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FIXED OPS ROUNDTABLE MEETING

Date: Wednesday, May 24, 2017
Time: 9:00AM - 12:00PM
Location: ADAGP Offices, East Norriton
Cost: \$25/meeting (lunch included)

AUTO DEALERS CARING FOR KIDS FOUNDATION 102ND GOLF OUTING

Date: Monday, June 5, 2017
Location: Philadelphia Cricket Club-Wissahickon
Cost: \$3,000 Foursome
\$1,500 Twosome
\$150 Dinner

CFO/CONTROLLERS 20-GROUP MEETING

Date: Wednesday, June 14, 2017
Time: 9:00AM - 12:30PM
Location: ADAGP Offices, East Norriton
Cost: \$25/meeting (lunch included)

BLACK TIE TAILGATE

Date: Friday, Jan 26, 2018
Location: PA Convention Center

PHILADELPHIA AUTO SHOW

Date: Saturday, Jan 27-Feb 4, 2018
Location: PA Convention Center

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From The President

Spring is upon us and I hope business is blooming.

First, please allow me to begin this letter by congratulating all of the participating dealers, manufacturers, sponsors and staff members on another fantastic Black Tie Tailgate and Philadelphia Auto Show! 2017 will officially enter the record books as one of our strongest auto shows ever and it's because of you.

A whopping 253,000 people came through the doors during our 9-day auto show run, including more than 39,000 on opening Sunday alone, which was a new record for us. Another new record for us was found on our exit survey conducted by Analytic Business Services and it was related to our overall event rating. I'm proud to report that this year's event rating came in at an all-time high of 4.07 on a 5-point scale, proving how much Philadelphia loves its

auto show. It was such an honor for me to be a part of this auto show excitement over the last two years as your chairman. I now pass the baton and wish your incoming Philadelphia Auto Show Chairman, Steve Kelly of Kelly Chevrolet, much success as he begins his own two-year term.

Moving forward, inside this issue of Driving Force, you will find a number of important articles on key topics facing our industry as well as a more in-depth overview of the additional successes of this year's Philadelphia Auto Show and Black Tie Tailgate, which did I mention raised approximately \$580,000 for the Division of Neurology at Children's Hospital of Philadelphia? We have successfully raised more than \$1 million for this exceptional division at CHOP over the last two years. How amazing is that? Your Auto Dealers CARing for Kids Foundation Trustees will name a new beneficiary for our 2018 event later this summer so please keep an eye out for that announcement.

Other important information that will be headed your way this summer includes registration details for our next Driving Away the Cold Program. This fall will mark our tenth year of giving and we hope to distribute for the first-time ever 50,000 new winter coats (in one year) with your support. Please monitor caringforkids.com for the latest details. And, please donate as much as you can. This is a cause we are so committed to and if each one of us gave just one more box alone, that's a smile on six more kids.

In closing, again, I wish you a very successful spring and if you have any questions about information included in this issue, please reach out to Kevin Mazzucola or me.

Thanks,



David Kelleher
David Dodge Chrysler Jeep Ram



WE TOOK IT FROM 0 TO 100



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From The Executive Director

It's a team. And we have the best team in the business. Period.

We are an internal team of eight. A very strong eight, but we rely heavily on the additional expertise and experience of others to produce the best event possible.

It all starts with your Auto Show Chair. I always have the privilege of working closely with the Auto Show Chair during their two-year stint. The new energy he/she brings to

the table is always refreshing and this could not be truer in 2017.

I won't lie, I had big expectations for your 2017 Auto Show Chair, David Kelleher. He was entering his second year as chairman of the event so I knew he had learned a little, had some new thoughts and brainstormed ideas that would really benefit the Show as well as the Black Tie Tailgate. His enthusiasm and passion for anything he gets involved in is contagious and I was excited for him to bring that to the table. Well, he did not disappoint,

and I am proud to report that our 2017 event was our second-best show in our rich 116-year history. We even broke an opening Sunday record as well! Two tall orders that were met thanks to our village, which was truly led by David. So, Mr. Kelleher, I thank you for your efforts, and dinner at Del Frisco's is on me next time.

Others that I'd like to thank include the incredible staff that I get to work with every day as well as our long-time PR firm, Brownstein Group, and our media agency of record, MayoSeitz Media. Account liaisons from both of these fine businesses have been with us for 10+ years and that's pretty cool. In addition, I'd be remiss if I didn't mention Hargrove, Inc and ChatterBlast Media, our new social media marketing company. Their efforts certainly played a huge part in our show's success this year and I am excited to see what else they have up their sleeve in the future. Kathy Spencer of Spencer Consulting and the entire team at Children's Hospital of Philadelphia, including Dr. Brenda Banwell, Marissa Malcolm, Maureen Mason and others, please also accept my gratitude for helping us put together another fantastic Black Tie Tailgate. We do great things that night and a lot of that is because of you.

In closing, I welcome Steve Kelly of Kelly Chevrolet to the rank of Auto Show Chair. I've already had many discussions with Steve about next year's event and I know I speak for the entire staff when I say we are all very excited to work together down the road. In the meantime, enjoy this issue of Driving Force and as always, holler if you have any questions or thoughts on the material included.

Thanks,



Kevin Mazzucola



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BLACK TIE TAILGATE RAISES \$580,000 FOR CHOP NEUROLOGY



(L-R) Clutch Bear with
Madeline Bell,
President and CEO of CHOP
& Brenda Banwell, MD,
Chief of the Division of
Neurology



IT'S A TRUE PHILANTHROPIC ACHIEVEMENT, AND THE IDEA THAT IT REVOLVES AROUND THE AUTO INDUSTRY IN PHILLY MAKES IT EVEN BETTER...



Of all the comments we've received over the years on our Black Tie Tailgate event survey, this one nails it!

There is no other event in the Greater Philadelphia region that better demonstrates the heart of an industry than the annual Black Tie Tailgate. It's great fun, great crowds and most important, it always supports a great cause. This year's event was no exception.

More than 4,500 people supported the 2017 Black Tie Tailgate and helped raise approximately \$580,000 for the Division of Neurology at Children's Hospital of Philadelphia. As the 2016 and 2017 beneficiary of the event, the Division of Neurology has been able to use the more than \$1 million in proceeds raised from both Black Tie Tailgates to create and deliver important services that were previously unavailable. One example includes the creation of the Leukodystrophy Center of Excellence, a comprehensive clinical and research program for infants, children and youth with serious brain disorders. The program offers a multidisciplinary care clinic as well as exciting advances in enzyme and gene therapy.

Additionally, the funds are being used to accelerate care and research for children with stroke, muscular dystrophy, headache, epilepsy, multiple sclerosis and newborns and children with acute brain injury or critical illness. The program staffs numerous general neurologists located in eight satellite locations ready to serve the needs of the community.

"The unbelievably-talented and dedicated staff of the Division of Neurology at CHOP is actually developing life-changing, and in some cases, life-saving, treatments," said Kevin Mazzucola, executive director of the ADAGP. "To be a philanthropic supporter of that is really an exceptional feeling. It's what motivates us to sell more tickets, increase awareness and push our online fundraising every single year. All proceeds from this event go directly to the beneficiary so the more we raise, the more we donate. It's that simple."

The ADAGP and Auto Dealers CARing for Kids Foundation have been supporting the incredible work of CHOP since 1986. With this year's donation, the Association and Foundation have donated more than \$7 million directly to the Hospital. Details on the 2018 Black Tie Tailgate, including the event's new beneficiary, will be announced this summer. In the meantime, mark your calendars and save the date of January 26, 2018! ●





**THIS WAS
ONE OF OUR
STRONGEST
EVENTS EVER!**





Highest event rating ever... Largest opening Sunday in history... These are just a few headlines from the 2017 Philadelphia Auto Show...

The books are now closed on this year's Philadelphia Auto Show and a few special asterisks will now go next to its name. Per exit survey results, the 2017 Philadelphia Auto Show received the highest event rating in its history (a 4.07 on a 5-point scale). Further, ratings of the new car displays came in at an all-time high of 4.09, proving the exceptionality of this year's event. And most importantly, more than 253,000 people joined us, with a record 39,630 on opening Sunday alone, which allows us to now call the 2017 Philadelphia Auto Show the second largest show in our rich 116-year history.

"This was one of our strongest events ever," said David Kelleher, chairman of the 2017 Philadelphia Auto Show. "Not only in terms of attendance, which was fantastic, but also in terms of the size and scope of our show as well as the overall management of it. Our relationships with the people, places and businesses that make up our great region only continue to flourish as we grow and ultimately that makes us all stronger."

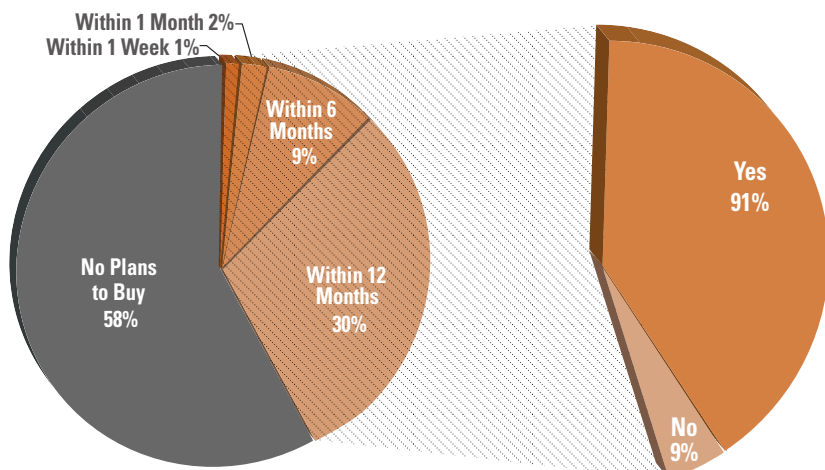
Speaking of strength, the Auto Show continues to be a key influencer for those who reported that they are in the market for a new vehicle, which was about 42 percent of guests. Approximately 90 percent of this group say their next purchasing decision will be influenced by the Show, which will translate into approximately \$3.5 billion in sales over the next twelve months.

STORY CONTINUED ON NEXT PAGE

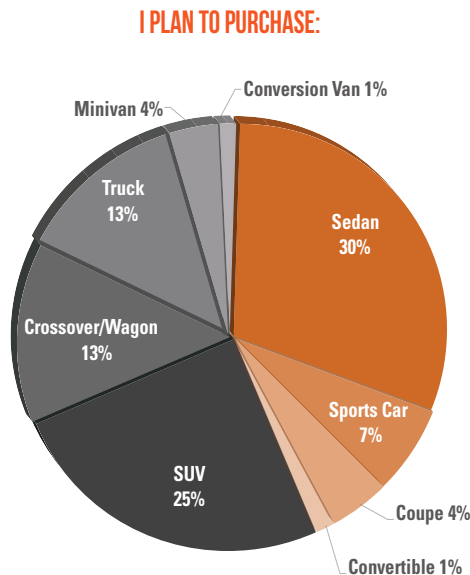




WHEN DO YOU INTEND TO PURCHASE A NEW VEHICLE?



WAS THE AUTO SHOW HELPFUL IN YOUR DECISION?



So what exactly are people looking to buy according to this survey? 55% said they were in the market for a light truck, with SUVs being most popular, followed by crossovers/wagons and trucks, then minivans and conversion vans. 45% expressed the intent to purchase cars, with sedans leading the way over sports cars, coupes, and convertibles. The specific models of interest for future purchasers were (in order) the Jeep

Wrangler, Ford F-150, Honda Civic, Chevrolet Silverado, and Toyota RAV4, followed by the Nissan Maxima, Dodge Challenger and Subaru Outback.

Other highlights from the survey noted the Jeep Wrangler as the “most favorite vehicle” at the Show while the Ford Mustang, Acura NSX, Nissan GTR and BMW (no model noted) rounded

out the category. Additional fan favorites included DUB Live as a main reason that people came to the show (outside of coming to see new product) followed by exotics then classics.

Other popular features and new to the 700,000-square foot display floor this year were the Super Cars and Hollywood Cars displays. The Super Cars display hosted by CF Charities showcased some of the fastest and rarest vehicles in the world. The buzz on social media about this welcomed addition to the Show was unprecedented and we have to admit, warranted! Equally pulling its weight in the entertainment sector was the Hollywood Cars display. Guests were invited to check out some of the most notable vehicles used in Hollywood’s biggest blockbusters, which truly upped the entertainment factor of this year’s show.

“Adding these displays was really a win for everyone,” said Kevin Mazzucola, executive director of the ADAGP. “Our main goal is always to get people excited about the latest vehicles available for purchase. And, if we can enhance their visit by adding some new features, then that’s even better and truly good for all involved.”

In addition to entertaining Philadelphians, the Auto Show has an economic impact of \$50 million on the city of Philadelphia and Commonwealth of Pennsylvania. It also has a long-standing tradition of giving back to the community. This year’s Black Tie Tailgate Preview, which was held the Friday night before the Show opened to the public, raised approximately \$580,000 for the Division of Neurology at Children’s Hospital of Philadelphia. In addition, \$2.00 from every Philadelphia Auto Show ticket sold will go to the Auto Dealers CARing for Kids Foundation to benefit programs like Driving Away the Cold.●



The 2018 Philadelphia Auto Show is January 27th through February 4th. Visit phillyautoshow.com for updates.

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Be Super In June!

5th Annual Fueling Bright Futures Gala & Super Car Show Weekend

At the 2017 Philadelphia Auto Show, we were proud to welcome CF Charities to our display floor for the first time. The organization hosted a small Super Cars display that was just a sampling of what it showcases at its annual event in June.

CF Charities is a 501(c)(3) public nonprofit organization that offers education and enrichment programs to those in under-resourced schools and communities. The saying “the youth are our future” has truly resonated with the organization for many years. And, it believes that equipping the next generation of leaders today with the tools, experience and resources essential to thrive and achieve, is vitally important to that growing process. Despite the many challenges faced by today’s youth, CF Charities marvels at the resilience that so many display each day to overcome the odds. Each child represents a bright future, and through its efforts, CF Charities desires to fuel that future with more health, science and STEM programs, summer enrichment camps, college-and-career access initiatives, after-school programs, scholarships, mentor programs and access to high-quality health care. The organization hosts a number of events each year to fulfill this mission. One of their largest fundraising initiatives is quickly approaching and we thought some of you might like to check it out. It is the organization’s 5th Annual Super Car Show Weekend, which is set for June 10th and 11th.

The weekend begins with the Fueling Bright Futures Gala on Saturday, June 10th, at the Hilton Philadelphia – Penn’s Landing. This signature fundraising event with more than 300 supporters, will feature a moving cocktail party with themed food stations in a stunningly-decorated venue that includes live and silent auctions, award presentations, live music, entertainment and great food – all for a worthy cause.

Next, on Sunday, June 11th, at the Wells Fargo Center, an estimated 5,000 attendees will spend the day checking out more than 400 of the hottest super cars on display for a wonderful cause. This show will feature the best of ultra-high-performance sports cars or grand tourers from all over the United States, as well as special family-friendly activities, driving simulators, test experiences and live entertainment.

One of the new activities planned for the 2017 Super Car Show is the Philly Drive for Kids, which is a benefit ride to raise awareness and funds for the Fueling Bright Futures for Kids Campaign. Car enthusiasts will meet at the Wells Fargo Center and student-scholarship awardees will be paired with both exotic and super car owners for the opportunity to ride in their vehicles. The police-escorted ride will travel through Philly for a 5-mile tour and return before the start of the show. Pretty cool, right?

Details on any of the events can be found at cfcharities.org. We think it would be SUPER if you checked them out! ●



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Tech Comp Continues To Make A Difference

“It never gets old,” said Mary Lynn Alvarino, director of operations for the ADAGP and Auto Dealers CARing for Kids Foundation.

“Every year, we have the privilege of watching huge professional doors open for a number of high school seniors right before our eyes and it just never gets old. So many of our participants (or their parents) have said this competition has changed their lives and opened doors for them that they never thought possible. Whether it’s through the scholarship money earned or connecting with a future employer, this event continues to have an impact on so many individuals.”

The Auto Dealers CARing for Kids Foundation had the privilege of hosting

its 24th annual Greater Philadelphia Automotive Technology Competition this past February. More than \$1 million in scholarships and prizes was awarded to twenty-four area high school seniors at the event, which took place at the Automotive Training Center in Warminster.

Top honors went to Johnathan Maurer and Ian Murray of North Montco Technical Career Center. The winning duo walked away with approximately \$262,000 in scholarships, prizes and tools. Sponsored by J.L. Freed Honda and under the direction of their instructor, John Alcaro, Maurer and Murray went on to represent the Greater Philadelphia region at the National Automotive Technology Competition in New York last month where they gained even more hands-on experience.

Second place went to Luis Arroyo, Ryan Carey and Instructor Robert Schwarz of Middle Bucks Institute of Technology. The team was sponsored by Keystone Volvo and won more than \$175,000 in scholarships, tools and prizes. Keith Nichols of Berks Career and Technology Center East lead his students Cory Coleman and Logan Wentzel to third place. Coleman and Wentzel were awarded \$91,000 worth of prizes along with part-time jobs at their sponsoring dealership Piazza Honda of Pottstown. Every student that participated in the event won \$31,000 in scholarships, tools and prizes.

As mentioned earlier, this year marks the 24th edition of the renowned “Tech Comp,” which provides the opportunity for elite teams of the finest automotive technical students from Berks, Bucks, Chester, Delaware, Montgomery and Philadelphia

STORY CONTINUED ON NEXT PAGE



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STORY CONTINUED FROM PREVIOUS PAGE

Counties as well as southern New Jersey to work against the clock in a timed, hands-on automotive technical skills competition. Students tested their knowledge at 10 workstations and performed a Pre-Delivery Inspection of a previously-bugged vehicle.

The purpose of the Tech Comp is to build awareness for the important role of auto technicians in today's workforce and spotlight their specialized skills and professionalism, which we all know is an increasingly important issue. 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 80 students who took the written exam from 20 different schools. The two highest scoring students from the top 12 schools are those who qualified for the hands-on competition, which is what took place in February.

"This competition is important in a multitude of ways," said Kevin Mazzucola, executive director of the ADAGP and Auto Dealers CARing for Kids Foundation. "Not only does it focus on the importance and growing need of qualified automotive technicians in the workplace but it gives the participating students a chance to shine and compete in their element. It's like the regional championships of automotive technology and we are happy to be the ones behind it."

Special thanks go to Jason Freidman of Colonial Nissan and the entire competition committee, as well as the following sponsors:

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How Important Is Traditional Prime TV?

In today's ever growing media landscape viewers are inundated with multiple platforms to consume media. The continued expansion of Netflix, Amazon and Hulu as well as the creation of Video-On-Demand and DVR have fundamentally changed the TV backdrop. With that being said, what is the ultimate effect on purchasing traditional broadcast and cable?

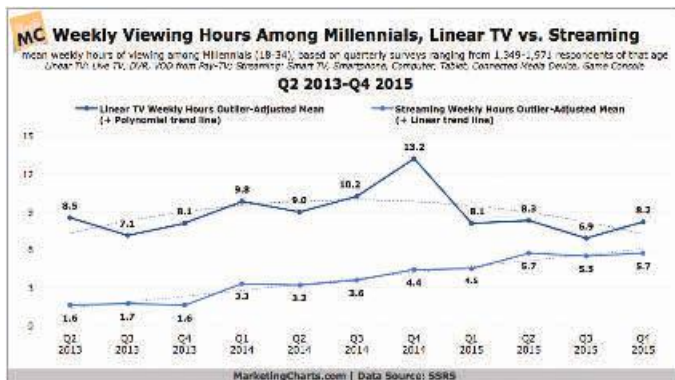
Some advertisers believe that with the change in landscape consumers are no longer forced to watch advertisements and ultimately just record every show and fast forward through the commercials at a later time. However, the research and data does not support that statement.

In a study by TiVo's Media TRAnalytics data set from Q2 of 2016 found that only 26% of broadcast prime-time programming was time-shifted, while cable prime-time viewing was only time shifted 12%. The numbers drop further when you incorporate data from the entire day, dropping to 20% for broadcast and 9% for cable.

While time-shifting TV and DVR are only a percentage of individuals not watching live TV, what about the other consumers who have shifted to streaming services over traditional cable. As of Q1 of 2016, "it marked the first time that streaming video services were in 50% of US TV households. That was up 8% points from just a year earlier. By contrast, DVR penetration had remained flat at 49-50% for the prior six quarters."



As streaming video services continue to grow, how does that impact traditional live TV? According to data by SSRS from its National Media & Technology Survey (NMTS), it offers perspective outlined in the chart.

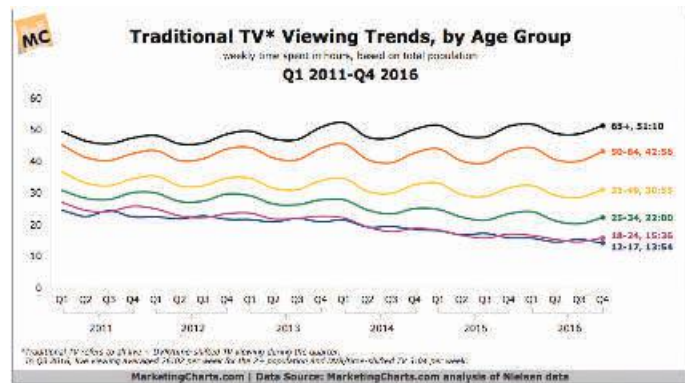


The data above shows that while traditional/linear TV has remained relatively flat, streaming hours have more than tripled. While this data proves streaming TV is increasing, it also proves that digital video is complementing traditional TV more so than replacing it as total video hours continue to grow.

Please note that the data above is among millennials (18-34), who, according to the Total Audience Report, watch the least amount of TV amongst adult segments.

The age of the individual greatly affects how much TV they are actually watching. The accompanying chart outlines traditional TV viewing trends, by age group.

The chart indicates how much time spent in hours against the entire population are watching traditional TV. Adults 35-49 are still



watching 28 hours of TV a week, while Adults 50-64 are watching 39 hours a week.

Overall, what does all this data mean to advertisers in regards to Traditional Prime TV? The current data indicates that time shifting is happening, but not nearly as much as some advertisers assume. It also means that streaming services are continuing to increase, but they are being utilized more as a compliment than as a replacement. Finally, older age groups are still watching heavy hours of traditional TV.

In conclusion, based on the findings, traditional TV should still be purchased as the strongest media platform with an emphasis in prime as that is the best way to reach the most viewers. However, DVR, VOD and streaming services should continue to be monitored as the ever-changing media landscape continues to adjust to the consumer's demands. ●

**This article was written by MayoSeitz Media, the media agency of record for the Philadelphia Auto Show and Auto Dealers CARing for Kids Foundation. Visit them at mayoseitzmedia.com.*

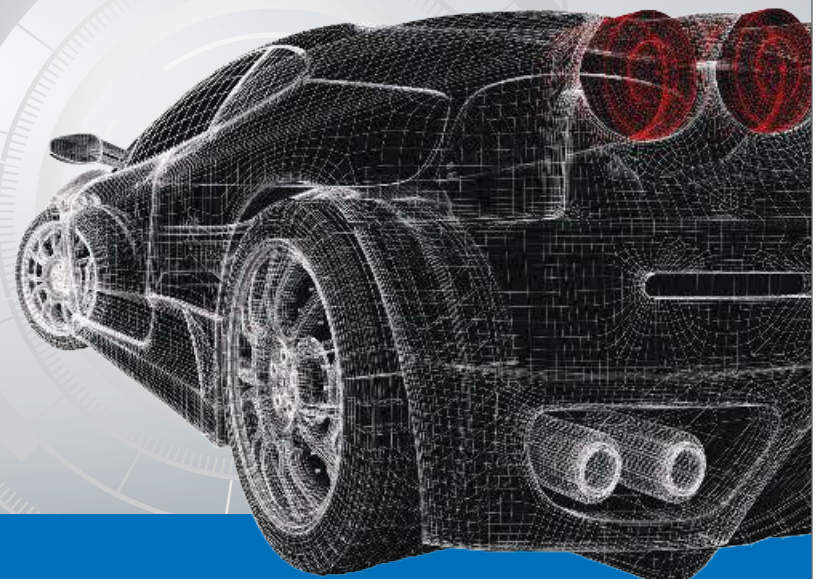
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Michael Mulhearn, CPA, Partner

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Why \$36K Should Be Every Dealer's Magic Number

For decades, the tried-and-true gross commission structure worked great for dealer principals and salespeople alike: margins were strong and customers relied on the dealership to educate them on makes, models and vehicle features.

Since the birth of the modern dealership, pay plans have been heavily commissioned to maximize sales gross and vehicle volume. This approach has worked for Baby Boomers and Gen Xers, but it's no longer working for millennials—who now make up the majority of today's workforce. With Baby Boomers retiring at an accelerating rate, and Gen Xers settling into mid-career trajectory, appealing to millennials is the only way dealerships can stay relevant in a new connected economy.

But how can you retool your current pay structure to appeal to today's millennial job seeker?

Introducing The Base Plus Bonus Plan

There is a willingness for dealers to shift to a base pay plus bonus plan, but the base pay is not enough incentive to lure millennials into the retail automotive industry.

Can Your Salespeople Afford To Work For You?

For most markets, \$3,000 per month is the minimum salary expectation for the average automotive salesperson. If this seems like

a shock, it's time to become familiar with other sales roles outside of retail automotive. There are a lot of other companies competing for the same entry-level sales candidates and luring them away from the automotive industry.

Companies like Enterprise Rent-A-Car provide first year on-target earnings of \$36,000 annually. Management trainees, the entry-level role within Enterprise, are paid hourly and earn overtime most weeks. Similarly, many entry- to mid-level sales roles offer a base of \$36,000 on a plan to make \$100,000 a year.

In most markets, making \$3,000 a month is a livable wage- that's monthly take home pay of roughly \$2,200 before insurance. After accounting for housing (\$1,000), a vehicle (\$300), insurance (\$150), and student loans (\$250), your employee is left with \$500 for all other expenses including food, entertainment, savings and retirement. Falling below this \$3,000 guarantee and the financial burden becomes too heavy and the employee/candidate will disengage.

Rethinking Compensation To Attract Top Sales Talent Back To Dealerships

Beyond this baseline wage, a "good" salesperson can expect to make more than the \$3,000 monthly minimum, making between \$40,000 and \$45,000 annually before OEM spiffs and bonuses. But while this is a livable wage, the 70% turnover rate from these roles show the potential to make higher compensation alone isn't keeping people in dealership sales roles.

What if you could get your team rallied around selling more units and encourage them to stay with your dealership longer – without needing to pay additional bonuses or commission to do so? Sound too good to be true? It might take thinking outside of the tried-and-true automotive compensation approach to understand this opportunity.

Instead of the all-or-nothing approach to sales, guarantee that you'll pay each member of your team a base salary of \$36,000, with the opportunity to earn an additional \$10,000 - \$15,000 for additional units sold. With this new compensation model, you can dictate that each salesperson sell a minimum of 10 units a month in order to stay with the dealership. Since you are carrying more of the financial burden, it is easier to dictate behavior. Sales reps become more accountable for activities and tasks which will increase collaboration and productivity.

Why This Shift In Compensation Works Well For Dealers

Under this plan, compensation is more attractive to non-auto candidates and payroll expense is more controlled. By eliminating or reducing the variable component of the plan, you are able to project monthly costs more effectively. Dealers that have implemented this plan saw a decrease in compensation as a percent of gross due to the break even being fixed. The key to maximizing this plan is to hold the reps more accountable for production. The 4 car rep is going to cost you money, the 8 car rep will be cost neutral and anything over 10 is pure profit to your bottom line. The higher you can push the average units up per person per month, the more money you make.

Increasing Expectations

If you're prepared to structure this new compensation plan for your team, begin planning for the 10- to 12-car expectation of every salesperson to balance fair compensation and sales goals to keep your business moving. This takes a total store commitment to training AND accountability. You are not paying people to stand around and wait for business. Structure, planning, communication and collaboration need to become cornerstones of your operating model.

Every day should start with a huddle where activities are outlined, goals are discussed and a commitment is made to production. Role plays should be completed prior to customers arriving and debriefs about missed opportunities should happen immediately after customer engagements. Production and activity should be top of mind for all employees from the GM down to the newest sales representative.

Appealing To Millennials

As of today, less than 10% of dealers are using this strategy to boost the base pay for entry-level dealership roles while setting the unit expectation higher for all employees. Those that have are seeing great success, and it's not a surprise why: Plans offering a \$1,500 "base" plus bonus are just no longer compelling to millennials who are seeking consistent pay with a variety of other career options outside of retail automotive. For these candidates, a \$1,500 base is not going to pay bills, and simply does not reduce financial risk enough to make the position worthwhile.

There are other qualitative benefits to the base pay transition. Shifting to a more consistent pay program will give your team a strong piece of mind. Instead of the stress of worrying about their bills and performance, they can focus their energy on selling to customers without being pushy or overly hostile. This should improve customer interactions and may actually drive significantly more business as customers are beginning to seek out businesses that strive to provide top-caliber experiences and support.

If dealers truly want to attract today's job seekers, they need to rethink the compensation conversation. ●

**This article was written by Candice Crane, VP of Dealer Solutions at Hireology. To read more from Candice, visit hireology.com/blog.*

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Healthy Eating Reward Chart

Name:

When I fill in circles I'll get

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
I ate my <input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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Foundation Supports Y's Healthy Kids Day

For the sixth consecutive year, the Auto Dealers CARing for Kids Foundation was proud to support the YMCA's annual Healthy Kids Day at 29 regional locations in the Greater Philadelphia area.

This special health-focused day took place on April 29th, which was the nation's largest health day for kids and families as more than 1,600 YMCAs nationwide participated in the effort. An estimated 1.2 million parents and children annually attend Healthy Kids Day activities across the country. All activities throughout the day focus on getting kids moving, learning about healthy eating and motivating families to create a healthier home environment. And, as a foundation focused on enhancing and enriching the lives of children and youth in our communities, we are all about supporting this event.

As part of our sponsorship this year, the Foundation funded the Roadmap to Health, which promoted several "fit and fun" activities. It also distributed nearly 20,000 Healthy Eating Reward Charts to families onsite at the event so they can continue to encourage healthy eating habits at home (check out the chart above).

The 29 area YMCA branches that received grants from the Foundation are also partners of our annual Driving Away the Cold

Program. As most of you know, since starting Driving Away the Cold in 2008, the Foundation has warmed both the body and souls of more than 265,000 local children. The Foundation has been able to distribute this massive number of new winter coats thanks to a number of community partners, such as area YMCAs that have the expertise and networks to get the coats into the hands of those who need them most. Thank you to the following branches that support our efforts. ●

- Abington YMCA
- Ambler YMCA
- Audubon YMCA
- Boyertown YMCA
- Brandywine YMCA
- Christian Street YMCA
- Columbia North YMCA
- Fairless Hills YMCA
- Hatboro Area YMCA
- Haverford Area YMCA
- Indian Valley YMCA
- Jennersville YMCA
- Kennett Area YMCA
- Lansdowne YMCA
- Morrisville YMCA

- North Penn YMCA
- Northeast YMCA
- Octorara YMCA Program Center
- Oscar Lasko YMCA and Childcare Center
- Phoenixville YMCA
- Pottstown YMCA
- Ridley Area YMCA
- Rocky Run YMCA
- Roxborough YMCA
- Spring Valley YMCA
- Upper Bucks YMCA
- Upper Main Line YMCA
- Upper Perkiomen Valley YMCA
- West Philadelphia YMCA



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Good Works: Volvo Keystone Kops Pay It Forward



On April 12th, students at the Automotive Training Center (ATC) got the opportunity to learn the ins and outs of endurance racing thanks to some of the members of the Volvo Keystone Kops. The team races a 1992 Volvo 244 sedan in an endurance racing series called AER, which stands for American Endurance Racing.

Comprised of fellow industry members like Irv Stein, Steve Owens, Aldo Gaspari, Steve Lady and Dianne DiCola, the team races against both professional teams as well as amateur teams like them. They are in their 9th year of racing and when they can, they take

the time to educate future automotive technicians about their racing experiences, maintenance of the racing vehicle, improvements that can be made, etc.

At their latest visit to ATC's Warminster campus, they ran their race car on the school's dyno-tuning/chassis machine, which allowed the team to duplicate racing conditions in a stationary position. They were able to perform adjustments on the power train systems on the car then measure gains or losses of performance. The best part of it all, the students, with the help of ATC Instructor Mark Mantegna, got to take part in this and gain practical experience that they probably wouldn't have gotten elsewhere.

STORY CONTINUED ON PAGE 26

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Good Works:

One student in particular, named Cam Samodai, is working with the team on his senior project at the Science Leadership Academy in Philadelphia. Cam, who is going to college for engineering in the future, used a program on his laptop to adjust different settings to help the team make the engine put out more performance at different engine RPM ranges. He conducted 15 different adjustments until he reached the car's top level of performance.

"It was exciting to watch a high school student (and others) apply his knowledge in a real world setting to better our car," said Steve Owens, Keystone Kops member and Service Manager at Keystone Volvo. "We were able to see the gains his adjustments made by using the dyno machine. Once he completed his final adjustments, he then flashed a new EProm for us. This is the chip in our car's engine control unit. He then switched out our original factory chip for the new one. Some final testing was performed to verify results and it was a vast improvement. It's pretty neat to help the next generation do something like that."

In conclusion, with all the students' assistance, the team was able to gain 18% more in both horse power and torque from its first test that morning to the final test of the day. The team raced the vehicle shortly after their ATC visit at Watkins Glen International Speedway and they experienced those enhancements first hand, including placing 5th place in its class of 17 and 34th place out of 81 overall.

The ADAGP congratulates all involved in this effort and encourages other industry professionals to pay it forward when the opportunity presents itself! ●

How can you shift your dealership into high gear?

Auto dealerships today are looking to drive growth. In a changing marketplace of shifting consumer trends, dealer consolidation, and new technology, how can you plan effectively for the future and reach your financial goals?

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