



# CATA Bulletin

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## Kelly elected new association chairman

Art Kelly's fellow directors of the Chicago Automobile Trade Association on June 17 elected him chairman of the association for the next 12 months.

The new board chairman succeeds Casey Wickstrom, who becomes chairman of the 2005 Chicago Auto Show. Kelly will serve as co-

chairman of that show, Feb. 11-20, 2005.

Kelly, president of Kelly Nissan in Oak Lawn, leads a board of 18 directors. Other board officers are Vice Chairman Terry D'Arcy (D'Arcy Buick-GMC-Olds and D'Arcy Volkswagen-Hyundai-Isuzu, both in Joliet); Bob Loquercio



Art Kelly



Casey Wickstrom

(Elgin Toyota); and Mark Scarpelli (Raymond Chevrolet, Antioch). Jerry Cizek is association president.

## Ettleson joins 5 incumbents elected as CATA directors

Michael Ettleson, president of Ettleson Buick-Cadillac in Hodgkins, and five board incumbents were the top six vote-getters on the eight-person ballot in this year's CATA board of directors election.

Results were announced June 14 at the association's annual outing at Cog Hill Golf & Country Club in Lemont.

Bill Hawkinson (Hawkinson Ford, Oak Lawn), first elected in 1998, won in balloting for his third and final term on the board. Kevin Mize (O'Hare Pontiac-Honda-Hyundai, Des

Plaines), John Phelan (Jack Phelan Chevrolet, Lyons), Mark Scarpelli (Raymond Chevrolet, Antioch) and Dave Taylor (Taylor Chrysler-Dodge, Kankakee) won election to second terms on the board. Directors can serve up to three, three-year terms.

In addition to the six directors elected this month, the CATA board includes Terry D'Arcy, Mary Dolan, Lee Drabek, Steve Foley Jr., John Guido, Bill Hartigan, Bill Jacobs, Art Kelly, Bob Loquercio, Dan Martino, Bill Sullivan and Casey Wickstrom.

The June 14 golf outing included several specialty hole contests on three courses. Unfortunately, no one walked away with a Hole-in-One prize. Winners were:

### Course 1

Longest Drive	David Busch and Bill Daddono
Straightest Drive	Chris Konecki and Scott McWhinnie
Longest Putt	Mike LaCombe

### Course 2

Longest Drive	Denny Gallagher and Abe Alyassir
Straightest Drive	Vince Caputo and Denis Mindak
Longest Putt	Chuck Gierlach

### Course 3

Longest Drive	Dan Exstrom and Mike Mitchell
Straightest Drive	David Adam and Tom Scott
Longest Putt	Kevin Grayling

Congratulations to all!

## Scarpelli re-elected NADA director **Be alert for FTC impersonators**

Ray Scarpelli won re-election this month for a three-year term as the NADA's director of metropolitan Chicago, a post he has held since 2002. The NADA region encompasses Cook, Lake (Illinois) and DuPage Counties.

Scarpelli, president of Raymond Chevrolet in Antioch and Ray Chevrolet in Fox Lake, begins the new term in February in New Orleans, at the annual NADA convention.

Scarpelli was first elected to complete the term of Art Kelly. A former chairman of the CATA, Scarpelli currently serves on the NADA's Membership, Public Affairs and Dealership Operations Committees. The latter committee has formulated positions on dealer-arranged financing.

Another NADA director, Vic Koenig, represents dealers in Illinois' other 99 counties. He is up for re-election in '05.

Two men purporting to work for the Federal Trade Commission visited a dealership to inquire about the dealer's compliance with the year-old Safeguards Rule and other federal privacy regulations, the NADA reported.

FTC officials said agency staff are not conducting on-site investigations of dealers for privacy violations. Also, the FTC does not conduct on-site visits in conjunction with its privacy investigations before first establishing contact with the company through written or oral communications.

If people identify themselves as FTC employees investigating privacy compliance, dealership staff should

- Request their names and telephone numbers.
- Disclose no information—especially customer information—unless the visitor's FTC credentials are confirmed.
- Notify the NADA of the visit so that appropriate authorities can be contacted.

The FTC's "Standards for Safeguarding Customer Information," or Safeguards Rule, concerns how financial institutions, including dealerships, treat any sensitive information obtained from customers. The Safeguards Rule became effective May 23, 2003. It is in addition to, yet independent of, the commission's Privacy Rule, which took effect July 1, 2001.

## NADA has free financing 'tool kit'

In light of media scrutinizing the dealer process of auto financing, the NADA has prepared an easy-to-use "tool kit."

"Media Tool Kit: F&I Under Fire" will be available in July for member dealers to download from [www.nada.org/](http://www.nada.org/). The kit contains media interview tips, FAQs, a "Myth vs. Fact" sheet, a sample letter to the editor, and bylined op-ed articles—all of which can be customized for local use.

The "Understanding Vehicle Financing" brochure, designed for customers, the media and general public, also can be downloaded from the NADA Web site.

## Congratulations!

Toyota named the 2004 winners of its President's Award, given to the automaker's most impressive and committed dealers. Area winners are **Bredemann Toyota** (Park Ridge), **Classic Toyota** (Waukegan), **Continental Toyota** (Countryside), **Elgin Toyota**, **Elmhurst Toyota**, **Libertyville Toyota**, **Oak Lawn Toyota**, **Oakbrook Toyota in Westmont**, **Schaumburg Toyota** and **St. Charles Toyota**.

Ford and Lincoln-Mercury dealers who achieved the highest growth in retail parts and service sales during the year's first three months were winners of Ford Motor Co.'s "1<sup>st</sup> Quarter Genuine Challenge." Local winners include **Bredemann Ford in Glenview**, **Elmhurst Lincoln-Mercury**, **Lake Shore (Ind.) Ford-Mercury**, **Midway Ford Sales & Service** in Chicago, **Prairie Ford** in West Chicago, **Joe Rizza Ford** in Orland Park, **Spring Hill Lincoln-Mercury** in Elgin, and **Packey Webb Ford** in Wheaton.

The 2003 Audi Magna Society, comprised of the top 30 Audi dealers in North America, includes **Continental Audi** of Naperville and **Laurel Audi of Westmont**.

## Marketplace

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Résumé on file at the CATA.

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Listings of items for sale are subject to the approval of the CATA. Candidates for employment must submit a full résumé to the Editor.

Review past editions or search by topic at [www.cata.info/](http://www.cata.info/)

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## Summer is underway, and so is summer driving

**By RAY SCARPELLI SR.**

Chicago Metro NADA Director

In 2003, truck sales accounted for 54 percent of all of the 16.6 million vehicles sold in the United States. Today, dealers have more than a 100-day supply of SUVs, minivans and other lower-gas mileage vehicles on their lots, but manufacturers are providing incentives to help move them, and more fuel-efficient versions of some larger models are being introduced.

U.S. fuel prices are at record highs, and this price surge may be changing buying patterns. But the NADA still forecasts a robust 16.8 million cars and light trucks will be sold by the end of 2004. Today, customers are buying more fuel-efficient cars, including some hybrids, or selecting crossover utility vehicles instead of truck-based SUVs. But there still is a market for large cars and SUVs, and travelers have not curtailed their driving.

Rather, Americans are resigned to paying higher fuel prices and are hoping those prices eventually will fall. With the arrival of warm weather, vacationers have started to pack family members, luggage and outdoor equipment into their vehicles. These cargo-laden travelers need the space large vehicles offer, and the \$2-per-gallon price tag on gasoline has not convinced many Americans to abandon their spacious SUVs.

As summer vacationers drive out of town, legislators are returning to their home districts. Now is a great time to set up a meeting with your U.S. congressional delegations. Or, invite your U.S. senators and representatives to your dealership for a special event or a visit and

tour. A key NADA legislative issue is advocating for tax deferrals for Oldsmobile dealers who purchase other dealership assets within two years of receiving their GM settlement. The Senate has passed the legislation but now must move through the House.

In other NADA news: Dealer financing is a hot topic for a hot summer, with excessively negative media reports and unwarranted scrutiny. The NADA has created the following resources to rescue beleaguered dealers:

- A media "tool kit," available in July for download from the NADA's Web site, containing Q&A to educate dealers on the issue; tips for dealing with the media; "Myth vs. Fact" sheet for the media and inquiring customers; and letter-to-the-editor and bylined article templates that dealers may use to defend their fair practices.

- Vehicle financing talking points at [www.nada.org/talkingpoints/](http://www.nada.org/talkingpoints/)

- NADA's vehicle financing resolution that dealer associations are encouraged to adopt: "In the interest of increasing consumer awareness, the National Automobile Dealers Association encourages and supports a clear written disclosure to consumers (1) that the annual percentage rate (APR) for the installment sale of an automobile may be negotiated with the dealership; and (2) that the dealership may receive some portion of the finance charge or receive other compensation for providing the financing."

- The helpful "Understanding Vehicle Financing" brochure designed for customers, the media and the general public is available for download on [www.nada.org](http://www.nada.org). There is also a link to the downloadable

Spanish language version.

- The NADA's watchable new training video, "F&I: Absolute Integrity . . . 100% of the Time," available from [www.nada.org/mecatalog](http://www.nada.org/mecatalog)

- CSI is still a hot topic, and NADA's CSI working group, under the leadership of immediate past chairman Alan Starling, continues to work with dealers and manufacturers to improve the process and the usefulness and validity of CSI results to everyone's benefit.

- With many new regulations, communicating with customers has recently become much more complicated. To help dealers through the "regulatory maze," the NADA hosted a conference call for members with Federal Trade Commission attorneys on safeguarding customer information. "A Dealer Guide to Safeguarding Customer Information" is available from [www.nada.org/mecatalog](http://www.nada.org/mecatalog)

- Compliance information on the Do-Not-Call registry is posted at [www.nada.org](http://www.nada.org)'s Regulatory page under Government Affairs, with a link to the FTC Web site.

- The NADA's Dealer Attitude Survey presentations to every major manufacturer are ongoing; results of the DAS will appear in the July issue of NADA's AutoExec, with more extensive information at [www.nada.org](http://www.nada.org).

As Americans' thoughts turn to the open road, many will stop at their local dealerships to buy vehicles to take them wherever they wish to go. Let's be sure we're dealing with customers in a fair and honest manner, adhering to the tenets of NADA's Code of Ethics and vehicle financing resolution.

Have a hot summer, sales-wise.

# Thanks, Sponsors!

Many allied members of the CATA participated June 14 as sponsors of the association's annual golf outing, to help offset costs and keep participation at 1994 prices. Please express your thanks to the sponsors and give them your consideration when doing business throughout the year.

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