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YOUR ASSOCIATION NEWS UPDATE

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June/July 2006

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Southeast ROP Students Participate in National Automotive Technology Competition

More than \$3.5 Million Dollars in Scholarships & Prizes Awarded to Participants

Kevin La and Nick Machuca, high school students from John Glen High School in Norwalk represented the SMCDA at the 2006 National Automotive Technology Competition. The competition, the auto industry's largest school-to-work initiative, pits the nation's best high school automotive vocational education students against one another for the title of 'America's Top Technician'.

The National Finals, held in New York in conjunction with the New York International Automobile Show, are possible thanks to the generous contributions of over 125 industry sponsors including automakers, industry organizations, OEM suppliers, educational institutions, and dealers associations from across the country. This year, prizes and scholarships totaling more than \$3.5 million were awarded to the participants. Snap-on, the competition's Official Tool Supplier, provided tool sets to all competitors and General Motors awarded two Chevy Cobalt cars to the winning team, upon completion of the students' post-secondary education.

"In addition to the valuable prizes and scholarships that these students win, the National Automotive Technology Competition is an oppor-

tunity for some of the best students in America to be introduced to various automobile manufacturers, auto dealers, auto industry suppliers, and college recruiters," said the students



Nick Machuca and Kevin La, students at Southeast ROP in Cerritos, diagnose a bugged Mini Cooper at the 2006 National Automotive Technology Competition in New York.

instructor, Marty Supple. "These students represent the future of the industry and will become the single most important link between manufacturer and the consumer."

The rules of the contest are simple. Each team of students is assigned an automobile (SMCDA's car was a Mini Cooper) that is rigged to malfunction in a number of ways. Using a repair order with actual complaints, the student teams must diagnose and repair the problem within the allotted time, using the manufacturer's specialty

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A Message From the President

Take a look at this issue of *The Southlander* and you can see the SMCDA is full steam ahead with supporting education for our industry. And it stands to reason, with the industry's immediate need for 37,000 techs nationwide and an estimated 3,500 per year for the next ten years in California alone, we have a responsibility to address this issue. Our big project, "The Southland Cerritos Center for Transportation Technologies" is moving forward faster than anticipated; almost all of the programs are in place three years before for the building and facilities will be completed. That's not to say the \$15-17 million expansion to the current facility is behind schedule; it's not. The college has simply been so successful in putting in place programs that will be available to automotive students from the high school level to dealership employees interested in earning a bachelor's degree in automotive marketing.

The scope of this project is impressive. The current facility sits on about three acres, has upwards of 30 service bays and is used continuously from 8 a.m. to 10 p.m. Monday through Thursday and to 3 p.m. on Fridays. The expansion will add additional service bays, address alternative fuels education, and will be a regional center for training within our industry. For Cerritos College's part, it has committed \$12 million towards the project and we have committed to helping raise the remaining \$3-5 million. That's not a bad deal if you consider the land value of the property on the site (roughly \$3-\$5 million per acre), the use of the existing training labs, and add the value of the renovations and expansion: industry is getting a 10-to-1 return on its money.

People are taking note. Steve Finlay, editor of *Ward's Dealer* magazine, mentioned the center in his column in last May's issue (see insert) and there has been newspaper coverage as well. For our part, we have given several manufacturers tours of the campus, had discussions with the architects, and identified two immediate ways you can be part of the project. We have moved our golf tournament and have dedicated all the proceeds from it to go toward scholarships for students attending the campus. We've also entered into an office supply program with Staples that should not only save you money on your supplies, but will also direct a portion of the funds toward the project. I look forward to continuing our work in these efforts.

Sincerely,

John Peterson, Jr.



John Peterson, Jr.
Cormier Chevrolet/Hyundai

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(left to right: Todd Leutheuser (SMCDA Executive Director), Lowell Hunsald (UUG Regional Claims Manager), Rex Lyon, Jr. (UUG Regional Sales Manager), and Bud Collins (UUG Regional Underwriting Manager))

The Southland Motor Car Dealers Association Endorses Universal Underwriters Group

We are pleased to be continuing our partnership with Universal Underwriters Group on programs which benefit Southland automobile dealers. As a result of this partnership, the SMCDA renewed its endorsement of Universal Underwriters' products and services, including:

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Continued from page 9

there were 8 reportable transactions out of 3,000 total transactions during the review period, and (ii) 4 of the 8 were not reported “apparently because the F&I managers responsible for these sales did not bring them to the attention” of the CFO. None of the four unreported transactions involved money laundering or other illicit activity. The IRS agent conducting the review subsequently recommended a fine of \$100,000 (4 violations x \$25,000 per violation) after determining, according to the court, that the dealership’s prior defaults and its executives’ general knowledge of the cash reporting requirement made “any subsequent failure to file automatically willful.”

The IRS agent conducting the

review subsequently recommended a fine of \$100,000.

The court rejected this approach stating that it “impermissibly changes an intent-based statute into one of strict liability.” After reviewing all the facts and circumstances, including the dealership’s “desire to comply with the law (as) demonstrated by its efforts to set up a system that would identify reportable transactions,” the court concluded that the dealership did not “intentionally disregard” the cash reporting requirement and ordered a refund to the dealership of \$100,000 plus prejudgment interest from the date the dealership paid the penalties.

SOUTHLAND MOTOR CAR DEALERS ASSOCIATION'S



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Tournament to raise scholarship funds for students attending the Southland Cerritos Center for Transportation Technologies.



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"Value for your money, quality for your time"

Continued from cover

"I was a little concerned when we found out we were working on a Mini, but after realizing how advanced the car's diagnostic equipment is, I think we got pretty lucky." -- Nick Machuca, student competitor

customer tools. Each “bug” correctly diagnosed and repaired is worth a number of points, depending on the level of difficulty.

In addition, the students’ knowledge of emissions control systems, alignment, electrical test equipment, airbag components, oscilloscope usage and mechanical measurement equipment is tested during a series of intensive work station sessions. To prepare for the competition, students trained at Long Beach BMW/Mini for over 40 hours with Chris Roberson, one of the dealership’s master technicians.

after school program with the Southeast Regional Occupation Center (ROP) and take classes at the Southland Cerritos Center of Transportation Technologies at Cerritos College. The entitled “Automotive



Careers Institute” is a unique partnership with the Southeast ROP, Cerritos College, and ABC and Norwalk-La Mirada Unified

Cerritos College. High school students can go from ROP certification to Cerritos College certification or degree program, all the

way to a bachelor’s degree in Automotive Management or Marketing from Northwood University.

The National Automotive Technology Competition was founded by the Greater New York Automobile Dealers Association, held at the New York

International Auto Show. It is an industry-wide school-to-work initiative supported by nearly every major automaker, technical institutions, OEM suppliers, automotive parts and supplies companies, individual dealers, and dealers associations across the country.



At top: Machuca and La were among nearly 50 other competitors. At left: Long Beach BMW master tech Chris Roberson and dealer Ryan Autrey give last-minute instructions to the students before leaving for New York.

“Working with Chris was a great experience”, said Machuca “I was a little concerned when we found out we were working on a Mini, but after realizing how advanced the car’s diagnostic equipment is, I think we got pretty lucky.”

The students are enrolled in an

School Districts.

The goal of this innovative program for juniors and seniors is to graduate high school students who will continue their education in auto tech training at Cerritos College, leading to certification or an associate’s degree from

Cerritos College Receives \$450K Grant for High School Outreach Program

Funding Made Possible Through State Chancellor's Office

Cerritos College announced in May that it has received \$450,000 in grant funding from the California Community College Chancellor's Office toward a "Southland Cerritos Transportation Career Pathways" project. Cerritos College's proposal for funding in the "Quick Start Partnerships in Advanced Transportation" category won in a competitive bid among state community colleges for only seven available grants.

The Southland Cerritos Transportation Career Pathways program will expand and replicate a successful Automotive Career

Institute (ACI) training model for high school students piloted at the College in September 2005. The (ACI) was formed in partnership with the Southeast ROP and ABC and Norwalk/La Mirada Unified School Districts enabled through the assistance of the SMCDA.

The existing ACI program was developed to provide automotive career opportunities to students at schools in which there are no automotive training programs. The goal is to increase the numbers of high school students entering the industry as new technicians using Cerritos College as a pipeline.

Courses are taught at Cerritos College and are designed to provide students with a comprehensive experience in automotive technology and advanced transportation technology. Core curriculum for the program includes courses such as "Introduction to Automotive," "Introduction to Auto Body," "Automotive Engines" and "Automotive Design Marketing and Management."

"Our funding award through the chancellor's office will provide for expansion of the ACI pilot to other high school/ROP programs," explained Dr. Randy Peebles, dean

Federal Court Issues Guidance on Cash Reporting Penalties

Excerpts from a memo written by Paul Metrey, NADA's director of Legal and Regulatory Affairs

Ruling indicates dealerships not subject to heightened penalties

In a recent opinion that underscores the need for a comprehensive cash reporting compliance program, the U.S. District Court for the Eastern District of Virginia has ruled that a dealership is not subject to the heightened "intentional disregard" penalty for cash reporting violations that resulted from simple "mistakes" and not a conscious decision to forego the cash reporting requirement.

The decision, Tysinger Motor Company v. U.S., No.2:04cv202 (E.E. Va. Apr. 6, 2006), is only

The IRS agent conducting the review subsequently recommended a fine of \$100,000... the court rejected this approach...due, in part, to the dealership's desire to comply with the law...

binding in the Eastern District of Virginia. However, it provides useful guidance elsewhere because it is the only known dealer-specific court opinion that explains the standard the IRS must meet to impose the \$25,000 per violation intentional disregard penalty instead of the standard \$50 per violation penalty for failing to file IRS/FinCEN Form 8300 when receiving more than \$10,000 in cash or cash equivalents in a single transaction or two or more related transactions. In short, the IRS conducted audits in 1992 and 1996 revealing that the dealership had not filed several required cash reports. Following the 1996

audit, the IRS assessed \$50 per violation penalties against the dealership and required the dealer and CFO to sign an "Acknowledgment of Requirement to File Form 8300." The dealer subsequently directed his well-qualified CFO to design and implement a system for identifying cash transactions that trigger the cash reporting requirement. According to the court, the dealership's "Form 8300 Compliance System ... involved far more than oral instructions" and included training by the CFO, a cash transaction checklist for finance managers, the circulation of a memorandum describing the new cash reporting and compliance system, and an explanation of the cash reporting requirement in the dealership's Employee Handbook.

Despite these efforts, a subsequent audit revealed that: (i)

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Bachelor's Degree Program Welcomes Leader

Javier Garza has joined Cerritos College's campus as program center manager for Northwood University. In his new role, Garza will be advising students who are interested in a new bachelor's degree program offered through an agreement between Northwood University and Cerritos College. Garza will also be promoting the program within the community and in the surrounding auto industry as well as serving as a liaison between Northwood University and Cerritos College.

By serving as a "campus within a campus" at Cerritos College, Northwood provides a means for students who have earned their associate's degree at Cerritos College to enroll in Northwood University's program to earn a bachelor's of business administration (BBA) degree.

Students interested in pursuing a career in the automotive industry can also obtain a double major in management and automotive marketing. The articulation agreement between Cerritos College and Northwood University is effective immediately, and students

enrolled in some classes can begin applying their credits toward the bachelor's degree.

Northwood University classes, taught on Cerritos College's campus by Northwood professors, will begin with the fall semester in August 2006.

"I'm thrilled to be part of this new program, and I look forward to a cohort of students beginning in fall 2006," said Garza, who is a resident of La Mirada.

Prior to Northwood University, Garza served as marketing project manager at La Opinión—the nation's leading Spanish-language newspaper. Garza has also spent time providing marketing leadership for Sopp Chevrolet.

Garza graduated from UCLA with a double major in history and political science. He also holds a master's degree in international relations from USC. Garza is a veteran of the United States Air Force, where he served in Greece



Javier Garza is Northwood University's West Coast Program Center manager.

and Texas.

Garza said that students interested in the new automotive marketing management program offered through Cerritos College and Northwood University have everything to gain from the opportunity to save money by attending all classes on Cerritos College's campus and taking higher-level courses from Northwood University instructors.

For more information, Please contact Garza at garzaj@northwood.edu.

of Cerritos College Technology and Business Division.

"We'll be able to enroll an additional 65 students per program year, and we also will be able to expand curriculum for teaching about alternative fuels."

Peebles also said that additional replication of the ACI pilot will be undertaken and supported through community college partners.

"Our training modules will also be incorporated into existing high school curriculum so that there's a clear career pathway that channels students into the transportation field through outreach programs for the middle/junior high schools," said Peebles.

Cerritos College Vice President of Academic Affairs Bill Farmer detailed the plan further.

"By providing parents and students with connections to high schools that offer automotive technology, we will be able to build program strength and give students a path for their career interest," Farmer said.

"This is a partnership that will have truly positive effect on all stu-

dents—both at the high school and college levels."

The program has been funded for a 24-month period beginning June 1, 2006, and Cerritos College personnel are planning to get two addi-

"We'll be able to enroll an additional 65 students per program year, and we also will be able to expand curriculum for teaching about alternative fuels."

-- Dr. Randy Peebles, Cerritos College

tional classes filled for the fall 2006.

A total of seven grants were awarded by the chancellor's office in each of the following areas: Quick Start Partnerships in Advanced Transportation; Quick Start Partnerships in Applied Competitive Technologies; Quick Start Partnerships in Bioscience/Biotechnologies; Quick Start Partnerships in Environmental Technologies; Quick Start Partnerships in GIS/GPS; Quick Start Partnerships in Allied Health; and Quick Start Partnerships in Multimedia/Entertainment. Each

districts' grant applications were reviewed and competitively scored by field representatives in compliance with chancellor's office procedures.

A further benefit to students is Cerritos College's newly established articulation agreement with Northwood University,

which allows students enrolled in some classes to begin applying their credits toward a bachelor's degree in business that can be tailored to emphasis in automotive marketing. Northwood University classes, taught on Cerritos College's campus by Northwood professors, will begin with the fall semester in August 2006.

For more information about the bachelor's degree offered by Cerritos College and Northwood University, please contact Program Manager Javier Garza at (562) 860-2451, ext. 2905 or garzaj@northwood.edu.

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NADA Director's Column | Make Government Affairs Your Business

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

One of the best ways to help your own business, and the industry in general, is to talk to your representatives in Congress when legislation that affects dealers is about to come up for a vote.

The Senate plans to vote on permanent repeal of the estate tax this month. (Though the tax has been phased out through 2011, it will be reinstated if Congress does not permanently outlaw it.) The estate-tax issue is a vital one for dealers: Ninety-two percent of new-vehicle dealerships are family-owned and operated, and many dealers plan to pass their businesses down to their children. But the estate tax—or death tax—can place a heavy finan-

cial burden on dealerships. A dealer usually cannot sell a part of his or her business for quick cash. Often, he or she must invest in expensive life insurance to have enough liquidity to pay the tax.

As part of NADA's continuing efforts to secure permanent repeal, the association is playing a leadership role in the Family Business Estate Tax Coalition. The coalition successfully enacted the existing estate tax phaseout and was instrumental in House passage of the repeal bill last year. Mary Jo Eustice, the NADA lobbyist with primary responsibility for the death-tax issue and a founding member of the coalition, has been

named a co-director of the coalition for 2006.

NADA's Legislative Office continues to meet with senators and their staffs, following up on contacts made by NADA directors during the Government Relations Committee meeting at the end of March. But you, too, should call your senators today at 202/224-3121 to urge them to vote for repeal. For more information, please contact NADA's Legislative Office at 800/563-1556.

NADA's other recent legislative efforts: NADA's Government Relations Committee met in Washington in late March to discuss with members of Congress,

including Rep. Bill Shuster (R-Pa.), Sen. Richard Burr (R-N.C.), and Rep. Lynn Westmoreland (R-Ga.), other top legislative priorities, including the pending national credit-freeze bill and NADA's push for insurance companies to disclose the VINs of total-loss vehicles in a publicly accessible database.

Congress should create a federal database to track the estimated 600,000 vehicles damaged by Hurricane Katrina to prevent them from being sold to unsuspecting consumers. That's what David Regan, NADA vice president of legislative affairs, told a U.S. House of Representatives subcommittee in March. He called on insurance companies and state titling agencies to provide consumers access to VIN-based data before they buy used cars.

Congress already has granted the Department of Justice the authority to make insurance companies disclose total-loss data and salvage auction data, and Congress should

“As part of NADA's continuing efforts to secure permanent repeal, the association is playing a leadership role in the Family Business Estate Tax Coalition.”

press the DOJ to act because “an accurate and publicly accessible total-loss database would curb fraudulent activity dramatically,” Regan said.

Regan also called for:

Greater transparency: “All states should carry forward prior brands when issuing new titles. States should brand registrations as well as titles.”

More timeliness: “The insurance companies should disclose total-

loss data at the time the total-loss payout occurs. Also, state DMVs should work with the private sector to push title data into the public domain faster.”

Better use of technology: “DMVs should make title data commercially available on a daily basis to the information industry, [which] has the technology to dramatically enhance public disclosure of insurance company information about total-loss vehicles and salvage auction sales data.”

Regan said the combination of electronic access to total-loss data and faster access to DMV data will enable consumers and dealers to fight motor vehicle fraud.

NADA chief legislative counsel Robert Braziel told a House Energy and Commerce Committee subcommittee last fall that a bill (H.R. 2048) that would give the Federal Trade Commission the authority to make rules governing the flow of vehicle service, training and tool information is unnecessary. Braziel testified that automakers already make needed information readily available to aftermarket service providers as well as franchised dealers, and the bill could encourage private lawsuits against automakers under state laws and compromise intellectual property rights.

Rep. Lynn Westmoreland (R-Ga.) is leading the NADA-backed effort to derail further federal government control over the automotive repair industry. The bill is being pushed at the behest of large parts distributors—not service providers, who oppose additional federal government involvement in the industry.

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