

GCADA e-Newsire

Greater Cleveland Automobile Dealers' Association

GCADA "Teams Up" with Cleveland Indians & Safety Groups Urging Motorists to Buckle Up

ISSUE II – 2004



Cleveland, Ohio – The Greater Cleveland Automobile Dealers' Association "teamed up" with the Cleveland Indians and Rainbow Babies & Children's Hospital promoting increased usage of safety/seat belts during the kickoff of "What's Holding You Back? Click It or Ticket" campaign.

The media event, held Monday, May 24, 2004 at Jacob's Field's Terrace Club, illustrated the potentially long-reaching impact of choosing to travel in motor vehicles unrestrained.



Gary S. Adams, GCADA president, discusses vehicle and passenger safety during the kickoff of "What's Holding You Back? Click It or Ticket" campaign at Jacob's Field.

Speakers representing law enforcement, trauma surgery, crash reconstruction, insurance industry and GCADA shared their experiences in dealing with the aftermath of serious motor vehicle crashes and improving vehicle safety.

"Driving and vehicle safety is something that should concern every driver on the road, as it concerns our franchised new-car and truck dealer body of the Greater Cleveland Automobile Dealers' Association and our hundreds of thousands of customers each year in northern Ohio," said Gary S. Adams, GCADA president.

"Motor vehicle crashes are the leading cause of death for Americans ages 1 to 34 and among the top 10 causes of death at all ages," said Kathryn Wesolowski, injury prevention director, Rainbow Pediatric Trauma Center. "Seat belts are the most effective means of reducing risk of injury or death in motor vehicle crashes."

This year's "What's Holding You Back?/Click It or Ticket" campaign ran from May 24

to June 6, 2004. Law enforcement has adopted a zero-tolerance policy for those not buckling up. The Click It or Ticket campaign is a nationwide effort coordinated by the National Highway Traffic Safety Administration and is being incorporated with Ohio's What's Holding You Back? campaign.

"The good news is that vehicles manufactured today are much safer than they were decades ago with safety features like front and side airbags, anti-lock braking systems and soon to be manufactured "smart cars" continuing to improve as technology advances, but simply, safety belt usage is the first line of defense," Adams added.

The Rainbow Community Safety & Resource Center, which is the lead agency for the Greater Cleveland Safe Communities Coalition, coordinated enforcement efforts throughout Cuyahoga County. Rainbow Babies & Children's Hospital is the lead agency for the Cuyahoga County Speed, Reckless, and Aggressive Driving Reduction

SEE BUCKLE UP (Cont'd on pg. 4)

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Michelle Sartor (center), business development manager, and Nick Abraham (right), president of Nick Abraham Ford in Elyria, Ohio, present two CPR units valued at \$1,800 to Judy Skillicorn, Elyria City Health Board president, at the dealership on May 12, 2004.

Auto Dealers Donate CPR Units to the Community

Elyria, Ohio – The Elyria City Health Department hopes to teach hundreds of Lorain County employees how to perform “life saving” cardiopulmonary resuscitation (CPR) on an adult or infant in distress.

The health department's training program was enhanced Wednesday, May 12, 2004 by the donation of a Resusci Anne Complete and Resusci Baby Complete CPR units – a \$1,800 value – from Michelle Sartor, business development manager, and Nick Abraham, president of Abraham Automall and

Abraham Ford in Elyria on behalf of the Greater Cleveland Automobile Dealers Association (GCADA) and the National Automobile Dealers Charitable Foundation (NADCF).

“It is our intent to be able to provide in-house recertification and certification for the public health nurses,” said Kathryn C. Boylan, Elyria City Health Department commissioner. “We will also be able to offer CPR training to persons in other city departments that need to be re-certified.”

NADCF has donated more than 3,600 CPR manikins and Little Anne automated external defibrillator (AED) training units worth over \$2 million to civic and safety organizations since the Foundation was

established in 1975. About 1.9 million people have been trained on the manikins donated by NADCF.

Common situations that require CPR are often related to an airway loss that leads to respiratory or cardiac arrest. Conditions are severe asthma, seizures and a variety of respiratory conditions as well as head injury and other types of traumatic conditions, like choking and near-drowning situations.

“If the right kind of treatment can be given to a victim in distress within seconds after he or she is stricken, the chances are good that a life can be saved,” Mr. Abraham said. “Dealers throughout the country and northern Ohio have devoted much of their time and money to the development of community projects that enrich and can potentially save lives.”

In 2004, other CPR donations in Ohio include: YMCA of Greater Cleveland/Geauga Branch in Chardon; Edon Northwest Schools; Anne Grady Corp. in Hilliard; American Red Cross of Northern Miami County in Troy; Defiance County Chapter American Red Cross in Defiance; Monclora Township Fire/Rescue; Ralph J. Stolle Countryside YMCA in Lebanon; Wyandot Memorial Hospital in Upper Sandusky; American Red Cross, Dayton Area Chapter; City of Clayton Fire Department in Englewood; Delaware County EMS in Delaware; Franklin County Coroner's Office in Columbus; Rainbow Child Care Center in Coshocton; American Red Cross of Columbus; YMCA Willson Outdoor Center in Bellefontaine; Liberty County Volunteer Fire Department in Kimbolton; Cincinnati State, EMT Program; American Red Cross of Delaware County in Delaware.

NADCF is part of the National Automobile Dealers Association, located in McLean, VA, which includes 20,000 franchised new-car and truck dealers in the country. GCADA represents 235 dealers in a 14-county region of northern Ohio.

GCADA's T.E.A.M. Human Resource Certification Process Underway!

The mission of the Greater Cleveland Automobile Dealers' Association's T.E.A.M. Human Resource Management Program is to help franchised motor vehicle dealerships build their operations, increase efficiency and profitability with an emphasis on keeping dealerships in compliance with all industry specific federal and state laws, rules and regulations.

To date, 66 dealerships have participated in the T.E.A.M. Program and many more have called on T.E.A.M.'s expertise in handling difficult employment issues.

The HR management team of Patrick Harrington and Sue Wilder has introduced monthly, key training sessions, which began in January 2004. These sessions address HR issues that dealerships face daily, and deliver a planned, precise, program that is preventing costly dealership mistakes. Attendance at the sessions has been solid.

The training series consists of five sessions and once completed,



GCADA's Management T.E.A.M. of Sue Wilder (left) and Patrick Harrington (right) present Jeanite Capretto of Nick Mayer Lincoln Mercury in Westlake, Ohio with a certificate on June 10, 2004.

participants receive a special certification in HR management.

The series will be repeated again beginning July 20. Participants that still need a session to earn certification will be able to do so.

To date, ten dealership employees have attended all parts of the series and have received their certification.

They include: Elaine Walters, Axelrod Pontiac; Jeanite Capretto,

Nick Mayer Lincoln Mercury; Joel Howson, Sunnyside Auto Group; Lisa Torres, Rick Case Automotive; Mary Jo Root, Serpentine Auto Group; Pat Bigelow, Doug Chevrolet; Tracie Lee Baumgardner, Doug Chevrolet; Scott Watters, Motorcars Honda; Tracy Weber, Cascade Auto Group; and Sherri Miller-Frangello from Ganley Oldsmobile.

For more information, please contact Patrick Harrington or Sue Wilder at 440.746.1500.

OSHA Activity Increases at Dealerships

The Occupational Safety and Health Administration (OSHA) has recently been actively investigating complaints filed against local dealerships. Three complaints have been logged against dealers and have resulted in one on site visit and two fax complaints. The results of the complaints have not been determined, however there are few good reminders that are applicable to all OSHA situations:

► **Do you have HAZCOM (Hazard Communication) records for all employees currently working at your dealership?**

One of the first questions an OSHA inspector will ask is to see a copy of your HAZCOM records for a particular employee, a set of employees in an affected department or all employees. First and foremost, as soon as a new employee is hired, the individual must be provided with instruction on your written HAZCOM Program, Material Safety Data Sheets, Labeling of spray bottles and chemicals, and Emergency Action Procedures. Further, a new employee should be scheduled for a safety class, which covers other items like Personal Protective Equipment, Respiratory Protection, HAZCOM, and Fire Extinguisher Training. **SEE OSHA** (Cont'd on pg. 6)

DON'T GET THROWN OUT!

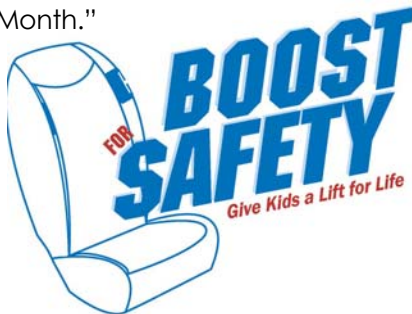
what's holding YOU back?
Click It or Ticket

Twenty "What's Holding You Back?" billboards were placed throughout Cleveland during the campaign, which featured C.C. Sabathia.

NADA Proclaims October "Booster Seat Safety Month"

Dealers Asked to Conduct Child Safety Seat Events

The National Automobile Dealers Association has proclaimed October 2004 as "Booster Seat Safety Month."



Nationwide, dealers will be asked to host booster seat safety events at their dealerships during the monthlong national public awareness campaign.

The national campaign will kick off in Houston on Sept. 23, 2004. Dr. Jeff Runge, administrator, National Highway Traffic Safety Administration, will participate in the event that is designed to bring the issue of booster seat usage to the forefront of public attention.

If your dealership is interested in hosting a booster seat safety event and joining GCADA's campaign in northern Ohio, please contact Chuck Cyrill at 440.746.1500 or email ccyrill@gcada.org.

BUCKLE UP (Cont'd from pg. 1)

Taskforce, a coalition of law enforcement agencies dedicated to making Ohio's roadways safer.

"But one clear fact is that the auto industry has been and remains ready, willing and able to continue their progress in this crucial area, evidenced by cars, crossovers and trucks of all sizes being manufactured today with more potentially life saving safety and protection devices," Adams concluded.

NADA Director, Metro Cleveland Continues Post

McLean, VA – National Automobile Dealers Association (NADA) members in Metropolitan Cleveland have chosen Mark DeLorean, president of DeLorean Cadillac in Lakewood, Ohio, for reelection to the office of NADA Director from Metro Cleveland.

Mr. DeLorean is also a member of the Blue Coats, an organization dedicated to supporting police and firefighters' families.



He's also a member of the Pyramid Club of the Cleveland Clinic as well as a supporter of a number of charities and organizations.

Planning for 2005 Greater Cleveland International Auto Show Underway!

The 2004 Greater Cleveland International Auto Show set an attendance record of 661,030 visitors over a ten-day period. Most important, new vehicle sales surged 7.6 percent in March 2004 in a 19-county region of northern Ohio.

In addition, \$190,000 was raised for the March of Dimes, Epilepsy Association and Crawford Auto-Aviation Museum during "A Night of Lights" Charity Preview Fundraiser. Dealership employees and their families also gathered more than 18,000 pounds of canned food items for the Harvest for Hunger campaign in less than four hours.

Planning and preparation for the **2005 Greater Cleveland International Auto Show** – held Friday, Feb. 25 to Sunday, March 6 at the I-X Center in Cleveland, Ohio – is already underway! The Greater Cleveland Automobile Dealers' Association and our entire Auto Show staff are looking forward to working with you to craft another memorable, productive and successful automotive exhibition.

New-car and truck sales in a 19-county region of northern Ohio – which includes the major cities of Cleveland, Akron, Canton, Youngstown, Lorain, Mansfield, **SEE AUTO SHOW** (Cont'd on pg. 5)

2005
cleveland
auto
show
FEB 26 - MARCH 6
I-X CENTER

NEW VEHICLE SALES IN A 19-COUNTY REGION OF NORTHERN OHIO

January – May 2004

MAKE	May 2004 YTD	May 2003 YTD	%CHG. YTD
ACURA	796	701	13.6
AUDI	482	557	- 13.5
BMW	915	885	3.4
BUICK	2984	3309	- 9.8
CADILLAC	1377	1410	- 2.3
CHEVROLET	16427	17627	- 6.8
CHRYSLER	3931	3669	7.1
DODGE	5475	6322	- 13.4
FORD	15950	17426	- 8.5
GMC	2562	2328	10.1
HONDA	8073	8692	- 7.1
HUMMER	125	171	- 26.9
HYUNDAI	2121	2239	- 5.3
INFINITI	333	358	- 7.0
ISUZU	141	120	18.0
JAGUAR	301	278	8.3
JEEP	3014	2831	6.5
KIA	1083	877	23.5
LAND ROVER	182	174	4.6
LEXUS	1443	1334	8.2
LINCOLN	635	850	- 25.3
MAZDA	1205	985	22.3
MERCEDES-BENZ	468	563	- 16.9
MERCURY	1850	1656	11.7
MINI	180	173	4.0
MITSUBISHI	1241	1521	- 18.4
NISSAN	2415	2091	15.5
OLDSMOBILE	291	955	- 70.0
PONTIAC	4907	5082	- 3.4
PORSCHE	122	88	38.6
SAAB	240	362	- 33.7
SATURN	2253	2483	- 9.3
SUBARU	438	555	- 21.1
SUZUKI	341	337	1.2
TOYOTA	7007	7094	- 1.2
VOLKSWAGEN	1214	1594	- 23.8
VOLVO	498	438	13.7

New-car and truck sales were down 4.9 percent through the first five months of 2004. Sales are based on Ohio Bureau of Motor Vehicle registration reports of consumers residing in a 19-county region of northern Ohio. The counties include: Ashland, Ashtabula, Coshocton, Cuyahoga, Erie, Geauga, Holmes, Huron, Lake, Lorain, Mahoning, Medina, Portage, Richland, Stark, Summit, Trumbull, Tuscarawas and Wayne.

AUTO SHOW (Cont'd from pg. 4)

Sandusky and Ashtabula – exceeded 245,000 units in 2003, about 1.4 percent of total U.S. auto sales.

When you stop and think about it, is there a more effective way to reach consumers than an auto show? As a result of the 2004 show, 23 brands had improved sales in March 2004 compared to same time a year ago.

The Cleveland Auto Show offers your marketing staff the attention of local, regional, state and national media. In addition, concept and production vehicles are highlighted in the show's advertising, publicity efforts, special newspaper tab sections, Internet, television vignettes, as well as showcased to hundreds of thousands of visitors over a ten-day period.

To win the hearts and minds of consumers, publicity is grabbing customers. The most inexpensive and most effective way to grab publicity is to create something. Our public relations team is available to assist you with media announcements, coordinate news stories, photography, set up interviews for your industry spokespeople, and handle all aspects of media relations and publicity.

We invite you and your auto show marketing associates to begin thinking about ways we can work together in our PR efforts to create more media impressions, so that more consumers will see, touch, smell and "kick the tires" of all the new vehicles in the massive 900,000 square feet of exhibit space at the I-X Center.

Also please consider marketing the 2005 Greater Cleveland International Auto Show to your current and prospective customers through a combination of print, television, **direct mail** and online advertising during the first quarter of 2005. We can provide your advertising/marketing agencies with the 2005 Auto Show logo for your direct mail and other promotional items.

Please pass along this letter and our contact information to your auto show marketing executives in charge of the Cleveland Auto Show, so that we can begin crafting promotion/media events that will maximize your vehicle brand publicity. If you have any questions, please contact Chuck Cyrill, Auto Show public relations, at GCADA at 440.746.1500 or email ccyrill@gcada.org to discuss ideas and potential partnerships.

DEADLINE – August 17th

Above-Ground Storage Tank Compliance

As previously announced, a new EPA rule designed to prevent oil spills from entering U.S. waterways impacts dealerships required to have Spill Prevention, Control and Countermeasure (SPCC) Plans. Any dealership with an aboveground oil storage (gasoline, diesel fuel, used or new oils, ATF, paints, thinner, waste thinner) capacity greater than 1,320 gallons must hire a Professional Engineer (PE) to put its SPCC Plan together and to certify that it complies with EPA's rule.

Remember, a 55-gallon or greater drum is included in the 1,320-gallon computation. Other chemicals such as non-oil contaminated antifreeze, virgin antifreeze, cleaning supplies, and windshield washer fluid are not considered in 1,320-gallon computation.

To handle this regulation for effected dealers, your Association has teamed up with T. Environmental Consulting (TEC) to provide P.E. certification to satisfy all federal, state and local ordinances. TEC will provide an on-site SPCC certification for your dealership location. The GCADA cost for an individual dealership will range \$750 to \$1,200 depending on location and size of the dealership.

Effected dealerships have until August 17, 2004 to comply with these new changes. The new rule requires, and TEC will provide the following:

- That SPCC plans include underground storage tanks on required facility maps.
- New standards for the periodic integrity and leak testing of valves and piping, and the regularly scheduled integrity testing of AST's.
- An evaluation of AST's undergoing repair, alteration, reconstruction, or change in service that might

affect the risk of a discharge or failure due to fracture or other catastrophe.

- That buried piping put in place after August 16, 2002 have protective wrapping and coating, cathodic protection or other anti-corrosive protection.

The EPA no longer requires covered dealerships to train all employees on their SPCC Plans. Instead, only oil-handling employees need be trained, which will be included. In addition "usual and customary business records" may serve to record inspections and testing. Lastly an SPCC Plan must be reviewed every five years instead of three, and a PE attestation is no longer required for non-technical amendments.

If have any questions or require more information about TEC, please call Lou Vitantonio at 440.746.1500 or email lvitt@gcada.org.

OSHA (Cont'd from pg. 3)

Your Association conducts safety courses monthly through Safety Awareness For Employees (SAFE) program. The SAFE program also provides a "New Employee Orientation" packet for use with new employees until completion of the full SAFE course.

As a reminder, if your dealership employees have completed a SAFE or DEEP class, they may utilize the online safety refresher course at www.gcada.org. All SAFE courses and materials are part of your SAFE membership.

► **Have you conducted a Fire Evacuation Drill annually or communicated the dealership's evacuation procedures?**

OSHA requires dealerships to have an emergency action plan in place and conduct a fire evacuation drill at least once a year. An OSHA inspector may request records of

participants in the drill or whether the emergency action plan was communicated and when.

Further, a copy of your emergency action plan should be posted for all employees to view. A set of emergency phone numbers and a dealership specific evacuation map should be posted in various dealership locations. Emergency action posters, emergency phone number posters and a sample evacuation map may be obtained through your Association and are included in your SAFE materials.

► **What's your dealership's fire extinguisher policy?**

Dealerships must have a policy on whether employees are to fight a small fire or evacuate the building. The above-mentioned policies are the only alternatives available. If your dealership chooses to have an employee fight a small fire, those individuals must have fire extinguisher training. This policy must be

communicated. Any training involved must be documented.

► **Does your dealership have good housekeeping policies, especially in the parts department?**

OSHA has a classification of fines for general housekeeping, which even extend to the employee bathrooms. Yes, a dealer a few years ago was fined for an unclean bathroom. Please keep your dealership as tidy as possible to avoid trip hazards and some of the simple but costly potential injuries.

By no means is this an all-inclusive list of safety items and OSHA regulations that must be addressed in your dealership. However, these are some of the more common and recently visited areas that OSHA has questioned.

Preparation and documentation will go a long way when OSHA steps

SEE OSHA (Cont'd on pg. 7)

Ohio House Debating Major Business Tax Changes

All Dealers Encouraged to Participate in LEAD

Columbus, Ohio – The Ohio House of Representatives is currently debating legislation that would make significant changes to the way the State of Ohio taxes its businesses. The proposal would eliminate the corporate franchise tax and tangible personal property tax (PPT) and replace them with a "business activity tax" (BAT) based on sales (60%), payroll (20%) and property (20%) multiplied by a factor of .071. In addition, most business tax credits currently available would be eliminated, including the 10% rollback on commercial property.

While we welcome the elimination of PPT, the BAT coupled with credit elimination will have a significant negative financial impact on dealers. In order to assist the Ohio Automobile Dealers Association (OADA) in promoting and protecting dealer interests, all Greater Cleveland Automobile Dealers' Association members who have not contributed to Legislative Empowerment for Automobile Dealers (LEAD this year are encouraged to do so immediately. OADA and GCADA will keep dealers apprised as the debate on the proposal continues.

Please contribute to LEAD today. To make a contribution, please contact Kathy Livingston at GCADA by phone at 440.746.1500 or email klivingston@gcada.org.

OSHA (Cont'd from pg. 6)

into your dealership. Further, your Association's SAFE program addresses each one of these issues and the tremendous amount of OSHA regulatory compliance.

If you have any additional questions or are interested in the SAFE program, please contact Lou Vitantonio at 440.746.1500 or send an email to lvitt@gcada.org.



Save the date...GCADA Golf Outing

Monday, August 2, 2004
Shaker Heights Country Club

- 8:15 a.m. – Shotgun
- 12:45 p.m. – Shotgun
- 7 p.m. – Cocktails, Reception & Dinner

For more information about the GCADA Golf Outing, please contact Angela Andrews at 440.746.1500 or send an email to angela.andrews@gcada.org.

2004 GCADA OFFICERS

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FIRST VICE CHAIRMAN

Kirt Frye
SECOND VICE CHAIRMAN

Patrick Norris
TREASURER

Gary Panteck
IMMEDIATE PAST CHAIRMAN

GCADA STAFF

Gary S. Adams
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George Hoss
CONTROLLER

Lou Vitantonio
LEGAL/REGULATORY AFFAIRS

Angela Andrews
ADMINISTRATIVE SERVICES

Dennis Rose
FIELD SERVICES

Aliesha Johnson
TRAINING & DEVELOPMENT

Christine Horvath
WORKERS' COMP/UNEMPLOYMENT

Charles Cyrill
PUBLIC AFFAIRS/COMMUNICATIONS

Patrick Harrington
T.E.A.M. HR LEGAL DIRECTOR

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Katie Vaughn
AUTOCAP/HEALTH PLAN ASST.

Kathy Rutherford
ACCOUNTING ASST.

Kathy Livingston
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SAFE AUDITOR

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ADMIN. ASSISTANT

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