

THE WANADA BULLETIN

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

WANADA Bulletin # 2-20

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Reminder: Important Washington Auto Show Information for Dealers

With the 2020 Washington Auto Show opening to the public on Friday, WANADA member dealers and Kindred-Line members should have received their tickets in the mail earlier this month, and hopefully have already begun distributing the tickets to supporters, prospective clients, and other valuable partners.



Those who anticipated receiving tickets, but have not yet, should contact Kathy Teich at kt@wanada.org immediately.

As a reminder, this year WANADA has eliminated the four-in-one VIP Tickets and sent recipients the equivalent number of single-admission tickets. Each ticket is valid for one admission to the show, valid any day between this Friday and February 2, when the show ends.

In addition, if you have received your allotment of tickets and need to purchase more, please contact Kathy Teich for additional tickets. Tickets over your allotment can be purchased for \$8 each, a \$4 discount off the standard price.

WANADA would also like dealers to be aware of the attached [sales representative form](#), which all dealers must complete for all sales representatives who will be attending the show. All sales personnel that will be working on-site at the Auto Show must pick up their credentials in the main lobby during regular Auto Show hours, and should be prepared to provide two unique forms of identification when they arrive to pick up their badge.

The Washington Auto Show will once again be participating in a Mystery Shopper program, which will anonymously identify and recognize top-performing sales personnel at the Auto Show. Identified sales personnel will be given \$250 cash awards throughout the duration of the show.

Reminder Regarding WANADA Member Events at the Auto Show

WANADA will be hosting another [Regional Tag and Title Seminar](#) at the 2020 Washington Auto Show at the Walter E. Washington Convention Center, along with the show's staple member event, the [WANADA Member Reception](#).

The Tag and Title Seminar will be held from 9:30 a.m. to 11:30 a.m. on Friday, Jan. 24, the morning that the show opens officially to the public. This seminar is designed to provide attendees with valuable information on tag and title processes in the District, Maryland, and Virginia, and is really a must-attend event for dealership tag and title coordinators, and those staff members who interface with state DMVs.

The tag and title seminar costs \$75 per person, and you may [register for the event here](#). For more information, please contact Kathy Teich at kt@wanada.org.

In addition, make sure you're at the [2020 WANADA VIP Member Reception](#), to be held from 6 to 8 p.m. on Thurs., Jan. 30. Be sure to arrive early and you may get the chance to meet Washington Redskins running back Derrius Guice, who will be making an appearance at the event in Room 201 at the Washington Convention Center before he goes on the show floor to sign autographs for the general public. If you wish to tour the show floor, WANADA recommends arriving ahead of the start of the member reception to do so.

Tickets to the event are \$50 per person, and you can [register for the event here](#). The WANADA Member Reception at the 2020 auto show is generously sponsored by Bank of America Merrill, Crovato Products & Services, and Effectv.

And finally, the Washington Auto Show also hosts an annual Sneak Peek Preview Reception for local policy-leaders, business personnel, and of course, our member dealers. The Sneak Peek, which allows guests to visit the full Washington Auto Show floor before it opens to the public, will be held tomorrow evening, Thursday, Jan. 23, from 5 p.m. to 8 p.m. Please contact Joe Koch at jk@wanada.org if you are interested in attending.

Bi-annual ADEI Luncheon in Rockville Attracts Students, Supporters

The latest class of [WANADA Automobile Dealer Educational Institute](#) students gathered last week in Rockville to enjoy a delicious lunch and bask in the success they have had as students, as ADEI continues to expand in both size and scope.

The automotive technician training program is a program of WANADA's Automobile Dealer Education Institute whose mission is to develop training and educational programs for its members in the Washington Metro Area.

The Automobile Dealer Education Institute scholarship is a free, NATEF certified, 2-year technician-training program that combines structured classroom, shop and interactive curriculum teaching with full time, paid on-the-job training. In the past few years,



ADEI Chairman Harold Redden addresses attendees at the bi-annual ADEI Luncheon at Montgomery College's Homer S. Gudelsky Institute for Technical Education in Rockville.

thanks to the support of our dealer members, our educational partners in Maryland and Virginia, and the financial support of charities and non-profits both regionally and nationally, ADEI has admitted larger and larger classes each semester, providing more deserving students with an opportunity to earn a stable, well-paying job as an automotive technician. For more information on how to get involved with ADEI, please contact Joe Koch at jk@wanada.org.

NADA Dealer Feedback Wanted

Earlier this month, the National Automobile Dealers Association sent qualifying dealers a link to complete their Winter 2020 Dealer Attitude Survey. If you believe you should have received this link, please check your inboxes and spam folders for an email from chairman@nadasurvey.com. WANADA encourages all qualified dealers to participate in this survey and to emphasize the importance that auto shows have in helping dealerships sell cars.

The user ID is associated with the dealership, not a specific individual, according to NADA. If you need to register your dealership to get a new ID, just purchased a dealership, or forgot your user ID, please follow the appropriate information links on the [NADA Survey website](#).

Unlike in past years, the NADA survey will not require dealers to enter in their zip code prior to beginning the questionnaire. The survey is open until February 6, and dealers who need help or have questions about the survey can contact questions@nadasurvey.com, or visit the survey website linked above for more information.

Reminder: Financial Fraud Prevention Seminar Feb. 20

Local police departments will be holding an all-day financial and vehicle crime-prevention seminar on Thursday, Feb. 20 from 9:30 to 3 p.m. at the James N. Robey Public Safety Training Center in West Friendship, located just northwest of the intersection of Baltimore National Pike and Interstate 70.

The seminar is tentatively set to cover vehicle crime matters, identifying ID fraud and dealership scams before they harm your business, fraudulent transaction prevention, and of course, ample networking opportunities.

Please stay tuned for more information about this event, or please contact Kathy Teich at kt@wanada.org for more information.

A Note Regarding Upcoming WANADA Bulletins

With The Washington Auto Show opening to the public in two days, the WANADA Bulletin will shift to a special, irregular publishing schedule for the next two weeks. Stay tuned for a new edition of the Bulletin next week, which will cover all the highlights from [MobilityTalks International](#) and The Washington Auto Show's [Industry Media Day](#). For more information on these events, please visit [The Washington Auto Show website](#).