

THE WANADA BULLETIN

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

WANADA Bulletin #49-02

December 9, 2002

Ford's O'Connor to Keynote Show Press Day, Dec. 19 WANADA's Members Invited To Day Of Intro's and Special Events



James G. O'Connor, Ford Motor Company group vice president for North American Marketing, Sales and Service, will open The 2003 Washington Auto Show as the keynote speaker at Press Preview Day, headlining a full slate of introductions and special events for the media and VIP industry guests on Thursday, Dec. 19 at the Washington Convention Center. O'Connor will speak during the day's noon luncheon, co-sponsored by WANADA and Washington Automotive Press Association. WANADA Dealers invited!

The preliminary schedule for Press Preview Day is as follows:

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Reminders : Sales Reps

10:00 a.m. – John Lynker Memorial Award for Excellence in Responsible Design, in honor of WTOP Radio anchor and long time friend of WANADA, John Lynker, who passed away November 11th.

10:20 a.m. – Introduction of The Discovery Channel's "Monster Garage" Ford Explorer that morphs into a garbage truck.

10:45 a.m. – Northeast

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Reserve Now for Snow Ball, Dec. 27 DC's Premier Holiday Event Seeks Another Record Fundraiser for Boys & Girls Club



Celebrating its fifteenth year of support for the Boys and Girls Clubs of Greater Washington, WANADA's 2003 Washington Auto Show Snow Ball, will again be held at the elegant Ritz-Carlton, Washington, Friday, Dec. 27.

"The Boys and Girls Clubs of Greater Washington provide tremendously valuable services to a continually important group among us – the youngsters of our community. For a decade and a half, WANADA has enthusiastically supported the Boys and Girl Clubs," said Tammy Darvish of DARCARS Toyota, who is again chairing The Snow Ball for WANADA. "We hope to celebrate this special anniversary of our partnership with a record show of support for their programs."

"Last year's Snow Ball was a record-smashing event, selling out the Ritz with over 700 guests and raising more than \$135,000 for the Boys & Girls Clubs," Darvish noted. "So dust off your tux and gown. This is one event you'll enjoy and shouldn't miss!" Sponsored by First Virginia Credit Services and *The Washington Post*, The Snow Ball will begin with a VIP viewing of the Washington Auto Show at the Washington Convention Center, from

(See Snow Ball, page 2)

Snow Ball (continued from page 1)

4:30 – 6:30 p.m. The festivities continue at the Ritz Carlton, 1150 22nd Street N.W., with a cocktail reception from 6:30– 7:30 p.m. and dinner and dancing until 11:30 p.m. with music from *Spectrum*.

“The Snow Ball is a great way to show your support for promoting and celebrating the launch of The Washington Auto Show and showcasing the dealer community to invited elected officials and other VIPS,” said Auto Show Chairman Chip Lindsay. “More importantly, your contribution helps continue the much needed work of the Boys & Girls Clubs.”

To help reach its fund raising goal, Darvish, Lindsay and WANADA Chairman Vince Sheehy are urging WANADA members and friends to purchase a table and bring, as your guest, your favorite public official (e.g., members of Congress and state general assemblies, mayors, and top county executives.) And for the second year, donations are being sought for The Snow Ball Silent Auction (see box this page).

“WANADA is pleased to be among the leading supporters of the Boys and Girls Clubs,” said Sheehy, who encouraged all WANADA member dealers, automakers and industry friends and vendors to “participate and make this the biggest and best Snow Ball ever!”

To date, WANADA has raised close to \$1 million for the Boys & Girls Clubs of Greater Washington, which currently serves more than 30,000 youngsters in 20 clubs and five group homes in the District of Columbia, and the counties of Montgomery, Prince George’s, Anne Arundel, Fairfax, and Prince William, as well as

Annapolis, Alexandria and Fredericksburg.

“Fifteen years of support from WANADA, its members, the automotive industry and the civic-minded patrons they have rallied on our behalf have made a real, measurable impact on the services we’ve provided to our community. As we reflect on what has been achieved with WANADA’s help, we certainly look ahead with great anticipation to what is yet to come,” says Pat

Shannon, president and chief executive officer, Boys and Girls Clubs of Greater Washington.

Tickets for The Snow Ball are \$250 per person (a portion of which is tax deductible) or \$2,500 for a table of 10 and \$2,750 for a table of 12. Snow Ball attendees are also encouraged to take advantage of the hotel’s special discount on sleeping rooms.

For complimentary and paid ticket and reservation information, call Trish Frisbee at WANADA, (202) 237-7200.

Wanted! Snow Ball Auction Items

To add support to the Boys & Girls Clubs of Greater Washington, this year’s Snow Ball will again offer a silent auction. Snow Ball Chairman Tammy Darvish is calling on all WANADA members and friends to donate items such as sports tickets and golf rounds; car rentals, detailing and service; and gift certificates to stores, restaurants and resorts.

Please use the form enclosed with this WANADA Bulletin to let us know early what tax deductible donations you can make. For more information, contact Archie Avedisian at WANADA (202) 237-7200, or e-mail: aa@WANADA.org.

Auto Show (continued from page 1)

Premiere: 2003 Cadillac Escalade ESV, presented by Susan Docherty, Cadillac brand manager.

11:15 a.m. – **National**

Premiere: Ford Centennial Special Edition Package, a special-edition collection of five Ford vehicles – the Taurus, Focus, Mustang, Explorer and F-Series – created to celebrate Ford’s 100th anniversary, presented by James G. O’Connor.

12:00 noon – WANADA/Washington Auto Press Association luncheon with keynote speaker James G. O’Connor.

Celebrating its 61st anniversary,

The 2003 Washington Auto Show will exhibit a host of concept cars, prototypes and the hottest models for the New Year, filling eight acres of the Washington Convention Center with 500 vehicles from more than 37 domestic and import automakers. The auto show opens to the public on Thursday, Dec. 26, 2002 and runs through Wednesday, Jan. 1, 2003 at the Washington Convention Center.

For more information contact WANADA at 1-866-WASH-AUTO or log onto washingtonautoshow.com. A Press Day Dealer RSVP FAX

EVENTS UPDATE:

Regional Tag & Title Seminar, Dec. 30 at Auto Show

With all the changes going on in state and city motor vehicle departments, dealers won't want to miss WANADA's Tag & Title seminar held in conjunction with The Washington Auto Show — the only titling seminar to cover the entire region!

Representatives from the departments of motor vehicles in DC, Maryland and Virginia will hold an information session for controllers, tag and title coordinators and other interested representatives from metro area dealerships. It's set for **Monday, Dec. 30, from 9:30 a.m. to 12:00 noon at the Washington Convention Center.**

Attendees will get a thorough update on all the recent and upcoming changes in procedures and services affecting vehicle registration in our region —including the recent DC and Virginia service disruptions —and new policies like those coming up in Virginia.

The seminar cost is \$40 per person, and \$20 for each additional person from the same dealership. Continental breakfast and admission to The Washington Auto Show are included in the registration fee. For more information, see the flyer enclosed with this Bulletin, or call Darendia Petrolle at WANADA, (202)

VA Gov. Mark Warner to Kick Off SoberRide Holiday Campaign, Dec. 12

Virginia Governor Mark Warner will be the featured speaker at the kick off for the Washington Regional Alcohol Program's (WRAP) Holiday *SoberRide* Campaign and Law Enforcement Awards of Excellence for Impaired Driving Prevention on Thursday, December 12, 2002, 8:30 am to 10:30 am, at Maggiano's Little Italy in Tysons Corner (Tysons Galleria Mall). The 2002-03 Holiday *SoberRide* Campaign, which offers free cab rides home (up to a \$50 fare)

for legally impaired drivers, will be offered from 8:00 pm to 4:00 am Friday, December 13, 2002 through Thursday, January 2, 2003. To access this service, call 1 (800) 200-TAXI or #TAXI on your AT&T Wireless telephone. Riders must be 21 or older, and all calls must originate in the District of Columbia; Montgomery and Prince George's Counties in Maryland; Arlington, Fairfax, Prince William and Eastern Loudoun Counties in Virginia...

Darn: You can't reserve a SoberRide! For more information, visit SoberRide.com.



Service Managers, Dealers: Satisfy Your Customers with the **Mobil 1® Auto Show Promotion**

The Washington Auto Show, Chesapeake Petroleum, and ExxonMobil have teamed up to offer an exciting new program which will benefit both you and your customers.

***Here's the deal:* For each Mobil 1 oil change, your customer will receive one free adult ticket (\$8 value) to The 2003 Washington Auto Show. Last month we mailed letters and "counter cards" to service managers explaining the promotion. WANADA urges dealers to display the counter cards in view of service customers and take advantage of this special opportunity to add value for your customers.**

IMPORTANT REMINDERS:**MD, VA Sales Reps Must Register for 2003 Auto Show**

Sales representatives from Maryland and Virginia dealerships who plan to be working at The 2003 Washington Auto Show Dec. 26, 2002 through Jan. 1, 2003 *must register* with the District of Columbia government in order to receive a waiver from D.C. automotive sales licensing law requirements. Please fill out the registration form enclosed with this *Bulletin* with the names and sales license numbers of all dealership representatives who likely will work at the show, and fax it to the WANADA office, (202) 237-9090, by **Friday, Dec.13**. Reps who do not register may trigger regulatory scrutiny not only for themselves but for the auto show as well.

Your immediate attention and cooperation is appreciated!

MNCTDA Employment & Labor Seminar, Dec. 11

The Maryland New Car and Truck Dealers Association invites dealers and managers to a half-day seminar on employment and labor laws presented by Arthur M. Brewer of Shawe & Rosenthal, a law firm specializing in the representation of management in labor and employment matters. Topics will include a wage and hour update, employment and application compliance, Family Medical Leave Act, sexual harassment, minors in the workplace, immigration documentation, and union update.

For more information call MNCTDA at (410) 269-1710 or (301) 261-1717.

Thought for the Week...

Youth is a gift of nature; age is a work of art.

— **Senator Trent Lott on the occasion of**

Sen. Strom Thurmond's 100th birthday

Enclosures:

- *WANADA Tag & Title Seminar* flyer & registration form
- *2003 Washington Auto Show Sales Rep Registration* form
- *Snow Ball Auction Donation* form
- WRAP's Holiday *SoberRide* Campaign Posters
- *FAX Back RSVP to Auto Show Press Day, Dec.19*
- *Washington Auto Show Web Site Advertising* form