

# THE WANADA BULLETIN

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

WANADA Bulletin # 4-20

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## In Memoriam: Archie Avedisian

It is with sadness and reflection that WANADA reports the passing of longtime staff member and Washingtonian, Archie Avedisian. At age 91, he passed peacefully, with family at his side, in Gaithersburg.

Archie was actively engaged with WANADA until the start of this year when he became ill. And active he was, being involved with the operation and expansion of WANADA's Automobile Dealer Education Institute (ADEI), which he helped organize at the beginning of his 19-year tenure with the dealer association. Since then, ADEI has assisted innumerable young adults on career pathways into auto dealer service and sales departments.



Archie's first career, to which he was passionately dedicated, was the many years he spent with Boys and Girls Clubs around the U.S. in cities like East St. Louis and as far away as Seattle. He really left his mark, however, by his leadership as president and CEO of the Boys and Girls Clubs of Greater Washington (BGCGW), which was his legacy of 26 years. It was at BGCGW that Archie connected with WANADA and Washington area dealers through his longtime membership in Rotary International.

An eminently successful fundraiser for charitable events, Archie led WANADA senior staff and dealer leaders in generating substantial dollars for the ADEI and BGCGW via VIP gala evenings, which ran in conjunction with the Washington Auto Show, where members of Congress and notables from the White house and federal government would rub elbows socially with area dealers and members of the business community at large. These Auto Show Galas ran for a number of years, getting many Washington area dealers positively involved with BGCGW, a reality the exists to this day.

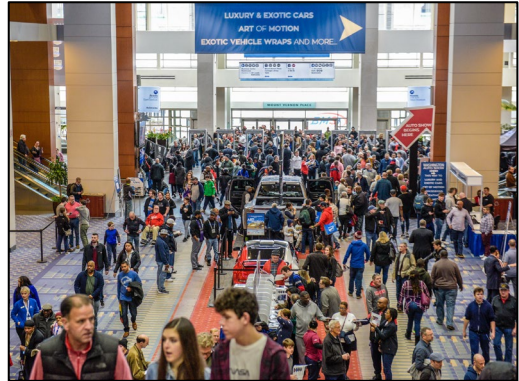
Boys and Girls Clubs of Greater Washington recognized Archie with its Legend Award in 2016, one of the highest honors bestowed by BGCGW to the meritorious. WANADA honored Archie as well at its 2019 Annual Meeting.

Funeral arrangements are being handled by DeVol Funeral Home, 10 East Deer Park Drive, Gaithersburg, MD, where friends can call on the family this Thursday, February 27, from 2-4 pm

and 6-8 pm. A Mass of Christian Burial is scheduled for 11 am Friday, February 28, at St John Neumann Catholic Church, 9000 Warfield Road, Gaithersburg, MD, followed by interment at Gate of Heaven Cemetery, Silver Spring, MD. In lieu of flowers, well-wishers to Archie's memory may contribute to the Archie and Gloria Avedisian Scholarship Fund, 3173 Daisy Road, Woodbine, MD 21797.

## 2020 Washington Auto Show Draws Big Crowds

The 2020 Washington Auto Show returned to its normal mid-winter dates after a one-year change to the spring, and this year's show once again featured the big crowds, high-profile guests, and exciting consumer displays that it has always been known for. Attendance was up sharply compared to 2019, as attendees flocked to the convention center to see more than a dozen regional reveals, including the biggest display of plug-in and alternative fuel technology vehicles in the show's history.



The show received strong coverage in local and national press, as manufacturers brought some of their biggest and most in-demand vehicles to D.C. once again, including all-electric models like the Ford Mustang Mach-E, the fuel-cell 2021 Toyota Mirai, and the plug-in hybrid Hyundai Ioniq. Cadillac and Maserati also returned to the show in 2020, doing full consumer displays of their latest models.

Camp Jeep (left) and the Jaguar Test Drive Experience indoor rides were huge hits with attendees, as both featured lines of several dozen people during peak hours. Attendees also had the opportunity to participate in on-street test drives from Ford, Volkswagen, and Honda, along with multiple manufacturers who provided vehicles for the show's first-ever all-electric on-street test drive display.

Once again, several of the local D.C. sports stars who participated in meet-and-greet sessions at the show drew large crowds, including Juan Soto of the Washington Nationals, and Washington Redskins running back Derrius Guice. Guice (pictured at right, second from left) also stopped by the WANADA Member Reception before his appearance on Jan. 30, interacting with guests in a more personal setting before heading downstairs to Hall B to meet the hundreds of fans who had traveled to the show to meet him.



All in all, by any metric, the 2020 Washington Auto Show was a major success, as the weather cooperated and the hard work of the show's staff and contractors paid off in a major way. The 2021 show will be back once again in the winter, opening Jan. 29, 2021 and running through Feb. 7.

## Thank You to Those Who Made the 2020 Washington Auto Show Possible

Putting together a high-profile event like the Washington Auto Show is no small lift, and it couldn't have been nearly as successful as it was without the hard work of many people, both during the show and in the many months leading up to the event.

The Auto Show starts with the leaders on the 2020 Auto Show Committee, who were as follows: Jamie Darvish, DARCARS, chairman; John F. Bowis, Chevy Chase Cars; George L. "Chip" Doetsch, III, Apple Ford/Lincoln; Robert H. Fogarty, Jr., Sport Automotive; Daniel Jobe, Capitol Cadillac; John Ourisman, Ourisman Automotive Group; Robert Ourisman, Jr., Ourisman Automotive Group; Kevin Reilly, Alexandria Hyundai.

WANADA would especially like to thank The Washington Auto Show's generous sponsors: Acura; CTIA; Dickinson Wright; EVsmart, Fiat Chrysler Automobiles; Here for America; Hyundai Motor America; Pepco; State Farm; Spot Hero; The Hill; The Washington Post; Toyota; and the United States Senate Federal Credit Union.

The Washington Auto Show Sneak Peek Reception, held on Jan. 23, the night before the show opened to the public, was sponsored by: Hargrove; the National Automobile Dealers Association; and U.S. News & World Report.

Major participating sponsors of the show's Industry Media Day included Toyota and U.S. News & World Report.

The WANADA Member Reception, held in the evening on Jan. 30, was sponsored by: Bank of America Merrill; Crovato Products and Services; and Effectv.

The Exotic Car Pre-Show VIP Reception, held in the evening of Jan. 21 ahead of the show's Public Policy Days, was sponsored by the Keats Group at RBC Wealth Management. The vehicles for the Exotic Car display were provided by Exclusive Automotive Group, Sterling Motorcars, and Competizione.

Military Tribute Day, on Jan. 28, was sponsored by Ram Trucks, and Public Service Recognition Day, on Jan. 29, was sponsored by the United States Senate Federal Credit Union.

D.C. sports team partners to the Washington Auto Show were the following: D.C. United, the Washington Redskins, the Washington Nationals, and Monumental Sports and Entertainment, owners of the Washington Capitals, Washington Wizards, and Washington Mystics. Other participating sports organizations included the Washington Justice, Old Glory DC, and the DC Defenders.

Ron Cogan, publisher of the Green Car Journal, again delivered the Green Car Awards at the Washington Auto Show. And Automotive Rhythms again sponsored the ART of Motion exhibit, led by Kimatni Rawlins and Adrian McQueen. Adam Bonner of the Mascot Organization once again provided talent for the Family Fun Zone, in conjunction with staffers and volunteers from WHUT, one the region's PBS affiliates.

WANADA salutes its staff and auto show consultants, who worked hard to make the show happen, under the leadership of Auto Show president and CEO John O'Donnell. They are: Isabel Garcia, vice president and chief financial officer; Joe Koch, vice president and assistant producer; Bob Storin, vice president of marketing and sponsorships; Mike Bushnell,

communications director; Kathy Teich, executive assistant; Katy Orme, administrative assistant; Bob Yoffe, show manager, and Alexis March, digital marketing coordinator. Voice Media did a fantastic job handling the show's television, print, and digital marketing, led by Mike Mosko and Sara Devine. And major thanks to our creative team at August, Lang & Husak, namely Bonnie Weaver and Chuck Husak, who designed our 2020 promotional materials, including our wonderful television and radio commercials.

The show could not have been a success without the help of valuable on-site personnel including Socrates Cala and Ramon Cala of the CalPro Group, Ryan Alexander, Norman Cox of CES Security, and their teams, along with the immensely capable staff at the Washington Convention Center and EventsDC, including Malori Rhones, Joseph Greene, Robert Phillips, James Gholson, Samuel Thomas, Stacey Knoppel, Hootan Kaboli, Gerald Wilson, and many, many others, plus WANADA also thanks the federal General Services Administration for their continued support of the FedFleet program, the nation's largest gathering for government fleet buyers. Also much thanks to Lauren Noweck and the team at Aramark for their great work as the convention center's food service provider.

WANADA also thanks its VIP tour guides, who together hosted by far the most tours (and tour-goers) in the show's history. The tour guides this year were John Davis, William W. Hopper, Alvin Jones, Fadra Nally, Les Jackson, Joe Thomas, Crystal Lewis, John Aaron, Andres Valbuena, and Kevin Joostema. Photography for the Auto Show was handled by Bonnie Moret and her team.

And of course, this show could not have been a success without the endless support from more than 30 OEMs, their production houses, and the regional franchised dealers who support WANADA year after year, and without whom this great event would not be possible.

## Georgetown Nurse Wins Hyundai Hands on Hope Contest

Olivia Rebro moved across the country, from eastern Washington to the District, to help the most vulnerable as a registered nurse. And on Feb. 1 at the Washington Auto Show, she was rewarded for commitment to service by winning the Hyundai Hands on Hope Contest and a brand-new 2020 Hyundai Venue SUV.

Rebro was one of the six contestants selected for the event, comprised of three staff members each from Georgetown Lombardi and Children's National Medical Center, all of whom spent 50 straight hours at the Convention Center in physical contact with the Venue that one of them would ultimately win. Rebro won the tiebreaking event at the end of the contest, pulling out the correct lucky key that started the Venue and won her the car.

Georgetown Lombardi was awarded a \$60,000 grant for pediatric cancer research, courtesy of Hyundai Hope on Wheels and the Washington Area Hyundai Dealers. Children's National received \$40,000, for a total of \$100,000 in research grants donated in conjunction with the event. [Click here](#) to view a recap video from the 2020 Hyundai Hands on Hope contest.



Georgetown Lombardi Medical Center Nurse Olivia Rebro hugs a fellow contestant after winning the Hyundai Hands on Hope Contest at the 2020 Washington Auto Show.

## WANADA Identity Theft Prevention Seminar Educates Dealers on How to Prevent Fraud

As identity theft and fraudulent purchases at dealerships rise across the country, WANADA hosted a theft prevention seminar last Thursday at the Pooks Hill Marriott in Bethesda, designed to educate dealership personnel on the best ways to clearly identify these crimes and stop them in their tracks.

Missy Coyne, a retired Baltimore County Detective, now Special Agent at the non-profit National Insurance Crime Bureau, opened the seminar with a presentation on the numerous forms of identity theft. Coyne cited reports from the Federal Trade Commission, which indicate there were 115,109 reports of auto related fraudulent activity in 2019. With Maryland and Virginia both listed within the top 10 states for reports of overall fraud, it's clear that extra precautionary measures must be taken now more than ever.

Coyne highlighted a few case studies to help attendees find signs of potential identity theft and fraudulent behavior at local dealerships. Later, Scott Addison of Fitzgerald Auto Malls stressed the importance of informing every dealership employee of how sophisticated these crimes can be. Addison and Bill Banahan, of the Maryland MVA, demonstrated how both counterfeit and fabricated documents like fake pay stubs, utility bills, and even driver licenses make pinpointing these perpetrators difficult. Banahan ended the seminar with a few key security features on every vehicle title and driver license and recommended helpful tools like blue lights and barcode scanners for some features that aren't visible to the naked eye.

WANADA will be gathering contact information for auto theft detectives in the relevant jurisdictions of our service area and posting to our website, [www.wanada.org](http://www.wanada.org), and will send an update once this is complete. In the meantime, if you have any information about people that may be attempting fraud at your dealership, please reach out to John O'Donnell at [jod@wanada.org](mailto:jod@wanada.org), or Joe Koch at [jk@wanada.org](mailto:jk@wanada.org), who can help you report suspicious activity to the appropriate authorities and/or notify your fellow dealers of the threat.



Attendees listen to a presentation at WANADA's Identity Theft Prevention Seminar, held Feb. 20 at the Pooks Hill Marriott in Bethesda.

## Regional Dealer Association Leaders Gather in Las Vegas

The annual MADA/VADA/WANADA Dealer Reception at the NADA Show in Las Vegas was once again a big hit this year, as staffers, dealers, and executives representing the three organizations representing dealers in the Mid-Atlantic enjoyed drinks, food, and each other's company at the Budweiser Beer Park at the Paris Hotel on the Las Vegas Strip. The reception, which also attracts high-profile leadership from associations across the country, is always a highly-anticipated event, and the new venue this year at the Paris seemed to be a unanimous hit.



The leaders of the three dealer associations representing the Washington area gathered at the NADA Show earlier this month in Las Vegas. From L to R: Don Hall, VADA; John O'Donnell, WANADA; Peter Kitzmiller, MADA