

## SEPTEMBER 2023

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### From The Executive Director

Summer is coming to a close - although we all know September is a great month in Oregon.

Once again we're bringing member and industry news and helpful resources to help you run your business. In August we hosted a meeting with representatives from EcoBiz. If you missed their presentation, you can find it on our website [www.aboutNATA.org](http://www.aboutNATA.org) under the NEWSLETTER tab.

Schools restart this month. I'm encouraging you to get involved in your local automotive program. Advisory Boards, Mock Interviews, Job Shadows and Guest Speaking are all cost free examples of how you can help. See our story about the benefits one shop gained by participating on an advisory board.

OSHA joins us this month to bring the latest information and answer your questions. Details are inside. Be sure to register for this meeting.

NATA is working through Open Enrollment this month. We are very excited to offer Regence health insurance to our members. Phone us to learn more.

Wishing you a great month ahead. Call us anytime. We are your resource!

*Margaret*

**Margaret Ragan, Executive Director**  
**NATA 503-253-9898**

# NEW CARRIER PARTNERSHIP ANNOUNCEMENT

Dear NATA Members & Prospective Members,

**NATA is excited to announce a new partnership with Regence BlueCross BlueShield (BCBS) of Oregon as its exclusive medical carrier, effective October 1, 2023.**

This new partnership will offer current and future NATA groups competitively priced medical plans on Regence's expansive state-wide network, as well as the Bluecard PPO nationwide network. All plan enrollees receive a \$10,000 life insurance policy at no additional cost.

NATA will continue to offer group dental through Regence, voluntary dental and Life/AD&D through LifeMap, vision through VSP.

If your group does not currently have medical through NATA, you or your broker may now receive a Regence medical proposal by submitting a request to [Tere@aboutNata.org](mailto:Tere@aboutNata.org), or call our office at (503) 253-9898.

## **The New NATA-Regence Plan will now feature:**

- Competitively Priced Regence PPO Plan Options – An updated menu of comprehensive plan options available on the most preferred network in Oregon.
- Nationwide Access - All plans feature The BlueCard Program for care outside of Oregon.
- Behavioral Health Resources – An extended network specifically designed to provide easily accessible behavioral health support through a variety of specialized platforms.
- Life Insurance – Each enrolled employee also receives a \$10,000 life insurance policy at no additional cost.

Together with DiMartino Associates, our General Agent, or your trusted broker, we are eager to work to ensure a seamless transition for your group. Please contact the NATA office for additional information 503-253-9898 or [Tere@aboutNata.org](mailto:Tere@aboutNata.org)

Thank you for your continued support of NATA.

Sincerely,

*Margaret L Ragan*

**Margaret L. Ragan**  
Executive Director



# Regence



Department of Consumer  
and Business Services



## **JOIN US FOR AN OSHA PRESENTATION**

**SEPTEMBER 20, 2023 | 9AM-Noon**

***Presenter:***

Sterling Cobb, Occupational Safety Consultant, Oregon OSHA

***Content:***

- **What to Expect from an OSHA Inspection**
  - **Voluntary OSHA Inspection**
- **Most Common Chemical and Mechanical Violations**
  - **SDS requirements**
- **Training Requirements: Forklift, Wildfire Smoke, Heat**
  - **Hearing & Eye Protection**

The final hour of this meeting is dedicated to your questions.

**Register in advance for this Zoom meeting:**

<https://us02web.zoom.us/meeting/register/tZYodeGsqqzwuEtHIE-Kx6RPX-tLEhZZQePPU>

After registering, you will receive a confirmation email containing information about joining the meeting.

# ATTRACTING AND RETAINING TOP TECHNICIANS

## *A Guide for Auto Repair Shop Owners*

Geoff Helzer, PCC | Executive Coach | Second Wind Coaching

503-446-4606 | [www.secondwindcoaching.com](http://www.secondwindcoaching.com)

In the competitive world of auto repair, skilled technicians are the backbone of any successful shop. Finding and retaining the best technicians is crucial for providing top-notch service to customers and ensuring long-term business growth. However, the automotive industry faces a monumental shortage of skilled professionals, making it essential for auto repair shop owners to adopt more effective strategies to attract and retain talented technicians. In this article, we'll explore some valuable tips to help auto repair shop owners attract and retain the best technicians.

### **1. Cultivate a Positive Work Environment**

Creating a positive and nurturing work environment is crucial for attracting and retaining top technicians. It's no longer enough to just have your mission and values posted on the wall, while not have them live inside of your company culture. Employees are more likely to stay in a workplace where they feel valued, respected, and appreciated. Demonstrating open communication, provide opportunities for professional growth, and truly fostering a team-oriented culture. Recognition and rewards for outstanding performance also go a long way in boosting morale and job satisfaction.

### **2. Offer More than Just Competitive Compensation and Benefits**

Competitive compensation and benefits packages play a pivotal role in attracting and retaining skilled technicians. But it's not enough in today's market. The little extra's count! Conduct market research to determine the prevailing wage rates for technicians in your area and ensure that your offers are competitive. Additionally, as a minimum you should be offering health insurance, retirement plans, paid vacation, and opportunities for performance-based bonuses if you want to stay competitive. Extra perks that can be a deciding factor can include, supplemental insurance, 4-day work weeks, monthly tool allowances, profit sharing, unique dinners/events, etc. A comprehensive benefits package demonstrates your commitment to the well-being of your people, making your shop more appealing to potential candidates.

### **3. Invest in Training and Development**

Top technicians value continuous learning and professional development. Invest in ongoing training programs that help your technicians stay up to date with the latest automotive technologies and repair techniques. Certified technicians are more confident in their abilities and more likely to stay with a shop that supports their career growth.

### **4. Modernize Your Shop**

A well-equipped and modernized auto repair shop is an attractive proposition for technicians. Upgrading your shop with the latest diagnostic tools, equipment, and technology not only enhances efficiency but also demonstrates your commitment to delivering high-quality service. Technicians are more likely to join and stay with a shop that provides them with the resources they need to excel in their work.

### **5. Prioritize Work-Life Flow**

The automotive industry can be demanding and physically taxing. Show your technicians that you truly care about their well-being by prioritizing a healthy work-life flow. Implement flexible scheduling options where possible and encourage time off to recharge. A healthy work-life flow not only boosts job satisfaction but also reduces burnout and turnover rates.

### **6. Encourage & Demonstrate Team Collaboration**

Fostering a collaborative work environment allows for sharing of knowledge and expertise. Encourage team members to collaborate on challenging repair tasks and create opportunities for mentorship programs. Collaboration not only helps technicians learn from each other but also strengthens team bonds, making them more likely to stay loyal to your shop.

### **7. Recognize and Reward Performance**

Acknowledging and rewarding exceptional performance is a powerful tool for retaining top technicians. Implement a recognition program that celebrates individual and team achievements. Rewards can include financial incentives, gift cards, or public recognition within the shop and the broader community. Feeling appreciated and valued for their hard work boosts job satisfaction and increases loyalty.

Attracting and retaining top technicians is a continuous process that requires effort and dedication by YOU, the shop owner. By cultivating a positive work environment, offering truly competitive compensation and benefits, investing in training and development, modernizing your shop, prioritizing work-life flow, encouraging collaboration, and recognizing exceptional performance, you'll create an environment that attracts and retains the best technicians in the automotive industry. Remember that retaining skilled technicians not only ensures the success of your auto repair shop but also fosters a reputation for excellence that retains loyal customers in the long run.

If you would like to explore how business coaching can support you and your shop, reach out to start a conversation.



# NASTF OFFERS MODULE PROGRAMMING HOW-TO KNOWLEDGE AND MORE

Members of the National Automotive Service Task Force (NASTF) now have access to a quickly growing searchable database of module programming how-tos, reference videos and fixes for common problems, powered by Collabtic. Available information is divided into three categories:

**Threads:** Programming walk through videos featuring failures, faults and fixes.

**Tech Info:** Reference guides with PDF walk-throughs.

**Knowledge Articles:** Step-by-step instructions for working with NASTF and making the most of your account, either as a NASTF user or NASTF VSP

The "Knowledge Base," as it's referred to in the NASTF site menu, is accessible 24/7 and will cut down on help desk requests and can offer after-hours support. As with all of NASTF's resources, the Knowledge Base is accessible to all members with the creation of a free NASTF account.

"This platform will give NASTF members the ability to not only educate themselves on how to perform a certain programming event, but will also give users and automakers the ability to see failed programming events with a posted fix if there is currently one available," said Tanner Brandt, the diagnostician and trainer who developed the Knowledge Base.

Learn more by visiting:  
<https://sdrm.nastfsecurityregistry.org/dotorg/landing>



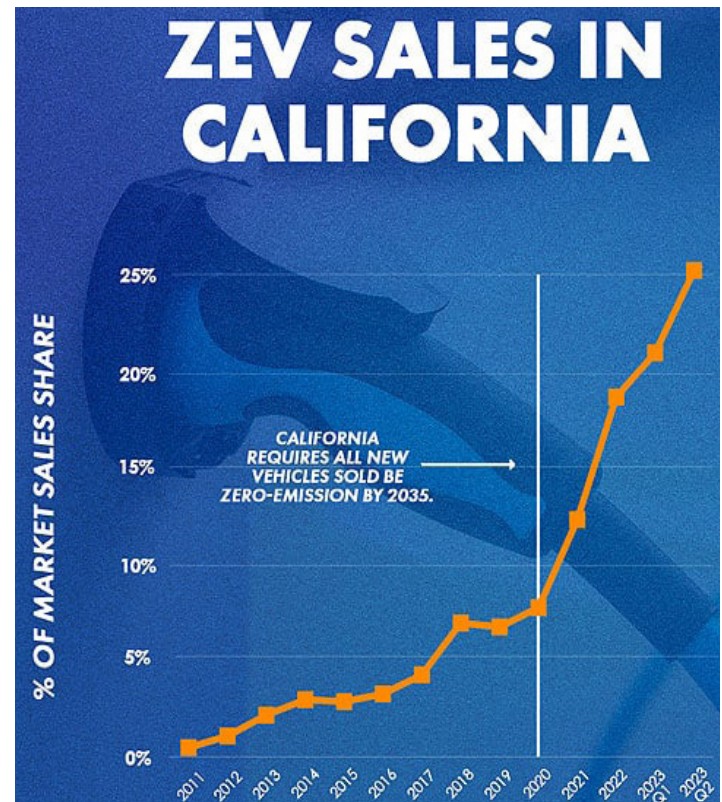
## MILESTONE: 1 IN 4 NEW CARS SOLD IN CALIFORNIA WERE ZERO-EMISSION

***Earlier this year, the state surpassed its goal of selling 1.5 million ZEVs, which is two years ahead of schedule***

In a historic first, 1 in every 4 new cars sold last quarter in California were zero-emission vehicles (ZEVs). Earlier this year, the state surpassed its goal of selling 1.5 million ZEVs, which is two years ahead of schedule. These latest sales figures come as a group of major automakers announced a partnership to build public ZEV charging networks throughout the country, showcasing where the industry has been going and California's success in encouraging a thriving and competitive ZEV marketplace with the state's world-leading requirement of 100% ZEV new car sales by 2035.

### California's ZEV Record

- **25.4% of all new cars sold in California last quarter were ZEVs**, according to the California Energy Commission (CEC)
  - \* 125,939 ZEV sales in Q2 2023
  - \* 1,623,211 total ZEV sales to date
- **34% of new ZEVs sold in the U.S. are sold in California**, according to the Veloz EV Market Report
- **Thousands of dollars in grants and rebates available** for low-income Californians (learn more at [ClimateAction.ca.gov](https://ClimateAction.ca.gov))
  - \* The historic \$52 billion California Climate Commitment includes over \$10 billion for zero-emission cars, trucks, buses and infrastructure.



# AUTOMOTIVE ADVISORY BOARD BENEFITS

Schools will begin reopening this month. Have you ever participated on an advisory board at your local high school or college auto or collision program? Do you know how this can benefit you and your business?

Advisory Boards are created to help the auto and collision programs stay current with industry. Advisory Board members are asked for their advice and expertise on curriculum, equipment purchases, facility ASE certification, and expectations of students. The support of a strong advisory board encourages administrators to recognize the value of a program and fund accordingly.

What amount of commitment is expected of an advisory board member? Advisory boards only meet 3 times per year. Meetings usually last a couple hours and often are accompanied by a meal. While a meal may not seem like adequate compensation – let's hear from a Board member.

Scott LaPlante graduated from the PCC Automotive program in 1994. As a student he participated on the advisory board. As business owner of Sherwood Auto Repair he has continued to participate on the Board -in total for the past 30 years. Scott is a person from industry that PCC instructors will turn to for industry advice and student mentorship. Scott also volunteers to review student portfolios at PCC, is a judge for the Oregon SkillsUSA competition and participates in the ASE Recertification at Chemeketa Community College.

Scott has 4 technicians at his shop - Sherwood Auto Repair. One is now an ASE Master L1 Technician, another is testing for ASE Master level certification and the other 2 are apprentices. Guess what?!? All of these individuals were hired directly out of the PCC automotive program.

"It's the law of givers gain at work! It's been my experience that the return is tenfold the investment." Scott LaPlante

Ten years ago, shop owners would say "I don't have time to train someone". Today shop owners say, "Find me a warm body who has a strong work ethic and wants to learn, I'll do the rest."



Times have changed, WE NEED TECHNICIANS!!! Participating on an advisory board is a small commitment with HUGE returns. We need to invest our time – and yes, our money- to keep these programs going. The schools need YOU – WE need the technicians these schools are creating.

Call NATA. We will connect you with an automotive program near you.

## ECOBIZ RECAP

For those of you who missed the EcoBiz presentation, we recorded it. You can find this recording on our website [www.aboutNATA.org](http://www.aboutNATA.org) under Monthly Newsletters. We encourage you to watch the recording and visit [www.EcoBiz.org](http://www.EcoBiz.org). Even if you choose not to pursue certification, take a look at their checklist. It identifies things you can do to reduce toxins, prevent pollution, and protect the environment. **It's easier than you might think!**

# School Job Openings

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Clark College is looking for **2 Part-time Lab Techs** in their Auto Department.

These positions work with the students, supervising lab assignments and some general tasks in the shop. Hoping to find someone with a flexible schedule. A great opportunity for a retiree with too much time on their hands.

**Contact:** Dannie Nordsiden, Manager of Technician Development  
Office: 360-992-2566 Cell: 360-907-4053

[www.schooljobs.com/careers/clarkcollege/hourly/jobs/3785082/part-time-instruction-classroom-support-technician-2-automotive?pagetype=jobOpportunitiesJobs](http://www.schooljobs.com/careers/clarkcollege/hourly/jobs/3785082/part-time-instruction-classroom-support-technician-2-automotive?pagetype=jobOpportunitiesJobs)

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Portland Community College *Sylvania Campus* has an **opening in the Automotive Service Technology Department.**

See link below for more details.

## **Part-time Instructor**

[pcc.csod.com/ats/careersite/JobDetails.aspx?id=75&site=9](http://pcc.csod.com/ats/careersite/JobDetails.aspx?id=75&site=9)

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## **Part-Time Automotive Instructor opening.**

Please share the link below. We are currently looking for a **Brake Instructor** for Fall 2023 term to fill in as one of our instructors will be on sabbatical Fall 2023 term. The class hours are Monday - Thursday, time: 1:00pm - 5:50pm.

The opening is under the Automotive Instructor part-time pool which could lead into other opportunities.

**Automotive Instructor Faculty Part-Time Application Pool** [www.schooljobs.com/careers/clackamascc/jobs/3524993/automotive-instructor-faculty-part-time-application-pool](http://www.schooljobs.com/careers/clackamascc/jobs/3524993/automotive-instructor-faculty-part-time-application-pool)

## **Part-time Auto Body and Refinishing Instructor – IMMEDIATE opening**

[www.schooljobs.com/careers/Clackamascc/jobs/3967794-0/auto-body-collision-repair-refinishing-instructor-faculty-part-time-application-pool](http://www.schooljobs.com/careers/Clackamascc/jobs/3967794-0/auto-body-collision-repair-refinishing-instructor-faculty-part-time-application-pool)

## **Part-Time Tool Room Lab Technician**

[www.schooljobs.com/careers/clackamascc/jobs/3749173/parts-department-tool-room-lab-technician-part-time-application-pool](http://www.schooljobs.com/careers/clackamascc/jobs/3749173/parts-department-tool-room-lab-technician-part-time-application-pool)





## **BILLS WITH POTENTIAL DEALER IMPACT INTRODUCED**

The 2023 Oregon Legislative Session started with many bills introduced with potential impacts on Oregon dealers. When the Session ended in June 2023, the following bills became law. Oregon DMV Dealer Services will provide updates in future communications on the implementation status of each bill.

**HB 2099** updates the definition of a dealer's business hours for the purposes of DMV inspections, increases the term of a Vehicle Dealer Certificate to three years, clarifies usage of dealer license plates, changes civil penalty process for dealers, updates plates not eligible for transfer, identifies changes to voluntary odometer disclosures for certain vehicles, changes the term of the vehicle transporter certificates to three years, and limits transporters to ten plates total. Additional guidance will be forthcoming from DMV on these changes.

**HB 2100** increases fees related to driver licenses, driver permits, identification cards and motor vehicles. Provides that registration period for new mopeds and motorcycles is two years instead of four years. Effective 01/01/2024.

**HB 3080** Directs Department of Transportation to adopt rules permitting vehicle dealers or financial institutions to electronically transmit documents necessary to take actions related to vehicle ownership including registering and titling vehicles. Effective 01/01/27.

**HB 3001** waives veteran recognition plate surcharge fee if applicant is a Gold Star member and funds are available. Effective 7/1/23.

**SB 569** requires televisions in public areas to display closed captioning. Effective 09/24/23.

**SB 889** removes requirement that certain off-road vehicles be equipped with windshield wipers when vehicle operated off highway. Modifies definitions of Class I ATV and Class IV ATV. Effective 01/01/24.

**\*SB 780** creates offense of illegal fender height modifications. (Boosted vehicles.) Effective 01/01/24.

Oregon dealers are required, as agents of DMV, to remain aware of changes to regulations affecting dealer transactions, on behalf of our mutual customers.

**\*SB 780 SECTION 2.** (1) A person commits the offense of unlawful fender height modifications if the person operates a motor vehicle on a highway or premises open to the public and the motor vehicle has been modified by any means so as to cause the **height of the front fender to be four or more inches greater than the height of the rear fender, as measured vertically from the ground through the centerline of the wheel to the bottom of the fender.**





*In Loving Memory of*  
**FRANK ROBERT WARRENS**

**Dec. 21, 1936 - April 20, 2023**

Frank Warrens was a long time NATA member and past board member of OATA. He was a wonderful person and kind person. Always ready with a grin, a story or a joke, Frank had a life rich in the affection of his family and many friends. He was a generous, resourceful member of various groups and in 1988 was appointed to the Pacific Fishery Management Council, later serving on the Salmon Advisory Sub-panel. He was also a popular and respected member of the Portland Yacht Club for many years and served as Commodore in 1997.

Frank was the eldest of five children born to Frank and Oletha Warrens of Beaverton, graduating in 1955. Early musical talent on the clarinet and saxophone flourished when he enlisted in the U.S. Navy. While stationed in San Diego he played in the Navy Band and local clubs with his jazz combo. There he met his first wife, Emrett, also in the Navy. They returned to Oregon to raise their daughters, Audrey and Natalie in Garden Home for 20 years until they divorced.

In the 60's Frank joined his father at Frank Warrens Auto Repair in Portland. Frank Jr. and Senior were very close at work and in their family life, sharing holidays, hunting, fishing and camping trips. In the 70's, Frank expanded his love of boating by starting an ocean charter fishing business. He met Carol on a blind date in 1979. She became the love of his life and his faithful partner until the end.

Frank is survived by his wife, Carol; his daughters, Audrey and Natalie Warrens; stepsons, Bill and Chris Cesano; two grandchildren; a great-granddaughter; and three siblings. Services will be held at 3 p.m., May 13, 2023, at the Portland Yacht Club, 1241 N.E. Marine Drive.



## **Benefit for NATA Members**

# **\$169 Monthly Subscription Fee (a \$20 discount)**

To sign up you need to let Identifix know you are an NATA member

[www.identifix.com/subscribe/](http://www.identifix.com/subscribe/)

How did you hear about us? *'Industry Association'*

Provide information on how we can help you: *Indicate you're an NATA member*

**Identifix Customer Support: 800-745-9649**

Ben Noah | 469-833-3894 | [ben.noah@solera.com](mailto:ben.noah@solera.com)

15 82nd Drive, Suite 15 | Gladstone, OR 97027

503-253-9898 | fax: 503-253-9890 | [www.aboutNATA.org](http://www.aboutNATA.org)



**When can you apply for Paid Leave Oregon?  
Here are some important dates to keep in mind.**

**Employees can begin applying for Paid Leave Oregon benefits  
Aug. 14, 2023**

Frances Online is available for applications.

**Eligible self-employed people can apply for benefits  
Aug. 14, 2023**

Self-employed people who chose coverage  
can now apply for Paid Leave Oregon benefits.

**Paid Leave Starts**

**Sept. 3, 2023**

Eligible employees can start taking paid leave

**[https://frances.oregon.gov/\\_/#1](https://frances.oregon.gov/_/#1)**

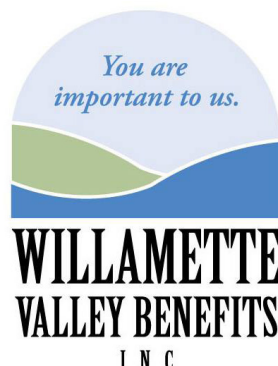
**Do you or one of your employees  
have questions about Medicare?**

Our Associate member Tressa Cox can help. Tressa Cox is a Health Insurance broker who specializes in Medicare. Her no-cost services provide advice and knowledge about Medicare and she will tailor-fit a plan to meet your needs.

Call 971-260-9885 or email [tressa@tressacox.com](mailto:tressa@tressacox.com)

By contacting her office, you are authorizing Tressa Cox from Willamette Valley Benefits, Inc. to contact you.

For accommodations of persons with special needs at meetings call 971-260-9885 or TTY call 711



**Let us know  
what you think  
of our new  
newsletter format!**

**It can also be  
found on our  
website  
[aboutNATA.org](https://aboutNATA.org)  
503.253.9898**

# CLASSIFIED ADS

Hello Folks. Classifieds is a new feature we are offering. This is NOT for employment purposes. This is for selling, leasing, or donating items. If you'd like to have something listed, send it to **Margaret@aboutNATA.org** no later than the 15th of the month to be included in the next newsletter.

## FOR LEASE

Automotive shop available for lease in SE Portland. A long time established business has closed. Shop has 3200 square feet with five lifts. Complete fenced parking for main lot with an additional fenced parking lot adjacent to main shop. Property is available for immediate occupancy. For additional information, please contact Teri @ 503 819-4941

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## Helpful Links to Oregon Agencies

If you're looking for information, help or training from Oregon regulators, here are some helpful links:

**The Oregon Bureau of Labor and Industry (BOLI)** offers training seminars on such topics as wage and hour laws, discipline and discharge, and the latest developments in employment law. Details are available here:  
[www.oregon.gov/boli/employers/pages/employer-training-seminar-schedule.aspx#EMPLOYERSEMINARSCHEDULE](http://www.oregon.gov/boli/employers/pages/employer-training-seminar-schedule.aspx#EMPLOYERSEMINARSCHEDULE)

**The Oregon Department of Environmental Quality** invites businesses that handle hazardous waste to sign up for a free class covering basic management of such waste. For more information, visit:  
[www.oregon.gov/deq/Hazards-and-Cleanup/hw/Pages/HW-Trainings.aspx](http://www.oregon.gov/deq/Hazards-and-Cleanup/hw/Pages/HW-Trainings.aspx)

**The Oregon Occupational Safety and Health Administration (OSHA)** offers classroom workshops and online training. For current class description and schedule, visit [osha.oregon.gov/edu/Pages/index.aspx](http://osha.oregon.gov/edu/Pages/index.aspx)





## **NW Automotive Trades Association**

**benefits + networking + outreach**

**15 82nd Drive, Suite 15  
Gladstone, OR 97027**

**Follow us!**

**f aboutnata**

**(503) 253-9898  
www.aboutnata.org**

## **JOIN The Northwest Automotive Trades Association TODAY!**

**Regular Member Benefits** | When you join NATA you gain a reliable partner that is committed to providing every member the assistance they need to be successful. Whether it's insurance services, regulatory assistance or answers to your employee issues – NATA is there for you!

NATA promotes the professionalism of the automotive industry through public relation campaigns that educate consumers about the skills necessary to repair cars. NATA also works with government agencies and legislators to correct complicated and expensive regulations and sponsors management and technical training classes that improve the industry's competitiveness.

Businesses also belong because of the referrals from other members and the knowledge that they can refer their customers to different members when customers are out of their geographical area.

**Associate Member Benefits** | When you join NATA as an Associate Member you earn the opportunity to reach over 600 automotive repair, collision, tow, supplier, parts, auto recycler, car dealer and transmission businesses around the state that are members of NATA. Your partnership with us is one we appreciate and reward by offering you opportunities to work with the decision-makers of our industry.

**Education Member Benefits** | NATA recognizes there is a large shortage of skilled labor throughout our industry and membership. The best way for NATA to support those needs is to insure our existing automotive programs and instructors have support and resources from industry. We participate on many school advisory boards and events – as well as maintaining a current list of all educators so we can reach out to them with information regarding job availability for their students.

**To learn more and for applications, please visit: [www.aboutnata.org/join-now/](http://www.aboutnata.org/join-now/)**