

It's about more than selling cars

The majority of Washington's franchised vehicle dealers are family-owned businesses that have been a part of the local business landscape for several generations. These proud owners have displayed, through countless contributions to a wide array of charitable causes and organizations, that they care as much about the social health of the communities in which they make a living as they do about selling and servicing cars. Here is a small sample of their incredible largesse.

good works

A Community-Minded Association

The Washington State Auto Dealers Association promotes goodwill on behalf of its members by supporting, among other charitable organizations, the **Independent Colleges of Washington (ICW)**, **Washington Business Week (WBW)**, and the **National Automobile Dealers Charitable Foundation (NADCF)**.



WSADA has provided scholarships to students through the **Independent Colleges of Washington** since 1967. More than 200 students at Gonzaga University; Saint Martin's College; Seattle Pacific University; University of Puget Sound; Walla Walla College; and Whitman College have benefited from WSADA scholarships. WSADA recently increased its ICW contribution so that each year, 10 students from diverse backgrounds receive financial assistance. Nearly one in four baccalaureate and higher degrees awarded in Washington are from an ICW member college.



Toyota of Seattle General Manager Michael Loney and WSADA/ICW scholarship recipient Heidi Weisman, Seattle Pacific University



WSADA has supported **Washington Business Week** since 1982, introducing students to basic economic and business concepts, teamwork, leadership and goal-setting. Using a computer simulation of a hypothetical business in need of better management, student teams compete to be the most profitable. Over 40,000 young people have participated in WBW since the program was established in 1976.



WSADA sponsored student and her team take time for a group photo

Dear WSADA,

I'm writing to thank you for sponsoring me at Washington Business Week (WBW) because I had a lot of fun and learned so much about business. I now know about debt and profit, how to apply for college, and how many different viewpoints can either make or break a company.

Not only is it a great learning experience, but it's a great life experience as well. Several people now realize what they are capable of, myself included, and this is a great opportunity for anyone.

Thank you again for sponsoring me.

Sincerely,
Katy H.,
Kentlake High School



The Washington State Auto Dealers Association also has two **Ambassadorships within the National Automobile Dealers Charitable Foundation (NADCF).**

The Foundation has gifted over \$5.5 million for emergency medical and economic educational organizations and private-sector colleges and universities since it was founded in 1975. As an Ambassador, WSADA makes a financial gift every three years to an organization that reflects the Foundation's goals.

The most recent WSADA Ambassadorship was created in the spring of 2005 when the Washington State members of the **Dealers Election Action Committee (DEAC) Presidents Club** were honored with this unprecedented gift. DEAC, the federal political action committee of the nation's franchised dealers, made a contribution to the National Automobile Dealers Charitable Foundation (NADCF) in recognition of Washington State leading the nation with an unparalleled 55 Presidents Club members and the vital role that **NADCF Chairman Robert P. Mallon, Mallon Ford, Tacoma**, played in the group's success. DEAC representatives asked Mr. Mallon to determine disbursement of the contribution, and at the 2005 WSADA Convention, he announced that an NADCF Ambassadorship would be established in the name of Washington State's DEAC Presidents Club members.



From left: NADCF Chairman Robert P. Mallon, WSADA Executive Vice President Vicki Giles Fabr , and WSADA President David Coombs at the presentation of the NADCF Ambassadors obelisk to the State of Washington Members of The Presidents Club of NADA's DEAC

Other new Ambassadors in 2005 were Mark K. Hollenback (in memoriam), Cynthia M. Jobs, Germaine Korum, and Bill McCurley. The 25 NADCF Ambassadors from Washington State are listed below:

<i>Allen G. Courter</i>	<i>Bellevue</i>	<i>Robert P. Mallon/WSADA</i>
<i>Linda Courter</i>	<i>Bellevue</i>	<i>Rosemary P. Mallon</i>
<i>Richard F. Evans</i>	<i>Seattle</i>	<i>Tacoma</i>
<i>Mark K. Hollenback*</i>	<i>Spokane Valley</i>	<i>Tommy Mallon*</i>
<i>Cynthia M. Jobs</i>	<i>Bellingham</i>	<i>Tacoma</i>
<i>Roger O. Jobs</i>	<i>Bellingham</i>	<i>Bill McCurley</i>
<i>Colleen Kelleher</i>	<i>Ellensburg</i>	<i>Tri-Cities</i>
<i>Joe Kelleher*</i>	<i>Ellensburg</i>	<i>Janet L. Ramble</i>
<i>Germaine Korum</i>	<i>Puyallup</i>	<i>Seattle</i>
<i>Jerry Korum</i>	<i>Puyallup</i>	<i>Donald E. Reichert</i>
<i>Mel Korum*</i>	<i>Puyallup</i>	<i>Wenatchee</i>
<i>Ann B. Rigney Mallon*</i>	<i>Tacoma</i>	<i>W. G. Rodland*</i>
<i>Robert P. Mallon</i>	<i>Tacoma</i>	<i>Everett</i>
		<i>Thomas J. Stevenson</i>
		<i>Spokane</i>
		<i>Peter K. Wallerich</i>
		<i>Tacoma</i>
		<i>James W. Will</i>
		<i>Tacoma</i>
		<i>State of Washington Members of</i>
		<i>The Presidents Club of NADA's DEAC</i>
		<i>*In Memoriam</i>

In addition, students at two Spokane colleges will benefit from the recent generosity of the NADCF.

The Charitable Foundation's John P. Winston, Sr. Memorial Fund bestowed a \$7,000 gift on **Gonzaga University**. Created in memory of a 30-year attorney for the National Automobile Dealers Association, the fund is designated for the study of ethics.

Whitworth College received a \$7,000 contribution from NADCF's Joseph J. Sanchez Memorial Fund, created in honor of the longtime Oldsmobile executive, for students' emergency needs.

"Spokane has very community-minded automobile dealers and so we are especially proud to receive this honor," said **Dr. William Robinson, President of Whitworth College**. "Whitworth has a student emergency fund but no revenue stream for it. Some students are hanging on financially by a thread and they are the ones who really benefit."

Washington State Auto Dealers Association and its dealer and associate members also joined fundraising efforts to aid dealership employees affected by last year's hurricanes in the Gulf Coast. *More than one hundred dealerships in Louisiana and Mississippi were damaged – even destroyed – when Hurricane Katrina struck.* Early estimates indicated that close to 4,000 dealership employees had been affected by Hurricane Katrina alone, and in many cases, losing their homes and, at least temporarily, their jobs.

Over \$26,000 was contributed by WSADA, its dealer members and their employees to the **NADCF Emergency Relief Fund**, which provides financial assistance to dealership employees who have lost personal property to natural disasters.

Title Clerk **Wendy K. Kay, Acura of Lynnwood**, was among the first to make a donation. "Seeing all the lives in shambles made me feel I had to do something," Wendy said. "Giving to NADCF lets me know I have helped rather than just watched the images on television."

WSADA Shares an Important Message

The Washington State Auto Dealers Association produced a 'Public Service Announcement' in the fall alerting consumers to be on the look-out for flood-damaged cars from hurricane devastated areas.

With **Executive Vice President Vicki Fabré** as the voice of the Association, the 30-second radio spot urged customers to avoid being victims by purchasing from new car and truck dealers who have the expertise to identify flood-damaged vehicles and who will stand behind the sale.

The public service announcements were distributed to 100 WSADA dealer members across the state for distribution in their local markets. Press releases with a similar message were also sent to television and print media outlets around the state.



*Presenting an NADCF Award to Whitworth College
From left: NADCF Chairman Robert P. Mallon, Mallon Ford, Tacoma; Whitworth's President William Robinson; Marlene Hollenback, Dishman Dodge, Spokane Valley; David Coombs, Downtown Toyota-Scion, Spokane; and Don Kellman, Executive Director, Spokane New Car Dealers Association*

“Being a dealer in this day and age means more than selling cars. You have to give back to your community. Not just in monetary amounts, but with time and involvement in activities and programs, helping out with kids, schools and the things that make our communities a better place to live and work. Time is one of the most valuable assets we can give to our kids, our community and those in need.”

Jerry Korum, Korum Automotive Group, Puyallup

Dealer on Duty

Mary Byrne, Nissan of Fife, has served as a crossing guard at St. Charles Borromeo School in Tacoma for the past two years.

“This is a job nobody signs up for because it’s not glamorous and it’s often cold and rainy,” Mary said. “We are kind of goofy with our vests that have red flashing lights on them, but I love helping at the school because the children are so innocent and it is great to see all of the kids. Before you know it, they’re all grown up.”

Mary also sits on the board of directors of the Greater Pierce County Chapter of the American Heart Association. She and her husband, Kevin, co-chaired the Heart Ball

Gala this year for 700 people. The annual black-tie event raises awareness and funds for the fight against heart disease and stroke.

“I volunteer because it’s the right thing to do. I was raised that you have to give back and so I do.”



Mary Byrne on crossing duty

LEADING THE FUNDRAISING CHARGE

The United Way of Grays Harbor funds programs within 24 local health and human service agencies providing community solutions.

Eight years ago, Rich Hartman, Five Star Dealerships in Aberdeen, approached the United Way and suggested sponsoring a community event that would include food, beverages, dancing and a few auction items wherein he would match whatever funds were raised.

The United Way Gala was born, and is still growing. The event now has three major sponsors, a significant number



Photo Courtesy of McGregor Photography

From left: Rich Hartman, Five Star Dealerships, Bob Southall, CEO, Quinault Beach Resort & Casino, and Guy Capoeman, Vice Chairman, Quinault Indian Nation.

of cash donors, and numerous donated auction items. The black tie affair is a sell out at the area’s largest resort facility and is *the annual event* to attend in Grays Harbor County.

“Funds raised at the Gala now constitute nearly 17% of the United Way of Grays Harbor annual capital campaign,” said Joan Huisinga, Executive Director.

“From its beginning, the concept, creation and growing success is a direct result of the hard work, dedication and passion of Rich Hartman.”

A Champion for Education



Jason Courter, Honda Auto Center of Bellevue, shares a moment with a student at BCC's Childcare and Family Learning Center.

Al Courter, Honda Auto Center of Bellevue, serves on the Bellevue Community College Foundation Board of Directors. Several years ago, he co-chaired the capital campaign to establish the college's Early Learning, Family and Childcare Center. The Center was the first such comprehensive childcare model in the Puget Sound region to blend corporate childcare with higher education to meet community needs.

"The center gives families a unique opportunity to receive a valuable education while knowing their children are in a secure and first-rate learning environment," Al said.

"My wife Linda and I chose Bellevue Community College as a means to give something back since the college serves the entire eastside and makes our community a better place to live."



Choosing to be Heart-Aware

When **Bob Hall, Bob Hall's Sunfair Chevrolet, Yakima**, lost a close friend to a heart attack, he felt compelled to do something.

Knowing his friend might have been saved if a defibrillator had been nearby, Bob equipped his four dealerships with automated external defibrillation units.

"The units have voice instructions that walk the responder through every step, so I feel comfortable knowing that if my employees and customers are in a crisis situation, they will be prepared to help save a life," Bob said.

The dealership's safety committee organized a training session with an Emergency Medical Technician and all 175 employees were trained in less than a day. Statistics show that for every minute that goes by without defibrillation, a cardiac arrest victim's chances of survival decrease by about 10 percent. An estimated 40,000 lives could be saved annually in the U.S. alone if defibrillators were more widely available.

"Our customers have said they are grateful we have taken this step and I sleep much better each night because we have," Bob said.

Duck Derby Donor

Dan Wilder, Sr., Wilder Toyota, Port Angeles, has sponsored the Olympic Memorial Hospital Foundation's Great Olympic Peninsula Duck Derby since it began in 1989. Every year, businesses and individuals sell "ducks" to raise money for the Olympic Memorial Hospital Foundation. The ducks are then raced down a canal and the owner of the first duck to cross the finish line receives a new vehicle donated by Wilder Toyota.

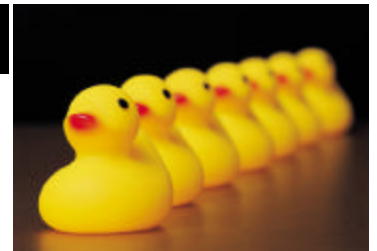
"I'm on the Olympic Memorial Hospital Foundation board," Dan said, "and some members asked me to donate a car as a Duck Derby prize. I thought it would be a great way to support our community."

"The Duck Derby generates funds for special needs at the hospital which provides great care for all the people of

the Olympic Peninsula," he said.

Dan says community response has been tremendous, making the Great Olympic Peninsula Duck Derby one of the most successful duck races in the nation. Last year nearly 32,000 ducks were sold at five dollars each.

"We are grateful to the people of the Olympic Peninsula for their support and feel blessed to live here," he said. "Our company's commitment will always be to invest in the community because it is the right thing to do and sponsoring the duck derby is a great way to thank the community for their support."



Dealership “Adopts a Platoon”

The winter holidays were brighter for local troops stationed in the Middle East thanks to **Toyota of Puyallup**. Dealer **Kerry Bivens** teamed with the Support our Troops, Adopt a Platoon organization to gather items for holiday care packages bound for servicemen and women.

The dealership donated a DVD or CD for every vehicle it sold over a 30-day period, and also served as a collection point for public donations. A banner was hung in the showroom for customers to sign and also for those who made their own contribution.



Dealer Kerry Bivens with members of local military representatives

The highlight of the event, Kerry said, was the packing party held at the dealership when over 120 volunteers filled 387 boxes with food, CDs, DVDs, and other items for the troops. “Our customers were happy to know we were making this donation on their behalf and were honored to sign the banner,” Kerry said. “The feedback and the energy the event created was really special.”

SMALL TOWN ~ BIG SUPPORTERS

“Having a new car dealership in a small community is so awesome because we get to help all of the local clubs like Rotary and the Chamber of Commerce. But the best is all of the kids events we get to support, like Future Farmers of America, baseball teams, boy scouts and girl scouts.

Our main goal in giving back to our community is that the organization has to be something to help our town keep growing. I get letters every day from different organizations thanking us for supporting their activities. It’s nice to know that we are doing our part to help our community.”

Tony Booth, Booth & LaDuke GM Superstore, Colville



From left:
Tony Booth and
David LaDuke

Helping Spokane “Hoop” It Up!

Every June, the city of Spokane goes basketball crazy during “Hoopfest”, thanks in part to the support of major sponsor **Downtown Toyota and dealer David Coombs**.

What began 16 years ago has grown into the world’s largest street basketball tournament with 395 courts spanning 40 city blocks. An estimated 145,000 spectators and players converge for not only basketball but the festival atmosphere with concerts, shopping, food and entertainment. “Hoopfest is great for Downtown Spokane,” David said. “It’s right in our backyard and generates \$17 million in revenue for the community over that one weekend.”

David said one of the reasons the dealership has been involved all these years is that “Hoopfest encourages team sports and everything that team sports represents. The other is that Special Olympics is one of its charities and I really like that.” Hoopfest has donated over \$770,000 to charitable organizations since it began.



“It’s a great family event,” he added. “Our kids have played in it for years and I’m the water guy and film crew.”

Education Advocates



From left) John & Terri Hern with Joan Hanton, Olympic College Foundation Director at an Olympic College event

John and Terri Hern, Courtesy Auto Group, Poulsbo, have demonstrated their dedication and commitment to higher education and health care by supporting the Poulsbo campus of Olympic College.

Their generosity equipped the college campus' largest space, the lecture hall, with distance learning technology.

“In the two years since the campus has been open, hundreds of students and community members have benefited from the use of Hern Lecture Hall,” said Kelly Woodward, Director of Olympic College’s Poulsbo Campus and Continuing Education.

“The space is used for classes, community events, educational films, baccalaureate classes provided by university partners, and workforce training programs.”

The Hern’s support also provided start-up equipment for the college’s new Physical Therapy Assistant program. “This gift was particularly significant because it helped demonstrate the community’s support of the Physical Therapy Assistant program, strengthening the college’s competitiveness in the bid for state funding,” Kelly added.

Terri recently joined the Olympic College Foundation Board and serves as chairwoman of the annual giving fund, encouraging other business and community leaders to support Olympic College students. John also participates in community advisory functions in support of the Poulsbo Campus.

TEAMING UP FOR THE COMMUNITY

Tri-Cities Motor Sales (Toyota-Scion-Chrysler-Mitsubishi) recently won the naming rights for the City of Kennewick’s coliseum and ice arena.

During a conversation with city officials, general manager **Dwight Marquart** mentioned the dealership was looking for ways to become more involved with the community. The City responded by saying they were looking for a partner to purchase the naming rights to the facility.

“Toyota is interested in being part of things like this,” Dwight said. “It’s a community venue where things happen. This is a statement of Toyota’s commitment to the growth of the Tri-Cities and its citizens.”

The Toyota Center and Toyota Arena, previously called Three Rivers Coliseum and Ice Arena, hosts the Western Hockey League’s Tri-City Americans and the National Indoor Football League Champion Tri-Cities Fever, as well as numerous other sporting events, concerts, shows, and conferences throughout the year. Thanks to the new



A vehicle from Tri-Cities Motor Sales is filled with stuffed animals from the “Teddy Bear Toss” during a Tri-City Americans hockey game.

partnership, the facility, which serves the 225,000 residents of the Tri-Cities and surrounding areas, is receiving a much needed face-lift.

The dealership is especially enjoying being part of special charity events at the facility, like the Teddy Bear Toss, where hockey players hit stuffed animals into the back of a pick-up truck.

Giving Youth Opportunities

Leonard and Donna Hedlund, Hedlund Chevrolet, Tonasket, participate in many community service projects throughout the year including the support of youth sports teams, junior rodeos, the local Professional Rodeo Cowboy Association and numerous other charity events.

However, they save their greatest support for the youth involved in the market stock events at the Ferry County and the Okanogan County Fairs.

Area youth raise animals, whether it be cattle, hogs, sheep, even poultry, all spring and summer. They then bring them to the fair where they are judged in their appropriate class, and at the conclusion of the fair are sold at auction.

For at least 20 years, the Hedlunds have supported young people by bidding on the animals they raised. A minimum per pound price is set and any additional money bid goes directly to the young person. Quite often the child keeps the animal or it is sold to a livestock company.



Donna and Leonard Hedlund (second and third from left) with a student they supported at auction

“We live in an agricultural area and these programs not only provide our young people with a worthwhile activity but provide monetary support for their future,” Leonard said.

“Advertising dollars are often hard to track and determine their actual value to you as a business,” he added. “When money is given to these kids, you can see exactly where it went, and the good it can do.”

LEADING THE “RELAY FOR LIFE”

In 1989, Vancouver Ford, Inc. organized what has become known as the American Cancer Society ‘Relay for Life’ 24-Hour Walk/Run.

Inspired by a one-man’s 24 hour marathon in Tacoma a year earlier, dealer principal Sam Linder and Barbara Marshall (wife of the previous owner and WSADA Past President Bill Marshall) launched the effort to raise funds for the fight against cancer.

The original event consisted of nine teams recruited by Vancouver Ford. The enthusiasm and spirit of those first year participants spread throughout the nation and has evolved into the American Cancer Society’s largest fundraising effort worldwide. In fact, the original American Cancer Society Relay for Life training tape was filmed at one of the early Clark County relays and used nationwide to recruit sponsors and participants.



2005 Relay for Life of Clark County survivors walk the first lap

Vancouver Ford has been a “Diamond” sponsor of the Clark County relay from the beginning. In that first year, the teams raised a little over \$16,000. The 2005 Clark County Relay for Life had over 120 teams participating and raised \$364,000. Nationwide, more than 3 million people participated last year.

“Our decision to get involved in this fundraising event was an easy one,” said Jon Creedon, President of Vancouver Ford.

“Everyone has either a family member or knows someone whose life has been touched by cancer. Vancouver Ford’s 2005 relay team is proof our efforts are paying off - we had three cancer survivors on the team. Vancouver Ford and its employees’ commitment to the nation’s largest non-profit fundraising event won’t stop until a cure for cancer is found.”



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