

THE WANADA BULLETIN

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

WANADA Bulletin # 38-07

October 12, 2007



Renowned Political Observers James Carville and Mary Matalin will Keynote WANADA Annual Meeting & Lunch Tues., Nov. 27, 2007, McLean Hilton

Sponsored by

AutoTrader.com

The ever action packed ebb and flow of Washington and the presidential election season are both serious and curious at the same time, which makes both so fascinating. Observers tasked with commenting on these things, however, are rarely analytical and lighthearted at the same time, which makes the unlikely team of James Carville and Mary Matalin unique and poised to be WANADA's best Annual Lunch presentation yet. Carville's well known campaign consulting for Bill Clinton in his successful bid for president and Matalin's high level work in the Bush/Cheney White House might make them Washington's foremost odd couple but also one of the most balanced, thoughtful, and entertaining commentator teams on the national scene. And who better to speak on the many and varied machinations of the current presidential candi-

dates' debates than from people who have been there and done that?

Come for a humorous but thought provoking Carville-Matalin presentation at WANADA's Annual Meeting & Luncheon (November 27, 2007,

McLean Hilton) and come away with a better understanding of where the U.S. and the world are heading up to and beyond the 2008 elections.

Come out to the WANADA Luncheon, also, and hear about what's going on in our

(Continued pg. 4)

DEALERS IN THE SPOTLIGHT

WANADA Nominates George Doetsch for 2008 TMQDA

For his outstanding success in business and numerous contributions to his industry and community, George L. Doetsch, chairman of Apple Ford in Columbia, MD, has been nominated by WANADA for the 2008 TIME Magazine Quality Dealer Award (TMQDA). This high honor will be awarded to Doetsch and others at the 2008 NADA Convention in San Francisco, Calif.



George Doetsch graduated from the University of Maryland with a bachelor's degree in business and journalism and went right to work for the Baltimore Sun on the city desk, which included reporting on the ample urban crime scene there. Shortly after that, his newsman career shifted from print to broadcast media when he took a job at WJZ-TV13 as a police beat reporter. But after a few too many close calls in some of Baltimore's tougher neighborhoods, young Doetsch decided on a sales career, having been drawn to the automobile business where he had sold cars part time in college.

In the early 1960s, Doetsch worked for the Martin J. Barry Company and Federal Motors, Inc. in Baltimore, where he sold Lincoln, Mercury,

(Continued on page 2)

Inside...

- New VA Record Keeping Guidelines.....p.2**
- NADA Warns Dealers of E-Mail Scam.....p.2**
- MD Dealer Meeting to Vet Governor's Tax Plan.....p.3**
- CAFE Legislation Not Likely This Year.....p.3**
- Internet Summit Seminar.....p.4**

George Doetsch

(Continued from page 1)

Comet and Studebaker. Favoring Ford, he joined the Ford Motor Company (Ford Division) marketing department in 1964, headquartered in Falls Church, VA., where he remained for nine years. While at Ford, Doetsch rose to positions of higher responsibility, earning a number of honors along the way, including the John Naughton National Field Manager Award in 1970.

Doetsch moved back to the retail side of the business in the mid-1970s, managing and investing in several Maryland dealerships before he became operations director for the Rosenthal Companies in the early 1980s.

Subsequently, Doetsch found himself once again with the manufacturers, this time as regional manager for Porsche Cars of North America, which he said greatly sharpened his view of the world car market.

Once an auto dealer, always an auto dealer, Doetsch left Porsche and acquired Tower Ford in Baltimore in 1989, the predecessor organization to Apple Ford. The rest, as they say, is history. In 1994, the franchise relocated to its present location in Columbia, MD as Apple Ford, where the developing organization soon became profitable and able to stand on its own financial footing.

For his long and successful years as a Ford dealer, Doetsch was recognized with the Ford Motor Company Salute to Dealers Award in 2002.

In addition to serving as chairman of Apple Ford, Mr. Doetsch also operates several other business ventures through a holding company known as Professional Automotive. These other ventures include Concern Technopolis, a Russian-American business entity

located in Chelyabinsk, Russia, which operates a Ford dealership and other endeavors including metal production, housing development, and international trade. Additionally, the holding company houses Dealership for Life, Life Services, LLC; Aircraft Shelter, LLC; World Cars, Inc.; and Apple Marine.

Doetsch serves on numerous community boards, including the R. Adams Cowley Maryland Shock Trauma Center, where he is currently vice chairman. At this time, he also chairs Employers for Guard and Reserve in Maryland, a private sector group comprised of business leaders and military officers, which offers support and services to Maryland National Guard, Army and Air Force Reserve personnel and veterans.

With WANADA, Doetsch now serves on the association's Board of Directors and Executive Committee as treasurer. As chairman of WANADA's Auto Show Committee from 2005 to 2007, he was the driving force behind The Washington Auto Show's ascent up the industry's auto show circuit.

"George has been pivotal to our auto show vision because of his keen insight into the industry and world car market that came about because of his unique background in virtually all aspects of the automobile business," said WANADA CEO Gerard Murphy. "He saw the potential for a global auto show here in Washington and went to work with people capable of turning that vision into a reality," Murphy said.

"I'm honored to be named for the TMQDA and have been privileged to work at something that I've enjoyed my entire life," said Doetsch. "I have been fortunate to meet and interact with a lot of exceptional people along the way which has made all the difference, and I'm grateful for that," he said.

Virginia Dealer Board Issues New Record Keeping Guidelines

At the September meeting of the Virginia Motor Vehicle Dealer Board (MVDB) there was much discussion about the proposed update to the Records Storage Variance Policy. Based on that discussion, MVDB has drafted formal guidelines that were put in place this month, commencing Oct. 1, 2007. The new "Guidelines For Maintaining Records Off-Site: and a Background (§46.2-1529. Dealer records) are enclosed with this Bulletin. For more information on the requirements, contact Bruce Gould at bruce.gould@mvdb.virginia.gov

NADA Warns Dealers of E-Mail Scam

Some dealers have received e-mails from unknown persons who are calling themselves "NADA2400." NADA wants to alert dealers that:

- This so-called NADA2400" has absolutely no connection with NADA;
- The senders of these e-mails are using NADA's name without NADA's consent;
- the "NADA2400" has no connection with NADA-24, a next day customer follow-up service offered through a joint venture between NADA and Synovate Inc., a premier survey research firm.

Wash Area Dealer Breakfast with MD Legislators to Vet O'Malley Tax Plan Friday, October 26, Greenbelt Marriott

MADA has arranged regional dealer meetings across Maryland with elected representatives from the General Assembly to discuss those parts of Gov. Martin O'Malley's tax increase package that propose hiking the vehicle title tax from five to six percent. Dealers have told the governor and his staff and leaders in the General Assembly that **now is not the time to increase the cost of buying a car**. But in view of the state's steep budget shortfall and in the interest of good corporate citizenship, the governor was also told that a one percent increase in the title tax would be acceptable to dealers if it were *net-of-trade* as it is in 44 other states. Notwithstanding this good faith suggestion from the industry, the governor and his staff have not altered their title tax proposal, which means that members of the legislature need to hear from their constituent dealer principals, dealership employees, and good dealer customers that a straight-up, one percent increase in the title tax is bad public policy.

The key dealer talking point, as noted above, which is patently obvious is the following: *Don't burden vehicle sales that are already stressed in a number of major automotive sectors with any more cost!* Another dealer talking point is this: *Put the gasoline tax squarely on the table* (it isn't right now because the governor's plan would "step it up" such that there would be no increase for 18 months). A modest increase in the gas tax of five to ten cents per gallon would raise millions of tax dollars and be relatively innocuous to motorists – even AAA is OK with such an increase! With a gas tax increase, a title tax increase on net-of-trade rings the budget shortfall bell, **and it's fair to everybody**.

WANADA has teamed up with MADA on its regional dealer breakfast in the Washington Area where dealers will have the opportunity to meet with and talk to legislators about the governor's proposal. Arrangements are set for 8:30 am, October 26 at the Greenbelt Marriott. All WANADA/MADA members are asked to complete the enclosed RSVP and FAX it to MADA at (410) 269-1549. From there, dealers are asked to come to breakfast prepared to discuss their business with their elected officials in the context of O'Malley's title tax proposal. More talking points are available on MADA's website at <http://mdauto.org>.

With the imminent likelihood of the governor successfully calling a Special Session of the General Assembly on his tax plan, **time is of the essence! Please act today**.

U.S. Fuel Economy Legislation Not Likely This Year

The likelihood of Congress passing legislation by the end of the year to raise the fuel economy standards on new cars and trucks is diminishing, according to The Detroit News (TDN). Even as the White House called on Congress to take action, observers believe the odds are low that House and Senate leaders will overcome procedural hurdles to begin work on compromise legislation.

House and Senate Energy Committee staffers recently met to discuss differences in the respective bills each chamber passed this summer. But Republicans boycotted the meeting, Bill Wicker, a spokesman for the Senate Energy and Natural Resources Committee told TDN. Wicker said staff members will con-

tinue meeting daily, but aren't expected to bring up fuel economy provisions until next week. That means the House and Senate aren't likely to appoint a conference committee until later in the fall. "Energy is not the big picture, thematic issue currently," Wicker said.

Officials from NADA, the Alliance of Automobile Manufacturers and the Association of International Automobile Manufacturers met last week in Washington to discuss fuel economy issues. "It's important for the industry to stay united," said Charles Territo, from The Alliance.

NADA also reminds dealers that, "With House and Senate staff beginning preliminary meetings on

the different energy bills, it is imperative that lawmakers continue to see strong, growing support for the bipartisan Hill-Terry CAFE Alternative, H.R. 2927. With no House-passed CAFE provision, Congress may attempt to move forward with the radical Senate CAFE hike. Only if the co-sponsors of Hill-Terry remain committed will they prevent passage of the radical Senate legislation. NADA's legislative affairs office urges dealers with contacts in Congress to communicate with their elected representatives to ask them to support the fuel economy boost in H.R. 2927, the bipartisan Hill-Terry CAFE Alternative."

Dealer Response to Executive Internet Summit: "Great Stuff Let's Do it Again!"

"This seminar rates a '10' and should be repeated every six months," said Don Reilly of Alexandria Hyundai, one of many dealers at WANADA's well received Executive Internet Summit. The Summit was held by WANADA in Tysons Corner last week in direct response to dealer members who requested more information on the latest trends regarding Internet advertising. They got that and more.

The Summit was presented by The Laredo Group, a leading executive Internet training firm, and was sponsored by Washingtonpost.Newsweek Interactive (WPNI), which publishes seven national news and information sites that reach over 1.5 million readers locally and 16 million nationally each month.

Leslie Laredo, president of the Laredo Group, a true interactive pioneer and one of the first sales professionals to sell ads over the Internet, offered an information-packed half-day briefing that covered such critical dealer issues as consumer Internet trends and usage; how to best reach qualified car buyers on the Internet; and integrating online display, search, and lead generation to sell cars. In short, the program set forth how to make dealerships more competitive in an age of digital marketing. Participants also received a comprehensive presentation manual and resource guide to take with them.

"It was very eye opening, and a program that should get a lot more participation because dealers need to get their arms around the Internet that is taking over the car business," said Michael Rusnak, general manager of Stohlman Volkswagen/Subaru/Mitsubishi. "The Internet equals mainstream advertising and may surpass it, so dealers need to get on board," he said.

"I'm amazed at how quickly the advertising and marketing role is changing year-to-year and how the Internet is changing the whole vehicle marketing landscape," said attendee Don Beyer, Jr. of Don Beyer Volvo. "In just three hours, Laredo jammed our heads full of stuff we knew nothing about."

Based on the success of the Summit, WANADA is poised to do it again, maybe in conjunction with The Washington Auto Show in January.

Annual Meeting

Continued from page 1

Washington Area automobile market as the vibrant part of industry that it is. Hear, too, what your WANADA organization has been about, while networking with dealer peers, business supporters and friends at this great once-a-year dealer group gathering.

"Washington area dealers are among the most entrepreneurial and successful in the nation, and we are pleased to be a part of that tradition," said Chip Perry, president and CEO, AutoTrader.com, sponsor of the 2007 WANADA Luncheon. AutoTrader.com is an active WANADA Kindred-Line member promoting itself as the Internet's leading auto classifieds marketplace and consumer information website.

Tickets for the WANADA Annual Meeting and Luncheon are \$125 per person, with a table of ten discount of \$100. To register you can now go online to www.wanada/annualmeeting.org or use the enclosed detail and registration sheet.

Staying Ahead...

We may not imagine how our lives could be more frustrating and complex, but Congress can.

—Cullen Hightower

Enclosure

- WANADA Annual Meeting & Luncheon Registration Form
- MD Dealer Breakfast on Governor's Tax Plan Detail Sheet and Fax Back-RSVP
- Guidelines For Maintaining Records Off-Site: and a Background (§46.2-1529) Dealer Records