

June 2024



Summer, Summer, Summer Time!

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THE PRESIDENT'S CORNER



CMDA Members, Sponsors and Partners,

Welcome again to another edition of our humble CMDA Handshake Newsletter!

This edition comes out as we are passing the halfway point in the year. This year, like so many recent ones, seems to be going by with lightning speed. This is the same pace that our industry and social environment seems to keep changing with as well. We have a hard push for EV's and then we don't. We have push for DEI efforts and then we don't. If you blink, things will change for certain.

These perpetual shifts have prompted our theme for our 2024 CMDA Summer Meeting, which will be held in September. The theme for this year's meeting is "Driving Forward, Shifting Always". This theme is meant to signify that we are always moving forward but having to deal with the factors and variables that cause us change or modify the way we do business.

That ability to be flexible is one of the traits that keep us all successful. One of the only constants in this world is change. So, let's make certain that we keep our minds open, and that we maintain a state of flexibility, because without these things we won't be able to continue moving forward successfully!

Sincerely,

Gene Johnson

Gene Johnson



WORDS FROM OUR EXECUTIVE DIRECTOR



Members and Stakeholders of the Chrysler Minority Dealers Association,

Summertime, and the living is easy! The days are brighter and the temperatures are hotter. Just the way I like it.

The Summer season tends to brighten my disposition and my outlook for each day. Not only because of the great weather, but also because each day finds me in the midst of preparing for our CMDA Summer Meeting each year.

I am excited about our 2024 Summer Meeting because it will be in a great location, St. Thomas, US Virgin Islands! This meeting will be held from September 11th – 13th and will be a fantastic way to end the summer.

We have the perfect theme for the meeting, “Driving Forward, Shifting Always”. This speaks to our ability to continue to be successful, even in the face of all the obstacles and barriers that we have go over, around or through.

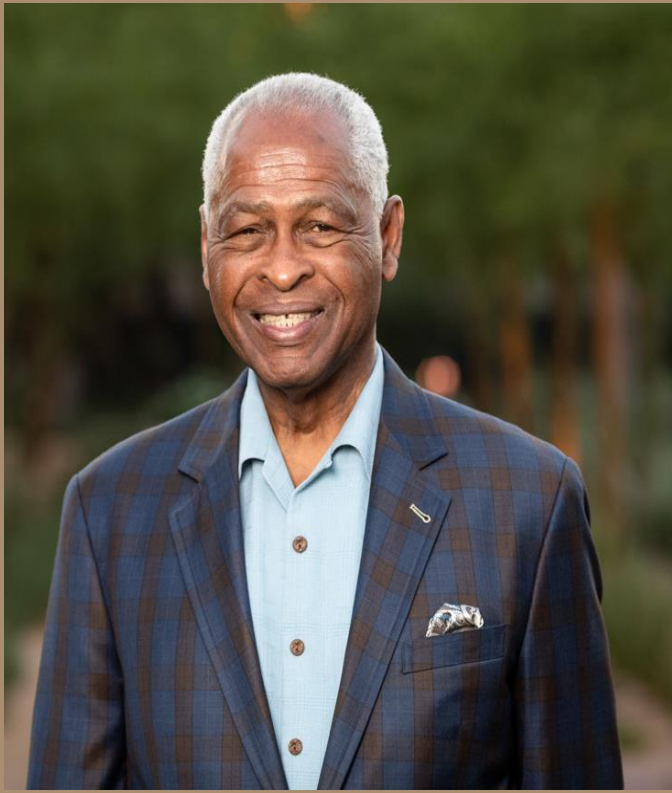
Another thing that keeps my disposition so bright, is knowing that I am a part of great Association that does some great things for its’ members and that we have so many great relationships with corporate partners who help us get these great things done.

I am looking forward to a fantastic Summer and to a fantastic time with each of you when we meet for our Summer Meeting. Until then, I hope your days find you “Walking on Sunshine” and that you have “Hot Fun In The Summertime”!

Mitch Mitchell
Mitch Mitchell
CMDA Executive Director
emitchell@chryslerminoritydealers.org

2024 – 2025 CMDA BOARD

Executive Board Members



President
Gene Johnson
Rainier Dodge (Olympia, WA)



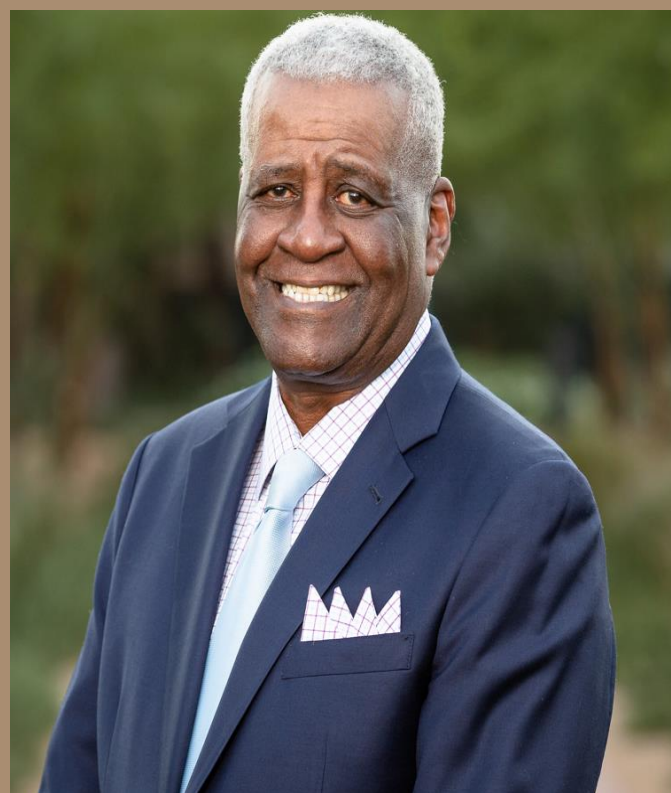
1st Vice President
Devinder Bains
Turlock CDJR (Turlock, CA)



2nd Vice President
Joey Crisostomo
Cars Plus Guam (Maite, Guam)



Treasurer
Jay Rivchin
S. Miami Alfa Romeo (Miami, FL)



Secretary
Ray Fregia, Sr.
Courtesy Motors (Danville, IL)



Immediate Past President
Gus Rodriguez
CDJR City of McKinney (McKinney, TX)

2024 – 2025 CMDA BOARD

Members At Large & Executive Director



Member At Large
Christa Billeaud
Acadiana CDJR (Lafayette, LA)



Member At Large
James Davis
Gulfgate DCJR (Houston, TX)



Member At Large
Jay Gill
Gill Automotive (Madera, CA)



Member At Large
Eddie Hall III
Northland CDJR (Oak Park, MI)



Member At Large
Andrew Suvanvej
St. Helens CDJR (Warren, OR)



Executive Director
Mitch Mitchell
CMDA Office (Troy, MI)

CMDA

CHRYSLER MINORITY DEALERS ASSOCIATION

SUMMER MEETING

DRIVING FORWARD, SHIFTING ALWAYS



THE RITZ-CARLTON

SEPTEMBER 11-13

RITZ CARLTON - ST. THOMAS, U.S. VIRGIN ISLANDS

2024 CMDA Summer Meeting Schedule

CHRYSLER MINORITY DEALERS ASSOCIATION

*All Events Will Take Place At
The Ritz Carlton- St. Thomas Hotel
6900 Great Bay
St. Thomas, U.S. Virgin Islands*

Wednesday, September 11, 2024

Board Meeting Breakfast	(Board Only)	8:00AM - 9:00AM
Board Meeting Morning Session	(Board Only)	9:00AM - 12:00PM
Board Meeting Luncheon	(Board Only)	12:00PM - 1:00PM
Board Meeting Afternoon Session	(Board Only)	1:00PM - 4:00PM
Membership Welcome Reception	(All Attendees)	6:00PM - 9:00PM

Thursday, September 12, 2024

General Meeting Breakfast	8:00AM - 9:00AM
General Meeting Morning Session	9:00AM - 12:00PM
General Meeting Luncheon	12:00PM - 1:00PM
Afternoon Session / CMDA Members Only Session	1:00PM - 4:00PM
CMDA Networking Reception	6:00PM - 7:00PM
CMDA Keynote Dinner Gala	7:00PM - 9:00PM

THE RITZ-CARLTON

CMDA

CHRYSLER MINORITY DEALERS ASSOCIATION

Driving Our Future

2024 CMDA Summer Meeting Schedule

CHRYSLER MINORITY DEALERS ASSOCIATION

SUMMER MEETING

*All Events Will Take Place At
The Ritz Carlton- St. Thomas Hotel
6900 Great Bay
St. Thomas, U.S. Virgin Islands*

DRIVING FORWARD, SHIFTING ALWAYS

Friday, September 13, 2024

Member/Family/Attendee Breakfast	8:00AM - 9:30AM
Member/Family/Attendee Social Events (Independent Activities On Your Own)	Times Dependent on Activity & Individual Schedules
- Golfing Simulator @ Ritz Carlton Hotel:	8:00AM – 11:00AM
- Poolside Social Event (Ritz Carlton Pool Area):	11:00AM – 4:00PM
- Various Activities At Guest Choice:	Times Vary
Evening Island Plans (Guest Choice)	6:00PM - 11:00PM

Please RSVP by Friday, August 16th to Mitch Mitchell, CMDA Executive Director at emitchell@chryslerminoritydealers.org or (248) 687-1088.

You may book your room by Friday, August 16th at the Ritz Carlton-St. Thomas site by using the link below or by calling 800-241-3333 and mention "Chrysler Minority Dealers Association Summer Meeting":

Reservations Link: [Book your group rate for Chrysler Minority Dealers Association](#)

THE RITZ-CARLTON

CMDA

CHRYSLER MINORITY DEALERS ASSOCIATION

Driving Our Future



CMDA

CHRYSLER MINORITY DEALERS ASSOCIATION

SUMMER MEETING

DRIVING FORWARD, SHIFTING ALWAYS



CMDA

CHRYSLER MINORITY DEALERS ASSOCIATION

Driving Our Future

MEMBERS IN THE SPOTLIGHT



CMDA Immediate Past President Gus Rodriguez
Has Grand Opening of Newly Renovated and Relocated
CDJR City of McKinney (TX) Dealership



Gus Rodriguez cuts the ceremonial ribbon while his son Lee, and Dallas Cowboys legend, Randy White cheer him on

Chrysler, Dodge, Ram building of the dealership



New Jeep Standalone Facility



MEMBERS IN THE SPOTLIGHT



CMDA Immediate Past President Gus Rodriguez
Has Grand Opening of Newly Renovated and Relocated
CDJR City of McKinney (TX) Dealership



Jeep Accessories Display / Area



Service Advisor Stations



Chrysler, Dodge, Ram Building Foyer



Gus is joined by CMDA Board Member, James Davis & Executive Director, Mitch Mitchell

2024 MEMBERSHIP

BENEFITS



Members, please remember that our Association provides you with the following benefits:

- Interaction with leading OEM, vendor and other stakeholder executives and influencers*
- A collective voice within the automotive industry and with automotive OEM's and executives.*
- A viable way to network, interact and mentor with dealers who share similar experiences.*
- Participation in business and educational meetings that promote ethnic minority dealers and their businesses*
- The opportunity to contribute to the growth and development of ethnic minority dealer candidates*
- The opportunity to be a direct contributor in strengthening our partnership with Stellantis*

DEALERS HELPING DEALERS!!! WE NEED YOU!!!

2024 MEMBERSHIP

BENEFITS (FINANCIAL)



Additionally, CMDA members are entitled to the following financial benefits as well:

NADA Dealer Academy Minority Candidate Support – (\$32,000)

Total funding (tuition, lodging, travel) for ten (10) ethnic minority candidates from CMDA dealerships to attend the NADA Dealer Academy. This will assist in the development of the next generation of minority dealers in the automotive industry.

Training Support – (\$10,000)

- A \$10,000 reimbursement for training and operational support activities, including 20 Group activities, Stellantis' Performance Institute training expenses and Degrees@Work Program.

CMDA Member Meetings Participation Incentive – (\$8,000) **Increased For 2024****

- Annual attendance incentive of \$4,000 for attending the CMDA Annual Meeting and Summer Meeting. A total possible incentive of \$8,000.

Dealer Association Membership / Conference Attendance – (\$2,000)

An annual reimbursement of up to \$2,000 for dealer association(s) membership (i.e. NAMAD, NADA, state dealer association, etc....) and/or expense for registering/attending a Dealer Conference (i.e. NAMAD conference, NADA convention, etc....).

Charitable Event / Donation Support – (\$2,000)

- An annual \$2,000 reimbursement to assist CMDA members with their local charitable endeavors and emphasize the importance of community support.

NAMAD Membership Dues Payment – (\$500)

- Membership and payment of annual dues in the National Association for Minority Automobile Dealers (NAMAD). ***This is paid for members directly CMDA.***

Preferred Pricing – CMDA Membership

- Financial and operational benefits and preferred pricing from our sponsors

Become a CMDA Member



**Chrysler Minority Dealers
Association**

Driving Our Future



Being a Chrysler Minority Dealers Association Member has its benefits. If you are looking to become a part of this great organization, please contact Mitch Mitchell, the Executive Director, at the CMDA office at (248) 687-1088 or emitchell@chryslerminoritydealers.org for more information or completing a DAP-7 dealer application.

Energized FOR THE FUTURE



Another successful National Sales Meeting has come to an end, and we had a great time gathering, learning and sharing.

We head into the summer renewed and ready to make it count as we continue bringing the highest levels of partnership and service to our dealers, customers and colleagues.



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ally do it right.

Help shield your inventory from vehicle theft.



Vehicle theft climbed towards record-breaking highs within the past four years. With greater accessibility to technology that aids criminals and the recent targeting of specific vehicles models, it's no surprise the National Insurance Crime Bureau reported **1,020,729 vehicles stolen nationwide within 2023 alone.**



80%+

Increase of vehicle theft claim frequency with Ally from 2019—2023

As an insurance provider to **over 4,600 dealerships**, we're dedicated to helping ease dealers' concerns with additional resources, secure the value of their inventory and reverse this unfortunate trend.

It's important to first understand how these thefts occur in order to address the problem head-on and devise a plan to protect your dealership.

Some ways thieves get access:

- Thieves pose as casual shoppers and look for weaknesses in a dealership's storage methods
- Key fob duplicators and relay hack devices amplify a wireless signal that activates without being next to the vehicle
- Keys and key fobs are stolen directly and vehicles are driven right off the lot

With the right knowledge and resources, your dealership can put measures in place to help decrease theft potential and retain lot value.

"Ally is certainly working hand-in-hand with our dealer customers to help them with best practices. We'll take a look at their lots and provide them some tips on how to help prevent theft."

— Aaron Lee, Ally Dealership Insurance Senior Director



Keep in mind some simple yet effective strategies:

1. Keep keys in a secure place that blocks wireless signals for duplication
2. Track personnel schedules and access to keys
3. Don't leave keys unattended on desktops, in showrooms or in service areas
4. Implement strict inventory management, tracking devices and a camera system so you immediately know when a car is stolen
5. Keep high-end vehicles in restricted areas
6. Park vehicles sideways in front of closed entrance gates at night

AUTOMOTIVE ACCOUNTING, AUTOMATED EASILY.

How it works



Common Reports

Factory Parts Statement Reports
Parts Invoices
Statement Reconciliations
Bank Reconciliations
Floorplan Reconciliations
Benefit Posting & Reconciliation
Finance Reserve Statements
Funding Notice Posting
3rd Party F&I Remittances
Schedule Cleaning
.... and more!

Contact Us

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www.accumatic.com
demo@accumatic.com

About Accumatic

When using Accumatic, dealerships are able to increase accuracy and eliminate all of the manual work that goes into posting reports back to the DMS. Accumatic can support all manufacturers and all Dealer Management Systems.

With Accumatic...



Increase Accuracy

Manual data entry is incredibly time consuming. Reduce processing time by up to 95%



Improve Efficiency

Allow your teams to focus on other critical areas of the business.



Train New Employees with Ease

Automotive accounting is complex. Let Accumatic handle the nuances and nuisances of the process

DEALER SENTIMENT INDEX

SECOND QUARTER 2024



A Unique Market Drives Optimism

Dealer Sentiment Index
SECOND QUARTER 2024

Background

- Data for the Cox Automotive Dealer Sentiment Index (CADSI) is gathered via a quarterly online survey of franchised and independent auto dealers.
- Dealer responses are weighted by dealership type and volume of sales to closely reflect the national dealer population. Data is used to calculate an index wherein a number over 50 indicates more dealers view conditions as strong or positive rather than weak or negative.
- The Q2 2024 CADSI is based on 1,026 U.S. auto dealer respondents, comprising 550 franchised dealers and 476 independents. The survey was conducted from April 23 to May 7, 2024.
- The next quarterly report will be released in September 2024. The CADSI was first published in Q2 2017.

Key Takeaways: Q2 2024

The Q2 2024 Cox Automotive Dealer Sentiment Index (CADSI) reveals a stable yet uncertain market environment for U.S. auto dealers. The current market index score of 42 indicates that most dealers perceive today's auto market as weak. This sentiment has remained consistent with Q1 and shows a decline year over year from 45. Dealers' expectations for the next three months have also dropped, with the market outlook index falling from 51 to 44, driven by a weaker-than-normal tax refund season and political/economic uncertainty.

Cox Automotive Chief Economist Jonathan Smoke noted, "There is a lot of uncertainty in this market, leaving consumers and dealers alike unsure of the road ahead. On top of uncertainty about interest rates, we are heading into an election season, which always breeds more concern. In the auto business, uncertainty is the enemy – it negatively impacts sales, hurts consumer

sentiment, and leaves auto dealers feeling troubled."

Despite the overall weak market sentiment, there are positive signs. The overall profit index saw its first increase since Q3 2021, climbing to 36, while customer traffic – both online and in-person – improved from Q1.

Cost pressures remain a challenge, however, with the cost index reaching an all-time high, and price pressure at 65, reflecting dealers' struggle to balance consumer demands and incentives. The new-vehicle sales index improved for the second consecutive quarter to 53, and new-vehicle inventory levels remained strong in Q2. The incentive index, however, is still below pre-pandemic levels at 34, suggesting dealers still view incentives as small. Conversely, the used-vehicle market continues to struggle, with an index score of 42, despite a slight improvement.

Sentiment about electric vehicle (EV) sales fell to a new low in Q2. When asked how EV sales compare to one year ago, the index score came in at 41, one point below Q1. However, expectations for the future EV market improved in Q2, increasing from 36 to 39. Still, the score suggests that most dealers think the EV market will be declining, not growing, three months from now.

When asked about factors holding back their business, auto dealers in Q2 remained focused on Interest Rates, the Economy, and Market Conditions, respectively, with minimal change from Q1 and one year ago. However, as the U.S. presidential election in November approaches, Political Climate continues to increase as a factor impacting business. Political climate concerns are now cited by 36% of dealers as a major factor holding back business, with franchised dealers expressing more concern than independents.

Factors Holding Back Business

FRANCHISED DEALERS

		Q2 '24	Q1 '24	Q2 '23	Q2 '22
1	Interest Rates	68%	70%	61%	16%
2	Economy	53%	51%	49%	38%
3	Political Climate	41%	34%	26%	25%
4	Market Conditions	35%	38%	33%	32%
5	Consumer Confidence	31%	32%	24%	18%
6	Lack of Consumer Incentives from my OEM	29%	30%	24%	22%
7	Expenses	22%	23%	19%	15%
8	Credit Availability for Consumers	21%	22%	19%	4%
9	Limited Inventory	18%	21%	42%	67%
10	Staff Turnover	17%	16%	15%	14%

↓ Significant decrease vs previous quarter

↑ Significant increase vs previous quarter

Regional View – Index Score (Franchised)

Question	Answer	North-east	Mid-west	South	West
Current Market	Strong/Weak	50	49	50	44
Market Next 3 Months	Strong/Weak	53	54	53	45
Overall Customer Traffic	Strong/Weak	40	40	44	33
In-Person Customer Traffic	Strong/Weak	39	40	43	33
Digital/Online Customer Traffic	Strong/Weak	48	49	52	43
Profits	Strong/Weak	43	44	45	37
Costs	Growing/Declining	76	75	68	75
New Vehicle Sales	Good/Poor	51	54	55	47
New Vehicle Inventory	Growing/Declining	71	69	69	71
New Vehicle Inventory Mix	Good/Poor	65	63	66	68

 Significant decrease vs previous quarter
 Significant increase vs previous quarter

Question	Answer	North-east	Mid-west	South	West
Price Pressure	More/Less	66	68	66	71
Staffing	Growing/Declining	45	51	55	43
OEM incentives	Large/Small	38	31	35	31
Economy	Strong/Weak	46	45	48	42
Current Fixed Operations	Better/Worse	59	57	64	64
Future Fixed Operations	Growing/Declining	65	68	72	72
Current BEV Sales	Better/Worse	49	42	43	44
Future BEV Sales	Growing/Declining	43	40	36	45
Dealer Credit	Easy/Difficult	59	63	65	59
Effect BEV Tax Credits Have on BEV Sales	Positive/Negative	61	64	62	64

 Significant decrease vs previous quarter
 Significant increase vs previous quarter

MORE AUTO INDUSTRY DATA AND INSIGHTS FROM COX AUTOMOTIVE

The go-to source for insights based on the largest breadth of first-party data in the automotive ecosystem

Cox Automotive Newsroom: www.coxautoinc.com/newsroom/

Fresh content from Chief Economist Jonathan Smoke and the Industry Insights team is published regularly

Auto Market Snapshot: www.coxautoinc.com/marketsnapshot

This dashboard is a one-stop dashboard for the most recent data points our team is tracking.

From the Newsroom: www.coxautoinc.com/signup

The Cox Automotive biweekly newsletter, published every other Tuesday, is a round-up of news from Cox Automotive and perspectives from its analysts and experts on topics dominating the automotive industry.



COX AUTOMOTIVE

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COX AUTOMOTIVE

Contact information:

Dara Hailes

Senior Manager

Cox Automotive Corporate Communications

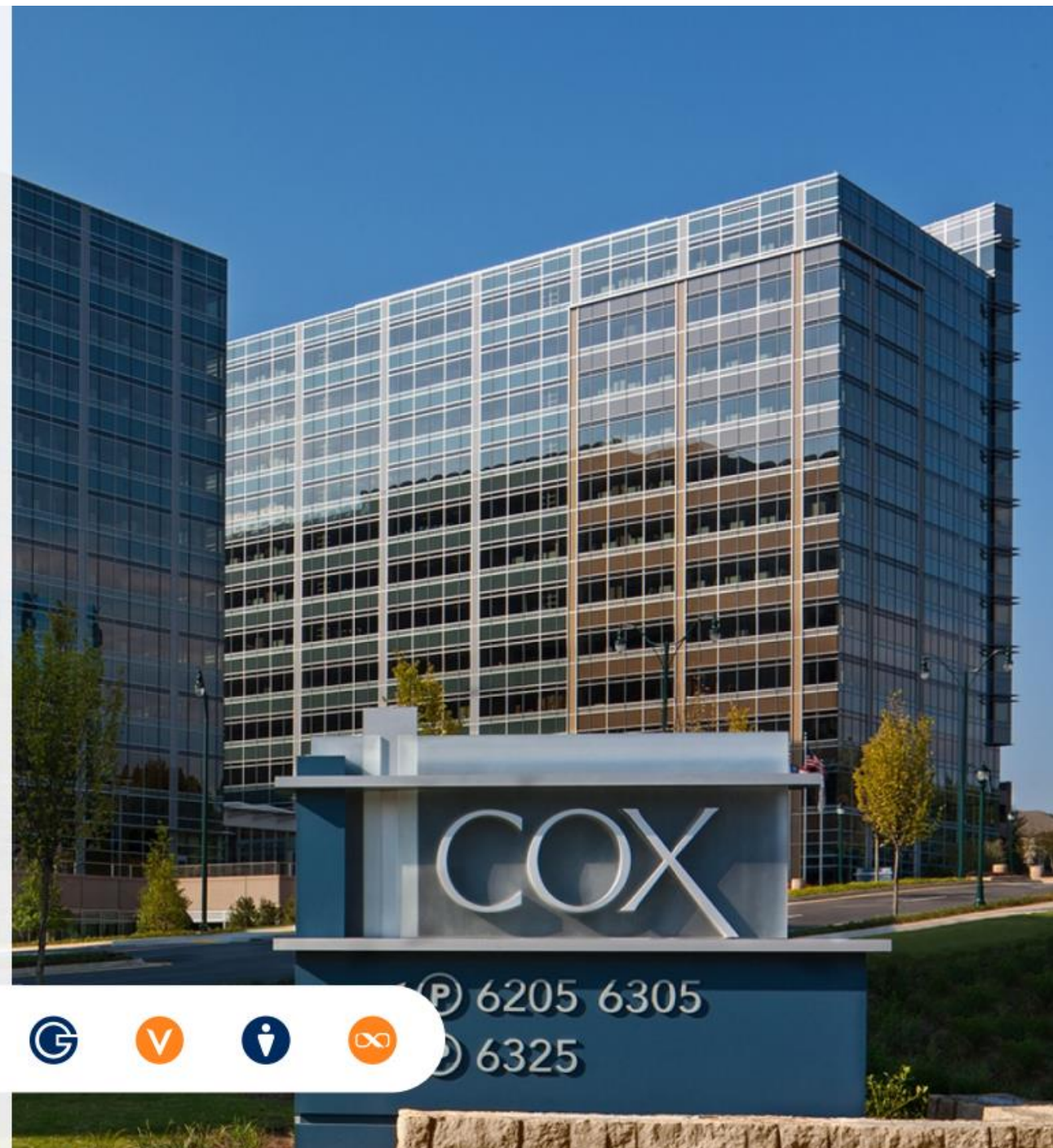
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Building vs. Buying Talent

Which delivers better ROI for auto dealers?



The Cost of Buying Talent

When it comes to hiring mid-level and senior-level talent, dealerships almost always recruit from the outside. That comes with a number of costs, both direct and indirect.

Direct Costs

Job boards — If you want your job listing to be seen by a decent number of candidates, expect to pay \$500-\$1,000 for posts and promotional services.

Recruiters — For senior-level or specialist roles, you may need to hire a recruiter... which could cost \$15,000 or more per position filled.

Indirect Costs

Lost revenue — The average time to fill open positions for small to midsize businesses was 41 days in 2019. Finding the right match for a job may take even longer today, thanks to a tight job market, talent shortages, and demographic shifts.

In the meantime, your store will be understaffed. If we estimate the lost revenue per day for a single employee to be \$1,000 — a conservative number — then 41 business days is more than \$41,000 in lost revenue. All the while, your customer experience suffers.

Internal resources — Hiring external candidates is a resource-intensive process for a dealership. GMs or other senior team members will spend many hours poring over resumes, interviewing, and onboarding. That's time that isn't spent on other key priorities.

Onboarding time — Outside employees take longer to get up to speed than internal hires. In the best of cases, it could take several months before they're operating at full efficiency. During that time, you'll likely be spending more on their paycheck than you're getting back in value.



Fact

Outside hires are **21%** more likely to leave than internal hires.

Source: [Deloitte](#)

21%



Other Factors

Loyalty — If a manager or senior-level employee is leaving their current dealership for your job opening, what's to keep them from leaving your dealership for a better offer?

Culture — How will an outside hire fit in at your organization? Will the people they manage be happy with them? Will they create friction within their team and with other co-workers?

A misplaced hire can damage a strong workplace culture, and there's a lot about a person that doesn't show up during the interview process.

“Outside employees take longer to get up to speed than internal hires.”

The Cost of Building Talent

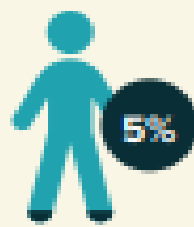
You'll always have to hire for entry-level positions — sales consultants, service advisors, porters, and entry-level service techs to name a few.

But if you're smart about who you hire for those positions, you can develop them into management and senior-level talent. But is the investment worth it?



Tip

A good rule of thumb is that an effective training program costs about **5%** of the trainee's pay.



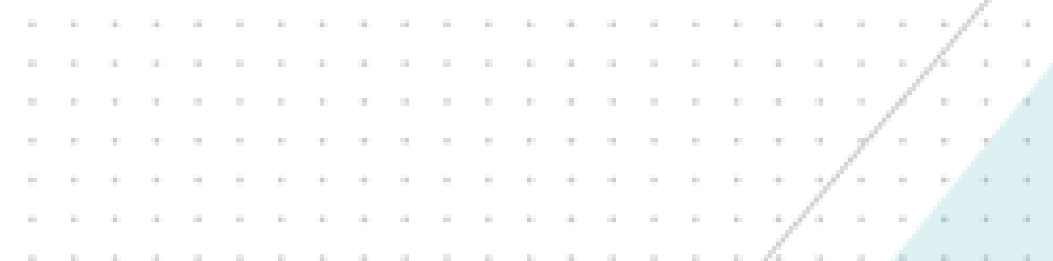
Direct Costs

Training — A good rule of thumb is that an effective training program costs about 5% of the trainee's pay. For an employee making \$76,500 each year, training would cost around \$3,800 annually.

Technology — Effective training requires software tools such as learning management systems. The costs of these tools vary depending on headcount, but licenses may cost a few hundred to a few thousand dollars per year.

Indirect Costs

Time — Training takes time out of employees' workdays, during which they won't be participating in revenue-generating activities.



Other Factors

Effectiveness — Training isn't one-size-fits-all, and finding the right approach for your circumstances can make or break its effectiveness. One-day seminars and classroom style training (the “shotgun” method) aren't universally effective, and the knowledge is unlikely to stick if it's not supplemented with additional training. Targeted, personalized training based on adult learning science (the “rifle” method) is more reliable, but also more of a long-term commitment.

Loyalty — Internal promotions are more likely to stick around than external hires. When lower-level employees see they have a career path, they're also less likely to leave.

Culture — When you hire from within, you already know that your new manager is a good culture fit. That takes a lot of the unknown out of handing the reins to someone new.

Timing — If you're starting from scratch with a talent development program, it will likely take 2-3 years before you can start filling manager and senior-level gaps in-house.

Positive Externalities — Even if employees that go through training don't end up being management material, chances are their performance at their current role will improve anyway.

“Internal promotions are more likely to stick around than external hires.”

The Verdict

Taking direct and indirect costs into consideration, the answer is clear: **building talent delivers better ROI and ROE than buying it.**

BUYING TALENT

\$500-\$1,000

Job Boards

\$15,000

Recruiter Fees

\$41,000

Lost Revenue

\$56k+ per hire, plus time and resources

BUILDING TALENT

\$200 /YR

Software License

\$3,800 /YR

Training Costs

As little as **\$4k per employee per year**

When you rely on external hiring, you end up spending more time and money to recruit and onboard employees who are more likely to leave and less likely to be good culture fits, while spending more time operating at reduced capacity (and losing revenue in the process).

When you promote from within using talent you've developed, you can fill vacancies faster with more loyal employees who will be able to hit the ground running.

“You can fill vacancies faster with more loyal employees who will be able to hit the ground running.”



Although it will take time to build your talent pipeline, the best time to start is now. Incoming economic and demographic shifts will continue to make outside hiring harder and more costly.

The sooner you can get started cultivating talent, the more advantage you will have (and the more market share you can capture during a promising economic recovery).

Ready to start building the talent pipeline of the future at your dealership?

Contact JM&A for a free consultation. Our talent experts are ready to discuss a custom plan to solve your talent equation with recruitment and retention solutions.

[CONTACT US NOW](#)



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*Thank You For Your Support
of Our Association*

C M I D A

CHRYSLER MINORITY DEALERS ASSOCIATION

Driving Our Future