

A publication for members & friends of the New Car Dealers Association of B.C.

# signals

January - February 2018



## UNVEILED

at the Vancouver International Auto Show

**MARCH 28, 2018** | Vancouver Convention Centre West



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NEW CAR DEALERS ASSOCIATION OF BC



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## Chief Car Washer's Message

*Welcome to 2018! The year has begun in earnest at the NCDA.*



Auto show season is well under way with what's become the first automotive related event of the year, the Consumer Electronics Show (CES), which just wrapped up a few weeks ago in Las Vegas. The fact that CES has become the de facto kick-off to auto show season speaks volumes about what is happening in our sector. Technology continues to change everything, and at a dizzying pace!

At CES, as at global auto shows this year, companies featured exciting new technologies, from beautiful gas and EV models to cool autonomous vehicle developments. Vehicle manufacturers demonstrated everything from 'brain-to-vehicle' communication-active pedestrian warning systems to a host of new EV concepts, including new offerings from China.

As some commentators on CES have mentioned, one thing was clear about self-driving cars: it's no longer a conversation about the future, but rather one about right now. You may not own a self-driving car any time soon, but they're going to be out there, and competition (in all aspects) is intense.

With the Detroit, Montreal, and Toronto shows just ahead, that means we're only a few weeks from the 98th annual Vancouver International Auto Show. I am incredibly excited to share this year's Auto Show with all of our attendees. It's going to be terrific—new vehicles, new features and more room. We're expanding the floor space by 10 percent and offering a new seminar series covering a variety of topics.

We're also delighted to welcome the Global Auto Manufacturers of Canada (GAC) and their Board of Directors to the Show and we hope to put some of them to work at our Auto Show events.

This year's Auto Show is only five days due to scheduling issues at the Convention Centre. We will run from March 28th through April 1st (no joke!). We'll be packing those five days with the most beautiful vehicles in the world along with more exhibitors and new food and beverage options.

We'll continue our long tradition of providing our guests with the opportunity to try the latest EV technology with

our Electric Vehicle Experience Test Drives presented by CEV-forBC™, this year featuring an expanded array of plug-in and full battery electric vehicles for test drive experiences. We'll be inviting all of the Members of the Legislature to join us for test drives at the Auto Show and a chance to tour the exhibits to see how our sector is becoming a high-tech profession.

Following many years of holding our Preview Industry Gala as a sit-down dinner in the East Building, with new spaces available to us this year, we're going to move the opening night celebrations completely over to the West Building. We'll continue to celebrate the Salespeople of the Year Award and Community Driver Award winners in style and enjoy incredible food and beverages. But we'll be doing it in a grand, new space that offers spectacular views of the North Shore Mountains and Stanley Park. And as always, our guests are invited down to the show floor to see the best offerings from the world's vehicle manufacturers. Opening night details can be found on the Vancouver International Auto Show's website here: [vancouverinternationalautoshow.com](http://vancouverinternationalautoshow.com).

I mentioned the Community Driver Awards will again be presented at the Auto Show, so make sure if you know of a dealership doing great things in their local community, please nominate them by the February 19th deadline. Details are available on our website at [newcardealers.ca/awards/community-driver-awards](http://newcardealers.ca/awards/community-driver-awards). And I'd be

remiss if I didn't remind our readers that our Foundation's CarCareerBC Grant applications are now available online and the application deadline is April 13th. If you know of someone in our sector who's advancing their education (or someone hoping to join our industry), make sure you let them know we have education grants available! Last year, over \$43,000 in grant funds were awarded to students across the province. Visit our Foundation website for more details and how to apply: [newcardealersfoundation.ca](http://newcardealersfoundation.ca).

2018 is going to be another amazing and exciting year for our sector, a year of more mind-boggling change with crazy new technology. It will be a year full of challenge and pain (as change is never easy) but it will also be full of intriguing new opportunities. I can't imagine another sector that will continue to see such change and be impacted more by technology than ours. So hang on, it's going to be a fun ride!



*Blair Qualey - President & CEO*

THE NEW CAR DEALERS ASSOCIATION  
WISHES COWELL AUTO GROUP A  
HAPPY 50<sup>TH</sup> ANNIVERSARY!



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# Welcome

## TO OUR NEW ASSOCIATE MEMBERS

Associate Members of the New Car Dealers Association of BC provide vital products and services to Dealer Members, allowing them to do business with greater cost effectiveness, environmental responsibility, and general efficiency.



AMC Insurance offers insurance for Home, Travel, Auto, Marine, Commercial, Collector Car, Liability. Insurance is an invaluable asset that all Canadians should take the time to consider and invest in. However, while it may be invaluable, it can also be hard to understand and, depending on the insurer, expensive. At AMC Insurance, their mission statement is to help simplify this process and make insurance works for every single individual. It doesn't matter whether you're looking for personal insurance or professional insurance, AMC Insurance seeks to provide the best coverage possible at the most cost-effective prices.

To do this, AMC Insurance first focuses on communication. Too often, many insurance providers (and even other insurance brokers) will make assumptions of what their clients want and tell them the best options - they won't actually listen and then gather the best options.

They do things differently at AMC Insurance, because they believe the best way to provide you with the insurance you truly need is to give you their undivided attention. They listen to you, they research the best options, and then they present them to you and take you through each one step-by-step. After that, a decision is reached that works for you and you alone. To ensure you get the right policy, they cut through the industry jargon and tell you exactly what you're getting. That way, you can rest assured that you made the very best choice.

Contact: **Jack Gough**  
Address: Unit 120, 12888 80 Ave. Surrey, BC V3S 2X6  
D: 604 547 0179 | P: 604 507 6666 | E: [jgough@amcinsurance.ca](mailto:jgough@amcinsurance.ca)  
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Hoist Hanger is a patented lift accessory that allow technicians to remove and re-install heavy wheel and tire combinations, with no need to bend down at the waist, thereby virtually eliminating back strains/injuries and the accompanying increase in Workers' Compensation claims and premiums.

Over 25,00 leading New Car Dealerships across the United States and Canada, employ Hoist Hangers as an important component of their Safety Initiatives Programs. In addition to eliminating back injuries, Hoist Hangers will:

- Reduce damage to expensive wheels by keeping them off the shop floor
- Reduce technician fatigue and absenteeism
- Increase efficiency and productivity in most operations requiring wheel removal
- Present a professional image to customers seeing the handling of their wheels

Any NCDA member is entitled to a free trial of Hoist Hangers in their Service Department. Call them today! 1.888.913.1657

Contact: **Rick Daley | President, Hoist Hanger**  
C: 604.928.4193 | International Toll Free 1.888.913.1657



Alloygator Canada is the distributor of Alloygator Wheel Protection. They import the product from the UK where it is manufactured, and distribute across Canada to dealerships, tire shops, and service centres who are interested in becoming an authorized Alloygator dealer. They provide installation training and work with their dealers to boost sales ensuring a strong income and providing customers with a valuable, trustworthy product.

Alloygator is a wheel protection system designed to help reduce curb damage on impact. It is made of a tough nylon and engineered in the UK. Available in 15 colours and fitting most wheels up to 24", the most advanced wheel protector is here.

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Contact: **Scott Ashton, Canadian Operations**  
**ALLOYGATOR North America. WHEEL PROTECTION**  
[sashton@alloygatorna.com](mailto:sashton@alloygatorna.com) | Mobile: 604-880-4871 | Toll-Free: 1-855-534-2867  
[www.alloygator.ca](http://www.alloygator.ca)

# VSA Launches High School Car Buying Tips

## *We need your help!*

Students in Planning 10 want to learn about car buying and careers in the automotive sector. Two years of presentations in Surrey and Prince George secondary schools confirmed that the VSA and the associations were on the right track. To make that easier and more fun, all 282 secondary schools in BC have been invited to use a new animated buying tips video. The story, based on the experiences of four ninjas, should have 15 and 16 year olds dreaming of their first car.

The outreach effort is anchored by a dedicated website for school teachers that has:

- The 4 Ninjas in the Keychain of Destiny
- An order form for free Walt the Curber pens
- An interactive quiz and resources on vehicle buying
- Links to auto sector career resources

Are you active with your local secondary school? We need advocates to encourage schools to show The 4 Ninjas in the Keychain of Destiny. If you are able to help, please call the VSA. Join the list! The more volunteers the better! To volunteer, please call 604-575-7255. The 4 Ninjas in the Keychain of Destiny is on the VSA website.



Vehicle Sales Authority  
of British Columbia



# UNVEILED

at the Vancouver International Auto Show

MARCH 28, 2018 | Vancouver Convention Centre West

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Join us at the all new **UNVEILED**, at the Vancouver International Auto Show!

**UNVEILED, at the Vancouver International Auto Show**, is an all new celebration of the opening night of the 98th annual Vancouver International Auto Show where dealer members, associate members, manufacturers, government and media guests, and friends of the Association are invited and encouraged to **mix, mingle, eat, drink, and repeat!**

Opening night celebrations will be held in the spectacular spaces on the second and third levels of the Vancouver Convention Centre West, only a short escalator ride away from the Auto Show show floor action! The Salespeople of the Year Awards and Community Driver Award winners will be honoured in style, in the most coveted space of the building, offering breathtaking views of the North Shore Mountains and Stanley Park.

**UNVEILED** will be the most fun opening night reception in Vancouver International Auto Show history with musical guests, live entertainment, hearty food stations (come hungry!), passed canapes, adult beverages, and more!

**This is a charitable event with proceeds going to Special Olympics BC and the New Car Dealers Foundation of BC.**

When: **Wednesday, March 28, 2018**

Where: Vancouver Convention Centre West

Dress Code: Semi-Formal Attire

12:00-5:00PM **Vancouver International Auto Show**  
(Access via Burrard Street for **UNVEILED** guests)

5:00-6:00PM **Awards Ceremony** (Ballrooms 301-305)

6:00-10:00PM\* **UNVEILED, at the Vancouver International Auto Show** (Level 2 Ocean Foyer)

6:00-6:45pm Cocktail Reception with roaming entertainment

6:45-8:15pm Food Stations, bar service, extravagant entertainment

8:15-8:45pm **UNVEILED** entertainment

8:45-10:00pm Auto Show (Exhibition Hall/Level 1) & DJ After-Party

\*Doors to **UNVEILED** will remain open so guests can mix and mingle until late!

Please note that the above schedule is subject to change without notice. For schedule updates, please visit  
<http://vancouverinternationalautoshow.com/show-info/industry-preview-gala/>

**Tickets are \$200 and includes 4 drink tickets.**

Ticket sales close on March 7th or when sold out!

Contact *Lisa So* ([events@newcardealers.ca](mailto:events@newcardealers.ca) or 604-330-4291) for Sponsorship Opportunities!





## FREE and DISCOUNTED Auto Show Tickets for NCDA Members!

Did you know that as an NCDA member, your employees can receive FREE TICKETS to the opening day of the Auto Show?

As an added membership bonus, NCDA members can also purchase Auto Show tickets for only \$12.00 each, valid for use on any day of the Show! That's a 60% savings rate from weekend tickets, and 70% off from weekday tickets!

Reserve your tickets today by emailing [tickets@newcardealers.ca](mailto:tickets@newcardealers.ca)!

**98th Annual Vancouver International Auto Show**  
**Vancouver Convention Centre West**  
**March 28-April 1, 2018**



# First Automotive Job Match Tool - New from BC Auto Careers

**BY LYNETTE SAWYER**

*Administrator of the BC Automobile Sector Alliance (BCASA)*  
[www.bcautocareers.ca](http://www.bcautocareers.ca)

**S**earch by trait. Search by skill. Match the best automotive career for you.

BC Auto Careers is excited to announce the launch of the new Automotive Job Matching tool! Pushed live in January 2018, this new tool will help youth, career changers, job seekers and the public in British Columbia to best match 25 automotive careers based on their traits and skills.

The new interactive job match tool will assess a person's top three personality traits and skills and provide them with recommendations - based on a five check system - of the best automotive careers that would best suit them. Upon selection, they can review a career profile, which describes:

- **The role** - a general description of what the job entails
- **Salary information** - based on BC data showcasing low, median, and high earnings
- **Keys to success** - including experience, certifications, and abilities needed to apply for the job openings
- **Training needs** - outlines all available programs from accredited post-secondary and private training institutions in BC

This tool is another step in BC Auto Careers' efforts to help address the challenges the automotive sector is facing concerning recruiting and retaining workers in trades, technical, and administrative roles. The tool currently has 25 jobs, but over the coming year will expand to include all of the changing and new positions in the industry, including marketing and internet sales.

This new tool helps provide more exposure to how successful and rewarding a career is in the automotive industry, and how you can make the transition into this industry. As well, the job matching tool will provide employers with more exposure as it connects matches to all the open automotive jobs in BC that are live on BC Auto Careers. Employers who have an account on BC Auto Careers and post their jobs will have another avenue to advertise to potential talent.

This project was made possible through funding from the Labour Market Initiative Program by the Ministry of Advanced Education, Skills and Training, in conjunction with the Automotive Retailers Association, the New Car Dealers Association of BC, and other automotive businesses. We are pleased to see the government's continued support and concern for the labour market issues facing the automotive industry. This tool will help our organization in our efforts, and more importantly, help promote and attract the talent needed for the hundreds of automotive businesses throughout BC.

[www.facebook.com/BCsAutoCareers](https://www.facebook.com/BCsAutoCareers)  
[www.twitter.com/BCsAutoCareers](https://www.twitter.com/BCsAutoCareers)

*Lynette Sawyer*  
[bcautocareers@gmail.com](mailto:bcautocareers@gmail.com)



**bcautocareers.ca**  
Shift your career into high gear.



# DISCOVER THE AUTOMOTIVE CAREERS GEARED FOR YOU

## STEP 1: SKILLS

(Select up to 3 that describe you)

*I am...*

able to clearly  
articulate ideas

able to work  
under pressure

able-bodied

comfortable  
working with  
machinery

easily able to  
problem solve

effective  
interacting with  
others

## STEP 2: PERSONALITY TRAITS

(Select up to 3 that describe you)

*I am...*

a hands-on  
learner

content working  
independently

creative

down to earth

eager to learn

extroverted

focused with  
good attention  
to detail

fond of helping  
others

happy working  
outdoors

mechanically  
inclined

organised

patient with  
others

## CAREER OPTIONS TO UNLOCK YOUR POTENTIAL








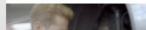
### YOUR SKILLS

- ✓ easily able to problem solve
- ✓ good with my hands
- ✓ interested in mentoring others

### YOUR PERSONALITY TRAITS

- ✓ creative
- ✓ organised
- ✓ patient with others

### YOUR MATCHES

<b>Parts Manager</b> ✓ ✓ ✓ ✓ 	<b>Sales Manager</b> ✓ ✓ ✓ ✓ 	<b>Service Manager</b> ✓ ✓ ✓ ✓ 	<b>Business Office Manager</b> ✓ ✓ ✓ 
<b>Customer Service Representative</b> ✓ ✓ ✓ 	<b>Tow Dispatcher</b> ✓ ✓ ✓ 	<b>Automotive Painter</b> ✓ ✓ 	<b>Automotive Service Technician</b> ✓ ✓ 

# ***Special Olympics***

## *Snapshot*

### **Celebrating 50 years of changing the game**

*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 4,600 athletes with intellectual disabilities around the province.*

Since 1968, Special Olympics has been changing attitudes about the talents of people with intellectual disabilities. Since 1968, Special Olympics has been changing the world!

In 2018, Special Olympics programs worldwide will be celebrating 50 years of creating a more inclusive, welcoming world for all.

The spark that became today's Special Olympics movement ignited at the first 1968 International Summer Games in Chicago, which involved athletes with intellectual disabilities from the U.S. and Canada. Five decades later, Special Olympics International will be returning to Chicago to launch the year-long global Special Olympics 50th Anniversary celebrations in July 2018.

Events planned for July 2018 in Chicago include the first-ever Special Olympics Unified Cup and a star-studded Global Day of Inclusion where the public can join the fun alongside Special Olympics athletes. There will also be a ceremonial lighting of the Special Olympics Eternal Flame of Hope, which will symbolize our burning passion for inclusion and justice for people with intellectual disabilities.

Here in B.C., the Special Olympics movement officially began in 1980, and from our earliest years this province's New Car Dealers have provided critical support for our life-changing sport programs and experiences for individuals with intellectual disabilities.

Back in 1980, Special Olympics in B.C. first started out a loose concept, with a small handful of events and teams around the province operating independently. Special Olympics BC officially incorporated in November 1980 and 38 years later, we provide year-round sport, youth, and health programs, empowering competitive opportunities, and vital experiences of inclusion and belonging for more than 4,600 athletes in 55 communities around the province.

None of this would be possible without the essential efforts of more than 3,900 dedicated volunteers and the significant support of generous sponsors like the New Car Dealers. This province's Dealers have been making a difference by supporting Special Olympics for 34 years, giving generously through the annual auction and offering assistance in local communities.



Your support has created thousands of life-changing experiences for athletes, volunteers, and all involved with the Special Olympics movement in B.C., and has helped change the way the world sees individuals with intellectual disabilities.

SOBC President & CEO Dan Howe has been involved with Special Olympics since its inception in B.C., and has observed the remarkable social and personal changes inspired by the athletes and the movement.

"In the early 1980s, we heard from critics that sport was too stressful and the rules were too complex for individuals with intellectual disabilities. Some doubted Special Olympics would be successful. However, as they so often do, the athletes of Special Olympics proved them wrong. Given the opportunity to train and

compete, the coaching to develop, and the environment to be successful, athletes enthusiastically accepted the challenge and have never looked back," Howe says.

"Not only have these athletes proven that they can handle the stress and understand the rules of sport, they have won the admiration of many with their inspirational efforts, dedication, outstanding performances, and love of sport."

In 2018, Special Olympics BC will join programs worldwide in celebrating the global anniversary – check out SOBC's social media accounts (Facebook & Instagram @specialolympicsbc, Twitter @sobcsociety) throughout 2018 to be part of the fun. Everyone is welcome to join us as we play together, learn from each other, and chart an inspiring course for the future!

*Special Olympics founder Eunice Kennedy Shriver (second from left) and athletes enjoying the excitement of the first International Summer Games in Chicago in 1968*



*Special Olympics BC athletes today*



## Let's start the new year off right (and stay out of the news)

**A**s we look forward to another year of strong auto sales, it is beneficial to pause, take a look back to 2017 and marvel at how the customer management landscape has changed. Specifically, the do's and don'ts of marketing to your customers and collecting their personal information.

You will remember that Canada's Anti-Spam Legislation ("CASL") regulates how commercial electronic messages (CEM's) (email, text messaging and direct social media contact) can be sent to customers in contemplation of a commercial activity, i.e., the introduction of the new model year lineup, offers regarding vehicle servicing or notice of a sales event, to name a few. As of July 1, 2017, senders of CEMs may now only send CEMs:

1. where an exemption to CASL exists;
2. to recipients who have given express consent; or
3. where the new implied consent provisions are satisfied, namely:
  - (a) where the sender can establish that they have had a business relationship with the receiver of the CEM within the last 24 months; or
  - (b) the receiver of the CEM has made a related inquiry within the last six months to which the sender is responding.

The onus is on the sender of the CEM to establish and be able to prove that they have consent to send a CEM.

CASL has been on the books since 2014. We were recently provided with an example of how easy it is for dealers to walk close to and/or cross over the line. A friend of our firm recently took his 4-wheel drive vehicle to a dedicated dealership in the Lower Mainland for repair. He provided the service department with his contact information for what he understood to be limited to updating him on the progress of the repair. A few weeks after the repair was complete, our friend received a text message from the dealership advising of great purchase opportunities for the upcoming 2018 vehicle lineup. While the dealership (and unknown sales person) was most likely relying on a "previous business relationship" exclusion to the above consent requirements, the nexus between obtaining service and expressing an interest in new vehicle sales is tenuous, at best.

The lesson here is, do not rely on a tenuous connection to consent. Instead, obtain in writing the gold standard of express consent to receive CEMs. Remember, a phone call is not a CEM. Had the individual in the above case contacted the CRTC to complain, it is unlikely that the dealership would be able to successfully rely on the implied consent provision. While this may seem like a small oversight, don't forget that CASL has the potential to inflict significant penalties per occurrence.

Once the customer is in the show room, there is a good chance that they will express interest in taking a vehicle for a test drive. We all remember the news coverage two years ago regarding one dealership's practice of scanning a driver's licence and retaining the personal information contained therein for marketing purposes. Today, this practice would not only be in contravention of CASL but Provincial and Federal privacy legislation as well.

Collection and use of personal information by private sector retailers in BC is governed by the BC Personal Information Protection Act ("PIPA"). This legislation requires a dealership to:

- (a) clearly tell customers why they are collecting the information;
- (b) ask the customers for the least amount of information required to meet their purposes; and
- (c) protect personal information in their care.

The new BC driver's license contains the individual's personal health care number on the back. There is no reason for a dealership to collect the personal health care number.

The collection of information is limited to what is necessary or reasonable to meet the retailer's purposes and any personal information collected must be appropriately protected against risks such as unauthorized access, collection, use or disclosure. Copying the front of a driver's license does not meet this test, as the front of a driver's license contains the following information:

- (a) name;
- (b) driver's license number and class of license;
- (c) picture;
- (d) date of birth;
- (e) weight, height, sex, eye and hair colour; and
- (f) address.

For test drives, in order that a dealership is able to meet its insurance obligations in case of an accident, injury to an innocent third party or theft of the demonstration vehicle, the reasonable information required to be gathered by the dealership is:

- (a) the driver's full legal name;
- (b) the driver's address; and
- (c) the driver's licence number.

To avoid any misunderstandings or the inadvertent collection of personal information that may find a dealership has run afoul of PIPA, we recommend dealerships and sales staff present the customer with the New Car Dealers standard form Demonstrator Vehicle Agreement prior to the test drive. This Agreement not only explains the customer's insurance obligations in the unlikely event of an accident but requests only relevant personal information for the purposes of the test drive.

While the landscape of electronic marketing and customer management has undergone a number of changes in recent months, understanding the dealer's obligations and responsibilities within the legislative framework will ensure that 2018 will be an uneventful news year.

**Christopher J. Bakker**, Associate, SHK Law Corporation



# 2018

## NEW CAR DEALERS FOUNDATION OF BC / SPECIAL OLYMPICS AUCTION



**Special  
Olympics**  
British Columbia



**T**he annual New Car Dealers Foundation of BC / Special Olympics Auction changes lives by supporting Special Olympics BC's empowering programs and the work of the New Car Dealers Foundation. This impactful event has raised nearly \$4.7 million to date, thanks to the generosity of Dealers and supporters throughout the province. Stay tuned for this year's auction dates and details coming soon!

The annual multi-day online auction includes hundreds of incredible items and bids coming in from all over the province. The long list of prizes offered features everything from new cars, electronics, and bicycles to travel items, home and sporting goods, and advertising pages. SOBC is so grateful for the ongoing support of the New Car Dealers who make the auction happen and who bid for the betterment of the charities.

To make a difference by donating items or making cash pledges to the auction, please contact **Christina Hadley**, SOBC Vice President, Fund Development & Communications, by phone at **604-737-3073** or by email at **chadley@specialolympics.bc.ca**.



## TRAINING & DEVELOPMENT

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# Community Driver Award

Presented by  
New Car Dealers Association of BC

The Community Driver Awards recognize the outstanding community involvement and achievement of new car dealers throughout British Columbia.

Award Sponsor:



Media Partner:



The Community Driver Awards are awarded on an annual basis to one new car dealer in each of the six (6) BC regions who have shown tremendous community engagement over the past year, or many years.

Each year, a winner is selected from one of the below six (6) provincial regions:

- Fraser Valley
- Kootenays
- Metro Vancouver
- Northern BC
- Okanagan / Interior
- Vancouver Island

## CRITERIA & APPLICATION:

The Community Driver Award recipients exemplify business strength and community excellence with a significant focus on making a tangible contribution to the growth and livability of their community and/or region.

- Awards will be presented to dealer principals, who will be judged on a simple nomination form detailing their community involvement benefitting the local community.
- Nominations may come from individual dealerships' self-nominations, or from third-party individuals and/or organizations.
- The award will be for the dealerships as a whole, recognizing contributions of the entire team, and presented to the dealer principal(s).

## APPLICATION PROCESS:

- Nominations Open: January 2018
- Application Deadline: February 19, 2018
- Applications can be submitted through mail, fax, or email. Applications are collected by NCDA.
- Winners announced: March 28, 2018
- Awards presented: March 28, 2018 at the Vancouver International Auto Show preview event.

## AWARDS PRESENTATION:

Award recipients will be notified in advance of the award presentation with the effort to provide adequate notice to schedule travel to Vancouver to attend the Auto Show preview event.

**Visit [newcardealers.ca/awards/community-driver-awards](http://newcardealers.ca/awards/community-driver-awards) to submit a nomination today!**

Please contact *Lisa So* at [events@newcardealers.ca](mailto:events@newcardealers.ca) with any questions.







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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 nine 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 our Richmond office!



**Blair Qualey**  
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Mobile: 604-897-0852



**Shakira Maqbool**  
Senior Accountant &  
Office Manager  
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Direct: 604-214-9965



**Jason Heard**  
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Auto Show  
jheard@vanautoshow.ca  
Mobile: 604-220-2725



**Christie Morning-Smith**  
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until March 2018)



**Joshua Peters**  
Member Relations Manager  
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**Lisa So**  
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**Maria Robinson**  
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**Ayesha Ali**  
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The Clean Energy Vehicle for BC (CEVforBC™) Point of Sale Incentive Program is administered on behalf of the Province of BC by the New Car Dealers Association of BC. CEVforBC™ provides purchase incentives for plug-in hybrid and electric vehicles to BC residents.

[www.cevforbc.ca](http://www.cevforbc.ca)

## Associate Member Listing

Company	Contact Name	Email	Phone	Website
6279490 Canada Inc. dba e-Dealer	Shane Hamblly	shane.hamblly@edealer.ca	(416) 853-5626	http://www.edealer.ca
911 Autoworks (1076973 BC Ltd)	Derek Gagne	dmgagne@gmail.com	(604) 802-8384	http://www.911autoworks.com
ADESA Auctions Canada Corp	John Macdonald	john.macdonald@adesa.com	(604) 232-4403	http://www.adesa.com
Alloygator Canada	Scott Ashton	sashton@alloygatorna.com	(604) 880-4871	http://www.alloygator.ca
AllWest Insurance Services Ltd.	Renee Nielly	rnielly@allwestins.com	(604) 733-7383	http://www.allwestins.com
AMC Insurance	Jack Gough	jgough@amcinsurance.ca	(604) 547-0179	http://www.amcinsurance.ca
Audatex Canada	Darcy Gorchynski	darcy.gorchynski@audatex.com	(416) 498-3777	http://www.audatex.ca/autopoint
Automotivaters	Warren Cederberg	warren@automotivaters.com	(250) 920-7775	http://www.automotivaters.com
BCIT - School of Transportation	Guy Ellis	Guy_Ellis@bcit.ca	(604) 432-8759	http://www.bcit.ca/transportation
BMO - Bank of Montreal	Bradley Warren	bradley.warren@bmo.com	(604) 665-7064	http://www.bmo.com
Calla Financial Services Ltd.	Nick Calla	nick@callafinancial.ca	(604) 921-4048	http://www.callafinancial.ca
Canadian Black Book	Debi Ward	dward@canadianblackbook.com	(905) 477-0343	http://www.canadianblackbook.com
CarProof	Mark Rousseau	mrousseau@carproof.com	(519) 488-6314	http://www.carproof.com
CDK Global	Greg Wallin	greg.wallin@cdk.com	(778) 838-0639	http://www.cdkglobal.com
CIBC Commercial Banking	Phil Lehn	philip.lehn@cibc.com	(604) 665-1318	http://www.cibc.com
Consolidated Dealers Co-Op Inc.	Pamela Phillip	pphilip@consolidateddealers.com	(250) 351-5697	http://www.consolidateddealers.com
Consultant Auto 360	Scott Crichton	scrichton@consultantauto.com	(604) 360-8114	https://www.solutionsmedias360.com
Cowan Insurance Group Ltd	Mani Sharma	mani.sharma@cowangroup.ca	(778) 835-2566	http://www.cowangroup.ca
DealerSocket	Jonathan Ord	info@dealersocket.com	(206) 730-2055	http://www.dealersocket.com
Dealer Solutions North America	Rick Kingdon	rick@dealersolutionsna.com	(778) 245-1041	http://www.dealersolutionsna.com
Dealertrack Technologies	Debbie Brewer	debbie.brewer@dealertrack.com	(905) 281-6229	http://www.dealertrack.ca
Drive Marketing Group Inc	Josh Chow	info@drivemarketinggroup.ca	(604) 837-3536	http://www.drivemarketinggroup.ca
First Access Funding Corp.	Paul Stephanson	paul@fafcorp.ca	(888) 816-5574	http://www.fafcorp.ca
First Canadian Insurance Corporation	John Romfo	jromfo@firstcanadian.ca	(250) 308-1112	http://www.firstcanadian.ca
First West Leasing	John Gowans	jgowans@firstwestcu.ca	(604) 539-7041	http://firstwestleasing.ca
Foreseon Technology	Mike Ferguson	mferguson@foreseon.com	(778) 383-1797	http://www.plugev.com
General Bank of Canada	Marley Begg	mbegg@generalbank.ca	(780) 974-2829	https://www.generalbank.ca/
Georgian College (Automotive Business School of Canada)	Joe Lauzon	joseph.lauzon@georgiancollege.ca	(705) 728-1968 ext 1234	http://www.georgiancollege.ca/
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Industrial Alliance Insurance and Financial Services Inc.	Fran Telban	fran.telban@inalco.com	(604) 882-8220	http://www.salgroup.com
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MNP LLP Accounting>Consulting>Tax	Darrell Endresen	darrell.endresen@mnp.ca	(604) 949-2088	http://www.mnp.ca
MyAutoNews.ca	Morgan van Holst	morgan@myautonews.ca	(519) 932-1149	http://www.myautonews.ca
National Bank of Canada	Catalina Baci	catalina.baci@nbc.ca	(604) 209-9055	http://www.nbc.ca
Optiom Inc.	Michelle Wong	mwong@optiom.com	1-800-613-3705	http://optiombc.com/
Pacific Newspaper Group, A division of Postmedia Network Inc.	Paul Batchelor	paulbatchelor1@me.com	(604) 605-2546	http://www.sunprovinced.com
RBC Automotive Finance Group	Erik Jensen	erik.jensen@rbcc.com	(604) 468-4590	http://www.rbc.com/canada.html
Roy Speed & Ross Ltd. (Operating as RSR Global)	Karey Davidson	kdauidson@rsr-global.com	(905) 631-5865	http://www.royspeedross.com
SCI MarketView	Ted Davis	tdavis@scimarketview.com	(905) 415-6258	http://www.scimarketview.com
Scotia Dealer Advantage	John Hiscock	John.Hiscock@scotiadealeradvantage.com	(778) 373-4174	http://www.scotiabank.com/scotiadealeradvantage
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Speed Shift Media - BC Media Works	Steve Barker	steve.barker@speedshiftmedia.com	(604) 520-9177	http://www.speedshiftmedia.com
Spire Development Corporation	Corey Adams	corey@spiredevelopment.ca	(604) 432-6650	http://www.spiredevelopment.ca
Strathcom Media Inc.	Duncan Cochrane	duncan@strathcom.com	(780) 433-8844	http://www.strathcom.com
Sym-Tech Dealer Services	Hana Ascano	hana.ascano@sym-tech.ca	(905) 889-5390	http://www.sym-tech.ca
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Torch	Maor Frankel	mfrankel@torch.agency	(778) 835-3715	http://torch.agency
Total Graphics Inc.	Jeff Mesina	jmesina@totalgraphics.com	(604) 294-0223	http://www.totalgraphics.com
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Western Dealers Co-Auto	Mike Reid	mreid@wdcoauto.com	(780) 468-9552	http://www.wdcoauto.com
Wolrige Mahon Chartered Professional Accountants	Masato Oki	moki@wm.ca	(604) 684-6212	http://www.wm.ca



A close-up, profile shot of a young woman with blonde hair and a white knit beanie. She is looking upwards and to the left, with her tongue extended to lick a frozen raspberry that is stuck to a metal pole. The pole is covered in a thick layer of white frost or snow. The background is a soft-focus winter scene with snow-covered ground and trees.

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