

Official Entry Form



Instructions

Two copies of the Official Entry Form are provided. One copy is for your use as a work sheet and file copy, and the other must be **typed** and submitted. All questions on this entry form must be answered. Failure to answer any questions may disqualify a nominee at the discretion of the judges. **Do not submit your entry in binders, books or portfolios.** Do not staple Official Entry Form; use paper clips only.

Along with the completed entry form, you must also provide the following photographs:

1. Twenty-five **color** prints of a head-and-shoulders studio portrait on a solid-colored background.
All photos must be 8" x 10" with the nominee's name printed in the lower right-hand corner on the back of each photograph. **Please do not mount photos.**

The following photographs should be in color—no smaller than 5" x 7" and no larger than 8" x 10":

2. One overall photo of the exterior of the dealership;
3. One photo of the dealership's showroom;
4. One photo of its service work area (where service work is done—not the service desk);
5. One overall photo of each subsidiary location exterior;
6. One or more photos of the nominee performing community service.

The completed entry form and the required photographs are the only material that will be accepted by the judges. No supplementary data of any kind (letters of endorsement, newspaper clippings, etc.) can be included. However, additional typewritten pages may be attached to the Official Entry Form to complete answers to any question when sufficient space is not provided on the form itself. This is the only type of addition to this form that will be accepted.

This entry form and the required photographs must be received on or before MONDAY, OCTOBER 8, 2007.

Submit all materials and inquiries to:

Kathy Petersen
Dealer of the Year Program Director
TIME Magazine, Room 25-410
1271 Avenue of the Americas
New York, NY 10020
(212) 522-4069

Name of dealer _____

Name of sponsoring association _____

Official submitting nomination _____

Does the nominee for whom this entry is submitted agree, if selected as a Dealer of the Year finalist, to attend and participate in at least two activities during 2008, when and if requested to do so by the NADA Public Affairs Committee and/or Dealer of the Year officials for the purpose of furthering the aims of this award program?

Yes No

Name of dealer _____

Basic Information

Dealer's name *(as it should appear in publicity and on award)*

Title in dealership _____

Name of dealership* _____

All franchises within above dealership

Address of dealership _____

City, state and ZIP _____

Business telephone (with area code) _____

Business fax (with area code) _____

E-mail address _____

Dealer's home address _____

City, state and ZIP _____

Home telephone (with area code) _____

Biographical Information

Dealer's age _____ Date and place of birth _____

Educational History

High school (name and city) _____ Year graduated _____

Colleges (names and cities) _____ Year graduated _____

Degree _____ College major _____

If more than one college, from which graduated _____

Scholastic or extracurricular honors

Social fraternity _____

Military history _____

*If the dealer owns any other dealership(s), it is necessary to fill out page 12.

Name of dealer _____

Family

Married Widowed Divorced Single

Spouse's name *(and maiden name, if different than dealer's)* _____

Children's names _____

Number of grandchildren _____

Employment Record

Dates (from - to) Title Employer City

Automotive Career

When, where and how nominee started in the automobile business, and special facts of interest relating to nominee's automotive career

Other family members in the automobile business

Name of dealer _____

Dealership Information

(If nominee owns more than one dealership, it is necessary to fill out page 12.)

Year dealership founded _____

Name of dealership when founded _____

When and how nominee became associated with this dealership

What percentage of the dealership business does the nominee own? _____

If not wholly owned, describe other owners' shares and relationship to nominee

Square footage of plant's operations:

Showroom sq. ft. _____ Office sq. ft. _____ Service dept. sq. ft. _____

Parts dept. sq. ft. _____ Total bldg. dim. sq. ft. _____

New-car storage sq. ft. _____ Used-car display sq. ft. _____

Age and condition, improvements and changes

Your Nominee as a Dealer of the Year

You must answer all of these questions specifically and in detail.

Financial and Sales *(for judges' confidential use only and not for publication)*

Your rank (based on new-car sales) among all franchised dealers in your market _____

Number of dealers included in this ranking _____

Definition of market area covered in this ranking _____

Approximate population of area _____

Rank in zone (based on new-car sales) among dealers with same franchise _____

Name of dealer _____

Number of dealers included in this ranking _____

Definition of geographic area covered in this zone ranking _____

Three-Year History of New- and Used-Car and Truck Sales Units *(retail only; do not include new fleet or used wholesale units)*

	2006		2005		2004	
	New	Used	New	Used	New	Used
Retail cars	_____	_____	_____	_____	_____	_____
Retail light trucks	_____	_____	_____	_____	_____	_____
Total	_____	_____	_____	_____	_____	_____

What percentage of total new are lease units? _____

Three-Year History of Service Sales

	2006	2005	2004
Labor	_____	_____	_____
Parts	_____	_____	_____
Total (customer) service sales	_____	_____	_____

What percentage of your total service sales are under warranty? _____

Total sales or revenues _____

Net income before business taxes _____

Net income as percentage of sales _____

Net income as percentage of net worth _____

Was 2006 a typical year? _____

If not, explain

Summary of dealership's performance as moneymaker

Name of dealer _____

Summary of financial stature of dealership

Total advertising and promotion expenditures for 2006 (in \$ volume)

Number of Employees (by classification)

Owners, partners, officials, etc. _____ Mechanics _____ Office and clerical _____

Sales managers _____ Service managers and writers _____ Maintenance personnel _____

New-car salespeople _____ Paint and body _____ Others _____

Used-car salespeople _____ Parts _____ Total number of employees _____

Remarks

Sales/Mechanical Training

What are the policies toward continued training of employees?

Employees' Record of Service

Number of employees with dealership

Less than a year _____ 11 through 20 years _____

1 through 5 years _____ More than 20 years _____

6 through 10 years _____

Oldest employee (in terms of service), job description and years of service

Name of dealer _____

Reputation

Use data from factory and/or consumer group reports. Include awards, Autocaps, surveys, commendations and citations. Response to this question should show CSI (or equivalent) for the past four years, plus rank in zone (or equivalent) for each dealership.

Highlights of nominee’s reputation as an ethical dealer

CSI or Equivalent	2004	2005	2006	2007 YTD
CSI score	_____	_____	_____	_____
Group score	_____	_____	_____	_____
Your rank in zone (or group)	_____	_____	_____	_____

Dealer Organization Membership and Association Service (with dates, specific offices, committee assignments, honors, etc.)

As stated in the Dealer of the Year award rule book, “To be considered for selection as the Time Magazine Dealer of the Year, a nominee must have at least a five-year record of active participation in affairs of the nominee’s state or local dealer association.” This participation can be evidenced through offices held, committee service, attendance record or in any other appropriate manner in answering the following questions:

NADA

Year nominee joined NADA _____

Current offices, positions (give dates) _____

Past offices, positions (give dates) _____

State Association

How long has nominee been a member of state association? _____

Current offices, positions (give dates) _____

Past offices, positions (give dates) _____

Local Association

How long has nominee been a member of local association? _____

Name of local association _____

Current offices, positions (give dates) _____

Past offices, positions (give dates) _____

Name of dealer _____

Dealer councils (give dates) _____ Offices and positions held (give dates) _____

Other automotive organizations (give dates) _____ Offices and positions held (give dates) _____

Automotive Awards

Include only most important awards (*e.g., those going to top dealers*)

Factory awards _____ Dates received _____

Other automotive awards _____ Dates received _____

Name of dealer _____

Your Nominee as a Good Citizen

You must answer questions specifically and in detail, giving dates of service and honors. If an organization named is not nationally known, please explain its purpose. It is not necessary for a nominee to have an activity for each section. Seldom, in fact, have there been nominees with noteworthy service in every area. If a section or portion of a section does not apply, simply say "none."

Please use a separate line for each organization. If necessary, additional pages can be used and attached behind this sheet.

Civic and Community Activities

Current civic organization membership	Highest office held (give dates)	Honors received (give dates)
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Civic and/or citizenship awards (*explain award and give dates*)

Political service and activities	Highest offices held—elective or appointive (give dates)
_____	_____
_____	_____
_____	_____

Name of dealer _____

Religious activities
and memberships

Highest offices held
(give dates)

Educational service or activities
(include driver's education)

Highest offices held
(give dates)

Current fraternal and
social memberships

Highest office held
(give dates)

Honors received
(give dates)

Any other form of service or contributions to benefit others (give dates)

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Name of dealer _____

Which award is most important and/or meaningful to you? _____

Why?

Please write in your own words (approximately 100 words) a brief statement on what you feel is your most meaningful and important civic achievement and explain why.

Please write in your own words (approximately 100 words) a brief statement on what you feel has been most rewarding to you in your retail automotive career.

Name of sponsoring organization _____

Address _____

City, state and ZIP _____

Telephone (with area codes) _____

Official submitting nomination (please print) _____

Title _____

Signature of official submitting nomination _____

Date _____

Nominee's signature _____

Date _____

Dealership name _____

Nominee's title in this dealership _____

Street address _____

City/state/ZIP _____

All franchises at this location _____

Dealership name _____

Nominee's title in this dealership _____

Street address _____

City/state/ZIP _____

All franchises at this location _____

Dealership name _____

Nominee's title in this dealership _____

Street address _____

City/state/ZIP _____

All franchises at this location _____

Dealership name _____

Nominee's title in this dealership _____

Street address _____

City/state/ZIP _____

All franchises at this location _____

Dealership name _____

Nominee's title in this dealership _____

Street address _____

City/state/ZIP _____

All franchises at this location _____

Name of dealer _____

Name of sponsoring association _____

Publicity

TIME Magazine Dealer of the Year Media Publicity Labels

Please type full addresses on a sheet of plain white **labels**. Please include the zip code and contact name for each media outlet. We will use these labels to mail your press releases.

Please limit yourself to 15 media outlets in your area.

You will want to include **labels** for:

1. Your dealership's advertising and/or public relations agency
2. Print media (*newspapers, magazines and alumni publications; please include the name of the editor*)
3. Broadcast media (*radio and TV*)
4. Government officials (*Please include your local mayor, chamber of commerce president, state governor, senator and congressmen.*)

Please do not write or type in the area below.

