

NEWS BULLETIN

Maine Automobile Dealers Association

180 Civic Center Drive P. O. Box 2667 Augusta, Maine 04338-2667 DIAL 623-3882
e-mail:info@maineautodealers.com FAX 623-2318

2012-9

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MADA ANNUAL MEETING & CONVENTION NEARS

Your 2012 annual meeting and convention, the 68th in MADA history, is just around the corner. Beginning Friday, June 29, and continuing through Sunday, July 1, the oceanside setting of The Harborside Hotel & Marina, located in Bar Harbor, will be home to Maine's franchised new car and truck dealers.

Prior bulletins and mailings have provided developing information on the convention. Enclosed with this letter is the current convention program outline. As you can see, it provides a good blend of educational, social and recreational events. In addition, the warm hospitality, abundant activities, as well as quality meals and lodging which The Harborside Hotel & Marina provides will combine to make your stay a very enjoyable weekend.

In our last bulletin (2012-7&8) we provided some detail on the business program during the convention. We will have a late afternoon Friday workshop on the likely impact of the U.S. Supreme Court review of federal healthcare law, and specifically the future look of your MADA Insurance Trust. MADA has also invited candidates for the U.S. Senate office left open by the retirement of Olympia Snowe.

One Saturday morning workshop will focus on dealership computer systems and the data mining of dealership customer information, presented by Paul Gillrie, who frequently presents to packed rooms at NADA conventions. A second Saturday morning workshop will address service department operations, including some steps which could bring absorption toward that magical 100% rate.

Our annual meeting will also incorporate a review of the activity at the 2012 session of the Maine Legislature. We will also discuss current issues and future regulatory activity: dealership annex location rules, safety inspection rule revisions, sales tax reporting procedures, EPA and DEP regulations. In addition, Secretary of State Charlie Summers will address coming changes in Bureau of Motor Vehicle operations affecting dealerships.

Recreational and social events abound: Mt. Desert Island, Acadia National Park, the Memorial golf tournament, lobsterbake, social hours, boat rides, scenic tours, the Don Campbell band, and other attractions of the Bar Harbor area. Don't miss the excitement!

Time is short - Come for the day; Come for the weekend; make your reservations today! Arrive by land, sea or air. We look forward to seeing you during the weekend of your Association's 68th annual meeting and convention.

DEALERSHIP IS FOCUS OF FTC ACTION RE: DATA SECURITY

The FTC has announced an enforcement action against, and a proposed settlement agreement with, a franchised dealer for allegedly (1) violating the FTC Privacy Rule, (2) violating the FTC Safeguards Rule, and (3) engaging in an Unfair or Deceptive Act or Practice (UDAP). The enforcement action alleges that, as a result of the dealership's failure to implement reasonable security measures to protect its customers' personal information (including names, addresses, social security numbers, dates of birth, and driver's license numbers), the personal information of 95,000 consumers was made available on a peer-to-peer (P2P) network. P2P file-sharing software can present significant data security risks, because once a file has been shared to a P2P network, it may be viewed or downloaded by any computer user with access to the network, and it generally cannot be permanently removed from the network. The FTC also alleged that the dealership engaged in a UDAP violation by misrepresenting in its privacy notice the measures it takes to protect customer information from unauthorized access. The proposed consent order includes a requirement that the dealership undergo data security audits by independent auditors every other year for 20 years.

MAINE LEGISLATURE ADJOURNS - NEW LAWS EFFECTIVE AUGUST 30

The Maine Legislature came back to Augusta on May 31 to address proposals which were vetoed by Governor LePage. This one-day session was remarkably efficient, as Legislators headed home in the early afternoon (usually adjournment comes in the wee hours of the morning). Legislation which is not emergency becomes effective 90 days following adjournment, which this year is August 30. MADA will briefly address new laws at our June 30 annual meeting, and in a more comprehensive bulletin in early August.

"GREENIE" TO RETIRE ON JULY 1

A quick reminder that, effective July 1, the Dealer Sales Tax Certificate, officially known as Form ST-6 but for 60 years affectionately referred to as the "Greenie", will no longer be necessary. Form ST-6 currently is completed by the dealership and given to the purchaser for delivery to the town office or Bureau of Motor Vehicle (BMV) office as proof that Maine sales tax was collected or that the transaction was exempt from Maine sales tax. The dealership's Bill of Sale or Retail Buyers Order will replace the "Greenie" when the purchaser registers the vehicle. Maine Revenue Services (MRS) will use BMV title and registration files to verify sales tax reporting. Dealerships will receive a MRS email on or about June 15 which addresses the July 1 change. In addition, MRS is currently in the process of revising its Bulletin 24, with the updated edition available on the MRS website in late June.

MAINE DEP HELPS DEALERSHIPS COMPLETE SPCC PLAN

At regional meetings this week - June 11, 12 and 14 - Maine DEP made a presentation to dealership personnel which will greatly assist MADA members with their obligation to develop a Spill Prevention Control and Countermeasures (SPCC) plan. Federal and State law requires dealerships, as well as other businesses, to prepare and internally file a SPCC plan.

MADA thanks DEP Commissioner Patricia Aho as well as DEP's Director of the Office of Assistance Julie Churchill (the presenter) for their considerable assistance.

2012 MADA CONVENTION

PROGRAM OUTLINE

THURSDAY - JUNE 28, 2012

1:30 p.m. - 5:00 p.m.	MADA All Boards Meeting	POOL HOUSE
5:30 p.m. - 6:30 p.m.	Reception	POOL HOUSE
6:30 p.m.	Dinner (on your own)	

FRIDAY - JUNE 29, 2012

7:15 a.m. - 7:45 a.m.	Board Meeting Continental Breakfast	POOL HOUSE
7:30 a.m. - 10:00 a.m.	MADA All Boards Meeting	POOL HOUSE
9:00 a.m. - 6:00 p.m.	Spouse and Guest Program (on your own) Skin Care, Facials, Make-up & Spa Experiences	BAR HARBOR CLUB
10:30 a.m. - 3:00 p.m.	THE MEMORIAL GOLF TOURNEY <u>Prizes Sponsored By Macdonald Page & Co.</u> (Box Lunch provided by Acadia Auto Auction & Consolidated Solutions)	KEBO VALLEY GOLF CLUB
10:30 a.m.	MADA Registration Opens	CLUB FOYER
10:30 a.m. - 3:00 p.m.	Enjoy Bar Harbor, Mt. Desert Island and Acadia National Park (Information available at MADA registration desk)	
12:00 noon	Luncheon (On Your Own)	
4:00 p.m. - 5:00 p.m.	Workshop: Health Care Reform Kristine Ossenfort - Anthem	MCMURTRY BALLROOM
5:00 p.m. - 5:30 p.m.	Presentation by Candidate for U.S. Senate	MCMURTRY BALLROOM
5:45 p.m. - 6:45 p.m.	Social Hour <u>SOCIAL HOUR SPONSORS LIST</u>	POOL HOUSE
6:30 p.m. - 8:00 p.m.	Down East Lobsterbake	STOTESBURY BALLROOM
7:45 p.m.	Golf Tourney Awards Presentation	STOTESBURY BALLROOM

OVER →

SATURDAY - JUNE 30, 2012

7:30 a.m. - 8:45 a.m. **Breakfast Buffet** **STOTESBURY BALLROOM**
SPONSOR - ACADIA AUTO AUCTION & CONSOLIDATED SOLUTIONS

8:15 a.m. - 8:40 a.m. **Annual MADA Membership Meeting** **MCMURTRY BALLROOM**
Presiding Officer: Chairman Win Dodge

8:45 a.m. - 9:55 a.m. **Workshop: Today's Computer Issues** **MCMURTRY BALLROOM**
Paul Gillrie - The Paul Gillrie Institute

9:00 a.m. - 5:00 p.m. **Spouse and Guest Program (on your own)** **BAR HARBOR CLUB**
Skin Care, Facials, Make-up & Spa Experiences

10:00 a.m. - 10:30 a.m. **Secretary of State Charlie Summers** **MCMURTRY BALLROOM**

10:30 a.m. - 11:45 a.m. **Spouse and Guest Program** **STOTESBURY BALLROOM**
Paint A Postcard

10:35 a.m. - 11:45 noon **Workshop: Service Department Retailing** **MCMURTRY BALLROOM**
Brad Lawson - NADA University

12:00 noon **Luncheon (On Your Own)**

1:00 p.m. - 4:00 p.m. **Sightseeing of your Choice** **HARBORSIDE MARINA PIER**
Whale Watching Trip - The **Friendship V**
Lulu Lobster Boat Ride
Oli's Trolley Tours of Acadia National Park
& Mt. Desert Island
(tickets @ MADA Registration Desk)

5:30 p.m. - 9:00 p.m. **Children's Program (ages 5-11)** **ROCKEFELLER BOARDROOM**

5:30 p.m. - 6:30 p.m. **Social Hour** **CLUB PATIO**
SOCIAL HOUR SPONSORS LIST

6:15 p.m. **68th Annual Banquet** **STOTESBURY BALLROOM**

7:00 p.m. - 11:00 p.m. **Entertainment: The Don Campbell Band** **STOTESBURY BALLROOM**

SUNDAY - JULY 1, 2012

7:30 a.m. - 9:30 a.m. **Breakfast Buffet** **STOTESBURY BALLROOM**

11:00 a.m. **Checkout** **HOTEL LOBBY**