

VOLUME 16 ISSUE 7 JULY 2017





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## TABLE OF CONTENTS



# 



CAR TALK:
Oil Change Interval Stew......4



## 

#### ALSO IN THIS ISSUE:

Save the Date – WMDA/CAR Expo, Bull Roast & Awards Dinner	8
WMDA/CAR Expo, Bull Roast & Awards Dinner Menu	9
WMDA/CAR Tabletop Exhibitors	9
WMDA/CAR Member Benefits & Services Providers	10
2016-2017 WMDA/CAR Buyers' Guide	11

# **ADVERTISER'S INDEX**

Benjamin F. Brown Insurance Agency	3
Carroll Motor Fuels	4
DANA Insurance & Risk Management	5
MTD Services, Inc.	6
Parts Authority	Inside Front Cover
Petroleum Marketing Group	7
PPC Lubricants	Inside Back Cover
Spigler Petroleum Equipment, LLC	2
The Wills Group	Outside Back Cover



# EDITORIAL Political Stalemate

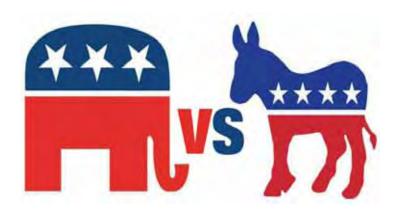
by Roy Littlefield

We face some very significant concerns, challenges, and opportunities on the political front. Donald J. Trump has been President of the United States of America for almost 6 months. The President thus far has used executive orders to address Obamacare, cut regulations, boost energy exploration, and adopt a far more aggressive trade-enforcement posture.

We do not attend a meeting in a regulatory agency or in a congressional office when the discussion does not turn quickly to what is happening in our country and in the world. There appears little reason to doubt that our nation and much of the broader world is at an historic juncture. Some see ominous horizons, while others see reason for hope.

We read and hear daily about the rise of populist movements, all rooted in nationalist impulses resistant to the continuation of





globalization and multilateralism and its many forms; economic (eg. trade pacts and treaties), political (eg. Brexit and the European Union), communications (eg. the Internet), and the movement of people (eg. refugees). Often this results in the embrace of authoritarian political figures. Some see this as a foreboding reality. For others, it carries the promise of bringing discipline to growing disorder and awakening stagnant political and social systems desperately in need of fresh ways of thinking.

Most of the debates taking place right now are about changes to particular policies: healthcare, tax reform, immigration, and national security. All issues we are concerned with. But, as is always true, the most important changes are and will be to the character of our deliberative process, the nature of the public forum, and our capacity for self-government.

You don't need to be a free-speech expert to know the following fundamental truth: in the end, we, as individuals, or as an association or as a society or international community, are what we think, what we speak, and how we interact with one another. The outcomes of our public discourse, while important, follow rather than lead the life we live. So, is it right to ask what is happening to our collective thinking and to the public forum in this new era?

It is getting increasingly more difficult for Congress to reach a consensus on important policy issues. The new politics of characterizing and demonizing all things "foreign" bogs down our system. There are a host of perfectly legitimate differences of opinions and responses when it comes to how to address

major challenges like climate change, international trade, terrorism, the integrity of national elections, or privacy and hate speech in a digital age. But this state of anger and fear that grips Washington introduces a new and potentially threatening element into our political debates.

There is a difference between robust political debate and political debate infected to create fear and panic. All of this poses a very special obligation on politically active associations like WMDA. Every position that we take must reflect the values that form the core for what we are and do. And, we must continue to speak out on those positions to decision-makers.

It will be very difficult for the moderate Republicans and the conservative "Tea Party" Republicans to reach a consensus.

On purely public policy philosophy, the moderate Republicans and the Democrats might be more likely to reach a consensus. But there seems little chance of reaching a political majority in Congress.

If Tea Party members hold firm, the only way for the President to get a bill on the much-needed infrastructure initiative would be for the Democrats to give the moderate Republicans enough votes to get a bill through. Given the current hostilities in

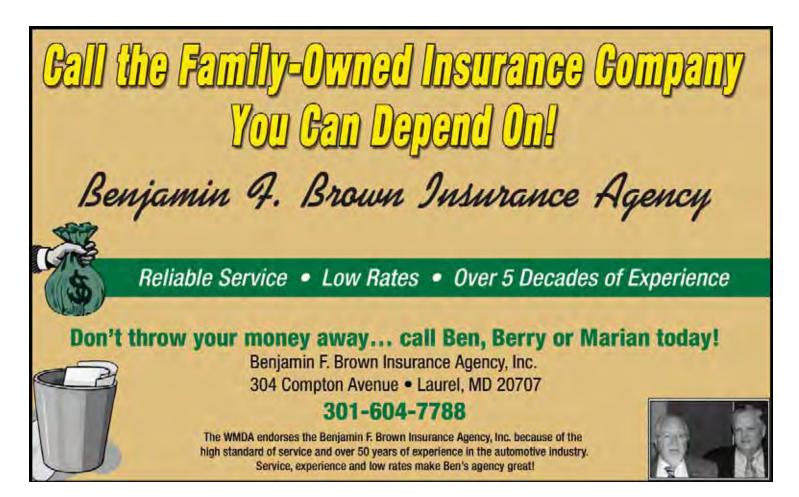
Congress, that's highly doubtful.

I cannot imagine enough Democrats voting on a bill that could make Donald Trump the greatest infrastructure architect since Julius Caesar!

As we take on these important industry issues in the political stalemate in the nation's Capitol and in the state capitols nationwide, we must do so living up to our own principles of free inquiry and fearless engagement with all ideas.

Whether it is infrastructure funding, online sales, national accounts, tariffs, Superfund cleanup sites, healthcare, LIFO repeal, tire registration and recall, social legislation addressing everything from paid leave, overtime regulations, and minimum wage, and OSHA and IRS audits, I believe passionately that active, visible, and respected associations like WMDA - that represent hard working small businesses (the backbone of the American economic system), must find new and better ways to address the myriad of challenges facing our country.

Yes, we face many challenges, but we also have exciting plans and opportunities. With your continued support, WMDA will continue to make a positive difference to raise the bar for the industry.





# Oil Change Interval Stew

by Kevin Rohlwing WMDA Staff

Every retail industry that works directly with consumers must deal with myths and urban legends. Years ago, it was a magazine like *Consumer Reports* that made life difficult for retailers. Growing up in a tire dealership that also did steering, suspension and brake work, I dealt with my share of drivers who walked in our showroom carrying a copy of the latest issue of *CR* telling me what the best tires were for their vehicle. Our 40 years in business and experience meant nothing to them. The magazine said these tires are the best, so that's what they wanted. My dad usually gave them a map to the competitors in town because he didn't want to deal with people like that.

Today we have the Internet. I can just imagine the Yelp reviews that my dad would have received after he asked a potential customer to go somewhere else. We are so lucky he sold the business years ago! But for those family-owned businesses still in operation, the Internet is a blessing and a curse. Good reviews

and positive feedback on-line are a tremendous marketing tool and have become the new "word-of-mouth" advertising that has helped small companies compete against the major retailers for decades. On the other side of that coin, the number of Internet "experts" is endless and simple searches for topics like "oil change intervals" can create tremendous confusion in the mind of a consumer.

For as long as I can remember, the 3,000-mile oil change interval has been the standard for the industry. It is the best preventative maintenance for the most important component on the vehicle, so it makes perfect sense to spend a few dollars to ensure the engine components are properly lubricated. When you do a Google search on the words "oil change intervals," the first thing that pops up is a 2013 article from Edmunds that flies directly in the face of the 3000-mile traditional oil change. Like most information on the Internet, it only tells half the story and





creates more confusion for consumers. There's no way around it, so how do repair shops and service stations explain the oil change interval stew that ranges from 3,000 to 15,000 miles?

The best place to start is the type of driving. How the vehicle is driven has a direct impact on the amount of engine wear. Prolonged highway service at the same speed and engine RPM is the best for an engine while stop-and-go city traffic is probably the worst. Years ago, AAA defined severe service as:

- Short trips of less than 5 miles in normal temperature or less than 10 miles in freezing temperatures.
- Drive in hot weather with stop-and-go traffic.
- Drive at low speeds of less than 50 miles per hour for long distances.
- Drive on roads that are dusty, muddy or have salt, sand or gravel on the surface.
- Tow a trailer, camper or transport items on a roof rack or in a car-top carrier.
- Making "jack rabbit" starts and stops.

Most people would agree that the majority of driving in the greater Baltimore and Washington DC area satisfies at least a few of those severe service criteria so that's a good place to start.

Another consideration that must be taken into account is the recommendation from the vehicle manufacturer. With newer models, the type of oil (synthetic or conventional) is just as important as the interval. Educated consumers will have already consulted their Owner's Manual for this information and will probably follow it religiously. Giving them any recommendations in conflict with those guidelines better be backed up with some hard facts because today's Internet expert can quickly become tomorrow's bad on-line review. Some people will be comfortable

with a 5,000-7,500-mile interval recommended by the vehicle manufacturer while others will stick with the traditional 3,000. Every customer is different, so service advisors need to be prepared when they make a recommendation. It can be a slippery slope when the Owner's Manual says 7,500 and the repair shop recommends 3,000 without any explanation on the reasons why there is a difference.

The key factors are trust and communication. Consumers have to trust that their automotive service and maintenance provider is doing what's best for them and their vehicle. If the customer is insistent on following the vehicle manufacturer's oil change interval, then there is little to be gained by trying to convince them otherwise. If they are unsure or unaware, then it all comes down to communication. Remind them that the recommendation from the manufacturer is for normal service. Educate them on the fact that in your experience, shorter intervals are still the best practice for longer engine life. Explain the differences between synthetic and conventional oils. These customers are looking to their expert for a recommendation that is based on experience with sound reasoning behind it. Remember, they didn't go back to the new car dealer for an oil change because they don't trust them. They do business with an independent repair shop or service station because they are looking for a relationship based on positive experiences – past, present and future.

Every consumer has the potential to become an Internet expert, especially on something like oil change intervals where there is a ton of information that defies the 3,000-mile recommendation that has been in place for decades. Every customer must be treated as a unique individual on something like oil changes. Some will follow the Owner's Manual to the letter, some will be more comfortable splitting the difference after it has been explained, and others will stick with the recommendations of the automotive service provider that they trust. The goals are to make sure they are happy and comfortable with whatever decision they make so the long-term safety and performance of their vehicle is maintained... And they keep coming back.

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# KIRK'S KORNER Member Update

by Kirk McCauley
Director of Member Relations & Government Affairs

# WHAT DO MDE AND THE INSURANCE INDUSTRY HAVE IN COMMON?

The wild card in buying or selling a business with UST's in the ground is how old are the tanks? MDE and the insurance companies say the drop dead date for tanks is at 40 years old.

Owners of UST's have to carry insurance by Maryland law. Insurance companies have really upped the cost of insuring UST's as they age past 30 years and this is where long term planning for a UST owner is a must. With the cost of replacing three tanks, piping, and most likely dispensers in the \$350,000 to \$450,000 range, the owner must decide:

- What are my long term goals and how long do I plan on operating this site?
- How much does my site lose in value the closer my UST's get to the 40 year mark.



- Would it pay me to make the investment now and save on insurance?
- Is the business good enough to give me a return on investment on new UST's?



• Is the land more valuable for another type of business?

Unfortunately, there is no magic wand to wave to give answers to buyers or sellers. Both have to do their homework before spending their life savings or mortgaging a home. All options need to be looked at and a business plan developed. WMDA/CAR will be here to help, address any questions. You can contact me at kmccauley@wmda.net.

#### JULY 1 TO BRING MANY CHANGES TO OUR MEMBERS

#### Minimum wages are going up.

- Maryland except Montgomery and Prince Georges County from \$8.75 to \$9.25 on July 1, 2017
- Montgomery County from \$10.75 to \$11.50 on July 1, 2017
- Prince Georges County does not change stays at \$10.75 until October 1, 2017 and then goes to \$11.50
- District of Columbia from \$11.50 to \$12.50 July 1, 2017
- Delaware stays at \$8.25 for now (new wage bill was introduced that would take effect October 1, 2017 if passed – will keep you updated)

This link will take you to the DLLR wage and hour site for any additional information: https://www.dllr.state.md.us/labor/wages/wagehrfacts.shtml.

#### Gas taxes are on the rise in Maryland.

Maryland gas and diesel taxes will increase by \$.003 per gallon; so take inventory of gas and diesel in ground at the close of business on June 30. Propane, CNG and LNG, and kerosene are also going up \$.003 per gallon, if you carry any of those fuels. Gallons x \$.003 is what you owe the comptrollers office and that payment is due by July 30 or penalties will apply.

Maryland normally will send you a form with your information already printed, but if for some reason you don't receive them, I can email you a copy or you can download one on the comptroller's website. The DEADLINE is July 30.

No gas tax increases in Delaware or the District of Columbia, but Delaware still has two weeks to go in session and there could be an increase in gas, tobacco or wages before the session ends. I will keep you informed.

#### SAVE THE DATE

Don't forget about the WMDA/CAR Expo, Bull Roast & Awards Dinner on Wednesday, October 11, 2017 at Martin's West, 6817 Dogwood Road, in Baltimore. A Tabletop Trade Show with light snacks and beverages and a Cocktail Reception will precede the Bull Roast and Awards Dinner. For more information, the schedule of events, dinner menu, and current list of tabletop exhibitors, see pages 8 and 9.



Based on your overwhelming feedback, the WMDA/CAR Convention & Trade Show will no longer be held in Ocean City.

That being said, a meeting venue in close proximity, with networking and socializing opportunities, remains an extremely important priority for you.

# MARK YOUR CALENDARS & SAVE THE DATE!

WMDA/CAR will be hosting a One-Day Expo, Bull Roast & Awards Dinner

Wednesday, October 11, 2017

Martin's West
6817 Dogwood Road
Baltimore. MD

Watch for more information to come!

# Wednesday, October 11, 2017



Don't Miss the
WMDA/CAR Expo,
Bull Roast & Awards Dinner

#### **SCHEDULE OF EVENTS**

Wednesday, October 11, 2017

Tabletop Trade Show Hours 2:00 p.m. - 6:00 p.m.

Light Snacks & Beverages 2:00 p.m. - 5:00 p.m.

(show floor)

Cocktail Reception 5:00 p.m. - 6:00 p.m.

(show floor)

Bull Roast & Awards Pinner 6:00 p.m. - 9:00 p.m.

(see Menu on next page)





# THE WMDA/CAR EXPO TABLETOP EXHIBITORS

(as of June 30, 2017)

Automotive Training Institute - ATI
Benjamin F. Brown Insurance Agency
Carroll Motor Fuels
Century Distributors, Inc.
Chesapeake Automotive Equipment
Crompco LLC

DANA Insurance and Risk Management Day, Deadrick & Marshall Insurance, Inc.

Eastern Shore Coffee & Water
Eco Heating Systems Inc.
Ewing Oil Company, Inc.

First Merchant Services
Hunter Engineering Company

Intelicom, Inc./PAI Jones & Frank

Meadowbrook Insurance Group

Mitchell 1

MTD Services, Inc.

NAPA Auto Parts

Net Driven

**New Auto Solutions** 

Parts Authority

Patriot Capital

Petroleum Marketing Group

PPC Lubricants/Castrol

R.O. Writer

Spigler Petroleum Equipment, LLC Sprague Operating Resources

Sunoco

The Wills Group

UpSide-Service

Utica National Insurance Group WMD TRADING INC.

There's still time to reserve a tabletop if you're interested in exhibiting.

Sponsorship opportunities are also available.

Contact LaKisha Pindell at lpindell@wmda.net for details.



# WMDA/CAR ENDORSED Membership Benefits & Services Providers

If your business needs any of the following products or services, be sure to check out these companies endorsed by WMDA/CAR.

#### **ATM MACHINES**

## INTELICOM, INC.

Intelicom, Inc.
Larry Shapero
1-877-666-6269
Email: intelicom@verizon.net

#### AUTO PARTS SUPPLIFR



Parts Authority

Stan Bailey 202-829-6315

Email: sbailey@partsauthority.com

#### CASTROL BUYING PROGRAM – BULK OIL AND PREMIUMS



#### **PPC Lubricants**

Gene Nace 1-717-215-7253

Email: gnace@ppclubricants.com

#### **CONVENIENCE STORE PRODUCTS**



Century Distributors, Inc.

Lori Rodman 301-212-9100 Email: Irodman@centurydist.com

#### CREDIT CARD PROCESSING



First Merchant Services

Dan Cohen 1-866-511-4367, ext. 105 Email: dcohen@firstmerchant.us

#### **ELECTRICITY PROGRAM**



#### Sprague Energy (MAAGIC)

Tom Gussen 732-440-0039 Fax: 732-440-0031

Email: tgussen@spragueenergy.com

#### INSURANCE – LIABILITY, WORKERS' COMP, HEALTH INSURANCE

Benjamin 4. Brown Insurance Agency



#### Benjamin F. Brown Insurance Agency/ UTICA/Meadowbrook

Ben Brown or Berry Brown 1-800-861-3434 Email: berry@benbrown-ins.com

# INSURANCE – MEDICARE, LONG TERM CARE, FINAL EXPENSE



#### **HTA Financial Services**

Tracy Russo, CLTC 610-430-6650 Fax: 610-430-6652 Email: trusso@HTAfinancial.com

# INSURANCE – UNDERGROUND STORAGE TANK



DANA Insurance & Risk Management Eric Dana 800-821-1990

Email: eric@dana-ins.com

LEGISLATIVE & REGULATORY INFORMATION



#### WMDA/CAR

Kirk McCauley 1-800-492-0329, ext. 114 Email: kmccauley@wmda.net

#### TRASH/DUMPSTER BROKER



Premier Waste Group lan Djuric 410-490-3769

410-490-3769 Email: premierwaste6@gmail.com

> WEBSITE DESIGN & MANAGEMENT



Net Driven 1-877-860-2005 Email: sales@netdriven.com

LET YOUR MEMBERSHIP WORK FOR YOU!

Simply participate in all of the programs for which you are eligible and you will save or make enough to pay for your membership in **WMDA/CAR!** 

# 2016-2017 WMDA/CAR BUYERS' GUIDE

#### **AIR COMPRESSORS & ACCESSORIES**

**Chesapeake Automotive Equipment** 

P.O. Box 1030

Chesapeake Beach, MD 20732

Pat O'Neill

Phone: (800) 604-9652 Fax: (410) 414-3784

Email: pjmoneill@verizon.net Website: www.chesautoequip.com

MTD Services, Inc.

10939-B Philadelphia Road White Marsh, MD 21162

Gary Miller

Toll Free: (800) 419-4437 Phone: (410) 335-6262 Fax: (410) 335-4488

Email: gmiller@mtdservicesinc.com

Website: www.mtdservicesinc.biz/contact-us.html

#### AIR CONDITIONING SERVICE EQUIPMENT

**Chesapeake Automotive Equipment** 

P.O. Box 1030

Chesapeake Beach, MD 20732

Pat O'Neill

Phone: (800) 604-9652 Fax: (410) 414-3784

Email: pjmoneill@verizon.net Website: www.chesautoequip.com

#### **ALIGNMENT & WHEEL BALANCING EQUIPMENT**

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Chesapeake Beach, MD 20732

Pat O'Neill

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**Hunter Engineering Company** 

8576 Doncaster Road Easton, MD21601 Pete Loglisci

Phone: (215) 431-6118 Email: ploglisci@hunter.com MTD Services, Inc.

10939-B Philadelphia Road White Marsh, MD 21162

Gary Miller

Toll Free: (800) 419-4437 Phone: (410) 335-6262 Fax: (410) 335-4488

Email: amiller@mtdservicesinc.com

Website: www.mtdservicesinc.biz/contact-us.html

#### **AUTOMOTIVE PARTS SUPPLIER**

**Parts Authority** 

6335 Chillum Place, N.W. Washington, DC 20011 Pedro Leyton

Phone: (202) 829-0315

Email: pleyton@partsauthority.com Website: www.partsauthority.com

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Chesapeake Beach, MD 20732

Pat O'Neill

Phone: (800) 604-9652 Fax: (410) 414-3784 Email: pjmoneill@verizon.net Website: www.chesautoequip.com

#### **ATM MACHINES**

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Spencerville, MD 20868-0034

Daniel Cohen

Toll Free: (866) 511-4FMS (4367) Phone: (301) 421-4111, ext. 105

Fax: (301) 384-3043

Email: dcohen@firstmerchant.us

Intelicom, Inc.

P.O. Box 4504 Leesburg, VA 20177 Larry Shapero

Phone: (703) 777-4025 Fax: (703) 777-4024

Email: intelicom@verizon.net

## BODY & FRAME EQUIPMENT

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Pat O'Neill

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#### **BUSINESS MANAGEMENT SERVICES**

**Automotive Training Institute (ATI)** 

8611 Larkin Road, Suite 200 Savage, MD 20763

CJ Frederick

Phone: (301) 498-8083 Fax: (301) 498-9088

Email: cjfrederick@automotivetraining.net

#### **CAR WASH CHEMICALS**

Maryland Pump & Tank, Inc.

2512 Erick Street Baltimore, MD 21230 Mike Schammel Phone: (410) 837-0770 Fax: (410) 547-0373

Email: mjschammel@mdpumpandtank.com Website: www.mdpumpandtank.com

#### **CAR WASH EQUIPMENT**

Maryland Pump & Tank, Inc.

2512 Erick Street Baltimore, MD 21230 Mike Schammel Phone: (410) 837-0770 Fax: (410) 547-0373

Email: mjschammel@mdpumpandtank.com Website: www.mdpumpandtank.com

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Fax: (301) 384-3043

Email: dcohen@firstmerchant.us

#### **CONVENIENCE STORE WHOLESALER**

#### Century Distributors, Inc.

15710 Crabbs Branch Way Rockville, MD 20855

Lori Rodman

Phone: (301) 212-9100 Fax: (301) 212-9681

Email: Irodman@centurydist.com Website: www.centurydist.com

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Spencerville, MD 20868-0034

**Daniel Cohen** 

Toll Free: (866) 511-4FMS (4367) Phone: (301) 421-4111, ext. 105

Fax: (301) 384-3043

Email: dcohen@firstmerchant.us

#### **ELECTRICITY SUPPLIER**

#### **Sprague Operating Resources LLC**

6 Industrial Way Eatontown, NJ 07724

Tom Gussen

Phone: (732) 440-0039 Fax: (732) 518-5202

Email: tgussen@spragueenergy.com Website: www.spragueenergy.com

#### **EQUIPMENT LEASING & FINANCING**

#### **Chesapeake Automotive Equipment**

P.O. Box 1030

Chesapeake Beach, MD 20732

Pat O'Neill

Phone: (800) 604-9652 Fax: (410) 414-3784 Email: pjmoneill@verizon.net Website: www.chesautoequip.com

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Fax: (301) 604-0044 Email: benfbrown3@aol.com

#### **INSURANCE - PROPERTY LIABILITY**

#### Benjamin F. Brown Insurance Agency, Inc.

304 Compton Avenue Laurel, MD 20707 Benjamin F. Brown Berry Brown

Phone: (301) 604-7788 Fax: (301) 604-0044

Email: berry@benbrown-ins.com

#### **INSURANCE – UNDERGROUND STORAGE TANKS**

#### **DANA Insurance & Risk Management**

9-B West Ridgely Road

Suite 100

Timonium, MD 21093-5113

Eric Dana Dave Resch

Phone: (800) 821-1990 Fax: (410) 821-1997 Email: eric@dana-ins.com Email: dave@dana-ins.com Website: www.dana-ins.com

#### **INSURANCE - WORKERS' COMPENSATION**

#### Benjamin F. Brown Insurance Agency, Inc.

304 Compton Avenue Laurel, MD 20707 Benjamin F. Brown

Benjamin F. Brown Berry Brown Phone: (301) 604-7788

Fax: (301) 604-0044

Email: berry@benbrown-ins.com

#### JOBBER/DISTRIBUTOR – DIESEL, GASOLINE, HEATING OIL & KEROSENE

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2700 Loch Raven Road Baltimore, MD 21218 Kevin Greene

Phone: (877) 235-0223 Fax: (410) 235-8720

Email: Kevin.Greene@carrollfuel.net Website: www.carrollbrandedfuels.com

#### Ewing Oil Company, Inc.

11949 Robinwood Drive Hagerstown, MD 21742-4483

Mike Capshaw Phone: (301) 790-7474 Fax: (301) 790-7474 Website: www.ewingoil.com

#### **Petroleum Marketing Group**

12680 Darby Brooke Court Woodbridge, VA 22192 Dawn Lee/David Noland Phone: (301) 922-7485 Fax: (410) 510-1971 Email: admin@petromg.com

#### **LEGAL SERVICES**

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See ad page 49

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