

2005 NADA CONVENTION PREVIEW

NADA Convention to Feature Top Speakers, New Programs and Attractions

NADA to Roll Out New "NADA 24" Customer Survey



The many charms of the "Big Easy" will be a perfect venue for top speakers, roll-up-your-sleeves

workshops, a vast industry exhibit and new program launches and attractions at NADA's upcoming 88th Annual Convention and Exposition, January 29 – February 1, 2005. Here's a quick preview of NADA Convention highlights:

Keynote Speakers. An outstanding lineup of convention speakers will include:

- **Carlos Ghosn, president and CEO of Nissan Motor Company**, will be the keynote speaker at the Opening General Session on Saturday, January 29. Described by outgoing NADA Chairman Charley Smith as "the architect of one of the industry's most remarkable turnarounds," Ghosn will share his insights on the overall direction of Nissan and the auto industry. Smith will also offer a summary of NADA's 2004 achievements.



- **Queen Noor of Jordan**, wife of the late King

Hussein and a leading voice for peace in the Middle East, will share her views on today's global challenges at the General Session, on Monday, January 31. Incoming NADA Chairman Jack Kane will also address members at this

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TECH UPDATE

Damascus High Receives AYES Affiliation



Hardy congratulations to Damascus High School, which recently became the second school in Montgomery County to receive AYES affiliation – the first being Thomas Edison Institute. In a show of support for the Damascus auto tech program, Criswell Honda, represented by Service Director John Bierman (left), presented a Honda Civic to the school for training purposes. Accepting the keys is Damascus auto tech instructor Raul Ortiz. Also attending the AYES launch at Damascus were Dottie Fitzgerald and Harold Redden of Fitzgerald Auto Malls and Steve Boden of Montgomery County Schools. Fitzgerald and Redden work with Boden in the leadership of the ACT Foundation which involves area dealers in the training effort. *(continued on page 2)*

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session.

- **Scott O'Grady**, an Air Force fighter pilot who survived in war-torn Bosnia after his jet was shot down, will tell his harrowing tale of survival and rescue at the convention's inspirational session, on Sunday, January 30.



NADA-24 Launch. The NADA Convention will serve as the official launch of "NADA-24," the dealer's next-day survey. The brief telephone surveys, administered by leading research firm Synovate, have as few as three questions for the customer to answer, though more questions may be added to suit a dealer's specific needs. This feedback is invaluable when looking to improve your sales or service operations," NADA says. Learn more at NADA booth 2641 at NADA's 2005 Convention and Exposition and read the February issue of NADA's AutoExec.

Federal Regulatory Outreach Booth. For the first time, NADA will feature a Federal Regulatory Outreach Booth, number 2561, where dealers will be able to ask questions of regulators from nine federal agencies.

Secrets to Success: A Networking Event for Women Dealers. Women dealers are invited to a special breakfast event on January 29. Keynote speaker Ann S. Moore, chairman and CEO of Time Inc., will share key insights gleaned from running the world's leading magazine publishing company. Go to www.nada.org/2005Breakfast, or call (703) 821-7227 for more information or to reserve a seat.

Attend 50 workshops in six study tracks at the convention and—new this year—bring back videos, DVDs and audio MP3 tapes of select sessions for in-dealership training. Pre-order them at www.PlaybackNow.com.

Finally, see what's new at the **N.A.D.A. Official Used Car Guide Co.** booth number 2841.

It's not too late if you still want to attend! Attendees may register on-site in Exhibit Hall D of the Ernest N. Morial Convention Center. Reg-

istration opens at 10:00 a.m. on Friday, January 28, 2005 and is open throughout the convention.

For information regarding the registration fees, visit the NADA website at: www.nada.org

Do you still need housing in New Orleans? The New Orleans Convention & Visitors Bureau can help! Direct questions to their website, www.neworleanscvb.com, and simply click on "Book a Room". While the NADA hotels are sold out, there are several smaller properties that still have availability. Most of these hotels are close to an NADA hotel, so attendees can take the NADA Shuttle Bus to and from the Convention Center. Simply walk over to the closest NADA hotel and hop aboard!

Questions? Click on nada.org, or call the NADA Convention Services Department at: 703-821-7188.

Damascus High (Continued from page 1)



Pictured above, from left, at the Damascus High School AYES launch are WANADA's Bill Belew with Dottie Fitzgerald, Don Ensign of Subaru, Harold Redden, Steve Boden and Jeff Price from Daimler-Chrysler.

At right, Damascus principal Bob Domergue, an ardent advocate of auto tech training, commends all those involved for the hard work that went into achieving AYES recognition.



AUTO SHOW UPDATE

Flashy Detroit Prelude to The NADA TMQDA Ceremony

WANADA's nominee for the Time Magazine Quality Dealer Award, Tammy Darvish of DAR-CARS, was one of a select number of dealer association leaders across the country honored January 14, 2005 by Time Magazine and Good Year Tire and Rubber Company at the Detroit Auto Show Charity Preview. Time and Good Year, which annually sponsor the TMQDA, recognize prospective TMQDAs at a reception in Detroit followed by a VIP dealer association leadership tour of the auto show.



Detroit is widely regarded by industry observers as the premier auto show in the US and the world. The Detroit show ran from January 15- 23. Washington Auto Show representatives from WANADA, including Ms. Darvish, were on hand at the Detroit Auto Show taking in the cutting edge exhibits and visiting with automaker partners.



Above top is Ford's new Shelby GR-1 Concept; Pictured here with Tammy Darvish at the Detroit Auto Show Charity Preview are (above left) Ed McCarrick, global publisher of Time Magazine; (above right) Jim Press, Chief Operating Officer for Toyota Motor Sales, USA.

The 2005 Washington Auto Show, which concluded January 2, will be changing its dates from the Holiday period to January 23-29 next year. As such, Washington will go from preceding Detroit to following it.

Tammy Darvish and other dealer leaders are slated to be honored with the 2005 TMQDA this weekend, January 29, at the Opening Session of the NADA Convention in New Orleans.

Tri-Dealer Association Reception At NADA

Hosted by WANADA/MNCTDA/VADA

Saturday, January 29, 6-8 p.m.

PAT O'S ON THE RIVER



 If you're headed for the NADA Convention in New Orleans you won't want to miss our Tri-Dealer Association Reception at Pat O'Brien's On The River, featuring an unmatched view of the Mississippi River and all the classic charm and fun of Pat O'Brien's world famous French Quarter location. All dealer reps and friends from the Washington area, Maryland and Virginia are cordially invited.

This event is generously sponsored by American Fidelity Assurance Company, Enterprise Rent-A-Car, Rifkin, Levitan, Livingston and Silver and SunTrust Bank.

NADA MONTHLY DEALER OPERATIONS ARTICLE:**Auctions – More than Just Simply Buying or Selling**

Before you set foot in an auction facility, you should have done your homework and know the company with whom you are about to do business. But what does the auction company know about you and your business? The more the auction knows about you, the better auction personnel can serve your particular needs, both in buying and selling. Here are some suggestions worth following:

- Contact the auction in advance and ask for a registration package. Generally this will include not only the auction's policies and registration form, but also information about documents you will be required to provide, e.g., a copy of your dealership's state license, a letter of reference from your bank if you will be paying by draft or check, and a letter specifically naming each individual authorized to do business at the auction on behalf of the dealership.
- Fill out your registration materials and assemble any other required documents. In most cases, these items can be mailed or faxed to the auction.
- If possible, visit the auction *before* you intend to buy or sell, and take a few moments to introduce yourself to the General Manager. If you do not already have them, ask for copies of the auction policies and information on services the auction provides. Avoid making personal introductions on sale days; things can be too hectic.
- Register (or complete the process) if you haven't yet done so. Many auctions use photo I.D. cards as a means of admitting registered customers to the selling area, so even if you have mailed or faxed your registration materials, this I.D. card will have to be made on-site.

Becoming a real player at the auction takes commitment. Abide by all auction rules, policies, and procedures. Some people make the mistake of trying the auction only once. If they don't get everything they hoped for the first time, they never return. You have to be willing to give it a fair chance. You might attend sales at different auctions enough times to get a feel for the ones that make you comfortable. Like anything else, your confidence level goes up with practice and experience.

Most importantly, plan ahead. Take advantage of auction information systems. The night before the auction use the database search function in the auction's website to create your final buy list. On auction day, check the database from the kiosk for last-minute consignments. Finally, download the consignment database to your PDA and take it with you in the lots and lanes.

NADA's Dealer Candidate Academy offers a three-day training program in conjunction with the National Auto Auction Association called the Official Auction Training Course. For more information, please contact NADA at (800) 252-6232, ext. 5.

Thought for the Week...

If life was fair Elvis would be alive, and all impersonators would be dead.

—Johnny Carson 1925-2005

Enclosure

List of WANADA members attending the NADA Convention