



THE WANADA BULLETIN

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

WANADA Bulletin # 34-07

September 7, 2007

AUTO TECH TRAINING UPDATE

ADEI/MC Host NOVa CC at Auto Tech Training Meeting To Replicate Industry Training Model at a 2nd Venue

WANADA's Automobile Dealer Education Institute (ADEI) and Montgomery College (MC) hosted a special meeting last week for their counterparts at the Northern Virginia Community College (NoVA CC) to see and hear firsthand how this successful career development partnership was created and how it is currently run. The meeting was part of an ongoing process to substantially replicate the ADEI's Technician Training Program at NoVA CC.

Charles Stringfellow of Brown Automotive, who serves on the ADEI Board of Directors, hosted the NoVA educators and led a presentation that outlined the breadth and depth of the critical need for technicians in the auto industry. He described his fellow Washing-

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MC's Debra Anderson (foreground) explains the ADEI/MC Automotive Technology Program to NoVA CC administrators and educators.



UPCOMING SEMINAR

RSVP BY SEPTEMBER 24!

Executive Internet Summit

Wednesday, Oct. 3, 2007; 8:30 am – 12:00 pm
Tysons Corner Marriott, 8028 Leesburg Pike, Vienna, VA

The internet is critical to the success of today's dealership. So WANADA has assembled an Executive Summit covering the latest developments in Internet advertising by teaming up with **The Laredo Group**, a leading Internet marketing firm; and **Washingtonpost.Newsweek Interactive (WPNI)**, which publishes 7 national news and information sites that reach over 1.5 million readers locally each month. Attendance is limited to WANADA dealer member principals. The Summit agenda will include:

- Consumer Internet Trends & Usage;
- How to best reach qualified vehicle buyers on the Internet;
- Integrating online display, search and lead generation to sell cars.
- Lunch that includes a Q & A session

As noted above, arrangements are set for October 3, 2007, 8:30 am - 12:00 noon at the Tysons Corner Marriot. Registration is \$295, which is deeply discounted from the Laredo Group's standard rate of \$695 pp. Register at: www.laredogroup.com/wanada. **The RSVP deadline is Monday, September 24, 2007.**

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LEGISLATIVE UPDATE

CAFE to Top NADA Washington Conference Agenda

As Congress gets back into the swing after its summer recess and dealer associations from around the country gather next week for NADA's Annual Washington Conference, Corporate Average Fuel Economy (CAFE) standards will be at the top of the agenda. With the Iraq report (due on September 18) taking precedent over any other legislation, energy issues, such as a hike in CAFE, will likely take a back seat until at least October. However, the stage is set for an epic struggle on this critical issue.

Just before Congress left for the August recess, both the industry-backed Hill-Terry CAFE proposal and the more severe Markey CAFE bill were withdrawn because neither could muster the 218 votes necessary to get it done. Hill-Terry had 165 cosponsors and Markey just shy of 200. The issue now goes to a House-Senate Conference committee, which will attempt to resolve a Markey-like Senate bill passed in June that calls for a CAFE standard of 35 mpg by 2020 which automakers say is not attainable.

Democrats are split between those favoring Senate CAFE standards, including House Speaker Nancy Pelosi (D-Calif.) and Rep. Edward Markey (D-Mass.), and those seeking *alternative* CAFE standards closer to the CAFE bill proposed by Rep. Baron Hill (D-Ind.) and Rep. Lee Terry (R-Neb.), which called for 32 mpg by 2022.

Meanwhile, Rep. John Dingell (D-Mich.), the powerful chairman of the House Energy and Commerce Committee, is expected to pursue global warming measures that likely will include fuel economy strategies.

With this divided opinion in the majority party, it is believed that Speaker Pelosi and her supporters will be under more pressure to work with the industry to come up with reasonable CAFE standards.

WANADA AUTO TECH TRAINING UPDATE

MC/NoVa CC Meeting

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ton area dealers as an "influential group that has demonstrated its willingness to commit the necessary resources to have a successful technician development program."

George Payne and Debra Anderson, MC's vice president for Adult Education and the director of Auto Tech. Programming, respectively, gave their visitors a detailed explanation of the curriculum and a tour of the MC training facility. "The meeting allowed us to talk about what we do and how we do it, and it gave the NoVA folks an opportunity to hear about the ins and outs of the partnership we have with Montgomery College," said Steve Arabia, WANADA director of public affairs.

The NoVA CC group in-



From left, WANADA's Steve Arabia, NoVA CC's Reg Bennett, and Charles Stringfellow, Brown Automotive at MC last week.

cluded Jonathan Gueverra, provost of the Alexandria Campus; Milan Haywood, acting dean, Science and Technology; and Reg Bennett, program director, Automotive Technology.

For more information on the ADEI/Montgomery College Auto Tech. Training Program, contact WANADA's Steve Arabia (sa@wanada.org), or Bill Belew bb@wanada.org; (202) 237-7200.

ASE Certification Tests

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



Register by
Sept. 30, 2007
Testing on
Nov. 8, 13 and 15, 2007
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 information:
1-888-ASE-TEST (273-8378)
Register online at www.ase.com

NADA NEWS AND ALERTS**Homeland Security Issues 'No-Match' Letter Guidance**

Dealerships may receive "no-match" letters when an employee's name or Social Security number on an I-9 Employment Eligibility Verification or W-2 form does not match government records. Discrepancies should be addressed within 90 days. If a discrepancy persists, the dealership may have to terminate the employee or risk a finding by the Department of Homeland Security that it had constructive knowledge of an illegal alien being employed.

DHS issued a notice, effective Sept. 14, 2007, describing safe harbor procedures and how to address no-match letters from the Social Security Administration. To avoid sanctions, including penalties, dealerships that receive no-match letters should check the employee's file to see if the discrepancy is due to a clerical error. If so, inform the SSA within 30 days. To verify a SSN, call the SSA at 800.772.6270, or go to www.ssa.gov/employer/ssnv.htm or www.ssa.gov/employer/ssnvadditional.htm. Keep records of the manner, date, and time of SSN verifications in employee files. If the discrepancy is not due to clerical error, the employee needs to confirm whether the dealership's records are correct.

For more information, call (800)421.7105 or to visit the DHS Safe Harbor Information Center at http://faq.ice.gov/cgi-bin/ice_faq.cfg/php/enduser/std_alp.php?p_sid=6lbfqOIi. For general information on I-9 forms, see NADA's publication L. 21-E, *A Dealer Guide to Compliance with the Immigration Reform and Control Act of 1986*.

New Safety Labels Now Required

As of Sept. 1, vehicle manufacturers were required to include National Highway Traffic Safety Administration New Car Assessment Program (NCAP) safety ratings on automobile Monroney labels. By law, automobiles include passenger cars and vans, station wagons, sport-utility vehicles, crossovers, and small buses under 10,000 lb. gross vehicle weight rating. Because NCAP assigns star ratings based on test performance, the new safety information label is known as "stars for cars" and features a one-to five-star graphic display.

NHTSA conducts NCAP testing on a rolling basis throughout the model year, but does not test all models and doesn't always conduct all tests for each model. Manufacturers are required to add safety label information to Monroney labels within 30 days of receiving NCAP test results. NHTSA offers an explanatory brochure titled *Coming to a Window Sticker Near You ...* It includes sample labels and can be used to help consumers understand the new safety information. The new labels reference www.safercar.gov and NHTSA's hotline.

NHTSA also requires dealerships that alter covered vehicles to attach a second label adjacent to the Monroney label stating that the vehicle has been altered. Changes made to used vehicles are not subject to alteration labeling.

Fraudulent Letter Alert

NADA reports that a number of dealers and other businesses are receiving fraudulent letters purportedly issued by the U.S. Department of Transportation requesting that current or potential contractors register in the agency's Central Contractor Registration System, officials indicated. However, NADA's regulatory affairs office said that DOT does not require any confidential information to be submitted to verify CCR registration. NADA recommended that all dealers verify that they are sending information to an authorized DOT official before submitting confidential company information.

An example of a fraudulent letter can be found at www.dot.gov/ost/m60/LuntLetter07_20_2007.pdf. Officials said the CCR is a legitimate government system, but to register contractors should go directly through the CCR Web site. For information on how to register in the CCR, visit www.ccr.gov.

AUTO SHOW UPDATE

Auto Show Comm. Formulates WAS Blueprint for 2008 WAS

Last week, WANADA's Auto Show Committee met to review planning for the multi-faceted operations of the Washington Auto Show, scheduled to open in 2008 on Tuesday, January 23. The show will be preceded by industry, trade, and media events. And a VIP preview and gala evening, F.B.O. Washington-situed charities is set for January 22.

Auto Show Committee members pictured here, (from the left) are Daniel Jobe, Capitol Cadillac; Kevin Reilly, Alexandria Hyundai; George Doetsch, Apple Ford; John Ourisman (chairman), Ourisman Automotive; Don Bavely, Rosenthal Automotive; Nick Scanniello, Euro MotorCars; Tamara Darvish, DARCARS; and Dennis Rippeon, Ourisman Automotive. (Not pictured is committee member Charles Stringfellow, Brown Automotive).



DON'T MISS OUT!

WANADA Presents

Mark Tewart's High Performance Selling: The Contrarian Auto Concepts Workshop

September 25, 2007 – 8:00 am - 5:00 pm, Hilton McLean, Tysons Corner

Internationally renowned automotive sales, marketing and management consultant Mark Tewart is coming to the McLean Hilton on Sept. 25. A regular on the NADA Convention seminar circuit, Tewart consistently ranks in the "top ten" for his explosive, cutting-edge presentations. He leaves dealership sales managers with successful strategies that inform, inspire *and work!* This is your chance to discover Tewart's innovative but proven secrets of high performance selling!

The cost for this event is \$225 per person, which includes continental breakfast, all-day refreshments and lunch. A convenient fax-back registration form is enclosed. So sign up today for this dynamic and insightful workshop! For more information, contact WANADA's Kristina Henry at (202) 237-7200, or log on to Mark Tewart's Web site at <http://www.tewart.com/>.

Reflection...

Peace is not only better than war, but infinitely more arduous

—George Bernard Shaw

Enclosures:

- Mark Tewart's High Performance Selling Workshop Registration Form