

## KEYNOTE SPEAKERS



### HEATHER CHRISTIE

Heather Christie is a Certified Speaking Professional, Certified Executive Coach, Attorney and Owner of Evolve Global. She has consulted with hundreds of companies and addressed thousands of people in her talks and workshops throughout the world over the last 16 years. Prior to founding her Leadership Coaching firm, Heather was a Partner in a prominent 100 attorney law firm in Chicago. Heather is a co-author of two books. Heather has been recognized both national and globally as a leader in the executive coaching industry. She is a founding Member of the John Maxwell Coaching Team. Heather serves as Past-Chair of the National Speakers Association Chapter Leadership Committee.



### TONY GRAHAM

Tony recently joined Solera through the acquisition of DealerSocket. Tony will be responsible for leading Solera US Claims Business, National Accounts After-Market Business, Hollander, and the Solera Integrated Medical Solutions Business that is based in Honolulu, Hawaii. In addition to leading the aforementioned businesses, Tony will continue to play a leadership role in the Solera Vehicle Solutions Business growth and expansion within the automotive retail market.

Tony has spent the last 26 years working in the automotive industry as a senior business leader and champion of diversity. All 26 years of those years were with the industry leader, CDK Global (formerly ADP Dealer Services). Tony gained a vast knowledge of end-to-end automotive commerce by the variety of positions he held within CDK and ADP. Those roles span across the areas of— product marketing, sales, business development and field operations.

Tony holds a master's degree from Central Michigan University and a bachelor's degree in Computer Information Systems from Alabama State University. He is a member of the Trustee Board for the Christian Tabernacle Church and Alabama State University Dean's Advisory Board. He is a member of The National Black MBA Association, and also a life member of the Omega Psi Phi Fraternity, Inc.

## SPEAKERS/PANELISTS



### BECKY BERUBE

Becky serves the recycling community as President of United Catalyst Corporation, Immediate Past President of the International Precious Metals Institute (IPMI) a member of the Automotive Recyclers Association's (ARA) Educational Programming Committee, and a member of the Institute of Scrap Recycling Industries (ISRI) Auto Recycling Committee. Becky co-founded United Catalyst Corporation nearly 30 years ago with her husband Tim Berube. United Catalyst Corporation offer the industry global processing and refining services for their scrap catalytic converters, oxygen sensors, electronic control modules (ECUs), and hybrid batteries.



### **JOSH BRUNNER**

Josh Brunner has worked with the largest Parts and Accessories sellers at eBay for 10 years. He is an advocate for businesses of all sizes when it comes to amplifying the voice of the customer to our internal partners. eBay best ideas consistently arise from our relationships with the selling community, and fostering those partnerships is what makes a unique partner. He has presented at many conferences all over the country, continually advocating that eBay is the only partner who will never compete with your business.



### **THERESA COLBERT**

Theresa Colbert is an on-the-ground representative for Car-Part.com. She works with dismantling yards to help them decide which products in the Car-Part suite best fit their needs and shows them how they can optimize their part listings for online sales through eBay, Brokering, and Trading Partners. She does this by emphasizing the importance of accurate part grading and high-quality part images. She also stresses the value of online sales in our

current marketplaces.

Theresa has been with Car-Part.com for over 10 years. Previously, she worked at Nu-Parts Automotive Products for 10 years. Prior to Nu-Parts, she was the manager at Winter Auto Japanese Engines in Glendale, Arizona, and at AAA Economy Auto Parts in Phoenix, Arizona. With over 25 years of industry experience, she has seen the auto recycling world from almost every point of view. Theresa is on the Pennsylvania association event board, the Colorado association event board, and the ARA Scholarship Foundation fundraising committee. She also speaks at industry trade shows and writes monthly articles in The Recyclers Power Source, the Toolbox, and several state association publications.



### **GREG CONDON**

Born and raised in an auto recycling facility family, Greg is a proud 3rd generation owner of his family owned and operated business, Condon's Auto Parts in Westminster, MD. He worked most summers as a young adult and full time now for 17 years after graduating from Susquehanna University with a BA in Marketing. Greg is currently the acting GM and oversees all daily operations. Condon's Auto Parts was established in 1954 by Ralph Condon, Greg's

grandfather, and is currently a leading recycler in the mid-atlantic area working diligently to keep auto recycling as a premier business for the Green movement in the USA.



### **GREG DAURIO**

Greg Daurio is a third-generation auto recycler with Daurio Auto Truck in Pueblo Colorado. The business was established in 1957 by Greg's grandfather, John Daurio. He currently works alongside his father, Nick Daurio, and uncle, Mike Daurio. Greg has been working in the business part time most of his life, and full time for six years following graduation from Colorado State University. Greg's role in the company is general manager. He holds a seat on the Colorado State Auto Recyclers board, and Hollander's Strategic Advisory Council. He has a passion of

continuing to learn the ins-and-outs of the industry, helping others grow, and building a team that is passionate about what they do.



### **ALAN FERGUSON**

Alan Ferguson, an electrical engineer, is Li-Cycle's Commercial VP, Battery Supply – North America. He leads Li-Cycle's efforts to source batteries for recycling and resource recovery, while also building the company's battery supply team in North America. Alan is, additionally, responsible for establishing Li-Cycle's customer service infrastructure to support company growth. He brings more than 30 years of technology development and electronics recycling experience to Li-Cycle.

Prior to joining Li-Cycle in 2020, Alan served as Vice President, Business Development for eCycle Solutions Inc. which, during his tenure, became the leading electronics resource recovery company in Canada. While in that role, his responsibilities included sales, marketing, operations management for Information Technology Asset Disposition (ITAD) services, Compliance Management, and Reverse Supply Chain Management. He also served in various roles at Gennum Corporation, before being promoted to Vice President, Corporate Development.

An Ontario native, Alan has a fifth-degree blackbelt in taekwondo and enjoys a wide variety of extracurricular activities.

A graduate of the University of Waterloo, Alan holds a Bachelor of Applied Science (BASC) in Electrical Engineering and a Bachelor of Arts in Economics. He also holds a Professional Engineer (P.Eng.) designation.

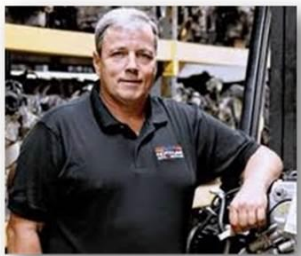


### **GARFF FITZGERALD**

Garff Fitzgerald began his career with the Newhouse Organization in New York City, New York gaining experience and success in the marketing and advertising space. He then had unparalleled opportunities leading the education and certifications programs at Novell and Microsoft. Currently Garff is working as a category manager for eBay in the eBay Motors vertical.

For the past 20 years, Garff has been a strong advocate for eBay sellers and has a sincere passion for them to be successful. While his career and speaking opportunities have literally taken him around the world, Garff is proud to call

Utah his home.



### **MARTY HOLLINGSHEAD**

Marty Hollingshead has been in the professional automotive recycling industry for over 45 years, including 35 years as President/Owner of Northlake Auto Recyclers, one of the industry's leading facilities. Hollingshead prides himself on taking a hands-on approach in the business, employing the use of checks and balances for quality control to ensure customers only receive the highest quality parts.

Northlake was one of the first automotive recycling facilities in the state of Indiana to receive from the Indiana Department of Environmental Management the Indiana Clean Yard – Gold Level Certification in 2009. Northlake was certified as one of the Indiana Certified Automotive Recycler Exemplary Standards (INCARES) program's inaugural medalists and was the highest scoring facility in Indiana in 2014, 2015, 2016, 2017, and tied for first place in 2018. Northlake was also the recipient of the 2016 ARA Certified

Automotive Recycler of the Year award, having been nominated by his peers in the industry. Marty currently serves on the ARA Executive Committee and will serve as President in 2021-2022.



**RD HOPPER**

RD Hopper, the owner of Sonny's Auto Salvage, Jacksonville, Ark., is a past president of ARA and has been an active member of the Association as well as the Arkansas Automotive Dismantlers and Recyclers Association (AADRA) for many years. In his leadership roles, RD regularly visited many conventions, state association meetings, and industry meetings around the country and the world. He has served as president of AADRA and currently serves as Co-Chair of ARA's Government Affairs Committee. RD was a sitting member of the National Motor Vehicle Advisory Board at the Department of Justice in Washington, D.C. The full-service Sonny's Auto Salvage, which Hopper bought in 1998, specializes in

providing green recycled parts for reuse in the service and repair of vehicles in both their local market and nationwide.

Married for 33 years to Jennifer Hopper with whom he has three children-Blake (32), Alex (19), and Anna (16). RD served as Justice of the Peace and member of Lonoke County Quorum Court from 2014-2016. He was the Chairman of the Lonoke County Economic Development Committee and worked extensively on 911 issues within the county. He also served on several other committees for the Lonoke County. RD is the Rules Committee Chairman and State Committeeman for the Lonoke County Republican Committee, Lifetime Endowment Member of the National Rifle Association, and elder at Westside Church of Christ in Cabot. He is also involved in many community activities and groups, including Rotary, Kiwanis, the Little Rock Air Force Base Community Council, Hope's Closet and Pantry, and many other local charitable organizations.



**PAT HUESERS**

Pat Huesers founded PAM's Auto, Inc. with Mike Meyer as a start-up in 1991. After more than a decade of selling recycled parts and body/mechanical repair, they centered their focus on parts distribution, options, and premium customer experience. Today, PAM's Auto operates on 100+ acres with 65+ employees and offers an extensive line of in-stock OE Recycled, OE Surplus, OE Reman and Aftermarket options. Pat currently serves on the Automotive Recyclers of Minnesota (ARM) Board and the United Recyclers Group (URG) Board.

Pat also serves on the ARA Certification Committee.

Pat is proud of the PAM's Auto team and their journey which includes the following certifications.

2021 Three-year Re-Certification to **ISO9001:2015** Standards.

2018 Initial Certification to **ISO9001:2015** standards covering Automotive Dismantling, OEM Surplus, and Aftermarket auto parts.

2017 NSF Certification as a Recycler and Automotive Parts Distributor



**MIKE KUNKEL**

Mike is an automotive industry lifer having grown up in his family's new auto supply, paint body & equipment and machine shop. Following his graduation from Northwood University in Midland Michigan, he entered the salvage industry as an installer for Auto Info. His love of the industry led to a successful career in



building a large recycling facility in Fort Worth Texas while being instrumental in the formulation and growth of the TEAM PRP program. This has Mike in demand at many of the largest industry gatherings including ARA, URG, TEAM PRP, Midwest Runner, RCD and various local / state events in the United States, Canada & Australia. Mike uses a basic and proven platform to analyze businesses. Whether it is in a peer group or individual setting, he gives you an honest assessment of where you are at and what steps need to be taken to grow both sales and profits. Mike is a proven leader who is highly regarded in the automotive industry. He delivers results!



**ANDY LATHAM**

Andy leads an award winning automotive recycling consultancy, Salvage Wire Ltd., that focuses on helping automotive recyclers to be safe, ethical and profitable and become leaders within their industry. Andy specializes in everything for Electric and Hybrid Vehicles, including training, equipment, PPE, fire protection, and component recycling. Other areas of the company focus on management and leadership development, events, social media and marketing.

Andy is a professional automotive engineer, he is part of the management committee of the Vehicle Recyclers Association, Chair of the Technical Advisory Committee of the ARA and leads the Norfolk member Association of the Institute of the Motor Industry.



**GARY LINDROS**

Gary Lindros has been involved in the car industry for most of his life. Gary was first exposed to cars while spending time at his family's used car lots washing and detailing cars. He later spent summers helping out at the family's transmission shops. After college and several years working in both the paper and telecommunications industries, Gary returned to the car business. He started working for Ace Pick A Part in 1996 as a cashier and inventory clerk. Gary is currently Vice President and in charge of daily operations at Ace's 30 Acre facility, as well as the current president of the Florida Auto Dismantlers and Recyclers Association.



**RIETJE LULSDORF**

Rietje (Reecha) Lulsdorf is originally from Germany and so almost naturally has found herself in an automotive related field. Graduating with her MS in Industrial and Organizational Psychology in 2019 she now bears the title of Territory Account Executive at United Catalyst Corporation. For the last two years, she's enjoyed delving into the automotive recycling community, learning the industry, and building relationships with automotive suppliers.



**JUSTIN MAHLIK**

Justin is the Senior Vice President, Global Buyer Development and Data at IAA. He joined the IAA leadership team in January 2019 and oversees the teams focused on global buyer development and data for IAA. Prior to IAA, Justin was the co-founder and Chief Operating Officer at DRIVIN, an automotive focused data and predictive analytics platform. DRIVIN was acquired by former IAA

parent company KAR Auction Services in 2017.

Before DRIVIN, Justin was responsible for sourcing, negotiating and executing new acquisitions as well as monitoring existing portfolio companies at BP Capital Management. He also was an investment banker in the business services group at Robert W. Baird. There, he was directly involved in approximately \$1.5 billion of equity offering and merger and acquisition activity and helped to build out Baird's European business services platform.

Justin holds a Bachelor of Science in Finance and Economics and a minor in Accountancy from the University of Notre Dame, as well as a Master of Business Administration in Finance from Northwestern University's Kellogg School of Management.



**LEA MALLOY**

Lea Malloy leads EV Battery Solutions for Cox Automotive Mobility, where she oversees the company's global EV battery life cycle management solutions from storage and logistics to remanufacturing, reuse and pre-treatment recycling. She is named as one of two inventors on a patent for the systems and methods used to determine EV battery health. Previously, Malloy served as head of research & development for Cox Automotive Mobility with an emphasis on emerging A.C.E.S. (Autonomous, Connected, Electric, Shared) technology. She holds Bachelor of Arts degrees in Psychology and Sociology, and a Master's degree in Business

Administration from Wake Forest.



**RYAN MANDELL**

Ryan has spent his entire career in the automotive industry and has a wide array of experiences ranging from field claims appraiser, body shop manager, and as a regional director for a large recycled parts supplier. In his current role, Ryan works with insurance executives and material damage leaders to provide actionable insights and consultative direction for their claims organizations. Ryan earned his Master of Arts degree from Northern Arizona University and Bachelor of Arts from the University of San Diego. Ryan also received the Accredited Automotive Manager designation from the Automotive Management Institute in 2016. In 2015, he was selected as one of the top 40 Business and Community Leaders under the age of 40 by South Sound Business Magazine. Ryan has spoken at numerous industry events and is a frequent author of content related to auto insurance and collision repair.



**MIKE MEYER**

Mike Meyer founded PAM's Auto, Inc. with Pat Huesers as a start-up in 1991. After more than a decade of selling recycled parts and body/mechanical repair, they centered their focus on parts distribution, options, and premium customer service. Today, PAM's Auto operates on 100+ acres with 65+ employees and offers an extensive line of in-stock OE Recycled, OE Surplus, OE Reman and Aftermarket options.

Mike is proud of the PAM's Auto team and their journey which includes the following certifications:

2021 Three-year Re-Certification to **ISO9001:2015** Standards.

2018 Initial Certification to **ISO9001:2015** standards covering Automotive Dismantling, OEM

Surplus, and Aftermarket auto parts.  
2017 NSF Certification as a Recycler and Automotive Parts Distributor



**SHANNON NORDSTROM**

Shannon Nordstrom is Vice President and General Manager of Nordstrom’s Automotive, where he is responsible leading 75 great team members. While he grew up following founders Art and Marie Nordstrom, Shannon joined the family business full time in 1988 after a short stint in technical school for telecommunications. Nordstrom’s has since grown into numerous divisions. Nordstrom’s has Full-Service Auto Recycling featuring Recycled Original Equipment Used, OEM surplus, Remanufactured and new alternative parts. The other divisions include Ewe Pullet Self-Service Used Auto Parts, Nordstrom’s Repairables and their Installation and

Diagnostic service center.

Shannon along with co-host Russ Evans and Chris Carter produce and host a nationally syndicated radio show. The show started in 1990 and has run weekly for the past 31 years. The Show name is “The Under the Hood with the Motor Medics,” and is broadcast on more than 250 stations across the country, along with podcast and now video with their on-site studio. He is currently chair of the ARA Certification Committee. Shannon is one of the founding members of the VRG and VRG Automotive LLC. He was named Man of the Year in 2007 and 2011 by Locator magazine and a member of its 25 Most Influential Auto Recyclers list. Nordstrom’s just finished a major overhaul of their country facility, built on the family dairy farm and was the Star Certified Auto Recycler for 2018-19 for ARA.



**LEO RAUDYS**

Leo Raudys is CEO and President of Call2Recycle, Inc., the country’s premier consumer battery stewardship organization and program. Working directly with its board of directors, Raudys drives the organization’s strategy and management of its National collection and recycling program, Call2Recycle®. He ensures the organization fulfills its mission to optimize battery collection and recycling, as well as drives the organization’s portfolio of innovative battery-related services and solutions.

As a leading environmental and sustainability expert, Raudys credentials include a unique blend of public and private experience, including his most recent role as Environmental Director, Cloud Operations and Innovation for a multinational technology company. Raudys also served as Senior Director Environmental Sustainability for Best Buy and Deputy Commissioner at Minnesota Pollution Control Agency, where he was responsible for many of the environmental policies and programs for the state. A published author, Raudys also taught corporate environmental management at the University of Minnesota.



**SCOTT ROBERTSON JR.**

Scott Robertson Jr is President and Co-Owner of Robertson's Auto Salvage located in Wareham Massachusetts. He is a graduate of Fordham University majoring in Finance. Scott is the current President of ARA, having served on the Executive Committee and as an ARA Regional Director for several years. He is a board member of Automotive Recyclers of Massachusetts and sits on the Strategic Advisory Council of Hollander.

Scott started working at Robertson's picking the yard in grade school, sold repairable wrecks in high school, was a buyer while attending college, managed their body shop and ultimately their yard after college. The Robertson family of businesses include the Salvage yard, Body Shop, New GMC Truck Dealership and Real Estate ventures. Their Yard and Dealership are operated at a shared facility.



### **SUE SCHAULS**

Sue is an environmental and safety expert whose career started 26 years ago at the Iowa Waste Reduction Center at University of Northern Iowa. She is currently the Executive Director of the Iowa Automotive Recyclers trade association and is the compliance consultant to the industry through the Automotive Recyclers Association's Certified Auto recyclers (CAR) program and the I-CARE program – *Iowa Certified Automotive Recyclers Environmental Program*. Sue assists recyclers in maintaining environmental and safety compliance through the program and

through writing and committee work for the ARA.

Sue has a Bachelors of Arts: Science: Environmental Planning (1996 UNI). Prior to joining the environmental profession she worked as a computer analysis for Electronic Data Systems having earned a Computer Programming certificate (1985 Business Institute of Technology).



### **JEFF SOWERS**

Jeff has been the COO and General Manager of M&M Auto Parts in Fredericksburg, VA since 2005. Prior to that he was a pastor and general contractor. Jeff has been building successful teams for more than 35 years.

In his spare time Jeff can be found playing golf or riding his Harley in the mountains.



### **DIRK SPIERS**

Dirk Spiers is the founder and CEO of Spiers New Technologies. He is a pioneer and leader in the repair, remanufacturing and refurbishment of advanced battery packs as well as the manufacturing of Energy Storage Systems (ESS) with new or second-life battery modules and cells. His experience in remanufacturing, battery, solar and wind technologies puts him at the forefront of developing programs to manage the life cycle battery packs and using battery storage systems with renewable energy sources.

Spiers New Technologies is a trusted battery advisor and engineering partner to numerous OEMs.



### **RON STURGEON**

Ron Sturgeon combines over 35 years of entrepreneurship with an extensive resume in consulting, speaking and publishing. A business owner since age 17 when his dad died and Ron had no place to live, Ron began a career in entrepreneurship which ultimately led to his building a chain of salvage yards which he sold to Ford Motor Company in 1999. His innovations in database-driven direct marketing have been profiled in Inc. Magazine. After his repurchase of Greenleaf Auto Recyclers from Ford and subsequent resale to Schnitzer Industries, he became a successful real estate investor. As a landlord, he doesn't sell, he has over 1,000 tenants paying rent and loves small businesses. He also owns a chain of 14 salons where over 400 stylists rent space. He has written 9



books, including his soon to be release “Homeless to a \$100 Million” Ron will speak in his signature plain-spoken style, providing field-proven, high-profit, best practices well ahead of the business news curve.



**MATT WATSON**

Matt Watson is the Director of Precious Metals Commodity Management LLC, which supports clients with critical metals market research, and risk management. Matt works with industrial users, miners, investment firms, metal recyclers and refiners, tokenization platform developers, and critical metals processors. These clients come from a broad range of industries including, semiconductor, hard disk drive, smart glass, electrical connectors, auto catalyst, e-waste, and lithium battery recyclers.

Matt has developed detailed loading models in clean energy applications including three-way auto catalyst, Solar PV, Wind farm, PEM fuel cells, green hydrogen Electrolyzer, and Li-Ion Batteries. Matt’s understanding of the planned clean energy transition helps us understand energy trends and heightened critical mineral demands of the future.



**TIFFANY WHITMIRE**

Tiffany Whitmire is a Regional Vice President for Fenix Parts where she focuses on management by metrics. Her passion is to create teams who are engaged and encouraged to make an impact to the organization because they understand how their job contributes to the bigger picture. Prior to Fenix Parts she spent 7 years in the industry as a Director of Finance and President of a multi yard company learning how to apply her love of numbers to salvage. But salvage wasn’t how her career started. She spent her early years in public accounting at a CPA firm in her native Georgia after completing her degrees at the University of North Georgia.



**ERIC WILBERT**

Eric Wilbert is a third generation automotive recycler in his family's New York based recycling business. He currently is the director of self-service operations for the family's three U-Pull It locations. Additionally, Wilbert’s has 2 full-service locations, a tire and wheel facility and a Christmas tree farm. Eric is part of a large and active family which includes his father, uncle, two brothers and 6 cousins. Eric is an active member of ARANY currently serving as the immediate past president. Additionally, he is looking forward to serving on the Executive Committee for ARA starting in November, 2021.



**JENCEY WILSON**

Jen (Jencey) Wilson has been training on a major yard management system since 2004. In 2006, she created her own company devoted to training and consulting salvage yards with the mission of enhancing a yard’s comprehension of their YMS product by streamlining processes and training. Armed with over 20 years of customer service and technical knowledge she has a 'boots on the ground' approach to looking at problems and processes.

She also appreciates and values 3<sup>rd</sup> party applications created by you (the users) in the industry like CarbenCode, KiraTech and EZ-Suite where her team has been able

to contribute value to those organizations as well.



### **LEE WORMAN**

Lee Worman has experience with almost every possible scenario within our industry. He grew up working at Worman's Auto Salvage in which he was a parts puller, delivery driver, warehouse worker, sales person, and buyer. During this time he also went to Little Rock University where he graduated with a degree in business management. Three years after graduating in 1997 Lee took a large role in negotiating a merger between Worman's Auto Salvage and Linn's Truck Salvage to form Preferred Auto & Truck Parts. It was during that time he experienced working directly for a board. In 2003 Lee played a leading role in buying the Linn's half interest in Preferred Auto to once again work in a family environment. He enjoyed working next to his father until he and his sister purchased his father's remaining interest in the business in 2006. In 2010 Preferred Auto was at its most profitable point ever and growing double digits annually. At that time Lee negotiated a deal with LKQ to sell the family interest in the business. He agreed to stay with LKQ where he won 5 President's Club awards with his best two years being 2016 and 2017 before leaving the company in March of 2018. He was also a past URG manager as well as a founding member of Absolute PRP and the PRP trailer system.

Lee has been through so many situations in our industry that give him the confidence and experience to assist you in every situation. He has owned a very successful salvage business and been a successful manager in a corporate environment. That gives him the unique experience of understanding strengths and weaknesses of both the family owned businesses and corporations in their day to day activities as well as when mergers and acquisitions may be a part of the situation. He has also been a part of a family succession plan which is always helpful when dealing with family owned businesses who want to make sure they are prepared for every scenario. While he has experience in all of those areas his biggest strength has been profitability. All 5 of his President's Club awards were given for his ability to exceed profitability goals as well as sales goals on a consistent basis in comparison to similar locations. It was this ability to grow revenue and profit that kept LKQ in pursuit of Preferred Auto for over 4 years before finally getting Lee to sit down at the negotiating table.