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**OCADA Launches New
 Training & Recruiting Center**



OCADA Board of Directors has big plans for your Association in 2006 and is increasing its commitment to providing OCADA members and their employees with the best educational, training and recruiting programs available.

OCADA is proud to announce **the opening of its new Training and Recruiting Center**. The new facility is a big first-step in furthering the vision of your Association and its strong commitment to training and education. The new training and recruiting center is approximately 2,900 sq. ft. and can accommodate up to 75 people. The primary functions of the facility are for educational seminars and to

(Continued on page 8)

CALENDAR OF EVENTS

- January** 1st - OCADA Automotive Sales & Marketing University re-opens
 18th—OCADA Annual Meeting
- February** 11th - 14th NADA Convention & Exhibition, Orlando, FL
 13th - AIADA Annual Membership Meeting & Luncheon, Orlando, FL



OCADA's - PAC Honor Roll

Chairman's Club Level

A.J. D'Amato	Jeff Gray	Paul Lunsford
Bill Piercey	Jim Graham	Rick Evans
Bob Robins	Jon Gray	RJ Romero
Clay James	Judy Elmore	Robert Longpre
Danny McKenna III	Ken Grody	Robert Miller
David Conant	Leonard Renick	Roberta Hardin
David Simpson	Mark Parkinson	Stephen Brown
David Wilson	Matt Gunderson	Steve Coleman
Dennis Hardin	Mitch Allen	Thomas G Ferruzzo
Don Crevier	Sossi Keuylian	Tom Winterling
Fritz Hitchcock	Norris Bishton, Jr.	Woody Oklejas
Gary Gray	Paul Doddridge	

Regular Donor Level

Brian Butler	Jim Miller	Paul Fang
Bruce Hamlin	Mark Dershem	William Scott Mills
David DeLillo	Mike Barnett	William Selman
Douglas J Spedding	Pat Long	

JOHN CAMPBELL HEADS TO CONGRESS

John Campbell was victorious in winning the 48th Congressional District seat in the general election run-off on December 6, 2005. He won with 45% of the vote while facing four other candidates: American Independent Jim Gilchrist, Democrat Steve Young, Green Party Bea Tiritilli, and Libertarian Bruce Cohen.

The seat became open when Christopher Cox was appointed Chairman of the U.S. Securities and Exchange Commission. In an unusual move, both the state and the Orange County republican parties endorsed Campbell in the primary election as well as Governor Arnold Schwarzenegger. This is only the second time Arnold has endorsed anyone in a primary and both times it has been John. Dealers also supported John by hosting a fundraiser held at the Balboa Bay Club that raised over \$80,000 for his campaign.



John has quickly risen up the ranks in the political world and has clearly had a big impact on the state of California. He is certain to continue representing his constituents, the state of California and the automobile industry with the integrity and principles that have made him such a great leader.

Congratulations John, and good luck in Washington D.C.

Save the Date

OCADA Annual Meeting

January 18, 2006

11:00am - 1:30 pm

St. Regis Resort, Monarch Beach

Keynote Speaker

JOHN WOODEN

Guaranteed shorter format!



The California International Auto Show



The California International Auto Show (CIAS) took place October 5th-9th, 2005 at the Anaheim Convention Center and was the largest show ever. The show featured over 35 domestic and import manufacturers, including hundreds of new 2006-model cars, trucks, minivans and sport/utility vehicles.

The highlight of the show was the debut of the "Auto Show

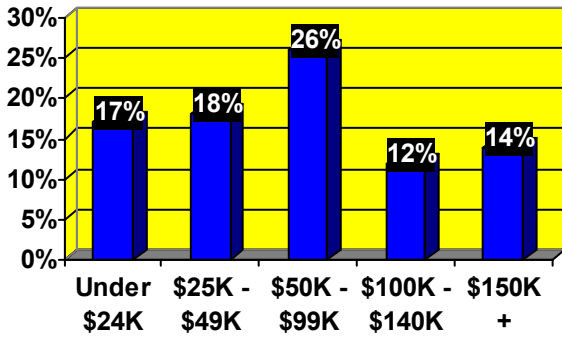
Underground," which included an additional 140,000 sq ft. of space on the lower level. This debut gave spectators a first-hand look at the West-Coast automotive customizing scene. The Underground featured celebrity rides, one of the nation's largest displays of exotic cars, muscle cars, and all of the latest accessories for all types of vehicles. The club-style atmosphere included entertainment with performances from some of the hottest local DJ's.

The show kicked off with an impressive "Media Day" line-up. Some of the day's highlights included, a worldwide vehicle debut from General Motors, Ford's 06' product line-up, Kelley Blue Books *Best Resale Value Awards*, concept cars from Dodge, and new vehicle debuts from Volvo and Jaguar. The day wrapped up in a philanthropic spirit with the Automotive Industry Award luncheon honoring Milton Schoof, Manheim Auctions; James Willingham, Boulevard Buick Pontiac GMC; and Dr. Dieter Zetsche, Daimler Chrysler. The well-known Charlie Vogelheim from JD Power emceed the event. Proceeds from the event benefited the Boy Scouts of America. Auto Show Co-Chairman Mark Dershem and Ron Charron were proud to present a check for \$100,000 to the local Boy Scout President, Les Baron.

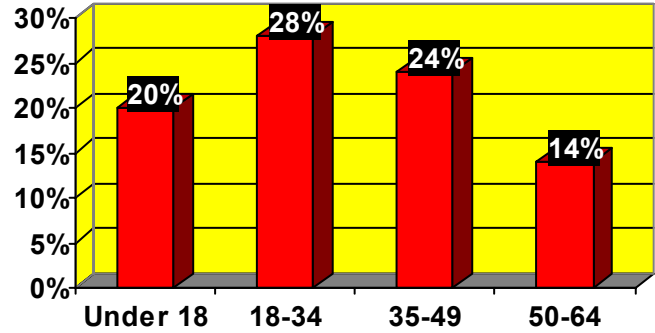


WHO WAS AT THE AUTO SHOW ?

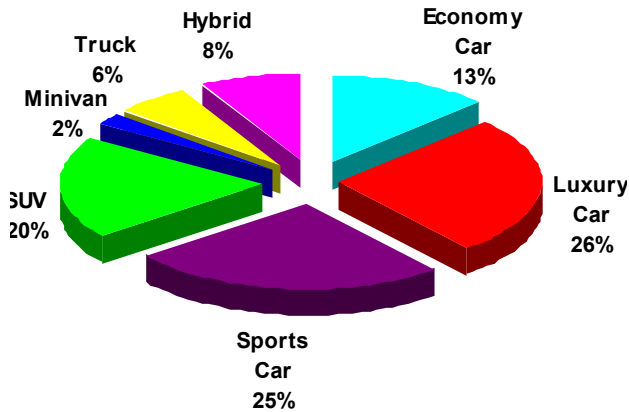
Household Income



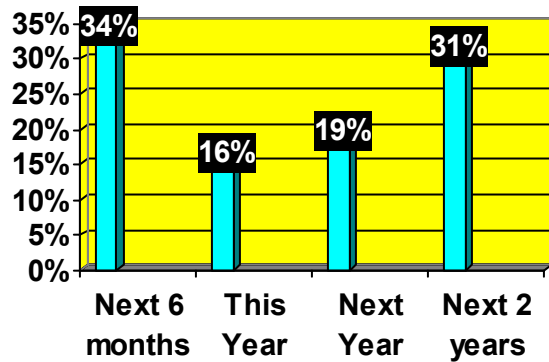
Age of Attendees



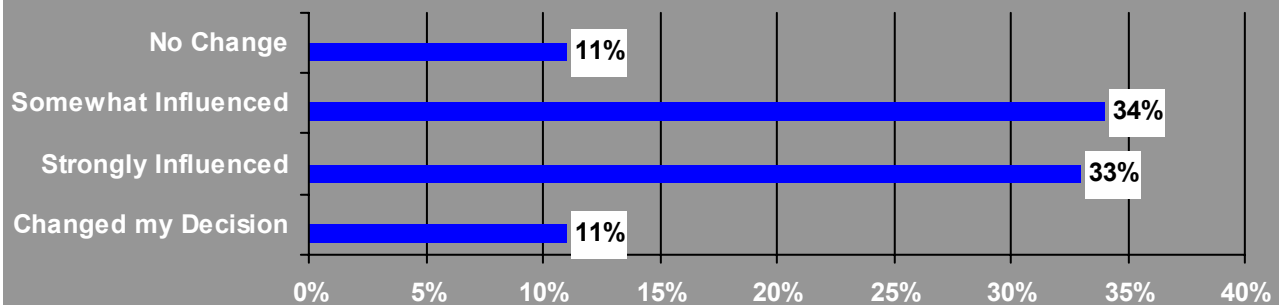
Next Car to Purchase



When Do You Intend to Buy



Did Attending the Auto Show influence your decision to buy a car?



(California International Auto Show continued from page 4)

The overall response of the public was that this year's show was more impressive than previous years, the concept cars were one of the favorite features, and the show was tailored for the entire family to enjoy.

Next year's show is scheduled for October 4th-8th, 2006 at the Anaheim Convention Center. Don't miss out!



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Interesting Thought...

***"Don't measure
yourself by what you
have accomplished,
but by what you
should have
accomplished with
your ability."***

John Wooden

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to make sure
every sale in
your dealership
goes the distance.

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know the way.

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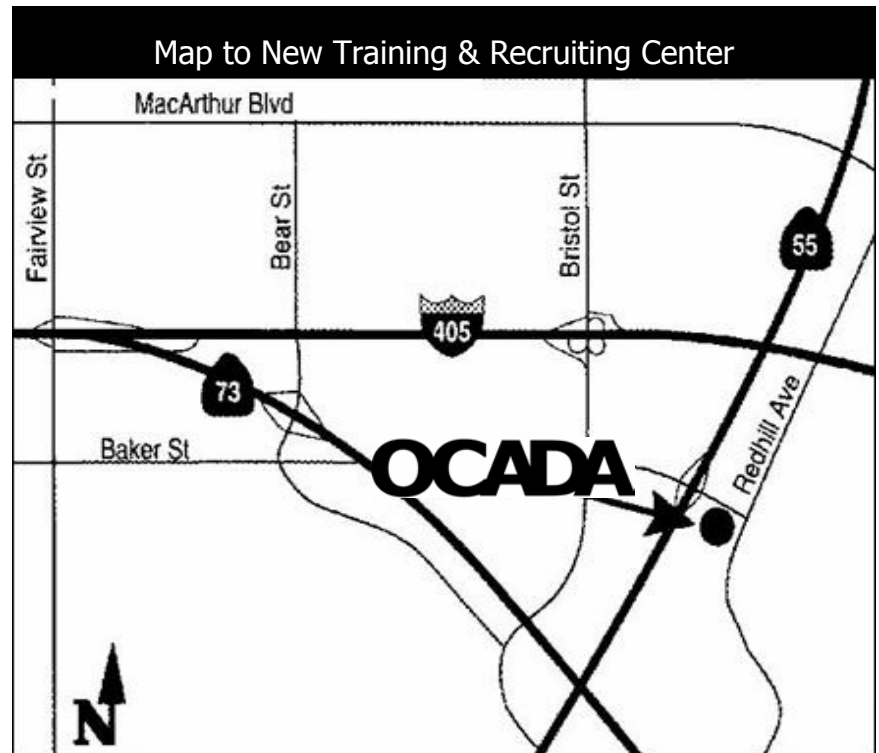
(OCADA Launches New Training & Recruiting Center continued from page 1)

facilitate the recruiting, screening, training and placement functions of the new Automotive Sales and Marketing University. The Board already anticipates the facility to be in use 17 days per month.

Knowing the importance of providing dealers with a consistent source of new sales professionals, **the Board has decided to bring the Automotive Sales & Marketing University program in-house** and is

dedicating resources to ensure its success. OCADA staff will now manage the University program entirely, with 100% of its focus on providing top quality sales professionals to OCADA dealers. The new program will function in a similar manner to the past program, with several new improvements designed to increase the number and quality of placements at dealerships. In 2004, the University placed over 350 program graduates at dealerships, nearly one a day. Members can expect the program to launch in January 2006.

In addition to the current monthly educational seminars and the University, the Board believes that **consistent Service Advisor and Service Manager training will be a great addition to the Association's educational programs**. The Board selected Jeff Cowan to conduct the service training due to his vast service training experience and outstanding reputation. Jeff Cowan is a regular NADA convention and 20-group speaker and is under contract with several manufacturers. The training is designed to increase customer satisfaction scores, customer retention, and revenue per repair order. The service training seminars will be offered monthly and will vary from half-day to two-day programs depending on the attendees and their skill current levels.



(Continued on page 9)

(OCADA Launches New Training & Recruiting Center continued from page 8)

Clay James, President of OCADA is thrilled with the growth and direction OCADA is taking, stating, "The OCADA Board of Directors is excited to launch the new Training and Recruiting Center. With the growth of the OCADA's educational programs, bringing the Automotive Sales & Marketing University in-house, and offering monthly service advisor and manager training this new Training and Recruiting Center is a must for our association."

The new Training and Recruiting Center is centrally located at 125 Baker Street East, Suite 230 in Costa Mesa. For more information please contact the OCADA office at (714) 424-6090.

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Protect your Dealership from Credit Card Fraud

In recent months, several dealers have reported being the victim of credit card fraud directed at their parts departments. These incidents should remind dealers of the need to carefully scrutinize telephonic or other credit card orders from unfamiliar persons. The following are some risk management measures that various organizations have recommended to reduce the risk:

- 1 Take extra steps to validate each order. Do not accept orders unless complete information is provided (including full address and phone number);
- 2 When taking orders, ask for the three-digit number imprinted on the signature panel of the credit card. This will help verify that the customer is in actual possession of the card. If the purchaser only has the 16-digit credit card number and the expiration date, he may not physically possess the card, signaling a potentially fraudulent transaction;
- 3 Be very wary of orders with different "bill to" and "ship to" addresses;
- 4 Be extra cautious with transactions involving any of the following: first-time shoppers, orders placed by fax or email (particularly those originating from a free e-mail address or an e-mail forwarding address), larger than normal orders, orders consisting of several of the same item, orders made up of "big-ticket" items, orders shipped "rush" or "overnight" and orders shipped to an international address. Do everything you can to validate an order before shipping our product to a different county;
- 5 If you are ever suspicious about a card, call your credit card authorization center;
- 6 If you have the misfortune of being scammed by a credit card thief, contact your merchant processor immediately and inform the processor of the situation. Be advised that some credit card companies offer a safeguard program to protect against the risk.

The foregoing is not an exhaustive list of credit card fraud prevention measures. Rather, it is intended to alert dealers to recent reports of these occurrences and reinforce the need to include credit card prevention in employee training programs.

Visa/MasterCard Litigation Class Action Settlement

We have received several inquiries about whether dealers may be eligible to share in the proceeds of a \$3.383 billion settlement of an antitrust action filed against Visa and MasterCard. We also understand that dealers in several states have been approached by companies who have offered to file claims on behalf of dealers in return for a share of any proceeds collected.

It appears that some dealers may be entitled to file a claim. Furthermore, it is our understanding that a "simplified" process is in place that should allow dealers to file a claim without the assistance of an outside vendor. Information on how dealers can pursue this matter is below.

The settlement became final on May 31, 2005, when appeals to the U.S. Supreme Court were denied or the time period for filing such appeals expired. The litigation was filed in 1996 and covers entities that accepted Visa and /or MasterCard credit cards and therefore had been required to accept Visa Check and/or MasterMoney debit cards. The suit alleged that the defendants had engaged in an illegal tying arrangement. The time period covered by the settlement is October 25, 1992, to June 21, 2003.

Claim forms have been recently mailed to over five million merchants. Dealers wanting to find out more about this settlement and how to obtain a claim form are advised to go to the following website: www.constantinecannon.com/vis_check_case/visa_check_case.html.

Dealers may also contact the claims administrator at: www.inrevisacheckmastermoneyantitrustlitigation.com. The administrator's phone number is 1-888-641-4437.

Dealers are advised that this notice about this settlement is for informational purposes only. It should not be construed as legal advice or any recommendation about whether to file a claim. The decision to do so is up to each dealer. If dealers have questions, they are strongly urged to contact their legal counsel.

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To confidentially review your needs, contact **Rob Wolford, Managing Director** at (949) 823-7721 or robw@hollencrest.com
Hollencrest Capital Management, 100 Bayview Circle, Suite 500, Newport Beach, CA 92660

MEET YOUR OCADA STAFF



Theresa Huck

The voice you hear when you call the OCADA office is **Theresa Huck**, OCADA's Project Coordinator. She is responsible for various projects that pertain to OCADA's daily operations such as accounts receivable and payable, mailings, the Lending Library, Seminar registrations, and Auto Outlook. Theresa joined the OCADA team in March 05'. Her background is in sales & marketing in the Insurance Industry.

— *Project Coordinator*



Cristin Collings

We are pleased to welcome **Cristin Collings** who has joined the OCADA team as Project Manager. Her background includes 7 years in Fundraising and Development with the Boy Scouts of America. She will be working on OCADA events as well as managing the Public and Government Relations. She has a B. S. degree in Psychology from Cal State Fullerton.

— *Project Manager*

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How current is your Dealership Safety Policy?

Whether you're revising an older plan or starting from scratch, this sample safety policy will remind you of key areas you'll want to address:

The prevention of accidents and maintenance of safe working conditions is the shared responsibility of (Your Dealership Name) and its employees. (Your Dealership Name) should comply with all requirements of federal, state, and local safety regulations to ensure a safe work environment. Supervisors will provide employees with information on company safety rules and requirements. Employees are expected to cooperate by familiarizing themselves with and obeying all safety rules and regulations.

To assist in providing a safe and healthful work environment for employees, customers, and visitors, (Your Dealership Name) has established a workplace safety program. This program is a top priority for (Your Dealership Name). Its success depends on the alertness and personal commitment of all.

(Your Dealership Name) provides information to employees about workplace safety and health issues through regular internal communication channels such as supervisor-employee meetings, bulletin board postings, memos, or other written communications.

Employees and supervisors receive periodic workplace safety training. Attendance is a mandatory job responsibility of all applicable employees. The training covers potential safety and health hazards and safe work practices and procedures to eliminate or minimize hazards.

Some of the best safety improvement ideas come from employees. Those with ideas, concerns, or suggestion for improved safety in the workplace are encouraged to raise them with their supervisor or with another supervisor or manager. Reports and concerns about workplace safety issues may be made anonymously if the employee wishes. All reports can be made without fear of reprisal.

All employees working around potentially dangerous equipment or hazardous materials must use appropriate safety and personal protection equipment. Employees should check with their supervisor if they have any questions about the safety and personal protection equipment to be used.

Each employee is expected to obey safety rules and to exercise caution in all work activities. Employees must immediately report any unsafe condition to the appropriate supervisor. Employees who violate safety standards, who cause hazardous or dangerous situations, or who fail to report or, where appropriate, remedy such situations, may be subject to disciplinary action, up to and including termination of employment.

In the case of accidents that result in injury, regardless of how insignificant the injury may appear, employees should immediately notify the appropriate supervisor. Such reports are necessary to comply with the laws and initiate insurance and workers' compensations benefits procedures.

You can customize versions of this and other dealership policies with *NADA Policies Now! Blueprint for Dealership Personnel Policies*. Look for this and other valuable resources in the new later fall edition of NADA Management Education Catalog.

For an electronic copy of the Dealership Safety Policies, email Cristin Collings at ccollings@ocada.org.

Steve Coleman Honored by Time Magazine

The OCADA Board of Directors has nominated Steven C. Coleman of Saab of Santa Ana and Saab of Mission Viejo for the 2006 Time Quality Dealer Award. Coleman was first introduced to the retail automotive industry while working as a C.P.A. and in 1986 joined the Campbell Automotive Group in Santa Ana.



Steve Coleman

Steve has served on the OCADA Board of Directors from 1988 to 2003 and was elected Treasurer, Vice-President and President. Additionally he was Chairman of the California International Auto Show in 2003 and currently serves on the Association's Political Action Committee Board. Steve currently is the President of the Santa Ana Auto Mall Association and is a past president of the San Juan Capistrano Auto Mall Association.

While active in charitable and community groups in the past, his current work as a Board member of the Ryan's Reach Foundation he feels is the most rewarding, stating, "The impact a sudden brain injury can have on a otherwise normal healthy adult and the resulting impact on their families is devastating. However, to see first hand, how the rehabilitations process can work and the determination of those who have been injured is truly amazing."

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Meet the Orange County Register's

John Gittelsohn, a reporter at the Orange County Register since 1995, will cover the auto industry as part of a new business beat. He is interested in stories about:

- Trends in auto sales, marketing and styles
- Consumer and financing issues
- New or expanded local dealers
- Auto industry community and philanthropic contributions



John Gittelsohn

Gittelsohn will write about the auto industry as part of his coverage of wealth in Orange County, a beat that will track purchasing, investment, philanthropy and other economic activity among the area's corporate leaders and "high net worth" population.

Gittelsohn, a reporter since 1983, earned a bachelor's degree from Stanford and a master's degree from the Columbia University Graduate School of Journalism. At the Register, he has covered education, Asian issues and state politics, most recently working as a correspondent in Sacramento.

You can contact John at:
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about infoline



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