



THE REMANUFACTURER

ENVIRONMENTAL SUSTAINABILITY

MOTOR & EQUIPMENT REMANUFACTURERS ASSOCIATION

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MERA Members Convene in Washington, Deliver Important Message to Congress

Members of the new Motor & Equipment Remanufacturers Association visited the offices of 59 U.S. senators and representatives in Washington, D.C. on March 3, 2011, to discuss vital industry issues with elected officials during the eighth annual Legislative Summit organized by MEMA, the Motor & Equipment Manufacturers Association.

The visits were a key component of the Legislative Summit, which provided MERA members with the opportunity to promote the benefits associated with remanufactured motor vehicle parts, including jobs, environmental sustainability, technology and consumer value.

"With each trip I make to Washington, I'm encouraged to see the heightened awareness that our remanufacturing industry has with congressional members, said Jack Vollbrecht, senior vice president, business development, Remy Power Products and a Summit attendee who participated in the congressional visits. "Senate and House members are recognizing the benefits that remanufacturing accrues to society," added Vollbrecht, who also serves as a vice chairman of MERA.

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Meritor Hosts Inaugural MERA Board Meeting in Troy, Mich.

The Motor and Equipment Remanufacturers Association held its inaugural meeting of the board of directors on Feb. 4, 2011, at the headquarters of Meritor, Inc. in Troy, Mich. Doug Wolma, general manager, remanufacturing-CVA, Meritor, Inc. was the host member.

The meeting marked the official start of operations for the newly formed MERA. Board members reviewed the priorities for the trade association and officially launched a membership drive and a number of other key initiatives.

Michael Cardone, Jr., chairman and CEO, CARDONE Industries, Inc. and MERA chairman summarized the meeting, stating, "The future for remanufacturing is bright and MERA is well positioned to help the members of our motor vehicle parts remanufacturing industry to advance their business interests – at home, in Washington and abroad."

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Michael Cardone, Jr.
CARDONE Industries, Inc.

CORE OF THE MATTER

Industry Leader Realizes Lifelong Vision with Launch of MERA

By John Chalifoux

Before I accepted the job to lead the newly formed Motor & Equipment Remanufacturers Association beginning in January of this year, I was already aware of the passion that my chairman, Michael Cardone, Jr., has for the remanufacturing industry.

In 2010, a group of us – supplier and association executives – from the Motor & Equipment Manufacturers Association (MEMA) met on several occasions to study the merits of forming a new trade group to represent the interests of motor vehicle component remanufacturers. MEMA already had market segment associations to represent the needs of automotive aftermarket suppliers via the Automotive Aftermarket Suppliers Association (AASA), heavy duty suppliers via the Heavy Duty Manufacturers Association (HDMA) and OE light duty suppliers via the Original Equipment Suppliers Association (OESA). However, throughout the discussions, Michael was one of the loudest voices saying that remanufacturers needed to have a dedicated association given their unique needs as compared to manufacturers. Not only did Michael agree, but he heard many others express this point of view during his tenure on the MEMA board of directors since 1996, and while serving as MEMA chairman from 2004-2006.



John Chalifoux
MERA

It is hard for anyone to argue against an industry icon. Ever since Michael and his father, the late Michael Cardone, Sr., founded CARDONE Industries, Inc. in 1970, the Cardone name has been synonymous with remanufacturing. Their quest for excellence led CARDONE Industries to become the largest privately-owned automotive remanufacturer in the world. In 1994, Michael Sr. passed away. That year, he was inducted into the Automotive Hall of Fame with, among others, Carl Benz, Lee Iacocca, Fred Jones and Eiji Toyoda.

Michael Jr. has also been recognized for his contributions, not only to the remanufacturing industry but to the automotive industry in general. Among the many honors and awards, Michael received the Automotive Hall of Fame Young Leadership and Excellence award in 1982 and the Remanufacturer of the Year award – in 1974 and 1987 – from the Automotive Service Industries Association. There are many others.

Fast forward to April 2011. Michael is the chairman and CEO of CARDONE Industries and the first chairman of MERA. Since late December 2010, Michael and I visited Dr. Nabil Nasr and his team at the Rochester Institute of Technology, we attended the Strategic Council on Remanufacturing in Washington, D.C. hosted by RIT and Caterpillar, and we conducted the inaugural meeting of the MERA board of directors. (See page 4 for a list of MERA board members.) Bob McKenna, president and CEO of MEMA since 2004, has been on the tour too and can also be counted as one of the staunch supporters of MERA. Bob developed his real appreciation for the remanufacturing industry while at Genuine Parts Company, serving as president of the Automotive Parts Group and chairman of NAPA.

Several weeks have now past since Michael and I first started working closely together. Over that short period of time, he has proven to be a great teacher and mentor. Michael has helped me to see the bright future that is in store for the remanufacturing industry. Armed with this optimism, Michael continues to work tirelessly to see the successful launch of a new and relevant trade association for remanufacturers. And he won't rest until MERA is recognized in the industry – and in Washington – as *the* voice for the motor vehicle component remanufacturing industry. It is my job to make that happen and to see Michael realize his lifelong vision.

I would be remiss if I did not welcome you to the first issue of *The Remanufacturer*. If you are reading this and your company is not yet a member of MERA, I welcome the opportunity to meet with you. Whether your company is a remanufacturer, a supplier to remanufacturers or one of the many key service providers in the industry, I believe you will find *value* in our value proposition. Now is the perfect time to advance your company and the industry by joining the companies and the people that make up the "MERA network." If you are already on board, I very much look forward to serving you.

Feel free to contact me with your comments or suggestions on this or any topic. You may reach me at 248.952.6401 ext. 233 or jchalifoux@mera.org.



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The Voice of Motor Vehicle Component Remanufacturers

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Save the Date: September 20-21, 2011
MERA and RIC Members Host Remanufacturing Legislative Summit in Washington, D.C.
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the most **powerful, respected,** and **effective** voice for the supplier industry.



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The Motor & Equipment Remanufacturers Association (MERA) is the voice for motor vehicle component remanufacturers. MERA is an affiliate of the Motor & Equipment Manufacturers Association (MEMA), a 107-year-old trade group well known in Washington for lobbying on behalf of motor vehicle parts suppliers.

MERA was formed in November 2010 to meet the unique needs of remanufacturers, as compared to manufacturers of similar products. In recent years, MEMA affiliated members saw the need to form the new trade association given their vision of a bright future for remanufacturing.

The membership of MERA is comprised of a multitude of businesses – large and small – that make up the remanufacturing industry. This network of remanufacturers, suppliers and service providers strives to move the industry forward for the benefit of the national economy, as well as the motoring public.

MERA's mission is to advance the business interests of motor vehicle component remanufacturers by providing a forum for members to address issues of common interest; serving as a resource for industry information and analysis; promoting the interests of the remanufacturing community; and serving as a voice and positive change agent for the industry.

The work to achieve MERA's mission will be accomplished through the strong participation of members and the efforts of the [MEMA Washington, D.C. office](#).

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