



## INSIDE HADA

As the automobile industry faces the most challenging times experienced by a generation of new car dealers, Mac DeLaup, 2009 HADA Chairman and HADA staff feel that there's never been a more important time for involvement in your association. Your association and Chairman want to inform its members of the many services that your association provides. Through **HADA Today**, we hope to provide a communication tool of **best practices** from which our members can learn from each other. We would also like to inform you about what is going on at HADA; spotlight a dealer in our community, update you on Legal and Legislative News, provide a Calendar of Events and any other important news that affects the local Houston area franchise dealer.

As an HADA member, you will start to receive this publication on a regular basis with helpful tips from fellow dealers and important issues that affect your dealership. We welcome any of your comments, ideas or suggestions at [info@houstoncardealers.com](mailto:info@houstoncardealers.com)

## CHAIRMAN'S CORNER



### IT'S ON!

Southwest Airlines newest catch phrase "It's on" is unquestionably one of the best pro-active approaches to our ailing economy! Our "company plane" provider is a true example of playing to win in all aspects of their business. Too bad our government didn't think of it first. (No no...I'm not going down the political path--

this column is too short!) Good people, good processes and great product....HMMMMMM where have we heard that one? Southwest is an inspiration to all companies big and small as they develop even better practices in tough times and have a good time doing it. They treat their jobs more like a hobby than a job....something they enjoy instead of the old daily grind.

Houston Auto Dealers remind me a lot of Southwest Airlines....we aren't waiting for someone to tell us that the economy is going to get better or waiting for someone to bail us out. We are doing things to improve our own state of the economy, we are playing

to win and we are thinking long-term....we are working harder and smarter and at one time that phrase wouldn't have been used in the same sentence. I remember when the dot com companies said they were going to put the new car dealers out of business by providing an easy one stop shop internet experience where a dealer would no longer be needed. Well, that didn't happen and instead of fighting us, those that survived decided to join us in harmony. Car dealers are survivors....we've seen more ups and downs than the roller coaster at Fiesta Texas and more regulations both local, state and nationally in a year than most companies see in a lifetime. Car dealers are the hardest working, most positive thinking group in the world, willing to accept and attack any challenge placed before us. But, we choose our battles wisely and don't worry about the things we don't have any control over.

That brings me to my last point and then to a quick close. Your quality H.A.D.A staff working silently in the background for some 35 plus years, have been the backbone of this fine dealer body for so many years. We don't hear much from behind the scenes, but I assure you, they are involved in so many aspects of our business locally, statewide and yes, nationally. A true ally of the Houston dealers both personally and politically, always putting a positive spin on even the most challenging of issues. Unsung heroes to the power of 6 working diligently to protect our back sides. "It's on" at H.A.D.A. and I could not be more proud to be a very small part of it.

Thanks for all your input and H.A.D.A will keep the light on.....

*Mac*

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Email us your Best Practice Ideas or Comments to [info@houstoncardealers.com](mailto:info@houstoncardealers.com)

If you would like to nominate a dealer for HADA Today's dealer spotlight, please email your suggestion to [info@houstoncardealers.com](mailto:info@houstoncardealers.com)



## HADA Today

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**DEALER SPOTLIGHT****James Davis of Gulfgate Dodge**

James Davis was born in Winston-Salem, North Carolina. Upon graduating from North Carolina A&T State University with a B.S. Degree in Industrial Technology, he accepted a job with U.S. Steel Corporation in Baytown, Texas. With the softening of the Steel Industry, the plant was eventually shut down.

James started selling cars in 1983. His plan was to sell cars for a few months while he looked for another job in his field. Well we all know what happens when selling cars gets in your blood. Four years later he was promoted to Sales Manager at a local Honda dealership. After another four years, James accepted a position with a local Chrysler Jeep dealership. There, he was introduced to Chrysler's Dealer Development program. After completing the program in two years, he opened Gulfgate Dodge in October, 2002.

After a challenging first twelve months, a great Team was finally in place, and the business has been growing ever since. James believes in paying above average salaries for above average people. Happy employees make happy customers.

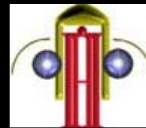
James and his wife Marla have been married for twenty years and they have three teenage daughters to keep them busy.

**BEST PRACTICES****KEEP THE SALES & SERVICE DEPARTMENTS AS CLOSE AS POSSIBLE***By James Davis*

At Gulfgate Dodge, we believe your best customers are the ones that already know and trust you. That is why we have implemented a Lead Program that the Sales Manager receives every day throughout the day.

Every Service customer that has a vehicle three years old or over 50K miles will generate a lead for the Sales department. The Sales Manager will call the customer to go over all the current Sales incentives and see if there is an interest.

In most cases, we have their complete maintenance records so we know how well they have maintained their vehicle. It is a relative soft sell and the customer appreciates a call from the Sales Manager.

**CALENDAR OF EVENTS**

Save the following dates below:

**OCTOBER 2009**

HADA Luncheon (location TBA)

**NOVEMBER 1, 2009**

Red Flags Rule Enforcement Federal Trade Commission (*delay*)

**DECEMBER 2009**

HADA Christmas Gala & HADA Board Holiday Lunch (location & dates TBA)

**JANUARY 29, 2010**

Auto Show Sales Rally Breakfast & Auto Show Preview Night @ Reliant Center

**JAN. 30–FEB. 7, 2010**

Houston Auto Show @ Reliant Center

**FEB. 13-15, 2010**

NADA Convention & Expo Orlando, FL

## ***Group 20 - DESIGNED FOR DEALERS WHO MEAN BUSINESS!***

### **20 Group Features**

20 Group meetings offer you the opportunity to meet with other non-competing dealerships of your size and franchise to analyze each other's operations and to share best practices. In your 20 Group meeting, a NADA Consultant will facilitate conversations between you and other dealers.

### **The NADA 20 Group Program**

The NADA 20 Group program currently has more than 170 different groups, representing dealers of all sizes and most franchises. We will work with you to identify the group that fits *your* needs and wants, based on your franchise, volume, location, and travel preferences (*some groups have a more conservative travel policy than others*).

**Take a 'Free Demo' NADA will give you a 'free demo' to your first 20 Group meeting** by paying all meeting-related expenses, excluding travel (i.e. hotel, airfare and meals). At your first meeting, you will have the opportunity to experience a 20 Group meeting, with ***no obligation to join!*** Your dealership will even be included in NADA's financial composite.

### **Member Benefits**

- Meetings: NADA 20 Groups meet a minimum of three times per year and are 12 hours in length.
- Composites: A monthly comparison and analysis of your financial statement.
- Idea Book: A yearly collection of the best ideas from each 20 Group meeting.
- Operating and Expense Profiles Book: Expense guidelines by franchise.
- Help from your peers and a NADA Consultant!

Your dealership must be a member of NADA to join the NADA 20 Group program. For more information, visit the [NADA 20 Group Website](#), call (800) 248-6232, ext. 5889.



## ***MOTORIST ASSISTANCE PROGRAM (MAP)***

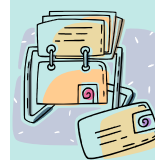
***HADA WELCOMES  
NEW MEMBER***



**Over 600,000 Houston area motorists have been assisted. The sponsors of the program include HADA, Harris County Sheriff's Dept., METRO, Texas Department of Transportation and Verizon Wireless. Since its inception, HADA has provided 84 vans and trucks for this award-winning program.**

**CALL-MAP (713-225-5627). It's Free of charge**

**Sewell Infiniti of North Houston**  
17825 North Freeway  
Houston, TX 77090  
281-569-3100  
[www.sewell.com](http://www.sewell.com)  
Carl Sewell  
Nick Vanderpool



### ***Please note:***

If your contact information changes or you have updates on mailing addresses or emails, please send us the updates of any changes to [info@houstoncardealers.com](mailto:info@houstoncardealers.com)

## ASSOCIATE SPOTLIGHT: SAN ANTONIO FEDERAL CREDIT UNION

### SACU Leads the Indirect Lending Market



For 22 years, SACU has been an innovator in indirect lending. One of the oldest and largest credit unions in the country, SACU has delivered lending products consistently, regardless of the economic changes that have rocked our communities, our state or our nation.

SACU's innovative indirect lending model actually grew out of the economic challenges of the mid-1980s. Many lenders pulled out of the market, but SACU believed in its mission. The credit union aggressively pioneered a new kind of business within the credit union network, working with its automobile dealers to provide financing at the dealership for their customers - quickly and easily - through SACU. This was a triple-win situation for dealers, consumers and the credit union.

Since 1992, SACU has been one of the top indirect automotive lenders in the greater Houston area, proving its financial stability and commitment to the industry. Continuing with innovation, SACU was the first credit union in the U.S. to use DealerTrack, a secure online credit application network. SACU and its dealers were able to receive and transmit loan packages electronically, making it easier and more efficient to fund loans. Customers could choose a car at a dealership, apply and receive approval and funding within a few hours, and drive out the same day with their dream vehicle. Again, it was a triple-win process.

The SACU Indirect Lending creed says it all: *What we did yesterday, we will do today, and we will continue do tomorrow.* Not many lenders can live that creed these days. Dealers, you can have the peace of mind that SACU will be in the market, ready to help you fulfill your customers' dreams.

## DEALER ELECTRONIC LIEN AND TITLE FAQs

### How do I obtain a paper title for a vehicle taken in trade when paying off a loan, if title is electronic?

When a dealer pays off a loan for a vehicle taken in trade with an e-Title, the lienholder has 10 business days after receipt of payment to release the lien. The lienholder sends an electronic transaction to TxDOT with the name and address of the dealer. We will remove the lien and mail the paper title to the dealer.

### Who can I call for more information about ELT?

Your local [county tax office](#).

### If I have a Dealer Title Application (DTA) vendor who provides my dealership with software, how will ELT affect me?

Each DTA vendor's applications are different; contact your vendor for information on how ELT affects you.

### How will ELT affect my business?

Download the revised form [130-U](#) and begin determining if your customer's lienholder is an ELT participant and prefers e-Titles.

### For more information, click on this link to TxDOT's website regarding ELT:

[http://www.txdot.gov/business/lienholders/dealer\\_elt\\_faq.htm](http://www.txdot.gov/business/lienholders/dealer_elt_faq.htm)