

THE WANADA BULLETIN

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

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Bank of America becomes WANADA's first Kindred-line member to donate a grant to dealer career ed.

WANADA salutes US Trust/Bank of America Private Wealth Management for stepping forward with funding for the Automobile Dealer Education Institute's Technician Development Program, thereby becoming the first Kindred-line member in the association to do so. Kindred-line representative John Devine presented a generous donation to ADEI this week at WANADA headquarters in a check for \$10,000 from the BoA Charitable Foundation. Devine personally organized the grant pursuant to his leadership position on the board of the Montgomery Students

Automotive Trades Foundation where he serves with WANADA dealers and other county business leaders in overseeing the award-winning MCPS "Mini Dealership" that trains and motivates public high school students toward careers in auto technology and body repair.

MCPS administrator and ATF director, Steve Boden, who has successfully marshalled WANADA dealer support of the ATF Mini Dealership since the 1990s, also acts in an advisory capacity to WANADA on its ADEI Technician Development Curriculum that has been effectively at work for nearly a decade at Montgomery College in Rockville, Md, and more recently at Marshall Academy in Falls Church, Va. The MCPS/ ATF and its Fairfax



Bank of America tangibly supporting auto dealer careers. Pictured are: WANADA Kindred-line member, John Devine, US Trust /Bank of America/Private Wealth Management, handing off donation for ADEI to Gerry Murphy, CEO of WANADA. Next to Devine (far right) is Steve Boden, MCPS and curriculum advisor to ADEI. Left of Murphy, also representing WANADA, are: John O'Donnell, assistant CEO; Billy Painter, ADEI dealership liaison; and Archie Avedisian, ADEI student affairs.

County auto trades counterpart through FATE –Foundation for Applied Technical Education -- operate as public school precursors to recruit and train young people for inclusion in ADEI's Technician Development Program.

The singular goal of ADEI's Tech Development is just that: The education and training of aspiring, career-bound technicians to become full-fledged line technicians in dealerships while employed in service departments. Since ADEI's *NATEF Certified* Technician Development Program has been available to WANADA dealers, hundreds of line technicians have emerged from its two year curriculum and combined *O-J-T* regimen, with sponsoring service departments across the region successfully "home growing" their technician staff.

In presenting the grant to ADEI staff leaders at WANADA headquarters earlier this week, John Devine said BoA through its Charitable Foundation supports *select* training programs, like ADEI, that demonstrate promise "to educate the workforce of the 21st Century for jobs through a combination of local and national funding and volunteerism."

Additional benefactors of ADEI have included major automakers, public workforce development agencies, other philanthropic organizations and any number of Rotary Clubs across the Washington Area.

To see how the dealership's service department can look to the future and advantage its technician team through ADEI, or how as a WANADA Kindred -line member you can emulate the forward thinking of John Devine and his colleagues at US Trust/ Bank of America Private Wealth Management by supporting ADEI with a corporate, tax deductible gift, contact Gerry Murphy or John O'Donnell in the WANADA office at (202) 237-7200, or gm@wanada.org or jod@wanada.org, respectively.

Chevy Chase Cars marks 75 years in the automobile business, in the same Bethesda location

Few, if any, Washington area dealer organizations can say, as Chevy Chase Cars can, "not only have we been in business for 75 years, we've been in the same location!" Indeed, the Bethesda, Maryland dealership stands as a landmark at 7725 Wisconsin Avenue, where it has been since opening in 1939 when its founder, Arthur H. Bowis, grandfather of the current operator, John F. Bowis, launched Chevy Chase Motor Company.

A Chevrolet store from the get go, the onslaught of World War II in 1941 made it tough for new car retailers when the factories stopped making cars for the public upon radically changing gears to support the U.S. war effort. That's when businessmen like Art Bowis showed the stuff of entrepreneurial ingenuity and tenacity, going full bore into used car sales and auto repairs where Chevy Chase stayed successfully until resuming new car sales after the war. And what a time it was, of course, to be a new car dealer with a Chevrolet franchise, which only went onward and upward when Art brought his son, Fred (Frederick H. Bowis), into the business in the 1950s.

A lawyer by training, Fred inherited Art's entrepreneurial skills, causing one of the 16 dealership plant makeovers to build skyward into the five story sales and service operation Chevy Chase is today. About the time of the five story build-out -- sometime in the 1960s-- the store was renamed Chevyland. That name changed to the current one, however, when in the mid-1990s the dealer organization added other franchises, to include Oldsmobile, Buick and Hyundai, and ultimately Acura and Nissan, the two brands Chevy Chase Cars retails today.

Part of Chevy Chase's longevity and success is what goes into any business with staying power, and that is the people on the team. The Bowis family, three generations strong at Chevy Chase, unequivocally understood this reality, thereby working and perfecting it, evidenced by the numerous dealer staff who have been with the company 20, 30 and even 40 years. A shining example of good people making it happen at Chevy Chase is Sam Weaver, Sam Weaver, Jr.'s dad, who was part of the dealership team working alongside John Bowis' dad, Fred.

So it's *deja vu* all over again, as Yogi Berra was fond of saying, with John and Sam making the car business happen at Chevy Chase, same as their forebears, moving the needle for the company to 75 years, which was celebrated at the same location in Bethesda-- albeit next door at the Bethesda Blues and Jazz Club -- a week

ago Monday, June 2. And benefits for the car business here *at large* are noteworthy, too, with John following his dad into the leadership of WANADA, and Sam having served in the leadership of MADA as chairman.

WANADA wishes Messrs. Bowis and Weaver, and all the great people at Chevy Chase Cars, all the best for every continued success on the company's Diamond Anniversary.

WANADA welcomes new member!

Ally Financial, Inc.

The WANADA Board recently approved Ally Financial, Inc. for Kindred- line membership in the association. Ally, of course, covers the full gamut of financial services to dealers and their vehicle purchaser customers. The Usual Representative to the association from Ally is Michele Lieber and the Associate member, also approved by the Board, is Kevin Finnerty. The office is in DC. Reach Ms. Lieber and Mr. Finnerty at (202) 572-2157.

WANADA welcomes Ally to membership and urges their active participation in dealer community affairs...

WANADA Flu Shot Program coming for dealer staff

Registration required by August 31, 2014

Registration is now open for WANADA's seasonal flu shot program for dealership employees. With the flu annually infecting over 40 million people, resulting in workplace disruptions averaging 4-5 work days per employee, this is a popular, well-received WANADA employee benefit.

Once again, WANADA's flu shot program will be available on-site at WANADA dealerships and administered by Norvar Health Services. The on-site service will be available for adults aged 18 and older. For adults younger than 65, the fee will be \$23 per shot, with a minimum of twenty (20) participants required at each location.

Adults 65 and older will have a choice of getting the regular flu shot or the high-dose flu shot, which offers better protection against the flu. The fee for the high dose shot will be \$38. Human immune defenses become weaker with age, which places older people at greater risk of severe illness from influenza. Also, aging decreases the body's ability to have a good immune response after getting influenza vaccine. A higher dose of antigen in the vaccine gives older people a better immune response against the flu. Data have shown that that leads to greater protection against influenza.

To have your dealership participate, please register online at www.norvarhealthservices.com, under "Scheduling". Given the popularity of this program, all are encouraged to register early to guarantee the date of your choice. Any request received after Aug. 31 may be subject to vaccine availability.

Norvar Health Services will begin conducting on-site visits starting September 15. All scheduling will be done by Norvar upon submission of your registration. Norvar will contact the dealer's designated representative with the scheduled date/time and forward all appropriate forms. Norvar will invoice the dealership directly for all flu shots administered via the program, subject to the 20-shot minimum.

If you have questions, please contact Connie Ryan, at WANADA at (202) 237-7200.

Independence Day to be celebrated Friday, July 4th

Coming *via* U.S. Mail: Holiday closing signs & WRAP Sober -Ride posters

Sets of *optional* holiday closing signs for Independence Day, showing Friday July 4 as the day will be mailed to dealer members this week. Signs can be customized by each recipient, by hand. Dealers can post the signs on doors leading to customer areas, or wherever else, and can request more from WANADA if two are not enough.

Coming by mail also are Sober-Ride posters from the Washington Regional Alcohol Program (WRAP) advertising free, public service taxi rides to anyone who finds he/she is too impaired to drive. Per the posters, WRAP Sober-Ride Taxi Service is available, July 4th into the morning of July 5.

Display the Sober-Ride posters in customer and employee areas to show the community commitment of the dealership and the Washington area new car dealer community.

Contact Trish Frisbee at WANADA regarding 4th of July posters: (202) 237-7200, or tf@wanada.org.

Last Chance

F&I Professionals' Workshop, June 19, WANADA headquarters

Following up on WANADA's important dealer briefing on fair consumer credit, the association will again hold its popular F&I professionals' workshop on June 19 in the WANADA headquarters in Washington. The all-day workshop will teach F&I managers the importance of legal compliance and protecting the dealer's assets.

Topics to be covered: Unfair and deceptive trade practices; the Tax Reform Act and FinCen Form 8300; Truth in Lending/Regulation Z; Consumer Leasing/Regulation M; rate speed; the Equal Credit Reporting Act/Regulation B; the Fair Credit Reporting Act; the FACT Act; Gramm-Leach-Bliley; the Magnuson-Moss/Warranty Act; and the USA Patriot Act.

For workshop information, contact Kristina Henry at (202) 237-7200 or kh@wanada.org. Click [here](#) to register online and pay by credit card. To pay by check, click [here](#) and download the registration form.

Next week:

Annual WANADA Open tournament & dinner report & photo issue from Monday next, June 16.

Thought for the week...

Today is Friday the 13th, believed by some to be bad luck. If you're a believer in bad luck on Friday the 13th, then you suffer from *friggatriskaidekaphobia*.

A study showed about 17 to 21 million Americans have whatever that word noted above is, and as a result, businesses lose about \$800 million from people who stay away on that day. Curiously, Dutch researchers report *fewer* accidents occurring on Friday the 13th than other days because people may be more cautious about how they drive and otherwise get around. If full moons wig you out, too, then along with today's date you have a special problem because this Friday the 13th, today, there's a full moon --at least if you are on the East Coast of the U.S. or in Europe. The last time Friday the 13th happened with the moon full was in October of 2000; the next time won't occur until August, 2049 when a number of us aren't apt to be here. Fear about bad luck on Friday the 13th didn't seem to come about in the West until the 19th Century.

And there you have it: Except for the movie with the same name, there is nothing scary about Friday the 13th. So make it a good one!