



Hennessy to lead CATA during 2016-2017 term as chairman

John Hennessy's fellow directors of the Chicago Automobile Trade Association voted him chairman of the board for the next 12 months, when the directors met June 15 for their monthly meeting.

The new board chairman succeeds Mike McGrath Jr., who becomes chairman of the 2017 Chicago Auto Show. Hennessy will act as the show's co-chairman.

Hennessy, principal of

River View Ford in Oswego, leads a board of 15 directors. Other board officers include Vice Chairman Ray Scarpelli Jr. (Ray Chevrolet in Fox Lake, and Raymond Chevrolet-Kia in Antioch); Treasurer Tony Guido (Arlington Heights Ford); and Secretary Bill Haggerty (Haggerty Buick-GMC in Villa Park, and Haggerty Ford in West Chicago). Dave Sloan is association president.

One director — Dennis



John Hennessy



Mike McGrath Jr.

K. Bauer (Arnie Bauer Cadillac-Buick-GMC in Matteson) — retired from the board

this month after service since 2007. Board members can serve up to nine years.

Newcomers Marquardt, Webb Roberts elected to CATA board

Incumbents **Tony Guido**, **John Hennessy**, and **Ray Scarpelli Jr.** won election to their third and final three-year terms on the CATA board of directors, in election results announced June 14 at the CATA's annual meeting.

The meeting followed a day of golf for more than 300 association members at Cog Hill & Country Club in Lemont.

Also elected to the board

were Buick-GMC franchisee **Dan Marquardt**, and **Kelly Webb Roberts**, who operates Chevrolet, Hyundai and Mitsubishi dealerships.

In remarks during the meeting, outgoing CATA Chairman Mike McGrath Jr. encouraged his fellow dealers to participate in the Barbecue for the Troops event on July 16. In three years hosting barbecues, area dealers have raised more than \$250,000 for USO of Illinois, a non-



profit that supports members of the military and their

Bill Blum, of FirstMerit Bank, taps his attempt to sink a 50-foot putt and win \$10,000 at the CATA outing. Alas, the downhill putt rolled off the green.

families.

"It's one thing we can all do to make a difference. It certainly doesn't go unnoticed," McGrath said.

The CATA will promote participating dealers, and ABC 7 Chicago will record a public service announcement to increase awareness.

Chicago minimum wage climbs to \$10.50 beginning July 1

As a reminder to Chicago businesses, the city's minimum wage increases to \$10.50 an hour beginning July 1.

Chicago's minimum wage will be raised each July 1 until 2019, when the rate will be \$13 an hour. Beginning July 1, 2020, any increase will be tied to the Consumer Price Index.

The Chicago ordinance also provides that, beginning in 2020, if the CPI increases by more than 2.5 percent in any year, the minimum wage increase shall be capped at 2.5 percent.

The wage increase applies only to Chicago employers. The minimum wage in the rest of Illinois remains \$8.25 an hour.

Transponders only on new I-390

When it begins charging tolls on July 5, the new segment of the Elgin-O'Hare Expressway in DuPage County will be the first tollway in Illinois without human collectors or buckets to accept money.

The new roadway, dubbed I-390, will charge 20 cents a mile between I-290 and the road's western terminus at Lake Street in Roselle. Drivers without transponders who do venture onto Route 390 will pay double what I-PASS owners do. The cash rate to travel 6.5 miles from Lake Street to I-290 on the all-electronic road will be \$2.50, compared to \$1.25 for people with transponders.

Adding to their underdog status, cash customers will have to pay by mail or online to avoid penalties.

For its part, the Illinois tollway hopes drivers will embrace the improved Elgin-O'Hare. Upgrades, such

as a new interchange at I-290 instead of the old signaled intersection, provide a rationale for its metamorphosis into a toll road, which required federal approval.

The percentage of drivers sans I-PASSes is estimated to be relatively small, tollway spokesman Dan Rozek said.

"Our surveys have shown that 90 percent of drivers currently traveling in the Elgin-O'Hare corridor have I-PASS, and of those without I-PASS, nearly one-quarter indicated that they would obtain one to use the new roadway once it opens," he said.

The ongoing eastern extension of Route 390 from I-290 to Route 83 wraps up in 2017, and the roadway eventually will lead to the airport.

The tollway is giving the I-PASS-free crowd a 30-day window to pay missed tolls on I-390 after collection goes live. Then it will revert to seven days to pay.

Top closers avoid jargon: study

The words dealers use in their email interactions with customers can have a strong effect on whether a lead will turn into a sale, a CDK Global study found. Industry jargon was not high on the list of words used by top performers.

In its "Language of Closers" research, CDK analyzed the email responses from auto dealers to pinpoint the words and phrases most likely to result in car sales, according to the company.

"People tend to assume that positive words like 'love' and 'amazing' will be the most persuasive to potential car shoppers," said Jason Kessler, a data scientist at CDK. "Our research found the opposite and proved that dealers who used proactive language articulating clear next steps for action in their email were the highest closers. Car shoppers need to be guided through the process, and the research supported using language to help them on their journey."

What the study found was the importance of guiding customers through the buying process. Phrases like

"give me a" and "feel free to" were more often used by low-closers. Phrases that begin with those words, according to the study, were ineffective because they put the onus back on the shopper.

The word that most high closers used was "provide." This word was used mostly in the context of sharing information, the study found. "Vehicle descriptions, details about the buying process and quotes all help the shopper gain a better understanding so they can feel secure in taking the next step," the study stated.

Low closers also tended to use words like "body style" and "options." The correlation between these words and low closers seemed to indicate that jargon and industry terms are not persuasive when used to answer shopper questions, according to the study.

"This research is exciting because it is so actionable," said Kessler. "By focusing on communication styles that shoppers prefer, dealerships can improve their effectiveness and sell more cars."

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CATA awards scholarship to honor deceased NBC 5 employee

The Chicago Automobile Trade Association on June 3 presented the 2016 Spirit of Carol Cooling Scholarship to a graduating senior at an Arlington Heights high school. De-janna Blair received a \$1,000 grant to put toward future studies.

The CATA established the Spirit of Carol Cooling Scholarship in 2014 to honor Carol Cooling, a John Hersey High School alumna and a long-time special events director at NBC 5 Chicago. She succumbed to cancer in 2013.

As producer of the Chicago Auto Show, the CATA worked closely with Cooling to produce Chicago Auto Show live TV specials, many which won Emmy Awards. Mike McGrath Jr., chairman of the CATA, said Blair embodies the characteristics for which Cooling was known: someone always willing to volunteer, take on extra responsibilities and hold leadership positions.

“The CATA hopes to inspire students for years to come with the Spirit of Carol Cooling Scholarship,” McGrath said. “Carol was someone who worked tirelessly on behalf of the station and made a positive impact on everyone she came in contact with. She would have been thrilled to know her spirit is living on in this manner: honoring students

who will continue to interject creativity and positivity into their post-graduate careers.”

Hersey High School Assistant Principal John Novak said Blair was heavily involved in her high school’s extracurricular activities. She participated in track all four years, was involved in the school’s variety show, participated in a dance fusion team and even was a loyal contributor to a student fan section that helped support peers’ extracurricular activities and sporting events.

“I put a lot of effort into everything I do, and I feel this scholarship has helped reinforce that,” Blair said. “I think it’s important for others to understand that skills don’t always come naturally to me, and that’s why this acknowledgment means the most. I’ve auditioned for various programs but didn’t make the cut, so I kept trying to find other activities that were a better fit and put my mind to succeed at those.

“This award makes all of that effort worthwhile.”

Blair also said she always tried to make an effort to say hello and smile to everyone she encountered in the school hallways. She said, “You never know who might be having a bad day, and I just want people to see a warm face and know that I am paying atten-



CATA President Dave Sloan with Blair

tion to them.”

Blair will study mathematics and secondary education at Illinois State University, in hopes of returning to Hersey High to teach math. She said that her teachers and school administrators made a huge impact on her education and growth, and she wants to pay that forward to future students.

“We are very appreciative of what the CATA is doing to honor Carol Cooling,” assistant principal Novak said. “She left a great legacy that has lived on through this scholarship.”

The CATA will fund the Spirit of Carol Cooling Scholarship at Hersey through 2024.

Scarpelli re-elected as NADA’s Metropolitan Chicago director

Mark Scarpelli, principal of Raymond Chevrolet and Kia in Antioch, has won re-election to the board of directors of the National Automobile Dealers Association.

Scarpelli has served since 2010 as the NADA director representing dealers in Metropolitan Chicago, which the NADA categorizes as Cook, Lake and DuPage counties.

Dealers in the state’s other 99 counties are represented by Jamie Auffenberg Jr., president of St. Clair Auto Mall in downstate O’Fallon, Ill.

Auffenberg’s current term expires in 2018.

Currently vice chairman of the NADA board, Scarpelli likely will ascend to chairman of the association in 2017, the NADA’s centennial year.

The three-year term Scarpelli won this month takes effect at the 2017 NADA Convention & Expo, Jan. 26-29 in New Orleans. He also would assume the chairmanship at that convention.

Locally, Scarpelli was the 2007-2008 chairman of the CATA and chairman of the 2009 Chicago Auto Show.



Mark Scarpelli

Thanks, Sponsors!

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