CHRYSLER MINORITY DEALERS ASSOCIATION, INC.

Newsletter
Summer 2012 (2Q)
www.ChryslerMinorityDealers.org

President's Greetings

Survive & Thrive!

Dear Members and Friends,

As we conclude a very productive Second Quarter of vehicle sales, I bring you greetings and thank you for participating in the Chrysler Minority Dealers Association, Inc. ("CMDA"). This has been an active period for the industry. I am a member of Chrysler's National Dealer Council and attended the Second Quarter Meeting in June and presented issues of importance to our membership. Click here and here to view the Recap Report and Subcommittee priority slides from the NDC 2012 Second Quarter Meeting. As a reminder, I have appointed four CMDA members to serve as liaisons between the Business Centers and our members (see panels to the right). Please contact them or me with any issues of concern and we will forward them to the Council.

As I noted in my letter to you in our April CMDA Newsletter, one of the goals of this Association is to increase the number of minority owned Chrysler dealerships. Thus, we have created the CMDA Candidate Identification & Funding Project ("CIF") and are launching the program this month. This program seeks to identify minority candidates who are qualified to run a dealership operation and currently have the necessary funding to purchase a dealership. Please review the CIF program summary in the subsequent paragraphs and nominate a qualified applicant pursuant to the instructions.

Privilege By Association
Chrysler Minority Dealers Association

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2012 - 2014 Officers, Board of Directors & Committee Chairs

CMDA Officers:

Carlos Hidalgo - President
Ralph Martinez - First Vice President/President Elect
Damian Mills - Second Vice President
Eugene Johnson - Treasurer
Alfred Flores - Secretary

Finally, I invite you to attend the CMDA Summer Business Meeting that will be held September 8 - 9, 2012 at the MGM Grand Hotel in Las Vegas. The CMDA Board of Directors selected this meeting date so that members could also attend the Chrysler Announcement Show (September 9 - 11, 2012) during the same time frame.

As always, we are here to serve, strengthen and grow minority dealerships. Please feel free to contact me or Lisa Hogan, CMDA Executive Director (305) 913-1328 if you have any questions or if we can ever be of service to you.

Sincerely,
Carlos Hidalgo
California Superstores
CMDA President
(916) 380-3755
clhidalgo@aol.com

CMDA Candidate Identification Project "CIF"

CMDA is accepting applications for the Minority Candidate Identification & Funding Project ("CIF")

Click Here to Download the CIF Application

In order to address the need to identify qualified minority dealer candidates who are able to operate, fund and acquire an automobile dealership within the next six months, CMDA has created the Minority Dealer Candidate Identification & Funding Project ("CIF"). **The application deadline is July 18, 2012**.

The Project is a four phase process: Phase 1 - CMDA will identify a pool of minority candidates with the necessary business and car dealership operations knowledge and experience and required capital; Phase 2 - CMDA will provide the candidates with the Chrysler Group LLC and/or other vehicle franchise application materials and provide technical assistance with the completion of the application documents; Phase 3 - CMDA will partner with financial institutions and/or investment groups to identify funding sources and provide technical assistance with the completion of the financial lending/investment application and materials; and Phase 4 - CMDA will provide the completed franchise application and proof of funding documentation to the manufacturing representative who would shepherd the application through the manufacturer's franchise award process. As always, whether a franchise is awarded is a decision that will be made by the manufacturer. Selection into the CIF Program is not a guarantee that an individual will finish the program or ultimately be selected as a dealer or awarded a franchise by any manufacturer.

Jerry Dillard - Immediate Past President

Board of Directors

Paul Antepara
Evelyn Chatel
Joseph Crisostomo
James Davis
Carl Galeana
Jay Gill
Monti Long

Lisa Hogan
Executive Director

Committee Chairpersons:

Private Cap/MID - Carlos Hidalgo
Membership - Ralph Martinez
Sponsorship/Fundraising - Damian Mills
Consulting & Training - James Davis
Finance - Gene Johnson
Audit - Pablo Zegarra
Advertising - Carl Galeana
Education - Evelyn Chatel

CMDA Business Center Liaisons

Great Lakes & Southeast - Monti Long
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Southwest & Mid-West- Alfred Flores
aflores@springcjd.com

Denver & West - Paul Antepara
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California - Joey Crisostomo
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Mid Atlantic & Northeast - Jay Gill
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Executive Director
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Website:
www.chryslerminoritydealers.org

Applicants must be nominated by a CMDA Member dealer, complete the attached CIF application, and pass a background check. Only candidates who are qualified to operate a dealership now without additional training and who have a minimum of $250,000 for capital investment in an automobile franchise as of July 18, 2012 will be considered for the program. During the month of August 2012, the top 5 candidates will submit to a two day Dealer Expertise Assessment (DEA) evaluation conducted by the Ally Group followed by an interview with the selection panel. Those candidates who pass the DEA and interview will be selected for the second phase of the CIF program. All expenses will be paid by Ally and CMDA except for the $2,500 program fee which will be paid by the top 5 candidates and/or their sponsors.

Register Now for CMDA 2012 Summer Business Meeting September 8 - 9, 2012

Please join us for the 2012 Summer Business Meeting of the Chrysler Minority Dealers Association, Inc. (CMDA) that will be held from September 8 - 9, 2012 at the MGM Grand Hotel in Las Vegas, NV. Our meeting activities will occur two days prior to the Chrysler Announcement Show. See the CMDA schedule below.

Please note that if you are a Dealer and wish to reserve a hotel room at the MGM Grand or register for the Chrysler Announcement Show (September 9 - 11, 2012) you must do so **separately** via the website www.chryslertravelinfo.com and instructions sent to Dealers from the Office of Reid Bigland/Chrysler Group LLC on June 5, 2012. To obtain a hotel room for the CMDA meeting, just extend your stay to Saturday, September 8. CMDA sponsors and others who are not attending the Announcement Show but need MGM Grand hotel rooms must make room reservations directly with the hotel (877) 880 - 0880.

Click on the link below to register for the CMDA Summer Business Meeting. CMDA Member Dealers who **attend** the CMDA meeting will receive a $1500 meeting reimbursement.

CLICK HERE TO REGISTER FOR CMDA SUMMER MEETING

CMDA Meeting Schedule:

Welcome New Members!

NOBLE AUTOMOTIVE
Nick Nichols

BILLION FIAT
David Billion

TURLOCK CDJ
Inder Dosanjh

GREAT LAKES CDJ
Joey Huang

Click Here to Join CMDA today!

Member Assistance Updates

GENESIS

CMDA is pleased to report that three of the five CMDA members who had not obtained Genesis status as of the February 2012 Annual Meeting have now received letters of intent for the missing brands from their respective Business Centers. Many thanks to the Business Centers and we are looking forward to additional positive developments.

iExam Training

During the Annual Meeting, a number of dealers requested assistance / demonstration of the

Saturday, September 8, 2012:
CMDA Welcome Reception 6:30 pm - 9:30 pm

Sunday, September 9, 2012:
CMDA Summer Business Meeting 7:45 am - 5:00 pm

Chrysler Announcement Show Schedule:

Sunday, September 9, 2012 - Chrysler Announcement Show Welcome Reception 6:00 pm

Monday, September 10, 2012 - Chrysler Announcement Show

Tuesday, September 11, 2012 Chrysler Announcement Show Breakfast

CMDA Webinar

We hope that you and members of your dealership staff were able to view and participate in the free CMDA Webinar on May 30, 2012 - **"Prospect & Business Development Strategies"**. The Webinar was presented by vendor Ultimate Image, Inc. which also provided CMDA members with a 30 day trial access from May 30, 2012 - June 30, 2012 to Ultimate Image's video training library in order to view the 5 part lesson titled "Red Carpet Service" as well as access to a preview of the Manual, Response Document and Module referenced in the May 30 presentation. CMDA will offer additional webinars on a variety of topics throughout the year.

Funds available for Training/Consulting, Marketing & Local Community Support!

Among the benefits of 2012 CMDA membership is the reimbursement of a portion of your consulting/training, community nonprofit support, and dealership marketing expenses. Dealerships will receive **$10,000** for training **or** **$5000** for local community nonprofit organization support annually. It is the iExam tool. CMDA will coordinate a group training. If you are interested in participating, please submit your name to CMDA headquarters.

Buy - Sell/ Right of First Refusal

CMDA has asked the Chrysler Group to continue providing notices of Buy/Sell Opportunities where Chrysler may be able to exercise its right of first refusal option. Chrysler noted that it can only invoke that right after being formally notified by the selling dealer of his request to sell. Without that formal notification, ROFR cannot be invoked under any circumstances. In the last 36 months, CMDA members have not executed a buy-sell under Chrysler's ROFR program even though there have been several opportunities. If you have not received notices of these opportunities and are interested in acquisitions, please submit your name to CMDA headquarters.

Open Point Notices

For a list of open points submitted to CMDA & NAMAD
Click Here

To obtain information on future Chrysler & FIAT points, please contact the Network Managers and Business Placement Managers on the attached Directory.
Click Here

Many thanks to our 2012 SPONSORS

Dealership's responsibility to confirm with CMDA headquarters that a consultant/trainer is on the list of CMDA approved consultants prior to expending funds. The list of approved consultants is on the vendors page and the reimbursement policies are on the members page of the CMDA website www.ChryslerMinorityDealers.org. If you would like to nominate a business to serve as an approved training / consultant please use the forms on the website. Funding is also available for your advertising and marketing efforts up to **$2000**. If you have any questions about these membership support programs, please contact **James Davis, Gulfgate Dodge Chrysler Jeep**, Chair CMDA Training Committee jdavis@gulfgagedodge.com or CMDA Headquarters (305) 913 - 1328.

Chrysler Group LLC Dealer Candidate Development Program (DCD)

During the Chrysler Executive Panel at the 2012 CMDA Annual Meeting, CMDA members asked Chrysler Group LLC to provide more transparency and detailed information regarding Chrysler's new Dealer Candidate Development Program (DCD). Specifically, members wanted to know about the candidate selection criteria, sponsoring dealer obligations and qualifications, and program activities. CMDA is pleased to report that in response to those and subsequent inquires, the Chrysler Group LLC announced via email on May 2, 2012 that a second DCD class (Class 2) will start in August 2012 and provided written detailed information about the program. In summary, the first DCD Class (Class 1) will conclude in July of 2012 with five graduates who participated in an 18 month dealer training program that included training at the NADA Academy. The class expenses were underwritten by Chrysler Group LLC. The five graduates were selected from five minority dealerships. The five graduates, four of whom are minorities, will all have an opportunity to acquire a Chrysler franchise in the future depending upon their ability to invest the appropriate amount of capital and their sponsors will have an opportunity to invest in the dealerships as well. Chrysler Group LLC is not obligated to put up financing for the acquisition. In response to the May 2, 2012 email, Chrysler has received applications for DCD Class 2 and will select 5 - 7 candidates to participate in an 18 month program that includes training from the NADA Academy. Both minority and non minority dealerships were able to nominate candidates for Class 2.

Community Spotlight - CMDA Member - John Gillilan, Neuwirth Motors

Title Sponsor -
Ally Financial

Platinum Sponsor -
Chrysler Group LLC

Gold Sponsors -
ADP
American Financial & Automotive Services
Allstate Dealer Services/ Coffeen Management
Global Hue

Bronze Sponsors -
Car Research
Dealer Track
Enterprise Rent a Car
The Higher Gear
MPi

CMDA
2012 Calendar

January
CMDA Board Meeting
North American Car Show

February
CMDA Annual Meeting
NADA Annual Conference
NAMAD Board Meeting
Black History Month

March
National Dealer Council Meeting
CMDA Board Meeting

April
CMDA Newsletter

CMDA Member **John Gillilan of Neuwirth Motors** in Wilmington, North Carolina is a major sponsor of the North Carolina Azalea Festival, which is Wilmington's annual community celebration and the largest festival of its kind in the state. Founded in 1948, the Azalea Festival has emerged as Wilmington's premier event and is held annually in April. John's dealership provides 30 new vehicles to the festival during the 5 day event. More than 1500 residents and celebrities from all over the state participate in and look forward to this family friendly, community and cultural event. John's new Chrysler, Dodge, Jeep and Ram vehicles are used in the motorcades and parade and are displayed at the Garden Party and Street Festival. There is even a Neuwirth float!

News & Announcements

The National Association of Minority Automobile Dealers (NAMAD) will hold its Annual Meeting July 25 - 27, 2012 at the Aria Hotel in Las Vegas, Nevada. To register, visit www.namad.org . CMDA pays the annual NAMAD dues for all CMDA Member Dealers. All dealers are asked to please complete NAMAD's

May
CMDA Webinar
Asian Pacific American Month

June
National Dealer Council Meeting
CMDA Board Meeting

July
CMDA Newsletter
NAMAD Annual Conference

August
CMDA CIF Program
CMDA Webinar

September
CMDA Summer Meeting
Chrysler Announcement Show
National Dealer Council Meeting
Annual Congressional Black Caucus Reception
Annual Congressional Hispanic Caucus Institute Reception
CMDA Board Meeting
National Hispanic Heritage Month

October
Digital Dealer Conference
NAMAD Board Meeting
CMDA Newsletter

November
CMDA Webinar
National American Indian Heritage Month

December
CMDA Board Meeting
National Dealer Council Meeting - 15th Deadline to turn in CMDA reimbursement requests

legislative issue survey **Click Here**

If you have not received the KIA and Hyundai Open Point announcements from NAMAD this year, please notify CMDA Headquarters.

Gold Sponsor **ADP** has been named to the 2012 Diversity Inc. Top 50 Companies for Diversity List. This is the third year running that ADP has been recognized as a diversity leader.

Chrysler Minority Dealers Association, Inc.

Alhambra CDJR (California Superstores)	Milford Chrysler Sales
Bertera FIAT	Momentum Chrysler Jeep Dodge Ram
Billion FIAT	Neuwirth Motors
Bob Ross FIAT	Noble Automotive
Cars Plus CJD	Northside FIAT
Champion CJD	Outten County Chrysler
Champion Dodge	Park DCJ
Chrysler Jeep Dodge of Wilsonville	Pearson DCJ
Clippinger CJD	Perris Valley DJC
Courtesy Motors	Puente Hills CDJR
Dadeland Dodge Chrysler Jeep	Q FIAT
DCJ of Vacaville	Rainier Dodge
Dodge Chrysler Jeep City	South Valley Auto
Ed Corley CJD	South Miami FIAT
FIAT of Lakeside	Spring CJD
Folsom Lake Dodge (California Superstores)	Stateline CJD
Freedom Chrysler Jeep of Harrisburg	Stateline FIAT
Freedom Dodge Chrysler Jeep	Steve Jones CJD
Great Lakes CDJR	Steven Chrysler Jeep Dodge
Gresham Dodge	Stevens Creek CJD
Gulfgate Dodge Chrysler Jeep	Stoneridge Motors
Heritage CJD	Superstition Springs CJ
John Elway CJD	Town & Country CJ
Kamaaina Motors	Town Chrysler Dodge

Kona Auto Center Landers McLarty CJD Huntsville Madera Chrysler Jeep Dodge	Turlock CDJR Tyson Motor Corp US 1 Chrysler Jeep Dodge Vicksburg CJD