



# THE WANADA BULLETIN

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

## NADA Distributes \$450,000 in Survivors Relief Fund

The NADA Survivors Relief Fund, which has raised more than \$1.6 million to date, recently distributed \$450,000 to six non-profit charitable organizations in Washington and New York. Managed by the National Automobile Dealers Charitable Foundation (NADCF), the fund was set up immediately after September 11 as a means for franchised dealers across the country to join in national efforts to aid the victims and survivors of the terrorists attacks.

“Dealers in the Washington area and throughout the country did a great job responding to this tragedy,” said Washington Area NADA Director, Geoff Pohanka, who took part in distributing the funds to area organizations. “The military has such a large presence in the Washington area, and these groups were well researched as being very beneficial. It should give dealers a lot of satisfaction to be a part of this caring and patriotic effort.”

The first check presentations of \$100,000 each were made just before Christmas to two New York City charities: **Safe Horizon**, which provides housing, funds, relocation and counseling services; and the **Robin Hood Relief Fund**, which finds and

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**Pictured at the Jan. 4 NADCF check presentation to the Pentagon Assistance Fund are (from left): Adm. Jerome L. Johnson, USN (Ret.), president and CEO of Navy-Marine Corps Relief Society; Washington Area NADA Director Geoff Pohanka; and NADA President Phil Brady.**

## WETA to Washington Area Dealers: Are You Missing a Valuable Market?

Although it features a good deal of automaker underwriting, local Public Broadcasting Stations affiliate WETA has observed that, unlike other PBS radio and TV stations around the country, relatively few new car dealers in this area underwrite its programming. WANADA neither endorses nor promotes WETA, but the association did agree to help “raise awareness of the benefits” of PBS underwriting and pass along the following facts gleaned from WETA-TV’s market research on its audience:

- a diverse and discriminating group of affluent individuals connected to the community;
- 55% more likely than the average DC metro population to own 3 or more cars;
- 31% more likely to be planning on spending \$20,000-\$35,000 on a new vehicle in the next 12 months;
- 19% more likely to be planning on spending more than \$35,000 on a new vehicle in the next 12 months.

Steve Wiley, head of corporate underwriting for WETA

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funds community-based programs assisting lower-income victims.

In January, an additional \$250,000 was given to four more appropriate New York and Washington charities, including:

- \$50,000 to the **Pentagon Assistance Fund**, operated by the Navy and Marine Corps, with an emphasis on ensuring that all dependent children and spouses will have the opportunity to complete their college education;
- \$50,000 to the **Pentagon Victims Fund**, administered by the Army Emergency Relief Organization, which has provided emergency assistance for everything from mortgage payments, utility bills and groceries, to college bills;
- \$50,000 to the **FEEA Pentagon Fund**, overseen by the Federal Employee Education and Assistance Fund, for immediate assistance to civilian federal employees.

- \$100,000 to the **New York Times 9/11 Neediest Fund**, which distributes donations to social service agencies and foundations that represent the uniformed services.

“Please accept my heartfelt gratitude for your thoughtful and generous \$50,000 donation to the Navy-Marine Corps Relief Society,” said the Society’s President and CEO Jerome L. Johnson, USN (Ret.). “This contribution will be used in its entirety to help the Society carry out its mission of providing financial, education and other assistance to active duty and retired members of the Naval Service and their eligible family members and survivors in time of need.” NADA’s Survivors Relief Fund received a \$500,000 donation from the National Football League as part of a settlement to switch the dates of the Super Bowl and the NADA Convention. And pursuant to the WANADA effort, Washington area dealers contributed about **\$120,000** to the fund.

## WETA *(continued from page 1)*

emphasizes that, “Because we restrict the number of sponsorship messages to just a few before and after each program, our sponsor’s messages stand out in a clutter free environment.” He also noted that PBS programming is “family-oriented,” including 40 percent children’s programming, which has strong appeal to buyers of “family” vehicles, like SUVs and minivans.

WETA’s “highly regarded and uncluttered environment,” he adds, “is an excellent way to

enhance dealership name and brand recognition” at rates that are competitive or lower than commercial rates for area radio and TV stations.

“This area’s trust and respect for WETA transfers to those underwriters who are regularly mentioned on our broadcasts, pledge drives, and Web sites. Underwriting is, in short, an ideal way of converting our viewers into customers,” says Wiley.

Dealers with any questions or interest in underwriting opportunities at WETA can contact Wiley direct at (703) 998-2067.

## Nominations Sought For All-Star Dealer Award

AIADA is still accepting nominations for the 2002 All-Star Dealer Award, which recognizes exceptional community, customer and industry service by automobile dealers. Sponsored by *Newsweek* and *The Washington Post*, the award calls attention to the fact that automobile retailers do more than sell and service vehicles. Anyone can nominate a worthy dealer for the award. Nomination forms must be postmarked no later than Feb. 1 to be eligible for consideration. Once nominations are received, AIADA asks each nominee to submit detailed biographical profiles and community service information. An independent panel of university graduate school deans and professors selects the winners, who will be honored at a gala banquet on May 21 at the JW Marriott Hotel in Washington, D.C. during AIADA’s Automotive Congress. For nomination materials or more information about the All-Star Dealer Awards, call Kimberlee Berry at AIADA, (703) 519-7800 or e-mail [awards@aiada.org](mailto:awards@aiada.org).

## Leadership Washington Taking Applications

Applications are now available for Leadership Washington, a powerful network of select leaders from diverse backgrounds who connect to improve themselves, their organizations and the Greater Washington region. Membership begins with an initial program year; this 10-month program, starting in September and ending in June, provides intensive hands-on study and in-depth discussion of regional issues including health, public safety, arts and humanities, community building, leadership, regional economic development, and multiculturalism and diversity.

Graduates of the program are better equipped to effect positive change throughout the region because they have a greater understanding of the unique forces that make up the community. For instance, of graduates from the Class of 2001, 80% say they have become more aware of problems that need solution in the Greater Washington region. Over 35% of those who have become aware of these problems have become actively engaged to resolve them.

“Our mission is to connect and strengthen leaders from all corners of our region through our education, training and membership programs,” says Tim Kime, president and executive director of Leadership Washington.

In a region encompassing Maryland, Virginia, the District of Columbia and more than 17 city and county governments, the geopolitical complexity of the area seemed a formidable barrier to cooperative work on a regional basis. However, Leadership Washington provides the resources to cross divides, build bridges and initiate positive change in the region. In last year’s class alone, nine partnerships were started to benefit either one or both of the involved parties.

To the more than 800 business (including WANADA and several member dealers), media, political, and nonprofit leaders from our region who have graduated from the Leadership Washington program, the presence of its membership is far reaching. Leadership Washington members manage budgets of over \$12 billion/year and employ nearly 400,000 of the five million people in the Greater Washington region. The

overwhelming majority of members are leaders in their organizations, serving in roles such as president, vice president, executive director, CEO, publisher, director, manager, mayor and council member.

To become a part of this unique organization or to learn more about applying for Leadership Washington’s Class of 2003, call Tim Kime at (202) 659-5135, or go to its Web site, [www.lwdc.org](http://www.lwdc.org).

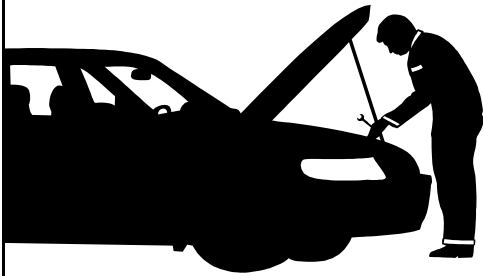
### SUVs Now Most Popular Vehicle With Women

Women shopping for a new car or truck now favor sport utility vehicles over any other type of vehicle, according to a R.L. Polk & Co. study. Sport utilities have been the favorite among male new vehicle buyers since 2000, when pickup trucks were ousted as the top contender. But SUVs are now the No. 1 choice for female new vehicle buyers for the first time, claiming 23.9 percent of the women’s market, according to the study. Mid-size cars came in a close second with female buyers, accounting for 23.2 percent of the market. Twenty-five percent of new vehicle sales to men were sales of SUVs, while pickups attracted 21 percent of male new buyers. The results came after a nationwide January to October 2001 analysis of new vehicle registrations, R.L. Polk said.

### Silver, White, Red Top Car Colors

Nineteen percent of North American new-car buyers purchased silver vehicles last year, replacing white as the most popular color, according to a recently released study by PPG Industries Inc. of Pittsburgh, which manufactures vehicle coatings. Sixteen percent of vehicles purchased were white, 15 percent were red, 11 percent were blue and 10 percent were green, according to the study. Green was the most popular color from 1994 to 1998, when more than one of every five car buyers chose that hue. The neutral family of colors – champagne, gold and lighter shades of brown – stayed the same as last year, accounting for 14 percent of new-vehicle purchases. Though silver was most popular on mid-size, sport and compact cars and sport utility vehicles and vans, natural colors were more popular on luxury cars, and red was the most popular color for trucks.

**Attention Ford Product Dealers: Save This Date, Feb. 27**



On February 27, at 10 a.m., WANADA will be holding its second kickoff of the WANADA/Ford Apprentice Training Program. All Ford, Lincoln-Mercury, Mazda, Volvo, Land Rover and Jaguar dealers and their service managers are encouraged to attend. This program was initiated last year and has been extremely successful in selecting and training new technicians for our industry.

The meeting will be held at Kenwood Country Club on River Road in Bethesda, MD. Come prepared and let us know how many new apprentice technicians you'll put on for the coming year! Help us help you!

**Position Wanted: *Parts and Service Manager/Director***

Individual with 20 years experience in sales and service is interested in a position as a parts and service manager or director. The individual has a bachelor's degree in business administration and dealership management and resides in Montgomery County, Maryland. Anyone interested in this individual should call Tom Mann at the WANADA office, (202) 237-7200.


**Our Post 911 World: Photo ID Needed at NADA Convention**

All those headed for the NADA Convention in New Orleans, Jan. 26-29, should be aware that tighter security measures will require all registrants to show a photo ID to register or pick up credentials. No badges will be issued without photo ID and you may not pick up badges for anyone other than yourself. No exceptions!

Also, cut-off for NADA hotel registration was January 4. Call the New Orleans Convention Bureau at 800/672-6124 for referrals to available city hotels.

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**See you There!**



**WANADA/MNCTDA Reception At**

**NADA**

***Sunday, January 27, 6-8 p.m.***

**PAT O'S ON THE RIVER *(In the French Quarter)***

Invitations for this fabulous "don't miss" event have been sent. If you did not receive one or need more information, contact Trish Frisbee at WANADA, (202) 237-7200.

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**Thought for the Week...**

*"It's the Lord's responsibility to forgive bin Laden.  
It's our responsibility to arrange the meeting"*

—The United States Marines

**Enclosures:**

- Universal Loss Prevention Series: "Military Reservists Called to Active Duty"
- Universal Loss Prevention Series: "Contract and Non-Contract Drivers"