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## Canada Ranks Low on Environment

*GLOBE-Net (November 11, 2008) - Canada's environmental performance fares poorly when compared to 16 other developed countries, according to a report by the Conference Board of Canada. Canada placed 15th overall, beating out only Australia and the United States. The Nordic countries swept the podium with Sweden holding top spot, followed by Finland and Norway.*

One reason why Canada, Australia and the United States are at the bottom of the list is because these countries are geographically large and resource intensive. Extracting and processing minerals often requires lots of water. Greater distances means greater amounts of energy required to transport people and goods, leading to more greenhouse gas emissions.

“We are among the world leaders in managing our forests, our air quality is good overall, and we have made progress on using energy efficiently,” says Len Coald, Director of Environmental Energy and Transportation Policy. “But we generate far too much waste, we still use water as though we have an unlimited supply, and our record on greenhouse gas emissions is terrible.”

The country generates 791 kilograms of municipal

waste per capita, well above the 17-country average of 610 kg per capita. That's almost twice the amount generated by Japan, declares How Canada Performs - An Environment Report Card. In addition, municipal waste, also contributes to habitat destruction and groundwater pollution, which has increased by 24 percent between 1990 and 2005.

The same poor performance applies to Canada's greenhouse gas emissions. They are almost double the 17-country average. Most of these emissions come from the increased growth in such exports as petroleum, natural gas and forest products. They were 32 percent above 1990 levels in 2005.

Canada earns a “B” for its water quality but is at risk from industrial effluent, waste matter, agricultural runoff and municipal sewage. These liquids stimulate the growth of aquatic plant life, leading



## Management Article November 2008

### Your Most Likely Customer: A Secret from Charles Tandy

Charles Tandy of Radio Shack fame once said, "Your most likely customer is the customer who just bought something from you."

With that in mind, I held weekend events twice a year where customers could come in and retrieve their own auto parts. Twenty dollars would provide my customer with all he could carry. Some of my competitors had done that type of promotion quite successfully by creating \$40,000 plus on a 2000-visitor turnout for a weekend.

But I thought I could do even better. I took a little different tack on the idea. Calling it a liability waiver, I made everyone sign in on a log with a full name and address. If they didn't provide all the information, I wouldn't let them in the event.

I invested a lot of money marketing my weekend sales events, sometimes spending as much as \$20,000 to generate the necessary turnout. The way I thought about it, if I took in \$50,000, I was still far ahead. The difference was in what I did with the mailing list I generated from the sign-in logs.

Six months later when I did the next *All You Can Carry* event, I spent only \$10,000, which included the mailing to those same people. Six months later, I spent only \$5,000. Each time the sales increased. Once they've been there, your customers will return if they know you're having the sale. The key is finding a cost effective way to let them know.

Remember: "Your most likely customer is the customer who just bought something from you." That's marketing, but only if you go after it! Create mailing lists any way you can. Use post cards to promote special events. Increase your mailing lists every time you host a special event. Tell them on the postcard that if they will bring the postcard with them, you will give them a discount off their next purchase. That provides them with an incentive to hold onto the postcard. The postcard then becomes a reminder of the upcoming event.

Sometimes I even ran *All You Can Carry* events two weekends in a row. The *All You Can Carry* parts generally came from cars I was going to crush anyway, not from high-end inventory; so everything I sold at these events was cash I'd otherwise never have received.

Remember, only you can make BUSINESS GREAT!

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AutoSalvageconsultant.com was formed in 2001 to help recyclers improve their businesses. With over fifty years of experience in three staff members, the group is THE definitive source for recyclers' management and training needs. The founder, Ron Sturgeon, is past owner of AAA Small Car World. You can review his resume, with skills and experience, at our website. In 2002, his book *How to Salvage Millions From Your Small Business* was published to help small business owners achieve significant success. It was recently reprinted in the U.S. and published in China, Korea and the Czech Republic. You can learn more about how to help your business at [www.autosalvageconsultant.com](http://www.autosalvageconsultant.com). You can reach us at 5940 Eden, Haltom City, TX 76117.