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See more inside...

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VOL1: 2018



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Upcoming Events:

OPEN TO ALL DEALER MEMBERS

MoreThanAutoDealers.com/MEMBER-EVENTS/

SOCIAL MEDIA TIPS FOR DEALERSHIPS

Date: Tuesday, September 11, 2018

Time: 10:30AM - 12:00PM

Location: ADAGP Offices

Price: Free

CFO/CONTROLLERS 20-GROUP MEETING

Date: Wednesday, September 26, 2018

Time: 9:00AM - 12:00PM

Location: ADAGP Offices

Price: \$25/meeting

114 ANNUAL DINNER MEETING

Date: Friday, November 9, 2018

Time: 7:00PM - 11:00PM

Location: Museum of the Revolution

BLACK TIE TAILGATE

Date: Friday, Feb 1, 2019

Location: PA Convention Center

PHILADELPHIA AUTO SHOW

Date: Feb 2-Feb 10, 2019

Location: PA Convention Center

More:

For advertising opportunities, please contact

Andrea Simpson -

andrea@adagp.com or 610-279-5229.

For past issues of The Driving Force, please visit

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MoreThanAutoDealers.com

EDUCATING | GIVING | CONNECTING

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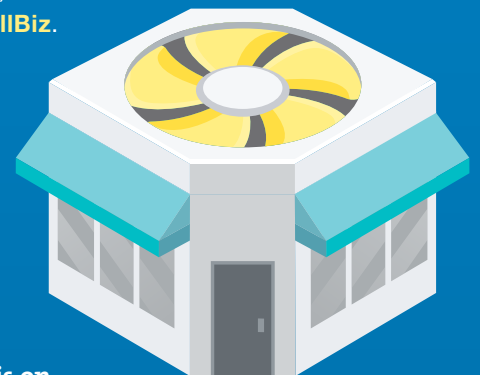
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MORE TO KNOW!

A QUICK LOOK AT WHAT WE'VE BEEN UP TO OVER THE LAST TWELVE MONTHS.

PHILADELPHIA AUTO SHOW



250,542
attended the
2018 show



\$50 million
economic impact
produced by the show



\$3 billion
amount of auto sales
influenced by the show

BLACK TIE TAILGATE



5,000+
joined us for this year's event
(that's a first!)



\$610,000
was raised for CHOP's Department
of Nursing (a new record)

DRIVING AWAY THE COLD



50,052
brand-new winter coats given to area
children in need



1,425
miles driven by our delivery
truck (highest to date)



250+
ADAGP members & their employees
volunteered at distribution events

TECH COMP



\$1 Million
in scholarships & prizes distributed
through our annual Tech Competition



\$50,000
raised for our Foundation's
Driving Away the Cold program

HEALTHY KIDS DAY



\$30,000
donated to local YMCAs to support
their Healthy Kids Day events

20-GROUPS



68
dealerships shared ideas through our
CFO/Controllers & Fixed Ops Meetings

For more details visit: MoreThanAutoDealers.com



MoreThanAutoDealers.com
EDUCATING | GIVING | CONNECTING

From The President

Fellow Dealers and ADAGP Associate Members,

This time last year, we began the rollout of our More Than Auto Dealers marketing effort. To reiterate, this effort is our attempt to tell a better, as well as more accurate, story of who we are and what we do.

As this cover reads, it's true that we were once just a local trade association, you all know that. But today, we are so much more than that. We educate, we give and we connect. And, it's time our "brand" reflects that.

You have probably noticed by now that we are focused on branding all three of our entities—the Association, Foundation and Auto Show—under one moniker (More Than Auto Dealers) when appropriate, which is quite frankly most of the time. We want people to realize our Association's education efforts, such as promotion of the many career opportunities available in the retail automotive industry and informing the media on trends, sales numbers, etc. At the same time, we want the public to know that we are some of the most philanthropic people in the business community. And lastly, we want to remind everyone of the enormous economic impact the Philadelphia Auto Show has on the region. We say "There Is Nothing Like It" and it's true. Beyond the entertainment factor, there is no other setting that offers consumers in the Philadelphia region a better vehicle-browsing experience. This is the place that Philadelphians connect with their next vehicle of choice. It's the strongest part of our three-legged stool and one we always want to remind people about.

As we continue to morph into our new More Than Auto Dealers look, I ask you to keep something else in mind. As we bring More Than Auto Dealers into the public light, take ownership of it. Everything that your Association does is focused on improving the image of our dealer members and highlighting what pillars we are of our communities, both as small business owners and philanthropists. Don't be afraid to make this your own. If you post something on social media that shows your philanthropic efforts, whether its Driving Away the Cold or something on your own, use #MoreThanAutoDealers. If you have an e-newsletter that you send out to customers or employees, leave a space where you can include a picture and remind people how you are More Than an Auto Dealer. The opportunities are endless and if we work together to relay this message to the public, it can only grow stronger.

Until then,



David Kelleher



From The Executive Director

Members and Friends,

Man, I have a big head. I must talk to my creative director about layout.

Here is a smorgasbord for you.

Fall is approaching and what time is it? It's coat time, baby. This is when the work is getting done to secure commitment of almost our entire membership to the Driving Away the Cold program. There should, let me rephrase that, there will be more than 180 dealerships that will help provide more than 50,000 new winter coats to underprivileged children living in our area this year. The dealers alone are on track to contribute \$325,000 collectively towards the program in 2018. These contributions will take our grand total of new coats given to date north of 365,000. And remember, we only started this program 11 years ago. However, since then, we have provided more than \$5 million in new coats to area kids in need. That's more numbers than you should ever put in a paragraph, but hey, More Coats, More Smiles, More Than Auto Dealers indeed.

The Auto Show poster competition had a great inaugural year in 2018. The initiative was the largest scholarship program ever to hit the Arts Department in The School District of Philadelphia. The show poster has been an iconic part of the Philadelphia Auto Show for more than a century. To be able to use the poster to further ingrain the show into the community and give talented kids a unique opportunity is super cool. We are now slowly reaching out to other districts in the Greater Philadelphia area with the goal to be in all 5 counties soon.

Nurses rock. After a record amount raised as well as a record amount of tickets sales at the 2018 Black Tie Tailgate, the Board of Directors approved the Department of Nursing at CHOP as the event's beneficiary for one more year. And while we are coming off the heels of such success, we have already held meetings this summer with the Department of Nursing, CHOP PR and Marketing, and CHOP Development to scale the bar that was set so high last year. And we will.

Shout out and congratulations to Kerry Pacifico, Maria Pacifico, and the Pacifico Family Foundation for providing college scholarships to high schoolers for over 54 years (more than \$2.1 million has been given to date)! And the same goes for Jay Haenn and Lansdale Auto Group who held their 3rd All Mopar Car Show in June and donated all proceeds to the Driving Away the Cold effort. Psst....if you do something like that at the dealership it would be a great way to support your Foundation and we would help with promotional signage.

Hector Guzman continues his strong work out in the field and focuses on the dearth of technicians. Please read his article on the ACE Committee. We are fully committed to make an impact in this area of the business for our members. The committee is now on the cusp of executing initiatives that have been developed based on the grunt work of meetings over the last 8 months. It's a good read you shouldn't miss.

That's all from the buffet for now,



Kevin



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More Coats. More Smiles.

We're gearing up for our 11th year of giving with your Driving Away the Cold new coat program. We are honored to say that we have given approximately 315,000 brand-new winter coats to children in need and continue to set new records for number of coats donated each year. We, the Foundation, started this program. But you, our dealers, along with 108 social services agencies in the area, have fostered it and helped it grow to what it is today, and we cannot thank you enough for your generosity over the past ten years.

But it's time to do more!

STORY CONTINUED ON NEXT PAGE





More Coats. More Smiles.

STORY CONTINUED FROM PREVIOUS PAGE

Unfortunately, the fact remains that at least one in six children in the five-county area of Philadelphia lives in poverty, which by federal standards is defined as a family of four living on an annual income below \$24,650. Many of these children do not have necessities like warm coats, a problem that affects not only their comfort but also their self-confidence. We believe that warmth and comfort should be a staple for children, not a luxury, which is why we're calling for all the help we can get to raise more coats this year.

Children and parents who have been helped by the Driving Away the Cold program continuously express their gratitude for our efforts, emphasizing the importance of a new winter coat. Over the past ten years, we have heard stories of children who wear long-sleeve t-shirts to school because they don't have a coat or siblings that alternate wearing one shared jacket to school each day. The wide-spread need for warmth drives us to collect as many coats for as many kids as possible, but quality is just as important as quantity. That's why at our distribution events, we make sure that each child gets to personally select his or her winter coat based on preferred color and size, because ultimately, it's not just any coat, it's that child's new coat.

"There is absolutely nothing like seeing the look on those kids' faces when they get to pick out their brand-new coat on distribution day," said David Kelleher, president of the Auto Dealers CARing for Kids Foundation. "It's incredible to see with your own eyes the impact that we're making on our community. We have so many dealers who are more-than-eager to volunteer and donate and we hope to significantly increase the number of coats given this year."

We know that you're More Than Auto Dealers, and we want everyone else to know that too, so we heavily encourage you to come out to our events this October and interact with the children directly. Whether you choose to help unload trucks full of coats at our delivery events or help children pick out their coats at our distribution events, you'll never forget all the heart-warming smiles on those kids' faces, we promise.

If you can't make it to our events, there are some other ways to get involved without even leaving your dealership, like collecting donations from your customers. Using your selected time frame and preferred method, you could ask them to donate while they pay the cashier in your Service or Parts department. Make it easy for your customers by allowing them to add their contribution to their purchase total or contribute by rounding up their purchase total to the nearest \$5 or \$10 denomination. Use an accounting code to keep track of the additional funds collected. At the end of the campaign, send us a check for the total collected.

Also, please make sure to make the best use of our POP kits, which we deliver in late August. They contain colorful window signs, car and table tents, and rearview mirror hang tags, all of which promote your participation in the program. Remember, more eyes equal more awareness!

The price per coat remains the same at just \$16.50, which means a box of six is only \$99. Contributions are 100% tax-deductible! So go ahead, start spreading the word and let's deliver more coats and more smiles. Please monitor the member section of MoreThanAutoDealers.com for updates on volunteer opportunities. ●





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AUTO SHOW
PHILADELPHIA

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The Inquirer
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\$2 of each ticket sold is donated to the Auto Dealers CARing for Kids Foundation

CREATED BY JASMIN RAMOS OF JULES E. MASTBAUM AREA VOCATIONAL TECHNICAL SCHOOL

1ST PLACE POSTER DESIGN FROM THE 2018 AUTO SHOW

[BE CREATIVE]



LAST YEAR WAS A TREMENDOUS SUCCESS.
THIS COMPETITION WAS THE LARGEST
SCHOLARSHIP PROGRAM EVER TO HIT
THE ARTS DEPARTMENT IN THE SCHOOL
DISTRICT OF PHILADELPHIA.

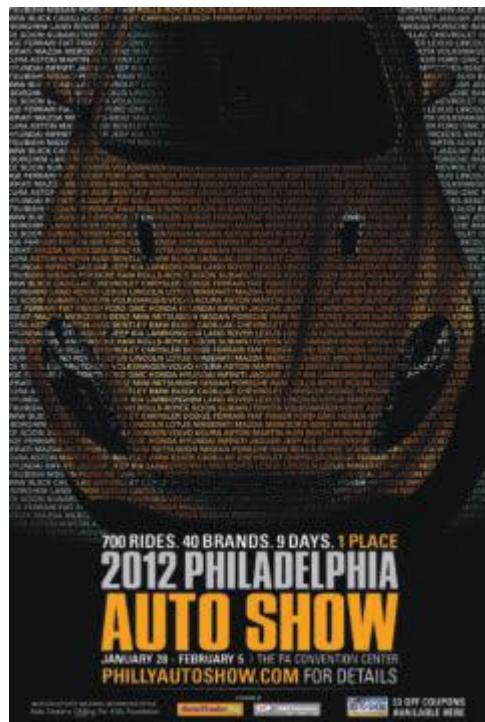
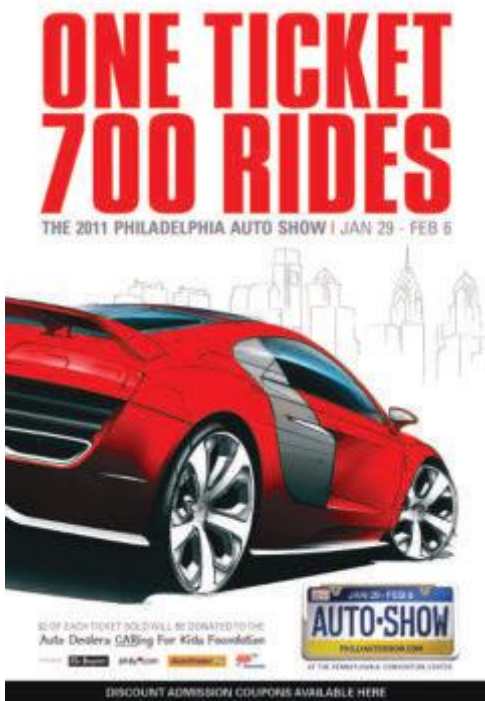
Eric Caldarale, ADAGP Creative Director



The Association is excited to host its 2nd Annual Philadelphia Auto Show Student Poster Competition, where one student's original design will be named the official 2019 Philadelphia Auto Show poster. The winning poster will be displayed at the show, which will run from Feb. 2-10, and in 500+ participating dealerships. The competition invites all high school students in the Philadelphia and Montgomery County school districts that are enrolled in art or design courses to design original 18" x 24" posters for a chance to be a part of the one-of-a-kind Philly Auto Show. The competition encourages students to be as creative as possible.

If you've been curious about the official 2018 Philly Auto Show poster that arrived at your dealership last year, it was created by high school student Jasmin Ramos, a then-senior at Jules E. Mastbaum High School. The poster's integration of both the Philly skyline and the automotive industry perfectly emphasized how the Auto Show is part of the fabric of Philadelphia, which set her entry apart from others and was ultimately why she was deemed the winner.

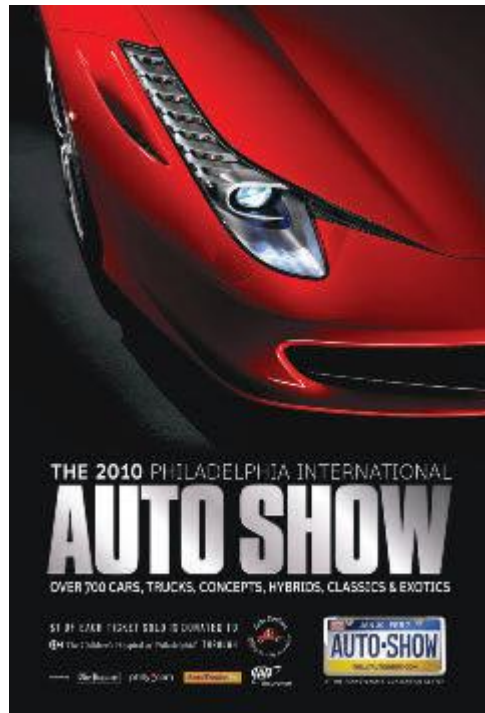
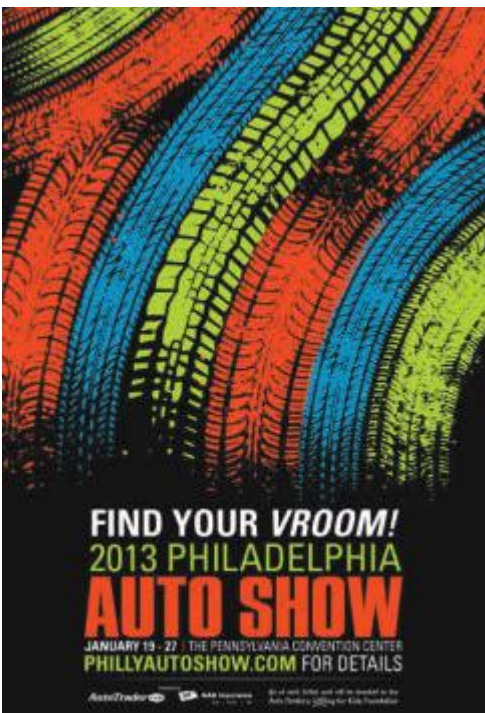
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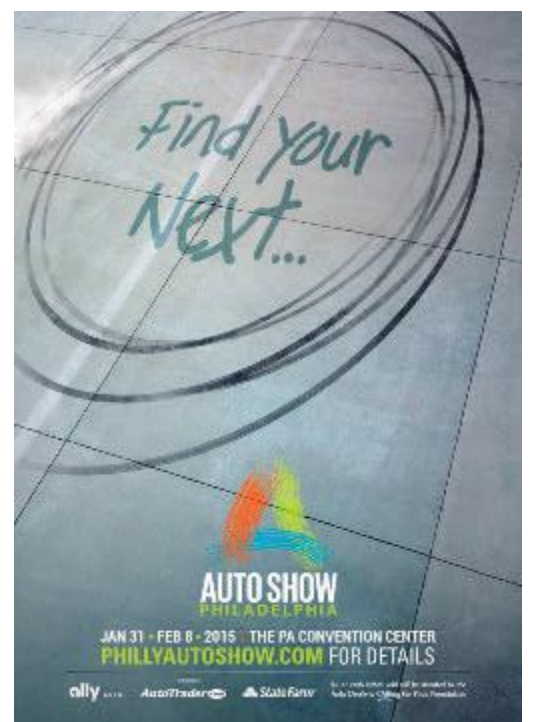
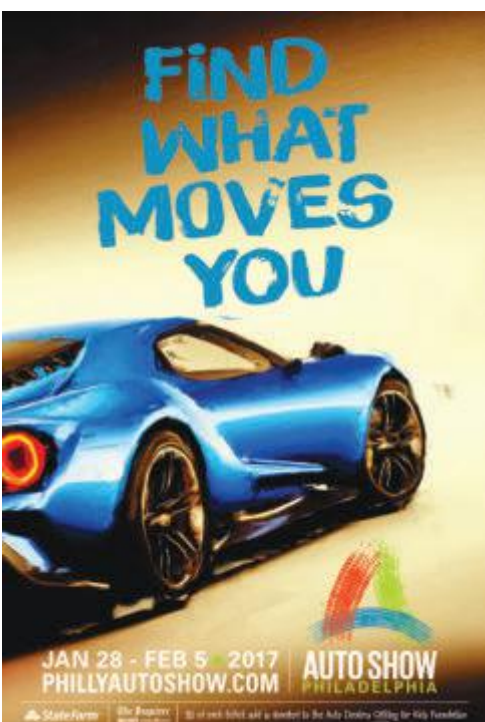
After seeing what these students are capable of, the Association decided to open the competition to even more students by expanding to Montgomery County.

“It was natural for us to expand the competition to Montgomery County first being that our headquarters are there,” said Ian Jeffery, chairman of the 2019 Philly Auto Show. “Last year we worked with x amount of schools and we’re thrilled to be able to offer this opportunity to x more schools. It’s obviously a great opportunity to provide these students and it’s also a way for us to gain more Auto Show enthusiasts. We’re thrilled to see what poster submissions we receive from the students this year.”



An independent panel of recognized members of the local art community will judge the poster entries in 2019. The 1st, 2nd, and 3rd place posters will all be displayed at the 2019 Auto Show and will be included in the 2019 Auto Show Program Book. The 1st place winner will receive a 12-inch MacBook and a letter of recognition from the Chairman. The 2nd place winner will receive \$500, and the 3rd place winner will receive \$250. All of the winning artists will receive 2 Philly Auto Show tickets for each of the students in their art class.

“Last year was a tremendous success. This competition was the largest scholarship program ever to hit the Arts Department in the School District of Philadelphia.” said Association Creative Director Eric Caldarale, who oversees the competition. “We put very few parameters in place because it’s all about letting the students be creative and encouraging originality. This competition shows members of our community that we’re not only More Than Auto Dealers, but we’re also More Than an Auto Show.” ●



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A LOT OF HORSEPOWER UNDER OUR HOOD

The advertisement features a blue-tinted, semi-transparent car with a glowing yellow engine. A dotted yellow line connects the engine to three app icons: a black circle with "abc", a white square with a blue "6" and "abc", and an orange square with a white sun icon. The "ACTION NEWS 6 abc" logo is in the bottom right. A banner at the bottom left says "For Complete Details, Download the abc Family of Apps" and includes "Download on the App Store" and "GET IT ON Google Play" buttons.



MORE FOR THE NURSES



Naomi often spent weeks at a time at Children's Hospital of Philadelphia while she was growing up - and her nurses made this difficult time much easier for her and her family. "There was one instance where she had to spend her birthday in the hospital," says her mother, Rhonda. "I was like, 'Oh my goodness, it's terrible that we have to be here on her birthday,' and one of the nurses overheard. About a half-hour later they came in with balloons and cake and started singing 'Happy Birthday.' It just brought tears to my eyes."

Kayla Ottey, BSN, RN, a CHOP Home Care nurse, often travels more than 100 miles a day to care for patients in their homes and schools. Her car is stocked with personal protective equipment, central line dressings, chemo spill cleanup kits, FedEx envelopes, and forms in English, Arabic and Spanish. "You never know what you're going to run into," she says. "Every day is so different."

The stories of these two people are just a couple of reasons why the Auto Dealers CARing for Kids Foundation is so proud to announce the Department of Nursing at Children's Hospital of Philadelphia as the chosen beneficiary of the 2019 Black Tie Tailgate at the annual Philadelphia Auto Show.

"We are thrilled to show our support of the remarkable 4,000-person strong Department of Nursing at Children's Hospital of Philadelphia for the second year in a row," said Kevin Mazzucola, ADAGP Executive Director. "Last year, we experienced phenomenal success with the event and broke both our attendance and fundraising records. We plan to do the same, if not more, in 2019."

Open to the public, the Black Tie Tailgate is an annual, elegant preview party of the Philadelphia Auto Show that offers guests an exclusive sneak peek at the event's display floor as well as a night of dining and dancing while listening to Jellyroll, one of the region's best dance bands.

Thanks to our 5,000+ attendees, we were able to raise a record \$610,000 for the Hospital in 2018. Last year's event was rated 4.46 on a 5-point scale, and in hopes of having an even higher rating this year, we are working to give the guests what they want plus a little more. Following an increase from 3.16 to 4.01 on a 5-point scale rating guests' satisfaction with food quality, we have successfully secured Aramark/SFS as the caterer of the 2019 Black Tie. We are eager to have another incredible, record-setting Black Tie Tailgate.

As previously indicated, event proceeds will continue to benefit the Department of Nursing at Children's Hospital of Philadelphia and its patient/family education initiatives, including the hiring of additional nurse educators and development of resources to innovate and expand patient and family education across the entire Children's Hospital of Philadelphia Care Network.

The Auto Dealers Association of Greater Philadelphia, in conjunction with its Auto Dealers CARing for Kids Foundation, has supported the extraordinary work of Children's Hospital since 1986 via proceeds from its annual Black Tie Tailgate and other philanthropic activities. Cumulative giving to the Hospital now exceeds \$8.1 million and continues today.

Ticket information and other details for the 2019 Black Tie Tailgate can be found at phillyautoshow.com. ●

**YOU NEVER KNOW WHAT YOU'RE
GOING TO RUN INTO. EVERY DAY
IS SO DIFFERENT.**

Kayla Ottey, BSN, RN, a CHOP Home Care nurse



BEING MORE

On the morning of May 31, 114 high school seniors from 26 different public, charter, and archdiocesan schools piled into the Pacifico Ford showroom to accept scholarship awards from the Kerry T. Pacifico Family Foundation. Hundreds of proud family members and guidance counselors watched as the students took another step toward furthering their education. Each student received at least \$1,200 to put towards the cost of higher education, and it was all because of one person “Being More.”

Kerry Pacifico believes that education is invaluable. This is one of the many reasons why he has made it his personal mission to support local students in their pursuit of higher education. To him, these seniors are not faceless, nameless scholarship recipients, they are deserving, intellectual individuals who have worked tirelessly to be successful students as well as productive members of society. Each year, Mr. Pacifico eagerly awaits the ceremony as it is his opportunity to meet each student, shake their hand, and offer his personal congratulations.

The room was filled with dignitaries like Dr. William Hite, Superintendent of the School District of Philadelphia, and Reverend Leon Frisby. The Reverend, a life-long friend of Mr. Pacifico, spoke to his character, reinforcing that the giving nature displayed at the ceremony is engrained in his very being. The Reverend’s gratefulness for Mr. Pacifico’s unsolicited kindness and friendship silenced the room as it was clear to everyone that the 94-year-old man sitting at the front of the Pacifico Ford showroom had always had a heart of gold and a desire to help anyone in any way possible.

2018 marks the 54th anniversary of scholarship giving by Kerry Pacifico, Sr. and his family. Over \$154,000 in scholarships were awarded this year, bringing the Foundation’s total cumulative giving to over \$2.1 million.

In 1964, Mr. Pacifico created the Kerry T. Pacifico Family Foundation with the intention of awarding \$500 in scholarships as a way to honor his father. Since then, the ceremony has grown exponentially, and shows no sign of slowing down or stopping. Almost 10 years ago, the scholarship recipients filled up three rows of chairs at the front of the Pacifico Ford showroom. This year, the students filled up more than half of the spacious showroom. Knowing Mr. Pacifico and his determination to do more, this admirable act of kindness will not end with him; it will continue to be carried out by his succeeding generations as a tribute to both him and his father.

Hats off to Mr. Pacifico for always being More Than an Auto Dealer!



WE TOOK IT FROM 0 TO 100



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DOING MORE

On June 24, Lansdale Auto Group hosted the 3rd Annual All Mopar Show at Lansdale Auto Group in Montgomeryville. Guests enjoyed a special day of “All Things Mopar,” including a Mopar-inspired menu created by Chef Paul of Bell’s Tavern, raffles, music, and much more. Each year, Lansdale Auto Group works hand-in-hand with its Sales Manager Michaela Brass, (also known as Miss Mopar for her love of Mopars), to celebrate all individuals with a shared interest in performing and admiring restoration work on cars.



With 150 vehicles on display and 25 trophies distributed—including the top ten classic and top ten modern vehicles on display— guests were able to not only admire fellow Mopar-enthusiasts’ vehicles, but they were also able to interact with each other through healthy competition, further strengthening the bond amongst the Mopar-loving community.

“We were thrilled to host this event for the third year in a row and provide a one-of-a-kind Mopar experience to the people in and around Montgomeryville,” said Jay Haenn of Lansdale Auto Group. “Mopar enthusiasts are some of the best around and it was a great day celebrating them. In addition, through the success of this event, we are honored to have raised \$3,100 for the Driving Away the Cold program.”



For the first time, one hundred percent of show proceeds were donated to our Driving Away the Cold effort. Lansdale Auto Group is one of the 180 local dealerships that goes above and beyond to raise funds to provide brand-new winter coats to local children in need. The program began in 2008, with nearly 18,000 new coats distributed. Today, thanks to our dealers who aim to do more, the total number of coats distributed is more than 315,000 and continues to grow annually.

Lansdale Auto Group has always been a champion of its community by supporting additional organizations in and around the Montgomeryville and Greater Philadelphia area like Children’s Hospital of Philadelphia, Gwynedd Mercy College, Fire Department of Montgomery Township, St. Rose of Lima and Montgomery Township Business Advisory Committee. Way to go, Lansdale Auto Group! #MoreThanAutoDealers ●





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(L-R) ADAGP Executive Director Kevin Mazzucola, Philadelphia Auto Show Chairman Ian Jeffery and PCC President and CEO John McNichol.

MORE NEWS YOU CAN USE!

PCC Turns 25

The Pennsylvania Convention Center (PCC), home of the Philadelphia Auto Show, is proudly celebrating its 25th anniversary this year.

The PCC opened in 1993 and has hosted more than 7,000 events since. The Philadelphia Auto Show is the largest consumer event to take place at the Center every year. The event alone produces an economic impact of approximately \$50 million for the City of Philadelphia and Commonwealth of Pennsylvania. It uses approximately 750,000 sq. ft. of the available 1,000,000 sq. ft. of exhibit space at the building.

The 1,000,000 sq. ft. of exhibit space became available in 2011 after the building underwent a \$787 million expansion, increasing in size by 62 percent. It has also made several changes to its work rules over the years, including significant adjustments in 2014.

“The Auto Show gives us the opportunity to show the building to the people who paid for it. Since this is a public authority and it was paid for through taxpayer dollars, these are really critically important opportunities for the public to come in and enjoy the building that they built through their tax dollars,” said PCC President and CEO John McNichol. “They [the auto dealers] create a very vibrant, energetic environment. There’s all these beautiful, shiny new vehicles coming into the building, and it creates a great environment for people to come in and actually enjoy the asset. That’s the real intangible—there are only a few times throughout the year when the building is truly open to the public to come in and enjoy the asset.”

John McNichol thanked the ADAGP Board of Directors and staff for its continued business over the last few years at a recent ADAGP Board Meeting. Philadelphia Auto Show Chairman Ian Jeffery and ADAGP Executive Director Kevin Mazzucola proudly accepted the accolades and commemorative plaque on behalf of the Association and show. Congrats to all involved and save the date for the 2019 Philadelphia Auto Show, which is set for February 2nd-10th.

Spare Parts?

Attention all ADAGP Dealer Members! Do some good with your spare parts and donate them to The Collision Repair Education Foundation! They will most likely end up at your local collision school – how cool is that?

The Collision Repair Education Foundation, a national 501c3 charity, is seeking spare parts (fenders, bumper covers, hoods, etc.) for donation to local high school and college collision school programs. These parts allow students to practice collision repair and make them more productive and efficient entry-level employees upon graduation – a win for everyone! Help The Collision Repair Education Foundation remove the financial barriers that school instructors often face with limited program budgets by removing your spare parts from dumpsters and placing them into the hands of your local school(s).

Email brandon.eckenrode@ed-foundation.org if you have spare parts available for donation to a local school. Parts donated to schools through The Collision Repair Education Foundation are tax-deductible. ●



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REV UP YOUR PROFITS THROUGH ENERGY EFFICIENCY

By Michael O'Leary, Manager, Energy Efficient Programs, PECO

When Dave Murray chose to renovate his Kia dealership in Conshohocken last year, Murray knew not to overlook lighting both inside the showroom and in the parking lot.

The outdated metal halide fixtures consumed a considerable and inefficient amount of electricity. And, after sundown, the color and quality of the light made it difficult for shoppers to see certain features of the vehicles on display.

"We were burning so much wattage, yet we didn't have enough light," Murray said. "You'd be looking at a blue car and think it was black! We definitely needed to brighten up the dealership."

Auto dealers and repair shops across Greater Philadelphia are turning to high-efficiency equipment to make showrooms more attractive and to increase sales. A combination of reduced operating costs and new, higher equipment

Murray Kia Lighting Upgrade Savings Equivalents

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**www.angieslist.com/articles/how-much-does-oil-change-cost.htm

†www.jbsindustries.com/blog/starting-car-wash/

incentives available through PECO are resulting in a boost in dealer profits.

PECO energy efficiency solutions include a wide variety of incentives for new lighting, heating, cooling and repair shop equipment.

Incentives include rebates to upgrade display rooms, parking lots and service areas with LED lighting fixtures, advanced lighting controls and comfort systems. Improvements to lift motors, spray booths and compressed air systems may also be eligible for rebates.

Auto dealerships use more energy per square foot than an average office building. Due to heavily lit showrooms and parking lots, energy costs are major contributors to overhead expenses. Recent studies found dealership energy expenses average more than \$120,000 per year.

Think of energy efficiency improvements like a boost in sales. For an average dealership, replacing eight, 250-watt fixtures with LED lighting would generate savings equivalent to the profit margin from selling a \$30,000 car—every year!

STORY CONTINUED ON PAGE 28

STRENGTH IN THE AUTOMOTIVE INDUSTRY

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ADVISORY COUNCIL ON EMPLOYMENT

ACE COUNCIL - FROM THE BEGINNING

A couple years ago, the ADAGP Board of Directors developed a strategic plan to help reflect on where it has been and where it would like to go. One of the key items of this plan was to bring onboard a Field Director, to strengthen the Association's current relationships with dealer members. The thought was to bring a more personal feel to the Association by having someone on the road, meeting and learning about dealers at their own locations.

That is where I come in. I was hired in May of 2017. By July, I was visiting dealerships, learning about the obstacles and trends that our members were experiencing. After meeting with 50 or so dealers, the immediate need for all levels of service technicians was evident. Nearly every dealership that I walked into was asking me for techs before we even sat down. During this time, I was also working very closely with the local automotive post-secondary schools: Universal Technical Institute, Automotive Training Center, Lincoln Technical Institute, and the Community College of Philadelphia - Automotive Program. These schools work with the vast majority of aspiring technicians that live and work in the 5-county Philadelphia area. While it may seem like a pretty simple solution-dealerships need technicians and these schools are training technicians so we just need to connect them-it's not that easy. There are multiple issues contributing to the shortage of technicians at dealerships (which, by the way, is a national concern, not just in our market).

In working with the schools, I found that even among the students interested in becoming technicians, only a small percentage of them were currently working at franchise stores. A large number of students were working for independent shops, or aftermarket service stores. From what I was hearing, the students were a little intimidated by the dealerships, and these aftermarket stores were offering part-time hours that would work around their school schedule. Naturally, a student would begin a job at this location while attending school, and upon graduation, many of them decided to just go full-time at their current employer. What I found interesting was that nearly every dealership service manager I spoke with, had some type of entry-level position/s available that could work with these students' schedules and get them exposed to the dealership environment. In my opinion, these students were just not aware of all of the opportunities available at dealerships, specifically ones that required little to no experience, which is surprising since these schools are made up of about 60% of students who come from academic high schools, with no prior automotive training.

With that said, last summer we came up with a program called the Technician Development Initiative, in which I brought about 10-20 dealers (representing about 40 locations) to the post-secondary schools, for what in essence was a mini career fair. What made this event unique was that it was geared specifically towards students who had just started school in the summer, and the dealers were encouraged to discuss their entry-level positions such as detailers, lot personnel, valet, and even express work depending on the student's background. We successfully ran 3 separate events at UTI and ATC, with great feedback from both the schools and the dealerships involved.

As time went on, I had visited about 100 dealers, and once again, the common theme was the need for exposure of employment opportunities at dealerships, in particular technicians. At this point ADAGP Executive Director Kevin Mazzucola, Director of Operations Mary Lynn Alvarino and I got together and came up with

the concept of the Advisory Council on Employment (ACE). The idea behind ACE is to have a committee made of 10-15 dealerships, with the sole purpose of discussing employment needs as a whole. The personnel in this committee would be made up of principals, general managers, fixed ops directors, HR directors and service managers.

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STILLMAN VOLVO CARS
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THOMPSON ORGANIZATION
VOLVO CARS OF FORT WASHINGTON

We held our first meeting in November of 2017, bringing together 14 different dealerships, from single-point stores to multi-franchise locations, that represent over 20% of our dealer members. The meeting flew by with us barely making it through introductions. This was a great sign of built-up ideas and conversations that simply were not being had with this diverse of a group. It was clear that the dealers were hungry to address the need for technicians, and we felt the most logical and impactful avenue to do that was to strengthen the relationship between dealers and these post-secondary schools.

The automotive training programs in our area graduate approximately 800-1,000 aspiring technicians each year. However, only about 30% of graduates end up working for new car dealerships. Now, there is no single reason for this, and yes some of these schools have collision programs, or diesel programs, but even taking that into consideration, only a third of these graduates are making it to the dealers, and that is not acceptable. So, the ACE committee decided to do something about it. We met 3 times in 2018, with the last meeting being held this past May, and our council sat down with representatives from each of the four previously-mentioned post-secondary schools. We brought on Shelly Kessler, our strategic planner, to moderate the meeting, but it was the first time we had dealer members, the association, and the schools all sit down in one room to have open conversations about the challenges we are all facing. It was one of the most useful and honest meetings I've ever been involved with. We, as dealers and their representatives, presented some of the concerns we had with the schools, and the schools in return made it clear what they want from us. Everyone had a chance to voice their opinion, but most importantly, we all learned something that day.

It was impressive to see dealers step up and take accountability for areas we need to improve on, such as communication with new hires, a clearer career path, mentorship programs, and even competitive compensation. The schools were very welcoming in regards to

“

Only 30% of graduates end up working for new car dealerships... This is frankly not acceptable.

”

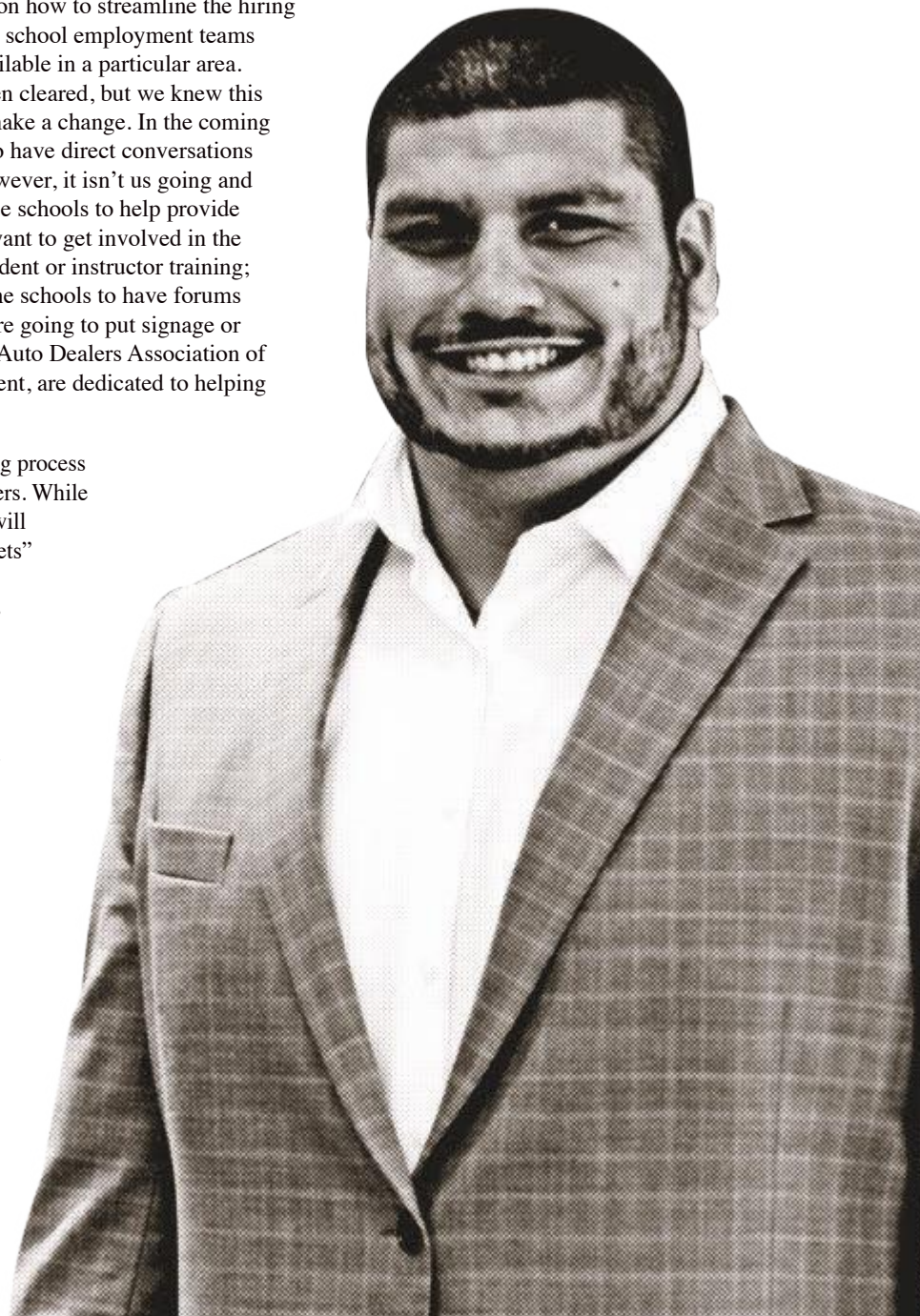
allowing the dealerships and association to be more involved at each of their locations, and be more present with the students and instructors. We discussed ideas on how to streamline the hiring process between students and dealers, making it easier for the school employment teams to know the kind of dealership employment opportunities available in a particular area. Overall, it felt like there was a giant cloud that had finally been cleared, but we knew this was just the beginning of the work it would take to actually make a change. In the coming months, we will be visiting each of the schools individually to have direct conversations about getting more graduates working at franchise stores. However, it isn't us going and demanding more students, we are looking to partner with these schools to help provide these future technicians a career path worth striving for. We want to get involved in the schools' curriculum wherever we can: we want to sponsor student or instructor training; we are looking to build a small "student council" in each of the schools to have forums and discussions on how they feel about dealerships; and we are going to put signage or banners up so the students can have a daily reminder that the Auto Dealers Association of Greater Philadelphia, and the 190 franchise dealers we represent, are dedicated to helping these young men and women become successful technicians.

This Advisory Council on Employment is the beginning of a long process dedicated to helping the employment needs of our dealer members. While technicians are on the top of our list right now, as we grow, we will move on to other needs of the dealerships and expand the "buckets" of potential hires from veterans to recent college graduates. The Association is committed to partnering with our dealer members to take a hands-on approach to help improve the perception of new car dealerships in the 5-county Philadelphia area. We (you) don't just sell and service cars, we are ordinary people who do extraordinary things. We are More Than Auto Dealers, and it's about time we start spreading our message to everyone. Keep an eye out for the "From The Field" article in future Driving Force issues, as we bring you all along for the ride! ●



Hector Guzman
Field Director

hector@adagp.com



REV UP YOUR PROFITS Continued

STORY CONTINUED FROM PAGE 26

In addition to lowering costs, lighting upgrades can improve showroom appeal. The latest models of LED products offer more light, a better quality of light, and enhanced pairing with control systems. Whether indoors or on the lot, LED fixtures create more prominent displays—with improved vehicle color accuracy and less glare.

Newer LED lighting solutions last many years longer than their predecessors. Longer LED lifetimes mean fewer maintenance calls and further time between lamp replacements. Maintenance savings, combined with lower energy costs and higher PECO incentives, create a winning formula for any business.

Investing in energy efficiency can also help franchises and facility owners find cost-effective approaches to achieve corporate environmental goals.

When Murray set out to overhaul the lighting throughout his five-car showroom and 350-car parking lot,

he enlisted the help of a Trade Ally supporting PECO's Commercial and Industrial Solutions.

Dick Karton, President of Retrolite Corporation of America, helped Murray select new dual-head LED floodlights on 13 light poles, as well as switch incandescent floodlights within the showroom to R-40 LEDs.

"We were able to provide Murray with bright, even lighting and still make a big reduction to energy usage and necessary maintenance," said Karton.

The upgrades at Murray Kia have resulted in instant benefits, including better light quality, a safer parking lot and a quick payback through energy savings. "It just makes the whole place look great," Murray said. "Customers can find what they need, and my electric costs are a whole lot less."

Now is the right time for PECO customers to research their energy efficiency upgrade potential.

Currently, PECO is offering increased incentives for a variety of cutting-edge technologies.

PECO offers rebates for installing interior and exterior LED fixtures, new air conditioners and heat pumps, high-efficiency air ventilation systems and many other facility-improvement solutions.

Consider the energy efficiency opportunities within auto repair facilities. Upgrades to auto lifts, through more efficient motors or compressed air systems, are eligible for rebates. PECO incentivizes the early replacement of 1.5- to 10-horsepower (HP) electric motors. Greater incentives are available for replacing larger motors.

Compressed air system upgrades eligible for incentives include air-entraining air nozzles and no-loss condensate drains, as well as incentives for compressed air system optimizations.

Smaller businesses may qualify for

the direct installation of lighting solutions, heating, ventilation and air conditioning (HVAC) systems, high-efficiency refrigeration equipment, water conservation measures, or vending machine controls at significantly reduced costs.

In addition to saving energy, many service equipment upgrades come with the added benefit of reducing maintenance costs, as new equipment lasts longer and requires fewer replacement parts.

PECO representatives are available to help identify appropriate energy-saving measures and to explain the rebate application process.

Auto dealers and repair shops interested in maximizing the energy efficiency potential of their facilities should contact PECO at 1-844-4BIZ-SAVE (1-844-424-9728) or visit peco.com/biz. ●

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Media Trends

TARGETING AND TRACKING USING LOCATION DATA: Why location data is among the hottest topics in digital media

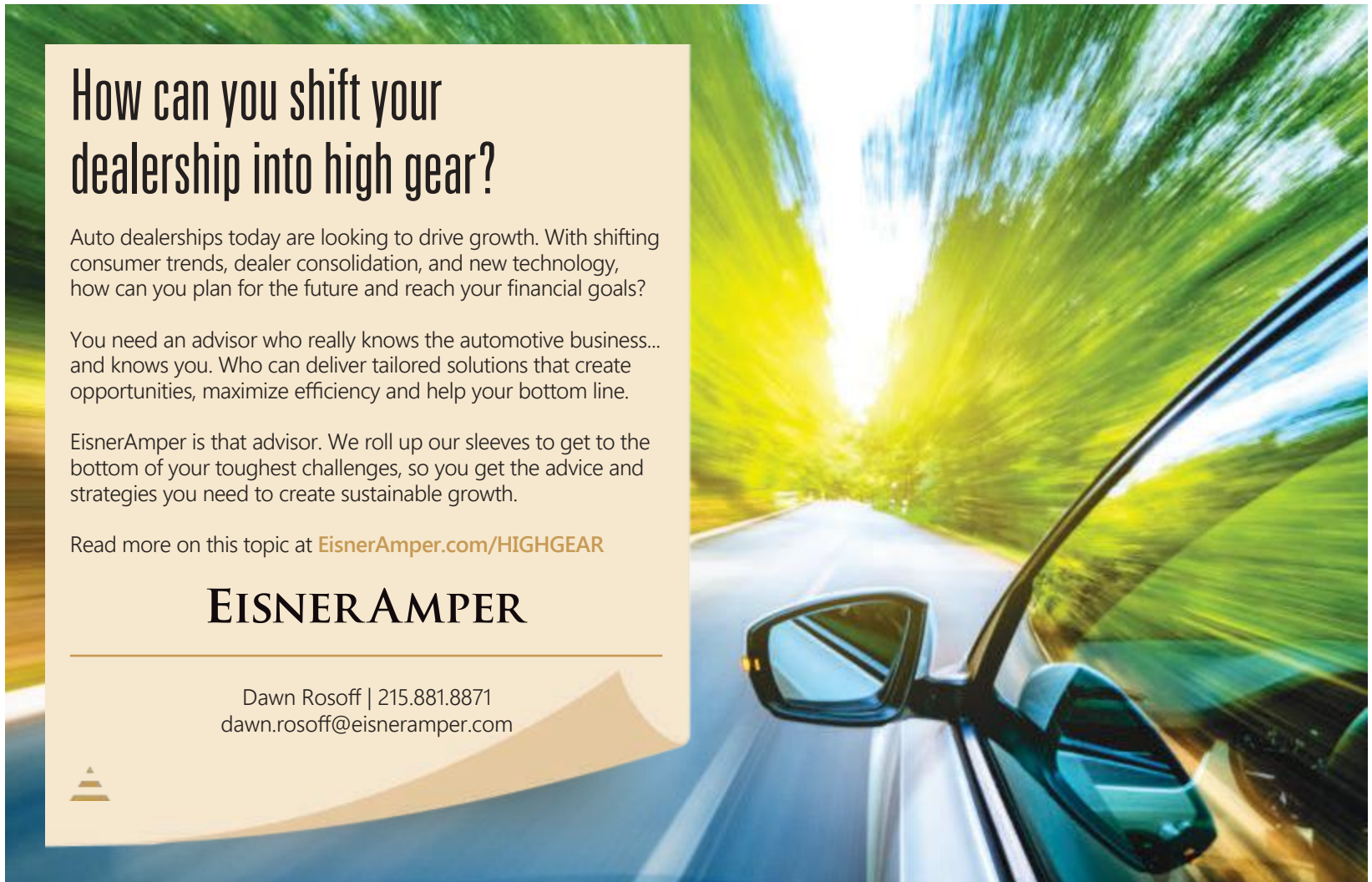
Location-based data can be utilized in many creative ways for both for targeting and attribution. So, what does that mean for advertisers? MayoSeitz Media, the media firm for the Philadelphia Auto Show and Driving Away the Cold, offers its thoughts.

TARGETING

Digital media targeting has evolved through the years, from aligning with websites that index high against a certain demographic, to targeting individuals based on online behavior. Now, location data is allowing advertisers to identify and digitally target a relevant consumer, based on where they have physically been.

An example would be a restaurant trying to sell gift cards for the holiday season. Historically, they would choose to align with the food section on a major news publisher's website or they would target individuals who read lists of the best restaurants in town or search for lists of the best restaurants in town. If you use location data, you can now identify who has physically visited the restaurant and target them with ads for the gift cards. Who is more likely to buy a gift card to the restaurant as a gift than someone who already eats at and enjoys the restaurant?

Not only can a location data targeting strategy be used to identify current consumers/brand loyalists, it can also be used as a competitor targeting strategy. A great example of this would be for an auto dealer. Consumers who visit competitor auto dealers in the same geography can be identified



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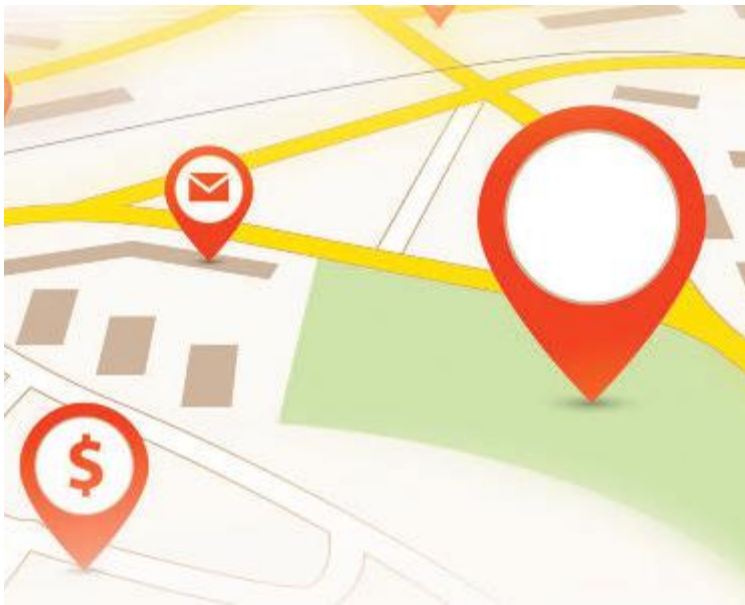
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and targeted. In this instance, you would be identifying someone in the market for a new car, as evidenced by his or her visit to a dealership, and encouraging them to buy from your dealership rather than the competitor.

ATTRIBUTION

As discussed in the previous section, location data can be used to identify consumers a brand should target, but it can also be used to identify the effectiveness of a campaign. Traditionally, the effectiveness of a digital media campaign is measured by how many people take a desired action online (this is still true), but what if you want your target to take physical action?

A hypothetical example of attribution would concern a building supplies company. While generating sales is the ultimate goal, it is difficult to order building supplies online, which typically requires a consumer to go to Lowe's or Home Depot to purchase the products. With location data, it can be determined when an individual is served an ad from the building supplies company and then physically goes to a Home Depot or Lowe's. Similarly, location data can be used to gauge success for college institutions. If a university is marketing an open house, location data can help identify how many people were served an ad and then stepped foot on campus the day of the open house.

CHALLENGES

The concept of location data is one of the hottest topics in digital media today. As the technology has increased, the effectiveness and uses of it have multiplied. Nevertheless, the technology will continue to advance.

The major challenge currently plaguing location data is the absence of technology that accounts for elevation. Current GPS technology is hyper-accurate to a flat area but has no idea where in relation to the ground you are. Essentially if you are looking to identify people who went to a free-standing building then current location data technology is incredibly accurate at identifying people who literally stepped foot inside. However, if you are trying to identify individuals who stepped inside a store on the 23rd floor of the Comcast Center in Center City you will also be capturing the people who were on the other 57 floors at the same moment.

CONCLUSION

Location data is extremely important to marketers and targeting/attribution based off this data needs be considered prior to all digital media campaigns. According to research done by BIA/Kelsey, location-based ad spending in the United States will grow to \$38.7 billion in 2022, up from \$1.7 billion in 2017.

As both the technology and its practical uses have become stronger, MayoSeitz Media has steadily increased its use of location data targeting and attribution. Visit mayoseitzmedia.com to learn more. ●



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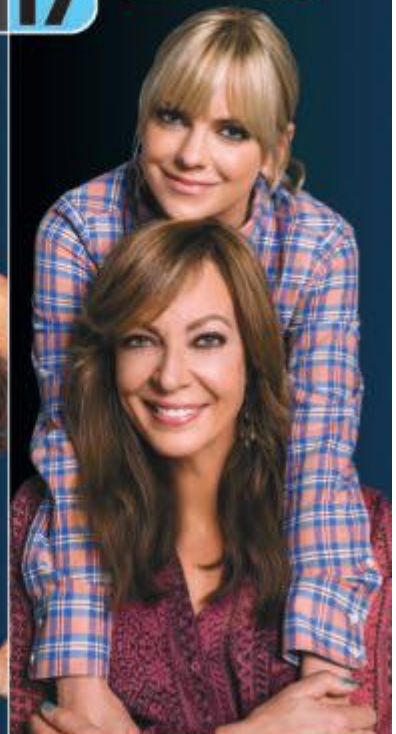
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