



MAY 2024

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From The Executive Director

I'm starting a new adventure at the end of May: **RETIREMENT!!!** We have hired a new Executive Director, Janet Chaney. We look forward to introducing her to you. In the meantime, I'm still here until the end of May and the staff know I will be available for support thereafter.

Lives can take incredible twists and turns. I was babysitting children when I was offered a bookkeeping job at Erickson's Automotive 29 years ago. That job was an epic turn in my life. Thank you all from the bottom of my heart.

PLEASE JOIN ME AT MY RETIREMENT PARTY!

MAY 18, 2024 2pm - 5pm

Portland Community College
Sylvania Campus
AM Building (the auto shop)
12000 SW 49th Ave
Portland, OR 97219

Parking is free – use LOT 5
Hope to see you there!

Margaret

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



CELEBRATING 40 YEARS OF THE SPRING CLASSIC!

Auto Exhibit & Gathering

WHEN CHROME WAS KING!



May 11th • SE 11th & Clay • Portland, OR
No Cost • Open Event • Everyone Welcome

Registration @ 6:30am – Show Hours: 7:00am – 11:00am

MATTHEWS MEMORY LANE MOTORS



TIMKEN

HAGERTY
Let's Drive Together



Baxter AUTO PARTS

BEACHES
RESTAURANT • BAR • CATERING



A Member Asks...

A member phoned regarding a CAT tax fee she is being charged by a vendor. The vendor is charging more than the state estimate of .57%.

“Margaret, legally can you inflate the Oregon CAT tax rate of 0.57% to 0.74% to make up for company fees? It does not make sense to us.”



NATA turned to our Associate Member, **Nick Shepherd of Irvine & Co. CPAs** (nicks@irvinecpas.com 503-252-8449)

It is unusual to see someone charge more than .57%. The Oregon statutes do not forbid a charge of this kind. This charge is only an estimate, and lots of businesses use estimated charges for products and services. For example, many auto shops charge a “shop supplies” charge, yet the actual cost of shop supplies used is unknown to the customer. Shipping companies will use ‘fuel surcharge’ as a line item on an invoice as another example. The CAT reimbursement is not similar to a sales tax. With a sales tax it would be illegal for a business to charge 9% in an area where the actual sales tax was 8%. This CAT tax reimbursement is only intended as an estimate.

DEQ reopens the Oregon Clean Vehicle Rebate Program

Purchase or lease eligible electric vehicles now through June 3, 2024

It’s officially go time! The Oregon Department of Environmental Quality announced today it has reopened the Oregon Clean Vehicle Rebate Program. Those living across the state can purchase or lease eligible new or used electric vehicles now through June 3, 2024, and get money back.

Based on past program participation and limited funds, projections show the program will be oversubscribed and must close on June 4, 2024. That means vehicles purchased or leased either before April 3, 2024, or on or after June 4, 2024, are not eligible to apply for the state rebates. Program rules require DEQ to suspend rebates once funds are depleted.

www.oregon.gov/deq/aq/programs/Pages/ZEV-Rebate.aspx



COLLEGE HIRING EVENT

Chemeketa Community College – Automotive Service Technology (Salem) – Portfolio Review

May 22 • 8am-12pm. Employers are invited to interview and review the portfolio of completing students. Contact: Kip Carlson kip.carlson@chemeketa.edu 503-399-6545

Portland Community College – Sylvania-Automotive Service Technology – Portfolio Review - June 6th 830a-12pm.

Employers are invited to interview and review the portfolio of completing students. Contact: [NATA admin@aboutnata.org](mailto:NATA_admin@aboutnata.org) 503-253-9898

Linn Benton Community College – Advanced Transportation Technology Program Portfolio Review - Wednesday June 5, 2024 9am-12p (Lebanon) – Tool Ceremony and Student Employment Interviews

We hope to see you here to celebrate our 1st year students as they receive their Snap-On tools immediately followed by an opportunity to interview our students to fill your summer workforce needs. Contact: Erin Jacobsen jacobse@linnbenton.edu 541-917-4506

The beginning months of the year are a prime time for technicians to look for new opportunities, whether for personal growth or career advancement. However, considering the ongoing technician shortage, hiring efforts have become a year-round focus for shops, not just a seasonal effort.

So, no matter the time of year, here are some best practices on how your shop or dealership can improve your technician recruiting strategy.

Recruiting Tips for Shops & Dealerships Looking to Hire Technicians

Evaluate and Pivot, if Needed

Dive into your business and see what is working and what isn't working for your shop. As an owner or manager, it can be hard to take a step back and work on your business instead of in it, but it is necessary to get a clear picture.

Ask yourself questions like:

- What is my current technician retention rate?
- Does my current technician pay and benefits compare to other shops in my area?
- What can I do to make my technicians happier?

Tip: Consider surveying your technicians to see what they want or using valuable data like the 2023 Voice of Technician Survey Summary to gain insight: wrenchway.com/resources/2023-voice-of-technician-survey-report/

- How does my shop stand out from competitors as a top employer?
- How is my shop's hiring process?

Tip: Make sure your shop is offering valuable information to technicians before they apply, like with a Top Shop page: wrenchway.com/solutions/shops/

Even better, involve your current technicians in the evaluation process. Survey them, invite them to one-on-one meetings, etc. Hear directly from your people about how your shop can improve. This allows them to feel heard and valued as an essential part of the business as well.

Set Goals & Assign a Champion

After evaluating where your shop is at, start making goals for hiring that you want to achieve within the next month, year, five years, or ten years. It is important to have something to strive for and push towards to ensure that it remains a priority.

Next, make someone accountable. A champion is a person who takes ownership and leads a project or initiative in a company. A champion for recruiting technicians is typically someone in HR, admin, or someone on the service side of the business.

In a service center, a lot of people wear different hats, but technician recruiting has to be on the radar of someone on your team constantly. Technicians don't stay on the

job market long, and if they are applying to your shop it's likely they are applying to others so it is important to have someone take ownership of responding to candidates quickly, scheduling interviews, delegating tasks, tracking metrics, and more.

Grow Your Own

The best recruiting starts with retaining and growing the technicians you have. Growing your own talent—from young interns or apprentices to your most seasoned technician—is the best investment shops can make both in terms of recruiting, and for their business as a whole.

Investing in the growth of your employees is not only more cost-effective than bringing on a new hire, it greatly increases the satisfaction level, productivity, and loyalty of your employees. In fact, a recent survey showed 81% of technicians said it's important that their employer have a well-documented career path. When your technicians have a clear path for how they can advance their career in your shop, they are less likely to put you in the position to have to recruit for their replacement.

Refresh Materials & Messaging

In a WrenchWay Shop Talk poll, more than 92% of the technician respondents said they look at everything they can find online about a shop before applying for a job. Make sure your website, social media, job descriptions, career page, Top Shop page, and other recruiting materials are up-to-date.

Beyond making sure information is accurate, make sure your shop is standing out as a top-notch employer. Don't just say, "We have a fun work environment", show it. Show off pictures of your staff at the latest company outing or explain fun ways you celebrate team members. Showing versus just telling is always better, especially when trying to stand out and attract young, Generation Z candidates.

Proactively Engage Candidates

Because most technicians aren't actively looking at job boards, it is so important to actively engage passive job seekers. In fact, a LinkedIn survey showed 84% of recruiters said that engaging passive candidates is becoming important in lower and middle-level roles and for bringing top talent into the funnel.

Shops and dealerships need to be actively recruiting in a variety of different places, including:

- Posting on well-known and industry-specific job boards
- Working with schools to reach young professionals (middle, high, and post-secondary schools)
- Using social media to show off shop culture and work environment
- Creating a technician-specific careers page
- Attending local career fairs

SCHOOL JOB OPENINGS



FULL TIME AUTOMOTIVE SERVICE TECHNOLOGY INSTRUCTOR



FULL TIME AUTOMOTIVE SERVICE TECHNOLOGY INSTRUCTOR



PART TIME AUTOMOTIVE SERVICE TECHNOLOGY INSTRUCTOR



Roseburg High School

FULL TIME AUTOMOTIVE SERVICE TECHNOLOGY INSTRUCTOR

Roseburg High School

FULL TIME AUTOMOTIVE SERVICE TECHNOLOGY INSTRUCTOR



SSC Professional Technical Center

FULL TIME AUTOMOTIVE SERVICE TECHNOLOGY INSTRUCTOR

Focus on Diversity and Inclusion

As you're looking for technicians, focus on diversity and inclusion. Diverse teams bring in various perspectives—enhancing creative problem-solving and giving shops a competitive advantage. In addition, a majority of young professionals highly value diverse workplaces, making it an increasingly crucial factor in attracting new talent.

In particular, more shops and dealers are focusing on how to attract more women into the industry. While the number of females in automotive and diesel is growing, it's still largely male-dominated. A continued focus on developing a diverse and inclusive work environment in your shop is going to attract not only more women, but people of all different social and ethnic backgrounds.

You've Got This!

Hopefully, these tips above will help inspire more ideas or at least help get your shop started. Every shop's recruiting strategy looks a little different; most learn as they go, and that is ok! Don't be afraid to try a new recruiting idea and see how it goes. In a saturated market of job openings, it can be easy to get lost in the mix so remember to stand out, set goals, assign a champion to make it a priority, and mix it up!

Need more technician recruiting tips? Check out our recent webinar where we discuss the challenges shops and dealers face when hiring technicians and the best practices for attracting and hiring technicians in 2024.

What are the steps to using a QR Code?

To scan a QRC:

1. **Open the camera app on your smart phone.**
2. **Focus the camera on the QRC by gently tapping the code.**
3. **Follow the instructions on the screen to complete the action.**

Give it a try here:



Lobbyist Report for NATA: February Legislative Session

By: Darrell Fuller

During the February “short” legislative session (lasting no more than 35 days), the Governor and Legislature focused most of their attention on recriminalizing hard drugs, and on dedicating money to combat homelessness. With those two issues to tackle, there wasn’t a lot of bandwidth for much else, which is good for the rest of us.

As the NATA lobbyist, I track industry-specific proposals. On behalf of all my clients, I watch legislation which impacts employers and employees. For NATA, I only tracked two bills, and neither became law.

House Bill 4047 didn’t even get a single public hearing. The bill would have required all auto insurance policies to cover the cost of towing after a wreck. The bill was introduced by Republican Rep. Virgil Osborne. Rep. Osborne, from Roseburg, did not reach out to NATA to request our assistance or support, so we don’t know the catalyst for introducing this particular bill.

House Bill 4118 had one hearing in the House Business and Labor Committee. They supported the bill, but it died in the Ways & Means Committee where leadership determines which proposals they can afford to fund. The bill directed the Bureau of Labor and Industries to conduct a comprehensive study of youth apprenticeships in the United States. It required BOLI to write and submit a report to the interim committees of the Legislative Assembly related to business and labor not later than November 15, 2024.

On behalf of all my clients, I tracked nearly 20 bills which impacted businesses in Oregon. Many of the bills didn’t see the light of day. For example, House Bill 4055, introduced by a group of Republicans, would have increased the CAT tax threshold from \$1 million to \$5 million. The bill didn’t get a hearing.

Many of the bills which did pass were not controversial. They were even supported by business groups like NFIB, or business groups were neutral. For example, one such bill, House

Bill 4035, made a small adjustment to how much of unemployment taxes can be used to cover the administrative cost of the program.

A primary reason for a relatively bland session may be the threat by Senate Republicans who, if they boycotted the session, could kill every bill. Both sides appeared to prefer cooperation over confrontation.

DMV Update | DMV has been working behind the scenes to expedite a new program which will have a positive impact on some NATA members, particularly those who also hold a dealer’s certificate. In the next couple of months, DMV will be rolling out a program which allows dealers to pay small discrepancies in title/registration fees using an ACH. Currently, if a title/registration transfer is submitted to DMV, and the fee paid is short even a couple of pennies, DMV issues a letter mailed via USPS (taking days to reach a dealer). The new system will allow dealers to view their DMV account and allow them to electronically pay any discrepancies using an ACH. This new program will be good for DMV, good for dealers, and good for customers.

There Ought To Be A Law... | Have you ever heard yourself muttering under your breath, “there ought to be a law”? Or, similarly, that a law or policy doesn’t make sense and should be changed or eliminated? Well, that’s why NATA has a lobbyist! If you want to see a new law, amend a current law, or eliminate a current law during the 2025 Legislative Session, now is the time to let me and NATA know your thoughts. We simply can’t help solve problems unless we know about them. So, reach out to me or NATA and let’s talk about it.



Darrell Fuller has been the NATA lobbyist since 2007. He represents much of the motor vehicle industry, and clients related to the design/build/construction sector. He can be reached 971-388-1786 or fuller_darrell@yahoo.com.



EVPRO+ 2024 Training Schedule

EVPro+ in collaboration with FutureTech Auto will be offering EV and hybrid skills training and certification events supporting electrified vehicle diagnostics, service and repair beginning in June 2024. For more information, contact: info@evproplusprogram.com evproplusprogram.com

NATA is proud to introduce **Minuteman Press Powell** as our newest Associate Member!



We specialize in Direct Mail marketing for automotive shops! Ask about our New Homeowner program targeting new neighbors around your shop.

3382 SE 20TH AVENUE PORTLAND, OR 97202 **503.234.2040**

MinutemanTeam.com



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THE IMPORTANCE OF PREVENTIVE CARE

The end of the first quarter marks the beginning of spring and is a good reminder to think about your employees' preventive care. Many of your employees have begun to use their 2024 benefits and access the care their plan covers. But are they taking advantage of their zero-cost in-network preventive care services?

Even when you're healthy and feeling good, periodic exams, cancer screenings, vaccines and other recommended services can help prevent or detect problems early, when they're easier and less costly to treat. We follow recommendations from three government agencies to determine which services we cover. When your employees see an in-network provider, they pay nothing for covered preventive services.

Employees can visit our Understanding Your Preventive Care Benefits web page to learn more. www.regence.com/member/members/preventive-care-list#Screenings--procedures



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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/