March-2015 Consent Agenda

Education & Training – January 29

- **MSS**: 47 attendees are signed up for training at the conference to date.
- **PBT**: In process of getting information to all the UTI campuses and visiting specific locations; working on presentation to give to UTI instructors about the industry and what it has to offer technicians. Currently having dealers test landing page and responses received from the page.
- **CAMS-HP**: 2015 goals: 6 events, revise strategy for sponsorship model, find ways to help dealers promote locally. 3 L & Ls are scheduled for May; would like to have 10 for the year. The sub-committee met and discussed three options for new courses/events: 1) teach standards and guidelines, compliance review; 2) manufacturer training for driver rehab specialists prescribing their products; 3) team taught course with dealer/driver rehab specialists that would define roles and responsibilities in the process and how to interact and communicate to achieve the best results. Would like to add a sub-committee that would work on event marketing on the local level.
- **NCT**: Meeting with Pete at the conference about ET2 to redefine the direction. Create content that manufacturers deem appropriate.
- **DM**: Attendance for the MV-1 webinar was 59; it was a value-added webinar for the dealers that drew owners, engineers, etc. Surveying and prioritizing topics for 2015 i.e. Crytico, Ford (changes to full-size market), webinar for truck conversion companies, effective use of social media. Will present a variety of topics in a survey to the membership to see what is most relevant to them.

Finance – January 20

- **2nd Quarter Review**:
    - Total revenue of $460,000. Most revenue accounts are below budget due to timing issues since we are almost at budget as of January. The cash flow is fine and expenses are below budget.
    - Spending for marketing will pick up as NMAM begins and we complete delivery of the final vehicle from NMAM 2014. Program income is up over what was projected by $36,000, but it is planned to spend the money.
    - Contingency planning spending adjustments are tied up in new personnel and QAP express software development.
    - The treasurer's report for the conference will cover the previous year and not include January 2014.
    - The forecast for the second half of the year shows that we will be back on budget by June 2015.
    - QAP Express software will be capitalized.
    - Will provide metric for membership report showing new, suspended, etc.
    - No concerns about receivables or collections
- **Second half spending adjustments**: There is $30,000 budgeted in salaries that can be applied to the QAP Express project and the rest should alleviate itself. This is in line with the sensitivity plan.

- **Accrual vs. Cash**: There are a few issues with accrual that create interim reporting problems. A recommendation was made that the P&L show collections on a cash basis to get accurate reports and a full picture of the current status. A motion was made to approve changing the P & L to a cash basis. The motion was seconded and passed. A footnote will be added to the summary page that collections are being treated on a cash basis and expenses on an accrual basis.

Guidelines – January 21

- **Review of revised sections 30 & 36 (Hydraulic and Electric Steering/Backup Systems) –**
    - 36.5 - Remove "or for as long as necessary"
    - 36.6 - Remove "use in emergencies ort for as long as necessary"
    - 36.7 - Change "ISO guidelines" to "ISO standards" in revision.
    - 36.9 - Change "shall obtain" to "shall deliver"
    - 30.11 - Change "shall obtain" to "shall deliver"
- **Review of Chuck's Questions starting at item 1 –**
    - 1.5 - Change "Payload Capacity" to "Load Carrying Capacity"
    - 2.1 – The committee will review the verbiage for the next meeting

<u>ACTION ITEMS:</u>

- Chuck to send out revised document for final approval
- Chuck to invite Toney Marx from R&J Mobility as guest to talk about backup systems for reduced effort power steering and braking (section 36)

***Note: (updated 1/27/15 by CDH) after the revised document for sections 30 & 36 was sent out there was a request to make additional changes that occurred after the meeting, this is documented through several emails; the team will finalize these comments at the next meeting. These changes are not reflected in the initial release of the 2015 Guidelines, or the posted document due to conference publishing deadlines.*

IPR – January 13

Status Report:

- Exceeded goals for dealer locator and unique, FB fans doubled from November 2013
- 6 blogs written and posted, updated dealer locator page, launching new website in February
- Numbers down a little for December, but less was spent.
- Bounce rate down to 62% for December.
- Working on Demo Days for NMAM, working on strategy and materials for NMAM 2015.
- Dowels vehicle will be delivered in February.
- Shooting Solutions for Seniors video next week in Pompano Beach. 6-8 minute video and commercial will air on Larry King Live.
- Currently working on a video for NMEDA for presentation to corporations for NMAM sponsorship.
- Top 5 areas for offering Demo Days were reviewed.
- Auto Nation has guaranteed a Honda Odyssey for 2015 NMAM. Toyota, Chrysler,

Budget: Collections were $90,000 for December which is higher than the projected $75,000.

IPR – February 10

- **Status Report**:
  - Solutions for Seniors was taped in January; will be made available to all members after it launches on Fox Business Network
  - Launching new website; walkthrough with NMEDA on Thursday and launched by the conference
  - Created animated video card for potential NMAM corporate sponsors to get support to provide additional vehicles; cards will be sent this week
  - Selected 6 facilities for demo days and will take the first 5 to commit. Kessler has been locked in; working on Shepherd Center, Rancho los Alamos, Craig Hospital, Walter Reed, University of Washington
  - Updated NMAM website and rules
  - Quality needs assessment form – need example for NMAM promotion; Bob will send
  - Deadline for vehicle donations with logo printing will be mid-March, but we would take it anytime they could make a commitment
  - EVOK will be more involved in PR in getting to press on behalf of dealers in the market as NMAM ramps up
- **CAP Budget**: On target; a few checks were received in February that were anticipated in January.
- **2015 Goals**:

1. Improve NMAM as proposed by sub-committee
2. Develop an after promotion program with HelpHopeLive fundraisers
3. Evaluate CAP direction as a viable marketing tool for NMEDA membership ROI
4. Develop education strategy to communicate the advantages of a QAP accredited dealer
5. Develop an education oriented marketing plan to attract partner association support and build industry relationship
6. Continue to track SEO and SEM goals based on website performance

IPR – March 10

- **Metrics for February**: Reviewed; exceeded overall goals for website traffic, social media impressions were up for the month; increased action across Facebook and Twitter; overall website traffic increased due partly to conference activity; delivered NMAM vehicle to Antonio Dowels with press and newspaper coverage; bounce rate is down to 46% which is an improvement.
- **NMAM Updated**: Working on Demo Days – April 9 at Kessler; May 9 - Shepherd Center; several other facilities are interested. There will be a webinar covering NMAM tomorrow at 1 pm. Satellite media tour scheduled for April 16.
- **Senior Marketing Status**: Shot equipment solutions video in Florida that has been approved to run on the Larry King network. Focusing on PR pitches for bloggers.
- **CAP Budget Status**: Ahead of budget and ahead of previous year.
- **2015/2016 Strategy Discussion**: Later this month there is a meeting of a small group of members to review planning goals for the next 5 years. Committee members are to reflect on

the goals and send comments to Dave. Suggestions included: continue to promote to third party funders and referrers, step up and go back to manufacturer compliance and raise standards of safety, performance and reliability to differentiate NMEDA; directed awareness and promotion and member education about the programs and their value and how to use and promote programs.

Mediation – January 21

- **#5-14**: The van was returned to the complainant who ran into a glitch and videotaped the issue for manufacturer. It is not a serious problem and she may be following up with the dealer to replace the battery. John will contact her one more time and then send her a letter to close this case.
- **#6-14**: Assigned to James Morrison.

QAP – January 21

- Mobile Installation and Servicing Policy
    - Team added 'Environmental Considerations" into the draft
- Final Inspection
    - Team approved language (below) and this will become a new Rule in section V to be implemented NLT Jan 2016 release.

<u>Section V – Program Requirements</u>

(NEW) L. Final Inspection

All final inspections performed by the dealer shall be accomplished by an employee (herein known as the 'inspector'). The inspector shall be a person other than the employee/technician who installed, serviced, or modified the mobility equipment shown on the QAP Label Reporting Form. The inspector, as a minimum, shall have one of the following, (a) have completed the NMEDA QAP-1-2-3 training with passing score, or (b) has been certified by the mobility equipment manufacturer. Records of the training and/or certification shall be current (non-expired) at the time of the inspection and made available upon request.

- Out of Area Service Agreement
    - There was discussion about if QAP out of area service agreement accommodates customers that are willing and wanting to be serviced by the dealer who is outside of their calculated service area. The complaint being that, would the dealer have to call four (4) other dealers when they know the customer is willing to travel the extra distance. The team decided not to change the form or the policy at this time, and if this situation arises, the dealer would still use the out of area service form, and they would populate their name as the servicing dealer in section A of the form. The team agrees the committee may need to revisit this concern in the future.

QAP – February 12

- Mobile Installation and Servicing Policy
    - Team made several changes and items for discussion

    - See the Draft D document for all changes, they are highlighted (attached to meeting notice)
- Team reviewed all of the 2015 QAP Committee goals and approved them as written
- Team discussed the upcoming conference and QAP presentation and did not ask for anything new to be disseminated
- QAP Express
    - Contract has been signed
    - Development work is underway
    - Shop Controller will be at the conference and present at the workshop
- Agreed to meet next a week earlier than usual on March 11th, and will go over the conference and if there are any actions as a result

QAP – March 12

- **Mobile Installation and Servicing Policy**
    - Team made several changes and items for discussion
    - See the Draft E document for all changes, they are highlighted (attached to meeting notice)

- **NMEDA Conference recap:**
    - Some complaints there was not enough time for Q&A after the QAP presentation
    - Some complaints about the new exhibit pricing policy (that will stay)
    - There were several dealers who volunteered for the QAP-Express pilot
    - One dealer recommended that the word "accredited" or "accreditation" is tied to the QAP, either to call it 'Quality Accreditation Program', or 'QAPA' (Quality Assurance Program Accreditation, the feeling was this would align better with industry norms. The team did not come to any conclusion.
    - A dealer made an argument that NMEDA's brand is being tarnished because while dealers are required to abide by QAP Rules and Guidelines, that the NMEDA manufacturing members (who are able to promote and display the NMEDA logo) can send inferior product to customers. The question was that if we require dealers to follow QAP, why don't we require manufacturing members to follow something? The team debated this topic and concluded that the Board of Directors will be addressing this topic of NMEDA manufacturers.
    - A dealer said they are losing significant VA business because they are QAP and not allowed to install outside lifts on-site. The team agreed that without significant controls in place, installing product on-site can lead to liability risk and poor quality and that the 'Mobile Installation and Servicing' policy would accommodate this if approved and released. A question was raised about insurance and if the current required insurance would cover exceeding tongue weight and/or rear axle weight.

- **QAP Subcommittee Proposal**
    - Team reviewed and agreed on at least two subcommittees, they include "QAP-Express" and "Audit Program".
    - Chuck will help identify team members and then send out the initial invites.
    - A copy of the subcommittee proposal with goals was included in the discussion.