



# the southlander

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## SMCDA to Host 76th Annual Dinner Installation

The Southland Motor Car Dealers Association will celebrate its 76th annual meeting and installation of officers for 2008 on Thursday, January 24, 2008, 5-9 p.m. The RSVP-only event will be held at Club V20 in Long Beach, the "hottest" venue in town!

Club V20 is at 81 Aquarium Way, in Long Beach. Visit the club online at [www.v2olongbeach.com](http://www.v2olongbeach.com).

To RSVP for the event or for sponsorship information, please visit [www.smcd.org](http://www.smcd.org).



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Long Beach Marriott  
8:30-11a.m.

SMCDA discount \$45 per person  
For more info, please contact SMCDA at (562) 595-4326.

### SMCDA Events in Early 2008

**January 9** State of the County with Sup. Don Knabe at the *Cerritos Chamber for the Performing Arts*

**January 10** SMCDA Election Ballots Due

**January 24** Legislative, Benefits and Immigration Update Seminar presented by Fisher & Phillips at the *Long Beach Marriott*

**January 24** SMCDA Annual Installation Dinner at *Club V20*

**January 27** Southland and Los Angeles Dealers High School Tech Competition at *Cerritos College*

**February 9-12** NADA Convention in *San Francisco*

**February 11** AIADA Annual Luncheon in *San Francisco*

The Southlander is an official publication of



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To advertise in an upcoming issue, please contact  
Todd Leutheuser at (562) 595-4326.

## Message from the President

It has been a privilege to serve as the SMCDA president this year. We are fortunate to have a dedicated board of directors working together for our interests here in the Southland, which have positive effects across the region. Not only have we done great things here locally, but we have teamed up with other dealer associations with the goal of creating a stronger industry for all dealers in the state. SMCDA and CMCDA continue to work closely on important legislative matters and have significantly improved our communication with our elected representatives. The SMCDA and GLANCDA have developed a good working relationship where we assist each other with the common goal of educating our employees, and providing our future employees a pathway to our industry.

The board couldn't have been this effective without the contributions of our membership. I thank you, our dealer members, for your continued support. As I just mentioned, one of the most important aspects of SMCDA is our legislative assistance to the CMCDA. Thanks to your contributions to the SMCDA-PAC, CMCDA-PAC and to DEAC we have a voice locally, in Sacramento, and Washington.

The contributions of our associate members are significant as well. I also thank our associate members who have been so supportive of our two industry events which raise considerable scholarship funds for students. Just this year, our scholarship golf tournament brought in over \$30,000 that is being distributed to students who are interested in our industry. If you haven't participated in any of the above, take a moment to contribute or spend a little time to attend an event or educational program. The benefits will reap significant dividends.

By now you should have received your 2008 ballot and your invitation for the 76<sup>th</sup> Annual Installation dinner. As always, your participation is appreciated so we hope to see you there.

Sincerely,

John Dinsmore  
SMCDA President



John Dinsmore  
*Penske Toyota*



## SMCDA Scholarships are Awarded to Students

The Cerritos College Foundation awarded more than \$19,000 in scholarships to 25 students as its regular board meeting Thursday, November 8.

“These students have great potential, and we are proud to assist them as they pursue their educational goals,” said

Steve Richardson, executive director of the Cerritos College Foundation.

Foundation Board Member Todd Leutheuser, executive director of the SMCDA, presented the SMCDA Northwood Third Year Scholarship, a \$1,000 award, to Guillermo Zurita Castanel of Bellflower. This award



assists Cerritos College students who have completed their first two years in automotive technology training and are pursuing their bachelor's degree through Northwood University's program offered at the

Cerritos College campus.

Leutheuser also presented Jason Simpson of Downey and Matt Cervantes of Santa Fe Springs with the SMCDA Automotive Technology Scholarship \$600 Tool Voucher. Additionally, Leutheuser presented tech students Joseph Park of La Mirada and Bruce Gonzalez

of Norwalk each the \$500 Jeannie M.T. Yang Scholarship. This scholarship was established through the Leutheuser family in memory of the late Jeannie M.T. Yang, a community college professor who had a great love for education.

The Cerritos College Foundation, a non-profit organization, serves as a charitable vehicle for the community, individuals and alumni, to assist with financial support of Cerritos College beyond that which state funding supports. Visit the Foundation on line at [www.cerritos.edu/cf](http://www.cerritos.edu/cf)

*This article was reprinted in part from the Los Cerritos Community News.*

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# Practicing the “Take Five” Process

By Paul H. Webb

Dave Brubeck changed traditional jazz structure with 5-beats per measure in the famous jazz classic, “Take Five.” Unique approaches to music, as well as unique approaches to management, take a new direction with both music and dealership profits.

As auto industry managers, we follow the daily and monthly beat of swings in profits and losses. How would music exist without the vibrations that create sound? How would managers measure their performance without reports and meetings? Each day we have the ability to give “sound” to the people we manage. This article addresses the age-old formula for managing coworkers know

*“Practice the “Take Five” process by listening to the sounds of prospect and promise from the people we care about most.”*

as feedback on performance – or making noise that inspires and motivates.

Each day in the dealership we have the opportunity to coach and inspire. It’s the timing. It’s the speed of the day that limits the most important ingredient for managing others,

we get busy and forget, or just can’t fit it in – the feedback on performance is missed. This contributes to the number one reason workers say on exit interviews for their separation from the company: “I just don’t know where I stand – no one tells me how I’m doing.”

Our days are full with early travel to work, meetings that last too long, cumbersome reports and recurring petty issues. We lose the most important duty as managers. The ability to lead through example and to



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inspire others. Here is the opportunity to take advantage of the classic Brubeck jazz classic and to “Take Five” minutes. It’s these five minutes – coaching and complimenting workers – on a daily basis, that gets the tempo and tonality on the right track.

As you go about your daily routine, take a tip from the Brubeck song and using a reminder; caring a nickel in your pocket – practice the “Five Minute – This Is How You’re Doing – And I’m Glad You’re Doing It” employee review.

You can practice it in the hallway, out back by the vending machines, at the morning coffee machine in your office; these Five Sentences:

- How are things going?
- This is how you’re doing, and I’m glad you’re doing it.
- I appreciate your efforts.
- Thanks for your contribution.
- Let me know if you need help.

A manager of a large dealership was shocked when her top sales

producer suddenly resigned. Sometimes we forget to pay attention to the top producers, thinking the rewards of money are enough to sustain them. Time spent, even as little as five minutes a few times a week, catching people doing something right and telling them so, was the missing ingredient.

It’s not important that you know Brubeck’s classic song. It is important that you practice a productive activity that inspires others. We have a give-and-take relationship with workers, and as managers it’s our responsibility to provide them with the opportunity to grow and profit.

So remember, and carry a nickel to remind yourself. Practice the “Take Five” process by listening to the sounds of prospect and promise from the people we care about most.

*Paul H. Webb is CEO of Paul Webb Training, Webb Virtual Training and Street Smart / I.T.S., Inc., companies*

*whose clients range from vehicle manufacturers, state and national auto industry associations, dealer groups and individual dealerships.*

*Webb began his automotive career in 1988 and has presented training and consulting to automotive OEM’s, NADA Dealer 20 Groups, NADA 2004/5/6/7 Management Seminars, NADA 2005/6/7 Conventions, state associations and hundreds of individual dealerships. As director of training for both private and publicly owned dealership groups, Webb has delivered customized sales and management training programs to increase profits as much as 142 percent, plus increasing one dealership’s used vehicle operation from 438 units per month to a record 719 pre-owned vehicles in one month. Visit his companies online at [www.WebbVT.com](http://www.WebbVT.com); [www.PaulWebbTraining.com](http://www.PaulWebbTraining.com); [www.StreetSmartSalesTraining.com](http://www.StreetSmartSalesTraining.com). Contact him at (888) 469-7117 and at [Paul@WebbVT.com](mailto:Paul@WebbVT.com).*

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# NADA Director's Column

## New Workshops to be Offered at 2008 Convention

By Southern California NADA Director John Symes of Symes Auto Group, Pasadena

**N**ADA Management Education will introduce a number of fresh workshop topics and speakers at NADA's 2008 convention, to be held Feb. 9-12 in San Francisco. There will be 600 exhibiting companies occupying close to 400,000 net square feet. The new Moscone West will house registration, exhibits, franchise meetings, and workshops, as well as a German Hoffbrau and a wine tasting area.

Other speakers include:

- ❖ GM Chairman and CEO, Rick Wagoner, Saturday, Feb. 9;
- ❖ Comedian and The Tonight Show host Jay Leno, Saturday, Feb. 9;
- ❖ ABC News anchor and reporter Bob Woodruff and his wife, Lee, Sunday, Feb. 10;
- ❖ Longtime NBC newsman and author, Tom Brokaw, Monday, Feb. 11; and
- ❖ Author Jeffrey Gitomer, Tuesday, Feb. 12

Of the 47 speakers presenting

workshops, 18 are new to the convention according to workshop manager Kerry Husk. "Although most of the top-rated topics and speakers are returning," Husk said, "we're continually improving the program to give attendees the very best in up-to-the-minute information and ideas." Also, for the first time, all workshops will be made available on Audio PowerPoint, which means attendees will be able to hear the presentations and watch the slides on recordings provided by our longtime conference recording partner, Playback Now. Visit [www.nada.org/convention](http://www.nada.org/convention) for information and to register. Convention pre-registration closes December 21, 2007.

NADA will offer a condensed version of its popular "Lifetime to Profits" workshop the day before the convention, from 1:30 p.m. to 5:30 p.m. on Friday, Feb. 8, in Gateway 104 (Moscone South, exhibit level). The workshop will

cover cash management and variable and fixed operations. For maximum benefit, dealers are encouraged to bring their financial statements. This is the first time NADA has expanded its workshop offerings to include the Friday before the convention.

NADA warns convention exhibitors that an organization calling itself "National Travel Planners" (NTP) has been contacting exhibitors for NADA's 2008 Convention and Exhibition in an San Francisco and offering to rent them rooms for the event. NADA does not have any business arrangement with NTP and has not authorized NTP to make reservations for the convention. Please make your reservations for San Francisco only through NADA's official housing bureau, Experiment.

### In Other NADA NEWS...

NADA's Web site, [www.nada.org](http://www.nada.org), has received the 2007 *Standard of Excellence WebAward* from the

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**Web Marketing Association.** The WebAward recognizes the standards for which all Web sites should strive, according to the WMA. NADA's Web site was judged on seven criteria: innovation, content, technology, interactivity, copywriting and ease of use. NADA won the award for the association category.

#### **In Legislative News...**

**Senate Finance Committee Chairman Sen. Max Baucus (D-Mont.)** publicly pledged to consider legislation to permanently reduce the death tax next spring. Sen. John Kyl (R-Ariz.) withdrew an estate tax reform amendment from an agricultural incentives tax bill last month with assurances from Baucus that the issue would be formally addressed next spring. With the current death tax relief sunseting back to previous levels in 2010, this issue will be of critical importance to Congress

and family owned dealerships in the coming months. If the current relief is allowed to sunset, the tax will return to a much lower \$1 million exemption, with anything above that taxed at 55 percent. NADA will continue to work with Congress

*NADA's website, [www.nada.org](http://www.nada.org), has received the 2007 Standard of Excellence WebAward from the Web Marketing Association.*

toward a permanent solution before the reforms sunset back to an unacceptable 55 percent rate. It is imperative that dealers continue to express to lawmakers the effects of the death tax on their dealerships and the need for permanent reform.

**NADA's Regulatory Review**, which is published quarterly by the NADA Public and Legal Affairs Groups, contains the latest federal regulatory developments that affect franchised new-vehicle dealers. Regulatory Review is now avail-

able on NADA's Web site at [www.nada.org](http://www.nada.org) under publications.

The 9<sup>th</sup> U.S. Circuit Court of Appeals recently ordered the National Highway Traffic Safety Administration (NHTSA) to reconsider its light truck corporate average fuel economy standards. Among other things, the court directed NHTSA to consider potential climate-change benefits associated with higher fuel-economy mandates, to review its "passenger automobile" and "light truck" definitions, and to reconsider its decision not to regulate 8,500 lb. – 10,000 lb. GVWR pickups. What's more, for the first time ever in the 25 plus-year history of the CAFÉ program, the court ordered NHTSA to prepare an environmental impact statement.

The ruling throws into question what, if any, light-truck standards apply to manufacturers for MY 2008 and beyond. For MY 2008-2010, NHTSA's rule had provided light-truck manufacturers with the flexibility to comply either with a "reformed" attribute-based standard or a traditional fleet average-based standard. NHTSA which has yet to indicate whether it will appeal the court's ruling, and is likely to seek a clarification from the court on which light-truck CAFÉ standards currently apply. Notably, the court found in favor of NHTSA's use of cost/benefit analyses when setting CAFÉ standards, a position supported by an amicus brief filed by NADA last March.

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# Kelly's Korner | Types of Insurance Licenses

By Jan Kelly, president of Kelly Enterprises

Every state has a Department of Insurance that governs the insurance business in that particular state. For the dealership and F&I industries, there are only a few different license classifications to be concerned about.

Let's review the specific F&I products and what insurance licenses they fall under. Please keep in mind that I am writing about generalities. Check with your own individual state Department of Insurance for verification.

Products: Credit life, and accident and health policies. License required: Life and Disability License, **Or** a Life Only License in addition to a Property and Casualty License, **Or** a Limited Lines License, also known as a Credit Insurance License (Some states have these, others demand a class "A" insurance license.)

Licenses must be renewed and class "A" insurance licenses require continuing education. The required hours for continuing education vary with each state. Please note that disability

insurance falls under two types of licenses, both the Property and Casualty License, and the Life and Disability License.

(1) Life Only License - Class "A" - This license is needed by those who sell life insurance, such as Met Life, New York Life, Symetra Life or United Life;

(2) Life and Disability License - Class "A" - This allows the agent to sell hospitalization and disability insurance, in addition to other products offered by life insurance companies. In many states, F&I personnel must have this license to sell credit insurance policies.

(3) Limited Lines License - F&I people need this license in the state of Oregon to sell credit insurance. This takes a photo, fingerprints and a small processing fee. Credit insurance is so limited in scope that the Oregon Department of Insurance does not require a test for the license.

(4) Property and Casualty License - This is what GAP usually falls under

and it requires a test and continuing education. Some states require a Property and Casualty License to sell GAP policies and unemployment insurance policies.

In most states, service contract vendors are required to have a Property and Casualty License as service contracts usually fall under the property and casualty section of the insurance code.

Some states seem to approve GAP policies and then after awhile they rescind approval. Yet others modify what the policies can do for the customer in the event of a total loss. It is always best to check with the individual Department of Insurance to determine who is approved to do business within your state and what licenses both the vendor and the retailer of the product require.

**Jan Kelly, President of Kelly Enterprises, is a sales trainer and consultant, convention speaker and author. For information, please visit [www.JLKelly.com](http://www.JLKelly.com).**

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# Preventing After-Hours Oil Spills

Every so often, a dealership has a spill of oil/ATF from their bulk storage tanks on the floor of the shop area after hours or on a weekend.

By Sam Celly,  
Celly Services, Inc.

The leak source can be attributed to equipment failure as follows:

### *Metering Pump Failure*

In one case, the metering pump controlled by the parts department to regulate the dispensing of oil failed, creating a backpressure that emptied out the entire oil tank on the shop floor and then some to the storm sewers.

### *Separation of Dispenser and Hose*

The new dispenser and hoses installed did not have a tight fit and on a weekend the dispenser unit came off, resulting in emptying out the oil tank even though the compressor had been shut off. Oil

spill damaged the lot and entered the storm sewers resulting in extensive cleanup and regulatory activity.

### *Pipe Leakage*

The pipes carrying the oil from the oil tanks to the shop burst, resulting in an oil spill on the shop floor. Even though none was discharged to the storm sewers, there was significant product loss and cleanup activity, not to mention productivity loss as the shop had to be shut down for a few days.

In each of the cases where oil had spilled to the storm sewers, extensive regulatory enforcement activity

followed. Cleanup of the entire lot and service department had to be undertaken as well, along with cleanup performed on the complete storm sewer system impacted by the oil spill. The price tag, in each of the cases, was tens of thousand of dollars! The SPCC Plan prepared by the dealership was also summoned by the federal EPA and the dealership underwent rigorous questioning. The remedial measures to avoid such disasters are straightforward, easy and inexpensive to install as compared to the potential for an expensive and troublesome spill.

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### ***Will Shut Off Air To Dispensers During Non-Shop Hours***

Place a solenoid valve with a timer in the air-line to the oil tank dispensers. With the help of a preset timer, the valve will automatically shut off air to the dispenser pump during non-shop hours, thereby preventing any spills. Note that leaks or spills in the shop area *during* shop hours are not an issue, as they are detected immediately and addressed by the shop staff in a timely manner. Compressed air required by the detail staff or others will still be available even though air is not available to the dispenser pumps.

### ***Training Employees To Shut Air To Dispensers By Hand Valve Is Not Effective***

A hand-operated valve would do

the same job as shutting the air with a solenoid valve as discussed above, but is prone to human errors. Shop porters or other shop staff will have to be trained and routinely reminded to ensure that they are carrying on the job of shutting air during non-shop hours. A shop porter trained to shut off the valve might be absent or no longer an employee, resulting in the discontinuation of the air shut off procedure. An automatic valve with in-line timer as discussed above does not have the human limitation. Keep in mind that the mechanical device must be tested for proper operation and serviced on a periodic basis.

### ***Compressors On The Timer***

Some dealerships have compressors with a timer to shut them at the end of the work shift. However, there is

enough air in the air-storage tank, even after compressor has been shut off, that can empty the oil tank of hundreds of gallons when a leak occurs down stream in the hoses, dispenser or the metering pump. Therefore, this procedure is of limited use in preventing spills. To prevent corrosion to the air tank, many companies have an employee drain the air tank on a daily basis, but this procedure faces the same limitations of human error as discussed earlier.

This article was authored by Sam Celly of Celly Services, Inc. Celly has been helping automobile dealers since 1987. He is a certified safety professional and a registered environmental assessor. Contact him at [sam@cellyservices.com](mailto:sam@cellyservices.com).



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