

# THE WANADA BULLETIN

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

WANADA Bulletin # 09-25

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**Momentous ADEI Graduation Features Parents & Politicos  
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## Momentous ADEI Graduation Features Parents & Politicos

WANADA's Automobile Dealer Education Institute (ADEI) marked a major milestone on Thursday, August 28, with the 2025 Graduation & Matriculation Ceremony. Held at Montgomery College's Gudelsky Institute for Technical Education in Rockville, the event recognized 25 graduates of the ADEI apprenticeship program and welcomed the next cohort of apprentices beginning training this fall.



This year's ceremony was the largest in ADEI's history, drawing more than 100 attendees, including graduates and their families, dealership sponsors, service managers, funding partners, educators, and representatives from the Maryland Department of Labor. The strong turnout reflected both the accomplishments of the graduates and the program's growing national reputation as the country's largest nonprofit auto technician apprenticeship program.

Graduates were awarded official Certificates of Completion from the Maryland Department of Labor's Apprenticeship and Training Council, marking them as fully qualified professionals in the industry. The credential reflects years of dedication to classroom learning and hands-on training at sponsoring dealerships. For many, the day was a culmination of balancing work, study, and personal commitments with the support of family and mentors. Dealers and service managers were also in attendance to celebrate their apprentices' success, underscoring the critical role they play in developing and retaining a skilled workforce.

The ceremony also welcomed ADEI's newest apprentices. This fall's incoming class of students will train through the proven ADEI model: technical instruction at one of ADEI's three training sites around the Beltway (Rockville, Camp Springs, Alexandria) combined with on-the-job experience at our member dealerships. With demand for skilled technicians at an all-time high, the program offers a direct pathway into a rewarding career in the automotive industry.

The importance of ADEI's mission was underscored by remarks from elected officials and community leaders. U.S. Senator Chris Van Hollen (D-MD) shared video remarks applauding the program for investing in young people and strengthening the workforce. Prince George's County Councilwoman-at-Large Jolene Ivey attended in person to present commendations to apprentices from her county, praising their commitment and achievement. Montgomery County Councilman Andrew Friedson, a candidate for County Executive, also joined the event to congratulate the graduates and emphasize the role programs like ADEI play in regional economic growth.



(from left) Montgomery Councilman Andrew Friedson, Prince George's Councilwoman Jolene Ivey, WANADA VP of Operations Joe Koch and WANADA CEO John O'Donnell at the 2025 ADEI Graduation Ceremony.

Their presence reflected ADEI's increasing recognition as a model workforce development program and a valued public-private partnership.

The 2025 Graduation & Matriculation Ceremony served as a powerful reminder of ADEI's growing impact. As the nation's largest nonprofit auto technician apprenticeship program, ADEI is addressing one of the industry's most pressing challenges: the shortage of qualified technicians. By removing barriers to entry for apprentices and working hand-in-hand with

dealers, ADEI provides graduates with both credentials and career opportunities. For dealerships, it ensures a steady pipeline of talent equipped with the skills and professionalism needed in today's service departments.

WANADA congratulates the Class of 2025 and extends a warm welcome to the incoming apprentices. Their hard work and determination embody the promise of ADEI — and stand as proof that the future of the automotive industry is in capable hands.

## WANADA Around the Beltway (and the World)

WANADA leadership has engaged with a number of important officials and events over the past few weeks. A few were even photo-worthy:



**Upper left:** Washington, DC Auto Show Chairman **Bob Biagi** (Ourisman Automotive) and WANADA CEO **John O'Donnell** visit the IAA Mobility Show (formerly the International Motor Show) in Munich, Germany; **Upper right:** **Joe Koch** of WANADA visits with **Fairfax PD Assistant Chief of Police Bob Blakley** as part of a tour of Fairfax County's Real Time Crime Center (RTCC); **Bottom left:** **Joe Koch**, WANADA's NADA Director **Geoff Pohanka** (Pohanka Automotive), and WANADA's Vice Chairman **John Altman** (Beyer Auto Group) were down on Capitol Hill for the NADA Washington Conference; **Bottom right:** Montgomery County Executive candidate **Andrew Friedson** at a fundraiser hosted for him by **Sam Weaver** of Chevy Chase Acura.

## Breakfast with Maryland Comptroller Brooke Lierman

WANADA members are invited to join us for a special breakfast with Maryland Comptroller Brooke Lierman on **Wednesday, October 29, 2025, from 8:30–10:00 AM** at **DARCARS 355 Toyota of Rockville** (15625 Frederick Road, Rockville, MD).

Comptroller Lierman, the 34th State Comptroller of Maryland, will share her priorities and recent successes on behalf of families, communities, and businesses across the state. This event offers a valuable opportunity for members to connect directly with one of Maryland's key elected leaders.



Sponsorship opportunities are available at the following levels:

**Co-Host – \$6,000 (includes 4 tickets + recognition), Sponsor – \$2,500 (includes 1 ticket + recognition), and Guest – \$1,000.**

Checks may be made payable to “*Brooke Lierman for Maryland*” and mailed to P.O. Box 891, Baltimore, MD 21203, or brought to the event.

To RSVP, visit [brookelierman.com/rsvpwanada](https://brookelierman.com/rsvpwanada) or email [sophia@brookelierman.com](mailto:sophia@brookelierman.com).

## Maryland Online Data Privacy Act and MVA Updates

Below we have included reminders and updates that appeared in the most recent newsletter from Maryland MVA and have been included in full in case you missed them. Before the MVA updates, however, we have included an overview of the Maryland Online Data Privacy Act (MODPA), how it could affect your dealership, and how it compares to its companion law in Virginia.

### The Maryland Online Data Privacy Act (MODPA): What Dealers Need to Know

On October 1, 2025, the Maryland Online Data Privacy Act (MODPA) takes effect, making Maryland the latest state to enact a comprehensive consumer privacy law. With many area dealers operating in both Maryland and Virginia, it's important to understand how MODPA compares to the Virginia Consumer Data Protection Act (VCDPA), which has been in effect since January 1, 2023.

### Similarities to Virginia's Law

Both MODPA and VCDPA create new rights for consumers and new compliance obligations for businesses. Dealers must be prepared to:

- Provide consumers with the ability to access, correct, delete, and obtain a copy of their personal data.
- Allow consumers to opt out of targeted advertising, the sale of personal data, or certain types of profiling.
- Update privacy policies to clearly explain data collection and usage.

- Implement reasonable data security practices.

Dealerships already in compliance with Virginia's requirements will find some of the groundwork transferable to Maryland.

### Key Differences Dealers Must Note

Despite the similarities, MODPA introduces important differences that may require additional adjustments:

#### 1. Scope of Coverage

- **Virginia:** Applies to businesses that control or process the data of at least 100,000 consumers annually, or 25,000 consumers if they derive 50% of revenue from the sale of personal data.
- **Maryland:** Applies to businesses that process the data of 35,000 consumers annually (with a carve-out for data processed solely for payment transactions), or 10,000 consumers if 20% of revenue comes from selling data.  
→ **Impact:** MODPA applies to a broader range of businesses, including smaller dealerships that may not have been covered under Virginia's law.

#### 2. Data Minimization & Storage Limits

- MODPA places stronger restrictions on data minimization and storage, requiring that personal data collection be "reasonably necessary and proportionate" to the stated purpose and limiting storage to the shortest time reasonably needed.

#### 3. Sensitive Data Protections

- MODPA requires opt-in consent before processing sensitive personal data (such as precise geolocation, biometric data, or children's data). VCDPA requires opt-in consent for children's data but is generally less restrictive.

#### 4. Enforcement & Penalties

- Both laws are enforced by their respective state attorneys general. MODPA does not provide a private right of action but does authorize civil penalties of up to **\$10,000 per violation** and \$25,000 for repeat violations.

### What Dealers Should Do Now

- **Audit your data practices** to determine whether MODPA applies to your store.
- **Update privacy notices and consumer rights processes** to reflect Maryland's requirements.
- **Train staff** on handling consumer data requests and recognizing sensitive data categories.
- **Coordinate compliance** across stores if you operate in both Maryland and Virginia.



With MODPA's October 1 effective date approaching, now is the time for dealerships to assess readiness. Those already compliant with VCDPA have a head start, but the differences in scope,

consent requirements, and storage limits mean additional steps will be necessary. WANADA has prepared a compliance checklist to help you get started, which you can [access here](#). Please note that this checklist has not been reviewed by counsel, so any policies and procedures that you implement should always undergo a thorough legal review.

## Maryland MVA Updates

### Vehicle Services - Tips & Reminders

- Please include a [Transmittal Sheet \(VR-205\)](#) with all uploaded transactions submitted through the MVA e-services business portal.
  - On the transmittal sheet, include the drawdown account and the courier that will pick up the work.
- Vehicle transactions that were submitted through the MVA e-services business portal for pickup will be available at the chosen branch location up to 48 hours after the completion of the task and/or after the **“Ready for Pickup”** notification has been received.

### Recent Bulletins

- [ERT Audit letter enhancement in the Business portal](#)
  - The MVA has created a new report in the business portal to give the dealer community more visibility and control over the ERT audit letters they receive. Please review the linked bulletin that was issued August 12<sup>th</sup>.
- [Excise Tax credit for Plug-in electric or fuel cell vehicles](#)
  - The MVA is notifying dealers the funds for the Electric Vehicle excise tax credit for fiscal year 2026 are depleted, but we are continuing to accept applications for the 2027 fiscal year. Please review the linked bulletin that was issued August 12<sup>th</sup>.
- [Reminder: Unused/Invalid Inventory](#)
  - Please review this bulletin that describes the process to return any old, unused, invalid inventory to the MVA warehouse. Please review the linked bulletin that was issued August 22<sup>nd</sup>.
- [Bulletin-for-2025-Miscellaneous-Fee-Changes.pdf](#)
  - The bulletin summarizes vehicle services and vehicle emissions fee increases due to updated regulations that took effect September 1, 2025. Please review the linked bulletin that was issued August 22<sup>nd</sup>.

If you have a topic, you'd like us to cover in a future newsletter, please send it to Kristin Orlando-Dillahunt at [korlando@mdot.maryland.gov](mailto:korlando@mdot.maryland.gov).

## Save the Date: 2025 WANADA Annual Meeting

Mark your calendars now! The 2025 WANADA Annual Meeting will take place on the evening of **Thursday, November 13**, at the **Smithsonian Museum of American History** in Washington, DC.

This year's event promises an inspiring program and an elegant setting in one of the nation's most iconic museums. More details, including keynote speakers and registration information, will be shared in the coming months. For any kindred-line members who are interested in a sponsorship of the 2025 WANADA Annual Meeting & Dinner, please contact Bob Storin at [RS@wanada.org](mailto:RS@wanada.org).



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