



# ENGAGE2018

AUGUST 24 - 25 | INDIANAPOLIS, IN

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Hilton Indianapolis Hotel & Suites | 120 West Market Street | Indianapolis, IN 46204

# ACCELERATE



AUGUST 24 - 25 | INDIANAPOLIS, IN

ENGAGE 2018

Hello Fellow Recyclers,

On behalf of the Indiana Automotive Recyclers of Indiana, I'd like to personally invite you to the 2018 ARI Summit and Expo. ENGAGE 2018 provides a great opportunity for learning, sharing, and networking, and the agenda this year is packed with topics you don't want to miss!

Change is all around us. We MUST evolve with changes in technology, consumer behavior, marketing channels, and industry regulations. Our competitive relevance depends on continuous learning. Hence a primary goal of the ARI Summit and Expo is to put you in touch with technology partners, industry experts, and peers who can provide information you need to maintain a growth path for your business.

Focus areas this year include successful hiring and employee retention, social media, recalls, eBay and e-commerce strategies, the latest in Yard Management systems, forklift training, and more.

Finally, the 2018 ARI Summit and Expo is about sharing YOUR many years of collective knowledge. As Phil Jackson (former head coach Chicago Bulls, L.A. Lakers) once said "The strength of the team is each individual member. The strength of each member is the team". By sharing individual insights and best practices we strengthen our "team" and insure a bright future for our industry. Your participation in this event contributes to a strong and vibrant ARI Association.

Please join us in Indianapolis, IN August 25th.

Mike Hierholzer  
President ARI

Friday August 24, 2018		
5:00 - 6:30pm	Expo Exhibitor Setup - Monument Hall	
6:30 - 9:00pm	Exhibitor Appreciation Reception	
Saturday, August 25, 2018		
7:00 - 8:00am	Breakfast with Exhibitors	
8:00 - 8:15am	Welcome - Mike Hierholzer, ARI President	
8:15 - 10:00am	Recyclers Hot Topic Roundtable - Marty Hollingshead, Facilitator	
10:00 - 10:15am	BREAK	
10:15 - 11:10am	Defective Airbags: A Ticking Timebomb in Your Yard - Paul D'Adamo, RAS	
11:10 - 12:00pm	The Millennials Are Coming! Employee Retention, Social Media Marketing and More in an Awesome New World - Amanda Zmolek, Copart	
12:00 - 1:00pm	Lunch with Exhibitors	
	Circle City 3	Circle City 4
1:00 - 1:55pm	Evolving to Meet the Needs of Tomorrow <i>Amanda Urban and Laurie Woods, Hollander</i>	Brokering/Extended Warranty <i>Theresa Colbert, Car-Part</i>
2:00 - 2:55pm	Mobile Applications and CCC Recover <i>Chris Atencio, CCC Pinnacle</i>	Herding Cats - How to Successfully Hire and Lead a Team of Millennials <i>Todd Ensworth, CarEggs</i>
2:55 - 3:15pm	BREAK	BREAK
3:15 - 4:00pm	Fork Lift Training <i>Paul Secker, SAS Forks</i>	Five Things All Yard Owners Need to Know About Selling on eBay <i>Todd Ensworth, CarEggs</i>
4:00 - 5:00pm	EXPO OPEN, Monument Hall	
6:00 - 9:00pm	Awards and Recognition Dinner Keynote Speaker, RD Hopper Victory Ballroom	

EXPO OPEN, Monument Hall



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# ENGAGE 2018

## Friday August 24

5:00pm - 6:30pm

**Expo Exhibitor Setup**

6:30pm - 9:00pm

**Exhibitor Appreciation Reception**

## Saturday August 25

7:00am - 4:00pm

**Registration Open**

7:00am - 8:00am

**Breakfast with the Exhibitors**

8:00am - 8:15am

**Welcome to ENGAGE 2018**

*Mike Hierholzer, ARI Presidnet*

8:15am - 10:00am

**Recyclers Hot Topic Roundtable**

*Facilitator: Marty Hollingshead*

10:00am - 10:15am **Break**

10:15am - 11:10am

**Defective Airbags:  
A Ticking Timebomb in Your Yard**

*Paul D'Adamo, RAS*

- Understand the risks to your employees, customers, family, business and industry
- Learn the 4X VIN Verification Process
- Generate positive cash flow with the buyback program
- Recalls are not Cores

11:10am - 12:00pm

**The Millennials Are Coming! Employee Retention, Social Media Marketing and More in an Awesome New World**

*Amanda Zmolek, Copart*

- The Millennial perspective from a real live Millennial!
- Get a quick, simple overview of social media
- Take home pointers you can use right away

12:00pm - 1:00pm

**Lunch with the Exhibitors**

1:00pm - 1:55pm

**Evolving to Meet the Needs of Tomorrow**

*Amanda Urban and Laurie Woods, Hollander*

**Brokering / Extended Warranty**

*Theresa Colbert, Car-Part*

2:00pm - 2:55pm

**Mobile Applications and CCC Recover**

*Chris Atencio, CCC Pinnacle*

**Herding Cats - How to Successfully Hire and Lead a Team of Millennials**

*Todd Ensworth, Car-Eggs*

- Learn and laugh as we look at how to manage millennials

2:55pm - 3:15pm **Break**

3:15pm - 4:00pm

**Fork lift Training**

*Paul Secker, SAS Forks*

- OSHA requires forklift operators to be trained.
- Learn operational dynamics and increase your awareness of safety features.
- Practical "road test" is not included.

**Five Things All Yard Owners Need to Know About Selling on eBay**

*Todd Ensworth, CarEggs*

- Selling on eBay is the biggest opportunity for growth and the most challenging to navigate.
- Learn 5 things to help you stay sane and avoid pitfalls.

4:00pm - 5:00pm

**Expo is Open**

6:00pm - 9:00pm

**Awards and Recognition Dinner**

*Keynote: RD Hopper*



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## **Marty Hollingshead**

*Facilitator: Recycler Hot Topics Roundtable*

Marty Hollingshead, has been in the business for 41 years and for the past 34 years has been President /Owner of Northlake Auto Recyclers in Hammond, In. He started as a yardman in 1973 in Chicago, worked at Northlake for a year before he purchased the yard in 1984 and then moved to Indiana in 1988. He has made numerous improvements to the property over the years thus enabling Northlake Auto to become the first auto recycling yard in Indiana to receive from IDEM the Indiana Clean Yard - Gold Level certification in 2008 and continues to the present year. Northlake Auto also has Platinum certification with the Indiana INCARES program since the inceptions of the program in 2014.



## **Paul D'Adamo, Rebuilders Auto Supply (RAS)**

*Defective Airbags: A Ticking Timebomb in Your Yard*

Paul joined Rebuilders Automotive Supply (RAS) as the "Recall Guy" in January 2018. His Mission is to promote Safety and rid the planet of defective Takata airbags. Paul is a 27 year veteran of the Auto Recycling Industry. Former owners of Bill's Auto Parts in Cumberland, RI, Paul and wife Lynn sold their award winning business to a national auto recycling company in 2013. After two years serving as Regional Manager for Pick-n-Pull, Paul and Lynn founded Recycling Growth, a consulting and training company serving the auto recycling industry. He currently serves as Adjunct Faculty/Speech Consultant at Babson College.



## **Todd Ensworth, CarEggs.com**

*Herding Cats - How to Successfully Hire and Lead a Team of Millennials  
Five Things All Yard Owners Need to Know About Selling on eBay*

Todd owned a specialty yard in Atlanta that sold almost exclusively online. He has owned multiple e-commerce businesses that have sold over 80,000 orders on eBay and even more through E-Commerce web sites. He now runs CarEggs which uses eBay data to help recyclers find the highest demand parts from their cars. He also owns OmniYard which provides full service eBay management for yards. He consults with recyclers around the world on growing their E-Commerce and eBay Sales as well as using their data to grow their wholesale business.



## **Amanda Zmolek, Copart**

*Employee Retention, Social Media Marketing and  
More in an Awesome New World*

Amanda Zmolek is the industry relations analyst for Copart, an online vehicle auction with more than 125,000 salvage and clean title vehicles available to bid on each day. She started her career with GreenLeaf Auto Recyclers in 2006 and has a marketing degree from San Diego State and a marketing MBA from UT Arlington. In 2015, after spending a few years working for a professional football team running their pro shop social media accounts, she decided that auto salvage is her home and has been at Copart ever since. Amanda is on the ARA Awareness Campaign Committee and is proud to serve as the Copart account representative for auto recyclers. Contact Amanda at 972-391-5759 or amanda.zmolek@copart.com.



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## **Theresa Colbert, Car-Part**

*Brokering / Extended Warranty*

Theresa Colbert has over 25 years of industry experience, which has given her the opportunity to see the auto recycling world from almost every point of view. Previously, she worked at Nu-Parts Automotive Products for 10 years. Prior to Nu-Parts, she was the manager at Winter Auto Japanese Engines in Glendale, Arizona, and at AAA Economy Auto Parts in Phoenix, Arizona. For the past 8 years, Theresa has been with Car-Part.com, going into dismantling yards and helping customers decide which products in the Car-Part suite best fit their needs. Theresa is on the Pennsylvania association event board, the Colorado association event board, speaks at industry trade shows, and writes a monthly article in The Recyclers Power Source, the Toolbox and several state association publications.



## **Paul Secker, SAS Forks**

*Forklift Training*

Paul Secker is President of S.A.S. of Luxemburg, Ltd, manufacturer of SAS FORKS. Formerly involved in the family salvage yard for 30 years, 15 years in the yard and shop, and 15 years as Operations Manager, Paul has a thorough understanding of the workings of auto recyclers. Paul graduated from the University of Wisconsin-Stevens Point with a degree in Business Administration, and has attended forklift safety classes at Northeast Wisconsin Technical College, in Green Bay, WI. The last 15 years Paul has been working in the fork manufacturing business. Paul is a member of SME (Society of Manufacturing Engineers) and has attended conferences on Product Safety, Fabrication, and Stress Analysis. Paul has developed unique insights of fork use, inspection, and safe operation.



## **Chris Atencio, CCC Pinnacle**

*Utilizing Pinnacle PRO's Mobile Applications and CCC Recover to save time and increase profitability*

Chris Atencio is the National Sales Manager, Recycling Services, at CCC Information Services; he has nearly 20 years of Yard Management Solution (YMS) software sales and implementation management experience in the automotive recycling industry. He's sold and/or managed hundreds of Pinnacle Classic/Pinnacle Professional YMS systems/implementations in both the United States and Canada and has witnessed Pinnacle's growth from its infancy into the superior product it is today.



## **RD Hopper, Past ARA President, Sonny's Auto Salvage, Inc.**

*Dinner Keynote Speaker*

RD Hopper, owner of Sonny's Auto Salvage, Jacksonville, Ark., is the Immediate Past President of the Automotive Recyclers Association (ARA). Hopper served as Secretary, Second Vice President, First Vice President, and President of ARA and will continue to play a leading role to help guide and shape the Association's initiatives and direction. Hopper has been an active member of ARA and the Arkansas Automotive Dismantlers and Recyclers Association (AADRA) for many years regularly visiting many conventions, state association meetings, and other industry meetings around the country and the world. He has served as president of AADRA and has worked on the ARA's Government Affairs Committee. RD was a sitting member of the National Motor Vehicle Advisory Board at the Department of Justice in Washington D.C. The full-service Sonny's Auto Salvage, which Hopper bought in 1998, specializes in providing green recycled parts for reuse in the service and repair of vehicles in both their local market and nationwide.

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### Hotel

**Hilton Indianapolis Hotel & Suites**  
120 West Market Street,  
Indianapolis IN  
46204

**Room Block - \$139 until July 23, 2018**

### Shipping and Receiving:

Any materials shipped to the Hilton Indianapolis Hotel and Suites should arrive no earlier than 2 days prior to the event. Include your "Company" Name and 8/25/18.

#### Address shipment to:

ENGAGE 2018 - Automotive Recyclers of Indiana  
C/O Hilton Hotel and Suites  
120 West Market Street  
Indianapolis, IN 46204

# SPONSOR



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## Premier Sponsors

### Platinum Sponsor - \$3000

- Premium Booth Space - 8' skirted display table and two chairs, electricity and internet
- Recognition of Platinum Sponsorship level from the Podium
- Full conference registration
- Profile article on company in ARI Newsletter
- Banner ad for 3 months on ARI Website
- Exhibitor appreciation reception
- Company logo included in signage, promotional material and website
- Breakfast, lunch and recognition reception and dinner

### Gold Sponsor



### Silver Sponsor



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# SPONSOR



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## Additional Sponsorships

### Hospitality Sponsor - \$1000

- Company logo on signage for hospitality event
- Recognition of sponsorship at event
- Company logo included in signage, promotional material and website

### Dinner Sponsor - \$1000

- Company logo on signage for dinner
- Recognition of sponsorship at dinner
- Company logo included in signage, promotional material and website

### Lunch Sponsor - \$1000

- Company logo on signage for lunch
- Recognition of sponsorship at lunch
- Company logo included in signage, promotional material and website

### Coffee and Snack Sponsor (2 available) - \$750

- Company logo on signage on coffee / snack table
- Company logo included in signage, promotional material and website

### Break Sponsor (2 available) - \$500

- Company logo included in signage, promotional material and website

### Door Prize Sponsor (3 available) - \$500

- Company logo included in signage, promotional material and website

### Speakers and Trainer Sponsor (3 available) - \$500

- Company logo included in signage, promotional material and website

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# ATTEND



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**CLICK HERE TO REGISTER**

## 2018 ARI Summit & Expo Registration Form

Hilton Indianapolis Hotel & Suites, 120 West Market Street, Indianapolis IN 46204

Register online or return this form and payment by August 10, 2018

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Phone \_\_\_\_\_

Email Address \_\_\_\_\_

ATENDEE NAME	PRICE	TOTAL
	\$55	
	\$55	
	\$45	
	\$45	
<b>REGISTRATION TOTAL:</b>		

SPONSORSHIP OPPORTUNITIES	TOTAL	TOTAL SPONSORSHIP
Lunch Sponsor	\$1000	
Dinner Sponsor	\$1000	
Hospitality Sponsor	\$1000	
Breakfast Sponsor	\$750	
Coffee and Snack Sponsor	\$750	
Break Sponsor	\$500	
Door Prize Sponsor	\$500	
Speaker/Training Sponsor	\$500	
<b>SPONSORSHIP TOTAL:</b>		

Registration Total	
Sponsorship Total	
<b>GRAND TOTAL:</b>	

### Payment Options

Check Enclosed (Payable to ARI)

Credit Card  Visa

MasterCard

American Express

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Zip Code: \_\_\_\_\_

Security Code: \_\_\_\_\_

Signature \_\_\_\_\_

**Mail completed form and payment to:**

**ARI**

c/o Sandy Blalock  
11 Eastwind Lane,  
Edgewood, NM 87015





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**CLICK HERE TO REGISTER**

## Exhibitor/Sponsor Registration Form

Hilton Indianapolis Hotel & Suites, 120 West Market Street, Indianapolis IN 46204

**Register online or return this form and payment by August 10, 2018**

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Phone \_\_\_\_\_

Email Address \_\_\_\_\_

EXHIBITOR REGISTRATION*	FEE	SPACES	TOTAL COST
Exhibitor	\$650		
Platinum Sponsor*	\$3000		
<b>REGISTRATION TOTAL:</b>			

\*Includes one booth space

\$650 fee per booth includes the following:

- 8' skirted display table and two chairs
- 2 FREE Full Conference Registration
- Electricity and Basic WiFi Internet
- Vendor Appreciation Reception
- Continental Breakfast on Saturday morning
- Saturday Lunch with Vendors
- 2 Saturday Reception and Awards Dinner Tickets (Additional Tickets \$100 Each)

\*Exhibitors assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor's activities at all events at the 2018 ARI Summit and Expo and will indemnify, defend, and hold harmless ARI, its agents servants and employees from any and all such losses and damage claims.

SPONSORSHIP OPPORTUNITIES	TOTAL	TOTAL SPONSORSHIP
Lunch Sponsor	\$1000	
Dinner Sponsor	\$1000	
Hospitality Sponsor	\$1000	
Breakfast Sponsor	\$750	
Coffee and Snack Sponsor	\$750	
Break Sponsor	\$500	
Door Prize Sponsor	\$500	
Speaker/Training Sponsor	\$500	
<b>SPONSORSHIP TOTAL:</b>		

Exhibitor Registration Total	
Sponsorship Total	
<b>GRAND TOTAL:</b>	

### Payment Options

Check Enclosed (Payable to ARI)

Credit Card  Visa  
 MasterCard  
 American Express

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Zip Code: \_\_\_\_\_

Security Code: \_\_\_\_\_

Signature \_\_\_\_\_

**Mail completed form and payment to:**

**ARI**  
c/o Sandy Blalock  
11 Eastwind Lane,  
Edgewood, NM 87015

