



**Motor & Equipment Remanufacturers Association**

# Making a Difference for the Remanufacturing Industry

## **Membership Value Proposition**

**May 2012**

**MERA.org**

26200 Lahser Rd, Suite 200, Southfield, MI 48033 | (248) 750-1280 | [info@mera.org](mailto:info@mera.org)



# Table of Contents

- MERA Strengths
  - Distinguished Board of Directors
  - Respected Member Companies
  - Affiliation with MEMA
  - Councils and Committees
  - Manufactured Again™ Campaign
- Key Successes in 2011
- Plans for 2012
- Trusted Communications
- Management Team
- Join MERA Today!



# MERA Strengths

- Distinguished Board of Directors
- Respected Member Companies
- Affiliation with MEMA
  - Rich trade association heritage (since 1904)
  - Strong advocacy in Washington, D.C.
- Councils and Committees
  - MERA Peer Group Councils
  - Other MEMA Councils and Committees
- Manufactured Again™ Campaign

**The membership of MERA includes some of the most respected companies in the remanufacturing industry**



# Distinguished Board of Directors

*Leaders in the Remanufacturing Industry:*

## **CHAIRMAN**

**Michael Cardone, Jr.**  
Chairman and CEO  
CARDONE Industries

## **VICE CHAIRMEN**

**Jack Vollbrecht**  
Senior Vice President  
Business Development  
Remy International

**Doug Wolma**  
General Manager  
Remanufacturing  
Meritor

## **PRESIDENT & COO**

**John Chalifoux**  
MERA

## **DIRECTORS**

**Peter M. Butterfield**  
Regional Vice President,  
Remanufacturing  
LKQ Corporation

**Mark DiGiampietro**  
President  
Flight Systems Electronics Group

**Joseph "Joe" Felicelli**  
Chief Executive Officer  
BBB Industries

**Selwyn Joffe**  
Chairman, President and CEO  
Motorcar Parts of America

**Odd Joergenrud**  
Regional President, North America  
Robert Bosch

**Stefan Kurschner**  
President  
Detroit Diesel Remanufacturing

**Robert E. McKenna**  
President and CEO  
MEMA

**H. David Overbeeke**  
President  
Affinia Group

**P. Matthew Pohlman**  
Vice President  
Global Supply Chain Management,  
Delphi Product & Service Solutions,  
Delphi Automotive

**Andrea Raaber**  
Vice President, Business Development  
Bendix Commercial Vehicle Systems

**Paul Schuck**  
Managing Director  
Undercar Express

**Shawn K. Zwicker**  
General Manager, ReCon Europe and  
Joint Ventures, Cummins Inc.



# Respected Member Companies

Today, MERA is 52 member companies strong...and growing!

## REMANUFACTURER MEMBERS (35)

- Affinia Group, LLC
- ATK North America
- Atsco Remanufacturing Inc.
- Auto Electric International Inc.
- AxleTech International
- BBB Industries, LLC
- Bendix Commercial Vehicle Systems LLC
- Blue Streak Electronics Inc.
- BorgWarner Turbo Systems
- BPS-Reman, Inc.
- CARDONE Industries, Inc.
- Cummins, Inc.
- Delphi Automotive LLP
- DENSO Sales California, Inc.
- Detroit Diesel Remanufacturing LLC
- Eaton Corporation
- Electronics Remanufacturing Company, LLC
- ETE Reman
- Flight Systems Electronics Group
- Four Seasons, Div. of Standard Motor Products
- GB Remanufacturing, Inc.
- Haldex Brake Products Corporation
- Meritor, Inc.
- Motorcar Parts of America, Inc.
- Precision Parts & Remanufacturing Co.
- Reliable Transmission Service
- Remy International

## REMANUFACTURER MEMBERS (cont.)

- Reviva
- Robert Bosch, LLC
- Springfield ReManufacturing Corp.
- TransAxle LLC
- TRW Automotive LLC
- Undercar Express, LLC
- USA Industries
- WABCO Reman Solutions

## SUPPLIER MEMBERS (8)

- BPS-Cores, Inc.
- Cooper Standard
- Federal-Mogul Corporation
- Knopf Automotive, LLC
- LAP CO
- MCI Cores
- Phoenix Automotive Cores
- Rebuilders Automotive Supply Co. Inc.

## AFFILIATE & ASSOCIATE MEMBERS (9)

- Automotive Industry Action Group (AIAG)
- Center for Remanufacturing and Resource Recovery (RIT)
- Clark Hill PLC
- Eisbrenner Public Relations
- Foley & Lardner LLP
- Gerry Weinberg & Associates
- Honigman Miller Schwartz and Cohn LLP
- PenNotes LLC
- Trisar, LLC



# Affiliation with MEMA

Rich Trade Association Heritage (since 1904)

MERA is one of four market segment associations of the Motor & Equipment Manufacturers Association (MEMA)—a 108-year-old trade group with a proven track record of advocacy for motor vehicle parts suppliers.



**Heavy Duty Manufacturers Association**  
Heavy Duty  
OE and Aftermarket



**Original Equipment Suppliers Association**  
Automotive  
OE



**Automotive Aftermarket Suppliers Association**  
Automotive  
Aftermarket



**Motor & Equipment Remanufacturers Association**  
Heavy Duty and Automotive  
Aftermarket



# Affiliation with MEMA

## Strong Advocacy in Washington, D.C.

### MEMA Washington Office

- Eight full-time government relations professionals
- Leverages established relationships with key members of Congress and every relevant federal agency to advance the interests of MERA members.
- Works closely with MERA staff and MERA councils to advance industry positions on key issues
- Assists members with meetings with legislators and regulators
- Sets priorities based on input from member committees (see p. 9)
  - Government Affairs Committee
  - Regulatory Affairs Committee



### MEMA Legislative Summit

- Annual opportunity for MERA, AASA, HDMA and OESA members to meet in Washington with members of Congress and seek action on important industry issues.

### State Outreach

- MEMA has established relationships in key states, and experience and success promoting remanufacturing on the state level
- MERA membership includes access to **iStateLink**—a state legislative monitoring service



# Councils and Committees

## MERA Peer Group Councils

MERA Peer Group Councils\* provide a forum for members to address issues of common interest, share best practices, create industry tools, and advance the remanufacturing industry.

- **MERA Sales & Marketing Council**

- Peer Group: Senior executives from remanufacturer and supplier member companies responsible for sales and marketing.
- Meeting Frequency: Quarterly—usually during industry events such as AAPEX, HDAW and AASA Vision Conf. Conference call participation is also available.

- **Additional MERA Councils**

- MERA has plans to launch additional peer group councils, beginning with a CFO council in 2013.

\*: MEMA committee participation is included with MERA membership; MERA council participation requires additional fee



# Councils and Committees

## Other MEMA Councils and Committees

MERA members may participate in other MEMA Councils and Committees\* and address issues of common interest with AASA, HDMA and OESA members.

- **MEMA Government Affairs Committee**
  - Peer Group: Leaders interested in setting the state and federal legislative priorities of MEMA
  - Meeting Frequency: Quarterly—usually in Washington, D.C. or Detroit
  
- **MEMA Regulatory Affairs Committee**
  - Peer Group: Regulatory compliance executives interested in influencing MEMA outreach and written comments to key federal agencies
  - Meeting Frequency: Semi-annual—usually in Washington, D.C. or Detroit
  
- **MEMA Brand Protection Committee**
  - Peer Group: Executives responsible for IP protection
  - Meeting Frequency: Annual with regular conference calls
  
- **AASA Technology Council**
  - Peer Group: Executives responsible for IT and business process
  - Meeting Frequency: Semi-annual meetings/conferences

\*: MEMA committee participation is included with MERA membership; AASA council participation requires additional fee



# Manufactured Again™ Campaign

**Manufactured Again™** is an education and awareness campaign that was announced at AAPEX 2011 to heighten the understanding and acceptance of remanufacturing.

Elements of the **Manufactured Again™** campaign:

- **Definition of Remanufacturing**—Remanufacturing is a comprehensive, industrial process by which previously sold, worn, or non-functional products are returned to same-as-new, or better, condition and performance. The process incorporates technical specifications, including engineering, quality, and testing standards to yield fully warranted products.
- **Campaign Message**—Motor vehicle parts remanufactured in manufacturing facilities using comprehensive industrial processes deliver valuable **environmental, economic** and **product performance** benefits for both customers and society.
- **Certification**—The **Manufactured Again™** certification program will let customers know that reman parts from MERA member companies are truly, **remanufactured**. The program will define minimum process criteria for companies to be eligible to use the certification.



For more information, including frequently asked questions (and answers), go to [ManufacturedAgain.com](http://ManufacturedAgain.com)



# Key Successes in 2011

- Co-hosted the 2011 Remanufacturing Legislative Summit in Washington, D.C. with the Remanufacturing Industries Council
- Built bipartisan support for a Government Accountability Office (GAO) study of remanufactured parts in the U.S. government vehicle fleet
- Worked with Meritor to promote increased use of remanufactured parts in the Michigan state vehicle fleet
- Launched key peer group council
  - MERA Sales & Marketing Council
- Launched the **Manufactured Again™** education and awareness campaign at AAPEX 2011



# Remanufacturing Legislative Summit

- MERA and the Remanufacturing Industries Council (RIC) successfully hosted the MERA-RIC Remanufacturing Legislative Summit in Washington, D.C. on September 20-21, 2011.
  - The Summit—which was well-received by the 75 industry participants from across multiple remanufacturing industries—included conference speakers, remanufacturing exhibits, a congressional reception and 60 visits to offices of members of the House and Senate.
  - Following the Summit, MERA and the MEMA Washington office drafted a letter in December to the Government Accountability Office in which 18 Senators and Representatives—led by Sen. Debbie Stabenow (D-Mich.) and Rep. Todd Rokita (R-Ind.)—requested a study to examine the use of remanufactured parts in the federal fleet. This effort was initiated by Rep. Rokita after he visited a Meritor facility in Indiana in the weeks following the MERA-RIC Summit. (See next page.)



# GAO Letter

On December 12, 2011, following the RIC-MERA Remanufacturing Legislative Summit, 18 Senators and Representatives signed a letter addressed to the Government Accountability Office.

- Signatories appear at the right.
- To view the complete letter, refer to MERA.org.

MERA is positioned to continue along this path of success.

Thank you in advance for your work on this request. Should you need further information, please contact Megan Savage in Representative Rokita's office at (202) 225-5037 or Matt Van Kuiken in Senator Stabenow's office at (202) 224-4822. We appreciate your attention to this request.

Sincerely,  
  
Debbie Stabenow  
United States Senator

Todd Rokita  
Member of Congress

Richard G. Lugar  
United States Senator

Rob Portman  
United States Senator

Sherrod Brown  
United States Senator

Carl Levin  
United States Senator

James Inhofe  
United States Senator

Dan Coats  
United States Senator

Dan Burton  
Member of Congress

Gary Peters  
Member of Congress

Todd Platts  
Member of Congress

Dennis Ross  
Member of Congress

Billy Long  
Member of Congress

Mike Pence  
Member of Congress

Tom Cole  
Member of Congress

Gregg Harper  
Member of Congress

John Sullivan  
Member of Congress

James Lankford  
Member of Congress



# Plans for 2012

- Host a Remanufacturing and Sustainability Summit in Detroit on October 2.
- Expand membership network and strengthen value proposition
- Work closely with U.S. International Trade Commission (USITC) on comprehensive study of U.S. remanufacturing industry
- Continue efforts to promote increased use of remanufactured parts in state and federal vehicle fleets
- Develop certification program for **Manufactured Again™**
- Host an MERA Remanufacturing Section at AAPEX 2012
  - Centrally located on main show floor
  - MERA members new to MEMA family receive AASA discount



# Trusted Communications

MERA keeps members and others interested in the remanufacturing industry informed via a number of communications vehicles

- **MERA.org**
  - Industry site that includes an expanding library of members-only resources.
- ***Remanufacturing News***
  - Leading weekly resource for the latest news—from Washington, MERA members and beyond—that impacts the remanufacturing industry.
- ***The Remanufacturer***
  - Respected source for commentary, features, and in-depth analysis of the motor vehicle remanufacturing sector. (Advertising opportunities are available.)
- **Other MEMA publications**
  - MERA members can receive *MEMA Industry News*, *MEMA Washington Insider*, members-only briefing documents, and more.



# Management Team



## **JOHN R. CHALIFOUX** – PRESIDENT and CHIEF OPERATING OFFICER

Mr. Chalifoux has served as president and chief operating officer of the Motor & Equipment Remanufacturers Association and a member of its board of directors since MERA's inception in January 2011. He came to MERA from the Original Equipment Suppliers Association, where he served as vice president of marketing and business development. Prior to OESA, Chalifoux worked in the automobile retail business and served as a strategy consultant and a marketing & sales executive in the automotive supplier community. He began his career with Goldman Sachs in New York.

Chalifoux is a member of the Marketing and Sales Executives of Detroit and a former member of the Michigan State Executive MBA Alumni Board. He earned a BA in economics and a BE in mechanical engineering from Stony Brook University, and an MBA from the Executive MBA Program at Michigan State University. Chalifoux is also a graduate of the NADA Dealer Academy.

**Phone:** (248) 213-4644 **Email:** [jchalifoux@mera.org](mailto:jchalifoux@mera.org)

---



## **TOM RIPPINGER** – MANAGER, COMMUNICATIONS and MEMBER SERVICES

Mr. Rippinger joined MERA in October 2011 as the manager of communications and member services. Previously, he worked in the MEMA Washington, D.C. office, where he served as a legislative assistant. Prior to MEMA, Rippinger worked in the legislative office of the National Automobile Dealers Association (NADA). He received a BA in political science from the University of Notre Dame.

**Phone:** (248) 213-4664 **Email:** [trippinger@mera.org](mailto:trippinger@mera.org)



# Join MERA Today!

- Influence legislative and regulatory decisions
- Network with industry leaders; make better business decisions
- Stay informed of industry information and activities
- Advance the Remanufacturing Industry

**For membership information or an application, contact:**

Tom Rippinger

Manager, Communications and Member Services

Phone: (248) 750-1280 | Fax: (248) 750-1281

Email: [trippinger@mera.org](mailto:trippinger@mera.org)

**Experience the value of MERA membership!**