

# Industry Update

News and Information for NATA Members



December 2017

## Happy Holidays!



From all of us at NATA, we wish you and yours a very happy holiday season!

We will be celebrating with our families...so the NATA office will be closed on December 25 and 26.

## Last chance for body shops to 'grade' insurers



[CRASH Network's](#) second-annual national "Insurer Report Card" ends next week, so collision repairers won't want to miss the opportunity to help provide consumers with useful information about which insurance companies best demonstrate a commitment to quality repairs and service for customers. Oregon shops can assign a letter grade ("A+" to "F") to up to 26 of the more than

100 insurers being graded nationwide. In addition to national findings, a report specific to Oregon will be created if enough shops participate. The survey can be completed in as little as three minutes by [clicking here](#).

## Event keynote focused on the future



Tyler Reeves of Interstate Batteries opened the "Future of the Shop" keynote session at AAPEX 2017 by stating, "Tomorrow's auto repair shop will serve the youngest consumers with

the oldest cars, and these consumers will have access to the most information with the least amount of context."

[AAPEX](#), which represents the \$740 billion global automotive aftermarket industry, took place recently at the Sands Expo in Las Vegas.

The session, "Grease, Code and Customers: You're Entirely Right About All the Wrong Stuff," was provided to help automotive service professionals prepare for the future. Reeves explained that millennials - America's largest living generation - are driving vehicles that are eight to 11 years old, in 83 makes and 1,700 models. In comparison, when baby boomers were the largest generation they drove vehicles in the five to seven year range, in 47 makes and 485 models. In addition, 70 percent of consumers today believe they can find everything on the Internet.

"This means shops and suppliers have the opportunity to lean in, listen, clarify and educate to effectively build loyalty with these customers," Reeves said. "Technicians will be considered super users of devices and services to help serve customers."

With so much technology coming at shops, Reeves and panelist Chris Cloutier of Golden Rule Auto Care, suggested automotive service professionals embrace technology by hiring smart people, learning from other industries and trying new things.

"As important, start educating yourself about technology," Cloutier said.

## Upcoming Events

### BOLI Training: Wage & Hour Laws

Tuesday, Jan. 30  
Portland

[Click for Details](#)

### BOLI Training: Oregon Sick Time Update and New Laws

Tuesday, Feb. 6  
Eugene

[Click for Details](#)

### BOLI Training: Oregon Sick Time Update and New Laws

Wednesday, Feb. 14  
Portland

[Click for Details](#)

### DEQ Hazardous Waste Management Class

Thursday, Feb. 22  
Portland

[Click for Details](#)

### BOLI Training: Workplace Harassment and Discrimination

Wednesday, March 14  
Portland

[Click for Details](#)

### DEQ Hazardous Waste Management Class

Thursday, March 15  
Portland

[Click for Details](#)

Cloutier stated one of the biggest problems faced by shops is finding the time for training. He encouraged audience members to create a training culture and to make sure they are trained as leaders.

### **Certification needed to purchase refrigerant**



ASE is reminding shops that federal restrictions on the purchase of R-12 refrigerant will be expanded as of January 1 to cover purchases of R-134a and R1234yf refrigerant as well. One way to obtain the necessary "EPA Section 609" credentials to purchase 2-pound or larger containers of the refrigerants is through ASE's \$19 ["Refrigerant Recovery and Recycling Program."](#)

### **Collision labor rate survey completed**



Thank you to the more than 50 collision repair shops around the state that participated in NATA's 2017 Collision Labor Rate Survey. Participating shops should have received your survey results in the last few weeks.

The association conducted its first collision repair rate survey in late 2006. Since that time, body/paint labor rates (on a statewide basis) have increased only about 1.5 percent per year. This year's survey, however, found healthier increases (on a statewide basis) over the past two years in mechanical and aluminum repair rates.

If you didn't participate in this year's survey, we encourage you to do so next time. Not only will you receive the complete results, but also the more shops that participate, the more reliable the information we can provide.

### **Forecast calls for growth in need for techs**



A surge of skilled automotive and diesel technicians is needed nationwide over the next decade, according to new employment projections recently released by the U.S. Bureau of Labor Statistics (BLS).

With its new 2016–2026 report, the BLS has more than tripled its 2014 estimate for the number of "new entrant" transportation technicians necessary to meet industry demand. The BLS now estimates more than 120,000 new technicians on average will be needed each year in the coming

decade to work as automotive and diesel technicians and in collision repair. By 2026, that equates to approximately 1.2 million new technicians nationwide.

"One of the biggest challenges we face is in recruiting enough skilled technicians to meet the needs of our customers," Paul Neumann, vice president of human resources for Penske Automotive Group, said. "This federal report should be a clarion call to students, parents and policymakers about the growing workforce opportunities across the skilled trades, especially in the high-tech service shops of the automotive and diesel industry."

According to the latest BLS data, between now and 2026, the transportation industry will require, on average, approximately 76,000 new automotive technicians, 28,000 diesel technicians and 17,000 collision repair technicians each year to fill new positions in the industry, or to replace technicians who leave the occupation due to retirement or other reasons.

TechForce Foundation, a nonprofit corporation focused on helping solve the technician shortage, has identified a handful of primary factors driving increased demand for new transportation technicians, including:

- \* A sustained cycle of economic growth, resulting in more demand for automotive and transportation services;
- \* "Catch-up" demand due to the number of technicians who left the industry during the Great Recession;
- \* Workforce attrition as Baby Boomers reach retirement age; and,
- \* The increasingly complex nature of modern vehicles, which makes advanced training a must for new technicians.

According to TechForce Foundation, meeting the workforce needs of the transportation industry requires a coordinated and concerted effort within the industry to educate Americans about the quality jobs available to technicians. This includes: shifting outdated, negative public perceptions toward work in the skilled trades, and building a stronger employment pipeline among young students who have demonstrated an interest and aptitude for automotive and technician-related work.

### A visual guide to noise and your hearing

112 dB | <1 min 

109 dB | <2 min

106 dB | <4 min

103 dB | 7.5 min 

100 dB | 15 min

97 dB | 30 min 

[Click here](#) for a 3-page visual guide to how loud a variety of tools and other items are - and how quickly exposure to that noise can impact your hearing.

### Oregon school news



In good news for the industry, we are finally seeing some expansion of career and technical training around the state. Thanks to the CTE Revitalization grants (<http://www.oregon.gov/ode/learning-options/CTE/statefund/Pages/CTE-Revitalization-Grant.aspx>) and Measure 98, more funds and priority have been placed on offering students exposure to trades.

In automotive, we have learned of two new programs starting up:

**Lebanon High School** - Small Engine Repair, Instructor: Bob Tatum [bob.tatum@lebanon.k12.or.us](mailto:bob.tatum@lebanon.k12.or.us), (541) 451-8555 x1047.

**Roseburg High School** - Automotive Service Technology, CTE Coordinator: Sheri Carson, [SCarson@roseburg.k12.or.us](mailto:SCarson@roseburg.k12.or.us), (541) 440-4142 x4507.

In addition to these programs, **The World of Speed** is now offering automotive classes to seven area school districts: West Linn/Wilsonville, Lake Oswego, North Marion, Sherwood, Tualatin, Canby and Newberg.

Please reach out to your local automotive program and offer your support; donate cars, tools, equipment, or your time. Speak to a class; tell them what a career in automotive is like, tell them to keep their driver's license clean, offer a job shadow. If you need contact information for a program in your area, call Margaret Ragan at the NATA office, (503) 423-7355.

In other school news, congratulations are in order for **Aloha High School**, which has become the only NATEF-certified high school automotive service technology program in Oregon! Instructor Louise Drow and her assistant Claudia Leppert spent many, many hours compiling the materials needed to meet the strict requirements of certification. The National Automotive Technicians Education Foundation (NATEF) - the education arm of ASE - is an independent non-profit organization. Its mission is to improve the quality of automotive technician training programs nationwide at secondary and post-secondary, public and proprietary schools.

Meanwhile, **Portland Community College - Sylvania Campus** has become one of the area community colleges to offer specialized Subaru training through Subaru University. PCC has added six Subaru vehicles to their fleet. Students can choose Subaru University as an elective course offered two afternoons per week. Once completed the students test for Level 1 & 2 Subaru certification.

PCC recently hosted a roundtable discussion for students and Subaru dealers. The primary focus was what to expect when going to work in a Subaru dealership. Students wanted to know if they would be expected to start out on the lube rack; they learned they likely would briefly, but then would be paired up with a Master Technician to perform service and repairs. They learned only Subaru certified technicians can perform factory warranty work.

They wanted to know what benefits would be offered and how much pay they could expect as a Level 2 certified technician. They were told most apprentices start off with hourly pay and after a year or so, become flat rate technicians at approximately \$20/hour. The benefit package is impressive: Medical/dental, 401k, stock options, car purchase discount, tuition reimbursement, tool package or tool allowance, 40 hours of sick time annually, one week vacation after one year. All dealers require a drug test prior to employment.

NATA's Margaret Ragan who participated in the roundtable discussion asked the students which benefits appealed most to them. The response was health insurance, car buying discount, and tool allowance.



**NATA's Margaret Ragan participated in a recent roundtable discussion with automotive students at Portland Community College.**



NATA continues to grow! The association is pleased to welcome seven new members: **Latus Motors of Eugene**, a Harley-Davidson dealership in business since 1991; **Latus Motors Harley-Davidson**, a dealership in Gladstone since 1991; **Wire Works** in Salem, which specializes in custom emergency vehicle up-fitting; **Sports Car Market**, publishers of Sports Car Market and American Car Collector magazines since 1987; **Car Care Specialists**, a NAPA Auto Care shop located in Lincoln City for 29 years; **McCollum Auto Body of Eugene**, a collision and mechanical shop since 2015; and **Precision Motor Car**, located in Portland since 1977 and specializing in Volkswagen, Audi and Subaru auto repair.

### Consumer control of vehicle data



The Auto Care Association is supporting proposed national legislation that would require the Department of Transportation to form a federal advisory committee to review and make recommendations on policy issues related to access and control of vehicle data by car owners. The association views consumer control of their vehicle data as a step in ensuring the future competitiveness of the independent aftermarket.

The legislation, which is sponsored by Senator Inhofe (R-OK) has been included in a Senate bill that addresses regulation of autonomous vehicles. But the House-passed version of this bill does not contain the data access/control amendment.

The association is encouraging those who support such legislation to contact Oregon's Rep. Greg Walden, chair of the Energy and Commerce Committee, to support the inclusion of the Inhofe amendment in the autonomous vehicle bill.

The Auto Care Association has created a [prepared letter](#) supporters can use to contact Rep. Walden.

### Auto repair shop for sale



An auto repair shop with Highway 26 frontage in the Sandy / Mt. Hood area is for sale. Established in 1969, this shop is the only AAA-approved auto repair shop east of Gresham to Mt. Hood, one of fastest-growing areas in the state. It is a full-service business, located on a large lot

that can be used for vehicle sales as well. The sale will include all equipment, records, customer list and specialty tools. The business currently has some commercial accounts - and unlimited potential. The property is not included. All principles are retiring. Priced for quick sale. Contact Bill at (503) 667-8135, or email [info@ars-autorepair.com](mailto:info@ars-autorepair.com).

### Understanding harassment, discrimination regs



Given recent news events, Oregon employers may want to ensure they are up-to-date in their understanding of federal and state civil rights laws and have effective anti-harassment policies in place.

The Oregon Bureau of Labor and Industry (BOLI) will offer a 3-hour training session on this topic March 14 in Portland and May 11 in Bend.

Details on this and BOLI's other 2018 training seminars, which cover such topics as wage and hour laws, discipline and discharge, and the latest developments in employment law, can be found by [clicking here](#).

Two other Oregon agencies also offer training for companies within the state.

The Oregon Department of Environmental Quality invites businesses that handle hazardous waste to sign up for a class covering basic management of such waste. Registration is free but on a first-come, first-served basis. [Click here](#) or check the calendar of events to the right more details.

The Oregon Occupational Safety and Health Administration (OSHA) offers classroom workshops and online training on such topics as hazard communications, safety meetings, etc. [Click here](#) for current class description and schedule.

---

### **AWA fundraiser a success**



This year's Association of Women in Automotive (AWA) Oktoberfest Fundraiser was a great success, raising over \$2,200 for local college scholarships. AWA would like to thank Mike Christopherson for hosting the event at Pro-Tek Automotive; Ninkasi

Brewing for providing the beer; and Ten O'Clock Hill for playing the music that made it such a fun event. AWA also thanks all the attendees and contributors who made this event such a success and who are making a difference in students' lives.

---

### **NATA has absentee calendars available**



Need a 2018 absentee calendar? Get one free from NATA. Just [email Laurie](#) or call her at (503) 253-9898.

---

### **Holiday drive for pet supplies**



The PAW Team, which provides free vet care for the pets of those experiencing homelessness or extreme poverty, is conducting a holiday pet supply drive now through December 31. Donations of cat litter, pet food (opened and expired bags accepted), small dog harnesses and leashes are welcomed. They can be dropped off Tuesday-Friday, from 9 a.m. to 5 p.m., at 1718 N.E. 82nd Avenue in Portland.

#### ***Need to reach us?***

Northwest Automotive Trades Association  
7931 NE Halsey, Suite 212  
Portland, OR 97213  
(503) 253-9898 or (800) 730-7282  
Fax: (503) 253-9890  
[www.aboutNATA.org](http://www.aboutNATA.org)

***[Please follow us on Facebook!](#)***

[www.facebook.com/nwautotrades](http://www.facebook.com/nwautotrades)