

THE WANADA BULLETIN

NEWS AND INFORMATION FOR AND ABOUT FRANCHISED NEW CAR DEALERS IN THE WASHINGTON AREA

WANADA Bulletin #18-03

May 5, 2003

SPECIAL PREVIEW: 2004 WASHINGTON AUTO SHOW:

World Class New Convention Center Wows Guests at Auto Show Preview

2004 Show to Feature Twice the Space in Spectacular New Facility



On tour (left) of the expansive new Washington Convention Center, guests at WANADA's 2004 Auto Show Preview last week got a sneak preview of the spectacular new facility. At right, Auto Show Chairman George Doetsch shows off the 2004 show theme — "History With a Future."



Calling the magnificent new Washington Convention Center "history in the making," 2004 Auto Show Chairman George Doetsch told manufacturer representatives, exhibitors and dealer executives gathered for WANADA's Washington Convention Center/Auto Show Preview April 29 that the theme of this year's auto show will be "History With a Future."

"America's love affair with their cars is alive and well, and we will enhance and stimulate that emotion," said Doetsch. "Exhibitors will be able to exercise their creativity by including past, present and future products...Our vision is to elevate

The Washington Auto Show to new and exciting heights, placing it on a level with top shows across the globe."

WANADA Chairman Vince Sheehy noted that The Washington Auto Show was the first event at the Washington Convention Center when it opened in 1983. "The dramatic and elegant expansion of the new Washington Convention Center most certainly enhances the city's opportunities to showcase itself as a world class venue," he said.

Preceding a tour of the massive new facility, guests gathered for a reception, sponsored

by WUSA TV 9. Bill Hanbury of the Washington, DC Convention and Tourism Corporation and Lew Dawley, general manager of the Washington Convention Center, were also on hand to greet guests and answer any questions.

Doetsch, a former executive with Ford Motor Company

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and Geneva Management, and now president of Apple Ford in Columbia, Maryland, said that this year's show will take on a new look—"that of a *transportation show* rather than automotive only," with other segments, such as motorcycles, commercial vehicles and possibly aircraft – being considered," he said. "With the additional space and more interest involved, the more interest we will generate."

Participants soon found out first hand the enormous potential of the new site as they traipsed through the *2.3 million square foot* facility, which includes 725,000 square feet of exhibit space, 150,000 square feet of meeting space and a 52,000 square foot ballroom that can accommodate 2,400 seated dinner guests.

The ballroom will be the site of this year's Snow Ball, which will also be expanded "exponentially to accommodate up to three times the number of industry and community VIPs who regularly have come out to celebrate the auto show and a good cause," Doetsch noted. The Snow Ball will again be chaired by Tammy Darvish of DARCARS, and, in addition to the Boys and Girls Clubs, will benefit several other good causes this year.

Other Auto Show Committee members in attendance included Don Bavely, Rosenthal Automotive; Daniel Jobe, Capitol Cadillac; Chip Lindsay, Lindsay Cadillac; Charlie Stringfellow, Brown Automotive; and Morty Zetlin, American Service Center.

A photo collage of the very successful 2003 Auto Show and Snow Ball is enclosed with this WANADA Bulletin.



Applying the finishing touches to one of the vast exhibit halls (top). At left, Bill



Hanbury of the DC Convention and Tourism Corp. chats with Mike Moran from Ford. While (from left at right) Chip Lindsay of Lindsay Cadillac, GM representative Tim Peters, with Daniel Jobe of Capitol Cadillac pause at one of the many exhibit overlooks.



Enjoying the reception (above, from left) are Richard Snyder of Jerry's Lincoln-Mercury/Jeep, Martin Kady of The Washington Post, Don Bavely of Rosenthal Automotive and Jody Baker-Monahan of WUSA; and Volkswagen rep Marion Slawski, Tammy Darvish of DARCARS Toyota, and Toyota rep Earl Quist. At right, Dianne Downey from WUSA, which hosted the reception, with Auto Show Chairman George Doetsch. Below, Doetsch presided over a meeting of the WANADA Auto Show Committee. Bottom right, WANADA chairman Vince Sheehy welcomes the guests.



NADA MONTHLY DEALER OPERATIONS COMMENTARY:

Why Appraise Performance?

Performance reviews are tools for (1) assessing employees' effectiveness at their jobs and (2) acting on the assessments. The written appraisals serve also as (3) justification for specific actions taken.

A good performance review may justify increasing an employee's pay. The better the review, the bigger the raise, within the limits of job grades and/or pay ranges, local and regional compensation trends, your dealership's profit picture, and the economy. A good review might justify promotion, depending on your business structure and the employee's skills, needs, and desires.

Conversely, a bad review may justify withholding raises and promotions. A bad review might justify demotion or disciplinary action—including discharge, in instances of repeated poor performance evaluated, documented, and dealt with lawfully. Among other requirements, legally defensible performance appraisals must show consistent compliance with federal and state laws prohibiting employment discrimination; regular contact with the dealership's counsel is imperative.

But performance appraisals are not just about reward and punishment—or they shouldn't be.

In a well-managed workplace, good work is recognized year-round, performance issues are addressed as they arise, and employees understand what goals and expectations they should meet. The annual review is not a time for unpleasant surprises but an opportunity to reinforce understandings, summarize progress, and plan for the future. It is a time to give and receive the continuing feedback that supports action of a wholly other kind. The performance appraisal should help you to:

- Motivate and guide employees.
- Align individual goals with overall dealership goals and values.
- Solve or head off problems.
- Provide and evaluate training.
- Adjust job descriptions as needed.

Those actions—and others that pertain to coaching, planning, and managing performance—are the ones that speak to the overarching aim of performance reviews: year-round employee improvement and development.

Employees want to know where they stand, and they perform better when you let them know, in a positive and constructive manner, what they can do to improve and/or advance. They are thus empowered to make needed changes or corrections and utilize their strengths to their advantage—and yours.

The review process is an investment in both employee growth and employee retention. Employees who get the attention that helps them grow are not only happier, but better employees.

This article was excerpted from NADA Management Education Bulletin ER.13, *Performance Reviews: Beyond the Paycheck*, to be published this month. You may order the bulletin from the National Automobile Dealers Association (NADA) by calling 800-252-6232, ext. 2 or 703-821-7227. NADA members' price is \$2.50 plus shipping; cost to non-members is \$5 plus shipping.

Tape Available of NADA's Web Seminar on Customer Information Safeguards

For those who missed the recent seminars conducted by WANADA and NADA on the FTC's Customer Information Safeguards Rule, NADA is offering a tape of its April 24 Web seminar, which reached 750 dealerships. NADA's Legal and Regulatory Affairs and Management Education departments hosted the interactive event which covered a range of new issues dealers must confront before the May 23 compliance date. For those unable to take advantage of the live program, NADA Regulatory Affairs will make a tape of the seminar available by May 1. Information on how to order a recording will be posted on www.nada.org.

FOOT NOTES:

WANADA Tech Team Takes on National Competition in NY



After winning the Washington Area Automotive Technology Competition in February, the Fairfax team of (from left) Caroline Gibson, Kyle Houghton, and instructor John Lawrence (not pictured) earned the right to compete against 40 top high school teams from around the country at the 14th annual National Automotive Technology Competition at the New York International Auto Show in April.

Although they didn't take top honors, our team was one of only a few that diagnosed their test car correctly and got it started. They left the Big Apple with award plaques for technical and academic excellence, racing shirts, tools and a choice of scholarship awards, including a \$6,000 scholarship from Northwood University. Most importantly, the team earned the respect and attention of potential employers among WANADA dealer members.

Congratulations!

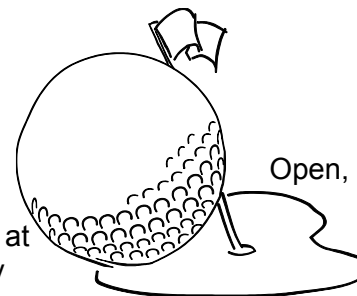
Last Chance! Sign Up Now for:

WANADA Open, Monday, May 12

We're all guilty of procrastination from time to time. But just think about what you'd be missing if you failed to register for the WANADA **Monday, May 12**, at Indian Spring Country Club in Silver Spring, MD.

There's still time (barely), *so do it today!* We'll tee up with a shotgun start at 12:00 noon, and play either the Valley or Chief courses. Scoring will be by Captain's Choice or "best ball" to accommodate the various skill levels among players. There will also be a tennis tournament and, of course, the networking reception and banquet followed by awards, door prizes, and fellowship. The WANADA Open is always a great time!

Sponsorship opportunities are still available for dealer community supporters. A WANADA registration form and detail sheet with times and fees is enclosed with this WANADA Bulletin. For more information on sponsorship opportunities call Trish Frisbee at the WANADA office, (202) 237-7200 ex. 14. Questions regarding registration should be directed to Will Desjardin on ext. 18.



NOTICE: Bobby Mitchell Checks Should be Sent to Leukemia Society: Contributions to the Bobby Mitchell Hall of Fame Golf Classic, July 12-13, 2003, should be made payable to the Leukemia & Lymphoma Society and sent directly to the Society at 5845 Richmond Highway, Suite 630, Alexandria, VA 22303. For more information call Trish Frisbee at WANADA (202) 237-7200.

Staying Ahead...

I always wanted to be somebody, but I should have been more specific.

— Lily Tomlin

Enclosures:

- 2003 Washington Auto Show Photo Collage
- WANADA Open registration and detail sheet.