

WANADA Bulletin # 13-06

March 29, 2006

**UPCOMING WANADA EVENTS — SIGN UP NOW!**

## Dealers Invited to April 27 Kickoff Meeting For WANADA Apprenticeship Training Program

Eminently successful auto tech development is happening right here in the Washington market with WANADA's Apprentice Training Program. In the past five years, the program has recruited, screened, counseled and placed 117 apprentices in dealerships in and around the Capital Beltway, with 30 currently participating. Put another way, 117 line technicians are working in dealerships who wouldn't have been but for WANADA's Apprentice Training.

Previously available only to Ford products

dealerships, *the program is now open to dealerships of all brands*. To find out more about this highly useful program, *all* area dealers are cordially invited to attend WANADA's fifth annual kickoff meeting on **Thursday, April 27, 2006, from 9:30 AM to 11 AM at Kenwood Country Club in Bethesda.**

Attendees will hear first hand of the program's success from dealers, fixed operations managers, educators, and, of course, the technicians them-

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### WANADA Kindred-Line Member Appreciation Reception

6:00 p.m. - 7:30 p.m.  
April 18, 2006

Congressional Country Club  
8500 River Road, Potomac, Maryland

In appreciation of the support and invaluable resources provided to dealers by WANADA's kindred-line members, the association has scheduled the above referenced reception to coincide with its regular Board of Directors meeting. "This gathering will bring together people who know and work with one another and provide the opportunity to meet people and make new acquaintances," said WANADA Chairman Jack Fitzgerald.

All WANADA kindred-line and dealer members are invited to attend. A registration form is enclosed with this WANADA Bulletin. For more information, call Trish Frisbee at (202) 237-7200.

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### 2006 WANADA Open, Monday, June 5 At the Golf Club at Lansdowne

As recently announced, the annual WANADA Open has been moved to a later spring timeframe, Monday June 5, to hedge the bet on optimal golf weather. The venue is the recently expanded Golf Club at Lansdowne Resort in Leesburg, VA, which now offers two courses.



The Open Tournament will take place on the Robert Trent Jones and Greg Norman courses. Registration will begin at 9:00 a.m. with an 11:00 a.m. shotgun start. The driving range will be open during registration.

As in the past, there will be a \$10,000 Hole-In-One cash prize to the first person getting a hole-in-one on Hole #4, as well as prizes for the longest drive, and closest-to-the-pin.

This is an annual opportunity to get some fresh air, engage in friendly competition, and have

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**UPCOMING WANADA EVENTS — SIGN UP NOW!****Spring Apprenticeship Kickoff Meeting***(Continued from page 1)*

selves who have been through it. Part of the presentation will include an update on the strong relationship that has developed between WANADA and supporting educational institutions.

The program has been operating at two area education centers, Montgomery College in Rockville and Marshall Academy in Falls Church, where factory-specific training is offered in conjunction with the general curriculum so prospective technicians are competent in the dealership's franchise line for repairs. Ford remains committed to this unique partnership with WANADA coming forward with funding and in-kind support.

Based on this success, and with Ford's approval, WANADA decided two years ago to offer a "generic" version of this training to dealerships of all brands "as the next logical step to building similar relationships with other automakers, as well as meeting the critical need for qualified technicians in our industry," according to WANADA CEO Gerard Murphy.

Generally, then, the program works to train apprentices in conjunction with ASE Certification, so that apprentices completing the training become certified in some or all of the eight ASE areas.

A specific benefit is MLR training (maintenance and light repair) so that at the end of the first two semesters apprentices can do warranty work and be productive. Here again, all ap-

prentices are carefully recruited and monitored by WANADA's expert "tech team."

For more information about the program generally, and the April 27th meeting in particular, see the fact sheet and registration form enclosed with this WANADA Bulletin, or call Bill Belew or Archie Avedisian at WANADA, (202) 237-7200.

**DON'T DELAY — SIGN UP TODAY!****WANADA Open** *(continued from page 1)*

plenty of time to change before the 5:00 p.m. cocktail reception in the Club House Foyer. The banquet follows, with lots of prizes and fabulous giveaways!

Don't miss the fellowship. Register today!

A WANADA Open fact sheet and registration form is enclosed with this WANADA Bulletin. For more information call Trish Frisbee at (202) 237-7200 or email [tf@wanada.org](mailto:tf@wanada.org).

**FINAL REMINDER****ASE Certification Tests**

**Automotive Professionals,  
Don't miss the opportunity  
to take ASE's  
Certification Tests!**



Register by  
March 31, 2006  
Testing on  
May 9, 11, and 16, 2006  
Over 750 Sites throughout  
U.S. and Canada

*Register by mail, online or  
by toll-free telephone!*

Contact ASE Customer Service  
at 703-669-6600  
ASE, 101 Blue Seal Dr., S.E., Suite 101  
Leesburg, VA 20175  
Toll-free recorded information:  
1-888-ASE-TEST (273-8378)  
Register online at [www.ase.com](http://www.ase.com)

## PEOPLE IN THE NEWS

## AIADA Appoints Acting Executive Director

AIADA announced last week the appointment of Kelly Martin as its acting executive director. Martin, who has served as the director of member services at AIADA for the past two years, will manage daily operations at the association while AIADA's leadership conducts a search for a permanent replacement for former President Marianne McInerney, who recently resigned.

"Kelly has been the architect of AIADA's growth in member services," said AIADA Chairman Don Hicks. "He is a highly respected member of the AIADA team, and is well positioned to maintain stability during this time of transition, ensuring that AIADA's representation of and service to international nameplate auto dealers continues unabated."

"I'm honored that the association's leadership has confidence in my abilities and those of our staff to continue the work of the association in representing the interests of America's international nameplate dealers," said Martin. "We look forward to building upon the successes of the past several years, and to reaching out to our stakeholders during this time of transition."

## Nicole Nason Nominated as Next NHTSA Chief

The Bush administration has nominated Nicole Nason as the next chief of the National Highway Traffic Safety Administration. Nason, 35, a lawyer, is now the assistant secretary for government affairs of the Department of Transportation. In her current role, she lobbies Congress on transportation matters. If confirmed by the Senate, Nason would succeed Jeffrey Runge as administrator.

Nason arrived at the DOT from the US Customs Service, where she was assistant commissioner of the Office of Congressional Affairs. She also served as counsel for the House Judiciary Committee under Chairman Henry Hyde of Illinois and as counsel and communications director for Intelligence Committee Chairman Porter Goss of Florida.



Nicole Nason

## Northwood President Fry to Retire

Longtime Northwood University president, David Fry, announced last Friday that he will retire after 24 years as the head of the university known for educating auto dealers. Only the second president in Northwood's history, Fry will become *president emeritus* upon retirement. He hopes a new president will be on board by September 1, according to *Automotive News*. Last month, Fry received AIADA's Lifetime Achievement Award at the Annual Meeting & Luncheon in Orlando.

## NADA Seeks to Limit Federal Credit-Freeze Efforts

Last week the House Financial Services Committee approved a bill (H.R. 3997) designed to provide a national uniform data security program and set breach notification requirements. The committee added a limited provision allowing identity-theft victims to freeze their credit files, which would prevent credit grantors from obtaining files until the victim lets the credit bureau lift the freeze. The committee's bill would preempt state credit-freeze statutes—even those state laws that allow all consumers, not just identity-theft victims, to freeze their credit. Earlier in the week, NADA told the committee it supports either postponement of any federal action on the issue or efforts to keep any national freeze standard limited to identity-theft victims. With a number of other committees working on similar bills in both the House and Senate, it is unclear whether legislation on this topic can be cleared in a shortened, election year.

**DEALER BUSINESS OFFICE ALERTS****Unordered Telephone System Service**

WANADA has been informed by a leading area dealer group that all of its stores have received invoices for varying amounts (in one case \$6,500) for a one-year telephone system service contract that **was not ordered**. Unlike most invoice look-a-like offers, these invoices, were marked "Payment Past Due." They are from an identified Montgomery County firm with an address, telephone number and website. When contacted, the company has stated that someone from the dealership called him for a competitive bid on phone system maintenance and that the invoice was a quote for their services. They said the past due reference was a "mistake."

Although these "invoices" may be nothing more than an attempt to solicit business, they could easily be misinterpreted and paid by unsuspecting accounting staff. For that reason, WANADA is alerting dealers to be aware of this situation. Contact Tom Mann in the WANADA office in this connection, (202) 237-7200.

**Unordered Internet Advertising**

The New Jersey Coalition of Auto Retailers (NJ CAR) notified its members recently that some dealerships have received invoices for a one-year *Annual Internet Advertisement Listing*. The \$79 invoice is addressed to the dealership and is assigned a customer number. Interestingly, the invoice is for the campaign setup. Payment of the \$79 invoice will trigger an annual subscription at an additional \$39 per month (\$480 for the year).

There is a "How to make payment section" on the invoice and a disclaimer in the website listing section that states *This is not a bill. This is a marketing offer. You are under no obligation to pay the amount stated above unless you accept this offer.* The disclaimer isn't clearly evident in the invoice-style offer, however, according to NJ CAR.

Similar to the \$5,000 invoice scenario reported in the WANADA Bulletin of March 15, this situation again underscores the importance of scrutinizing all invoices. Dealers are encouraged to utilize purchase order numbers that can be matched with services or products ordered. If the number assigned by the dealership does not match or does not appear on an invoice, it can serve as a "red flag" that the issue needs to be investigated further.

**Staying Ahead...**

*Don't stay in bed, unless you can make money in bed.*

-- George Burns

**Enclosures:**

- WANADA Kindred-Line Member Appreciation Reception Registration Form
- WANADA Apprentice Training Spring Meeting Information Sheet and Registration Form
- WANADA Open Information and Registration Form