



Service Station Dealers Association

*Michigan*

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Dealers Association of Michigan  
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# SERVICE QUARTERLY

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## AET PROGRAM FACES CHALLENGE FROM EPA

### SSDA-MI CONTINUES TO FIGHT ON BEHALF OF DEALERS

The Environmental Protection Agency (EPA) has stepped up their attempt to take away the Auto Emissions Testing Program from the independent dealer and centralize this program here in Michigan.

In conversations and correspondence with House Energy and Commerce Chairman John Dingell (D-Trenton) the **EPA actually accused the Michigan program of "not being well run and there is cheating."**

In a letter to Daniel Loepp, Executive Director of SSDA-MI, Rodger James, Acting Director of the Bureau of Automotive Regulation denied the EPA's claims.

"Given that the failure rate are where they should be, it is our view that the amount of cheating has been so small that it has not significantly impacted the program's effectiveness," James said in his letter.

"It appears that the EPA seems to be possessed with the idea of eliminating decentralized programs no matter what the facts are," said Dan Loepp, SSDA-MI Executive Director. **"If the EPA is allowed to continue this it will have a tremendous negative impact on the small business community** and will inconvenience the motorist by making them conduct the test at one of 8 to 10 central testing outlets."

## EPA MANDATES CERTIFICATION FOR AIR CONDITIONING TECHS

New EPA rules will require certification of air conditioning technicians as early as January 1 of 1992.

Under the Clean Air Act, as of January 1, 1992, **no person can perform service on an automobile air conditioner involving the refrigerant without using recycling equipment and having been trained in the use of the equipment.** This rule applies to stations that perform 100 or more air conditioning jobs per year.

There is a one year delay for the smallest dealers who

perform less than 100 air conditioning jobs per year. Thus dealers must meet the same criteria by January 1, 1993.

The law also requires that each station servicing motor vehicle air conditioners certify to the EPA that the person doing the work has received the proper training and has the correct equipment. In addition, the new Clean Air Act prohibits the sale of refrigerant that is used in automobiles to any person who is not commercially

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## DEALERS MEET FOR ANNUAL CONVENTION

The Service Station Dealers Association of Michigan held its annual convention and trade show at the beautifully restored Park Place Hotel in Traverse City, August 4-7.

Dealers and their families enjoyed a view of the Grand Traverse Bay along with scheduled activities such as seminars, a trade show, dinner dance and a trip to Sleeping Bear Dunes along with shopping in Leland's Fishtown.

The SSDA-MI is already busy planning the 1992 Annual Convention. As you may have heard, we will be returning to the hospitality of Weber's Inn in Wolverson Country. The high-



light of the convention will be our group's attendance at the Michigan vs. Michigan State football game. We hope to see you there!

(For more details on the event see page 18-19.)

## DEALERS MUST NOTIFY SUPPLIERS BY OCTOBER 24<sup>TH</sup> FOR 91 HOLIDAY CLOSING

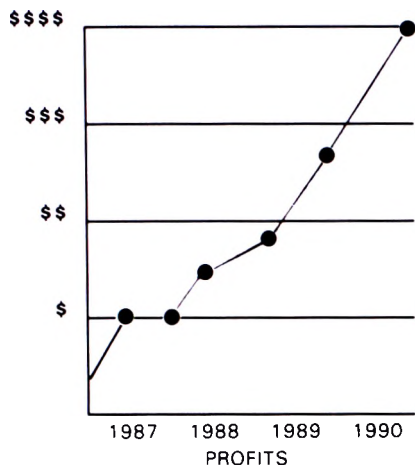
One of the provisions that became law when the Dealer Equity Bill (H.B. 4244) passed the legislature and was signed by the Governor takes effect December 1 of this year and will impact the holiday season of 1991.

Under Public Act 134 of 1990, dealers who do not operate their station within 1/2 mile of an interstate or U.S. Route freeway exit **have the right** after December 1 of this year, **to close their business on one recognized holi-**

**day a year** from 6:00 p.m. the day preceding the holiday to 6:00 a.m. the following day.

To take advantage of this part of the law dealers must notify their supplier **in writing (certified mail insures accuracy) 60 days before the holiday** that they intend to close their station. For dealers to spend Christmas of 1991 with their families they must notify their supplier in writing by October 24, 1991.

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# IMAGE IS HIS MOTTO FOR 40 YEARS OF BUSINESS

Shell dealer John Marcenko started in the service station business in 1952 as a Sinclair dealer at Michigan and Trumbull across from Tiger Stadium. In 1957, Marcenko signed on as a Sinclair dealer in Dearborn Heights and became part of the Shell dealer family in 1971. He has won dealer of the year awards and image awards from Shell Oil. Service Quarterly had a chance to talk with John about his business, our industry, and the future.

**SG:**

John, where did you start in the business?

**JM:**

At Michigan and Trumbull. I had a Sinclair station from 1952 until 1957. We moved to Dearborn Heights in 1957 with a brand new Sinclair station. In 1971 we changed to Shell at Outer Drive and Southfield and also we put together the VanBorn and Telegraph station.

**SG:**

What's been the evolution of the business and what do you see as the biggest change in the business?

**JM:**

Alot of changes have been made, but basically it's the same business. Automobiles are computerized now. There were few car washes and no c-stores. Service and paying attention to customers was and still is the key.

**SG:**

In the 40 years that you've been in the business what are your memories about the different locations?

**JM:**

Well the neighborhoods have changed but I still have some of the same customers I had when I started in Dearborn Heights in 1957.

**SG:**

How are dealers different today?

**JM:**

That's been the biggest change. Dealers are businesspeople. They don't turn wrenches anymore. A dealer had to get

out of the backroom in order to survive. In the beginning the gasoline volumes were not as high so dealers often times were wrenchers and could stay in the backroom. Nowadays, even in a conventional station, a dealer, to be successful, must be out front with his customers.

**SG:**

Do you see the single location dealer surviving in the coming years?

**JM:**

He or she may be able to scrape out a living. A dealer would have to have multiple locations, or at least two. That's the only way the independent dealer will survive.

**SG:**

How have the oil company's, in general, changed or remained the same over the years?

**JM:**

The pricing issue was and always has been their philosophy. They want you to keep it low. They always, or at least since I have been in the business, have been on you to keep the price low. I can remember when we were only mak-

ing 1 or 2 cents per gallon. They were still on us to keep the price low.

**SG:**

Is it possible for a single location dealer to make a successful business run on 6 or 7 cents a gallon margin?

**JM:**

Impossible. A single location needs to work on 12 cents a gallon just to survive. A c-store would be 8 to 10 cents. While I have heard the claims made that you can survive on 6 to 7 cents a gallon the only way I see that is with the multiple stations and even then we're talking about maybe 4 locations.

**SG:**

How were you able to keep a good relationship with your supplier?

**JM:**

Keep a good image. Some company programs are good, some are bad. But, if you're going to be on the team, you've got to be a team player. That doesn't mean that you have to give in on everything they tell you but within reason you have to be a team player. That also means that the

company has to be a team player as well.

**SG:**

So your key to a successful station is a good image. How do you maintain that?

**JM:**

There are certain jobs that have to be done everyday. For example, washing the floors. Don't ever fall behind on image because you can't catch-up.

**SG:**

What is the biggest hurdle for the dealers in the upcoming years?

**JM:**

There are a couple real serious ones. First of all, margins. If the margins don't go up, you'll see alot of dealers go out. Secondly, the automobile company's are making the warranty go forever and there will be very little use for service bays. The conventional station as we know it will be gone. A few may exist, but not many. And you'll see alot less stations overall.

**SG:**

What role does the association play with dealers and what role should it play?

**JM:**

I think that the association plays a big role in our industry. We have a direct line to the legislature. There are bills that have to be passed to be able to exist in this business. Alot of things have happened in Michigan already because of our association. All dealers should be a member of this association.



John started in the business in 1952 in a Sinclair station at Michigan & Trumbull across from the Tiger Stadium.



By Mark Cousens, SSDA-MI Legal Counsel



## IT ALL MATTERS

Suppliers often send dealers notices or complaints regarding the condition of their premises. Dealers must be very sensitive to these notices. Ignoring these warnings or failing to correct the problems described in the notices can lead to very serious problems, including loss of a dealer's franchise. This is especially frustrating, because dealers can easily avoid these problems. In this article, I will try to explain how a series of small image violations can be assembled together to justify a franchise non-renewal. I will also try to explain how dealers can avoid being placed in jeopardy by seemingly minor image violations.

### The PMPA

The Petroleum Marketing Practices Act permits a supplier to refuse to renew the franchise of a dealer for a dealer's failure to operate a facility in a "clean, safe and healthful" manner. The Act does not permit non-renewal unless the dealer has been warned at least twice regarding the condition of this facility.

The Act does not define "clean, safe and healthful." But several court decisions have made the term fairly clear. A supplier may refuse to renew a franchise if a dealer's conduct over time shows that he or she has not maintained the station within reasonable image standards. A supplier is entitled to establish its own standards, and the

dealer may be expected to live up to them, provided they are reasonable. But the supplier is entitled to enforce these standards, and a dealer who continued to be unable to meet the standards may be stripped of his franchise.

### Standards Must be Reasonable

The image standards must be reasonable. At a minimum, the standards must be related to the supplier's legitimate interests. Thus a supplier may insist on certain uniform standards, including clothing, signage and station colors. The image standards may include cleanliness, and a supplier may insist that a facility be kept in good repair, and be free of junk or abandoned cards, parts and tires. What this amounts to is that the supplier may establish reasonable standards, and may inspect to determine whether the standards are being maintained.

The emphasis here is on "reasonable." The supplier's standards must be related to legitimate goals of the supplier, and they cannot be arbitrarily or unfairly enforced. Image guidelines cannot be used to punish or retaliate against a dealer. A supplier cannot apply different sets of standards, or enforce them against one dealer, and not enforce them against another dealer. And a supplier cannot refuse to renew a franchise for petty or minor violations of im-

age standards. Non-renewal could only be permitted in cases where a dealer's failure to meet image standards continues over a long period of time, and the failures were serious.

### Not All Violations are the Same

Not all image violations are serious. What is a "serious" image violation, and what is "minor" can only be determined on a case by case basis. And some suppliers are more concerned than others about image. Certain suppliers enforce uniform standards, others do not. Some insist on keeping windows free of extraneous signs, others are unconcerned. Violations that impact on the image of the supplier's trademark are probably more serious than those that do not. For example, a dirty station, littered with junk and weeds is more serious than an employee wearing a clean, but non-image uniform. But all violations matter. Because a series of violations that are not corrected can ultimately be evidence used by a supplier to justify a franchise non-renewal.

### Minor Violations Alone Not Sufficient, But Accumulated Violations Are

A dealer's isolated violation of image standards will not justify non-renewal. But the accumulation of a number of violations can cause real problems. Even the accumulation of a number of minor violations can justify non-renewal. This

is so even though none of the individual violations, alone, would permit non-renewal.

A dealer who accumulates a number of violations—even minor violations—appears to the court to be guilty of conduct of bad operation. It is very difficult to explain to a judge that the dealer is actually a fine operator, and not a problem, when the dealer has accumulated a large number of complaints about the appearance of his facility. The reason is that the supplier has a very sympathetic argument. It will assert that the dealer had a full opportunity to change the method of his operation, but did not. It will assert that the dealer had plenty of warning, but refused to change his business practices.

These are very hard arguments to rebut. The dealer will try to prove that the station is not as bad as pictured. Or that the dealer has been the object of unfair criticism or retaliation. Or that the image problems did not impact the dealer's sales.

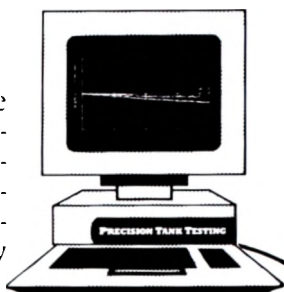
The problem with these arguments is that the court will err on the side of protection of the supplier's trademark. This means that the court will not give a dealer a "second chance" if it means that the dealer's continued operation may threaten the value the value of the supplier's mark.

Continued on page 17.

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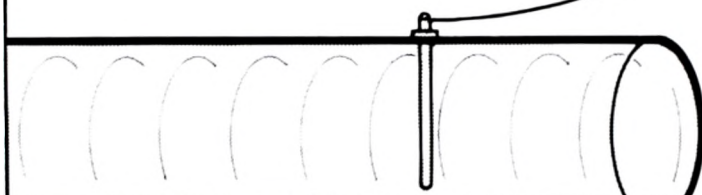
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# THE BENEFITS OF HIRING OLDER WORKERS

By Michael Kinsman: Copley News Service

Atlanta isn't ever too ready for snow, but here it was December 1988 and it covered the streets.

"Actually, we only had about an inch or two of snow, but it was enough to immobilize the entire city," said Shira Miller, community relations manager of Days Inns of America in Atlanta.

"The whole city shut down. Most of our younger workers stayed home, but for some reason our older workers still managed to get here."

And, since a number of the older workers manned the regional reservations department for the hotel chain, business went on smoothly.

For Days Inns, it was another example of how

the hiring of older workers has proved a worthwhile pursuit.

Strapped by an increasingly rising annual employee turnover, Days Inns had turned to senior citizens in 1985. Seniors, the company found, were not only dependable, but easily learned how to work with sophisticated computer software and cost only about one-third as much to train as younger workers. In addition, Days Inns now reports that its older workers are better sales people.

"There's a lot of misconceptions out there about older people," Miller said.

"We found that they're very reliable, they have no higher illness rate and their insurance costs are no

higher because they don't have as many dependents. We've been very pleased.

Days Inns is one of the case studies in a new report by The Commonwealth Fund, a New York philanthropy that attempted to detail whether senior citizens are cost-effective employees.

"Until now, corporations have had to make policies about older workers based on hunches and impressions," said Thomas W. Moloney, senior vice president of The Commonwealth Fund.

"These studies for the first time provide numerical results from real companies that have hired older workers. The bottom line speaks for itself: The case studies prove that hiring older people makes

good business sense."

Another company in the study, The Travelers Corp. of Hartford, Conn., reported that it employs an average of 400 seniors per week as part of its TraveTemps program.

The company said it saves from \$4 to \$9 per hour by using retirees rather than calling on the services of an outside temporary agency.

Travelers also said its pool of retired workers has given it maximum flexibility in staffing levels and that company morale is improved because younger workers see the company as taking care of seniors.

"We believe that in the future successful companies will turn to talented segments of the labor force that are underemployed," said Thomas Helfrich, who heads Travelers' human resources department.

"Our calculations have shown that this program saves the company a good deal of money and was a good investment for other reasons as well. Now, the Commonwealth Fund's case study gives us independent confirmation that indeed we are saving considerable sums."

Unfortunately, as workers age in our society there is a tendency to push them aside, fill their positions with younger workers who, in theory, will have more energy and be better workers.

As anyone over the age of 50 knows very well, it is extremely difficult to land jobs if you find yourself out of work.

Some companies, such as Days Inns and Travelers, have made headway into extending the work lives of senior citizens who want, or need, to continue working. Still, U.S. companies generally do little to motivate, retrain or retain seniors.

"We used to think that by the time you were 65, it was time to be retired, that you wouldn't have much to give," said Miller of Days Inns.

"Now we can see that some people may have 10, 15 or 20 more years left as productive workers."

If you don't believe that, you might hunt up Lewis Lefkoff, who three years ago decided he wouldn't mind taking a stab as a reservation clerk for Days Inns. Today, at the age of 82, Lefkoff is still working full-time and reportedly has no plans of retiring.

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# ENVIRONMENTAL UPDATE

By Terry Burns, SSDA-MI Marketing Representative

## UST

The State Fire Marshal has begun the hiring process for 16 Field Inspectors. This program had seen many delays but now is in motion. These State Field inspectors will be stationed throughout the State to inspect new installations, investigate problems and complaints, and to check on the registration status of existing tanks. With this inspection program the owner/operator installing a new system can now have a state inspector verify that the equipment and the procedure is in compliance with the rules before backfilling. As a reminder, the State Fire Marshal does not recognize a tank as being properly regis-

tered unless the fee has been paid. Check your records and make sure that the fee has been paid. NOTE: The State Fire Marshal UST Division is moving. Their new address is:

Michigan State Police  
Fire Marshal Division  
Hazardous Materials Section  
General Office Building  
P.O. Box 30157  
7150 Harris Drive  
Lansing, MI 48909  
Phone # 517/322-1935  
Fax # 517/322-0430

The UST Reporting/Information Network 1-800-MICH-UST will still be operational.

## DNR

The DNR has released a new Type B criteria, raising the levels of

Ethylbenzene, Toluene, and Xylene, however the Benzene level did not change. This should help meet the Type B closure in more situations also holding down expenses. Also in the works is an expanded method of closure allowing the Fire Marshal the authority in a closure process to allow a higher concentration than non-detect. Therefore alleviating some workload from the DNR. We will keep you informed as these negotiations unfold.

## MUSTFA

As most MUSTFA claimants know, the payment process has been very slow. Corrective actions taken in August with



MUSTFA and the Third Party Administrator (TPA) should begin showing improvement in the process. MUSTFA staff explained in the Legislative Hearings that the delay was due to both MUSTFA and the TPA. New guidelines and restrictions were given to the TPA and agreed to by them. The TPA now has a proposed date to be current with all past due claims.



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By Phil DeLage  
Dodson Group Marketing Representative

## CONTROLLING INSURANCE COSTS

*During difficult economic periods, is it possible to control the cost of your business insurance?*

Insurance, to be sure, is a part of your business overhead. When it becomes necessary to evaluate overhead during economic down turns don't assume that insurance expenses are fixed and rigid. You will have to take a long, hard look at coverages and risk exposures to determine what can and should be changed. You must understand that certain coverages cannot change and indeed may even need to be increased.

Insurance companies are not unlike other businesses in that they feel the effects of a shaky economy. Indeed insurance companies may feel the effect sooner and longer than other industries. This is due to the fact that third party claims, such as slip and fall, shoot through the roof when the economy goes sour. Insurance companies through your business insurance become an alternative source of income for many individuals feeling the crunch of a poor economy. So premiums, out of necessity, do not come down on their own.

Because insurance companies feel the pinch acutely the only way to limit your insurance expense is to try to lower your premiums through lowering your exposure.

To address lowering your premiums we need to discuss your policy in sections. First, we will deal with the property coverage's. Property coverages would include items such as your building (if owned), your contents, crime, accounts receivable, business interruption, glass, signs, etc. Although these coverages do not represent a large portion of your insurance cost, they may be one area where you can evaluate need as opposed to expense. Let's take a look at one area of property coverage: contents, by far the most expensive, per \$100.00 of coverage for any property. Contents is equipment, stock or inventory, fixtures and in some cases your employees

tools, if you chose to provide this coverage. Now if money is tight you may have trimmed your inventory back to the bare necessity. You may have disposed of certain equipment that you felt was unnecessary. You may have had to lay off some mechanics thus reducing the employee tool exposure. If this is the case, you need to evaluate the remaining contents and reduce coverage on your policy accordingly. We can trim the coverage and reduce premiums now. When business changes for the better we can easily increase the coverage later. You must be careful though, because co-insurance clauses still apply and only you know when you need to replace coverage once reduced. Items such as signs and glass can also reduce premiums if eliminated. Where crime coverage is provided, this is protection for your cash against robbery and safe burglar. You need to be very careful when evaluating this coverage.

Remember your cash becomes a very attractive source of income for many people and in some cases even employees. Employee dishonesty coverage may be a coverage to consider if you currently don't carry it.

Now let's discuss those policies where premiums usually are computed directly from your payroll.

Garage liability coverage is one such policy. Do not consider reducing the coverage this policy provides. It is recommended that you evaluate your current employee situation. Of course when we cut overhead expenses payroll is an obvious main target. If you have found it necessary to trim employees and reduce payroll you will also reduce garage liability premiums. Garage liability premiums are based on a limited form of payroll. This payroll will automatically be adjusted due to the policy audit. This does not take place until the end of the policy period. Until that time we have no way of knowing that you reduced your payroll unless you let us know.

Here again we can adjust mid term and re-adjust later. We need your input. This is an area that needs monitoring carefully. You don't want to fail to increase the payroll information when business gets better. Remember the dreaded audit billing at the end of the policy period.

Other garage coverages are for specific items such as owned auto's.

Premiums would be reduced if these items were deleted from the policy.

Likewise, workers compensation policy premiums are calculated by using gross payroll. This is another area of your overhead. Adjusting the workers compensation payroll estimates can save needed capital. Once again this policy, too, is subject to the audit process to deter-

mine actual exposure. You should be mindful of that fact when considering making any adjustments. As long as you keep these factors in mind and alert your agent or carrier in a timely fashion you can maximize your savings when needed most.

Please note that in no way can this article address your insurance cost situation specifically or totally. This article attempts to give you some insight about the different areas of your insurance costs that you could look at to help reduce those costs. Certainly during these uncertain economic times one must be careful about insurance coverage. Make your decisions from an informed position after discussing your particular situation and needs with your insurance professional.

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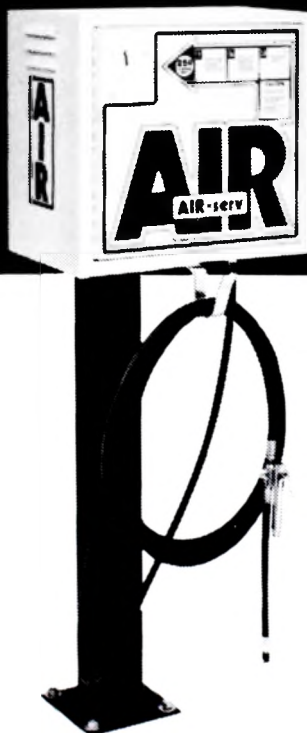
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# BUSINESS TALK

By Larry Wright, Lawrence A. Wright, Inc.

**MANAGING YOUR PAY-ROLL INVESTMENT** was expressed very well in a recent article published in the quarterly publication of the E.K. Williams & Co., **THE DEALER REPORT**. The following, with few modifications, is the gist of the article.

In the last four years, the average wage of all service station employees has increased some 32%.

The continued escalation of wages makes it imperative that we concern ourselves with employee productivity. We need to look at salary expense as an investment and know how to evaluate that investment.

Our guideline of the service station business, that hasn't changed over the years, is that each employee must sell a minimum of two times their salary in non-gasoline sales to carry their own weight, and for you to earn a return on your payroll investment.

A quick way to analyze monthly payroll productivity is to compare non-gasoline sales against payroll.

Here's a look at how to evaluate what the payroll should be for a station with \$27,000 of non-gasoline sales per month:

<b>Total monthly</b>	
non-gasoline sales	\$27,000
Less: Vending	(2,000)
Sales made by dealer	(5,000)
Sales made by employees	\$20,000

Note in the above chart that we reduced the sales today by dealer sales (\$5,000) and by vending sales (\$2,000), which is everything not sold by employees. There may be other sales not made by employees that should be taken into account when doing such an analysis. The \$5,000 reduction for dealer sales is an arbitrary estimate. You should use a figure that you feel is accurate in your business.

If we divide the \$20,000 of employee sales by two, we will arrive at the maxi-

mum amount the month's payroll should be for it to be productive, which is \$10,000 in monthly payroll.

If payroll exceeds \$10,000, the dealer needs to evaluate individual productivity, scheduling, use of part-time people, bay productivity, individual sales objectives and the use of incentive plans. If the payroll is less, the dealer should evaluate the need for more people to meet the demands of the customers and take advantage of non-gasoline sales potential.

Since these sales are so important, let's review some of the ways to build non-gasoline sales volume. First, the dealer should maintain a sales atmosphere by doing some basic things. Don't abandon the "old standbys" such as prompt, efficient service; complete, clean, neat uniforms on all employees; clean, dust-free merchandise displays; operating hours that meet the needs of the customers in the area; and a clean and inviting station.

You must instill a positive retail attitude in every employee. The way you do this is by establishing sales goals for each employee and evaluating their performance versus their goal.

The more sales awareness you instill in each employee, the more likely you are to build sales. You can instill that awareness by: (1) evaluating performance, (2) training, and (3) motivating employees. Let's look at each of these three areas.

## Evaluating performance

Recording sales by employee. It's a proven fact that sales will increase when employees know their performance is being evaluated based

upon their individual sales achievements.

Compare sales records and wages paid versus hours worked and review this with each employee. You might even consider posting these records in the back room where each person can compare their own performance with that of their fellow employees.

## Sales training

Teach each employee how to sell, and couple this with product knowledge to insure that each person knows exactly what it is that is being sold.

Evaluate training needs by studying your sales records. The sales records will tell you what a person sells and what they don't sell because they don't

know how to perform that service. Training is available on how to perform specific services from most oil companies and product/equipment manufacturers.

Employee certification. It's available through schools and national organizations such as ASE, and not only increases employee knowledge but also

Continued on page 25.



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## WHAT IS A BENEFIT PERIOD?

By William M. Acosta  
Copley News Service

**Q: I was told that with Medicare you have a number of benefit periods. Exactly what is a benefit period?-O.H.**

**A:** A benefit period is a way of measuring your use of services under Medicare hospital insurance.

Benefit periods, which apply to hospital and skilled nursing facility care, begin the day you are hospitalized and end after you have been out of a hospital or skilled nursing facility for 60 days in a row.

There is no limit to the number of benefit periods you can have.

**Q: My mother receives a small Social Security retirement benefit. What documents does she need to apply for Supplemental Security Income?-Y.R.**

**A:** Since she already has proved her age when she applied for Social Security she does not need to submit a public birth record. If she is not a citizen, proof of her alien status is necessary.

In addition, she must submit proof of income and resources (e.g. back statement for all checking and savings accounts, property tax bill or lease or rent receipt). We need to see the original document, not a photocopy.

**Q: My young nephew was badly injured in an auto accident and won't be able to return to work for at least a year.**

**He had only worked a short time before the accident. How much work does he need to qualify for disability benefits?-H.J.**

**A:** The amount of work credit needed would depend upon his age when he became disabled.

If he is under 24 he needs credit for 1 1/2 years of work in the three-year period ending when his disability started.

If he is between 24 and 31, he would need credit for having worked half the time between 21 and the time he became disabled.

**Q: Is there any entitlement to a Social Security check for the month of death?-W.K.**

**A:** When a person who receives Social Security benefits dies, no benefits are payable for the month of death. For example, if a person died any time in August, the check dated Sept. 3 (which is payment for August) should be returned, unless the check is made out jointly to a husband and wife. In that case, the survivor can bring the check to the Social Security office to have the payee information changed.

**Q: I hear a lot about the Supplemental Security Income. How is this program financed?-P.C.**

**A:** Although this program is run by Social Security, the money to pay SSI benefits does not come from Social Security taxes or Social Security trust funds. SSI payments are financed by the general revenue funds of the U.S. Treasury.

**Q: My mother just found a Social Security check that was issued to her in 1988. What should she do?-M.Y.**

**A:** Your mother should contact her local Social Security office. Social Security checks should be cashed promptly. Checks issued since October 1, 1989, carry the legend "void after one year." Government checks must be cashed within 12 months after the date on which the check was issued.

**Q: When you apply for Social Security disability benefits, is it necessary to have a special medical exam?-D.L.**

**A:** No, it is not. We obtain all the evidence necessary from your own doctors or other treatment sources. However, if the medical evidence your doctor supplies is inconclusive or if we get conflicting evidence, we may need to schedule a consultative exam or additional tests. These exams and tests are paid for by Social Security.

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# Attention

## Automotive Air Conditioning Technicians Must be Certified by January 1, 1992\*

The Service Station Dealers Association of Michigan will be offering the Mobile Air Conditioning Society program for technician certification in refrigerant recycling. A training session including a video and slides will be given in the Detroit Metro Area (I-696 & Orchard Lake Road). Please fill out the registration form below and return with your payment as soon as possible. At the end of the session, tests will be handed out to participants. The tests are to be completed at home by the participants, then returned in a stamped envelope.

Deadline for registration is October 17, 1991.

Wednesday, October 30, 1991  
7 p.m. 9 p.m.  
Clarion Hotel  
(I-696 Orchard Lake Road)  
31525 12 Mile Road  
Farmington Hills

### \$25 REGISTRATION

Fee includes:  
Video & Slide Presentation  
Question & Answer  
Certification Test

\*Under the Clean Air Act, if you are not certified, effective January 1, 1992, you will not be able to work on air conditioning systems.

### Enrollment Form

Name of First Technician: \_\_\_\_\_ Second Technician: \_\_\_\_\_

Third Technician: \_\_\_\_\_ (Attach list if additional Technicians will be attending)

Station Name: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Station Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

Check enclosed for \$ \_\_\_\_\_ (\$25 each)

Make check payable to SSDA-MI and mail with registration form to:

SSDA-MI  
Attn: AC TESTING  
200 N. Capitol, Ste L-30  
Lansing, Michigan 48933

# AET PROGRAM SHOULD STAY WITH DEALERS

Part of the Clean Air Act of 1990 that was passed by congress last year dealt with the issue of inspection and maintenance programs I/M. In Michigan that program is referred to as the (AET) or the Automotive Emissions Testing Program which has been implemented in the tri-county Detroit area by dealers since its inception.

Unfortunately, the EPA is hell bent to eliminate dealers from the program and centralize the emissions testing program. We think the EPA is dead wrong and we hope the Michigan legislature sticks with the small business community and keeps the program decentralized.

The EPA has claimed that **decentralized programs** that use dealers are as much as 40 percent **less effective** than centralized programs when judged in their success in identifying polluting cars and insuring proper repair. The EPA goes on to say that there is cheating and it appears that the EPA may be making accusations without cause.

The **Bureau of Automotive Regulations** is

the arm of the Secretary of State's office which oversees the program and **they don't agree with the EPA's assessment at all.** In fact, the bureau has stated that, "It is hard for us to accept that a great deal of cheating is going on in the testing process when we continue to see failure rates approximately the same as the centralized programs.

**Fortunately, for the dealers of Michigan, we are getting help on the national level to plead our case through the hand of the powerful Michigan Congressman, John Dingell of Trenton, who chairs the House Committee on Energy & Commerce and seems to be one of the few people who has the EPA's ear.**

**Congressman Dingell has raised a myriad of questions and concerns to the EPA regarding their pro-centralized position and it is forcing the EPA to come up with specific answers and not just innuendos concerning the program.**

Clearly changes have to be made to the program to help the environ-

ment and achieve its specific goals, but a total dismantling and elimination of dealers is not the answer.

Some dealers have taken advantage of the system. Because of that small minority the dealers face the dilemma of loosing the program. What to do? We suggest the usage of the new "bar 90" type emissions analyzers, in addition, a new testing procedure to better insure vehicle preconditioning, mandatory expenditure of money to get to the waiver amount (not just a written estimate), visual inspections, testing of older cars, mandatory fines and suspensions for inspectors and inspection stations that violate the law, more training of and retraining of inspectors and even a direct data link-up between the state and the dealer.

There are many things that can and should be done. Punishing a whole class of small business people because of the actions of a few is wrong. With these changes **the AET program should stay decentralized.**



## DIRECTOR'S SPOTLIGHT

I hope everyone had a good, profitable summer. My suspicion, unfortunately, is that many dealers are suffering from the very difficult economic times we are having here in Michigan and around the country. Volumes are still down and margins certainly are not what they were a year or two ago.

It appears that the majors are still suffering from schizophrenia. Territory reps and managers are still pounding on dealers to lower their prices and get these margins down to 7 or 8 cents a gallon. Easy for the reps to say, impossible for the dealers to do and make money unless their volumes are twice what the average dealer pumps.

**Speaking of margins, I thought it was very inciteful what John Marcenko had to say in his interview in Service Quarterly.** John has been a successful dealer with Sinclair and Shell Oil since 1952.

**He felt that for a dealer to be successful in a conventional service station they should maintain at least 12 cents a gallon margin and at least 10 cents a gallon at a c-store operator.** I guess my question to all the operators out there is whose advice would you take to the bank: an oil company rep whose job it is to "pump the price juice" or a forty-year veteran of our business who has made a good living as a dealer everywhere he has been...I'll take John Marcenko any time.

I sound like a broken record but this whole situation concerning switching the AET program from a "decentral-

ized" system, which currently allows dealers to do the tests in the tri-county Detroit area, to a "centralized" system with 8 to 10 outlets in the same area is ridiculous. **The EPA has still not even published the final rules concerning the issue and they are in Michigan preaching to members of the legislature that centralized testing is a must, fortunately, most members of the legislature are not easily fooled.** We still have a fighting chance to keep the program for the dealers of Michigan. **Keeping the program decentralized becomes even more important for all of us because in the next year and a half the program is expanding to include Monroe, Washtenaw, St. Clair, Lapeer, Kent, Ottawa, and Muskegon counties.**

Our condolences go out to the family of former Amoco District Manager J.A. Joe Basford who passed away earlier this month after a very difficult illness with cancer.

It's going to be very interesting to see how volumes will be over the next few months in the areas of the car-jacking episodes. I have yet to hear from any dealers that have been affected by the problem and I know that some have. If you have had a problem we would like to know about it.

**One of the big problems that I see with our relationship with the major oil companies is the shifting of managers on a very routine basis.** This has become commonplace and therefore you, as dealers, don't develop any type of relationship with the DM. I believe **if we are going to get along and work together with the majors, the District Managers are going to have to know what is going on in the trenches.** When they are being transferred every year or year and a half, the only thing they can say to the dealers is **"let's get volume" and I suppose the dealers response should be "I like**



Dan Loepp

**volume but it has to be with margin."**

Amoco Oil in Detroit will be welcoming a new district manager. Tim Scruggs is his name and we hope he'll be a dealers' manager. While we welcome one, we have to say good-bye to J.J. McDonald, the Mobil District Manager who has been transferred out east.

The fall is going to be an interesting and important time for dealer issues in Lansing and Washington, D.C. **The divorcement and open supply legislation faces our members of Congress.** In Lansing, **Sen. Mat Dunaskiss will be taking up the dealer arbitration bill in the Senate.** In all cases dealer support is crucial for success. We hope you can help us in this battle.



# DEALERS HELP THE HANDICAPPED



Members of SSDA-MI have a tremendous opportunity to do some good works—and get the credit for it—under a new voluntary program to provide assistance at the pump to handicappeders.

The Michigan Commission on Handicappers Concerns approached the association this year to ask support for legislation that would require stations with full-service to provide assistance to handicappers at self-service prices. Several other states, including Illinois and Ohio, have such legislation on the books. During a series of meetings with the commission, SSDA-MI and two other industry associations developed what was thought to be a better alternative—a statewide directory listing the names and addresses of individual service stations that voluntarily provide the service.

"We know that several dealers participate in programs through the majors to offer such service," says SSDA-MI President Norm Fischer. "But apparently it's not widely known."

"In addition, many more of you might be interested in offering this service if it included the opportunity to be listed in a statewide directory."

"We need your help," says Fischer. "If you already participate, we need to know about it, and if you can participate, we would like to encourage you to do so."

In the next few weeks, dealers will receive a letter from SSDA-MI and other associations letting service station operators across the state know about the program.

Owners and operators who would like to be listed in the directory need to return the postage paid post cards.

Fischer states, "In addition to helping handicappers, we think those stations that are listed in the directory will get some additional business benefits."

Members of the Michigan Commission on Handicappers Concerns agree. "I know of several people who are not handicappers who buy gasoline at certain stations simply because they provide that service," says Marsha Moers, chairperson of the 19-member commission.

Moers says she has been impressed with the commitment of associations and their members so far.

"My hope is that because we have such a strong coalition (between the commis-

sion and the associations) that we can work together and find a common ground. Consumers are going to be pleased that we have taken some action to address this problem and not just complained."

"It's going to have a positive impact on the life of people with disabilities and, at the same time, it can help station owners find a whole new source of clients. It's going to bring in other customers." The program will operate very similar to the way voluntary programs have worked with both Amoco and Shell in Michigan. The directory, in fact, would expand a statewide directory distributed by Amoco a few years ago.

Participants must have an official handicappers license plate or permit. They must be unable to pump gasoline for themselves and have no one else in the automobile who can. Drivers will pull up to the full-service island and will ask the attendant for assistance in pumping the gasoline into the tank. Operators, however, will not be asked to provide any additional services, like checking oil or tires, or cleaning windshields.

The commission has also asked that self-service sta-

tions that have more than one attendant on duty also be encouraged to participate. Stations can limit hours when the service is available.

The director also will list full-service only stations, as a service to handicappers.

"We know a lot of you are already providing this service to your good customers," says Fischer. "The challenge handicappers have is when they travel, which is why we have proposed a statewide directory."

The Secretary of State's office reports there are about 100,000 handicappers plates in Michigan, but it is unable to report exactly how many temporary or permanent permits are still valid, since each has its own expiration date. Those states that have laws on the books report no abuse of this service.

The Michigan Commission on Handicappers Concerns will assist the association in distributing the directory to handicappers in Michigan. A big kickoff is planned in May 1992 during a convention in Lansing for handicappers called "The Event."



The court will also not often be sympathetic to arguments regarding alleged retaliation. A dealer may try to prove that the supplier wanted to get rid of the dealer and is using the image complaints as a pretext. However, my experience is that the courts will look to see if the image complaints are valid. If they are legitimate complaints, the courts tend to overlook any questions regarding the supplier's motive. In short, even if supplier's motive is suspect, the motive will not excuse a dealer's violations if the complaints are valid.

#### **Dealers Not Without Defenses**

This does not mean that dealers are subject to summary removal for image violations. Dealers have several very potent tools that can prevent even major image violations from jeopardizing a dealer's franchise. Of course serious image violations or breaches of a dealer's franchise can permit termination or non-renewal. But there are methods dealers can employ to prevent minor violations from being pyramided into a non-renewal.

First, no image violation should be ignored. Often these violations seem petty, and too minor

to respond to. However, every image violation should be addressed. If the image complaint is valid, appropriate changes should be made in the dealer's operation. And if the complaint is not valid, the violation should be protested.

**But the complaint should never be ignored.** And the easiest method of responding to these complaints is by letter.

#### **Responding to Valid Complaints**

Some image complaints are valid. In those instances, the dealer should write the supplier, informing the supplier that the complaint has been addressed. The dealer should explain what he or she has done to remedy the problem. The letter should invite the supplier to reinspect the premises to confirm that the violation has been corrected. The supplier then has the obligation to make the inspection, or it will be assumed that the dealer's explanation has been accepted. The dealer should photograph the area of the station in question, date the photograph and file the photo and letter (the dealer may choose to send the photograph to the supplier). The letter and photo will establish that the dealer has adjusted the violation.

#### **Dealing with Invalid Complaints**

Some image complaints are invalid. At times, suppliers use the image inspection to harass or retaliate against a dealer. This should never be tolerated. But the failure to promptly protest a false image complaint leaves the dealer very vulnerable. It is very difficult to prove that the complaint is false a year after it was written.

A dealer must promptly protest an invalid complaint. A letter should be sent to the supplier objecting to the image report, and offering a photograph of the area of the station in question.

The prompt protest is essential. The absence of a dealer's prompt objections will make it virtually impossible for a dealer to claim that image reports are false in a non-renewal proceeding conducted, for

example, two years after the report was written.

#### **The Typewriter as a Weapon**

Long time Association members are aware that I think that a typewriter is a dealer's most effective weapon against supplier harassment. And there is no better example of this than the need to properly object to image reports that are not true. No dealer should ever have to fear non-renewal for image violations. But a dealer who is silent over a three year period while numerous image complaints pile up should be prepared to have to fight to keep his station. This can be avoided by the simple expedient of running a good station and promptly correcting any violations or promptly objecting to false charges. Image complaints are not to be ignored. They all matter.

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# "HOT SHOTS" FROM DEALER CONVENT



Sally Kildea rewards SSDA-MI Executive Director Dan Loepp with a kiss after winning the 50-50 drawing.



Suppliers from Air-Se and W & S Distributi Dinner Dance.



SSDA-MI Meeting Planner Tish Skeen steals a dance with dealer Irv Marx.



Jackson dealer Mike Valentine and wife Dolly pose for the photographer. This is too much fun!



Dealers gather to speak with Shell District Manager Bob Kovacovich after the Dinner Dance.



# THE 1991 ANNUAL CONVENTION & TRADE SHOW



Contributors of Michigan  
toast before the



Dealer Herb Lewis and his wife Helen smile for the camera.



Gary and Penny Fuller want to know where the next convention is. They're ready to sign up today!



SSDA-MI President Norm Fischer receives a plaque of recognition for his work with the association for the past 2 years.



Cliff Kneggs along with his wife, SSDA-MI rep. Terry Burns and Bill Wilhelm discuss the success of the dealer trade show.



Phyllis and Bill Fox enjoyed this year's convention and trade show at the Park Place Hotel in Traverse City.

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For further information call Julie at the SSDA-MI office: (517) 484-4096

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G-60190 Fenton Road  
Flint, MI 48507  
(313) 694-6810  
Shell

**Eric Evenson**  
1490 Ann Arbor Road  
Plymouth, MI 48170  
(313) 455-2636  
Shell

**Gary A. Fuller**  
20050 West 12 Mile  
Southfield, MI 48075  
(313) 358-2087  
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**Joseph J. Grish**  
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Elmira, MI 49730  
(616) 584-3200  
Marathon

**Dan Harrison**  
P.O. Box 338  
Albion, MI 49224  
(517) 629-8418  
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**Jack F. Kemble**  
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Royal Oak, MI 48073  
(313) 288-2928  
Sunoco

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Lansing, MI 48917  
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**James Little**  
1500 Haslett Road  
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(517) 332-6335  
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**James Maiek**  
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Shell

**Tim Mariner**  
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Wyoming, MI 49509  
(616) 538-7990  
Shell

**Darrel Marx**  
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Farmington, MI 48018  
(313) 553-2622  
Shell

**Joseph T. Nasher**  
16951 Telegraph  
Detroit, MI 48219  
(313) 534-5910  
Shell

**Tom Onofrey**  
66 Kercheval  
Grosse Pte. Farms, MI  
48236  
(313) 885-4630  
Amoco

**Don Schlitt**  
6495 Orchard Lake  
West Bloomfield, MI  
48032  
(313) 626-1343  
Shell

**Dave Schuster**  
31555 Mound Road  
Warren, MI 48092  
(313) 264-4888  
Marathon

**Keith Souder**  
1035 S. Mission  
Mt. Pleasant, MI 48858  
(517) 773-5427  
Amoco

**Janet Stetz**  
3797 W. Michigan Ave.  
Jackson, MI 49203  
(517) 784-2778  
Mobil

**Larry Troy**  
2260 Crooks  
Rochester Hills, MI 48309  
(313) 853-7137  
Shell

**Ed Weglarz**  
905 N. Hunter Blvd.  
Birmingham, MI 48009  
(313) 646-5300  
Amoco

**SSDA-MICHIGAN MEMBERSHIP  
IT DOESN'T COST...  
IT PAYS!!  
\$5,370 WORTH**

	<b>Non-Member Cost</b>	<b>SSDA Member Cost</b>	<b>Member Dealer Savings</b>
<b>\$10,000 Tank Bond</b>	\$950	\$325	\$625
<b>SSDA Legal Program</b> (1 hr. free legal consultation per year)	\$125	\$0	\$125
<b>Annual Convention/Registration</b>	\$350	\$250	\$100
<b>Environmental Program</b> (Consultation re UST Regulations)	\$60/hour	\$0	\$60
<b>BCBS Coverage</b> through SSDA compared to private policy	\$4,800	\$3,600	\$1,200/yr
<b>Service Quarterly Magazine</b>	\$40	\$0	\$40
<b>Service Monthly Newsletter</b>	\$60	\$0	\$60
<b>Tank Manual</b>	\$99	\$19	\$80
<b>Visa/MasterCard Program</b> (\$100,000 in charges per year at SSDA rate or non-member rate)	\$4,200	\$2,400	\$1,700
	<b>Non-Member</b>	<b>SSDA Member Profit</b>	
<b>NTS Telephone Program</b>	N/A	\$1,000	\$1,000
<b>Dodson Rebate</b> (Average Yearly Rebate)	N/A	\$500	\$500
<b>IF YOU USE SSDA-MI, WE CAN MAKE/SAVE YOU</b>			<b>\$5,490</b>

**IT DOES PAY TO BE A MEMBER!!**



**APPLICATION FOR MEMBERSHIP  
SERVICE STATION DEALERS  
ASSOCIATION OF MICHIGAN, INC.**

200 N. Capitol • Suite 330 • Lansing, Michigan 48933  
Telephone: (517) 484-4096

I (We), by submitting this application and the payment of scheduled dues, hereby apply for membership in the Service Station Dealers Association of Michigan, Inc.

BUSINESS NAME: \_\_\_\_\_

BUSINESS ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_, MI ZIP: \_\_\_\_\_ PHONE: ( ) \_\_\_\_\_

BRAND OF GASOLINE SOLD: \_\_\_\_\_

TYPE OF OWNERSHIP: ☐ SOLE PROPRIETORSHIP ☐ PARTNERSHIP ☐ CORPORATION

TYPE OF STATION: ☐ FULL SERVICE ☐ PUMPER ☐ C-STORE ☐ REPAIR FACILITY ☐ CAR WASH

**LIST OWNERS/PARTNERS/CORPORATION PRESIDENT AND TREASURER:**

NAME: \_\_\_\_\_ TITLE: \_\_\_\_\_

RESIDENCE ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ ZIP: \_\_\_\_\_ PHONE: ( ) \_\_\_\_\_

NAME: \_\_\_\_\_ TITLE: \_\_\_\_\_

RESIDENCE ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ ZIP: \_\_\_\_\_ PHONE: ( ) \_\_\_\_\_

I hereby designate as beneficiary of SSDA Accidental Death Insurance Policy:

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ ZIP: \_\_\_\_\_ PHONE: ( ) \_\_\_\_\_

**DUES SCHEDULE**

**ANNUAL MEMBERSHIP DUES:**

\_\_\_ \$41 monthly (Electronic Banking)



\_\_\_ \$480 annual payment

5 or more stations: add \$120 per station after 4

ASSOCIATE MEMBERSHIP DUES: \$250.00

**I would like information on those items checked below:**


- ☐ Comerica Visa/Master Charge  
☐ Liability/Workers Comp. Insurance  
☐ Blue Cross/Blue Shield of Michigan  
☐ National Telephone Services, Inc.  
(public pay phone)

	
_____	_____
_____	_____
Acct. #	Exp. Date

\_\_\_\_\_  
*Signature*

\_\_\_\_\_  
*Date*




**VISA**

**MasterCard**

## SSDA & COMERICA BANK JOINTLY OFFER

### LOWER MERCHANT

### VISA & MASTERCARD RATES!

Isn't it time to take advantage of a program that saves you money? Comerica Bank has been awarded the Service Station Dealers Association merchant program and is proud to offer SSDA members the following discount rates:

- 1.90%** Electronic Ticket Capture for those with an average ticket of \$100 and Over.
- 2.15%** Electronic Ticket Capture for those with an average ticket of \$50 and Over.
- 2.50%** Electronic Ticket Capture for those with an average ticket under \$50.
- 3.72%** Voice/Electronic Ticket Capture and Voice/Paper.

Call Comerica Bank's Sales Department at 1-800-932-8765 for more details.



## SSDA AND COMERICA FORM PARTNERSHIP TO OFFER VISA & MASTERCARD

If you didn't think lower merchant VISA/MasterCard rates were available, you now may want to think again. Why? Because SSDA is pleased to announce that Comerica Bank will now be handling the SSDA member merchant VISA/MasterCard program and offering great rates.

### COMPARE AND SAVE!!

Electronic Data Capture (P.O.B.)	Average Ticket	Michigan National Bank Rates	SSDA & COMERICA
	\$0-49.00	2.99%	2.50%
	\$50-99.99	2.73%	2.15%
	Over \$100.00	2.36%	1.90%
Paper Draft Settlement		4.25%	3.72%
MONTHLY FEE		\$10.00	5.00

### MORE CARDS AVAILABLE

Comerica will process VISA, MasterCard, Discover, American Express, Diners Club and Carte Blanche.

### NEW PAYMENT OPTIONS

Comerica is offering debit card, which allows your customers to use their Automatic Teller Machine (ATM) card for payment! If you are accepting checks, we strongly encourage you to look at this new secure payment option. This option provides you with "a guaranteed check" while providing your customers with one more payment option. If your average sale is under \$25 your cost will only be \$.25 per transaction. If your average ticket is over \$25 your cost is still only 1% of total debit sales.

### MICHIGAN BANKARD PROGRAM HAS BEEN CANCELED

Many of you are currently using Michigan Bankard for your VISA/MasterCard processing. The SSDA discount rates with Michigan Bankard ended May 31, 1991. We encourage you to make the switch over to Comerica Bank to take advantage of the lower rates, enhancements and new payment alternative. All members currently on the program should have received a packet from Comerica. If you have any questions please contact Cindy Reid of Comerica at 1-800-932-8765.

## TANK TESTING WHEN YOU WANT IT - NIGHTS & WEEKENDS!!!

- TANK TESTING
- LINE TESTING
- LOWER RATES
- FREE ESTIMATE

*Test it right -  
Test it tight -  
with TELL-A-LEAK*

### TELL-A-LEAK

UNDERGROUND STORAGE TANK  
LEAK DETECTION SPECIALISTS  
30198 Dequindre  
Warren, MI 48092  
**(313) 751-2248**

When you give blood  
you give another birthday,  
another anniversary,  
another day at the beach,  
another night under the stars,  
another talk with a friend,  
another laugh,  
another hug,  
another chance.



**American Red Cross**

Please give blood.

evaluates your image with your customers.

#### **Motivating employees**

*Use an individual incentive plan to reward each employee in direct proportion to their own efforts.* If the mere act of listing sales is a sales builder, then paying based on sales performance is even more effective. Since each employee must sell two times their wages to be considered productive, a good individual plan will pay a

commission on sales of more than two times wages.

*Sales contests help add to sales awareness.* This can mean specific awards for specific levels of sales or one prize for the best performance in a given time frame or with a particular product.

*Personal recognition has been rated the No. 1 factor in employee job satisfaction—even ahead of compensation. This can be as little as a pat on the*

*back for a job well done or as significant as a bonus.* The thing is to let your employees know they are appreciated.

*Fringe benefits.* This is a real motivator when it comes to retaining employees, and it's the long term employees who know the business and who generate the most sales.

The potential profit for the traditional service station is good and the long-term outlook for your

business is even better. One fact is certain: Taking advantage of future opportunities will require a high degree of management skills.

The most important of those skills is to evaluate your payroll investment, provide your employees the training that will help you to be successful, and then motivate your employees to be the best that they can be. The result will be additional profits, a benefit for the entire station.

**DEALERS MUST NOTIFY SUPPLIERS BY  
OCTOBER 24<sup>TH</sup> FOR 91 HOLIDAY CLOSING**



ENVIRONMENTAL SERVICES, INC.

## ***ENKON Provides A Comprehensive Range of Services To Help Clients Meet Their Environmental Needs***

- Underground Storage Tank Management, Testing and Removal
- Remedial Investigations
- Subsurface Soil Investigations
- Monitoring Well Installations
- Environmental Property Assessments
- Hazardous and Solid Waste Management
- Hydrogeologic Investigations
- Field Sampling & Analytical Services
- Bio Remediation
- Groundwater Recovery

### ***Our Objective is Simple:***

*Approach environmental issues in a straight forward,  
time and cost effective manner...*

12338 STARK ROAD  
LIVONIA, MI 48150-1522

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1-800-794-9296  
FAX (313) 522-5821

# NEW PRODUCTS

## SAFETY-KLEEN OFFERS NEW HAZARDOUS WASTE DISPOSAL SOLUTION WITH INTRODUCTION OF FUEL-BLENDBLE ABSORBENT



Safety-Kleen Corp., the world's largest recycler of contaminated fluid waste, today announced the introduction of its new absorbent product for containing and absorbing small spills and leaks at automobile repair and industrial firms.

Safety-Kleen Absorbent is made from all-natural, ground corn cob, a renewable and fuel-blendable resource that:

- effectively cleans up most liquids
- matches other absorbent materials in terms of absorbent efficiency
- adds 7,900 BTUs per pound when blended with other fluid waste for use in firing cement kilns, after use as an absorbent
- is virtually dust free
- contains no silica or asbestos.

According to John Lucks, Safety-Kleen Manager of Industrial Marketing, the corn cob absorbent functions as well as clay, which has been a popular absorbent for years.

After being used, however, clay typically is disposed of in landfills, which poses two potential problems. Not only is landfill space rapidly diminishing, but many of the fluids absorbed by clay are considered hazardous wastes, and would cause the clay and absorbed waste to be banned from landfills as a result.

Safety-Kleen absorbent is not disposed of in this manner, because it is blended into fuel and burned to recover its fuel value.

It is critical, Lucks emphasizes, that all absorbent users—large or small—determine if the solvents they are absorbing are hazardous. "If the solvent is listed as a hazardous waste for any reason," he adds, "the fluid absorbed with Safety-Kleen Absorbent, clay or any other product also is classified as a hazardous waste and must be disposed of in the appropriate manner."

"With more than 20 years of experience in handling and recycling and recycling hazardous wastes," says Safety-Kleen Chairman and CEO Donald Brinckman, "Safety-Kleen is well-prepared to help customers comply with regulations for handling and disposing of used absorbent. We are confident Safety-Kleen Absorbents offers the best solution for absorbency. The company has the technology to properly reclaim the BTU value of the used, and possibly hazardous, absorbent product."

Safety-Kleen Corp., named to the Fortune 500 in 1991, is the world's largest provider of parts cleaner services and related solvent recycling. The company also collects a variety of hazardous and quasi-hazardous liquid wastes from automotive repair outlets, industrial plants, drycleaners and other small quantity waste generators. The fluids are recycling or re-refined for re-use, or blended into fuels for use in industrial furnaces or cement kilns.

## NEW HOMEOWNERS PRIME TARGET FOR AUTO AND AUTO REPAIR INDUSTRIES

Sixty-three point six percent of new homeowners own two cars and 13 percent own three or more, according to a survey conducted by Getting To Know You International, Ltd., the nation's leading new homeowner welcoming program. In addition, 11.4 percent will purchase a car during the first six months in the home, and 56 percent indicated that they will require auto repair services during that time.

"The new homeowner market is a prime target for auto repair shops and auto dealerships as well as multitudes of other businesses and professionals. We are happy to be able to offer this profile information to assist your readers in making sound marketing decisions."

Due to the value of the new homeowner market as shown by these statistics, the Getting To Know You program is used by many auto repair shops and auto dealerships nationwide. The Getting To Know You program features a housewarming gift delivered soon after the family moves into their new home. The gift includes a personal telephone/address directory, accompanied by gift certificates from the sponsoring merchants and professionals in the local area. Information about each sponsor is printed in the directory, giving the sponsor a continuous piece of exposure in the family's new home. Only one of each type of business is listed per directory, giving each sponsor exclusivity. The program helps new homeowners get to know the services in their community, while at the same time, makes them specifically aware of local merchants and professionals sponsoring the welcoming gift.

Getting To Know You International, an employee-owned company, was founded in 1962 and annually reaches over half a million new homeowners in 37 states. For more information on the Getting To Know You program or the homeowner survey, call Roseann Gallo at 800-255-GTKY.



## ULTIMATE POWER AND PERFORMANCE WITH MILEMARKER UNDERDRIVE

MileMarker, a leader in optimum pulling and towing performance, has the right transmission system to maximize the load capacity of trucks, vans and motorhomes.

The MileMarker Dual Range Underdrive system provides more power to climb steep or extended grades while at the same time allowing for more efficient fuel consumption when towing heavy loads. Because load and driving conditions change, a Dual Range underdrive auxiliary transmission is an ideal way to select the gear ration you need for any load towing or terrain you're likely to encounter.

Most Ford and Chevy full-size pick-ups, class A and mini-motorhomes benefit from MileMarker's 20% underdrive configuration which allows a lower, more powerful reverse gear as well as "Granny Gear" below first gear.

Working in harmony with your stock automatic transmission, the underdrive system offers up to eight gears forward, plus two reverse gears.

A convenient fingertip control allows the driver to easily select from full pulling power or light load economy with the flip of a switch. This shifter-mounted pull-switch can activate the MileMarker underdrive transmission anytime, even "on the fly."

MileMarker Dual Range underdrive transmissions are backed by a One-Year Limited Warranty to the original purchaser. An optional Two-Year Warranty on parts is also available at the time of purchase.

For more information about the Dual Range Underdrive system see your local MileMarker dealer. For an informative brochure with application chart and specifications, send \$3.00 to:  
MILEMARKER, INC.  
1450 S.W. 13th Court  
Pompano Beach, FL 33069  
1-800/741-HUBS





## THE VERSATILE PROTECTOR DISPENSING SYSTEM FROM SCOTT MEETS THE NEEDS OF THE AUTOMOTIVE SERVICE INDUSTRY

The improved center-floor Protector and Protector Jr. dispensing systems are ideal for demanding automotive service environments because they can dispense a variety of Scott hand towels and wipers. For use at gas station pump islands, in service bays and in restrooms, the versatile Protector and Protector Jr. dispensers make it possible to match the appropriate hand towel or wiper to a particular location.

On gas station pump islands, the high-capacity Protector dispenser reduces run-out and maintenance time, keeps towels clean and dry and maintains worker and patron cleanliness. Scott's All Purpose wipers and Extender hand towels are ideal for this application.

In automotive service bays SCOTTCLOTH cloth replacement wipers and heavy-duty WypAll Plus wipers and the Protector dispenser are a great combination for tough grease and oil wiping tasks. Also, the compact Protector Jr. dispenser accommodates EconoMizer wipers and is ideal for tight areas, where it can be mounted on the back of a workbench without interfering with usable work space.

In restrooms the Protector and Protector Jr. can dispense the highly absorbent Scott Premiere hand towel or the economical Extender hand towel for hand drying needs.

Whether using hand towels or wipers, the durable ABS plastic construction of the Protector and Protector Jr. dispensers resists breakage and protects the towel for airborne debris. This enables the dispenser to be conveniently placed, even in busy service bay areas, for optimum usage and cleanliness.

In addition, one-handed, no-touch dispensing allows the user to touch only the towel he/she will be using and helps keep the dispenser free of dirt and grime.

Scott Paper Company's commitment to the environment is evidenced by the contribution the Protector series makes towards source reduction, regarded by the EPA as the first priority in addressing our nation's solid waste crisis. Through reduced packaging, controlled dispensing, and high quality protections with greater absorbency, Scott contributes to increased efficiency and can help reduce the amount of waste being produced.

For more information, write to: PROTECTOR SYSTEM, Scott Paper Company, S.T.A.R.T., 2004 Sproul Road, Broomall, PA 19008; or call 1-800-472-6881.



## PBR'S INTRODUCES NEW, STATE-OF-THE-ART OIL FILTER COMPACTORS AND EXTRACTORS

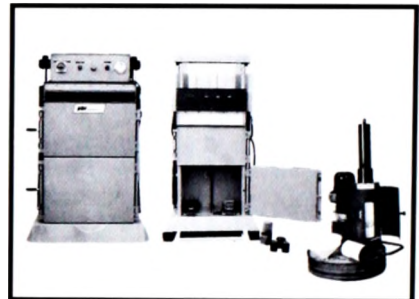
PRB has added two innovative products to its complete line of environmental waste disposal products. The Jumbo and the Elephant 20 are the latest in PRB's series of equipment exclusively designed to facilitate the disposal of hazardous and potentially hazardous refuse within EPA regulations. In addition, these products maximize cost effectiveness by reducing waste volume and provide for efficient, neat disposal of nearly all debris produced day-to-day by rental agencies, dealerships, privately owned and municipal fleets and countless other organizations across the country.

The Elephant 20 has every feature of its predecessor, the Elephant 10, including heavy duty compacting of metal cans and parts and virtually any other type of refuse, plus the added capability to crush any size oil filter, extract the remaining oil, and collect it in a removable reservoir. The Elephant 20 has double the horsepower of the Elephant 10 and a powerful, 20 ton press that guarantees maximum crushing capacity. Used to discard and compact all shop waste materials including cardboard, parts, metal and tape, the Elephant 20 reduces the volume of waste 30 to one providing tremendous savings in carting expenses.

The Jumbo is an easy-to use, single oil filter compactor and extractor. This portable, compact piece of equipment crushes the filter and extracts remaining oil for deposit into a 55-gallon drum for safe and efficient disposal.

Both products are ideal for any shop that produces oil filter and oil debris on a regular basis because they enable quick, efficient disposal, drastically reduce the volume of rubbish and promote a clean work environment. Further, the Elephant 20 and the Jumbo are environmentally friendly allowing for safe, risk-free disposal of filters with ordinary trash and collecting residue in a self-contained drum or reservoir for efficient, quick disposal. This innovative method of disposal is viewed favorably by the Environmental Protection Agency and employing such equipment eliminates the possibility of violating any current EPA regulations.

For information on how to reduce carting fees, enhance a clean work environment, and safely dispose of waste materials within EPA regulations through the use of PBR's innovative environmental products, contact PBR Industries, 400 Farmingdale Road, West Babylon, NY, 11704, or call (516) 422-0057 and ask for Mike Robbins.



## NON-CHLORINATED BRAKE AND PARTS CLEANER

The X-Tend Professional Formula Division of Wynn Oil Company adds EnviroSpray Non-Chlorinated Brake and Parts Cleaner to its new line of non-aerosol shop products.

Non-Chlorinated Brake and Parts Cleaner does not contain chlorinated solvents. This formula saves on waste oil disposal costs by not contaminating, like other cleaners that do contain chlorinated solvents. X-Tend's Non-Chlorinated Brake and Parts Cleaner cleans and dissolves grease, oil, transmission and brake fluids, without brake disassembly. It also stops disc brake squeal and improves brake performance. It dries quickly and leaves no residue. X-Tend Non-Chlorinated Brake and Parts Cleaner's new cone top can is recyclable as well.

Wynn's X-Tend EnviroSpray Non-Chlorinated Brake and Parts Cleaner is used in conjunction with the new Wynn's X-Tend EnviroSpray Adapter Tool and shop air. The reusable EnviroSpray Adapter Tool is X-Tend's alternative to shop aerosol products. The non-pressurized, non-chlorinated brake and parts cleaner will save time, minimize disposal problems and make your shop a safer place to work.



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Executive Director

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Marketing Representative

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# INTRODUCING

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OIL COMPANY



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MARATHON FUEL OIL COMPANY  
2205 HOLLAND AVENUE  
P.O. BOX 392  
BIRMINGHAM, MICHIGAN 48012

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