station and 10 percent more power than its 973C predecessor. The new loader carries on the 973C's all-purpose performer reputation and retains much of its solid design, including the Cat C9 engine, hydrostatic drive, single-fabrication mainframe, Z-bar loader linkage and oscillating undercarriage. The 973D is a one-machine workforce with the features to take on the toughest jobs – at construction sites or in the harsh environments of steel mills, landfills, quarries and demolition sites.

Caterpillar Inc.
100 NE Adams Street
Peoria, IL 61629
309-675-4693
www.cat.com



TOTER ADDS NEW 21 GALLON CART TO PRODUCT LINE

Easier handling for both homeowners and waste collection personnel is the primary benefit of a new 21 gallon cart introduced by Toter. The smaller sized cart, which accommodates both automated and semi-automated handling, is ideal for pay-as-you-throw garbage programs, single-stream recycling and for segregating food waste organics that can be channeled into composting.

The 21 gallon cart features a sealed stop bar to prevent leakage, bottom wear strip for longer cart life, textured granite finish for enhanced appearance and a higher handle position for ease of handling.

Wastequip, Inc.
1901 Roxborough Road
Charlotte, NC 28211
877-468-9278
www.wastequip.com

BUSINESS BRIEFS

PSC Metals announces series of personnel moves

■ PSC Metals, Inc. announced a series of personnel moves for its Columbus, Ohio, Nashville and Southern Region.

Edward Ernstberger was named president of the company's Southern Recycling Region and is responsible for its Nashville, Chattanooga, Knoxville and St. Louis locations and numerous feeder yards. Ernstberger joined the company in 2007 as vice president – commercial for the Southern recycling region. Before that he had worked for Jefferson Iron & Metal and The David J. Joseph Company.

Gary Rittenhouse rejoined PSC Metals as nonferrous account executive, based in Knoxville. He had been with the company in 2009.

Andrew Kolarsky was promoted to area manager, Columbus, Ohio region. Prior to his joining the company in 2009, Kolarsky worked for Aleris International, Inc. His office is at the company's Parsons Avenue location in Columbus.

Thom Romer was promoted to yard/commercial manager of PSC Metals' Joyce Ave. facility in Columbus. Romer was hired by the company in 2004.

Jason Avery, a 14-year PSC Metals employee, was named yard manager of the Nashville facility. Avery had been regional nonferrous manager.

Greenstar appoints Dan Crociata as CFO

■ Houston-based Greenstar North America announced the appointment of Dan Crociata as its chief financial officer. Crociata replaces Matt Delnick, who was promoted to CEO.

Since 2007, Crociata served as vice president finance and administration for Silver Line Building Products, a division of Andersen Windows.

From 1999 to 2007, Crociata served in key management positions with Lafarge North America, most recently as vice president finance for the Western region.

Peter A. Pagano joins AISI's policy team

■ The American Iron and Steel Institute (AISI) announced that Peter A. Pagano will be joining AISI's policy team as the association's vice president, environment. Pagano brings an extensive background in science and environmental policy to the Institute.

Most recently, Pagano has served as an advisor to the natural science research units of the Smithsonian Institution. Prior to joining the Smithsonian in 2006, he spent 15 years at the United States Environmental Protection Agency where his tenure included advising the senior management of the agency on a range of national program areas. While there, he also worked on all aspects of environmental policy and in developing Agency goals pertaining to congressional and legislative affairs programs.

LKQ partners with Arbor Day Foundation

■ LKQ Corporation announced the completion of its Get Green promotion. LKQ partnered with the Arbor Day Foundation, whose Replanting Our Nation's Forests Program works to replace trees lost to fires, insects, and disease across the United States. The Get Green promotion will result in the planting of more than 10,000 trees. Each year, these trees will be able to absorb 240 tons of carbon dioxide and will produce 160 tons of oxygen, enough to keep 720 people breathing for a year.

Through its operations last year, LKQ helped to reduce greenhouse gas emissions by over 890,000 tons.

Bumgarner promoted at City Carton facilities

■ Kevin Bumgarner, Fairfax, Iowa, has been promoted to recycling facilities manager of the Mt. Pleasant, Muscatine, and Creston City Carton Recycling Facilities.

Bumgarner oversees all operations of the three facilities. He is responsible for implementing products and services marketing plans for the plants, with goals to maximize customer service, vendor relations, sales, and profits. Bumgarner is also responsible for building needs, equipment needs, and personnel at the recycling locations. He reports to City Carton Recycling vice president of operations, Daryl Russ.

Bumgarner began his career with City Carton Recycling in 2007, as assistant facility manager at the Cedar Rapids Facility.

ACS Group appoints new product manager

■ ACS Group announced the addition of Dave Sharp, where he will be working with the aftermarket business team. Sharp comes to ACS Group from Rockwell Automation with 17 years of experience in the controls industry including four years in aftermarket parts product management.

As product manager, Sharp will play a key role in the growth of the aftermarket part and service sales. Maximizing the end user's profitability through optimizing the performance of their equipment, Sharp hopes to not just create customers, but partners by focusing on their overall purchase experience with ACS, which in turn will help the aftermarket sales grow organically, increasing the bottom line.

Interstate Waste Services announces new CEO

■ Interstate Waste Services announced the appointment of Michael de Castro as its new chief executive officer.

Prior to joining Interstate Waste Services, de Castro was the global operations director, Americas Merchant Gases for Air Products and Chemicals, Inc. He spent 14 years with American Ref-Fuel Company, the largest waste-to-energy company in the northeastern United States, most recently as its vice president of operations.

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1996 RHL 350 REBUILT (crawlers), 47' reach, hydraulic cab, gen-set and grapple.
2005 MHL 350 (rubber), 50' reach, hydraulic cab, gen-set and grapple.

2003 & 1996 MHL 340 REBUILT (rubber), 41' reach, hydraulic cab, gen-set and grapple.
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2000 R914 REBUILT (crawler), 38' reach, 4' cab riser, gen-set and grapple.
2000 A904 REBUILT (rubber), 35' reach, 4' cab riser, gen-set and grapple.
1999 R934EW REBUILT (crawler), 50' reach, 4' cab riser, gen-set and grapple.
1994 A932 REBUILT (rubber), hydraulic cab, gen-set and grapple.

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2005 830M (rubber), 50' reach, hydraulic cab, gen-set and grapple.
2004 & 2006 835M (rubber), 55' reach, hydraulic cab, gen set and grapple.
2000 830M REBUILT (rubber), 50' reach, hydraulic cab, gen-set and grapple.

OTHERS

2005 Komatsu PW220 - 7MH (rubber), 36' reach, hydraulic cab, gen set and grapple.
1996 KOMATSU PC240 REBUILT (crawler), 38' reach, 3' cab riser, gen-set and grapple.
2004 SIERRA T500SL shear/baler combination.
2008 AL-JON 580CL portable logger/baler
2002 CASE CX240 (crawler excavator) with new gen-set and new 48" magnet.
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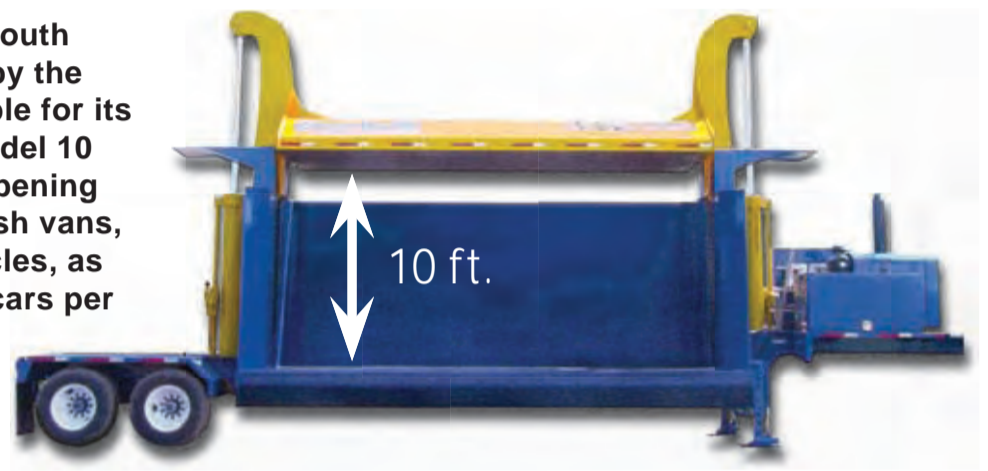
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Pulled parts thrive in thrifty times

by MIKE BRESLIN

mbreslin@americanrecycler.com

While many aspects of automotive businesses have stagnated since the economic crisis of late 2008, the good old fashioned practice of going to the junkyard and picking up a used part at a bargain price has not only remained steady, but has grown significantly.

Several reasons for this seem obvious. People have been hesitant to buy new vehicles, and many are doing repairs themselves or opting for their shops to install used parts to save money on both mechanical and body work. In most cases, this saves a lot of money, considering the rising prices of OEM and aftermarket parts. Additionally, there are often difficulties in obtaining parts as vehicles age.

"I've been in this business a long time. Self-service auto recycling is not completely recession proof, but our industry really does fairly well during difficult economic times because it creates a situation where people are willing, or have to consider the most economical way of repairing their cars," said Dudley Smith, a central United States district manager for the LKQ self service division.

LKQ entered the u-pull-it business in 2004. Since then it has rapidly expanded to 34 locations in 14 states and 1 in Quebec. Smith explained how LKQ's self service business has fared since the 2008 economic crisis, "Our stores are doing well. We have had growth since expanding our footprint nationwide but also within the facilities we already had. More parts are going out



A do-it-yourselfer pulls the parts he needs from a self-service yard. Unlike the yards of old, today's yards are cleanly, organized and have a staff on hand to provide newcomers with customer service. Larger tools are often available on-site to ease the dismantling process.

the door. The number of new customers buying parts has increased significantly. Our store managers tell us about customers who are brand new and walk in not knowing how the system works and want to know what they have to do."

Jeff Robbins, manager of Horseheads Pick-a-Part in Elmira, New York

told us about his 1,700 vehicle operation. "Actually, business is pretty good. With the recession people are keeping their cars longer. I've seen an increase in new customers and from farther away, driving as much as two and a half hours to get here. In addition to the used parts, we are selling new parts like gas tanks, radiators,

headlights and tail lights. If they can't find it in the yard we offer them new parts. That's about five percent of our business."

Horseheads estimates that approximately 30 percent of its business comes from in-house dismantling for

See PULLED PARTS, Page 7

Electric vehicle market grows with advent of mega cities

Electric vehicle (EV) manufacturers and dealers will be pleased with the rising trend towards de-urbanization polarization of vehicle sizes. By 2020, the emergence of mega super cities in developing economies will affect personal mobility, driving the demand for EVs.

New analysis from Frost & Sullivan, 360 Degree Perspective of the Global

Electric Vehicle Market – 2010 Edition, examines the following markets: neighborhood EVs (NEVs), city EVs (CEVs), extended-range EVs (eREVs) and high-performance EVs (HPEVs).

"Most offices that are expected to move to the first-belt suburbs and city centers will encompass the shopping areas (small-scale deliveries) and living

areas for 'double/single income, no kids' households," said Frost & Sullivan's automotive and transportation group team leader, Anjan Hemanth Kumar. "In mega cities, offices and homes are likely to be adjacent to each other, creating a favorable environment for EV deployment."

Rising concerns over greenhouse gases and depleting fossil fuel sources are

further solidifying the case for EVs. Car manufacturers are working on business models that will make available the car and energy under the same roof, opening up a plethora of opportunities for utilities, suppliers and finance businesses.

Manufacturers are building sleek and sporty EVs to create interest among

See EV MARKET, Page 5

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A Letter from the Editor

Dear Readers,

The familiar recycling mantra, "Reduce, Reuse, Recycle," has been chanted by eco-activists for decades. Until recently, however, I believe that our consumption-centric culture hinged the majority of its ecological hopes on the final third of that saying: Recycle.

When times were booming, many Americans were more likely to purchase a new car rather than repair one that had a mechanical issue. It's hard to see how this lackadaisical attitude in any way reduced the amount of automobile waste generated. Reuse, if any, mostly stemmed from the used car markets.

Recycling the car bodies for raw materials was pretty much the only practice in which one could see the green agenda being observed.

That's changing though.

Driven largely by an ailing economy and high unemployment numbers, more Americans than ever are being forced to acquire a bit of self-sufficiency to get by. For many, the days of disposable transportation are gone, and instead, they are being forced to learn how to wield a wrench in order to keep the family wheels running.

American Recycler writer Mike Breslin takes a look at what the recent resurgence of do-it-yourself repairs has meant for junk yards and part-pulling businesses in this month's Focus section cover article.

The do-it-yourself repairs and the companies that furnish the used parts for them are finally giving meaning to the reduce and reuse portions of the recycler's creed.

It's too bad that it took an economic morass to encourage folks to seek the know-how to be self-sufficient when it comes to fixing the little things. Now that we're here, though, I think everyone can draw a little inspiration from the revival of the American can-do attitude of yore.

Hardship inspires innovation, and that's certainly true this time around. Hard-up consumers are figuring out how to make their dollars stretch a little farther, and businesses are evolving to help make that dollar stretching easier.

Get in the spirit. Find something on your ride that needs repaired and take care of it. And if you happen to need a part, well, there's probably a yard around you that would love to help.



Dave Fournier
Focus Section Editor
david@americanrecycler.com

Ford accelerates electric vehicle battery testing with wireless monitoring systems

Ford Motor Company is leveraging the internet and wireless technology to accelerate testing and refinement of the advanced lithium-ion battery systems that will power its upcoming plug-in hybrid and electric vehicles.

Ford's rapid progress is enabled by two monitoring methods that allow engineers to collect real-time performance data from batteries in the lab and on vehicles in the field via a secure Internet server, and wirelessly update system software to improve capability and durability. These proprietary methods have significantly reduced test-fleet downtime and allowed Ford to more than double its battery lab-testing capability.

"Remote monitoring allows us to access real-time data and make continuous improvements very quickly," said Sherif Marakby, Ford director, Electrification Program and Engineering. "This degree of efficiency would have been unthinkable a few years ago and will help Ford bring more fuel-efficient, low-emission vehicles to market more quickly than ever before."

Ford will launch two zero-emission all-electric vehicles – the Transit Connect Electric light commercial van in North America in late 2010 and in Europe in 2011, followed by the Focus Electric passenger car in North America in 2011 and Europe in 2012. Two next-generation hybrid electric vehicles and a plug-in hybrid electric vehicle follow in North America in 2012 and Europe in 2013.



Ford engineers use remote monitoring systems to collect real-time feedback regarding the performance of the lithium-ion batteries used in their vehicles. This allows for easier research and performance optimization.

Ford's future hybrid and electric vehicles will use new lithium-ion battery systems that offer about twice the energy content of the nickel-metal-hydrate systems used currently, and take up less space inside the vehicle. Although lithium-ion batteries are widely used in the consumer electronics industry, the larger systems to be used in vehicles are designed to manage greater electrical loads under harsher conditions. Only through rigorous testing can the new systems be properly calibrated.

Ford's battery researchers are focusing on lithium-ion technology's ability to recharge under a range of conditions including state of charge (from empty to full), battery age (from new to old) and environmental temperatures (from freezing cold to scorching hot).

Understanding how lithium-ion's material properties perform under a variety of conditions is a critical step toward determining system control algorithms that will allow quick, efficient recharging while minimizing cell deterioration to maximize battery life.

Ford researchers are conducting rigorous lifecycle tests of new lithium-ion battery systems to evaluate the technology's ability to recharge under a broad range of environmental conditions.

Whether testing battery systems in the lab or fleet vehicles on the road, Ford engineers use the remote battery and vehicle test monitoring system to collect real-time data and identify opportunities to implement software updates to manage thermal load and maximize power capability, energy capacity and lifecycle durability.

System-specific engineers are notified via email whenever these software update opportunities occur, based on adaptive event monitoring that can detect conditions of interest and automatically collect relevant data. This method has already led to at least 20 major design improvements for Ford's future plug-in hybrid and all-electric vehicles.

"The data we've collected have helped us understand how lithium-ion battery cells behave under various temperatures and states of charge," said Jas Dhillon, global electric vehicle fleet manager. "And the monitoring system allows us to make software updates to the fleet vehicles while they recharge. What used to be logistically complicated and time consuming can be accomplished now with a click of a mouse."

Nissan announces national market roll-out plan for LEAF

17,000 future Nissan LEAF drivers have learned when the world's first affordable all-electric, zero-emission vehicle will be available in their markets. Consumers who have placed reservations for the Nissan LEAF received a communication last month regarding market timing and next steps in ordering the all-electric vehicle.

Nissan LEAF first will be available to consumers in December, in California, Washington, Oregon, Arizona and Tennessee. These areas are home to The EV Project – the largest electric vehicle and infrastructure deployment ever undertaken. The EV Project is a result of a partnership with charging infrastructure provider ECOtality and partially funded by a grant from the United States Department of

Energy. Customers in these first five launch states were able to place firm orders for the Nissan LEAF in August.

Nissan LEAF will be introduced to Texas and Hawaii shortly thereafter, in January 2011; North Carolina, Florida, Georgia, Washington DC, Virginia, Maryland, South Carolina and Alabama follow in April 2011. It will be rolled-out to the balance of the nation beginning in fall 2011 with availability in all markets nationwide by the end of that year.

Nissan North America also is informing its consumers that the lithium-ion battery pack that powers the LEAF will carry a warranty of 8 years or 100,000 miles – matching American market competitive conditions.

AR Upcoming Section B
editorial focus topics

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LKQ Corp. posts record 2010 2nd quarter results

LKQ Corporation reported diluted earnings per share from continuing operations of \$0.26 for the second quarter ended June 30, 2010, an increase of 30.0 percent from \$0.20 for the second quarter of 2009. Revenue for the second quarter was \$584.7 million, an increase of 20.2 percent as compared to \$486.4 million for the same period of 2009. Income from continuing operations for the second quarter of 2010 was \$37.9 million, an increase of 33.2 percent as compared to \$28.5 million for the same period of 2009.

Overall organic revenue growth for the second quarter was 12.2 percent as a result of strong aftermarket and refurbished parts sales and higher commodity prices as compared to last year. Parts and services revenue, excluding the impact of acquisitions, grew organically by 5.5 percent. Acquisitions made over the previous 12 months contributed 7.6 percent of incremental revenue for the quarter.

On a 6 month year to date basis, revenue was \$1.2 billion, an increase of 19.2 percent from \$997.2 million for the same 6 month period of 2009. Income from continuing operations for the first six months of 2010 was \$89.9 million, as compared to \$60.5 million for the first half of 2009. Diluted earnings per share from continuing operations was \$0.62 for the first 6 months of

2010, as compared to \$0.42 for the same 6 month period of 2009.

During the second quarter of 2010, LKQ continued its expansion through strategic acquisitions that support the Company's efforts to expand its North American footprint. It acquired wholesale recycling operations in the Winnipeg, Manitoba and Seattle, Washington markets. Collectively, the 2 businesses had annual revenue of approximately \$7 million in 2009. LKQ also purchased two heavy-duty truck operations in West Monroe, Louisiana and Jackson, Mississippi. Annual revenue for the acquired truck operations was \$7 million in 2009. Additionally during the second quarter, LKQ re-opened a wholesale recycling operation, formerly a Greenleaf location, in Monroe, Georgia, specializing in high-end and European brand vehicles.

Since the start of the third quarter, LKQ acquired an automotive paint distribution business serving the Boston, Massachusetts area, a wholesale recycling operation that will operate in the northern Alabama and Nashville, Tennessee markets and a wholesale recycling operation in Philadelphia, Pennsylvania. The Company also opened a heavy-duty truck operation in Wilson, North Carolina at a former Greenleaf location.

Frbiz reports electric cars to drive great power market

Frbiz, a Chinese B2B search platform, has learned from the State Electricity Regulatory Commission that in October, China will formally implement three electric car battery facility standards, while another five standards are also being formulated. In preparation for electric car power market, transmission providers will strengthen the power industry upgrade, and speed up the construction of intelligent power and electric car charging facilities.

Frbiz forecasts that a power demand for about 49 billion RMB will be added, if electric car sales reach 2 million units. Frbiz analyzes that the electric car is closely related with the electric power industry, as large-scale use of electric cars will open a new power market. As research data displays, in 2020, there will be 50 million electric cars, while energy consumption will reach 200 billion KWH. In 2030, when electric cars are expected to increase to 200 million units, the annual energy consumption will reach 800 billion KWH.

Frbiz analyzes that under the condition of large-scale use of electric cars, power consumption accounting for terminal energy consumption proportion would be an important index to measure a country's capacity in energy conservation and emission reduction. Research shows that if the proportion of power in the terminal energy consumption increases one per-

cent, the total energy consumption will drop four percent. At present, electricity consumption accounting for terminal energy consumption proportion in developed countries is obviously higher than in China.

AR EQUIPMENT SPOTLIGHT

To be included in the spotlight, you must manufacture the equipment featured. We require a company name, contact person, telephone number and, if applicable, a website address.

To be listed in the appropriate spotlight, please call 877-777-0737.

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American Recycler is not responsible for non-inclusion of manufacturers and their equipment. Manufacturers are to contact American Recycler to ensure their company is listed in the Equipment Spotlight.

Chevrolet to increase Volt production capacity by half

General Motors said that thanks to strong public interest in the Chevrolet Volt, the extended range electric vehicle, it will increase American production capacity of the new car by 50 percent – from 30,000 units to 45,000 units – in 2012.

In the past few weeks, more than 25,000 people have joined the Chevrolet Volt enthusiast list.

The announcement came as United States President Barack Obama toured the Detroit-Hamtramck facility, where the Volt is being produced now for sale later this year.

The expanded domestic production capacity is the latest in a series of positive developments for the Chevrolet Volt. Recently, participating Chevrolet dealers in launch markets began taking customer orders for the 2011 Chevrolet Volt, following the release of retail and lease pricing.

The brand also recently announced unprecedented battery and vehicle limited warranties. And the number of American launch markets for the vehi-

cle recently was raised from three to seven. In the past few weeks, more than 25,000 people have joined the Chevrolet Volt enthusiast list.

The Detroit-Hamtramck plant received \$336 million in new investment to prepare for production of the Volt, part of more than \$700 million GM has invested in eight Michigan facilities to support Volt production since 2008. This includes a 33,000 square-foot battery systems lab in Warren; a battery assembly facility in Brownstown Township; and supporting engine and stamping operations in Grand Blanc, Bay City, and three plants in Flint.

Besides direct GM jobs, the Volt has helped spur additional supplier employment and investment. Earlier this month, battery cell supplier LG Chem/Compact Power Inc. broke ground on a \$300 million, 650,000 square-foot plant in Holland, Michigan, to support Volt production, creating 400 jobs. In addition, the Volt helped start an electrification trend. Since its debut in January 2007, other automakers have announced 30 plug-in hybrid or electric vehicles.

A man visited his aunt in a nursing home. She was taking a nap, so he just sat down in a chair in her room, flipped through a few magazines, and munched on some peanuts in a bowl on the table.

Eventually, the aunt woke up, and her nephew realized he had absentmindedly finished the entire bowl. "I'm so sorry, auntie, I've eaten all of your peanuts!"

"That's okay, dearie," the aunt replied. "After I've sucked the chocolate off, I don't care for them anyway."

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EQUIPMENT SPOTLIGHT

Crushed car haulers

by MARY M. COX

maryc@americanrecycler.com

Crushing cars is a common part of the process in recycling automobiles. Vehicles used to haul those crushed cars typically offer safety and efficiency features that are popular with those who use the haulers. Manufacturers often offer other products that may also be used by auto recyclers.

According to Greg Brown, owner of Benlee, the firm offers crushed car trailers, new and used roll-off trailers and trucks, dump trucks and trailers and roll-off containers. Brown said their crushed car haulers are built to load fast and last long.



hydraulic valves, and Roll-Rite and Pioneer tarps and tarp systems. Our online parts store is open 24/7 and we rebuild trailers and hoist systems from the ground up, including frame straightening, dump truck repair and truck frame repair."

Bart Hill, president of JHM Trailers, claimed, "Crushed Car Trailers have reached new levels of efficiency with our 48' drop front crushed car hauler." He added, "Our extra heavy-duty crushed car hauler is the latest in the series of products we offer to the crushed car recycling industry."

"The trailer offers a long list of standard features and custom options, is precision-engineered and constructed with an I-beam frame and high-quality steel. The double-drop deck and shower curtain side provides easy loading and unloading capabilities and the heavy-duty ratcheting cable system makes strapping down loads easier, faster and safer. Our product's heavy-duty Hutch® suspension provides superior load capacity and high quality steel rims and Yokohama tires. A containment system is also standard."

"There are two key design features of our trailers: 1) D-rings on straps, attached to ratchets. Chains then attach to the D-rings, so that chains, not straps are in contact with the vehicles – straps could be cut if they are in contact with the vehicles. 2) A self-contained fluid reservoir in the base, which can be drained. The reservoir can contain fluid that may come from the vehicles. We've manufactured our crushed car trailers for 15 years and they comply with federally mandated laws for securing and containing crushed automobiles for transport," he said.

Brown noted that the recycling industry is under pressure from many areas, and he believes Benlee offers products that are helpful in managing the various situations involved. "Lower volumes and pricing pressure are causing reduced profits. This means cost controls and capital expense controls are more important than ever. Also, with parts of the economy still very uncertain, many are concerned about spending money. Many city and county budgets are tight, and it seems they're ticketing companies more than ever for carrying overweight loads, to help with deficits," he said.

Brown said his company supports all of their products with "a full line of roll-off trailers and dump truck parts including hydraulic cylinders, sheaves, cable pulleys, Neway suspension products, Gresen

Benlee, Inc. system makes strapping down loads easier, faster and safer. Our product's heavy-duty Hutch® suspension provides superior load capacity and high quality steel rims and Yokohama tires. A containment system is also standard."

Hill commented, "Haulers aren't able to throw crushed cars onto just any trailer to move them. Trailers must be built to not only hold up in the yard, they must also perform well over public roads – safely, but with maximum legal payload. The vehicles are routinely used in some of the toughest environments and must be built to withstand brutal day-to-day use."

"Also, industry regulations are numerous – for example, those for fluid containment and the way loads must be secured. As a manufacturer, we must stay current on standards, whether they involve transportation or the environment, and we must integrate those specifications in our design and manufacturing processes. Decreasing costs by using lesser quality components or by cutting corners during the manufacturing process just to compete from a price standpoint is not an option because a hauler will not make money if the trailer is down – period."



JHM Trailers

Hill noted that more and more haulers have seen a higher demand overseas for scrap metal. "Haulers have typically worked with local scrap processors, but increased hauling distances are becoming more common, which makes it tougher for haulers to remain profitable. We've built our reputation on manufacturing some of the toughest, longest-lasting heavy application trailers in the world. Some of our original steel trailers are still on the road after 30 years!"

Bill Taylor owns Taylor Machinery Corporation. The company's premier crushed car trailer is the RD 45. "This revolutionary trailer has received two patents. What used to take hours with the old curtain or tie down method, only takes a matter of minutes with our crushed car trailer. Because the crushed cargo is completely enclosed, you don't have safety issues from flying debris as you travel down the road," remarked Taylor. He explained that the product's expanded metal sides are the feature that helps control loose debris on the trailer.

Other vehicle features include a 15 minute load/unload time, a steel floor with fork risers, a safety lock system and a pilot-operated check valve in the hydraulic



Taylor Machinery Corporation

system. The hauler operates from a P.T.O. system and auxiliary power and retrofit kits are also available. "This four-sided trailer opens hydraulically on one side for ease of loading and unloading. The sides of the vehicle are made of expanded metal

to cut down on the overall weight of the trailer, providing more pay weight in cargo," Taylor said.

Taylor grew up in the scrap metal business, watching his father build machines. In addition to his manufacturing business, he's also been a scrap metal dealer for years. The need for better equipment for his own scrap yards led him to designing and manufacturing equipment that is better suited for his business.

"Definitely, the push to go green has affected our business in a very positive way. As the awareness for recycling grows, so does the subsequent need for quality recycling equipment like ours. As prices rise and fall in the scrap metal industry, so does the enthusiasm and profits for average folks who sometimes cart in their junk as way to make a living," Taylor commented.

His company offers a range of equipment designed specifically for the scrap industry such as large, closed-end horizontal balers and aluminum can densifiers. "My goal is to manufacture economically priced equipment that is durable and simple to operate and maintain," Taylor concluded.

Manufacturer List

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U.S. Patent No. 6,896,316 B1
U.S. Patent No. 6,902,226 B1

Johnson Controls obtains battery center air permit

Johnson Controls, Inc.'s air permit from the South Carolina Department of Health and Environmental Control (DHEC) for the company's proposed battery recycling facility in Florence, South Carolina has become effective.

This is the first air permit for a new, fully-integrated battery recycling facility issued in the United States in nearly 20 years. It follows a thorough and collaborative process involving local and national environmental groups including the Coastal Conservation League (CCL) and League of Women Voters of South Carolina (LWVSC), as well as area elected officials and members of the local community. The permit covers the control of emissions from the facility and outlines monitoring requirements to assure all state and federal standards are achieved.

In June 2009, Johnson Controls announced plans to build the recycling center to better serve customers' needs in the growing mid-Atlantic region. It represents a capital investment of \$150 million.

DHEC issued the air permit to Johnson Controls in February 2010, following a 60-day public comment period. The CCL and the LWVSC appealed the permit focusing their concerns on the modeling methodology and control of emissions. Johnson Controls, CCL,

LWVSC, and DHEC collaboratively addressed all of the outstanding issues.

"We appreciate the cooperative efforts of Johnson Controls and DHEC," Nancy Cave, North Coast office director for CCL said. "The final agreement will further mitigate emissions providing additional safeguards to the community and the environment. The outcome is the result of a successful working relationship for the good of the community."

A Citizens Advisory Group, chaired by Francis Marion University president Dr. Fred Carter, met monthly throughout the process. This committee provided valuable input and discussion among members of the community and representatives of Johnson Controls.

The proposed battery recycling facility will be located off US-76 on Paper Mill Road near other major corporate leaders such as Roche Carolina and Smurfit-Stone.

"This initial investment is part of our overall strategy to add recycling capacity in the United States," said Mike Carr, vice president and general manager of Johnson Controls Lead business. "This will enable us to continue to responsibly recycle our customers' spent batteries while reducing our reliance on outside suppliers."

Start of production is scheduled for summer of 2012.

EV market

Continued from Page 1

customers who would be early adopters. Giving an EV distance capability of more than 100 miles (160km) and enhancing the range and safety of batteries are the key focus areas of development for EV manufacturers. However, the prices of the initial EVs are likely to be prohibitive.

To counter this cost challenge, federal and local governments have passed a series of legislation, benefits and rebates to help manufacturers offer their vehicles at affordable prices.

"With the advent of lithium ion battery technology and innovative financial models, the automotive industry is all set to witness a revolutionary business case," noted Kumar. "Original equipment manufacturers (OEMs) have little choice but to join in the drive to address the energy crisis issue."

Associations and close participation among OEMs, battery manufacturers and energy utilities will accelerate the introduction of EVs. Market participants could also collaborate with environmental advocates and lobby for benefits.

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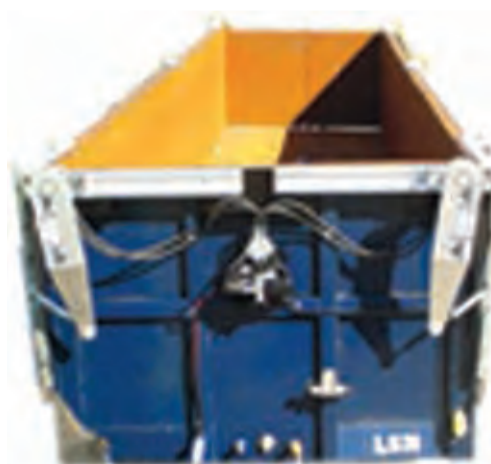
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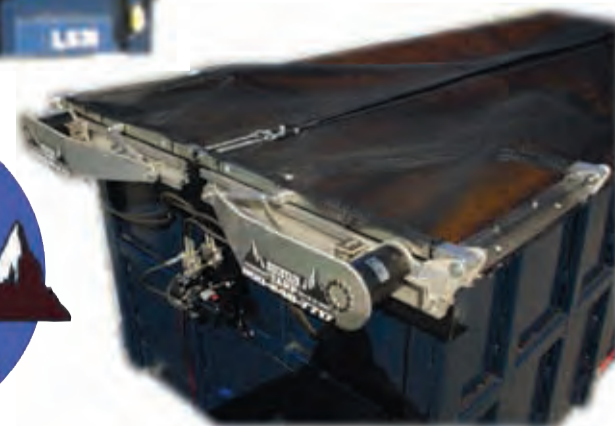
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A Closer Look

by Donna Currie

Auto Parts City Jay Brosten • 847-623-3535

The Brosten family has been in the auto parts and recycling business for a long time. Jay Brosten, the vice president of Auto Parts City, said that his grandfather started off selling fruit, but one day happened upon someone who wanted to get rid of some good used tires. Shortly after, he sold those used tires at a profit and realized that tires might be more profitable than fruit.



Jay and Larry Brosten, along with Mayor Steve Pannell, help Roslyn Brosten in a grand-opening ribbon cutting.

Brosten's father, Hy, started working in the tire business, following in his father's footsteps. Hy later moved into the auto salvage and recycling business when he founded Hy-Way Auto.

Brosten and his brother, Larry, started working at Hy-Way Auto in the 1970s and took over the business when Hy retired in the early 1980s. Although he retired, Brosten said that Hy was still the "PR man...he was still going around, hitting the shops," since everyone in the auto business in Lake County, Illinois knew him.

Hy-Way was sold to the Ford Motor Company in 2000, and was re-named Greenleaf. The Brostens stayed on as part of the management team for a short time. Greenleaf focused on buying and dismantling newer vehicles, primarily for the insurance industry.

In 1984 the Brostens had purchased Auto Parts City, a self-service operation for older vehicles. The yard was small – only 8 acres – and it was processing 200 to 300 cars per month. The problem with that facility was that it was becoming outdated, but the Brostens weren't able to get permits for improvements or expansions. At one point, a fence was required to stay in compliance, but the Brostens couldn't get a permit to erect a fence. "My father was put in jail for contempt for this," Brosten said.

The Brostens started looking for a new site for their auto recycling business. After looking at other properties, finally settled on a location in Gurnee, Illinois, across the street from the old location.

The property had been the corporate headquarters for a real estate developer and gave them over 19 acres of space to operate their state-of-the-art auto recycling facility, which opened in April of this year. Now, the company can process 10,000 cars per year.

While some auto parts recyclers pull parts for customers and others are a "you-pull-it" facility, Auto Parts City does both. But, Brosten said, "the bulk of our business is walk-in retail; self-service." Brosten said that besides the added space, the new facility has a better layout. "We were able to separate our retail from our production," he said. "With the old operation, everything came in the same driveway."

But layout isn't what people comment on the most. Brosten said, "People are always amazed how clean this operation is." That cleanliness changed the minds of some officials who were skeptical about allowing an auto parts recycler to open in their area. Brosten quoted one official as saying, "If you chew crow long enough, you can swallow it."

But it's not just clean compared to other scrap businesses. The Green Business League, a national green certification organization, named Auto Parts City as the "Green Business of the Year" in 2010.

On its website, the league said that many thought that naming an auto recycler was surprising, but, "Auto Parts City is a glowing example of environmental progress and excellence in the pursuit of a better and greener operation. Junk cars are likely no one's idea of a green program, but that can be a short-sighted attitude. Drawing upon European advancements in salvage and recycling concepts, Auto Parts City handles all vehicles in a professional and environmentally-sound manner."

Brosten said that the company's goal is to send as little as possible to the landfill. Fluids are drained and some are used to heat the buildings. Antifreeze and washer fluid are packaged for resale. And of course metal is recycled.

Besides buying cars from towing companies and selling parts, the company partners with several charities, so people can bring in cars for recycling and the value goes to one of the charities. That service is just part of what Brosten considers "being good neighbors" with the community.

Another community involvement is offering tours to groups such as Cub Scout troops, and working with shop classes at local schools. He wants to stress that the industry has changed. "These are not junkyards anymore," Brosten said. "These are automotive recycling facilities. It's a lot different than it was."

Looking back at the journey the company has been on, Brosten said that he's satisfied with the way everything turned out. "It has been ten years in building," he said. But he's not ready to rest. Looking forward, he hopes that his company will continue to be one of the innovators in the industry.

Enterprise to offer EVs

Enterprise Rent-A-Car announced the first phase of its plans to offer electric vehicles (EVs) at select offices throughout its network of more than 5,000 United States locations.

Delivery of 500 Nissan Leafs will begin in January 2011 and will continue throughout the year. In addition to the Leafs, the company will offer customers electric vehicles from other manufacturers as they become available.

Electric vehicles use no gasoline and do not produce greenhouse gas emissions. The cars can be charged using a standard 110-volt home outlet, or a 220-volt or 480-volt commercial charging station. Most EVs can travel about 100 miles on a single charge, accommodating the travel habits of the daily commuter, who drives an average of approximately 40 miles a day.

Enterprise Rent-A-Car initially will offer electric vehicles to customers across eight different markets where the infrastructure exists to support the vehicles, including Phoenix and Tucson, Arizona; Knoxville and Nashville, Tennessee; San Diego; Los Angeles; Portland, Oregon; and Seattle.

Beginning November 2010, charging stations will be installed at select locations, including several of the Enterprise "hybrid branches" – nearly 100 designated locations which offer hybrids and other environmentally-friendly rental options in 30 different markets. Enterprise is rolling the vehicles out to a limited number of branches to ensure that it can properly train its employees to show customers how to use and charge the EVs.

Car giving grows as donation options increase

CharityCar, Green Vehicle Disposal and Charity Car Donation Company, announced the launch of its sister site, MrCarJunk.com. Customers have the option to sell their junk cars for cash or donate 100 percent of the recycler's value to a charity of their choosing.

Vehicles sold or donated through MyCarJunk.com will be picked up free of charge (in the United States and Canada) and taken directly to an authorized treatment facility where a comprehensive de-pollution process will be used on all vehicles to remove and recover hazardous fluids and materials necessary to prepare them for dismantling and recycling. All waste materials from this process are handled and disposed of in accordance with any applicable legislation or environmental requirements in that area.

David Gold from Standard Auto Wreckers and founder of MrCarJunk.com said, "Our mission is to reduce the amount of waste produced by automobiles that have reached the end of their useful lives. This is made possible by our extensive coverage across North America. Last year, CharityCar.us and CharityCar.ca exceeded \$91,000 in donations to partner charities, despite the economic conditions. This generosity proves that North Americans are embracing eco-friendly vehicle disposal to benefit the environment and society – we expect MrCarJunk.com to be equally successful."

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■Continued from Page 1

customers. "I haven't seen an increase in dismantling since the recession. It's remained steady," Robbins noted. "People are just trying to save money by pulling the parts themselves."

Since the recession, Robbins estimated that he has seen a 10 percent overall increase in business. "Our business is doing better than many."

Many independent self service operations like Horseheads run environmental and safety compliant operations, but there are all too many yards that ignore regulations, are downright unsafe, and give the industry a bad name. A long-time industry expert estimated that today in the United States there are anywhere from 5,000 to 7,000 junk yards of various types. Fortunately, there are fewer bad operations every year, as many are forced out of communities through zoning or fail to comply with state and federal regulations.

What used to be called junkyards have mostly evolved into modern auto recycling facilities. Over the past few decades, however, there has emerged a new breed of corporate, multi-location self-service lots that are revolutionizing the used parts business. Every day they attract new customers to clean, safe, well organized, mega-sized yards that emphasize customer service.

"There's been a renaissance within a sector of the automotive recycling community. The numbers have grown in leaps and bounds over the last five to six years," said Michael Wilson, CEO of the Automotive Recyclers Association (ARA).

"Business is good!" said Steve Levetan, senior vice president of Pull-A-Part. "I explain to people it's a double-

edged sword. On the one hand people are keeping cars longer so they need the parts we are able to provide and we are able to provide them very inexpensively because of the do-it-yourself nature of our business. On the other hand people are keeping their cars longer so there are fewer cars in the marketplace for us to buy from which they can pull parts."

LKQ and Pull-A-Part are good examples of the remarkable growth of large, modern self service operations.

Pull-A-Part grew out of a Georgia scrap metal business that dates back to 1915. It branched out to establish Pull-A-Part as a separate, privately-held company in 1997 with one location in the Atlanta area. In 1999, it opened a second location in Georgia and in 2002 began a rapid national expansion. Today, the company has 23 locations spread over 10 Southeast and Midwest states.

Levetan explained the Pull-A-Part growth strategy. "We acquired some businesses, bought land for others and did several Brownfield redevelopments. Site selection was a matter of location. We are typically looking for large sites close to major urban centers. Our emphasis has been in the eastern part of the country, but we have solid plans for continued expansion."

A typical Pull-A-Part location contains over 2,000 vehicles, all 10 years or older end-of-lifers. We asked Levetan how his business model contrasted with an old time junkyard. "Well, the same way that night contrasts with day. We are literally the exact opposite of what most people have of the image when they think about our industry, as are many others in today's modern auto recycling industry. We really feel we take it to a new level. Our locations are clean, neat and organized. You see cars all up on stands in perfectly neat rows, organized



While people seek out economical parts to keep their cars in good repair, it also means that there are fewer cars available to part out.

by manufacturer. It's easy for our customers to come in, remove the parts they need and save a huge amount of money in the process."

Pull-A-Part attributes much of its success to an outstanding environmental and safety record. The company website lists scores of environmental, civic and industry awards.

"We see environmental issues as something that really helps us stand out in the industry," said Levetan. Pull-A-Part was, for instance, the only auto recycler in the country that was a member of the United States Environmental Protection Agency's Performance Track Program which required a rigorous process of standards and inspections to be accepted into the program.

"All of our sites are compliant for storm water and spill prevention under the Clean Water Act and the National Pollutant Discharge Elimination System. We have rigorous self-inspection programs, both environmentally and for safety throughout our various management levels and we also utilize third-party inspectors from consulting firms. All of those compliance problems that others struggle with are routine for us," said Levetan.

Pull-A-Part does not dismantle parts for customers. It is strictly a do-it-yourself, self-service business. "Everything we do is aimed at improving the customer experience," said Levetan. We noticed this approach of simplifying shopping at the company website. A search feature allows a user to locate a vehicle by location, make, model or manufacturer. The website is updated every night.

At Pull-A-Part, part pricing is on a fixed base price regardless of make, model or year. The price for a six-cylinder engine, for example, is the same no matter what kind of car it comes out of. This pricing by category goes down to the smallest parts like a windshield wiper arm. If a part is not on one of the cars in the store, the customer can request to be notified when that car arrives at the store.

For a small add-on fee to the base price, the customer can buy a 30-day replacement warranty. If a part does not work, the customer can either get another part or receive a store credit. There may be a core-charge on some parts that is refunded when the customer returns the old part and there is a small regulato-

ry-environmental fee charged with each transaction.

Customers visiting a Pull-A-Part location find touch-screen computers to help find what car they want and exactly where it is located in the yard. "We also have a customer service desk at each location to help find parts and cross-check parts from different models that are compatible," said Levetan.

Torches and jacks are not allowed in the yards and customers must bring their own tools. The company provides wheelbarrows to move parts. Engine hoists are provided as well forklifts to move heavy parts out of the yard. Levetan estimated the average vehicle stays on the lot for 60 to 90 days and claimed that fresh inventory is delivered daily. After parts are cannibalized, hulks are crushed on-site and sold as scrap.

Of course, the main attraction to self-service is bargain prices. "We sell parts for a fraction of the cost of a new part, plus on older vehicles many times the part is not available or limited, you have to wait a while to get it. A tail light assembly for an older Honda may cost well over \$100 dollars and we are \$10 to \$15 dollars. We sell an entire door for what you would have to pay for a new door handle," Levetan concluded.

Most self-service yards do not sell OEM, aftermarket or reconditioned parts. But that is changing as larger multi-location operations and independent auto recycling yards are looking for ways to increase revenue. When a customer can't find the used part at a picking yard, smart auto recyclers see a sales opportunity to satisfy a customer need. It may take the form of stocking commonly used tools, parts or accessories, or forging partnerships with other used and new part suppliers. It may require more time, or software upgrades to locate parts and have them delivered. The name of the game is customer service and convenience to help ensure repeat business.

As we continue to grow as a nation of do-it-yourselfers and habitual bargain hunters, the word-of-mouth about the great values found at a customer focused self-service used parts yard has spread wider during this recession and is likely to sustain into better times. Reusing parts is a good deal for the customer, the automotive recycling industry and the environment.



Organization of yards and keeping an accurate inventory of the makes and models on-site have been key as new self-service parts dealers seek to increase customer service and the ease of use of their systems.

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