



THE WANADA BULLETIN

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

WANADA Bulletin # 25-03

June 23, 2003

2004 WASHINGTON AUTO SHOW

Exhibitors Enthused About New DC Center

And The Prospects for a World Class Auto Showcase

WANADA's 2004 Washington Auto Show kicked off big time last week with a space allocation meeting at the Grand Hyatt Washington, a couple of short blocks from the show's new home, the spectacular new Washington Convention Center. With twice the floor space of the old convention center, line exhibitors were enthusiastic about the opportunity to showcase first tier displays and the potential to take the show to the forefront of the world auto show circuit.

Auto Show Chairman George Doetsch, WANADA CEO Gerry Murphy, Auto Show Promotional Manager Barbara Pomerance, and Auto Show Manager Bob Yoffe offered a convincing vision of a much bigger, brighter show that will feature more model introductions and concept vehicles as well as exciting new promotions, partnerships and family entertainment. XM Satellite Radio, Metro and the D.C. Lottery have already signed on as key sponsors, and new partnerships will be announced when they are confirmed.

The potential of the new *2.3 million square foot* convention center was an easy sell. The center features 725,000 square feet of exhibit space on two levels with 30-35 foot high ceilings throughout. It also houses the largest ballroom on the East Coast with the potential to more than double the size of WANADA's annual Snow

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Luck of the draw, literally. The tie-breaker for exhibitors requesting the same amount of space was (what else?) a "high card draw." Auto Show Manager Bob Yoffe, right, played dealer.

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Dealer Groups Laud House Action To Permanently Repeal Death Tax

A top legislative priority of both NADA and AIADA, The Death Tax Repeal Permanency Act of 2003 passed the House last Wednesday by a vote of 264 to 163. The bill would permanently abolish taxes on estates by 2013, overriding the tax relief package of 2001 that eliminated the tax in 2010, only to resurrect it a year later.

The fight now moves to the Senate, where a nearly identical bill last year failed to muster the necessary 60 votes for passage.

AIADA Chairman Tim Smith praised the grassroots support by dealers in gaining House passage of the bill, but added, "Our job is not done...until this tax is eliminated for good." He continued, "We are forced to devote countless hours and resources to estate planning or risk the

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Auto Show

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Ball.

A big incentive for exhibitors is that The Washington Auto Show will be the *first* major public event to give area residents an opportunity to see the new convention center. This year's show will also be three days longer, Dec. 26, 2003 – Jan. 4, 2004, and will include two full holiday weekends. Discussions are also underway to move the future dates of the show to a time frame during which the industry could better showcase itself to national and public policy makers.

Auto Show Manager Bob Yoffe of Yoffe Exposition Services presented the floor plan for the 2004 show (enclosed with this issue of *The WANADA Bulletin*). This year's allocation was based on a true space draw, with exhibitors requesting the most space getting the first choice.

In the case of exhibitors requesting the same amount of space – and there were four instances of that – the tiebreaker was determined by a “high card draw.” With plenty of good space available, however, line exhibitors still had lots of good location options, and they responded by booking much more space than prior years.

The 2004 Washington Auto Show is a step toward the future in the new center which is reflected in the theme “History With A Future.” For more information on The 2004 Washington Auto Show, contact WANADA's Nick Champeau at



WANADA leadership attending the space allocation meeting included, from left, Rory Schick, Don Bavely, George Doetsch, Morty Zetlin, Dick Snyder, Dudley Dworken, Dennis Rippeon, Charlie Stringfellow and Rick Shaub. WANADA Chairman Vince Sheehy and Jon Cherner also attended. Below, Lester Holze of The Washington Post shows off last year's official auto show program. The Post will also do two special sections for this year's show.

(202) 237-7200, or Barbara Pomerance at (404) 262-7811.



VA Dealer Reminder:

No Independent Contractors

The Virginia Motor Vehicle Board is reminding dealers that all persons licensed by the VMVB as salespersons must be employed by the dealer/dealership and *cannot be an independent contractor* (IRS form 1099), as defined in the U.S. Department of Treasury, Internal Revenue Service (IRS) Publication 1779. (Go to mvdv.vipnet.org and click on the “Special Reports” to see IRS Publication 1779.) Failure to comply will result in a written warning; and subsequent occurrences may result in civil penalties, suspension, or revocation of your dealer license.

By June 30, 2003, all original and renewal dealer and salesperson license applicants will be required to certify on the licensing applications that they are in compliance. Falsified certifications will be considered material misstatements and could result in a \$1,000 civil penalty being levied, and the license being suspended, or ultimately revoked.

Death Tax

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consequences. Our customers and the American economy would be much better served if these resources could be spent creating new jobs, developing new products and services and expanding business.”

While passage in the House was not in doubt, NADA worked closely with the House Leadership to shore up members who had not yet committed to assure a larger margin of victory. As part of that process, NADA President Phillip D. Brady sent a letter to all House members encouraging them to vote for passage of permanent repeal.

Rep. Phil Crane (R-IL), a senior Republican member on the House Ways and Means Committee, commended NADA for its efforts, stating: “I want to thank small business and family-owned business groups like the National Automobile Dealers Association for tirelessly fighting to end this punitive and harmful tax. They have been powerful and influential advocates in this effort.”

The timeline for a Senate vote has not yet been determined and could be in September, which would make it a hot campaign issue. This gives AI-ADA and NADA an outstanding opportunity during the summer months to get active at the grassroots level and make a strong push for Senate approval of permanent death tax repeal.

DEALERS IN THE SPOTLIGHT

WANADA Honored by FEEA for Donations to 9/11 Victim Relief



WANADA CEO Gerry Murphy accepting award from FEEA Executive Director Steve Bauer (left) and FEEA President Robert Tobias.

In a special “Thank You for Being Our Friend” ceremony at the Washington Press Club last week, the Federal Employee Education and Assistance Fund (FEEA) honored WANADA and a number of other major donors to its World Trade Center/ Pentagon Fund for victims of the 9/11 terrorist attacks.

WANADA accepted the award on behalf of the NADA Charitable Foundation,

which raised over \$1.6 million nationally for 9/11 victims’ relief. WANADA dealer members last year gave over \$100,000, earmarked for Washington area victims.

FEEA reported that its Pentagon Fund raised over \$400,000 and dispensed over \$150,000 in the first 30 days to 9/11 victims. The fund also identified and set up scholarships for 52 children of those killed and injured in the 9/11 attacks, and 19 young people are currently in colleges and universities.

WANADA again salutes its many member dealers and their employees who generously contributed to this worthy cause in a time of national crisis.

A Tough ACT to Follow

Not to be outdone by her brother Jack, Dottie Fitzgerald of Fitzgerald Auto Malls is racking up honors. The latest came at the annual Montgomery County Foundations Dinner for the Automotive Career Technology (ACT) at Columbia Country Club, where Dottie was honored for her efforts to successfully pass a MD bill to obtain on-site workers comp coverage that allows auto tech students to work in dealerships as part of their training. With Dottie (right) is Foundation VP Steve Boden. WANADA’s Nick Champeau and Bill Belew were also honored with plaques for six years and 11 years, respectively, on the ACT Board of Directors.



REMINDERS:**Sign Up Now for WANADA's "Twin Bill" Sales Seminars, July 23**

Featuring renowned TeamCER trainer Curt Tueffert, author of *201 Sales Motivators* and *Five Stones For Slaying Giants*, WANADA is sponsoring two valuable sales seminars the same day, July 23, at the Sheraton Premier in Tysons Corner:

1) **Selection/Developing/Retention of GREAT Automotive Sales People.** General managers and sales, service and office managers are invited to attend this powerful morning workshop, 9:30-12:00, designed to *decrease* your turnover and *increase* CSI and employee productivity by hiring the right sales professionals.

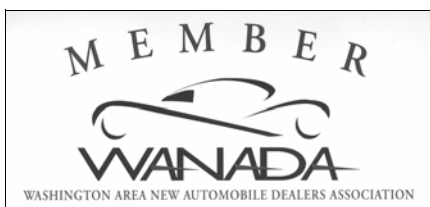
2) **Customer Service and Selling Secrets Of The Pros.** Aimed at salespeople (seasoned and non-seasoned) to sharpen the selling process at your dealership, Tueffert's afternoon seminar, 1:30-4:00, will offer proven pointers on selling, closing and handling customers.

For more information, see the RSVP's enclosed with this WANADA Bulletin or call Darena Petrolle at WANADA, (202) 237-7200. *Sign up today!*

BOBBY MITCHELL HALL OF FAME GOLF CLASSIC July 12-13**Sponsorship Opportunities Still Available for High Profile Event**

Next to The Washington Auto Show, the Bobby Mitchell Toyota Hall of Fame Golf Classic, is the biggest event of the year for Washington's automotive community. It is a golden opportunity for dealers to showcase their commitment to their community and to a great cause, the Leukemia and Lymphoma Society's research into a cure for these deadly diseases, not to mention golfing and hob-knobbing with 40 Hall of Fame sports legends.

As primary sponsor of this high profile event, WANADA is urging strong support from all its dealers, kindred members, vendors and friends — and many have responded! But sponsorships and banner ads to be featured on www.bobbymitchell.com website are still available. Time is running out, so use the donation forms enclosed this WANADA Bulletin to make your commitment today! For more information see the flyers enclosed or contact event chair Tammy Darvish at (301) 622-0300, or e-mail her at tdarvish@darcars.com.



Enclosed with this WANADA Bulletin for dealer members is your *official* WANADA Member window sticker. It's double sided, so it can go inside and show on both sides of the window. We hope you will display it prominently. Each store gets one for the showroom and one for service. For additional stickers, contact Trish Frisbee at WANADA (202) 237-7200.

Thought for the Week...

"Anyone who stops learning is old, whether at 20 or 80. Anyone who keeps learning stays young. The greatest thing in life is to keep your mind young."

—Henry Ford

Enclosures:

- Bobby Mitchell Hall of Fame flyer, donation form & banner ad flyer
- WANADA "Twin Bill" Seminar RSVPs
- Auto Show/Convention Center Floor plan
- WANADA Member Window Stickers
- Independence Day Closing Signs