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Bill McCurley Named 2010 ‘Dealer of the Year’

April 26 – **Bill McCurley, McCurley Integrity Dealerships, Pasco**, received the “Robert P. Mallon Dealer of the Year” award on April 15 at the Washington State Auto Dealers Association (WSADA) annual convention. Selected by a committee of his peers, the award recognizes Bill’s contributions to the auto industry, quality dealership operations and outstanding community service.

Bill McCurley is a man who faces challenges head on. When his father passed away leaving the family’s Chevrolet-Buick dealership without a leader, Bill took on the responsibility to help his mother and four younger sisters. He left college and worked to save the store, a key employer which supported 40 families in a North Dakota farming town of 7,500 people. It was a significant undertaking for a 20-year-old with a new wife who was just starting a family of his own.

As many in the auto industry know, keeping a dealership during a transition from one family member to another is not a sure thing. Bill juggled family, business and community responsibilities with a new burden – the education required to keep the store. He attended General Motors’ School of Merchandising and Management, and was ultimately awarded the remaining three years on the five year franchise agreement, becoming perhaps the youngest GM dealer on record. He continued to operate that store for 10 years to support his family and allow all his sisters to graduate from college. Then, at age 30, Bill decided to sell the store and move west.

After making a list of 26 cities that would provide a good business opportunity and quality of life for his family, Bill located a Chevrolet dealership in Pasco. Prime interest rates were at an all time high that spring of 1981 and set a record at 21.25%. He secured an 84 month, \$500,000 loan, at 18% fixed interest.

“The payments were \$10,509 per month,” Bill recalls. “I never missed one and was never late, but will never forget them.”

Today, that single Chevrolet dealership has grown into McCurley Integrity Dealerships and represents seven franchises.

Bill has been an active member of the state Association for nearly 30 years. He recently retired from the organization’s Executive Committee after six years of service and served as 2007-2008 WSADA President.

“Nothing is quite as special as being honored by your peers,” Bill said. “I am humbled to be considered worthy to be named ‘Dealer of the Year’ by my friends and associates in our industry.”

In recognition of Bill’s receipt of the Association’s most prestigious award, WSADA made a contribution in his name to the Boys and Girls Clubs of Benton and Franklin Counties – an organization that he and his wife Victoria actively support.

“Most of our support goes to make our community a better place for our children and young adults,” Bill said. “It’s important to provide a safety net for at risk kids with the knowledge that they are the future of our community.”

Bill also supports United Way, Hispanic Academic Achievers (a college scholarship program), Kadlec Hospital Pediatric Center which is affiliated with Children's Hospital, Catholic Family and Child Services, and Young Life.

The award is named for former Tacoma dealer **Robert P. Mallon** who was WSADA President in 1966/67, is a past President of the National Automobile Dealers Association (NADA), served 30 years as Washington State's NADA Director, and is founder and Chairman of the National Automobile Dealers Charitable Foundation.

WSADA's 300 dealer members serve 75 communities in Washington and are responsible for annual sales volume in excess of \$11 billion. Together, they employ over 22,000 people with a combined payroll of more than \$1 billion. Their dealership sales total 12% of the state's retail sales, generating hundreds of millions of dollars of tax revenue for state and local governments through sales, corporate, and payroll tax revenue.

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