

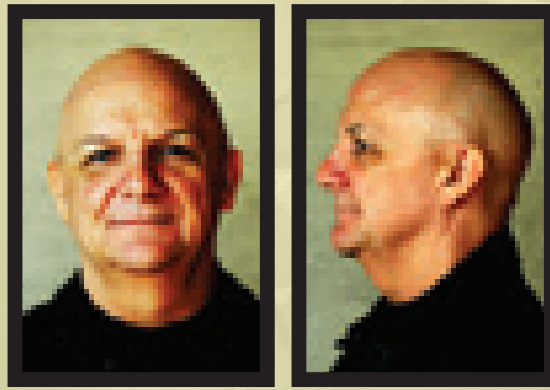
Vehicle Sales Authority  
of British Columbia

## Annual Report 2014





# WATCH OUT FOR WALT!



**APPROACH WITH EXTREME CAUTION!  
DO NOT ATTEMPT TO BUY A VEHICLE FROM THIS MAN!  
THE VEHICLE HE SELLS YOU MAY BE UNSAFE!**

Walt is a curber – an individual posing as a private seller, but selling vehicles for profit as a business. Curbers get junk cars and sell them from parking lots. They advertise through local newspapers and online ads. They do not disclose a vehicle's history to the buyer, hiding serious accident damage or a rolled back odometer. Curbers have the same

phone number listed for many cars. They ask, "Which car?" when you call. They say they're selling the vehicle for a friend or have a sad story. They'll have you meet them in a parking lot and rush you into buying. The name on the vehicle documents will not match their ID. Curbers want cash and will want you to lie on the transfer form to save money.

Report Walt and find a licensed dealer at

**WatchoutforWalt.com**

The Vehicle Sales Authority provides dispute resolution between consumers and licensed dealers.

**604-575-7255 or 1-877-294-9889**

**Buying used? We're looking out for you. Find out how at WatchoutforWalt.com**



Vehicle Sales Authority  
of British Columbia

**CarProof**<sup>®</sup>  
VEHICLE HISTORY REPORTS



in partnership with





# 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 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
- Implement a continuing education program
- 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 Minister

## Honourable Suzanne Anton, Q.C. Attorney General and Minister of Justice

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, 2014.

Originally established as the Motor Dealer Council of British Columbia, the VSA was formed in 2004 as a delegated administrative authority that would regulate the motor dealer industry both legislatively and administratively by:

- Delivering public services for consumers and industry
- Administering and enforcing the *Motor Dealer Act* and portions of the *Business Practices and Consumer Protection Act*, as it relates to the retail sale of motor vehicles

The VSA continues to build a successful motor vehicle sales marketplace through education and compliance, upholding the framework of a professional industry and encouraging responsible consumers.

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.

Sincerely,



Graeme Roberts  
Chair



# A Joint Message from the Chair and the President

Every year demands an understanding of critical issues and a focus on key objectives. Success in reaching those objectives requires leadership, communication, trust, co-operation and teamwork. However, if we were to identify specific factors as keys to the growing success of the Vehicle Sales Authority in its 10th year, they are continued growth in communication and the marked emphasis as to the benefits of an informed public. This has brought more frequent and a sustained interaction with our licensed dealers and salespeople, consumers, and our partner agencies.

Our primary goal continues to be the strengthening of public confidence in British Columbia's licensed vehicle sales market. In order for us to achieve this, our emphasis must continue whereby:

1. The public and the industry are both aware of their rights and obligations during the purchase and sale of a motor vehicle
2. Vehicle transactions are completed in an open and transparent manner
3. Stakeholder engagement ensures confidence in the authority and the responsibilities of the Vehicle Sales Authority
4. The Vehicle Sales Authority is recognized as operating in an unbiased and fiscally responsible manner while fulfilling its mandate

To this end, the Vehicle Sales Authority Board of Directors and management agreed that we require specific measures of performance to fairly assess our success in the achieving of these goals. Public confidence and customer service surveys were required to establish benchmarks for future progress in public confidence in BC's vehicle sales industry and in the service standards the Vehicle Sales Authority provides.

As a result, we now know that 67% of BC vehicle buyers report a confidence rating of seven or higher, on a ten point scale. Even more importantly, those surveyed consistently reported a variety of improvements in their most recent transactions over their prior purchasing experiences. The core functions of the Vehicle Sales Authority, including licensing all dealers and salespeople, consumer and industry education, inspections and investigations, and the administration of the Motor Dealer Customer Compensation Fund, are assisting all stakeholders in taking the confidence in British Columbia's licensed motor vehicle sales marketplace to higher levels.

The fiscal year concluded with the retirement from the Board of Directors of Michael Faulkner. During his five years, he has been a valued and tireless member of the board and the executive committee of the board. His voice and contribution representing the public-at-large will most certainly be missed. [Kyong-ae Kim](#), a member of the Motor Dealer Customer Compensation Fund since 2006, will instead join the Vehicle Sales Authority Board of Directors as a new public-at-large representative.



Graeme Roberts



Jay Chambers

Our diverse Board of Directors, representing the industry, the British Columbia government and the public-at-large, continued to apply their respective skills, knowledge and experience to focus the work of the Vehicle Sales Authority. Guided by clearly agreed upon policy and procedure, the Vehicle Sales Authority has displayed objectivity and diligence while working with all stakeholders in building the trust of the consumer in the industry as a whole.

Sincerely,

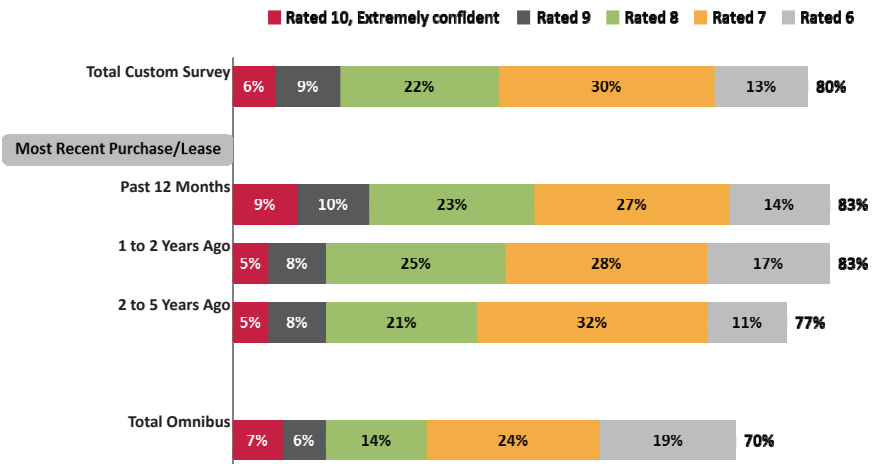


Graeme Roberts



Jay Chambers

## Public Confidence in the Vehicle Sales Industry



Note: The custom survey represents the views of those who recently purchased a vehicle. The Omnibus results represent all BC residents.



# Licensing

Fiscal year 2014 brought only minor changes to the Licensing Department other than the deployment of the new database system. The number of both dealer and salesperson licences and applications remained quite stable. However, the licensing staff continued to streamline processes as a way to further enhance the high level of customer service the vehicle sales industry has come to expect.

The trend of increased dealer group consolidations continues. As a result, the Licensing Department has worked diligently to expedite these consolidations and changes in ownership, while completing the necessary due diligence.

A revised dealer consignment policy was introduced to provide more oversight for dealers that choose to apply for the additional privilege of selling motor vehicles still owned by consumers and not taken into inventory. The updated policy includes more frequent inspections by the VSA and additional consignment documentation requirements at time of renewal.

Representatives from the New Car Dealers Associations (NCDA), Recreation Vehicle Dealers Associations (RVDA), and the Automotive Retailers Association (ARA) continued to contact the Manager of Licensing regarding issues affecting their association members. This ongoing communication allowed the three associations to better assist their members with licensing concerns. It also provided invaluable insights into the impact of VSA licensing policies and procedures. These insights allowed the identification of ways to improve service delivery while still meeting the regulatory mandate of the agency.

## Licensing Activity by Fiscal Year End

Fiscal Year	2014	2013	2012
New dealer applications	76	104	73
Dealer licences at year end	1402	1420	1445
New salespersons applications	1282	1238	1157
Salesperson licences at year end	6890	6744	6774



# Professional Development

Education remains a primary strategy at the VSA for maintaining industry compliance. As a result, the VSA certification and continuing education courses provide a comprehensive foundation in the application of legislation in day-to-day situations. The courses also provide valuable interaction for the VSA with both new and experienced members of the industry. Whenever possible, the President and Registrar join the experienced course facilitators to enhance the discussion and provide an opportunity for two-way communication.

The initial Salesperson Certification Course (Level I) that is required for licensing, continued to receive very positive evaluations in both the classroom and web-based formats. The classroom sessions serve licence applicants in the Lower Mainland and the Greater Victoria region, while the facilitated webinar version serves the rest of the province.

The fiscal year end marked an important transition, as the last Level II Salesperson Certification Course sessions were held in March. Beginning in June 2014, a new online Continuing Education program will be introduced. The online, self-study modules will feature targeted topics such as salesperson advertising compliance, dealership best practices and strategies to reduce the involvement of the VSA through improved dispute resolution with consumers.

## Fiscal Year 2014 Course Evaluations

Fiscal Year	Level I Classroom	Level I Webinar	Level II Classroom
Very Good	68%	57%	54%
Good	28%	34%	36%
Average	4%	7%	9%
Below Average	0%	1%	1%
Poor	0%	1%	0%

## Course Activity by Fiscal Year End

Fiscal Year	2014	2013	2012
<b>Number of Classes</b>			
Level I	60	50	52
Level II	32	39	45
<b>Participants</b>			
Level I	1324	1150	1097
Level II	627	871	1022



# Consumer Services

Consumer Services receives and responds to public enquiries and consumer complaints regarding various aspects of the motor vehicle sales industry in BC. The [VSA complaint handling process](#) is designed to meet the requirements of administrative fairness and natural justice.

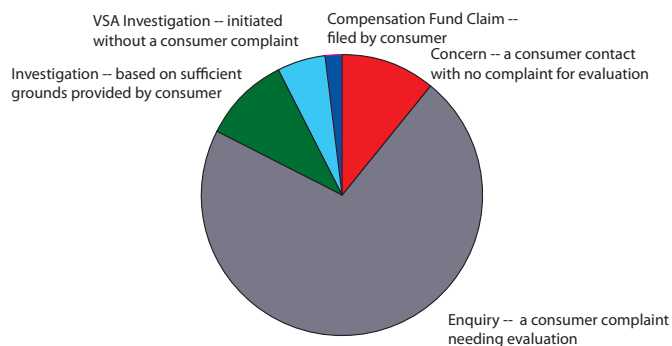
In 2013-2014, the Consumer Services team dealt with 1729 public enquiries. The top reasons for consumers contacting the VSA remain allegations of loss caused by misrepresentation or non-disclosure, including disagreements over deposits.

When a complaint is received at the VSA, Consumer Services Officers conduct a professional preliminary assessment for initial eligibility and grounds for investigation, communicate with the consumer and the motor dealer involved in the dispute, and encourage dispute resolution between the parties.

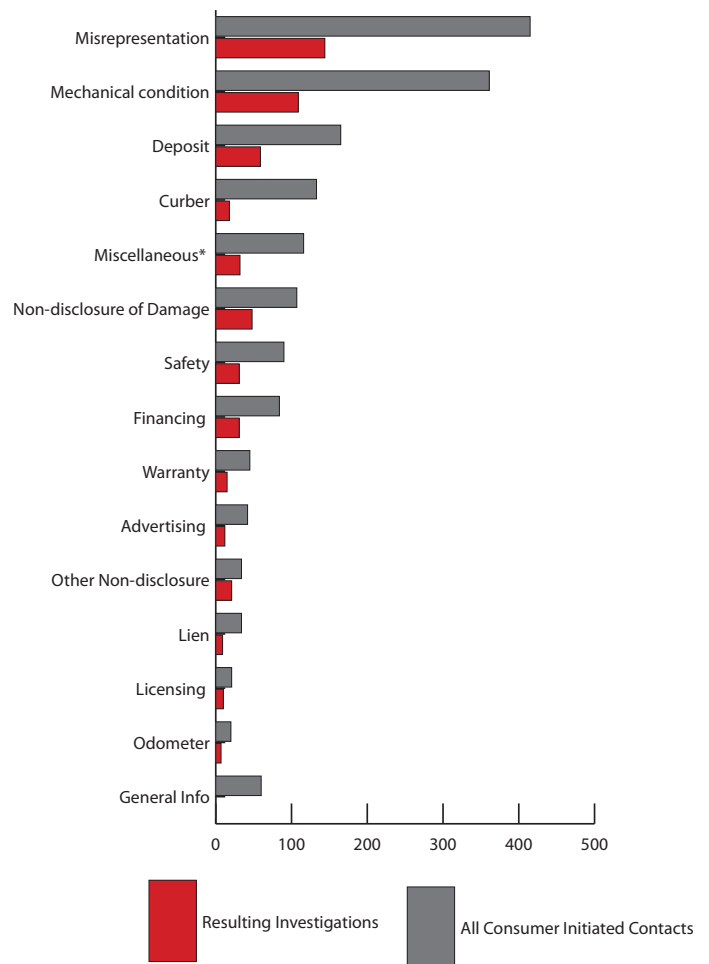
While the volume of initial enquiries is quite high, not all enquiries warrant investigation or fall within the jurisdiction of the VSA. Effective case management works to the benefit of all parties involved in a complaint, ensuring timely communication of options and outcomes.

[Encouraging consumers](#) to act responsibly as they participate in the motor vehicle marketplace remains an ongoing focus of the team.

## Closed 2013-2014 Files by Stage when Closed



## Consumer Enquiries & Resulting Investigations for Fiscal Year 2014



\*Includes eight categories with fewer than 20 enquiries each plus 37 miscellaneous allegations

# Motor Dealer Customer Compensation Fund

The Motor Dealer Customer Compensation Fund (MDCCF) reimburses consumers for eligible financial losses related to the purchase or lease of a motor vehicle, purchase of an extended warranty or service plan, or the consignment of a motor vehicle. The loss must occur in a transaction with a licensed motor dealer, particularly in circumstances where the dealer has subsequently gone out of business.

Responsible for claims adjudication, the Motor Dealer Customer Compensation Fund Board is an independent administrative tribunal. Claims are processed and adjudicated following procedures designed to maximize efficiency and quick turn-around.

Funds come from contributions made by all licensed motor dealers in British Columbia. As of March 31, 2014, the Fund balance was approximately \$1.2 million. Based on the Registrar’s assessment of current reserves and immediate risks, the Registrar announced a waiver from the annual \$300 contribution to the Fund for the year beginning April 1, 2014. This waiver applies to motor dealers who have made a minimum of three \$300 annual payments. A similar waiver was also in effect for the year beginning April 1, 2013.

During this fiscal year, 49 claims were received, ten of which did not meet the eligibility requirements or were resolved without a formal claim hearing by the tribunal. The board adjudicated 17 claims and approved 10 claims, resulting in \$29,150 being paid to consumers. The remaining claims are in progress. Since its inception in 1995, 1056 claims have been adjudicated, of which 602 claims were approved. Over \$2.9 million has been paid to consumers out of the Fund.

The board continued to streamline its processes for transparency, timeliness and balance. As a result, five of the six meetings of the board were held via video conference. March 30, 2014 marked the retirement from the board of Kyong-ae Kim after eight years. Her replacement will be appointed by the VSA Board of Directors.

## Compensation Fund Activity by Fiscal Year End

Fiscal Year	2014	2013	2012
<b>Claims</b>			
Adjudicated	17	32	26
Approved	10	17	12
Amount paid out	\$29,150	\$78,000	
<b>Type of Transaction</b>			
Vehicle purchase	17	31	23
Warranty / service plan	0	1	3
<b>Vehicle Type</b>			
Auto	17	31	21
RV	0	0	0
Motorcycle	0	1	5
<b>Dealer Status</b>			
In business	1	1	1
Not in business	16	31	25



# Compliance

This past year saw a continued increase in complex investigations as the industry met the needs of the public during challenging economic times and as more routine issues were solved informally. A rise in public awareness and consumer education had both dealers and consumers initiating discussions with the VSA regarding the rules and regulations that govern the industry. This interaction was beneficial in keeping the industry compliant while decreasing the need for formal action.

The compliance team was also part of several joint investigations due to developing relationships with a variety of agencies. In addition, these agencies now call upon the VSA more frequently to make presentations at training seminars.

An enhanced inspection program, brought into place last year, allowed the compliance team to successfully meet their inspection goals. The modified inspection program, well received by the industry, has strengthened the relationship between dealers and the compliance staff.

Curbers (unlicensed dealers) remained a priority during the year. With increased proactive curber enforcement, including coordination with provincial agencies, municipalities, service groups, and the Canada Revenue Agency, unlicensed salespeople and dealers have been brought back into the industry and curbing has been discouraged. Dealers are also doing their part by refusing to sell vehicles to curbers.

Department restructuring near the fiscal year end allowed the assignment of a Compliance Officer to the Central Northern and Northwest Regions from an office in Prince George. The Central Interior Region is now staffed from the Surrey office. The Compliance Support Officers, two positions created in an earlier restructuring, continue to be a valuable asset in areas where research and investigation development are required. They act as a second party in investigations where two or more team members are needed. This team approach enables speedier closing of investigations and a fully informed resolution.

## Compliance Activities by Fiscal Year End

Fiscal Year	2014	2013	2012
Consumer Enquiries	1729	2057	1791
Investigations Investigated			
Consumer Initiated	546	534	326
VSA Initiated	138	238	345
Investigation Outcomes			
Compliance Action	88	70	117
Consumer Restitution	Not Yet	\$1.1 million	\$0.7 million

# Access to Information

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 2013-2014, the VSA processed 17 requests for access to records, an increase of more than 100% over the eight requests of the prior year. The requesting parties varied and included other licensing bodies, motor dealers, and complainants.

In the past year, the VSA has continued to identify records that it can proactively disclose. All licensing, compliance and investigations, hearings, and consumer complaint handling policies, including the policies of the Motor Dealer Customer Compensation Fund, are now on the [VSA website](#).

The VSA formed a privacy committee in the past year. The committee reviewed all information collected by the VSA, identified the necessity to collect that information, the authority to collect the information and how the information is shared internally and secured. The Committee meets monthly to review privacy concerns and to strengthen privacy policies and procedures.

## Ombudsperson Activity by Fiscal Year End

Fiscal Year	2014	2013	2012
Requests for Information	0	4	9
Complaints Investigated			
Unsubstantiated	2	2	1
Substantiated	0	0	0
Settled	1	2	0
Complaints Not Investigated			
Ended no benefit to continue	1	1	1
Abandoned	0	0	0
Withdrawn	0	1	0
Information provided	9	2	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 complaint to the Ombudsperson was found to be substantiated this year.



# Communications

The VSA website continues to be at the heart of all communications for the VSA. Weekly additions and updates keep the website fresh and informative for both the industry and consumers. Unique page views increased by 6%, unique visitors grew by 16% and the active features of the site account for over 5% of page views. In addition, industry Bulletins nearly doubled in number and go to 7922 dealer, salesperson and media email addresses. Dealer Alerts were also sent out as needed to inform dealers and salespeople of time-sensitive news.

The fiscal year saw the launch of a significant consumer awareness campaign in cooperation with ICBC and CarProof Vehicle History Reports. To inform consumers about the dangers of buying from curbers (unlicensed dealers) and the benefits and protections of buying from licensed dealers, the campaign featured Walt the Curber. This fictional character was first introduced during the Better Business Bureau's Top Ten Scams news conference. Then, beginning in March, Walt's weekly confessions were seen across the province in 78 Black Press community newspapers. The papers have a combined readership of one million and their websites get another one million views each month. By March 31, over 900 unique visitors had viewed the associated Watch out for Walt! web page.

March also marked the most successful participation in the Vancouver International Auto Show. While chatting with show visitors about the role of the VSA, staff gave away over 4150 branded promotional items. Walt the Curber used magic during his presentations as a way to engage consumers.

## Communications Activity by Fiscal Year End

Fiscal Year	2014	2013	2012
Dealer Communications			
Bulletins	20	12	6
Alerts	7	12	8
Website Statistics*			
Unique visitors per month	7,044	6,059	-
Page views per month	28,937	27,184	-
Weekly Updated Features	5.5%	5.0%	-

\*Website structure changed in 2013 making earlier comparisons difficult

# Finance and Administration

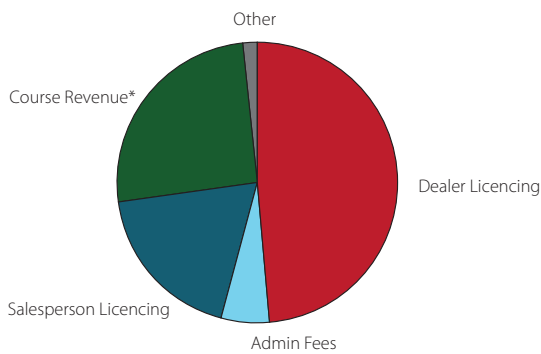
The audited financial statements report a \$210,460 excess of revenues over expenses – an increase over the expected nominal budget surplus.

Licensing revenue remained stable, within \$400 of budget projections and just \$60,000 less than the prior year. Course revenue was 6% below budget and prior year revenue, a result of lower than projected Level II course offerings and higher than expected Level I registrations. Overall revenue for the year was \$4.6 million, 1.0% above budget, but 1.6% lower than the prior year due to the changes in course revenue.

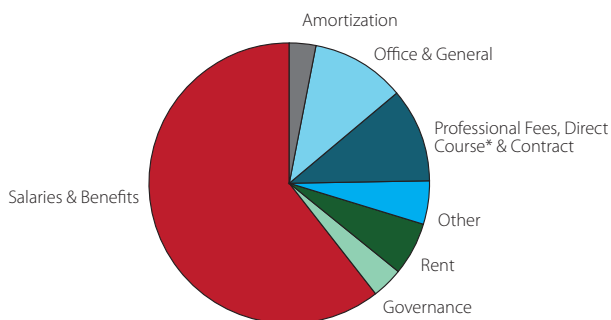
Total expenses for the year were at \$4.4 million, 3.0% lower than budgeted and approximately \$100,000 less than the prior year. The only area of significant savings or unusual expense was a savings in salaries and benefits due to the timing of staff replacements.

Capital expenditures during the year amounted to \$275,000, the majority of which pertains to the development and implementation of the new core database. The project reached 100% completion by year end. The new database ended a sole-source contract and reliance on a proprietary database in favor of a Microsoft CRM-based system with dramatically increased capabilities and longevity. The remaining capital expenditures were incurred to support VSA operations and technology, and were partially offset by a modest gain from the disposal of three vehicles.

2013-2014 Audited Revenue



2013-2014 Audited Expense



Note: The [2013-2014 Audited Financial Statements](#) are the third annual statements completed by MNP LLP, and the second completed under not-profit-organizations (NPO) accounting standards. Regular consultation between the VSA board, staff, and auditors created a high level of confidence in the VSA financial reports and general operations.

Note: While audited course revenue includes all income, audited course expenses represent only direct program costs. Combined direct and indirect course expenses total \$801,000; income was \$896,000.



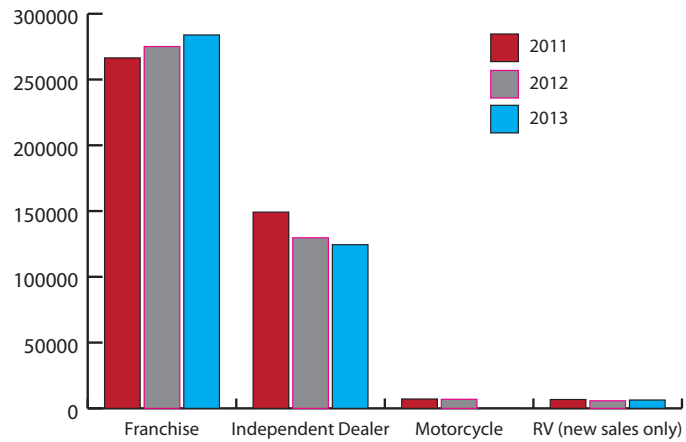
# Industry Sales Data

	Sales in Units		
Calendar Year	2013	2012	2011
Personal Use New Vehicles	151,573	137,285	121,799
Used Vehicles by Franchise Dealer	132,328	137,800	144,672
Used Vehicles by Independent Dealer	124,428	129,694	149,193
Used Vehicles by Private Sales	154,053	154,011	167,277
Motorcycles	n/a	6,911	7,112
New RVs	6,341	5,779	6,721
Total Personal Use Sales	562,382	571,480	596,774

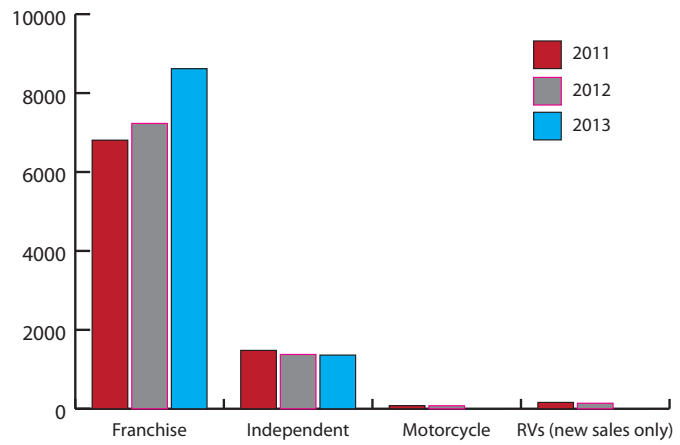
	Sales in Dollars (000,000)		
Calendar Year	2013	2012	2011
Personal Use New Vehicles	\$5,710	\$4,276	\$3,753
Used Vehicles by Franchise Dealer	\$2,908	\$2,955	\$3,053
Used Vehicles by Independent Dealer	\$1,360	\$1,376	\$1,479
Used Vehicles by Private Sales	\$897	\$879	\$829
Motorcycles	n/a	\$76	\$79
New RVs	n/a	\$140	\$161
Total Personal Use Sales	\$10,875	\$9,702	\$9,354



Personal Use Vehicle Sales by Dealer Type  
% of Sales in Units 2011 - 2013



Personal Use Vehicle Sales by Dealer Type  
% of Sales in Dollars 2011 - 2013



Dealership and Private Sales  
% of Sales in Units 2011 - 2013



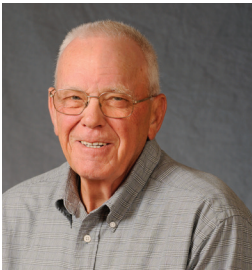


# Board Members

## 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. Now semi-retired, he's engaged in moving the Williams Lake operations to new and enlarged facilities at nearby 150 Mile House. 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. Jack and his wife Leslie have a daughter, Heather and a son, Jason, who now runs the business.

## William G. Bullis

### *Public-at-Large*

Victoria



During a 15-year tenure as President and Chief Executive Officer of the British Columbia Automobile Association, Bill Bullis established a new era for the 775,000-member organization. He was instrumental in the evolution of sophisticated governance, dynamic business practices and

enhanced member services. In 1995, he brought to the BCAA a vast business background: a former Executive Vice-President of CUC Broadcasting, a diversified

telecommunications company with operations in Canada and the UK; various executive positions within the Pillsbury Company, including President of Burger King Canada; and Vice-President, Operations, for the St. Lawrence Sugar Company. He has a Bachelor of Science degree from Whitworth University in Spokane, Washington and subsequently completed the Advanced Management Program at Harvard University. Bill has served or serves on several boards; Canlan Ice Sports (TSX:ICE), Saanich Police Board, Royal Canadian Marine Search and Rescue. Oceans Blue Foundation; Science World; the BCIT Foundation and the Burnaby Board of Trade (chair). He is married with two children and cites his activities as family, boating, golf, music and reading.

## 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 Parkville & District Chamber of Commerce, the SPCA and Project Literacy.

## 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. He is married (49 years) with two sons and five grandchildren.

## Michael Faulkner

*Vice Chair, Public-at-Large  
Victoria*



Michael Faulkner is a senior administrator with over 40 years of public service in the fields of finance, secondary and post-secondary education. He was the Corporate Secretary and Senior Financial Officer for Alberta Treasury from 1981 to 1998; a period of significant challenge and

change in that province's history. More recently, he was Vice President of Alberta College in Edmonton during its merger with larger post-secondary institutions and then Vice President of Fairview College in Northern Alberta as it merged with the Northern Alberta Institute of Technology. Michael has served on numerous Alberta Government councils and regulatory authorities during his working career. Since retirement in 2004, he has served on Alberta's degree accreditation council, at its inception, and was a Public Member on the board of the Alberta College of Pharmacists. He is an avid and accomplished cyclist and now makes his home in the City of Victoria.

## Rebecca Darnell

*Government Appointee  
Langley*



Rebecca Darnell graduated from UBC Faculty of Law in 1994 and was called to the Bar in British Columbia in May of 1995. She articulated with the Ministry of Attorney General in Victoria, BC. On completing the articling term, Rebecca opened a firm in Langley. That firm has now grown to four lawyers and

eight full time staff with a broad practice focus, including both solicitor and barrister work. Rebecca is certified by the Law Society as a Family Law Mediator and Arbitrator. She is very active in her profession and the community. Rebecca was President of the Langley Community Services Society from 2001 to 2008; a Past-President of the Fraser Valley Bar Association; an elected Member of the Canadian Bar Association Provincial Council from 2002-2008 and a Life Member of the Women's Legal Education and Action Fund. She has a special interest in board governance and legislative reform. Rebecca has been a member of the Board of Governors of Kwantlen Polytechnic University from 2004 until 2010, a Board member of the College of Massage Therapists of British Columbia since 2009 and a Rotarian since 1995. She is a proud supporter of Junior A hockey in Chilliwack and a proud sponsor of the Fraser Valley Phantoms, the female Midget AAA hockey team that has won the Provincial Title in 2012, 2013 and 2014.



## 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 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, the Vancouver Board of Trade, and as Chairman of the Delta Police Foundation. He is a Director of the BC Football Hall of Fame and a Founding Member of the BC Lions Waterboys. He was the Chairman of the 2011 Grey Cup Festival in Vancouver and is President of the Chiefs Development Group, which built and opened the Prospera Centre Arena in Chilliwack and the Langley Events Centre. His most recent project, The Moose Jaw Multiplex in Moose Jaw, SK, opened in September of 2011. Moray is a co-owner of the Chilliwack Chiefs BCHL Hockey Club and the proud recipient of the 2010 JCC Sports Personality of the Year Award.

## Nairn McKenna

### *Automotive Retailers Association*

Vancouver



Nairn McKenna serves as a representative of the Automobile Retailers Association of BC (ARA). Nairn has been a part of the ARA for three years, holding a position in the executive committee of the Licensed Motor Dealer Division. Nairn entered the auto industry by chance and started

working as a wholesale broker in 1998. In 2008, Nairn took what he learned working closely with both franchise and independent auto groups and established his own business – Company of Cars. Nairn's boutique shop, which features luxury pre-owned vehicles, has just improved again with a new concept. When Nairn isn't focused on his business, he is an avid athlete and is a champion Jiu Jitsu fighter. 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 also involved in an anti-poverty initiative intended to aid those living in the Downtown Eastside. Nairn brings his unique views of the industry with the VSA Board.

## Don Nixdorf, DC

### *Government Appointee*

New Westminster



Dr. Don Nixdorf has been among Canada's most prominent health professionals for more than a generation, a member of national and provincial agencies and a participant in many studies and Commissions. A Vancouver native and graduate of the Palmer College of Chiropractic in

Davenport, Iowa, he has been Executive-Director of the British Columbia Chiropractic Association and the College of Chiropractors of B.C. since 1985. He is also a veteran of countless encounters in all forms of media on behalf of his profession, including his own open-line radio health program, and the co-author of the 2005 book *Squandering Billions*, which analyzed health spending in Canada. Don's work keeps him in frequent contact with health ministers, other professionals, media, insurance companies and community organizations. He currently serves as a medical member on the federal government's Disability Pension Review Tribunal. He and his wife Carol reside in New Westminster.

## 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 a member of the Board of Directors of the Victoria Airport Authority and is a Lay Benchler appointed by the Law Society of British Columbia. His business background includes the ownership of Toyota, Honda, BMW and Mercedes 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 25 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 close to 60 Games in more than 40 B.C. communities. Graeme and artist wife Kathryn Amisson reside at Brentwood Bay near Victoria.

## 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 is currently 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.



# 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 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.

## Daryl Dunn

### *Manager of Compliance and Investigations*

Daryl Dunn has had an extensive career with the RCMP, the ICBC Special Investigation Unit and the private sector as a partner in an investigations company. Daryl joined the VSA in 2010 and still regularly lectures on vehicle identification.

## Anna Gershkovich

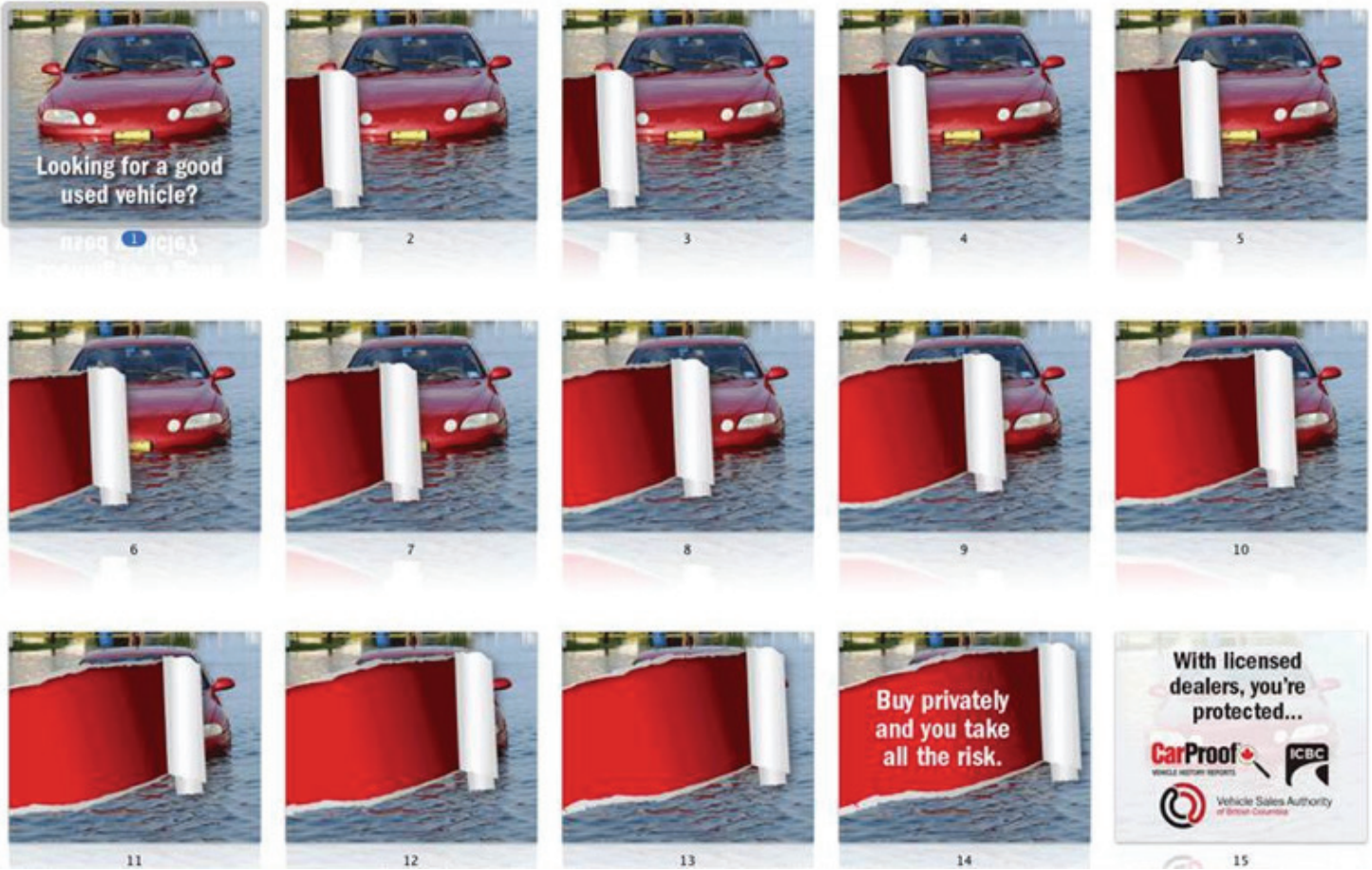
### *Manager of Consumer Services*

Anna Gershkovich joined the VSA in 2007 as the Administrator of the Motor Dealer Customer Compensation Fund and promoted to her current position in March 2009. Anna has an 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.





Vehicle Sales Authority  
of British Columbia

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