



April 9, 2020

Greetings from VADA,

In today's message, we discuss an interview CBT News conducted yesterday with the Richmond area's McGeorge Toyota. Check out the results of a survey NADA administered nationwide. Plus, be sure to catch upcoming webinars from our friends at Dixon Hughes Goodman (DHG) and NADA.

CBT News shines a light on Richmond's McGeorge Toyota for its work during the pandemic.

Yesterday, CBT News' Jim Fitzpatrick interviewed Bob Farlow, General Manager of McGeorge Toyota, to discuss the various measures the dealership is taking with respect to employees, customers, and the Greater Richmond community throughout this pandemic. You can watch the full interview [here](#).

In the interview, the two discussed the dealership's "McGeorge at Home Program," which started as an extension of sales but has since been modified to include service. Like many dealers in Virginia, McGeorge is offering to pick up, service, and deliver vehicles to customer homes in a manner consistent with Virginia's Executive Orders 53 and 55 and other governmental directives.

During the discussion, Farlow mentioned its people as being the organization's top priority. In addition to employees, the organization is doing its best to serve those in the community. The general manager said one of the first things they did when the pandemic hit was donate 80,000 meals to Feed More, Richmond's hunger-relief organization and food bank. Feed More has long been a recipient of charitable giving from the Greater Richmond New Car Dealers Association. Now, Farlow states, "We've got friends and customers that are restauranteurs. We are starting to connect them with first responders in our area, and we're bringing lunches and dinners to those folks."

VADA congratulates the efforts of McGeorge Toyota, and we know they aren't alone. So many franchised dealerships in Virginia are finding creative ways to operate their businesses, while maintaining a profound sense of commitment to people—employees, customers, and those in the community. We applaud and thank all of you!

We also thank CBT News for this coverage of a VADA member. In case you missed it, Jim Fitzpatrick also interviewed me and VADA Executive Committee member Liza Borches of Carter Myers Automotive on March 26, 2020, when we discussed what dealers can do to stay open despite the spread of the coronavirus. Liza did an excellent job, and you can watch that interview [here](#).

NADA publishes results of this week's dealer survey, showing the virus' impact on franchised auto dealers.

Today, Automotive Trade Association Executives (ATAE) President Jennifer Colman shared with us the results of a survey NADA administered this week to dealers nationwide. 106 respondents from 41 states weighed in on how COVID-19 has impacted their stores.

If you're wondering how other dealers have been affected by the coronavirus, be sure to check out [the results](#).

NADA Dealership Webinar Lifeline Series

NADA conducts webinars almost daily from 1-2 p.m. Previously recorded and upcoming webinars are linked below. You can also access recorded webinars on the paywall-protected area of [NADA's website](#).

- April 1: [Making Sense Out of the New SBA Paycheck Protection Program: Practical Considerations for Dealers](#)
 - April 2: [The Federal Tax implications of COVID-19: How the New Environment Affects Dealers](#)
 - April 7: [So, an Employee Has Covid-19 Symptoms or Has Tested Positive...Now What?](#)
 - April 8: [Build a 60 Day Profit Protection Plan](#)
 - April 9: Managing Service Operations: Making it through the COVID-19 Pandemic (recording to follow)
 - April 10: [The Best Ideas from NADA 20 Groups: In Times of COVID-19 Pandemic](#)
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Dixon Hughes Goodman to conduct webinar on steps after applying for, and receiving, your PPP loan.

The folks at Dixon Hughes Goodman LLP are outstanding friends of VADA. With CPA advisors focused specifically on the auto industry and helping franchised dealerships, DHG has proven to be a valuable source of guidance and information amidst the spread of the coronavirus.

Last week, DHG conducted an educational webinar on “The CARES Act and its Impact on Dealerships.” If you missed it, view the [slide deck](#) or watch the [recorded presentation](#). Next week, DHG is conducting another virtual seminar titled “**You’ve Applied for – and Hopefully Received – Your Paycheck Protection Loan, Now What’s Next?**” The webinar will be Monday, April 13 at 1 p.m. Only 3,000 slots exist for the live webinar, so click [here](#) to register. You can also expect a recorded version to be made available on the firm’s [website](#).

More than ever, it is a pleasure to serve the new car and truck dealers of Virginia.

Sincerely,



Donald L. Hall
President and CEO