

# signals



## LNG - Driving BC's Economy

Page 12

## Counting Cars Star Danny Koker, Set to Entertain at Western Canadian Dealer Summit

Page 5

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# Contents



## In This Issue

4

### PRESIDENT'S MESSAGE

5

### COUNTING CARS STAR, DANNY KOKER

Set to Entertain at  
Western Canadian Dealer Summit

6

### WESTERN CANADIAN DEALER SUMMIT

November 6 - 8 Las Vegas

10

### LEGALINE

Seize or Sue - Consumer Vehicles

12

### LNG - DRIVING BC'S ECONOMY

The LNG industry is creating a stronger  
economy and a cleaner, promising future

14

### Q & A WITH RICH COLEMAN

The Minister sits down with  
NCDA'S Blair Qualey

15

### COMPUTER CENTS

Using Consumer-Grade  
File Sync Services is Risky

18

### SPECIAL OLYMPICS

Inspiring Performances at Special Olympics  
Canada 2014 Summer Games

23

### ASSOCIATE MEMBER LISTING

At-a-Glance Listing of Members  
and Contact Information



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## President's Message



What a spectacular summer we have had in beautiful British Columbia! Hot, sunny weather, fun local exhibitions & fairs, and loads of car show 'n shines has helped provide a very enjoyable summer season around the province.

Since our last issue, I had the opportunity to meet with the Premier, various government Ministers and Officials on members' issues and business. This province is fortunate to have a government focussed on some very important principals, including balanced budgets and creating an environment for business to be successful. Our Premier has a strong vision for this province and a key part of this is the LNG opportunity.

In August I had the pleasure of sitting down with Minister Rich Coleman to talk to him about the generational opportunity that is LNG and what it means for our province and BC's New Car Dealers. In this edition of SIGNALS you will find an article on LNG along with excerpts of my conversation with the Minister on how big the LNG opportunity really is. If anyone can make the LNG opportunity a reality, it is the Premier and her optimistic Deputy Premier and the Minister of Natural Gas Development and Minister Responsible for Housing, Rich Coleman. I wish I could bottle their enthusiasm for this project and this province. I encourage all of our readers to review the article in this issue of SIGNALS and the interview and share this with their staff, families and friends. It's much easier to buy a car if you have a job and the LNG opportunity will increase both the jobs in the province and the provincial GDP to everyone's benefit. Let's all get behind our Premier and Minister Coleman on this very important effort for the future of our province and future generations of British Columbians.

In June we announced a new All-Star leadership team for the Auto Show. Jason and Phil Heard have been hard at work and I am incredibly excited at where we will be able to take your Vancouver International Auto Show in the next few years. The addition of more exhibit space, exciting new features and the national AJAC Green Car of the Year Award announcement are just a few of the developments.

Early in the summer we provided information to our membership on the implementation of the Canadian Anti-Spam Legislation (CASL) including holding CASL seminars around the Province. We have also worked with our industry colleagues at the ARA, RVDABC and our regulator the Motor Vehicle Sales Authority on revisions to our industry Standardized Sales Agreement with updated language for CASL and other Privacy matters. We have included other updates suggested by our members to improve the usability of the form so I encourage you to make use of this helpful VSA endorsed form in your dealership. I want to express my sincere appreciation to our industry and VSA colleagues, the team at Michael Mason, and all of the business managers and dealer personnel who provided their input on the Sales Contract revisions.

To wrap up my message to you this edition, I would be remiss if I didn't remind our dealer and associate members about our exciting Western Canadian Dealer Summit on November 6 – 8, 2014 at the Wynn Encore Las Vegas during SEMA week. Our colleagues from Alberta and Saskatchewan have worked with us to bring you excellent speaker content along with terrific networking opportunities. And I want to throw out a challenge to our BC members to register today as we don't want our Alberta neighbours to beat us in attendance at this important dealer event. Details on the Summit can be found in this issue and online at [www.WesternDealerSummit.com](http://www.WesternDealerSummit.com).

We look forward to welcoming you to our event in Las Vegas in a few months.

Yours truly,

Blair Qualey - President & CEO



# Saturday Luncheon Keynote Speaker – Danny Koker



Danny Koker is an American car restorer and reality TV star who has a net worth of \$10 million dollars. Born in Detroit, Michigan, he grew up part of an automotive family as the majority of his relatives worked for Ford Motor Company. Danny taught himself everything he needed to know to be a mechanic and work on cars. He soon began restoring cars and motorcycles.

After relocating to Las Vegas, Danny became part owner of a local television station, where he hosted a weekly movie series, called "Saturday Fright at the Movies". His on-camera persona was called Count Cool Rider. In the early nineties, he opened the vehicle restoration and repair shop, Count's Kustoms which has since grown into a hugely successful business. The shop prides itself on using the highest quality of materials and parts to build highly valuable "kustom" cars, trucks and choppers. No project is too ambitious for the crew which includes Danny's best friend Kevin, an airbrush artist nicknamed "Horny Mike", a detailer named Roli and several more colorful characters.

After appearing on two of History Channel's popular reality series, Pawn Stars and American Restoration, Danny was offered his own show, Counting Cars. The series follows him and his staff as they repair and restore various cars, and began airing in August 2012. The show has also created a mini merchandise empire for Danny and his shop.

As of December 2013, Counting Cars has aired 40 episodes over two seasons. Danny's personal collection of vehicles contains more than 50 cars and motorcycles. In addition to Counts Kustoms, Danny owns a bar/restaurant called Count's Vamp'd Rock Bar and Grill and a tattoo parlor – Count's Tattoo Company, located inside the Rio casino in Las Vegas.

Danny Koker sponsored by:

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**Western Canada's Auto Dealers are heading to Vegas!**  
**The Western Dealer Associations join together for the first time in this must-attend industry event! Expect top-rated speaker sessions, networking and social functions, plus sponsorship opportunities. The Western Canadian Dealer Summit immediately follows SEMA, so come down and enjoy it all!**

## SCHEDULE

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### Thursday, November 6

7pm – 9pm Opening Reception

### Friday, November 7

9am – 5pm Canada Dealer Day at SEMA

7pm – late Dealer Reception at Tryst Nightclub,  
hosted by Search Optics

### Saturday, November 8

8:30am Continental breakfast

9:00am – Noon Speakers & Workshops

Noon – 1:30pm Luncheon & Keynote Speakers

1:30pm – 4:30pm Speakers & Workshops

6:30pm – 7:30pm Pre-Dinner Reception,  
hosted by PBS

7:30pm – 9:30pm Dinner Gala

## REGISTRATION

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### Dealer Member Pricing:

\$575 for the first Dealer registrant

\$525 for any additional Dealer registrants from the same dealership (based on rooftop)

\$525 for partner/spouse registration

\*all registration pricing plus 5% GST

Dealer Members may register online at [www.WesternDealerSummit.com](http://www.WesternDealerSummit.com). Associates and Suppliers to obtain registration through Sponsorship. Contact your Association office at 604-214-9964 for opportunities

## ACCOMMODATION

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**Special rates, starting at USD \$219 available November 4 through 10 at the Wynn Encore!** Rooms are limited, so book yours today! To book your hotel room, go to [www.WesternDealerSummit.com](http://www.WesternDealerSummit.com) and click on the Accommodation tab.

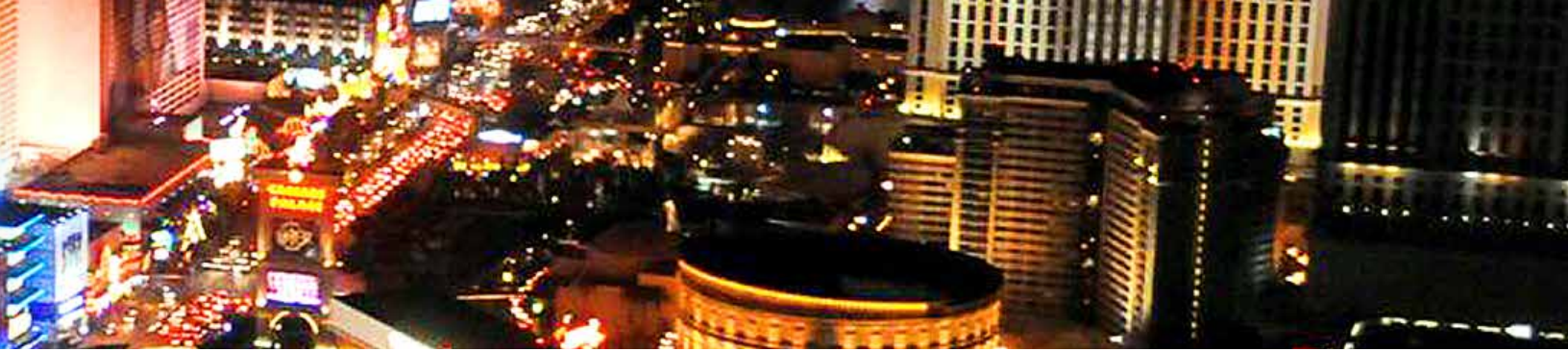
If you require hotel accommodations other than the dates shown you will need to contact Wynn Encore directly at the number listed below to book a separate reservation for those dates. Rooms available at the preferred rate are available until October 5, 2014 and are based upon availability. After October 5, 2014 any changes to existing room reservations (names, dates, etc.) will be accepted based upon space and rate availability. Failure to arrive on your scheduled arrival date will result in the cancellation of remaining room nights that were reserved.

**If you need assistance with booking your accommodation, please contact Wynn Las Vegas directly toll-free at: 866-770-7555 or 702-770-2222. Or you may email: [roomreservations@wynnlasvegas.com](mailto:roomreservations@wynnlasvegas.com)**

About the Wynn Encore – Located steps from Wynn Las Vegas and under the same roof, Encore's fanciful and intimate atmosphere features 2,034 suites, sunlit corridors with flowering atria, sprawling pools visible from throughout the property, gardens, mosaics and vibrant butterflies. Unlike anything anywhere, the environment is both uniquely Wynn and distinctly Encore.

The sophisticated suites at Encore are stunning and generously measure from 700 up to 5,800 square feet. Encore continues the Wynn tradition of creating extraordinary interiors that elevate the guest experience with thoughtful detailing, timeless design, impeccable restaurants and exciting amenities.





# GOLF

The Recreation Vehicle Dealers Association of Alberta (RVDA of Alberta) are holding their Annual General Meeting in Las Vegas on November 9-10 at the Paris Hotel & Casino. Their event opens with a golf tournament on Sunday, November 9th at TPC Las Vegas (formerly known as TPC Canyons). The RVDA of Alberta welcome delegates of the Western Canadian Dealer Summit to participate in this golf tournament.

**Date:** Sunday, November 9, 2014 • Shotgun Tee Off Time: 11:30am

**Price:** \$250.00 – Includes: Green Fee, Cart Fee, Practice Balls, Transportation to/from Paris Hotel & Casino, Box Lunch and Taxes

**Registration:** Download a registration form from <http://westerndealersummit.com/golf>

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# SPEAKERS



**Al-Karim Awadia** is a lead member on Google Canada's automotive team. He has worked in the auto industry for over a decade and currently provides digital advertising solutions to support OEM brand and

retail initiatives.

Prior to his current assignment, Al held a variety of roles at General Motors of Canada, leading consumer marketing and advertising, leading National accessory sales, managing Ontario regional sales and working with dealers across Canada as a district sales and fixed operations manager.

Al is member of the IAB, is the lead for Google Toronto community affairs and is currently leading an initiative for Google Canada to help dealers succeed in search and display advertising.



**Aleksandra Banas** Digital Marketing Manager, Lexus of Edmonton

With a sole focus on Marketing, Media and Advertising, Aleksandra started her career in the corporate world in 2005 after graduating with

a degree in Business Administration with a major in Marketing and Communications. That led her to a traditional media buying role on a national basis which included print, radio, direct mail and television.

With spending millions of dollars as a monthly advertising budget, the "spray and pray" aspect of advertising and media was on the decline as the switch to digital was just beginning. This piqued her curiosity and shifted her career in with a Mobile and Technology company that worked with the automobile industry.

She traveled the world attending digital marketing, mobile and search marketing conferences. These conferences were evolving in the automotive industry in the US and Europe, however these conversations were not yet happening in Canada. Search and content marketing elsewhere was light years ahead of what was being discussed and taught in Canada.

Aleksandra was given the opportunity to implement what was being practiced around the world and joined the Lexus of Edmonton Team in 2012 as the Digital Marketing Manager. Although social media is a great aide to distribute content marketing, she implemented and focused on search, digital and content marketing strategies which quickly placed Lexus of Edmonton as one of the leading dealerships to go digital in Canada. She no longer uses the spray and pray marketing practices as traditional and social media does.



**Cameron Chell** - CEO, Business Instincts Group

Cameron is the CEO of Business Instincts Group, a Venture Creation Firm in Calgary whose focus is building high-tech startups.

Cameron's success as both a serial entrepreneur and investor has been built on the founding principles of Clarity, Alignment and Measurement. Based on the foundations that clear communication, aligned teams, and measurable goals are the building blocks to early stage success and growth,

Cameron combines the internal systems in use in his projects with his Big Vision thinking to make impossible projects a reality. He now spends his time working with entrepreneurs and investors determining what is most important in projects and specifically how to get it done. Taking this approach, and his tenacious pursuit of creating possibility, Cameron has created Business Instincts Group, focusing their energies on answering "What If?"



**Steve Chipman** is Chairman of The Canadian Automobile Dealers Association (CADA) and is also President and CEO of the Birchwood Automotive Group in Winnipeg, Manitoba. The Birchwood

Automotive Group was started by his father, Robert, in 1964 and is celebrating its 50th anniversary.

Birchwood has expanded and now operates 11 dealerships representing 14 manufacturers along with 2 independent used car stores and 2 collision centres all in the Winnipeg area. For the past 6 years, Birchwood has been acknowledged as one of Canada's 50 Best Employers by the Ivey School of Business and McLean's magazine.

Steve spent his early years working in and around the dealership. After University, Steve had a career as a teacher and then as a lawyer. He returned to the family business in 1994 serving as general manager at various dealerships before assuming his current position in 2002.

Steve has been on many community, industry and manufacturer boards including most recently as Chair of Winnipeg's 2013 United Way of Campaign. In 2010, Steve was the CADA Laureate winner for innovation.



**Duncan Cochrane**, President, Strathcom Media A proud Edmontonian and graduate of the University of Alberta; Duncan's experience in the advertising industry dates back to the days of the Bargain Finder. Duncan immediately found a home in traditional advertising working with car dealers. Seeing the industry shift to digital,

he joined Strathcom Media and for the last three years has spread the gospel of data driven decisions to dealers across Canada.

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MDA Presentation: Dealernomics — The real numbers behind merchandising your inventory online

It's no secret that showroom visits are down and website traffic is up. You probably hate the cliché about the brick and mortar store and the digital store as much as we do. We all know what buyers are visiting our sites for—so why are we still hiding all the information they want? Why do we still use shitty stock photos of our inventory? "Call for price" ... Are you kidding me!? It ends here. Using only Canadian data, let us show you the How, Why, and R-O-I of properly merchandising your cars online.



**Mitch Gallant** is a proud representative of the Capital Auto Group with over a decade of automotive retail experience. His positions ranged from washing cars to sales management to his current role as the awkwardly

titled Chief Digital Officer. He brings a proven track record to lead digital teams to success, a distinct challenge in the fluid online landscape.

Heading an in-house BDC and marketing team, staffed with over 30 people, the Capital Automotive Group is aggressive and always growing. Having started in the Auto Group on the sales floor, new hire training and mentorship proved to be a true catalyst to the current position with such heavy digital immersion.

"I was kicked in the pants early on selling cars and told something to the effect of 'Top CEO's read 60 books a year'. From then I started to read a ton of books. That has consistently put progressive digital marketing information from all different types of businesses in front of me. It's the direction of the wind so I continue to consume as much digital marketing info as possible."

Mitch is the founder and partner in a BDC software company and has interests in growing the reach into other software and digital marketing endeavors including digital analytics for dealerships and consumer centric pricing tools.

For more information please visit [MitchGallant.com](http://MitchGallant.com)



**Grant Gooley**, Director of Marketing, Zanchin Auto Group. Grant is an early adopter in the digital space and is a passionate, driven, full circle marketing professional.

With 5 years in marketing director & management rolls across 3 auto groups, Grant is quickly making an impact in the automotive retail segment. He has the ability to play multiple roles with a broad range of both analytic and creative skills in marketing, lead management, sales training, and operations.

Last year was a career highlight for Grant when he spoke in Las Vegas, Nevada at the Bellagio Hotel



and Casino at the Driving Sales Executive Summit. Presenting topic "The Shift - Creating A Digital Culture Within Your Dealership" got rave reviews. Grant is a fast paced, energetic speaker that keeps the audience engaged and on the edge of their seat, wondering what Grant might do next.

"Leadership and innovation is my reason. Marketing is my platform."



**Ryan Holtz** is an internationally recognized automotive marketer, social media expert and keynote speaker. Achieving success in the role of Marketing & Internet Director at Zender Ford, Ryan formed his own company and now specializes as a

trainer, public speaker and overall marketing force.

Known for his energetic "just do it" attitude, Ryan's reach goes far beyond the automotive field as he is sought out by professionals in various industries to help them achieve sales and marketing goals. Highlights of Ryan's recent success include negotiating an exclusive agreement with The Motor Dealers Association of Alberta to provide Social Media/Digital Training to their 350+ Dealers and securing an agreement with The Edmonton Realtors Association to provide monthly Digital Marketing workshops for all of its Realtors.

Recent speaking engagements include Internet Battle Plan in Seattle and the Canadian Jewelry Expos in both Edmonton and Toronto. Despite his busy schedule, he makes time for community involvement and enjoys hosting local events. He sits on the Communications Committee for the Ronald McDonald House North.

Ryan has proven to be a leader, innovator and trendsetter in the automotive industry. After having specialized in his field for only 11 months, he was responsible for getting his dealership to be the FIRST EVER automotive dealership featured alongside Barack Obama by Twitter and as a result was invited to tour Google, Facebook and Twitter at their head offices in San Francisco. He was also invited to Los Angeles to attend the Internet Sales 20 conference for his contribution to The Automotive Success Magazine. Adding to his list of accolades, he was the 2013 recipient for "Marketer of The Year" by Spruce Grove Chamber of Commerce.

Ryan has been featured by The Automotive News, Twitter, Automotive Success Magazine, Canadian Auto Dealer Magazine, Edmonton Journal, Spruce Grove Examiner, CISN Country, Joe FM, Breakfast Television and Global News. Ryan is also a blogger/columnist for Auto Success Magazine and Canadian Auto Dealer Magazine. For more information visit [ryanholtz.ca](http://ryanholtz.ca).



**Eric Miltsch**,  
President, Command Z  
Automotive Consulting, Inc.

Eric Miltsch is a successful automotive marketing strategist. Command Z Automotive Consulting specializes in

mobile, search & social strategies.

Previously he was the Director of Product Strategy for

DrivingSales.com, where he helped build the largest online professional community for the retail automotive industry.

Prior to that, Eric directed the successful digital experiences for Auction Direct USA, one of the nation's fastest growing used vehicle dealerships. Auction Direct was named the #1 Independent Retailer in the US in 2010, 2011 & 2012.



**Glenn Pasch** is a trainer at heart. He is a speaker, writer, coach and operations strategist as well as a customer service fanatic.

As the CEO of PCG Digital Marketing and Partner of PCG Consulting, he works

with executive management and internal teams to develop new strategies around Digital Marketing initiatives that will enable businesses to achieve their desired objectives and priorities.

He is also a partner of First Class Educators, a Digital Marketing Event company that specializes in hosted training events for the automotive industry.

Glenn has more than 20 years of experience with a proven track record of leading diverse teams of professionals to new levels of achievement in a variety of highly competitive and fast paced environments. He has worked as an executive coach for all levels of leadership from C-suite to the front line. He also writes articles for multiple industry publications as well as continuing his writing online at [www.glennpasch.com](http://www.glennpasch.com).

If you have been to one of Glenn's highly requested workshops you have seen his passion and energetic style of speaking which connects with audiences and leaves them excited about what they learned along with tangible tools to implement his training.

Glenn speaks on a variety of topics that cover business leadership, change management, digital marketing and the impact of this new technology on culture, business and society. He is a member of The American Society of Training and Development as well as the National Speakers Association.

"My passion is customer service and leading teams and individuals to achieve their personal levels of success. I am blessed to have great support at PCG but most importantly I have a great wife and boys to keep reminding me what is important."



**Jay Radke** is a Canadian entrepreneur who has been with cDemo.com since 2008 and currently holds the role of Vice President of Business Development for cDemo Mobile Solutions Ltd., a recognized leader in Mobile

App Data Collection Technology.

The cDemo team has developed and refined their product over a period of more than 10 years, resulting in a system that is very flexible and easily configured for any type of user or industry. Their cornerstone

smartphone app "Mobile Inspector" is a very simple to use process.

Using only one device, the user is provided simple on-screen instructions detailing exactly what to do, requiring very little training or experience.

Prior to joining cDemo, Jay spent the majority of his career working in the wholesale side of the business in the auction, remarketing and fleet services industry with Enterprise Holdings Inc as Group Remarketing and Acquisition Manager in Alberta, Canada and St. Louis, MO. He oversaw a team responsible for the complete life cycle of a fleet that peaked at over 50,000 units at any given time of the year.

Gaining extensive industry knowledge from vehicle purchasing, ordering, marshalling, direct to dealer sales, auction resale initiatives and fleet planning for over 50,000+ cars allows for Jay to speak and share about a deep level of automotive industry knowledge. His passion lies in helping the automotive community move forward and he has made the shift to apply his knowledge to the digital aspect of this great industry. His expertise comes from being a part of development and launch of the cDemo Merchandising platform, which propelled his expertise in this area of the business.



**Joe Webb** is the Founder of DealerKnows Consulting, an automotive Internet sales and marketing training firm focused on maximizing dealerships' online investments through hands-on/on-site training, virtual consulting,

and the industry's first lead management coaching software. Joe has been called "the funniest guy in the car business" and passionately consults across North America, showing dealerships success by instilling proven Internet marketing practices. He writes for multiple publications and industry blogs, and is a regular top-rated speaker at industry conferences, including his series of automotive workshops he co-founded called Dealer ThinkTank.

As a true "dealer guy" with a history of retail success, Joe separates himself from the rest by his innate ability to blend the lines between entertainment and education.

Presentation:

Creating Memories Through Your Communication

Online shoppers are browsing dealership websites and contacting them in advance of making any purchase decision. Is your team communicating in a way that helps you stand out from the competition? Joe will dissect the ways you can structure your department, build trust, market your store, communicate effectively, and design an email, text, video, and phone process that will create memories. Much like the iconic brand Disney when it comes to building trust through their communications and the experiences they deliver, your dealership can also make magic happen for customers once you embrace this process philosophy.

**NADA Speaker -  
details coming soon!**

### SEIZE OR SUE – CONSUMER VEHICLES

Many dealers today sell their vehicles by use of a ‘security lease’; a form of contract that gives customers the option to buy the vehicle at the end of the lease term. Moreover, these agreements provide the lessor/dealer with a security interest in the vehicle as a means of redress should the customer default on their payment obligations to the lessor/dealer.

But not so fast. A security lease, while helpful, is not an open door invitation for the lessor/dealer to take whatever steps it wants against a defaulting customer. Two separate but related sets of considerations need be kept at the forefront of any decision making process. The first is the oft repeated ‘seize or sue’ and the second is the legal standard of conduct expected of the lessor/dealer.

#### SHAKESPEARE WOULD BE PROUD: TO SEIZE OR TO SUE?

Since the introduction of the *Personal Property Security Act* (the “Act”), a new set of ‘seize or sue’ rules for security agreements involving consumer goods has governed British Columbia businesses. There are two important takeaway points from this sentence: (1) the seize or sue provisions only apply to consumer goods; and (2) they only apply to transactions that use a security agreement, of which a security lease is included.

Consumer goods are defined in the Act as goods that are used or acquired for use primarily for personal, family or household purposes. The Act also holds that a security agreement is any agreement that creates or provides for a security interest. As an example of the distinctions raised by the Act, the clear sale of a commercial vehicle to a business buyer relying only on a Motor Vehicle Purchase Agreement would not be subject to the seize or sue provisions, whereas a 48 month security lease of a vehicle to a consumer to be used for personal or family purposes, would.

Once it is determined the vehicle is a consumer good, and that it is being acquired by way of a security agreement, the lessor/dealer is thereafter limited to one of two options in the event the customer fails to make payment as contemplated. It can:

- (a) seize the vehicle in full satisfaction of the remaining amount owed; **OR**
- (b) sue the customer for the outstanding amount owed to the lessor/dealer,

remembering always that it cannot do both. Moreover, in the event the customer has already paid 2/3 or more of the amount of the obligation secured, the lessor/dealer cannot seize the vehicle. It can only sue for the remainder.

#### LEST YE BE JUDGED: THE STANDARD OF CONDUCT

Having decided on which of seize or sue to utilize, the lessor/dealer has only taken the first steps in recovering the debt. Its standard of conduct thereafter may well determine whether it collects the debt. As will be seen below, the ‘commercially reasonable’ test is the common thread that holds the standard together.

Firstly, relevant standards of conduct under a security agreement

apply almost exclusively to the lessor/dealer. This means the defaulting customer in possession of the vehicle is rarely held to the same standard as the lessor/dealer.

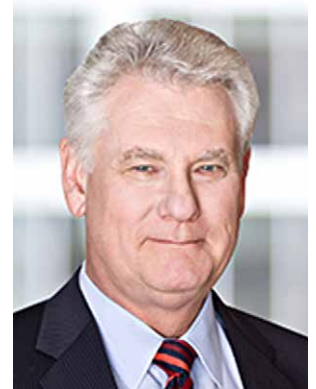
While the Act requires a lessor to act in a commercially reasonable manner, it does not provide any definitions or guidance on how this is done. However, the courts have had ample opportunity to remedy this oversight for us. The test for commercial reasonableness has been determined to be an objective and pragmatic one. It asks, ‘given the facts of the matter, what would the reasonably prudent business person in similar circumstances do?’ In the case of lessors realizing on their security, the test to meet is a high one; the lessor must act like an agent or fiduciary for the purposes of the sale.

Next, and carrying on from commercial reasonableness, the Act requires actions be taken in ‘good faith’. In the context of a lessor/dealer realizing on its security, this requires the lessor/dealer to act in manner that cannot be seen to be highhanded, spiteful or vindictive. However, whereas ‘commercially reasonable’ is a specified standard, ‘good faith’ is subjective, the result being that a court could find a lessor/dealer negligent or liable for failing to meet the commercially reasonable test, while at the same time finding that the lessor/dealer did act in good faith. Nonetheless, where the lessor/dealer is in a superior bargaining position, extra caution should be taken to ensure that it acts reasonably which leads to acting in good faith.

Finally, many security agreements relied on by dealers contain language that purports to expressly limit their obligations to the customer or relieves them of any liability for improper actions. However, British Columbia courts have shown a strong willingness to ‘read down’ or interpret provisions of the security agreement so as to find, for example, an implied obligation to act in a commercially reasonable manner in a particular circumstances. This is especially true in situations of standard form contracts where the customer has little or no ability to negotiate the terms of the contract presented to them by the lessor/dealer. Attempts to limit these risks should include contract clauses to the effect that ‘this agreement contains the entire agreement between the parties’ and ‘the secured party may act in its sole discretion in enforcing its rights in this agreement’.

#### PLAY IT AGAIN SAM

Normally, a secured party, like a lessor, is in a position of some power or control. However, in British Columbia, consumer protection for security agreements involving consumer goods has evolved to place significant checks and balances on that power. Seize or sue applies to leases and other security agreements involving consumer goods. When a lessor/dealer has to seize a consumer vehicle, it must do so in good faith and in a commercially reasonable manner.





Once seized, the lessor/dealer cannot sue, although it should be remembered that these rules do not apply to business deals. *p.s. The seize or sue rules for consumer goods are not the same across Canada. In Ontario, when a lessor seizes a consumer vehicle, it may also sue for the balance of any amount owed. As such, Ontario lessors/dealers are likely not familiar with the idea of seize or sue. In order to avoid disputes later on, if a British Columbia security lease for a consumer vehicle is being assigned to a lessor in Ontario (as may happen with larger, cross country, dealerships), the British Columbia lessor/dealer assigning the security lease should draw the Ontario company's attention to our seize or sue rules as British Columbia law may continue to apply to the security lease, even after it has been assigned out of province.*

*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*

## Automotive Management Courses

Your Association has just announced a series of courses put on by SAIT Polytechnic. Courses may be completed in any order; no prerequisite is required, so they may be taken as desired. Class size is limited, so register early! Course descriptions and dates are listed below.

Cost: \$475 per course (tax included) To register: Contact Christie at [cmorning-smith@newcardealers.ca](mailto:cmorning-smith@newcardealers.ca)

### UPCOMING EVENTS!

#### PROBLEM SOLVING AND DECISION MAKING

September 25-26, 2014  
at the New Car Dealers Association of BC office (Richmond)

Each day we must make a multitude of decisions to solve problems, handle crises, and take advantage of opportunities. In this course, you will examine the influences on decisions, apply ethics to decision making and learn to apply various techniques and processes for individual and group decision making.

- Introduction to Decision Making
- Influences on Decision Making
- Making Ethical Decisions
- Techniques for Effective Decision Making
- The Decision-Making Process

#### SOCIAL MEDIA TO DRIVE SALES AND BRAND

November 17 and 18, 2014  
at the New Car Dealers Association of BC office (Richmond)

Explore social media and how it can help you to your dealership including brand strength and sales. Social media has transformed how companies can communicate directly with their customers. This workshop concludes with the development of a strategic social media plan. Students will learn how to use social media platforms including Linked In, You Tube, Twitter and Facebook.

- Social Media Tools and Practices
- Mobile Marketing Communications
- Search Engine Optimization
- Social Media Direct Marketing
- Strategic Planning

# Mark your calendars...

**for the 2015 Vancouver International Auto Show - March 24-29, 2015**

**Vancouver Convention Centre West**

**Under New Management with New Roads to Travel**



The Vancouver International Auto Show will see some big changes over the next several years and the New Car Dealers Association of BC are inviting you to travel the road with us! New management is steering the show towards a bright future and will see a return of significant commercial vendor space for the 2015 show, and many new and engaging opportunities for Manufacturers and Dealers alike. No other platform in Western Canada can connect you with over 85,000 consumers with proven purchasing power.

Over the next several years, the VIAS will engage upon a significant growth strategy that will see the VIAS become the first consumer show to utilize both the East and West buildings at the Vancouver Convention Centre. The results will see Western Canada's most attended consumer show grow in size and importance to this \$9.6 Billion Dollar Provincial industry. Take your seat and come along for the ride. For 2015, we grow 53,000 sq. ft. into the beautiful ballroom space at the Vancouver Convention Centre. Lots more details to soon follow!

# LNG - Driving B

**LNG – LIQUEFIED NATURAL GAS** – is becoming an increasingly common topic of discussion in British Columbia. LNG results when natural gas is cooled to extreme temperatures (at least -160 degrees Celsius). As a liquid, its volume is reduced 600 times, meaning it uses much less space than natural gas. It is then ideal to load onto a tanker for export, primarily to Asian countries that are experiencing dramatic population growth and want to move away from using dirtier forms of fuels like coal.

BC has been producing natural gas for more than 50 years and has an abundant supply – enough to meet both our domestic and export needs for at least 150 years. Our lengthy experience with natural gas means we have a mature and well-regulated industry that has a history of operating very safely.

Our province is also attractive to investors because of the competitive advantages we offer. British Columbia's stable business environment and strong regulatory framework are recognized globally. With a close proximity to Asia, we provide a lower shipping cost. Our cool climate creates a cost saving in the manufacturing process compared to places like Australia. Perhaps most importantly, we have a vast supply of natural gas to meet energy demands all over the world.

As a result of these advantages, we now have 16 LNG proposals at various stages of development in the province – many involve tens of billions of dollars in capital investment making them some of the largest projects in BC's history. The reality is that LNG is the largest single opportunity for economic growth ever in British Columbia.

Working together with industry, First Nations, and local communities, we will build the world's cleanest LNG export facilities and strengthen B.C.'s economy on the strength of the global marketplace.

Preliminary work is well underway at several as companies work toward final investment decisions. To date, about a billion dollars has already been invested, creating new business and employment opportunities in British Columbia.

Over the next 30 years, the LNG sector is predicted to create over 100,000 jobs and up to \$1 trillion in economic activity. Well-paying jobs translate into a brighter future for our families while the economic growth can help eliminate our debt and help us to grow our communities.

While LNG presents a tremendous export market, domestically natural gas is up to 50 per cent less expensive than diesel and gasoline, making natural gas a good candidate for lowering costs in the transportation sector.

FortisBC is seizing this opportunity and has launched an incentive program to increase the use of natural gas in heavy duty vehicles. As part of this program, Waste Management has converted 20 waste hauler trucks in the lower mainland to Compressed Natural Gas (CNG). Vedder Transport has added 50 heavy duty LNG trucks to its fleet. The Kelowna school district has converted 13 school buses to CNG. And BFI will add 52 CNG waste haulers to its fleet through a contract with the City of Surrey. Converting fleets and vehicles to natural gas not only lowers costs, it also reduces greenhouse gas emissions and improves air quality.

These opportunities are possible thanks to vibrant natural gas sector and the foresight of industry stakeholders who continue to drive innovation in British Columbia. The LNG industry is creating a stronger economy and a cleaner, promising future for all of us.

*By Hon. Rich Coleman, Deputy Premier and Minister of Natural Gas Development and Minister Responsible for Housing*



# 3C's Economy





## Much has been said about LNG and export opportunity - what opportunities are there for LNG domestic use and potentially for the auto industry?

Answer: Long term we do see a big opportunity for domestic use for LNG and it is not just an export opportunity. It is cheaper to produce LNG because it costs less to take a LNG out of the ground than a barrel of oil. LNG has lower emissions so for North America there is probably a very good opportunity for natural gas vehicles. Ironically I had a vehicle that ran on LNG in the 1980's. I owned a 1977 Ford LTD and it had two LNG tanks in the trunk and ran on natural gas but in the end I had to switch to gasoline because of the range I could drive on two tanks.

## Skills training is an important piece to the LNG plan. The auto industry has also identified that we will need about 20,000 skilled workers over the next ten years. Is there an opportunity while you reengineer post-secondary institutions to prepare skilled workers for LNG to also incorporate auto trades into the skills training plan?

Answer: Oh, I think so. The challenge with the training piece is how we do it today and how we have to do it in the future in my opinion. Take for instance, an auto technician or what people would call a mechanic. Today we send this person to an institute of technology for 2 months of every year for the four years they are working in your dealership to become a certified mechanic. This becomes a choke point for the production of mechanics because some don't come back or drop out. Going forward, we need to take more of the education and the students to the dealership. For example, my son took his mechanics ticket through a dealership and BCIT. A lot of the additional training he received, ie for air conditioning, was done at the dealership and through the manufacturer. I can't see why we can't keep more of the mechanics in the dealership, have them keep a log book allowing them to do their academics while actually staying at the dealership. One of the complaints is that we lose these guys for two months and then sometimes they don't return. So the relativity is that we need to learn how we can take the learning to the dealership or the camp. This is one of the important challenges we have given the Ministry of Advanced Education and the Ministry of Jobs Skills and Training: to figure out a different form of training so people can get their tickets while they are working.

## There seems to be a lot of opportunity for BC companies around the LNG strategy. How can an auto dealer and businesses get more information about potential business opportunities?

Answer: Through the Ministry of Skills Development and Jobs website, BC companies can register for the "Buy BC Program" to participate and advertise their skills and products to these companies and consortiums... we are building this data base so companies know where to get the information to assess people and products locally whether it is welding components or gauges... whatever it might be. We are actively going into communities to encourage BC companies to sign up on the website. We want to make sure that the companies coming here have the opportunity to know what is available in BC.

## What are the biggest hurdles that you are hearing from these companies about them making their final decision?

Answer: Well, it's not the government! What some companies are telling me is that they have never seen a government come together with such focused leadership as they have seen with the LNG file here in British Columbia. They also feel we have addressed everything from the competi-

tiveness of the industry, to taxation, and the permitting.

The biggest challenges for the companies: There is always the First Nations piece which provides the certainty that companies need, especially if they are going to make an investment of tens of billions of dollars, and I think we are doing very well in this area and with involving the First Nation groups.

The next would be the markets so that the companies can get the price that they need to make these multi-billion dollar investments. We are more and more comfortable with that because the market is actually growing at such a rate that the market and the prices will be there, because it appears long term there is going to be lots of capacity.

Lastly is skills training. To have a work force that is trained with the required skills will probably require more than BC can deliver. The training programs that we are developing and enhancing will train BC residents first to take advantage of these jobs, followed by the rest of Canada. On top of that, just recently, the Premier took a major step by engaging organized labour and with them we've put together a plan to attract labour from across North America to make BC an open shop. This gives us a huge advantage over Australia where the labour unions were an issue and they were very restrictive at their borders. Our advantage is our relationship with labour and our ability, if necessary to attract workers from the 300 million people who live in the United States. Our philosophy is: BC labour first, then Canada and then, if needed, we will look elsewhere to deliver.

## How can the New Car Dealers of BC help? What can we do as an industry group?

Answer: Everyone knows when the economy is moving and you are definitely a measurement tool for the economy. If your Members' sales and service departments are busy, especially your service departments, then we know that the economy is turning around.

The reality is if we get people making over \$100,000 a year plus working in regions all across BC, this will move our provincial GDP and as a result this economic activity moves every car dealer across the province. About 50% to 70% of the jobs provided by LNG will be outside the region of the north east and west and of the province and just one LNG project takes about \$20 Billion of investment to complete. Again how can you help? Let me tell you this. How you get successful in life is by being positive. If you can get your members putting a positive message out there we can tell a BC story. Our history here is exceptional and we should be proud of that...the fact that these companies are here looking to invest is a really big deal!!

## Is LNG really as big a deal as it is being portrayed?

Answer: Yes, this is generational! If something pops with two or three LNG Plants, the GNP that would come out of this would dwarf what is coming out of the oils sands. On a national level in Canada, job opportunities would be there for anyone who wants to work. There will be challenges when you have rapid growth but usually with a positive outcome.

## What is the government going to do with the increase in the green house gases produced from LNG?

Answer: BC is going to have the greenest LNG industry in the world. We will set the standard on emissions that will beat anyone. Companies know that now and they are driving technologies towards that or offset that. And, we tend to forget that China has a billion people and their government has a mandate to address the air quality and clean it up. The only way they can address this is to switch from coal to natural gas which is significant for BC. We are in a global air shed, so if BC natural gas can help clean up the Chinese air quality the benefit will be felt here and around the globe. As a province our GHG are very small on a world stage, but our ability to clean up global GHG's would be significant!

# Q&A

with LNG Minister Rich Coleman



LNG Minister, Hon. Rich Coleman (left) is interviewed by Blair Qualey, President & CEO, New Car Dealers Association of BC.



### Using Consumer-Grade File Sync Services is Risky

The rapid adoption of consumer-grade file sync services in the workplace is one of the greatest security risks for businesses today. Your employees want their critical business files with them wherever they go, including on their personal smartphones, tablets, or even home office computers. Industry analysts have dubbed the trend of personal device use in the workplace as “bring your own device,” or BYOD. Unfortunately, the growth in mobility, BYOD, and the desire to work anywhere creates a host of new challenges for protecting corporate data. Consumer-grade sync services, such as Dropbox or Microsoft OneDrive (formerly SkyDrive), empower users to sync their work data and files with their mobile phones and home PCs, but they can be a recipe for disaster from a data privacy, security, and compliance perspective.

There is an alternative approach for security conscious organizations. Savvy and growth oriented organizations know that you have to enable employees to be productive wherever they go, but without compromising the security and control of sensitive corporate data. Business-grade file sync solutions put an end to “file anarchy” in the workplace and allow businesses to implement sensible security policies that prohibit the use of consumer-grade sync services in the workplace.

Business-grade file sync services deliver users all the key benefits they expect, such as the ability to sync files between work PCs, the web, and a range of personal devices, such as iPhones, tablets, and home office computers. What's more, with a business-grade solution, companies can implement strict security policies on a group or per user basis; prohibit syncing to non-authorized devices; and remotely wipe sensitive data from lost or stolen devices or from machines owned by terminated employees. With a business-grade file sync solution, your company stays in control of its corporate data, while giving users all the productivity enhancements they desire.

Here are eight key risks of Consumer-Grade file sync solutions that should be of concern to Canadian Business owners.

#### 1. DATA THEFT

Most of the problems with CGFS solutions emanate from a lack of oversight. Business owners are not privy to when an instance is installed, and are unable to control which employee devices can or cannot sync with a corporate PC.

#### 2. DATA LOSS

Lacking visibility over the movement of files or file versions across end-points, CGFS solutions improperly backup (or do not backup at all) files that were modified on an employee device.

#### 3. CORRUPTED DATA

In a study by CERN, silent data corruption was observed in 1 out of every 1500 files. While many businesses trust their cloud solution providers to make sure that stored data maintains its integrity year after year, most CGFS solutions don't implement data integrity assurance systems.

#### 4. LAWSUITS

CGFS solutions give carte blanche power to end-users over the ability to permanently delete and share files. This can result in the permanent loss of critical business documents as well as the sharing of confidential information that can break privacy agreements in place with clients and third-parties.

#### 5. COMPLIANCE VIOLATIONS

Since CGFS solutions have loose (or non-existent) file retention and file access controls, you could be setting yourself up for a compliance violation. Many compliance policies require that files be held for a specific duration and only be accessed by certain people.

#### 6. LOSS OF ACCOUNTABILITY

Without detailed reports and alerts over system-level activity, CGFS solutions can result in loss of accountability over changes to user accounts, organizations, passwords, and other entities.

#### 7. LOSS OF FILE ACCESS

Consumer-grade solutions don't track which users and machines touched a file and at which times. This can be a big problem if you're trying to determine the events leading up to a file's creation, modification, or deletion.

#### 8. THE US PATRIOT ACT

Data stored in US based cloud file servers fall under the jurisdiction of the US Patriot act, which gives American law enforcement agencies unrestricted access rights to your data and files. CGFS solutions will store your data on these servers and as a consequence you will forfeit your ownership of that data.

To learn more about how to avoid the security risks of Commercial-Grade File Sharing solutions, and how you can benefit from Canadian based Business-Grade file sync services, connect with Bob at [CSGMAX@CascadiaSystemsGroup.com](mailto:CSGMAX@CascadiaSystemsGroup.com), or give us a call - 604.270.1730.

Your comments are appreciated –  
[ComputerCents@CascadiaSystemsGroup.com](mailto:ComputerCents@CascadiaSystemsGroup.com)

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*Bob Milliken is the President of Cascadia Systems Group.*



## Property Assessments

### 5-YEAR UPDATE – A PERIOD OF SUCCESS

The May-June 2014 issue of Signals included an insert highlighting the Association's Chairman's Top 10 List over the past five years. The New Car Dealers Association (NCDA) was very active during this period, arguably one of the most challenging on record, resulting in some significant achievements.

One accomplishment of note that was not included in the Top 10 list was Association's involvement in the fight for fair and reasonable property assessments. Back in 2009 the economy was reeling from the 2008 global economic crisis and the auto industry was forefront in the news with impending bailouts and dealership closures. The times were not good for the American and Canadian automobile manufacturing industry and for many dealerships, as almost overnight the demand for new automobiles declined significantly.

Ironically, in 2009 many new car dealership owners were faced with increased property assessments and property taxes at a time when sales were the lowest they had been in years. 2009 also marked the first year of the partnership between Kent-Macpherson and the New Car Dealers Association (NCDA). The partnership was formed to provide a united front to challenge the increased

property assessments.

From 2009 to the end of 2013 there were many individual successes in the fight for fair property assessments. Kent-Macpherson handled many of the appraisal and assessment issues while the Association's lobbied various MLA's and the Premier's office, as well as senior staff from BC Assessment. These combined efforts resulted in negotiated settlements on many individual assessment appeals throughout the five-year period.

We are proud to report that over the five year period the partnership between the NCDA of BC and Kent-Macpherson successfully achieved property assessment reductions totalling over \$29 million and savings of over \$550,000 in property taxes for members of the NCDA of BC.

Although we can look back and admire the progress that was made, we cannot assume all will be well as property assessments are issued annually and the real estate market does not stay static. One thing that can be assured is that members of the NCDA of BC will be well represented on property assessment and taxation matters for many years to come.



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### Your New Property Assessment



Adrian Rizzo, AAI, P. App, is an associate at Kent-Macpherson Appraisals in Kelowna. He works closely with the NCDA of BC and has represented a number of dealerships across the province on all property assessment issues. Kent-Macpherson was established in 1973 and is one of Western Canada's leading authorities in real estate valuation and consulting. Prior to joining Kent-Macpherson 2007, Adrian held various Senior Appraiser positions over a seventeen year career with BC Assessment. For information on Adrian and Kent-Macpherson, please visit [www.kent-macpherson.com](http://www.kent-macpherson.com).



## CarProof Reports More Than One-Third of Canadian Vehicles Have a Lien

According to data collected by CarProof, Canada's most trusted provider of vehicle history reports, more than one-third of vehicles in Canada have an existing lien, but Canadians are largely unaware of this fact and underestimate how common car liens actually are.

Data compiled and featured in CarProof's vehicle history reports reveals that 37 per cent of vehicles in Canada have a current lien on them. Quite simply, a lien is security for a debt owing. It represents the right of a lender to keep possession of property belonging to another person until a debt owed by that person is paid in full. A lien on a vehicle is similar to a mortgage on a house and would typically be present if a car has been financed by a bank or leased from a finance company.

After determining how common car liens are, CarProof conducted a consumer survey to measure how knowledgeable Canadians are when it comes to car liens. The survey found that 63 per cent of respondents underestimated the presence of liens. The findings also show that Canadians do see the value of a lien search before buying a used vehicle – 88 per cent said it was very important to know whether or not a vehicle has a lien on it.

"These findings illustrate how important a CarProof vehicle history report is when you're buying a used car," says Drew Forret, COO/CFO of CarProof. "Our vehicle history reports provide extensive lien, accident and damage information from across Canada, helping to ensure that vehicle shoppers know everything they need to know about a used vehicle before they make a purchase."

To help educate consumers about the importance of liens – and why the presence of a lien doesn't necessarily mean that the vehicle isn't right for you – CarProof has put together a video and resources further detailing what a lien is and how to look for one during the vehicle shopping process. To access this information, please visit [www.carproof.com/car-advice/buying/what-is-a-lien](http://www.carproof.com/car-advice/buying/what-is-a-lien).

### About CarProof Vehicle History Reports

CarProof, a London, Ont.-based company founded in 2000, is the leading provider of the most comprehensive used vehicle history report available in Canada. CarProof's fully bilingual vehicle history reports rely on accurate and live real-time data to provide consumers with a complete history of their vehicle including accident information, cross-Canada lien search information and full U.S. history. In addition to being named one of Canada's 50 Best Managed Companies, CarProof was recently honoured with Deloitte's 2013 Technology Fast 50™ and Fast 500™ awards. For more information about CarProof, visit [www.carproof.com](http://www.carproof.com).



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# Special Olympics

## 2014 Summer Games

### Inspiring performances at Special Olympics Canada 2014 Summer Games

*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.*

Held in Vancouver July 8 to 12, the Special Olympics Canada 2014 Summer Games brought together 1,700 athletes with intellectual disabilities and their dedicated volunteer coaches and mission staff from across the country to compete in 11 sports.

“Throughout the week, the athletes inspired all of us with their dedication, competitive spirit and sportsmanship,” said Cathy Priestner Allinger, Chair of the Games Organizing Committee. “We saw records broken, personal bests achieved and indomitable spirit.”

These were the first Special Olympics Canada Games held in B.C. since 1990, and the largest-ever Special Olympics Canada Games, and generous supporters like the New Car Dealers Association of BC stepped up to help ensure it would be an amazing experience for all the athletes and all involved. The ongoing support of B.C.'s New Car Dealers helped Special Olympics BC send its largest-ever provincial team to compete at the Special Olympics Canada 2014 Summer Games in our home province. The 275 athletes displayed outstanding achievements and sportsmanship while earning 288 medals and delivering so many personal bests and outstanding team performances that thrilled their coaches, fans, families, and team staff.

“We raised expectations to a whole new level, and these guys met them,” Team BC Chef de Mission Shawn Fevens said. “We left our mark on Vancouver 2014.”

Among the exciting results for the home-province team, Team BC squads topped the A division in all team sports and excelled in the three sports being contested at the National Games level for the first time: basketball, bocce, and golf. Special Olympics BC's four basketball teams and three bocce squads all earned medals – two gold and two bronze for basketball; one of each colour in bocce. They enter the history books as B.C.'s first-ever National Games medallists in these sports, alongside the seven B.C. golfers who medalled in the first Special Olympics Canada Games golf event.

Team members such as Nellie-Jo Kurta of Special Olympics BC – Vancouver worked hard to be able to deliver an outstanding performance at her first National Games. Kurta is a multi-sport athlete who has been participating in Special Olympics since 1991. Since joining golf and powerlifting and qualifying for Team BC 2014, she has made significant changes in her life.

“I've changed my diet completely. I've changed everything,” she said. In addition to improving her health and working on her physical fitness with Club Fit, Kurta has worked very hard in her golf training over the last year and dedicated herself to improving her scores, with great support from her Team BC and SOBC – Vancouver coaches as well as professionals at her home course, Musqueam Golf.

Even so, Kurta never thought she would win gold in her first National Games in her 23 years as a Special Olympics athlete. So it was a special moment when she received her gold medal in the golf F2 division, and the emotions shone through on her face.





“Outstanding. Ecstatic,” Kurta said of her feelings when she received that hard-earned medal. “My first Nationals, I never expected to do as well as I did. I’m flabbergasted. ... I never thought I would win. I knew I did my ultimate, but I didn’t think I would win.”

Kurta was one of seven Team BC athletes to medal in the first-ever National Games golf event. She struck gold along with Kyle Grummett of SOBC – Kelowna, the tournament’s top-scoring golfer, and Yves Moskaluke of SOBC – Nanaimo, who topped the M2 division.

The Games events were held in fantastic facilities, with the University of British Columbia Vancouver campus serving as the host venue, the University Golf Club hosting the golf competition, and The Zone Bowling Centre in Richmond welcoming the 5 and 10-pin bowling action.

More Special Olympics Team BC information and stories:  
<http://specialolympics.bc.ca/team-bc-2014>

Team BC 2014 photos:  
<https://www.flickr.com/photos/specialolympicsbc/sets>

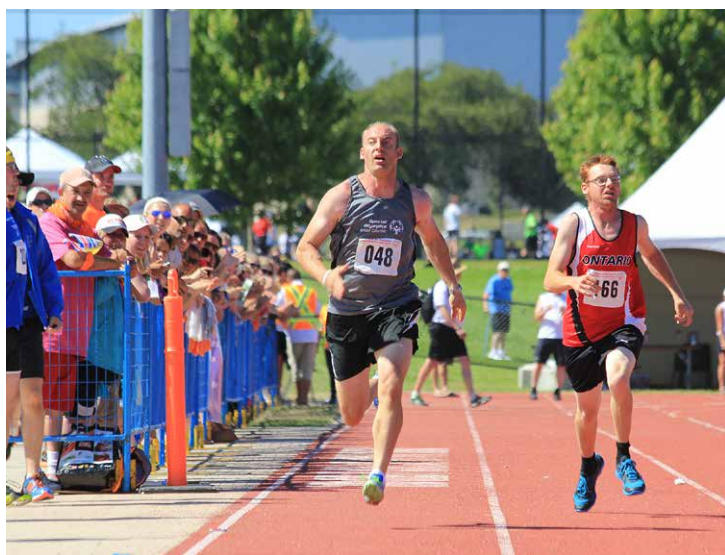


## New Car Dealers' support helped Special Olympics Canada Games teams.

Sincere thanks to the dealerships who contributed to the 35 vehicles that were donated to the Special Olympics Canada 2014 Summer Games:

- Applewood Auto Group
- Cam Clark Ford Lincoln
- Carter Dodge Chrysler
- Dueck Chevrolet Buick
- Cadillac GM Ltd.
- Hallmark Ford Sales
- Open Road Auto Group
- Trotman Auto Group
- West Coast Auto Group

Thanks as well to Adesa for delivering the vehicles and AllWest Insurance for providing vehicle insurance.



## Canadian Automobile Dealers Association (CADA) Update

### New Record for New Car Sales - May Surpasses Monthly Record by Wide Margin

The Canadian retail automotive market posted a new monthly sales record in May, with more than 195,000 new cars and trucks sold across Canada last month. This represents the best sales month in the history of the Canadian new vehicle market.

This is great news for our dealer network but also for the economy as a whole and for Canadian consumers. Consumers are responding to an optimistic and rebounding industry, with high levels of product affordability and the best product choice we've ever seen. New car prices have mostly defied regular inflationary pressures in the past decade and we're seeing that manifested in record levels of demand.

The industry has gone through many changes and challenges since the recession of 2009 and the restructuring of much of the North American auto industry that came in its wake.

The month of May was always going to be key in determining whether or not we'd continue to see the kind of sales growth we saw in 2013, or whether the consumer would pull back and flat line car sales and other important indicators. May is the start of the spring selling season. It's the month that always has the highest sales of the year. A weak May can hurt an entire year's results. We have

seen the very opposite this year: a better month than we've ever seen, setting the stage for what is now sure to be another record year in the Canadian car market.

That we can stand today with a new sales record for the Canadian market is a huge accomplishment. Record levels of new car demand in the marketplace mean that consumers are confident in the economy's performance and that's great news for car dealers, their customers, and all Canadians.

Overall the record was driven by historic levels of new vehicle affordability and quality combined with solid consumer demand.



*Michael Hatch, Chief Economist, Canadian Automobile Dealers Association (CADA)*

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## 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 four 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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**Shakira Maqbool**  
Senior Accountant &  
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**Jason Heard**  
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### CORPORATE PARTNERS AND SUPPLIERS

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



## HOW AUTO SHOPPERS CONNECT WITH DEALERSHIPS



**7 out of 10**

**Car Buyers DO NOT establish contact with the dealer prior to their initial visit**

\*Source: Polk Automotive, 2013

**Only 1% of auto shoppers submit an email lead**

\*\*Source: Cobalt Business Intelligence, 2014



## 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.

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Auto123.com - Xprima.com Corporation Inc	Kyell Vyncke	(888) 474-2886	kvyncke@xprima.com	
BCIT - School of Transportation	Mary Jane Stenberg	(604) 432-8543	mary_jane_stenberg@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	NickCalla	(604) 921-4048	nick@callafinancial.ca	www.callafinancial.ca
Canadian Automobile Dealers Association	LucilleLaframboise	(800) 463-5289	laframl@cada.ca	www.cada.ca
Canadian Black Book	KathyWard	(905) 477-0343	kward@canadianblackbook.com	www.canadianblackbook.com
CarProof	ScottOsinchuk	(866) 835-8615	scotto@carproof.com	www.carproof.com
Central Door and Access Systems Inc.	RichardSivertsen, CTR	(604) 854-8788	rsivertsen@heltongroup.ca	www.westgatedoor.com
CIBC Commercial Banking	PhilLehn	(604) 665-1318	philip.lehn@cibc.com	www.cibc.com
DealerMine Inc.	Karen Parmenter	(403) 462-4004	crystal.silveyra@dealermineservice.com	www.dealermineservice.com
DealerSocket	Shellie Pierce	(206) 730-2055	spierce@dealersocket.com	www.dealersocket.com
Dealertrack Technologies	Debbie Oberender	(905) 281-6229	debbie.oberender@dealertrack.com	www.dealertrack.ca
Evolio - Xprima .com Corporation Inc	Kyell Vyncke	(888) 474-2886	kvyncke@xprima.com	
First Access Funding Corp.	Paul Stephanson	(888) 816-5574	paul@fafcorp.ca	
First Canadian Insurance Corporation	John Romfo	(250) 308-1112	jromfo@firstcanadian.ca	www.firstcanadian.ca
General Bank of Canada	RajAutar	(604) 617-6411	rautar@generalbank.ca	
HUB International Insurance Brokers	WayneLeGear	(604) 293-1481	wayne.legear@hubinternational.com	www.hubinternational.com
Industrial Alliance Insurance & Financial Services Inc.	Robert Maingot	(604) 882-8220	robert.maingot@inalco.com	www.salgroup.com
Kent-Macpherson Appraisals Ltd.	Adrian Rizzo	(250) 763-2236	arizzo@kent-macpherson.com	www.kent-macpherson.com
Kijiji Canada	Bobbi Barnes	(416) 969-2256	bobarnes@ebay.com	http://www.kijiji.ca/autos
Marsh Canada Limited	Tom Swan	(604) 443-3520	tom.swan@marsh.com	www.marsh.com
Metro Vancouver	Christopher Mackie	(604) 602-1002	chris.mackie@metronews.ca	www.metronews.ca
Michael Mason & Co. Ltd.	Steve Batchelor	(250) 384-7304	office@michaelmason.ca	www.michaelmason.ca
MNP	Darrell Endresen	(604) 949-2088	darrell.endresen@mnp.ca	www.mnp.ca
MyAutoNews.ca	Morgan van Holst	(519) 932-1149	morgan@myautonews.ca	www.myautonews.ca
NXGEN Canada	Richard Walter	(604) 946-8884	rwalters@nxgencanada.com	www.paylogec.com
ONE-EIGHTY CORP.	Kerry Mueller	(519) 884-2003	kmuller@oneeightycorp.com	www.oneeightycorp.com
Pacific Newspaper Group, A division of Postmedia Network Inc.	Paul Batchelor	(604) 605-2546	pbatchelor@sunprovince.com	www.sunprovince.com
PayVida Solutions Ltd.	Robert Ronning	(855) 446-8432	robert@payvida.com	www.payvida.com
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
Scotia Dealer Advantage	Gina Guercio	(778) 373-4248	gina.guercio@scotiadealeradvantage.com	www.scotiabank.com/ scotiadealeradvantage
Scotiabank Western Dealer Finance Centre	Warren Sandbeck	(403) 299-6336	warren.sandbeck@scotiabank.com	www.scotiabank.com
Search Optics Ltd	Dean Brownstein	(858) 678-0707	dean.brownstein@searchoptics.com	
Serti Information Solutions	Pascal Lafleche	(514) 493-1909	plafleche@serti.com	www.serti.com
Shapiro Hankinson & Knutson Law Corporation - Rod McCloy Law Corp.	Roderick H. McCloy	(604) 684-0727	rhm@shk.ca	www.shk.ca
TD Auto Finance	Danny Long	(403) 819-1244	danny.long@tdautofinance.ca	www.TDFS.com
Total Graphics inc.	Jeff Mesina	(604) 294-0223	jmesina@totalgraphics.com	www.totalgraphics.com
Western Dealers Co-Auto	Mike Reid	(780) 468-9552	mreid@wdcoauto.com	www.wdcoauto.com
Wolrige Mahon Chartered Accountants	Masato Oki, C.A.	(604) 684-6212	moki@wm.ca	www.wm.ca
Xtime Inc.	Debbie Sykes	(604) 506-2842	debbie.sykes@xtime.com	www.xtime.com

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