

WANADA Bulletin #14-03

April 7, 2003

WANADA/Ford Tech Training Program Kicks Off Third Year

Dealers Urged to Attend Kick-Off Meeting, May 6

Now recognized as one of Ford's best tech training programs, the WANADA/Ford Apprenticeship Technician Training Program will kick off its third year this spring with a meeting for all area Ford product dealers on Tuesday, May 6, 9:00 a.m., at Kenwood Country Club in Bethesda, Maryland.

"The program is a proven success," says Archie Avedisian, who, together with Bill Belew and Mike Wilson, make up the WANADA tech training team. "We now have 34 apprentice technicians who are in the program and are productively employed at area dealerships.

"We enthusiastically urge dealers to take advantage of this great opportunity to acquire skilled technicians – which everyone needs – and

(Continued on page 2)



A prime example of the success of the WANADA/Ford Tech Training program is Chris Hollan (center) who has been promoted to line technician for DARCARS Wilson Powell Lincoln-Mercury. With Chris are Service Manager Jeff Bloom (left) and mentor Erik Cavanaugh.

Dealers, Managers, Sign Up Now for WANADA's **Safeguarding Customer Information** **Workshop, April 22**

The FTC's new "Safeguards Rule," which becomes effective May 23, 2003, requires dealers to develop, implement and maintain a comprehensive "Information Security Program." This important workshop will focus on *exactly how to do that*. It will feature top NADA legal and information technology expertise from NADA attorney Paul Metrey and IT Director Richard Malaise.

The workshop will be held Tuesday, April 22, from 9:30 a.m. to 11:45 a.m. at the Tysons Corner Marriott. Registration will begin at 9 a.m., along with a continental breakfast. Cost to members is \$40 (\$20 per additional representative from the same store) and \$75 for non-members.

For more information and reservations, please see the RSVP enclosed with this WANADA Bulletin or contact Tom Mann or Nick Champeau at WANADA (202) 237-7200.

Inside...

New Light Truck CAFÉ

Rules.....

.p.3

**War, Gas Prices Don't Put
Brakes on Auto**

Sales.....p.3

EPA Rule Excludes Dealers...p.4

WANADA/Ford Tech Training

(Continued from page 1)

come to the meeting in May and tell us how many apprentices they want so we can start recruiting them for them you," he added.

Supported by Ford funding with substantial recruitment, screening and ongoing follow-up support from WANADA, the program is open to all Ford, Lincoln-Mercury, Jaguar, Land Rover, Mazda and Volvo dealers. Marshall Academy in Falls Church, Virginia and Montgomery College in Rockville, Maryland currently serve as training centers for state-of-the-art apprentice training programs provided by Ford, as well as vehicles, equipment, tools, engine transmissions, shop manuals, self-study guides and computer software.

Student apprentices receive college credit for six hours of classroom instruction each week, while working 40 hours a week at participating dealerships for on-the-job training. The goal is for students to complete the Automotive Service Excellence (ASE) examinations and become certified automobile master technicians. ASE certification levels are used as progress benchmarks, with steady pay increases for each level achieved. The apprentice receives 32 college credits when he/she completes the program. Equally important are the Ford "FMT" certifications that are required by Ford for any repair done under warranty.

Two important keys to the success of the program are identification of qualified applicants and follow-up during training. The WANADA team has already begun speaking to high school groups and interviewing high school seniors interested in the program. After applicants are reviewed and accepted, WANADA begins assigning students to participating dealerships where they will work this summer. The May meeting will serve to confirm the number of participating dealers offering apprenticeship openings.

WANADA emphasizes to students and instructors alike that the Ford/WANADA program complements AYES and other high school level pre apprentice training programs in the Washington metropolitan area, many of which are also sponsored by WANADA.

For example, through its partnership with the



Archie Avedisian (left) congratulates Nam Nguyen (center) of Cherner Lincoln-Mercury and Service Director Jim Rieves on their success in the WANADA/ Ford program.

DC Department of Employment Services (DOES), WANADA has recruited and trained applicants for auto technician careers. So far, WANADA has processed 137 applicants.

"The WANADA/Ford apprenticeship training is a great post high school opportunity to advance their skills to the master technician level," says Belew. "Once they are in the program, we call and visit all the students to make sure they are doing well and that service directors and managers are satisfied with their progress."

The WANADA/Ford program has also been featured in several favorable press reports, which have said that more than 60,000 automotive service technician jobs are going begging in the U.S. right now; the Department of Labor predicts there will be 35,000 more vacancies by 2010.

"Automakers are now forced to compete for skilled employees with other high-tech industries, which is tough, because so many people still think of auto mechanics as grease monkeys," said a recent report on WTOP Radio. In a recent Automotive Retailing Today survey of 1,500 teens, parents and educators about career choices, only two percent of the teens said they would consider

(Continued on page 3)

NEWS NOTES:

Light Trucks Get Tougher CAFE Rules

The National Highway Traffic Safety Administration issued a final rule last Tuesday that will require automakers to raise the Corporate Average Fuel Economy (CAFE) for light trucks by 1.5 miles per gallon between model years 2005 and 2007 – the first increase in CAFE since the 1996 model year.

Under the new fuel economy standards, light trucks, which account for half of new vehicle sales, will go from 20.7 mpg currently to 21.0 mpg for the 2005 model year; 21.6 mpg for 2006; and 22.2 mpg for 2007. The car standard remains at 27.5 mpg, although NHTSA is looking at further revisions in CAFE rules, including changing how vehicles are classified and how fuel economy is measured.

Dr. Jeffrey Runge, NHTSA administrator, hailed the 1.5-mpg hike during three model years as “the greatest increase in fuel economy standards in the last 20 years.” But environmentalists criticized the increase as too small, and automakers said that meeting the new fuel economy standards will be a challenge. “In order to meet the target, we’re going to have to change

American buying habits,” Eron Shostek, a spokesman for the Alliance of Automobile Manufacturers, told The Detroit Free Press.

“Nonetheless, we are committed to meeting it and working with NHTSA.”

However, in a victory for the automotive industry, an amendment proposed by Rep. Ed Markey (D-MA) was defeated by a vote of 14-38 on Wednesday. The amendment would have imposed an unreasonable increase on vehicle fuel economy standards, or CAFE. AIADA opposed this amendment and alerted its dealers to contact their members of congress asking them to vote no.

This amendment is identical to one that was offered last week during a markup in the House Subcommittee on Energy and Air Quality, which was also defeated. AIADA says it will remain vigilant in its efforts to see that a fair and safe approach is used when implementing changes to current CAFE standards.

War, Gas Prices Don't Put Brakes on Car Sales

Auto sales were little hurt in March by war in Iraq and record gasoline prices, surprising Wall Street and automakers themselves, according to USA Today. The annual selling rate in March was 16.2 million cars and trucks, Autodata says, down from 16.7 million a year ago. That is well above dire predictions by Wall Street firms, which had forecast a rate as low as 14.5 million.

While the Big Three automakers and some Europeans lost ground, several Asian manufacturers posted healthy gains. And despite a lot of negative press, “SUVs generally were champs, rising 8.6% and pushing up truck sales despite drops in minivans and pickups. Overall, light trucks accounted for 52.2% of sales,” USA Today reported.

“March U.S. light vehicle sales reflect a month with a split personality, with relatively strong sales, driven by spring fever in the first two weeks of the month, and then evidence that some consumers stayed home to view coverage of events in Iraq during the last half of the month,” said Paul Taylor, NADA chief economist.

WANADA/Ford Tech Training

(Continued from page 2)

automotive training. That proportion jumped to 65 percent when the kids learned that computer-savvy master technicians can earn \$100,000 a year.

“That’s why it is so important for dealers and educators to support this program, which is one of the most successful tech training programs anywhere,” says Belew. “The program helps fill the tremendous demand for skilled, high-tech and well paid technicians. So come on out May 6 and we’ll talk about it.”

For more information on all technician training programs in the region, contact Archie Avedisian or Bill Belew at WANADA, (202) 237-7200.


NADA reports it was successful in removing dealers from a rule regulating discharges of heavy metals and oily wastes to publicly owned treatment works from businesses that work on metals. It is estimated that the proposed rule covering 89,000 industries, including some dealerships, would have cost close to \$2 billion. The EPA decided that most industries are already covered by other federal, state or local regulatory guidelines regarding the discharge of contaminants from these operations. The new rule applies only to companies discharging their contaminants directly to rivers or streams, which NADA strongly discourages. To learn more about pollution prevention techniques in dealerships, go to www.nada.org; click on Government Affairs, then Regulation and then Pollution Prevention.

AIADA's 26th Annual Automotive Congress will be held May 20-21 at the J.W. Marriott in Washington DC. This year's event features top political and industry figures including: Senate Majority Leader Bill Frist (R-TN); Senate Majority Whip Mitch McConnell (R-KY); Sen. Ron Wyden (D-OR), co-sponsor of legislation promoting tax incentives for hydrogen fuel cell vehicles and infrastructure; Jim Press, executive vice president & COO of Toyota Motor Sales, U.S.A.; Tucker Carlson, co-host of CNN's "Crossfire"; Doug Lathrop, PhD, legislative director for Rep. Nancy Johnson (R-CN); and U.S. Trade Representative Robert Zoellick. Register online at www.aiada.org or call (703) 519-7800.

Individual with twenty-five years of dealership experience is interested in a position as General Manager. Individual resides in Fairfax Station. For more information please contact Tom Mann at Wanada (202) 237-7200

Attention Sponsors & Kindred Members:
Advertise in the WANADA Directory

The opportunity still exists for sponsors and kindred members to advertise in the 2003 WANADA Membership Directory — due to be published in May. This valuable resource publication is used by dealers and managers throughout the year and is an ideal vehicle to get your message to all Washington area dealers! Take advantage of this opportunity today and call Archie Avedisian at WANADA, (202) 237-7200.

 **Sine Die** for the 2003 MD General Assembly. Legislative Session ends tonight at midnight. Full Dealer report next issue ! 

Staying Ahead...

"The difference between playing the stock market and the horses is that one of the horses must win."

— **Joey Adams (1911-)** Ameri-

Enclosures:

- WANADA Safeguarding Customer Information Workshop and detail sheet