

signals



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*Olga Rybolko
Bill MacInneson*

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Officers and Directors

Jim Inkster	Chairman Aspol Motors Ltd.
John Chesman	Vice-Chairman MCL Motor Cars
Blair Qualey	President & CEO New Car Dealers Association of BC

Directors

Paul Batchelor	Pacific Newspaper Group
Mark Edmonds	Ferrari Maserati of Vancouver
Darren Graham	Applewood Auto Group
Jeff Hall	Hallmark Ford Sales
Moray Keith	Dueck GM
Dick Lau	Cam Clark Ford Lincoln
Derral Moriyama	Bank Of Montreal
John Wynia	Harbourview Volkswagen



Unit 70 – 10551 Shellbridge Way
Richmond, BC V6X 2W9
Tel: 604-214-9964
Fax: 604-214-9965
info@newcardealers.ca
www.newcardealers.ca

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PRESIDENT'S MESSAGE



I am often asked what projects is the New Car Dealers Association working on and what do we do for our members? It's a good question and one I am always pleased to answer.

In this issue of SIGNALS you will find our Chairman's answer to that question, or at least his answer to the what have we done for our members over the past few years, which he shared with our members at our recent Annual General Meeting at the Vancouver International Auto Show. These projects range from working to reshape the Motor Vehicle Sales Authority to ensuring a private vehicle sales tax was implemented to level the playing field for our member dealers with unlicensed private sellers, often referred to as Curbers, to developing Rides.ca.

At the Association AGM, a Special Resolution was passed to adjust the size of the Association's Board of Directors from 18 to a more efficient 11. At the meeting two new dealers were elected to the Board, Mark Edmonds from Ferrari Maserati of Vancouver and John Wynia from Harbourview Volkswagen on the Island. The following page features our 2014 – 2015 Board of Directors. We are very grateful to them for their time and guidance and we look forward to working with them as we tackle the important issues ahead including the shortage of available, skilled talent to fill a multitude of positions available within our member's businesses.

As I mentioned in my last SIGNALS message, as our members face a tsunami of retirements in their stores, the Association is working on new partnerships and initiatives to support them in the areas of recruiting, hiring, retention, training and development. We are also looking at ways in which we can use the Vancouver International Auto Show as an effective recruitment and PR tool for our industry. There are incredible well paying, fulfilling careers to be had in our industry and we need to tell the story to everyone, from students in grade six to their parents, other influential family members and their friends.

The Vancouver International Auto Show, which kicks off the new car selling season and celebrates the best of the Automotive Industry in BC, is one of the most high profile activities in support of our members and a great vehicle to tell the British Columbians our exciting story of technology and opportunity. Our recent Auto Show attracted strong attendance, up 5 percent from last year's Show, and generated significant media and consumer attention throughout the Lower Mainland and around BC. The Auto Show Preview Gala was again very well attended and provided a fun evening to celebrate the best of our industry over dinner in a spectacular venue before enjoying dessert and refreshments among the vehicles in the Auto Show floor. The celebrations included honouring the Sales People of the Year Awards and the recipients of the Association's new Community Driver Awards as well as the very special 30 year relationship BCs New Car Dealers have with Special Olympics BC. I encourage you to review the Auto Show summary in this issue and check out the Gala video delivered in recent editions of News For New Car Dealers.

At the Press Day for the Auto Show we were pleased to announce two exciting new features of our future Auto Shows. First, the Auto Journalists Association of Canada (AJAC) announced that, beginning in 2015, their Canadian Green Car of the Year Award would be announced at the Vancouver Show. The other exciting news, announced by the Vancouver Convention Centre (VCC) was, beginning in 2016, the Ballrooms of the Convention Centre will be available to be used to display vehicles in addition to the current lower exhibit hall used in the past few years. This provides the Show and our manufacturer partners with an exciting opportunity to expand the footprint and features of the Show. Stay tuned for more details!

In support of our Members' drive to succeed, we also hosted at the Auto Show our eVo 2.0 focussing on the eVolution of digital media and sales featuring Jared Hamilton, CEO of DrivingSales, and Justin Poy, President & Creative Director of The Justin Poy Agency.

We also presented, as part of the Association's management training program through SAIT, a course on the dynamics of the multi generational workforce.

As the 2014 Auto Show fades in the rear view mirror, the Association is turning its attention to a revised Car Careers initiative and preparations for our Western Canadian Dealer Summit to be held in conjunction with SEMA November 6 – 8, 2014 at the spectacular Wynn Encore Resort in Las Vegas. We are joining with our colleagues in Alberta and Saskatchewan for a terrific line up of speakers, activities and fun. Online registration is open now, so book your registration and room early as space will be limited. Details on the event can be found at www.WesternDealerSummit.com.

I hope you enjoy this issue of SIGNALS and, as always, we value the feedback and suggestions we receive from our dealer and associate members and I encourage you to share your thoughts and ideas with us.

Yours truly,



Blair Qualey - President & CEO

2014-2015 Association Board of Directors



Jim Inkster
Chairman
Aspol Motors Ltd.



John Chesman
Treasurer
MCL Motor Cars



Blair Qualey
President & CEO
NCDA



Paul Batchelor
Pacific Newspaper
Group



Mark Edmonds
Ferrari Maserati
of Vancouver



Darren Graham
Applewood
Auto Group



Jeff Hall
Hallmark
Ford Sales



Moray Keith
Dueck Auto Group



Dick Lau
Cam Clark
Ford Lincoln



Derral Moriyama
BMO
Bank of Montreal



John Wynia
Harbourview
Volkswagen



IT'S AUCTION TIME!

Get Set To Bid – Annual Auction Online May 7th – 14th

THE NEW CAR DEALERS FOUNDATION/SPECIAL OLYMPICS BC AUCTION COMMITTEE HAS BEEN VERY HARD AT WORK REACHING OUT TO THE DEALER BODY AND THE OEMs FOR VEHICLES, CASH DONATIONS AND AUCTION ITEMS OVER THE LAST SEVERAL MONTHS AND ARE EXCITED TO OPEN THE AUCTION FOR COMPETITIVE BIDDING!

There are a number of interesting lots up for bidding, including automotive & business, food & wine, lifestyle, media, and sport & travel items. Some items will be announced online only (not listed in the catalogue), so ensure you visit the site to preview these special items!

The 2014 auction will run from Wednesday, May 7th through Wednesday, May 14th. As in past years, the auction will be hosted online, with a print catalogue distributed to all Members in advance of the Auction dates.

ONLINE PROCEDURES

How to Register

The New Car Dealers Foundation of BC / Special Olympics Auction is a private auction open only to registered bidders.

To register:

1. Go to www.newcardealers.ca
2. Click on the AUCTION icon prominently displayed.
3. Enter the following password: newcardealers
4. Simply follow the online instructions.

Please ensure that you have supplied a valid email address, as the system will confirm your access and send you a password by email. This should only take a few seconds, but in some cases can take longer. If you do not receive a confirmation within 24 hours, please contact Christina Hadley at 604-737-3073 or chadley@specialolympics.bc.ca.

Buy It Now

Items will carry a 'Buy It Now' price at 10% over retail value. In order to access this feature, a bidder must select the "Buy It Now" button. Placing a bid that is 10% over the retail value will not activate this feature. Upon successfully completing this transaction the auction item will then be closed and moved from its current category to the "Closed Auction" category.

Please note: items that are considered priceless are not available for the 'Buy It Now' feature.

Bidding On Items

There are two ways to bid. The first involves placing a set bid at a selected price. The second involves placing a proxy or maximum bid—the most that you are prepared to pay for an item. Once you have placed a proxy bid, the auction site will automatically increase your bid by the posted increment only if there are competing bids, and only up to the amount you have set. Placing a bid by selecting a set price will immediately take that item up to that selected price, regardless of the posted bid increment.

If at any time you are not able to navigate the site, please contact:

Christina Hadley
Direct Line: 604-737-3073
Toll Free: 1-888-854-2276
Email: chadley@specialolympics.bc.ca

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2014 VANCOUVER INTERNATIONAL AUTO SHOW DRAWS RECORD CROWDS

The most important event for the auto industry in British Columbia, the Vancouver International Auto Show, saw a 5% increase from the 2013 Show.

The 2014 Vancouver International Auto Show featured over 400 vehicles from 30 international brands. From luxury sports cars to family SUV's, the Show continued to offer something for guests of all interests. This year's Auto Show also saw the return of the popular 'Green Ride and Drive', which gave guests the opportunity to test-drive some of the industry's leading eco-friendly vehicles.

"We have received exceptionally positive feedback from both the automotive industry and our guests," said Auto Show Executive Director Paul McGeachie. "With record attendance on Saturday and guests coming back for multiple visits throughout the week, we are extremely pleased with the response to the 94th annual Vancouver International Auto Show. Our record-breaking weekend attendance demonstrates British Columbia's continued love for the automobile and will be used as a gauge for next year's planning. Guests can expect an even bigger industry showcase in 2015."

Planning is already underway for the 2015 Vancouver International Auto Show, which will include the presentation of the new award from the Automobile Journalist Association of Canada (AJAC) - the Canadian Green Car of the Year. Significant expansion is being examined for the 2016 Show.

The 2015 Vancouver International Auto Show will return to the Convention Centre March 24-29.





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BCIT at the Auto Show

The BCIT Ford ASSET program has been designed to provide students with the theoretical understanding and practical skills needed to diagnose and repair the sophisticated systems found in Ford motor vehicles. In addition to the service and repair of cars and light trucks, the ASSET program further develops the students' abilities through administrative, communication and business training components of the program, enabling the students to pursue opportunities in management positions or advanced studies leading to university degree programs. Upon successful completion of the ASSET program, consisting of three 16-week academic terms at BCIT alternating with two, 16-week co-op work terms in a Ford dealership, students receive an Automotive Service Technician (AST) Diploma and credit towards all four levels of technical training requirements in the Provincial AST Apprenticeship program.

More information can be found at
www.bcit.ca/study/programs/1290ttdipl

NEW ANTI-SPAM LEGISLATION: TIME FOR COMPLIANCE IS TICKING DOWN

Early last year we introduced proposed anti-spam legislation entitled An Act to promote the efficiency and adaptability of the Canadian economy by regulating certain activities that discourage reliance on electronic means of carrying out commercial activities, and to amend the Canadian Radio-television and Telecommunications Commission Act, the Competition Act, the Personal Information Protection and Electronic Documents Act and the Telecommunications Act. We thought an update was in order. Because of its lengthy name, this Act is being referred to as the Canada Anti-Spam Law or “CASL.” It will come into force on July 1, 2014.

Do not be fooled by the name: this legislation goes far beyond regulating unsolicited electronic messages often referred to as “spam.” CASL provides the Canadian Radio-Television and Telecommunications Commission (“CRTC”), the Competition Bureau and the Office of the Privacy Commissioner with a great deal of authority to regulate the use of commercial electronic messaging by creating an opt-in, consent-based system.

CASL applies to any “commercial electronic message” (“CEM”) sent to an electronic address without the recipient’s prior consent, where the purpose of the message is to encourage participation in a commercial activity. This includes not only emails but other forms of electronic communications as well, including text messaging and all social media. In short, the new legislation will apply to virtually all marketing and advertising campaigns that depend on electronic messages.

The key requirements of the new law are:

1. CASL prohibits sending CEMs to an electronic address without first obtaining consent. CASL identifies two types of consent: express and implied;

(a) “Express Consent” permits the sending of CEMs for the purposes for which the consent was obtained until such time as the express consent is revoked. Express consent can be obtained either orally or in writing. The CRTC has published non-binding guidelines which indicate that some positive action is required from the person giving consent, i.e., a formal acknowledgment. The CRTC has also ruled that express consent cannot be bundled into the terms and conditions attached to a product or service, or be a condition of sale. Simply put, express consent must be sought separately by “checking a box” or by a stand-alone agreement.

(b) “Implied Consent” may be implied by virtue of any number of different scenarios stated in CASL, including the sender and recipient having an existing business relationship, personal and family relationship as well as business-

to-business emails.

2. The CEM must contain information that identifies the person who sent the message or, if sent by a third party, i.e., a marketing company, the third party sender must include the identity of the person the CEM is to benefit.

3. The CEM must set out a mechanism for the recipient to unsubscribe or withdraw his or her consent from receiving future CEMs.

For businesses, it is important to note that, simply because a customer has provided his or her email address or phone number, the customer has not consented to receiving electronic marketing material. There are some exceptions to the consent requirements. For automobile dealers specifically, a dealer need not have the consumer’s express consent to send warranty recall or other safety or security information relating to an automobile the consumer is presently using.

Further, since CASL applies to CEMs sent from or accessed in Canada, persons located outside Canada will also need to comply with the new law if they send CEMs to recipients in Canada.

Failure to comply will have serious consequences as CASL provides regulators with strong administrative penalties for dealing with violators. Offenders face potential exposure to administrative monetary penalties of up to \$1 million for individuals and up to \$10 million for corporations. Further, officers, directors and agents may face exposure to liability if they directed, authorized or participated in the violation.

Compliance with CASL’s requirements will be mandatory as of July 1, 2014. We recommend that dealers review their existing electronic communication policies to ensure compliance moving forward. We also recommend that dealers review their current email and text messaging lists and obtain the consent of each recipient to receive CEMs prior to the implementation date to ensure continuity in marketing campaigns. After June 30, 2014, you cannot send an unsolicited email to a member of the public from whom you do not have prior consent or consent in writing from some medium other than electronic.



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



AUTOMOTIVE MANAGEMENT COURSES

UPCOMING EVENTS!

Your Association has just announced a series of courses put on by SAIT Polytechnic. Courses may be completed in any order; no pre-requisite 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

ACCOUNTING AND FINANCE FOR NON ACCOUNTANTS

May 8-9, 2014

at the New Car Dealers Association of BC office (Richmond)

Do you find those monthly reports too detailed to be effective? This course is designed for those who use these reports on the job and need to decipher and analyze key information from them. Using ratio analysis and financial statement examples you will gain a better understanding of how to work with your own financial reports.

- Reading and Preparing a Balance Sheet
- Reading and Preparing an Income Statement
- Developing a Budget
- Automotive Specific Key Performance Indicators

LEADERSHIP SKILLS

July 16-17, 2014

at the New Car Dealers Association of BC office (Richmond)

Leadership is the art of motivating and inspiring people to work toward shared aspirations. In our current work environment of unrelenting change and uncertainty, it may be the most important challenge of the decade. Leadership is a commitment to excellence and continual growth and improvement. It requires solid character and highly developed communication skills. This course will address important leadership topics and help you develop and hone your skills in the following areas: personal awareness and consciousness, developing and communicating a vision, influencing others, championing change and maintaining morale.

- Foundations of Leadership
- Authentic Leadership
- Living the Vision
- Leadership Applications

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. Student 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



CANADIAN AUTOMOBILE DEALERS ASSOCIATION (CADA) UPDATE

Statistics Canada Study Questions Prevailing Economic Narrative

Regular consumers of national media and followers of politics may be forgiven for assuming that our country's middle class consists of little more than huddled masses scraping by from paycheque to paycheque, one financial slipup away from oblivion. It's the story we keep hearing in the news and from political leaders eager to claim the mantle of middle class defenders. The trouble is that this story is not supported by the facts.

Late last month, Statistics Canada released a detailed study looking at Canadian families' net worth – defined as total financial assets minus liabilities such as mortgages and consumer debt. It was the first such study in almost a decade. Its conclusions could not be clearer: the broad swathe of Canadian households (and not just the "one per cent") is richer than ever before.

In inflation-adjusted terms, the median household was in 2012 45 per cent more well-off in terms of total net worth than in 2005, and a whopping 80 per cent richer than just 13 years prior in 1999. In about half a generation, then, the family at the very middle of Canada's wealth distribution (and what could be more "middle class" than that?) has nearly doubled its wealth.

All asset classes helped this process along: principle residence and other real estate values, pension assets, and supplemental savings as well. While mortgage and other debt increased along with the values of the homes and other assets that secure them, the trend is clear: ever-rising economic fortunes for the broad middle of Canadian households, families, and individuals.

That this conclusion is at odds with the prevailing narrative amongst political and media commentators will strike many as inconvenient. And don't expect never to hear another story about the "squeezed middle class" in light of these findings. But this study should give pause to those who would disseminate the perception that Jane and Joe Average Canadian are grasping at straws to get by while a chosen few at the top of the pyramid claim all our country's wealth for themselves.

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



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Training Gets a Boost



ONE OF THE OLDEST AND BEST AUTOMOTIVE SERVICE TECHNICIAN PROGRAMS IN THE PROVINCE – AND THE EMPLOYERS WHO RELY ON IT – IS ABOUT TO BENEFIT FROM A \$33-MILLION RENOVATION AND EXPANSION OF OKANAGAN COLLEGE’S KELOWNA TRADES FACILITY.

Annually, the College trains more than 180 automotive trade students, comprising of an average 12 apprenticeship classes each year. With about 44 per cent of the students coming from outside the Okanagan, this college has a rich B.C. history, dating back to 1963 when the doors opened with auto mechanics among its first programs. Today Okanagan College is B.C.’s second-largest trades training institution.

The revamped Trades Training Complex, with its three storey addition, will have capacity for 2,400 students when it opens in 2016. Targeted to meet LEED Platinum standards, the complex will establish the Kelowna campus as the trades training hub for the B.C. Interior by improving, upgrading and expanding program opportunities for students in a variety of high-demand trades, including Collision Repair and Automotive Service.

The complex will also pave the way for potential new programs such as paintless dent repair, automotive glass and vehicle detailing. Manse Binkley, owner/general manager of Harmony Honda and Harmony Acura in Kelowna, said area dealers are stepping up to support the Okanagan College Foundation’s \$7-million fundraising campaign.

Binkley is among the 18-member Kelowna Car Dealers Association (KCDA) that is taking part in raising \$1-million towards that goal. Helping to get the word out are Sentes Automotive General Managers Adam Rich and Cordelle Rich.

“This expansion at Okanagan College is desperately needed,”

Binkley said. “Their facility is 50 years old, and the student space is crowded. Our organization regularly supports community projects, and this is a way to ensure our future employees get the best training available.”

Blair Qualey, president of the New Car Dealers Association of B.C., said it’s important that post-secondary institutions not only provide exceptional instruction, but training that uses the latest technology available.

“Employees who have practical experience with current technologies are precisely who we need right now,” he said. “This campaign at Okanagan College is something trades-oriented businesses province-wide can get behind.”

Okanagan College has distinguished itself as one of the premier trades training institutions in the country – surpassing both provincial and national averages in its Red Seal exam results in both Automotive Service (100% in 2012) and Collision Repair (83% in 2012).

Over the course of 18 years, students in these programs have also earned a total of 60 gold, silver and bronze medals at provincial and national Skills competitions.

“Our industry thrives on providing quality vehicles to the public,” Qualey said. “It’s vital that when these vehicles need service, we are confident the best employees are continuing that commitment to excellence.”

Moments from the 2014



AUTOSHOW PREVIEW

Gala



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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.



Deryl Griffith (l) & Ken Griffith (r)

Through their many years of involvement with Special Olympics BC and the New Car Dealers Association of B.C., Ken and Dianne Griffith have been eloquent and vocal supporters of Special Olympics athletes, and their next generation is continuing the tradition.

The owners of Richport Ford and Signature Mazda, Ken and Dianne Griffith were instrumental in the early years of the New Car Dealers Foundation / Special Olympics BC Auction, generously assisting with item solicitation, cash prizes, vehicle donations, and event logistics when the auction was a gala evening affair. Their children, Deryl and Vikki, are now working in the industry themselves and Deryl is continuing the family's kind support of Special Olympics by assisting with solicitation of auction items and cash donations.

Ken and Dianne Griffith have seen firsthand how much athletes with intellectual disabilities appreciate the opportunities they have with Special Olympics, and the support they receive from sponsors such as B.C.'s New Car Dealers.

"With our involvement over the years, we really do have an appreciation of what Special Olympics represents to these committed athletes. We've been to a number of functions over the years, and when you see the appreciation from these athletes toward the whole Special Olympics process, it's just unbelievable," Ken Griffith says.

"It's been a very big part of our lives, being part of Special Olympics BC," Dianne Griffith said.

Ken and Dianne got involved initially because of their active involvement with the auto industry and the relationship between B.C.'s New Car Dealers and Special Olympics. Their own work in the industry grew in parallel with the relationship that bloomed between the New Car Dealers and SOBC; after getting into the industry in 1970, they purchased Richport Ford in 1986, around the time there was a great deal happening around the development of the New Car Dealers Association and the relationship with Special Olympics. "It embraced us," Ken Griffith said. "The timing was perfect." They purchased Signature Mazda in 2000, now the top Mazda dealership in Western Canada. When Ken and Dianne Griffith attended the first-ever auction gala, they got hooked, enjoying the chance to feel part of a cohesive group with fellow members of their own industry while supporting a great cause, and went on to become very involved in the auction and the New Car Dealers Association. Ken was a member of the NCD board for a number of years and served as President in 1992 and 1993, going on to win the Maclean's Dealer of Excellence Award in 1994, while Dianne was an active member of the New Car Dealers Foundation / Special Olympics BC Auction Committee for a number of years.

Ken Griffith said it was thrilling to watch the relationship between the New Car Dealers and Special Olympics BC grow and see how dealers embraced Special Olympics around the province; he sees a good fit between the two. "It just grew and it was a win-win for everyone," he said.

Dianne Griffith recalls the power of watching a Special Olympics track-and-field meet in Coquitlam where a teenage athlete hit the finish line and just kept running. "He was so excited that he could do it," she said. "They're just such genuine sportspeople, and they're so thrilled at what they do."

She also recalls Special Olympics athletes being thrilled to help out with the New Car Dealers' initiatives, assisting with the live auction events and necessary background tasks like sending mail. "They really enjoyed helping us help them," she said.

Deryl Griffith, currently the General Sales Manager of Signature Mazda, is following in his parents' footsteps of generous support of the auction. Like his parents, he sees great value in the event and the cause, and feels the significance of being able to give opportunities. "Special Olympics gives opportunities for adults and kids to compete and make friends, friends for life – I've met a few athletes and it's amazing the impact it has on their life," he says.

Photo caption: Deryl Griffith (left) and Ken Griffith (right) with Akita Merumoto-San (centre), Vice President of Mazda World, presenting them with the award for #1 Retail Mazda Dealership in Western Canada in March 2014.

Special Olympics

BC Snapshot

Team BC Primed to Perform at Home-Province National 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.

The Special Olympics Canada 2014 Summer Games will be the biggest yet, with 11 sports and 2,000 athletes, coaches and officials, and the members of the largest-ever Team BC are currently working hard to be ready to wow their home-province crowds.

None of this would be possible without the support of generous sponsors like B.C.'s New Car Dealers, who help Special Olympics BC athletes and programs year-round and have generously come on board as a National Games Bronze Sponsor. The New Car Dealers will be providing important support for this significant Games with assistance such as vehicles for transportation of key personnel around the venues at the University of British Columbia's Point Grey campus and The Zone Bowling Centre in Richmond.

When B.C. last played host to the Special Olympics Canada Games in 1990, Special Olympics turned to the automotive community for support, and dealers generously responded to help make the first National Games in our province a truly remarkable event. George Preston stepped forward and volunteered to take on the position of Chair of the Games Organizing Committee, and the Games were an outstanding success.

The scope of the Games is significantly different this time around, with the largest number of participants and sports yet to be seen at a Special Olympics Canada Games, but the support of B.C.'s New Car Dealers is a much-appreciated constant.

In the Vancouver 2014 Games, three sports – basketball, bocce, and golf – are making their debut at the National Games level, joining 5- and 10-pin bowling, aquatics, athletics, powerlifting, rhythmic gymnastics, soccer, and softball. The Games events will run July 8 to 12, with the Opening Ceremonies and competitions open and free for all; everyone is encouraged to check out the action and cheer on the inspiring athletes.

At 365 members, Team BC will be a force to be reckoned with. The athletes have taken part in training camps and are currently working hard in their home communities, supported by their local training coaches by Team BC coaches, experts, and resources who are all dedicated to helping them be at their very best in their home-province National Games.

The Team BC 2014 philosophy is to create a team culture where athletes and coaches are motivated to learn, excited to improve, and committed to excellence. Along the way, they are being supported by sport experts and resources of a level unprecedented for our province and for Special Olympics programs across Canada, and perhaps even the continent.

Team BC athletes have taken part in functional testing that provides baseline data for them and their coaches to understand how much they'll improve on their journey to the Games,



and have all now had at least one training camp with the other athletes and coaches in their sport to energize and guide them in their training at home. All of the hard work is having an impact.

SOBC – South Okanagan athlete Stephen Lee is a 5-pin bowling athlete who will join the Summerland team for the National Games. Since taking part in the functional testing, he’s been energized and making terrific strides. Stephen is now working hard at a local gym and doing the exercises recommended by Team BC, eating healthy snacks, drinking water, and demonstrating a great attitude. He lost 10 pounds in just the first few weeks after his Team BC testing!

In the pool, aquatics coach Sandy Ott noted that SOBC – Campbell River swimmer Jesse Shade continues to improve significantly. The youngest athlete on the Team BC swim squad, he is bursting with potential.

“I was impressed at the Comox meet when Jesse improved on his best times. Then at the UBC meet last weekend he did it again – all with flip turns!” Ott said. “The hard work and training is paying off.” To follow Team BC’s journey, please visit www.soteambc2014.ca.

An estimated 1,000 volunteers are needed to make the Games possible. To get involved with the rewarding volunteer opportunities, or find out more about the Games, visit www.vancouver2014.com.

To Draft an Athlete and help athletes have life-changing Games experiences, please contact SOBC’s Carolyn McCarthy at cmccarthy@specialolympics.bc.ca or 604-737-3056/1-888-854-2276 (toll-free).

COMPUTER CENTS

WORKING TOWARD A PAPERLESS OFFICE

You have no excuse for being buried under paper today. The tools to digitize most or all of your pile are readily available and very affordable. A paperless office is one of the simplest ways a company can minimize clutter and mess, and also help contribute to making business operations more green and environment friendly.

As companies are not only being more conscious of the environmental impact of how they do business, but also of how they can create a much more efficient and productive system for operations, one trend that has emerged over the years is the move towards making offices use less paper.

Having a paperless office essentially means drastically decreasing the use and consumption of paper in the office. Of course there will always be a need to use paper for some things, but reducing the paper you consume can save you a lot of money and at the same time help the environment. However, it is a sad fact that we use more paper today than we did when Happy Days made us laugh.

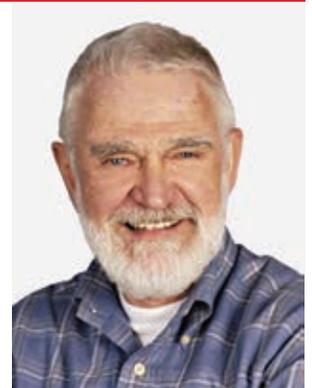
Consider these statistics:

- Each day, one billion photocopies are made (Source: Forrester Research)
- The annual growth rate for the amount of paper produced by the average company is 25% (Source: Gartner)
- There are over four trillion paper documents in the US alone, and the number is growing at a rate of 22%, or roughly 880 billion paper documents a year (Source: Coopers and Lybrand)

While this may seem like a small issue, it actually impacts your business more than you might think. Just calculate the cost of buying paper and ink for your entire business over the course of a whole year. A transition to a paperless office can not only save money, but can also affect operations by making things much more convenient and efficient.

With the emergence of cloud computing and the growing importance of mobility, the time could not be better to invest in equipment and technologies that make paper use more efficient for when you need to use it – for example, printers that allow you to print on both sides or scale down images. Here are some other actions you can take:

- Scan everything to create digital copies using readily available scan and store devices
- Setup paperless faxing through multifunction printers
- Setup electronic signatures for situations where signatures are required.



- Take digital notes with tools like Evernote and Microsoft OneNote.
- Reduce where you can't eliminate.
- Assess which paper records you can recycle (or shred then recycle).
- Share web links through email or IM instead of printing
- Distribute presentations using online file sharing tools such as DropBox and SlideShare

A paperless operation also enables you to better secure the data that you store. Electronic storage and data management allow authorized employees to have access to information faster and more efficiently. A simple query or search term allows employees to find what they need in a jiffy, allowing them to get their assigned tasks done faster. With well-organized file sharing and other document collaboration options, your people can get the documents they need in real time. Online backups also give you a contingency in case of unforeseen circumstances or natural disasters that can compromise your data.

Most of us aren't very good at organizing the data on our hard drives and sometimes it is a challenge to remember where we stored our file. Simply moving the same old bad habits of organization, access and collaboration into the paperless office is probably not going to be what you are looking for. Instead, consider these four key ingredients during your planning process;

- Define what your paperless expectations are
- Define the organization, file sharing and collaboration requirements
- Consider going "paper-lite" instead of "paperless"
- Build a project plan

Of course, we can't really completely eliminate our use of paper. But even small changes can go a long way toward a paperless office and healthier environment – and lower operating costs.

Different businesses need different systems and approaches to going paperless. The real drivers behind the paperless office is the business need to improve productivity, improve efficiencies, optimize business processes, and reduce costs. If you're interested in a paperless office for your business, please contact us and we'll be happy to present a solution that best meets your unique requirements.

Your comments are appreciated –
ComputerCents@CascadiaSystemsGroup.com

Bob Milliken is the President of Cascadia Systems Group. Cascadia Systems Group are Technology Strategists and Cloud Integrators to Small and Medium Businesses. They take care of your IT so that you can take care of your business.

You can reach Bob directly by email at bob@cascadiasystemsgroup.com

Congratulations to the 2014 Community Driver Awards Recipients!

The New Car Dealers Association of BC recognizes BC's automotive dealerships that exemplify business strength and community excellence – with a significant focus on making a tangible contribution to the growth and livability of their community or region.



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VEHICLE SALES AUTHORITY

IPSOS CUSTOMER SERVICE SURVEY RESULTS

The recent IPSOS survey revealed that 69% of licensed salespeople reported positive interactions with the VSA over the past two years, with 58% offering a satisfaction rating of 8, 9 or 10. Nearly all (94%) felt that VSA service has stayed the same or is getting better. The 1350 survey respondents were representative of all salespeople based on geography, length of time with a licence and the type of dealership they worked at.

The four attributes that received the highest ratings were VSA bulletins and the VSA website, course registration, salesperson licence renewal, and salesperson licence application, where more than 60% of salespeople rated their experiences as an 8 or above. Regardless of the interactions with the VSA, service attitude was often rated as one of the most satisfactory elements.

- For the renewal process, salespeople felt most positive about the speed of completion, the ease of completion, and the service attitude.
- For the application process, all areas have similar ratings, with service attitude and ease of completion receiving the highest scores.
- Compliance action is currently the least positively rated interaction. Service attitude is rated the highest in this area, while speed of completion and fairness have relatively lower ratings.

Of note is that female salespeople and those who have been licensed for less than five years give the most positive ratings. Using statistical analysis, the two key drivers for overall satisfaction were found to be VSA Bulletins and the VSA website and course relevance and quality.

- VSA Bulletins and the VSA website was the highest rated specific interaction, at 66% for ratings of 8, 9 and 10. Salespeople are most satisfied with the frequency of the Bulletins and the amount of information found on the VSA website.
- Course relevance and quality received a 57% for ratings of 8 and higher. However, the two key attributes that drive course satisfaction – helpfulness of the information in the course and overall course format and experience – were rated relatively lower than other elements.

A concurrent survey was done with authorized dealer spokespeople. While smaller in number (only 176 out of 1400), dealer spokespeople reported very similar concerns with slightly lower rates of satisfaction in many areas. This was consistent with their demographics as predominantly male and having been in the industry longer. Despite slightly lower ratings, spokespeople commended the VSA for having exceptional customer service, such as offering timely responses and having helpful, professional and knowledgeable staff, as well as for problem resolution.

The VSA received ratings of 8, 9 or 10 from two-thirds of spokespeople for handling consumer complaints and the VSA courses.



Dealers reported satisfaction with all aspects of the inspection experience, with roughly one-half awarding scores of 10 to every area of the inspection experience. The VSA is also performing well with both the dealer licence renewal and licence application process, receiving high ratings from three-quarters of those responding.

While still rated positively by 69% of dealers, the formal investigation process is the lowest rated area of VSA's interactions. However, it was rated by just 58 dealer spokespeople that had a formal VSA investigation.

The VSA staff will be using the detailed survey results as a benchmark for future improvement targets. In addition, existing initiatives and future strategies will be evaluated and developed with the survey results in mind.

The VSA at the 2014 Auto Show

Marking its tenth year, the VSA once again participated in another successful auto show. During the six-day event, over 25 VSA staff from every department worked at least one shift at the show, chatting with both consumers and industry members. The "Plinko" game once again proved to be a key attraction and gave the VSA plenty of opportunity to share its core messages.

Over the course of the show, the VSA gave out over 4100 branded items to consumers. Additionally, nearly 400 Tim Horton's gift cards were given away to salespeople working the show as a way to recognize their hard work in promoting the industry and the models on display.

A new addition this year was Walt the Curber. His seven stage shows were an engaging and enjoyable way to highlight the risks of buying from curbers and the benefits of buying from a licensed industry.

*Doug Longhurst,
Director of Learning and Communications,
Vehicle Sales Authority (VSA)*

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BC Hosts the Special Olympics Canada 2014 Summer Games

Association calls on Members for Short Term Vehicle Loans in Support of Bronze Sponsorship of Games

The New Car Dealers Association is pleased to announce that, with the participation of its members, it will provide the coordination and provision of needed vehicles to Special Olympics as BC hosts the Canada Summer Games in Vancouver from July 3 – 15, 2014.

The 2014 Games are taking place in Vancouver, British Columbia, from July 8 to 12, 2014. The 2014 Games will be the largest held in Canada featuring over 2,000 athletes, coaches and officials, in 11 sports including: athletics, basketball, bocce, 5- and 10-pin bowling, golf, powerlifting, rhythmic gymnastics, soccer, softball and swimming. The 2014 Games will benefit from significant sponsor support including Bronze Sponsors The BC New Car Dealers, the Government of British Columbia and the Government of Canada as well as the Host Venue, the University of British Columbia.

The following vehicles will be needed for athlete and coach transportation:

- 10 cars
- 12 SUVs
- 4 Pick ups

As part of our ongoing commitment to the environment, hybrid and electric vehicles would be welcomed along with gas or diesel powered vehicles.

Vehicles will be branded with the New Car Dealers Association of BC and Special Olympics logo.

This is a terrific opportunity for BC's New Car Dealers to celebrate our 30 year relationship with Special Olympics BC as they host all of Canada's athletes here in July.

Thanks on behalf of all of us at the Association and Special Olympics BC for your support of this exciting and special event.

Please contact Association President Blair Qualey at 604-214-2264 ext 228 or bqualey@newcardealers.ca to donate a vehicle(s) or to ask any questions.

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 six 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!



Blair Qualey
President & CEO
bqualey@newcardealers.ca



Shakira Maqbool
Senior Accountant
smaqbool@newcardealers.ca



Tina Coleman
Controller
tcoleman@newcardealers.ca



Paul McGeachie
Executive Director, Vancouver International Auto Show
pmcgeachie@newcardealers.ca



Laurence Coupal
Executive Administrative Assistant
lcoupal@newcardealers.ca



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cmorning-smith@newcardealers.ca

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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.

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