

2012 MEMBERSHIP HANDBOOK





Dear NADA Member:

NADA is pleased to have you as a member. Our strength is in our numbers and our convictions. With grassroots support, individual effort, and organizational clout, the Voice of the Dealer will be heard by manufacturers, Senators, Congresspersons, regulators, suppliers, educators, media members and the public.

This NADA member handbook provides you with the tools you need to discover the many ways NADA can benefit your business. These include education and training, lobbying, research, and opportunities to share ideas and business strategies with non-competing dealers.

Please look through your Member Handbook and take advantage of all the products and services NADA has to offer. Phone numbers and email addresses are provided for each area so that you may have any questions answered promptly. The staff at NADA appreciates your feedback, and we welcome any ideas you may have for us to serve you better.

Sincerely,

A handwritten signature in black ink that reads "Bill Underriner". The signature is written in a cursive style with a prominent "B" and "U".

William P. Underriner
NADA Chairman

A handwritten signature in black ink that reads "Phillip D. Brady". The signature is written in a cursive style with a prominent "P" and "B".

Phillip D. Brady
NADA President

During the Past Year at NADA

A YEAR OF ACCOMPLISHMENTS FOR DEALERS

There were plenty of natural disasters in 2011, from the earthquake and tsunami in Japan to flooding here and in other countries. But the year ended on a high note, with strong vehicle sales and various legislative and regulatory actions spearheaded by NADA. Here's a look at how far we've come in just 12 months.

- NADA commissioned an independent, fact-based study to take an in-depth look at the cost-effectiveness of factory image/facility programs that require new car dealers to invest billions of dollars each year.
- At a series of Federal Trade Commission roundtables examining dealer-assisted financing, NADA vigorously defended the value and benefits that such financing provides consumers.
- NADA expressed serious concerns about the White House administration's proposal for a fleet-wide average of 54.5 mpg by MY 2025, noting that adding \$3,000 to the average cost of a car would price millions of Americans out of the market, thereby reducing fleet turnover and delaying environmental gains.
- Dan Akerson, GM chairman and CEO, was the keynote speaker at the second annual NADA/IHS Automotive Forum in New York City.
- The Fed indefinitely exempted dealer-assisted financing from an unprecedented data collection, reporting, retention, and public inspection requirement under the Dodd-Frank law.
- President Obama and Congress repealed the expanded 1099 tax reporting requirement for all transactions greater than \$600. NADA supported the elimination of this onerous paperwork provision.
- ATD continued to push for an incentive to increase the sales of new commercial trucks, including the elimination of the 12 percent federal excise tax.
- Hours after the devastating earthquake and tsunami, NADA launched the Japan Relief campaign in conjunction with the American Red Cross.

- Retired Army Sgt. Sam Cila was the first recipient of a trained service dog from the NADA Foundation through a partnership with the Wounded Veterans Initiative of Canine Companions for Independence.
- The Emergency Relief Fund of the NADA Foundation assisted dealership employees whose homes and communities were devastated by tornadoes and flooding in the South.
- NADA promoted child passenger safety on the CBS Jumbotron screen in Times Square.
- NADA successfully defended the LIFO method of accounting.
- NADA launched a mobile app for the iPhone and iPad.
- *Time* magazine featured NADA's special section on the latest auto technology.



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Frequently Asked Questions

How can I access the members-only sections of www.nada.org?

All users must establish a unique personal login account. If you need to generate a login, click on the “Login” link in the top right corner of any page of the site. If you do not locate your name under the company record, click on “Add my name to this company.” Enter your name and title. The forms will auto-fill dealership information. Designate a unique username and password in the space provided at the bottom of the form.

Where can I find my NADA member company ID number?

Your member company ID is printed on your dues invoice, and other mailings from NADA. If you cannot identify your member company ID, email member@nada.org or call the Membership Department at 1(800) 252-6232 ext. 2. (See p. 18.) NADA members receive access to member-only content and discounts for online purchases and event registrations.

How can I correct my membership records?

You can correct company and individual information online by using the Member Update function found at www.nada.org. Click on “Membership” in the upper right hand corner of any page of the site and then follow the instructions under Member Update. Additionally, you can call 1(800) 252-6232 ext. 2 or address your corrections in writing to the attention of the NADA Membership Department, 8400 Westpark Drive, McLean, VA 22102. Be sure to include your name and a phone number where we can call you if we have questions. (See p. 18.)

How do I sign up for shipping discounts through FedEx?

You can sign up for shipping discounts at www.nada.org click on “Products & Services,” then shipping discounts and enter passcode G3J94T to start saving now. You can also sign up by calling 1-800-MEMBERS (1(800) 636-2377, 8 a.m. – 6 p.m. EST, M-F).

How do I register for a convention?

There are three ways to register: online, by mail or by fax. Click on “Training & Events” and then Convention to access our interactive form at www.nada.org. Alternatively, you can print a copy of the form to mail or fax. You may also use the forms in one of the NADA or ATD convention mailings. (See p. 25.)

Will my convention registration cover my hotel reservation?

No, you must make your hotel reservation separately. Use the form available on www.nada.org under Convention. The informational Convention materials mailed annually to all members also contain hotel registration forms. (See p. 25.)

Who at my dealership is eligible to receive *NADA Headlines*?

Everyone. *NADA Headlines* is a daily e-newsletter that provides a summary of the top auto industry news stories and updates on NADA's activities. It is a free service, prepared by NADA Public Affairs, and emailed to subscribers each business morning. To subscribe, sign up at www.nada.org by clicking on "Publications," then select *NADA Headlines*, or email media@nada.org. (See p. 26.)

How do I manage my *NADA Headlines* subscription?

NADA has recently implemented enhancements to our email and fax communications systems to improve service to our members and to meet the federal and legal requirements of rules governing the distribution of unsolicited commercial email and fax advertising. Visit www.nada.org/enews to manage subscriptions and customize how you receive information from NADA.

How do I apply for a CPR manikin to present to a training organization in my community?

Call 1(800) 252-6232 ext. 7102, for an application. (See p. 40.)

Leadership

Bios and photos of NADA Leadership are available on www.nada.org: click on About NADA and choose the name or category you seek.

NADA Officers

2012 Chairman

William (Bill) Underriner,
Montana

2012 Vice Chairman

David W. Westcott,
North Carolina

2012 Secretary

Brian Hamilton,
Nebraska

2012 Treasurer

George E. Nahas,
Florida

Executive Committee Members

Immediate Past Chairman

Stephen W. Wade,
Utah

Vice Chairman, Region I

David B. Penske,
Pennsylvania East

Vice Chairman, Region II

Ted Russell,
Tennessee

Vice Chairman, Region III

Donovan A. Bertsch,
North Dakota

Vice Chairman, Region IV

Jeffrey Carlson,
Colorado

Chairman, American Truck Dealers

Richard (Dick) W. Witcher,
Massachusetts

Co-Chairman, ATAE/NADA Committee

David Shepherd,
Kansas

Co-Chairman,

Loy Todd,
ATAE, Nebraska

Chairman, Dealership Operations

Michelle Primm,
At-Large East, Ohio

Chairman, Government Relations

Don Chalmers,
New Mexico

Chairman, Industry Relations

Forrest McConnell III,
Alabama

Chairman, Public Affairs

William C. Fox,
New York State

Chairman, Regulatory Affairs

Gary H. Reynolds,
Connecticut

Chief Staff Executive

President

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2012 Committee Chairs

ATAE/NADA

Co-Chairman

David Shepherd,
Kansas

Convention

Mark N. Scarpelli,
Metropolitan Chicago

Dealership Operations

Michelle Primm,
At-Large East, Ohio

Finance

George E. Nahas,
Florida

Government Relations

Don Chalmers,
New Mexico

Industry Relations

Forrest McConnell III,
Alabama

Nominating

Stephen W. Wade,
Utah

Policy and Bylaws

Michael (Mike) C. Martin,
Virginia

Public Affairs

William C. Fox,
New York State

Regulatory Affairs

Gary H. Reynolds,
Connecticut

Franchise Representatives

Acura

Bud Smail

Audi

Brett David

BMW

John E. (Jack) Tulley

Buick/GMC

Todd M. Snell

Cadillac

A. J. M. (Butch) Oustalet III

Chevrolet

Mark N. Scarpelli

Chrysler Group LLC

Brian Hamilton

Chrysler/Dodge/Jeep

Richard Stephens

Ford Motor Company

Don Chalmers

Ford/Lincoln

Ramsey "Bub" Way

Ford Ad Hoc

Jack Kain

General Motors

Michael (Mike) C. Martin

Honda

Edward (Ed) C. Tonkin

Hyundai

Kenneth (Ken) C. Vance

Infiniti

Richard L. (Rick) Morrison

Jaguar

Farrar Schaeffer

Kia

James (Jamie) A. Auffenberg

Land Rover

John C. Symes II

Lexus

Peter E. Blackstock

Mazda

Greg Galpin

Mercedes-Benz

Stephen W. Wade

NAMAD

Jay Rivchin

Mitsubishi

Cliff C. Goodwin III

Nissan

Ted Russell

Porsche

Donald "Don" P. Hicks

Subaru

William C. Fox

Suzuki

David W. Westcott

Toyota

Neale A. Kuperman

Volkswagen

Wade D. Walker

Volvo

Peter Barry

Private Dealer Group

Larry Miller Group, Tony Schnurr

Public Company

AutoNation, Marc Cannon

Related Organizations

ATD Board Representatives

Chairman

Richard (Dick) W. Witcher,
Massachusetts

Ford

David Yglesias

Freightliner

Frank T. Ellett

GMC

Pamela (Pam) J. Hall

International

Dick Ryan

Kenworth

James Hartman

Mack

Jack McDevitt, Jr.

Peterbilt

Eric Jorgensen

NextGen

Katie Hopkins

Volvo

Ronald (Ron) L. Remp

Dealers Election Action Committee Board of Trustees

Chairman

John (Jack) E. Tulley,
New Hampshire

Vice Chairman

Gary Reynolds,
Connecticut

Guide Company Board of Directors

Chairman

William (Bill) H. Willis, Jr.,
Delaware

Retirement Administrators Board of Directors

Chairman

Richard Genthe,
Detroit

Vice Chairman

Michelle Primm,
At-Large East, Ohio

Charitable Foundation Board of Trustees

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Vice Chairman

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For the most up-to-date information, visit www.nada.org

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Membership

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Email: member@nada.org

Key staff:

John Lyboldt, Vice President, Dealer Services

Keisha Morton, Director, Membership and Strategic Relationships

Purpose

To maximize dealer participation in NADA, acquire new members, retain existing members, and communicate the value and benefits of membership.

Profile

NADA membership is open to any franchised new car or new truck dealership. Member services are provided to the dealership through the dealer principal, dealer-operator/general manager, or other specified representative.

Member benefits include:

- Advocacy with manufacturers
- Protection of dealers' interests before Congress
- Representation in legal, regulatory, and franchise arenas
- Communication with general public and media
- Education on compliance requirements
- Guidance on computer technology and standards
- Information on industry trends, data, and special studies
- Discounts for convention registration
- Discounts on PCs and other technology solutions

Complimentary subscriptions to:

- *NADA Official Used Car Guide*®
- NADA University
- NADAFrontPage.com
- *NADA Headlines* (daily e-newsletter)
- *ATD Insider* (weekly e-newsletter) and other publications
- *NADAPERks* (monthly complimentary benefit)
- MARKETInsight
- plus access to member-only sections of NADA.org

Eligibility to participate in:

- 20 Groups
- Academy
- NADA Insurance
- NADA Retirement Administrators (NADART)

Industry Affairs

Web: www.nada.org; click on Advocacy & Outreach, then Industry Relations

Phone: Industry Affairs and Industry Analysis (703) 821-7010
Industry Relations (703) 821-7010

Fax: Industry Affairs and Industry Analysis (703) 749-2372
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Key staff:

Michael T. Regan, Vice President, Industry Affairs

Bert Hulgrave, Executive Director, Industry Affairs and Managing Director, ATD

Paul Taylor, Chief Economist

Larry Mullen, Senior Director, Industry Relations

Paul Behler, Director, Industry Relations

Albert Gallegos, Director of International Affairs, Industry Affairs

Barbara Robinson, Director, ATD

Purpose

To oversee and administer the operations of NADA's Industry Relations, Industry Analysis/Economic Data, International Affairs and American Truck Dealers division, and to improve the communication and working relations among NADA, franchised new car and truck dealers, dealer councils and the respective manufacturers.

Industry Relations

Effectively represents and communicates dealers' interests to the manufacturers. Meets with their senior management a minimum of two times per year to discuss the NADA Dealer Attitude Survey results. Holds additional meeting and dialogue sessions with manufacturers throughout the year.

Dealer Attitude Survey

Conducted in January/February and July/August, the Dealer Attitude Survey measures dealer opinion regarding their manufacturer(s) on a variety of topics including franchise value, automaker policies and the helpfulness of its people. Online address of survey: www.nadasurvey.com.

Industry Analysis

NADA DATA

National, state and regional statistical information on dealerships, including sales, personnel and vehicles. Available on nada.org.

Economic Forecasts

Economic insights available at www.nada.com/b2b. Survey and forecast results available via press releases.

International Affairs

The International Affairs Department was formed to serve three primary functions:

- Continually monitor developments in the automotive sector worldwide and how these developments impact NADA members;
- Promote NADA products and services that may be useful to dealers and dealer associations globally;
- Support dealer interests related to trade issues, regulatory, legislative and other relevant issues facing dealers internationally.

Legislative Affairs

Web: [www.nada.org/Legislative Affairs](http://www.nada.org/Legislative%20Affairs)
Legislative office address:
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Phone: (800) 563-1556 or (202) 547-5500

Fax: (202) 479-0168

Email: dregan@nada.org

Key staff:

David Regan, Vice President, Legislative Affairs

Purpose

The Legislative Office protects and promotes dealer interests before the U.S. Congress. NADA constantly communicates with Members of Congress and staff to express the position of dealers on various issues, prepares testimony for congressional hearings when appropriate and attempts to modify legislation to address dealer concerns. In addition, the office communicates with the dealer body on legislative matters and directs dealer efforts to communicate with Members of Congress.

Visit www.nada.org for updates on current legislative issues.

Legislative Communications

Responsible for internal and external communications of legislative priorities.

Bailey Wood, Director, Legislative Affairs and Communications
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NADA's Washington Conference

Dealers' lobbying day on Capitol Hill in Washington, D.C., held each September. Attendance is by invitation only.

Legislative information:

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Legal and Regulatory Affairs

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Key staff:

Andrew Koblenz, Vice President, Legal and Regulatory Affairs and General Counsel

James Minnis, Executive Director, Legal and Regulatory Affairs and Associate General Counsel

Purpose

To represent the interests of dealers in the legal, regulatory and franchise arenas. To monitor, testify on, and advocate dealer interests with regard to legal and regulatory issues. To develop and provide educational and compliance materials to dealers. To oversee the Legal Defense Fund.

Regulatory Affairs

Douglas Greenhaus, Chief Regulatory Counsel and Director, Environment, Health and Safety

Paul Metrey, Chief Regulatory Counsel, Financial Services, Privacy and Tax

Bradley Miller, Counsel and Assistant Director, Legal and Regulatory Affairs

Franchising and State Law

James Moors, Senior Counsel and Director, Franchising and State Law

Legal Affairs

William Price, Senior Counsel and Director, Legal Affairs

Legal Defense Fund

James Moors, Chairman, Senior Counsel and Director, Franchising and State Law

Andrew Koblenz, Vice President, Legal and Regulatory Affairs and General Counsel

James Minnis, Executive Director, Legal and Regulatory Affairs and Associate General Counsel

Bert Hulgrave, Executive Director, Industry Affairs

AWARE

Recognizing the need for consumer education, NADA and other automotive industry leaders have formed AWARE (Americans Well-informed on Automobile Retailing Economics), a collaborative industry effort to provide consumers with information, tools and other resources to better understand the auto financing system. For further information visit www.autofinancing101.org or call (866) 693-4464 toll-free.

NADA's PAC:

Dealers Election Action Committee (DEAC)

Web: www.nada.org; click on Advocacy & Outreach, then Dealers Election Action Committee

Phone: (877) 501-3322 (DEAC) or (703) 821-7110

Fax: (703) 442-3168

Email: deac@nada.org



Key staff:

Scott Spurgeon, Senior Director

Thy Le Harrison, Manager and Presidents Club Coordinator

Purpose

To help elect individuals to Congress who understand the needs of new car and truck dealers by identifying and contributing to those candidates who will listen to the concerns of dealers and work with NADA on business issues. To solicit NADA members for contributions and distribute 100% of the funds collected as campaign donations to pro-dealer candidates for the U.S. House of Representatives and the U.S. Senate.

Profile

DEAC staff oversees and administers the Presidents Club, Eagle Major Donor programs and political contributions to federal candidates.

NADA Conventions and Expo

Web: For NADA Convention information, go to
www.nadaconventionandexpo.org

For ATD Convention information, go to
www.atdconventionandexpo.org

Conventions

Phone: (703) 821-7188

Fax: (703) 749-4733

Email: conven@nada.org

Expo

Phone: (703) 821-7141

Fax: (703) 749-4733

Email: expo@nada.org

Key staff:

Stephen Pitt, Vice President, Conventions and Expositions

Melissa Wolpert, Director, Convention Services and Operations

Connie Mikels, Director of Expositions

Purpose

To stage and manage the NADA Convention and Expo and the ATD Convention and Expo, and to promote these premiere industry events to dealers, managers, industry personnel and exhibitors. To present, through these events, diverse educational programs and activities for dealers and managers that will more effectively enable them to manage their businesses; to provide a forum for dealers to discuss industry issues and network with their peers and manufacturers; and to provide an environment that enables attendees to experience the latest products, services and technology available for use in their businesses.

Dates for upcoming NADA Conventions:

February 9-11, 2013 in Orlando, FL

Dates for upcoming ATD Conventions:

April 19-22, 2013 in Tampa, FL

Convention staff also produces and manages the Washington Conference.

Dates for upcoming Washington Conference:

September 11-12, 2012, JW Marriott, Washington, DC

Public Affairs

Web: www.NADAFrontPage.com

Phone: (703) 827-7407

Fax: (703) 821-7075

Email: publicaffairs@nada.org

Key staff:

David Hyatt, Vice President and Chief Public Affairs Officer

Joe Phillips, Senior Director, Multimedia Communications

Deborah Hopkins, Senior Director, Communications and Marketing,

Executive Producer, NADA-TV

Chuck Cyrill, Director, Public Relations

Matthew Aukofer, Director, Online Communications

Purpose

To communicate NADA programs, services and policy positions on dealer issues to members, the media, the automotive industry, political leaders and the general public.

Profile

Public Affairs Group directs strategic communications, public and media relations, print and online publications and broadcast production, as well as advertising and marketing. Utilizing the skills of its own staff of writers and editors and graphic designers, Public Affairs provides a wide variety of communications and design services to all of the departments at NADA.

Major Public Affairs Initiatives

NADA Headlines

The popular daily e-newsletter, with more than 36,000 subscribers, provides a summary of top auto industry news. To subscribe, visit www.NADAFrontPage.com.

www.NADAFrontPage.com

NADA's new online magazine, [NADAFrontPage.com](http://www.NADAFrontPage.com) makes it easier for you to keep up by providing comprehensive coverage of the automotive industry. Special features include Top Stories, NADA-TV, People, Politics and Opinion, as well as Auto Sales Trends, Quotes of the Day, Stock Quotes and Auto Technology. [NADAFrontPage.com](http://www.NADAFrontPage.com) combines original reporting and news aggregation, including real-time news feeds from major media sources, such as *The Wall Street Journal*, *Politico*, and *The Washington Post*. Make [NADAFrontPage.com](http://www.NADAFrontPage.com) your home page.

NADA-TV

Public Affairs produces comprehensive, award-winning television coverage of association and industry news and events that is featured on www.NADAFrontPage.com and broadcast to hotels during the annual NADA Convention and Expo.

www.nada.org

Recognized by the Web Marketing Association for excellence, nada.org provides access to association news, regulatory compliance information and legislative briefings dealer training resources and much more. [Nada.org](http://nada.org) also serves as a portal to NADA's family of websites including NADART, Used Car Guide, and NADA University. NOTE: *Access members-only sections of www.nada.org by using your member company ID to set up a unique personal login.*

Director's Column

Public Affairs writes a monthly column detailing the latest NADA accomplishments and initiatives which is provided to state and metro dealer associations for use in their publications.

ATD Insider

The weekly e-newsletter provides a summary of the top medium and heavy truck industry news stories and is sent free to 7,000 subscribers. To subscribe, visit www.nada.org/enevs.

Other Member Communications

Special Alerts are issued as needed on a wide range of topics, including the results of meetings with manufacturers, imminent legislative decisions and time-sensitive NADA product and service news. Alerts are faxed to targeted NADA members.

News Releases and Media Relations

Public Affairs responds to media inquiries daily and issues news releases on important industry issues, holding press briefings and press conferences as warranted.

Design Group

The Design Group creates promotional materials for national advertising and marketing campaigns. The award-winning team also designs web sites and high profile pieces such as annual reports and develops brand identity campaigns.

Speech and Media Training

Speech writing, speech coaching and media training are provided for NADA leadership and key executive staff. Public Affairs also hosts media training seminars at the association's annual legislative conference in Washington staff. Public Affairs also hosts media training seminars at the association's annual legislative conference in Washington.

Time Magazine Special Insert

A special section is published each year in *Time* magazine that focuses on improving dealer image by profiling dealers in their communities and by providing useful information about the car buying process for consumers.

NADA Century Award

This award is presented to dealerships that have been in business for a least 100 years.

20 Group

NADA University – Performance Improvement Programs

Web: www.nada20group.org

Phone: (800) 557-6232 ext. 4

Fax: (703) 833-9461

Email: nada20@nada.org



Key staff:

John R. Lyboldt, Vice President, Dealer Services

Dave Allen, Senior Director, NADA 20 Group

Purpose

Participation in NADA and ATD 20 Group and related performance improvement programs equips members with the best practices, new ideas, professional consultant expertise and the financial analyses and comparisons needed to improve business performance and profitability. NADA and ATD 20 Groups encompass virtually all manufacturer franchises and offer a variety of meeting formats with non-competing dealers grouped by franchise, volume, geographic location, travel preferences, and budget. Lifeline to Profits and in-dealership Consulting programs, along with custom and composite-only groups, provide additional dealership solutions to improve performance of employees, departments and the operation as a whole.

20 Group - NADA Difference and Key Features

NADA Consultants go beyond meeting facilitation; they apply their unique industry insight and expertise, together with the resources of NADA, to engage non-competing dealers in driving performance improvements through peer-to-peer comparisons and knowledge of emerging trends and opportunities in the industry. Features include:

- Meetings – groups meet in-person three times per year and conduct conference calls and private online communications between meetings to discuss operational challenges, exchange ideas and share best practices
- Composite – best-in-class, online, OEM-specific composite and management tools provide daily opportunities to analyze performance and trends using over 80 pages of easy-to-use reports, analyses, and comparisons
- Meeting Formats – regularly forming new groups, adding to 140 +groups representing dealers of all sizes and most franchise, with meeting formats to meet different needs and budgets

- Express Start – start receiving the monthly composite right away; prospective members immediately reap the benefits of the monthly composite and other group interaction before attending the first meeting to officially join the group
- Custom Groups – offering composite-only and consultant-led groups for multi-franchise dealer groups, OEM-target groups, and department manager groups
- Lifeline to Profits and In-dealership Consulting Programs – NADA and ATD members may engage 20 Group consultants and Academy instructors to conduct Lifeline to Profits employee workshops and in-dealership performance improvement consultations.

Academy

NADA University – Leadership Development Programs

Web: www.nadauniversity.com

Phone: (800) 557-6232 ext. 2

Fax: (703) 821-7231

Email: academy@nada.org



Key staff:

John R. Lyboldt, Vice President, Dealers Services

Marilynn Youngs, Senior Director, NADA University

James Schoonover, Director, Academy

Purpose

The Academy portion of NADA University provides automotive entrepreneurs with leadership development through intensive, hands-on classroom education and in-store practical application. Programs address the needs of current dealer operators, future dealer candidates, and general managers to understand and direct the financial performance of each dealership department and to interpret the economic, legal, and regulatory factors that impact their automotive businesses. Spanning a year or less in duration, these programs enable real-world application of the principles taught and minimize disruption to the operation due to time away from the business.

Dealer Candidate (DCA) and Truck Dealer (ATD) Academy

Intended for current dealer operators and/or dealer successor candidates of automotive or medium and heavy duty truck dealerships who wish to develop a comprehensive understanding of dealership financial and departmental operations and gain valuable knowledge and skills for organizational leadership and the successorship transition. Unique elements of the DCA and ATD programs include:

- Business plan development and presentation skills (truck-specific parts and service instruction for ATD)
- Leadership and coaching skills
- Succession planning overview, inviting family participants
- Dealer-panel discussion
- Department managers may attend a department-specific week of classes even if they don't have a student in the program

General Dealership Management (GDM) and Custom Dealer Group (CDG) Academy

Intended for current and prospective general managers who wish to develop a comprehensive understanding of dealership financial and departmental operations and gain valuable knowledge and skills for evaluating operational performance and implementing sound business solutions. Unique elements of the GDM and CDG Academy programs include:

- Dealership performance assessment skills (CDG includes customized instructional elements to meet identified areas of emphasis or to incorporate dealer group policies and procedures)
- Simulation — financial analysis and in-dealership evaluation (using an NADA-selected dealer for GDM and group-selected dealer[s] for CDG)
- Analysis and recommendation presentation skills

Learning Hub

NADA University – Education Solutions

Web: www.nadauniversity.com

Phone: (800) 557-6232 ext. 3

Email: learninghub@nada.org



Key staff:

John R. Lyboldt, Vice President, Dealer Services

Marilynn Youngs, Senior Director, NADA University

Purpose

The all-new Learning Hub component of NADA University combines a who's who of industry experts and cutting-edge technology to deliver interactive training online, 24/7, without taking employees away from the dealership. NADA and ATD membership benefits include seven essential online courses for managers and employees at no charge. The comprehensive learning management system—which includes *My Report Card* and *Tattletale Report* features—trains, tests, tracks, and reports individual activity and progress. Learning Hub courses are also delivered as instructor-led seminars, webinars, and convention workshops.

NADAvt – virtual training – On-demand, Online Training

With NADAvt – a low monthly subscription program per rooftop – all dealership employees have 24/7 access to all NADA online training and can refresh on the training as often as needed.

For 2012, NADAvt includes:

- All NADA online interactive courses (15 existing plus all new courses added)
- Rolling two years of convention workshops (47 from 2011 and 51 from 2012)
- Rolling two years of webinars (13 from 2011 and 18+ planned for 2012)

Convention Workshops

Approximately 50 different workshops are offered at the annual NADA and ATD Conventions. They are complimentary to member attendees. Top industry speakers present workshops in different tracks of business study. All workshops are recorded and formatted for online delivery through the Learning Hub and are available individually or by subscription, as well as in DVD, MP3, and iPod video formats.

Seminars and Custom Training

The Learning Hub also offers on-site and in-market seminars and custom training programs throughout the year. Programs are taught by Academy instructors, 20 Group consultants, and selected industry-leading trainers.

Registration for all programs is accomplished online through the NADA U Store at www.NADAuniversity.com. Members must first sign in to get special **member-only** discounted pricing.

Resource Toolbox

NADA University – Member Benefits and Industry Information

Web: www.nadauniversity.org
Phone: (800) 557-6232 ext. 5
Email: resourcetoolbox@nada.org



Key staff:

John R. Lyboldt, Vice President, Dealer Services
Marilynn Youngs, Senior Director, NADA University
Marjorie Levin, Senior Manager, Resource Toolbox

Purpose

The Resource Toolbox portion of NADA University is the only place to get the **Driven** Management Guides and archives of MarketINSIGHT webinars and NADAPerks resources to help dealers improve business performance, sales, and profits. Valuable NADA and ATD Member benefits, legal and regulatory guidance, and industry data, trends, and more are available exclusively through Resource Toolbox—on demand 24/7 at no charge to members. Resource Toolbox is your online library of information to ensure you can find what you need, when you need it.

DRIVEN – NADA Management Guides

These valuable dealer publications on a wide variety of topics are all-new in format and online delivery. Dealers are now able to view a brief executive summary and easily send an online notification alert to selected employees who need to review and understand the material in that guide. Testing and tracking ensure your employees are getting useful information and are accountable for the results.

MarketINSIGHT – Monthly Mini-webinars

The Resource Toolbox also brings industry experts to you each month to provide the latest information on trends, developments, and issues that affect your business. These mini-webinars cover topics across the industry and can be viewed live or on-demand in the recorded MarketINSIGHT library.

NADAPerks

NADAPerks is a monthly email added-value Perk for members only. Perks are tips and tools—best practices, checklists, webinars, and more—that provide timely and relevant assistance to dealers. The Resource Toolbox library stores all previous NADAPerks so you can find them anytime.

Truck Dealer Services: American Truck Dealers (ATD)

Web: www.atd.org
Phone: (703) 821-7116 or (800) 352-6232
Fax: (703) 749-4700
Email: atd@nada.org



Key staff:

Michael Regan, NADA Vice President, Industry Affairs
Bert Hulgrave, NADA Executive Director, Industry Affairs, and
Managing Director, ATD
Barbara Robinson, Director, ATD
Kimberly Carey, Coordinator, ATD

Purpose

To address the specific needs and questions of ATD members through conventions, programs, services, seminars, guides and resources tailored specifically to medium and heavy duty truck dealers.

Legislation and Regulation

Monitors and lobbies for legislation and regulation in the interest of dealers.

Convention

ATD Convention and Exposition features keynote speakers, workshops, make meetings, general sessions, panels, informal events and exhibits for truck dealers. (See p. 25.)

Dates upcoming for ATD

April 19-22, 2013, Tampa, FL

20 Groups

Exclusively for truck dealers. (See p. 28.)

Publications

- **ATD Management Series** — Numerous guides and bulletins geared to truck dealers and their employees
- **ATD/NADA Official Commercial Truck Guide** (See p. 36.)
- **ATD Insider** — A weekly email for members that includes the latest ATD news, alert bulletins, industry news

NextGen ATD

Community for the development and advancement of truck dealers and managers of the future through peer relationships, education and networking.

Automotive Youth Educational Systems (AYES)

Web: www.ayes.org

Address: 101 Blue Seal Dr., SE
Suite 101
Leesburg, Virginia 20175

Phone: (703) 669-6677

Fax: (703) 669-6679

Key staff:

John R. Lyboldt, Vice President, Dealer Services

Purpose

To educate and experientially prepare quality young men and women for an automotive service technology career in dealerships and in OEM post secondary initiatives.

Profile

Automotive Youth Educational Systems (AYES) is a business and education partnership between NADA and automotive manufacturers, state and local automotive trade associations, state Departments of Education and 350+ affiliated secondary schools nationwide. AYES was founded in 1997 and has placed over 12,500 entry level technicians in automotive careers.



NADA Used Car Guide

A National Automobile Dealers Association Services Corporation subsidiary

Web: www.nada.com/b2b
Phone: (800) 544-6232
Fax: (703) 821-7269
Email: guideinfo@nada.org



Key Staff:

Michael Stanton, Vice President and Chief Operating Officer
Jonathan Banks, Senior Director, Editorial and Data Services
Doug Pascarella, Director, IT
Stu Zalud, Director, Dealer Services
John Beckman, Director, Marketing
Dan Ruddy, Director, Sales and Customer Service
Laura Plante, Director, Strategic Programs

Purpose

To be the industry leader in vehicle valuation data and information available through a robust set of products that deliver in a timely and clear manner; includes guides, customized data, integrated solutions and expert analysis.

NADA Used Car Guide Products

Web, Electronic and Print

- NADA AppraisalPRO® – Exclusively available for dealers! Access six market data sources in 60 seconds for one smart decision
- NADA Online (includes 11 guides)
- NADA e-Valuator suite (used passenger cars and light-duty trucks; commercial trucks)
- Archive Values
- Printed Guide Books
- Customized data, integrated solutions and expert analysis

NADA Insurance Programs

Web: www.nada.org; click on Products & Services, then NADA Insurance
Phone: (888) 461-6232 (toll-free)
Fax: (703) 883-2371
Email: NADAInsurance@nada.org



Key Staff:

Betsy Piper/Bach, Vice President and Chief Operating Officer, NADART
Jim Young, Sr. Director, Product Development
Jason Dwyer, Director, Business Development and Client Services

Purpose:

NADART provides full-service retirement plan products and services for new car and truck dealers and select non-dealer organizations.

NADART has negotiated association-rated insurance vehicles such as Dealer and Spouse Life Insurance, and Dealer Employee Life Insurance. NADART has also developed a national commercial insurance solution covering all of dealer needs from Garage Insurance to Worker’s Compensation.

We are proud to be the comprehensive benefit source for the automobile industry.

Available Plans and Programs

- Term Life
- Accidental Death and Dismemberment
- Retirement Accumulation (RAI)
- Long-Term Care Insurance
- Commercial Insurance
- Health Insurance

Financial and Retirement Plan Services:

National Automobile Dealers Association
Retirement Administrators, Inc. (NADART)

Web: www.nadart.org
Phone: (800) 462-3278 (toll-free)
Fax: (703) 883-2371
Email: nadart@nada.org



Key staff:

Betsy Piper/Bach, Vice President and Chief Operating Officer, NADART
Mary Beth George, Sr. Director, Marketing & Communications
Jim Young, Sr. Director, Product Development
Deborah Stevens, Director, Marketing & Communications
Jason Dwyer, Director, Business Development and Client Services
Jennifer Sorrell, Director, Plan Accounting
Jay Newton, Director, NADART Business Systems

Purpose:

NADART provides full-service retirement plan products and services for new car and truck dealers and select non-dealer organizations. NADART manages all aspects of retirement administration, including fiduciary oversight, and offers a breadth of investments for every level of investor, with services at competitive costs.

NADART also offers executive/deferred compensation plans and planning.

We are proud to be the comprehensive benefit source for the automobile industry.

Programs

- 401(k) Plans
- Executive/Deferred Compensation Plans
- Brokerage Account Platform
- Insurance Products: Commercial and Individual, Group

Retirement Plan Features

- Open Architecture Platform
- Roth 401(k) Option
- Automatic Enrollment/Automatic Escalation
- Safe Harbor, EACA and QACA Plans
- Trustee and Custody Services
- Online Investment Guidance

Online Resources:

www.nadart.org

NADART's secure website is available to participants and plan sponsors 24/7 for investment and fund administrative transactions. Participants can log in for online investment guidance and selections, account balance information and current rate of return, and transactions.

The site also provides a detailed information on NADART's products and services.

www.twitter.com/nadart

NADART's twitter site provides current and prospective clients with the latest retirement industry news, government initiatives and legislation, available plan features and more.

National Automobile Dealers Charitable Foundation (NADCF)

Web: www.nada.org; click on Advocacy & Outreach, then Charitable Foundation
Phone: (800) 252-6232 ext. 7233 (toll-free)
or (703) 821-7233
Fax: (703) 245-5247
Email: nacosta@nada.org



Key staff:

Naxhieli Acosta, Director

Purpose

To raise and distribute funds from franchised new car and new truck dealers and friends for emergency medical and economic educational organizations and private sector colleges and universities.

Profile

The National Automobile Dealers Charitable Foundation is a tax exempt, non-profit organization that provides giving opportunities to benefit communities and a framework to organize tax deductible charitable contributions. Gifts to NADCF are tax deductible.

Charitable Funds

Ambassadors Program A \$10,000 contribution provides \$1,000 minimum grants to Ambassador's chosen educational or emergency medical organization every three years in perpetuity.

Medical Grants Program donates CPR manikins to emergency medical responders and organizations that provide community training.

Emergency Relief Fund provides financial assistance directly to dealership employees affected by natural disasters.

Frank E. McCarthy Memorial Fund provides funding for education and mobility through the Canine Companions for Independence organization.

Leadership Council allows state and metro dealer associations to honor elected officers.

Legacy Program provides estate planning for donors.

Memorial Fund allows dealers to honor deceased friends and family members.

Joseph J. Sanchez Memorial Fund provides emergency financial assistance for post-secondary students.

John P. Winston, Sr., Memorial Fund donates to the educational discipline of ethics.

Information Technology (IT)

Web: www.nada.org; click on Products & Services, then Information Technology

Phone: (703) 821-7270

Fax: (703) 821-7081

Email: it@nada.org

Key staff:

Richard Malaise, Vice President and Chief Information Officer

William Fitzpatrick, IT Director, PC and LAN Services, STAR, and Administrative Services

Deborah Zelten, Director, Business Applications Development

Purpose

To provide members an understanding of current computer technology issues, the potential benefits of using new IT products, encourage competition among the vendors providing dealership IT products and services, and promote the adoption of common, voluntary IT standards throughout the retail automotive industry.

NADA Mobile App

NADA has a free mobile app for iPhone and iPad users. The mobile app provides the latest news and videos from NADA Headlines and a listing of all upcoming events, such as the annual NADA Convention & Expo and a schedule of workshops and webinars from NADA University. It also features a comprehensive contact list for NADA products and member services and links to other NADA apps. The new mobile app makes it easier to stay connected with NADA on the go, anywhere at any time. To download the app on either Apple device, visit Apple's App Store.

Technology News for Dealers

Frequent newsletters are provided including one that contains information to assist dealers regarding the growing use of Mobile Apps for marketing, sales and service. A second newsletter describes Telematics as more than a service to locate your car in a parking lot or use a GPS (Global Positioning System) to provide driving directions. Dealers want an F&I process that enhances the customer experience while completing the needed financing procedures. The third newsletter highlights recent activities and technology trends about the F&I services available to dealers. All are available at www.nada.org/Technology.

Social Media Policy

NADA has developed a sample guideline titled Dealership Social Media Use Policy that outlines acceptable and non-acceptable activities for dealership staff. The policy is available at www.nada.org/Technology.

Dealership IT Products

Summarize the functionality of products that might benefit dealers' daily operations including: Customer Relationship Management (CRM), Dealership Document Management (DDM), Dealership Systems Providers (DSP), Finance & Insurance (F&I), Online Reputation Management (ORM), and Vehicle Inventory Management (VIM) product and vendor summaries are available at www.nada.org/Technology.

Standards for Technology in Automotive Retail (STAR)

Standard-setting group develops voluntary standards to improve cost effectiveness, timeliness and competitiveness of dealership technology. STAR's Dealership Infrastructure Guidelines (DIG) helps dealers with managing the dealership's IT equipment and is available at www.nada.org/Technology; click on "STAR and Internet Guidelines for Dealers".

PC Purchase Program

HP and Lenovo offer computer hardware, printers, and accessories at NADA-only discounts for dealers and employees' office or home use. Go to www.nada.org/Technology; click on "PC Purchase Program". Member login required.

DSP Survey

Results of NADA's current biennial DSP survey of dealer satisfaction with dealer systems providers' (DSP) products and services is available at www.nada.org/Technology; click on "DSP Vendors Survey". Links to several DSP vendors' web sites are available at the same location.

IT Publications

Informative NADA publications to assist dealers in selecting IT products and services for the dealership are available from NADA University at www.nadauniversity.com.

Links to IT sites and IT Tips

Links to IT sites provide a wealth of information to dealership staff supporting IT systems. Go to www.nada.org/Technology and click on "IT Links" Additionally, IT Tips regarding hardware, email, voice and data communications, dealer systems providers, security, and the Internet are at www.nada.org/Technology; click on "IT Tips".

Miscellaneous Member Services

Phone: (800) 252-6232

Email: nada@nada.org

Dealer Services and Programs

Shipping Discounts

Shipping discounts are available through FedEx. At www.nada.org click on Products & Services, then Shipping Discounts. You can also sign up by calling 1-800-MEMBERS (1(800) 636-2377, 8 a.m. – 6 p.m. EST, M-F).

PC Purchase Program

Through our partnership with HP and Lenovo, NADA is able to offer member dealers and their staffs the opportunity to purchase reliable, cost-effective computer products, services, support and solutions. For additional information, see Information Technology (See p. 41.), or visit www.nada.org and click on Products & Services, then PC Purchase Program. Member login required.

Automotive Career Information

Information for dealers on hosting an Automotive Career Month event may be found online at www.nada.org. Click on Advocacy & Outreach, then Automotive Career Resources. Also, the video *Supercharge Your Future!*, produced for Automotive Youth Educational Systems, focuses on careers as auto technicians.

Auto Safety Initiatives

To find out more about the consumer safety initiatives supported by NADA and how you can participate, go to www.nada.org; click on Advocacy & Outreach, then Auto Safety Initiatives.

Consumer & Media Information

Auto Finance Resources for Consumers

Resources on understanding auto financing are available at www.nada.org. Click on Advocacy & Outreach, then Auto Financing Resources.

NADA Data

For statistics about the economic impact of domestic new car and new truck dealers, visit www.nada.org; click on NADA Data from the Media tab. NADA Data reports the results of NADA's yearlong analysis of the U.S. auto industry, with particular emphasis on the retail side of the business.

Industry information for Consumers and Press

For articles of interest to the public, click on the Media tab of www.nada.org. These items may be excerpted for publication if credit is given to NADA.

NADA Directory

NADA headquarters

Phone: (703) 821-7000 or toll-free number listed below

Web: nada@nada.org

NADA

8400 Westpark Drive
McLean, VA 22102-3522

NADA Legislative Affairs

412 First Street, SE
Washington, DC 20003
Phone: (202) 547-5500 or toll-free number listed below
Email: legislative@nada.org

NADA toll-free numbers

NADA Main Number

(800) 252-6232

20Group

(800) 557-6232
Nada20group.org

401K Choice

(800) 462-3278

ACECO Hole-in-one Insurance

(888) 828-8540

Academy

(800) 557-6232
dealeracademy.org

American Truck Dealers

(800) 352-6232

AWARE

(888) 400-7577

DEAC

(877) 501-3322

Insurance Plans & Programs

(888) 461-6232

Learning Hub

(800) 557-6232
Nadauniversity.com

Legislative Affairs

(800) 563-1556

NADA Used Car Guide

(800) 544-6232

NADA Appraisal Guides

(800) 966-6232

NADA Retirement

Administrators
(800) 462-3278 (4-NADART)

NADA University

(800) 557-6232
Nadauniversity.com

Resource Toolbox

(800) 557-6232 ext. 5

Accounting & Finance

(703) 749-4751
(703) 556-8571 fax

Administration

(703) 760-7595
(703) 821-7030 fax
jcowden@nada.org

American Truck Dealers

(703) 821-7116
(703) 749-4700 fax
atd@nada.org

**Automotive Trade Association
Executives (ATAE)**

(703) 821-7070
(703) 556-8581 fax
atae@nada.org

Charitable Foundation

(703) 821-7233
(703) 245-5247 fax
nacosta@nada.org

**Convention: Meetings
and Services**

(703) 821-7188
(703) 749-4733 fax
conven@nada.org

**Convention: Programs
and Expo**

(703) 821-7141
(703) 245-5243 fax
expo@nada.org

**Dealers Election
Action Committee**

(703) 821-7110
(703) 442-3168 fax
deac@nada.org

Industry Affairs

(703) 821-7010
(703) 749-2372 fax
industryrelations@nada.org

Industry Analysis

(703) 827-6871
(703) 749-2372 fax
industryrelations@nada.org

Industry Relations

(703) 821-7050
(703) 749-2372 fax
industryrelations@nada.org

Information Technology

(703) 821-7270
(703) 821-7081 fax
it@nada.org

Insurance Plans & Programs

(888) 461-6232 (toll-free)
(703) 883-9487 fax
NADAInsurance@nada.org

Legal and Regulatory Affairs

(703) 821-7040
(703) 448-5824 fax
Regulatoryaffairs@nada.org

Membership

(800) 252-6232 ext. 2
(703) 883-9487 fax
member@nada.org



**NATIONAL
AUTOMOBILE DEALERS ASSOCIATION
MEMBERSHIP DIVISION**

8400 Westpark Drive
McLean, Virginia 22102

