

signals



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For Sale

OCCUPATIONAL HEALTH & SAFETY MANUAL

The New Car Dealers Association of BC has listened to dealer members and developed a new Health & Safety Manual, specific to British Columbia. If you do not have a health and safety manual, or have an outdated manual (the last version was developed in 2004), it is important you purchase a new copy.

The Manual Is Ideal For:

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President's Message



The Times They Are a Changin'!

I had the occasion on my flight following our recent Western Dealer Summit and SEMA in Las Vegas to reflect on what we'd heard from the excellent speakers at the Summit and conversations I'd had with dealers from around Western Canada.

The incredible amount of change that has been happening in our sector, driven in large part by technology and changing consumer behaviour, is now the norm not the exception. This ongoing change is affecting every dealership in BC and all around the globe.

The rapid growth of Dealer Groups around North America is also changing the business landscape and we'll likely continue to see consolidation for a few more years to come.

The Association's recently released update of our Economic Impact Study vividly shows the powerhouse that BC's New Car Dealers are and their importance to the BC and local economies. It's a great news story and one that we continue to tell far and wide, to government, media and consumers.

The career opportunities that exist today in our sector are unparalleled. Our industry is now a profession. We're a high tech industry today and a very sophisticated one. We are taking this exciting career story out to Career Fairs around BC in the coming months and we'll have printed materials and video available to our members to share with their customers and local schools.

It was important to bring together members of the BC, Alberta and Saskatchewan Dealer Associations to hear the latest from experts on a variety of topics, from Creating a Digital Culture in Your Organization to Digital Marketing and Social Media. And to be challenged by the likes of Cameron Chell, a self-described serial entrepreneur and investor who has lived through many ups and downs (including being at the World Trade Centre when the first plane hit on 9/11), to ask ourselves "What If"? To look at our businesses differently and have a big vision and move beyond the way we have always done things.

To those who were able to join us in Las Vegas, thank you for making the investment of time and treasury to join us as a community of dealers to learn together, share experiences and to leave renewed and energized to take on the new challenges that are coming.

Some of our SIGNALS readers may be old enough to remember the Bob Dylan song from 1964, The Times They Are a Changin'. The song was written about different changes in a different time, but the lyrics do capture much of what is happening in our industry and the pitfalls that can come with change.

Given the rapidly changing world we continue to find ourselves, there has never been a more important time to be a member of a Provincial New Car Dealers Association and thus have access to the talent at the national Canadian Automobile Dealers Association. We all wake up every morning thinking about how we are going to assist you, our member dealers, to stay relevant, profitable and adaptable.

Whether we're working to fix issues with government, to improve the workings of the Motor Vehicle Sales Authority, to provide the best speakers and information on the latest topics or to spread the word around just how awesome the career opportunities with BC's New Car Dealers are, your Association Team is in your corner helping you fight the battle outside that is a ragin'.

On behalf of our Chairman, Jim Inkster and all our Board of Directors and the Association staff, warmest wishes for a very Merry Christmas and a Happy and Healthy New Year.

Yours truly,

Blair Qualey - President & CEO

The Times They Are A-changin'

Gather 'round people

Wherever you roam
And admit that the waters
Around you have grown

And accept it that soon
You'll be drenched to the bone
If your time to you
Is worth savin'

Then you better start swimmin'
Or you'll sink like a stone
For the times they are a-changin'

Come writers and critics
Who prophesize with your pen
Keep your eyes wide
The chance won't come again

Don't speak too soon
For the wheel's still in spin
And there's no tellin' who
That it's namin'

For the loser now
Will be later to win
For the times they, they are a-changin'

Come senators, Congressmen
Please heed the call
Don't stand at the doorway
Don't block up the hall

For he that gets hurt
Will be he who has stalled
There's a battle outside
And it's ragin'

It'll soon shake your windows
And rattle your walls
For the times they are a-changin'

Come mothers and fathers
Throughout the land
Don't criticize
What you can't understand

Your sons and your daughters
Are beyond your command
Your old road is
Rapidly agin'

Please get out of the new one
If you can't lend your hand
For your times they are a-changin'

The line it is drawn
And the curse it is cast
The slow one now
Will later be fast

As the present now
Your old road
Will later be past
Rapidly fadin'



"The Times They Are A-changin'"
is track #14 on the album
The Essential Bob Dylan.
It was written by Bob Dylan.

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DANNY KOKER KEYNOTE SPEAKER

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*Blair Qualey, President & CEO, New Car Dealers Association of BC;
Rhys Sutcliffe, Recipient; Bill Mitchell, President, Carter Auto Family*



*Scott Jones, Dealer Principal, West Coast Auto Group; Brenden Jones,
Recipient; Blair Qualey, President & CEO, New Car Dealers Association of BC*



Through its bursary program, CarCareerBC, the New Car Dealers Foundation of BC has taken a leadership role with youth entering the automotive field.

The 2014 Grants were recently awarded, and over \$20,000 was offered to individuals throughout British Columbia. The grants were issued with the intent to assist with post-secondary education and training.

It would not be possible to award these grants without the major leadership contribution from **Manse Binkley and Harmony Honda, Marnie Carter and the Carter Auto Family, Christian Chia and the OpenRoad Auto Group, and Jim Pattison.**

The financial donations allowed the New Car Dealers of BC to establish an endowment fund. Interest income from this fund is given out on an annual basis through the Foundation's CarCareerBC Grant program.

Visit www.newcardealers.ca

for information on the 2015 CarCareerBC Education Grant, including an application form.



Adel El Gazzar, Grant Recipient and Blair Reynaud, Dealer Principal, Hilltop Toyota



Ed Kihn, Service Manager, Eagle Ridge Chevrolet; Rainier Nebres, Grant Recipient; Blair Qualey, President & CEO, New Car Dealers Association of BC



Blair Qualey, President & CEO, New Car Dealers Association of BC; Julius Milanés, Grant Recipient; Steve Gebrecht, Sales Manager, Brian Jessel Autohaus

Driver's Licenses Information – What to Record and How Long to Keep

Recently your New Car Dealers Association met with the Office of the Information and Privacy Commissioner for B.C. regarding Customers' Driver's Licenses. The OIPC cannot prejudge any matter as it determines each matter based on the facts involved in any complaint. However, in the context of our meeting the following matters appeared to be reasonable to your Association.

Customers' Driver's Licenses are needed by Dealers for a number of different purposes including (a) test drives; (b) purchase or lease of vehicles; and (c) use of courtesy cars.

The Personal Information Protection Act (B.C.) regulates the collection, use and disclosure of a Customer's personal information. This collection of personal information by Dealers from Customers' Driver's Licenses is limited to what is necessary and reasonable for the operational purposes of the Dealer.

DRIVERS' LICENSES (What to Record and Not)

Drivers' Licenses contain a significant amount of information.

It is your Association's view that the information which is reasonable to collect from a Customer's Driver's License for the above purposes is: (a) Name; (b) Address; (c) Driver's License Number; (d) Date of Issue; and (e) Date of Expiry.

The information which is NOT reasonable to collect is: (a) weight; (b) height; (c) sex; (d) eye colour; (e) hair colour; (f) date of birth; (g) picture; and (h) personal health number (which appears on the back of some licenses).

There are a variety of ways in which Dealers can collect this information from the Driver's License such as (a) computer scanning programs; (b) photocopy; and (c) manual recording.

For computer scanning programs, the coding will have to be set so that only the 5 reasonable items are captured.

For photocopying of the Driver's License, Dealers will need to ensure that immediately after the photocopy is removed from the copier, the Dealer "blacks out" (by felt pen or otherwise) all of the information which is NOT reasonable to collect.

For manual recording, Dealers should only record the 5 reasonable items.

PURPOSE OF COLLECTING THE INFORMATION

The purpose of collecting this information from the Driver's License is to ensure that: (a) the Customer is lawfully licensed to drive one of the Dealership's vehicles; (b) for insurance purposes; and (c) to contact the Customer after the use of the vehicle to follow up for marketing purposes. However, the Dealership is not entitled to keep this information beyond the operational reasons for which it was collected in the first place. Thereafter it must be destroyed.

HOW LONG TO KEEP THE INFORMATION

The simple answer is "It Depends!".



If, on the return of a vehicle taken by a Customer, there is no evidence or reasonable suggestion of any damage or any tickets (whether for violations or tolls), then the information should be destroyed shortly thereafter. Our suggestion to Dealers for operational convenience is within about 30 days or once each month.

However, if there is some reasonable evidence of damage to the vehicle or a possible violation ticket or toll charge, then it is reasonable to keep the information until the matter is concluded. That could be anywhere from 30 days to 6 years or more depending on the problem. Clearly that will be much more self-evident if a Dealership employee was in the vehicle while the customer was driving it. However, in some situations, there will not be a Dealership employee in the vehicle. If the Dealership suspects an accident or damage or a possible infraction or toll, it will need to note it in the file immediately with reasonable facts to support such need in the usual course of good business practice in order to fulfill the Dealership's duty of only keeping personal information for which it has a reasonable operational need.

Some examples of a need to keep personal information:

1. The vehicle comes back to the Dealership with a scuff on the bumper which may indicate a minor accident may have taken place.
2. The Customer races out of the Dealership lot at a high rate of speed with tires screeching.
3. The Customer is gone for an extraordinary period of time which could indicate a violation or minor accident problem.

There are many other examples, but the caution is to ensure that the Dealership has and records the reason for suspecting a problem and has some reasonable evidence to support the keeping of the personal information.

In the absence of any evidence, it would appear to be reasonable to dispose of unneeded personal information within about 30 days of its collection (at least once each month).

Your Association has the following documents to be made available for its Dealers to use:

1. Instructions to Dealers about Copying Customers' Driver's Licenses
2. Amended Demonstration Vehicle Agreement (available through Michael Mason & Co. Ltd.)
3. Revised Informed Consent and Privacy Notice (useful for some dealers who want to continue to use their own test drive form).

By Roderick H. McCloy, Lawyer of Roderick H. McCloy Law Corporation, Associate Counsel of Shapiro Hankinson & Knutson Law Corporation & Matthew Wansink, Lawyer of Shapiro Hankinson & Knutson Law Corporation

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Dick Lau, Dealer Principal, Cam Clark Ford Lincoln Ltd.

Dealers Making a Difference for SOBC



With this series SOBC is turning the spotlight on individual dealers who so generously support our athletes and our organization – watch for future issues of Signals for more inspiring stories.

For Dick Lau, Dealer Principal of Cam Clark Ford Lincoln Ltd., giving to support Special Olympics is a move led by the New Car Dealers Association of BC and made all the more meaningful by the athletes.

“We believe in the work Special Olympics does, and the athletes are the stars, always reminding us why we are doing this,” says Lau, also a Director of the New Car Dealers Association. “You can see how excited they are. It’s very tangible.”

Lau’s relationship with New Car Dealers associations and Special Olympics spans two provinces and many years. Lau has been in the industry for 37 years, getting his start in sales and moving into dealer and partner roles in 1995. He began in Alberta, where his family currently lives, and moved into B.C. almost 13 years ago.

Lau was first introduced to Special Olympics in Alberta, where the provincial industry association is a significant supporter of the Special Olympics movement, as in B.C. Over his years there he met many of the athletes and was “always very inspired by them.”

During his years in B.C., Lau and his dealership have given generously to the annual New Car Dealers Foundation of BC/ Special Olympics Auction, the vital fundraiser that supports Special Olympics BC and the work of the foundation. This year, Lau and Cam Clark Ford Lincoln also stepped up to help the Special Olympics Canada 2014 Summer Games in Vancouver, donating the use of vehicles at the Games. The support of the New Car Dealers helped make the first National Games to be held in our province since 1990 a great success full of many inspiring and empowering experiences.

Lau said the athletes motivated them to go above and beyond by giving to the Games.

“We really believe in the cause, and we admire the people working hard at it – and we adore the athletes,” he says.

Lau also credits the dedicated coaches and volunteers who give their time to Special Olympics and create such an impactful organization.

Lau believes strongly in giving back, not only to charitable causes but also to the industry that has helped his business. He has been a Director of the New Car Dealers Association of BC for the last five years and was involved with the Alberta association as well. Many Dealers give so generously to Special

Olympics and charities in their communities, and Lau says it’s rewarding for them as well as to the charities benefitting from their support.

“We get as much out of it as we put into it,” he says.

Much of Lau’s family is still in Alberta, but here in B.C. his son Jacob is involved in the industry, currently as the Cam Clark Ford Lincoln Sales Manager. Lau is excited and proud that his son is in the business as well.



Special Olympics

Snapshot

Big Year, Big Support Benefit Special Olympics Athletes

B.C.'s New Car Dealers are among the longest-standing supporters of Special Olympics BC. In this issue of Signals we continue the series demonstrating all that your support helps to bring to life through the world of Special Olympics – all the experiences of joy, friendship, empowerment, and acceptance for more than 4,300 athletes with intellectual disabilities around the province.

2014 was a banner year for Special Olympics in B.C., and the generous support of sponsors such as B.C.'s New Car Dealers played a significant part in bringing incredible achievements, growth, and opportunities to life to benefit individuals with intellectual disabilities and B.C. communities around the province.

Armed with her impressive determination, drive, discipline, self-confidence, commitment, persistence, and positive attitude, Team BC 2014 track and field athlete Kellie Robertson made huge strides as she trained to compete at the Special Olympics Canada 2014 Summer Games in Vancouver.

The dedicated Special Olympics BC – Surrey athlete lost more than 30 pounds while sticking to a strict exercise and eating schedule that included training six days a week and working on Team BC strengthening and corrective exercises at home. In other specialized tests of her fitness and functional ability, Robertson showed equally impressive improvements in key areas for athletics competitors, including her core and lower body strength and her balance.

Robertson “is determined not to give up, no matter how hard it seems, and when things don’t go as well as planned, she gets up and tries again,” her coach Deborah Carter says. “She is driven to improve every day and not satisfied with her last performance. ... She is always working hard and giving her best with a positive attitude, drive, and determination.”

Robertson was one of 275 athletes on Special Olympics BC’s largest-ever provincial team who trained hard to perform with pride at the first National Games in B.C. since 1990. The team showed significant improvements in skills, strength, and health as they worked with SOBC’s well-supported provincial team program. Functional testing showed great gains by the athletes – Team BC athletes collectively lost 489 pounds in their first five months of training – and they went on to win 288 medals in the 11 National Games sports.

The strong support of SOBC sponsors such as B.C.’s New Car Dealers helps make all of these life-changing and confidence-boosting athlete achievements possible. It powers SOBC’s year-round programs that transform lives through the joy of sport.

It helps us provide critical health improvements for a population in serious need. On average, men with intellectual disabilities die 13 years younger than men without, and women with intellectual disabilities die 20 years younger. SOBC provides athletes with targeted health screenings, helping address untreated issues and supporting them to be healthier throughout their lives. And through Special Olympics, people who were inactive get fitter and healthier, benefitting their whole lives.

Your support helps us be a leader in helping kids with intellectual disabilities learn essential motor skills. SOBC now offers 80 youth programs around the province, helping 877 children with intellectual disabilities as young as two learn vital skills and get active.



Special Olympics is the place where kids who usually get left on the sidelines belong and thrive.

Your support helps us inspire social change. Special Olympics is building a world where people with and without intellectual disabilities are unified in respect and inclusion.

2015 will be another exciting year, with the 2015 Special Olympics BC Winter Games coming to Kamloops in February – more information is available at sobcwintergameskamloops.ca. We look forward to program growth continuing around the province, and the annual New Car Dealers Foundation of B.C./Special Olympics Auction set to return in the spring, providing essential support for our movement. Thank you for making a difference with Special Olympics!

To stay up to date with SOBC: specialolympics.bc.ca



Canadian Automobile Dealers Association (CADA) Update

How to get your dealership noticed! The Top 10 Best Practices in PR

1. Make your story unique.

The key to PR success is to making your story newsworthy. Develop a unique theme and add a twist. This could mean hosting an event with a participatory element or simply involving local personalities. Make sure you have a great visual set up so the local news can capture the essence of your event with a short clip or simple photo. The goal is to drive awareness of your dealership brand and presence.

2. Make yourself available

There is nothing worse than when the media wants to interview someone from your management team and no one is available. Not only is the journalist annoyed but you have lost the opportunity for FREE advertising. Prepare a list of key spokespeople in the office and match it up with a travel calendar. That way you are always prepared to take an interview.

3. Don't be afraid of social media

Tweet, Facebook and Instagram details prior to your event taking place and ask your colleagues to share it on their social platforms for increased local interest. The advancements of social media are not slowing down. Period. So get on board before you get left behind!

4. Proofread

For the love of all things good, DON'T RELY ON SPELL CHECK. Have at least two people proofread any and all things that are blasted to the media and on social platforms.

5. Designate a PR leader in your dealership

Put someone in charge of your PR plan in your office to ensure you remain relevant in the media. This person would also manage your social media pages and press release distribution.

6. Avoid controversy

Always thoughtfully think through the entire process of an event from start to finish. If you think you might offend someone while you are attempting to be 'humorous', you will, so always remember you represent your dealership brand.

7. Create a hook that the media WANTS

Spell it out for the media. Journalists love that. They don't have time to invest three hours into your story. Give them the hook within the first three lines of your press release. Prepare talking points that spell out what is unique about you and your event so they can pull sound bites from that directly. The media wants something unique. Give it to them!

8. PHOTOS!

Post photos of your event on social media, in your dealership and in your promotional materials. A photo is worth a thousand words... but seriously, it's TRUE.

9. Stay current

That means, stay hip. Make sure your customers, community and the media can relate to you which will in turn make them invest in you.

10. When in doubt, KISS (Keep it Simple Stupid)

Don't over complicate your efforts or event by trying to do too much. Pick a couple of activities and one solid theme and do THAT really well instead of attempting to do a million things in a mediocre way.

Huw Williams, Public Affairs, CADA (Ottawa)



Welcomes New Associate Members!



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Save the Date!

.....
Watch for event details to be announced in the January-February edition of Signals

DECEMBER 9 - 10: *Social Media Course at the Association office (Richmond)*
Registration available now, call 604-214-9964

FEBRUARY 2015: *Chairman's Tour at various BC locations.*

MARCH 24: *Auto Show Gala at the Vancouver Convention Centre East*

MARCH 24 - 29: *2015 Vancouver International Auto Show (public days)*
at the Vancouver Convention Centre West

MARCH 26: *eVo - The Next Generation of Digital Auto Marketing*
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Tax Credits Available for Employing Apprentices

Many new car dealerships employ apprentices in their service departments. Did you know that your dealership may be eligible to claim tax credits for employing these apprentices?

There are three separate tax credits that may be available to you: the Federal Apprenticeship Job Creation Tax Credit (the "AJCTC") and two B.C. Training Tax Credits.

Federal Apprenticeship Job Creation Tax Credit

In order to qualify for this Federal tax credit, the apprentice needs to be considered "eligible". The Canada Revenue Agency (the "CRA") defines an eligible apprentice as "someone who is working in a prescribed trade in the first two years of their apprenticeship contract. This contract must be registered with a federal, provincial or territorial government under an apprenticeship program designed to certify or license individuals in the trade. A prescribed trade includes the trades currently listed as Red Seal Trades".

The AJCTC is a non-refundable tax credit equal to 10% of the eligible salaries and wages payable. Note that the credit is limited to \$2,000 per year for each eligible apprentice.

BC Training Tax Credits

An employer is eligible to claim the provincial BC Training Tax Credit, for apprentices employed in certain non-Red Seal trades in the first 24 months of their apprenticeship contract and for apprentices employed beyond 24 months in certain Red Seal and non-Red Seal trades. Unlike the Federal credit, the BC credit is fully refundable but unfortunately, is set to expire at the end of 2014.

There are two BC Training Tax Credits available:

1. Basic Tax Credit for **non-Red Seal** training programs

The basic tax credit is based on the salary and wages you pay an eligible apprentice in the first 24 months of an industry training agreement. An employee must have signed an industry training agreement under the Industry Training Authority Act. The employee must also be employed in a position that is in a business carried on in British Columbia and is related to a non-Red Seal program in which the employee is registered.

The basic tax credit is the lesser of:

- \$4,000 per apprentice, and
- 20% of the salary and wages paid to the eligible apprentice.

Salaries and wages do not include remuneration based on profits, bonuses or taxable benefits, or government and non-government assistance.

2. Completion Tax Credit for **Red Seal and non-Red Seal** training programs

The Completion Tax Credit includes both Red Seal programs and BC recognized non-Red Seal apprenticeship programs. To be eligible for the tax credit, the apprentice is required to complete level 3 or higher of an eligible training program. This tax credit is

based on the salary and wages that are paid to an apprentice in the 12 months prior to the completion of the level.

The completion tax credit for completing **level 3** is the lesser of:

- \$2,500 per apprentice, and
- 15% of the salary and wages paid

to an employee registered in an eligible training program within the 12 month period ending on any day of the month that the employee completed level 3.

The completion tax credit for completing **level 4** or higher is the lesser of:

- \$3,000 per apprentice, and
- 15% of the salary and wages paid to an employee registered in an eligible training program within the 12 month period ending on any day of the month that the employee completed level 4 (or higher).

This article has provided an overview of the rules for these apprenticeship tax credits. As with anything tax related, there are a lot of detailed rules and potential pitfalls which should be reviewed by a tax professional. Please give us a call to see if your dealership qualifies for these apprenticeship credits.

Masato Oki CPA, CA
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From your friends at the New Car Dealers Association of BC



Vehicle Sales Authority

Walt the Curber is Back!

Remember Walt? He was the brainchild of a consumer awareness campaign brought together by the Vehicle Sales Authority (VSA), ICBC and CarProof. The goal was to increase awareness and warn consumers about the risks of buying used vehicles from curbers. They learned about the protections of buying from licensed dealers instead. The province-wide campaign ran from March through June in the Black Press community newspapers.

As a curber – and author of nine Confessions of a Curber – Walt became somewhat of an “anti-hero.” His charismatic personality was overshadowed by his manipulative and illegal ways of selling vehicles. In addition to Walt’s stories, the campaign included digital big box and banner ads. A reader contest had over 2,500 entries. Walt is portrayed by VSA course facilitator and magician Ray Medway.

Walt’s personal appearances at several community events proved that both the general public and the vehicle sales industry are taking note. Consumers learn that “curber” is a four letter word. And, recent data suggests that 80% of VSA salespeople saw the campaign and nearly as many talked about it at their dealership.

But, the spring campaign was just the first of many planned efforts. This fall, Walt returned in print and online. He also got his big break with a television debut.

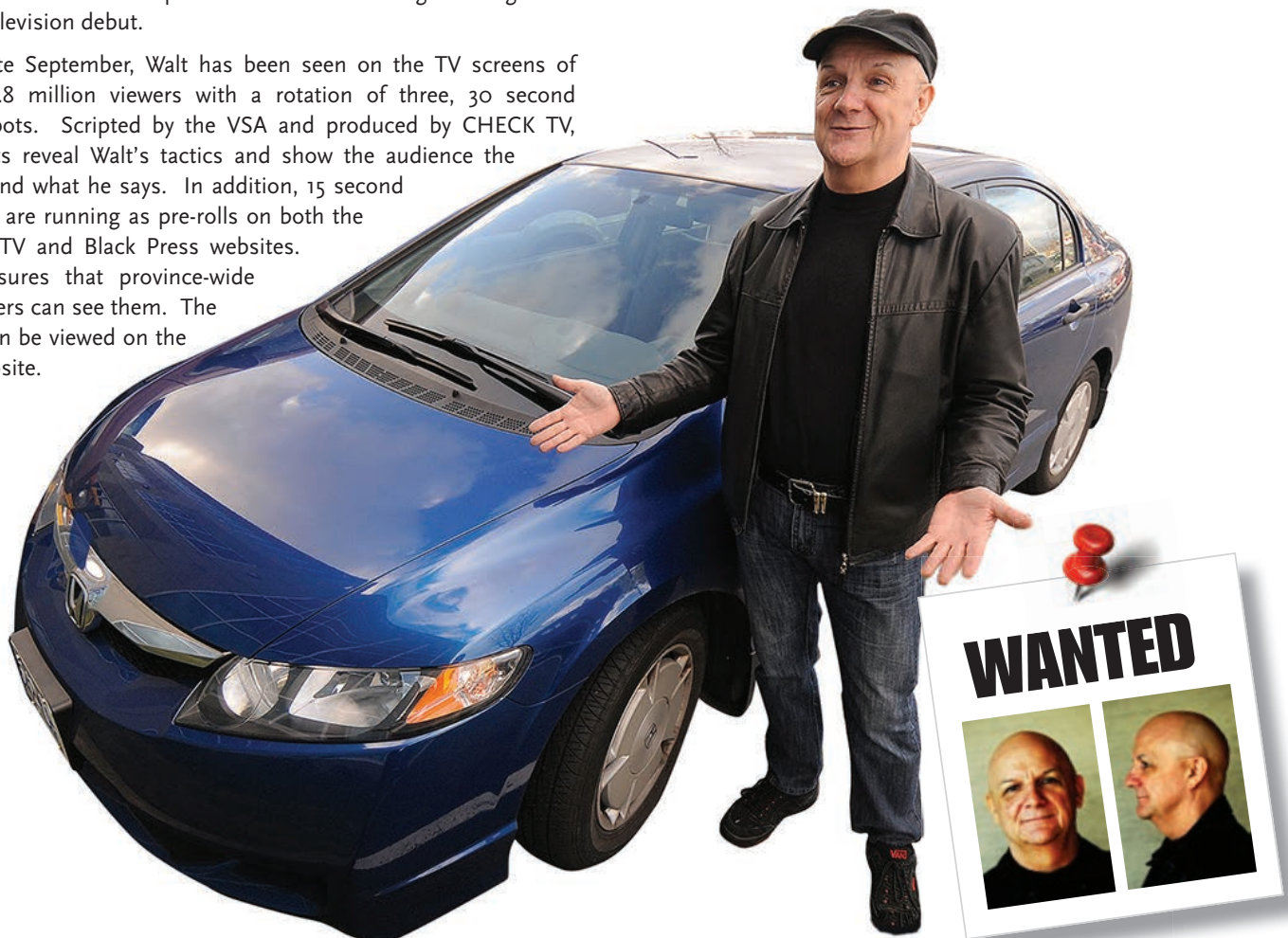
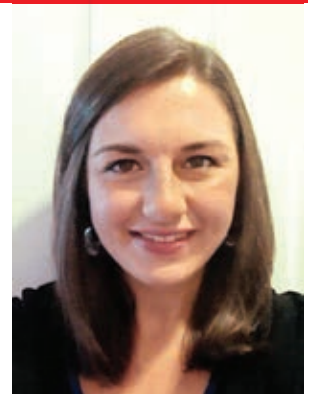
Since late September, Walt has been seen on the TV screens of nearly 1.8 million viewers with a rotation of three, 30 second video spots. Scripted by the VSA and produced by CHECK TV, the spots reveal Walt’s tactics and show the audience the lies behind what he says. In addition, 15 second versions are running as pre-rolls on both the CHECK TV and Black Press websites. This ensures that province-wide consumers can see them. The spots can be viewed on the VSA website.

Walt’s comeback includes a new column titled Ask Walt. Running in the Black Press community newspapers and online, the columns consist of Walt’s bad advice to vehicle buying questions. His exaggerated and incorrect answers are challenged through added notations. Readers are re-directed to an updated campaign website where they can find out the truth.

The fall campaign is a VSA-only venture, with campaign costs coming from the Consumer Awareness Fund. All administrative penalties assessed for violations of the Business Practices and Consumer Protection Act are placed in this fund.

Campaign plans and partnership discussions are already underway for the spring of 2015. The VSA is committed to keep Walt, and benefits of buying from a licensed dealer, top of mind around the province. Stay tuned!

Mira Galperin, Communications Coordinator, Vehicle Sales Authority



Computer Cents

How to Use Mobility Marketing to Drive Sales

Mobility marketing and QR Codes are a great way to drive sales by adding interactive content to any marketing material, in particular mobile devices including Tablets, iPads and smart phones. It's simple, your customers scan the Code on their smartphone to be instantly connected to your website or landing page.

QR Codes Are The Ultimate Portable Marketing Tool So Make The Most Of Them.

One of the fastest changing aspects of marketing involves reaching prospects and customers on their mobile device. While most small businesses still struggle with this, the good news is that many have successfully embraced mobile marketing and have created a strong presence in the mobility space on mobile devices by creating unique mobile applications (apps) and convincing prospects and customers to download it.

This is important for two reasons. First is the fact that most customers will choose the most convenient option when accessing information from their mobile device. If your company has an easily accessed mobile app, customers are more likely to use it instead of laboriously typing in the web address of a competitor into their mobile browser.

Second is when your mobile app is part of the downloaded group of programs for your customer, you can conveniently message them using push notifications; such as discounts and specials. Push notifications allow you to send a short broadcast message right to their mobile device. It's like sending a message at will to those you might consider to be your best and most loyal customers. And don't forget proximity marketing. This allows you to send product teasers to those that come within range of your store or a business location.

Plan for mobile marketing by taking a true assessment about your market. Do your buyers use mobile devices? Do you sell to a demographic of buyers that can or will be using mobile devices in the next 6 to 12 months? If the answer to either one of these questions is yes or maybe, your business will definitely benefit from an online mobile presence. Work with a mobility marketing professional who will show you how to build a cost effective system that will provide you with an additional avenue to reach your customers.

Top 5 Reasons Why Small Businesses Use QR Codes

1. QR Codes Drive Immediate Action - Because Codes need to be scanned, you have an immediate connection with your consumers – and this connection means you can bring key information and marketing messages straight to them.
2. QR Codes Works for Offline Businesses Too - Other types of marketing, such as social media marketing, works only online – QR Codes exist in the real world, meaning that they bridge a gap between 'real world' businesses and the internet.
3. Flexibility - You can put QR Codes on brochures to link consumers to videos or digital versions of the brochure, storefront on windows for coupons or other special content, alongside your products for

testimonials and on your business cards for contact information.

4. QR Codes Give You Return on Investment - Tracking the Codes enables you to see where they are making the most impact as well as where and how consumers are interacting with your products.

5. Use QR Codes to Get Consumers to Interact with Existing Content - The powerful thing about this technology is that you can decide what to share, when to share it and how often using already existing material – just copy and link!

To learn more and get a complimentary copy of an excellent eBook written by my colleague Jeff Stark - *Stop Ignoring the Mobile Market* use your mobile device to scan the QR code below.

If you need a QR scanner for your smartphone, download a free app "I-nigma" or "Optiscan" from your favored app store. Or get the report right now on your smartphone, by texting a word "QRMEB" to 555444



If you still have questions about using mobile marketing strategies, don't hesitate to give us a call and we will help you through the process to build your mobile presence. Connect with Bob at TheITguy@CascadiaSystemsGroup.com, or give us a call –604.270.1730.

I'm curious to hear how you are using QR codes in your mobility marketing program. Please comment back to me at - Computer-Cents@CascadiaSystemsGroup.com

Cascadia Systems Group is a Professional IT Service company to Small and Medium Businesses. We take care of your IT so you can take care of your business.

Bob Milliken is the President of Cascadia Systems Group.



*Happy
Holidays*

*from the
New Car Dealers
Association of BC
Staff and Directors!*

In lieu of cards, a donation has
been made to The Salvation Army



WHO'S WHO AT THE NCDA

OUR VISION: For member dealers and the dealer franchise system to be seen by the public as the best choice to fulfill all their automotive needs.

We are a small, but dedicated and hardworking team of five individuals working to serve all Members of the New Car Dealers Association of BC. Should any questions, concerns, issues or ideas arise, the Association staff will be available to listen and help.

Get in touch via phone, email, fax or in person at the Richmond office!



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The New Car Dealers Association of B.C. would like to acknowledge these fine companies for their support of your association's activities:



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Associate Member Listing

The New Car Dealers Association of BC is a member driven organization. In addition to dealer Members, a strong and valuable group of Associate Members belong and contribute to the success. Many Associate Members have direct ties with the automotive industry, oftentimes specializing in areas and issues specific to the industry. Preferred rates are often offered by Associates to Dealer Members.

6279490 Canada Inc. dba e-Dealer	Shane Hambly	(416) 853-5626	shane.hambly@edealer.ca	www.edealer.ca
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AutoAlert Inc.	John O'Brien	(949) 398-7000	john.obrien@autoalert.com	www.autoalert.com
BCIT - School of Transportation	Kim Dotto	(604) 432-8543	kim_dotto@bcit.ca	www.bcit.ca/transportation
BMO - Bank of Montreal - Dealership Finance	Bradley Warren	(604) 665-7064	bradley.warren@bmo.com	www.bmo.com
Calla Financial	Nick Calla	(604) 921-4048	nick@callafinancial.ca	www.callafinancial.ca
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HUB International Insurance Brokers	Wayne LeGear	(604) 269-1944	wayne.legear@hubinternational.com	www.hubinternational.com
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Kent-Macpherson Appraisals Ltd.	Adrian Rizzo	(250) 763-2236	arizzo@kent-macpherson.com	www.kent-macpherson.com
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Pacific Newspaper Group, A division of Postmedia Network Inc.	Paul Batchelor	(604) 605-2546	pbatchelor@sunprovince.com	www.sunprovince.com
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RBC Automotive Finance Group	Erik Jensen	(604) 468-4590	erik.jensen@rbc.com	www.rbc.com/canada.html
Roy Speed & Ross Ltd. (Operating as RSR Global)	Karey Davidson	(905) 631-5865	kdavidson@rsr-global.com	www.royspeedross.com
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Wolrige Mahon Chartered Accountants	Masato Oki	(604) 684-6212	moki@wm.ca	www.wm.ca
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