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Show Time 2013!

Washington Auto Show set to go the end of January Industry/Media Days, Jan. 30 – 31 & Public Days, Feb. 1 – 10

With auto show season in full swing – tangibly evidenced by the roll out this week of the North American International Auto Show in Detroit – The 2013 Washington Auto Show (WAS) is poised to launch with its Industry/Media Days the last two days of this month, January 30 and 31, setting the stage for its 10-day, two weekend, public days run at the Walter E. Washington Convention Center (WCC).

“Coming off of our eminently successful 2012 Auto Show in Washington – punctuated by President Obama’s historic visit –

we have hit our stride as the Public Policy Show and are on an upward trajectory on the global industry circuit,” said Robert Fogarty, chairman of his second, successive Washington Auto Show. “But what’s really cool is feeling the public’s anticipation building as the advance ads and social media on the coming show get people talking about it, in dealer showrooms and on the street, when we’re still two-and-a half weeks away from opening.”



President Obama at the 2012 WAS with Reid Bigland, president of Dodge (center) and WAS Producer Gerard Murphy

With one of the best attended shows in years last January, Fogarty and WANADA's Auto Show Committee organizers are looking ahead with optimism to this year's Auto Show, supported as it will be by one of the strongest, most resilient car markets anywhere.

Here's the overview on the 2013 Washington Auto Show (WAS) Industry/Media Days Jan. 30 – 31, which all WANADA members, principals and senior managers are urged to attend:

Auto Policy Summit on vehicle affordability, Wed., Jan. 30, 8:00 am to 10:30 am, Cannon House Office Building Caucus Room, Capitol Hill. This year's Industry Policy Summit, produced by The National Journal and sponsored by The Washington Auto Show (WAS), is entitled "Affordable Mobility: A Roadmap to Energy Efficiency." Three back-to-back symposium panels are on tap, which will include OEM, dealer and industry observers interacting with lawmakers from the House and Senate – **t.b.a.** by the National Journal. WAS industry stakeholder associations – The Alliance of Automobile Manufacturers, Global Automakers and NADA – have all had a hand in organizing the Capitol Hill Summit, the annual event that leads off WAS Industry/Media Days.

Public Policy Day On-site Headlined by Energy Sec. Chu, Edsel Ford, II and Scott Keogh of Audi, Thursday, Jan. 31, 8:00 am to 5:00 pm, Washington Convention Center. A full



Sec. Chu

day of media events where OEMs and high level U.S. government operatives and members of Congress have newsworthy and impactful industry announcements, presentations and new vehicle reveals. Public Policy Day at the WAS this year will be accentuated by keynote remarks from Secretary of Energy Steven Chu, Edsel Ford, II, Ford Motor Company and Scott Keogh, president and CEO of Audi of America.



Scott Keogh

SAE International will once again hold its annual industry symposium in connection with its Government Industry Conference, which is co-located with the WAS.

The Sneak Peek Special Showing the evening of Jan. 31, which follows Public Policy Day, 5:00 pm – 8:00 pm, on the floor of the WCC, gives Washington lawmakers from Congress, The White House and pertinent federal regulatory agencies the opportunity to tour the show in a festive atmosphere while providing constructive interaction between lawmakers and industry executives who will be on site with their exhibitor displays, all of which will be up and operating with the latest and greatest advanced technology. The Sneak Peek is sponsored by the WAS industry stakeholder associations, The Alliance of Automobile Manufacturers, Global Automakers and NADA. It is also sponsored by the official WAS decorator, Hargrove, Inc.

The WANADA Member Reception, 5:00 pm – 6:30 pm, Washington Convention Center, Room 103AB affords Dealer and Kindred-line members an exclusive registration, cocktail and coat check opportunity in connection with the Sneak Peek Preview. A networking reception, hosted by Comcast Spotlight is available at \$65/person, for the benefit of WANADA's Automobile Dealer Education Institute (ADEI), a 501(c)(3) charitable organization.

Edsel Ford, II to be honored at The Keith Crain Automotive News Lifetime Achievement Award Dinner, Jan. 31, 7:00 pm – 10:00 pm, Grand Ballroom, Washington Convention Center. For his numerous contributions to his industry and worthy causes, as well as his contributions to the world renowned automaker that is his legacy and bears his name, Edsel Ford, II is Keith Crain's pick for his Automotive News Lifetime Achievement Award at the 2013 WAS.

Sponsored in part by Bosch Governmental Division, a special WANADA member rate of \$125 per person applies, with proceeds going to benefit WANADA's Automobile Dealer Education Institute (ADEI), a 501(c)(3) charitable organization. WANADA members attending the Keith Crain/AN Dinner can waive the ticket fee for the WANADA Member Reception, noted above, 5:00 pm – 6:30 pm, Room 103AB.



All WANADA members should watch for detailed registration information regarding these evening events to be sent by e-mail and U.S. Mail later this week.

For more information on WAS Industry/Media Days, Jan. 30 – 31, 2013, contact Kristina Henry at (202) 237-7200, or kh@wanada.org.

Auto Show seminars for dealer staff

Dealer members are urged to be on the lookout for an email from WANADA on dealer seminars that will be offered for their staff on site at the Washington Auto Show. There are at least two of these that are on tap, with others in the offing.

1. The annual DC/MD/VA Tag and Title Seminar with Motor Vehicle professionals from DC DMV, MD MVA, and VA DMV, this popular seminar is calendared for Thursday morning, Feb., 7, 9:00 a.m.- 12 Noon, at a cost of \$80/person (first registrant) and \$60/person for each registrant thereafter.

2. *Negotiating for Gross*, a seminar for all sales representatives, presented by seasoned auto sales instructor Gary Long, will offer morning and afternoon sessions on site at the Auto Show Tuesday, Feb. 5, 9:00 a.m. - 12 Noon and 1:00 p.m. – 4:00 p.m. at \$80/person.

For everyone's convenience, a form for each seminar can be downloaded by clicking [Tag and Title](#) or [Negotiating for Gross](#), and returning it to Kristina Henry at WANADA by fax to (202) 237-7779, or by e-mail to kh@wanada.org.

2013 WAS Comp Tickets in the mail to WANADA members this week

All WANADA members, Dealer and Kindred-line, should be on the lookout this week for complimentary auto show passes for dealership staff and good customers. Included in the package will be the VIP pass that will admit the dealer principal and his guest to the show as well.

Comp tickets are good on all public days of the 2013 WAS, Feb. 1 - Feb. 10.

WANADA dealer sales reps exhibiting at the WAS must register with DC

All are reminded that *all* dealership sales representatives from Maryland and Virginia stores who will be plying their trade in exhibit display areas at the Washington Auto Show must be listed with the District of Columbia in advance of the show's opening.

In a package of instructions that will be going to all WANADA dealers this week is the registration form that we ask be returned to the WANADA office by Friday, Jan. 25.

For everyone's convenience, a form can be downloaded by clicking [here](#).

NADA recruits new CEO from dealer association ranks Cal. New Car Dealers Association chief moving to Washington



Peter Welch

NADA's dealer leadership filled the National Dealer Association's chief of staff position last week after Phil Brady, who held the post for 11 years, resigned for another DC government relations assignment in August. After an extensive five-month search, NADA selected and hired Peter Welch, a longtime president and chief executive officer of the California New Car Dealers Association (CNCDA) headquartered in Sacramento. CNCDA is one of the largest and strategically important new car dealer associations in the Automotive Trade Associations network (ATAE), of which WANADA and about 75 other state and metropolitan dealer groups across the U.S. are members.

"Peter is a fabulous pick to fill the CEO spot at NADA, coming to the job with a wealth of dealer association experience from one of the best managed and most successful ATAЕ organizations in the country," said WANADA CEO Gerard Murphy, a past chairman of ATAЕ and a longtime colleague of Welch. "As head of the CNCDA, Peter has seen it all from a legislative, regulatory and legal stand point, given California's proclivity for setting public policy trends, good and bad ones, that impact the automobile business," he said.

Besides the ATAЕ network and years of interaction with NADA working with Welch, Murphy has been involved with him in the National Association of Dealer Counsel, a lawyers' network

representing auto dealers on a host of timely regulatory and legal matters impacting the car business.

Tamara Darvish, WANADA's NADA director for Metropolitan Washington, said she looks forward to getting to know Peter Welch on the NADA board in his new role as president and CEO of NADA.

WANADA/NADA Town Hall Meeting on the national dealer agenda and NADA programs

Following up on an invitation that went to all WANADA dealers last week, this will confirm that dealer principals and senior managers are invited to a special morning meeting at NADA headquarters on Wednesday, Jan. 23, 10:00 am -12 Noon at no charge. All will be welcomed at the outset by WANADA's NADA director from Metropolitan Washington, Tamara Darvish, who will turn the meeting over to NADA senior staff.

There will be timely and informative presentations by NADA in government relations, legal and regulatory affairs, industry relations and NADA dealer staff training opportunities.

For an information sheet and to register please [click here](#).

King Birthday and Inauguration Day observed together next Monday, Jan. 21

Neither Martin Luther King Jr.'s birthday nor Inauguration Day is January 21, but both are being observed as national holidays next Monday. King's birthday, January 15, is typically observed on the closest Monday each year, but the day the president is inaugurated is set by the constitution for January 20, and is only observed on a date other than that when, as is the case this year, it's observed on Monday, when the actual day is Sunday. And while the occasion will be observed by the nation on January 21, President Obama will be officially sworn in at a private ceremony on Sunday, January 20, to take care that everything is, in fact, constitutional.

Government offices, the postal service, banks and most business offices, including WANADA, will be closed next Monday, January 21.

Thought for the Week...

A real leader is not one who searches for consensus, but one who shapes it.

--Martin Luther King, Jr.