

DEALER-OPERATOR COURSE A SUCCESS

It has been just over a year since the law went into effect that requires new dealer-operators for independent motor vehicle dealerships to successfully complete a course of study before they are allowed to take the dealer-operator qualification test at any DMV Customer Service Center.

The course has been a huge success. Originally, we planned to run one course per month at Community Colleges throughout the state. The first three classes averaged 22 students and we quickly regrouped and scheduled additional classes. In 2006, 424 students attended 16 courses for an average of more that 26 students per class!

What we did not anticipate was the large number of existing dealer-operators and staff at dealership that have signed-up to take the course. We believe that the rave reviews and desire of so many dealers to learn and enhance their skills, have caused this unexpected enrollment.

So, you may also want to sign-up to take the course next time it is at a Community College near you. We encourage dealers – both independent and franchise - to consider attending this class. You may also consider sending your dealer-operator, title clerk and sales staff.

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HOLIDAY HOURS

In observance of the upcoming holidays, all state agencies, including the Dealer Board, will be closed on the following dates:

Monday
February 19, 2007



President's Day 

BOARD ACTIONS

Unlicensed Salesperson: In the course of conducting a random inspection of a Northern Virginia area dealer, the Motor Vehicle Dealer Board field representative discovered that one of the dealer's salespersons was not properly licensed. At an informal fact finding conference the dealer explained that he thought the individual was licensed as he (the salesperson) had been working as a salesperson at another dealership. The hearing officer recommended a \$250 civil penalty and mandate that the owner attend the dealer-operator class. At its January meeting the Board assessed a \$500 civil penalty and require that the owner complete the dealer-operator course.

Maintaining Posted Business Hours: A number of Attempts were made by a MVDB field representative to inspect a Central Virginia area dealership during the posted business only to find the dealership closed. An educational/warning letter was sent after each of the attempted inspections. A subsequent unsuccessful attempt to inspect this dealership resulted in the assessment of a \$250 civil penalty which was paid by the dealer. A further unsuccessful attempt to inspect the dealership resulted in the assessment of a \$500 civil penalty. The dealer appealed this assessment and the Board convened an informal fact-finding conference. Based on the information provided at the conference, the hearing officer recommended that no civil penalty be assessed against he dealer. Further, that since the dealer-operator had passed away, the current owner (Son of original dealer-operator.), must complete the dealer-operator course.

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DEALER TALK

A Bi-monthly newsletter of The Virginia Motor Vehicle Dealer Board
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NOTE: We make every effort to ensure information in *Dealer Talk* is accurate, but it is not a substitute for legal advice.

Calendar of Events

**All Meetings held at DMV Headquarters
2300 W. Broad Street, Room 702
Richmond, VA**

Monday, March 12, 2007

Time: 8:30 a.m.

Dealer Practices Committee Meeting

Monday, March 12, 2007

Time: Immediately following Dealer Practices
Licensing Committee Meeting

Monday, March 12, 2007

Time: 9:30 a.m.

Advertising Committee Meeting

Monday, March 12, 2007

Time: Immediately following Advertising
Transaction Recovery Fund Committee Meeting

Monday, March 12, 2007

Time: 10:00 a.m.

Full Board Meeting

NOTE: Meetings may begin later, but not earlier than scheduled. Meeting end times are approximate.

BOARD ACTIONS

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Advertising Committee: Eddifice Group, a marketing firm out of Lawrenceville, Georgia specializes in targeted mailers for motor vehicle dealers. They presented a method they use in other states that has the dealer paying a fee to Eddifice when the dealer sells a car as a result of one of their mailers/leads. The Board's executive director had previously informed representatives of Eddifice that he believed this business model would violate Virginia's "bird-dogging" law. At the conclusion of the presentation, it was the consensus of the Board that the business model appeared to be in violation of the law.

Motor Vehicle Transaction Recovery Fund: At the January Board meeting, the Transaction Recovery Fund Committee and the Board considered and approved the following claim:

A dealer filed a claim against Al's Cars in Norfolk, a dealership owned by Mr. Al Monhollen and operated by Mr. William Cairns. The dealership is no longer in business. The dealer had purchased the motor vehicle from Al's and later learned that it had been stolen. The dealer had been awarded judgment in court against the owner, Mr. Monhollen. The Board approved payment from the Fund in the amount of \$15,078.00.

DEALER-OPERATOR COURSE A SUCCESS

The Virginia Community College System and the Virginia Independent Automobile Dealers Association (VIADA) have teamed up to present the two-day course. The following is a list of up-coming classes. The list is regularly updated on our WEB site at

<http://www.mvdb.virginia.gov/licensingprocess.htm>

February 21 & 22 - Virginia Highlands Community College, Abingdon

Contact: Beth Duffield; 276-739-2430; www.vhcc.edu

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March 13 & 14 - Virginia Western Community College, Roanoke

Contact: Anne Koon; 540-767-6120;
www.virginiawestern.edu

March 27 & 28 - Rappahannock Community College, Glens

Contact: Gloria J. Savage-Early; 804-758-6734;
www.rcc.vccs.edu

April 11 & 12 - Community College Workforce Alliance at J. Sargeant Reynolds - Community College, North Run Campus, Henrico, County

Contact: Katie Butler; 804-706-5174; www.ccwa.vccs.edu

May 8 & 9 - Patrick Henry Community College, Rocky Mount Campus

Contact: Kay Pagan; 540-483-0719; www.ph.vccs.edu

May 22 & 23 - Paul D. Camp Community College

Contact: Randy Betz; 757-569-6064 or Renee Brown; 757-569-6050; www.pc.cc.va.us/

June 12 & 13 - Danville Community College

Contact: Nettie Simon-Owen; www.dcc.vccs.edu

June 28 & 29 - Community College Workforce Alliance at J. Sargeant Reynolds Community College, North Run Campus, Henrico County

Contact: Sandy Jones or Diane Burnell; 804-523-2292;
www.ccwa.vccs.edu

July 18 & 19 - Lord Fairfax Community College, Middletown Campus

Contact: Bill Pence; 540-868-7061; www.lfcc.edu