



BENEFITS OF MEMBERSHIP

website: www.wmda.net

There are many reasons to join a business or trade association, but the WMDA offers the most compelling and practical one – **a money back guarantee**. WMDA is so sure that your membership will pay for itself that the Association is offering to refund your annual dues if it doesn't. **Simply participate in all of the programs for which you are eligible and you will save or make enough to pay for your membership in the WMDA – guaranteed!**

BENEFITS OF MEMBERSHIP (Endorsed Programs)

WMDA's endorsed programs are designed to improve your profitability and decrease your costs. Representatives from individual programs will contact you to show you how you can benefit.

- ATM Services
- Check Guarantee
- Credit Card Processing - Repair Work
- Electricity Discount
- Instant Credit for Customers (90 Days No Interest) with NEW rewards program for members
- Local/Long Distance/Wireless Telephone and Internet Discounts
- Prepaid Cellular
- Used Oil Pick-up
- Tire Disposal and Hauling

INSURANCE

The WMDA business insurance packages are among the most competitive on the street. Most stations and shops will be able to recognize enough on the dividend return on workers' compensation insurance and liability insurance to pay for a year's membership dues.

- Health Program
- Property and Casualty
- Underground Storage Tank
- Workers' Compensation

TRAINING

A vast variety of technical classes, business management seminars, and environmental updates are offered throughout the year, as well as opportunities to get together with other owners and operators in your industry at area meetings.

- Pre-Automotive Academy
- Business and Management Classes
- Annual Training Day for Techs and Execs

LEGISLATIVE REPRESENTATION

WMDA serves as an advocate for your business by monitoring all proposed legislation and regulations and offering protections through lobbying and testimony.

- Federal Representation through Service Station Dealers of American and Allied Trades (SSDA-AT)
- Lobbying in MD, DE, & DC Legislatures
- Political Action Committees
- Lobby Day

EVENTS

WMDA members have the opportunity to network with their peers at a variety of professional and social events held throughout the year.

- Area Meetings
- Spring & Fall Golf Tournaments
- Annual Convention & The Mega Trade Show

BUSINESS SERVICES

Business consultations and legal guidance are the cornerstones of the WMDA's services to members. A full service credit union is also available to members and their employees.

- Business Consultations
- Federally Insured Credit Union
- Full-Time Staff
- Law Firm on Retainer
- Zoning Consultations

PUBLICATIONS/COMMUNICATIONS

WMDA members are kept informed of industry trends and business updates by the monthly publication, *WMDA News*. The annual *Membership Directory and Buyers' Guide* provides a directory of goods and services to members, as well as a listing of all members. WMDA also provides information on its website.

- Annual *Membership Directory and Buyers' Guide*
- Website – www.wmda.net
- *WMDA News*
- Weekly email membership blast



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EXCLUSIVE BENEFITS OF ASSOCIATE MEMBERSHIP

NEW MEMBER ADVERTISING INCENTIVE

New Associate members receive 1 (one) complimentary business card size ad featured in the WMDA News or a \$100.00 advertising credit that can be used towards purchasing member and non-member directing mailing list or labels (soft copies of member list not available), button or tower web ads, or any size ad of your choice in the following publications:

- *WMDA News*
- Convention edition of the *Nozzle & Wrench*
- Annual *Membership Directory & Buyers' Guide*

ADVERTISING OPPORTUNITIES

WMDA offers a variety of ways to market your products and services at reasonable rates.

- The *WMDA News* is the area's most effective advertising vehicle in the automotive industry. The *WMDA News* includes informative information regarding the automotive industry, legislative issues on a local and a national level, and a monthly editorial. As a marketing professional, you know how effective advertising can be. With a circulation of 1,000, the *WMDA News* offers you the very best opportunity to reach your targeted audience at the most competitive rates in the marketplace.
- The *Membership Directory & Buyers' Guide* is an annual publication that is printed in the middle of each calendar year. The *Membership Directory & Buyers' Guide* provides you with a listing of all WMDA members, complete with owner's name, business name, address, e-mail address, phone/fax numbers, and services rendered. All Associate Members in good standing are listed in alphabetical order in the *Membership Directory & Buyers' Guide* under WMDA Associate Members. WMDA members use the *Directory & Buyers' Guide* as their "one book" of information.

The annual *Membership Directory & Buyers' Guide* is a wonderful advertising tool for any business that is geared toward the automotive aftermarket. The *Buyers' Guide* portion of the publication enables your customers and potential customers to be informed of the availability of your services. The *Buyers' Guide* is in alphabetical order by category (refer to publication page for additional information). Advertising by category allows your potential customers to go directly to the products and services that they need.

DIRECT MAIL OPPORTUNITY

As an Associate Member you will be able to purchase mailing lists and/or labels. Labels and lists can be sorted by brand, zip code, service station, repair facility, etc. This service is provided only to Associate Members.

WEB ADVERTISING

WMDA gives you – the advertiser – direct access to thousands of decision makers in the automotive industry. Unlike most sites, we do not charge you for the number of impressions (the number of times a page is viewed that contains your ad) but for 1, 3, 6 and 12 month blocks of time on our websites – a better value for each advertising dollar. Choose from two sizes of Button Ads that are available on WMDA's website:

- Square Button Ads
- Tower Button Ads

DISCOUNTED TRADE SHOW RATES

WMDA sponsors the area's largest specialized trade show in the region. The Mega Show gathers independent businessmen and woman from service stations, repair facilities, convenience stores, and other related businesses seeking the latest in marketing, products, services, equipment, and technology. As an Associate Member you will receive discounts of \$300.00 per booth off the non-member rate.

AREA MEETINGS

As an Associate Member you will be invited to attend 10 or more area meetings held during the year. These meetings are to inform WMDA members of legislative issues that affect their county and community; inform members of upcoming events; and provide information about new programs.

Area meetings provide you with an excellent and informal opportunity to meet with current and potential customers. You are welcome to bring informational brochures for distribution at the registration table, and you will receive a list of attendees.



MEMBERSHIP

APPLICATION

I. WAYS TO JOIN

MAIL

WMDA
1532 Pointer Ridge Place, Suite G
Bowie, MD 20716-1883

PHONE

301-390-0900

FAX

301-390-3161

WEBSITE

www.wmda.net

CONTACT

Mike Ingle
301-390-0900, ext. 101
mingle@wmda.net

II. CONTACT INFORMATION

Name _____

Corporate Name _____

Business Name _____

Address _____

City _____ State _____ Zip _____

County _____ Legislative District _____

Work Phone _____ Fax _____ Cell Phone _____

Email _____ Website _____

III. ANNUAL MEMBERSHIP DUES

- WMDA Regular Membership**
Primary Location\$395.00 annual dues
- WMDA Multiple Membership**
Additional Location(s)\$195.00 annual dues
- WMDA Multiple Membership – No Mail**
Additional Location(s) – No correspondence via mail\$125.00 annual dues
- WMDA Associate Membership**
Suppliers who provide products and services to the Automotive Industry\$325.00 annual dues

IV. CATEGORY

Select all categories that apply to your primary business:

- Gas Only
- Convenience Store
- Repair Facility
- Other (please list below) _____
- Service Station with Bays
- Tire Dealer
- Supplier _____

V. METHOD OF PAYMENT

- Check (Make payable to WMDA)
 - VISA
 - MasterCard
 - AMEX
- Credit Card Number _____ Expiration Date ____/____/____
- Card Holder Name (please print) _____
- Card Holder Signature _____ CVV Code* _____

* The CVV Code is the last 3 digits found on the back of your credit card.

Association dues are tax deductible as a business expense. (WMDA estimates that 60% of your dues are used for lobbying expenses, and are not tax deductible. Your dues are deductible as an ordinary and necessary business expense. Your dues are not deductible as a charitable tax contribution.)