

# NEWS and VIEWS

AUGUST 2007

## Upcoming Dates for Commission Meetings

September 11

October 9

November 13

Meetings Start at 10:00 a.m.

## OMVC EMPLOYMENT OPPORTUNITY

Employee, Lauren Mains, our Administrative Assistant, for the past 3 years, is leaving. Lauren and her husband are expecting their first child in late September. Lauren has worked well with the dealers in handling the licensing of Salespeople and Off Premise Permits. Congratulations Lauren, we will really miss you!

This brings us to the announcement that the OMVC will have an Administrative Assistant position open in October. Any interested applicant can email their resume to: [email@omvc.state.ok.us](mailto:email@omvc.state.ok.us), or mail it to the address on the reverse side. All resumes should be in this office by September 21st.

## The Director's Desk....

### **Business lessons I learned from my father and grandfather...**

Usually, I use this space to discuss some specific regulatory issues or problems. However, in this newsletter, I have decided to provide a different perspective. For those of you who don't like it, I promise that I'll return to the normal regulatory talk next time.

As many of you know, my grandfather owned his first automobile dealership in 1947 in south Oklahoma City; and my father joined him in the business in 1954. About the time my grandfather retired, I went to work with my father in 1976. Therefore, much of what I learned about business, especially the car business, was under their tutelage. Now that I have been out of the private sector for 5 years, I can see even more clearly why some of those business lessons that my dad and granddad taught me have worked so well, not only for me, but for most everyone who uses them.

So, here are a few of my favorites; as you'll notice, most of them are really life-lessons. I hope you enjoy them.

- The best way to have satisfied customers is to exceed customers' expectations, by under-promising and over-delivering;
- Always tell the truth to the customer; he/she may not like it, but you'll never be caught in a lie later on;
- The customer is not always right, but the customer is still the customer;
- Always look for ways to sharpen your skills before your competition does;
- Be able to look yourself in the mirror at night, and say "I treated people today the way I would want to be treated;"
- Expect those who work for you to carryout your values in the organization, and then hold them accountable to do so; Work hard to be as successful in business as you can be, but also take time to enjoy the truly important things in life – God, family, friends, and hobbies;
- Finally, as my grandfather said shortly before he passed away, "I would say that the most valuable thing in business, even more important than higher profits, is one's integrity – and don't ever forget that!"

Have a great rest of the year. Please let me know if there is ever anything our office can do to assist you.

## WELCOME NEW COMMISSIONERS!

At the July 10, 2007 Commission meeting, Chairman Gene Chumbley introduced the two newest members of the Commission, Randy Coy, Dean's RV Superstore, Tulsa, OK, and Greg Cable, Cable Volkswagen and Cable Kia-Mitsubishi, OKC. Each was appointed by Governor Henry and confirmed by the Senate.

Randy Coy will represent Tulsa County as he is replacing Don Thornton. Greg Cable will represent Oklahoma County as he is replacing Bob Howard. We look forward to working with Randy and Greg.

As we welcome new members, we regrettably have to say goodbye to Don Thornton and Bob Howard, who have both faithfully served on the Board for 12 years. Many thanks to Don and Bob for their years of dedication and service. We will miss their wisdom and guidance.

## CHANGES IN TEMP TAGS \*\*\*COMING SOON\*\*\*

As a result of a bill passed by the Legislature, new temporary tag requirements will go into effect November 1, 2007. The major changes are: they are required to be made of weatherproof plastic; there is specific information and size of certain lettering required; they must be mounted on the vehicle at the location of the permanent license plate; and each temp tag will have a unique number which the selling dealer must have on record.

The new law was requested by law enforcement, to reduce the misuse of paper tags, and to more easily identify the selling date and dealer.

The specifics of the new temporary tag rules will be available in mid-September, and all dealers will be notified shortly thereafter.

## COMMISSION ACTIONS

### March 13, 2007

1. \$500 Advertising Fines: Fowler Honda, Norman, Dub Richardson Toyota, OKC, David Stanley Chevrolet, OKC
2. \$600 Unlicensed Salesperson Fines issued to 3 Dealers
3. Approved License Applications for 5 Dealers.

### April 10, 2007

1. \$500 Advertising Fines: Jaguar-Volvo of OKC, Dub Richardson Toyota, OKC,
2. \$250 Advertising Fines: Mike Denney Chevrolet, Guthrie, City Chevrolet, OKC
3. \$150 Unlicensed Salesperson Fine to Cross Road Chrysler-Jeep, OKC
4. Approved License Applications for 2 Manufacturer/Distributors and 9 Dealers

### May 8, 2007

1. \$250 Advertising Fine to Big Red Sports/Imports, Norman
2. \$250 Unlicensed Salesperson Fine to Wilmes Ford-Lincoln-Mercury, Altus
3. Approved License Applications for 3 Manufacturer/Distributors and 6 Dealers

### June 12, 2007

1. \$250 Advertising Fine to City Chevrolet, OKC
2. \$950 Unlicensed Salesperson Fines to 4 Dealers
3. Approved License Applications for 3 Manufacturer/Distributors and 12 Dealers

### July 10, 2007

1. \$450 Unlicensed Salesperson Fines to 3 Dealers
2. Approved License Applications for 4 Manufacturer/Distributors and 8 Dealers