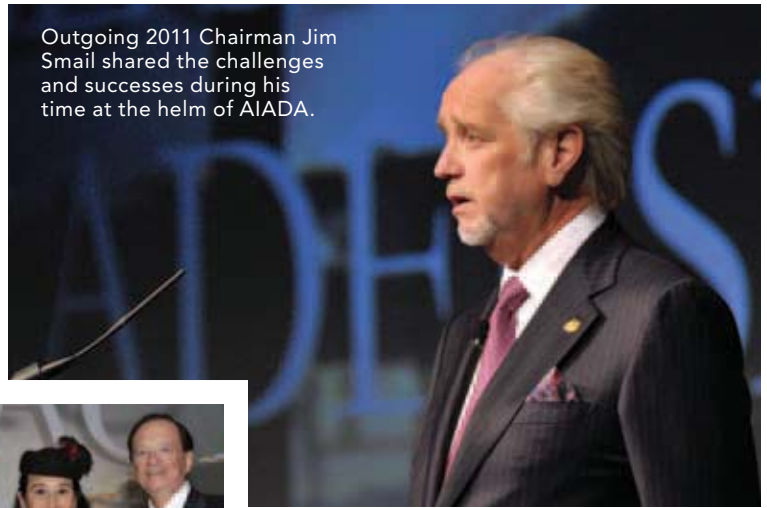


AIADA President Cody Lusk told dealers that "I have never been as confident of our industry's growth as I am today."



Outgoing 2011 Chairman Jim Smail shared the challenges and successes during his time at the helm of AIADA.

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former AIADA Chairman, Dave Mungenast, he is president of the Mungenast Automotive Family, which he operates along with his brothers, Dave Jr. and Kurt.

After accepting the chairman's gavel from Smail, Mungenast explained to dealers his vision for 2012. "If recent history is any indication, what we have ahead of us is a battle. At some point in 2012, we will battle new regulations and legislation in a fight for our livelihoods, for our employees, for our communities, and for our children's future."

As the 2012 campaign season kicks into high gear, Mungenast argued that America is at a crossroads, divided over whether to support or punish the entrepreneurial spirit. "But I will tell you," he added, "that AIADA will fight to the end to protect this industry. When today's generation of dealers fades away, the next generation will inherit the very best brands and stores in the world."

To achieve this, Mungenast emphasized the need for dealers to get involved in AIADA's work and give back to the industry by reaching out to fellow dealers, giving to AFIT-PAC, and developing relationships with their legislators.

"At some level, we all want our businesses to be our legacies. We want people to remember us for the jobs we created, the customers who trusted us, and the communities we helped build. We want to be remembered for what we stood for and for what we stood against," he said as he closed. "In 2012, we will all have the opportunity to



2012 AIADA Chairman Ray Mungenast, Barbara Mungenast, and 2012 David F. Mungenast Lifetime Achievement Award recipients Rick and Rita Case.

stand together as leaders and add to that legacy. Together, we can secure the future for our children and the generations to come."

Next up on the day's program was the presentation of the 2012 David F. Mungenast Lifetime Achievement Award. The award's namesake was revered for his devotion not only to the international auto industry, but also to his family and community.

Cody Lusk presented this year's award to dealers Rick and Rita Case of Ft. Lauderdale, Fla. The pair runs the Rick Case Automotive Group—celebrating its 50th anniversary this year—which operates 15 dealerships in Florida, Georgia, and Ohio, including the world's largest Honda and Hyundai dealerships, in Broward County, Fla.

The Cases donate their time and funds to 30 charitable causes. For 25 years, they have served on the board of the Boys and Girls Clubs of Broward County and raised over \$50 million for the organization through events such as the Boca Raton Concours' d'Elegance.

"The Cases have demonstrated a commitment to the same values as the award's namesake, Dave Mungenast," said Lusk. "Their dedication, not only to their business, but also to their community, provides an example for dealers nationwide."

Lexus Group Vice President Mark Templin rounded out the event with keynote remarks on the leadership traits dealers must embrace as they look to secure the future of their businesses and brands. For more on his remarks, see the side bar. **AD**



AIADA Vice Chairman Larry Kull and former AIADA Chairman Fritz Hitchcock.



2012 AIADA Chairman Ray Mungenast, McLarty Landers Automotive Chairman Robert L. Johnson, AIADA Board Member Lisa Pickrum, and AIADA President Cody Lusk.



Hyundai Motor America Director of Communications Chris Hosford, Hyundai Vice President of Sales Dave Zuchowski, Mary Hanagan of AFIT-PAC, Cheryl Esmond, and Toyota Motor Sales U.S.A. Senior Vice President Don Esmond.

Dealer Spotlight

LISA WARNER PICKRUM >> Executive Vice President , RLJ McLarty Landers Automotive

Lisa Warner Pickrum represents the Mercedes-Benz brand on AIADA's board of directors. She joined RLJ McLarty Landers in 2005, where she has helped grow the McLarty Automotive Group from nine dealerships to 23, which includes Mercedes-Benz of Huntsville. The dealership's work within its local community includes tornado relief efforts, the Boys and Girls Club, the United Negro College Fund, and the Veterans Memorial.

When did you first get involved with AIADA and why?

As a dealer group with both domestic and international nameplates, RLJ McLarty Landers has always valued the voice that AIADA provides for international nameplate dealers in Washington. When I was asked to participate as a board member representing the Mercedes brand, I was delighted to do so.



Lisa Warner Pickrum



Mercedes-Benz of Huntsville

What do you believe is the most important part of running a successful dealership?

A general manager who is involved in the local community is the cornerstone of success for any dealership. We obviously work tirelessly on CSIs and units sold, but our impact in the community and with our team of employees is what makes the dealership a place that people want to visit.

As a member of the auto retail industry, what has been your biggest challenge?

Clearly the general state of the economy has had an impact on all dealers; and combined with the

natural disasters in Asia in 2011 we have all had setbacks.

What is one thing you would like lawmakers to know about dealers and the auto retail industry?

Lawmakers need to understand the importance of dealers to job creation and job training. Automotive retailers provide opportunities for individuals to grow and learn new skills throughout the different dealership operations, as well as grow into management positions over time.

What is the smartest choice you have made as a dealer?

Hiring good people, being involved with AIADA and NAMAD as organizations that

tirelessly work to promote our interests which are not only good for us, [but] they are good for the communities we serve and the country as a whole.

How do you find and retain the best employees?

We hire motivated people who see the dealership, not just as a job, but as an opportunity and a place for them to succeed.

What is your personal "dream car"?

My dream car is the C Class 300. This vehicle gives me the luxury I desire in a practical way. It allows me to transport the kids with great safety features and still has the sophistication I'm looking for at work or for leisure time! **AD**