

THE WANADA BULLETIN

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

WANADA Bulletin #23-02

June 10, 2002

Media and Top Officials Turn Out for WANADA/Ford Tech Training Program Dedication *Ford Donates \$1 Million to Two Training Centers*

“This unique partnership demonstrates how the private sector, community organizations and the government can come together to achieve a winning result for everyone involved – including students, local municipalities, our dealers and Ford Motor Company,” said Frank Ligon, director Vehicle Service and Programs, Ford Customer Service Division, at a dedication ceremony and media briefing for the WANADA/Ford Apprenticeship Technician Training Program. The ceremony was held at Marshall Academy in Falls Church, VA, May 31, and attended by public policy makers at federal, state, and local levels as well as school and business leaders.

Concluding its first year in the Washington DC area, the program operates at two locations – Marshall Academy and Montgomery College (MC) in Rockville, MD – to train youths and young adults in automotive repair techniques of the 21st century. The programs represent a unique collaborative effort among the two schools; Ford Motor Company; WANADA; the Washington, D.C. Department of Employment Ser-

(See Dedication, page 2)



Tech training partnership team pose with Ford's \$1 million commitment check at the dedication ceremony, from left, Richard Snyder, Dr. Daniel Domech, George Payne, Gerry Murphy, Frank Ligon, Mason Bishop, Duane Roundtree and Vince Sheehy.

Mobile Screening to Provide Dealership Flu Program

Just as we head out to the beaches and mountains for a little summer fun it may seem an odd time to start thinking about the fall and winter flu season. But it's never too early to begin planning for the inevitable. WANADA is pleased to announce it has entered into a business relationship with Mobile Screening Authority (MSA) to provide on-site flu shots as well as other health screening and wellness programs to member dealerships.

Founded in 1996, MSA is a Beltsville, MD-based company that specializes in providing health screenings, wellness programs, flu shots and health education seminars. MSA provides on-site health screening services, with state-of-the-art equipment to small and mid-size companies, federal and local governments, as well as to many other organizations.

The company has conducted health screenings at 3,300 phar-

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Dedication

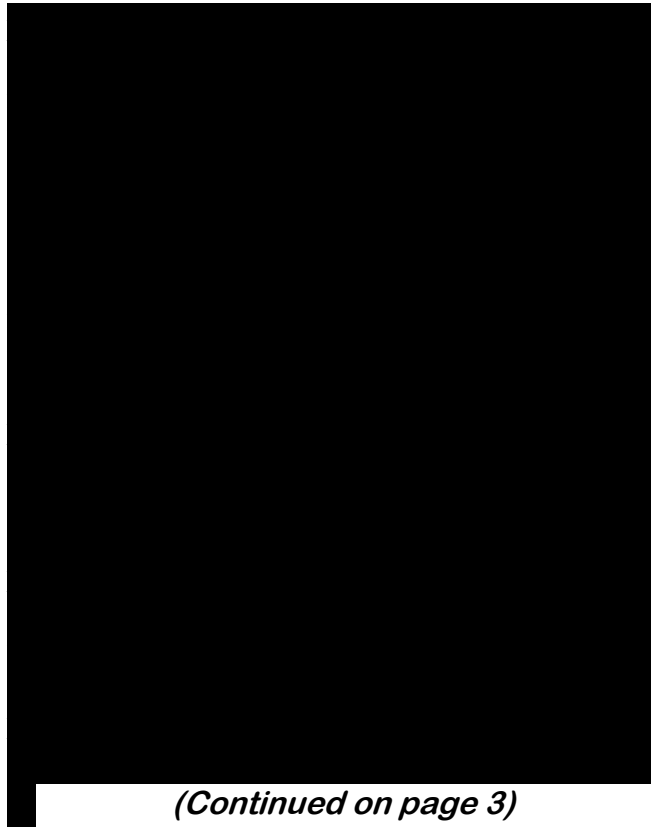
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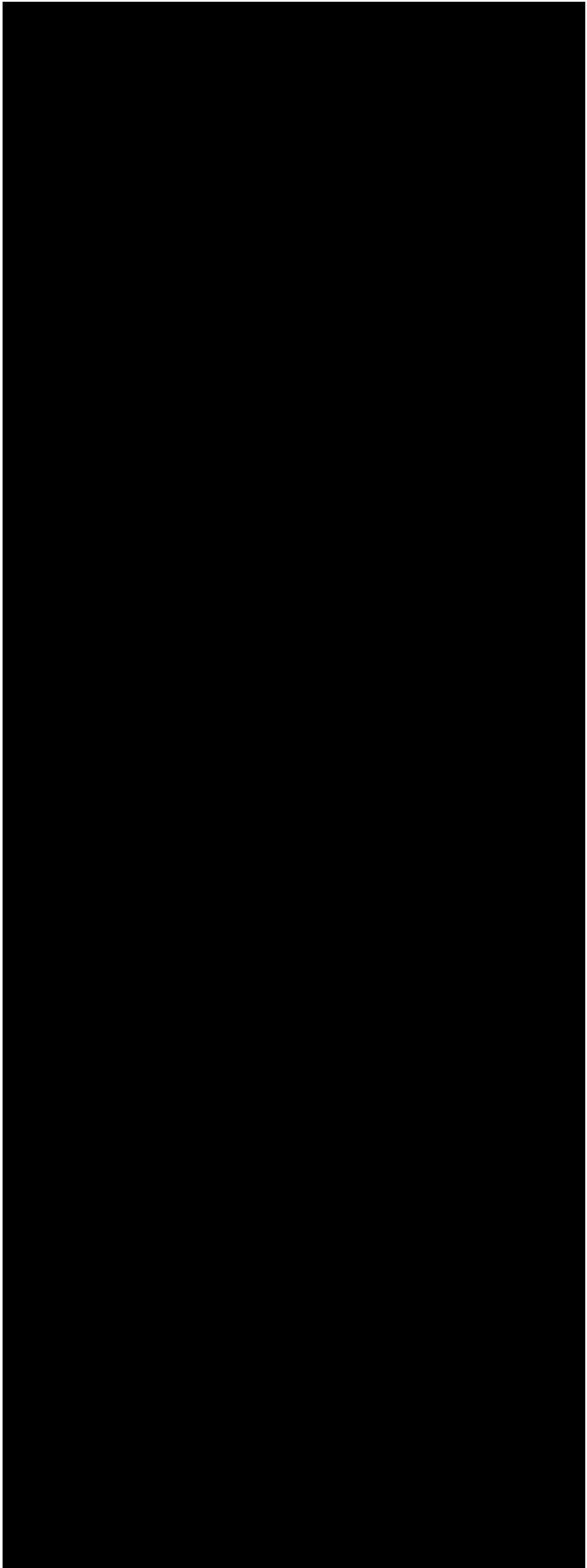
Ford's Frank Ligon cuts the ribbon at Marshall Academy. Below, Ligon chats with Ford's Dave Dodds and Richard Snyder of Jerry's Lincoln Mercury who is chairman of the WANADA training program.



Speakers at the Dedication included (clockwise from above) George Payne, VP, Montgomery College; Dr. Daniel Domenech, Superintendent, Fairfax Public Schools; and Mason Bishop, U. S. Department of Labor.



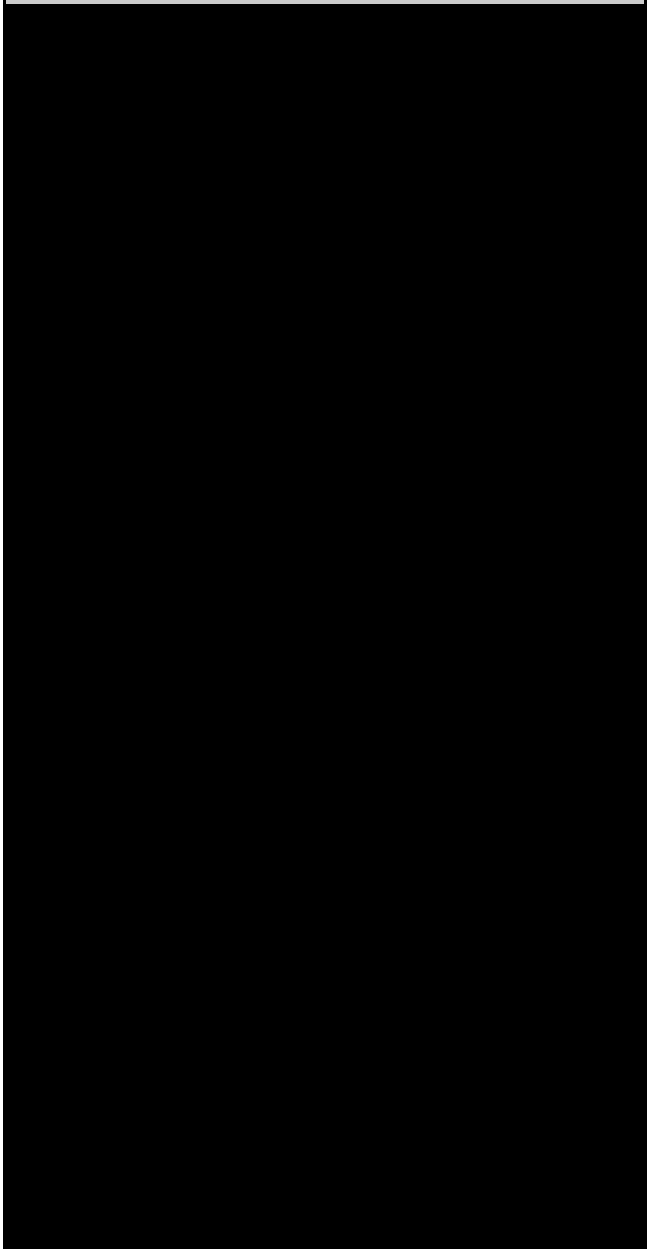
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Technician trainees and instructors at Marshall's WANADA- Ford program.

Flu Program

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MARK YOUR CALENDARS:**SOAP BOX DERBY, SATURDAY, JUNE 22**

Think of the thrill of watching your dealership-sponsored racer zoom over the finish line. No, it ain't NASCAR, but it's nonetheless a classic, all-American event: The 61st running of the annual Greater Washington Soap Box Derby, to be held Saturday, June 22, on Constitution Avenue in the shadow of the Capitol. And for over 10 years, WANADA has been the proud *lead* sponsor of this all-American tradition.

So join the patrons and participants cheering on the young speedsters, aged 9 to 16, as they pilot these hand-built, gravity-powered, brightly-decorated racers – several sporting flashy dealership names and logos – over a quarter-mile course in three divisions. Winners move on to compete in the All-American Soap Box Derby in Akron, Ohio in August.

Last year's derby in Washington featured over 50 participants, and received extensive coverage by both broadcast and print media. Questions about the race or sponsorships should be directed to Tom Mann at the WANADA office, (202) 237-7200.

DEALERS IN THE SPOTLIGHT:**Vince Sheehy Sinks 30-Foot Putt to Win Kemper Pro-Am**

WANADA Chairman Vince Sheehy calls it “my one minute of golf fame,” as Channel 9 TV news was on hand to record him sinking a 30-foot putt in dramatic fashion on the 18th hole to tie – and eventually win – the Kemper Open Pro-Am Tournament at Avenel, May 28. Sheehy was playing in a foursome with golf pro Steve Stricker, “and coming into the final hole we could see from the scoreboards that we needed a net eagle to win” said Sheehy. “I knocked it to about 30 feet from the pin, Stricker helped me read the hole just right.” The winning putt and an interview with Channel 9 sportscaster Jeff Atkinson made the 11 o'clock news that night. Despite playing “pretty good golf,” Sheehy added with a chuckle, “You will probably never see me on a golf highlight film again.”

Dworken Appointed BBB Chairman

The board of directors of the Metropolitan Washington Better Business Bureau has again appointed Dudley Dworken of Curtis Chevrolet as its chairman. Dworken called it “a wonderful opportunity, especially for an automobile dealer,” and he urged more dealers to become members of the MWBBB. He pointed out that in the last 12 months, BBB has handled 30,000 consumer complaints, 600,000 inquiries and 1.2 million hits to its Web site. “Ethical business practices should be at the top of every business agenda, and participation in the BBB gives our industry a strong voice in this consumer-oriented organization,” said Dworken.

Thought for Flag Day, June 14...

There is hopeful symbolism in the fact that flags do not wave in a vacuum.

— Arthur C. Clarke

Enclosures:

- In Memoriam: Larry Peacock
- Flag Etiquette