



Vehicle Sales Authority  
of British Columbia

# Annual Report for Fiscal Year 2017 – 2018

May 2018



COMING SOON TO A DOJO NEAR YOU



# THE 4 NINJAS

## THE KEYCHAIN OF DESTINY

VSA AND KYOSEICREATIVE PRESENT JOEY MITCHELL AND RAY MEDWAY WITH AMELIA MATHIESON, ANGELA DE RUITER, ADAM REYNOLDS, DAN MCGRATH, GODWIN TSE, ASHLEY FARMER AND DIVYA SHERGILL IN "THE 4 NINJAS: KEYCHAIN OF DESTINY"  
SOUND DESIGN BY KYOSEI MUSIC BY MEXIKUS EDITED BY BOYAN BLOCKA DESIGN BY DANNY CORITAO  
SPECIAL VFX KYOSEICREATIVE PRODUCTION DESIGNER BOYAN BLOCKA ASSOCIATE PRODUCER ANDREA JACQUES  
EXECUTIVE PRODUCER GRAEME ROBERTS STORY CONCEPT DOUG LONGHURST WRITTEN BY BOYAN BLOCKA, JOSHUA GRANT DIRECTED BY BOYAN BLOCKA



# Introduction

The Vehicle Sales Authority of British Columbia (VSA) is a regulatory agency authorized by the provincial government to administer and enforce the *Motor Dealer Act* and portions of the *Business Practices and Consumer Protection Act*, as it relates to the sale of personal-use motor vehicles.

As a not-for-profit organization, the VSA is led by an eleven-member Board of Directors of vehicle sales industry representatives, government appointees and members of the general public.

Incorporated under the *Society Act of B.C.* in July 2003 as the Motor Dealer Council of British Columbia, the agency operates under a delegation agreement with the provincial government. Under the agreement, the primary responsibility of the VSA is to maintain and enhance consumer protection and public confidence in the motor vehicle sales industry.

## Vision

A professional motor vehicle sales industry serving responsible consumers

## Mission

Continuing to build a successful motor vehicle sales marketplace through education and compliance

## Values

INTEGRITY

RESPECT

TEAMWORK

EXEMPLARY SERVICE

ACCOUNTABILITY



# Goals & Strategies

## Informed and Educated Marketplace

A marketplace where both the public and motor vehicle industry are informed of their rights and obligations during the purchase and sale of a motor vehicle

- Enhance existing strategies for public awareness, including partnerships with other consumer agencies and the industry
- Increase visibility of the VSA in the marketplace
- Continue existing licensee certification and continuing education programs

## Stakeholder Engagement

Maintain confidence in the VSA with all stakeholders

- Engage in projects and initiatives that advance stakeholder confidence in the VSA

## Compliant Marketplace

A marketplace where motor vehicle transactions are completed in an open and transparent manner

- Continue to have trained and knowledgeable salespeople
- Continue to monitor dealers to ensure compliance

## Accountability and Fairness

Operate the VSA in a fair and fiscally responsible way while fulfilling its mandate

- Effectively manage operating expenses
- Maintain a professional and engaged staff
- Provide exemplary service to licensees and the public

## Confidence in the Marketplace

Increase the confidence of the buying public in the regulated vehicle sales marketplace

- Enhance consumer and licensee education
- Ensure industry compliance

# Message to the Minister

The Honourable Mike Farnworth  
Minister of Public Safety  
and Solicitor General

On behalf of the Board of Directors, the Registrar and the management and staff of the Vehicle Sales Authority of British Columbia (VSA), it is a privilege for me to present the Annual Report for the year ending March 31, 2018. The report provides an overview of the many accomplishments of the last twelve months.

The working relationship that the VSA has established with the British Columbia Motor Vehicle Sales Industry continues to focus on consumer protection and public confidence. As the motor vehicle sales industry continues to experience solid sales growth, it is equally important that its positive reputation grows as well.

Originally established as the Motor Dealer Council of British Columbia, the VSA was formed in 2004 as a delegated administrative authority to regulate the retail sale of motor vehicles by administering and enforcing the *Motor Dealer Act* and portions of the *Business Practices and Consumer Protection Act*. As a not-for-profit organization, the VSA is governed by an eleven-member Board of Directors representing industry, government and the public.

Sincerely yours,



Graeme Roberts  
Chair



# A Message from the Chair

The Vehicle Sales Authority (VSA) continues to actively carry out its mandate under the *Motor Dealer Act* and those portions of the Business Practices and Consumer Protection Act that relate to the sale of personal-use vehicles. Fiscal year 2017–2018 was another progressive and successful year and the 'end of the road' for me, as I step down from my role as Chair and Board member.

My nine years have been most interesting and challenging. It has been a wonderful way to conclude my career in serving the public plus the industry I was raised in and love. It has been a most distinctive pleasure and privilege to have worked with such a capable, knowledgeable and enthusiastic Board of Directors, management team and staff. What gives me both honour and certain pride is to report on a few of the main objectives that we have set and accomplished together:

- The integration of new legislation into an already committed compliance program adding greater transparency and effectiveness as the VSA works to meet its mandate
- The long sought licensing and inclusion of Wholesalers, Broker Agents and Broker Agent Representatives within the jurisdiction of the VSA as of April 1, 2018
- An active consumer awareness program as it applies to purchasing a vehicle extended into senior secondary schools is a concept that I take certain pride and credit for in suggesting and fostering based on my own positive and genuine experience as a new vehicle dealer in a mid-size town and community. A keen and creative management team 'grabbed the ball' and have run with it from there. More recently added has been the production and launch of the imaginative 4 Ninjas animated movie as a vehicle buying resource for Grade 10 students province-wide

I am proud to report on another year of fiscally responsible operations, including providing quality service to an increasing number of licensees and a constant level of consumer enquiries and contacts with no increase in staffing levels.

I have every confidence that the VSA will have continued success in setting and meeting goals that will be in the best interest of consumer confidence and protection, the public image of the entire vehicle sales industry and stakeholder relations.

With thanks and a most sincere farewell,

Sincerely,

Graeme Roberts



Graeme Roberts



# Important Changes In Legislation

In March 2016, Bill 9 – the *Motor Dealer Amendment Act* was passed by the B.C. Legislature. Changes now in force include:

- Dealers and salespeople can now use approved graphics to advertise that they are licensed
- Serving documents using electronic means and electronic methods of conducting hearings are now permitted

The Registrar and the Ministry of Public Safety and Solicitor General are developing regulations for the following:

- New licence categories for wholesalers, broker-agents and broker-agent representatives
- Provisions allowing the Registrar to issue compliance orders and administrative penalties or accept undertakings to address non-compliance with the *Motor Dealer Act*, including unlicensed activity such as curbing
- The transfer of the administration of the Motor Dealer Customer Compensation Fund from government to the VSA
- Establishment of a Code of Conduct for licensed salespeople
- Legislative conditions for some industry persons currently exempt from the *Motor Dealer Act*
- Recognizing e-commerce for vehicle sales.



# Licensing

## Service Initiatives

Licensing continues to improve service and efficiency through the use of technology. Examples included successfully implementing paperless salesperson renewal notifications via email and increased automated workflows within the customized VSA database. As a result, the number of salespeople renewing online jumped from 59% last year to 71% at fiscal year end. The industry also responded positively to automated emails, with receipts, sent as soon as a dealer or salesperson renews.

Licensing Officers continue to visit dealerships in their assigned areas to meet with managers and salespeople. These visits uncover ideas to further streamline the licensing process. The goal is to allow dealers to more easily meet their licensing requirements.

Licensing continues to carefully assess the worthiness of all new applicants. This enhanced vetting often results in licence conditions and denials in order to protect the public interest. The criteria evaluation and procedures that resulted in these denials were affirmed by the Registrar, and then by the B.C. Supreme Court, upon Judicial Review.

## 2018 New Licence Categories

Wholesalers, broker agents and broker agent representatives require a licence issued by the VSA as of April 1. The licensing department spent considerable time in the last half of this fiscal year establishing policies, procedures and the necessary forms for these new licensees.

## Trends

The trend of increased dealer group consolidations continues. The Licensing department continues to work diligently to expedite these consolidations and changes in ownership, while completing the necessary due diligence.

## Licensing Activity

Fiscal Year	2018	2017	2016
New dealer applications	112	97	96
Dealer licences at year end	1496	1458	1443
New salesperson applications	1875	1788	1716
Salesperson licences at year end	8193	7953	7673





# Professional Development

## Fiscal Year 2017 Course Evaluations

Evaluation	Certification Courses		CE
	Classroom	Webinar	Online
Very Good	69%	62%	43%
Good	26%	30%	29%
Average	1%	0%	3%
Below Average or Poor	1%	0%	7%

The VSA remains committed to education as a primary strategy for maintaining industry compliance. Salesperson certification courses and continuing education (CE) provide a comprehensive foundation in the application of provincial motor vehicle sales legislation in day-to-day situations.

## Course Activity

Fiscal Year	2018	2017	2016
Number of Classes			
Certification course	86	78	72
Participants			
Certification course	1895	1804	1706
Continuing education	294	434	958

This year included extensive revisions to the web-based certification course format. The new webinar series format and a Wholesaler Certification course will be introduced early in the next fiscal year along with the end of the classroom format. Course offerings and registrations remained high this fiscal year due to the continuing growth in salesperson applications. Evaluations of the Salesperson Certification Course continue to be above average for both the classroom and web-based formats.



# Consumer Services

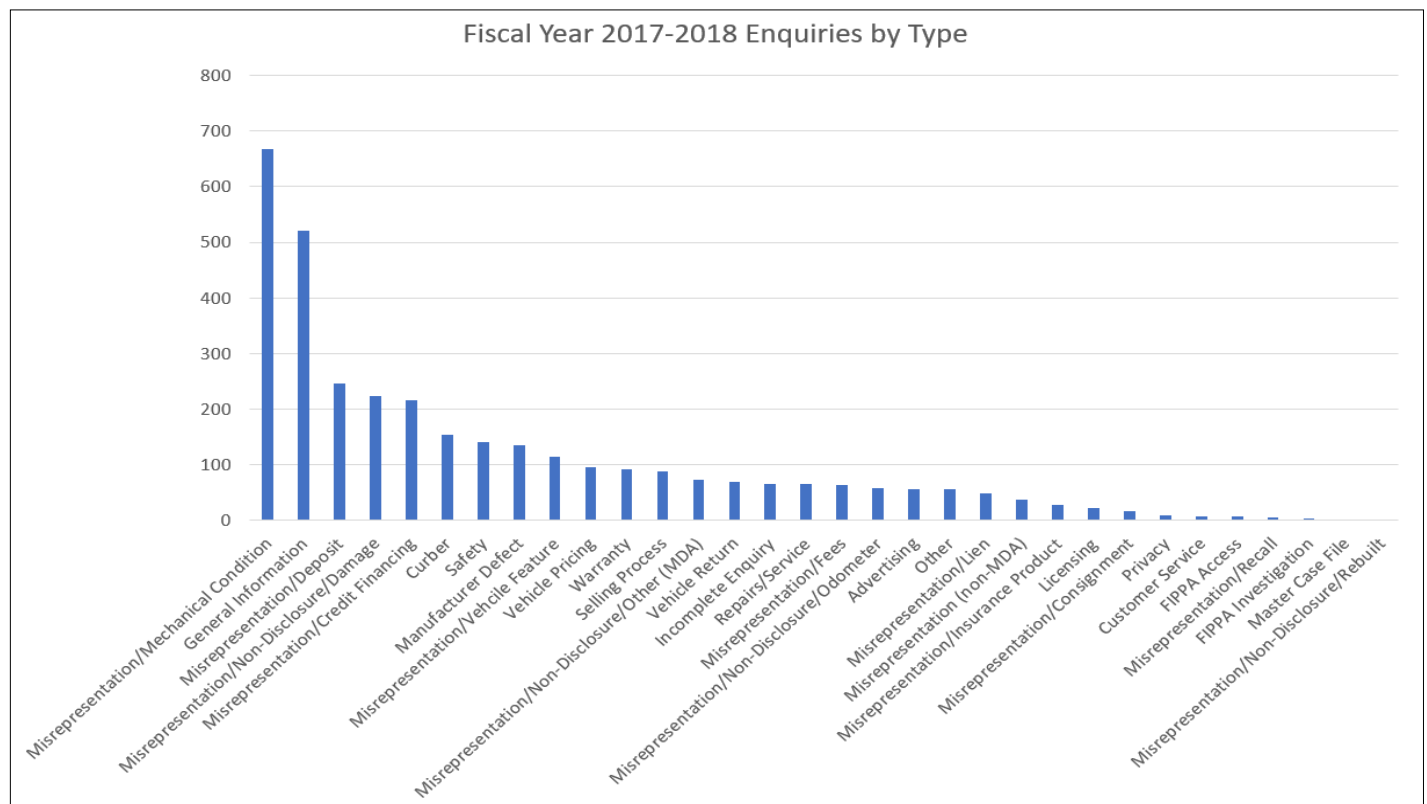
Consumer Services responds to public enquiries and consumer complaints about the motor vehicle sales industry in British Columbia. The VSA complaint handling policies and process, which can be found on the VSA website, are designed to meet the requirements of administrative fairness and natural justice. Effective case management works to the benefit of all parties involved in a complaint, ensuring timely communication of options and outcomes.

In 2017-2018, the Consumer Services team dealt with almost 3400 enquiries. The top reasons for consumers contacting the VSA remain allegations of losses caused by misrepresentation or non-disclosure of material facts, including the mechanical condition of a vehicle, non-disclosure of prior damage, disagreements over deposits and the terms of financing.

While the volume of enquiries is quite high, not all enquiries warrant investigation or fall within the jurisdiction of the VSA.

Some consumers are looking for general information while they are researching a purchase. Others are engaged in informal dispute resolution with a dealer but want to clarify their rights and the responsibilities of dealers under the law. Educating the public about their rights, while also encouraging buyers to act responsibly in the motor vehicle marketplace, remains a key focus.

VSA Consumer Services received 658 formal consumer complaints in 2017-2018. This represents just 19% of the total volume of consumer contacts. A majority of the remaining files are closed after the information is provided to the consumers and additional contact is received. When a formal complaint application is received, the application is first assessed for completeness, eligibility and grounds for investigation. While successful informal dispute resolution between the parties is the goal, unresolved complaints are investigated for formal resolution, when needed.





# Motor Dealer Customer Compensation Fund

The Motor Dealer Customer Compensation Fund reimburses consumers for eligible financial losses. The loss must occur in a transaction with a licensed motor dealer, particularly in circumstances where the dealer has since gone out of business. Eligible claims are adjudicated by the [Motor Dealer Customer Compensation Fund Board](#), an independent administrative tribunal.

As of March 31, 2018, the Fund balance was \$1.24 million. Based on the Registrar’s assessment of current reserves and immediate risks, the annual \$300 contribution to the Fund by existing dealers was waived for fiscal year 2017-18. Newly licensed dealers paid into the fund as required.

Eight claims were received during the current fiscal year. The board adjudicated two current year claims and twelve prior year claims. Five claims were approved, resulting in \$56,588 being paid to consumers. Three claims were still in progress as of March 31.

Continued reduced Compensation Fund activity is likely the result of strategies put in place to reduce claims, including:

- Early identification of dealers at risk
- VSA website resources for the public to make an informed decision before filing a Compensation Fund claim
- Dispute resolution information given to consumers at first contact
- Early eligibility screening without jeopardizing administrative fairness
- Determined efforts to get responsible parties to settle the disputes.

Since the 1995 inception of the Compensation Fund, 1134 claims have been adjudicated, of which 641 claims were approved. Over \$3.18 million has been paid to consumers out of the Fund.

## 2018 Legislative Changes

Important changes came into effect January 1 that define the limitation periods for an application for compensation from the Fund. Consumers must now make a demand to a dealer within four years from the date of the transaction. If the demand is not satisfied, an application must be made within 120 days of the demand.

## Ongoing Initiatives

- The board continues to streamline its processes for efficiency, transparency and timeliness
- Decisions and an overview of the claims adjudication history are available on the VSA website
- A majority of the board meetings were held via video conference to reduce costs
- A secure web portal is used by the Compensation Fund Board for quick access to claim and adjudication resources

## Compensation Fund Activity

Fiscal Year	2018	2017	2016
Claims			
Adjudicated	14	7	23
Approved	5	1	12
Amount paid out	\$56,588	\$3,500	\$70,350
Type of Claim			
Vehicle purchase	10	4	14
Warranty / service plan purchase	2	3	6
Vehicle consignment	2	0	3
Vehicle Type			
Auto	13	6	23
RV	1	0	0
Motorcycle	0	1	0
Dealer Status			
In business	0	0	1
Not in business	7	7	22



# Compliance

Dealers and consumers continue to initiate discussions with the VSA regarding the regulations that govern the industry. This informal interaction helps increase industry compliance while decreasing the need for formal regulatory action.

The modified inspection and liaison visit program continues to be well received by the industry and encourages dealers to see the Compliance staff as a resource in problem solving. Compliance Officers are highly regarded for their knowledge and assistance.

Compliance Support Officers continue to provide research and investigation resources for complex files. This enables a speedier closing of investigations and fully informed resolutions. They are also involved in the background research of advertising issues and curber investigations. This adds a more consistent approach to these investigations.

Investigations and inspections are performed independently, but with authority delegated by the Registrar. Any resulting compliance undertakings and court orders on business practices or licensing issues must have the approval of the Registrar. Thirteen undertakings were accepted by the Registrar this year. Twelve hearings were held, each resulting in a formal Decision of the Registrar.

## Current Initiatives

Risk-based assessments of dealers identify areas of concern with a goal to better utilize VSA resources and concentrate inspection activities where they are needed most. This fiscal year first in which risk-based assessments were in place for all 12 months. Initial program feedback is promising.

## 2018 Legislative Changes

Several amendments to the *Motor Dealer Act* came into force On January 1. The Registrar can now issue compliance orders on various terms, accept undertakings and issue administrative penalties for a breach of the *Motor Dealer Act* and its regulations. This includes for curbing and other unlicensed activity.

A compliance order by the Registrar to cease and desist unlicensed activity, undertakings and administrative penalties can be filed in court and deemed court orders. This expands the administrative action the Registrar can take, avoiding costly and time-consuming court actions.

Compliance staff participated in several joint investigations with a variety of agencies. Joint dealer inspections with the Commercial Vehicle Safety Enforcement branch of the B.C. Ministry of Transport educated dealers in compliance for rebuilt vehicles, vehicle safety and the need for proper pre-sale inspection and repairs. One of these joint investigations resulted in the closing of one used motor dealer and a ten year ban on re-applying for licensing as a motor dealer.

## Curbers

Unlicensed dealers remain a concern. The advent of new administrative powers of the registrar added to the ability of the VSA to address unlicensed activity. With increased enforcement — including coordination with provincial

## Compliance Activities

Fiscal Year	2018	2017	2016
Consumer Enquiries	3391	3508	3101
Investigations Investigated			
Consumer Initiated	644	601	608
VSA Initiated	155	149	195
Investigation Outcomes			
Compliance Action	193	199	224
Consumer Restitution	\$1.5 million	\$1.2 million	\$1.4 million



# Access to Information and Privacy Protection

The VSA is a public body under the *Freedom of Information and Protection of Privacy Act* (FIPPA). It must be responsive to requests for access to records it holds. In fiscal year 2016-2017, the VSA processed 8 requests for access to records. This was a slight decrease from the 13 requests in the prior year. The requesting parties included individuals, motor dealers, and complainants.

The VSA established a Privacy Committee in 2013. The 2017-2018 annual privacy security audit conducted by the committee confirmed that the security protocols and policies of the VSA were appropriate. A few minor enhancements were identified and implemented. The Privacy Committee continues to meet quarterly.

## Privacy Requests

Information Access	Fiscal Year		
	2018	2017	2016
Requests Received	8	13	23

## Ombudsperson Activity

Complaints Investigated	Fiscal Year		
	2018	2017	2016
Unsubstantiated	2	0	1
Substantiated	0	0	0

## Ombudsperson

The decisions made by the VSA are reviewable by the provincial Ombudsperson. The Ombudsperson reviews decisions to ensure a fair process was followed, including clarity and transparency in arriving at those decisions. No complaints were made to the Ombudsperson this year.



# Communications

## VSA Website

The VSA website continues to be a dynamic resource for consumers and the industry. Of note for this fiscal year was the addition of [The 4 Ninjas and the Keychain of Destiny](#) animated video content. While intended as a resource for Grade 10 students, the messaging is useful for all buyers. The 4 Ninjas content represents a growing website location and an entry point for visitors.

Website use continues to grow each year. This year saw a 10% growth in unique pageviews and a 7% growth in unique visitors. A performance review will occur in fiscal 2018-19 with the incorporation of content on the newly-licensed categories of wholesalers and broker agents.

## Industry Communication

Bulletins, Dealer Alerts, and Reminders were sent out on a consistent basis. Bulletins feature regulatory updates and timely legislation clarifications, while Dealer Alerts serve as valuable warnings to dealers on time-sensitive matters. Salesperson Reminders continue to be beneficial to inform licensed salespeople of ongoing licensing, Continuing

## Planning 10 and

## Career Life Education Outreach

Since May 2015, nearly 5,000 students from thirteen BC secondary schools received a joint presentation on auto careers and car buying. Students in Planning 10, now Career Life Education, classes learned from the VSA about the risks of

buying from private sellers and the protections that come with dealership purchases. More

recently, they were able to view and provide an evaluation of the 4 Ninjas movie. They were also introduced to 30 career opportunities in the dynamic auto sector from members of the industry. Student and teacher evaluations have been positive and will be helpful in designing complementary classroom learning resources.

## Vancouver International Auto Show

*The 4 Ninjas* also made a big impact on the 2018 Vancouver International Auto Show. A brightly coloured booth filled with *4 Ninjas* images and activities stopped everyone in their tracks. The booth, with vehicle and character cutouts, life-size banners and the movie, was a magnet for children.

Information about the VSA and licensed dealers was given out to over 12,000 adults – a show record for the VSA.

## Communications Activity

Fiscal Year	2018	2017	2016
Dealer Communications			
Bulletins	23	25	21
Alerts	11	15	11
Reminders	2	5	5
Website Statistics			
Unique visitors per month	9,774	9,106	8,135
Page view per month	26,678	24,076	29,246
Weekly updated features	8.5%	6.9%	8.3%



# Finance and Administration

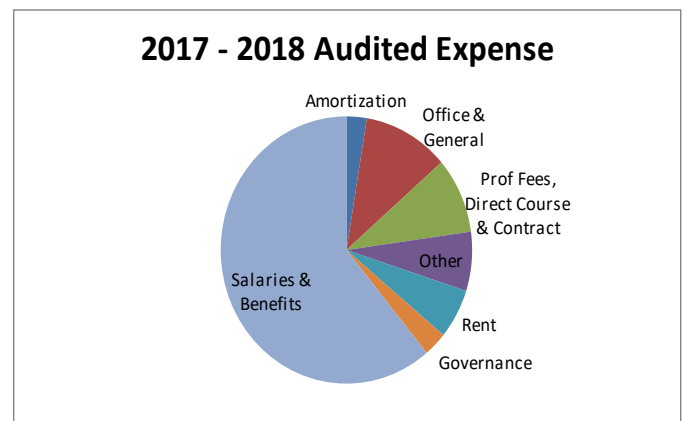
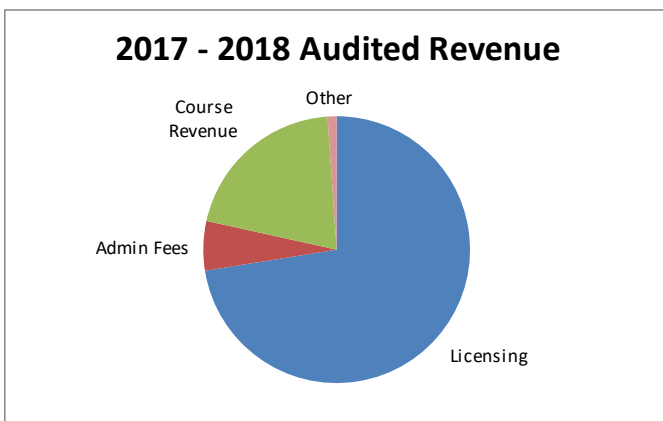
The [audited financial statements for fiscal year 2017-2018](#) report an excess of revenue over expense of just over \$400,000. A significant portion of this unanticipated surplus has been designated by the VSA board to allow for the purchase of permanent offices for the VSA. It is expected that a purchase will stabilize, and ultimately, reduce occupancy expense relative to continuing to lease our offices.

[\(change link when available and posted\)](#)

As in the prior fiscal year, unanticipated licensing and course revenue due to the continued strength of the vehicle sales market was the primary source. New salesperson applications, course registrations, and dealer applications met or exceeded levels from the prior year. Revenue for the year was \$5.29 million, down 2.3% from the prior year.

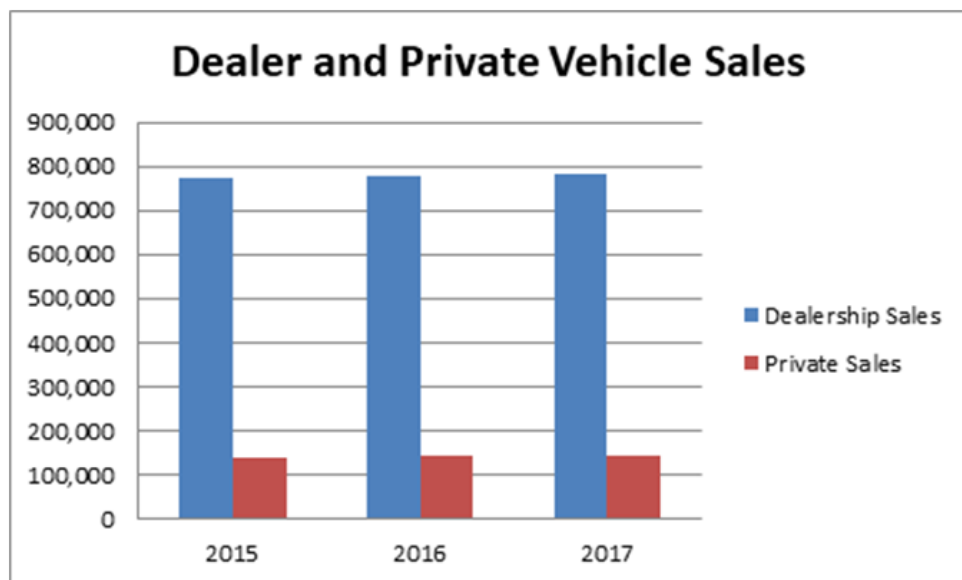
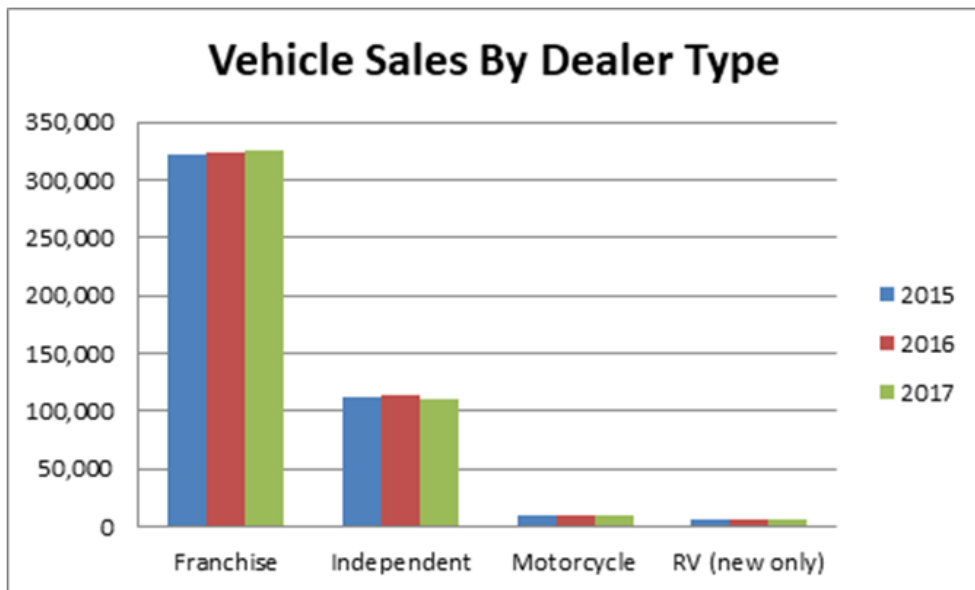
Higher licensing and course activity pushed general expenses for the year up 3.6%. The added expenses linked to increased licensing activity include credit card fees, office supplies, and postage as well as required credit, criminal and registry checks. Other increases included legal fees, system support and communication. Staffing levels were unchanged over the previous year.

Note: The 2017-2018 Audited Financial Statements are the seventh annual statements completed by MNP LLP. They are the sixth completed under not-for-profit organizations (NPO) accounting standards. Consultation with the auditors is conducted by the VSA board and staff as needed to assure confidence in the highest level of financial compliance.





# Industry Sales Data





# Board Members

## Graeme Roberts

**Chair**  
**Public-at-Large**  
Victoria



A former Mayor of Nanaimo and among the city's prominent business personalities for more than a generation, Graeme Roberts has served in senior executive and Board of Directors positions for a succession of public and private sector entities, local, regional and national. He served seven

years as Chairman of the British Columbia Public Service Commission and twenty years on the Board of Air Canada Jazz and its predecessor, Jimmy Pattison's, Air BC. He is a founding member of the Board of Directors, B.C. Ferry Corporation. Graeme is former Vice-Chair of the Board of Directors of the Victoria Airport Authority and is a Lay Bencher appointed by the Law Society of British Columbia. His business background includes the former ownership of Toyota and Honda dealerships in Nanaimo. He is past-president of what is now the New Car Dealers Association of B.C. Among his private passions has been 30 years of volunteer work in amateur sport for youth, seniors and people with disabilities through the B.C. Games Society. In this cause he has attended over 60 Games in 38 B.C. communities and for such endeavour has been appointed as an honorary member of the Board of Directors. Graeme and artist wife Kathryn Amisson reside at Brentwood Bay near Victoria.

## Rebecca Darnell

**Vice-Chair**  
**Government Appointee**  
Langley



Rebecca Darnell is the President and CEO of Darnell & Company, lawyers and mediators in Langley, BC. Formed in 1995, the firm has grown to four lawyers and eight full time staff. Darnell & Company has a broad practice, including solicitor and

barrister work, as well as family law mediation and arbitration.

Rebecca is very active in her profession and the community as a life member of the Women's Legal Education and Action Fund, a Past President of the Fraser Valley Bar Association, and a past elected member of the Canadian Bar Association Provincial Council. Rebecca has personally mentored ten articulated students, all of whom now practice law in British Columbia.

Rebecca has also served as President of Langley Community Services Society, a member of the Board of Governors of Kwantlen Polytechnic University, and a member of the Board of Directors of the College of Massage Therapists of British Columbia. She is currently a member of the Board of Directors of the Langley Memorial Hospital Foundation and the Canadian Museum of Flight. Rebecca is a proud supporter of the Chilliwack Chiefs Junior A Hockey team and has sponsored the Fraser Valley Phantoms, a female Midget AAA hockey team. Rebecca also supports the Langley Rams Junior Football team and the University of the Fraser Valley Golf Team, where she has donated a sustaining scholarship in perpetuity.

## John A. Chesman

**Secretary-Treasurer**  
**New Car Dealers Association**  
Vancouver



John Chesman is a Past Chairman of the New Car Dealers Association of British Columbia and is the current Vice Chairman of that Association. His introduction to the motor dealer industry was with the Jim Pattison Group as Vice-President of the Automobile Division. He

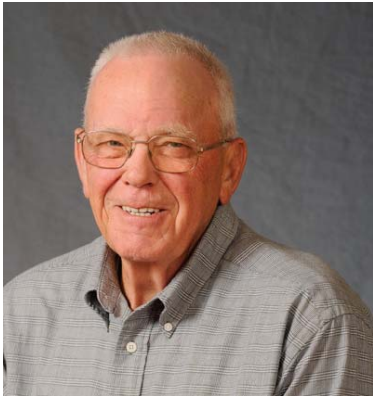
subsequently was General Manager of MCL Motor Cars from which he retired after 21 years. He has served on the Board of Directors for many charitable and volunteer institutions, including Pacific Open Heart Association, Vancouver Golf Club, BC Hockey Benevolent Association, Lot Boy Interactive Inc., and Vancouver Canucks Alumni. He has been married for 51 years and has two sons and five grandchildren.



## Jack Bell

### *Recreation Vehicle Dealers Association*

Williams Lake



Jack Bell, who served for 25 years on the Board of Directors of the Recreation Vehicle Dealers Association of British Columbia (RVDA), was awarded the national industry's greatest honour, The Walter Paseska Canadian RV Dealer of the

Year in 2004. Jack grew up on a Saskatchewan farm before moving to Williams Lake in 1966. After several years working in auto parts, collision and auto glass services, he started selling Recreation Vehicles in 1976. This eventually became Chemo RV - a new dealership in Williams Lake in 1981 and a Quesnel branch which opened in 1988. Chemo RV is active in sponsoring numerous events throughout the BC Cariboo region, including the famous Williams Lake Stampede, Billy Barker Days in Quesnel, Canada Day music festivals, fishing derbies, four major golf tournaments in the Cariboo and fundraisers for the less fortunate. Chemo RV has donated to the building funds of the civic sports complex in Williams Lake and to the new arena complex in 100 Mile House. Now retired, Jack and his wife Leslie have a daughter, Heather, and a son, Jason, who now runs the business.

## Al Cameron

### *Automobile Retailers Association*

Parksville



Al Cameron is the owner and operator of Bluenose Motor Company in beautiful Parksville, Vancouver Island. Al represents the Automobile Retailers Association of BC (ARA) on the VSA Board of Directors. He is also the Chair of the Licensed Motor Dealer

Division of the ARA. In 2003, Al established Bluenose Motor Co. to offer sales, financing,, mechanical repair, detailing

and body shop services. The Parksville & District Chamber of Commerce voted Bluenose Motor Co. Small Business of the Year in 2007. Al moved from Nova Scotia in 1995 and started in the industry with the Jim Pattison Group in Victoria. He is a member of the Parksville A.M. Rotary and a supporter of local community organizations, including the Parksville & District Chamber of Commerce, the SPCA and Project Literacy.

## Moray Keith

### *New Car Dealers Association*

Delta



Moray Keith is the President of the Dueck Auto Group – three General Motors Dealerships of which Dueck Chevrolet Buick Cadillac GMC Limited is one of the largest in Canada, along with Dueck Downtown and Dueck Richmond. He is a member of the New Car Dealers of BC Board of Directors and serves on

General Motors Regional and National Marketing Advisory Boards. Moray also serves as a Director of a number of organizations, including the BC Lottery Corporation, the Richmond Oval Corporation, and the Vancouver Board of Trade. He is a Director and Inductee to the BC Football Hall of Fame and a Founding Member of the BC Lions Waterboys, and received the CFL Commissioners Award. Moray is the President of the Chiefs Development Group, which built and opened the Prospera Centre Arena in Chilliwack, the Langley Events Centre in Langley and the Moose Jaw Multiplex in Moose Jaw, SK. He is a co-owner of the Chilliwack Chiefs BCHL Hockey Club and a proud recipient of the JCC Sports Personality of the Year Award.

**Kyong-Ae Kim**  
*Public-at-large*  
 Vancouver



Kyong-ae Kim is the CEO at the College of Registered Psychiatric Nurses of B.C., which protects the public by regulating psychiatric nurses to provide safe and ethical care. She has over 17 years of experience in the area of profession self-regulation. Ms. Kim previously worked with the Legal Services Society where she was

responsible for managing the province-wide delivery of family and civil legal aid in British Columbia. She was also a staff lawyer with the Law Society of BC, regulating the ethical conduct and competence of lawyers. Her additional experience includes work with the Health Employers' Association, the Office of the Ombudsman and private legal practice, with a focus on civil litigation and administrative law. Ms. Kim gained motor vehicle sales industry experience as a member of the board of the Motor Dealer Customer Compensation Fund from 2006 to 2014. In this role, she and other tribunal members adjudicated consumer claims for compensation. Her community work has included service as a director for the Ethics in Action Society, the Twin Rainbows Housing Cooperative and the West Coast Domestic Workers Association.

**Nairn McKenna**  
*Automotive Retailers Association*  
 Vancouver



Nairn McKenna serves on the board of the MVSA as one of two representatives nominated by the Automotive Retailers Association of BC (ARA). Nairn has been involved with the ARA for 6 years, initially holding a position on the executive committee of the Licensed

Motor Dealer Division and in 2013 joining the ARA Board. The ARA represents eight different sectors of the automotive industry, and over 1,000 member businesses in the Province of British Columbia. Nairn began his career in the automotive sector as wholesale broker in 1998, with the Lansdowne Auto Group.

In 2008, Nairn took what he learned working closely with franchise dealers, auto groups, and independent pre-owned dealers and established his own dealership – Company of Cars. When Nairn isn't focused on his business, he is an avid athlete, CrossFit enthusiast and Martial Arts practitioner. He spends a great deal of his time mentoring youth in his community and building their confidence through sports. Driven and passionate about his community, Nairn is proud of his recent contributions towards establishing the Automotive Retailers Foundation. This Foundation, on which Nairn serves as a founding member is dedicated to advancing education for the automotive service industry through the provision of scholarships and offering poverty relief through tuition subsidies. Nairn brings his unique and innovative views of the industry to VSA Board discussion and decision making.

**Don Nixdorf, DC**  
*Government Appointee*  
 Richmond



Since 1972, Dr. Don Nixdorf has been a registrant of the College of Chiropractors of BC in private practice in Richmond. He received his degree from Palmer Chiropractic College in Davenport, Iowa. Dr. Nixdorf served as Board Director for BC chiropractors from 1978-1987 and as President of BCCA/CCBC

from 1982-1985. For over 25 years, Dr. Nixdorf was employed by BCCA/CCBC as Executive Director. He also served as Governor and Secretary-Treasurer for the Canadian Chiropractic Association (CCA), and was President and chair for Chiropractic Education (CCE Canada). Dr. Nixdorf has a broad understanding of government service, having done work with WorkSafeBC, BC Ministry of Health, Health Information Standards Council, CIHI National Electronic Claims Standards, and Canada Pension Review Tribunal. His current business affiliations include Farabloc Development Corporation, where he is Vice-President, and Pacific Spine Research Foundation, where he serves as Chair. Dr. Nixdorf has coauthored and contributed to articles including Current Standards of Material Risk, the Chiropractic College Admissions Test, Chiropractic Hospital-based Interventions Research Outcomes, and the publication Squandering Billions: Health Care in Canada.



## Ken Robertson

*Public-at-Large*

Burnaby



Ken Robertson, a Vancouver-native, is an experienced business executive and management consultant. Ken built and successfully ran KLR Consulting, a project management consulting business, for 25 years. Ken expanded his company servicing clients across Canada and in 2008 sold the operating assets to a larger Vancouver-based company.

Ken, now retired, fills his time mentoring, sitting on Boards and volunteering for worthy causes.. Ken holds an MBA from Simon Fraser University and is a certified Project Management Professional (PMP) through the Project Management Institute (PMI).

## Michael Stevulak

*New Car Dealers Association*

Victoria



Michael Stevulak has been involved in the automotive industry in Victoria for over 25 years and is currently the President and co-owner of Pacific Mazda. Michael has been involved in a number of other business interests and has taught and developed courses

in finance and information technology for the University of Victoria and Royal Roads University. He has been very active in projects involving new media and automotive dealers. Prior to these ventures, Michael was the Manager of Budgets, Cost Control and Regulatory Affairs for B.C. Gas in Vancouver. Michael was nominated for the Canadian Business Entrepreneur of the Year Awards in 1994. Michael knows the management issues of businesses, large and small, and not-for-profit organizations. Michael is the Past-Chairman of the Board of the New Car Dealers Association of B.C. and has also served on the Canadian Auto Dealer Association (CADA) national board. In 2015, Michael was nominated for a Canadian Auto Dealers Association (CADA) Award for Business Innovation.



# Management

## Jay Chambers

### *President & CEO*

Jay Chambers joined the VSA in July 2012. Prior to arriving at the VSA, Jay was at the British Columbia Liquor Distribution Branch, where he was the General Manager and CEO for 17 years.

## Ian Christman

### *Registrar & Privacy Officer*

Ian Christman started with the VSA as Deputy Registrar in early 2008, becoming Registrar on March 1, 2012. Before arriving at the VSA, Ian was with the law firm of Macaulay McColl in Vancouver.

## Ellen Laoha

### *Director of Finance and Operations*

Ellen Laoha has been a Certified General Accountant since 1995 and has more than 20 years senior level management experience. Also trained as a lawyer in her native Thailand, Ellen joined the VSA in March 2012.

## Doug Longhurst

### *Director of Learning and Communications*

Doug Longhurst has more than 30 years of planning and management experience in university, non-profit housing, family business and public service environments. He joined the VSA in October 2006.

## Norm Felix

### *Manager of Compliance and Investigations*

Previously at ICBC, Norm served in a number of capacities over his 30 years of service there. In his most recent role, he had operational and policy responsibility for the BC vehicle registry and provincial vehicle licensing. Earlier duties included experience as a Commercial Claims Examiner and as a Senior Information Officer in ICBC's Information and Privacy Department.

## Anna Gershkovich

### *Manager of Consumer Services*

Anna Gershkovich joined the VSA in 2007 as the Administrator of the Motor Dealer Customer Compensation Fund and was promoted to her current position in March 2009. Anna has extensive experience as a translator/interpreter and legal assistant in Russia, US and Canada.

## Hong Wong

### *Manager of Licensing*

Following extensive professional experience as a food and beverage manager and as a motor vehicle salesperson, Hong Wong joined the VSA team in August 2006. Hong was promoted to his current position in 2007.



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