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Upcoming Events:

OPEN TO ALL DEALER MEMBERS

MoreThanAutoDealers.com/MEMBER-EVENTS/

BLACK TIE TAILGATE

Date: Friday, Feb 7, 2020

Location: PA Convention Center

PHILADELPHIA AUTO SHOW

Date: Feb 8-Feb 17, 2020

Location: PA Convention Center

FIXED OPS ROUNDTABLE

Date: Tuesday, Sep 19, 2019

Location: ADAGP Offices

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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EDUCATING | GIVING | CONNECTING

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A Farewell..

For the last ten years, the ADAGP has been extremely fortunate to have Kelsey Baker on staff as its Auto Show and Events Manager. Thanks to her amazing work ethic, talents and long list of abilities, our programs and events are much stronger because of her contributions to them. We are sad to report that Kelsey is moving back to her original hometown of Cadillac, Michigan, to start a new chapter of her life with her husband, Jeff, and beautiful newborn daughter, Riley Rae.

“We will miss Kelsey tremendously as she has been an unbelievable asset to this Association, the Philadelphia Auto Show and so much more,” said Kevin Mazzucola, executive director of the ADAGP. “She joined us shortly after graduating college and it’s been a pleasure to watch her blossom professionally and now personally as a wife and mother. We wish her nothing but the very best as she enters this very exciting time of her life.”



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FROM THE AUTO SHOW CHAIRMAN

Hello Fellow Dealers and Associate Members,

It's been a very busy spring for your Association staff and Board of Directors. We've been working together on a number of key issues that we know are important to you as well as our entire industry, including the growing technician shortage, success of your Philadelphia Auto Show and impact of your Auto Dealers CARing for Kids Foundation. As you know, we are a three-legged stool between your Association, Foundation and Auto Show. And, while each entity has its own list of initiatives and priorities, they are all heavily-intertwined and the success of one helps boost the other and so forth.

Because of the high level of importance with some of these ADAGP initiatives, many of your board members have really stepped up and dedicated more time than normal over the last few months. In fact, many of you probably received a call or email from at least one of them encouraging you to attend a Road Show meeting. We had a great turnout for these meetings and it's because of this outreach. So, many thanks to all involved with that effort.

Speaking of involved, I am proud to introduce your 2020 Philadelphia Auto Show Chair Maria Pacifico. Maria has been on your Board of Directors since 2011. I know the entire Board of Directors and staff are excited for her to hold this position. I am personally aware of how much work goes into this event and I wish her the very best with it.

I would also like to take a minute and thank the Associate Members who consistently advertise in this publication to support us. Please know it does not go unnoticed. I urge my fellow dealers as they read about the key issues mentioned above that you also pay attention to the surrounding ads from these members. Like many of our programs and efforts, they are always there when we need them and we are very grateful for that.

In closing, I hope all of you have a terrific summer with very busy showrooms. Should you have any questions on any of the material discussed in this issue, please contact the Association at 610.279.5229.

Thanks,

Ian



Ian Jeffery
ADAGP President



FROM THE EXECUTIVE DIRECTOR

Howdy,

First, thanks. Close to 90 dealership personnel representing 60 dealerships attended our reignited Dealer Road Shows throughout the greater Philadelphia Area. There is nothing like old fashioned face-to-face meetings--not emails, not mailings, not texts, not publications--to meet with dealers in an intimate conversational setting. Those in attendance noted the time spent was extremely worthwhile. It is vital they continue in the future.

So, what was all the hubbub?

In the 22 years that I have been here, I have never experienced what we are experiencing right now with your Philadelphia Auto Show. There has been a lot of talk about the strength of Auto Shows lately--that they are a thing of the past. Yet the 2019 Auto Show was the 2nd highest-attended show on record, and the strongest attended in the last decade. And to our manufacturer friends and dealers alike, as our friend Peter Welch from NADA put it so well, "There is a difference between expenses and investments. We hope the OEMs come back around to what dealers know and what the numbers show: Auto shows drive sales and brand loyalty. The numbers clearly tell us that showing the metal is still the best way to move the metal."

Look, you can read all the stats that support the Philadelphia Auto Show starting on page 8. I urge you to do so, but bottom line is this—people absolutely hunger to see all the new vehicles from all manufacturers under one roof for informational purposes with no selling. Why do they pay admission to do so? Why in this digital day and age are they coming in droves? Because the core to all of this is the following— it's being conducted not in front of a computer screen or on a mobile phone, but viscerally. Yes, in this day and age, they are coming in droves and buying one of your vehicles in the next 12 months.





Let's move on.

We unveiled a brand-new Career Portal at our Road Show meetings. We are fortunate to have several strong post-secondary schools in our area. They graduate approximately 1,000 techs a year, yet only 30% of them go to work at franchise dealerships. Your Association is attacking that with vigor. This unique portal will invite our dealer members to develop your own profiles and list what jobs are available at your store. These profiles will be available for viewing by students currently enrolled in post-secondary schools as well as their school's respective employment/counseling department. Much discussion centered on this initiative during our meetings. It is a must read in the coming pages.



Regarding the Foundation, new personnel and even some of our long-time dealers were astonished by how strong and vibrant the Auto Dealers CARing for Kids Foundation is throughout the region. Established in 2003, the Foundation has put close to \$14 million back into your communities via the Black Tie Tailgate and CHOP relationship as well as the 367,000 brand-new winter coats distributed through your Driving Away the Cold program. That's you as a dealer and an industry giving back directly to members of the communities where you conduct business. Your Foundation consistently distributes more than \$1 million every single year. Think about that.



Kelsey, I will miss you. Take care of the Tamer and RR.

Kevin



- Annual competition for high school seniors in automotive programs in Southeastern PA and Southern NJ
- Started in 1990s, builds awareness for the need for qualified technicians
- Supported by post-secondary schools, dealers, manufacturers and industry vendors
- Hands-on competition is held at ATC and reflects what happens in your shop
- Students vie for \$1 million in scholarships, tools and prizes



TECH & COM



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**IN AN INCREASINGLY
ONLINE AND
SOCIAL MEDIA-DRIVEN
WORLD, IT LOOKS
LIKE THIS PHYSICAL
EXPERIENCE IS
BECOMING MORE
VALUABLE, AND
NOT LESS SO.**

”



THE SURVEY SAYS

The 2019 Philadelphia Auto Show was a success in more ways than one. First and foremost, it was the second-largest attended Philadelphia Auto Show in our rich 118-year history. More than 257,000 individuals came to the event, proving once again the strength and importance of the show, especially in the vehicle-researching process of area consumers.

Further, of the 257,000 attendees, 41 percent reported that they plan to purchase a new vehicle sometime in the next twelve months. Of those in-market attendees, an astonishing 90 percent said their next purchasing decision was influenced by their Auto Show experience. Come next February, the show will have influenced billions in local auto sales over the previous 12 months, more than any other traditional advertising medium. How do we know this? Because not only have we been conducting independent third-party exit surveys for 20 years onsite at our event, we also conduct a follow-up survey 11.5 months after each Auto Show to see if and who actually went on to purchase a vehicle. And, the numbers are impressive.

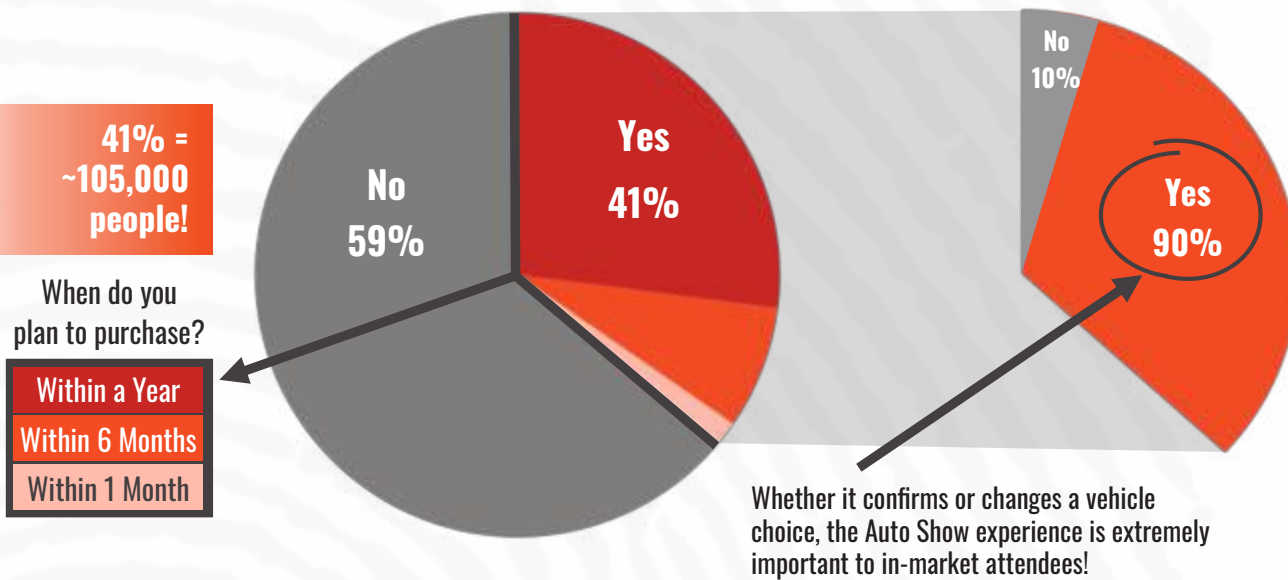
STORY CONTINUED ON NEXT PAGE

2019 PURCHASE INTENT

PURCHASE INTENTIONS

Do you plan to purchase a new vehicle?

Was the Auto Show helpful in your purchase decision?



2018 PURCHASE BEHAVIOR

ACTUAL PURCHASES

Results of the **2018 Exit Survey** showed that **37%** of attendees **planned to purchase** a new vehicle within 12 months of the show.

One year later, we followed up to ask all 2018 survey respondents about their buying habits. Results of that follow-up survey showed that **42%** had **actually purchased** a vehicle after attending the Auto Show!

37% planned to purchase
↑
42% actually purchased

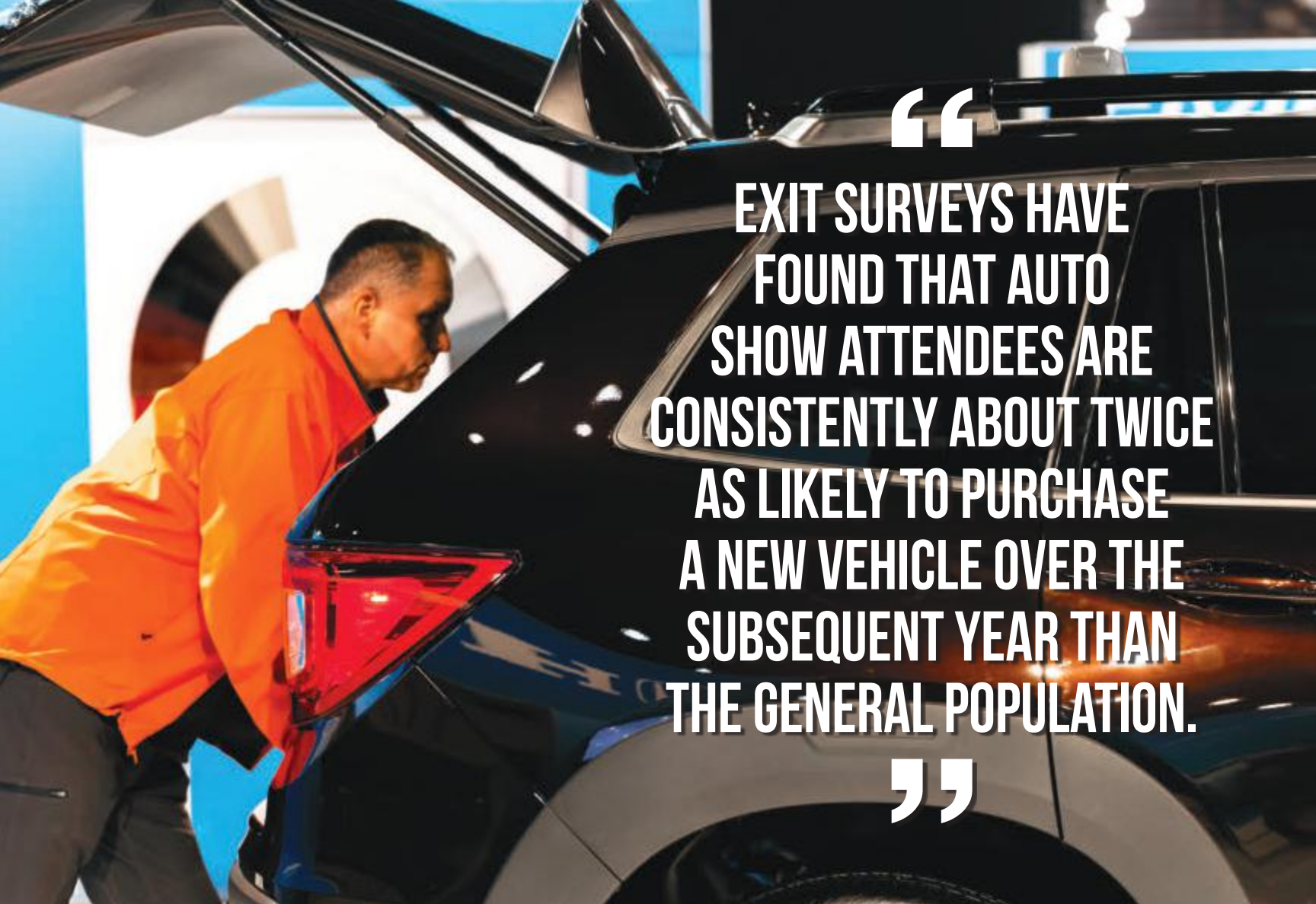
STORY CONTINUED FROM PAGE 09

After the 2018 Philadelphia Auto Show we know that 43% of all attendees went on to purchase a vehicle. That equates to a hefty portion of the 381,945 new registrations in our area in 2018 being influenced by the Auto Show. And that's the case year after year. Exit surveys have found that Auto Show attendees are consistently about twice as likely to purchase a new vehicle over the subsequent year than the general population. As a regional auto show produced by your local dealer association, we take great pride in that level of impact; and providing an event that creates buzz in your dealerships and produces an unparalleled return on investment.

Why does the Philly Auto Show have such a high ROI?

Because it's tactile. We've said it before and we will say it again: nowhere else can consumers get the vehicle-browsing experience they need and, quite frankly, deserve. That is why they are coming in droves and spending their hard-earned money on tickets. Think about that – people are actually lining up and paying to look at the vehicles you, our dealer members, sell. The no-pressure, hands-on, 700-vehicles-under-one-roof experience that has come to be the Philadelphia Auto Show, is truly important to both current and prospective buyers - even millennials! When we look at the demographics of our attendees, the millennial category continues to rise and gain momentum every year, which is a core group that we all know is vitally important to the marketplace.

The average consumer once visited approximately 6 dealerships before making their vehicle purchase. In today's world, courtesy of the Internet, it's a little less than 2. That is fitting for the retail world we live in, which is filled with streamlined processes and efficiencies that do offer



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”

a great deal of needed convenience. However, we all know that the retail automotive world is entirely different simply because of the type of product being sold. Richard Waterman, Practice Professor of Statistics at University of Pennsylvania’s esteemed Wharton School, conducts the exit surveys at the Philadelphia Auto Show and has been doing so since 2000. In his commentaries upon conclusion of the 2019 event he notes the following: “In an increasingly online and social media-driven world, it looks like this physical experience is becoming more valuable, and not less so. At least that’s what we learn from the satisfaction metrics (referring to the exit survey results).” And, that’s right.

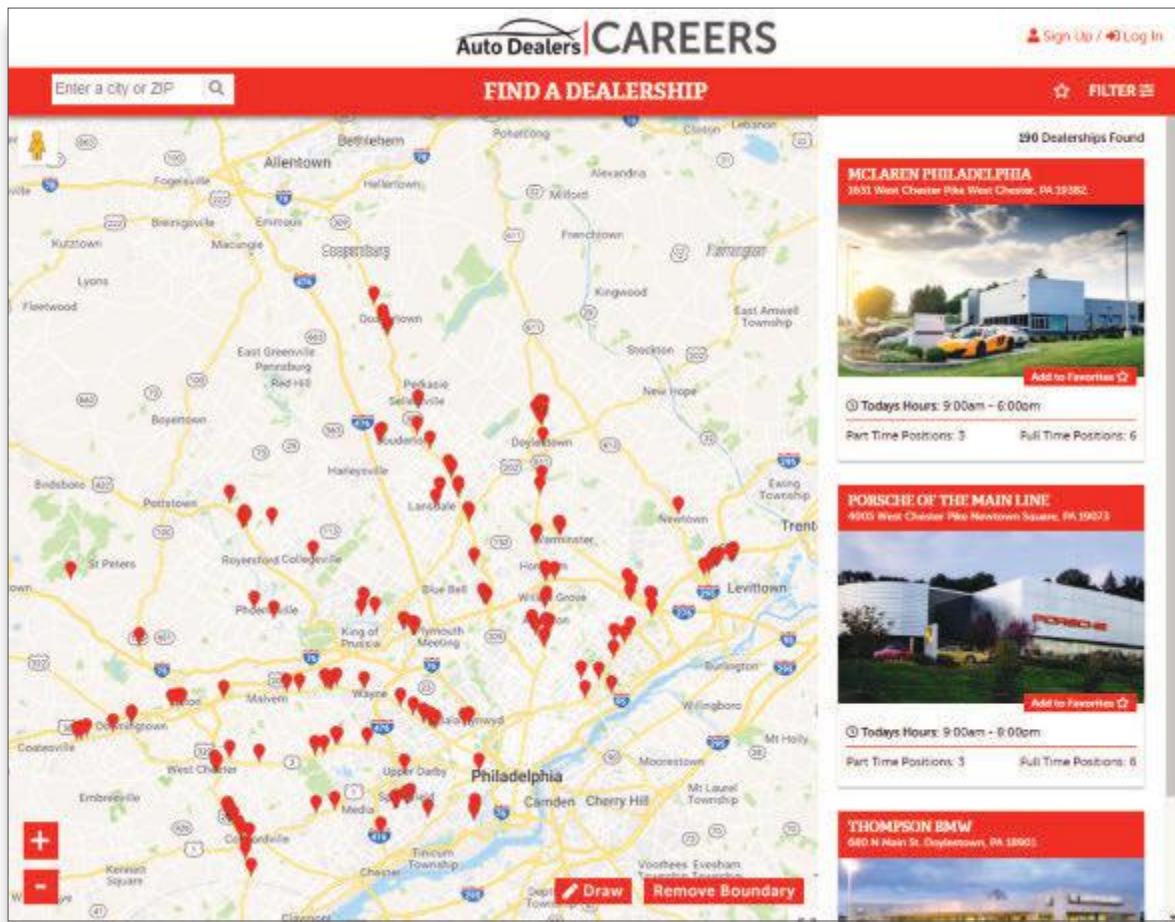
“For most, a vehicle is not a commodity, nor will it ever be,” said Kevin Mazzucola, executive director of the ADAGP. “For most people going through the vehicle-researching process, they still prefer and crave that tangible side-by-side comparative experience. Naturally, they use the internet to research color, options and more. However, they still want to see how the kids fit in the back seat, which vehicle has the most legroom, etc. The Philadelphia Auto Show is the only place they can experience that locally. Hence, our show has remained a highly-attended and well-enjoyed event.”

2019 exit survey results recorded both a record-high event rating and new car display rating (both came in at 4.09 on a 5-point scale), with more than 81 percent of surveyed attendees saying the show was either “outstanding” or “excellent”.

“Our efforts continue to push the show to new highs and we would hate to see this incredible momentum stop,” said Philadelphia Auto Show Director Mike Gempp. “Our event has never had such consistent attendance growth, and people clearly enjoy their time at the event and use it as a vital tool in their vehicle-researching process. However, there are several misconceptions out there about this and the value of regional Auto Shows. We are currently working very hard to debunk these myths and remind interested parties of the strong ROI produced via participation in the event. It’s a critical point that needs to be clarified for our continued success. We will be communicating it very strongly to all manufacturers this summer, and we encourage our dealer members to do the same.”

The 2020 Philadelphia Auto Show is scheduled for February 8-17. To learn more about your brand’s plans for the event, please contact Mike Gempp at 610.279.5229 or mike@phillyautoshow.com. ●





“

THE PRIMARY FOCUS OF THIS PORTAL IS TO PLACE QUALIFIED TECHNICIANS AT DEALERSHIPS AND MAKE IT THEIR FIRST CHOICE OF EMPLOYMENT.

”

TECH INITIATIVES

If you attended one of our Dealer Road Shows, you heard about several activities that we are conducting in regards to the technician shortage facing our industry right now. If you were unable to attend one of those meetings, allow us to bring you up to speed about initiatives coming down the pike or already underway.

CAREER PORTAL

This fall, a one-of-a-kind Career Portal that allows dealer members to develop their own profile by store and list their current job openings, etc. will go live. Dealers will also be able to view a list of students currently enrolled at the local post-secondary schools, their field of expertise, anticipated graduation date and more via the portal. On the flip side, the students will be able to access the portal via a special student view that will allow them to see the respective dealership profiles and a list of openings available. They will also be able to search the profiles by radius and other filters. Further, the employment/guidance teams at the respective post-secondary schools will be able to take an even deeper look at the opportunities available and view key information such as salary details and review them with the student appropriately.

“The primary focus of this portal is obviously to place qualified technicians at dealerships and make it their first choice of employment,” said Guzman. “But it also is to connect the dealerships with the post-secondary schools. If we improve the relationship at that level first and foremost, they will inherently become ambassadors for dealerships as a viable place of employment. However, we can’t do any of this without the participation and support of our dealer members. Our targeted

live date for this portal is this fall. Therefore, when I reach out to all of you this summer, please give me 15 minutes to explain this. Trust me, it will greatly help us, help you.”

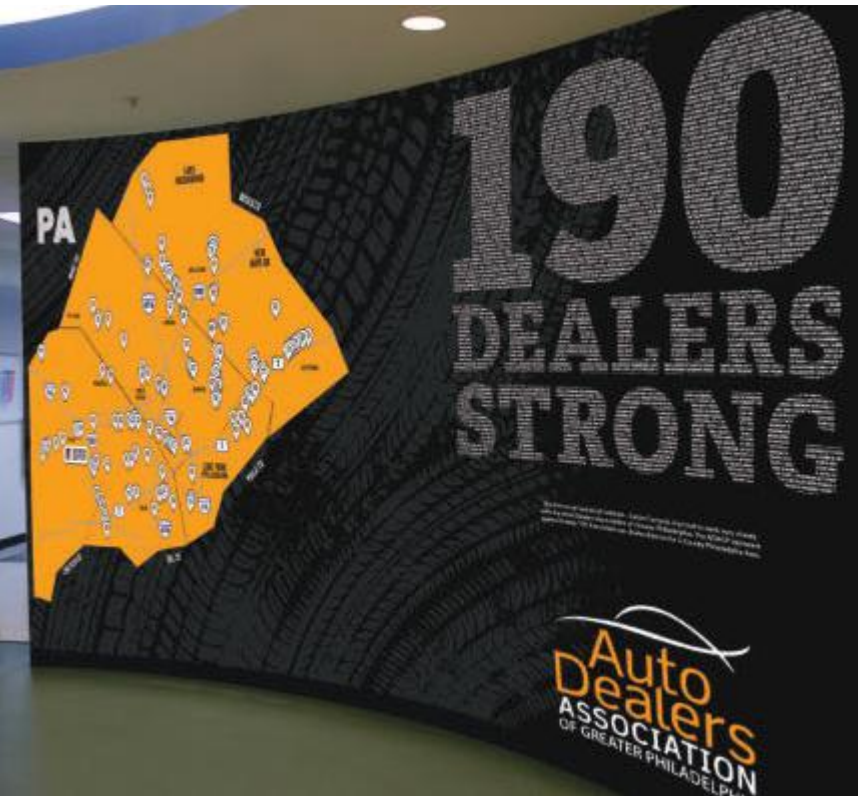
The ADAGP will be producing a video specific to this initiative so you can see exactly how it will work. You can expect to see that mid-summer. In the meantime, should you have immediate questions, please contact Hector Guzman at hector@adagp.com or 610.279.5229.

SCHOOL SIGNAGE

Through the good work of our ACE, which as a reminder is our Advisory Council on Employment that is made up of approximately 15 dealer members, a healthy dialogue about bridging the communication gap between the school’s employment teams and area dealers as a wise and viable career choice is well underway.

If you were to walk the halls of any of the post-secondary schools six months ago, it would be tough to find something that students could see as a reminder of the many career opportunities available at regional dealerships. That’s no one’s fault, just a discussion on the topic never took place, until now.

Thanks to the input from ACE, the passion for the industry by the schools and the creativity of ADAGP Creative Director Eric Caldarale and Field Director Hector Guzman, both the Exton and Warminster campuses of the Automotive Training Center, Universal Technical Institute, Lincoln Tech and Community College of Philadelphia will all have walls or large banners by the end of summer highlighting dealerships as a wise career choice.



In fact, some are already installed as you'll see in the above featured pictures.

"These installations are so much more than just signs going up on a wall," said Guzman. "They are a reflection of a very concerted effort being made by your Association on a topic that we truly understand is gravely important to our dealer members."

In addition to students currently enrolled in the post-secondary schools seeing these signs every day, the signs will also be seen by prospective students and their families during campus visits and tours.

"By installing these signs, we are inherently making our organization (and who/what we represent) stand out on these vitally-important campus tours as well," added Guzman. "Not only will we arm the tour guides with important facts about dealerships being a wise career choice, but we will also have them pull up our Career Portal directly onsite to show them the variety of opportunities currently available—right there while they are standing in the hallway of potentially their new school. We want to create a feeling of confidence, knowledge and opportunity. The Career Portal and these signs are the first steps to help us do that and we are very excited about it!" ●





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FROM YOUR FOUNDATION

\$29,000 to You

For the eighth consecutive year, your Auto Dealers CARing for Kids Foundation proudly supported Healthy Kids Day at 29 regional YMCA locations in the Greater Philadelphia area on April 27. This special health-focused day was the nation's largest health day for kids and families as YMCAs across the country participated in the effort. All activities throughout the day focused on getting kids moving, learning about healthy eating and motivating families to create a healthier home environment.

In addition to supporting onsite activities at the 29 regional YMCAs, your Foundation also developed and distributed Healthy Eating Reward Charts to families onsite, so they can continue to encourage healthy eating habits at home. The uniquely-branded chart also gave tidbits about your Foundation and the good work you do in your communities year around!

The 29 area YMCA branches that received grants from the Auto Dealers CARing for Kids Foundation are partners of our annual Driving Away the Cold Program.

2019 Black Tie Tailgate Delivers \$614,000 Check to CHOP

Every penny earned via the annual Black Tie Tailgate at the Philadelphia Auto Show goes directly to the event's designated beneficiary, which

was the Department of Nursing at Children's Hospital of Philadelphia (CHOP) this year. For the third straight year, the Black Tie Tailgate has broken attendance and/or fundraising records, proving that this is one of, if not, THE top philanthropic gala in the city of Philadelphia. The Nursing Department at CHOP was also the beneficiary in 2018. With that said, this one-of-a-kind preview of the Philadelphia Auto Show raised an impressive \$1.2 million for the Department over the last two years! Save the date for our 2020 Black Tie Tailgate, which is set for Friday, February 7th. More details including next year's beneficiary will be distributed later this summer.

Driving Away the Cold Registration

Our 12th Annual Driving Away the Cold program will get underway at the end of June. Yes, we said June! If you recall, we kick off our registration in June and early sign-ups truly help us with our planning activities. Please keep an eye out for all communication regarding the program and if you are ready to sign up now, please visit MoreThanAutoDealers.com/members and click on Driving Away the Cold or reach out to Mary Lynn Alvarino at mla@adagp.com. To date, this program has distributed 367,000 brand-new winter coats to area children in need. This is only possible thanks to the support of both our dealer and associate members. Remember one in six kids in our area lives in poverty. That's at least 175,000 local children currently living without the daily essentials like a warm winter coat. With that said, it's never too soon to show your support of this unbelievably important cause and wonderful program! ●

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TECH COMP: TRADITION & TALENT

Your Auto Dealers CARing for Kids Foundation held its 26th Annual Greater Philadelphia Automotive Technology Competition (Tech Comp) on Friday, March 8th. At the event, 24 high school seniors from local automotive programs competed for a portion of more than \$1 million in scholarships, tools and prizes that were available.

“This is one of our favorite days of the year,” said Mary Lynn Alvarino, director of operations for the ADAGP and Foundation. “While it’s a tradition for our staff to enjoy every year, it’s an unforgettable moment in time for the student competitors as the amount and caliber of prizes are truly life-changing for our winners.”

This year, first place was captured by Fred Holland and Riley Radcliff of Gloucester County Institute of Technology who competed under the direction of Instructor Glenn Hubert. Holman Ford Lincoln of Turnersville was the team’s dealership sponsor. Together, the winning pair walked away with more than \$243,000 in scholarships, tools and prizes. They also earned a spot to compete at the National Automotive Technology Competition, which was held in late April in New York City. Fred and Riley captured fourth place at the national event increasing their winnings and solidifying their interest in auto technology as a career choice.

Second place honors at our regional event went to Raymond Lamer and Szymon Wisniewski of Bucks County Technical High School. The team, which was sponsored by Reedman-Toll Chevrolet and led by Instructor Byron Cesari, collected more than \$175,000 in prizes. Jake Duffy and Nathan Hammerle of Western Montgomery Career and Technology Center collected more than \$90,000 in earnings as our third-place winners. Sponsored by Nissan 422 of Limerick, they were under the direction of Instructor Donald Bray.

For those of who are unfamiliar with our Tech Comp, the purpose of the event is to build awareness for the growing need for qualified auto technicians in today’s workforce as well as spotlight their specialized skills and professionalism. As most of you know, today’s auto technicians must have highly-polished math and computer skills in addition to mechanical aptitude. This competition traditionally focuses on all those skill sets. It provides the opportunity for elite teams of the finest automotive technical students from the Philadelphia area to work against the clock in a timed, hands-on automotive technical skills competition. The students tested their knowledge at 10 workstations ranging from engine mechanical to communication skills and performed a Multi-Point Inspection of a previously-bugged vehicle.

The first part of the regional competition involved a 100-question written exam in November. The exam covered the eight National Institute of Automotive Service Excellence (ASE) areas of the automobile, which are Engine Repair, Engine Performance, Electrical/Electronic Systems, Brakes, Heating and Air Conditioning, Suspension and Steering, Manual Drive Train and Axles and Automatic Transmissions. There were approximately 90 students from 20 different schools who took the written exam. The two highest scoring students from the top 12 schools are those who qualified for the March 8th hands-on competition.

Like most things that we do, this event is made possible every single year because of our all-volunteer committee. We are extremely grateful for our 2019 committee members and event sponsors listed on page 32. ●

Your people are your most valuable asset



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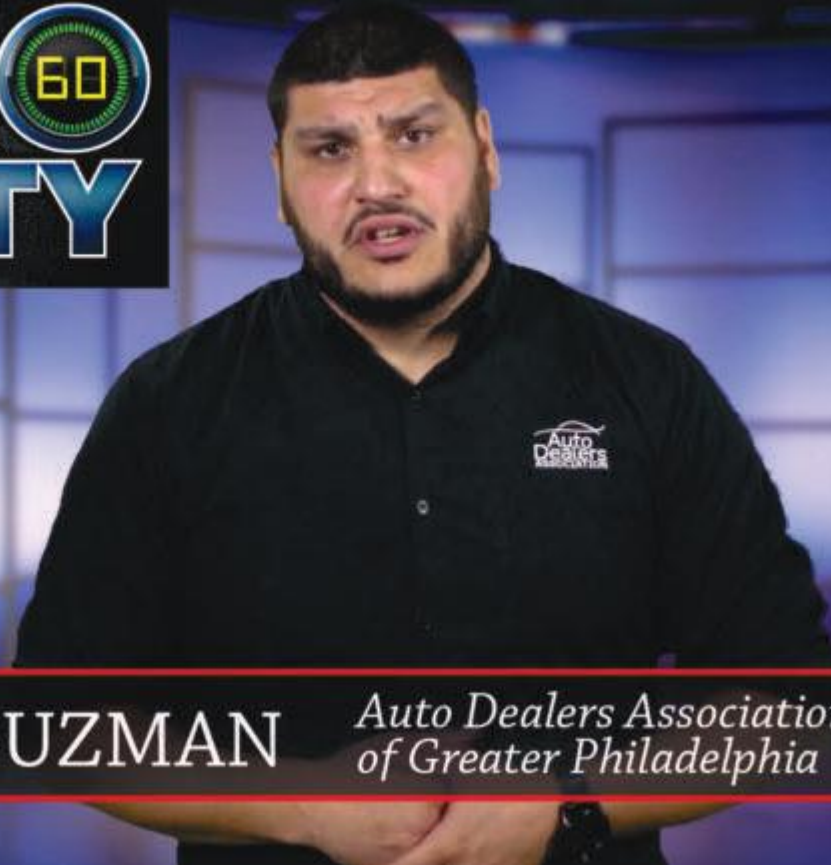
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ZERO 
TO SIXTY



HECTOR GUZMAN

*Auto Dealers Association
of Greater Philadelphia*



ADA HAPPENINGS

A New Way to Say Hello...

As you have hopefully seen, the ADAGP recently launched its new video e-newsletter, appropriately-named 0-60, as it gives you quick and important updates in less than 60 seconds. Topics that have been and will continue to be covered range from important Philadelphia Auto Show updates to Driving Away the Cold registration details and everything in between. If you are not receiving 0-60 or any of our other pieces of communication, such as Auto Outlook, Driving Force Magazine or YOU AUTO KNOW, please contact Andrea Simpson at andrea@adagp.com or 610.279.5229.

A Quick Reminder...

Matt Simpson at Fisher & Phillips, LLP is on retainer to provide year-round counsel to ADAGP Dealer Members on employment issues as a benefit of your membership. You can contact Matt at 404.240.4221 or msimpson@laborlawyers.com. Also, printed employment application forms are available to Dealer Members through the ADAGP office.

Further, please keep in mind that our offices are your offices! The meeting facilities of the ADAGP feature more than 6,000 square feet of versatile space that can host a variety of training, educational and conference needs. We have an intimate board room that can hold up to 22 people as well as training rooms that can host up to 80 people. We even have a lower level showroom that can accommodate up to 4 vehicles at one time (this is the perfect space for new vehicle introductions, sales or product training, etc.). And, the best part is there is no charge for Dealer Members to use the space! Learn more or book your next ad group meeting, company retreat, etc. by calling Vicki Thatcher at 610.279.5229.

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.

Stay Current...

All Dealer and Associate Members should receive their 2019-2020 dues invoices by the first week of July. If you do not receive an invoice, please contact Meghann Ryan at meg@adagp.com or 610.279.5229. Also, Vicki Thatcher is currently updating all dealer and associate member profiles. Please be on the lookout for her email and let her know of any personnel/point of contact changes to your profile to ensure that you are receiving all ADAGP and Philadelphia Auto Show information properly! Vicki can be reached at the number listed above or vicki@adagp.com.

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BEING MORE

Pacific Auto Group: \$2.2M and Counting

On Monday, May 5, the Pacifico Family Foundation distributed \$156,000 in scholarships to approximately 120 high school seniors from around the region. This year marks the 55th anniversary of the annual Pacifico Family Foundation Scholarship Awards, which started with one \$500 scholarship back in 1964. The program has grown to be one of the largest scholarship programs involving the School District of Philadelphia, among others. Superintendent William Hite of the School District of Philadelphia as well as Superintendent Juan Baughn of the Chester Upland School District were onsite to partake in the festivities and extend their gratitude to Mr. Kerry T. Pacifico and the entire Pacifico organization for their continued good work to further the education of area high school seniors. The ADAGP salutes Mr. Pacifico for being More Than An Auto Dealer long before we ever came up with that phrase!

Conicelli Auto Group Supports Mission Kids

Mission Kids is a non-profit, 501(c)(3) organization providing multidisciplinary care to alleged victims of sexual and physical abuse. It is based in East Norriton. This year, the wonderful team at Conicelli Auto Group showed its support of Mission Kids by hosting the 2019 Pinwheels for Protection Garden. Every year, Mission Kids “plants” a pinwheel garden to draw attention to the number of child abuse cases reported in Montgomery County. This year, there were 600 pinwheels planted in honor of the 600 children served by Mission Kids in 2018. And, Conicelli Toyota on the corner of Ridge Pike and Chemical Road hosted the ceremonial garden. The ADAGP salutes the entire Conicelli organization for its involvement and support of this incredibly important organization.

Thompson Organization Inspires Kids

Each year, The Thompson Organization invite kids in kindergarten through 6th grade to rev up their imaginations and share their car of the future. The organization receives the most colorful and clever designs you can imagine, from cars with pools and moonbounces, to trucks that can transform! Each grade level has three winners and the overall Grand Prize winner’s design is placed on a local billboard. This year’s winners were announced in May and top honors went to Fifth Grader Anya Balgobin. Anya’s work was selected from a field

of more than 1,000 entries. Congrats to Anya and hats off to The Thompson Organization for doing such great work in the community!

Fred Beans Family of Dealerships Donates to CB Cares

This year, Fred Beans Family of Dealerships donated \$50,000 through the Educational Tax Improvement Credit program to the CB Cares Educational Foundation. The CB Cares Foundation provides programs, initiatives, and grants to benefit and strengthen youth in the Central Bucks school community. Examples of programs include the Boomerang Youth Recognition Award, which honors students in the district who exemplify a featured monthly Developmental Asset as well as the Youth to Community Arts Program, which showcases the talents (musical, artistic, culinary, dramatic or poetic) of area middle and high school students and offers opportunities for them to demonstrate their dedication to the arts by performing at local businesses, organizations and community events. Way to go to the entire Fred Beans organization for supporting these local community initiatives that encourage and educate today’s youth!

Several Members Win Philadelphia Inquirer Family-Owned Business Awards

In May, The Philadelphia Inquirer hosted more than 200 people to celebrate its 2019 Family-Owned Business Awards. The ceremony honored approximately 40 award recipients in categories such as Family-Business Leader of the Year, Up and Coming Family Business, Innovation Excellence and more.

The program spotlights family-owned businesses who continue to expand and evolve in an ever-changing economy, while managing to stay true to their roots. Awardees were selected based on their overall business impact and accomplishments as well as their civic and community service. The ADAGP is proud to congratulate the following dealer and/or associate members who captured honors in their respective categories: Barbera Autoland and Barbera Cares Foundation (Community Service Excellence), Central City Toyota (Family Business Leader), Fred Beans Management Group (Multigenerational Family Business) and Brownstein Group (Family Business Leader). ●

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EEOC Wage Data

Dealers with 100 or more employees are subject to the U.S. Equal Employment Opportunity Commission's (EEOC) EEO-1 Survey filing mandate. The EEOC enforces federal laws that make it illegal to discriminate against a job applicant or employee because of race, color, religion, sex, national origin, age, disability or genetic information. The EEO-1 Survey for 2018 data was due by the end of May. In addition, the Federal District Court for the District of Columbia recently ruled that additional data for calendar years 2018 and 2017 must be filed by September 30th. Known as "EEO-1 Survey Component 2 data," these additional filings must include employee W-2 wage and hours worked information set out in 12 specified pay bands.

Important: the EEOC intends to open by mid-July a portal for Component 2 data; NADA will notify dealers when that happens.

A few weeks ago, the U.S. Department of Justice filed a notice to appeal the District Court's ruling requiring the Component 2 data. However, since the District Court's ruling has yet to be stayed, NADA suggests that for now EEO-1 filers should assume that they will have to file Component 2 data by the September 30th deadline.

Dealership Websites & the Americans with Disabilities Act

The last few years have seen increased litigation on the accessibility of commercial websites by those with visual or motor skill impairments. This is an evolving issue that impacts NADA members and the organization overall. For example, between 2017 and 2018, website accessibility lawsuits under the Americans with Disabilities Act (ADA) surged by some 30 percent, with the majority targeting the banking, restaurant and retail industry sectors. Retail light-duty vehicle dealerships have been threatened with lawsuits and sued. This issue is made more

complex for franchise dealerships because OEM-mandated websites are increasing in ubiquity, thus dealers have limited control over the format and content of their websites. Unfortunately, the legal case decisions interpreting how the law applies to public-facing websites have varied widely between the circuits and even among district courts within a circuit. For additional information, please visit the Regulatory Affairs section of NADA.org where you'll find a very useful FAQ document.

Questions on either of the issues above, can be directed to regulatoryaffairs@nada.org.

NADA 2020

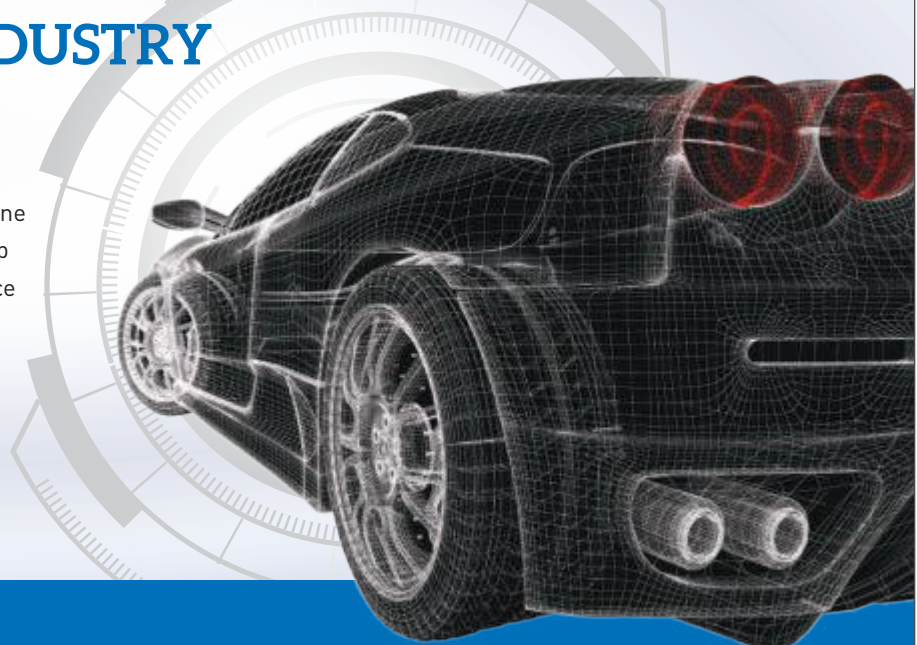
The 2020 NADA Show is set for February 14-17th at the Las Vegas Convention Center. The education and events portion will run the full four days and the expo will occur February 15-17th. Attendee registration and housing opens on July 22 so save the date! With more than 22,000 annual attendees, the popular hotel selections tend to fill up quickly! The early bird registration rate of \$390 runs through September 13th. Questions? Visit show.nada.org for the latest updates and registration policies. ●

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Not Pictured: Anthony Keretzman (2008), Jimi Jollie (2017), Andy Lemus (2018), Michael Domaszewicz (current student),Alejandro Mace (current student), Joham Castro Ayala (current student)

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LOCAL TELEVISION MEASUREMENT ENTERS THE 21ST CENTURY

*This article is provided by MayoSeitz Media, the media buying agency of record for the ADAGP.

In 2018, Nielsen made a number of enhancements to their local television measurement in an effort to provide a more consistent and accurate measurement of local television. It can be overwhelming to keep track of all the changes that they continue to roll out, which might leave one wondering,

"Weren't they already doing that?" In an effort to simplify these changes, here is a quick guide that details the highlights and explains what they mean for both viewers and advertisers.

CONTINUED ON PAGE 28

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STORY CONTINUED FROM PAGE 26

partners reflected in television ratings. Rather than rely solely on the data pulled from the Nielsen devices in the 31 Set Top Meter and 14 Code Reader markets, cable and satellite return path data is now incorporated into the measurement. This data is applied in conjunction with national people meter data and additional 3rd party data to better assign demographics to viewing that was previously only available on the household level. Nielsen is currently identifying and correcting imperfections in the data and will be rolling out a set of enhancements and new features for these markets, including incorporating Comcast as a data provider. Unfortunately, due to the time it takes for Nielsen to “scrub” the data from the providers, this functionality is not yet available in local people meter markets where overnight reporting is the priority.

The retirement of diaries.

Believe it or not, Nielsen was still using paper diaries for television measurement in almost 140 markets until July 2018. This meant that agencies and advertisers were relying on viewers to accurately remember and write down what they watched. This information was then used to inform media spends in more than 65% of the 210 Nielsen DMAs. The use of paper diaries also meant that high profile events prior to 2019, such as March Madness, were not measured at all in these markets if they didn’t fall within the

four “sweeps” periods when the diaries were recorded (Feb, May, July, and Nov). This game-changing enhancement allowed for the launch of year-round electronic measurement in those markets. Advertisers now have access to ratings that are more accurate in addition to all encompassing.

Incorporating set-top box data in Set Meter and Code Reader markets.

Media buyers are finally able to see the set-top box data from their cable and satellite

Utilizing portable people meters.

The technology of the portable people meter, which can be likened to a beeper-type device to detect what measured broadcast media the wearer is exposed to, has been around for some time now. It was originally introduced right here in Philadelphia over a decade ago to aid in radio rating measurement and is now being incorporated on the television side in the 25 Local People Meter DMAs and 19 of the Set Top Meter markets. This means that

CONTINUED ON PAGE 30

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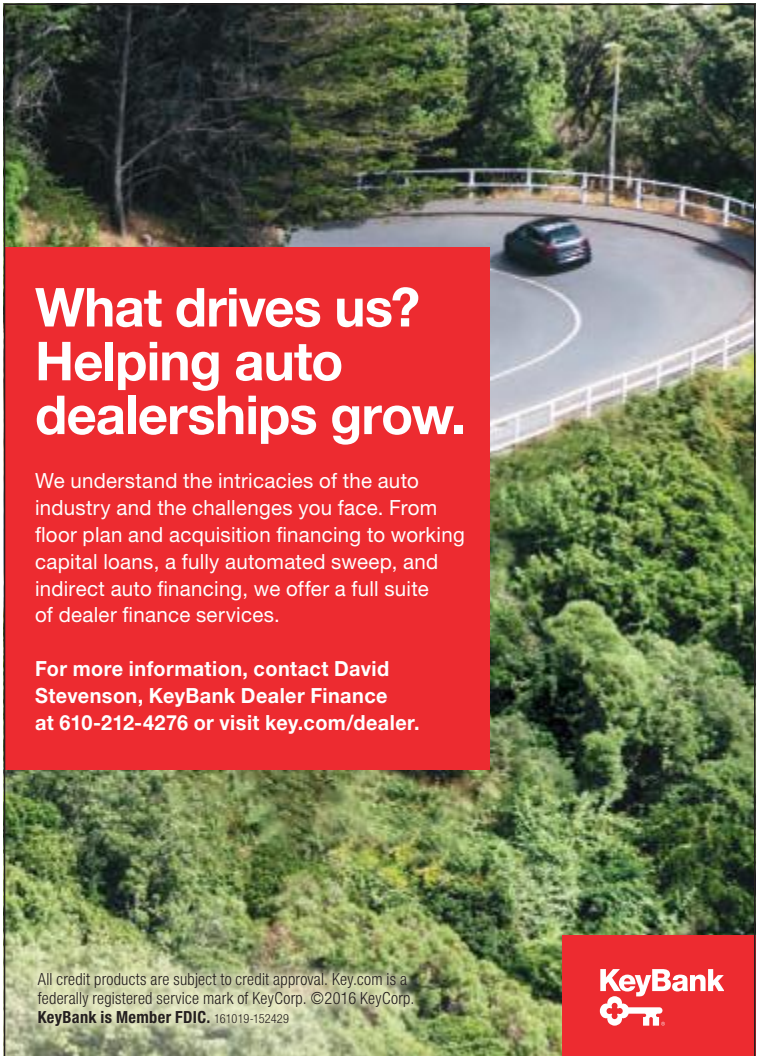
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TV Continued

STORY CONTINUED FROM PAGE 28

viewing outside of the home, like your Cousin Dave's Game of Thrones premier party or Sunday Night Football at the local sports bar, can now be included in the reported ratings. In 2019, Nielsen is still refining the PPM measurement for TV in LPM markets and expects to provide launch and impact data schedules for the final improvements soon.

Advanced audience segments on a local level.

Let's face it, in a world where we can use digital media to reach grandmas that attended a body-building competition in the last 30 days and then confirm that they visited a client's fitness facility after being served an ad, the targeting capabilities of traditional television have remained pretty stagnant. There is far less accountability in the broadcast space and advertisers are demanding more granular data. While age and gender continue to be the primary way to buy and sell linear television, Nielsen is moving into the audience-based buying space by offering consumer purchase, attitudinal, and lifestyle-based data. The offering is much more advanced on the National side, but locally, Nielsen can fuse consumer targets from Scarborough with data from the LPM panel in the top 25 markets to better inform channel selection and optimize campaigns. These audience segments can be extended to digital and cross-platform media. This capability is expected to be rolled out to an additional 19 markets sometime before 3Q 2019.

While these are just a sampling of the updates Nielsen has been unveiling over the past year, they are likely the most impactful. These measurement enhancements represent a response from Nielsen on advertiser and agency's needs for stronger data that is more accurate, more current, more insightful, and more accountable than what has been the standard for the past several decades. ●

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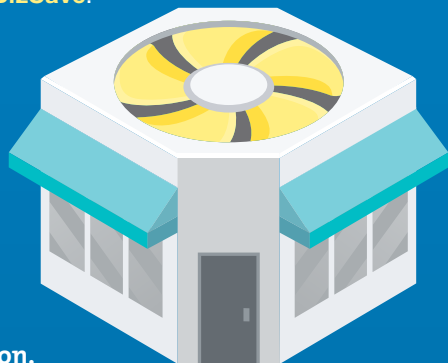


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FIXED OPS ROUNDTABLE: QUARTERLY MEETING

Join us for our next Fixed Ops Roundtable Quarterly Meeting, which is set for 9:00AM to 12:00PM on Thursday, September 19, at the ADAGP offices in East Norriton.

This group of Service Department leaders meets three times per year to share ideas to improve efficiency and productivity in dealership Fixed Ops. The idea is to receive and share helpful tips with peers, regardless of the dealership brand(s). The group works through problems faced in all stores using industry benchmarks and real-world examples as the basis for each discussion. Each meeting ends with lunch.

Who should attend? All fixed operations managers and directors from ADAGP dealerships are welcome to participate. The fee is \$25 per meeting. The group is moderated by Rob Campbell. Rob is a Fixed Operations Analyst for WithumSmith+Brown and a frequent NADA Convention presenter. In addition to his 25 years of consulting experience, Rob has managed all areas of fixed operations and retail sales. He is a published author, a contributing editor for DealersEdge and an accomplished trainer.

CFO/CONTROLLERS 20-GROUP MEETING: QUARTERLY MEETING

The ADAGP's next CFO/Controllers 20-Group meeting will also take place in early fall. The exact date will be announced shortly. It will take place at the Association's headquarters in East Norriton.

The group is composed of Controllers and CFOs from a variety of stores representing different sizes and manufacturers, ranging from single-point stores to large auto groups with many franchises. It meets three times per year and each meeting includes an industry-related speaker, a Best Idea session, and an open forum to discuss current topics. The topics are not always accounting related. The group talks about anything from computer software to specific tax issues. The idea is to receive and share helpful tips with peers – regardless of the auto brands your dealership sells – in order to make your office run as smoothly as possible without giving away trade secrets. Lunch is served at the end of each meeting.

Who should attend? CFOs, Controllers, Accounting office managers and staff members from ADAGP Dealer Memberships are welcome to attend. The fee is \$25 per meeting. The group is moderated by Michael Mulhearn, CPA, WithumSmith+Brown. He is a partner based out of his firm's Philadelphia office, with over 10 years of experience in public accounting. His expertise includes accounting and tax services, with a focus on the automotive industry and privately-held businesses.

For questions on either event, please contact Mary Lynn Alvarino at mla@adagp.com or 610.279.5229. ●



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