

THE WANADA BULLETIN

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

WANADA Bulletin #28-04

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2004 Bobby Mitchell/Toyota Hall of Fame Classic Raises More than \$1/2 Million for Blood Cancer Research *WANADA Dealers and Others Golf and Dine with Sports Greats*



Event Co-Chair Tammy Darvish, DARCARS, with Football Hall of Famers. From the left: Bobby Mitchell, Joe De-Lamielleure, Charlie Joiner, Mel Blount, Bobby Bell, Ted Hendricks, Elvin Bethea, Paul Krause, Ken Houston, Ron Yary and Dave Wilcox.

“There are only two types of people: those who can help and those who need help – and those roles can change in a heartbeat,” said popular broadcaster Paul Berry, who was the emcee for Saturday night’s gala dinner at the Bobby Mitchell/Toyota Hall of Fame Classic sponsored by the Washington Area Auto Dealers. “We are here tonight to help and we can help...put the Classic over the half-million dollar mark.”

And that’s exactly what happened thanks to the strong support of the dealer community and the steadfast loyalty of 36 NFL and NBA Hall of Famers on hand for the event. Preliminary figures show the 14th annual Classic raised \$505,000 for the benefit of the Leukemia & Lymphoma Society.

The highlight of the eve-

(Continued on page 2)

At right, Bobby Mitchell kicks off the BMC at its press day, and below poses with (from left) Manni Stewart, Jamie Darvish, and Jabari Stewart. Darvish was the high bidder on the football autographed by all “Famers,” which he promptly gave to the Stewart brothers, both Leukemia survivors. The ball came special delivery from Redskin legend Sonny Jurgensen, below, right.



Inside...

Bobby Mitchell Golf Classic Highlights.....	p.2 & 3
Hall of Fame Sponsors.....	p.4

2004 BOBBY MITCHELL HALL OF FAME GOLF CLASSIC



A lively crowd of about 500 at the BMC banquet participated in a live auction called by veteran broadcaster Paul Berry, top right.

(Continued from page 1)

ning was a moving video and testimonial by the Bob and Florence Stewart family, whose teenage sons, Manni and Jabari, are both leukemia survivors. (A third son, Aziz, is unaffected.) The Stewarts offered heartfelt gratitude to the Leukemia & Lymphoma Society, Bobby Mitchell and all in attendance for their “phenomenal support and commitment to finding a cure for these terrible diseases.”

In return, the crowd gave the Stewarts a prolonged standing ovation.

“How’s that for an example of why we’re here this weekend?” Berry asked the dinner crowd. As emcee Berry proceeded to do what he does well: get every last dollar from the attendees of the live auction.

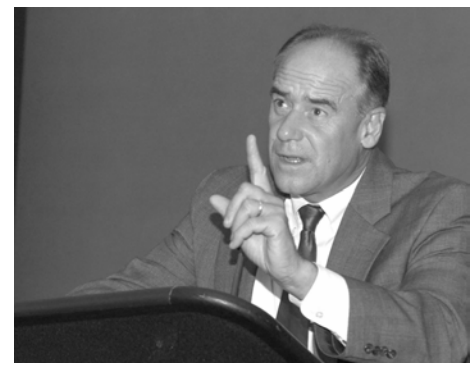
One of the first items auctioned was a football autographed by all the Hall of Famers in attendance. The high bidder was DARCARS’ Jamie Darvish, who promptly donated the prized item to the Stewart brothers.

Other live auction items helping to put the Classic over the top included a plasma TV, a first-class golf outing at Pebble Beach, a 4-day Caribbean cruise aboard a fabulous 147-foot yacht, and two round trip tickets to anywhere in the world Delta flies. A special attraction in the silent auction was a box of Sonny Jurgensen’s custom made SJ-9 cigars. A raffle following the live auction resulted in Tony Patrick, a BMC participant, winning a 2004 Toyota Highlander.

Event co-chairs, Tammy Darvish of DARCARS Automotive and Todd Heavner of Enterprise Rent-A-Car, praised Bobby Mitchell and the event’s volunteers and supporters. “We set a fundraising record for this event because of Bobby Mitchell’s tremendous dedication, the hard work of our volunteers, the Hall of Famers ongoing support, and the generosity of everyone here tonight,” said Darvish. On the progress front, it was noted that the cure rate for child leukemia is 80 percent— a vast improvement from 4 percent in the 1960s.

“Today, we are about those families in the 20 percent group,” said David Timko, executive director of the Leukemia & Lymphoma Society. “If there is a worse day than when parents are told their child has cancer, it is when they are told that the child has relapsed. We can give those 20 percent hope.”

Mitchell returned the praise for his co-chairs, Darvish and Heavner, who he said kept the heat on the event coordinators and “just would



“We can give those 20 percent hope,” said David Timko, executive director of the Leukemia & Lymphoma Society



At the VIP reception, Hall of Famers Lem Barney, Sam Huff and Bobby Bell, with Jane Santy. Below, new Hall of Fame inductee Carl Eller is interviewed by TV crew.



(Continued on page 3)

2004 BOBBY MITCHELL HALL OF FAME GOLF CLASSIC



WANADA representatives interspersed with football and basketball Hall of Famers at the 2004 BMC. At right, top to bottom, Hall of Famers Oscar Robinson, Bill Dudley and Lem Barney at Sunday's tournament.

(Continued from page 2)

not let us lay down. We have really made a difference, but we can't stop our work until we find a cure." he added.

Mitchell has been involved with combating leukemia since the death of Heisman Trophy winner Ernie Davis in the early 1960s. Since initiating the Hall of Fame Classic 14 years ago, the event has raised more than \$3.5 million for Leukemia & Lymphoma Society research. In just the past four years, since WANADA got involved, the BMC has raised \$1.8 million.

The weekend events, held at Lansdowne Resort in Lansdowne, VA, featured a "Tournament Practice Round" on Saturday, followed by a VIP private reception with all of the Hall of Famers and a chance to view and bid on a large number of items donated for the silent auction. The room full of guests at Saturday night's banquet was treated to the off-the-cuff antics of emcee Paul Berry and the sharp and often humorous repartee among Mitchell, Berry and the sports legends who sat at each table.

A highlight of the evening was Bobby and his wife, Gwen, starring in a video tribute to major tournament sponsors, which besides WANADA and Toyota, were: BB&T, Comcast, COSTCO, DARCARS, Delta, Enterprise Rent-A-Car, Jeep, Lansdowne Resort, Pepsi, SportsTalk 980, and VEHIX.com.

And talk about reaping what you sow, on Sunday Bobby Mitchell won the Grand Prize in his own golf tournament—with a lot of help from the Toyota/Ourisman team. Gallery attendees competed in the "Toyota Shootout" closest-to-the-pin contest for a chance to win a new Corolla.

In addition to former Redskins Bill Dudley, Ken Houston, Sam Huff, Sonny Jurgensen, Bobby Mitchell, and Charley Taylor, 2004 inductees Bob Brown and Carl Eller joined this year's lineup of Hall of Famers, which also included Lem Barney, Bobby Bell, Elvin Bethea, Mel Blount, Lou Creekmur, Joe DeLamielleure, Hal Greer, Ted Hendricks, Charlie Joiner, Sam Jones, Leroy Kelly, Paul Krause, Willie Lanier, Yale Lary, Dante Lavelli, Tom Mack, Gino Marchetti, Mike McCormack, Tommy McDonald, Lenny Moore, Ace Parker, Joe Perry, Mel Renfro, Oscar Robertson, Billy Shaw, Bob St. Clair, Dave Wilcox, and Ron Yary.



2004 BOBBY MITCHELL HALL OF FAME GOLF CLASSIC

Corporate Sponsors

As event sponsor, WANADA joins the Leukemia & Lymphoma Society in saluting Toyota for its title sponsorship and the host of other corporate sponsors which generously gave of their time and resources. The sponsor list is as follows:

Alexandria Toyota	Curtis Chevrolet-Kia	J. Koons Pontiac-GMC	Robbins-Gioia, LLC
American Service Center	DARCARS Automotive	Truck	Rosenthal Automotive
Apple Ford	Delta Airlines	Koons Automotive	Safeway
AutoTrader.com	DentMasters, Inc.	Koons of Manassas	Sheehy Auto Stores
Babcock Advertising	Dent Wizard	Lansdowne Resort	Spielmann Studio
Baja Fresh	Diamond Auto Glass	Lexus	SportsTalk 980
Baltimore Ravens	Don Beyer Volvo	Lindsay Cadillac	Springfield Toyota
Battlefield Ford of Manassas	Dudley Martin Chevrolet	Lustine Toyota-Dodge	SunTrust Bank
BB&T	East West Lincoln- Mercury	MAMSI Health Plans	Superior Auto Paints
Beltway Toyota	Enterprise Rent-A-Car	McNamee Hosea	Superior Paving
BG Products & Services	EuroMotorcars	Metal Pro	The Washington Post
Brown Automotive Group	Events Management	Miller Toyota	Toyota Financial Services
Capital Automotive	Fitzgerald Auto Malls	Mountain State Auto Auctions	VEHIX.COM
Capitol Cadillac Company	Fredericksburg Auto Auction	M&T Bank	Virginia Automotive Dealer Services
Capital Nissan	Hamilton & Hamilton	Nissan North America	Wachovia Dealer Finance
Charapp & Weiss, LLP	Herb Gordon Auto Group	Nissan Motor Acceptance	Washington Area Chrysler, Dodge & Jeep Dealers
Chesapeake Petroleum	Herson & Cohen Dealerships	Overlook Systems Technologies	WMAL 630
Chevy Chase Cars, Inc.	Hisaoka Public Relations	Ourisman Automotive	WTNT AM
Citizens Bank	Jaguar Credit	Paramount Vending	WUSA 9 News
Color Match	Kay Jennings Springfield Toyota	Pepsi Cola, Inc.	
Comcast		PIVEC Advertising	
COSTO		PIP Printing	
Courtesy Jeep		Resource Dealer Group	
		Reynolds & Reynolds	



Teamwork Is The Essence Of Captain's Choice Golf

Always a serious competitor, former Minnesota Viking great Ron Yary prepares to "take one for the team" as golf partner Charlie Stringfellow, Brown Automotive, sets up a shot off Yary's chin. John O'Donnell of WANADA (foreground) with Jim O'Connell of Koons Automotive, work to steady Stringfellow's footing for the shot, while Nick Champeau (left) reassures Yary of success.

Thought for the Week...

If I'd known how tough it is to be good at golf, I'd have taken better care of myself on the football field.