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The ATRI NEWS

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Articles may be edited for length and format.

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President's Perspective

By Eric Gallay, ATRI President

As I am Writing this letter, I hope evervone had a great time at the MO/IL Convention this year in Alton, Illinois. I can't even begin to say thank you to all who came out to support your state association. Without you involved this would not be possible. It was a huge honor to have my yard, Reds Auto Parts, be the hosting yard for the Saturday night festivities. I also hope everyone enjoyed the Rogers & Nienhaus duo, I know I did. I would like to give a special thanks to Michelle for pulling off another great convention & trade show. We are all aware how much time and energy goes into this event. To my high school friend, the one and only Colo-



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Eric Gallay, Owner

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www.RedsAuto.Parts • info@RedsAuto1.com RT. 140/722 W. MacArthur • Cottage Hills, IL nel Keith Jackson, our auctioneer, there is never a dull moment. He makes the auction so much fun! To all of the ATRI board and members of both ATRI & MATR members who attended, I hope everybody came away with new ideas, met some new friends and visited with old ones. It is, my hope that you can apply some of the things you learned this weekend to your day to day operations.

This year's convention and trade show was dedicated to our exhibitors with a "Exhibitors Appreciation Night" who are our suppliers in the industry. I would like to thank all of our exhibitors who have supported ATRI through the years. We sincerely appreciate your support and I ask all of the ATRI members to please buy from, and support, our suppliers to the industry.

The ATRI board has a rough road ahead legislative wise, and I can't thank Joe Devereux and Jim Watson enough for all the countless extra hours they have spent on their own dime to make sure all of our members are represented well. We as an association sometimes take for granite how lucky we are to have people like Jim and Joe on our side. We have a very devoted lobbyist also and we thank him too for attending our event to talk to and answer questions you may have about what is going on in IL.

This is my second to last president's letter that I will be writing, and I can say it has been one hell of a ride and I would not trade it for anything. I have been surrounded by the absolute BEST board members and staff that any auto recycler could ever ask for. The ATRI board members are like brothers to me. We WILL PREVAIL and Survive! As far as organizations go, I AM PROUD TO SAY, ATRI is a part of my life forever and I would not trade it for the world.

Until next time happy recycling!!!

Eric Gallay, ATRI President Red's Auto Parts, Cottage Hills, IL



Executive's Viewpoint

By Michelle Lechner, Executive Director

Fall has arrived and the crisp cool air is here! It is my favorite time of year, even though we not what's next. I would imagine many of you are doing what you need to do to prepare for winter. As I write this letter, I am very busy getting ready for the upcoming convention and trade show with Missouri. By the time you read this it will have already happened.

I am not at a loss thinking about what to write to you today, because there is plenty to say about what is going on with the Illinois auto recyclers! The best thing ATRI did was to host our very first ever lobby day back on March 6th. We certainly can't see the future, but having that lobby day enabled us to meet so many of our legislators that we have now formed many relationships with. Our name is out there and our Lobbyist has been at the fore front of our issues since his date of hire. Please understand what happens at the "11th hour", that is a time when our Governor passes a bill when no one is around to say or do anything about it, It's true! The state of IL is so broke that he is reaching for whatever he can do to bring in revenues. The sad part is he has no idea what charging \$10 for a junk title means. He has no idea what auto recyclers do. The good news here is that we have begun to educate the IL legislators just in time right before the Veto session in November.

Thank you to the so many that attended the events our lobbyist put on in early October in Chicago. I myself attended a couple in the southern portion of the state and so glad I did. The two I saw were well aware of the issues we are facing. I truly believe we will see some relief. With all that said, I must thank the membership for stepping up and reaching out to your legislators, writing letters, making phone calls, supporting the legislative initiative because it is a must! We have never raised the membership dues in 40 years with the ever-increasing operative cost. That is why we were able to just charge the



\$99 monthly fee, which is what you would spend going out to dinner once a month, and I am sure there are some of you who do that more than once a month. ATRI will be hosting lobby day again in the spring. We are in, and now is the time to really try and make the much-needed changes to the IL Vehicle Code. Members, feel free to send me your concerns or questions, and please continue to reach out to your legislators when you can. Attend a fundraiser held at a local joint in your district, they are usually very casual. You don't have to stay long, just make sure that the Representative or Senator knows you were there. Introduce yourself, take a check with





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you, which usually isn't too much. Just last week I received an email inviting me to a fundraiser up in the suburbs of Chicago so I called our member in that area and he went. Now he and that representative have had corresponded over some of our issues via email. Again, they know who we are and that is how it's done. I know it can seem like an intimidating process, but please realize, they don't have a clue and want you to tell them about your issues. We are fortunate to have a recycler's in all districts in IL. You will see in this newsletter a letter Steve Boho from Rt. 14 in Woodstock, Illinois wrote to the Governor, it's perfect!

When you see the dates for the next lobby day please please join us! When we had our lobby day many other organizations were there and the one who really stands out was the ABATE group, which mean A brotherhood Aimed Toward Education, motorcycle rights organization, IL. Their group was huge and they were doing the same thing we were. There is a lot to be said about the bigger the numbers the louder the voice. Our lobbyist puts it all together, meets us and explains the process, writes up a cheat sheet, or explanation of why we're are there and then we go and see our people. The ATRI Board can tell you how educated and well put together it was.

Lastly, this is the end of Eric Gallay's journey as the ATRI President. It has been a pleasure working with him. Eric wears his heart on his sleeve and was always there representing ATRI the best way possible. Joe Watson will take over the reigns for his second term as President, and I look forward to working with him again in this ever- changing industry. It must not go unnoticed how hard the ATRI Board of Directors have worked. In the 20 years I have been with ATRI, I have never seen such involvement. ATRI has formed some really good committee's and staying true to their position as an ATRI board member. You all are very busy people, so finding the time to call members to rally up people to go to the convention, or explain why this or that is the way it is, giving money, building a car to benefit our legislative initiative just can't go without notice. Kudo's to all of you!

The holidays are right around the corner. Please enjoy your family's and have a safe and happy holiday season.

Keep Recycling!

The Honorable JB Pritzker Governor of the State of Illinois Office of the Governor 207 State House Springfield, IL 62706

Route 14 Auto Parts 14020 Washington St Woodstock, Illinois 60098

August 3, 2019

Dear Governor Pritzker,

I can appreciate that fixing the financial problems of our great state is daunting. Swift action provided by your leadership is essential in these changing times. We must all do our part. Nevertheless, the imposing of a \$10 fee on Junking Titles will be a devastating expense on companies in the auto recycling industry. Illinois auto recyclers are now faced with a new expense amounting to tens of thousands of dollars. I am certain that this was not the intention of you or Illinois legislators.

It is fair to say that legislators do not comprehend the essential role our industry plays. Automotive recycling facilities are a vital part of the Illinois economy and have a major impact on resource conservation. By recycling automotive parts, we save the natural ores, oil, water, and energy needed to manufacture new parts. This reduces air pollution as well as our nation's dependence on foreign oil. Parts that cannot be reused provide the number one source of our national scrap metal supply. Tons of cast iron, steel, aluminum, platinum, copper, and lead are recovered annually by the automotive recycling industry.

These efforts are all executed in the most stringent environmentally responsible manner. Not only does the community benefit from the recovery of all these resources, but the environment, (land, water, air) are all protected while we decommission close to a million decrepit, polluting, inefficient, ugly vehicles off the roadways of Illinois permanently, efficiently and cleanly. We take pride in taking on this responsibility as the car industry constantly changes throwing more and more challenges at us. (lithium batteries, electric hybrid, oil, gas, fluids, mercury, air bag recalls)

My hope is that this matter will be looked into. Our industry will gladly continue to process paperwork and junk applications (if that is what the state wants) for no fee. With this consideration, the auto recycling industry can continue to better serve the Illinois community.

Thank you for your time Governor Pritzker

Sincerely,

Steven J. Boho President Route 14 Auto Parts Woodstock, Illinois 815-276-3478

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The VET Review - IL Green CAR 2019

By Allison Toney, Environmental Compliance Manager, VET Environmental Engineering, LLC

It's that time of the year again! No, not tax time. No, not that time when you have to be in the same house as your in-laws for 7 hours straight. No, it's time for: the 2019 VET Review!

We would like to recognize Stafford's Auto Parts as a returning PLATINUM Medalist! VET was very impressed with Stafford's continued dedication to excellence; their hard work is obvious, and we appreciate the standard they are upholding for the auto recycling industry. Way to go, Jim and the Stafford's team!

We would also like to recognize E&R Towing for reaching PLATINUM for the first time! Matt and his team have been working very hard throughout the year improving their score by 10% from last year's audit. E&R Towing has only been in the program for two years and are already leading the pack. At this rate they are going to be tough to beat next year. Congrats to Matt and the E&R team.

Members are marked as "PENDING" until the certification process is complete. Everyone's continued dedication to making improvements throughout the year is something to

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Please note that if you don't see your company name listed in this issue, you are not a current member in good standing with ATRI.

be very proud of! VET loves going to facilities each year and seeing the beneficial changes that have been made. The 2019 IL Green CAR awards will be presented at the Auto and Truck Recyclers of Illinois (ATRI) Convention and Trade Show on October 25 and 26, 2019.

As a reminder: IL Green CAR Certification is awarded based on the following grade scale:

SILVER Certification 75% Compliance with IL Green CAR Standards

GOLD Certification 85% Compliance with IL Green CAR Standards

PLATINUM Certification 95% Compliance with IL Green CAR Standards

IL Green Car Scoreboard (2019)

E&R Towing - (99.05%) - PLATINUM Stafford's Auto Parts - (99.05%) - PLATINUM Aero Auto Parts - (96.67%) - PLATINUM Xpert Coring and Recycling - (96.67%) - PLATINUM ABC Auto Parts - PENDING BC Automotive Inc. - PENDING **Bionic Auto Parts** – PENDING Circus Auto Parts - PENDING Decatur Auto Parts – PENDING Elgin Super Auto Parts & Sales, Inc. - PENDING I-55 Auto Salvage - PENDING Mack's Auto Recycling - PENDING New Cats Auto Parts - PENDING Rhodes Auto S/S/S – PENDING River Valley Truck Parts - PENDING Rockford Auto Parts, Inc. - PENDING Scotty's Auto Parts - PENDING Speedway Auto Parts - PENDING Stafford's Auto Parts - PENDING United Road Towing, Chicago Auto Pound #2 -PENDING United Road Towing, Chicago Auto Pound #6 -PENDING

Don't forget, VET will award a "Most Valuable" award to the medalist who best supports the IL Green CAR program and helps us to grow through recommendations and referrals. If you've seen the benefits of the IL Green CAR program, please tell your friends and colleagues! The stronger our group is, the more positive impact we can have on the standards of the auto recycling industry! We will also present a "Most Improved" award to our medalist who has made the most significant improvements to their facility over the course of the year. Thank you to all our medalists and new members for your support – we look forward to seeing you at the ATRI Convention and Trade Show! Keep up the great work, and enjoy the rest of this beautiful fall!

Got Compliance?



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Texting Your Customers: Get Permisson or Get Fined

11

Bv Paul Mitchel

Text messaging Short Message Service (SMS) or Multimedia Messaging Service (MMS) is all the rage in the marketing world. But, what exactly is it? Simply put: It is the ability to send text or video messages to mobile phones to share a company offer.

In December 2018, the Federal Communications Commission (FCC) affirmed and clarified the prior ruling that protects consumers from unwanted solicitations. With more businesses putting dollars into text marketing; what are the rules? Here is an overview, but it is advised for your protection that you get professional guidance to set up your text marketing initiatives.

Be Respectful

Most marketing text messages sent are SMS; it is more efficient and less expensive - MMS costs about twice as much. For compliance, the FCC and the mobile carriers regulate mobile marketing (not the states). So, let's look at the basic regulations.

Carriers (AT&T, Verizon, Sprint, etc.) can take steps to disable any mobile program that does not follow mobile marketing best practices (i.e., spam). So it is best to be respectful. For instance, texting at inappropriate times of the day could be frowned upon, but following the law is more about prior express written consent. Every mobile marketing program must now capture prior written consent correctly.

Law of Texting

The Telephone Consumer Protection Act (TCPA) law is all about protecting consumers and preventing spam. In 2013, the Telephone Consumer Protection Act of 1991 was amended to reflect changes in communication technologies (specifically for text). To understand all this, one should first understand who governs it's enforcement. Mobile marketing guidelines are governed by both the Federal TCPA law and Carrier guidelines. Language best practices are required when implementing any text marketing campaign. To send any type of ongoing marketing communication, a business needs to have on file prior written express consent on proper disclosure to that consumer's mobile number. If they do not have that, it is in violation of TCPA with penalties of \$500-\$1,500 per violation. So, it is an important issue for businesses when considering the potential risks.

Text to Join (TEXT2JOIN) campaign. TEXT2|OINs are the most often misunderstood and improperly implemented campaigns because businesses often leave off required TCPA and Carrier language leaving their business at risk. In doing this, they are not properly capturing prior consent with the proper disclaimer language.

Carrier Language

Here is a breakdown of proper Carrier language, as in the example shown:

Name of Campaign – Joe's Pizza Rewards Club. The prospective sub-



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How to comply with the regulations is illustrated above in the "Complete Disclaimer" example. "Disclosure" is what to share with the consumer before they opt-in to a mobile marketing campaign. Promoting a mobile "Call to Action" in print or on a Website Web Widget may be different.

scriber knows what business they are joining.

- Messages per Month Up to 9 msgs/mo. The prospective subscriber knows how many messages they will receive a month.
- Help & Stop (bold font) They will know how to opt out at anytime from any text they receive.
- Message & Data Rates May Apply.



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TCPA Language

Here is a breakdown of proper TCPA language, as in the example shown:

- **Ongoing**. It is important that you tell the prospective subscriber that ongoing text marketing is to be expected when they join this campaign. If they join a sweepstakes, be sure to tell them they are also joining a list for weekly specials, for example.
- **Consent not required to buy.** This is a *requirement* of the law, and means that they do not need to join the mobile campaign in order to purchase goods or services.
- Placement: Carrier & TCPA language needs to be *di*rectly below the "Text Keyword to a short code" call to action.
- One additional precaution that could be added on a TEXT2JOIN campaign to protect a business is to do a "double opt-in," where the new subscriber must reply "YES" or "Y" to agree they want to join after reading

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the disclaimer with all the Carrier/ TCPA language, and then file that express consent by mobile. Now they are ready for your messaging program.

More Ways to Join a Campaign

- Web Widget: Please visit Besslers
 U Pull & Save as an example at http://upullandsave.com/vip-rewards/. This program has built-in disclaimer language.
- **Kiosk:** These programs would have built in disclaimer language.
- Manual collection: These programs would need to have added the disclaimer language.

For the full FCC regulation, download https://docs.fcc.gov/public/attach-ments/DA-16-1299A1.pdf.

Paul Mitchel is president at Texn Rewards, offering auto recyclers mobile marketing products including "Just In" Inventory Management Software.



Discover the Benefits of Being an ATRI Member!

Illinois Green Car Program (Illinois Certified Automotive Recyclers) Illinois Green Car recognizes and certifies that the member meets certain criteria in terms of environmental impact, safety, licensing and other regulatory standards as well as general business practices. This program is endorsed by the Illinois EPA and is cost effective. For just \$50 a year, you can become CAR certified through the National Association. ATRI has an established a working relationship with the Illinois EPA so if you have questions for them but don't want to call, ATRI will be glad to make the call and provide you the answers.

ATRI Executive Director is a lobbyist for the association and engages legislative issues pertaining to Illinois auto recyclers. Through the Executive Director, ATRI engages in lobbying efforts and has established relationships with government agencies including the Secretary of State of Illinois.

Education and Training Opportunities

ATRI provides training throughout the year. Additionally, ATRI provides educational programs, social events, yard tours, and networking with fellow recyclers.

Opportunities to network, share and learn from other recyclers. See what works and what does not.

ATRI Newsletter is published 6 times a year

The newsletter is currently mailed to all recyclers in Illinois. The newsletter includes industry news, a complete listing of the membership, updates on legislative and environmental issues and lots of other interesting information I am sure you will find useful in your day-to-day business operations.

Auto & Truck Recyclers Convention and Trade Show beld annually

This event rotates around Illinois. This event is designed to bring recyclers and vendors together from all over to network, educate, and provide and encourage camaraderie. We invite our fellow recyclers from surrounding states to attend our convention and trade show, which clearly makes our convention a regional show like none other.

Website and staff accessibility, www.illinoisautorecyclers.com

- All members are listed on the website with all of your information, including a link to your website, if available.
- Newsletter archives
- Calendar of Events, as they are scheduled.
- Parts Search, an opportunity for each member to sell parts.
- Suppliers list, a complete list of suppliers, associate members of ATRI.
- All contact information for the ATRI Board of Directors and Staff.
- Staff accessible to answer all your questions, or find the answer for you.
- Information friendly, ask ATRI to email the membership with an article or question you may have.

ATRI is a member of the Automotive Recyclers Association, the National association for auto recyclers. ATRI is active by participating at the ARA conventions and sharing that information with ATRI Members.

All Illinois recyclers encouraged to join ATRI and make a difference by getting involved. Support your state association and reap the great benefits of the membership.

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Let's Talk Recalls ... Deployed Airbag Recall

Toyota & Mitsubishi Join New Deployed Program

By Katie Stark and Paul D'Adamo

Are you taking advantage of the Deployed/Missing Airbag Bounty? This is a very new feature RAS has added to the Bounty Program. Ford was the first company to join which means all three of its brands are participating; Ford, Lincoln, and Mercury. Great News! We just signed Toyota (Toyota,Lexus, and Scion) and Mitsubishi. Expect full implementation of Toyota and Mitsubishi by mid-September.

You want me to PULL a deployed airbag?

RECYCLERS WILL NEVER PULL A DEPLOYED AIR-

BAG. The feature is based on our Mobile App, which we affectionately call the YAPP (Yard Airbag App). The App allows us to capture images of the vehicle and deployed airbags so no recycler will ever have to pull a deployed bag.

How do I sign up for the YAPP?

Recyclers should call or email Paul aka "Recall Guy" to get set up with the YAPP. The YAPP is available for Android and iOS (Apple) smartphones. While available on Google Play and the Apple App store, you will not be able to log yourself in. This is an industry-specific program, and RAS can't have the General Public downloading the YAPP and removing airbags from random vehicles. Because the YAPP is part of the Federal Takata Recall, RAS must give users permission to log in after some brief training. Contact Paul the Recall Guy (info below) to get set up.

Is the YAPP applicable to Full and Self-Service Auto Recyclers?

YES. While Self-Service Recyclers may use all of the features offered in the YAPP, Full-Service Yards might use the Deployed/Missing function only. That's why we have all us-

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ers review their process with Paul prior to unleashing the YAPP in their operation. The flexibility of the YAPP makes it valuable to Full-Service Recyclers as it can work alongside your inventory/dismantling process. Many Full-service auto recyclers are now capturing the deployed airbag images with the YAPP while recovering any valid airbags with their inventory/dismantling system.

Please note: simply taking pictures of your deployed airbags will not be adequate to get paid for deployed images. All images must be contained within the YAPP. The standard protocol for processing any airbags (real or deployed) is to scan the VIN, identify its disposition (good, deployed, missing) take two standard photos of Dash and VIN plate, then either recover valid airbags or take additional pictures of the deployed/missing airbags.

Overall, the YAPP has been a huge success for Auto Recyclers whether they be Full-Service, Self-Service, Scrap Recyclers, and/or Shredders. It's mobility and ability to capture valid airbags whether they be deployed, missing or intact have made it a tool all Recyclers will want to have in their toolbox.

Call Paul the Recall Guy at 401-458-9080 or email pdadamo@coresupply.com for more information.





ATRI News

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