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WMDA/CAR Expo & Bull Roast
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301-390-0900
Fax: 301-390-3161
Website: www.wmda.net

Vickie Clancy

Finance & Member Services
301-390-0900, ext. 101
vclancy@wmda.net

Roy Littlefield IV

Government Affairs Assistant
301-390-0900, ext. 137
rlittlefield2@wmda.net

Kirk McCauley

**Director of Member Relations
and Government Affairs**
301-390-0900, ext. 114
kmccauley@wmda.net

Ervin Murfree

Member Relations
301-390-0900, ext. 115
emurfree@wmda.net

Marketing Director

LaKisha Pindell

Graphic Designer

Frank Lang

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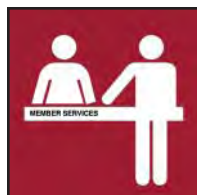
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EDITORIAL

On the Regulatory Front – Family Owned Businesses

by Roy Littlefield

As things continue to be quiet on the Hill with both chambers out on recess, we wanted to take this opportunity to let you know about some of the work that WMDA/CAR has been doing on the regulatory side of things.

As we previously reported, on April 21, 2017, President Trump issued Executive Order 13789. Designed to reduce burdensome tax regulations, the Order instructed Treasury to review all significant tax regulations issued since 2016, and take action to alleviate the burdens of those regulations that (1) impose an undue financial burden on U.S. taxpayers; (2) add undue complexity to the federal tax laws; or (3) exceed the statutory authority of IRS.

In response to the President's Order, the Treasury identified eight sets of regulations for review and asked the public to comment on how these regulations should be fixed. (It's hard to believe there are only eight sets of IRS regulations that fit the criteria of the Order!) Pursuant to the requests of WMDA/CAR and many other groups, IRS identified the proposed regulations under Section 2704(b) of the Internal Revenue Code for consideration. Section 2704(b) applies only to family-owned businesses. The proposed regulations would eliminate minority discounts, and largely eliminate marketability discounts, thereby making it harder and far more costly for the older generation to gift interests in a family-owned business to the younger generation.

WMDA/CAR has opposed these regulations since their initial

introduction on the basis that it is fundamentally unfair to single out family-owned small businesses for worse treatment under the tax laws than non-family-owned businesses. WMDA/CAR believes that the proposed regulations should simply be withdrawn and not replaced and offered its comments to IRS, some of which are summarized here.

One of the biggest concerns that WMDA/CAR raised is that the reality of what it takes to run a successful, active family-owned business is not understood by Treasury and IRS. Experts who advise active family-owned businesses know that the issues that arise among family members are similar to, and sometimes worse than, those faced by non-related owners of a closely held business. Treasury and IRS believe that any dealings amongst family members in a family-owned business are not arms-length – in fact, they have conjured up an image of a family where all family members are in lockstep with each other so that they basically operate as a single person with a single voice. They clearly have not seen many family-owned businesses in operation!

Family-owned businesses play an integral role in the small business engine that fuels growth and provides jobs in this country. Therefore, though it is often difficult, it is critically important that these family-owned businesses successfully transition to the next generation. Many of your members are family-owned businesses, and many have existed for more than one generation. If the proposed regulations are allowed to go into effect in their current form, not only will it be costly for family-



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owned businesses, but it will make it even more difficult to successfully transition the business to the next generation.

The proposed Section 2704(b) regulations provide that certain non-commercial restrictions on the ability to transition family-owned business to the next generation should be disregarded in determining the fair market value of an interest in that business. Initial comments on the proposed regulations, including those of WMDA/CAR, expressed concern that the proposed regulations would eliminate or restrict minority discounts and discounts for lack of marketability, which would result in increased valuations and taxes that would increase financial burdens for family owned businesses.


Importantly, the proposed regulations do not appear to carry out the intent of Congress as reflected in the Conference report issued with the enactment of section 2704. This report stated that "these rules do not affect minority discounts or other discounts available under present law." However, it is hard to read these proposed regulations and determine that they are about anything other than "affecting minority discounts or other discounts available under present law!"

WMDA/CAR also emphasized the concern that the proposed regulations would make valuations more difficult by requiring two appraisals, one of which would artificially inflate the value of a family-owned business. One appraisal would reflect the real fair market value of the business and one would reflect the artificially higher inflated value for tax purposes. The second appraisal will be an additional expense only for family-owned businesses. WMDA/CAR believes that there is simply no justification for requiring an appraiser to value an active family-owned business differently simply because it is family-owned. The appraisers, in their comments, made it clear that, based upon the language of the proposed regulations, they would have no idea how to comply with them!


Another major concern raised by WMDA/CAR is that one section of these proposed regulations adds a new "within three years of death" rule, ostensibly to prevent deathbed transfers. This rule would nullify transactions that occurred within three years of death. It could also have a retroactive effective date, making it the worst kind of regulation because a rule that didn't even exist at the time the transaction took place would now apply even though there was no way the family-owned business could have known the rule would even come into existence. This illustrates Treasury's expansion into the legislative arena – one which WMDA/CAR believes impermissibly exceeds Treasury's regulatory mandate under §2704(b)(4). WMDA/CAR sees this proposed rule as one more trap for the unwary or the unlucky!

Although WMDA/CAR made it clear to the IRS that it believes that the proposed regulations should simply be withdrawn and not replaced, WMDA/CAR urged that, in the event new proposed regulations are re-proposed instead of withdrawn, they should at a minimum (1) exempt all active family-owned businesses, (2) require that appraisals be based on the real fair market value of the business and not on an inflated value engineered by the tax code, (3) not include the new three years of death rule, and (4) take no action which would adversely impact minority and lack of marketability discounts as they stood when section 2704 was enacted. ♦


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LEGISLATIVE UPDATE

Government Affairs Report from Washington

by Roy Littlefield IV
Government Affairs Assistant

WMDA/CAR had a busy month attending coalition meeting, getting together with other associations, attending fundraisers, and lobbying in Washington.

There has been a lot of excitement to say the least on Capitol Hill. With so many quick developments and so much coverage of the various issues, we thought it would be helpful to provide our own breakdown of what has happened thus far and what we expect to see going forward.

The failure of the Senate to advance a repeal/replace bill means that leadership is now in a situation where they really need to choose between health care and tax reform. Speaker of the House Paul Ryan (R-WI) has made it clear that, while he would encourage the Senate to continue its efforts on health care, he will now be moving his chamber on to tax reform, and the White House announced that the President hopes to have a tax reform package pass the House in October and the Senate in November.

Even before the failed repeal/replace vote, attentions had begun to turn towards tax reform. A week ago, the White House and Congressional Republican leadership issued a joint statement setting forth the key principles that they have agreed upon for tax reform. The big news from this release is that they have agreed not to pursue the introduction of a border adjustment tax (BAT). This is a big shift in position, particularly for Speaker Ryan who, over the last year, despite push back from inside his own party and from a number of very big businesses and interest groups, had remained a proponent of the BAT.

As we work on tax reform and other issues, WMDA/CAR took part in a call for the White House Conference on Small Business (WHCSB) under the Trump Administration. The WHCSB has not taken place in over two decades and we are continuing to put the Conference in place. That is far too long to go without giving voice and a forum to America's small businesses which account for 99 percent of U.S. private sector employers and 64 percent of net new private sector jobs. We have taken part in several of these calls throughout the year.

Last month, WMDA/CAR met with the Family Business coalition to discuss support for death tax repeal and lowering taxes on family businesses has unanimous support with Republicans in the House, including leadership, the 170+ member RSC, and Freedom Caucus. George Callas, Senior Tax Counsel for Speaker

Ryan provided a tax reform update. We will continue our strong lobbying efforts on the Estate Tax.

WMDA/CAR answered Senate Finance Committee Chairman Orrin Hatch's call for input on tax reform from stakeholders and tax professional by submitting comments to the Committee. The Comments, among other things, (1) urged Congress to pursue greater parity in the tax rates for pass-through entities and C corporations while avoiding providing an opening for complex rules and systems, (2) advocated for the preservation of the business interest deduction, (3) stated support for immediate expensing, (4) encouraged Congress to maintain the step-up in basis while repealing the estate tax and (5) pushed for the preservation of the deductions for health insurance premiums and retirement plan contributions.

Recently, we met with members of SEMA's government affairs department to discuss the legislative initiatives for each association. SEMA has eight members in their government affairs office in Washington and have spent this year focusing their efforts on the RPM Act. WMDA/CAR continues to work with SEMA on this bill. We will look to combine our legislative efforts with a joint WMDA/CAR, TIA-SEMA reception at the end of the day on our Federal Lobby Day in May of 2018.

WMDA/CAR participated in a legislative roundtable with SEMA and member groups who are working towards passing the RPM Act. We continue to add co-sponsors and are now looking for legislative action. We now have 128 co-sponsors in the House and 38 in the Senate. We see a window of opportunity with the current Congress and President to make the RPM Act law.

Most recently, we met with USTMA (formally RMA) to discuss state legislation. USTMA was able to pass their unsafe tire legislation in New Jersey which will take effect on July 1, 2018 but failed in other states including New York, Ohio, Florida and Texas. They will look to re-introduce legislation in a few states to be determined next year. We have tried to remain transparent with USTMA on state legislation and we have looked for ways to work together. We have encouraged and asked USTMA for even more communication moving forward.

WMDA/CAR will stay active in Washington for the rest of the year and we look forward to participating in hearings and submitting comments on various issues impacting the industry. ♦



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CUSTOMERS TAKING A SWING AT YOU?

by Chris "Chubby" Frederick, Automotive Training Institute Founder & CEO
and Geoff Berman, Automotive Training Institute Coach

All of us have encountered unhappy customers from time to time. Most of the time it happens accidentally; however, some of us can recover quickly and some seem to make it worse. I was listening to Coach Geoff Berman tell a story he learned from his kids that usually works for anyone.

Geoff began the story by saying: bet you remember as a kid playing the "Punch Buggy" game. How awesome was that for Volkswagen's marketing! I'll save that for another article. For this one I want you to think about what the "Punch Buggy" game was really about, and how it relates to customer service. "Punch Buggy" relates to customer service? Really, Geoff? Are you kidding me? Bear with me and I promise I'll get you there. There is a really important customer service lesson in my story.

So let's look at what the kids are really doing with the "Punch Buggy" game – "Punch Buggy Red." This game gave me a legitimate reason to punch my sister and it was OK. How cool is

that! If I didn't hit her too hard it probably went undetected by my parents (over time I learned how to do that). It didn't take her long to figure out she can punch back, and she did. That is when I learned to add "No punch backs!"

NO PUNCH BACKS

Now I want you to think about your customers and the service you provide. Don't we play the "Punch Buggy" game with them? Here's an example. Let's say a first-time customer comes in and you quote her a price on brakes that she feels is more than she should pay. You came very highly recommended so she decided she could trust you and let you do the job. After she got the vehicle back, whatever the original problem was (squeak, grind, pull, whatever), it's still there. What is she going to do? She is going to "Punch."

"I spent \$450 on my brakes and it is still doing the same thing I brought it in for. I knew I should have taken it somewhere else. Those Google reviews were right about you. That's the last time I let John give me any auto advice."

So now it's your turn. What are you going to do? I'm guessing you didn't hear the customer say "no punch backs" so that is exactly what you do. "Can you bring it back so we can take a look at it?" Is that what they really want? To be inconvenienced and bring the car back to you only to hear you say it will be another \$200 to really fix the problem. Now I know you probably won't say that, but let's be honest, isn't that what they're thinking?

Now I have to tell you that I am the luckiest man on earth because I married the most incredible woman in the world. She has made it her life's mission to be the best mom she can be. There is no question that has rubbed off, and has helped to make me a much better father than I ever thought I could be. She has always hated the "Punch Buggy" game. It promotes the kids hitting each other. Me, I'm the dad. This is fun. Until someone gets hurt and I get a lecture. So one day she decides to play along and see if she can fix the game. She tells us that instead of a "Punch Buggy," what if you try a "Kiss Buggy" instead? My seven-year-old loved the idea and, seeing where my wife was going with this, I decided to play along. The next thing that happened absolutely blew me away. As soon as my daughter saw a "Kiss Buggy" she said "Kiss Buggy. No kiss backs!" When she realized what she had said, she immediately took it back and said "I mean Kiss Buggy. Kiss back!" No more punching.



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Everyone got in on this and it became a really fun game where we were sharing love with each other and not violence. One kiss was never enough and boy did I love finding a "kiss buggy."

TURNING PUNCHES INTO KISSES

So now I ask you, how do you turn punches into kisses? When your customer swings at you, don't swing back. Kiss them. Remember, it takes two to tango. If you don't fight back they will eventually give up. If you fight back with kisses, they will start kissing back. Let me demonstrate. The situation is the same. The customer is upset because the car is doing the same thing it did before you fixed it. Your previous response did not focus on the customer, it focused on the car. "Can you bring it back so we can take a look at it?" What you need to do is respond to the emotions she is feeling and just let her know you understand and that you care.

This can be easily accomplished by remembering four very simple things: thank them, empathize, apologize, or agree. We'll get to the car, but not until we make them feel better. She feels violated and we must fix this first. A better response might be "I am horrified that this has happened. I can't imagine how you must feel. This is very unusual and we take these things very seriously. Thank you so much for taking the time to bring this to my attention. Can you tell me where the car is so we can come and get it?"

Now I want you to take a minute and be that customer. In the first scenario, you put the burden on her. In the second scenario, you showed empathy and you thanked her. You put the responsibility on yourself. Which one makes you feel better? Isn't that what you really want? Someone to listen and make you feel better. Of course you do. We are all consumers and have had this happen to us. Our doctor sent us to a specialist and the referral wasn't there. No one told you you needed a referral, and were unwilling to help. Now it's your problem. "Sorry sir, we need the referral or we can't see you."

Ever upgrade your cell phone only to find out they changed your service without telling you and then told you you should have known that. "This happens with all upgrades," they tell you. Why

would you know this? Don't even get me started with internet or TV service. If they had just taken responsibility and showed a bit of concern, you would have been fine. "I'm so sorry that happened. I know how frustrating this must be for you. Unfortunately this does happen from time to time. The good news is it only takes a few minutes for me to fix that for you. Do you have a few minutes right now or can I call you at a more convenient time?" If businesses responded in a similar way (addressing your needs first or in other words, giving you a kiss) wouldn't it be very hard for you to keep punching?

CAN YOU CHANGE?

This technique requires you to make a mental change in how you think of your shop and your customers. You may need to rethink how you handle a lot of things that happen in the shop. If you're curious about how well you or your associate can handle a change like this, download our Ability to Change Assessment Form, available for a limited time at www.ationlinetraining.com/2017-09. It will let you know how open you are to change and what types of change. It's a great place to start moving in new directions, just like how you react to customers.

So, start practicing how you respond to your customer using these four principles (Thank You, Empathize, Apologize, and Agree). It doesn't matter if they are new to your business, or have been a customer for 30 years, if they are happy or upset, if they are male or female. Everyone wants to feel wanted, appreciated and heard. If you always remember to respond with a kiss, everyone will want to come to your shop and say "Kiss Buggy Red. Kiss backs!" ♦



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THE PUSH FOR A GREENER ELECTRIC GENERATION MIX



by Tom Gussen, Senior Energy Portfolio Manager, Sprague Energy



and Todd Bohan, PhD, Regulatory Specialist, Sprague Energy



Environmental issues are much more at the forefront of the public policy forum today than they were just a few decades ago. The following is an overview of how environmental concerns have changed the electric generation mix in the region and what impact policymaking has had on the electricity that we ultimately consume.

Let's look at how the electric generation mix has changed. Based on data provided by PJM Interconnection – the transmission organization that oversees the regional electric system – electric generation in the year 2005 was fueled by coal (57%), nuclear (34%), natural gas (5.5%) and oil (1.5%). The remaining sources were renewables and hydro. Fast forward to 2016 and let's see how that mix has changed: coal (34%), nuclear (35%), natural gas (26%), wind (2.2%) and hydro (1%). Oil and other renewable sources including solar generated the remaining electricity. While nuclear power has maintained its share, natural gas is now producing essentially five times the electricity generated in the region compared to a decade ago and coal's share has declined by 40% compared to 2005. Why has there been such a dramatic change over this period? There are two reasons: (1) there has been a policymaking shift away from coal and oil as electric generation sources due to negative environmental concerns; and (2) the economic impact of relatively low natural gas prices has made natural gas fired electric generation more attractive.

With pending electric generation unit retirements in the not too distant future, the region is faced with replacing those electric generation sources. From 2010 through 2016, 87% of the new generating capacity placed into service in the PJM

interconnection territory was either natural-gas fired generation or renewables. And as a result, the region has a much more balanced electric generation mix than it did a decade ago. In addition, state regulatory and legislative efforts have been implemented that require electric generation to come from renewable sources such as solar, wind, biomass and hydro. In fact, many states in the region have a renewable portfolio standard that requires a certain percentage of these renewable sources be included in the electric generation mix – and the law provides a financial mechanism to make that happen. While the specific requirements differ by state, the aggregate requirements for four jurisdictions within the region are shown in the Table below.

Accordingly, 15.60% of the electricity generated in Maryland in 2017 is required to come from renewable sources as specified in the standards; likewise in Pennsylvania that percentage is 14.49%. A quick review of the table also demonstrates that these requirements increase, and significantly so, by 2020. A brief review of the renewable costs shows a range from 0.7¢ per kilowatt-hour to 1.6¢ per kilowatt-hour. Assuming a current electricity price of 8.5¢ per kilowatt-hour, the increased cost of renewable energy sources required in the electric generation mix ranges from 8% to 19% of the total. And, with more stringent requirements in the next few years, this price change impact is expected to increase.

The changing energy market will impact your energy costs. For more information on energy, call Sprague at 855.466.2842 or visit our website at www.spragueenergy.com.

RENEWABLE PORTFOLIO STANDARDS ⁽¹⁾

(Minimum Percentage of Electric Generation from Renewable Sources)

YEAR	Maryland	New Jersey	Pennsylvania	District of Columbia
2017	15.60%	15.99%	14.49%	15.98%
2020	25.00%	21.91%	16.14%	21.58%

(1) For MD&DC compliance year is calendar year; for NJ&PA compliance year is June of prior year through May of current year.



CAR TALK

One Man's Insight On Selling His Auto Repair Shop

by Sandi Weaver, British American Auto Care
and Stephen Powell, Thoroughbred Transmissions & Auto Care, Inc.

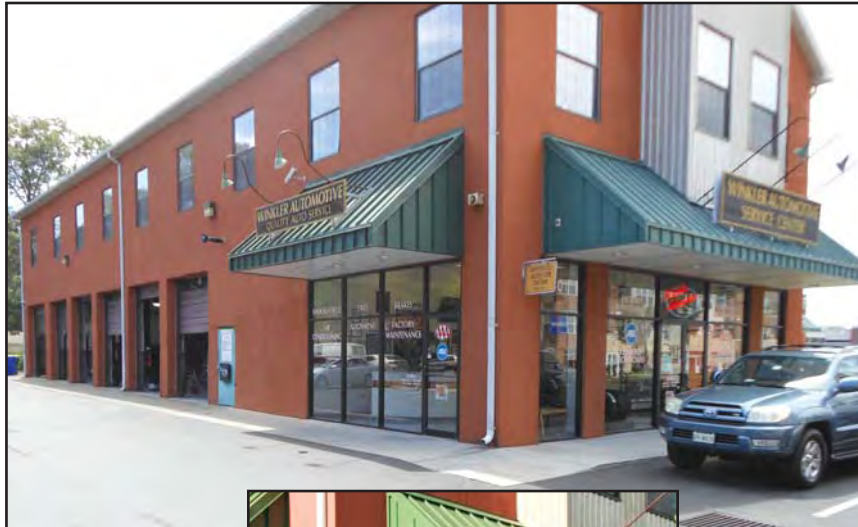
Are you thinking of getting out? Selling your shop and enjoying retirement? For most of us, we started our own business knowing we were going to retire and "live the good life" with the money we made selling our business. But how do you sell your shop, the one you built from the ground up and made into a successful, profitable shop? Well we spent some time talking with former WMDA/CAR members who have done just that.

First up, George Winkler, the former owner of Winkler Automotive Service Center in Gaithersburg, Maryland. About 18 months ago, George sold his auto repair shop and recently he gave us a few pointers we'd like to pass along to you.

George started preparing to sell his company three years before the actual sale took place. The first thing George said to do is make sure you are running your business operation correctly – paying the owner(s), paying rent and all bills on time, doing everything by the book. "You have to show your business is profitable and the new owner will be able to make money if they follow the current plan. Doing things correctly and legally is key. You can't fix bad habits in a month."

The next step is to find a good broker – one whose top priority is you, the seller. The broker is the person who establishes the value of your company. They are going to market your company discreetly. They will help you all the way through the entire process, until the sale is complete.

The average commission for a broker is 10% of the sale price.



George Winkler (left) and
Karim Morsli (right).

This seems like a lot, but a good broker can make all the difference. Having a broker who keeps everything confidential is important, too. The last thing you want is to get employees worried. Many have been with the owner for 10 to 15 years or more. The idea you are leaving could make them uneasy. While they have every right to be concerned, sometimes it can be a good thing for them.

Keeping the business operating the same is also very important. First, financially, you don't want to hurt their income or yours. Secondly, when it gets out that you are selling your business – and it will – many clients may stop using your shop. They worry that things will change too much, that the new owner may not warranty your work, and they worry things just won't be the same as they have come to expect.

George was able to successfully sell his business in three years. Now 18 months later, Winkler Automotive Service Center is doing great with its new owner, Karim Morsli.

Keep an eye out for more articles on selling your shop in the coming months. We'll be talking with owners who have passed the company on to a family member and another who sold his shop to an employee. We'll also take a look at things from the buyers' perspective.

If you want to learn more about Succession Planning, join us for Training Day 2018 at CCBC on March 3, 2018. Automotive Training Institute will be teaching a class about the do's and don'ts of selling your business and how to plan now for the day you want to sell. ♦



KIRK'S KORNER

Harvey Effects, Road Projects and the WMDA/CAR Expo

by Kirk McCauley
Director of Member Relations & Government Affairs

The effect of Hurricane Harvey in Texas and Louisiana has resulted in about a third of U.S. refining capacity being shut down. Prices have shot up and some outages have been reported. Unbranded product will take a big hit, if available, because the majors will save all the product they can for their branded stations until pipelines are back on line. We are lucky in the sense that we can receive shipments by port and pipeline. We can also pull loads from multiple racks in multiple states.

We now have an expanded selection with reformulated gasoline (RFG) restrictions lifted and are able to pull from area racks that do not use RFG gasoline. RFG is required in non-attainment areas of the state. Non-attainment areas are locations that are identified as poor air quality areas.

While we are fortunate, the folks in the path of Harvey could sure use a hand and WMDA/CAR has made a donation to relief efforts and we urge all members if possible to do the same.

ROAD PROJECTS

The Metro Purple line received a lot of attention the first of September when Governor Hogan announced the start of the project that had been tied up in courts. The Purple line will run from New Carrollton in Prince Georges County to Bethesda in Montgomery County.

More importantly to our members were two of the other projects he announced that will start shortly and which show his commitment to fixing the roads that have become bottle necks and are downright dangerous.

Governor Hogan announced the start of construction for the \$37.5 million widening of Route 32 between MD108 and Linden Church Road in Clarksville. The project will relieve traffic for thousands of motorists that use the narrow single lane link between major highways.



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- Certified Lift Inspections
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- Facilities Maintenance
- Lubrication Equipment
- Overhead Doors & Operators
- Waste Oil Furnaces & Boilers


















Governor Hogan also announced a project in Anne Arundel County that will reduce traffic congestion in Anne Arundel County along the Route 50 corridor. Adding a forth lane to the Severn River bridge to relieve traffic congestion for the 126,000 drivers a day in the Route 50 corridor and peaking at over 145,000 on a summer Friday.

The past administration never allowed enough money from gas taxes to build up to address problems with our roads. We can see the present administration using money out of the Lock Box for its intended purpose – keeping the cars and trucks rolling.

This obviously bodes well for our WMDA/CAR members and the repair facilities, service stations and convenience stores they operate and own. Environmental wise, our gasoline and diesel powered vehicles are cleaner than ever and the most cost effective way of getting from point A to B.

WMDA/CAR EXPO OCTOBER 11, 2017

I am in the middle of doing Customer Service Contest (CSC) inspections for our 2017 Expo at Martins West on October 11, 2017. This year we will have a smaller version of the contest so we can give more time to a Bull Roast style dinner that also features Halal food selections. Please visit www.wmda.net to get registered now! See more information about the Expo on the following pages. ♦

SAVE THE DATE



TRAINING DAY FOR TECHS & EXECS

SATURDAY, MARCH 3, 2018

Community College of Baltimore County - Catonsville
800 S. Rolling Road • Baltimore, MD 21228

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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!



**REGISTER
ONLINE**

at
www.wmda.net

WMDA/CAR EXPO, Bull Roast & Award Presentations

Wednesday, October 11, 2017

**Martin's West
6817 Dogwood Road • Baltimore, MD**

**ONE-STOP
SHOP**

**SOMETHING
FOR
EVERYONE**

SCHEDULE OF EVENTS

Tabletop Expo: 2:00 p.m. - 6:00 p.m.

Light Lunch: 2:30 p.m. - 4:00 p.m.
(Expo floor)

Cocktail Reception: 5:00 p.m. - 6:00 p.m.
(Expo floor)

Bull Roast & Award Presentations: 6:00 p.m. - 9:00 p.m.

**DOOR
PRIZES**

FUN

DJ

Accurate Automotive Equipment
Automotive Training Institute (ATI)
Benjamin F. Brown Insurance Agency
Bolt On Technology
Carroll Motor Fuels
Century Distributors, Inc.
Chesapeake Automotive Equipment
Crompco LLC
Crovato BG Products & Services
DANA Insurance & Risk Management
Day, Deadrick & Marshall Insurance, Inc.
Eco Heating Systems Inc.
Enovative Technologies
Ewing Oil Company, Inc.
First Merchant Services
Global Partners, LP
Green Mountain Coffee



Hunter Engineering Company
Intelicom, Inc./PAI
Jasper Engines & Transmissions
Jones & Frank
Marion Miller & Associates
Maryland Pump & Tank
Meadowbrook Insurance Group
Mitchell 1
MTD Services, Inc.

NAPA Auto Parts
Net Driven
New Auto Solutions
Parts Authority
Patriot Capital
Petroleum Marketing Group
PPC Lubricants/Castrol
Protractor Software
Repair Shop Websites
Spigler Petroleum Equipment, LLC
Sprague Operating Resources
Sunoco
The Wills Group
Upside Services
Utica National Insurance Group
Waymon Lynch Insurance Agency
WMD TRADING INC.

THANK YOU TO OUR EXPO & BULL ROAST SPONSORS

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Utica National Insurance Group

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Ewing Oil Company, Inc.
Gilbarco Veeder-Root
Petroleum Marketing Group
Sunoco
The Wills Group

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Bag Sponsor

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Net Driven
Petroleum Marketing Group
PPC Lubricants/Castrol
Repair Shop Websites
Spigler Petroleum Equipment, LLC
Sunoco
The Wills Group
Utica National Insurance Group

As of September 29, 2017

ALL YOU CAN EAT BULL ROAST MENU

SOUPS

Homemade Beef Vegetable Soup
Homemade Soup du Jour
(vegetarian)

SALADS

Cucumber Salad
Garden Salad
Macaroni Salad
Tomato & Mozzarella Salad

**HALAL
ENTREES
INCLUDED!**

ENTREES

Chef Carved Pit Beef
Chef Carved Turkey
Chef Carved Ham
Bar-B-Que Beef
Bar-B-Que Pork Ribs
Bar-B-Que Chicken
Steamed Shrimp
Fresh Fried Fish
Italian Meatballs (all beef)
Baked Ziti (vegetarian)

BEVERAGES

Wine and Ice Cold Draft Beer, featuring Blue Moon, Coors Light, & Natty Bohemian
Assorted Soft Drinks, Iced Tea, Regular & Decaf Coffee
Cash Bar for Cocktails

subject to change

SIDES

Corn on the Cob
Macaroni & Cheese
Rice
String Beans

DESSERTS

Assorted Cakes
Fresh Fruit
Ice Cream Sundae Bar

WMDA/CAR EXPO

Vendor Spotlight

CROMPCO

Serving the petroleum industry for nearly 30 years, Crompco has grown into the nation's industry leader in compliance testing and related services. With an extensive range of offerings, our goal is to serve all UST owners and operators with unmatched experience, attention to detail and cost effective solutions that are designed to protect the environment and our customers' valuable assets.

As Crompco continues to grow, so have our service offerings: These primary services include:

- Tank, Line & Leak Detector Pricing
- Vapor Recovery Testing
- Automatic Tank Gauge Certification & Repair
- Cathodic Protection Surveys
- Containment Testing
- Spill Bucket Testing & Replacement
- Tank Deflection & Bottom Flatness Testing
- State Inspections
- Schedule Management
- Tank Cleaning
- Owner Operator Training
- Closed Loop Meter Calibration
- Special Projects

DDM INSURANCE, INC.

DDM Insurance, Inc. is excited to be at the WMDA/CAR Expo this year. We specialize in insurance programs for the Garage/Auto Repair, C-Store and Gas Station industry and have been very competitive with pricing on all lines of coverage.

Come stop by our booth for some free stuff and to chat about your business!

- We will have some free basic giveaways for patrons (pens, bags, hand sanitizers, umbrellas, etc.)

ECO HEATING SYSTEMS, INC.

Are you ready to get your **BEST PRICE EVER** on a Clean Burn waste oil furnace? **Get \$1,500 off** a CB-1750 at the WMDA/CAR Expo!!!! Stop by Table #25!

Eco Heating Systems is family owned and operated. We have over 25 years' experience with Clean Burn furnaces and boilers, and will professionally install your Clean Burn waste oil heater.

EWING OIL

The New Liberty PAY App is here! Ewing Oil is very excited to introduce the new Liberty PAY app, now available to download for both Apple and Android devices.

Ewing Oil and Liberty Petroleum are using P97 Networks Inc.'s PetroZone mobile commerce platform to allow Liberty distributors to access the platform at more than 400 locations in 23 states. We are currently in the process of rolling mobile payment out to our Liberty sites.

Liberty Pay Offers a Seamless User Experience:

- Liberty Pay uses GPS to locate the nearest Liberty station
- Customers are then able to purchase gas quickly and securely using their smartphone
- Customers may also purchase products in-store or in-shop securely with their smartphone
- Customers are able to receive personalized digital offers while at the station
- Customers are able to securely attach multiple bank cards
- Customers are able to track their purchases

Now is the time to engage in the era of mobile commerce!

FIRST MERCHANT SERVICES

First Merchant Services provides **Electronic Commerce Services** for all types and sizes of merchants. FMS can make sure you are not being overcharged for Credit Card Processing.

PLEASE LET US DO A NO COST, NO OBLIGATION, AND NO PRESSURE ANALYSIS TO SEE HOW MUCH WE CAN SAVE YOU AND ALSO ALLOW YOU TO GET BETTER, PERSONAL CUSTOMER SERVICE WHILE SAVING MONEY.

We are happy to provide plenty of WMDA referrals who can tell you how much money we have saved them while also providing superior customer service. All WMDA Members attending the Expo are entitled to a "Free" Credit Card Terminal if processing through FMS.

JASPER ENGINES & TRANSMISSIONS

Jasper Engines & Transmissions, the nation's leading remanufacturer of drivetrain products, has been producing quality automotive components for 75 years. JASPER's diverse product line includes: gas and diesel engines, transmissions, differentials and rear axle assemblies, as well as diesel fuel and air components. Our company also produces drivetrains for performance and custom restoration projects. As a 100% Associate Owned Company, we maintain an ongoing commitment to grow as a leading force in the automotive industry. Our processes and procedures are designed to produce quality components that will meet, or exceed, our customers' expectations. Our mission statement is simple: "Do It Right and Have Fun!" We are not only dedicated to building quality, value-oriented products but to enjoy and maintain a passion for the work we do.

WMDA/CAR EXPO

Vendor Spotlight

MITCHELL 1

Since 1918, Mitchell 1 has been the industry standard for quality repair data to the motor vehicle industry. Mitchell 1's comprehensive family of products includes complete OEM and real-world repair information, estimating and shop management software, and marketing services to help automotive and commercial truck service professionals increase efficiency, productivity and profitability.

- **Products:** ProDemand Repair & Estimating, Manager SE, SCRM, TruckSeries.
- **Discounts:** \$50 off first month's payment.

NET DRIVEN

Net Driven provides custom websites and internet marketing services exclusively to the automotive industry. We combine automotive industry experience, internet marketing expertise, and direct feedback from our clients to create our powerful 3-part solution. Our solution combines internet marketing, custom designed (mobile-first) websites, and consulting and support to provide a results-driven approach to online success.

Our websites are designed to not only showcase your unique brand, but to help convert more website visitors into leads by providing valuable information and interactive tools to make the process of doing business with you as seamless as possible. We also provide social media management and online review and reputation management to ensure that your online footprint extends beyond your website. Your online presence and reputation are critical to the success of your business, and you can trust that they're in good hands with Net Driven. WMDA members can save up to \$1,000 instantly with Net Driven.

PATRIOT CAPITAL

Patriot Capital specializes in enabling entrepreneurs to succeed by providing hassle-free equipment financing in the convenience store and retail petroleum fueling industries. Patriot has been recognized as Best in U.S. by the PMAA.

Patriot finances all brands of equipment for fueling, including underground storage tanks, gas pumps, point of sale, signage and LED lighting. Working with our customers to enable them to optimize their capital structures, Patriot Capital is a leading provider of capital equipment financing to WMDA members.

- **Great Rates** – Financing on Gilbarco Encore 700 Series dispensers starting from 1.9%
- **Why Wait** – Upgrade your site now and lock in today's low interest rates. No interest or payments until 2018!

REPAIR SHOP WEBSITES

Repair Shop Websites has more than 2,000 repair shop customers and 13 years of experience building and managing websites for repair shops.

- Website design and management services will be featured at the Expo.
- Discounts of 50% OFF SET-UP FEE will be offered exclusively to Expo attendees.

SPIGLER PETROLEUM EQUIPMENT

For over 45 years, Spigler Petroleum Equipment has prided itself on prompt, accurate and unmatched equipment service at service stations through the Mid-Atlantic region (MD, DC, DE, PA, VA, & WV). We offer a range of equipment sales from Fuel Dispenser/Pumps, Automatic Tank Monitoring Equipment, and Point-of-Sale systems. Our parts department stocks all needed replacement items and we ship very quickly. SPE is known for being reliable and fair-priced, even when competing companies need them in short order.

Our new configuration is designed to give our customers the personal attention they deserve. Our customer representatives are assigned to work closely with the customer to see all their needs are taken care of quickly and efficiently. We have also added an additional Service Manager, Customer Service Manager and Business Development Manager, so Spigler can continue to grow with our rapidly changing industry and ensure every customer is getting the proper attention and support they deserve.

- With 25 Techs in the MD, VA, DC, DE, and PA areas, we have you covered.
- We are your locally owned and family operated Gilbarco Veeder-Root Authorized Service Contractor and Distributor.
- Large enough to handle all your Petroleum needs but not too LARGE to lose the personal connection our customers deserve.

UPSIDE SERVICES

Upside is the only software available to petroleum marketers and dealers that delivers incremental petroleum purchases with a measurable and proven Return on Investment (ROI). Upside brings you more customers (profitably) to your petroleum station giving your business a competitive edge over the competition. All that's required is listing your business in the Upside consumer app and we take care of the rest. More customers, more profit, that's your Upside.

- Upside's profit generation platform, which attracts new customers and gets existing customers buying more
- Upside's merchant dashboard, which delivers daily reporting of ROI
- Upside's consumer app, which delivers profit-increasing, personalized offers to customers in your area

\$100 account funding match for new stations that list their station on the Upside app at the Expo.



WMDA/CAR ENDORSED Membership Benefits & Services Providers

If your business needs any of the following products or services, be sure to check out these companies endorsed by WMDA/CAR.

ATM MACHINES

INTELCOM, INC.

Intelcom, Inc.
Larry Shapero
1-877-666-6269
Email: intelcom@verizon.net

AUTO PARTS SUPPLIER



Parts Authority
Stan Bailey
202-829-6315
Email: sbailey@partsauthority.com

CASTROL BUYING PROGRAM – BULK OIL AND PREMIUMS



PPC Lubricants
Gene Nace
1-717-215-7253
Email: gnace@ppclubricants.com

CONVENIENCE STORE PRODUCTS



Century Distributors, Inc.
Lori Rodman
301-212-9100
Email: lrodman@centurydist.com

CREDIT CARD PROCESSING



First Merchant Services
Dan Cohen
1-866-511-4367, ext. 105
Email: dcohen@firstmerchant.us

ELECTRICITY PROGRAM



Sprague Energy (MAAGIC)
Tom Gussen
732-440-0039
Fax: 732-440-0031
Email: tgussen@spragueenergy.com

LEGISLATIVE & REGULATORY INFORMATION



WMDA/CAR
Kirk McCauley
1-800-492-0329, ext. 114
Email: kmccauley@wmda.net

INSURANCE – LIABILITY, WORKERS' COMP, HEALTH INSURANCE

*Benjamin F. Brown
Insurance Agency*



Benjamin F. Brown Insurance Agency/
UTICA/Meadowbrook
Ben Brown or Berry Brown
1-800-861-3434
Email: berry@benbrown-ins.com

INSURANCE –



DANA Insurance & Risk Management
Eric Dana
800-821-1990
Email: eric@dana-ins.com

LEGAL SERVICES



Astrachan Gunst Thomas, P.C.
Peter Gunst
410-783-3523
Email: pgunst@agtlawyers.com

Lynott, Lynott & Parsons, P.A.
James L. Parsons, Jr.
301-424-5100
Email: jparsons@llplawfirm.com

TRASH/DUMPSTER BROKER



Premier Waste Group
Ian Djuric
410-490-3769
Email: premierwaste6@gmail.com

WEBSITE DESIGN & MANAGEMENT



Net Driven
1-877-860-2005
Email: sales@netdriven.com

LET YOUR MEMBERSHIP WORK FOR YOU!

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 WMDA/CAR!



A Passion for Service, The Power of Solutions.

PPC Lubricants is proud to bring you the ONLY ENDORSED OIL PROGRAM by WMDA and CAR — one designed specifically to help put thousands of Dollars in Dealers Pockets!!!

- ♣ **Offering High Quality products for all of your Lubricant needs at prices and service you won't beat anywhere**
- ♣ **The Official Endorsed Supplier for the Council of Automotive Repair (CAR)**
- ♣ **Great Brands with Great Prices & Products**
 - ♣ **Castrol GTX Magnatec & GTX High Mileage, Castrol EDGE and all other Castrol branded products meeting and exceeding industry standards for over a century**
- ♣ **Every Castrol Service Center will Receive:**
 - ♣ **Marketing Support**
 - ♣ **Professional Training**
 - ♣ **Best Pricing Structure (Members)**
 - ♣ **Unmatched Service**



"PPC Lubricants give me a great price on Premium Castrol branded products and a bulk program that will knock your socks off and then I get this check in the mail for a quarterly rebate...What's not to like?" - Ken Quasney Auto Sense

"I have hear it before, best price, largest selection, good service and a quarterly rebate, but I said 'what the hell... WMDA did the homework, I will give it a try'. Boy I am glad I did! PPC Lubricants delivered in spades, plus a big check!" - Dave Taggart Superior Auto Service

"We work on a lot of high end cars and needs a supplier that we can depend on, not only for service but a broad range of quality products. PPC not only supplies that product, but they supply it at a price that makes sense. The quarterly rebate and the amount was a complete surprise!"

- Clyde McLaughlin Chesapeake Import Service

**Call Gene Nace
Today!
717-215-7253**





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