

Past, Present and Future
Part III

“We do what we do because it’s the way we’ve always done it. We were either shown, stumbled across it or picked up where someone else left off. Sadly, these actions become habits and we stick with them even though they may be destroying us financially...”

Don’t get found in the road dead.”
Rob Buksar, “What Happened and What To Do Next: Don’t Hesitate — Educate!” page 7.

Why aren’t we learning anything? We are powerless over the big scale progress, however, we can make a difference on a smaller individual scale. But to be successful in small business we must adapt to the market. “Stand Pat and Fall Behind,” first printed in 1989, and on this page, makes reference to the “extra-industrial technologies” we must search out.

Do something unique. “Embracing Change: The Automotive Industry Faces

Consolidation,” on page 4, and first published in 1999 says, “Success for those operations that choose to remain independent will depend on their finding a market niche...like the giant home warehouse stores and the neighborhood hardware. That hardware store succeeds because he has found a way to be successful without having to compete against the big guys.”

“Complete Repairs Provide Value-Added Service to Customers,” on page 6,

offered this advice a decade ago: “Losing the occasional customer because you insisted on doing the job right or not at all is just a cost of doing business. The saving grace is that at least it’s the kind of cost that allows you to sleep at night.”

As promised, the ERE Rebuilder Market Survey is located on page 18. So let’s get to work. Please complete and return it to us by May 27. Time’s a wastin’.

Polly