

WANADA Bulletin #19-06

May 10, 2006

SOAP BOX DERBY UPDATE

Jimmie Johnson Stars at Curtis Chevrolet-Kia Assembly Clinic NASCAR Star Helps Build 10 Kits Donated by Levi-Strauss



Jimmie Johnson (left) with young Derby hopeful and Dudley Dworken

"I do a lot better driving cars than building them," said NASCAR star Jimmie Johnson who came to Curtis Chevrolet-Kia in Washington last Thursday to conduct an "assembly clinic" on Soap Box Derby (SBD) kits for inner-city kids.

Johnson nevertheless spent the better part of the afternoon working with and encouraging the kids on how to put together their wood and plastic racecar kits for the upcoming 65th running of the Greater Washington Soap Box Derby, which will be held on Capitol Hill by an act of Congress, June 17, 2006. It will mark the 25th

anniversary of WANADA sponsorship and support by the dealer community in this consummate "All-American" event.

Johnson is NASCAR's "youth initiative leader" and spokesman for the Levi Strauss Signature brand, an official partner of NASCAR and a title

sponsor of the national All American Soap Box Derby. Levi Strauss Signature donated the 10 kits for the assembly clinic, and is a supporter of the Jimmie Johnson Foundation, created this year by Jimmie and Chandra Johnson to aid

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A FOND FAREWELL

Bob Peck Chevrolet Closes its Doors After 66 Years

At the end of this month, Washington's automotive family will be losing one of its oldest and most respected members, Bob Peck Chevrolet, an Arlington county landmark.

Facing a decision that is becoming increasingly common to dealers in close-in suburban areas, owner Don Peck has accepted a "very substantial offer" from developers for his prime property at Glebe Road and Wilson Blvd. in Arlington that he decided far exceeds the value of his franchise.

"It was not an easy decision, but it made sense, said Peck, who's father, Bob Peck, died in 1998 at age 84.

Born in Cleveland, but raised in Damascus, Maryland, Bob Peck graduated valedictorian from the University of Maryland in the mid-30s, at the height of the Depression. "Times were tough, and he needed a job, so he jumped at the chance to take a job as a cashier at Ourisman Chevrolet, where he worked his way up to becoming an



Don Peck (right) and Michael Marsden

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A FOND FAREWELL



The original Peck Chevrolet, circa 1940s (above left), The Pecks in 1956 (above right), and at the Grand Opening of the current dealership location (right).

Peck Closing

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accountant,” Don recalls of his father.

Peck was one of many area dealers to originate in the Ourisman organization, where he met salesman Lawrence Kenyon. In 1939, the two teamed up to launch Kenyon-Peck Chevrolet in Clarendon. But with the outbreak of World War II and no new cars to sell, “they had to survive on used cars, parts and service,” Don recalls.

Lawrence left the business in the early 1950s and the name was changed to Bob Peck Chevrolet. As Chevrolet became America's perennial sales leader, the dealership moved the showroom to its present location across from Hecht's (now the Ballston Mall), while the body shop and used car lot remained in Clarendon. Sales flourished as Bob Peck became one of the first local dealers to appear in his own television commercials. Longtime Washingtonians still recall his memorable juggling commercials.

“During that time period,

Dad was encouraged by Chevrolet and other business people to become active in the community, and he became very active” said Don, who has worked at the dealership since 1971. His father served as chairman of the Arlington County Board and of the Arlington School Board, president of the Arlington Chamber of Commerce and was a charter member of the Arlington Optimist Club.

A longtime sponsor of local athletic teams, Bob Peck was selected Arlington Sportsman of the Year in 1967. The dealership was a sponsor of the 2002 Winter Olympic Torch Relay and continues to sponsor athletic teams. Bob Peck Chevrolet has also been the sole provider of Driver Education cars to the Arlington Public Schools.

Don Peck offered no immediate plans for the future, saying only it will take “the better part of a year” to get things wrapped up with the sale and closing of



the dealership. The dealership is offering its entire inventory of new Chevrolets at liquidation prices, and Peck's loyal customer base will be handled by other dealerships.

Most Peck employees have secured positions with other dealerships, though General Manager Michael Marsden is still looking (see Position Wanted, page 4).

“It's tough to bid farewell to our faithful customers and friends...that's for sure!” said Don. “Bob Peck Chevrolet is very thankful for the support from its customers, employees, suppliers, and WANADA.”

SOAP BOX DERBY UPDATE

Derby Clinic

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 charities that work with children and families.

“It was an easy deal, kids and racing,” said Johnson, explaining why he was participating in the SBD assembly clinic.

A former motorcycle and off-road truck racer who graduated to stock cars and then NASCAR, Johnson, 29, is the latest young “hot shoe” for the famed Hendrick Motor Sports Team. He finished 5th in overall point standings in his rookie year in 2002, and has twice finished second in point standings.

After his DC visit, Johnson headed south to Richmond International Raceway, where he drove his #48 Lowe’s Chevy Monte Carlo to a hard-fought 12th-place finish.

“The Soap Box Derby is a great thing for these kids,” said Curtis Chevrolet-Kia President Dudley Dworken, who hosted the clinic and is perhaps the Soap Box Derby’s strongest dealer advocate. “I raced in the DC Derby as a kid and never forgot the experience,” said Dworken. “It teaches youngsters good life lessons and it’s just plan fun,” he said.

For more information on sponsorship opportunities, contact Barbara Pomerance at (800) 697-7574. For more information on the Greater Washington Soap Box Derby and photos of the clinic visit www.dcssoapboxderby.org.



NASCAR star Jimmie Johnson (above, left) works with and motivates Derby competitors. Above, longtime SBD racer, volunteer and mentor John Moore with his 1953 Evening Star racer, and (left) one of this year’s competitors.

TEE TIME!

Get on Board Today!

Bobby Mitchell Hall of Fame Classic
July 8 & 9, Lansdowne Resort
Sponsorship Opportunities Available,
Auction Items Needed!



Bobby Mitchell wants you!

Once again, the Washington Area New Automobile Dealers Association (WANADA) is the tournament sponsor of the 2006 Bobby Mitchell Hall of Fame Golf Classic benefiting the Leukemia & Lymphoma Society, and event co-chair Tamara Darvish of DARCARS is reminding dealers to get on board.

“This year as we celebrate our ‘Sweet Sixteen,’ we’re on ‘The Road To a Million’ and we really need your help,” said Darvish in a recent letter to dealers and friends. “This event continues to be a success as a result of the many area auto dealers and kindred members that come together to make a big difference for the 600,000

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TEE TIME!**Hall of Fame Classic** *(Continued from page 3)*

Americans presently living with one of these horrible diseases. Last year, with the generous support of WANADA dealers and members, we raised nearly \$700,000.”

In addition to supporting a great cause, the tournament weekend features over 40 NFL and NBA Hall of Famers, who will golf and mix it up with the tournament participants and supporters during the tournament, at a VIP private reception and an exclusive banquet which highlights all of the sports heroes in attendance.

“As a sponsor, WANADA has opened the door for Washington area dealers and dealer community supporters to be involved in the tournament weekend in a big way through a variety of special opportunities to interface personally with the NFL/NBA Hall of Famers,” said Darvish. “People really have a great time,” she said.

A range of sponsorships at various levels is available and will be awarded on a first-come, first-serve basis. “We also are in great need of auction items,” Darvish added. “These items are “low-cost” contributions that you can solicit from the many vendors that your dealership or company may do business with.”

Examples of some popular “sample” auction items include: gift certificates to restaurants, malls, theaters, etc; baskets of items (e.g., toy baskets, book baskets, etc); tickets to sports events/concerts; electronic equipment (TVs / DVD players); computer equipment; Ipods and accessories. Cumulatively the auction makes a big difference and doesn’t “set anyone back,” said Darvish.

For more information on sponsorships or to donate auction items, contact Tamara, Darvish at (301) 622-0300.



Sign Up Today—Space Filling Up Fast!

2006 WANADA Open, Monday, June 5

Parking Available at New Clubhouse

This year’s WANADA Open at Lansdowne Resort in Leesburg, VA not only features two championship courses, there is also a new Clubhouse with adjacent parking. For golfers and non-golfers there is the fellowship of friends and associates at the cocktail reception and awards dinner (with more prizes this year), hosted again by popular sportscaster Johnny Holliday. So, if you haven’t already, sign up today! A WANADA Open information sheet and registration form is enclosed with this WANADA Bulletin. For more information, call Ruby Gerald or Trish Frisbee at (202) 237-7200.

Fitting Tribute to Peter Zourdos in the Washington Post, May 3, 2006

(Copy of the obituary article enclosed)

Position Wanted: General Manager

Seasoned dealer executive with over 35 years experience in dealership management seeks a new position due to the closing of the business. For more information and resume, contact Tom Mann at WANADA, (202) 237-7200.

Staying Ahead...

There is never enough time, unless you're serving it.

—Malcolm Forbes