

## WANADA Insurance Trust Issues First “Premium Holiday”

“A pleasant surprise” is the way WANADA kindred member Tony Santy, president of Chesapeake Petroleum & Supply Co., described the check he recently received in the mail from the WANADA Insurance Trust. “And it came just before our end of the year board meeting and the board of directors of our company were also pleasantly surprised,” he added.

Each WANADA member and kindred member who participates in the association’s life/AD&D and short-term disability plans received a check equivalent to one month’s premium coverage for the entire company. This one-month-a-year “premium holiday” was approved by the WANADA Employee Benefits Committee because of a healthy surplus of funds resulting from an

efficient, well-run Insurance Trust.

“The trust has been doing well for some time, and the committee decided the best option was to return the surplus to members in the form of a one month premium holiday,” explained John O’Donnell, WANADA vice president of Insurance Programs.

“WANADA is the first outfit I have ever dealt with to offer such a benefit,” said Santy, who said he would not hesitate to recommend the program to other WANADA members.

If you are not currently taking advantage of this extraordinary member benefit, call today for more information! Contact John O’Donnell at WANADA, (202) 237-7200.

### GET SMART!

#### Sign Up Now for **WANADA Tag & Title Seminar, Dec. 30**

Meet Anne Witt, the new director of the DC DMV, as well as representatives from the Maryland and Virginia DMVs at WANADA’s annual Tag & Title Seminar for the region held in conjunction with The Washington Auto Show, Tuesday, Dec. 30, from 9:30 a.m. to 12:00 noon at the new Washington Convention Center, 801 Mount Vernon Place, N.W., Washington, D.C..

This special seminar covers titling issues for the entire region, and is one that controllers, tag and title coordinators and other interested representatives from metro area dealerships cannot afford to miss!

Topics will include the recent titling exception policies and new title work updates in all three jurisdictions. Attendees will also make valuable contacts with DMV personnel and receive valuable tips on how to speed the registration process.

The seminar cost is \$50 per person, and \$30 for each additional person from the same company. Complimentary admission to The Washington Auto Show is included in the registration fee. For more information, see the flyer enclosed with this Bulletin, or call Barbara Martin at WANADA, (202) 237-7200.

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**DEALERS IN THE SPOTLIGHT****Dottie Fitzgerald Honored as CBN-MC's Catholic Business Person of the Year**

For her dedication to "her faith, her business, and her many communities," Dottie Fitzgerald,

president of Fitzgerald Buick-Pontiac-GMC in Rockville, MD, was named Catholic Business Person of the Year at the Catholic Business Network of Montgomery County" (CBN-MC) 10th Annual Awards Banquet on Nov. 21.

The CBN is an organization of men and women dedicated to supporting Catholic education and applying faith-based principles in the marketplace. In the past decade, CBN has provided local Catholic schools with grants in excess of \$250,000, and for the past three years, has awarded \$15,000, in scholarships to deserving students entering Catholic high schools.

In appreciation of her many good works, Montgomery County Executive Doug Duncan said of Ms. Fitzgerald that she "is indeed a worthy recipient of this special award based on a lifetime of charitable causes that she and her organization have contributed to making Montgomery County a special place to live and work."

Theodore Cardinal McCar-

rick, Archbishop of Washington, also in praise of Ms. Fitzgerald, said, "I know of her generous support of so many charities in the Washington area and especially those that assist young people. For many years Dottie has served the local Church and our wider community with spirit, generosity and commitment.

As a board member of the Automotive Trades Founda-

tion, Dottie created the annual "Career Day" and spearheaded this year's successful passage of a MD bill to obtain on-site workman's comp coverage for trainees. She is also a member of the MC Advisory Council for Career and Technology and has been a force behind the Fitzgerald child safety seat checks. Congratulations Dottie!

### **ART Responds to Misleading Survey on Auto Complaints**

James Willingham, chairman of Automotive Retailing Today, was quick to respond to news reports about a misleading survey ranking auto complaints first among consumers. The survey was conducted by the National Association of Consumer Agency Administrators, which represents government agencies that protect American shoppers, and the Consumer Federation of America, a citizens advocacy group.

Willingham submitted the following letter to the Detroit News, Wall Street Journal and USA Today:

"Your article, 'Car Buying Leaves Bad Taste in Consumers' Mouths (11/25/03), is misleading because it reports on a survey that does not distinguish between complaints about new car vs. used car sales and service. The truth is, the vast majority of new car buyers feel they are treated well at the dealership, according to a series of major surveys. Gallup, Wirthlin Worldwide, Ernst & Young and Consumer Reports all found that about 90 percent or more of customers at new car dealerships are satisfied with their dealership experience.

"There's no question that a car is one of the most important and expensive purchases anyone can make, and consumers rightfully hold dealers to a very high standard. We're pleased to be meeting and exceeding that standard. However, dealers are not complacent. We're looking for new ways to continue to improve the customer's sales and service experience, both online and in the dealership," said Willingham.

Among the most frequent complaints about buying autos cited in the survey were false sales promotions, misleading advertising, financing problems, undisclosed damage, and title and registration problems.

## NADA MONTHLY DEALER OPERATIONS COMMENTARY

# NADA Salesperson Training and Certification

Are you aware of NADA's self-paced, interactive training in knowledgeable, ethical, customer-focused new vehicle sales? Included entirely on two CD-ROMs, *Automotive Sales Today: Winning the Race* uses the interactive, multimedia approach that fully engages the student in the learning experience. Self-paced and self-contained, the program can be completed without loss of floor time and income—even at the student's home. Students test themselves on each module, and they're taken to the Internet for state law information. Here's a look at the NADA-developed curriculum:

### Module 1: Automobile Sales Success

- Customer Loyalty
- Business Calculator
- Customer Focus

### Module 2: Customer-focused Selling: Key Practices for Success

- Listening and Talking to Your Customers
- Resolving Customer Concerns
- Working with Internet-Savvy Customers

### Module 3: Customer-focused Selling: Ethical Sales Techniques

- Value of Ethical Sales Behavior
- Professional Code of Conduct
- Standards of Ethical Sales Behavior
- Making Ethical Sales Decisions

### Module 4: Customer-focused Selling: Knowledge is Power

- Knowing Your Product
- Providing a Quality Vehicle Delivery
- Following Up After a Sale

### Module 5: Legal Selling: Contracts, Warranties and Credit

- Sales Contracts
- Warranties
- Consumer Credit Protection Act

### Module 6: Legal Selling: Rules and Regulations

- Federal Trade Commission Act
- FTC Used-Car Rule
- Federal Odometer Law
- IRS Cash Reporting Rule

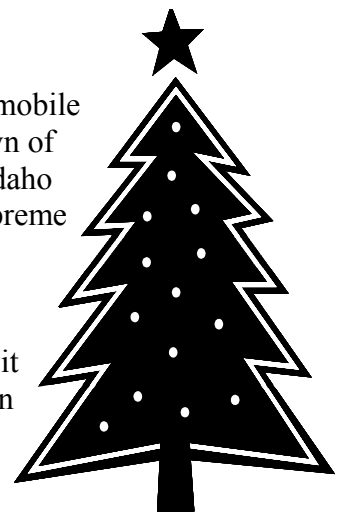
**Module 7 is the State Law Test and Module 8 is the optional Certification Exam.** Certified salespeople become members of the prestigious Society of Automotive Sales Professionals (SASP). Certification is an individual achievement and a credit to the dealership. Customers recognize its importance.

For further information about the program, contact NADA Salesperson Certification by phone at (703) 827-7412 or (800)-248-6232, ext. 7412 or by e-mail to [salescert@nada.org](mailto:salescert@nada.org).

## Idaho Dealers Sponsor Capitol Holiday Tree

In a project called "From Idaho's Heart to America's Home," the Idaho Automobile Dealers Association is the proud sponsor of the tree that will adorn the front lawn of the U.S. Capitol in Washington, D.C. this holiday season. A first for the state, Idaho will also provide about 70 "companion trees" that will be placed in the U.S. Supreme Court and other government offices in our nation's capital.

A beautiful, 70-foot Engelmann Spruce, from the Boise National Forest, has been selected as the 2003 Capitol Holiday tree. It will travel to more than 50 communities throughout the "Gem State" so that Idahoans have a chance to see it firsthand before it is transported east. The tree will be lit at a special ceremony in Washington, D.C. on Thursday, December 11.



**FOOTNOTES:*****Important Reminder!*****MD, VA Sales Reps Must Register for 2004 Auto Show**

Sales representatives from Maryland and Virginia dealerships who plan to be working at The 2004 Washington Auto Show, Dec. 26, 2003 through Jan. 4, 2004, *need to register* with the District of Columbia government through WANADA in order to receive a waiver from D.C. automotive sales licensing law requirements. This is easy! Simply fill out the registration form enclosed with this *Bulletin* with the names and sales license numbers of all dealership representatives who will likely work at the show, and fax it to the WANADA office, (202) 237-9090, by **Friday, Dec. 12**. Reps who do not register may trigger regulatory scrutiny not only for themselves but for the auto show as well.

**As always, cooperation is appreciated!**

**Auto Show Jobs:** A limited number of slots for auto show staff jobs are available for this year's show. The pay is \$8 an hour with long days (up to 10 hours) over the course of the show. If interested call Nick Champeau at WANADA, (202) 237-7200.

**Dealers Invited****WANADA Sponsors WWSA's 'ZOOM' Gallery Show and Sale, Dec. 3**

Dealers are invited to attend the Opening Night Reception for WWSA's "ZOOM" gallery show and sale to be held Wednesday, December 3, 2003, 5:30 pm-7:30 pm, at WWSA's ARTiculate Gallery & Studio, 1100 16th Street, NW, Washington, DC 20036. WANADA is the sole sponsor of the event, the newest exhibit of artwork and unique crafts and gifts created by artist apprentices enrolled in WWSA programs. The show will run from Dec. 3, 2003 through Feb.1, 2004.

As reported in the Nov. 10 WANADA Bulletin, the WWSA arts connection invited children and families to paint a van donated by DARCARS Toyota at the recent Taste of DC festival. The event was so successful, WANADA is planning to use the "canvas" van at this year's Washington Auto Show in the playland area. The van will also be used as a display at the ZOOM art show with a banner saying, "Come to The Washington Auto Show to paint it yourself!"

WWSA is a unique nonprofit organization that for over 20 years has used the arts as an innovative method of education to work with DC area children and youth with special needs. For more information, check out the Website, [www.wvsarts.org](http://www.wvsarts.org).

**Staying Ahead...**

*Love your neighbors, but don't pull down the fence.*

—Chinese proverb

**Enclosures:**

- WANADA Tag & Title Seminar flyer & registration form
- 2004 Washington Auto Show Sales Rep registration form
- WWSA's 'ZOOM' Gallery Show and Sale Invitations