



## Auto Expo 2016 - Another Success

by Barbara Rothschild

We are pleased with the final results of the 2016 Auto Expo as attendance was up, despite sub-zero temperatures and difficult weather. Show Chair – Todd Shapiro expected great results and that was apparent with some of the changes this year, creating a Facebook presence, inviting Counting Cars personality RYAN EVANS to the show on Saturday and utilizing more internet promotional opportunities.

The sales personnel breakfast had over 330 in attendance to hear remarks from new SU Head Football coach Dino Babers. It was one of his first speaking engagements in Syracuse and our attendees enjoyed his remarks and he answered questions at the end of his presentation. The breakfast is co-sponsored by Todd Best of Lawley Automotive and he was represented by John Dickquist.

The highlight of the breakfast is recognizing the top sales personnel of the year and the entries were so strong that 8 were honored. One of President Jim Barr’s observations was that 4 were women and that is great for our industry.

Congratulations to the following 8 honorees:

- Mark Frocione** of Heritage Lincoln
- Russ Lee** of Bill Rapp Suoerstore
- Gina Lizzio** of East Syracuse Chevrolet
- Debbie Matticio** of Alan Byer Volvo
- Daniel Nye** of Burdick BMW
- Kevin Walsh** of Romano Toyota

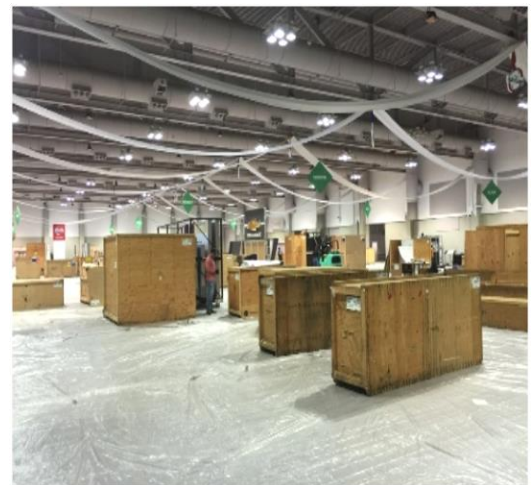
The two newcomers with less than one year in the business were:

- Candis Kordek** of Crest Acura
- Janelle Lundy** of Drivers Village Volkswagen

There were mystery shoppers every day at the expo sponsored by ADESA Syracuse. Many of the winners were new sales personnel who aggressively looked for business.

The show helps kick start the spring market and we have had many positive reports from our membership.

We appreciate Todd Shapiro’s efforts and look forward to a great 2016 for all our members.



# Charity Preview 2016

## CHARITY PREVIEW HITS AN ALL TIME HIGH

WOW!  
That is the best word that describes the 2016 Charity Preview. A record 2,100 tickets were sold and an all-time high of \$287,222 was distributed to the 14 participating charities. The committee co-chaired by Jim Barr and Gino Barbuto raised \$ 129,000 to pay for the party, enabling 100% of the ticket sales to be distributed to the charities. The attendance was so strong that we opened up the back hallway off the Oncenter atrium in order to see that food and beverages were easily accessible for everyone. Once the attendees moved to the Auditorium of the Oncenter, it was smooth sailing.





# Charity Preview Special Thanks

A special thanks to all the underwriters that included:

## **FOUNDERS SOCIETY**

Chevrolet Dealers of CNY  
Colonial Voluntary Benefits/Edwards & Matrone  
Greater Syracuse Area Honda Dealers  
Syracuse Area Toyota Dealers  
S.A.D.A.  
Syracuse Media Group  
Time Warner Cable

## **FRANKLIN CIRCLE**

Empower Federal Credit Union  
Excellus BlueCross/BlueShield  
Kia Motors America  
Nissan North America  
SAVES Auto Body Supply  
Syracuse Area Buick/GMC Dealers  
United Auto Supply

## **FRIENDS OF SADA**

ADESA Syracuse  
AmericCU  
Cam's Pizzeria  
Chase Automotive Finance  
CNY Auto Auction  
Contemporary Personnel Staffing  
Copa Divino  
Custom Vehicle Outfitters  
E-Merging Media Motion  
ENV Insurance Agency  
F&I Resources  
Gilroy, Kernan & Gilroy  
Grossman St. Amour CPA  
Liquidz Auto Body Supply  
M&T Bank  
NBT Bank  
NOCO Distribution  
Pepsico Food Services  
Todd Best/Lawley Automotive  
Utica National Insurance  
Wells Fargo Dealer Services  
Zurich

Prior to the preview, Syracuse Media Group ran full and half page ads in The Post Standard promoting the preview. They also ran a ½ page ad after the preview recognizing the total raised. Thank you Joe Howard who serves on our committee for helping to arrange these ads.

Time Warner Cable ran thousands of commercials promoting the preview during December and January. This week, they are starting a three-week campaign recognizing the amount raised by the preview and each of the charities is featured thanking the S.A.D.A.

Jim Tollar of Time Warner has been an amazing advocate of the preview and really stepped up this year.

Many organizations have contacted our office wanting to get involved for 2017. The committee will meet later this spring and review the results and give consideration to those who are requesting. In all the years I have been associated with the S.A.D.A., there has never been such positive publicity or recognition given to our membership and for that we are most grateful.

We expect to sell 2,400 tickets next year.... what a fabulous tribute to all our members.



## **PAM WHITMORE AND DENISE BEARD ARE NOTARIES**

As previously announced, we have two notaries on staff and we would be happy to provide the notary service to our members if needed. They both have passed the necessary tests and will be able to notarize documents. There is no charge to our members. Please contact either Pam or Denise if you need to take advantage of this service.

## **GOLF TOURNAMENT INFORMATION SENT TO OUR MEMBERS**

We emailed the information on the annual S.A.D.A. Golf Tournament that will be held Monday, June 13<sup>th</sup> at the Cavalry Club. There is no increase in fees for golf and dinner. Lunch is once again being hosted by THRU WAY AUTOGLASS and LAWLEY AUTOMOTIVE. Lunch begins at 11:30 and the shotgun start is scheduled for 12:45. Time Warner Cable is providing beverages for the golfers on the course. Once the golfers are finished, there will be pass hors d'oeuvres and food stations for dinner. There will be an enhanced dessert station compliments of ADESA SYRACUSE. Winners of the tournament receive gift certificates to the pro shop. Be sure you register now and enjoy a day at the beautiful Cavalry Club.

## **LAST BUT NOT LEAST.... GRANT UPDATE**

As you are aware, every year we write a grant to secure Hazardous Abatement Board funds for OSHA training in dealerships. This is provided free of charge to our members and has become more important with OSHA changes and insurance company requirements. This year, we have utilized every training session approved, with the grant year ending on July 31<sup>st</sup>. We have written another grant and hopefully will get approval by May and can start scheduling the new sessions August 1<sup>st</sup>.

We do request that you provide suggested subjects so we can incorporate them in the following grant year proposal. Our research for subjects is based on dealership input, changes in OSHA standards and regulations, and issues that have occurred in dealerships that create claims. As an example, the local OSHA office asked us previously to include lift safety in our subjects and we accommodated their request.

You can check with Pam if you have not scheduled a session to see if there are any cancellations. This is another strong example of the S.A.D.A. working for you.



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