

## PRESIDENT DONALD TRUMP – YEAR TWO

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To Coupon or  
Not to Coupon? ..... see page 11



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## A MESSAGE FROM THE EXECUTIVE DIRECTOR: ASSOCIATION UPDATE

by Jason E. Faust  
WMDA Executive Director

It's hard to believe that it is approaching March already and I have been working with a great team here at WMDA for four months! At the office, we have been working hard to make many internal changes (and some external) to procedures. Admittedly, we have struggled a bit with our membership database as years of duplication "non-prospect" prospect records have accumulated (the result of registrations of family members and friends who have accompanied a Member to an event). This has been a very "visible" problem with our recent email marketing campaign for Training Day. Some members have received multiple copies of the same email (one member as many 10!). Thanks for the patience Gary, Nancy, Bryant and others – our apologies. We will begin cleaning up the data this month, but it is by no means a small task.

Speaking of Training Day, continued thanks to the CAR Committee, chaired by Karim Morsli. As I am penning this

article, Training Day is yet to occur but I can tell you, the teamwork making all the details come together has been amazing.

And our budding partnerships with Anne Arundel County Public Schools' Centers of Applied Technology (CAT) North and South, and the Montgomery County Students Automotive Trades Foundation (ATF) are getting stronger (thanks to WMDA Board member J.R. Rosenberger and his deep involvement with ATF). At this moment, five students of the AA County CAT South are registered to attend the event, and hopefully students from the CAT North program and ATF will attend as well. We are looking forward to another great event and will send out a recap report on Training Day in mid-March to the Membership.

In other programming news, three to four Area Meetings are being planned for May. When all dates and locations have been confirmed, we will send the announcement out to the Membership. One date you can start planning for now is the Annual Expo and Awards Dinner – October 24, 2018.

March is also the month we welcome Debra Webster (officially) and John Robertson to the WMDA fold.

Debra, who has been working with WMDA by way of contract through Robert Half Staffing, has accepted a permanent position as Business Manager. Her responsibility is to empower customer relationships and assist in ensuring profitable performance of Association operations while providing leadership of the Association's financial functions. And as many already know, she has been doing this and more since her start back in October 2017.

John joins the team as Director of Membership Development and will have the primary responsibility of resigning lapsed memberships and building new memberships. His career experience in association leadership and financial services sales is a great mix of skills and knowledge for the Association.

With our new arrivals Debra and John, we also say good bye to Jenise Wray. Jenise set off the end of February for a new opportunity. She worked with the Association for over a year and was often the heavy lifter behind the scenes when it came to getting things done. She will be missed.

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On a non-Association related note, I know our members are some of the most charitable and giving folks I have met, and no doubt have organizations and causes that are particularly meaningful to them. One of mine is cancer research and the efforts of the American Cancer Society. This year I am a member of the Relay for Life Event Leadership Team, a team captain, and father to feisty 11-year old team captain (honest to goodness, on her own she called the national organization to register and got in touch with our regional ACS rep to form her own team, the Chesapeake Cancer Warriors, with a friend). Of course, now we are in competition! But instead of abusing my resource of this newsletter to plead for financial support for my team (which I will gladly accept), I thought, how cool would it be to band together as an Association to tackle a social issue or cause every year – we know from our own experience that there is strength in numbers! So I thought I would throw down the challenge for this year to the Association members to form teams, support a team or simply attend a Relay for Life event this year. Send me an email if you are interested or have another idea – there are plenty of Relays for Life throughout the state and year. Anne Arundel County's is scheduled for May 19, from 2:00 p.m. until midnight at the Earleigh Heights Volunteer Fire Department.

And finally, I would like to offer a big "Welcome Aboard" to our newest members: Key Bridge Exxon Shop, McLean BP, and Saratoga Insurance Brokers. ♦

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# EDITORIAL

## President Donald Trump – Year Two

by Roy Littlefield

I do not attend a meeting in a regulatory agency or in a congressional office, nor do I have a discussion with a WMDA/CAR member or friend when the discussion does not turn quickly to what is happening in our country and in the world, or to what our President was last tweeting.

We read and hear daily about the rise of populist movements, all rooted in nationalist impulses -- resistant to the continuations of globalization and multilateralism and its many forms: economic (e.g. trade pacts and treaties), political (e.g. The European Union), communications (e.g. The internet), and movement of people (e.g. 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 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, follows, rather than leads, the life we live. So, it is appropriate to ask what is happening to our collective thinking and to the public forum in this new era.

Whether it is support or opposition to the President, lines have been drawn and everyone seems to be at one end of the political spectrum or the other.

Some believe Trump is restoring America to greatness. Some believe he is a shameless liar who would rally the angriest

wing of the Republican party by exploiting its racial and religious fears and prejudices.

A broad and powerful movement has arisen to support and re-elect Trump. A broad and powerful movement has arisen to defeat Trump.

Regardless of what movement ultimately prevails, this country must move towards a new politics that takes seriously the need to solve the problems that Trump has exposed. It must reclaim our country's faith in the future and its national inclination toward hope. And it will nurture our dedication to the raucous and will ultimately unify America's democratic self-government. For it is our shared commitment to republican institutions, and our resolve to demonstrate virtues, that make us one nation.

**There appears little reason to doubt that our nation and world are at an historic juncture. Some see ominous horizons, while others... reason for hope.**

Donald Trump's candidacy fueled a populist political activism. Trump's supporters were sick and tired of politics as usual. They were angered at the ways of lawmakers; Democrats and Republicans alike. They wanted a non-politician to come in and blow up the system.

Going into year II the economy is strong, wages and bonuses are up, manufacturing jobs are up, the bureaucracy is being cut, burdensome, expensive, and outdated regulations are being taken off the books, many taxes have been cut, the make-up of the federal courts are being dramatically changed for decades to come, the ACA personal mandate has been eliminated, and the stock market is soaring.

President Trump is an unorthodox politician who challenges traditional presidential norms.

President Trump's approval rating is in the 30s.

This is what blowing up the system looks like!

All in all, we expect that there will be a lot to watch in 2018 – even before we get into what is certain to be an interesting election season. ♦



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*"I have hear it before, best price, largest selection, good service and a quarterly rebate, but I said 'what the hell... WMBA 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*





# LEGISLATIVE UPDATE

## Federal Legislative and Regulatory Update

by Roy Littlefield IV  
Government Affairs Assistant

WMDA/CAR through SSDA-AT has been working on a variety of federal issues including infrastructure proposals that have recently surfaced containing a large gas tax increase, the budget, efforts on tax extenders, changes to healthcare, and other small business reform issues. We have also been active on the regulatory front.

Last month, WMDA/CAR attended a Small Business Labor Safety (OSHA/MSHA) Roundtable. At the meeting we got an update on OSHA's cooperative and state programs, a look at litigation impacting small business, and an update on advocacy's activities on regulatory reform for small business. We spoke to members of SBA, OSHA, and DOL.

WMDA/CAR members continue to be impacted by OSHA inspections and we encourage all members in Maryland to consider having a free inspection performed by MOSH to right any wrong violations before fines are given to a location.

Nearing the end of the month, we attended the Family Business Coalition meeting. We discussed the recently passed Tax Cuts and Jobs Act, the 2018 legislative agenda,

technical tax corrections, and coordinating our ongoing hill strategy.

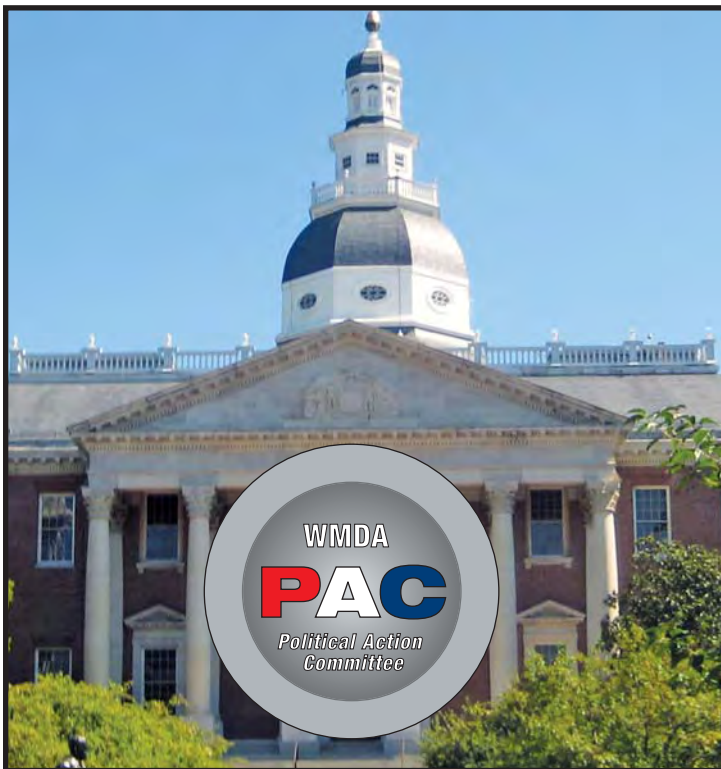
We heard from House Speaker Paul Ryan's office, Senator Thune's office, the Senate Budget Committee, Congressman Peter Roskam's office, Chairman Brady's office, and a member of the Trump administration.

### Deregulation Update

Recently, the President announced plans for more deregulation in the coming year with the release of the administration's second regulatory agenda.

At a ceremony in the White House a few weeks ago, Trump said the federal agencies beat the goal he set when he took office to cut two rules for every new rule proposed and add no new regulatory costs to the economy.

He said: "Today I'm proud to announce we beat our goal by a lot. Instead of adding costs as so many others have done ... for the first time in decades, we achieved regulatory savings.



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Hasn't happened in many decades. We blew our target out of the water."

The administration withdrew or delayed 1,579 planned regulatory actions in 2017, according to the semi-annual Unified Regulatory and Deregulatory Agenda published by the White House Office of Management and Budget (OMB).

Trump said his administration has eliminated 22 regulations for every one that has been added.

Trump added: "Instead of eliminating two old regulations for every one new regulation, we have eliminated 22; that's a big difference. We aimed for 2 for 1 and in 2017 we hit 22 for 1, and by the way, those regulations that are in place do the job better than all the other regulations and they allow us to build and create jobs and do what we have to do."

Trump, who is winding down his first year in office, has had few legislative victories, but has made headway in fulfilling his campaign promise to cut down the nation's regulatory rulebook.

Trump said the never-ending growth of red tape has come to a "sudden, screeching and beautiful halt".

Trump said his administration is going to protect the health and safety of workers, water, air and our country's natural beauty.

"But every unnecessary page in these stacks represents hidden tax and harmful burdens to American workers and American businesses and in many cases mean projects never get off the ground," he said.

WMDA/CAR remains encouraged by the ongoing efforts of this administration's deregulation. ♦

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# KIRK'S KORNER

## Happenings at the State Level

by Kirk McCauley  
Director of Member Relations & Government Affairs

### Maryland's Legislative Insanity – 90 Day Wonder

It's a wonder anything gets done. As of this writing (February 11) there have been 2,746 bills introduced in the Senate and House. WMDA/CAR is tracking, will be testifying, and turning in written testimony on 31 bills at this point, with more to come.

Our first bill was SB304 that would extend the date of enforcement two months on the sick leave bill that was vetoed by the Governor and over-ridden by House and Senate. WMDA/CAR and coalition partners asked for an amendment to move the bill starting date to July 1. The bill with the new amendment was voted on and passed out of the Senate as an emergency bill. The bill went to the House on February 8, and instead of being treated as an emergency bill, was

given a February 13 hearing date. This does not look good with the House treating the bill and small business concerns like fodder. The problem is the Maryland Healthy Working Family Act or Sick Leave takes effect on Sunday, February 11. More information along with the downloadable poster and Q&A can be found at <http://www.dllr.state.md.us/paidleave/>. There are bills that could affect HB1, but for now we must abide by the content of HB1.

HB 434 was heard in the House Economic Matters Committee on February 7. HB 434 is a bill that we helped put together that would require auto manufacturers to notify purchasers or lessees in writing of the Magnuson-Moss Warranty Act. This Federal law gives new vehicles owners their right to have a vehicle serviced at a place of their choice.

The hearing went very well and hopefully the bill will get voted out of committee onto the House floor. Member and CAR Committee Chairman Karim Morsli of Winkler's Automotive and member Brian England of B&A Automotive have testified.

Most of the bills are wage and hour bills including HB 664 which is a union-backed bill for \$15.00 per hour minimum wage.

HB 974 alters the conditions under which an individual who works in a certain administrative, executive, or professional capacity (managers on salary) qualifies for an exemption from overtime pay. This requires that an individual be compensated on a salary basis at \$900 or more per week, exclusive of board, lodging, or other facilities, to qualify as an individual who is employed in an administrative, executive, or professional capacity.

Tobacco bills are on the list as always – age restrictions, higher penalties for selling under age, and higher taxes are all represented. With that we will move on to the District of Columbia.

### District of Columbia

Tobacco tax in the District of Columbia is now \$2.50. B22-460 would take tobacco taxes to \$4.50 per pack. This is opposed to Virginia's tax at \$0.30 a pack and Maryland's tax at \$2.00 a

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pack. This would take the highest percentage of indoor store sales (NAC survey 30%) and drop them into single digits. The black market or side walk sales of tobacco products is high in the city now. Testifying on this bill was Nasir Cheema of Ball Park BP and Iftikhar Ahmad of Logan Circle BP. Dealers that came down to show support were Shoukat Chaudhry, Mubasher Ahmad, Tarig Wahla and a gentleman from Columbia Heights Exxon. MAPDA and Century Distributors also testified.

A retired ATF agent testified that in areas of high tobacco tax, organized crime was moving in. They make big money without much risk. We understand this bill's purpose is to get people to stop smoking and fund an earlier bill that raised the age for tobacco sales. In an area where there are alternatives, it does just the opposite. This drives people into illegal sales where they do not ask for an I.D. or take a metro and buy a couple of cartons in Virginia and save \$40.00 a carton.

### **UST Commercial Liability Insurance – Members Who Own Their USTs**

We have had one dealer who bucked the norm and went out and found a broker who worked with him to find an insurance company that would lower his cost on 33-year-old tanks that have had no problems. He saved thousands of dollars on the previous price estimate. The company is A+ rated and is admitted in the State of Maryland. Even with all of that, it took six months to have policy approved.

Hopefully this company will see the benefits of writing insurance for Maryland's USTs. Now that they know the ins and outs of language and forms that COMAR requires, it

should be a lot easier. A couple of points that I have learned:

- Do not sign a broker of record letter or you cannot shop other brokers, and different brokers insure through different companies.
- Look up the meaning of admitted and non-admitted companies and what they mean along with their A.M. Best rating.
- Ask for a quote from your insurer at least three months before your insurance expires.
- Plan now if your tanks are older than 30 years as to when you are going to replace them. The newer the tanks, the cheaper the insurance.

I will keep you informed as I learn more, but don't depend on me. Do your homework and keep me informed. Together we might accomplish something.

### **Area Meetings Coming in May**

Three Area Meetings are being scheduled to be held in May. At the meetings, we will highlight the government affairs efforts WMDA/CAR is undertaking with members of the Legislative Committee and our advocacy partners such as SSDA, MAPDA, NFIB, and ACA.

The Area Meeting will also be a great opportunity to connect with our vendor partners and even meet new WMDA/CAR members. Watch for dates and locations. ♦

## **SAVE THE DATE FOR THE 2018 EXPO & AWARDS DINNER**

The date has been set for the 2018 Expo and Awards dinner, so mark your calendars now! This year's event will be held at **Martin's West in Baltimore on October 24, 2018.**

The response from attendees at last year's event was excellent and we are pleased to be back at Martin's West... and this year we will have even more room for our Expo guests and exhibitors!



# Stabilizing Car Count

by Automotive Training Institute (ATI)

Building and maintaining car count requires the right processes. And unfortunately, not only is marketing a constant moving target, it is only going to get harder and harder to get the cars you need each week to create the sales you need to be profitable.

When you look at marketing, most think about two types, acquisition and retention. Both are necessary evils. However, they are cheap but not easy, and easy but not cheap. Acquisition usually falls under the easy but not cheap category. Most shops usually pay someone to send some type of direct mail piece to either a zip code or carrier route to hit a large amount of potential customers with a very low response rate. And at ATI, what we are seeing today is about .5% – 1% return. Now I am not saying that this is bad, or a bad vendor, it just is what it is unfortunately due to two things; “Top of Mind Awareness” and “In market.” For top of mind awareness, are your customers thinking about car repair? With in market, do they need the services you’re promoting?

Then you have retention marketing, which is less expensive due to lesser numbers to send and bigger response rates because these people already know you. At ATI, we are seeing response rates as high as 20% or better on retention marketing. But also think about this, if you educate your customers on maintenance schedules and maintenance services, you create the “top of mind awareness.” And if you follow my lead on this article, YOU create the “in market.”

The BEST thing about most retention marketing is it goes in the CHEAP but not easy category. That means they typically have little cost, but does require man-power and time to make happen, along with the right attitude and “want to” at your front counter. Attitude and “want to” is the KEY to making retention marketing work. At ATI, we have several of these processes that are cheap, but require some work (not easy). Processes like:

- Referral Programs
- Key Chains (not what you are thinking?)
- And Exit Scheduling

## EXIT SCHEDULING IS CHEAP BUT NOT EASY

EXIT SCHEDULING is the one that I want to narrow in on. When you finalize your repair order and ready to kiss your

customer good-bye for now, set the next service appointment before they leave, creating the “in market” as I mentioned earlier. This process saved the dental industry. And if you think about it, we are a lot like the dentist. Because of fluoride in drinking water, cavities are less today than ever before (cars are built better today as well), and your customers have no idea of how much pain they will be in until we finish with them. See what I mean?

## SO WHAT IS THE PROCESS?

First, utilizing the management system or basic math, tell your customers that based on mileage and time, your vehicle will be ready for its next service on \_\_\_ (whatever day and time).

Second, educate the customer on the next service due and why it is important. Do not forget the benefits of the service and the benefits of setting an appointment now. This works great for maintenance schedules.

Third, write the date on an appointment card and give to the customer. Also, remember to send the customer an electronic reminder to their phone or email.

Fourth, let them know that is okay if they don’t know what their schedule looks like because you will be calling or emailing a week or two in advance just to confirm.

Fifth, follow up on the reminder call or email.

And sixth, have some type of reward for the customer when they return. This is also a key to success, but not as big as the attitude and want to. Rewards like a “mystery envelope,” that contains a scratch off for discounts on service or even your local state lottery, that can only be opened by the service advisor when they show up for that appointment.

Just get started. Sadly enough, most shops want more cars, but most have the right number of customers; they just don’t have the right number of visits per year, per customer, per car. What if you ask 50 customers/clients this week? And what if only 25 set the appointment? And only 12 show up? That’s 12 cars more than what may have come in all by themselves. Just imagine what this could do for your sales over the course of a year! ♦

# To Coupon or Not to Coupon?

by Mitchell 1

For most auto repair businesses, the process of deciding whether to use coupons can be interesting. Think about it... no business wants to be known only as the place to go for the “cheapest price” in town. They risk being branded as “discount central” – where price is more important than quality.

## THE COUPON CONUNDRUM

One problem with coupons is that the discount seekers may drown out your regular customers. You also don't want to give away too much and negatively impact your revenue. So, auto repair business owners often ask themselves, “should I, or shouldn't I” offer auto repair coupons.

Even though there are potential issues, there are situations when offering a coupon makes perfect sense in business and will have a positive impact. Here are a few of those situations when coupons can help you:

1. Show appreciation and build customer loyalty;
2. Highlight products or services;
3. Influence repeat consumer visits; and
4. Attract new consumers and increase sales.

When making the decision to offer a coupon, it's important to have a goal in mind and also a reason to offer the discount. You know the saying that “too much of a good thing” can be problematic. The same is true with offering coupons. So it's important to monitor and track the response to your coupons to assess their effectiveness and make changes as needed.

The Mitchell 1 SocialCRM auto repair shop marketing service gives you the ability not only to offer your consumers a coupon via email or the internet, but also to easily manage the offer.

## OPTIONS FOR IMPLEMENTING SUCCESSFUL COUPON CAMPAIGNS

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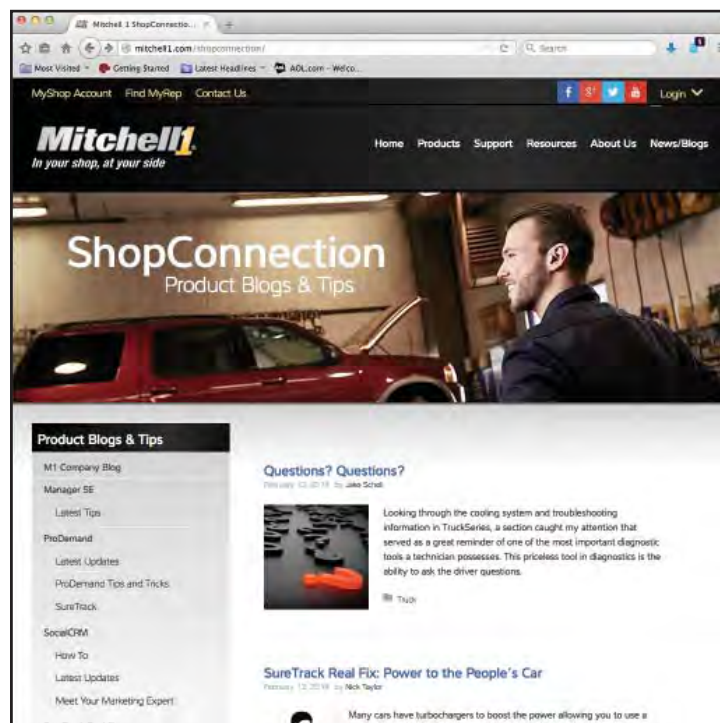
Work with your dedicated SocialCRM support agent to add a custom coupon to any of the SocialCRM automated email campaigns. You can add multiple coupons to your emails and offer them as often as you want.

### SocialCRM Consumer Loyalty Site (Owner Auto Site):

Your dedicated SocialCRM support agent will help you add an exclusive custom coupon for consumers who have signed up for their loyalty site through your shop. You can add a maximum of 5 coupons on the site and offer them as often as you want.

### SocialCRM Business Review Page:

Log into your SocialCRM Business Review Page dashboard and add a custom coupon for consumers and prospects who find your page on the internet. ♦



*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.*



# 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

## INTELCOM, INC.

Intelcom, Inc.  
Larry Shapero  
1-877-666-6269  
Email: intelcom@verizon.net

### AUTO PARTS SUPPLIER



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.  
15710 Crabbs Branch Way  
Rockville, MD 20855-2620  
www.centurydist.com  
Tel: 301-212-9100 • Fax: 301-212-9681

Century Distributors, Inc.  
Lori Rodman  
301-212-9100  
Email: lrodman@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 F. Brown  
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@llplawfirm.com

### LEGISLATIVE & REGULATORY INFORMATION



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