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EDITORIAL

The Ocean City Trade Show

BY ROY LITTLEFIELD



**TRADE ASSOCIATION
MEMBER SURVEYS
NATIONWIDE CONSISTENTLY
CONCLUDE THAT THE
GREATEST PERCEIVED
MEMBERSHIP BENEFIT
IS A PROFESSIONAL,
ORGANIZED, AND
MEANINGFUL
TRADE SHOW.**

Under the leadership of WMDA/CAR President Riaz Ahmad and Convention Committee Chairman Larry Jackson, we will be back in beautiful Ocean City September 8-10 for the annual WMDA/CAR Convention and Trade Show.

We are returning to the Clarion Resort Fontainebleau as the convention host hotel this year. The Friday evening supplier Hospitality Suites will be held in the Clarion.

Trade association member surveys nationwide have consistently concluded that the greatest perceived membership benefit is a professional, organized, and meaningful trade show.

The Convention and Trade Show will be held on September 9 and 10 at the Ocean City Convention Center.

Around the Show we've scheduled a Welcome Reception at Seacrets, a Crab Feast, the Customer Service Contest and Association Award presentations at the Annual Awards Breakfast, outstanding seminars, Murf's Turf on the future of independent dealers, the Legislative Work Group, political speakers, and a golf tournament.

Attending the WMDA/CAR Trade Show should be a very stimulating experience for service station dealers and for the repair shop operators. In fact, the time you spend on the Trade Show floor should be productive... if you plan and organize your effort.

As a progressive business person, there are certain groups of exhibitors you should make time to visit. For example:

Visit your current supplier... even though you know and understand their products



and services. In addition to the sales person who normally calls on you, occasionally you should meet the company's senior executives and technical support personnel. The Trade Show environment affords you an excellent opportunity to discuss pricing, service and product developments, to address and respond to your changing needs. Exhibitors are at your Trade Show to listen to you as well as to "sell" you.

Visit the Competitors of your suppliers... if for no other reason than to reassure yourself that you are dealing with the right people and the company. There is always the chance that you will find out otherwise. A Trade Show allows you a unique opportunity of comparing alternate sources without challenging or upsetting existing relationships.

Visit potential suppliers... those companies you may consider doing business with in the future as your own business changes (seeking new or alternative profit centers) and grows. If you have plans for expansion or modernization, you should be investigating a number of areas. The informal setting of a Trade Show makes this task much easier.

Visit all other exhibitors... make sure to allow ample time to make unexpected

discoveries on the exhibit floor. After you have planned your coverage of specific exhibits, allow yourself some time for a relaxed walk through the entire exhibition. Browse freely. Spend a little time at any booth that catches your eye. Perhaps there is no faster way to get a sense for what is happening, and about to happen, in our ever changing industry. You may discover something that could significantly alter your station or repair facility.

Do not try and take on the whole Trade Show in one time period. Plan on making at least two trips. Because the Trade Show will only be open two days, you will have to be more judicious as to how you allocate your time.

We will provide you with a directory of exhibitors, listing booth numbers and floor plan. This should make it easier to map out two or three trips to the Trade Show floor.

Don't hesitate in asking for a demonstration of products being exhibited. Watch for reactions and responses of fellow members. Listen to the questions and conversations. Get involved! It's all part of the Trade Show experiences.

You should collect product literature at relevant booths to refer back to after you leave the Show, but don't try to collect everything being offered. Almost all exhibitors will be more than willing to send any data request to your station or facility following the Show. Make sure you supply your correct and complete address.

Members attending this year's Convention will have more opportunities to meet with distributor representatives, as well as more suppliers than at any previous Convention, and will sample new services, techniques, and machinery.

You will have an opportunity to learn more than you probably ever wanted to know about existing, new and pending environmental regulations. Trade Show exhibitors may help you more easily cope with those new regulations, and maybe even take a potential burdensome regulation and turn it into a profit center.

You will hear about and see the latest in parts and supplies, towing equipment, insurance, car wash equipment, maps, lifts, diagnostic and alignment equipment, jobbers, pay phones, convenience store products, computers, uniforms, waste oil pick-up, air machines, nozzles, pumps, manuals, business forms, security equipment, vending machines, snacks, tobacco products, and more!

In short, you should be able to come out of the Trade Show with better ideas of ways to increase and improve your business.

Fellow members have volunteered their time and talents to ensure that the 2016 Convention and Trade Show will be an educational, meaningful and entertaining event for you and your family. I hope to see you there! ♦

**IN SHORT,
YOU SHOULD BE ABLE
TO COME OUT OF
THE TRADE SHOW
WITH BETTER IDEAS
OF WAYS TO INCREASE
AND IMPROVE
YOUR BUSINESS.**

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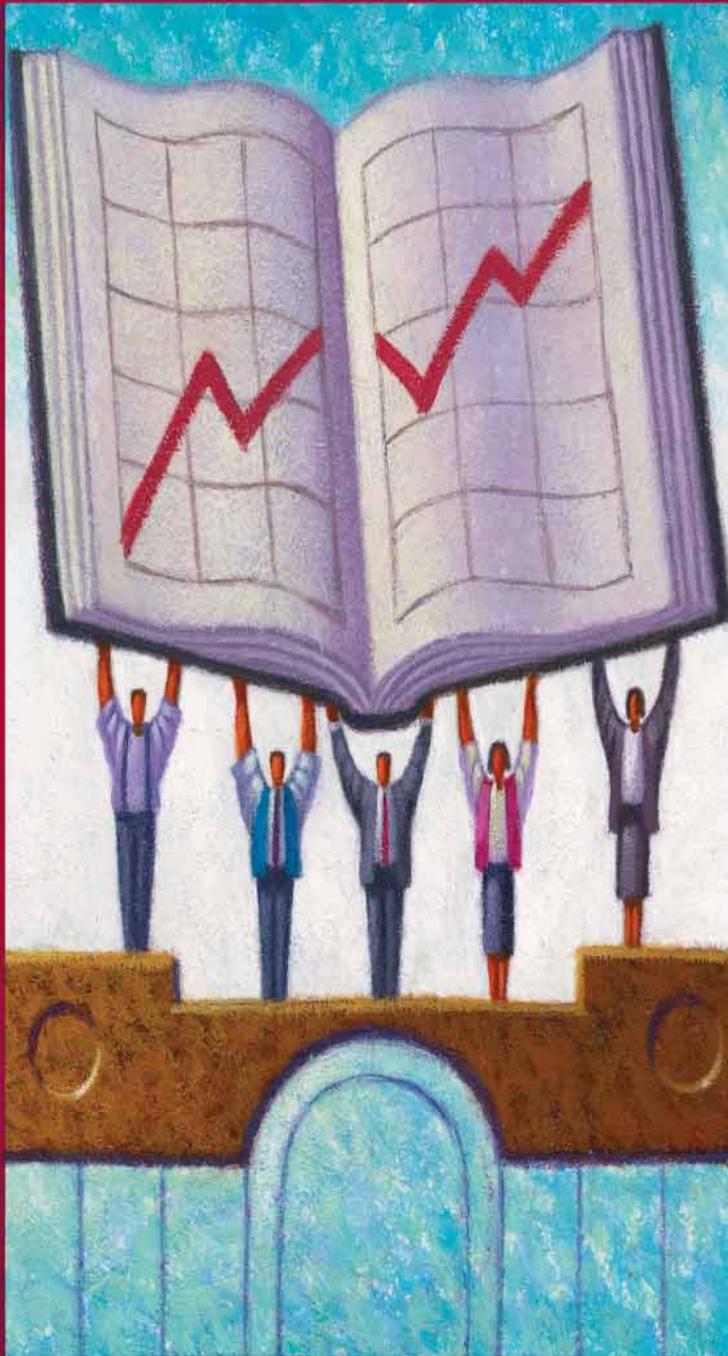
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THE 2016 WMDA/CAR CONVENTION & TRADE SHOW

BY KEVIN ROHLWING
WMDA STAFF



**THE WMDA/CAR
CONVENTION AND
TRADE SHOW IS ONE
OF THE STRONGEST
REGIONAL TRADE
ASSOCIATION EVENTS
IN THE COUNTRY...**

Regional trade associations play an important role in the success of small businesses. Unlike the larger companies where suppliers and manufacturers are lined up in the parking lot, most family-owned and operated enterprises rely on a group of trusted vendors. Growing up in a single location tire dealership and automotive repair business, I learned the value of strong supplier relationships at an early age. We counted on them to provide the goods and services we needed to take care of our customers.

But the needs for small businesses go beyond the typical supplier-customer relationship. There is also a lot to be learned from other people in the same industry. I remember my first industry conference and was amazed at how much information was openly shared between my father and the other owners in attendance. Then it clicked. If each of these small independently owned and operated family businesses were successful, it makes the entire industry stronger and more viable.

The WMDA/CAR Convention and Trade Show is one of the strongest regional trade association events in the country for a number of reasons. First, it has the benefit of location with Ocean City, MD as the destination. I've been to a lot of conferences and trade shows over the years, and the location is important. For WMDA/

CAR, attendees have the best of everything with a modern convention center for the trade show and workshops, a beachfront hotel for the networking events, and arguably the best golf course in the area. Throw in a renown nightclub and the best crab-house in Ocean City and you have the makings for a perfect event.

It all starts on Thursday morning, September 8, at Rum Pointe Golf Links with the Golf Tournament. Rated #1 in the Ocean City area by Golf Advisor, Rum Pointe has something for every golfer. The links layout favors the occasional golfers with lots of room in the fairways while the bunker placement and water hazards present more than enough challenges for the serious golfers. With a 9:00 a.m. shotgun start and a nice lunch after the tournament, attendees can get a great start to the weekend and still have time to get ready for the Welcome Reception.

When it comes to nightlife in Ocean City, one place always comes to mind: Seacrets. Ranked #1 by tripadvisor, Seacrets is a right of passage for most people who have grown up in the Washington DC, Maryland or Delaware area. Of course, most of the attendees are a little older now so the late night shenanigans are replaced by a good night of sleep, but that doesn't mean you can't enjoy some food



and drinks from 7:00-10:00 p.m. Tickets are \$55.00 for adults and \$30.00 for children under 21.

On Friday morning, September 9, the WMDA and SSDA-AT board of directors will have their annual meetings at the Ocean City Convention Center (OCCC). This is a great place to learn about what each association has in store for the upcoming year. Following the board meetings, the Industry Issues Forum kicks off at 9:30 a.m. at the OCCC. This unique gathering of associations, regulators, and industry experts provides an excellent overview of the gas station, service station, convenience store, and automotive repair industries. It's a virtual "Who's Who" for those businesses, so don't miss it!

Weather permitting, the Grille on the Bay takes place on the bayside patio of the OCCC at noon on Friday. After a morning of conference rooms and meetings, it's great to get outside and enjoy some fresh air with good food. This ticketed event takes place from 12:00 p.m. until 1:00 p.m. and tickets are \$30.00 per person.

The first slate of educational sessions begins immediately after the Grille on the Bay at 1:00 p.m. at the OCCC. "Oil Made Easy" and "The Power of Social Media" provide valuable information for owners and managers interested in the shop or marketing aspects of running a gas station, service station, convenience store or automotive repair



facility. Both topics have the potential to translate into higher profits, so it's definitely worth it to attend.

I'm fortunate to say that I knew Harry Murphy, so I completely understand why Murf's Turf continues to pay tribute to an industry icon. Led by WMDA's very own Kirk McCauley, Murf's Turf is a Town Hall Meeting where owners and managers can discuss important issues and exchange ideas. The theme for this year is "What Is the Future of the Independent Dealer?" It should be as entertaining as it is informative.

At 4:00 p.m., the largest regional gas station, service station, convenience store, and automotive repair trade show kicks off at the

OCCC. Since WMDA/CAR represents a wide range of businesses, the exhibitors reflect that same diversity in products and services. And since there are varying degrees of crossover between them, there is literally something for everyone at the trade show. As an added bonus, there is a reception on the trade show floor from 5:30-7:30 p.m. with light food and drinks.

Friday night, the event shifts to the Clarion Resort Fontainebleau Hotel, the host hotel for the convention. At 8:00 p.m. on Friday night, a WMDA/CAR tradition continues with the Hospitality Suites at the Clarion.

Unlike other conferences and trade shows where the hospitality suites are restricted to a select number of attendees, these parties are open to all attendees. It really says a lot about the companies that sponsor Hospitality Suites because they truly define the words "good corporate citizen" by hosting an inclusive party. Each Suite has a different theme with varying types of food and entertainment. After a long day of meetings, education, and trade show, the Hospitality Suites are the perfect networking opportunity for sponsors and attendees.

On Saturday morning, September 10, the Harry T. Murphy Customer Service Contest





and Awards Breakfast takes place at the Clarion. By recognizing the top gas stations, service stations, convenience stores, and automotive repair facilities in Washington DC, Maryland and Delaware, the goal is to improve the collective image of each industry. As someone who travels around the country on a regular basis, I can honestly say that the mid-Atlantic is home to some of the nicest, cleanest and most professional businesses in those industries.

Kirk will put more than 2,000 miles on his truck to visit every WMDA/CAR member that enters, so this is far from the typical "send in some pictures and we'll issue some awards." The winners are truly the best of the best and it's rewarding to see the managers and key employees recognized for the hard work that they put in every day to make their locations a winner.

After the Awards Breakfast and Customer Service Contest, the event shifts back to the OCCC for another round of educational sessions starting at 10:00 a.m. Each year, the Maryland Department of the Environment (MDE) takes the time to explain all of the changes and updates to regulations that govern gasoline storage tanks. In another conference room, CAR will hold a roundtable for repair so the automotive repair and maintenance attendees have an opportunity to share ideas and discuss issues specific to their businesses. And the third session will address the digital showroom to help attendees improve their websites to create a 24-hour business.



From 11:30 a.m. until 3:30 p.m. the final hours of the trade show take place at the OCCC. For those who cannot get away on Friday, it gives them an opportunity to make the drive to Ocean City on Saturday morning to spend some time on the floor and learn about the different products and services that can lead to increased productivity and increased profits.

The WMDA/CAR Convention and Trade Show wraps up on Saturday night with a crab feast at Higgins Crab House North in Ocean City. The family-friendly atmosphere and social component of a crab feast is unique to the mid-Atlantic, and Higgins is one of the best venues for this event. Tickets are \$45.00 for adults and \$25.00 for children under 21 and include crabs, food, and drink.

As far as formulas go, the Convention and Trade Show events that take place September 8-10, 2016 in Ocean City, MD represent the perfect mixture of education, networking and business. In today's economy, growth is essential for the long-term health of any company. And since growth is dependent on making the best business decisions, information becomes a valuable commodity for gas stations, service stations, convenience stores and automotive repair facilities. It will all be on display at the 2016 WMDA/CAR Convention and Trade Show so the only thing that will be missing is you. ♦



ON THE LEGISLATIVE FRONT

Convention Attendees to Tackle Legislative Issues

BY ROY LITTLEFIELD IV
LEGISLATIVE ASSISTANT



This year the Convention will focus on legislative issues affecting service station dealers and repair shop owners.

For those attending the Industry Issues Forum, topics will include: Tire Registration/ Recall Recovery, LIFO, Estate Tax, Small Business Healthcare, Work Opportunity Tax

Credit, Lawsuit Abuse, Retroactive Liability Provisions of Superfund, Scrap Tires and Used Oil, National Energy Bill, Right to Repair Act, Marketplace Fairness Act, Comp Time, Section 179 and Bonus Depreciation, and OSHA.

Issues on the state level that will be addressed include: Storm Water Management,

Enforcement, Gas Taxes, Sick Leave, Future Technologies, Tire Aging, Minimum Wage, Online Lottery, Highway Funding, Healthcare, Environmental Laws, Tank Regulations and more.

Attendees of the Industry Issues Forum will hear from a variety of speakers and

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representatives from AAA Mid-Atlantic, the Maryland Department of Agriculture, the Comptroller's Office, DANA Insurance, Ad Hoc Oil Committee, MDE, Governor's Task Force on Lottery, suppliers, and lawyers, in addition to independent repair shop owners and service station dealers. There are also representatives from a variety of other state associations to give updates from around the country on pending legislative and regional issues. Topics covered pertain to both the state and federal levels.

The 2016 WMDA/CAR Industry Issues Forum, will be held on Friday, September 9, 2016 from 9:30 a.m. to 12:00 p.m. at the Ocean City Convention Center, in Ocean City, Maryland.

This year we have extended the Forum by 30 minutes to accommodate all of our speakers. There will be a broad section of our industry in attendance.

With so many legislative battles on the horizon, the timing for such an event could not be more

beneficial to members in attendance. With pending issues and legislation on the horizon, it is crucial that WMDA/CAR members unite to protect the interests of their businesses.

With many legislative battles looming, WMDA/CAR would like to continue efforts to engage and involve the membership to unite against the government when unfair laws and regulations are encroached on small businesses. We must come together and speak in one voice to let our legislators know what our positions are.

Some bills have the potential to cost your business thousands of dollars a year, so stay involved and speak out!

The 2016 Show will set the stage for legislative efforts to be stronger than ever for the remainder of this year and in 2017-2018 as we will elect a new President and Congress. WMDA/CAR will remain an outspoken leader in Washington D.C., Maryland, and Delaware on both the state and federal levels. ♦

**WITH SO MANY
LEGISLATIVE BATTLES
ON THE HORIZON,
THE TIMING FOR
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BENEFICIAL TO MEMBERS
IN ATTENDANCE.**



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KIRK'S KORNER

A Look at Murf's Turf and the Industry Issues Forum

BY KIRK MCCAULEY

DIRECTOR OF MEMBER RELATIONS & GOVERNMENT AFFAIRS



MURF'S TURF TOWN HALL MEETING

"What Is the Future of Independent Dealer"

What is an Independent Dealer? Do they lease or franchise from a supplier? Do they own their property and have a supply contract for fuel? Are they a single station owner or a multi-station owner? Are they a commissioned agent?

In truth, they are all Independent Dealers, and as business owners, they each have a considerable investment and are looking for a return on investment, and equity.

Over the years our members have been through many changes, and they are not likely to stop now. Your business model might also need adjusting.

No one can predict the future, but I think we have something that is much better than speculation or reading Tarot cards.

At Murf's Turf (Friday, September 9, from 2:00 p.m. - 4:00 p.m. at the Ocean City Convention Center) we will have a panel of experts on this subject.

The panel will consist of suppliers that I have the utmost respect for and who have always been fair and honest to their dealers:

- Blackie Bowen of Ewing Oil
- Abdol Ejtemai of PMG
- John Phelps of Carroll Motor Fuels
- Mel Strine of SMO/PEH

This is a "must attend" event if you are in the fuel selling business.

Questions that will be addressed include:

- Who will survive lease or own?
- What can we expect when supply contracts to fly a major flag are up?
- How much more will the big box stations expand?



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- Is the 3-bay station a thing of the past or maybe a model for the future?
- We see major rebuilds and NTI's going up at a pace we have not seen since the 60's – how will this affect the legacy stations?
- In the last three months we have seen concerns over tank age and other issues related to UST's. Both the insurance industry and MDE have put limits on, or have explored, the age issue. How big of a problem will that become for a small lot owner, or a small leased property?
- Could the cost outweigh the profit potential for supplier owned sites? Or a dealer owned site?
- We all know what rack pricing is, but now we are starting to here about Formula Pricing. What is it and will it affect dealers going forward?

Clearly these are just a few of the questions, at Murf's Turf Town Hall Meeting. Each one of our panel members will tell you what their vision of the future is for independent dealers. Send me (via email at kmccauley@wmda.net) any questions you would like to see addressed at Murf's Turf. Then come to the WMDA/CAR Convention and Trade Show (September 8-10) to hear the answers from the experts.

There will be no crystal balls, no Ouija boards – just the expert opinions of our esteemed panel as to the future of the independent dealer. Don't miss out!

There is no charge to attend the seminars, Murf's Turf, the Hospitality Suites, or the Trade Show – if you pre-register. Visit www.wmda.net to register and for the most up-to-date Convention and Trade Show information.

For more information contact Vickie Clancy at 301-390-0900, ext. 101, or by email at vclancy@wmda.net.

INDUSTRY ISSUES FORUM

The 2016 WMDA/CAR Industry Issues Forum will be held on Friday, September 9, from 9:30 a.m. to 12:00 p.m. at the Ocean City Convention Center, in Ocean City, Maryland. We have extended the Forum by 30 minutes to accommodate all of our speakers. We should have a broad section our industry in attendance, and WMDA/CAR looks forward to your participation.

The Maryland 2016 legislative session was

interesting – to say the least. The District of Columbia is always active (and not in a good way), and Delaware was in neutral this year. Our SSDA-AT friends from Pennsylvania, New York, New Jersey, and Ohio will have similar experiences, I'm sure.

The social waves are sweeping through the country, and legislators are passing or trying to pass laws that threaten the existence of small businesses. On the regulatory side, we will have representatives from the Maryland Department of Weight's and Measures, the Maryland Comptroller's Office and the Maryland Oil Control program. We will also have the head of Maryland's Ad-Hoc Committee on Oil Control and the company that insures UST's in multiple states. The last two are issues because we are seeing insurance companies setting new standards on who they will insure and the possibility of lawsuits from Maryland's Attorney General's office against any one who sold or stored MTBE in UST's.

WMDA/CAR attorneys will also be on hand so everyone can get free legal advice, LOL. Come join the brawl – it should be fun.

Members are invited to attend and listen to issues that affect our industry, from discussions we are having with AAA, to federal issues on labor. Is Maryland's Attorney General putting suppliers and retail fuel sellers at risk of massive litigation (we think so) and one our panel members will tell you about it. ♦



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CONVENTION & TRADE SHOW SCHEDULE AT A GLANCE

THURSDAY, SEPTEMBER 8, 2016

8:00 a.m. – 9:00 a.m.	Golf Tournament* Registration & Continental Breakfast	Rum Pointe Golf Links
9:00 a.m.	Golf Tournament* Shotgun Start	Rum Pointe Golf Links
9:00 a.m. – 3:30 p.m.	Golf Tournament* – Golf Awards & Prizes presented following Tournament	Rum Pointe Golf Links
12:00 p.m. – 5:00 p.m.	Convention Registration	O.C.C.C.
7:00 p.m. – 10:00 p.m.	Welcome Reception*	Seacrets

FRIDAY, SEPTEMBER 9, 2016

8:00 a.m. – 7:00 p.m.	Convention Registration	O.C.C.C.
8:30 a.m. – 9:30 a.m.	SSDA-AT Board of Directors Meeting	O.C.C.C. – 213
8:30 a.m. – 9:30 a.m.	WMDA Board of Directors & General Membership Meeting	O.C.C.C. – 201-202
9:30 a.m. – 12:00 p.m.	Industry Issues Forum Legislative Issues Affecting Small Business	O.C.C.C. – 207-208
12:00 p.m. – 1:00 p.m.	Grille on the Bay*	O.C.C.C. - Bay Terrace
1:00 p.m. – 2:00 p.m.	Educational Sessions • Oil Made Easy • The Power of Social Media	O.C.C.C. – 217 O.C.C.C. – 213
2:00 p.m. – 4:00 p.m.	Murf's Turf Town Hall Meeting What Is the Future of the Independent Dealer?	O.C.C.C. – 201-202
4:00 p.m. – 7:30 p.m.	Trade Show with Reception from 5:30 p.m. – 7:30 p.m.	O.C.C.C. - Hall A
8:00 p.m. – 10:00 p.m.	Hospitality Suites	Clarion Resort Fontainebleau Hotel Conference Center – Terrace Level

SATURDAY, SEPTEMBER 10, 2016

7:45 a.m. – 1:30 p.m.	Convention Registration	O.C.C.C.
7:45 a.m. – 10:00 a.m.	Awards Breakfast* and Harry T. Murphy Customer Service Contest Awards Presentation	Clarion Resort Fontainebleau Hotel Crystal Ballroom
10:00 a.m. – 11:15 a.m.	Educational Sessions • 2016 MDE Update • CAR Roundtable for Repair • The Digital Showroom – Your 24 Hour Shop	O.C.C.C. – 215 O.C.C.C. – 207-208 O.C.C.C. – 213
11:30 a.m. – 3:30 p.m.	Trade Show with announcement of Door Prizes at 3:15 p.m.	O.C.C.C. - Hall A
7:00 p.m. – 9:30 p.m.	Crab Feast*	Higgins Crab House North

* Ticketed Event

THE TRADE SHOW, EDUCATIONAL SESSIONS, AND HOSPITALITY SUITES ARE OPEN TO ALL MEMBERS AT NO COST.

Schedule subject to change.

Register online at www.wmda.net.

Free admission is restricted to owners and personnel of service stations and repair shops only.
Requests submitted by suppliers not exhibiting in the Trade Show, regardless of membership status,
will be assessed a fee of \$200.00 per attendee for a one day Trade Show only pass; event tickets can be purchased ala carte.

Soliciting on the Trade Show floor is prohibited and strictly enforced.
Violators will be escorted out, by way of security, and registration fee will be forfeited.

ACTIVITIES & EDUCATIONAL SESSIONS

THURSDAY, SEPTEMBER 8, 2016

8:30 a.m. – 3:30 p.m.

Golf Tournament*

Rum Pointe Seaside Links

Join us at Rum Pointe Seaside Golf Links for a day of fun in the sun. Scramble format, 9:00 a.m. shotgun start. Continental breakfast, lunch, drink tickets and goodie prizes are included. Club rental is available by request. Registration begins at 8:30 a.m. The cost is \$175.00 per golfer.

7:00 p.m. – 10:00 p.m.

Welcome Reception*

Seacrets

Experience Ocean City's home of the true Jamaican Beach Party at Seacrets! DJ, heavy hors d'oeuvres, and open bar. Come dressed in your favorite beach attire. Tickets are available at \$55.00 per adult and \$30.00 for children under 21.

FRIDAY, SEPTEMBER 9, 2016

8:30 a.m. - 9:30 a.m.

SSDA-AT Board of Directors Meeting

8:30 a.m. - 9:30 a.m.

WMDA Board of Directors & General Membership Meeting

9:30 a.m. - 12:00 p.m.

Industry Issues Forum

Legislative Issues Affecting Small Business

Speakers: Industry Panel

If you are a business owner, the Industry Issues Forum is a must attend event for you! The forum gives dealers and repair shop owners the opportunity to see what issues affect them. Reports will be made on legislative and regulatory issues on both the state and federal levels. The amount of industry legislative news that is exchanged is mind boggling. There is so much to report, on every level, that would impact your business. Every member is urged to attend the Forum.

12:00 p.m. – 1:00 p.m.

Grille on the Bay*

Bayside Terrace at the Ocean City Convention Center

Take in the beautiful views of the Chesapeake Bay while enjoying a delicious three-course lunch served on the bayside terrace of the Convention Center. Tickets are available at \$30.00 per person.



1:00 p.m. – 2:00 p.m.

Oil Made Easy

Speaker: Gerald Abrams, Castrol

Find the right Castrol oil for any car using only the license plate number! You'll be introduced to the NEW website that will help you find the right oil fast. This website will help increase profits, save your techs and service writers time, and turn that "loss leader" oil change into "profit leader." Join Gerald from Castrol and a special guest (hint: think NFL) to learn more.

1:00 p.m. – 2:00 p.m.

The Power of Social Media

Speaker: Anita Hicks, Virtual Assistance by Anita

Anita will show you the value of using social media with your website to increase search engine results. She will also discuss the use of back links and video content, as well as explaining exactly what viral means. In addition, she will provide an overview of four social media sites: Facebook, YouTube, LinkedIn and Twitter.

2:00 p.m. – 4:00 p.m.

Murf's Turf Town Hall Meeting

What Is the Future of the Independent Dealer?

Moderator: Kirk McCauley, WMDA/CAR Director of Member Relations and Government Affairs

Panel: John Phelps, Carroll Motor Fuels
Blackie Bowen, Ewing Oil
Hussain Ejtemai, PMG
Mel Strine, The Wills Group

Our industry has gone through many changes – starting with major oil selling their assets, property, and indeed everything but the kitchen sink, to jobbers. The jobbers started buying up each other. Where does this leave the independent dealer? What will the independent dealer need to survive in the future?

4:00 p.m. – 7:30 p.m.

Trade Show

Ribbon Cutting & Grand Opening

5:30 p.m. – 7:30 p.m.

Reception on the Trade Show Floor

8:00 p.m. – 10:00 p.m.

Hospitality Suites

Clarion Resort Fontainebleau Hotel

Meet and network with suppliers and your industry peers in a casual, relaxed atmosphere. Hospitality Suite sponsors are: Carroll Motor Fuels; Ewing Oil Co., Inc.; Petroleum Marketing Group; Sunoco; and The Wills Group. The Repair Facilities Hospitality Suite is hosted by CAR. The Hospitality Suites are open to all members at no cost, so be sure to stop by and enjoy some refreshing beverages and tasty snacks!

ACTIVITIES & EDUCATIONAL SESSIONS

SATURDAY, SEPTEMBER 10, 2016

7:45 a.m. - 10:00 a.m.

Awards Breakfast*

and Harry T. Murphy Customer Service

Contest Awards Presentation

Clarion Resort Fontainebleau Hotel

Keynote Speaker Kelly M. Schulz

Secretary, Maryland Department of
Labor, Licensing and Regulation



Kelly M. Schulz was confirmed as Secretary of the Maryland Department of Labor, Licensing and Regulation (DLLR) in February of 2015. A former member of the Maryland House of Delegates representing Frederick County, she served on the Economic Matters Committee from 2011-2015. In addition to local issues, former Delegate Schulz took special interest in legislation relating to banks and other

financial institutions, business, occupations and professions, economic development, labor and employment, unemployment insurance and workers' compensation. She brings a wealth of knowledge to the Maryland Department of Labor from her years of experience working in the government, in the private sector and as a small business owner.

10:00 a.m. - 11:15 a.m.

2016 MDE Update

Speakers: Jackie Ryan, MDE Oil Control Program

Michael Jester, MDE Oil Control Program

Eric Dana, DANA Insurance & Risk Management

Jackie and Michael will discuss what is new with the Operator Training program, UST requirements and much more. Eric Dana will present a video that shows an over-delivery at a gas station and the disastrous cleanup performed by the delivery driver. He will also discuss having a Tank Bottom Management Plan for owners of diesel tanks. Without the tank operator being aware of it, microbial buildup on the bottom of a diesel tank can cause a breach in the tank wall. As a result, the manufacturer's warranty can be compromised or possibly voided long before it's time.

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Hotel
on Friday,
September 9,
from 8-10 pm.



10:00 a.m. - 11:15 a.m.

CAR Roundtable for Repair

Moderators: Ken Quasney, CAR Chairman

Billy Hillmuth, WMDA/CAR Past President

Join Ken, Billy, and the CAR Committee as they lead discussions on the issues facing repair shops these days – from finding techs, to replacing diagnostic tools, to dealing with MOSH and more!

10:00 a.m. - 11:15 a.m.

The Digital Showroom – Your 24 Hour Shop

Speaker: Matt Czelej, Net Driven

Today's consumers are not only short on time, they have the power of the internet at their disposal. Over 80% of consumers search online when they need tires or service for their vehicle. With the right website and online presence, your business can be open 24-7. Matt will discuss issues such as:

- Changes in consumer buying behavior;
- Understanding the four key elements of effective websites;
- How to use your website to guide consumers through the buying process; and
- Measuring success with monitoring and analytics.

11:30 a.m. – 3:30 p.m.

Trade Show

with announcement of Door Prizes at 3:15 p.m.

7:00 p.m. – 9:30 p.m.

Crab Feast*

Higgins Crab House North

Join us for a fun-filled evening of music, dancing, friends, and all of the Maryland Blue Crabs and seafood you can eat! Tickets are available at \$45.00 per person for adults and \$25.00 for children under 21 years of age.

* Ticketed events.

Schedule subject to change.

SHOW SPECIALS

BENJAMIN F. BROWN INSURANCE AGENCY, INC.

Stop by Booths 101-103 to discuss getting a competitive quote on your insurance coverage, including package policy, umbrella, and workers' compensation. Bring your policies if you like.

CARROLL MOTOR FUELS

Founded over 100 years ago, Carroll supplies branded and unbranded fuels to the entire Mid-Atlantic Region. We are extremely sensitive to our customers' needs in this ever-changing fuels business. You can count on Carroll for great service and a great price, but we value our relationships above all. Stop by our Booths 620 & 720 and find out about our exciting new acquisition of the High's Dairy Stores.

CENTURY DISTRIBUTORS, INC.

Come visit the crew from Century in Demo Area #1! Exciting show specials and new programs being featured.

DAY, DEADRICK & MARSHALL INSURANCE, INC.

DDM is excited to be back at the WMDA Convention this year. We specialize in insurance programs for the garage/auto repair, C-store, and gas station industry and have been very competitive with pricing on ALL lines of coverage. Come over to Booth 610 and say hello and enter to win some awesome prizes! Free gifts too!

ECO HEATING SYSTEMS, INC.

TIRED OF HIGH HEATING BILLS? BETTER GET A CLEAN BURN! Find the latest in Clean Burn Waste Oil Furnaces and Boilers in Booth 308. We are offering a special discount of \$500 off any new furnace. Eco Heating Systems is your Clean Burn Distributor with more than 25 years experience in installing and servicing Clean Burn products.

FIRST MERCHANT SERVICES

All WMDA Members who process with FMS will receive a free PAX S80 Credit Card Terminal that can process EMV ("Chip Card") transactions in addition to allowing your customers to pay with Apple Pay, Google Wallet, and other "Contactless" payment methods. Visit us at Booth 104 for more information.

JONES & FRANK

Stop by Booth 614 to see two types of POS systems, Gilbarco, and VeriFone. Competitive pricing, for WMDA trade show attendees. Installation available. Stop by to enter hourly drawings!

KRISPY KRUNCHY FOODS LLC.

Featured at Booth 213 is the well-known Krispy Krunchy Chicken LLC. Krispy Krunchy Chicken has offered a cajun-style recipe since 1989, which is always fresh, never frozen and fried in zero trans-fat oil. Krispy Krunchy Chicken started in Lafayette and has spread its wings to more than 1,700 locations countrywide. Grow with our program today!

MARYLAND LOTTERY AND GAMING

All current Maryland Lottery retailers are invited to stop by Booth 609 and register for the upcoming Regional Retailer Advisory Board meetings around the state. Hear about new Lottery products, winning store promotions and more ways to earn top sales commissions. Not yet selling the Maryland Lottery at your store? Visit us and begin the application process today.

MITCHELL 1

\$50 Off first month's payment for any order received by 9/17/16. Please visit us in Booth 216.

PARTS AUTHORITY

Be sure to stop by the Parts Authority booth at Demo Area #2 for a chance to win cash and prizes, and also to learn about the great money saving deals we have to offer. Let us know how we can help you!

PPC LUBRICANTS/CASTROL

For trade show attendees only! PPC Lubricants is putting their money where their mouth is! That's right – PPC Lubricants will pay for a 3-month CAR Membership so that you can experience the savings of the Oil Program firsthand! What do you have to lose? Stop by Island #2 and see Gene Nace at the Trade Show and find out how you can get on board the money train!

PREMIER WASTE

\$50 cash for every new customer that signs up at the Trade Show. Stop by Booth 109 for more information.

R.O. WRITER AND AMS

Enter to win 50% off R.O. Writer Professional shop management software. Stop by and see us at Booth 208.

SPIGLER PETROLEUM EQUIPMENT, LLC

Visit Spigler Petroleum Equipment's Booths 402 & 502 and ask about upgrading your station with Bilbarco Veeder-Root equipment or let us show you how we can save you money on your monthly maintenance costs.

WMD TRADING, INC.

Stop by Booth 615 to see specials exclusively for WMDA/CAR Trade Show Attendees!

Show Specials as of 8/18/16

EXHIBITORS



AHT Automotive Equipment Air & Vac	Maryland Pump & Tank, Inc.
American Towman Magazine	Meadowbrook Insurance Group/Utica National Insurance Group
Automotive Training Institute - ATI	Mitchell 1
Benjamin F. Brown Insurance Agency	MTD Services, Inc.
Carroll Motor Fuels	NAPA Auto Parts
Century Distributors, Inc.	Net Driven
Chesapeake Automotive Equipment	Parts Authority
Crompco LLC	Petroleum Marketing Group
DANA Insurance and Risk Management	PPC Lubricants/Castro/Peak
Day, Deadrick & Marshall Insurance, Inc.	Premier Waste
Eco Heating Systems, Inc.	R.O. Writer
Enovative Technologies	Secure Streets Vehicle Safety Inspection Training
Ewing Oil Company, Inc.	Spigler Petroleum Equipment, LLC
First Merchant Services	Sprague Operating Resources
Hunter Engineering Company	Sunoco
Icetro USA	The Wills Group
Intelicom, Inc./PAI	Tire Industry Association
Jones & Frank	WMD TRADING, INC.
Maryland Lottery	WMDA/CAR PAC & Member Services

as of August 15, 2016



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Grille on the Bay
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Trade Show Reception
Parts Authority

Crab Feast
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Utica National Insurance Group

**WMDA Board of Directors &
General Membership Meeting**
Petroleum Marketing Group

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Industry Forum
Astrachan, Gunst & Thomas, P.C.

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as of 8/18/16**

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Don't want to drive to the Ocean City Convention Center? We've got you covered! **Avoid the hassle and traffic by riding the Ocean City bus for FREE!**

Take the bus to the Boardwalk or anywhere else you want to go in Ocean City for **FREE** – just show them your Trade Show Badge.

That's right... you can use your Trade Show Badge to ride the Ocean City bus for **FREE** all day every day that you are in town for the WMDA/CAR Annual Convention & Trade Show!

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★ Earl's

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★ Neils

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Hyattsville, MD 20781
(301) 779-8700

Brakes, Etc

9156 Gaither Rd
Gaithersburg, MD 20877
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NEW LOCATION

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Laurel MD 20707
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College Park, MD 20740
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Olympic Crofton

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LEAH'S LETTER

New to the WMDA/CAR Staff

BY LEAH FRANKLIN
MEMBERSHIP MARKETING COORDINATOR



ONE OF MY MAIN JOB
RESPONSIBILITIES
IS TO CREATE A
SOCIAL MEDIA
PRESENCE FOR
WMDA/CAR.

I couldn't more excited to be working for WMDA/CAR and serving all of our members!

My name is Leah Franklin and I am beyond excited to be the New Membership Marketing Coordinator here at WMDA/CAR. In May of this year, I graduated from Towson University with a Bachelor of Science in Communication Studies. I am originally from Washington, D.C. and currently reside in Charles County.

One of my main job responsibilities is to create a social media presence for WMDA/CAR. Recently, I have launched Twitter, Instagram and Snapchat accounts so that members like you are updated instantly with new and/or important information.

This is a great way for members to engage with each other, for our staff to engage with our members, and to stay current with the latest happenings at WMDA/CAR. Additionally, how cool is it that you can get all of your questions answered from the comfort of your cellphone or tablet home screen. Follow us on Twitter and Instagram @WMDA_CAR!

With this being my first Convention, I could not be more thrilled about the scheduled activities

this year. There is so much to choose from!!!! I'm excited about – the educational session on The Power of Social Media, the trade show, the Welcome Reception at Seacrets and the Crab Feast! But I can't forget to mention the Awards Breakfast on Saturday. I think it is awesome that members receive recognition for doing great work in the automotive industry and making WMDA/CAR proud.

For 79 years, WMDA has made a name for itself in the automotive industry and I plan to take on the challenge to have WMDA continue to excel for another 79 years. If you ever need to contact me or have any questions, please do not hesitate to call. I can be reached at 301-390-0900, ext. 113; or by email at lfranklin@wmda.net.

I look forward to serving all of our FANTASTIC members and meeting you in Ocean City! ♦



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THE YEAR IN REVIEW



WMDA/CAR's Roy Littlefield IV with Congressman John Delaney (D-MD-6) at left and Congresswomen Donna Edwards (D-MD-4) below.



WMDA/CAR's Roy Littlefield with Congressman Chris Van Hollen (D-MD-8) at left and Senator Ben Cardin (D-MD) at right.



Maryland State Comptroller Peter Franchot (below) was one of several featured speakers at the Auto Repair Summit.



WMDA/CAR's Traing Day for Techs & Execs featured a variety of educational sessions, a mini trade show with tabletop displays, and prizes for attendees.



The 2016 Auto Repair Summit held at the Parts Authority warehouse in Laurel was sponsored by WMDA/CAR, Parts Authority and PPC Lubricants. The event featured guest speakers, vendor displays, informative educational and legislative presentations, and a roundtable discussion.





WMDA/CAR's Director of Member Relations & Government Affairs, Kirk McCauley, joins Ellen Valentino of MAPDA (Mid-Atlantic Petroleum Distributor's Association) and Drew Cobbs of MPC (Maryland Petroleum Council) and other dignitaries as Governor Larry Hogan, Senate President Mike Miller, and Speaker of the House Mike Busch sign House Bill 342/Senate Bill 277 into law. This bill will allow Maryland service stations to participate in promotions by their supplier or oil company.



The highlight of the year was, of course, the WMDA/CAR Convention & Trade Show. There were numerous networking and social events, educational programs for the service station and auto repair industries, recognition and award presentations, and a chance to meet with a wide variety of exhibitors to discuss new products, services, and profit opportunities for your business.



OIL COMPANY AND SUPPLIER MEETINGS

During the past year, WMDA/CAR staff members met with officials from a variety of oil companies and local suppliers to discuss common issues and regulations of major importance to the Association's members. This is just one of the many ways WMDA/CAR works to serve its members and add value to your membership.



LEFT: Petroleum Marketing Group

BELOW: Carroll Motor Fuels



RIGHT: Southern Maryland Oil/
Potomac Energy Holdings, LLC



ABOVE: Ewing Oil Company

RIGHT: Sunoco



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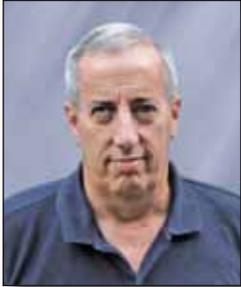
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CAR TALK

Why I Believe in WMDA/CAR

BY STEPHEN POWELL

THOROUGHbred TRANSMISSIONS & AUTO CARE



Hang with me on this... recently a historic town in Maryland was completely wrecked by 6+ inches of rain. Lives were lost, over 180 vehicles were flooded out and washed away, many businesses were wiped out, buildings and the Main Street were all ruined. Sadly, many of these business owners have nowhere to turn. This made me think about all of us in our Association.

Routinely things are posted – Shop Owner Needs... or Has Anyone Got



a Tool or Piece of Equipment... Know Where I Can Find Someone to...

So late Friday I got a call from Jim Neubauer. Jim has a family-owned shop in the newer part of Ellicott City, MD (not directly impacted by the flooding, however Jim had friends and clients that had shops on historic Main Street). Jim quickly decided to start a fundraising campaign to help these folks. This is part of what we all are about – we help with problems, not only for clients and friends, but our fellow shop owners.

I see this every time the CAR Committee gets together. We are trying above all else to do things to help our members. We share advertising ideas; we are not competing against each other – we are helping each shop to grow, and sometimes we help outside our industry, as well. This is who we are!

If you're already a member, great! If not, perhaps consider joining. Come to our Convention in Ocean City on September 8-10. Can't make the Convention? Come to one of our meetings to see what you are missing. If you have any questions you can always call me – Stephen Powell at Thoroughbred Transmissions & Auto Care (301-317-7886). ♦



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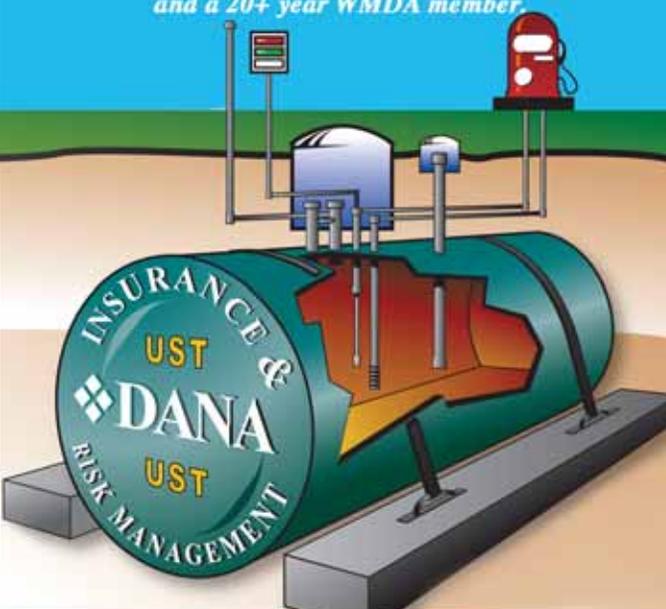
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Parts Authority
Stan Bailey
202-829-6315
Email: sbailey@partsauthority.com

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PPC Lubricants
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Email: gnace@ppclubricants.com

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

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Email: dcohen@firstmerchant.us

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Email: pgunst@agtlawyers.com

LEGISLATIVE & REGULATORY INFORMATION



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