

Iowa Automotive Recyclers Summer Outing **May 17-18, 2024 – Des Moines, Iowa**

AGENDA

FRIDAY, May 17, 2024

4:30 – 6:00 pm Board of Directors & Membership Meeting – Recyclers Roundtable

6:30-9:30pm Vendor Reception & Trade Show

SATURDAY, May 18, 2024

Trade Show & Lunch 9:30-11:45 am

Annual Iowa Auto Recycler Summer Outing **TRADE SHOW EXHIBITION**

9:00-12:30 Registration Open

Speaker Agenda

11:45 am—12:30 pm

Car-Parts.com THERESA COLBERT

eCommerce Do's and Don'ts

12:30—1:15pm

Hollander AMANDA URBAN

Areas of Focus for Success on Ebay

15 minute break

2:00—2:45 pm

URG AMANDA MORRISON

URG Resources to Enhance Sales

2:45—3:30 pm

ALEX ESLINGER, Accurate Converter Recycling, ZACH JORDAN, Legend Smelting & Recycling, TERRY BILYEU, Evolution Driveline and KEVIN STOLL, Critical Materials Recycling (CMR)

Moderators: Jeremy Bevard & Mike Swift

Core Selling Panel Discussion

Saturday Evening Social Event – BBQ – Auction – Dance

Sam's Riverside Auto and Truck Parts and Salvage 3900 Vandalia Rd, Des Moines

4:30 pm Yard Tour at Sam's Riverside

5:30 pm Dinner and Scholarship Auction (bring your donated items)

8:00 – 11:30 pm Band and Dancing and revelry!



Theresa Colbert

Theresa Colbert is an on-the-ground representative for Car-Part.com. She works with auto recyclers to help them decide which products in the Car-Part suit their needs and shows them how they can optimize their part listings for online sales through eBay, brokering, and trading partners. She also stresses the value of online sales in our current marketplaces. Theresa has been with Car-Part.com for over 10 years. With over 25 years of industry experience, she has seen the auto recycling world from almost every point of view. She speaks at industry trade shows and writes articles in The Recyclers Power Source, the Toolbox, and several state association publications.

Session: 11:45 pm **eCommerce Do's and Don'ts** by Theresa Colbert

Ecommerce is an important aspect of selling more auto parts. Whether you're an ecommerce novice or a seasoned pro, you've heard hundreds of tidbits to help you sell more. And while having a lot of information is a good thing, finding the right advice to boost your success will enhance sales quicker. Learn the Do's and Don'ts of eCommerce selling to maximize your sales.

Amanda Urban

As an ebay Sales Specialist at Hollander, Amanda helps new sellers get acquainted with ebay, maintain ebay best practices, optimize sales and stay up-to-date on the ever-changing online-parts marketplace. Prior to joining the Hollander team, she was an ebay Top Rated Powerseller for ten years which was split between selling new and used motorcycle parts and new auto parts.

Session: 12:30 pm **Areas of Focus for Success on eBay** by Amanda Urban - Solera/Hollander

Receive live demos on how to use eLink and eBay tools together to increase your visibility on the eBay marketplace. Topics include how to best handle stagnant listings, how to avoid pricing yourself out of the local market on freight items while not risking profit loss due to shipping fees and how to reduce your competition while getting more \$ for your parts!

Amanda Morrison

Amanda Morrison is the Director of Vendor and Member Relations at URG. She graduated from Montana State University-Bozeman in 2013 with a Business Administration degree, majoring in Marketing and Management and minoring in Small Business Management. Amanda joined URG in March 2019. Her joy lies in working closely with URG members and is fueled by her enthusiasm for their business growth, efficiency improvement, and profit maximization.

Session: 2:00 pm **Connect & Prosper with URG Membership Benefits** by Amanda Morrison

URG products and services can enhance sales in many ways through business networking, tiering and eCommerce solutions. Reviewing URG membership benefits will identify the solutions to your sales issues.

Alex Eslinger, Accurate Converter Recycling,
Zach Jordan, Legend Smelting & Recycling,
Terry Bilyeu, Evolution Driveline and
Kevin Stoll, Critical Materials Recycling (CMR)

Session: 2:45 pm **Core Selling Panel Discussion & Roundtable** Moderators: Jeremy Bevard & Mike Swift

Panelist with a wide range of knowledge on a wide range core parts will present their respective areas of interest and host a roundtable discussion on core selling for maximized profits. Core means so much more and these parts, like all auto parts, are an everchanging market based on new car technology and supply chain shortages pushing demand for domestic recovery of materials and parts for remanufacturing.