MEETING WITH MICHIGAN LAWMAKERS & COMMUNICATING KEY RECYCLING INDUSTRY ISSUES

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Michigan House of Representatives:
- 110 Members
- 2-year terms; Max of 3-terms
- 47 of 110 are in their 1st Term

Michigan Senate
- 38 Members
- 4-year terms
- Max of 2 terms
IDENTIFYING LEGISLATORS

TIPS:
Look for the Lapel PIN or Name Tags
Use On-the-Go Tools

MICHIGAN APP
Search: MI Legislature info

ISRI Advocacy APP
www.ISRIAdvocacy.org
How do you interact with a prospective customer?

• You have to make the approach
  – Look for anyone not engaged in conversation and go to them
  – Example: ask to sit & eat with them

• Introduce Yourself
  – Just start talking. Avoid putting literature in their hands

• Find Commonality
  – Doesn’t have to be business
  – NCAA?

• Be Casual & Confident
TALKING WITH LAWMAKERS

GET THEIR ATTENTION

CONNECT

SHARE YOUR STORY

FOCUS ON KEY ISSUE(S)

EXPLAIN ISSUES IN CONTEXT OF YOUR BUSINESS
KEY ISSUES - OVERVIEW

**ECONOMIC IMPACTS**

**ENVIROMENTAL BENEFITS**

**SCRAP IS NOT WASTE**

**MATERIALS THEFT**
RECYCLING – ECONOMIC MESSAGE

Jobs Supported by the U.S. Scrap Recycling Industry

Michigan Jobs
- Direct: 5,129
- Supplier: 6,134
- Induced: 5,410
- TOTAL: 16,673

National Jobs
- Direct: 149,010
- Supplier: 171,350
- Induced: 151,227
- TOTAL: 471,587

$364M
Federal, state and local taxes paid

$105.8B
Economic impact

$11.2B
Federal, state and local taxes paid

RECYCLING – ENVIRONMENTAL BENEFITS MESSAGE

PROTECTS THE ENVIRONMENT
REDUCES MATERIAL GOING TO LANDFILLS
CONSERVES NATURAL RESOURCES
SAVES ENERGY
CREATES JOBS

DID YOU KNOW?

ENERGY SAVED USING RECYCLED MATERIALS IS UP TO:
- 95% for aluminum
- 75% for copper
- 88% for plastic
- 60% for paper
- 60% for steel
- 34% for glass

www.isri.org
RECYCLING - SCRAP IS NOT WASTE MESSAGE

COMMODITY – NOT A WASTE

SPECIFICATION-GRADES

VALUABLE AND GLOBALLY TRADED

VITAL MATERIAL IN MANUFACTURING
RECYCLING IS NOT DISPOSAL

MANUFACTURING PROCESS

CAPITAL INTENSIVE INDUSTRY

SOPHISTICATED SORTING & SEPARATION TECHNIQUES

INTEGRAL TO MANUFACTURING
Part of the Solution

INDUSTRY PROGRAMS

ScrapTheftAlert.COM

Law Enforcement Advisory Committee

StopMetalsTheft.COM

www.isri.org
BEFORE THEY GO & FOLLOW-UP

OFFER:
- An invitation to visit your facility
- An ISRI Information packet
- Your Business Card
- To schedule a follow-up meeting

FOLLOW-UP
- Contact the office within a week
- Consult with MLC & Chapter Leaders
- Schedule a meeting