

CAWA 2015-2016 GOALS ESTABLISHED BY ITS LEADERSHIP

Progress from February 2015 through June 2016

1. Build upon the Auto Care Association's Program

(www.autocarecareers.org) to promote and educate our members on effective ways to recruit people to our industry.

- **CAWA has linked the newly developed (2015) YANG - Auto Care Association recruitment video called "Best Career in your Future" to our website.**
- **CAWA has partnered with the Auto Care Association and SEMA in developing an industry job board which is highlighted on the Association's website.**
- **CAWA has linked to Operation Auto Care, which encourages the hiring of military veterans, and has promoted the hiring of military veterans through its electronic newsletter called "Connections".**
- **CAWA has promoted industry career opportunities through the social media vehicles of LinkedIn, Twitter and Facebook.**
- **CAWA has promoted AWDA's and the Auto Care Association's Auto Care Internship Program and has awarded its own scholarships to current and future industry employees.**
- **CAWA supports and promotes the University of the Aftermarket's Leadership 2.0 Program to develop current and future leaders in the industry.**
- **CAWA has promoted career opportunities and scholarship opportunities through the California Automotive Teachers to reach educational institutions and technical schools.**
- **Developed a closer relationship with the Young Auto Care Network Group (YANG) to encourage individuals to remain in the auto care**

industry. The Association has also co-sponsored a YANG regional meet up for its members.

- Encourage website visitors to visit member websites to see what career opportunities are presented by individual auto care industry companies.
- Alerted the membership on regulations that apply to company internships.

2. Educate members regarding telematics by simply defining it, i.e., what it actually is, in an understandable way, including some of its implications, e.g., privacy issues, ownership of information, etc.

- CAWA has committed to assist the Auto Care Association on their 2016 outreach program to educate the industry, government officials and the driving public on the impacts of technology, including telematics, on them, their organizations and the vehicles of today and tomorrow.
- CAWA in cooperation with the Auto Care Association and financially supported by Vantage Marketing Global, Inc. produced a whiteboard presentation explaining the term telematics in its simplest form. This whiteboard can be used by the industry for employees, customers, legislators, regulators and members of the general public. See the whiteboard at www.cawa.org.
- CAWA has distributed the whiteboard to all national auto care industry associations, program groups, many distribution and retail companies, manufacturers, state associations representing all segments of the industry, the automotive trade press and others. The Association will continue to distribute the whiteboard through its electronic newsletter called "Connections".
- Plans are to continue to conduct future general session educational presentations on the telematics issue as was done in February of 2016 and will be done on June 23, 2016.

- **CAWA has promoted the Auto Care Association government affairs blog that focuses upon the issues and latest developments in telematics.**
- **Developed trade press releases to identify educational resources regarding telematics.**
- **Made presentations to corporate associates and independent auto part store and warehouse owners regarding the impact telematics will have on the auto care industry.**
- **Met with regulators and legislative staff to educate them on the telematics issues important to the auto care industry. Provided testimony at governmental hearings on the subject.**
- **Made our position known (the proposed bill was not in the industry's best interest) on state telematics legislation which was ultimately withdrawn.**
- **Continue to monitor state legislation regarding technology and telematics in California, Nevada and Arizona.**