



# THE WANADA BULLETIN

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

WANADA Bulletin # 45-07

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## 2008 WASHINGTON AUTO SHOW

### GM's Mark LaNeve To Speak At Washington Auto Show Dynamic Auto Industry Leader Will Headline Auto Press Lunch



**M**ark R. LaNeve, vice president of vehicle sales, service and marketing of General Motors of North America

will attend the International Media Day at the 2008 Washington Auto Show (WAS), Jan. 22, where he will be the keynote speaker for the Washington Automotive Press Association (WAPA) Luncheon at the Walter E. Washington Convention Center.

LaNeve is expected to talk about GM's transformational performance in a challenging industry environment, and the latest energy and technological advances in the company's product portfolio. His remarks are scheduled for noon, following morning press conferences, as part of WAS Media Day activities.

"We are very pleased that Mark LaNeve will be speaking at the Washington Auto Show

given the high regard he enjoys in industry circles as a successful, dynamic leader," said John Ourisman, WAS chairman, of Ourisman Automotive. "Our auto show theme this year, 'Engineered for the Future,' should provide Mr. LaNeve the perfect setting to speak about the multiple and exciting directions of advanced technology and GM's position in the industry, which is particularly appropriate as GM marks its 100th anniversary," said Ourisman.

Kimatni D. Rawlins, presi-

dent of WAPA, was similarly enthusiastic about LeNeve's appearance "because of Mark LaNeve's impressive track record, knowledge of the industry and refreshing candor."

LaNeve was appointed to his current position at General Motors in March 2005 after serving on the marketing and advertising side of the corporation.

In May 2001, LaNeve was

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## DEALERS IN THE SPOTLIGHT

### Darvish Featured as First Woman to Chair WANADA



**T**amara Darvish's first week as WANADA chairman got off to a celebrated start with two feature articles in The Washington Post and a story in Automotive News. One of the Post articles "The Benefits of Breaking with the Status Quo" was in Warren Brown's Car Culture column on Sunday, Dec. 2, followed the next day by "In Male-Dominated Industry, a Women Grabs the Wheel" in

the Business section. Harry Stoffer of Automotive News featured Ms. Darvish in an article on November 26, 2007 relative to her becoming WANADA's chief elected leader and her involvement in the Washington autos show ("Dealer exec seeks to upgrade D.C. show, Darvish Will Head Washington Area Auto Association.) Appropriately, Ms. Darvish took the helm of WANADA on its 90th anniversary at the association's Annual Meeting on Nov 27.

"WANADA, a 225-dealer member group, is a major force in terms of

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## 2008 WASHINGTON AUTO SHOW

## Mark LaNeve

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named general manager of Cadillac, returning to GM and Cadillac, where he began his career, following a stint as president and chief executive officer at Volvo Cars of North America, Inc. (VCNA). He left GM in 1997 to become vice president of marketing at VCNA. Prior to leaving GM, he was brand manager for the Pontiac Bonneville and held several sales and marketing positions at Cadillac between 1981 and 1995.

During LaNeve's tenure as general manager, Cadillac committed to a new design direction, launched eight new vehicles including the popular XLR luxury roadster, and introduced a successful ad campaign featuring the music of Led Zeppelin. In LaNeve's first full year heading the division, Cadillac sales rose 16 percent and, in 2003, reached their highest level in 13 years. In July 2004, the division achieved its best monthly sales since 1990. LaNeve's success with the Cadillac brand was recognized and rewarded in 2003 when he was named "Grand Marketer of the Year" by *Brandweek* magazine. He was singled out as one of *Ad Age* magazine's "Power Players" of the year in 2006.

LaNeve, 48, graduated from the University of Virginia where he was an All-American football player. Over his career he has been a big supporter of children with autism and other developmental disabilities, and was named to the board of di-

rectors of Autism Speaks in 2007.

The 66<sup>th</sup> staging of the Washington Auto Show will bring more than 750 new cars, trucks, mini-vans and sport utility vehicles from 42 domestic and imported nameplates to the Walter E. Washington Convention Center.

The public days of the 2008 Washington Auto Show will run from Jan. 23 to Jan. 27. For more information, call WANADA at 1-866-WASH-AUTO or visit the Washington Auto Show at [www.washingtonautoshow.com](http://www.washingtonautoshow.com)

## WAS Reps Visit LA Auto Show To Network With Industry Leaders And To Note New Directions



Always looking for the innovative and newest directions in automotive design, and advanced technology, representatives of the Washington Auto Show (WAS) regularly visit major show venues such as the Los Angeles International Auto Show, pictured here. Left is WAS Chairman John Ourisman with Jim Farley, Toyota Motor Sales group vice president, marketing

and (left, middle) Ourisman is pictured again with Ed Pepper, general manager of Chevrolet. Below, is Gil Hofheimer, EuroMotorcars, WAS Manager Bob Yoffe and WAS Committee members Nick Scanniello, EuroMotorcars and Daniel Jobe, Capitol Cadillac/HUMMER who took in the LA Auto Show as well. The LA auto show moved from early winter



dates to the late fall a couple of years ago.



## 2008 WASHINGTON AUTO SHOW

## WANADA /NADA to Present Seminars at Auto Show *Coaching Dealerships to Profitability!*

NADA Management Education and WANADA will partner for the first time to present a new seminar program at the 2008 Washington Auto Show, Jan. 23-27. The program—**Coaching Dealerships to Profitability!**—consists of three seminars designed to help dealers maximize profitability in fixed and variable operations. Each seminar will be held from 8:30 a.m. to 4:30 p.m. at the Walter E. Washington Convention Center, and will be taught by NADA Dealer Academy and 20 Group consultants. The cost is \$249 per person (includes a \$15 lunch voucher and handout material). The seminars are as follows:

***Eight Critical Concerns for the General Managers***, January 23, a refresher seminar for general managers helping you use your own numbers—financial statement, ROs, parts stock order figures, vehicle inventory schedules, and used-vehicle appraisals—to take a candid look at your dealership's operations and performance and commit to realistic improvements across the board. The instructor is **Randy Brenckman**, director of marketing for NADA Dealership Operations and former associate director of the NADA Dealer Academy

***Advanced Service and Parts Management***, January 24. In this seminar you will analyze all the components of fixed operations management—including service pricing, parts inventory, staffing requirements, technician performance evaluation, and controlling service department expenses to increase customer satisfaction and boost the profitability of your fixed operations. The instructor is **Jim Phillips**, NADA 20 Group moderator, former dealership general manager, and former director of operations for a multi-dealership group.

***Used Vehicle Department Profits Accelerator***, January 25, is designed to help participants understand the crucial elements of a successful used-vehicle operation. Learn the best practices for improving the profitability of your used-vehicle department and your dealership as a whole. The instructor is **Brad Lawson**, NADA 20 Group team leader, former district parts and service manager, and former dealership owner.

***The Washington Auto Show***, a high-profile venue that attracts industry and public policy makers, as well as crowds of new vehicle consumers, is the ideal setting for these highly focused seminars, says David Penske, chairman of the NADA Dealer Operations Committee. "We are pleased to join with WANADA in providing positive and practical training for key dealer executives in a venue surrounded by the latest in automotive design," says Penske.

For more information, call WANADA Director of Events Kristina Henry at 202-237-7200 ext 18, or email kh@wanada.org.

### DEALERS IN THE SPOTLIGHT

## Darvish

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its political power and the nearly \$12.25 billion its dealers contribute annually to the region's economy," said Brown. And as vice president of DARCARS, the 18<sup>th</sup> largest dealership chain in the US, with multiple stores selling multiple brands, with annual sales approaching \$1 billion, he called Darvish "one of the most powerful

women in the nation's auto retail business."

The second Post article reported Darvish's rise at DARCARS, from "management boot camp" and odd jobs in the body shop and service departments to her current position as a dealer executive for the company. From there, her prominent leadership roles in the Washington Auto Show and its VIP Preview, along with chairing The Bobby Mitchell Classic FBO

Leukemia and Lymphoma research, were noted.

Despite gains by women in recent times, it was reported that only 8% of GM dealerships and 7.4% of Ford dealerships are owned by women. However, WANADA CEO Gerard Murphy thinks that electing a female dealer chairman, "acts as an inspiration to the ranks of the up and coming," The Post reported.

**REGULATORY ALERT****OSHA Clarifies PPE Requirements**

NADA Regulatory Affairs reports that the Occupational Safety and Health Administration has issued a rule clarifying employer and employee responsibilities for the payment of personal protective equipment (PPE).

The rule:

1. Mandates that dealerships pay for most PPE required by OSHA's standards and creates a clear and consistent policy to reduce confusion regarding what dealerships need *not* pay for.
2. Creates no new requirements regarding what PPE dealerships must provide to employees. Dealerships need not pay for uniforms, items worn for cleanliness, and other items that are not PPE. They also need not pay for most safety-toe footwear, prescription safety eyewear, everyday clothing, and weather-related gear.
3. States that though dealerships cannot require employees to provide their own PPE, employees who do so are not entitled to reimbursement. On the other hand, dealerships must ensure the adequacy of any employee-provided PPE to protect against workplace hazards.
4. Indicates that dealerships need not pay to replace lost or intentionally damaged PPE.
5. Takes effect February 13, 2008, and requires compliance by May 15, 2008. NADA intends to issue more comprehensive guidance before those dates.

**ADEI UPDATE: ATTENTION NOVA & MD DEALERS****Dealers Needed for Student Techs Ready for Placement**

WANADA's Automobile Dealer Education Institute (ADEI) reports it has eight student technicians, who meet all the qualifications, but no WANADA dealers to sponsor them. WANADA dealers in DC, Maryland and Virginia who are looking for technician trainees who will develop into line technicians in a relatively short time should call Bill Belew today, at (202) 237-7200.

**Get on Board Today for NOVA CC Auto Tech Classes in January**

Dealers are reminded that ADEI will hold a 16-week auto technician training class at Northern Virginia Community College's Alexandria Campus commencing in January 2008. The class will be Brakes Technology, but might also include Suspension & Steering, as WANADA works with NOVA CC to further expand its class offerings. The class is well suited to aspiring vehicle technicians in the dealership who want to pursue a career in Auto Technology. WANADA is also equipped to recruit a potential applicant for interested dealers. For more information, contact Steven Arabia or Bill Belew at (202) 237-7200.

**Staying Ahead...**

*If you stay in Beverly Hills too long you become a Mercedes.*

—Robert Redford

**Enclosures:**

- WANADA/NADA "Coaching Dealerships to Profitability" Seminar Series at 2008 Washington Auto Show Jan 23, 24, 25 information and registration sheet
- Optional Holiday Closing Signs, X-mas & New Year's Day For Sales Service Department
- SoberRide Holiday Posters
- Zurich Loss Prevention: Driver Selection: Motor Vehicle Records
- Focuspoint Poster