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United Recyclers Group (URG)

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“Automotive Recycling Industry Leaders Convene at Record Breaking 2007 URG/Pinnacle Training Conference”

April XX, 2007 – Centennial, Colorado – Once again, [United Recyclers Group \(URG\)](#) has reached new heights, as automotive recycling industry leaders and decision makers from across North America, Europe and Australia gathered together on March 23-24, 2007 for the 12th annual [URG](#) and [Pinnacle](#) Training Conference. Breaking all attendance records, over 250 [URG](#) members and other [Pinnacle](#) users met at the [Inverness Hotel and Conference Center](#) in Englewood, Colorado to learn from each other and the experts. They gathered to learn about the latest developments in their fast paced industry, meet with vendors to see the latest products, and renew old acquaintances and make new ones.

“Our conference attendance this year broke the previous record by over 30%,” says Michelle Alexander, [URG](#) executive director. She added that “we offered 36 extensive training sessions to attendees. This included a keynote panel with industry leaders from the estimating products and insurance providers. In addition, we announced new partnerships with [Dahmer Powertrain Inc.](#) and [PROformance Powertrain Products](#); [Frontier Logistics Program](#), a member rating page on the [URG](#) website, and a [UPS](#) shipping discount coming soon.”

“[URG](#) has added some great business opportunities for members with these new partnerships,” says [URG](#) manager John Fischl, president of [Riteway Auto Parts](#) (Phoenix, AZ). “The keynote panel session featuring estimating system providers and [State Farm Insurance](#) really drove home the need for good clean and accurate data going out to the insurance industry. Because this data is used in their automatic part searches this message is very important.” He also noted the growing importance of global business for the automotive recycling industry was addressed in a session on shipping parts in and out of the country.

Keynoting the conference was a session called ‘Electronic Locating of Parts by the Insurance and Collision Industry...’ featuring an industry panel with Don Porter ([State Farm Insurance](#)), Mary Lu Lubrano ([CCC Information Services](#)), Greg McDowell (Mitchell), Scott Westbrook ([APU Solutions](#)), and Avi Pelc ([Audatex](#)). A number of presentations provided expert tips on [Pinnacle and Pinnacle Pro](#). Other sessions ranged from ‘Dealing with Difficult Employees’ to ‘What You Must Know and do to Make Advertising Work,’ to ‘Getting Your Employees to Become Part of the Company Goal and Vision’ and ‘eBay Made Simple With [Pinnacle](#).’ Other speakers included Robert Counts, president of [Counts Consulting](#); Mike French, president of [Mike French & Company](#); Mike “Bubba” Lambert, consultant; Kent Rothwell, sales manager of [Weaver Automotive Inc.](#), and Kristi Suchy, [eBay](#) project coordinator at [Actual Systems](#).

[URG](#) partners with [Actual Systems](#), creators of the [Pinnacle Auto Recycling Trading System](#), to plan and host the annual [URG/Pinnacle](#) Training Conference each year. “This year’s event went very well,” says Peter Bishop, general manager of [Actual Systems](#). “We had the biggest turnout ever for this annual conference, both in terms of domestic and international participation.” Acknowledging the high interest among attendees in [Pinnacle/Pinnacle Pro](#) enhancements, including remanufactured engines and [Hollander](#) ID numbers, Bishop expressed excitement about the future. “We’ve got more [Pinnacle](#) and [Pinnacle Pro](#) functionality coming down the line, and we’re pleased to be working with [URG](#) to make this happen.”

During the conference [URG](#) announced a new partnership with [Dahmer Powertrain Inc.](#) (Lees Summit, MO) and [PROformance Powertrain Products](#) (Springfield, MO). This creates a strategic affiliation between two foremost American providers of remanufactured and new automobile engines and [URG](#). “This new alliance provides a great new benefit to [URG](#) members,” says Michelle Alexander. “We are excited about the potential this alliance will give [URG](#) members to expand their businesses and increase their profits. We think it is going to help our independent automotive recyclers stay competitive in an increasingly sophisticated marketplace that has become national in scope.”

John Fischl adds that “This new affiliation with [PROformance](#) and [Dahmer](#) represents an excellent opportunity for [URG](#) members to expand their product line and enhance their market presence. [URG](#) is going to integrate this product data into the Pinnacle System, so the opportunity to sell more will become automatic. Using [Pinnacle](#), salespeople will view these new and remanufactured engines from the vendors alongside their own inventory in URGNet. This provides an additional competitive advantage over what we have today.”

[Actual Systems](#), developers of the [Pinnacle Auto Recycling Trading System](#), began in 1985 by developing a computer system to serve the photo finishing industry. By 1987 this expertise had expanded to consultancy helping people make decisions about systems. This soon included work with Breaker Parts in Scotland, eventually resulting in BreakerSalvage, a system providing solutions for UK dismantling and salvage. Eventually collaboration with [URG](#) was formed, and the result was [Pinnacle](#).

[United Recyclers Group, LLC](#) is a partnership of over 330 industry leading auto recyclers that work together to improve and modernize the automotive recycling industry. Changes they have made include developing their own inventory management system, [Pinnacle](#); creating a buying cooperative; offering group marketing options; and forming the Premium Recycled Parts Program. For more information, go to their website at www.u-r-g.com or call 303-367-4391.

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