

THE WANADA BULLETIN

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

WANADA Bulletin #28-03

Special Issue

July 15, 2003

BOBBY MITCHELL HALL OF FAME GOLF CLASSIC

With Dealer Sponsorship, Classic Breaks \$3 Million Mark Raised for Leukemia & Lymphoma Research *Largest Hall of Famer Turnout Ever*

With over 600 generous guests and 43 committed sports Hall of Famers in attendance, Redskins legend Bobby Mitchell announced that the *Bobby Mitchell/Toyota Hall of Fame Classic* sponsored by The Washington Auto Dealers was "the biggest gathering in the history of our tournament, and the largest ever reunion of Hall of Famers."

Last weekend's tournament cleared \$440,000 for The Leukemia & Lymphoma Society, breaking the \$3 million mark in funds raised since the tournament's inception in 1990. In just the last three years since WANADA became a primary sponsor, the Classic has raised more than \$1.3 million, making it the region's largest charity golf tournament.

Mitchell praised the all-out efforts of the event's many sponsors, volunteers and Hall of Famers, who can command huge appearance fees, but have donated 100% of their time to this tournament year after year. "With the continuous support of my fellow Hall of Famers and sponsors, we hope to keep up this tradition, until The Leukemia & Lymphoma Society finds a cure."

And that is happening. The survival rate of childhood leukemia, for example, has risen from 4% in the early 1960s to 80% today. "Our efforts have really made a difference," said DARCARS Vice President Tamara Darvish, who again co-

(Continued on page 2)



WANADA dealers and officers (front row, top) with football and basketball Hall of Famers. Redskins legend Sonny Jurgensen (above) didn't have far to pass a football autographed by all "Famers" to the highest bidder, Judy Darvish. Classic Co-Chair Tammy Darvish is applauded and praised for her efforts by Bobby Mitchell.



Inside...

Bobby Mitchell Golf Classic Highlights.....p.2 & 3
Hall of Fame Sponsors...p.4
Sales Seminarsp.4
Contact Reminder.....p.4

BOBBY MITCHELL HALL OF FAME GOLF CLASSIC



Erik Vinson (above, left), a young survivor of Hodgkin's disease, got a standing ovation (above right) at the banquet Saturday night for catching a pass from Hall of Famer Sonny Jurgensen, who tossed him Judy Darvish's autographed football. Emcee Paul Berry (below), a veteran Washington broadcaster, introduces three survivor kids who are "living proof" of successful research efforts into these deadly diseases. Bobby Mitchell (bottom), who began the Classic thirteen years ago is still the driving force behind the event.

Golf Classic

(Continued from page 1)

chaired the event with Michael Anzilotti, CEO of First Virginia Bank. Darvish introduced three young survivors as "living proof," but added, "We can't give up this fight until we beat these dreadful diseases."

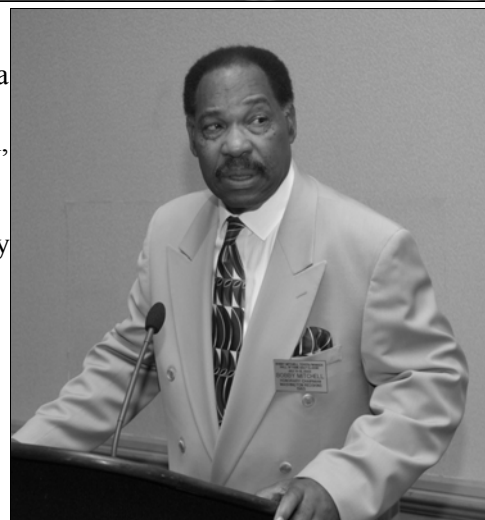
This year's Classic honored Erik Vinson, an 11 year-old middle school athlete who is a survivor of Hodgkin's disease, a specialized form of lymphoma. Erik and his family offered a moving account of his experiences and offered heartfelt thanks to all those who have supported the research efforts that have led to his successful recovery.

Erik was also the happy recipient of a football signed by all the Hall of Famers in attendance, which was generously donated to him by Judy Darvish, the high bidder during the live auction. Erik got a standing ovation when he caught the ball passed by the Redskins' most famous quarterback, Sonny Jurgensen. And if that wasn't enough, Erik won The Kids Putting Contest on Sunday and a new Dell computer.

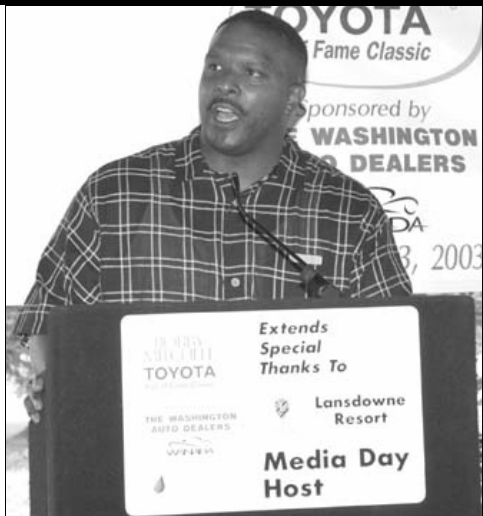
The weekend events, held at the Lansdowne Resort in Lansdowne, VA, featured a "Tournament Practice Round" on Saturday, followed by a VIP private reception with the Hall of Famers and a chance to view and bid on a record number of items donated for the silent auction. Guests at Saturday night's banquet were again treated to the high-energy performance of emcee Paul Berry, a longtime Washington broadcaster who was at his best driving up prices during the live auction, with a mixture of humor and heartfelt pleas for a great cause.

The highlight of the evening was, again, Bobby Mitchell's video tribute to WANADA and other tournament sponsors, which included Toyota, Comcast, Costco, Enterprise Rent-A-Car, Delta Air Lines, Chrysler Jeep Dodge, Lansdowne Resort, Pepsi, First Virginia Bank, DARCARS and Sports Talk 980. (See page 4 for full list of sponsors.) The evening was capped with a drawing for a new Toyota RAV4 or Camry.

(Continued on page 3)



BOBBY MITCHELL HALL OF FAME GOLF CLASSIC



ABC-7WJLA sports anchor Rene Knott (above) was the host for the tournament's Media Day and Barbeque Awards. At the VIP reception (above right, from left) are WANADA CEO Gerry Murphy, Toyota's Tony Johnson, Leroy Kelly, Lenny Moore, Tammy Darvish, Joe Perry, Mike McCormack and Bobby Mitchell. Barbara Snyder (below) sizes up a prize at the silent auction while husband, Dick, looks slightly more skeptical. Tournament golfers are Sonny Jurgensen (below, left) with Jerry Ford's Chuck Bolton looking on, and Charlie Stringfellow, taped knee and all.

(Continued from page 2)

At Sunday's golf tournament, Hall of Famer Art Shell and his Washington Post team emerged as the Grand Prize winners of the Golf Classic with a score of 57! Gallery attendees competed in the "Toyota Shoot Out" closest-to-the-pin contest for a 2003 Toyota Corolla, won by Donnie Ouzts of Sterling, VA.

Joining this year's Classic was 2003 Pro Football Hall of Fame inductees Elvin Bethea and Joe DeLamielleure. Other Hall of Famers in attendance during the tournament weekend included Lem Barney, Bobby Bell, Mel Blount, Lou Creekmur, Bill Dudley, Ted Hendricks, Ken Houston, Sam Huff, Sam Jones, Sonny Jurgensen, Leroy Kelly, Paul Krause, Willie Lanier, Yale Lary, Dante Lavelli, Larry Little, Mike McCormack, Tommy McDonald, Lenny Moore, Anthony Munoz, Chuck Noll, Ace Parker, Joe Perry, Mel Renfro, Oscar Robertson, Bill Russell, Billy Shaw, Art Shell, Bob St. Clair, Dwight Stephenson, Charley Taylor, Paul Warfield, Dave Wilcox, Kellen Winslow, and Ron Yary.

Defeating leukemia has been a goal of Mitchell's since his pro ball days. "I was traded by the Cleveland Browns to the Washington Redskins for Heisman Trophy winner Ernie Davis in 1962," said Mitchell, who was the first black player ever hired by the Redskins. Davis was diagnosed with leukemia shortly after the trade and never got to play a down of professional football. He died at the age of 23. To help find a cure for the disease, Mitchell teamed up with The Leukemia & Lymphoma Society Executive Director David Timko to create the tournament.



Bobby Mitchell Golf Classic Sponsors

The following is a list of sponsors that made commitments to the Leukemia & Lymphoma Society on behalf of WANADA and their companies:

Alexandria Toyota	Combined Automotive	LEXUS	Sheehy Auto Stores
American Express	Dealer Group	Lindsay Automotive	Southern Financial Bank
AON Corporation/Resource	Comcast	Group	Springfield Toyota
Dealer Group	Courtesy Jeep	Lottery Technology	Stohlman VW & Subaru
Apple Ford	Curtis Chevrolet-Kia	Enterprises	SunDun
Acordia	Custom Vending	Lustine Toyota-Dodge	SunTrust
AutoTrader.com	DARCARS Automotive	Manheim's Fredricksburg	Superior Auto Paints
Banner Glass	Group	Auto Auction	The Washington Post
Battlefield Ford of Manassas	Dudley Martin Chevrolet	MetalPro	Top Notch
BB&T Sales Finance	Enterprise Rent-A-Car	Merrill Lynch	Toyota
Beltway Toyota	EuroMotor Cars	Miller Toyota	Toyota Financial Services
BG Products & Services	Fairfax Hyundai	Nissan Motor Acceptance	WANADA
Capital Automotive REIT	First Virginia Credit Services	Nissan North America	Virginia Automobile
Capital Nissan	Fitzgerald Auto Malls	Ourisman Automotive	Dealers Association
Central Atlantic Toyota	Ford Motor Credit	Overlook Systems	Washington Area Chrysler-
Distributors	Hamilton & Hamilton, LLP	Technologies	Jeep Dealers
Channel 9 W*USA	Herb Gordon Auto Group	PADE Auto Auction	Washington Area Nissan
Charapp, Deese, Weiss	Herson & Cohen Dealerships	Paramount Vending	Dealers
Chase Auto Finance	Impact Group	Pivec Advertising	Washington Area Toyota
Chesapeake Petroleum/	Jaguar Credit	PricewaterhouseCoopers	Dealers
Castrol N.A.	Jerry's Automotive Group	Reynolds & Reynolds	Washingtonpost.com
Chevy Chase Cars	Jim Koons Automotive	Rosenthal Automotive	
Chrysler Financial Company	Companies	RRR Automotive	
CINTAS	Koons of Manassas	S&M Auto Supply	

Don't Miss Out!

Last Call for WANADA's Sales Seminars, July 23

With vehicle sales forecasts looking up for the second half of the year, can you afford to miss a rare and valuable opportunity to sharpen up your sales staff? If you haven't already, sign up today for next week's WANADA sales seminars featuring renowned TeamCER trainer Curt Tueffert, author of *201 Sales Motivators* and *Five Stones For Slaying Giants*, at the Sheraton Premier in Tysons Corner, July 23.

- **Selection/Development/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* your CSI rating and employees' productivity by hiring sales professionals.
- **Customer Service and Selling Secrets Of The Pros:** The afternoon seminar, for sales professionals, 1:30-4:00, will offer proven tips on selling, closing and handling customers to all dealership employees involved in the selling process.

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

Thought for the Week...

Basketball players... They play inside, they wear shorts, they have to put their hands up when they touch somebody

—Billy Shaw, *Pro Football Hall of Fame*,

Enclosures:

- WANADA Key Member Contact Form
- WANADA Sales Seminar RSVPs
- AutoTrader.com Charity Golf Tournament flyer
- Universal Underwriters Loss Prevention: Safeguarding the Privacy of your Customers' Information