

signals

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



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Has Started!**

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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 **DrivingSales**, 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.

2014 eVo 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

Space is limited, register today!



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Officers and Directors

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

Directors

Paul Batchelor	Pacific Newspaper Group
Darren Graham	Applewood Kia
Jeff Hall	Hallmark Ford Sales
Michael Harris	Harris Auto Group
Craig Kalawsky	Castlegar Toyota
Moray Keith	Dueck GM
Dick Lau	Cam Clark Ford Lincoln
Derral Moriyama	Bank Of Montreal

PRESIDENT'S MESSAGE



Welcome to 2014. A New Year and a new look for our signature publication, SIGNALS. Our readers tell us how much they enjoy the content of SIGNALS but we thought it was high time we updated the look of the publication. We hope you will like the new design and as always we welcome your comments, feedback and article suggestions.

2014 will definitely be a momentous year for your New Car Dealers Association of BC. We have a number of exciting products, initiatives and events in store this year.

The 2014 Vancouver International Auto Show is just around the corner including the spectacular Preview Gala overlooking the waters of Burrard Inlet on Monday, March 24th. Don't miss the next issue of SIGNALS which will feature our Auto Show Preview for more details.

Your Association has also been working with our Board to prepare for a re-launch of our CarCareers brand. The importance of attracting, recruiting and retaining well-trained employees and management for our dealer members and groups is at an all-time high. The revitalized CarCareers initiative will feature an online industry job board, resources for schools and training institutions on employment in the auto sector, and be the catalyst for a number of public outreach efforts to encourage young people to investigate all the fantastic career opportunities that exist right now among our members.

I have been meeting with various government Ministers, including Jobs Minister Shirley Bond, Education Minister Peter Fassbender and Advanced Education Minister Amrik Virk around the delivery of skills training for the automotive sector in BC. The government is looking for bold new ways to meet the skills shortage and we are working on an industry lead model, in consultation with our sector's Automotive Training Standards Organization, to improve the output of our skills training system in BC.

I recently had the honour of being invited to join our Premier for a national roundtable on the Canada Job Grant and we continue to work with the Premier and Minister Bond on skills training issues.

Beyond all of these exciting projects, one of my personal highlights for 2014 will be working with our good friends at Special Olympics BC as Vancouver prepares to host the Special Olympics Canada Summer Games. The 2014 Games will be held from July 8 to July 12, 2014 in Vancouver. The Games take place once every four years and this is the first time the Games will be in British Columbia in more than 20 years, so mark your calendars now.

The New Car Dealers Association is pleased to be the sponsor of the official vehicles for the 2014 Games and we will be looking to our members to partner with us on the provision of needed vehicles.

As you can see, 2014 is going to be an exciting year! And as January is the time we make New Year's Resolutions, know that your Association is resolved to deliver added value to our members, day in and day out.

On behalf of our Board Chairman Jim Inkster and Vice-Chair John Chesman, our Board and staff, our best wishes to you, your families and employees for a Happy, Healthy and Prosperous New Year.

Yours truly,

Blair Qualey - President & CEO



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VEHICLE SALES AUTHORITY: Registrar's Clarifications

Out-of-Province Sales and the VSA

A recent consumer complaint has prompted a reminder from the Registrar about the authority of the VSA over sales by licensed dealers to personal use buyers outside of BC. The authority of the VSA comes from BC law, but certain circumstances can extend that authority beyond the provincial borders. For example, the Business Practices and Consumer Protection Act (BPCPA) may apply when only the dealer or the consumer is located in BC.

In the recent complaint, the consumer was located in Alberta but the licensed motor dealer was in BC. Since part or all of the transaction occurred in BC, the VSA had the obligation and the authority to investigate the consumer complaint.

Additionally, even when the VSA does not have any regulatory authority over a specific transaction, the conduct of a BC motor dealer may still be reviewed as a licensing matter. A non-compliant ad targeted at buyers outside of BC, but published by a BC licensed dealer, is an example.

NEW, USED AND DEMO VEHICLES

There are two kinds of vehicles suitable for transportation in BC - new and used. Once the NVIS of a vehicle has been surrendered to ICBC, the vehicle becomes a used vehicle. Whether the vehicle registration has been transferred to a dealer name or to a consumer, the effect on vehicle status is the same.

In contrast, the term demo can be used to describe a new vehicle with higher kilometers on it because it was used as a demonstrator. It may also describe a used vehicle that was selected for use as a demonstrator. The terms demo and demonstrator vehicle best describe the prior usage of the vehicle, not its status as new or used. Under BC law, using these

terms require the vehicle to have been used by the manufacturer or motor dealer in the normal course of business and to have been acquired as new.

Demo as new – This describes a vehicle that has never been registered to the dealership or anyone else and a D-plate was used at all times. It's best to call it a demonstrator vehicle to separate it from a new vehicle with very low kilometers.

Caution: If the vehicle has anything more than very low kilometers on it, it may be seen by the general public as misleading to still call it a new vehicle. The Supreme Court of Canada has set the standard for advertising as whether the "general impression" of an ad differs from the actual offer.

Demo as used – This describes a vehicle that has been registered and plated to the dealer. However, it is now a used vehicle no matter how few kilometers it has on it.

As a best practice, sales staff should be clear in explaining the term demo, how it may affect when the warranty starts or started, and how the vehicle was used. These are likely to be more important to the buyer than the designation as used or new. Failure to be clear about these facts can result in allegations of misrepresentation by consumers.

Ian Christman, Registrar



Celebrate your industry!

Monday, March 24th, 2014

Early Bird discounts now on sale

Event details on page 14 or online at

www.vancouverinternationalautoshow.com



Special Olympics

BC Snapshot

Three decades with B.C.'s New Car Dealers

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.

In 2014, Special Olympics BC is honoured to celebrate the 30-year relationship between our movement and the New Car Dealers of B.C., a much-appreciated partnership that has played such a critical part in SOBC's significant growth over the last three decades.

In 1984, Harry "Red" Foster, the noted broadcaster and founding champion of Special Olympics Canada, brought the story of Special Olympics to a meeting of the Canadian Automobile Dealers Association. Howard Carter was so touched and inspired that he knew he had to get the automotive community involved with Special Olympics. Upon his return to B.C. from those meetings, he spoke with other dealers about truly making a difference with Special Olympics.

In the fall of 1984, what was then called the B.C. Automobile Dealers Association became a sponsor of SOBC, and Howard joined the Board of Directors of Special Olympics Canada the following year. Coincidentally, he was also the chair of the Canadian Automobile Dealers Association, a position that provided him with a great opportunity to build the relationship between these two organizations.

In the early years of the relationship, the Special Olympics organization was just building in BC, and dealers provided incredibly important for a variety of initiatives. As SOBC was building its provincial reach, dealers would provide transportation to staff when they visited communities looking to start or build programs. Dealers also donated funds to SOBC.

In 1987, dealer support for SOBC focused on a major fundraising initiative. Sherrold Haddad chaired the first Casino Auction in support of SOBC, an event that raised \$50,000. In its second year, the Casino Auction grew substantially, raising \$120,000.



It was a true loss to everyone including the automotive community and SOBC when Howard Carter passed away in 1988. Howard was a great leader and believed strongly in the power of the automotive community working together to create change. Howard was so respected that his friends and peers from the automotive industry created an endowment fund for SOBC in Howard's name. Today, the Howard Carter Fund has grown to approximately \$750,000 and provides ongoing revenue to SOBC to support its programs and initiatives.

In 1990, SOBC hosted the Special Olympics Canada Summer Games. Again, Special Olympics turned to the automotive community for support, and dealers generously responded to help make the first National Games in our province a truly remarkable event. George Preston stepped forward and volunteered to take on the position of Chair of the Games Organizing Committee, and the Games was an outstanding success.

In 2014, the National Games will return to our province for the first time since 1990. Reflecting this year on SOBC's 30-year relationship with the New Car Dealers Association of B.C. shows how very far we've come together. From what began as a handful of weekend events, the SOBC organization has grown considerably to where today it provides year-round sport training and competition in 55 communities around the province. More than 4,200 individuals with an intellectual disability train in one or more of the 18 sports offered, and more than 3,300 volunteers joyfully give their time and skills to help SOBC athletes thrive through Special Olympics.

With the help of the vital support from B.C.'s New Car Dealers, SOBC has grown significantly over the past 30 years both in the number of communities we serve, and in the scope of our initiatives to help athletes. We are focused on getting more individuals with an intellectual disability active and involved.

Athletes as young as two years of age now benefit from programs that focus on vital motor and sport skills, and developing a love for sport. From this early age right through to those who are in the 80s, SOBC athletes benefit greatly from their involvement, and are being supported and encouraged to improve their health and wellbeing while enjoying fun and friendship through sport.

As SOBC has grown and expanded, the support provided by B.C.'s New Car Dealers has grown and changed too. In the late 1990s, seeking to expand the auction so that dealers outside the Lower Mainland could participate, the dinner/auction began the transition from an event to what is now an online auction. Under the committee chaired by Tom Harris, this transition started in 1998 with dealers bidding by phone, email, or fax the first year.

Over the next couple of years, bidding by fax and email were replaced with bidding online through a dedicated auction website. Throughout the technological changes, the New Car Dealers Foundation of B.C./Special Olympics Auction remains a very successful initiative that provides significant funding to SOBC.

In addition to the auction, dealers continue to support SOBC in a number of different ways including hosting fundraising events, making donations, generating awareness, or soliciting volunteers.

It was Howard Carter's dream to have the automotive community involved with SOBC, and now, 30 years later, his dream lives stronger than ever.



Marnie and Howard Carter in 1988 at a dinner event at which Howard received the Harry Foster Award.



VANCOUVER
INTERNATIONAL
AUTOSHOW

2014

**VANCOUVER
INTERNATIONAL**

**AUTO
SHOW**

Policies, Procedures and Possibilities

The annual Vancouver International Auto Show is just a few months away. Make the most of this event, get involved today!

There are some historical policies still in place. A dealership must be a member in good standing with the Association to:

- A. be recognized in OEM displays of dealer listings
- B. to provide staff for the OEM displays, and
- C. to be eligible for commercial exhibit space in the show

A reminder of our recently added policies to reflect changes around the Vancouver Convention Centre and to bring Vancouver in line with the other Canadian Auto Shows:

- 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.

Bulk no-charge dealer Auto Show tickets have been phased out over the last couple of years. The redemption was too often erratic and used for programs other than what it was intended. Dealerships have a couple of options:

1. You can purchase bulk tickets. Adult tickets are each a \$15 value, available to the dealer for \$11 for “Anytime” ticket and \$7 each for “Weekday only”.
2. NEW! Stay tuned for the new ticketing system that will offer a much easier activation for dealers and much better control for the show. Dealers will be able to purchase a unique promotional code that can be sent to anyone they choose. Receipts simply enter the code when they buy their tickets. There will be a host of code options. For example, you can buy a set block of tickets or tickets good for only certain days or hours.

Back again for 2014 is the Tourism Vancouver partnership that will include the on-line booking engine for hotel rooms and attractions accessed through the Auto Show web site. It will evolve constantly as new offers are added. As your dealership talks to your customers – even out of town – through e-mail or social media, link them to the show web site. The new Tourism partnership will offer even more reasons to attend the Show!

OIL CHANGE PROMOTION

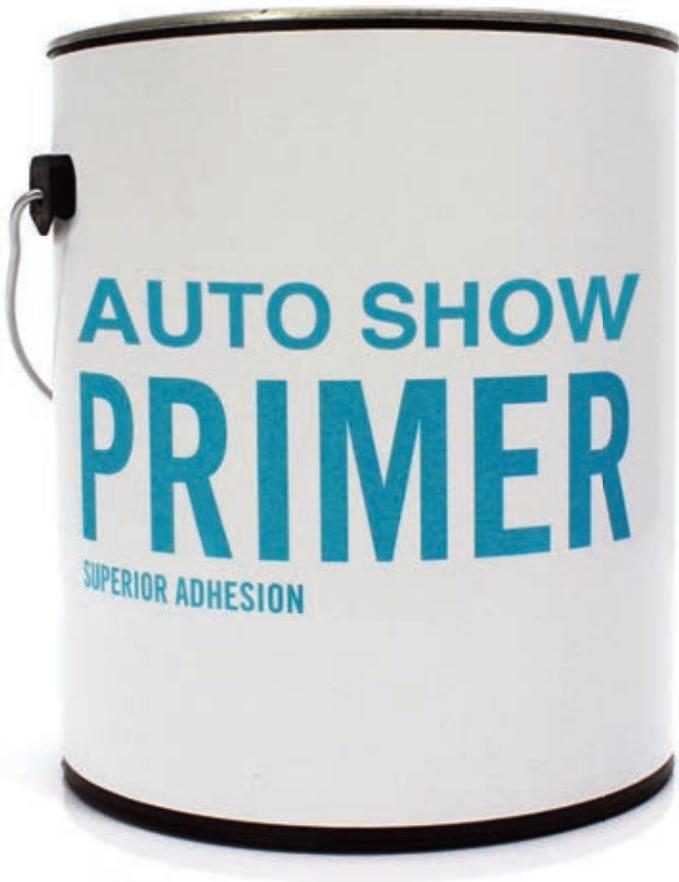
The annual Oil Change Promotion is again available to all dealerships that register by February 15th. We need time to get point of sale materials to you. The idea is simple. With any oil change, your customer receives a voucher with the dealer’s exclusive promotional code for an on-line registration of two adult tickets to the Auto Show – a \$30 value! Dealers are charged \$5 per redeemed code. These vouchers with promo codes are not intended for staff use.

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

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



Auto Show Checklist & Key Dates



- ✓ Order your Auto Show Preview Gala Tickets
- ✓ Order your Exhibitor Badges
- ✓ Talk to customers, friends and staff about attending the Preview Gala & Show
- ✓ Sign up as a participant for the Oil Change Promotion
- ✓ Order Show tickets at the special dealer rate for give-a-ways (not for resale)
- ✓ Post a link to the Auto Show website or list Auto Show dates on your company website

Friday, March 21

First day of move-in, Show Office opens at 8am

Monday, March 24

Foundation & Association AGM
Auto Show Preview Gala

Tuesday, March 25

Media Preview (by invitation only)
First public day

Thursday, March 27

eVo 2.0 – Workshop format!

Sunday, March 30

Last public day



ONLINE DISPUTE RESOLUTION – BC'S NEW CIVIL RESOLUTION TRIBUNAL

Many auto dealers at one time or another become involved, either as a claimant or a defendant, in Small Claims matters. As of the fall of 2014, dealers may find themselves dealing with disputes involving claims of less than \$25,000 in another forum. With the Civil Resolution Tribunal Act, which received Royal Assent in May of 2012, BC will welcome North America's first online tribunal, known as the Civil Resolution Tribunal. At present, the expectation is that the Tribunal will begin operations in the fall of 2014. Individuals choosing to use the Tribunal as an alternative to proceeding with a claim in Small Claims Court will have access to a variety of online tools to help manage and resolve their disputes. These tools will include online negotiation and case management services. In the event that the parties are unable to resolve their disputes using these dispute resolution processes, the Tribunal will have the authority to adjudicate the disputes and Tribunal orders will have the same legal force as other court judgments.

JURISDICTION

The Act provides the Tribunal with authority to handle the following types of disputes:

- Small Claims matters up to a maximum value of \$25,000 in relation to claims for debt or damages, recovery of personal property, specific performance of an agreement relating to personal property or services or relief from opposing claims to personal property;
- Strata disputes between strata property owners and strata corporations (there are some matters affecting land that the Tribunal will not have authority to handle);

THE FOUR-STEP PROCESS

There will be four stages in the new online Tribunal process involving:

- **Pre-Filing** – The Tribunal will maintain a website which will include online information and education to assist users to assess their options for dispute resolution and/or prevention and to determine when and how to engage the Tribunal's services.
- **Online Party-To-Party Negotiations** – If the parties are unable to resolve the dispute on their own, one of the parties can request access to the online party-to-party negotiation services provided and monitored by the Tribunal. If all parties to the dispute agree to participate, the online negotiation tool will guide the parties through a structured negotiation phase allowing them to access the negotiation platform through the internet as and when convenient for them. This process will end if a resolution is not achieved within a specified period of time.
- **Case Management And Facilitated Settlement Discussions** – If there is no success through the online dispute negotiation tool, then any of the parties involved, upon payment of the applicable fees, can request active facilitation and resolution by

the Tribunal. All parties to the dispute must consent to the resolution of the dispute by the Tribunal, with the exception of strata corporations, which can be compelled by the Tribunal to participate in a resolution proceeding. In this phase, there will be a focus on active case management. A case manager will be appointed to act as a mediator and will canvass each party's goals for resolution and explore with them options for settlement. If the mediation approach does not produce a settlement, this phase will also focus on preparing the parties for the adjudication phase, and the case manager will ensure each party has a clear understanding of the issues involved and the other party's position on the issues. Directions may be made at this stage by the Tribunal for parties to produce and provide the other parties with access to information relevant to the dispute. Most of the document exchange and communication during this phase will occur online.

- **Adjudication** – This last phase will be, effectively, a hearing of the dispute. The adjudicator designated by the chair of the Tribunal to hear the dispute will review the adjudication material and ensure that the parties have had an adequate opportunity to exchange and examine all relevant facts, voice their views, and hear opposing arguments. Most cases will be decided by adjudicators based on evidence and arguments submitted through the Tribunal's online tools. However, the adjudicator will have the discretion to conduct a telephone or video hearing, if necessary, and, in rare situations, in-person hearings. The Tribunal will have the authority to decide the outcome of the case and make binding decisions. The parties will be able to file final decisions and orders of the Tribunal with either the BC Provincial or Supreme Court and, once filed, the Tribunal's orders will be capable of being enforced as though they were an order of the court with which the order is filed.

For many, this new Tribunal, which focuses on encouraging parties to resolve a dispute, is a welcome addition to the existing mechanisms and forums to deal with "small claims" and strata disputes.

For more information on the Act or the Tribunal, please do not hesitate to contact us.

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of Roderick H. McCloy Law Corporation, Associate Counsel of
Shapiro Hankinson & Knutson Law Corporation
and by Seema Lal, Lawyer,
of Shapiro Hankinson & Knutson Law Corporation*



CADA - THE NATIONAL VOICE OF THE AUTOMOBILE DEALER

In this edition of Signals, we are enclosing a new brochure from the Canadian Automobile Dealers Association (CADA). As a new car and truck dealer, we encourage you to familiarize yourself with the many benefits available to member dealers at the national level.

Since 1941, CADA has been representing the interests of Canada's franchised dealers with the federal government and automobile manufacturers in the areas of:

- Government Relations... protecting and promoting dealer interests at the federal level
- Industry Relations... fostering fair relations between dealers and manufacturers
- Legal Affairs... safeguarding dealer interests in regulatory and franchise matters

Leading dealer support programs

CADA also offers dealers our CADA 360 support programs. Backed by financially solid industry leaders and managed by committees of volunteer Dealer Principals, each program offers exceptional quality and value:

- Employee Benefits... the number one plan of its kind for dealers and their employees
- Garage Insurance... a diverse portfolio of products and risk management services
- Retirement Savings... unique investment programs to attract and retain talented employees

CADA is a federation of dealer associations; through membership in your provincial association you gain access to expert advocacy and support at every level of jurisdiction. In an era of rapid and unprecedented change, strength in association numbers is critical to long-term dealer success and well-being.

Please take a moment to read the enclosed brochure. You'll be impressed by the scope of initiatives undertaken by CADA and its dealer committees. With CADA advocating on your behalf, you can be confident that dealer interests always come first.

ADESA VANCOUVER

Your Trusted Auction For Over 40 Years

Buy and Sell Inventory On-Line & In-Lane

Wed. 7PM Thur. 9:30AM Sat. 10AM

**EXPERIENCE
LIFE IN OUR
FAST LANES**



604.232.4403
ADESA.CA



And the Ladies Monday, February 11

After a successful format change in 2013, the Auto Show Preview Gala continues to offer an enjoyable sit-down dinner format. Utilizing the stunning ballrooms and eye opening manufacturer displays, the Gala continues to be a unique guest experience.

Increased networking opportunities will be available this year, allowing guests to mix and mingle with peers, industry, government, media, and business associates. The cars are the stars, and so an all-new après dinner reception will be held on the show floor, amongst the multi-million dollar manufacturer displays. A pre-dinner reception will also be held, allowing guests to enjoy the views over Coal Harbour.

The formal sit-down dinner will include awards presentation for the 2013 Salespeople of the Year and the first-annual Community Driver Awards.

Guests who have attended previous years are familiar with the anticipated diamond earring draw. All ticketed guests are entered into the draw and have an opportunity to walk away with a pair of diamond earrings valued at approximately \$6,000!

Partial proceeds of the evening go towards the New Car Dealers Foundation of BC.





Your Industry

EVENT INFORMATION

Date: Monday, March 24, 2014

Venue: Vancouver Convention Centre West (1055 Canada Place)

Dress Code: Semi-formal attire

Timing:

5:30pm – 6:15pm – Pre-Dinner Reception

6:15pm – 8:00pm – Dinner Gala and Awards Presentation

8:00pm – 10:00pm – Après Dinner Reception and Show Preview

TICKET INFORMATION

Single Tickets:

\$199 (Early Bird until February 28)

\$249 (After February 28)

Reserved Table of 10:

\$1,800 (Early Bird until February 28)

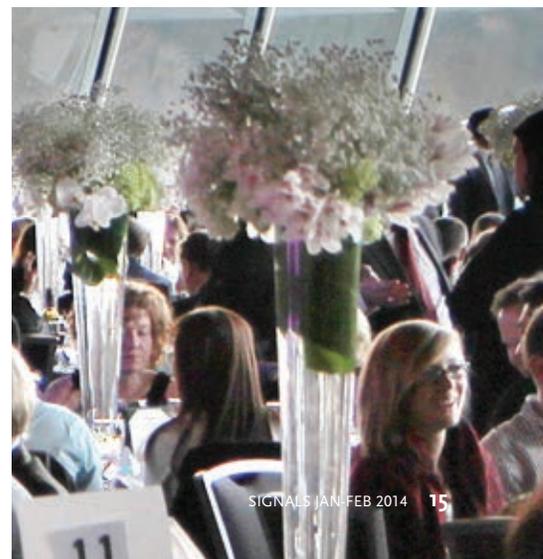
\$2,300 (After February 28)

All ticket sales are final.

Tickets may be purchased online at www.vancouverinternationalautoshow.com or by calling 604-214-9964

SPONSORSHIP

Marketing opportunities are available. Contact Christie at cmorning-smith@newcardealers.ca to discuss how your organization may become involved as an event partner.



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

FOR SALE

- ✓ Wages and Salary Survey Results
- ✓ Occupational Health and Safety Manual
- ✓ SAIT Workshops
- ✓ Dealers Edge Subscription

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

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 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.

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

CRITICAL SECURITY ALERT

This is a very important security alert regarding a new malware variant that you may not be familiar with called CryptoLocker. CryptoLocker is ransomware, it does what the name implies – it encrypts your files so that you are no longer able to open them until you pay a ransom to get them decrypted. There is currently no known way to decrypt these files, except to pay the ransom.

This is one of the most destructive malware infections I have ever seen and it is essential that anyone with a connection to the internet is aware of this danger.

This type of malware is usually spread in one of two ways; using social engineering tricks via email (fake FedEx, banking, credit card, UPS tracking notifications) with attachments, or from an infected website.

Here's how it works.

Once a computer is infected, the malware looks everywhere that the user has access for files to encrypt. This malware will encrypt files on servers, on the local computers, stored in the cloud, even files on a flash drive; it doesn't matter. If the user can see the file, so can the malware. Once encrypted you will still be able to see the files, but the contents have been scrambled so that you can't open them, you will instead see an error message telling you that you have 72 hours to pay \$300 USD or the encryption keys will be permanently deleted and the files will be irretrievable.

DO NOT ATTEMPT TO REMOVE THIS MALWARE ON YOUR OWN!!

If you remove this malware, it is thought that the decryption keys will be destroyed. The malware suggests, through its own messaging, that you can reinstall the malware if you accidentally uninstall it before decrypting your files.

Here is what you need to do:

1. Firstly you need to prevent this infection in the first place:
2. Ensure you have desktop Anti-Virus and it is up to date.
3. Ensure that your computer has all the latest patches applied (for the operating system and other software).
4. Ensure that your gateway Anti-Virus is functioning and that your subscription is valid.
5. Ensure your backup process is working properly and is

Here is a link to recent NakedSecurity newsletter from SOPHOS, a global security company, that includes a **MUST WATCH** video that illustrates how Crypto-Locker works, prevention, cleanup and recovery.

<http://nakedsecurity.sophos.com/2013/10/18/crypto-locker-ransomware-see-how-it-works-learn-about-prevention-cleanup-and-recovery/>.



a legitimate backup process. You don't want to be simply syncing files to an off site location; that will just move the problem files to your backup.

6. Use caution when opening attachments.
7. Use caution when visiting new or unknown websites.

If it's too late because you're already infected:

1. Contact your IT professional - they should know how to proceed. Time is important here, you have only three days before the keys are permanently destroyed. Be very clear and tell them that you have been infected by CryptoLocker. They should know what that means.
2. You have to stop the bleeding. Every computer on your network needs to be scanned for malware. Any one that is found to be infected should be removed from the network immediately.
3. Do not attempt to clean this on your own as you could cause significantly more damage.

Your recovery options are limited, you have three:

1. **Do nothing.** You can simply say oh well, I've lost all my data and start over. This might be an option for very small companies. If you chose this option, make sure all your computers have been cleaned so you don't reintroduce the problem.
2. **Pay the ransom.** I personally don't like this idea. There is no guarantee that your files will be decrypted and you are funding future criminal activity. I also understand that this is much easier for me to say, then for you to potentially do. I haven't just lost all my client files.
3. **Restore from backup.** You have one, right? If you have a valid backup, this is the time to use it. You may lose some data based on what type of backup you are using.

I know this is a scary piece of malware and the thought of being held ransom is maddening. If you are you doing things correctly, you have much less to worry about. If you would like to discuss in more detail, you can contact me via email.

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

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

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