

WANADA Bulletin # 34-04

August 25, 2004

TECH TRAINING UPDATE

Calling All Dealers: Time to Enroll Your Pre-Techs in WANADA's Apprentice Training Program

Schools Begin in September, Program Open to Dealers of All Brands

With school about to open, WANADA is reminding its member dealers that now is the time to take advantage of the association's highly successful Apprentice Training Program and enroll any of their new and/or youthful pre-technicians in the program, which is now ***open to dealers of all brands***.

"If you want anyone enrolled in the program, now is the time to do it," said Archie Avedisian, who together with Bill Belew and Mike Wilson, make up WANADA's training team. "We have graduated 49 apprentices so far and we have another 25 enrolled in the program for this Fall. But we would like to see more dealers of all makes get their young pre-techs into the program."

Now in its fourth year, the program was developed through a unique partnership with Ford Motor Company to offer *manufacturer specific* apprenticeship training to Ford products dealerships. Based on that success, and with Ford's approval, WANADA announced earlier this year that it was offering a

"generic" version of this apprenticeship training to "dealerships of all stripes" as the next logical step to building similar relationships with other automakers, as well as meeting the critical need for qualified technicians in our industry.

"We're in it to develop

(Continued on page 2)

REGULATORY UPDATE

DC DMV Issues Rule Changes, Updates *Temporary Tag Moratorium Becomes Permanent*

The District of Columbia Department of Motor Vehicles (DC DMV) issued an Informational Handout/Dealer Newsletter last week containing all recent actions and rule changes, which is enclosed with this WANADA Bulletin.

Recently implemented changes include:

- The dealer temporary tag moratorium, prohibiting used car dealers from issuing temporary tags has become permanent.
- Inspection Stations will continue issuing second temporary tags for failed inspections.
- Only one dealer identification tag and one temporary tag lost/stolen within a six-month period can be replaced (unless waived by the DMV Director).
- Copies of the bill of sale, certificate of title, etc. must be retained by dealer at dealership location for 2 years.

WANADA is still working with the DC DMV to resolve the problem of traffic tickets received by customers driving dealership loaner vehicles. WANADA wants these vehicles listed in the fleet program, which requires the Office of Public Works to automati-

(Continued on page 3)

Inside...

Automakers, Dealers to the Rescue for Hurricane Victims.....	p.3
New Cars & Trucks at Most Affordable Level in 25 Yrs....	p.3
Telemarketing Update:	
Fee to Increase Sept. 1.....	p.4
Environmental Compliance Seminar.....	p.4
In Memoriam:	
Raymond H. Burnette.....	p.4

TECH TRAINING UPDATE

(Continued from page 1)

skilled techs for our members,” said WANADA CEO Gerard Murphy. “We have a proven formula that has been successful with Ford and we believe it can serve as a model for all manufacturers and dealers who take a long-term view and want ‘to grow their own’ qualified technicians at a time when techs are in short supply.”

Formula for Success

The WANADA Apprenticeship Training Program currently operates at Montgomery College in Rockville, MD, which begins its fall semester September 1; and Marshall Academy in Falls Church, VA, which starts September 14. A third facility is under development in Prince William County, VA.

The keys to the success of the program are based on identifying, recruiting and screening *motivated and qualified* applicants for a work/study apprenticeship training program that meets the specific needs of dealers and manufacturers. The program is an extension of the pre-apprentice high school programs that WANADA has supported around the Beltway since the 1970s, many of which are now certified by NATEF and AYES. The high school programs offer an opportunity to identify young people with the right attitude and aptitude.

A unique, successful apprenticeship effort, the WANADA program is specially qualified to identify what the dealer body is looking for and what they need. The program has been modified and refined as needed, and is

currently one of only three remaining outside auto tech training programs sponsored by Ford, which once had a dozen such programs.

The training curriculum combines ASE testing and manufacturer-specific training, but is flexible, based on the needs of the dealer and manufacturer. The ultimate goal of the program is to produce highly skilled technicians at all skill levels, but there is a strong emphasis on making all trainees capable to do MLR (maintenance and light repair) so they can do warranty work as quickly as possible. And, if a WANADA-recommended trainee fails to make the grade or jumps ship to another dealership (which has only happened once), the sponsoring dealership is offered a replacement at no cost.

Communication between WANADA, the dealership and the trainee is also an important element of the program, and the WANADA tech team works closely with the service director and the student to solve any problems that arise. “We don’t tolerate deadbeats, which is probably the biggest reason we are successful – far more successful than those recruited through ads in the newspaper or picked up off the street,” said Avedisian.

He also pointed out that although many applicants are recommended by their high school instructors or counselors, other good trainees have come from those already employed at deal-



WANADA's Archie Avedisian (left) works closely with Cherner Lincoln-Mercury apprentice Nam Nguyen and Service Director Jim Reeves.

erships. So, if you aren’t already benefiting by this program get on board today!

For more information on the WANADA Apprenticeship Training program, or to sponsor an apprentice for the fall term, contact Archie Avedisian or Bill Belew at WANADA, (202) 237-7200.



ASE Certification Tests



Automotive Professionals,
Don't miss the opportunity to
take ASE's Certification Tests!

Register by Sept. 24, 2004
Testing on Nov. 9, 16, and 18, 2004
Over 750 Sites throughout
U.S. and Canada

**Register by mail, online
or by toll-free telephone!**

Contact ASE Customer Service at 703-669-6600
ASE • 101 Blue Seal Dr., S.E., Suite 101
Leesburg, VA 20175
Toll-free recorded info: 1-877-ASETECH (273-8324)
Register online at www.ase.com

AUTOMAKERS, DEALERS TO THE RESCUE**Automakers Give More Than \$1 Million to Hurricane Victims**

Automakers are among those pitching in various donations to help victims of Hurricane Charley, including more than \$1.1 million in cash to the American Red Cross and other relief efforts, the Associated Press (AP) reported.

Toyota Motor Sales U.S.A. Inc. and related entities said they've donated \$1 million to the Red Cross and other outlets helping with the recovery from Charley, which according to AP, struck Florida last week with 145 MPH winds. General Motors and the GM Foundation contributed \$100,000 in cash, three Hummer H2 sport-utility vehicles and five generator-equipped Chevrolet Silverado hybrid pickup trucks to the Red Cross. The GM Foundation also pledged to match up to \$100,000 in GM employee contributions to the American Red Cross.

Toyota said its dealership in hard-hit Punta Gorda, FL was destroyed by Charley, and another 10 dealerships were dam-

aged. "Those of us who have been so fortunate to be out of harm's way need to come forward and do all we can to help," said Pat Moran, chairman of JM Family Enterprises Inc. of Deer-

field Beach, FL, parent of Southeast Toyota Distributors. JMFE joined Toyota in making the \$1 million donation.

Dealers Charitable Foundation Ready to Assist Florida Dealer Hurricane Victims

The National Automobile Dealers Charitable Foundation (NADCF) is working with the Florida Automobile Dealers Association to assess the needs of Florida's dealership employees impacted by Hurricane Charley. The Foundation is prepared to provide financial assistance to employees who have suffered storm-related losses to help them get back on their feet.

"The Foundation and franchised dealers nationwide are ready to help bring relief to those who have seen their lives devastated by Hurricane Charley," said Robert P. Mallon, NADCF chairman.

New Cars and Trucks at Their Most Affordable Level in 25 Years

New cars and trucks are more affordable than they have been in a generation thanks to generous incentives, low interest rates and an improving economy, The Detroit News reports.

In the second quarter of 2004, it took 20.6 weeks of the median family income before taxes — about \$1,250 per week — to buy the average priced new vehicle, according to the Comerica Bank Auto Affordability Index released last week. At 20.6 weeks, down from 21.1 weeks in the first quarter of 2004, cars were at their most affordable levels in 25 years.

"With employment high,

deep incentives, and average household income up 4 percent, it's enough to overpower price increases," said David Littmann, Comerica Bank's chief economist.

The total cost of buying a new vehicle, including finance charges, was \$27,126, down 0.8 percent from the first quarter, and 1.5 percent higher than a year ago. However, median family pretax income increased 1.6 percent from the first quarter and is now 4 percent higher than a year ago.

DC DMV

(Continued from page 1)

cally notify the dealer so the ticket can be traced back to the customer. We expect a solution soon to this problem.

The information sheet also includes updates on documents required for registering new vehicles, FY 2005 dealer registration renewal, and frequently asked questions.

FOOTNOTES**Telemarketing Update: Fee To Increase Sept. 1**

Recently the Federal Trade Commission issued a final rule amending the Telemarketing Sales Rule, which revises the fees charged to access the Do-Not-Call registry. Under the revised fee structure, there will continue to be no charge for the first five area codes of data accessed. The annual fee for accessing additional area codes will increase from \$25 to \$40 each, up to a maximum of \$11,000 (currently \$7,375) for all listed area codes. The new fee schedule will go into effect Sept. 1.

NADA submitted a comment letter to the FTC expressing support for the Commission's proposal to "continue allowing all entities accessing the national registry to obtain the first five area codes of data for free." The letter emphasized that removing the exemption would significantly affect dealers and impose a disproportionate financial burden on smaller entities. For a copy of the rule, see www.ftc.gov/os/2004/07/040728dncfrnrevised.pdf

Upcoming Environmental Compliance Seminar (Sept. 21st & 23rd)

Start your Fall safely with the help of our annual Dealership Environmental and Safety Compliance Seminar. MNCTDA has joined efforts with WANADA to bring in Kip Prahl Associates (KPA), an environmental and safety management service that has worked with thousands of dealers since the 80s, to conduct a detailed workshop on this important aspect of your business. Take advantage of this once a year educational presentation to ensure your service and risk management team has the right plan in place to run your fixed operations safely. Attendees will also learn about the recent EPA and OSHA enforcement actions and how to avoid common safety pitfalls while creating a healthier bottom line. The DC area seminar will be conducted at the site of WANADA's tech training facilities at Marshall Academy in Falls Church so attendees will also have a chance to see the next generation of auto techs in action. See the attached registration sheet and look for more on this topic in next week's bulletin.

IN MEMORIAM**Raymond H. Burnette, Ray Burnette Volkswagen, Alexandria, VA**

It is with sadness that WANADA reports the passing of Raymond H. Burnette, one of the originators of the Volkswagen franchise in the Washington area. He died August 14, 2004 at the age of 86.

A lifelong resident of Alexandria, VA, he was the owner of Ray Burnette Volkswagen, Inc. in Alexandria from 1972 to 1998. He is survived by his wife of 61 years, Dorothy; a sister, Carol Louise Patten; several nieces and nephews and many loyal care-givers.

Memorial contributions may be made to the National Arthritis Foundation, 4455 Connecticut Ave. NW, Wash DC 20008 or Community Hospice, 520 N. Washington St., 4th Floor, Falls Church, VA 22046.

Staying Ahead...

Nobody in the game of football should be called a genius. A genius is somebody like Norman Einstein.

—Joe Theismann

Enclosures:

- DC DMV Dealer Newsletter Information Sheet
- Environmental Compliance Seminar registration and FAX back sheet