

Greater LOS ANGELES NEW CAR DEALERS ASSOCIATION

eNEWS

GLANCD A PRESENTS DEALER EDUCATION EVENT

On November 6, 2019 GLANCD A Hosted a dealer education event, discussing union organizing activity that was taking place in Dealership service departments.

Chris Hoffman, of Fisher Phillips presented timely relevant facts to a group of dealer principals, general managers, service directors, and human resource professionals. The association hosts these events to help dealers navigate the complexity of day to day operations, while bringing in top notch professionals to have as future contacts.



CAREER FAIR AT LA AUTO SHOW

GLANCD A hosted a career fair/information event for student technicians and their instructors at the Los Angeles International Auto Show. Over 400 student technicians from 15 Los Angeles county high school and community colleges. The twenty five New Car Dealership groups that attended, were available to discuss with the students the part time, full time, and internship opportunities that exist. There was food, and videos, and talks that helped educate these students to what the real career opportunities look like for motivated student technicians.



GLANCD A's ongoing commitment to creating viable career pathways in the retail automotive space was on display. The continued effort to bring education, and industry together is an initiative the association pursues on behalf of all its dealer members. All students and dealership employees were free to walk the convention center floors at the end of the event, and see the hundreds of makes and models of new cars, that consumers can purchase.



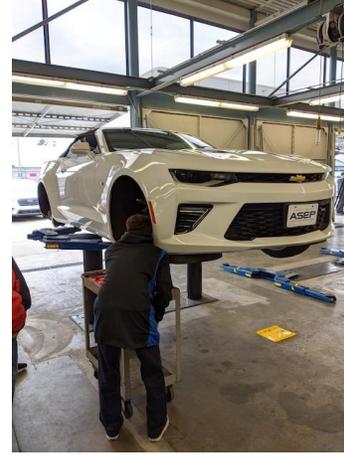
GLANCD A HOSTED THE LA COUNTY HIGH SCHOOL AUTO TECH COMPETITION -- VAN NUYS HIGH SCHOOL WINS

GLANCD A hosted the Los Angeles county High School Auto Tech competition at Cerritos College. Eleven area schools, had qualified to participate in the phase two, hands on workstation event! The phase one, written test portion of the competition was held at Longo Toyota on November 2. Participating schools brought as many as eight students, and the top two scores from each school advanced to

phase two.

The winning team (Van Nuys High School) will represent the Association at the National Auto Tech competition in New York, at the New York Auto Show in April of 2020. The sponsored students and their instructor will have a few days in New York to compete, tour the city, and see the vehicles on display at the auto show.

Promoting and sponsoring this event is in line with the commitment to exposing motivated students to good career opportunities in the automotive world! GLANCD A thanks Cerritos College, its faculty, and area instructors and industry supporters for their assistance in making this competition a truly great event!



L to R: Mike Sharble, Service Manager Sierra Honda; Doug Cook; Wendy Lucko; Salvador Diaz (Pasadena College Automotive Instructors)

PASADENA COLLEGE AUTOMOTIVE PROGRAM

GLANCD A supports the modernization efforts of the Pasadena College Automotive Program! This \$5000 grant is in addition to another grant earlier this year for \$5000. Symes Automotive Group (Pasadena) and Sierra Automotive Group (Monrovia) were instrumental in the effort to support education, and help continue to develop student technicians, and create opportunities to explore careers in area New Car Dealerships.

GLANCD A SUPPORTS THE MODERNIZATION EFFORTS OF THE PIERCE COLLEGE AUTOMOTIVE PROGRAM

GLANCD A supports the modernization efforts of the Pierce College Automotive Program with an unrestricted grant in the amount of \$10000. Bob Smith Toyota (La Crescenta)was instrumental in the effort to support education, and help continue to develop student technicians, and create opportunities to explore careers in area New Car Dealerships.



Erich Fertschneider, Bob Smith Toyota parts Director; Pete Smith; Tom Fortune, Pierce College automotive technology instructor; Daniel Hernandez, Bob Smith Toyota Service Director

Dealers are in the business of providing excellent service to our customers. We are all aware that providing great customer service requires a certain degree of tailoring our service to best serve each and every customer, including those with disabilities.

Customers with hearing, sight or physical disabilities rely on assistive technologies—such as screen readers, text enlargement tools, and programs to control computers by voice—to allow for use of their computers. For these tools to work and give access to people with disabilities, websites must be coded appropriately on the back end. If a dealership's website is not compatible with assistive technologies, disabled customers may not be able to shop for vehicles, make online parts purchases or learn about what our dealerships have to offer.

For many years, the U.S. Department of Justice has stated that the Americans with Disabilities Act (ADA) applies to public-facing commercial websites, urging businesses to make websites accessible to those with disabilities. Dealers have taken action and adapted their websites as necessary. However, some dealers are facing legal action from plaintiffs who assert that the dealership's website does not provide equal access under the ADA. To avoid expensive litigation, dealerships have often settled their claims with these plaintiffs.

As we're all aware, website accessibility is a complicated undertaking as a majority of our dealership websites are mandated by OEMs and involve third-party website developers, vendors and content providers. Each third-party entity has a level of control for the content of our websites, which adds a layer of complexity to website accessibility.

With the new year less than a month away, it is a good time for franchised new-car dealers to evaluate their websites for accessibility and reaffirm our commitment to website accessibility.

NADA continues to monitor the issue at a macro level, including the degree to which OEMs and third-party website vendors are collaborating to ensure templates and content is accessible to those with disabilities. NADA has developed an FAQ document to help dealers navigate ADA compliance and accessibility for their own websites.

ADA accessibility companies, such as Accessible, AudioEye and UserWay, can be an additional resource to assist dealerships with accessibility, particularly as websites are updated continuously and must be evaluated on an ongoing basis to ensure compliance.

Let's start the decade by auditing our website's accessibility and ensuring our websites can serve all of our customers. I wish you and your families a very happy holiday season!

Charlie Gilchrist, 2019 NADA chairman, is president of Gilchrist Automotive in greater Dallas-Ft. Worth.

LA AUTO OUTLOOK

[Data Source: AutoCount data from Experian]

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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@glandca.org

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