

# signals



VANCOUVER INTERNATIONAL  
**AUTO SHOW**

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# eVo 2.0 SUMMIT



## “The Next Generation of Digital Auto Marketing”

The New Car Dealers Association of BC is building off the success of last year’s first annual eVo Summit and hosting eVo 2.0 on **March 27th** at the **Vancouver Convention Center!** This year’s Summit will feature **Jared Hamilton**, CEO of **Driving-Sales**, and focus first on developing the right process to handle leads, and then how to maximize your marketing efforts to generate more traffic both on line and on your lot. Then, stick around for lunch with **Justin Poy**, President & Creative Director, **The Justin Poy Agency**, and learn how to reach, engage and close the deal before new immigrants arrive in Canada.

### Speakers

**March 27, 2014**

**9:00 am - Registration opens**

*coffee - pastries - networking*

**9:30am - Welcome Remarks**

**9:45am - Workshop with Jared Hamilton**

**12:00pm - Luncheon with Justin Poy**

**1:30pm - Access to the Auto Show**



Jared Hamilton



Justin Poy

**One ticket to the Vancouver International Auto Show included with every registration**

**Members: \$89**

**Non-Members: \$125**

***Attendees of the 2013 eVo Summit receive a 10% discount!***

**To register: 604-214-9964 / [info@newcardealers.ca](mailto:info@newcardealers.ca)**

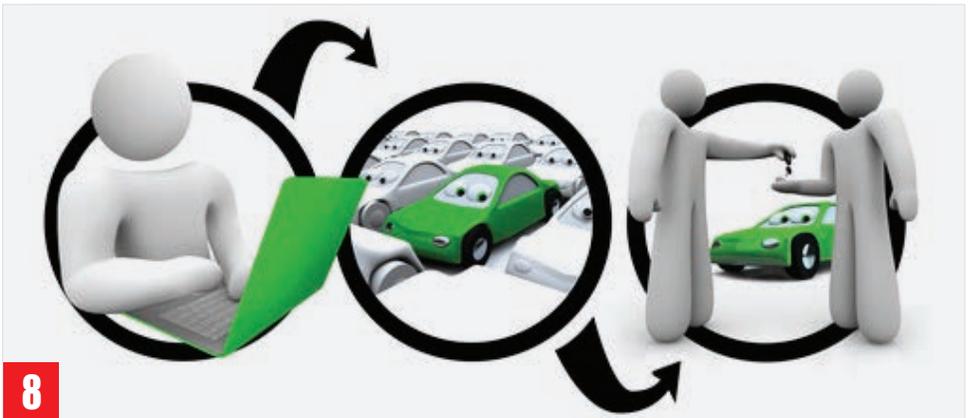
**Space is limited, register today!**



### Sponsors



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## Officers and Directors

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## PRESIDENT'S MESSAGE



I am incredibly excited at the prospects for our Association and its valued members in 2014 and beyond. Even the often grumpy industry commentator, Dennis DesRosiers, is feeling bullish these days. In a recent email to me he stated, "the next 8 to 10 years may be the best period in history for new vehicle dealers, so I'm quite positive these days for the outlook for your members."

In January I had the privilege of attending the NADA convention in New Orleans and the event was just bursting with confidence and energy. Dealers, suppliers, and industry commentators were all very excited about the industry and where it is going. So, as my grandmother used to say, we're going to make hay while the sun shines! Yep, I'm that old! That's exactly what we plan to do at your Association. We are here to support your drive to succeed. In the coming months, I look forward to working with our local member dealers to tell the incredibly important story around our industry, its dealers and their contribution to BC.

Huge technological advances in auto and truck manufacturing mean more and more energy efficient vehicles are now available today and we'll showcase the latest and best product offerings at the 2014 Vancouver International Auto Show at the beautiful Vancouver Convention Centre West from March 25-30th. Dealers and our special guests will have the opportunity for a sneak preview of the Auto Show on March 24th at the annual Industry Preview Gala when we honour BC's Sales People of the Year and introduce our new Community Driver Awards.

Building off the success of last year's first annual eVo Summit, the Association is hosting eVo 2.0 on March 27th at the Vancouver Convention Centre focussing on the eVolution of digital media and sales. This year's Summit will feature Jared Hamilton, CEO of Driving-Sales, and focus first on developing the right process to handle leads, and then how to maximize your marketing efforts to generate more traffic both on line and on your lot.

Our luncheon speaker at eVo will be Justin Poy, President & Creative Director, The Justin Poy Agency, who will teach attendees how to reach, engage and close the deal before new immigrants arrive in Canada. I hope you and your key management can join us for this powerhouse event. Visit [www.VancouverInternationalAutoShow.com](http://www.VancouverInternationalAutoShow.com) for all your Auto Show related events.

In addition to our focus on supporting dealers around their online presence, as many of our members face a tsunami of retirements in their stores, the Association is working on new partnerships and initiatives to support you in the areas of recruiting, hiring, retention, training and development. And we're also developing a powerful new wage and salary survey tool for our members who rely on this information to make important compensation decisions.

Finally, planning is already underway for our 2014 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. Mark the dates in your calendar now and stay tuned for further details.

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 every day and I encourage you to share your thoughts and ideas with us this year.

Now let's go make hay!

Yours truly,



Blair Qualey - President & CEO

## CANADIAN AUTOMOBILE DEALERS ASSOCIATION (CADA) UPDATE

### Record Annual Sales for Canadian New Cars and Trucks

The Canadian retail automotive market posted a new record in 2013, with 1.74 million new cars sold in Canada last year. This is only the second time the retail market has surpassed 1.7 million units in Canada, and breaks the old record set in 2002. The 2013 record represents four per cent growth over 2012 and is a new sales record for Canada's new car dealers.

This is great news for the 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.

Our dealership network experienced some serious setbacks over the past number of years. 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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**WED 7PM**

**THUR 9:30AM**

**SAT 10AM**



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# 2014 Vancouver International Auto Show – Ensure Your Team Is Organized

## SHOW BADGES FOR WORKING STAFF

Working sales staff require badge credentials. These must be ordered online at [www.VancouverInternationalAutoShow.com/ExhibitorBadges](http://www.VancouverInternationalAutoShow.com/ExhibitorBadges) (Note: URL is case sensitive)

### Badge Policies:

- A. Only dealer sales staff is eligible for exhibitor credentials.
- B. Sales people must register their Vehicle Sales Authority number as part of the on-line credential application. The VSA will be onsite.
- C. On-site replacement credentials are \$5. This applies to lost/stolen badges, as well as those that have not been ordered online.
- D. Badges must be ordered at least 24 hours in advance of a working shift.

## MEMBER TICKETS

All members are entitled to discounted show tickets when purchasing in bulk (10 tickets or more). Contact Christie at [cmorning-smith@newcardealers.ca](mailto:cmorning-smith@newcardealers.ca) for your promo code to order tickets online!

Adult tickets are each a \$15 value, available to the dealer for \$11.00 for “Anytime” tickets or \$7.00 each for “Weekday only”.

## OIL CHANGE PROMOTION

The annual Oil Change Promotion is again available to all dealerships. We need time to get point of sale materials to you, so register soon. The idea is simple. With any oil change, your customer receives a voucher for two adult tickets to the Auto Show – a \$30 value! Dealers are charged \$5 per redeemed voucher. These vouchers are not intended for staff use.

Participating dealerships are eligible for a special promotion offered through The Vancouver Sun and The Province.

Contact the Association office at 604-214-9964 or: [cmorning-smith@newcardealers.ca](mailto:cmorning-smith@newcardealers.ca) if you would like to participate in the Oil Change Promotion.

## ACCOMMODATION BOOKING (OUT OF TOWN GUESTS)

Back for 2014 is the Tourism Vancouver partnership that includes an on-line booking engine for hotel rooms and attractions accessed through the Auto Show web site. As your dealership talks to your customers – even out of town - through e-mail or social media, link them to the show web site where they will find the Tourism Vancouver booking button. This is a great tool for dealership staff staying overnight in Vancouver.

## KEY DATES FOR THE AUTO SHOW

- ✓ Friday, March 21  
First day of move-in, Show Office opens at 8am (on-site at the Vancouver Convention Centre)
- ✓ Monday, March 24  
Foundation & Association AGM (4:30pm)  
Auto Show Preview Gala (5:30pm)
- ✓ Tuesday, March 25  
Media Preview (by invitation only)  
First public day
- ✓ Thursday, March 27  
eVo 2.0 Summit (9:00am)
- ✓ Sunday, March 30  
Last public day

## Winning Auto Show Poster Showcases the Art of the 2014 Vancouver International Auto Show

For the past seven years, the Vancouver International Auto Show has reached out to British Columbian artists to submit designs for the Show’s official poster, in an effort to showcase local talent and pay homage to the province’s many skilled designers.

Vancouver’s Trish Jodoin designed the 2014 winning poster (as seen on the front cover) which uses abstract imagery to depict the aesthetic and progression of the automotive industry, and the innovation of the Vancouver International Auto Show.

“I wanted to present a poster that would reflect both the Vancouver setting and the excitement of cars themselves,” says Trish. “Rather than choose the usual downtown skyline shot for Vancouver, I think the blurred background evokes a rainy city street at night, which is a wonderfully typical Vancouver sight. The slightly abstract lines in the front suggest two vehicles passing each other. I also think these lines subtly echo the graphic in the Vancouver Auto Show’s logo.”

Vancouver International Auto Show Executive Director Paul McGeachie said the judging team was excited by Trish’s design. “We loved the use of colours and blurred lines and felt that the poster was quite different than previous winners. It’s a great reflection of not only the artistic view of the Auto Show, but the excitement of driving in a vibrant city like Vancouver.”

# 2014 AUTOSHOW PREVIEW Gala

## The Countdown is On - Purchase Tickets Today!

Monday, March 24, 2014 | Vancouver Convention Centre West

Tickets and tables for this event are selling quickly. The new format - a formal sit down gala dinner - offers opportunity to all members. Dealers are encouraged to purchase a table of ten and invite deserving staff of any level to attend. This event is a rare opportunity to showcase the industry to staff and reward them for their commitment to making your dealership and the automotive industry a success.

Highlights of the evening include a sneak-peek at the multimillion dollar manufacturer displays (view the show without the crowds!), a chance to win a pair of diamond earrings, the all-new Community Driver Awards and presentation of the 2013 Salespeople of the Year Awards.

### EVENT DETAILS

Date: Monday, March 24, 2014

Venue: Vancouver Convention Centre West

Time: Pre-Dinner Reception 5:30pm | Dinner Gala & Awards Presentation 6:15pm

Après Dinner Reception & Show Preview 8:00pm

Dress Code: Semi formal attire

### TICKET INFORMATION

Single Tickets: \$249 + tax | Reserved Table of 10: \$2,300 + tax

Purchase: [www.VancouverInternationalAutoShow.com](http://www.VancouverInternationalAutoShow.com) | Phone 604-214-9964

Partial proceeds of the evening support the New Car Dealers Foundation of B.C.

Thank You To Our Preview Gala Sponsors. Sponsorship opportunities are still available.

Contact Christie at [cmorning-smith@newcardealers.ca](mailto:cmorning-smith@newcardealers.ca) for details.

### PRESENTING SPONSOR



### SPONSORS



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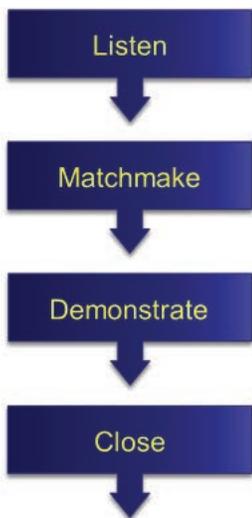


# Classified Listings Services

## MEASURING THE VALUE

The new competition from Rides.ca gives dealers across western Canada a choice in classified listings service. The common question now is how those listings services should be measured. Ultimately, dealers buy into these services in anticipation of additional sales. However, the growing use of mobile phones by consumers hastened the obsolescence of the old single-source attribution model. There are simpler, better ways of measuring value.

About 80% of shoppers start their shopping process online, so listing your inventory online makes perfect sense. Studies show many consumers visiting many different websites online before visiting their first dealership. In fact, the sales process is starting online. The most basic definition of selling is listening to the customer, matching the customer to the right bundle of products and services, demonstrating that bundle will meet the customer's needs, then closing the deal. If the deal cannot be closed, we go back to listening, usually with some softly probing questions. The internet does listen; it waits for input from the shopper and immediately responds. Shoppers are having conversations with automotive websites. The internet certainly performs matchmaking, arguably better than most sales people do. And the internet demonstrates both the vehicle and the dealership with photos, videos, and text.



However, we don't have shopping carts on automotive websites. Shoppers cannot buy a vehicle until they transition from the technological touch-points online to the first human touch-point. They do this in one of four ways: phone, email (usually via a lead form), chat/texting, or walking in. That's it; unless the shopper does one of these four things there is no way they can buy a vehicle.

Until a few years ago, it made sense for dealers to try to measure the value of classified listing services by the total number of contacts received via these four methods. The complication was always that walk-in traffic could not be accurately measured and accounted for the majority of traffic coming into the store. Phone, email, and Chat/texting traffic can be measured, but generally adds up to no more than half of the traffic coming in from these services. Some studies showed this easily measurable traffic accounting for as little as 30% of the traffic coming to the store via the service and 70% walking in with

no previous human contact.

The biggest flaw to the old model is mobile. Increasingly, shoppers use the internet on both sides of the curb. They shop online before they come to the store, and often discover the store online. But they can also shop online on the way to the store and even in the store. "Showrooming" is a new term to describe the act of shopping online while in the physical store. The shopper may be looking at other inventory within the store they are standing or viewing the inventory at a different store entirely. The old notion of simply getting the shopper to make that first human contact as the primary demonstration of value is crumbling. Arguably, it is more valuable to get the customer to the dealer's website than to the first human contact. There is a good chance the shopper will come back to the dealer's site before the actual purchase and may direct a co-decision-maker or influencer to check out the dealer's site as well.

Most vehicle purchases are not made by an individual; they are made by two or more decision makers and/or an influencer. The objective may be less about making contact with a human at the store than getting the two or more people involved to agree to going to the store. Mobile phones and tablets are proving to be a boon in the effort to bring shoppers together and allow them to readily share information on the fly. Any dealer would rather this exchange of information happen across the dealer's site, where no competition exists, than on the classified listings site, where competing vehicles are listing on the same site. Again, transferring the shopper from the classified listing site to the dealer's site begins to look increasingly valuable when compared to the value of the first human contact with the store.

There is another school of thought that rightly points out it is the dealer's own content on these listings sites that gets the shopper to make contact with the store or transition to the dealer's site. Once the shopper lands on a Vehicle Details Page (VDP), all the information is about that single vehicle and all that information comes from the dealer. The true value of the listings service can be measured in the number of VDPs. The value can be measured as the cost per VDP.



I once heard a dealer in a 20 group exclaim, "I came here bent on replacing this particular listings service. But what I hear you saying Dennis, or more accurately, what I hear my data saying, is I don't know if this service is working for me. What I do know is I'm not working the services." If the cost per VDP

is reasonable, but the contacts and website transfers are not happening at a sufficient rate, then the problem can usually be found in the dealer's merchandising and/or pricing.

Hold listings services accountable for delivering VDPs at a reasonable cost. Hold your own operations accountable for converting those VDPs into contacts and website transfers. Different services perform at different rates, so the numbers are difficult to compare. A common scenario might be 2% of VDPs converting into website transfers or tracked contacts (phone, email, and chat) and another estimated 2% coming from walk-in traffic. If the dealer is paying \$1.00 per VDP, then they are paying \$25.00 per contact/site transfer. At a close rate of 12.5% or better, this results in a cost per vehicle of \$200 or less. Of course, the dealer's other advertising often contributes to these sales as well, so the dealer should not be targeting an excessive amount per sale (e.g. \$500 per sale).

Again, not all services measure VDPs the same way, but dealers often find their break-even point to be between \$1.00 and \$2.50 per VDP. There is always a question about the value of new classified listings services where the audience is still building. By obtaining some recent performance reports, I was able to verify that a number of Rides.ca customers are already receiving VDPs at an average cost under \$1.00. This is a sweet spot for virtually any dealer. One dealer is already receiving over 2,200 VDPs per month at an average cost of \$0.56 each, a clear sign that the site is developing a very respectable audience in that market and delivering value to dealers.

Results will vary based on market and dealer inventory, so be sure to measure your own results. Track results over time. Dealers' results change as consumers change their shopping habits.

Holding vendors accountable for delivering value at a cost below your breakeven point is simply smart business. Make sure your website converts traffic at the highest possible rate, and make sure your classified listings services deliver VDPs economically. Know which metrics to hold vendors accountable for and which to hold your internal operations accountable for. Most marketing products today are participatory in nature. It's hard to know if they work until you work them.

*Dennis Galbraith is Chief Marketing Officer for Dealer E-Process (DealerEProcess.com) He is also the author of two marketing books, Online Vehicle Merchandising and Sales Integration, and a frequent speaker at Canadian conferences and Performance Groups.*

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## A New Partnership with Driving Sales University!

**D**rivingSales University (DSU), the industry leader in online training and performance coaching, announced in January that it has furthered its expansion into the Canadian market with a new alliance with the The New Car Dealers Association of BC (NCDA). The agreement makes DSU's web-based dealership training program available at an exclusive discounted rate to NCDA's over 350 member dealerships, and includes over 300 training sessions that cover all aspects of automotive digital marketing from marketing to process to structure.

Already adopted by hundreds of dealers in the US and Canada – and the official online platform for the National Automobile Dealers Association - DSU is the only fully interactive online university of its kind in the automotive industry and is dedicated to providing up-to-the minute profit-building Internet sales and marketing strategies to dealerships. DSU gives dealership professionals 24/7 access to training and includes individual on-demand courses and personalized one-on-one performance coaching taught by leading dealership and industry experts. The program also includes comprehensive reporting so training progress is easily tracked.

*“Our member dealers are critically important to our economy, generating \$10 billion in economic activity annually, and we want to ensure that they have the tools, training and personal performance coaching to keep pace with the rapidly evolving digital, mobile and social media revolution,” said Blair Qualey, President & CEO of the New Car Dealers Association of BC. “DSU’s terrific training program offers exactly that and is reaping terrific results for dealerships in the US and Canada, which is why we are so pleased to offer it at a special rate to our members.”*

The DSU-NCDA alliance offers members a discount on all DSU training sessions for the first month, as well as a recurring monthly discount on new DSU subscription plans.

*“We are very excited to continue our expansion into Canada through this important alliance. The New Car Dealers Association of BC is dedicated to furthering the education of its member dealers, improving their skills and, importantly, increasing profitability, and we are pleased to join them in that mission,” said Jared Hamilton, DrivingSales CEO and founder. “We have found that not only are auto dealers in Canada hungry for digital marketing training and strategies, but when presented with the right digital performance improvement solutions, they soar ahead of the market.”*

### ABOUT DRIVINGSALES UNIVERSITY

DrivingSales University is a leading on-demand, web-based training platform focused on teaching the latest web strategies from a variety of top e-commerce experts. A property of DrivingSales, one of the auto industry's fastest growing media companies, DSU offers hundreds of classes for all dealership personnel with curriculum that pivots around the three key operational pillars of a dealership:

1. Process – how to handle and close that traffic;
2. Structure – how to structure the dealership to scale, including hiring, testing, compensation, job responsibilities, and more;
3. Marketing – how to increase walk in, phone and web traffic.

DSU is the only fully interactive online university of its kind in the automotive industry and is a partner of NADA.

### ABOUT DRIVINGSALES

DrivingSales is a professional network serving the auto industry with dealer-driven news and information, online training, and performance data, all to enable dealers to make critical business decisions at their dealerships. DrivingSales' mission is to connect progressive dealership professionals to the people and information they need to maximize their success.

Founded by a third-generation car dealer, and opened up to the industry in 2008, today DrivingSales has registered users in over 50% of new car dealerships in the US and is active in several other countries around the globe.

To learn more about the DrivingSales community, training or performance analytics visit [DrivingSales.com](http://DrivingSales.com), [DrivingSalesUniversity.com](http://DrivingSalesUniversity.com) and [DrivingSalesData.com](http://DrivingSalesData.com)

**To sign up for the DrivingSales  
University/MDA program contact  
Ron Henson, Director of Dealer Services, [Ron.Henson@drivingsales.com](mailto:Ron.Henson@drivingsales.com)**



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**Get your Finance Department firing on all cylinders!**



## NCDA + DSU Working together to educate dealers.

New Car Dealers Association of B.C. and DrivingSales University are working together to further education for dealers. As dealership professionals advance skills and expertise, they help improve the entire industry (not to mention make more money).

### What is DrivingSales University?

DSU was built by trusted dealership leaders to give you 24-7 access to the cutting edge training that your store needs in this rapidly changing world. Gain access to hundreds of courses focusing on Marketing, Process, and Structure.

Start boosting your performance now – take advantage of this NCDA partnership today and receive \$300 off your monthly subscription.

-  **Current, Relevant Curriculum**
-  **Full Employee Accountability**
-  **Increase Profits and CSI**
-  **On-Demand Access**

**Get \$300 off your monthly subscription!**

<http://drivingsal.es/ncda-dsu>

### READ THE FINE PRINT OR WEEP

The tools found in the service bays of dealerships can be hazardous if used without the requisite understanding and respect they demand. The same can be said of administrative tools used to list, market and track inventory. While the risk of physical harm is limited with misuse of administrative tools, the potential for financial harm is very real. From online marketing, to sales and service, failure to understand and respect the tools of the trade can have a negative and costly impact. Simply put, read the fine print or weep.

Studies suggest that the majority of visitors to a dealership have conducted some form of on-line research before they step foot on the showroom floor. Online marketing is an important component to any sales strategy. If you are not familiar with how to use online marketing tools, however, you may find yourself in contravention of intellectual property terms you did not know you had agreed to.

The online user agreement for AutoTrader.ca ("AutoTrader"), for example, indicates that when submitting listings to the website, the dealership retains ownership of the content but grants AutoTrader a perpetual, irrevocable, worldwide, royalty-free, non-exclusive, transferable and sublicenseable licence to use, reproduce or transmit the content in any form they wish, without the requirement for compensation. The question is, how is all this information important to a dealership?

The answer is, if the same content, i.e. images of the same listing, are submitted to another online advertiser, you may be in breach of a license agreement. For example, the online user agreement for Rides.ca ("Rides") indicates that when posting content, the dealer warrants it is legal for it to do so. If, however, a licence has already been granted with respect to the use of the image/content, then posting the material without the express permission of the licensee (in this case, AutoTrader) may be sufficient to breach the existing licence. A breach of this nature may result in restricted access to these valuable resources.



The importance of understanding the terms and conditions of most marketing and sales tools is not limited to online advertisers. Companies such as Reynolds and Reynolds offer hardware, software, training and service solutions to optimise the sales environment. Each facet of the solution, however, often requires separate stand alone contracts, which may have terms and conditions that are often not compatible with each other, resulting in additional expense.

The length of most hardware leases are generally five years, while introductory service contracts will generally be for a period of two years. At the end of the introductory service period, the next available service contract may require a five year commitment. It is important to note that in this example, the hardware lease will expire three years into a new service contract. If a decision is made to replace the existing hardware, there will remain a two year commitment, and related expense, on an existing service contract for hardware no longer used.

Additionally, licensing agreements for software often include terms that provide periodic upgrades and training. If, given our example, the software licensing agreement is for a term that bridges the expiration of a hardware lease and the execution of an agreement for new office equipment, the risk is the existing software will not be supported by the new equipment. In this example, it would be necessary to continue servicing the original software licence as well as enter into a new agreement, with the related costs, for software that is supported.

Understanding the fine print found within online user agreements will assist dealerships in navigating the online world while avoiding the pitfalls. Also, terms, conditions and agreement periods are often negotiable and a comprehensive review of all user agreements, leases and service contracts may allow the dealership to re-negotiate existing agreements in order to achieve consistency and avoid unnecessary expense. If you require assistance making sense of the fine print, we would be happy to be of assistance.

*Christopher J. Bakker Lawyer,  
Shapiro Hankinson & Knutson Law Corporation*

# AUTOMOTIVE MANAGEMENT COURSES

## JUST ANNOUNCED!

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](mailto:cmorning-smith@newcardealers.ca)

### WHAT GENERATION GAP? DIVERSITY IN THE WORKPLACE

---

March 27-28, 2014

at the Vancouver Convention Centre West

This program has been designed to support leaders and managers engage the mind and spirit of the diverse people in their work place. Participants will learn about the dynamics of the multi generational workforce, how perspectives change over time, how to leverage differences within the team, why it is important to engage the talent in a highly competitive work environment.

- Generational Diversity
- Celebrating Generational Diversity in the Workplace
- Workplace Diversity and its Strategic Importance
- Exploring the Cultures of Diversity
- When Diversity isn't Valued
- When Diversity is Valued
- Applying Diversity Strategies and Competencies

### 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

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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

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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



# 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.*

As a longtime supporter of Special Olympics and Vice Chairman of the New Car Dealers Association of B.C., John Chesman has been moved by the stories and abilities of Special Olympics BC athletes.

“I can’t imagine listening to any other speaker who would be more moving than those people are. They’re just incredible,” Chesman says.

Chesman, the General Manager of MCL Motor Cars before retiring after 21 years, is a long-standing and generous member of the New Car Dealers Foundation of B.C./ Special Olympics BC Auction Committee. He provides unstinting support with his committee work, generous donations and bids on items, and willingness to encourage others to get involved.

In addition to his efforts with the auction, Chesman is a genuine supporter of Special Olympics athletes who constantly looks

for new ways to help SOBC. He frequently proposes new ideas and partnerships, connects SOBC with his contacts, and energizes others to help the cause, all for the benefit of Special Olympics athletes and programs. The creation of the MCL Motor Cars Rally for Champions fundraiser for SOBC is one example of many ideas and initiatives Chesman has championed over the years to help Special Olympics.

Having seen SOBC athletes speak at events and impress significant crowds, Chesman has been impressed by their courage and notes the confidence and pride they gain with Special Olympics.

“It’s huge. You give [the athletes] an opportunity, No. 1, and through sports you can get an awful lot of confidence and camaraderie and start to feel good about themselves,” he says. Chesman points out the important benefits

derived by all who participate in team sports; when hiring staff, he says, he always looked for people who have been involved in team sports because they learn to sacrifice for teammates and put the group ahead of themselves.

After serving as a Vice President for the Vancouver Canucks for many years, he stepped into the New Car Dealer community by joining Jim Pattison Automotive in 1989, and moved to MCL Motor Cars in 1992.

Chesman and MCL Motor Cars are very involved in the community, generously supporting causes ranging from Special Olympics to the arts. Chesman says his aim was to stage events that would involve existing customers and attract new ones while helping charities.

“I think it’s an unbelievably good organization,” Chesman says of Special Olympics.

Photo: John Chesman and SOBC athlete Annabelle Davis at the Vancouver International Auto Show Preview Gala in 2011



*John Chesman*

Joachim Neumann, Founder and President of Auto West BMW and the Auto West Group, is an important figure in the beginning and growth of the New Car Dealers Foundation of B.C./ Special Olympics BC Auction, and continues to provide generous support for the benefit of the charities.

Neumann gave his time and support as one of the first Chairs of the auction's organizing committee, and he recalls a great deal of fun during the early years with the auction staged as a live evening affair in Vancouver. The event would receive "so much support from the dealer community. It was a beautiful evening," Neumann says.

He and the committee were dedicated to ensuring the success of the event to benefit Special Olympics BC, working on everything from donations to ensuring bidding went well on the night. In subsequent years, the auction transitioned into its current online format, providing a way of improving the reach of the event and involving more dealers from around the province, Neumann says. He has generously remained involved as an ongoing supporter of the auction.

Neumann became involved with the New Car Dealers Association of B.C. early in his career, thinking it important for everyone to give their time to support their industry organization, and seeking to learn from the mentors and pioneers of the industry who are also involved in the association.

Neumann has been part of the industry since 1974, beginning in wholesale with his father's BMW importation business. In 1986, he stepped into the sales side for the first time when opening the Auto West BMW franchise in Richmond, at which point he joined the New Car Dealers Association and came to learn a great deal from the industry veterans in the community and his work with the organization. "It was a big gift," he says.

After the New Car Dealers Foundation of B.C. was founded, Neumann served as President for many years. He feels the association's relationship with SOBC shows how important dealers can be in communities with their reach of resources and manpower. Auto West BMW gives back to their community by supporting causes such as Special Olympics and the BC Children's Hospital; Neumann says they are glad to contribute to Special Olympics as a worthy cause and to align with what the association is doing.

"It's a part of the community that needs special support so these individuals are not forgotten," Neumann says. He observes the value in Special Olympics giving individuals with intellectual disabilities the chance to participate in sport and enjoy the benefits, and providing support to deserving families.



*Joachim Neumann*

# Special Olympics

## BC Snapshot

### Making a Difference for Athlete Health

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 4,200 athletes with intellectual disabilities around the province.

Thanks to the support of sponsors including B.C.'s New Car Dealers, Special Olympics BC is expanding important athlete health initiatives to tackle serious issues and help athletes be the healthiest they can be. The Special Olympics Healthy Athletes program addresses the challenge that many people with intellectual disabilities have unique issues around health care and communicating their needs.

The issue is twofold: first, many individuals with intellectual disabilities have trouble realizing or expressing their health concerns; second, many health professionals have not had the opportunity to receive specific training, or are not familiar enough with this population, to know the best questions to ask to draw out the issues. International Special Olympics research has found that people with intellectual disabilities have a 40 per cent higher risk for health issues, and that only one in 50 primary care physicians have received clinical training that qualifies them to treat people with intellectual disabilities.

The professionals who lead Healthy Athletes screenings have received specific training to help them ask the right questions, and their interactions with Special Olympics athletes lead to referrals back into the health care system that ensure the individuals will get the treatment they need.

Many athletes and caregivers have been surprised to go through the Healthy Athletes screenings and find health issues that have gone undiagnosed through regular health channels. The Buzdegan family found that happened for son Carson, an SOBC Langley athlete. Eye examinations from medical professionals at SOBC's Healthy Athletes screening day in March 2011 led Carson and his family to seek more tests that showed the then-22 year old was at a critical risk from cataracts.

Thanks to these interventions, Carson, an aspiring photographer, was scheduled for surgeries that would help save his sight. Carson's family diligently cares for him and all his medical needs, but the Healthy Athletes screening helped bring to light a problem that had gone unvoiced until that moment. Carson is now training hard to hit the court with his basketball team in the Special Olympics Canada 2014 Summer Games in Vancouver.

In past years, SOBC athletes have been able to access Healthy Athletes screenings at Provincial and National Games. In the last three years SOBC has started also holding standalone screening events around the province to open the opportunities to a wider



range of athletes, not just those who have qualified to compete in Games.

The 2013 screening event in Vancouver demonstrated the acute need for the unique Healthy Athletes program. Among the 171 individuals with intellectual disabilities who went through the screenings, the clinical directors observed:

- just over 73 per cent had diseases of the gum;
- nearly 36 per cent had blocked or partially blocked ear canals;
- nearly 25 per cent had eye disease;
- just over 15 per cent had untreated tooth decay.

Almost 40 per cent of the athletes were given brand-new prescription eyewear free of charge.

In addition to the Healthy Athletes screenings, SOBC is working to involve more individuals with an intellectual disability in our programs on a year-round basis to help them be more active and improve their health. We are also encouraging more of our current athletes to be involved in additional Club Fit programs and use new fitness resources and tracking tools in order to be the healthiest they can be.

With the help of the critical sponsor support for these initiatives to help our athletes become healthier, health costs will decrease, and their physical abilities, athletic performances and overall quality of life will improve.



## Foundation/Special Olympics **ONLINE AUCTION** returns! Donations welcome

With the return of the 2014 New Car Dealers Foundation of B.C./Special Olympics BC Auction this spring, you have the opportunity to support the important work of SOBC and the Foundation now by donating or soliciting auction items and/or making cash pledges.

The 2013 auction was the most successful yet in the event's history, with bidding on an expansive roster of more than 220 items, and growth can continue this year with your support in any of a variety of ways:

- **Please consider making a cash donation – a tax receipt will be issued.**
- **Talk to your local contacts – companies you do business with, restaurants, golf courses, hotels, and beyond – to request donations of auction items that will inspire plenty of bidding. Wine and wine packages have great appeal, so please consider approaching wineries in your area for contributions.**
- **Turn your unused points into auction items – gift certificates usually go for face value, generating much-needed funds along with the above.**

Thank you for your generous support of this valuable and long-standing event – it makes a significant difference for SOBC and the Foundation and everyone helped by our programs.

# Your Industry Needs You!

## All New Vehicle Auction

Support your New Car Dealers Foundation of BC to develop and educate youth entering our industry. How easy it is to help:

- 1** Donate any vehicle(s)
  - Foundation arranges and covers any transportation
  - No additional expenses to you
  - Every and any vehicle helps
- 2** Vehicles sold by Foundation with ADESA as the Auction Partner
- 3** 100% of Funds are directed to your New Car Dealers Foundation
  - Tax receipts available

**A car today strengthens your industry for tomorrow!**

Contact your Association at 604-214-9964 or [info@newcardealers.ca](mailto:info@newcardealers.ca) with questions, or to donate.



Learn more about this program,  
and start donating vehicles, at the  
Auto Show Preview Gala!

 **NEW CAR DEALERS**  
FOUNDATION OF B.C.

 **ADESA**  
VANCOUVER

## FOR SALE

### WAGES & SALARY SURVEY RESULTS

Your Association's Annual Wages & Salary Survey is designed to be a tool for Dealer Members to manage their payroll in an effective and competitive manner.

Dealer Members who participate in the survey receive a free copy of the results. If you did not participate by completing the survey; the complete results may be purchased for a fee of \$300.

Note: Survey results are available only to Dealer Members.

### OCCUPATIONAL HEALTH & SAFETY MANUAL

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

#### The Manual Is Ideal For:

- Supervisors (new or experienced);
- Human Resources Department;
- Joint Health & Safety Committee Members; and
- Any worker who may provide guidance to other co-workers.

#### The Manual Will:

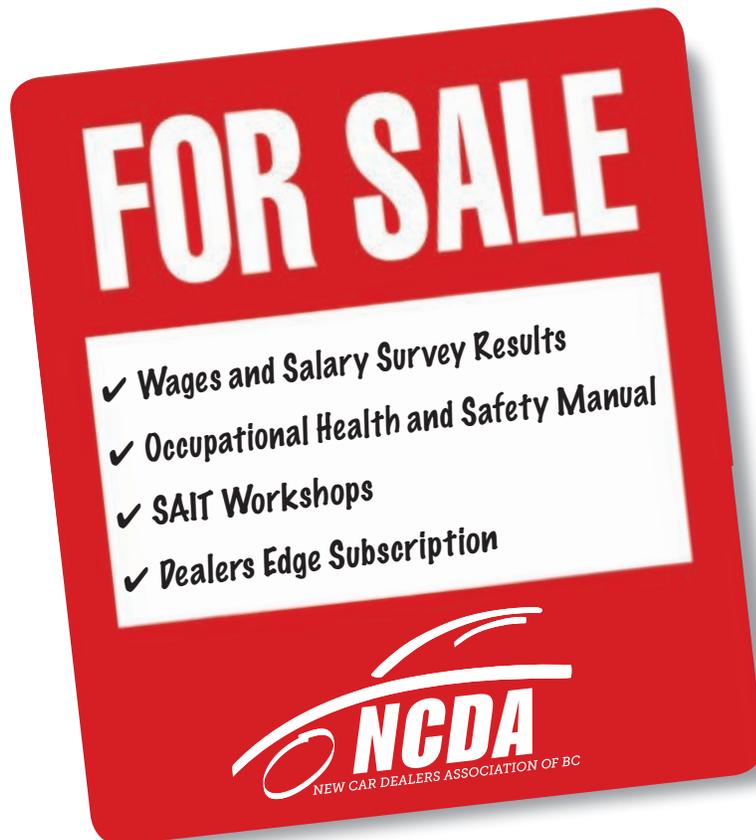
- Explain the meaning of due diligence and the concept of due diligence as a defense;
- Identify key factors in the practice of due diligence and the potential legal consequences of failing to exercise due diligence;
- Detail responsibilities of each dealer;
- Explain how to conduct proper safety inspections;
- Explain how to conduct incident investigations to ensure that hazards are identified and that safe practices are implemented in the workplace.

#### Purchase today, and receive:

- One Occupational Health & Safety Program Manual (two manual options available: regular or small sized employers)
- One Safe Work Procedures Manual
- All for only \$150 + HST!

### SAIT WORKSHOPS

Your Dealer Association and SAIT Polytechnic have teamed up to bring you a line-up of courses and workshops. These tailored-designed courses will provide you and your team with practical skills that may be used in day-to-day operations. These 2-day courses have been built from the best practices of



highly effective leaders in many industries. Designed as professional development for employees of all experience levels, the courses focus on building real-world skills essential to giving you a competitive advantage in a changing world.

For a complete list of courses and dates offered, visit our Event Calendar at [www.newcardealers.ca](http://www.newcardealers.ca) or phone 604-214-9964.

Each 2-day course is \$475 (tax included).

### DEALERS EDGE SUBSCRIPTION

Gain access to webinars, brought to you by your Association and DealersEdge. Whether you want to purchase a la carte registrations, or take advantage of the Season Ticket Holder option, new webinars are available weekly.

DealersEdge currently includes 70+ recorded webinar training sessions on many topics. A complete list of all recordings available can be found at [www.dealersedge.com/handouts](http://www.dealersedge.com/handouts).

DealersEdge webinars are offered at 50% off to Association Members. Regularly \$298, take advantage of this valuable member benefit and pay only \$149.

## ON THE IT FRONTLINES

### USING SOCIAL MEDIA: GET THE MOST OUT OF LINKEDIN

**S**ocial media, while still fairly new, is starting to enter a more mature phase. Most businesses have a presence on one or more social media platforms and are comfortable with at least the basics. As we start 2014 however, social media is growing and businesses will find that they need to be doing more in order to be successful. It is a given that Social data will play a key role in company strategies.

Social media brings many different benefits to business users, and one of the most useful is that they provide businesses with a way to connect with their customers on a deeper level. While It's true that Facebook is the most popular network, LinkedIn is also a valuable platform that can really help users connect with other like-minded people and related businesses.

To get the most out of your personal profile on LinkedIn follow our five top tips:

#### 1. SPECIALIZE

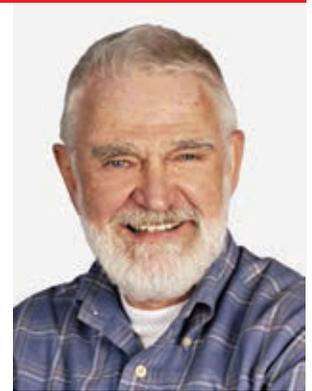
A popular feature of LinkedIn is endorsement. You can view other people's profiles and endorse their skills. Some popular users have hundreds of different endorsements. The purpose of these endorsements is to highlight the important skills of each user.

If a user has say 30 so-called important skills that they are all endorsed for, it kind of looks like these aren't really that important. It is a good idea to pare down your skills and endorsements to 3-5 which you feel best represent what you have to offer.

#### 2. DON'T CONNECT WITH PEOPLE IN ORDER TO GROW YOUR FOLLOWING

One of the main goals many users have with other social media networks is developing content that encourages people to essentially connect with the business. This in turn increases the reach and popularity of the business. With LinkedIn, connections and content are still the goal, only the type of desired connection is different.

You shouldn't be aiming to connect for the sake of connecting. Instead, try to develop connections that will help your business meet its goals and objectives. Some good examples of this include connecting with suppliers, colleagues and even other businesses you work with.



#### 3. THINK SOCIALLY (WHAT'S IN IT FOR THEM?)

LinkedIn is really just online networking, and as with most forms of networking you are looking to build rapport and establish a connection. This is usually done by being interesting, which means creating content.

When creating content or developing your profile you should keep in mind that it is for the people looking at your profile and not you. With everything you write or create, try to keep in mind: WIIFT (What's In It For Them?). If you can create something that your connections and profile viewers will be able to benefit from, they will be more willing to listen to you when you actually need to contact them.

#### 4. LOOK AT YOUR PROFILE

As we stated above, your content and profile should be oriented towards your viewers and connections. Look through your profile and posts to see that the information does reflect this purpose. Try looking at the different sections of your profile and focus on how you can help your connections. This includes giving detailed descriptions on your roles and how you helped the company or customers. Above all else, make sure your profile contains the information that is relevant to the people you want to connect with. If it isn't, you likely don't need it.

#### 5. JOIN GROUPS

Possibly the best way to get the most out of LinkedIn is to join groups. There are groups that cover nearly everything in the professional world. Try joining groups that are relevant to your profession and interests. There are usually some great conversations going on that you can really learn and benefit from. If you are an active member, you will become well known over time.

This is positive, as it makes other members more approachable and willing to listen to you, and engage with the content you share. Joining groups also gives you a great way to connect with people of varying experience. If you need the help of a specialist you can look through group members until you find an expert with the experience you need.

LinkedIn can be a useful platform for business users and if you are looking to learn more about how you can leverage it, connect with us today to see how we can help.

*Bob Milliken is the President of Cascadia Systems Group. We take care of your IT so you can take care of your business.*

*You can reach Bob directly by email at [bob@cascadiasystemsgroup.com](mailto:bob@cascadiasystemsgroup.com)*

## THINK HIRING IS EXPENSIVE?

### WAIT UNTIL YOU HIRE AN AMATEUR!

Dealers are finding it increasingly difficult to attract and hire the right people for their organisation in a constantly shifting job market. Regular changes to employment laws and processes mean that it is more important than ever for dealers to protect their business, invest in hiring processes and make sure that the right people are joining their businesses in the right roles.

With years of automotive experience between us, auto careers group and RightFit Plus have teamed up to create a series of employment testing and hiring support tools geared towards the automotive market and we'd like to offer some tips to help you establish the best talent and keep your top performers;

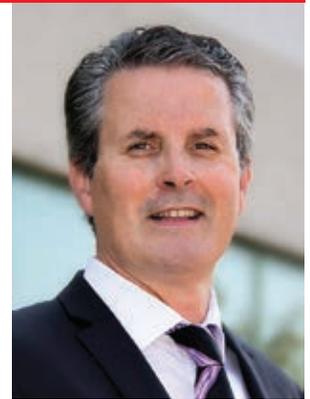
- **Conduct personality profiles on your shortlisted candidates**

We've all been "WOWed" in an interview, only to be let down within days of the candidate starting. Whether your new addition doesn't quite 'fit in' with the rest of the team or they aren't as go-getting as they once seemed, hiring a bad fit can be damaging. For someone to be successful in a position they require more than just the right skill set, they also require the right personality which will FIT with your work environment. Make sure you choose personality profiles that are user friendly. They should be easy to read with a clear results summary so you can use the information in your interview. A small few will also include suggested interview questions based on your results.

- **Got a great team? Establish exactly what makes your team successful so you can replicate this in your next hire.**

By conducting benchmarking exercises you can test your top performers within a team and create a hiring benchmark.

You will be able to compare and contrast applicants with known employees so you know what skills you are getting and what you might have to work on. Just make sure you stick to it with all hires! A lot of our clients have found this particularly useful in their sales departments where a small minority produce a large proportion of the gross - find out what makes them tick!



*continued on page 22*

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- Option Stickers
- Pennants
- Signs
- Swooper Flags
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- Window Graphics
- Windshield Stickers

continued from previous page

"Sell me this pencil.." A lot of us may have used this approach in an interview and many more will have been asked it when we first started out.

The fact is, this is an awkward question to ask and can be even more awkward to answer. Times are changing and there is now software that can help you get to the bottom of whether somebody really can sell and what areas they need to develop.

Sales aptitude tests show you how applicants score based on a number of personality traits and the good few will tell you exactly how to get the most out of your hire including exactly what areas they need training in.

Our tip here is to involve your HR and management teams at the results stage so you can develop training & development accordingly. Investing time and a little money into your recruitment process is essential in order to not only attract, but also maintain the best teams.

Think hiring great talent is expensive? Wait until you hire an amateur!

*RightFit Plus is part of the auto careers group, providing comprehensive recruitment, employment testing and hiring support to the automotive industry across Canada.*

By Gary Fenwick, auto careers group Inc.

## 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!



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



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**Celebrate your industry!**  
**Monday, March 24th, 2014**

Event details on page 7 or online at  
VancouverInternationalAutoShow.com

## 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.

ADESA Auctions Canada Corp	John Macdonald	(604) 232-4403	john.macdonald@adesa.com	www.adesa.com
ADP Dealer Services	Greg Wallin	(778) 838-0639	greg.wallin@adp.com	www.adp.com
AllWest Insurance Services Ltd.	Dana Voynovich	(604) 731-6696	dvoynovich@allwestins.com	www.allwestins.com
AMEX Canada Inc.	Nancy Allen	(604) 988-5332	nancy.j.allen@aexp.com	www.americanexpress.ca
Audatex Canada (A Solera Company)	Anthony Giagnacovo & Darcy Gorchynski	(604) 506-6467	darcy.gorchynski@audatex.com	www.audatex.com
Auto Careers Group (Vancouver) inc.	Karen Lee	(604) 431-8737	karen@autocareersgroup.com	www.autocareersgroup.com
Automotive Elite Relief Group Inc.	Jodi Blight	(604) 370-2070	jblight@afe.ca	www.afe.ca
Axis Insurance Managers Inc.	Mani Sharma	(604) 731-5328	msharma@axisinsurance.ca	www.axisinsurance.ca
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
Canadian Automobile Dealers Association	Lucille Laframboise	(800) 463-5289	laframl@cada.ca	www.cada.ca
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