

WMDA NEWS

VOLUME 9/ISSUE 9



NOVEMBER 2010

An Official Publication of the Washington DC, Maryland & Delaware Service Station & Automotive Repair Association



**ANNUAL
POST-CONVENTION
ISSUE!**



SERVING OUR MEMBERS FOR OVER 70 YEARS.

Lost Your Chevron Texaco Brand? Join the Powerhouse! Liberty!



Buy Gasoline And Diesel Fuel Like The Chain Retailers

Accept A Full Array Of Credit Cards

★ New Lower Rate Credit Card Program! ★

Present An Image That Is Second To None

★ Over 400 Stations Now Open! ★

Average Volume Increase Per Site - 70%

Available Through Ewing Oil Company

“The Dealers Distributor”

**For More Information Please Contact Mike Capshaw
(800) 452-7004 Ext. 3328 or mcapshaw@ewingoil.com**

Liberty



WMDA
 1532 Pointer Ridge Place
 Suite G
 Bowie, MD 20716
 301-390-0900
 Fax: 301-390-3161
 Website: www.wmda.net

Paul Fiore
 Director of
 Government Affairs
 301-390-0900, ext. 102
 pfiore@wmda.net

Marta Gates
 Director of Operations
 301-390-0900, ext. 115
 mgates@wmda.net

Mike Ingle
 Director of Membership and
 Training Development
 301-390-0900, ext. 101
 mingle@wmda.net

Kirk McCauley
 Director of
 Member Relations
 301-390-0900, ext. 114
 kmccauley@wmda.net

Tirika Williams
 Director of Finance and Administration
 301-390-0900, ext. 113
 twilliams@wmda.net

Editor
 Marta Gates

Marketing Director
 LaKisha Pindell

Graphic Designer
 Frank Lang



TABLE OF CONTENTS

Editorial – The 2010 Convention Was Special	2
President Jackson Addresses Membership	3
Resolution Passed – Credit Card Fees on the Maryland Motor Fuel Tax Collection	3
As I See It – Another Successful Convention & Mega Trade Show	4
Award Ceremony Highlights	4
Hall of Fame	5
Tim Malone Member of the Year Award	6
The Ingle Angle – Knowledge Is King	8
Seminars & Meetings	9
Kirk’s Korner – Another Trade Show Is Behind Us	10
PAC Man and Dunk Booth a Big Hit at Convention	12
A Great PAC Effort in 2010	13
Mega Show Exhibitors	14
Trade Show Highlights	15
Thank You to Our Sponsors	
Convention & Mega Show	16
Hospitality Suites	17
Golf Tournament	18
Golf Tournament Winners	18
Social Function Highlights	
Welcome Reception	19
Crab & Seafood Feast	19
Harry T. Murphy Customer Service Contest Award Winners	
Best of Brand	21
Highest Rated Gas Only Service Stations	22
Highest Rated Convenience Stores	22
Highest Rated Full Service Stations	23
Highest Rated Repair Shops	24

ADVERTISER’S INDEX

Benjamin F. Brown Insurance Agency	11
Commercial Fuel Systems	Outside Back Cover
Ewing Oil Company	Inside Front Cover
Kelly Benefit Strategies	9
Maryland Pump & Tank	2 & 20
MTD Services, Inc.	10
PAI Financial Products	7
Spigler Petroleum Equipment	16
Tire Distributors, Inc.	Inside Back Cover



EDITORIAL

by Roy Littlefield

THE 2010 CONVENTION WAS SPECIAL

The enthusiasm and excitement was everywhere. Everyone was saying that this was the best Convention and Mega Trade Show in years.

Despite record-breaking rain storms, attendance at the 2010 Convention was up considerably when compared to the past three years. Some meal functions actually doubled in attendance as compared to 2009.

Special thanks are extended to volunteer leaders Larry Jackson (President), Rick Agoris (First Vice President) and all officers and Board members who worked to ensure the success of the event.

Congratulations are extended to the following award winners:

- Member of the Year** – Ken Quasney
- Member Safety Award** – Mario Bruno
- Membership Appreciation Service Award** – Majid Hussain
- Hall of Fame** – Bob Eastham and Mickey Binsted
- Carpenter Award** – Riaz Ahmad
- Friend of the Industry** – Gary Miller

Despite the threat of rain, the golf tournament was a great success with about 50 golfers.



The Welcome Reception at Seacrets, the Grille on the Bay, and the Crab Feast drew record numbers.

The Trade Show was back up over 100 booths.

Attendance at the seminars was strong; and the Tire Industry Association Environmental Symposium featured nationally known speakers and drew trade press coverage nationwide.

The Hospitality Suites – both on the Trade Show floor and at the Clarion Hotel, were first class and very well attended. Special thanks are extended to Bridgestone, Liberty Tire, Carroll Independent Fuel, Sunoco, the Repair Suppliers, Ocean Petroleum, PMG, SMO and TIA for hosting hospitality suites.

The Awards Ceremony was filled and impressive. Special thanks to Kirk McCauley, Marta Gates, Dave Feinberg, and George Bowling for keeping the high standards of the Harry T. Murphy Customer Service Contest.

It probably was not the economy or the state of the industry. It definitely was not the weather. But it was WMDA... and it was special. The 2010 Convention and Mega Trade Show was a great success. There really was a special excitement and enthusiasm. ♦

Sales
Service
Installation
Compliance
Car Wash

2512 Erick Street
Baltimore, MD 21230
t: 800-466-0426
f: 410-547-0373
mdpumpandtank.com

PRESIDENT JACKSON ADDRESSES MEMBERSHIP

by Roy Littlefield

In a very emotional and powerful speech, WMDA President Larry Jackson presented the annual "State of the Association Address" at the October 1 General Membership Meeting in Ocean City, Maryland.

Noting that this was the Association's 37th anniversary convention and trade show, he asked members where they were 37 years ago.

He highlighted the tremendous changes in the industry over the past 4 decades. He also discussed the Association's history and ongoing efforts to defend and protect independent service station dealers and automotive repair operators.

As part of the membership meeting, Membership Committee Chairman Riaz Ahmad presented the membership report; and Treasurer J.R. Rosenberger presented the Treasurer's Report.

Director of Member Relations, Kirk McCauley, presented the 2010 Membership Appreciation Service Award to Majid Hussain. Majid led a successful membership campaign that welcomed many new members to WMDA.

Maryland Highway Users Federation Treasurer Roy Littlefield



presented the 2010 Member Safety Award to WMDA Board Member Mario Bruno. Mario and his wife Mary operate Lake Liberty in Chevy Chase.

Mario started in the business 35 years ago. He and his wife Mary have a powerful work ethic and are committed to making a positive difference in the service industry. They currently have three technicians who are educated on safety procedures and daily safety protocol and are Maryland State Inspectors. ◆

The membership also adopted the following resolution, which along with resolutions passed in previous years, dictate Association policy.

CREDIT CARD FEES ON THE MARYLAND MOTOR FUEL TAX COLLECTION

WHEREAS, the higher gasoline prices of the last decade have shifted the purchase of gasoline to approximately 25% cash versus 75% credit, and

WHEREAS, the average fee paid by a dealer on a credit card transaction is 2.5%, and

WHEREAS, the motor fuel tax rate in Maryland is 23.5 cents per gallon, and

WHEREAS, on sales of 100,000 gallons a month, a dealer has collected \$23,500.00 for the state, and

WHEREAS, at 75% of sales, \$17,625.00 was collected by credit card, and

WHEREAS, the fee on those credit card transactions at the rate of 2.5% is \$440.00 per month, and

WHEREAS, this equals over \$5,000.00 per year paid to the

bank processor by the dealer to collect the Maryland Motor Fuel tax, and

WHEREAS, the majority of our dealers operate on multiples of 100,000 gallons a month leading to excessive losses of net profit totaling thousands of dollars;

NOW THEREFORE BE IT RESOLVED by the WMDA Service Station and Automotive Repair Association meeting on this 1st day of October, 2010, in General assembly, that the Association will analyze every proposal to increase the Maryland Motor Fuel Tax comparing the likelihood of realizing improvements to the Maryland highway infrastructure versus increased processing costs to dealers, and, in addition, will work with the Office of the Comptroller to develop ways to reduce this financial burden on motor fuel tax collection.



AS I SEE IT

by *Marta Gates-Jones*
Director of Operations

ANOTHER SUCCESSFUL CONVENTION & MEGA TRADE SHOW

From the golf tournament on Thursday morning, September 30th at Rum Pointe Seaside Golf Links to the Crab & Seafood Feast at Higgins Crab House North on Saturday night, October 2nd, the 2020 WMDA Convention and Mega Trade Show was a huge success!

Each day was packed with activities – seminars, a legislative workgroup, a general membership meeting, a very special Murf’s Turf Town Hall, the Awards Breakfast and Harry T. Murphy Customer Service Contest, and much more. The Mega Trade Show had a bustling children’s center and there were lots of wonderful vendors – returning and new to the show - with eye catching booths who had great raffles and freebies.

The Awards Breakfast acknowledged the best of the best in the Harry T. Murphy Customer Service Contest, along with many other annual awards. Congratulations to Ken Quasney of Auto Sense for being elected WMDA Member of the Year!

There was no way to stick to a diet in Ocean City during the convention – wonderful appetizers at Seacrets on Thursday evening, the Grille on the Bay luncheon on Friday afternoon, the wonderful Environmental Reception sponsored by Bridgestone Tires and Liberty Tire Recyclers on the Trade Show floor, tons of great hors d’oeuvres at the Hospitality Suites on Friday night, the Ice Cream Social on the Trade Show floor Saturday, to the fabulous spread of crabs, seafood and ribs at Higgins Crab House North on Saturday night, there was food everywhere!

Special thanks to WMDA President Larry Jackson, and WMDA First Vice President Rick Agoris, co-chairmen of the Convention Committee, for all of the time and effort they put forth working with the WMDA Convention Committee and the entire WMDA staff to ensure the success of the 2010 Convention and Mega Trade Show – well done gentlemen! ♦

AWARD CEREMONY HIGHLIGHTS



Clement Nurse of Carroll Branded Fuels accepts the District Manager of the Year Award for Jay Tan from WMDA President Larry Jackson.



WMDA President Larry Jackson presents the 2010 Friend of the industry award to Gary Miller of MTD Services, Inc.



Director of Membership & Training Development Mike Ingle present the James Carpenter Award to Riaz Ahmad of NSR Petro Services, Inc.

HALL OF FAME

by Roy Littlefield

WMDA Executive Director Roy Littlefield recognized the 2010 inductees into the WMDA Hall of Fame.

The WMDA Hall of Fame was established in 1986 to honor individuals who have contributed substantially in shaping the dealer and automotive aftermarket industries and the Association.

The first inductee into the WMDA Hall of Fame was Bob Eastham.



Bob Eastham was the dealer of Bethesda's longest surviving landmark; the Exxon service station operated by his father during the Jazz Age.

Bob drafted a set of eight rules to keep the station humming. The rules were printed on a card that he required his full service attendants to keep in their uniform pockets. They included:

- Run, do not walk to cars.
- Two men on all cars.
- Greet customers with a smile and a cheerful "good morning".
- Never discuss personal matters.

Mr. Eastham's station, at Wisconsin Avenue and Leland Street, became one of Exxon's top-grossing shops nationwide. Its foyer is crowded with awards and accolades for Mr. Eastham's customer service and sales record (often besting more than 2 million gallons of gas a year). Mr. Eastham put in 16-hour workdays and did his fair

share of gas-pumping and oil-checking.

When we began the Customer Service Contest, Harry Murphy had a problem. Bob would win year after year. Their solution: name the top station every year in Bob's honor. Thus his excellence in service and as a dealer will always be memorialized.

Dr. Phyllis Eastham, Bob's widow, and Steve Embrey, who worked with Bob as his station manager for close to three decades, accepted the award.

The second inductee into the WMDA Hall of Fame was Mickey Binsted.

Mickey had worked closely with her husband Charlie, who served as Executive Director of WMDA (when divorcement passed) and SSDA-AT (when PMPA passed).

In the mid-1980's, Mickey was a member of the WMDA Executive Committee, was Treasurer of the Association, was elected Finance Committee Chair by the Board of Directors, and headed up a successful membership campaign.

Mickey was a woman of grace, respect, friendship, and devotion.



Long-time friend and insurance provider Ben Brown accepted the award in Mickey's honor. ♦



by Frank Eberle
WMDA PAC Committee Chairman & 2009 WMDA Member of the Year

TIM MALONE MEMBER OF THE YEAR AWARD

For several decades, the Association has recognized annually its "Member of the Year" – the individual who unselfishly gives back to the industry and Association so much of his or her time and talents. Receiving this award is a recognition of dedication and hard work and is an unspoken acceptance to a very special brotherhood of those who "Go Beyond the Easy."

In 1990, the Association unexpectedly lost its dear friend and First Vice President, Tim Malone. On July 23, 1991, the Board of Directors voted to rename the annual award the "Tim Malone Member of the Year Award."

This year's Member of the Year Award recipient is one of the hardest working, most dedicated, and most "passionate about his business" and his WMDA commitment, as any Board Member you could hope to work with.

He ventured into the Service Station arena back in 1989 after learning and earning his way from various Chrysler Corporation New Car Service Department's tool boxes, all the way to the Service Manager's desk. Married with two children, he planned and figured, and took the plunge to independence – the American dream. He



2009 Member of the Year Frank Eberle (right) presents Ken Quasney with the 2010 Tim Malone Member of the Year Award.

survived 10 years at that location, when it came time to hang up the gas nozzles and move on to a new location. Once again came the head scratching, budget juggling, smoothing things on the home front, contending with the overwhelming/changing Anne Arundel County building code inspectors "Pursuits of Indifferences," just to get the new doors open... AMEN.

Once the dust settled, old customers and new customers started ringing the phone, the old were happy their dependable auto repair guy was still around, and of course the new were happy to find an honest and talented shop willing to go the extra mile solving their diagnostic dilemmas and maintenance needs.

He said "I guess its time to leave the WMDA since I don't sell gas anymore." But, Harry and others quickly convinced him that he was still needed. Harry had a way about convincing you to volunteer.

Well Harry, we on the Board are mighty glad that you convinced our 2010 Member of the Year to stay on the job, as much credit goes to his efforts. Have you seen the "YouTube" presentation of last years WMDA Convention and/or the Introduction to "CAR – Council of Automotive Repair - A Division of WMDA?" It's a video suggesting, "That if you want to survive the rigors of Independent automotive service shop ownership you need to join CAR." From shop owners helping other shop owners, education at CCBC, and to our lobbying efforts in Annapolis, this video sells membership. He is also the acting CAR Chairman and he gives that volunteer position equal passion with his own business. His latest endowment to CAR is through linking member shop websites to zip codes for quicker member shop to customer connections.

He truly loves the industry, and he loves to help and share his energy and ideas. From guest moderating Dr. Dre's Saturday morning automotive talk show on AM Radio, WBIZ, to writing articles for WMDA/CAR publications, he gives 100%.

Ladies and Gentleman, members of the Board It is my esteemed honor to announce that the 2010 WMDA/CAR Member of the Year, Mr. Ken Quasney from Auto Sense in Millersville, Maryland. ♦

NO ONE IS LESS EXPENSIVE OR GIVES YOU MORE!

Whether it is ATMs, Bank Card or Prepaid Services, PAI has the financial products you need to generate more income and reduce credit card fees.

ATMs

Our Real Time Online Reporting System will

- Give you real-time bill count by ATM
- Notify you by email or text when an ATM is out of service
- Allow you to download real-time terminal processing info
- Track all transaction history & service information

Get FREE Signage Package

Get FREE Freight

Get FREE On Site Training

Get FREE Installation & Set-up

Get FREE 24 Hour Help Desk Support



Prepaid

Positively FREE Prepaid

Wireless • Phone Cards • Long Distance
Discover Debit Cards • Gift Cards

- FREE Setup & Maintenance
- FREE Marketing Package
- FREE Merchandising Materials
- FREE Support 24/7
- Huge Profit Margins
- NO Inventory Cost
- Real-time Online Reporting



Bank Card Services

Build your brand, promote retention and increase the speed of checkout with PAI Bank Card Services

- Customizable Receipts
- High-speed Processing
- Process Securely Over the Internet
- Drive Repeat Business with Gift Card Services



Call Larry Shapero

toll-free 1-877-666-6269 • locally: 703-777-4025 • cell: 703-623-3389



THE INGLE ANGLE

by Mike Ingle
Director of Membership & Training Development

KNOWLEDGE IS KING

In the many articles that I have written, I always try to mention how your Association (WMDA) becomes a real brotherhood to you. What I mean by that phrase is that WMDA members are always willing to help each other by sharing ideas and knowledge that can make all of us better at what we do. That is what happens every time we go to Ocean City each year. This year in particular, we had more seminars than ever before. Many of our classes are now being presented by our successful experienced members and other networking partners that we have.

On Friday the seminar "Internet Marketing for Repair Facilities" was given by Chris Sewell of Google. Chris has been working with our Council of Automotive Repair (CAR) for some time now, and has catapulted us into the "internet frenzy" that is present today. It is absolutely amazing how much there is to learn about the internet and how by seizing on to those internet opportunities, you can change your business forever.

In the seminar, Chris stressed how important it was to incorporate certain steps in order to make sure that you and your business are front page material when people search for your services on Google. Chris gave us mountains of information on what is needed in order to establish a really strong website, and how to keep your website in the limelight. If you missed his class and are interested in making the internet work for you, give me a call at 301-390-0900, ext 101 and I will give you Chris' contact information.

On Saturday, WMDA Board of Directors member Kereakos Zuras presented his seminar "Profit Spike System; Proven Profit Building." I have known Kereakos now for over 20 years. I remember years ago I had a very successful Amoco station in Bowie with a huge repair business. Kereakos purchased a station up the street from me in Crofton. Kereakos came down and met with me and told me that he heard that I was the big guy in Bowie and Crofton when it came to the auto repair business. Kereakos told me that he was really going to grow his business

and that he was going to do a lot of things that I had already been doing since it really was working for me. I replied to him, "Well go ahead buddy there is plenty of business in this area for all of us." Well, let me tell you, Kereakos went well beyond what we had discussed, he really grew that business big time and he did it with a lot more than what I was doing. Kereakos knows his stuff; he has expanded over the years and has developed a system that works every time.

In Kereakos' seminar, he told of his secrets to success. His system is one that we all can use, but you must have a passion for the follow-through. He taught us his four key factors – how to Attract, Convert, Leverage, and Retain. I have watched Kereakos really grow through the years and have seen him take locations that you would never think would do well, but once Kereakos got ahold of them... look out. If you get a chance you really should pick up his book, "How to Succeed When Everyone is Failing."

It makes me proud to see some of our networking partners such as Chris and our own Association members like Kereakos do so well and share their wealth of knowledge with us – their "brotherhood." We will continue to provide these seminars whenever possible, especially in Ocean City at our annual Convention. So as I have said before, please continue to expand your horizons, train yourself and your employees, and don't forget... "Knowledge is King." ♦



SEMINARS & MEETINGS



HEALTH | LIFE | DENTAL | VISION | DISABILITY | VOLUNTARY BENEFITS | COBRA/HIPAA
INTEGRATED WEB TECHNOLOGY | ADMINISTRATION | ELIGIBILITY MANAGEMENT



You shouldn't settle for half a benefits package either.

If you're not getting the *Total Benefits Solution*[™], you're getting sold short. Kelly Benefit Strategies offers an integrated total benefits solution specifically tailored to meet your unique needs.

And our innovative technology gives you service around the clock. So don't settle for less, give us a call.

Endorsed by WMDA

YOUR TOTAL BENEFITS SOLUTION[™]

CALL 410-527-3409 OR 1-800-972-7227 / WWW.KAIG.COM



KELLY
BENEFIT STRATEGIES

A Division of
Kelly & Associates Insurance Group



KIRK'S KORNER

by Kirk McCauley
Director of Member Relations

ANOTHER TRADE SHOW IS BEHIND US

Another Convention and Mega Trade Show is behind us, and we would like to thank all of our members, associate members, and suppliers, for all of the support they give that makes the show a success and at the same time makes it feel like we are family. The Tire Industry Association joined us this year with an Environmental Symposium and held 11 seminars on tire-rubber recycling, environmental best practices, shops going green, etc., and was joined by major tire recyclers and manufactures of recycling equipment. Michelin and Bridgestone also supported the "Going Green" agenda. WMDA held five seminars plus Murf's Turf.

Fazal Sirhandi of Convenience Marketing and Consulting, Inc. held a seminar called "Thinking inside the Box." This one hour seminar focused on getting the most out of your "box" by maximizing

profits with operational efficiencies. Fazal is a current station owner, and has run large operations for suppliers. He can not only talk the talk, but he has the experience to put meaning behind his words. I am "old school," and have been around the block, and Fazal is one of the best. My dad would have called him a "Cracker Jack instructor" and I would have to agree.

Jackie Ryan from MDE (Maryland Department of Environment) held a seminar on underground tanks and discussed the rules and regulations, compliance, testing, monitoring, and record keeping for USTs – covering as much as she could in the one hour time allotment – and did a great job. WMDA would like thank MDE and Jackie for keeping our dealers up-to-date on UST regulations. Look for more training from MDE on UST rules and regulations and DIR

...Your Auto Dealership - Car Wash and Service Facility Specialists!



800-419-4437

contact-us@mtdservicesinc.com



- AIR COMPRESSORS & SYSTEMS
- CAR WASH BUILDINGS & UPGRADES
 - EXHAUST REMOVAL SYSTEMS
 - HEATERS - RADIANT & WASTE OIL
- LIFTS
 - SURFACE
 - INGROUND
 - HEAVY DUTY
 - ENVIRONMENTAL
- LUBRICATION EQUIPMENT & SYSTEMS
- OVERHEAD DOORS & OPERATORS
 - PUMP AND TANK SYSTEMS

Design • Sales • Service • Installation • Construction

(Daily Inventory Reconciliation) throughout the year. We are working on a Trained Facility Operator program for our members, and I will keep you updated on that.

Murf's Turf Town Hall Meeting featured six suppliers that answered questions from dealers, talked a little about their company, and provided what I thought were honest answers to some tough question. The panel was comprised of **Ed Ellis** from Ocean Petroleum, **Hossein Ejtemai** of Petroleum Marketing Group (PMG), **Jay Tan** from Carroll Fuel, **Steve Hull** of Ewing Oil, **Mike Diebus** from Southern Maryland Oil (SMO)/Potomac Energy Holding (PEH), and **J. Paul Colonna** of Besche Oil. There was some friendly ribbing between the suppliers that made the Murf's Turf Town Hall Meeting not only informative, but a pleasure to moderate. Our members thank the panel for being open, and on top of their game. I did forget to bring one stage prop from Harry's Town Hall Meeting in 2006 – the egg timer. I forgot how much they like to talk about their companies. Thank you gentlemen, for a great Murf's Turf Town Hall Meeting.

The Harry T. Murphy Customer Service Contest had 37 award winners, the whole list and pictures of winners are in this issue. The top award winners are:

- **Kereakos Zuras** of Monrovia BP, winner of the Bill Davis Award for Best Convenience Store;
- **Ken Wilhelm** of River Hill Sunoco, winner of the Robert Eastham Award for Best Full Service Station; and

- **Danny Ruyter** of Danny's Car Care Clinic, winner of the Best Independent Automotive Repair Facility.

We are able to have a Customer Service Contest because of the help of suppliers, and we would again like to thank them for their support of this important contest. This year we had nominations from the following suppliers:

- **Besche Oil**
- **Hess**
- **SMO/PEH**
- **Carroll Fuel**
- **Ocean Petroleum**
- **Sunoco**
- **Ewing Oil**
- **PMG**

Our judges, **Dave Feinberg** and **George Bowling** drove over 2,000 miles inspecting stations and shops, and then there was an additional 500 miles spent on the Eastern Shore. Over all, station scores declined this year with more station slipping into that 2nd tier. I know if we do not stop this decline, the box retailers will eat our lunch. We need to pay more attention to things that do not cost much – clean pumps, clean drive ways, clean glass, clean employees, and well-maintained yards. Then we can start inside. We will continue to bring this message to our members because it does make a difference and our members are our only business.

If you have any questions about how your station or shop did, or would like to be entered in the 2011 contest, please let your supplier know, or you can enter directly by contacting me at 301-390-0900, ext 114, or kmccauley@wmnda.net. ♦

Don't Throw Your Money Away!

Call

Benjamin F. Brown Insurance Agency

Today!

Service • Low Rates • Experience

Ben Brown, Berry Brown & Marian Brown
Benjamin F. Brown Insurance Agency, Inc.
304 Compton Avenue • Laurel, MD 20707
301-604-7788 or 800-861-3434

The WMDA endorses the Benjamin F. Brown Insurance Agency, Inc. because of the high standard of service and over 50 years of experience in the automotive industry. service, experience and low rates make Ben's agency great!

Rates are lower today than 10 years ago!



PAC MAN AND DUNK BOOTH A BIG HIT AT CONVENTION

by Frank Eberle

The phones were ringing off the hook at the newsroom desk this A.M., the callers were all reporting strange sightings of the fabled PAC MAN. Inspired and curious this reporter set out to see for himself. The WMDA Convention and Mega Trade Show at the Ocean City Convention Center was the location of the alleged sightings and I would surely like to get the scoop. It was close to 4 p.m. as I entered the crowded Main Hall, the large crowd had formed outside the main exhibit hall entrance, a Ribbon Cutting event to commence the WMDA's 37th Annual Convention was in the offing, when all of a sudden through the closed hall doors, just prior to the Ribbon Cutting appeared the Green Caped, Yellow Shirted, Crusader. I couldn't believe my eyes! The crowd, awe struck and eye rubbing, started cheering. "I am here to save the Day – The Pac Man Way – Buy a PAC Ticket, buy a PAC Ticket, buy one Today," I heard him shout above the cheering crowd. "Now come inside and see all the Vendors and their Displays, enjoy yourself, spend the day but don't forget to stop at the PAC Booth. Dig down deep; it won't hurt because a PAC Ticket bought today just might reward you with a GRAND, and that's not hay. And just to show you that we are sports, we had a DUNK BOOTH there, where an accurate toss could wet my Shorts." OK! That was all I could stand, I have got to get an interview with this super hero guy.

Showing my Press Card, I approached, but before I could say anything the PAC MAN extended his hand greeting me by name, "Ask away," he said with a smile. I didn't know what question to ask first but I couldn't help but to notice his green and yellow pants with



the "Mountain Dew" logos. He offered, "The WMDA/CAR PAC (Political Action Committee) has a Mountain of things to Dew."

Many issues have been brought to positive legislative solution through careful negotiations, and that requires FUNDING. Unfortunately the Issues don't STAY FIXED and additional issues come to the surface on a regular basis. And, in order to meet with renewing and fresh problems, the WMDA/CAR Legislative Committee and lobbyist has to be in CONSTANT POSITIVE VIEW with the law makers in Annapolis, D.C., and Delaware. Now if you noticed my CAPE, the double "00" and the big letters R-FUNDS-R-LLOW, that should tell the story answering, "What brings me here today?" Now come back tomorrow and I will finish this interview; hopefully, with some good news.

Good news my friend. I spent two days floating up and down through the isles of vendors. I was saddened at how many folks didn't know about my WMDA/CAR PAC and our accomplishments, but became overwhelmed by the positive responses and purchases of our \$100.00 PAC Tickets. Sometimes you just have to go a little bit out of your way to get the folks to notice your cause; but as I say, "If you don't tell, you can't sell."

Now this will surprise you! I don't wear this cape on a regular basis, nor do I fly around the room saying super hero slogans, but it does prove a point, which is: if you put forth an effort, you should get results; but if you put forth a well thought GRAND effort, you just might get GRAND results.

I wish to thank all of the Board Members who year after year take the selling of PAC tickets to task; my extra effort this year garnered the sale of 26 tickets which is an all time high for me, but that said, Mike Mitchell has been selling 20 ticket EACH Year that I have been PAC chairman and for a number of years preceding. GREAT JOB MIKE – thank you. As a WMDA Director/Board Member, an unwritten but usually accepted sale of 10 tickets is asked; some sell more, some sell less, but given their work schedules and obligations, I know that each member gives their best, some actually buy all 10 themselves. TO ALL, THANK YOU!

A big thank you also to all who purchased tickets and to all who sold tickets. Your reward is being part of the



BENEFIT the PAC and the WMDA/CAR Lobbying efforts turn into legislative success stories.

Thank you Marta. Your suggestion of the DUNK BOOTH earned an additional \$800.00 (but it caused irreparable distress to a certain garment belonging to our caped crusader who I will not mention, but I will get over it).

PAC Tickets for 2011 are at the printer as we speak.

LOOK, LOOK – up in the sky, it's a BIRD – no, you idiot, PAC MAN can't fly, but he will gladly sell you a PAC Ticket.

Thanks to all, it was fun, now on to next year's Convention & Mega Trade Show! ◆

A GREAT PAC EFFORT IN 2010

by Marta Gates

It has been my pleasure to work with WMDA PAC Chairman Frank Eberle ("The PAC Man") on the 2010 PAC fundraising effort. We did a great job this year, but I am hoping it will be even better next year!

Frank would like to thank all of the WMDA members and supporters who gave their time and made an effort to help with the fundraising by selling PAC tickets. The PAC would like to recognize and applaud those members who sold at least 10 PAC tickets:

Rick Agoris	Frank Eberle	Mike Mitchell
Riaz Ahmad	Larry Frederickson	J.R. Rosenberger
Sajid Chaudhry	Larry Jackson	Mel Sherbert
Nasir Cheema	Lucy Drayton	Michael Smith
Lynn Cook	Greg Kulick	
Marty Dustin	Marty Martin	

And kudos to WMDA Director of Membership & Training Development **Mike Ingle** who sold 10 tickets as well!

WMDA Board member Mike Mitchell was recognized as the top PAC ticket seller for 2010, having sold 20 tickets.

A very special thank you to the members who helped WMDA Director of Member Relations Kirk McCauley and WMDA Director of Membership & Training Development Mike Ingle keep the PAC booth manned by volunteering their time to take shifts at the booth. Those members are:

Rick Agoris	Mario Bruno	J.R. Rosenberger
Riaz Ahmad	Nasir Cheema	Sajjad Warraich
Jamie Brooke	Patty Hillmuth	Tom Watts

Another special thank you to those who joined me in the Dunk Tank

to raise funds for PAC:

- **Larry Frederickson**
- **Tom Watts**
- **James** from Carroll Branded Fuels
- **Josh Karrach** of Maryland Pump & Tank
- **Mike Vanderslice** of Environmental Alliance
- **Skip Potter** of CABA
- **Nick Simmons** of Air and Vac Services, Inc.
- **Roy Littlefield IV**
- **Christy Littlefield**
- **Gary Miller** of MTD Services, Inc.

And last but not least, a big round of applause for the "PAC Man" himself – **Frank Eberle**, a true to life superhero!

As the Trade Show came to an end, Kirk McCauley and Megan Walsh conducted the prize drawings on Saturday afternoon at the PAC booth. This included all the prizes from the \$100 PAC ticket sales, and the WMDA PAC board. Almost every square on the WMDA PAC board was filled – Kirk and our members did a fantastic job in helping the WMDA PAC.

The PAC raffle ticket sales Grand Prize Winners were:

- \$1000 – Joe Testa/Rick Lentz, Glen Echo Exxon
- \$500 – Lucy Drayton, Pattie's BP No. 1, LLC
- \$250 – Mel Sherbert, Marlow Heights BP

The WMDA PAC board winners were:

- \$500 – Khawaja Jamal, Essex BP
- \$250 – Walt Lischak, Crovato Products & Services, LLC
- \$100 – Majid Hussain, SAHI Petroleum ◆

MEGA SHOW EXHIBITORS

THANK YOU TO OUR 2010 EXHIBITORS FOR THEIR CONTINUED SUPPORT OF THE ASSOCIATION.



Air & Vac
Air Solutions
Air-serv Group LLC
Albert Tire Company
Alternative Environmental Solutions
American Tire Distributors
ATM Enterprises, Inc.
Automotive Training Institute
B & B Financial Services, LLC
Benjamin F. Brown Insurance Agency
Besche Company
Blue Bunny Ice Cream
CAR
Carroll Branded Fuels
Carroll Tire Company
CCBC Catonsville
Century Distributors, Inc.
Champlin Tire Recycling, Inc.
Columbia Amusement
Crovato B.G. Products
Demandforce
Eastern Wash Systems
Eby-Brown
Eco Heating Systems
Environmental Alliance, Inc.
Ewing Oil Company, Inc.
First Merchant Services
George J. Falter Co., Inc.
Hopkins Appraisal Services
Hunter Engineering Co.
Intelicom, Inc.
Jasper Engines & Transmissions
Jones & Frank
Kelly Benefit Strategies
Liberty Tire Recycling
Lukoil North America, LLC
Maryland Pump & Tank
Meadowbrook Insurance
Metromedia Power Incorporated
Mid-State Oil
Mitchell 1
Motor Watch
MTD Services, Inc.
NAPA Auto Parts
Ocean Petroleum LLC
PMG / E&C Enterprises, Inc.
Patriot Capital
Petro Standards LLC
PPC Lubricants
QMI
Quest Recycling
Ryko Manufacturing Co.
Shades Under the Sun
Six Flags America
Spigler Petroleum Equipment, LLC
Terry's Tire Town
TIA
TRIB
Triple C Wholesalers, Inc.
UST Services Corp.
Utica National Insurance Group
WashTech
WMDA PAC
Xcel HR

TRADE SHOW HIGHLIGHTS



THANK YOU TO OUR SPONSORS

CONVENTION & MEGA SHOW

WELCOME TO THE 37th ANNUAL CONVENTION AND THE MEGA TRADE SHOW

BENJAMIN F. BROWN INSURANCE AGENCY, INC. • BRIDGESTONE AMERICAS TIRE OPERATIONS • CABA • CARROLL BRANDED FUELS • CARROLL TIRE COMPANY • EMANUEL TIRE COMPANY • HESS CORPORATION

Benjamin F. Brown Insurance Agency

Maryland Pump & Tank

CF

Spigler Petroleum Equipment

HESS

Carroll Tire Company

Proudly Representing Members

MMP METROMEDIA POWER, INC.

Chesapeake Automotive

SSDA SERVICE STATION TRAINERS OF AMERICA AND ALLIED TRUCKS

The Mega Show OFFICIAL SPONSOR

TIA TIRE INDUSTRY ASSOCIATION

BRIDGESTONE

Emanuel Tire Company

EADOWBROOK INSURANCE GROUP

Utica National Insurance Group

Liberty

LIBERTY TIRE RECYCLING • L.S. FUEL • MARYLAND PUMP & TANK • MEADOWBROOK INSURANCE GROUP • METROMEDIA POWER • SPIGLER PETROLEUM EQUIPMENT, LLC • SSDA • TIA • UTICA NATIONAL INSURANCE GROUP • WMDA

FEATURING THE TIA ENVIRONMENTAL SYMPOSIUM

American Petroleum Institute

Benjamin Brown Insurance Agency

Bridgestone Americas Tire Operations

Carroll Branded Fuels

Carroll Tire Company

Century Distributors, Inc.

Citgo Petroleum Corporation

DANA Insurance

Emanuel Tire Company

Ewing Oil Company, Inc.

Hess Corporation

Liberty Tire Recycling

L.S. Fuel

Maryland Pump & Tank

Meadowbrook Insurance Company

Metromedia Power

NSR Petro Services

Parker's Exxon

Peter Gunst of Astrachan, Gunst & Thomas, P.C.

Quince Orchard Plaza Shell and Wildwood Manor Exxon

Spigler Petroleum Equipment, LLC

Sunoco, Inc.

UST Services Corp.

Utica National Insurance Group

Kereakos Zuras

Spigler Petroleum Equipment, LLC

Retail and Commercial Petroleum Equipment Sales, Service, Installation, and Training



- Quality Product Lines
- Standard & 24-hour Emergency Service
- Maryland 3rd Party Inspections
- Tank Installation & Removal
- Compliance Testing
- Gilbarco Veeder-Root Training Partner with Factory Certified Trainers

Give us a call for all your Petroleum Equipment and Service needs!

Spigler Petroleum Equipment, LLC

P.O. Box 32796
Baltimore, MD 21282-2796
(443) 471-7600

719 Frederick Street
Hagerstown, MD 21740
(301) 739-4462

www.spiglerpetroleum.com

THANK YOU TO OUR SPONSORS

HOSPITALITY SUITES



HOSPITALITY SUITES HOSTED BY

Carroll Branded Fuels
Ocean Petroleum, LLC
Petroleum Marketing Group
Sunoco, Inc.
Tire Industry Association
and
Repair Facilities

Platinum Sponsors

ATI (Automotive Training Institute)
Crovato B.G. Products



Gold Sponsors

BG Products
Big Brian's Lift Warehouse

Silver Sponsors

First Merchant Services
Jasper Engines and Transmissions
MTD Services
Terry's Tire Town



Coffee Station

SMO, Inc/PEH, LLC



THANK YOU TO OUR SPONSORS

GOLF TOURNAMENT

Tournament Sponsor

Harry Storm (Lerch, Early & Brewer, Chartered)

"Goodie" Sponsors

Benjamin Brown Insurance Agency
Meadowbrook Insurance Company
Utica National Insurance Group

Lunch Sponsor

Southside Oil, LLC

Beverage Sponsor

Metromedia Power

Snack Box Sponsor

L.S. Fuel

Trophy Sponsor

Hess Corporation

Golf Program Sponsor

Hess Corporation

Longest Drive Sponsor

Carroll Branded Fuel Company

Closest to the Pin Sponsor

Carroll Branded Fuel Company

Hole Sponsors

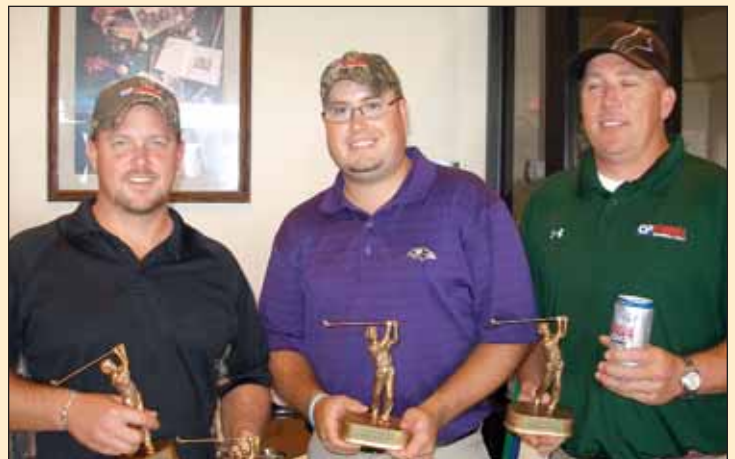
Benjamin F. Brown Insurance Agency, Inc.
Besche Company
Corvato B.G. Products
Carroll Branded Fuel Company
Carroll Tire Company
Environmental Alliance
Ewing Oil Company
Fountaindale Sunoco and White Flint Exxon
Jim Parsons of Lynott, Lynott, and Parsons, P.A.
Larry Jackson – Good to Go Markets
Maryland Pump & Tank
Meadowbrook Insurance Group/Star
MTD Services
NSR Petro Services
Parker's Exxon
Peter Gunst of Astrachan, Gunst & Thomas, P.C.
Sunoco, Inc.
UST Services Corp.
Utica National Insurance Group

GOLF TOURNAMENT WINNERS



First Place

Jeff Kingsbury, Ron Kingsbury, Mark Bishoff and Terry Thomas



Second Place

Tom Ganley, Ben Phelps and Randy Childs



Closest to the Pin

Jeremy Kingsbury



Longest Drive

Ben "The Hammer" Phelps

SOCIAL FUNCTION HIGHLIGHTS

WELCOME RECEPTION

CRAB & SEAFOOD FEAST





We thank you for your business over the last 50 years and look forward to serving you in the future!



Expertly trained service techs available 24/7

Petroleum equipment sales

Installation of tanks, piping & dispensers

Compliance testing & Third Party Inspections

Car Wash Systems, chemicals, vacuums and more!

Maryland Pump & Tank, Inc. | 2512 Erick Street | Baltimore, MD 21230 | *tf*: 800-466-0426 | *fx*: 410-547-0373 | mdpumpandtank.com

HARRY T. MURPHY CUSTOMER SERVICE CONTEST AWARD WINNERS

BEST OF BRAND



BP – Monrovia BP
Owner: Kereakos Zuras



Carroll Fuel – Ruxton Carroll Fuel
Owners: Raul Rodriguez & Richard Zea



Chevron – Kensington Chevron
Owner: Kazem Ghassari Nik



Citgo – Harwood Market Citgo
Owner: Ken Muller



Exxon – Eldersburg Exxon
Owner: Chris Cavey



Hess – Madsen's Hess
Owner: Keith Madsen



Liberty – Lake Liberty
Owner: Mario Bruno



Oceanic – Hughes Oceanic
Owner: Adrian Hughes



Shell – Bowie Shell
Owner: Ron Ciuffetelli



Sunoco – River Hill Sunoco
Owner: Kenneth Wilhelm



Texaco – Perry Hall Texaco
Owners: Bruce & Sandra Riley

HIGHEST RATED GAS ONLY SERVICE STATIONS



Award of Excellence – Frederick Shell
Owner: Joe Parsley



Award of Excellence – Madsen's Hess
Owner: Keith Madsen



Award of Excellence – Perry Hall Texaco
Owners: Bruce & Sandra Riley

HIGHEST RATED CONVENIENCE STORES



**William Davis Award
for Highest Rated
Convenience Store –
Monrovia BP**
Owner: Kereakos Zuras



Shown from left to right:
Bryce Jacobs, Trey Curry,
Terry Roberts, Shannon
Roberts, Mark Bridgett,
owner Kereakos Zuras, partner Fazal Sirhandi, WMDA President Larry Jackson,
Charles Wilson, Tonya Zuras, and Clement Nurse of Carroll Branded Fuels.



Award of Excellence –
Eldersburg Exxon
Owner: Chris Cavey



Award of Excellence –
Fletcher's Service Center
Owner: Robert Fletcher



Award of Excellence –
King Farm Shell
Owner: E & C Enterprises



Award of Excellence –
BP Columbia Crossing
Owner: Larry Jackson



Award of Excellence –
Highbridge BP
Owner: NSR Petro Services



Award of Excellence –
Franklin Boulevard Exxon
Owner: Diana Cavey



Award of Excellence –
Newark Station Sunoco
Owners: Fred & Debbie Wells



Award of Excellence –
Great Mills Quick Shop
Owner: Ehtibar Hussain

HIGHEST RATED FULL SERVICE STATIONS



Robert Eastham Award for Highest Rated Full Service Station – River Hill Sunoco – Owner: Kenneth Wilhelm

Shown from left to right: Craig Gimperling, Assistant Manager Mark Van Zeeland, Service Manager Tony Givens, WMDA President Larry Jackson, Owner Ken Wilhelm, Manager Rita Balazek, and Paul Pinther of Sunoco.



Award of Excellence –
Bowie Shell
Owner: Ron Ciuffetelli



Award of Excellence –
Aspen Hill Shell
Owners: J.R. & Joanne Rosenberger



Award of Excellence –
Dorsey Hall Sunoco
Owner: Convenience Retailing, LLC



Award of Excellence –
Glen Echo Exxon
Owners: Joe Testa & Rick Lentz



Award of Excellence –
Dodson's Shell
Owner: Russell Dodson



Award of Excellence –
Gaithersburg Exxon
Owner: Lenny Shipe

DON'T MISS OUT ON THE 2010 HARRY T. MURPHY CUSTOMER SERVICE CONTEST!

To make sure your station or auto repair shop is entered into the 2011 Harry T. Murphy Customer Service Contest, please contact WMDA Director of Member Relations Kirk McCauley at 301-390-0900, ext. 114, or email Kirk at kmccauley@wmda.net.

HIGHEST RATED REPAIR SHOPS



**Best Repair Shop –
Danny's Car Care Clinic – Owner: Danny Ruyter**

President Larry Jackson presents the Highest Rated Repair Shop Award to Danny Ruyter of Danny's Car Care Clinic.



**Award of Excellence –
British American Auto Care
Owner: Sandi Weaver**



**Award of Excellence –
Superior Auto Service
Owner: David Taggart**



**Award of Excellence –
Walt Eger's Auto Service
Owner: Walt Eger**



**Award of Excellence –
Wastler Auto Service
Owner: Dave Wastler**



**Award of Excellence –
Danneman's Auto Service
Owner: Jim Kronmeyer**



**Award of Excellence –
Rising Sun Motors
Owner: Mike Warshauer**

THANK YOU TO OUR JUDGES

Former WMDA Board of Director and Hall of Fame members Dave Feinberg and George Bowling perform all of the inspections for the contest. They volunteer their time to travel all over Maryland, Washington, D.C., and Delaware to inspect every station and auto repair shop nominated. Our thanks to them for their time and efforts!



tdi

tire distributors inc.

FREE ON-LINE ordering available @ www.tire-distributors.com

**Serving the Baltimore/Washington Areas Since 1977
Multiple Same Day Deliveries to Most Areas
Daily Delivery to Maryland's Eastern Shore**

**People who know cars
go to people who know tires.**



Michelin offers safe, fuel efficient, long-lasting tires that provide exceptional performance and extraordinary value.

**Most Major and Private Label Tires
Available With One Phone Call**

410-574-4200 800-339-8464

WMDA News

1532 Pointer Ridge Place, Suite G
Bowie, Maryland 20716

ADDRESS SERVICE REQUESTED

PRSR STD
US POSTAGE
PAID
PERMIT 2579
GREENBELT, MD



**COMMERCIAL
FUEL SYSTEMS**

**MOUNT AIRY, MD
(301) 829-0875**

**EASTON, MD
(410) 690-6833**

WWW.CFS4FUEL.US

Since 1977

- FUEL MANAGEMENT
- ENVIRONMENTAL TESTING
- MDE 3rd PARTY INSPECTIONS
- MAINTENANCE & REPAIR
- BULK FUEL SUPPLY
- INVENTORY CONTROL
- TANK INSTALLATIONS
- TANK REMOVALS
- CERTIFIED TRAINING
- PARTS

~ CLASS A, B, AND C OPERATOR TRAINING AVAILABLE SPRING 2010 ~

DISCOUNT RATES FOR WMDA MEMBERS!