

Industry Update

News and Information for NATA Members



November 2018

Industry gains exemption to access data



Based on a petition jointly filed by the Auto Care Association and the Consumer Technology Association (CTA), the U.S. Copyright Office has eliminated a limitation that permitted only car owners to circumvent vehicle software under the Digital Millennium Copyright Act (DMCA). The final rule effectively permits third-party repairers to also access software on personal, commercial and agricultural vehicles that are legitimately owned.

The petition from the Auto Care Association and CTA was necessary due to the U.S. Copyright Office's ruling in 2015 that limited the exemption from the DMCA's anti-circumvention prohibition to the actual owner of the vehicle. The Auto Care Association argued for the expansion of the anti-circumvention exemption to include third parties based on that fact that individual car owners often do not have the tools or skills to access software in order to perform repairs, thus limiting the effectiveness of the 2015 exemption.

The U.S. Copyright Office further adopted as part of the current exemption process an Auto Care Association recommendation to remove language from the 2015 exemption that excluded access to computer programs designed for the control of telematics or entertainment systems.

"The ruling by the Copyright Office is a huge victory for the independent repair industry as well as the consumer," said Auto Care Association President and CEO Bill Hanvey.

Webinar to help collision shops gain Subaru info



Mike Anderson of Collision Advice will offer the latest in his series of free "Learn to Research, Research to Learn" webinars with a session conducted on Monday, November 26, focused on using Subaru's Technical Information System (STIS).

"Checking the OEM websites for collision repair procedures and information for every job is the best way to ensure you're conducting proper repairs," trainer and consultant Anderson said. "Like the other webinars we've done in this series, this one will help you learn to more efficiently navigate the websites - in this case, the Subaru system - to find what you need."

The Subaru webinar will take place at 11 a.m. Pacific on Monday, November 26. [Click here](#) to register.

Anderson launched his series of webinars earlier this year to help shops more easily research and use OEM collision repair information. Webinar attendees will be able to text-in questions during the live event.

As with the five previous sessions in the series, this month's free webinar will be available for later viewing, but registering now ensures

Upcoming Events

High-Performance Engine Theory Workshop

Saturday, Nov. 10
World of Speed
Wilsonville, Ore.
[Click for Details](#)

"Learn To Research, Research to Learn" Subaru Webinar

11 a.m.
Monday, November 26
[Click to Register](#)

Automotive Industry and Education Roundtable

April 27, 2019
World of Speed
Wilsonville, Ore.
[Click for Details](#)

you will be notified when it is posted if you miss the live event. [Click here](#) to view previous webinars can be viewed.

Shop has alignment rack for sale



NATA member AJ's Auto Repair in Salem has upgraded its alignment rack and is selling its used Snap-On FMC 3870 11,000-lbs. alignment rack. [Click here](#) for details.

NATA Health Plan now offers VSP Vision



As you probably noticed with your health plan renewal packet, NATA members enrolled in the NATA Health Plan can now select VSP Vision as an add-on benefit for employees. Enrollees will not receive an ID card; policyholders can just go to a provider and provide a birthdate and Social Security number.

You'll get the lowest out-of-pocket costs in vision care. You'll see savings on frames, lenses, contacts, eye exams and more. Typical annual savings are more than \$200 with the Standard Plan.

VSP has the largest independent doctor network in the country, including Walmart and Costco. Go to VSP.com to find an eye doctor near you.

Whether you're looking for classic styles or trendy frames, you'll find the perfect pair for your style and budget.

Shop celebrating anniversary



Congratulations to NATA member Re-Born Automotive in Portland, owned by Vince and Becky Vierck, which is celebrating its 35th business anniversary!

Three quick news bits to help your business



Here are some quick bits of news that could be of interest and value for you and your business:

* The City of Portland offers a "One Point of Contact" online reporting system to easily report issues surrounding urban campsites. The system is designed to provide rapid response to complaints and concerns. [Click here](#) for a 2-page brochure about "One Point of Contact."

* Advanced driver-assistance systems (ADAS) are increasingly common in new vehicles and should increase passenger and road safety. ADAS also presents new opportunities and challenges for mechanical and collision repair shops. If not repaired and calibrated properly - accidents can happen - liability becomes a big concern. Here are a [blog entry](#) and a [recent article](#) to help you familiarize

yourself with ADAS, and consider joining the "ADAS Calibration Professionals" group on Facebook.

* "OregonSaves" is an easy way to help your employees save for retirement. It allows workers in Oregon to take responsibility for their own financial future by saving now, through payroll deduction, into a Roth IRA account in the OregonSaves program. Research shows that employees are 15 times more likely to save for retirement if an option is available at work. OregonSaves can help employers compete to attract and retain good employees, while still only having a simple and limited role in their employees' retirement savings and planning. [Click here](#) for more information for employers about the program.

School has new automotive instructor



Tillamook High School has a new instructor this year, Hayden Bush, teaching automotive as well as welding and building trades. The auto program at the school was to be eliminated before Hayden stepped up and offered to teach automotive

mechanics.

He is currently looking for an **exhaust pipe bender for his auto class and metals class**. If you have one or know of one that is available, please contact him at (503) 842-2566, ext. 2165, BushH@tillamook.k12.or.us

Automotive program achieves certification



Congratulations to Clackamas Community College's "Automotive Service Technology Program." NATEF reviewed the school's auto

service program on the 16th and 17th of October, and it went very well. The program has received notice that it is officially certified as a Master Automobile Service Technology (MAST) program now.

NATEF (National Automotive Technicians Education Foundation) is an independent, non-profit organization, founded in 1893. Its single purpose is the assessment of technician training programs against standards developed by the automotive industry and the recommendation of qualifying programs for accreditation by the National Institute for Automotive Service Excellence (ASE).

NATA holiday closures



NATA's office will be closed on November 22 and 23 for the Thanksgiving holiday.

Happy Thanksgiving to all our members and their employees and families!

NATA welcomes its newest members

NATA continues to grow! We are pleased to welcome our newest members: **Champion Collision**, located in Sandy since 2007; **Joe's Garage, LLC**, a family-owned repair shop in Eugene since 1952; and **Mail Shark**, a new NATA Associate Member that is a full-service print and direct-mail company based in Mohnton, Pa., that



specializes in helping auto repair shops and tire dealers increase their car count and customer base.

Medicare questions? Here's help!



Tressa Moore has been a valued partner with NATA for more than six years, your go-to person for any Medicare-related questions. She has helped a number of NATA members in the past, receiving glowing reviews from them. Tressa goes the extra mile to make sure you are enrolled in the plan that makes the most sense given your particular needs. Give

her a call at (503) 810- 2500.

NATA Associate Member offers merchant services



TwinStar Credit Union, an NATA Associate Member, is offering a guarantee that it will meet or beat the total cost of your existing credit card processing fees or it will pay you \$500

(see this [brochure](#) for details).

Learn more by contacting Jake Hartough at TwinStar by calling (503) 783-7313 or emailing him at jhartough@twinstarcu.com.

Date announced for upcoming 'Roundtable'



Mark April 27, 2019, on your calendar as the day of the "Automotive Industry and Education Roundtable" being held from 9 a.m. to 11 a.m., at the World of Speed museum in Wilsonville .

The event will bring together automotive educators, students, parents and school counselors

along with industry representatives to collaborate on the future of automotive careers, discussing goals, needs, expectation and opportunities.

Plan now to attend the event, and watch for more details in January.

NATA seeking potential board members



If you or someone you know might be interested in volunteering to serve on the NATA Board of Directors in 2019, please contact the NATA office. The board meets four times a year at NATA's Portland office.

Please call 503-253-9898 or email Cathi@aboutNATA.org for more information or to have your name added to the ballots distributed in December.

High performance engine theory workshop

Car-lovers can learn about what truly differentiates a high-



performance engine from the rest at a day-long workshop sponsored by WorldPac and held this Saturday (November 10) at the World of Speed museum in Wilsonville. [Click here](#) for a flier with more information.

Oregon agencies offer business training



Three Oregon agencies offer regular training for companies within the state.

The Oregon Bureau of Labor and Industry (BOLI) offers training seminars on such topics as wage and hour laws, discipline and discharge, and the latest developments in employment law. Details are available by [clicking here](#).

The Oregon Department of Environmental Quality invites businesses that handle hazardous waste to sign up for a class covering basic management of such waste. Registration is free but on a first-come, first-served basis. [Click here](#) for more details.

The Oregon Occupational Safety and Health Administration (OSHA) offers classroom workshops and online training on such topics as hazard communications, safety meetings, etc. [Click here](#) for current class description and schedule.

Need to reach us?

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