



THE WANADA BULLETIN

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

WANADA Bulletin # 47-06

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WANADA TECH TRAINING UPDATE

Automotive Students Donate Van to Assist Disabled Veterans

Need a “feel good” story to raise your holiday spirit? How about the auto tech students at Seneca Valley High School and Thomas Edison High School of Technology who recently reconditioned and donated a 7-passenger van for use by disabled veterans?

The auto tech and body repair students are part of the Montgomery County Students Automotive Trades Foundation, Inc. (ACT), which has long been supported by WANADA. The students, along with school officials and representatives from WANADA, gathered at the Seneca Valley High School auto lab on Nov. 9 to present the fresh-painted, blue van to Team River Runner, a non-profit organization that helps disabled veterans of the Iraq and Afghan wars to recuperate, by providing challenging, but attainable, activities associated with whitewater kayaking on the Potomac River.

Team River Runner was founded by Walt Whitman High School teacher and veteran rafter Joe Mornini, who created

this volunteer activity to assist the disabled veterans in regaining some control of their lives. Team River Runner will use the van to transport disabled veterans from Walter Reed and Bethesda Naval Hospitals for rafting activities.

Dudley Dworcen, who serves on the board of both ACT and WANADA, is very familiar with the plight of dis-

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From left, Dudley Dworcen, Harold Redden and Bill Belew with students and their reconditioned and donated van.

VA MVDB REPORT

“Scratch Off” Direct Mail Solicitations Top VA Dealer Board Agenda

At its November 13, 2006 meeting in Richmond, the Virginia Motor Vehicle Dealer Board (MVDB) and its committees considered a number of advertising campaigns used by dealers involving “scratch off” direct mail solicitations. The purpose of each mailing is to provide a prospect with a “scratch off” to determine what the recipient has “won”. Generally, the reward is some kind of discount, but the direct mail pieces considered did not always make that clear. In addition, the direct mail pieces considered had a number of problems. MVDB noted a number of things about which a dealer should be careful:

Direct mail marketers often contend that their ad pieces are appropriate under state law. However, the marketers may not always be knowledgeable about or even check state law.

The direct mail pieces considered had a number of violations of the Virginia Advertising Code including failure to adequately disclose terms and conditions, quotation of monthly payments without adequate Truth-In-Lending disclosures, misrepresentations of the availability of “prizes” and similar problems.

One of the problems with the advertising was the use of the term “liquidation” sale. Under Virginia laws, going out of business sales,

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WANADA TECH TRAINING UPDATE

Van Donation *(Continued from page 1)*

abled veterans because his dealership, Curtis Chevrolet-Kia, is close to Walter Reed and many of these vets are his customers.

“With no compensation, these Team River Runner volunteers are giving their time to take these soldiers who have served our country and suffered terrible wounds, both physically and mentally, and given them a reason to live. To see these soldiers smile is indescribable,” said Dworken.

Dworken also noted the “very moving” comments of two students, who spoke eloquently at the event, “bringing tears to the eyes of some the Vets on hand.” Here you have 16 and 17 year old kids saying “we’re grateful to you” for serving our country, for making America what it is, and for ensuring our quality of life.

Sergeant First Class Diane

Cochran, one of the disabled vets present to accept the van, expressed her gratitude and the feeling of most people in the room. “Today I am in the presence of youth and I feel thankful and very inspired,” said Cochran. “Students, please know that as you go through life, as you grow and mature, always remember that what you give to others will come back to you ten fold. Those of us who are over there can attest to that.”

The ACT is a non-profit organization established cooperatively by the Montgomery County Public Schools and the business community – with major support from WANADA to provide a unique method of training high school students for skilled positions in the automotive field: the “Mini-Dealership,” as ACT is called,



Smiling veterans and their families on hand to receive their donated van.

is a licensed used car operation. The ACT students receive valuable on-the-job training that will prepare them for higher educational opportunities or direct entry into the automotive job market. In addition to hosting three used car sales events per year, the ACT students also donate one vehicle per year to a worthy non-profit organization in Montgomery County. For additional information, phone (301) 929-2190 or visit www.autocareers.org.

VA MVDB REPORT

“Scratch Off” Direct Mail Solicitations

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including liquidation of the assets, are strictly regulated. Advertising a “liquidation” can be a misleading advertisement in violation of the law unless properly qualified.

Dealers should take care to review advertisements of marketers to determine whether they comply with Virginia law. In the end, it is the dealer who will be responsible for the representations in the ads.

Some of the marketing brochures were in connection with “staffed” sales in which members of the staff of the marketer participate. If the members of the staff are engaged in sales activities, that

is a violation of Virginia law, since only licensed sales people can participate in sales activities and be compensated for sales activities, and they must be full-time employees of the dealership. If the members of the staff of the marketing company are not engaged in sales activities, but they are being paid based upon the success of the sale on a per car basis, that is a violation of the Virginia “bird-dog” statute.

Scratch off mailers are not necessarily in violation of Virginia law, but the terms and qualifications for claiming the “prize” must be very clearly stated.

On another matter, Commis-

sioner D.B. Smit advised the members of the MVDB that DMV staff is concerned about the recent trend in dealers submitting **tag work later than the required 30 day time limit**. He noted that his staff is working with the dealer associations to get out the word about this problem in dealer performance and assist in improving the situation.

Staff of the DMV also reported that DMV is **auditing online title work**. Dealers are advised that their tag and title personnel may be receiving contacts from DMV to go over the accuracy of the title work being submitted online.

MVDB also considered a large
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NADA MONTHLY DEALER OPERATIONS ARTICLE

Organizing a Dealership Safety Committee

As of this writing, OSHA's top dealership violations are:

1. Hazard communication
2. Respiratory protection
3. Personal protective equipment/general requirements
4. Wiring methods, components, and equipment for general use
5. Air contaminants
6. Portable fire extinguishers
7. Guarding floor and wall openings and holes
8. Spray finishing using flammable and combustible materials
9. Electrical/general requirements
10. Medical services and first aid

These and other workplace hazards can put you, your employees, and your customers at risk of injury, destruction of property, costly legal action, or worse. Eliminating these hazards should therefore be a top priority at every dealership. An effective dealership safety committee is a valuable resource through which your dealership can establish and monitor workplace safety standards and practices, encourage coordination of safety efforts among departments, and communicate important information to dealership employees.

Begin by selecting a safety coordinator to oversee safety efforts. Depending on circumstances at your dealership, the safety coordinator position may be a dedicated position or (more likely) an additional responsibility assumed by a current employee. Natural candidates may include your facility manager, general manager, or office manager, or a fixed operations manager. The dealership safety coordinator acts as the committee chair, and we suggest that at least one other permanent member is a fixed operations manager.

Ideally, the committee should be made up of representatives from every dealership department and should include both permanent and rotating members. Permanent members provide guidance for the rest of the committee and allow for continuity in establishing and monitoring dealership safety policies and practices. Rotating other committee members every six months or so lets the committee hear fresh perspectives, and it gives more employees a chance to participate in the dealership's safety efforts. You should consider the circumstances at your dealership to best determine how to balance your committee's permanent and rotating members.

The safety committee should meet on a regular basis (at least monthly) to identify current workplace hazards and potential solutions, discuss efforts to eliminate prior workplace hazards, report any workplace accidents and related corrective measures taken, and assess current training efforts and future training needs.

A pro-active safety committee will help you and your employees create a safer, more productive workplace.

This article is adapted from the study guide for NADA Management Education's new training video, *An Ounce of Prevention*. The 25-minute DVD and accompanying study guide are now available at www.nada.org/mecatalog or by calling 1-800-252-6232, ext. 2.

KINDRED KORNER

New Kindred Member Profiles

The WANADA Board of Directors recently approved the following companies as WANADA Kindred-Line Members. Here are capsule profiles so you know who they are and what they can do for you:

- **Transworld Systems, Inc.**, 3001 Gatehouse Court, Olney, MD 20832; (703) 296-2216. Usual Representative: Robert DiDonato. Transworld Systems offers a program entitled "Green Flag Profit Recovery," which redefines the collection industry by providing businesses with better tools for recovering bad debt and past due accounts. Established in 1970, Transworld Systems has over 130 locations nationwide. They have a 56% recovery rate at an approximate cost of \$10 per debt.
- **Washington Suburban Press Network**, 8201 Corporate Drive, Suite 1200, Landover, MD 20785; (301) 731-2154, (Cell) (443) 254-6494. Usual Representative: Enrique Villagomez. Founded in 1992 to meet the needs of national and regional advertisers who wish to target Washington's highly desirable, fast growing suburbs, the network is comprised of 84 local community newspapers reaching over 1,200,000 audited households. Washington Suburban Press Network was a previous WANADA Kindred Member, and currently has more than 100 dealerships that place advertising in suburban press network publications each week.
- **The Gazette Newspapers**, 9030 Comprint Court, Gaithersburg, MD 20877; (301) 301-670-2548. Usual Representative: Doug Baum, Corporate Classifieds Director. Associate Member: Susan Frangione, Automotive Advertising Manager. Founded in Montgomery County in 1959, the Gazette published newspapers now serve more than 50 local communities, reaching more than 1,500,000 readers in Montgomery, Frederick, Prince George's and Carroll counties. A number of WANADA dealer members currently advertise in Gazette publications.

VA MVDB REPORT

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number of complaints involving independent dealers for violation of rules concerning record keeping, proper hours, control of dealer tags, and similar issues.

The next meeting of MVDB, and its committees is set for Monday, January 8, 2007 at DMV headquarters in Richmond, Virginia.

Thought for the Week...

Now, I think that I should have known that he was magic all along. I did know it, but I should have guessed that it would be too much to ask to grow old with and see our children grow up together. So now, he is a legend, when he would have preferred to be a man.

--Jacqueline Kennedy

Reflecting on the assassination, Nov., 1963

*WANADA Wishes One and All
A Wonderful Thanksgiving!*