



# THE REMANUFACTURER

A publication of the Motor & Equipment Remanufacturers Association

July 2011

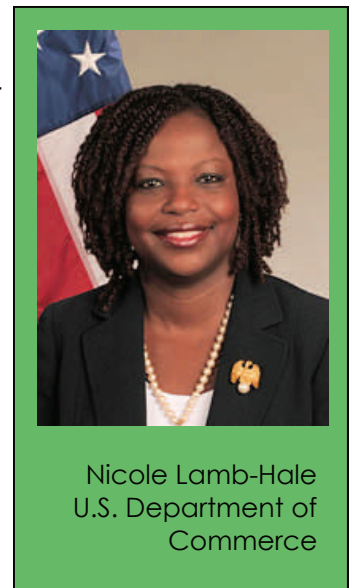
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## Legislative Summit Gives Voice to Remanufacturing Industry

Diverse group of remanufacturers will share their concerns in Washington, D.C.

The 2011 Remanufacturing Legislative Summit—hosted by the Motor & Equipment Remanufacturers Association (MERA) and the Remanufacturing Industries Council (RIC)—will take place September 20-21, 2011, in Washington, D.C., at the Madison Hotel and on Capitol Hill. Senior executives from member companies—across multiple industries—will have the opportunity to share best practices and help Washington understand the economic and environmental advantages associated with remanufacturing.

The summit will kick off with lunch and welcoming remarks from hosts John Chalifoux—President and COO, MERA—and Dr. Nabil Nasr—Assistant Provost and Director, Golisano Institute for Sustainability and CIMS, Rochester Institute of Technology. The marquee speaker is the Honorable Nicole Lamb-Hale, Assistant Secretary for Manufacturing and Services, U.S. Department of Commerce. Her talk will be about “The Role of Remanufacturing in the Administration’s Agenda.” As a key member of the Obama administration, she will provide attendees with an inside look at policy regarding manufacturing and remanufacturing. The Honorable Phil English—former Representative, R-Pa. 3, 1995-2009, and current Senior Government Relations Advisor, Arent Fox—will be there to discuss “The Current Tax Climate and Its Impact on the Remanufacturing Industry.” In light of the recent budget negotiations, understanding the tax climate on Capitol Hill is more important than ever. The evening will conclude with a Congressional Reception—featuring an exhibition area—at the Rayburn House Office Building. For information about exhibiting, contact Jaime Novak-Fioritti at (248) 213-4664 or [jnovak-fioritti@mera.org](mailto:jnovak-fioritti@mera.org).



Nicole Lamb-Hale  
U.S. Department of  
Commerce

The second day will start with breakfast and a discussion of “The Political Climate in the 112th Congress” by Sandra K. Stuart, Senior Partner, Clark & Weinstock. Attendees will then be broken up into smaller groups to visit with members of Congress and their staffs to address policy issues related to remanufacturing. The goal is for attendees to meet with Representatives local to their operations. The Honorable Louise M. Slaughter (D-NY-28) has been invited to speak during the closing lunch at the Rayburn House Office Building.

### MERA Value Proposition

MERA, which began operations in January 2011, was formed to meet the unique needs of remanufacturers as compared to manufacturers of similar products.

#### JOIN MERA TODAY:

- Influence legislative and regulatory policymakers
- Network with peers and make better business decisions
- Stay informed of industry information and activities

Contact [jchalifoux@mera.org](mailto:jchalifoux@mera.org) or view the complete MERA value proposition at [www.mera.org](http://www.mera.org).

A block of rooms has been reserved at the Madison Hotel. September is a busy time in Washington with many groups in town for large conferences and meetings. There is limited availability at the MERA group rate; participants are strongly encouraged to make reservations well in advance of the hotel deadline of August 29, 2011.

To register and learn more about the summit, visit the 2011 Remanufacturing Legislative Summit homepage. For program information, contact Jaime Novak-Fioritti at (248) 213-4664 or [jnovak-fioritti@mera.org](mailto:jnovak-fioritti@mera.org). For registration assistance, contact Jana Zeigler at (202) 312-9240 or [jzeigler@mema.org](mailto:jzeigler@mema.org).



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# Collaboration to Promote Remanufacturing Knows No Borders

by John Chalifoux

On June 19, 2011, CLEPA—the European Association of Automotive Suppliers—issued a press release highlighting the importance and benefits of remanufacturing. Not to be lost in the release was an advanced definition of remanufacturing, one that grounds the meaning of remanufacturing in a standardized industrial process and specific technical specifications. In essence, the words were there to remind all of us that remanufacturers are first and foremost manufacturing companies. Some components in an end product may have had a previous life, but that does not take away from the fact that the product has actually been manufactured again.

MERA may be relatively new to the scene, but our parent—the Motor & Equipment Manufacturers Association (MEMA)—has a long history of working closely with CLEPA on issues that affect motor vehicle parts suppliers. More recently, we have addressed advancements in warranty management and prioritizing future global technical regulations development. This level of collaboration should not be surprising given that many of our members are common. They are companies focused on the global marketplace; and although the company names on our member lists may not be identical, parent company and operating unit affiliations are strong.



CLEPA issued their release in Amsterdam to coincide with the opening of ReMaTec2011, the biggest European trade show on remanufacturing. Four MERA board members attended and a number of MERA member companies had a strong presence on the show floor. The next day, Michael Cardone Jr.—MERA Chairman and Chairman and CEO of Cardone Industries, Inc.—presented the ReMaTecNews Remanufacturer of the Year Award to this year’s recipient, CLEPA member Remy Automotive Europe. (The North American affiliate, Remy Power Products, is an MERA member.) During his remarks, Michael stated that MERA and CLEPA will work together on this new definition of remanufacturing that will help to position our members in a “championship league.”

This collaborative effort continued after the show, when I attended a CLEPA Remanufacturing Steering Committee meeting at the invitation of Josef Frank, CLEPA Aftermarket Director. During that time, the group worked on refining the definition, striving to establish one concept that could be used and marketed by both of our organizations. After all, CLEPA and MERA members foresee strong demand for remanufactured products, and our collaborative effort will only help members to capitalize on future opportunities.

Looking forward, MERA members can expect to see similar collaborative efforts. One example is our partnership with the Remanufacturing Industries Council at the Rochester Institute of Technology (RIT) to bring you the 2011 Remanufacturing Legislative Summit, taking place September 20-21, 2011. I’ve worked closely with Dr. Nabil Nasr—Assistant Provost and Director, Golisano Institute for Sustainability and CIMS, RIT—to create what we think will be a great opportunity to spread the word on remanufacturing.

## CLEPA Definition

CLEPA identifies the aspects of a remanufactured product in a definition with a linked industrial process:

“A remanufactured product fulfils a similar function to the original part. It is manufactured using a standardised industrial process in line with specific technical specifications. The industrialised process incorporates defined core management standards. A remanufactured spare part is warranted as a new spare part.”

Visit [www.clepa.eu](http://www.clepa.eu) for more information.

Because MERA is still somewhat of a newcomer to an industry that’s been around for decades, we recognize that the only way we can effectively promote remanufacturing is by working together with industry companies and other trade groups. We anticipate many fruitful partnerships in the years ahead.

Feel free to contact me with any comments or suggestions. You can reach me at (248) 213-4644 or [jchalifoux@mera.org](mailto:jchalifoux@mera.org).

# MERA Welcomes New Members

## Remanufacturer Members

### Alliance Remanufacturing, Inc.

450 E. Luzerne St.  
Philadelphia, PA 19124-4224  
Phone: (215) 425-7779  
[www.alliancereman.com](http://www.alliancereman.com)  
Member Rep.: Richard D. Pacitti, Vice President  
Alt. Member Rep.: Roger Tarno, President

With a 30 year history in remanufacturing, Alliance/DET takes pride in meeting and exceeding customer's expectations by providing them with the flexibility and competency to meet their needs. Alliance/DET's competencies to support their processes include component restoration, reverse engineering, remanufacturing, and component design and manufacture.

### Blue Streak Electronics Inc.

45 Basaltic Rd.  
Concord, ON L4R 1G5  
Canada  
Phone: (905) 669-4812  
[www.bsecorp.com](http://www.bsecorp.com)  
Member Rep.: Aron Regev, President  
Alt. Member Rep.: Idan Regev, Vice President

Established in 1987, Blue Streak Electronics (BSE) was one of the first remanufacturers of automotive control modules in North America. In 1992 BSE became affiliated with Standard Motor Products, one of the largest and most respected automotive corporations in the world.

## MERA Membership Application

- Does your company remanufacture motor vehicle components?
- Does your company supply cores to or manufacture new parts for remanufacturers?
- Does your company provide professional services to others in the remanufacturing industry?
- Do you work at a media company, university or other trade group that interacts with the remanufacturing industry?

If you answered YES to any of these questions, your company may be eligible for MERA membership!

Contact [jchalifoux@mera.org](mailto:jchalifoux@mera.org) or view the complete MERA membership application at [www.mera.org](http://www.mera.org).

### BorgWarner Turbo Systems

1849 Brevard Rd.  
Arden, NC 28704  
Phone: (828) 684-4050  
[www.turbodriven.com](http://www.turbodriven.com)  
Member Rep.: Brett Proctor, Aftermarket Director  
Alt. Member Rep.: Thom Miles, Sales and Marketing Manager

BorgWarner Turbo Systems provides customers worldwide with a comprehensive range of BorgWarner products as well as 3K and Schwitzer replacement turbochargers and spare parts.

### Detroit Diesel Remanufacturing, LLC

13400 W. Outer Dr.  
Detroit, MI 48239-1309  
Phone: (313) 592-5538  
[www.ddreman.com](http://www.ddreman.com)  
Member Rep.: Stefan Kurschner, President  
Alt. Member Rep.: Craig Wood, Vice President, Business Development and Marketing

Detroit Diesel Remanufacturing, LLC, is a global leader in the remanufacturing of products for on- and off-highway power systems. Their diverse experiences and constantly expanding capabilities have led to innovative restoration processes and expert craftsmanship.

### Electronics Remanufacturing Company, LLC

2001 Dallavo Dr., Suite 101  
Walled Lake, MI 48390  
Phone: (248) 313-9036  
[www.e-reman.com](http://www.e-reman.com)  
Member Rep.: Russ Schinzing, President

ERC offers electronics and mechnronics remanufacturing services within a wide array of product categories. The organization is passionate and committed to providing world-class electronics remanufacturing services to its customers.

### Springfield ReManufacturing Corp.

2707 N. Farm Rd. 123, Suite A  
Springfield, MO 65803  
Phone: (417) 893-2207  
[www.cnhreman.com](http://www.cnhreman.com)  
Member Rep.: Tom Hilmes, President and General Manager  
Alt. Member Rep.: Steve Choate, Operations Manager

SRC remanufactures a variety of products for OEMs in the agriculture, industrial, defense, construction, mining,

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commercial trucking, locomotive, marine, and automotive industries.

## Supplier Members

### **Knopf Automotive, LLC**

93 Shrewsbury Ave.  
Red Bank, NJ 07701  
Phone: (732) 212-0444

[www.knopfautomotive.com](http://www.knopfautomotive.com)

Member Rep.: Woody Knopf, Chairman  
Alt. Member Rep.: Marshall Knopf, CEO

Knopf Automotive has one of the oldest, largest, and most efficient core supply networks in the world. They operate 10 warehouses in the U.S. and Brazil for convenient, personalized service.

### **Phoenix Automotive Cores**

422 S. 33rd Ave.  
Phoenix, AZ 85009-5642  
Phone: (602) 415-9166

[www.phxautocores.com](http://www.phxautocores.com)

Member Rep.: Jay Robie, CEO  
Alt. Member Rep.: Lee Morrell, Managing Partner

Phoenix Automotive Cores was established to address the needs of auto recyclers and the automotive remanufacturing industry. With four locations in the U.S., Phoenix has excellent access to a steady source of cores and the convenience of being close to all of its clients.

### **Rebuilders Automotive Supply Co. Inc.**

1650 Flat River Rd.  
Coventry, RI 02886  
Phone: (401) 822-3030

[www.coresupply.com](http://www.coresupply.com)

Member Rep.: Bob Grady, President  
Alt. Member Rep.: Steven King, Vice President

RAS is the nation's largest full-line core supplier with extensive computerized inventories and multiple locations.

## Affiliate Members

### **Antea Group**

5910 Rice Creek Pkwy., Suite 100  
Saint Paul, MN 55126  
Phone: (800) 477-7411

[www.anteagroup.com](http://www.anteagroup.com)

Member Rep.: Gerald Hincka, Senior Consultant  
Alt. Member Rep.: Ben Hansen, Project Manager

An international engineering and environmental consulting firm, Antea Group combines strategic thinking and multidisciplinary perspectives with technical expertise and pragmatic action to solve client challenges while delivering sustainable results.

### **Honigman Miller Schwartz and Cohn LLP**

2290 First National Building  
660 Woodward Ave.  
Detroit, MI 48226-3506

Phone: (313) 465-7062

[www.honigman.com](http://www.honigman.com)

Member Rep.: Rich Marsolais, Senior Business Development Manager

Alt. Member Rep.: Frederick Morsches, Chief Marketing Officer

Honigman is a leading business law firm based in Michigan with an international practice. The firm has attorneys practicing in more than 50 different areas of concentration.

## Associate Members

### **Gerry Weinberg & Associates**

29201 Telegraph Road, Suite L-11  
Southfield, MI 48034  
Phone: (248) 353-4030

[www.gerryweinberg.com](http://www.gerryweinberg.com)

Member Rep.: Gerry Weinberg, President

For more than 18 years, Gerry Weinberg & Associates has been providing sales training, management, and leadership training to individuals and companies, resulting in greater levels of personal and professional success.

### **Trisar, LLC**

542 Saddle Lane  
Grosse Pointe Woods, MI 48236-2729  
Phone: (313) 510-4058

[www.trisarllc.com](http://www.trisarllc.com)

Member Rep.: James Morrow, CEO

Trisar, LLC, is a consulting business that focuses on the automotive aftermarket and remanufacturing.

# MERA Board of Directors

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Chairman and CEO  
CARDONE Industries, Inc.

Selwyn Joffe  
Chairman, President and CEO  
Motorcar Parts of America

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Senior Vice President, Business Development  
Remy Power Products

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Joseph Felicelli  
Chief Executive Officer  
BBB Industries

Mark Shasteen  
Vice President, Global Engineering and Service Operations  
Delphi Product & Service Solutions  
Delphi Automotive LLP

## MERA Expands Staff

Jaime Novak-Fioritti has joined MERA as Manager of Communications and Member Services. Jaime is a communications professional, whose immediate responsibilities will include advancing MERA's key communications vehicles: "The Remanufacturer," "Green Manufacturing Update," and the MERA Web site.

Jaime comes to MERA from the American Concrete Institute, where she last served as Assistant Editor of *Concrete International*. Her duties there included writing the magazine departmentals that focused on new products and business news and editing feature articles. She received a BA in advertising and public relations from Grand Valley State University.

Jaime can be reached at (248) 213-4664 or [jnovak-fioritti@mera.org](mailto:jnovak-fioritti@mera.org).



Jaime Novak-Fioritti  
MERA

# MERA Washington Update

by Ann McCulloch

As the temperatures rise in Washington and across the nation, so does the level of partisan debate in Washington over key issues like the budget, technology funding, free trade agreements and the overreach of the Department of Labor and National Labor Relations Board.

## Debt Ceiling

Intense negotiations between Congress and the Administration continue over raising the debt ceiling, with some Republicans, including Senate Minority Leader Mitch McConnell, advocating a compromise to give the President the authority to raise the debt limit, whereas others in the party are holding to a harder line over budget cuts and spending. Many in the business community agree that failure to meet the looming August default deadline would signal an economic catastrophe. MEMA President and CEO Bob McKenna joined with many other business leaders in signing onto a letter to the Obama administration and Congress, urging them to reach an agreement quickly on raising the U.S. debt limit and to substantially reduce the nation's long-term budget deficits.

## Technology Funding

MEMA has been working to support legislation in the House and Senate focusing on advanced vehicle research and development as well as manufacturing practices, including innovative processes to remanufacture vehicle components for reuse. S. 734, introduced by Sen. Debbie Stabenow (D-Mich.) would authorize goals and priorities for existing vehicle technology research, development, demonstration, and deployment programs at the Department of Energy and provide for public-private partnerships that focus on near-term as well as long-range technology solutions. The bill recently passed the Senate Energy Committee by a bipartisan voice vote where it now awaits consideration by the full Senate. Its House counterpart, H.R. 1367, was introduced by Rep. Gary Peters (D-Mich.) and is also awaiting legislative consideration.

## Free Trade Agreements (FTAs)

Pending FTAs with Colombia, Panama, and South Korea are slated to be sent to Congress soon for a vote but are being held up over voting procedure for a bipartisan agreement on expired provisions of the Trade Adjustment Assistance (TAA) program, which helps workers negatively affected by trade. President Obama and Democrats want to guarantee passage of the TAA deal, to satisfy the party's labor faction, in exchange for votes on the pending FTAs. They are seeking to do this by attaching the TAA deal to the South Korea FTA because it's the most economically significant and has the most support. Republicans are demanding separate votes, as many don't support TAA and could possibly threaten passage of the South Korea FTA. While exact timing is uncertain, it is expected that Congress will take up the issue after the debate on the debt ceiling is resolved. All three of the agreements allow trade in remanufactured goods, providing significant export and investment opportunities for U.S. firms involved in remanufactured products.

## Department of Labor (DOL)/National Labor Relations Board

MERA members need to be aware of two proposed rules recently issued by the National Labor Relations Board (NLRB) and the Department of Labor (DOL) that would affect the timetables during which a union election may be held and the disclosure of advice companies received from outside counsel regarding union activity. The rule from the NLRB would dramatically shorten the length of the union election process to as little as 10 days after a union election petition has been filed. A copy of the proposed rule is available by clicking here. Additional information from the NLRB is available here. Additionally, DOL has issued a proposed rule seeking to clarify what type of employer activity is to be considered "persuader activity" and thus reportable to DOL. Currently, employers and their attorneys do not disclose any type of labor law advice that they receive from outside counsel. The DOL proposal would significantly expand the scope of activity that will need to be reported while limiting the definition of what is considered labor law advice. Effectively, this would diminish an employer's right to seek counsel. MEMA opposes both of these rulemakings and will be submitting detailed comments to each agency. Additionally, MEMA is working to educate members of Congress on the dangers each of these rules pose.

For more information on how you and your company can be more involved in government relations activities, please contact Ann McCulloch at (202) 312-9242 or [amcculloch@mema.org](mailto:amcculloch@mema.org).

# Technology & Data Are Critical to Success

Join the MEMA Technology Council for the latest info and best practices

The MEMA Technology Council (MTC) provides technology and data executives at member companies with a forum for networking. Members exchange best practices focusing on current and emerging technologies that support their companies' efforts to reduce costs and improve efficiencies.

The MTC addresses issues such as business processes, supply chain management, business intelligence, compliance, standards, and data management. Its current initiatives include a customer matrix to enable suppliers to identify, sort, search, and download the data/e-commerce standards and technologies required by aftermarket resellers; online member profiles to assist members in identifying other members with similar technology platforms and exchanging best practices regarding vendor selection, implementation, training, and governance; an e-commerce directory to provide members with a spreadsheet of e-commerce, special ordering, and EDI initiatives by customers and includes third party enablers; and a technology vendor directory that gives members an easy-to-use listing of companies that offer aftermarket-specific technologies, including software, consulting, catalog, mapping, EDI, and much more

The Council hosts two annual events to enable members to collaborate on common issues. The annual dues for manufacturer members includes registration for one representative to attend both events.

The annual MTC Fall Conference is the industry's leading face-to-face technology conference. It provides attendees with strategic approaches to technology management and is uniquely designed to maximize networking opportunities, facilitate the sharing of best practices and communicate the most current technology trends.

The 2011 MTC Fall Conference will be held Oct. 16-19 at the Marco Island Marriott in Marco Island, Fla. To view the agenda or join the council, visit MEMA's Web site at [www.aftermarketsuppliers.org](http://www.aftermarketsuppliers.org).

For more information about the MTC, contact Chris Gardner at (919) 406-8830 or [cgardner@mema.org](mailto:cgardner@mema.org).

## Upcoming Events

Sept. 14, 2011  
MEMA Government Affairs Committee (GAC) Meeting  
Washington, D.C.

Nov. 1-3, 2011  
AAPEX  
Las Vegas, Nevada

Sept. 20-21, 2011  
2011 Remanufacturing Legislative Summit  
Washington, D.C.

Dec. 7, 2011  
MEMA Government Affairs Committee (GAC) Meeting  
Detroit, Michigan

Sept. 21, 2011  
MEMA Sales & Marketing Council Meeting  
Washington, D.C.

Feb. 28-Mar. 1, 2012  
MEMA 2012 Legislative Summit  
Washington, D.C.



**The MERA  
Network**



**Motor &  
Equipment  
Manufacturers  
Association**



**Automotive  
Aftermarket  
Suppliers  
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**Heavy Duty  
Manufacturers  
Association**



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