

**Season's Greetings to all our members  
from your friends at WMDA/CAR!**

**SAVE THE DATE  
FOR TRAINING DAY...  
SEE PAGE 5**

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## EDITORIAL

### WMDA/CAR and SSDA-AT – Making a Difference

by Roy Littlefield

Dealers and repair shop operators nationwide have looked up to WMDA/CAR for guidance, support, leadership, and action.

On the Federal level, SSDA-AT is still recognized, whether it be at OSHA (inspection and overtime regulations on salaried employees), IRS (inspections on wage and hour, a tax on imports), NHTSA (tire registration and recalls), or Capitol Hill (efforts to repeal the estate tax, efforts to repeal LIFO, personal income tax cuts, or sales tax on online sales), WMDA-CAR members not only have a voice, but drive the positions and do much of the heavy lifting.

Let me give three recent examples.

Responding to the many legislative, regulatory and financial challenges all the state service station and automotive repair associations in our industry face, we organized a three-day

conference in conjunction with Industry Week in Las Vegas for state associations leaders (presidents, executive directors, and board members).

On October 26, we addressed Federal legislation. On October 27, we discussed association management (everything from the relationship between the Board and the staff to non-dues income). And then on October 28, we held a round table discussion on state legislation. Every session lasted more than 5 hours.

There was great friendship there. Most of us have been in the trenches for decades. But more importantly, there was a strong desire to again unite and make our voices known.

In 1993, WMDA/CAR assumed the management of SSDA-AT. Within a year, led by the tireless efforts on Capitol Hill by Melvin

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Sherbert, we passed the proposal PMPA amendments, WMDA members spent great amounts of time on Capitol Hill speaking for dealers and repair shops nationwide to make it happen.

My second example is that Roy IV drove to NYC on November 14 to address the members of your sister associations in the State of New York (for the third consecutive year) at their annual meeting. Who else, besides someone from our office, could make such a presentation?

WMDA/CAR puts out three SSDA-AT periodic newsletters: a weekly newsletter on Federal legislation; a monthly letter on State legislation; and a monthly newsletter on SSDA-AT/industry news. All newsletters are sent out in email form, so if you would like to be on the mailing list, simply send me your email address,

The third example involves the Republican tax plans, the weekly SSDA-AT newsletter, and WMDA/CAR's leadership.

We wrote about the fact that the House and Senate tax reform bills both call for the elimination of the Work Opportunity Tax Credit.

Our position has been to make permanent this credit, which is used widely by service station dealers and repair facility operators.

Someone who was at Tire Industry Week in Las Vegas responded to the call. He asked us to write an email to Ohio Republican Senator Portman, who serves on the Finance Committee, to help us. We sent a similar letter to Maryland Senator Ben Cardin, a long-time friend and Democratic member of the Senate Finance Committee, to help WMDA/CAR members. Within the House, Senator Portman and Cardin introduced a rare bi-partisan amendment, which if enacted would make WOTC permanent.

Once again, WMDA/CAR had the political knowledge, the contacts, and the relationships to make a difference.

The dedicated industry leaders who met in Las Vegas are planning a Federal Lobby Day in May 2018. We will keep you posted. We will have buses to bring you to Congress. We'll have meal functions, meetings, position papers, and congressional visits. The day will conclude with an evening reception for members of Congress. Dealers and operators nationwide will be invited, but you need to turn out to make this successful.

WMDA/CAR is your voice in the D.C. City Council, in Annapolis, and in Dover. Through SSDA-AT, WMDA is your voice on the Federal level. Thank you for always being there. You continue to take the lead. You continue to make a difference. ♦

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# LEGISLATIVE UPDATE

## WMDA/CAR Participates in National Industry Meetings in Las Vegas

by Roy Littlefield IV  
Government Affairs Assistant

A few weeks ago, the Service Station Dealers of America and Allied Trades (SSDA-AT) held their annual meeting in Las Vegas. Three days of meetings were held in conjunction with the SEMA/GTE show, which is the second largest trade show in the world. WMDA/CAR participated in the meetings.

On Saturday October 29, federal legislation was discussed on a variety of topics including: LIFO repeal, infrastructure funding, estate tax repeal, Obamacare, the Marketplace Fairness Act, tax reform, and Recognizing the Protection of Motorsports Act of 2017 (RPM Act). Regulatory issues were also discussed including: NHTSA Consumer Education, tire registration, OSHA Workplace Safety, FLSA Proposals on Comp Time and Overtime, and Chinese tire tariffs.

On Sunday October 30, association management was the focus with topics covering such issues as: budget, Board of Directors,

meetings/conventions, publications, bylaws, legal counsel, lobbying, membership, non-dues income, insurance, training, recruitment, and retention, among other things.

And on Monday October 31, a legislative roundtable in conjunction with state tire executives took place with over 20 states being represented in the room. It was incredible to hear of the breadth of legislation on the state level impacting the industry around the country and to see what trends are out there and what might be coming our way.

Sal Rivalvato, Executive Director from the New Jersey Gasoline/C-Store/Automotive Association shared the following thoughts:

"This past week, I spent a few days at the annual meeting of Service Station Dealers of America (SSDA) in Las Vegas. There, I met with my counterparts who run our sister associations in many other states. Not surprisingly, the issues you face in your auto repair shops, at your gas pumps, and in your convenience stores are mirrored in businesses all across the country.

Some states already have \$15/hour minimum wage laws and are struggling mightily. This conference coincides with the Automotive Industry Week which is held annually in Las Vegas. I know many of you have attended SEMA (Specialty Equipment Manufacturers Association) in the past, or have indicated that it is a show you would like to visit. I can tell you that it is an enormous and impressive show, and of great interest to anyone in the auto repair business."

We will plan to hold an SSDA-AT meeting in the spring to continue discussions held in Las Vegas and hope WMDA/CAR actively participates.

Thank you again to all those who attended the meetings!

WMDA/CAR will hold a federal lobby day in conjunction with SSDA-AT in the Spring and we will need local dealers to participate and have their voices heard! More details to come on this. ◆

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### GENERAL SERVICE/APPRENTICE TECHS

- Maintaining Car Count with Factory Scheduled Maintenance Services
- Basic TPMS Service





# KIRK'S KORNER

## District of Columbia, Maryland & Delaware Legislative Update

by Kirk McCauley  
Director of Member Relations & Government Affairs

### DISTRICT OF COLUMBIA

WMDA/CAR attended a lunch fund raiser along with four District of Columbia dealers for Mayor Bowser that was sponsored by the American Beverage Association. This small group luncheon (22 people) provided an excellent opportunity for open discussion on District of Columbia issues. The bottle or sugar tax that keeps coming up was one topic that was of great concern for bottlers and retailers. After Philadelphia put a fee per ounce on sugar drinks, C-stores saw a major shift in business. Convenience stores outside of the city lines saw large increases in sales that matched decreases in areas that had the ban – not just in soda sales, but all sales as traffic dropped off.

The other topic that was discussed by WMDA/CAR was the tobacco tax and sidewalk sale of unlicensed and untaxed sale of cigarettes. This is a major topic in the District of Columbia and in Maryland. Black market tobacco products flow out of Virginia like an open spigot. This not only hurts store sales of tobacco products, but all store sales. The District of Columbia loses \$2.50

for every pack sold black market and Maryland loses \$2.00 per pack. This amount totals in the millions of dollars every year. Do high taxes encourage smokers to quit or just drive them into the illegal market and across state lines? In western Maryland we see smokers crossing into West Virginia to save \$.80 a pack. While legal District of Columbia sales and Maryland sales are at an all-time low, Virginia sales are at all-time high – not hard to figure out.

Another problem in this area is single cigar sales that have no tax stamp. We have asked the District of Columbia and Maryland to audit sales of this product to stop bulk purchases from Virginia and then sold in tobacco shops with no stamp required. Auditing purchases versus sales is the only way to stop this.

Mayor Bowser got a different view from our dealers and a different perspective on cost to small business and to the city in tax revenue. Tobacco taxes per pack: District of Columbia \$2.50;



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Maryland \$2.00; West Virginia \$1.20; Delaware \$2.10; and Virginia \$.30.

The District of Columbia Council passed the Emission Amendment Act of 2017 (B22-70). This bill was meant for full service stations only and we were able to have the bill amended to include all repair facilities in the District of Columbia. After talking to Council Chairman Phil Mendelson, he introduced the amendment and the bill passed. The bill as passed will let all repair facilities that qualify do emission repairs and then certify for sticker; no more returning to District of Columbia inspection station. As soon as details are worked out I will bring them to you. This is the first step in total decentralized emission inspections.

#### MARYLAND

WMDA/CAR is getting ready for the Maryland session to open January 10, 2018. We have been meeting with legislators to discuss the upcoming session. Meetings with legislators and staff from the Governor's office have been productive as far as understanding their priorities and one thing is very clear, the democrats and republicans are miles apart on a compromise to the HB1 Sick Leave Bill. I cannot tell you how important it is to contact your senator and express concern over HB 1 and the effort to overturn the Governor's veto. You can go to our website and click on legislation and then click on the drop screen to contact your legislator. The other alternative is going to [www.savemjobs.com](http://www.savemjobs.com). This is our small business coalition group and you can get bullet points and other information on why the Sick Leave Bill is bad for small business. This site also has a contact your legislator tab.

We will see the same bills with some new twists that we had last year: Minimum Wage, Fair Scheduling, Classification of Employees, Must Post Highest Price on Street, Overtime and Manager Pay, Tobacco bills of all kinds, Pay Stub Transparency Act, and many more to take money out of small business owners' pockets.

I will need business owners to testify on some bills and it might mean spending from noon to whenever in Annapolis. Our grass roots efforts are effective and no one tells your story better than you. WMDA/CAR and your fellow members need your help. Send me an email with your name and cell phone number via [kmccauley@wmda.net](mailto:kmccauley@wmda.net).

#### DELAWARE

Last month WMDA/CAR had a meeting with Secretary Garvin, the head of the Department of Natural Resources and Environmental Control (DNREC). This month we had a meeting with David Fees, Head of the Air Quality Management section of DNREC, and his staff about decommissioning Stage II vapor recovery. They played hardball with EVR spill buckets, precision tightness tests (every quarter if you failed once). In the end I think they got the message that Delaware was the last state in the area with mandatory Stage II and was actually hurting the environment when coupled with Onboard Refueling Vapor Recovery (ORVR). What they wanted was too expensive and not necessary.

We should know what comes out of this meeting very shortly. I think Air Quality has been told to get it done and I am hoping I read the demeanor of Air Quality personnel correctly. No other state has had a problem decommissioning without these requirements and Delaware will not either. Maryland air quality has improved every year since decommissioning with less code red days than ever before, despite higher temperatures. ♦

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# CAR TALK

## Electric Cars – Are They the Future?

by Sandi Weaver, British American Auto Care  
and Stephen Powell, Thoroughbred Transmissions & Auto Care, Inc.

After almost 20 years of hybrids being sold in the United States, they have become the norm. Most repair shops have invested in training to be able to service and repair all aspects of them, including the hybrid battery. The latest in environmentally friendly vehicles are the EVs, Electric Vehicles.

Tesla has had multiple models available for a few years now, but most of us won't see one in our shop. But with Nissan having the Leaf, Chevy having the Bolt, and Ford having the C-Max, we are more likely to see the EVs. Or are we?

All signs point to owners returning to the dealer for all types of work. While test driving a 2017 Chevrolet Bolt, the salesman mentioned free towing to the dealer if there was ever an issue.

This made my ears perk up and I asked if it could be towed to another repair shop. His answer was, "why would you? Only the dealer knows how to fix them." Now my blood is boiling!!! While trying to remain calm, I replied that we have multiple



technicians who can work on EVs. He was surprised and I don't think he believed me.

One big concern is the maintenance or lack there of required for EVs. According to Chevy, tire rotations every 7500 miles, cabin air filter every 22,500 miles and drain and fill vehicle coolant circuits every 150,000 miles. This is what is shown on the maintenance chart, but after reading a little more, it mentions brake inspection, checking the steering, suspension and chassis components, lubricating body components and underbody maintenance. Oh, and yes, the brake fluid replacement every 5 years. If the regenerative braking is anything like the Prius, the brakes will fall apart before they ever become worn out. So although we won't see these cars for oil changes, we will see them for tire rotations and a few other items.

EVs are not the money-maker a gas engine would be for maintenance, but electrical





repairs will probably be off the charts. Learning to diagnose electrical issues on electrical vehicles will most likely make up for the lack of maintenance required. Then there's the Lithium Ion battery which will need to be refurbished or replaced at some point in the car's life.

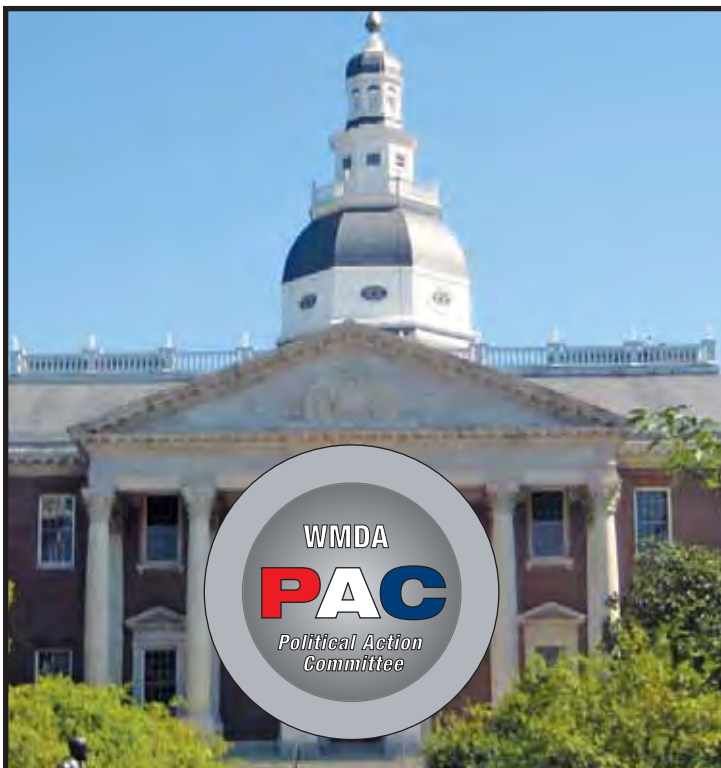
Another big concern is access to information. These are still newer vehicles on the market but will we have access to information? They aren't covered by Right to Know because they don't expel emissions. And Tesla straight up said they are only looking for body shops to join their programs, leaving owners with no choice but to go to a dealer who could be 20 miles or more away to have any work done. Would you want to own a vehicle you have no control over? During Hurricane Irene, Tesla remotely changed the battery capacity so owners could leave the area. This means all Teslas have the same Lithium Ion battery but owners have to pay more for the information needed to expand the driving time. But man those Tesla's look sharp and so luxurious.

Are electric vehicles the future? In my opinion, yes, at least for the time being. We recently purchased the Chevy Bolt to use as our courtesy shuttle and boy is it amazing. Every customer who gets in the car mentions something about it. Mainly, "what is this?" The Bolt has so much get up and go, 0-60 in 6 seconds (yes we timed it ourselves). The dashboard is a full digital display and it rides like no other vehicle I've ever been in. Also, the



savings – after all the rebates and tax incentives – we'll have paid about \$20,000 for the base model. And not just the lower cost of the vehicle but no gas to buy. On average we spent around \$350 a month on gas for our shuttle. Now we just pay for electricity, which costs about \$4.20 to drive to the eastern shore and back. That's less than the tolls!

For those of you who haven't taken the leap into hybrid and electric vehicle maintenance and repair and want to, the Auto Career Development Center (ACDC) is the place to learn. Craig Van Batenberg, CEO and founder of ACDC, is the hybrid and EV guru. You can contact Craig by phone at 508-852-5857 or visit the company's website at [www.fixhybrid.com](http://www.fixhybrid.com). ♦



# WMDA PAC

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# Top Five Reasons Your Shop Needs Social Media

by Brianna Crowl, Marketing Specialist  
Mitchell 1



Americans check their social media accounts 17 times a day on average, and spend more than 4.7 hours per day online on their phones. Adults between 25 and 54 spend the most time of any age group on social media. In order to get more customers, you need to reach them where they spend their time – on social media. Once you have found them, you will be able to learn your target audience's favorite habits, allowing you to understand them better and market to them more efficiently.

Here are some tips to make the most of social media in your auto repair marketing efforts:

- **Establish yourself as an expert on their car.** Consistent, informative content creates a perception of your business as professional and knowledgeable. This branding makes customers more likely to seek you out for auto repairs when they need them. However, creating good content is time consuming. Having an automated content generator such as SocialCRM builds that customer engagement without eating into your time. There are good ways of saying things, and then there are great ways of saying things. SocialCRM is an auto shop social CRM tool that takes the guess work out of it, so that you can focus on doing what you do best, auto care.
- **Earn trust.** Consumers today rely heavily on peer reviews. They use social media to evaluate shops before they visit. While 92% of people

trust recommendations from other people, far fewer trust advertisements. Engaging with social media and cultivating positive reviews will make customers see you as trustworthy. This means they will be more likely to bring their vehicle to you. Trust is earned, so prove that you deserve it more than your competitors.

- **Build customer engagement and loyalty through engaging content.** Mitchell 1's SocialCRM marketing solution helps you claim and set up your Google+ page. This gives your customers yet another avenue by which to follow you. Through social media platforms such as Google+, you can send customers special discounts, seasonal service reminders and other auto repair marketing Through contests and sweepstakes, social media allows your customers to have fun and experience a personal touch that builds their loyalty to your business.



- **Your customers want you to communicate with them.** In a survey of auto repair shop customers, 71% said that they wanted to receive online and social media communications. From who? Their auto repair provider. Customers get food recipes and useful advice from social media, so why not let them get helpful tips about car care? Not only can they save these posts for reading later, they can easily share the posts with their network, expanding your reach to new potential customers. By sending them automatic email reminders, SocialCRM gives you another option on where you can include buttons and links to your social media sites. Email is still a primary choice for many people when it comes to getting reminders. Emails are just one click away from your social media sites.

- **Competitors are doing it.** Doing so will make you a part of their daily lives. Social media is how people connect to the world in real-time, to share and receive great news and exciting moments in their lives. Be a part of that experience and you will be part of their lives and top of mind when they need repairs and maintenance.

This article was brought to you by Mitchell 1 Shop Connection. Visit <http://mitchell1.com/shopconnection/> for more tips and tricks for shop owners, managers, and technicians. ♦

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# OIL COMPANY AND SUPPLIER MEETINGS

by Kirk McCauley  
Director of Member Relations & Government Affairs

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.

RIGHT: Carroll Motor Fuels



LEFT: Ewing Oil Company

RIGHT: Petroleum Marketing Group



LEFT: Southern Maryland Oil/  
Potomac Energy Holdings, LLC



2017

# THE YEAR IN REVIEW



Training Day  
Another  
BIG Success



Maryland Governor Signs Lottery Bill Into Law



2017

# THE YEAR IN REVIEW



WMDA/CAR Meets with Maryland Federal Delegation



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Insurance Agency*



Benjamin F. Brown Insurance Agency/  
UTICA/Meadowbrook  
Ben Brown or Berry Brown  
1-800-861-3434  
Email: berry@benbrown-ins.com

### LEGAL SERVICES



Astrachan Gunst Thomas, P.C.  
Peter Gunst  
410-783-3523  
Email: pgunst@agtlawyers.com

Lynott, Lynott & Parsons, P.A.  
James L. Parsons, Jr.  
301-424-5100  
Email: jparsons@lplawfirm.com

### LEGISLATIVE & REGULATORY INFORMATION



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

### TRASH/DUMPSTER BROKER



Premier Waste Group  
Ian Djuric  
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!





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Council of Automotive Repair  
A Division of the Motor



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- ◆ **Every Castrol Service Center will Receive:**
  - ◆ **Marketing Support**
  - ◆ **Professional Training**
  - ◆ **Best Pricing Structure (Members)**
  - ◆ **Unmatched Service**



*"PPC Lubricants give me a great price on Premium Castrol branded products and a bulk program that will knock your socks off and then I get this check in the mail for a quarterly rebate...What's not to like?" - Ken Quasney Auto Sense*

*"I have hear it before, best price, largest selection, good service and a quarterly rebate, but I said 'what the hell... WMDA did the homework, I will give it a try'. Boy I am glad I did! PPC Lubricants delivered in spades, plus a big check!"*

**- Dave Taggart Superior Auto Service**

*"We work on a lot of high end cars and needs a supplier that we can depend on, not only for service but a broad range of quality products. PPC not only supplies that product, but they supply it at a price that makes sense. The quarterly rebate and the amount was a complete surprise!"*

**- Clyde McLaughlin Chesapeake Import Service**







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