



## DECEMBER 2024

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### From The Executive Director

**It's the Holiday Season!** I hope you are joyously celebrating with the people you love.

Please let me take this opportunity to say THANK YOU to all NATA members. It is with great pride that we continue the legacy of this association started in 1912.

We appreciate and admire every single member. We know how hard you work to take great care of your families, employees and customers.

THANK YOU NORTHWEST AUTOMOTIVE TRADES MEMBERS AND A MERRY CHRISTMAS TO ALL!

*Janet Chaney*

**Janet Chaney | Executive Director**

*Peace on Earth,  
Goodwill to Men*



# Northwest Automotive Trades Association Brings Community Colleges To Private Car Collection



On October 24, 2024 NATA hosted over 400 Community College students at the Brothers Private Car Collection in Salem, Oregon.

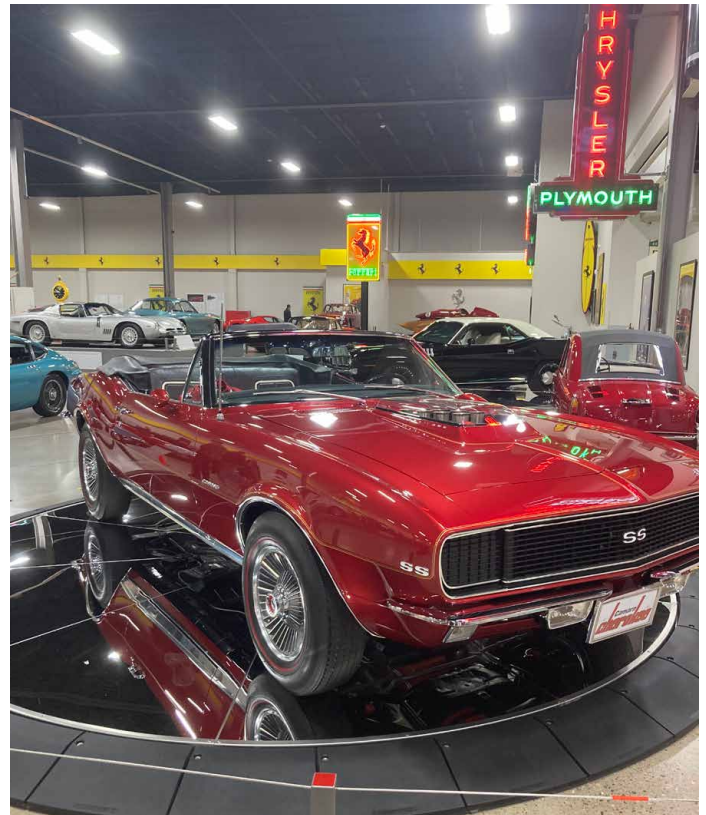
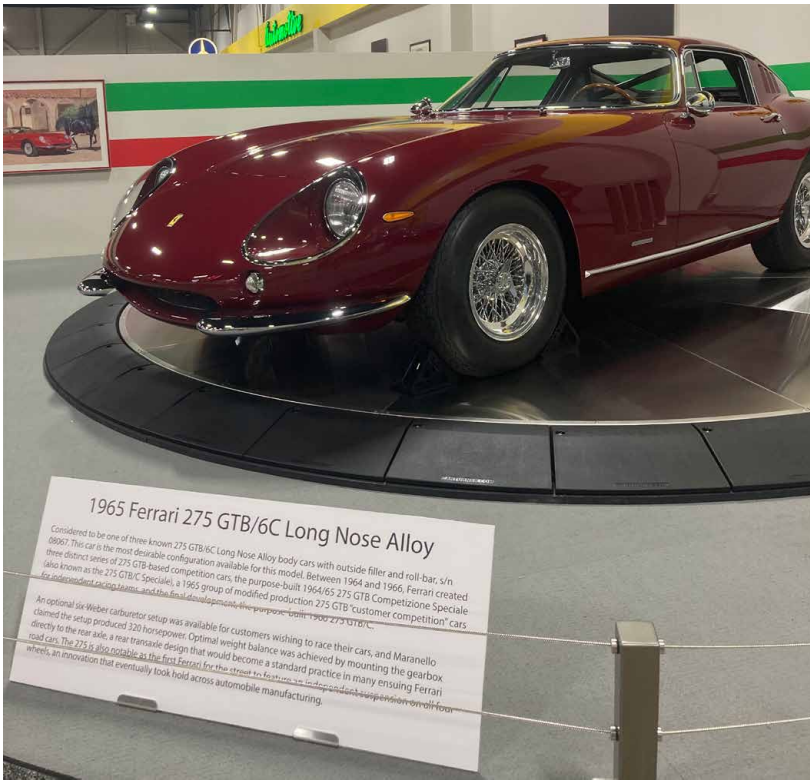
This all-day affair brought students from all over the state and everyone was in awe at this incredible collection.

Almost 400 enthusiastic students and educators from across Oregon participated in the student event. By actively supporting such events, NATA contributes to the growth and development of future professionals in the field. Encouraging engagement in automotive education helps to ensure a skilled workforce within the industry.

NATA expresses gratitude for the support from the Brothers Car Collection, and this partnership highlights the positive impact that collaboration can have within the automotive community.









# Reflections on the National Guard Boss Lift and 2024 National Guard Employment Summit

*By Robert Christner, NATA Education Coordinator*

I recently had the extraordinary opportunity to participate in two events showcasing the remarkable work and dedication of the Oregon National Guard. These experiences provided an inspiring glimpse into their vital contributions to our state, their partnership with local employers, and their commitment to workforce development and Career and Technical Education (CTE).

The first event was the National Guard Boss Lift, where I joined other community and business leaders aboard a CH-47 Chinook helicopter for a flight from Salem to Hermiston. This unforgettable experience offered a unique perspective on the operational expertise and professionalism of the Guard. Witnessing their capabilities firsthand highlighted their long-standing dedication to Oregon and the ways they empower service members with skills that benefit both military and civilian careers.

On November 14 I attended the first-ever Oregon National Guard Employment Summit, hosted at the Army Aviation Support Facility in Salem. This event brought together the National Guard, Air Guard, and local employers, creating a platform to highlight the wide array of careers and benefits the Guard offers. Led by Brig. Gen. Alan R. Gronewold, Adjutant General of Oregon, the summit featured presentations, hands-on demonstrations, and opportunities to tour military vehicles and aircraft. Attendees were able to connect directly with professionals in aviation, engineering, technology, and other fields, showcasing the Guard's depth of opportunities.

Both events underscored the exceptional contributions of the National Guard, not only in safeguarding our state but also in shaping its workforce through meaningful education and career pathways. Their partnership with CTE programs and local businesses demonstrates their commitment to fostering skill development and creating impactful employment opportunities.

I extend my deepest gratitude to the men and women of the National Guard for their tireless efforts and dedication to service. These experiences were powerful reminders of the Guard's invaluable role in our community, and it was an honor to witness their outstanding work firsthand.



**Oregon National Guard Employment Summit**



**NATA Education Coordinator, Robert Christner (L) joins Lieutenant Colonel Charles Panzer at the National Guard Employment Summit**





# NATA Board Member Wins Prestigious Award at SEMA

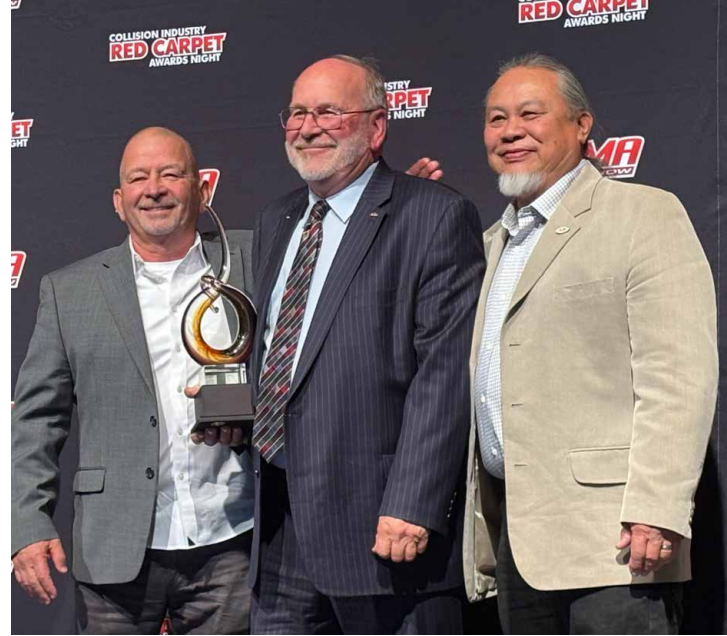
Ron Reichen, Owner of Precision Collision Centers and Vice-President of Northwest Automotive Trades Association received an award from the Society of Collision Repair Specialists in Las Vegas at SEMA.

The Industry Red Carpet Awards, hosted by the Society of Collision Repair Specialists, was attended by over 300 people and recognized collision industry champions.

Ron, recognized by the Society for the Lifetime Achievement Award for his unending and selfless contribution to the collision repair industry.

The owner of 5 shops, he stays busy and close to the current and future needs of the automotive industry.

His industry involvement is also close to home with his position as Vice-President of NATA. He believes deeply in education programs and is involved with community college programs and will be moving into high school education next year.



*Ron Reichen, center, accepts Award at SEMA*

Northwest Automotive Trades Association salutes Ron Reichen with this prestigious recognition!

## Northwest Automotive Trades Association attended the Elliott Powell Baden & Baker Open House on the waterfront at OMSI.

*L-R Derek Aldrich, EPB&B and Janet Chaney Executive Director, NATA*



## **URGENT! CALLING ALL SERVICE ADVISORS!**

Does anyone know of someone that can do fill in service advisor work? Perhaps someone who is retired and would be willing to step in and assist?

It would be great if we could add Service Advisor to our list of member services and be able to help keep shops going when there is a need!

If you know of someone or have any ideas, please email [admin@nata.org](mailto:admin@nata.org) asap.

# Advanced Auto Parts will shutter hundreds of locations

*North Carolina-based Advance Auto Parts plans to close hundreds of stores (including 9 in Oregon), 4 distribution centers, and will slash jobs, citing sluggish demand for vehicle parts. The announcement came with the release of the company's third-quarter report, when it reported an adjusted loss of 4 cents per share, compared to a loss of \$1.19 one year ago. Executives said a drop in profits will force the closure of more than 700 locations by the middle of 2025.*

The company claims reducing its U.S. footprint is part of a “strategic plan to improve business performance.” It said it is shuttering 523 of its corporate stores, four distribution centers, and exiting 204 independent locations by the middle of next year.

Specific locations and the number of employees expected to be impacted was not immediately disclosed. A spokesperson for Advance Auto Parts declined to comment further.

The company outlined some wider turnaround efforts in their announcement. Despite these sizeable closures, the company noted goals like an “acceleration in pace of new store openings” and adopting a standardized operating model. And it pointed to supply-chain consolidation plans, noting that it expected to incur costs related to converting certain stores and distribution centers into “market hubs.”

Advance Auto posted a loss of \$6 million in its third quarter on revenue of \$2.15 billion. The company also lowered its full-year revenue outlook for the second consecutive quarter.

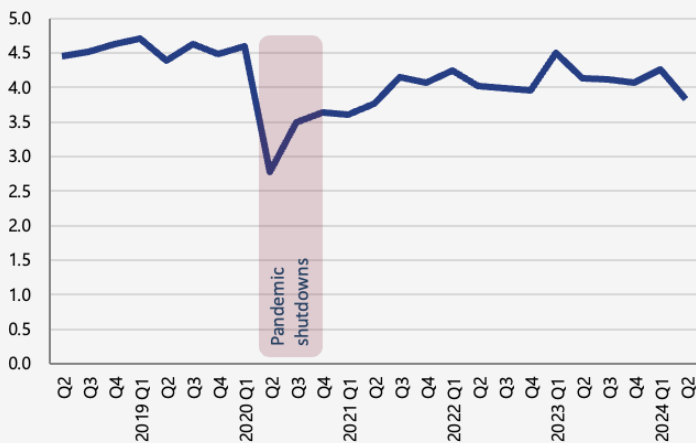


The seller of car batteries, motor oil and more has seen some waning sales since the start of the year, and is making efforts to boost its balance sheet. Earlier this month, the company closed a \$1.5 billion sale of Worldpac, its automotive parts wholesale distribution business, to investment firm Carlyle.

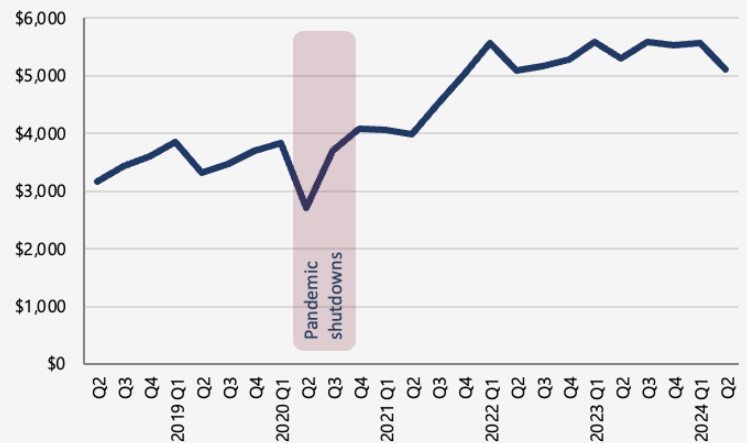
Advance Auto primarily operates in the U.S., but also has some corporate stores and independent locations in Canada, Mexico and various Caribbean islands. As of Oct. 5, Advance Auto operated more than 4,780 stores and served 1,125 independently owned, Carquest-branded locations.

Shares of the company closed up less than 1% Thursday, but the stock is down 33% year to date.

Collision claim frequency



Collision claim cost



## Northwest Automotive Trades Association 2025 Calendar

**We have great plans for our membership in 2025.** Training is 'the constant' in everyone's business today and we will be addressing the challenges for you.

One of our goals to help all of our members be the 'best' in the business.

We will be bringing a class to help our shops understand their numbers and how to manage them for a more growth oriented profitable future.

We hope these classes will bring profitable relevance to you and your business.

- 1) **Know Your Numbers - Managing Gross Profit, Parts Profit and More - Mechanical**
- 2) **ADAS - Calibration - All vehicle repairs need to be calibrated to be safe on the road - Mechanical and Collision**
- 3) **Collision Repair Shop Negotiations - Mark Olson, VECO Experts - Collision**

Per the response to our survey, the largest percentage of responses asked that classes will be in the evening. We will have two classes per segment. North and South.

The south class will be at CTEC in Salem and the North class will be at PCC Sylvania. We are open to having more regionally based classes upon request. We are very excited to bring this opportunity to our the industry.

As soon as we have the logistics set up we will be emailing you the dates. These will be a 4 hour evening class with dinner furnished (probably pizza!)

## Helpful Links to Oregon Agencies

### The Oregon Bureau of Labor and Industry (BOLI)

offers training seminars for wage/hour laws, discipline/discharge & employment law:

[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

offers a free class covering basic management of hazardous waste; sign up here:

[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)





# THE ROAD AHEAD: Trump 2.0: The Engine of Change?

***What does the 2024 election hold for the future of automotive and energy policy and in particular engines? Speculation rules the day at this point***

**By Wire Reports on November 12, 2024**

**By Allen Schaeffer, Executive Director of the Engine Technology Forum**

**Seven days ago, the build up to the 2024 election and speculation about the outcome gripped the nation.** What a difference a week makes. Following a landslide election victory of the popular and electoral college votes, Republican President-elect Donald J. Trump this week has already announced several appointees to his cabinet in his incoming Administration, including Lee Zeldin, former Republican lawmaker from New York, as the next Administrator of the EPA.

What does the 2024 election hold for the future of automotive and energy policy and in particular engines? Speculation rules the day at this point, so I'll jump right in.

**Domestic Energy Sector Continues Thriving:** According to Valerie Thomas, Professor of Industrial Engineering at the Georgia Institute of Technology, the United States is producing more oil and natural gas today than ever before, and far more than any other country. Under each of the three most recent presidencies, Republican and Democratic alike, U.S. oil and gas production were higher at the end of the Administration's term than at the beginning.

*My take: It's safe to say that this growth trend will continue with the Trump Administration, with pledges to expand leases on federal land and simply the demand for energy.*

*This will translate into a boost for the heavy equipment industry as oil and gas production utilizes many different kinds of heavy-duty engines and equipment for drilling, power generation, pumping, heavy-duty truck transportation, servicing, and construction equipment.*

**Renewal of our Renewable Fuels Policy?** Reducing carbon emissions can be accomplished in many ways; not just by electrification. The EPA's tailpipe only emissions policy ignores the life cycle emissions policy that would lead to more practical options by boosting advanced renewable biofuels. EPA's unwillingness to embrace a growth-oriented renewable fuels policy has failed everyone up and down the supply chain. Will the new Trump administration embrace domestically produced low carbon fuels and follow suit with supportive policies? Let's hope so.

*Renewable fuel producers and petroleum interests have often been at odds debating domestic energy policy. Finding some common ground would go a long way to helping ensure both futures for more traditional fuels and more renewable fuels. It should not be an either-or proposition. Renewable fuels are key to a sustainable future for all internal combustion engines.*

**Start your engines for new Auto and Commercial Truck Emission Policy.** The Biden Administration implemented its climate policy by

prescribing automotive and heavy-duty truck emissions policies that follow a similar approach: Adopt aggressive rules with challenging deadlines that push electrification, find out that charging infrastructure is lagging and car and truck buyers aren't buying it as projected, compliance deadlines and costly penalties loom for all, and manufacturers' planning and investments are upended. And, as we are now learning, sales of traditional combustion vehicles sustain all.

**Automotive Policy: something's got to give.** Automakers are facing a multitude of challenges as they witness what happens when policy mandates run into market realities. Aggressive emission standards adopted by President Biden in March require automakers to produce fewer gasoline powered cars and more electric vehicles. Many factors (inflation, access to charging infrastructure) all contributed to a weaker-than-expected EV market that is expected to reach 9-10% of all new vehicle sales this year. This is substantially off pace to achieve President Biden's goal of 50% of all new vehicle sales being EVs by 2030.

Add to all of that pressure California's influence that will phase out the sale of gasoline powered vehicles in that state by 2035 conceivably followed by the dozen or so states that are



following California. Together these states make up about 40% of the nation's car market.

Along comes President Trump who has pledged to "eliminate the EV mandate on day 1." But what does that mean? There is not an EV mandate per se, but rather the stringency of the light-duty car fleet emissions rules effectively forces manufacturers to sell more EVs or hold back on their gasoline vehicle sales. Adding to the uncertainty is the relationship of President-elect Trump and Tesla founder Elon Musk, who has the majority of the EV market in the country. Will Trump end the \$7,500 tax credit on EVs that runs until 2032? How will California and its follower states respond to a new automotive policy? How will litigation outcomes impact policies going forward (23 states have challenged EPA's Heavy Duty truck rules; 15 states are suing California for its truck rules)?

*Rescinding or substantially modifying the most recently adopted light duty multi-pollutant rules that the EPA issued earlier in March to ease emissions standards seems to be a likely point of action in the new Administration. With the slowdown on EV adoption currently underway coupled with the new Trump Administration's likely views on EVs, manufacturers will continue to be sustained by solid sales of their traditional combustion (gas, diesel) vehicles, and improvements in these traditional vehicles and introduce more hybrid technologies. Automakers have substantial investments and their own corporate commitments in zero emissions technology and battery manufacturing and charging infrastructure. These aren't going away.*

**Trucking Policy: Something's got to give here too.** Truckers are hopeful that deregulatory and economic boosting policies

in the Trump Administration help lift the trucking sector out of the depressed freight market. And it will be just in time as the industry faces a slew of new emissions rules and greenhouse gas reduction requirements from California and the EPA for new vehicles and future fuels.

The EPA's new greenhouse gas rules for heavy-duty trucks ("Phase 3") adopted in March effectively dictate starting in 2027 an increasing percentage of fleet sales be zero emissions technology, tied to the sale of conventional diesel and natural gas trucks.

California's adoption of the Advanced Clean Truck Rule (ACT) and the Advanced Clean Fleets Rule (ACF) together respectively compel manufacturers to produce and sell and fleets to buy zero emissions technology in increasing percentages, which began this year in California. Ten other states have adopted the ACT rule, and nine states are on board with California's more stringent emissions standards for nitrogen oxides rule. Some reports from California have suggested that already 10-months into the first year of the ACT rule, fleets can't get the diesel trucks they want to order because of the rules limiting manufacturers from offering them.

And if this is not enough, the industry must make equipment acquisition decisions in 2025 and 2026 in advance of a new EPA emission rule that takes effect in 2027. In previous years facing an emissions milestone, major prebuys of new equipment occurred in the preceding years, muting any environmental benefit from the new generation of even nearer-to-zero emissions levels.

*More so than the auto sector, the commercial trucking industry*

*transition to zero emissions technology is far more challenging. Thanks to the smaller size of the industry overall, the significantly higher infrastructure demands, costs of new equipment in general and zero emissions technology in particular, truckers are making business not emotional decisions. The growing number of state policies impacting vehicle purchase type and use are ultimately hampering both manufacturers and truckers; but can there be a resolution for all?*

*Truck OEMs, like automakers, have many investments and commitments at stake. They are producing an increasing range of fuel-efficient conventional engines and zero emissions technology for their customers. They too have taken on responsibility to help build out a nationwide heavy-duty truck electric charging infrastructure. These will succeed at some level in the marketplace as one of many options available.*

## Parting thoughts

Let me end by making a connection with safety. If we're about to get on a new road, let's do it safely. One of the most important things new car and truck drivers learn if you lose control from going into a skid on a wet pavement or after turning sharply to avoid an obstacle, is not to overcorrect. Overcorrecting one extreme turn of the wheel with another raises the risk of a rollover accident and puts everyone on the road at risk. Safe and steady, and in control on the new road, will get us there. So too for our energy, fuel, and environmental policies.

**aftermarket**  
**MATTERS** *weekly*

aftermarketmatters.com/  
national-news/trump-2-0-the-  
engine-of-change/

# Big Celebration At PCC Sylvania Campus

**About 100 students, support staff and friends and family joined in the completion ceremony at Portland Community College Sylvania Campus, December 9.**

8 Students were honored for completing the automotive segment of their degree. Also, there were 15 Recipients of a \$1000 Scholarship from the PCC Foundation.

Ross Johnson, Faculty Department Chair, opened the ceremony and bestowed these awards to these hardworking students.

90 students participated and cheered on the recipients of this days ceremony, showing great camaraderie and support. All the admin and staff were there and congratulated each student individually.

One student, Jeff Garcia, has a great story to tell. In addition to this Completion Ceremony, Jeff is also a NAVY Veteran. His uncle, Jeremy Ruiz, had graduated from this program 11 years ago and encouraged Jeff to attend the school. His uncle, who now is a manager of a service department at a large dealership, is excited to see Jeff move forward in the automotive industry. This accomplished young man will be a welcome addition to our industry.

A great pizza lunch was served after the ceremony, sponsored by Bridgestone Firestone.

"This is an important milestone for these students, and I want to thank the administrative staff and support group that makes this happen," says Ross.

Northwest Automotive Trades Association is honored to participate in these events at the schools. Our commitment to education is paramount, working towards a sustainable industry future. Please look for our request to participate in the college portfolio reviews.

**Want to Help? You can contribute to the PCC Scholarship Foundation!  
Contact [Nancy.hartman1@pcc.edu](mailto:Nancy.hartman1@pcc.edu) or [Randy.zeller@pcc.edu](mailto:Randy.zeller@pcc.edu)**

**Fifteen \$1000 scholarships / recipients  
8 Completion students • 90 students attended**



***Ross Jones, Faculty Department Chair, PCC Sylvania, proudly calls the students up to the stage to receive their awards.***



***PCC Students receive \$1000 Scholarships at the Completion Ceremony***



# ATTENTION NATA HEALTH, DENTAL AND VISION PLAN MEMBERS

If you need information about your plan, SIMON is your online access port for all your insurance needs. Confirm coverage, drop an employee, add an employee, view your invoice, and more - SIMON is your online source. NOTE - your insurance invoice is mailed on the 13th of each month and due by the 1st. Using SIMON to view your invoice may be more reliable than waiting for the postal service to deliver it (at times). As always I am available to assist you anytime: Tere MacNaughton, tere@aboutnata.org

*Happy Holidays &  
Happy New Year*

**FROM ALL OF US  
HERE AT NATA**



## **SOME BENEFITS OF BELONGING TO NATA**

Start the new year right - join NATA and network with your industry peers and receive cost saving benefits!

**SAIF Workers Comp Discount  
Industry Specific Quarterly Trainings  
Health, Dental, Vision Plans**

**Call Tere MacNaughton 503-253-9898**

**Garage Liability through Elliott, Powell, Baden and Baker**

**Call Derek Aldrich 425-785-8716**

**Credit Card Processing (as low as 1%) • Industry Education:  
Involved with High School Auto and Collision Training Programs  
Supporting Portfolio Reviews introducing students to chosen field**

**All of these benefits and more are provided to members of  
the Northwest Automotive Trades Association. These are a  
very BIG deal for everyone in the automotive repair industry!**

**Call Janet Chaney 503-253-9898 Benefits - Networking-Outreach**



## **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](http://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/)**