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## **Bobby Mitchell brings his namesake Hall of Fame Classic to fight blood cancers, to a close** Millions raised over 22 years

Washington Redskins legend Bobby Mitchell brought his near quarter century effort to fight blood cancers to a close last weekend as he was joined one last time by his many Hall of Fame friends and colleagues at the Annual Bobby Mitchell Autotrader.com Hall of Fame Golf Classic (BMC) at Lansdowne Resort. The two-day event marked the 22<sup>nd</sup> time for the outing (which WANADA has annually supported) to raise money for the Leukemia & Lymphoma Society (LLS), which strives to find a cure for leukemia, lymphoma, Hodgkin's disease and myeloma as well as improve the quality of life of patients and their families.

Tamara Darvish of DARCARS, who, along with Todd Heavner of Enterprise has co-chaired the event for a number of years, announced that this year's BMC



Bobby Mitchell and his wife Gwen salute the audience at the final Bobby Mitchell Hall of Fame Classic

raised nearly \$500,000, bringing the 22-year total to a number in excess of \$8 million dollars. The inaugural Bobby Mitchell Classic in 1990 brought in \$40,000, with 18 Hall of Famers participating.



Washington Redskins' great John Riggins with 2012 BMC honoree, Julianna Nicholson, age 6

"I've had a tremendous run with the Leukemia & Lymphoma Society, and I am proud of what the BMC has accomplished. I want to thank all of the Hall of Famers here tonight and all those who have participated over the years. I know that when you commit to a cause, your word is good," Mitchell said in his remarks to the evening banquet audience.

Though the Hall of Fame Golf Classic is expected to continue on as usual, most agree it just won't be the same without Mitchell as catalyst and host. Mitchell insisted, however, he was leaving the tournament/fundraiser in good hands. "This has been built because of my belief that the best guys out there are Hall of Famers, and when they say they are going to do something, they do," Mitchell said.

"Bobby Mitchell and his wife Gwen have dedicated themselves to planning and executing this amazing tournament weekend each year since 1990," said Gabrielle Urquhart, LLS executive director. "Their unsurpassed dedication to our mission, along with the long-standing commitment of co-chairs Tammy Darvish, and Todd Heavner of Enterprise, has helped to change the lives of thousands of Americans living with blood cancer."

DARCARS donated a 2012 Scion tC for this year's raffle contest. The winning ticket was drawn at the banquet, with prize delivery logistics now being worked out.

This year's BMC tournament honoree was Julianna Nicholson, a 6-year-old leukemia survivor.

Other long-term organizers, current organizers and organizers across two decades were given a chance to do a video salute to the Mitchells, the BMC and its great cause to include the entire DARCARS organization, WANADA (representing Washington area new auto dealers), AutoTrader.com, Toyota, Chrysler, Nissan and the Rosenthal Companies. "The BMC from its beginnings has had a distinct auto industry thread when Bob Rosenthal and Dick Patterson first organized it with others who have been on board the whole time, like Rory Schick and then Tammy when WANADA signed on ten years ago and later, her co-chair Todd,"



Gabrielle Urquhart, LLS executive director (center), is flanked by BMC co-chairs Tamara Darvish and Todd Heavner

said Gerry Murphy of WANADA. “Bobby lent his name to an eminently successful fundraiser turning out a veritable who’s who of NFL and NBA greats a number of whom also have been here 20 *plus* years,” he said. “But it’s the cancer patients themselves, the young ones in particular, that everyone who has come out year after year is proud to have supported.”

**Below is a complete list of the 46 Hall of Fame members who attended the 22nd BMC**

- Bobby Mitchell Washington Redskins 1983
- Lem Barney Detroit Lions 1992
- Bobby Bell Kansas City Chiefs 1983
- Elvin Bethea Houston Oilers 2003
- Jack Butler Pittsburgh Steelers 2012
- David Casper\* Los Angeles Raiders 2002
- Dermonti Dawson Pittsburgh Steelers 2012
- Joe Delamielleure Buffalo Bills 2003
- Richard Dent\* Chicago Bears 2011
- Chris Doleman Minnesota Vikings 2012
- Wayne Embry Milwaukee Bucks 1999
- Mike Haynes New England Patriots/LA Raiders 1997
- Chris Hanburger Washington Redskins 2011
- Ted Hendricks Oakland/Los Angeles Raiders 1990
- Ken Houston Washington Redskins 1986
- Sam Huff Washington Redskins 1982
- Rickey Jackson New Orleans Saints 2010
- Charlie Joiner San Diego Chargers 1996
- Sam Jones Boston Celtics 1983
- Sonny Jurgensen Washington Redskins 1983
- Leroy Kelly Cleveland Browns 1994
- Paul Krause Minnesota Vikings 1998
- Willie Lanier Kansas City Chiefs 1986
- Steve Largent Seattle Seahawks 1995
- Meadowlark Lemon Harlem Globetrotters 2003
- Floyd Little Denver Broncos 2010
- Larry Little Miami Dolphins 1993
- Tom Mack L. A. Rams 1999
- Gino Marchetti Baltimore Colts 1972
- Randall McDaniel Minnesota Vikings 2009
- Lenny Moore Baltimore Colts 1975
- Anthony Munoz Cincinnati Bengals 1998
- Mel Renfro Dallas Cowboys 1996
- Willie Roaf New Orleans Saints 2012
- Oscar Robertson Milwaukee Bucks 1979
- Charlie Sanders Detroit Lions 2007
- Billy Shaw Buffalo Bills 1999

**Thanks for the  
Memories!**

**Bobby & Gwen  
For the inspiration!**

**Tammy & Todd  
For the leadership!**



- Art Shell Oakland Raiders 1989
- Jan Stenerud Kansas City Chiefs 1991
- Charley Taylor Washington Redskins 1984
- Emmitt Thomas Kansas City Chiefs 2008
- Andre Tippett New England Patriots 2008
- Paul Warfield Cleveland Browns 1983
- Roger Wehrli St. Louis Cardinals 2007
- Dave Wilcox San Francisco 49ers 2000
- Rayfield Wright Dallas Cowboys 2006



## **Dealer associations convene to review national government relations and industry relations agendas and member programs**

Franchise matters and consumer protection take center stage

Concern about dealer franchise relationships with OEMs was a recurring theme at the annual summer meeting the Automotive Trade Associations network (ATAE) whose representatives came together in Salt Lake City last week.

Notably there were interactive presentations between NADA and state and metropolitan area dealer association members of ATAEE relative to such things as OEM requirements for dealership facilities, second generation warranty reimbursement laws and factory new car sale incentive programs.

NADA also gave a status report on the aftermath of the FTC Roundtables held for the public in three cities last year that spotlighted dealership vehicle sales practices in financed transactions. The Federal Trade Commission had been charged by Congress to scrutinize vehicle finance issues when NADA and other dealer organizations got new car dealers *exempted* from Finance Reform and its newly established regulatory arm, the Bureau of Consumer Finance Protection pursuant to the Dodd-Frank Act of 2011. Despite the best efforts of consumer groups and plaintiffs lawyers to portray automobile dealers as anti-consumer in order to inspire the FTC to further regulate dealer financed transactions, systematic dealer advocacy orchestrated by NADA's legal team appears to have succeeded in persuading FTC that additional regulation of the automobile business is not required.

A matter that has OEMs and dealers very much of one mind that was reviewed at the ATAE meeting is the industry's opposition to "right-to-repair" legislation being vetted in some states. Of concern currently is right-to-repair legislation in Massachusetts that appears to be headed for the ballot in that state where voters will decide whether it becomes law this November. Such legislation is designed to require automakers to share service repair information currently reserved for franchised dealers with independent repair shops.

A portion of the ATAE meeting was devoted to the Auto Shows of North America (ASNA) which sponsored a focus group comprised of dealer associations, like WANADA, which stage auto shows such that dealer association show producers had the opportunity to interact with each other, OEM exhibitor representatives and various auto show vendors. The ASNA focus group, like other programmatic ATAE meetings which occur in the course of any year is an especially helpful way for dealer association staff leaders to share best practices and interact with partner and contractor groups to sharpen and enhance dealer association operations.

## **Virginia MVDB's recent action on TrueCar should as act as a frame of reference for sister state regulators in Maryland**

### **Changed TrueCar business model passes muster in Virginia**

Last week's action by the Virginia Motor Vehicle Dealer Board signing off on the legality of TrueCar's revised business model as a new vehicle sale generator for dealers should provide a useful frame of reference for Maryland MVA regulators. Virginia MVDB specifically found that TrueCar's current approach no longer presents the dealer licensing problems it did earlier this year as a "bird dog" law violation. MVA, of course, will need to speak for itself with respect to Maryland's anti-bird dog law, which, like Virginia, provides that merchant sales of vehicles only be done through licensed dealerships operating with licensed sales representatives. As with all motor vehicle law matters, WANADA in tandem with MADA stands ready to work cooperatively with MVA on this issue.

## Women's preventive care services must be added to employer group health plans

The federal government is requiring that certain women's preventive care services be added to group health plans, including both fully insured and self-insured health plans.

The additional service requirement is effective for plan years beginning on or after August 1, 2012. For calendar-year group health plans, compliance is required beginning January 1, 2013.

The additional services required to be included are:

- Breast feeding support, supplies and counseling
- Contraception methods and counseling
- Domestic violence screening
- Gestational diabetes screening
- HIV screening and counseling
- Human papillomavirus (HPV DNA) testing
- Sexually transmitted infections counseling
- Well woman visits

Members serviced by WANADA's Employee's Benefits Programs with questions regarding this expanded coverage are encouraged to call Martha Kowalski at 202-237-7200 or [mk@wanada.org](mailto:mk@wanada.org)

## Vehicle sales rep development class coming next week, July 24-26 WANADA to host three-day intensive program at association headquarters



WANADA dealer members are encouraged to sign up their sales staff for what is nationally recognized as one of the premier sales training programs in the auto industry.

Conducted by noted sales trainer Gary Long, *Professional Selling Skills* is a 3-day comprehensive "Road to a Sale" designed to provide salespeople with a solid foundation to build a successful career.

In this workshop, which utilizes repeated role-playing to ensure understanding and long-term retention, salespeople are taught both interpersonal and consultative selling skills. They will learn how to gain early control of the sales process, how to conduct an effective consultation, how to perform a dynamic, value-building 6 position product presentation and proper demonstration techniques, how to get a commitment to "Write the Deal," how to "walk the trade," the fundamentals of negotiating, as well as how to T/O, proper delivery techniques, and proper owner & contact follow-up.

Seats are filling up quickly, so please register *now*. The cost for WANADA members for this extraordinary program is only \$295 per salesperson! To sign up, click [HERE](#).

### ***Professional Selling Skills Training class***

Tuesday, Wednesday, Thursday  
July 24-26, 2012  
9 am to 5 pm each of the 3 days  
WANADA Conference Center  
5301 Wisconsin Ave, NW, Suite 210  
Washington, DC 20015

### ***Exclusive WANADA Seminar!***

## **The future of the used and wholesale market in the Mid-Atlantic Region, August 8, 2012**

WANADA and ADESA have scheduled a one-hour presentation by Tom Kontos, ADESA executive vice president for customer strategies and analytics, on the future of the used and wholesale market in the mid-Atlantic region at Noon on August 8, 2012 at the ADESA auction in Dulles, VA.

This one-time and exclusive presentation by the highly regarded Tom Kontos will focus on the unique characteristics of the Washington Metro market and provide dealer attendees with effective strategies for maximizing exposure and sale of wholesale inventory utilizing the WANADA/ADESA online Vehicle Trading Network (VTN).



Tom Kontos, EVP for customer strategies, ADESA

This special report and analysis is going to be extremely valuable to dealers and their used inventory managers and all WANADA members are encouraged to attend and enjoy lunch compliments of ADESA.

For more information and to register to attend, please contact WANADA's Billy Painter at 202-237-7200; [bp@wanada.org](mailto:bp@wanada.org) or ADESA's Rick Gayle at 703-283-4793; [rgayle@openlane.com](mailto:rgayle@openlane.com)

See you there!



## Are digital dealerships the next thing in automotive retailing?

Audi is taking the luxury dealership experience in a new, digital direction. The automaker is opening a new store, named Audi City, in London, England where potential customers can configure their next vehicle in life-size digital fashion.



At the store, Audi's full lineup will be available for viewing and customization with over 700 million configurations possible. Technological aspects like how the drivetrain, body styles, and accessories work will be explained by Audi City staff who will be on hand. After designing a vehicle, customers will be able to view it at a 1:1 scale on screens that span almost the entire store. Audi says that every color, option, and feature can be viewed in-store.

Audi customers will be assigned to a Customer Relationship Manager (CRM) who will be the main point of contact throughout the entire ownership experience. The CRM will streamline the buying process and will help customers from the initial sale and continuing through the duration of the vehicle's ownership.

Besides being a point of entry into buying a vehicle from Audi, the German automaker plans to have its new stores pull double-duty as a meeting place for those loyal to the brand. In addition to the London store, Audi says it plans to open as many as 20 more stores around the world before 2015.

### Staying ahead...

I don't know the key to success, but the key to failure is trying to please everybody.

--Bill Cosby