



# Greater LOS ANGELES NEW CAR DEALERS ASSOCIATION

## eNEWS



### A MESSAGE FROM THE PRESIDENT

We hope the summer months find all our dealer members, vendors, and industry partners, navigating the most challenging year our industry has seen in

some time! The association has spent most of this year focused on how to help dealers stay afloat operationally, and navigate the necessary restrictions that a global pandemic has placed on most industries. Car Dealers have stepped up and proven to be resourceful entrepreneurs, and found a way to make the dealership environment a safe place for customers and employees to continue to sell and service new and pre-owned vehicles.

Although the Los Angeles area new car market saw a 25.9% drop in vehicle registrations in the first half of the year, the last two months (May and June) showed promise with showrooms reopening, and some pent-up demand from April stimulating sales. Auto loans are near historic lows, and though some new car/truck inventory is low, there are very attractive loan and lease deals.

The association has had to postpone its annual meeting luncheon, and has rescheduled for Friday June 18, 2021. The advocacy work that involves meetings with elected officials has shifted to virtual meetings and online platforms.

The coordinated effort of dealers opposing some state level legislation that would harm our industry has proven to be successful. Keep an eye open for a schedule of future meetings you can join that run 15-20 minutes, and give you an opportunity to start building a working relationship with elected officials who rely on dealers to better understand the challenges we face every day.

In the fall, the association will be hosting virtual career information events for aspiring automotive technicians who attend our area community colleges. The association also continues to assist various automotive industry, and local non-profit groups who are in need of financial support during these trying times. Dealers do make a difference! Now is the time for any non-member dealerships to join the 170 current dealer members, and support our industry with your membership. Contact our executive director, Bob Smith (213-748-0243), [bob@glancda.org](mailto:bob@glancda.org) for more information.

We will continue to send out important information, newsletters, webinar opportunities, and the *LA Dealer Magazine*. The Auto Outlook sales report, and Courthouse early alert lawsuit filings against dealerships, are benefits of membership you won't want to miss. Together we will weather this and all future storms, and we appreciate the opportunity to work together in support of our industry!

Best,

David Ellis  
GLANCA President

### THANK YOU

PPP loans have delivered for countless employees across the nation who were the intended beneficiaries. This bipartisan measure may go down in history as one of the most cost-effective stimulus measures ever deployed.

*By Peter Welch, NADA President and CEO*

In early March, fear and panic began gripping America. As the coronavirus quickly spread across our country, the stock market plunged,

For dealership employees, the PPP kept food on the table and helped pay household bills. It also provided peace of mind.



The economic benefits of dealership payrolls also reverberated broadly through our economy, supporting myriad other local businesses and the people they serve. The loss of dealership payrolls during this time would have dramatically increased the severity of the downturn in

and businesses scrambled to figure out how to respond. As schools and businesses closed, the U.S. economy went into a tailspin. In the last week of March, new-vehicle sales dropped 59%, and America's new-car and -truck dealers faced severe liquidity concerns not seen since the Great Recession of 2008-09. As a result, many of our members confronted the dreaded prospect of having to lay off valued employees.

Panics are not uncommon in U.S. history, but the speed at which the coronavirus pandemic impacted life in America, and across the globe, was stunning.

Amid these unparalleled events, Congress and the Administration acted decisively by enacting a series of broad-based economic stimulus packages. The centerpiece was the CARES Act, which contained a lifeline for dealership employees: the Paycheck Protection Program (PPP).

Different from previous, more diffuse stimulus tools, the PPP delivered needed relief to working men and women through forgivable loans to businesses, contingent on those businesses retaining or rehiring furloughed employees. Most new-car and -truck dealers are local, family owned small businesses that prior to the pandemic employed more than 1.1 million people nationwide in good-paying jobs with opportunities for advancement. The PPP was not only a lifesaver, but it also was an extraordinarily successful measure to keep our employees at work in the face of plummeting vehicle sales.

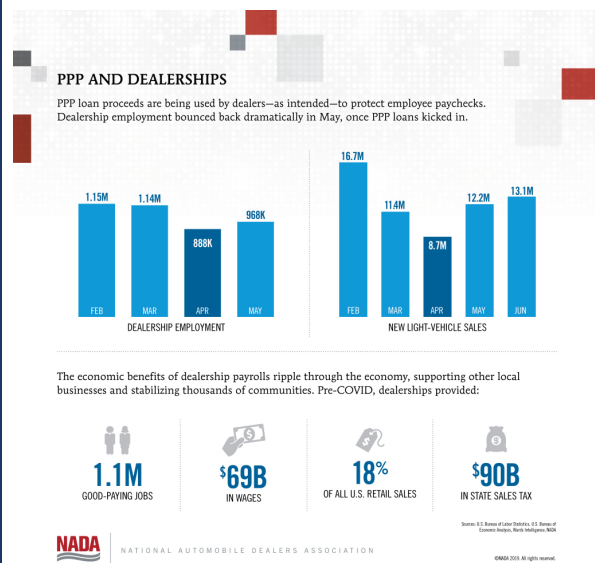
Under the PPP, at least 60% of the loan proceeds must be used for payroll expenses—with the rest going to a set of approved expenses, including mortgage or rent payments, utility bills, etc. For the typical dealership, this 60% threshold will be easy to hit because payroll is historically one of our members' largest expense items. In fact, we expect that many, if not most, dealerships will use 100% of their PPP loans for payroll. The data is already bearing this out. We saw dealership employment bounce back dramatically in May, once PPP loans kicked in.

communities across the country.

PPP loans have delivered for countless employees across the nation who were the intended beneficiaries. This bipartisan measure may go down in history as one of the most cost-effective stimulus measures ever deployed. In our industry, the PPP helped stabilize local businesses that are essential to a national economic recovery. Auto retailing provides more than 1 million good-paying jobs, accounts for 18.8% of all U.S retail sales, and annually generates over \$90 billion in much-needed state sales tax.

The pandemic is not over and there are still steep hills to climb. But the footing for dealership employees, who provide critical infrastructure services that keep America's cars and trucks on the road, has been made more secure by the PPP.

On behalf of tens of thousands of dealership employees in thousands of communities across America: THANK YOU!



## GLENDALE DODGE, CHRYSLER, JEEP (DAVID ELLIS), AND GLANCD A SUPPORT VILLA ESPERANZA SERVICES

*Providing services for children and adults with intellectual/developmental disabilities*



*(Photo taken Oct. 2019, before COVID-19)*

Villa Tournament 2019 - GLANCD A Players, Villa School Teacher and Students

Villa Esperanza Services was awarded a \$5,000 donation in support of their programs for children, adults and seniors with autism and other intellectual and developmental disabilities. "We are extremely grateful for the continued investment in our children and adults," shares Kelly White, Villa's CEO.

"GLANCD A's support helps change lives for individuals with special needs. Now more than ever this support is needed for families. We are proud to contribute to Villa," shares David Ellis, GLANCD A board member and owner of Glendale Dodge Chrysler Jeep.



Villa serves individuals of all ages with more than thirty different diagnoses. The wide variety of programs and services helps over 750 individuals and their families each year in Los Angeles and Ventura counties. Since 1961 Villa has been a leader in advocating and advancing services for individuals with special needs. Villa excels in offering progressive and innovative approaches and solutions. The ability to forecast and meet the changing needs of their clients has established Villa as a unique service provider, offering individualized programs and a continuum of care over the course of a lifetime.

## GLANCD A SUPPORTS GLENDALE YOUTH ALLIANCE

The Glendale Youth Alliance (GYA) sincerely appreciates **President, David Ellis (Glendale Dodge, Chrysler, Jeep, Ram)** and the Greater Los Angeles New Car Dealers Association (GLANCD A), for their continuous support of our programs and the generous donation of \$15,000 during these challenging times. GYA is a nonprofit organization that provides comprehensive employment programs for youth ages 14-24.

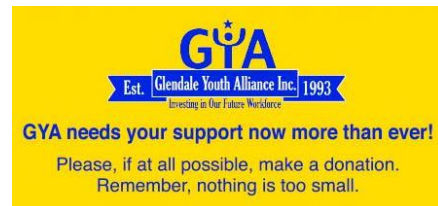
Since 1993, GYA has made a meaningful impact in the lives of over 10,500 youth by preparing them for the future workforce and breaking the cycles of poverty. GYA has over 27 years of experience in providing comprehensive services and pathways to employment to special populations of youth including: at-risk, foster, disabled, parenting, probation and homeless youth. These groups generally have a harder time entering the workforce. GYA not only provides employment opportunities, but also comprehensive services to meet their personal needs. By providing the skills and experience needed to remain above poverty levels, we are investing in a healthy and prosperous future for the youth and our community. Through participation in our programs, many youths have been hired on permanent bases at various departments of the City of Glendale, numerous retail outlets and many other professional organizations. All contributions to our non-profit organization goes into the mission of helping youth in need to reach their highest potential.

Thank you to GLANCD A for believing in GYA and for investing in the youth of our community, it is with the help of organizations such as yours that enables us to make an impact on the lives of youth in need.

With Gratitude,  
Everyone at Glendale Youth Alliance (GYA)



Greater Los Angeles New Car Dealer Association (GLANCD A) President David Ellis, Glendale Youth Alliance (GYA) Chair Dr. Armina Gharpetian, Karine Grigoryan, (GYA) Executive Director of GYA, Bob Smith (GLANCD A) Executive Director



## PASADENA CITY COLLEGE AUTOMOTIVE PROGRAM AWARDED \$15,000 GRANT



The Greater Los Angeles New Car Dealers Association (GLANCD A) has been supporting the Automotive Program at Pasadena City College since 2019, and recently announced a renewed commitment with a grant of \$15,000. **GLANCD A board members Peter**

**Hoffman (Sierra Automotive Group, Monrovia), and Pete Smith (Bob Smith Toyota, La Crescenta)** were instrumental in getting approval of this award.

The Pasadena City College Automotive Department, and the PCC Foundation appreciate its partnership with all the Los Angeles area new car dealers . The impact on PCC and our students continues to be profound and our Automotive Program would not be the same without their support.

Kind regards,  
Dolores I. Ybarra | Development Manager  
Pasadena City College Foundation



The Automotive Technology Program has been providing a quality education to students pursuing careers in the automotive industry for decades and was most recently recognized for economic results – receiving a Bronze Star in the Strong Workforce Star Program. The Star program measures three goals: a substantial increase in earnings, attainment of a living wage relevant to regional conditions, and work in a field closely matched to the student’s field of study. Automotive Technicians graduating from the PCC program have seen an 83% increase in earnings.

To continue graduating highly qualified automotive technicians capable of serving a full range of vehicles, the Automotive Department must consistently upgrade equipment, replace tools, and build a substantial outreach program to attract new students. Support from the new car dealers makes all this possible.



GLANCA executive director Bob Smith, with Wendy Lucko (PCC Automotive Technology Instructor) and students

## SAVE THE DATES: NADA's 2020 VIRTUAL WASHINGTON CONFERENCE

September 15, 21 & 22, 2020



As NADA finalizes plans for the 2020 Washington Conference, we want to keep you in the loop. The structure is

taking shape, and we look forward to engaging our grassroots network virtually. As in prior years, we will work with ATAEs to build the invitation list for this event.

### **Day 1: Tuesday, September 15, 1pm-3pm ET NextGen Session**

Once again, we will host a NextGen session that includes policy and political briefings as well as practical advice for engaging on Capitol Hill. The core group of NextGens who typically attend the in-person conference will be invited. We have an opportunity to expand the NextGen audience this year because of the minimal cost to increase the number of attendees. We will coordinate closely with ATAEs to identify the NextGen attendees. Also, NextGens will be invited to participate in the other parts of the program.

### **Day 2: Monday, September 21, 1pm-3pm ET Policy Briefing**

NADA's Legislative and Regulatory staffs will present key policy updates, and we will provide practical guidance on engaging members of Congress and staff with virtual meetings. We plan to invite the core group of dealers and ATAEs who typically attend the in-person conference and participate in meetings on the Hill. As in the past, we will seek input from ATAEs in building the grassroots teams for the virtual meetings.

### **Day 3: Tuesday, September 22, 1pm-3pm ET Washington Update**

This program will be geared toward engaging a broader audience. Charlie Cook and Amy Walter will provide a political update, and we plan to promote this portion of the program as a benefit to all NADA PAC contributors. Additionally, we plan to invite a senior official from the Executive Branch and key members of Congress to address the conference. Depending on the speakers, we may promote this content as a benefit to all NADA members.

#### **Other key takeaways:**

- Our virtual grassroots engagement is essential to maintaining long-term, bipartisan relationships in Washington, especially at a time when in-person meetings are difficult to schedule.
- We welcome input, especially from ATAEs, about the potential to use the virtual event to expand dealer engagement.
- NADA directors and ATAEs will be invited to attend the entire program, and the content will be video recorded and made available for future use.
- Once the list of invitees is finalized for each segment of the conference, NADA will provide a streamlined registration process to match invited attendees to the relevant program segments and send regular updates to the state teams regarding registrations.

We will provide more details as we build out the program.

## DEALER FRAUD AWARENESS AND PREVENTION BEST PRACTICES WITH TODD WOLF

**August 20, 2020 | 10:00am - 11:30am**

Join Todd Wolf, Chair of the International

Association of Financial Crimes Investigators Auto Finance Coalition, and Ally Senior Fraud Investigator for a webinar on fraud prevention and best practices for your dealership. In this webinar, attendees will learn about Synthetic ID, Straw Buyers, why Straw Buyers are used and Fraudulent Documentation. Todd will share some redacted case studies and necessary tools for your Fraud Tool Box.



**CNCA  
DEALER FRAUD AWARENESS  
AND PREVENTION BEST  
PRACTICES WITH TODD WOLF**

**AUGUST 20, 2020  
10:00AM - 11:30AM PST**  
PRESENTED BY CNCA AND CALIFORNIA'S METRO AUTO  
ASSOCIATIONS



[REGISTER HERE](#)

## HOW SHOULD YOUR BUSINESS HANDLE ANTI-MASK GUESTS? A 5-Step Action Plan



As an increasing number of businesses begin to require face coverings in their facilities -whether as a

result of a local legal mandate or in the interest of public safety - there has been a corresponding increase in the number of well-publicized reports of customers and guests reacting in a belligerent, hostile, or even violent manner after being asked to comply with mask rules. What should your business do to minimize the chances of such an incident occurring in your workplace, and what should you do if an anti-mask guest disrupts your business? Here is a five-step plan to address this unfortunate part of our new reality.

### Step One: Understand That You Are Permitted To Require Employees And Visitors To Wear Cloth Face Coverings Or Masks

While many jurisdictions already require that businesses have their employees and any members of the public who enter their facilities wear masks, you may be wondering whether you can require masks if your jurisdiction does not have such a mandate in place. The answer is simple. As a private business, you can decide whether you allow customers or visitors onto your property if they are not wearing a mask. This is similar to the "no shirt, no shoes, no service" policy that you commonly see at businesses.

The Centers for Disease Control and Prevention [CDC] and World Health Organization [WHO] recommend the use of face masks or cloth face coverings as part of a comprehensive plan to help slow the spread of COVID-19. Face masks should be worn when employees or visitors will interact with other people. They are not the only method, but they are one of the strategies recommended by experts to slow the spread of COVID-19.



**Fisher  
Phillips**

CDC guidance provides several exemptions indicating who should not wear masks: "Cloth face coverings should not be placed on young children younger than two years of age, anyone who has trouble breathing, or is unconscious, incapacitated or otherwise unable to remove the cover without assistance." And although you may have a policy or be subject to a state or local obligation to require facemasks, you may also have an obligation to accommodate the individual if doing so is possible. Taking a few precautions as outlined below will allow you to refuse entry to customers without masks.

### Step Two: Be Proactive With Your Mask Policy

Providing notice to customers, visitors, and guests of your mask requirement prior to their arrival at your business can help reduce confusion and prevent an uncomfortable situation. Personal service providers [such as spas and salons] and hospitality businesses [such as hotels and restaurants] should provide notice of your policy when confirming reservations.

[READ FULL  
ARTICLE](#)

## LA AUTO OUTLOOK

[Data Source: AutoCount data from Experian]

Los Angeles Auto Outlook is distributed free of charge to all members of Los Angeles New Car Dealers Association. The publication is sponsored and supported by GLANCA.

Los Angeles Auto Outlook is published and edited by Auto Outlook, Inc., an independent automotive market research firm. Opinions in Los Angeles Auto Outlook are solely those of Auto Outlook, Inc., and are not necessarily shared by GLANCD.A.



*Click on image to see latest  
LA Auto Outlook*

# SAVE THE DATE ANNUAL MEMBER LUNCHEON FRIDAY, JUNE 18, 2021

## 2019-2020 BOARD MEMBERS:

### PRESIDENT

David Ellis  
Glendale Dodge Chrysler Jeep

### DIRECTOR

Tim Smith  
Bob Smith BMW/Mini

### VICE PRESIDENT

Howard Tenenbaum  
Keyes Automotive Group

### DIRECTOR

Ian Thomas  
Thomas Acura

### SECRETARY-TREASURER

Jeanne Brewer  
Glendale Acura

### DIRECTOR

Evan Ellis  
Fiat and Alfa Romeo of Glendale

### IMMEDIATE PAST PRESIDENT

Peter Smith  
Bob Smith Toyota

### DIRECTOR

Dave Farguson  
Center BMW/Acura

### DIRECTOR

Cheri Fleming  
Valencia Acura

### DIRECTOR

Fritz Hitchcock  
Hitchcock Automotive Group

### DIRECTOR

Peter Hoffman  
Sierra Automotive Group

### LEGAL COUNSEL

Joe Berberich

### DIRECTOR

Darryl Holter  
Felix Chevrolet

### EXECUTIVE DIRECTOR

Bob Smith

## About Us...

Originally founded in 1907, the Greater Los Angeles New Car Dealers Association provides valuable educational and philanthropic benefits to the Los Angeles Community. The Association believes that involvement with local charitable organizations makes a positive difference for everyone involved.

Who we are... We are factory-franchised dealers who are committed to serving the communities of Greater Los Angeles County by promoting professionalism within the retail automotive industry. The Association dealer members contribute not only to the economy of Los Angeles County, but also to the well-being and growth of their individual communities.

Who our members are... Our Members are individuals, partnerships, or corporations owning and operating a franchised motor vehicle dealership engaged in the sales of automobiles or trucks and licensed by the State of California and located within the Los Angeles County area.

BECOME A MEMBER

GLANCD  
Greater Los Angeles New Car Dealers  
Association  
700 N Central Avenue, Suite 320  
Glendale, CA 91203  
(O) 213.748.0240  
(F) 916.924.7323  
bob.smith@glancca.org

JOIN OUR MAILING  
LIST

VISIT OUR WEBSITE

