

GCADA e-NewsWire

Greater Cleveland Automobile Dealers' Association

GCADA Speakers Bureau – Changing Stereotypes & Misperceptions of Dealership Careers

ISSUE IV - 2003

MyAutoCareer.com – Online Resource for Careers



Barry Axelrod, president of Axelrod Pontiac, discusses dealership careers with Garfield Heights High School students Nov. 11, 2003.



Gary Panteck, president of Brunswick Auto Mart and a 1974 graduate of Valley Forge High Schools returns to his alma mater Nov. 25, 2003.



Kirt Frye, president of Sunnyside Automotive Group, applies the importance of math skills to dealership careers at Twinsburg High School on Nov. 20, 2003.



Franchised motor vehicle dealers are looking for more career-oriented people to sell and service new vehicles. Even during times of economic uncertainty, dealers are struggling to find candidates to sell vehicles despite recent near-record sales years and the continued success of zero-to-low interest rate financing.

The National Automobile Dealers Association (NADA) estimates annual turnover among salespeople averages about 47 percent at dealerships. So the Greater Cleveland Automobile Dealers' Association (GCADA), which represents 232 franchised new car and truck, motorcycle and recreational vehicle (RV) dealers in the region, has rolled some initiatives to improve the image of dealership careers, like the speakers bureau. **See GCADA Speakers Bureau, (Continued on Page. 6).**

IN THIS ISSUE

- **Auto Dealers Donate \$1,500**
- **Workers' Comp. Update**
- **Norris Auto Mall Helps United Way**
- **2004 NADA Convention Workshops**
- **Sunnyside's New World of Audi**
- **2003 Highlights**
- **New Members Join GCADA in '03**
- **Patrick Norris TMQDA Recipient**

New Greater Cleveland Int'l Auto Show Logo Unveiled

Brecksville, Ohio – Adam Noble, 23, a Cleveland Institute of Art student, designed the new Greater Cleveland International Auto Show logo during a senior design competition sponsored by GCADA. Mr. Noble won a \$1,000 scholarship for his winning design.

2004
**cleveland
auto
show**
FEB 28 - MARCH 7
I-X CENTER



Gary Panteck (left), GCADA chairman and president of Brunswick Auto Mart, presents Sharon Alexander, development director, Achievement Centers for Children with \$1,500 on behalf of NADCF and GCADA on Oct. 17, 2003.

Auto Dealers Donate Funds to Achievement Centers for Children/ Camp Cheerful

Strongsville, Ohio – The Greater Cleveland Automobile Dealers’ Association (GCADA), on behalf of the National Automobile Dealers Charitable Foundation (NADCF), contributed \$1,500 to the Achievement Center for Children/ Camp Cheerful. Gary Panteck, GCADA chairman and president of Brunswick Auto Mart, presented the check to the organization on Friday, Oct. 17, 2003.

“We are extremely grateful for this contribution from GCADA, which helps make dreams come true for children with disabilities from all over Northeastern Ohio,” said Tim Fox, director of camp services, Achievement Centers for Children/ Camp Cheerful.

“Without the support of the Fall Festival, the cost of going to camp for children with disabilities would

be beyond reach for even the most affluent families,” Fox added. “Every year Achievement Centers for Children’s Camp Cheerful serves more than 1,700 children through the assistance of young adults.”

Founded in 1940, Achievement Centers for Children’s mission is to join children with disabilities and their families to strengthen abilities and create opportunities for lifelong participation in all aspects of society. The group promotes the mission by providing comprehensive rehabilitation, recreation, education and family support activities. The family works in partnership with an interdisciplinary team to plan the most effective program for the child.

“Auto dealers are committed to the communities where we have owned and operated our dealerships,” said Gary Panteck, president of Brunswick Auto Mart and GCADA chairman. “This donation will allow more children to participate in this important mission of Camp Cheerful.”

Camp Cheerful was Ohio’s first wheelchair-accessible camp. Camp Cheerful offers a traditional overnight camping program for children and adults with special needs, regardless of the family’s ability to pay. Camp Cheerful offers a variety of summer activities including swimming, horseback riding, archery, fishing and nature study.

GCADA represents 232 franchised motor vehicle dealerships in a 14-county region of northern Ohio.

Established in 1975, NADCF is a tax-exempt, non-profit public foundation that raises and distributes funds from dealers and friends for emergency medical and other charitable organizations.

Workers’ Comp. Update

The GCADA Workers’ and Unemployment Compensation program currently reaches 160 member dealers. And It’s gaining participation every day. About 99 percent of these member dealers benefit from aggressive claims administration and discounted workers’ comp. premiums in the GCADA Group Rating Program.

For the 2003 policy year, member dealers will save more than \$4 million through our group rating program. GCADA projects a staggering savings of about \$6.6 million for the 2004 policy year. All claims administration for workers’ comp. and unemployment comp. claims is provided in-house at GCADA. This program has proven to be the most comprehensive and aggressive in the auto industry.

Please contact Christine Horvath at your Association at 440.746.1500 or email chorvath@gcada.org for more information.

Norris Auto Mall Spreads Holiday Cheer; Raises Money for United Way

On the night of Dec. 3, 2003, Santa Claus arrived in the form of the United Way Charities and Norris Auto Mall. At about 5:25 p.m., Ken Walden of 6511 Norwalk Road in Medina, Ohio, sat down in the front seat of a vehicle parked in the Norris Auto Mall showroom. He placed a key in the ignition turned it to the start position and the vehicle started. Mr. Walden drove away with an all expense paid two-year lease on a snow white 2004 GMC Envoy.

Mr. Walden along with nine other finalists traveled to Norris Auto Mall for a chance to win the two-year lease. The United Way of Medina in conjunction with Patrick Norris, president of Norris Auto Mall, decided to provide this year's United Way contributors with an added incentive. Any donor that pledged \$1 per week or \$52 for the year and filled out a Care Share registration form earned one chance to win the lease on the



Patrick Norris (left), president of Norris Auto Mall in Medina, Ohio, congratulates Ken Walden Dec. 3, 2003 for winning a two-year lease on a 2004 GMC Envoy. The contest and giveaway raised money for the United Way of Medina County.

Envoy. Care Share partners donating \$260 or more a year had three chances to win. The top-ten finalists were chosen at random from 1,985 total entries.

Mr. Walden was the seventh donor to attempt to start the vehicle. Clearly overjoyed with his good fortune, Mr. Walden was speechless when the vehicle started. Equally excited were the representatives from the

United Way of Medina County, Mr. Norris and the entire Norris Auto Mall staff.

Good corporate citizens like Mr. Norris combined with the generosity of Medina County residents have raised more than \$690,000 in 2003. The agency hopes to reach its \$1 million goal by the end of the year. Mr. Norris is also GCADA treasurer.

NADA Convention Workshops: See You in Las Vegas Jan. 31 – Feb. 4, 2004!

Las Vegas – The lineup of lively and instructive workshops slated for the 2004 NADA Convention has to be the best ever! Here's a quick preview of some of the training opportunities awaiting you—each one brimful of useful information you can take back to your dealership:

- **Legal and Regulatory Update**

With emphasis on issues affecting dealers today, the workshop may cover amendments to the federal telemarketing rules, the new USA Patriot Act Anti-Money Laundering Program Requirements, and the FTC Safeguarding Customer Information regs. Paul Metrey of NADA's Legal Group will present.

- **Working Effectively with the Media**

Presenter Andrew Gilman of CommCore Consulting Group is a former reporter with *The New York Times*, *USA Today* and *U.S. News & World Report*. He'll provide practical techniques for getting messages through to the media. He will discuss eight components of a newsworthy story, key interview techniques, and "lures" and "traps," interview do's and don'ts, interview tips, and dealing with stage fright. [See NADA Workshops](#), (Continued on Page 4).



Kirt Frye, president of Sunnyside Automotive Group (middle left), joins Middleburg Hts. Mayor, Gary Starr, during a ribbon cutting ceremony at the grand opening of Sunnyside Audi in Middleburg Hts., Ohio on Sept. 15, 2003.

Entrepreneur Opens New World of Audi Dealership

Middleburg Heights, Ohio – From bicycle salesman to service manager to a top-performing Audi dealer, Kirt Frye, president of Sunnyside Automotive Group, has consistently focused on creating lasting relationships with his customers.

The construction of a new dealership, 11,200 square feet, represents a \$3.1 million investment in the local community

“The new dealership is something the community can be very proud of,” says Frye. “Our new dealership will enable us to meet the needs of our customers in a state of the art atmosphere.”

[NADA Workshops, \(Continued from Page 3\)](#)

- **Handling Discrimination Lawsuits**

Longtime GCADA Counsel, D. Gerald Coker of Ford & Harrison LLP, will be hosting a workshop, “Protecting Your Bottom Line: Effective Discipline and Discharge Procedures.” Discrimination lawsuits are being filed at a record pace and dealers must be proactive in order to prevent meritorious claims.

- **15 Closes in 15 Minutes: The Easy Way to Triple Your Closing Ratio!**

Your salespeople are sending three of four buyers down the street because they lack the selling skills they need to close the sale. Learn 15 of the best and most effective closes you’ll use to increase unit sales, gross and CSI. Sean Gardner of Joe Verde Group will present.

- **Recruiting and Retaining Technicians**

Focusing on recruiting, training, and retaining technicians, the session will also explain how the AYES program can help populate your service bays. Presenters are Robert Atwood of NADA Dealer Academy and Henry Primeaux of Crown Bristow.

- **The Politically Incorrect Leader**

Leaders will be coached on the importance of choosing truth over harmony when dealing with personnel and reminded that their job is not to make people happy, it’s to get them better. Once they get better, they get happy! Presenter is Dave Anderson of Dave Anderson’s Learn to Lead.

- **Technology-based Sales and Marketing: Are you Ready to Run with the Big Dogs?**

James A. Ziegler of Ziegler Supersystems, Inc. will focus on integrating today’s technology applications into usable sales, sales management, marketing and follow-up procedures. He will discuss automated sales processes and database follow-up procedures as they relate to new business as well as CRM. [See NADA Workshops, \(Continued on Page 7\)](#)

2003 Highlights – Auto Dealers Giving Back to the Communities of Northern Ohio

This past year, the Greater Cleveland Automobile Dealers' Association (GCADA) – which represents 232 franchised motor vehicle dealerships in a 14-county region of northern Ohio – was involved in many civic and charitable activities.

From serving as an economic powerhouse to charity fundraising during the Greater Cleveland International Auto Show to CPR donations through the National Automobile Dealers Charitable Foundation, to a host of other educational, safety and community partnerships throughout the year, GCADA and its member dealers are committed to improving the communities where their dealerships have operated for many years.

Auto dealers employ more than 20,000 individuals in Northeast Ohio. An additional 12,000 are employed indirectly by franchised dealership operations. Auto dealership operations accounted for 2.8 percent of total non-farm employment last year. Dealerships in the region employ an average of 60 people. Dealerships collected or paid more than \$500 million in state and local taxes – an average of \$1.7 million per dealership. Area residents earned more than \$1 billion as a result of dealership operations. Here's a look back at some 2003 highlights:

Auto Dealers Host “A Night of Lights” Charity Preview Fundraiser: On the eve of the 2003 Cleveland Auto Show's public opening, GCADA raised \$175,000 for the Epilepsy Foundation of Northeast Ohio, March of Dimes, and the Western Reserve Historical Society's Crawford Museum of Transportation and Industry. Over the past four Auto Shows, GCADA has raised more than \$600,000 for local charities.

Harvest for Hunger Food Drive: Dealership employees and their families donated 18,950 pounds of non-perishable and canned food items upon admittance into the Auto Show – the largest single-day collection. The food drive benefited the Harvest for Hunger campaign. Over the past four Cleveland Auto Shows, dealership employees have donated more than 64,000 pounds of food items in 16 total hours of collections.

Auto Dealers Donate CPR Units: Since 1975, the National Automobile Dealers Charitable Foundation has donated 3,500 CPR units valued at more than \$2 million. In 2003, GCADA presented 10 CPR units to local agencies, which included the American Red Cross; Ohio College of Podiatric Medicine; Macedonia Firefighters Association; Lorain County YMCA Branches; and Lake County YMCA Branches.

GCADA Awards Scholarships Poster Design Winners: Parma, Ohio-native, Scott Colosimo, a Cleveland Institute of Art won first place and a \$1,000 scholarship for his design work on the Auto Show poster and program cover. Second place (\$750) went to Kelly Simpson of Danville, KY. The third place winner (\$400) was Randy Fisher of Strongsville, Ohio. [See 2003 Highlights](#), (Continued on Page 6).

GCADA Welcomes New Members in '03:

Mr. Nick Soranno
Mazda of Wooster

Mr. John Struhar
Spitzer Autoworld Sheffield

Mr. John Martin
Ganley Lincoln/Mercury Canton

Mr. Roy Lewis
Tri-City Motors

Mr. Ernie Passeos
Liberty Harley-Davidson

Mr. Mathew Blakney
Century Harley-Davidson

Mr. Barry Chiron
All Seasons RV

Mr. James Duncan
Duncan's Motor & Trailer Sales

Mr. Roger Eckerfield
Kamper City

Mr. James Crow
Ms. Adriana Dziedziak
Jim's Trailer Sales, Inc.

Mr. Robert Moore
Moore's RV

Mr. Dave Kluding
Wilcart RV

Mr. John Sirpilla
Sirpilla RV Super Center

Mr. Bruce Wolfson
Great Lakes RV Dealers Assn.

Mr. Peter (Bud) Sworak
Camper Care

Mr. Luther Luttrell
Avalon RV Center

Mr. Dean Ruff
Ruff's RV Sales Center

Mr. John Thompson
Thompson Campers

Mr. Dave Beggs
Beggs Motor Homes

Mr. Michael Clay, II
Clays RV

GCADA Speakers Bureau

(Continued from page 1)

“Tremendous career opportunities in sales, automotive repair, finance and accounting are available at dealerships throughout the communities of northern Ohio,” said Gary S. Adams, GCADA president. “Dealers are looking for career-minded individuals with an aptitude to succeed because promotions within the dealership and earning potential can be unlimited.”

In an effort to spark interest in dealership careers, the GCADA Speakers Bureau was launched last fall to improve the perception/image of dealerships and highlight the vast number of career opportunities in the retail-automobile industry, both technical and non-technical.

GCADA member dealers are traveling to local middle and high schools throughout Northern Ohio touting the vast number of career opportunities to students, parents, educators and the media. The 35-minute presentation includes a video presentation, “What’s the Deal on Dealerships?”; a GCADA Power-Point presentation; and Question & Answer session.

For more information about how your school can schedule a speaking engagement on dealership careers, please contact Chuck Cyrill/GCADA at 440.746.1500 or email ccyrill@gcada.org.

2003 Highlights (Continued from page 5)

Automobile Dealers’ Educational Assistance Foundation, Inc.: Since 1989, the Greater Cleveland Automobile Dealers’ Educational Assistance Foundation, Inc. has awarded \$300,000 in scholarships to local students. The top-four automotive teams that competed in the 2003 Auto Tech Competition won \$30,000 in scholarships towards their post-secondary education.

11th Annual Automotive Technology Competition: This competition addresses the shortage of skilled techs by awarding college scholarships and apprenticeships at dealerships. The U.S. Department of Labor estimates that the nation will require 35,000 skilled automotive technicians each year until 2010. That is why GCADA, for the eleventh year-in-a-row, sponsored the competition at the Auto Show. GCADA has also partnered with Automotive Youth Educational Systems, Inc. (AYES) - a school-to-career partnership between students and new-car and truck dealers in the community. Through AYES, dealers provide shadowing, mentoring and paid internship opportunities.

Auto Show/Rainbow Babies & Children’s Hospital Hold Safety Conference: GCADA discussed how auto dealers help match consumers with vehicle safety features and “What You Don’t See Can Save Your Life!” – the safety devices in today’s vehicles. The Ohio State Highway Patrol and Ohio Bureau of Motor Vehicles also participated in the show to promote safety, education and public awareness.

Auto Show Presents 13th Annual SADD Workshop: “Comedy with a Cause,” an energetic presentation inspired students to believe in themselves, their dreams and the life they want to live without succumbing to the dangers of destructive behavior. The program, held at the Auto Show, welcomed all Students Against Destructive Decisions (SADD) advisors, directors and chapter members. GCADA and SADD sponsored an exhibit, which featured information on the effects of substance abuse when operating a motorized vehicle.

Wickliffe Resident Wins 2003 Chevrolet Corvette 50th Anniversary Edition: Tim Allen, 31, of Wickliffe, Ohio, won the 2003 Chevrolet Corvette 50th Anniversary Edition – a \$50,000 value – at Auto Show. Allen took delivery of his “Golden Anniversary” prize from 2003 Cleveland Auto Show Chairman, Joe Firment, president of Joe Firment Chevrolet in Lorain, Ohio and Joe Firment’s Lupe Chevrolet in Avon Lake, Ohio.

Patrick Norris – GCADA Nomination for the 2004 TIME Magazine Quality Dealer Award

Brecksville, Ohio – Patrick Norris, president of Norris Auto Mall in Medina, Ohio, is the 2004 GCADA nominee for the TIME Magazine Quality Dealer Awards (TMQDA). The award program originated as a way to call attention to America’s car dealers for exceptional dealership performance combined with distinguished community service.



The 2004 awards will be presented at the opening business session at the NADA Convention in Las Vegas on Jan. 31, 2004.

GCADA's Keeping Members in Stitches

Brecksville, Ohio – GCADA rolled out a new Embroidered Apparel program to its members this past December. As of Jan. 1, seven member dealers have decided to take advantage of the customer service and the savings offered with this exciting new program. This program was designed with simplicity and cost in mind. In fact, a full-color online catalog is available for your ordering convenience on our Web site – www.gcada.org.

For professional reasons, more and more dealerships are having their employees wear apparel with their embroidered dealership logo. If your dealership currently requires embroidered apparel, or is thinking about having your staff wear such merchandise, this program is for you!

Features of the Embroidered Apparel Program:

- Superior customer service;
- Great pricing (listed price includes 5,000 stitch left chest embroidery);
- No set up charges if electronic image is provided;
- Outstanding selection of apparel products;
 - Two convenient ordering processes; and
 - Telephone order verification on every order placed.

Please contact Dennis Rose at GCADA at 440. 746.1500 or via email at drose@gcada.org for more information on this program.

Upcoming GCADA Training Workshops

Here's a list of scheduled GCADA workshops for January 2004:



A PROGRAM OF THE GREATER CLEVELAND AUTOMOBILE DEALERS' ASSOCIATION

• **Effective Hiring, Employee Selection and Interviewing**

T.E.A.M. Human Resource Certification Series – 1 of 6
Wednesday, Jan. 14, 2004
9 a.m. – 11:30 a.m.

Presented by Melanie Webber of Millisor & Nobil

• **Service Cashier Training**

Thursday, Jan. 15, 2004
9 a.m. – 12 p.m. or 1 p.m. – 4 p.m.

Presented by Linda Hall

• **Internet Sales Training**

Tuesday, Jan. 20, 2004
8:30 a.m. – 4:30 a.m.

Presented by Ted Ings of Auto University

• **Introduction to Sales Training**

Wednesday, Jan. 21, 2004 – Friday, Jan. 23, 2004

8:30 a.m. – 4:30 a.m.

Presented by Harold Sheehan

Please contact Aleisha Johnson at your Association at 440. 746.1500 or send an email at ajohnson@gcada.org for more information.

2004 GCADA OFFICERS

Fred Baker
CHAIRMAN

Richard M. Bass
FIRST VICE CHAIRMAN

Kirt Frye
SECOND VICE CHAIRMAN

Patrick Norris
TREASURER

Gary Panteck
IMMEDIATE PAST CHAIRMAN

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

Sue Wilder
T.E.A.M. HUMAN RESOURCES

Rachael Ribar
T.E.A.M. HR ADMIN. ASST.

Carol O'Neal
HEALTH BENEFITS

Katie Vaughn
AUTOCAP/HEALTH PLAN ASST.

Kathy Rutherford
RECEPTIONIST/ACCOUNTING ASST.

Kathy Livingston
ADMINISTRATIVE/CATERING

George Stephenson
SAFE AUDITOR

Lisa Miller
ADMINISTRATIVE ASSISTANT

Maria Moreira
ADMINISTRATIVE ASSISTANT

NADA Workshops, (Continued from Page 4)

• **Super Workshop**

As commander of the \$1 billion warship USS Benfold, Captain D. Michael Abrashoff proved that progressive leadership can succeed at sea. His book, *It's Your Ship: Management Techniques from the Best Damn Ship in the Navy*, became an instant best seller. By learning to see the ship through the eyes of his crew, Abrashoff discovered revolutionary ways to reverse excessive costs, low morale, high turnover and low performance. His breakthrough grassroots leadership approach is practical and has been tested in the Navy at war. He will show us how to create an organization where every person takes ownership, where the focus is on purpose and performance, where leaders listen aggressively, and where change and innovation are not only accepted but embraced.