

OVERALL



David Gold **Standard Auto Wreckers, Ontario**

David Gold, co-owner of Standard Auto Wreckers in Scarborough, Ontario and Niagara Falls, N.Y., embodies the best of auto recyclers in all categories. He has influenced many facets of the industry - environment, technology and association - while running two businesses in two countries.

"I see dedication to strengthen the industry, innovator and always on the cutting edge of technology when I think of David Gold," said Bill Abold, A & P Auto Parts, Inc., Cicero, N.Y.

His devotion to the industry has earned him a place on this list twice. Gold was Locator UpFront's 2006 most influential one-to-watch. An established ARA and Ontario Automotive Recyclers Association (OARA) member, he received an ARA star award in 2006. In 2007, Gold once again was one of the most influential auto recyclers, this time as innovator for creating 1877EndOfLifeVehicles.com. The web program invited auto recyclers across North America to properly treat end-of-life vehicles.

Gold showed no signs of slowing down in 2009. Besides being a regular contributor of auto recycling articles in non-trade and trade publications, he opened his doors to broadcast media. In May, "A Greener Toronto" interviewed Gold as he explained the automotive recycling process in detail. He posted the segment on YouTube and linked it to his web site (StandardAutoWreckers.com). He works with charities, helping OARA give \$10,000 to 10,000 Trees For The Rouge, and championing legislative issues affecting both the United States and Canada.

"David Gold as a competitor is a fair, open and very helpful individual," said Michael Carcone, Carcone's Auto Recycling & Wheel Refinishing, Aurora, Ontario. "As a friend he is a kind, courteous and simply a class act. I have known David for many years and his openness and willingness to help other recyclers makes him one of the most influential individuals in this industry. When David speaks, most listen. For those that don't listen ... they should. They just might learn something."

"David sees the big picture and knows what it takes to make his business and our industry successful," said Locator Sales Representative Lori Handke. "People trust him enough to turn to him for solutions." ❏

BY ERIN SANDAGE • PHOTO: FRANKSEIFERTH.COM