



THE WANADA BULLETIN

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

WANADA Bulletin # 29-06

July 21, 2006

WANADA's Fond Farewell to Martin Kady *Longtime Post Ad Manager Heads for New Assignment*

A reception was held this week in Martin Kady's honor at the Tower Club in Tysons Corner, VA for his 17 years as auto advertising manager at The Washington Post (TWP.) In attendance were TWP president, Stephen Hills, and chairman of the board, Donald Graham. Along with some good natured ribbing, Graham praised TWP's longtime *auto ad guy*.

"Marty must be special if his own customers throw him a going away party," said Graham.

Also offering sincere testimonials to Kady were longtime dealer leaders Jack Fitzgerald, Tamara Darvish, Fred Frederick, Lou Kaiys and Charlie Stringfellow.

WANADA CEO Gerard Murphy presented Kady with a



Guests at the reception for Martin Kady were (from left) TWP Automotive Editor Warren Brown, TWP Chairman Don Graham, Tamara Darvish (hostess), Kady, Jack Fitzgerald, and Gerard Murphy.

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NOTICE!

Sign Up by August 25th for Fall Flu Shots



WANADA has again negotiated with Norvar Health Services to provide on-site seasonal flu immunizations. This program is being offered to WANADA member organizations with the caveat that, as in the past, *this year's supply could be less than the amount ordered* if the Center for Disease Control's (CDC) actions again affect Norvar's ability to provide the number of doses

requested. WANADA members who sign up prior **August 25, 2006** are guaranteed a price of \$22 per shot.

A minimum of 20 participants at each location is required to schedule an on-site flu shot program. After August 25, the price and availability may be subject to change based on the availability and price of flu vaccine to Norvar Health Services from the flu manufacturers.

WANADA will assist members in contacting Norvar Health Services to schedule the company's flu shots. Please complete the enclosed form and fax it back to the *Flu Shot Fax Line* where it will be forwarded to Norvar Health Services. If you have multiple

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NETWORKING

Dealer Associations Convene

National Issues, Auto Show, Shared Ideas Top Agenda.

Representatives from auto dealer associations from across the US and Canada, including WANADA, gathered recently in Big Sky, Montana for the Annual Summer Conference of the Automotive Trade Associations (ATAE). The conference featured an update on the major issues of the day from senior NADA staff to prominent industry authorities, including Edsel Ford. It also provided an opportunity for state and metro associations to swap ideas and compare notes on successful programs and services of mutual interest, and to offer valuable input to the national dealer agenda.

This year's Summer ATAEE meeting featured the following highlights:

- The opening day session is an invaluable all-day meeting of the Auto Shows of North America (ASNA), an adjunct group formed under the auspices of ATAEE several years ago. Chaired by Peter Hodges, of the Metropolitan Auto Dealers of Oklahoma City, the informative, candid roundtable brought together auto show producers, including the WANADA-sponsored Washington Auto Show, with auto show contractors to discuss the latest developments, services and products.

This year's guest speaker was Ken Gear, vice president of the Alliance for Auto Manufacturers, who spoke about "What

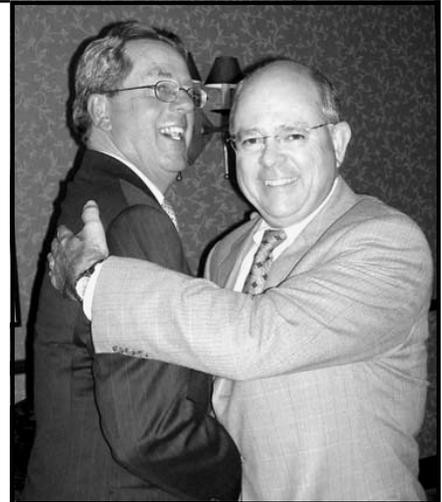
Auto Shows Mean to Our Members." The session also featured a panel on "The Future of Media Marketing."

- The ATAEE Executive Business Sessions featured overview reports from incoming NADA Chairman Dave Willey and NADA COOs on industry relations, dealership operations, public affairs, legislative, regulatory and legal issues. Top regulatory issues included updates on the Junk Fax Prevention Act, FACT ACT, Adverse Action Notices (ECOA/FCRA), TILA, IRS/FinCEN Cash Reporting Rule, and UNICAP.

- The session also included reports from the ATAEE Committees on DEAC, Automotive Retailing Today (ART), and Auto Career Week, as well as separate state and metro association meetings.

- The general session featured presentations by Randy Morgan of Morgan Systems International who spoke about how to "Improve Your Meetings" and Jerry Coker of Ford & Harrison, LLP, on "Avoiding HR Management Pitfalls."

- The final day included presentations by ATAEE Chairman Gary Thomas, Iowa Automobile Dealers Association; Jeff Racher, Sonic Automotive; and keynote speaker Edsel Ford II, Ford Motor Company.



Marty gets a good bye hug from Charlie Stringfellow.

Fond Farewell

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special edition of the WANADA Bulletin announcing his departure and declaring his new job, "A wimpy assignment by comparison to the dynamic, always rolling automobile business, filled with consummate professionals and great people"

In a heartfelt response, Kady agreed that the car business did, indeed, have a lot of great people, which he called "the last great entrepreneurial retailers in Washington who I will never forget."

Back at ya, Marty.

VA MVDB REPORT

VA Dealer Board Imposes Fines for Unlicensed Salespeople

At its July 10, 2006 meeting at the DMV headquarters in Richmond, the Virginia Motor Vehicle Dealer Board (MVDB) considered two cases involving sales by unlicensed salespeople, and voted to impose a civil penalty of \$2,800 on one dealer and a civil penalty of \$5,075 on the other dealer. These are the latest in the regular string of cases in which the Board has imposed civil penalties on dealers.

Dealers are reminded of the need to review regularly to be sure all salespeople are licensed. In addition, as of July 1, 2006, all F&I personnel and sales managers must also have sales licenses.

The most effective way to do an audit of salespersons' licenses is to compare those licensed in the dealership with the MVDB's list of salespeople licensed to the dealership, which is available on MVDB's website, <http://mvdb.vipnet.org>. Click on "Dealer Database Search," and then enter the dealer number or the dealer name.

In other notable actions, the board considered two cases of license applicants who had **felony convictions**, and refused to grant licenses to either applicant.

Dealers should note that not all applicants with prior misdemeanor or felony convictions are denied licenses by MVDB, which has discretion to grant licenses to those who have previous convictions – and does so on a regular basis.

However, when an applicant applies and discloses a prior conviction or the Motor Vehicle Dealer Board's request for criminal record discloses a criminal history, the applicant's request for a license will be taken out of the "routine" process. In the event of such disclosure, the MVDB staff will separately consider the application and may grant or deny the license based upon the type of conviction. If the license is denied, the applicant can then seek to have the matter heard by the board. All of this is time consuming. Consequently, a dealer

should expect that any applicant whose background check reveals a criminal conviction will take a much longer time to complete the application process.

MVDB also voted to have the **Transaction Recovery Fund Committee** hold a special session to consider legislative changes to the fund. These changes can, hopefully, solve some of the problems that have led to criticisms of the fund's operation.

The next meeting of the MVDB and its committees is scheduled for September 11, 2006.

Sign Up by Aug. 25 for Fall Flu Shots

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locations requiring on-site programs, please forward an addendum listing the address and information for each location. A representative from Norvar Health Services will then contact your designated point of contact about this coming fall's flu shot program.

As was well publicized, the CDC interrupted the vaccine supply each of the past three years. WANADA, of course, has no control over any CDC interruption in vaccine distribution and isn't responsible for the vaccines or their administration. Should rescheduling become necessary, the rescheduling is done by mutual agreement between your dealership and Norvar Health Services.

WANADA does not schedule the dates for the shot program nor is WANADA responsible for ensuring supplies of the vaccine. It is also important to note that **this registration is for the seasonal flu shot NOT an H5N1 Avian flu or pandemic flu program.**

Just in the USA, seasonal influenza infects 35-50 million individuals and is responsible for over 250,000 serious hospitalizations and 40,000 deaths every year, according to the CDC. The average duration of the illness and recovery is approximately one week. Influenza is highly contagious through airborne inhalation as well as direct contact. A seasonal flu immunization/prevention program can reduce lost employee time by 70%. Providing your employees a seasonal flu shot program increases employee satisfaction as well as your bottom line.

IMPORTANT REMINDER!**New Fax Ad Rules Take Effect August 1, 2006!**

On July 9, 2005, Congress enacted the Junk Fax Prevention Act of 2005 (JFPA), which amends the fax advertising provisions of the Telephone Consumer Protection Act (TCPA). The JFPA preserves the *established business relationship* as an appropriate basis to send fax advertisements to businesses and consumers. It also imposes a new "opt-out" notice that requires senders to honor opt-out requests, and restricts sending fax ads to fax numbers that the recipient has voluntarily provided.

The NADA summary of several key provisions of the Federal Communications Commission's final rule implementing the JFPA, which takes effect August 1, can be downloaded from NADA's website, nada.org (member sign in required.)

The NADA Dealer Attitude Survey Is Coming

NADA urges dealers to complete the summer 2006 NADA Dealer Attitude Survey. A paper copy will arrive at your store this week, but you can quickly and easily fill out the survey online at www.nadasurvey.com. **Completed surveys must be submitted by Aug. 9.**

Order Automotive Career Month Materials Now

Planning to host an open house or other event during October, NADA's Automotive Career Month, to encourage teenagers in your community to consider dealership careers? NADA can help. The national association has a how-to event kit. At www.nada.org/careers (click "Dealers"), you can download the kit or order a hard copy. You can also download Automotive Career Month ads for print or for your website, or order career videos to show students, parents and educators.

Online Registration Now Open for NADA's 2007 Convention

Online advance registration for the 2007 NADA Convention and Exposition in Las Vegas, February 3-6, and themed "Voice of the Dealer...Taking on the Future" is now open through December 22, 2006. To register online or download a registration form, visit www.nada.org/convention or call the Convention Department at 703-821-7188. For those paying by credit card, the completed form can be faxed to 703-883-9480. The convention promotional will be mailed to all NADA members the week of July 31. In the upcoming weeks, look for additional information on the convention, including speakers and programs.

Thought for the Week...

I owe my success to a simple business philosophy: Take care of your customers because there isn't an endless supply of them.

-- L. Wilson Howes, 1929-2006

Enclosures:

- Martin Kady farewell newsletter
- Flu Shot registration form



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Special Edition

July 19, 2006

Martin Kady, Auto Ad Guy *Extraordinaire* for 17 Years, Moves to Community Chest and Social Issues at The Washington Post

By GERARD MURPHY
Staff Writer

TYSONS CORNER, VA., July 19 - Martin J. Kady, the beloved and bedeviled automotive advertising manager at The Washington Post, has moved to the Community Affairs Department at "the big city paper" to do his ad thing there. A wimpy assignment by comparison to the dynamic, always rolling automobile business, filled with consummate professionals and great people, Kady said he accepted the job shift "to get in touch with my sensitive and gentler side." More bluntly, Kady notes that "getting old is not for sissies, so I decided to slow down and smell the pansies."

Kady said the corner office and cool phone number that had been promised him also weighed heavily on his decision to switch. "They lied to me about the corner office after I accepted the job," he said bemoaning the subterranean space allocated to him and his community ad team. "But, hey, (202) 334-7500 is far cooler than 334-7778."

Kady began his new assignment earlier this month and regrets that he has a far more limited expense account to entertain clients and business friends. He says he is hopeful that his former clients in the automobile business will take him to lunch, golfing and ball games from time to time. "I'd be happy to take him golfing," said Fred Frederick former golfing partner, "but he impedes play and embarrasses himself by losing his temper and picking fights with other golfers." Joe Gerard, formerly of Northeast Ford, said he'd like to catch an O's game with Marty again, but only if there is an afterglow opportunity like Martin instigated after the World Series in Baltimore years ago. John Ourisman said he'll take Marty to more Nats games if he agrees to dress better. "He looks like Dick Nixon strolling on the beach when he comes to the ballpark in his wingtips and striped suit pants," said Ourisman. And Tammy Darvish says she'll take Marty to lunch on the *first*, the first time she has the occasion to call on him at his new job at Community Affairs. "I'm big into community causes," says Darvish, "but I don't believe advertising professionals should benefit by free lunches at the expense of worthy charities."

So there you have it: Martin Kady, Community Chest Advertising Manager. I'm sorry, but that just doesn't have the same ring to this reporter as "Martin Kady, Automotive Advertising Manager at the Post." (Happy trails, Marty!) -Over-



Camille and Martin Kady and Marty's other friends at the 2006 NADA Convention at Orlando, FLA

Ode to Martin Kady (To the tune of *Frere Jacques*)

Martin Kady, Martin Kady...

How's by you?! How's by you?!

Yes, you are *the* salesman... (Thankfully, not a newsman...)

Yes, you are an auto guy... (You don't even have to try...)

Yes, you're *great* at what you do... (What are dealers going to do?)

We'll miss *you*. And Camille, too!

(musical rendition
inspired by Jerry C. Cohen)

Thought for the Week...

“Oh God , I love what I do!”

-Martin J. Kady
The Washington Post