



NADA UNIVERSITY

Texas Auto Dealers Association Launches New Program to Help Prepare Future Dealers for Success

Association Taps NADA University to Support Initiative

Austin, TX – (August 11, 2011) The Texas Automobile Dealers Association (TADA) has launched a groundbreaking new program to help the next generation of auto dealers succeed when it's their time to run the business.

The program, called Texas Dealer Academy, taps the online resources of NADA University, the education and training arm of the National Automobile Dealers Association (NADA), to provide future dealers in the state with 24/7 access to the industry's most comprehensive online professional development training programs. It also offers young and upcoming dealership professionals new networking opportunities and active engagement in its grassroots legislative and regulatory activities on issues impacting the industry.

TADA, a subscriber to NADA U's premium online content option NADAvt, enrolls all dealer successors and key managers in the program, giving them access to all online training. Texas Dealer Academy could serve as a national template for other states to prepare their future dealers.

"Information is power, and this is the most powerful education and training program ever offered to the next generation of dealers in our state," said TADA President Bill Wolters. "No one does education better than NADA U, and access to all that information will give our dealers what they need to succeed for the long term."

Dealer Tim Crenwelge of Crenwelge Motors in Kerrville, Texas, spearheaded the TADA effort to team up with NADA U to create Texas Dealer Academy and has a separate subscription to NADAvt for his own dealership.

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“This is the one-stop resource for our young future dealers,” said Crenwelge. “Here they have access to courses taught by a ‘Who’s Who’ of subject matter experts. With that, and all the new networking opportunities offered by the program, they’ll become the best dealers in Texas!”

NADA U’s hundreds of online training and education programs cover all aspects of dealership operations – business and financial management, legal and regulatory compliance, fixed and variable operations, Internet, IT, advertising and marketing, and more.

TADA’s program and the launch of a new social networking community for truck dealers, NextGen ATD, are at the leading edge of NADA's national initiative to help prepare the next generation of dealers.

“It’s crucial for our industry that young dealers are ready to take the wheel when their time comes,” said David W. Westcott, a 30-year North Carolina new-car dealer and chairman of NADA's Dealership Operations Committee, which oversees NADA U.

“NADA U has made a commitment to give auto and truck dealers the best information and tools—and the opportunity to share experiences and best practices with their peers,” he said. “I’m proud that NADA U has been front-and-center in forward-looking initiatives, such as NextGen ATD and TADA's new program.”

W. Carroll Smith, longtime Houston-area auto dealer and chairman of NADA's Industry Relations Committee, also knows the value of preparing for the future. His two sons, both graduates of NADA Dealer Candidate Academy, are managers in the family business, Monument Chevrolet.

“NADA's initiatives to engage and educate the next generation could not be more timely,” he said. “The last few years have been a clear reminder that we always need to be at the top of our games to succeed in any market conditions.”

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Smith noted that NADA will include a group of young dealers in its annual Washington Conference in September for the first time. ***[Editor's Note: Look for more information soon on this initiative.]***

ABOUT TADA:

Since 1916, TADA has been the voice of Texas' franchised dealers. TADA represents the dealer body before the Texas Legislature, Congress, and regulatory agencies. It provides members with legal support, an annual conference, training and education programs, business services, a variety of informative publications, public relations on behalf of the industry, and even a consumer mediation service.

ABOUT NADA UNIVERSITY:

NADA University equips dealers and their teams to get results – with the right knowledge, information, coaching, and resources to develop both skills and confidence. Visit www.NADAUniversity.com for more details on these NADA University centers:

ACADEMY – Leadership development programs for current and future dealership operators and automotive entrepreneurs.

LEARNING HUB – Employee and manager training solutions -- courses, classes, workshops and webinars -- by leading automotive experts, with an all-new online platform enabling your staff to train at their convenience and pace.

20 GROUP – Consultant-led performance improvement fueled by a group of non-competing peers eager to share their experience and learn from yours.

RESOURCE TOOLBOX – Valuable member benefits, including Driven management guide publications, MarketINSIGHT mini-webinars, NADAPerks monthly tips and tools, and key market data – all complimentary resources you'll find only in NADA U's online library.

For more information on all of NADA University's training and educational programs, visit: www.NADAUniversity.com or call (800) 557-6232.

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