

THE WANADA BULLETIN

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

WANADA Bulletin #41-02

October 14, 2002

SAVE THIS DATE!

DC Mayor Williams to Keynote WANADA Annual Meeting, Nov. 20

WANADA is pleased to announce that District of Columbia Mayor Anthony A. Williams will speak at WANADA's Annual Meeting and Luncheon, Wednesday, Nov. 20, at the Ritz-Carlton in Washington, D. C.

Mayor Williams will offer a "scorecard" on his administration's goals and achievements since becoming Washington's fourth mayor on January 4, 1999. Working in concert with academic, civic, and local business groups, the Williams ad-

ministration established five priority areas for the city: strengthening families, and the direction of youth; building healthy neighborhoods; promoting economic development; making government work; and enhancing unity of purpose and democracy.

His commitment to bring prosperity to the city and the region has led to the infusion of more than \$2.5 billion in private investments in DC proper, and has attracted major businesses, including the Newseum and Freedom Forum Headquarters, Kmart,



DC Mayor Anthony Williams

XM Satellite Radio, and Qwest Communications. His pro-business leadership has

(See Annual Meeting, page 3)

SIGN UP NOW!
 ★ Total Dealership Commu- ★
 ★ nications Seminar, ★
 ★ Thursday, October 17, 2002 ★
 ★ Waste Minimization Workshop ★
 ★ Friday, October 25, 2002 ★
 ★ ** ★
 ★ See page 4 and enclosed ★
 ★ detail sheets. ★
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Attention Ford Product Dealers

Apprentice Tech Trainees Available

We are happy to report that fall semester enrollment for the WANADA/Ford Apprentice Technician Training Program is completely full – at both Marshall Academy in Falls Church, Virginia and Montgomery College in Rockville, Maryland. That has created an expanded opportunity for Ford product dealers (Ford, Lincoln-Mercury, Jaguar, Land Rover, Mazda and Volvo) to sign up for additional apprentice trainees. *Dealers are encouraged to call now.*

For more information on this and all technician training programs in the region, contact Archie Avedisian or Bill Belew at WANADA, (202) 237-7200.

AUTO SHOW SPOTLIGHT

WANADA Aims for International Presence at Paris Auto Show

As part of its goal of expanding the prestige and global presence of The Washington Auto Show, a WANADA delegation traveled to the Paris auto show in late September to see the state of the art in show presentations and product introductions, and to meet with key manufacturer VIPs and media representatives from around the world.

Alternating every other year with the Frankfurt auto show, Paris has earned the distinction of the world's largest auto exhibit, attracting 1.4 million attendees in 2000. The 2002 Paris auto show again proved to be the meeting place of key industry "movers and shakers" and an important showcase of ideas for WANADA's own auto show plans. The show runs for over two weeks, encompasses more than eight separate exhibit halls, draws more than 543 exhibitors from 23 countries, and hosts more than 40 separate press conferences.

"The show's magnitude and sphere of influence provided the WANADA delegation access to a host of industry leaders and auto show innovations," explained Barbara Pomerance, promotions director for The Washington Auto Show. "This year's trip provided especially valuable insights to be used as we prepare for our expanded 2004 show in the new Washington Convention Center."

WANADA members met with executives from GM, Audi and Volkswagen among others, to discuss ways to enhance their participation in The Washington Auto Show. "The ability to network with our association counterparts



Chip Lindsay (right) with Jennifer Cortez, Audi public relations manager, and Steve Keyes, Volkswagen director of corporate communications.



John Howell (left), Cadillac international marketing director, and Chip Lindsay pose with one of Cadillac's hottest new concepts, the Cien.

(See Paris Auto Show, page 3)



From left, Chip Lindsay and Tammy Darvish with James D. Power, IV and George Bradt, EVP, J. D. Power Information Network, at the International Automotive Roundtable.



Gerry Murphy (far left) and Chip Lindsay network with their New York counterparts, Michael Caruso (second from left), New York Auto Show vice chairman; and Mark Schienberg, president of the Greater New York Automobile Dealers Association.

Paris Auto Show

Annual Meeting *(continued from page 1)*

also positioned DC in its rightful place as center of the regional economy.

Prior to becoming Mayor, Anthony Williams served as the District of Columbia Chief Financial Officer (CFO) from October 1995 through June 1998, where he was credited with restoring fiscal accountability for District agencies and balancing the city's budget. Before joining the District government, Mayor Williams was appointed by President Clinton and confirmed by the Senate to serve as the first CFO for the US Department of Agriculture.

He also served as the Deputy State Comptroller of Connecticut, Executive Director of the Community Development Agency in St. Louis, Missouri, Assistant Director of the Boston (MA) Redevelopment Authority, and Adjunct Professor at Columbia University (NY).

A magna cum laude graduate of Yale College, Williams earned a juris doctor from Harvard Law and a master's degree in Public Policy from the Kennedy School of Government at Harvard University.

He also served in the US Air Force.

WANADA members and friends won't want to miss Mayor Williams' address on the "Business of Washington," and his future agenda for the city.

This year's annual WANADA meeting also will include a business session that

will offer an association update and election of the 2002-2003 WANADA Board of Directors and officers. The meeting promises to be one nobody will want to miss!

For more information, see the enclosed flyer and registration form with this *WANADA Bulletin*, or call Trish Frisbee at WANADA, (202) 237-7200.

Sonny's Kids Foundation Formed To Honor Slain Landscaper

Sonny's Kids Foundation has been put in place to honor the memory of James "Sonny" Buchanan who became one of the victims of a sniper's bullet on Oct. 3 as he was mowing a strip of grass near Fitzgerald Auto Mall in Rockville. Buchanan was actively involved in The Boys and Girls Club of Greater Washington, and every Christmas season he would buy Christmas trees in West Virginia, sell them at White Flint Mall and donate the entire proceeds to the Boys and Girls Clubs, according to WANADA's Archie Avedisian who knew him well. He was also a volunteer for Crime Solvers and was a mentor to many children in Montgomery County.

Sonny's Kids will honor Sonny's dreams by providing scholarships and educational funds to those in need. The Foundation is currently in the process of developing a strategy to determine how and to whom the funds will be distributed. "We thank you all for your patience and support as we mourn the loss of our loved one and define how we carry on Sonny's name and mission so that he will never be forgotten," says the foundation. "Any amount of money will be helpful and appreciated."

More information on Sonny's Kids Foundation is available on its Web site, www.sonnyskids.org, and donations can be sent to Sonny's Kids Foundation P.O. BOX 10666, Rockville MD, 20849.

(continued from page 2)

from New York and Detroit also proved invaluable in our planning efforts," said Washington Auto Show Chairman Chip Lindsay.

The WANADA delegation also attended the Automotive News Reception and some the International Automotive Roundtable, cosponsored by J. D. Power & Associates and Automotive News Europe. The roundtable featured William Clay Ford, Jr., chairman of the board and chief executive officer, Ford Motor Company; Dr. Helmut Panke, chairman of the board of management, BMW Group; and Keith Crain, publisher and editorial director, Automotive News Europe.

"With the 61st Washington Auto Show just weeks away, the lessons learned at the Paris auto show made it a most valuable 'road trip' indeed," said Lindsay. With Lindsay at the Paris events were Tammy Darvish, Gerry Murphy, Barbara Pomerance and show manager Bob Yoffe.

Attention Dealers, Managers!

It's Not Too Late! Sign up Now for Two Valuable WANADA Workshops

Total Dealership Communications Seminar

October 17, Sheraton Premiere, Tysons Corner

- Do you want to sell an immediate guarantee of 10% more phone ups?
 - Would you like to sell 30% of your monthly business from referrals?
 - Would you like to reduce turnover in your sales staff by 25%?
 - Do you want to find 1/3 new business without spending money on advertising?
 - Would you like to learn how to capture and CLOSE car buyers through the Internet?
- If your answer is yes, you cannot afford to miss the seminar our **TOTAL DEALERSHIP COMMUNICATIONS**, Thursday, October 17, 8:30 a.m. to 4:00 p.m., at the Sheraton Premiere in Tysons Corner, VA where you will be given the tools to make it happen!! See the enclosed detail sheet for more information and registration.

And Don't Miss Out on the Following Special Benefit

How can your dealership receive a FREE facility EPA/OSHA compliance evaluation performed by a qualified engineer? All you have to do to be eligible for this NO CHARGE EVALUATION by a KPA ENGINEER is send a representative to our...

Waste Minimization Environment & Safety Workshop
Friday, October 25

Sponsored by WANADA and MNCTDA, this half-day workshop will be conducted by Kip Prah Associates, and will cover current information on environmental and safety management, hazardous waste management and cost reduction and recovery, accident prevention, new employee training and a review of attendees site inspections. The workshop will be held Friday, Oct. 25, 9:00 a.m. to noon, at the Greenbelt Marriott. Cost is \$39 for members (\$29 for others from the same dealership) and \$79 for nonmembers.

See the enclosed detail sheet for more information and registration...and

Sign Up Now!

Thought for the Week...

“Sonny was one of those terrific people who went about everyday doing unto others as he would have them do unto him... and not looking for credit. He was a pretty exceptional guy.”

—Dottie Fitzgerald, president Fitzgerald Auto Mall, White Flint reflecting on the life of James “Sonny” Buchanan who was murdered by a sniper while doing landscaping at the dealership.

Enclosures:

- 2002 WANADA Annual Meeting & Luncheon notice and registration form
- Total Dealership Communications Seminar registration detail sheet.
- Waste Management Minimization Environment & Safety Workshop registration detail sheet.