



Vehicle Sales Authority
of British Columbia

Annual Report 2015





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
- 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 the Minister

The 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, 2015. The report highlights the significant accomplishments of the last twelve months.

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 yours,

Graeme Roberts
Chair



A Joint Message from the Chair and the President

The Vehicle Sales Authority (VSA) continues to proactively and progressively fulfill its mandate under the *Motor Dealer Act* and portions of the *Business Practices and Consumer Protection Act*, as they relate to the sale of personal-use vehicles. Led by an eleven-person Board of Directors, members of which are nominated by the vehicle sales industry, the provincial government and the public at large, a highly qualified, professional staff provides the licensing, education, audit and compliance functions.

Increasing the number of informed consumers and providing them with a firm confidence and trust in purchasing from a licensed and regulated vehicle dealer continues to be the Authority's primary objective. To achieve this, the emphasis continues to be:

- Ensuring that both the public and industry are aware of their rights and obligations during the purchase and sale of a motor vehicle
- Confirming that vehicle transactions are completed in an open and transparent manner, as required by law
- Building stakeholder engagement by intervening only as a fair and unbiased arbiter
- Operating in a fiscally responsible manner while fulfilling the regulatory mandate.



Graeme Roberts



Jay Chambers

A key initiative this year was an integrated media campaign featuring *Walt the Curber*, which capped the year with a very energetic VSA booth at the Vancouver International Auto Show. Curbers are unlicensed dealers who sell multiple vehicles and operate from private residences, small businesses and shopping malls. They continue to pose problems and create certain grief to unsuspecting purchasers.

The *Watch out for Walt!* campaign serves the dual purpose of educating the public about the benefits of buying from a licensed dealer and increasing public recognition of the role of the VSA.

The success and effectiveness of the *Watch out for Walt!* campaign was evident in the dramatic year-over-year growth in VSA website visitors and consumer page views. The strong recognition and approval of the campaign by licensed salespeople completing their online Continuing Education was also a positive indicator.

In order to obtain and maintain a licence, vehicle salespeople are required to complete an initial certification course and ongoing professional education. Industry education has been a vital component in fulfilling the Vehicle Sales Authority's mandate to strengthen public reliance and assurance. To this end, three online Continuing Education modules were introduced this year. Also new this year, to recognize this commitment to professionalism, every dealer now prominently displays a licence decal to remind the public they are licensed by the VSA.

Sincerely,

Graeme Roberts

Jay Chambers



Licensing

This fiscal year was an opportunity for the Licensing team to fully utilize the database system deployed in April 2013. Due to the system’s flexibility, many new processes - such as automated email renewal reminders for dealers and salespeople - were introduced to better serve the industry. The new system also allowed the department to set the ambitious goal of going paperless by the end of fiscal year 2016.

While the number of dealer licences remained stable for the year, salesperson licences topped 7,200 at year end, up from 6,890. Salesperson applications showed a dramatic 28% increase over the prior year. The introduction of a Continuing Education requirement for a group of salespeople each year also added significant activity. However, even with the increased volume, the Licensing team was still able to maintain the high level of customer service that the vehicle sales industry has come to expect. This was in part due to the capabilities of the new database system.

Licensing continues to carefully assess new salesperson and dealer applications to ensure a professional and trustworthy motor vehicle sales industry. This vetting process has resulted in numerous licence denials. The criteria and procedures that resulted in these denials were affirmed by both the Registrar and a Judicial Review challenge in the B.C. Supreme Court.

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.

Each Licensing Officer visited at least four dealerships in their assigned areas. Meeting with managers and salespeople, they collected suggestions on streamlining the licensing processes to allow dealers to more easily meet their licensing requirements.

Licensing Activity by Fiscal Year

Fiscal Year	2015	2014	2013
New dealer applications	95	76	104
Dealer licences at year end	1416	1402	1420
New salesperson applications	1637	1282	1238
Salesperson licences at year end	7205	6890	6744



Professional Development

One of the VSA's primary and most effective strategies for maintaining industry compliance is through education. Salesperson certification and continuing education courses provide a comprehensive foundation in the application of legislation in day-to-day situations. Whenever possible, the President and Registrar join the two experienced course facilitators to enhance the discussion and provide an opportunity for two-way communication. This allows the VSA and members of the industry to have valuable interactions and discussions.

With the increase in new salesperson applications this year, the number of course offerings and participants dramatically increased over previous years. The required Salesperson Certification Course 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 previous fiscal year saw the conclusion of the very successful Level II program. To maintain the VSA commitment of ongoing professional development, a new online Continuing Education (CE) program was introduced in June 2014. The online, self-study modules feature three key topics - advertising compliance for salespeople, privacy regulations, and competing with curbers in the marketplace through professional selling. The modules were created with several industry concerns in mind, including eliminating time away from the dealership and cost. Although not as high as the facilitated certification courses, evaluations for the three modules have been generally positive.

Fiscal Year 2015 Course Evaluations

Evaluation	Certification Courses		CE
	Classroom	Webinar	Online
Very Good	64%	57%	49%
Good	29%	34%	27%
Average	5%	6%	14%
Below Average	1%	2%	5%
Poor	0%	2%	6%

Course Activity by Fiscal Year

Fiscal Year	2015	2014	2013
Number of Classes			
Certification course	68	60	50
Level II	-	32	39
Participants			
Certification course	1570	1324	1150
Continuing education	1055	-	-
Level II	-	627	871

Consumer Services

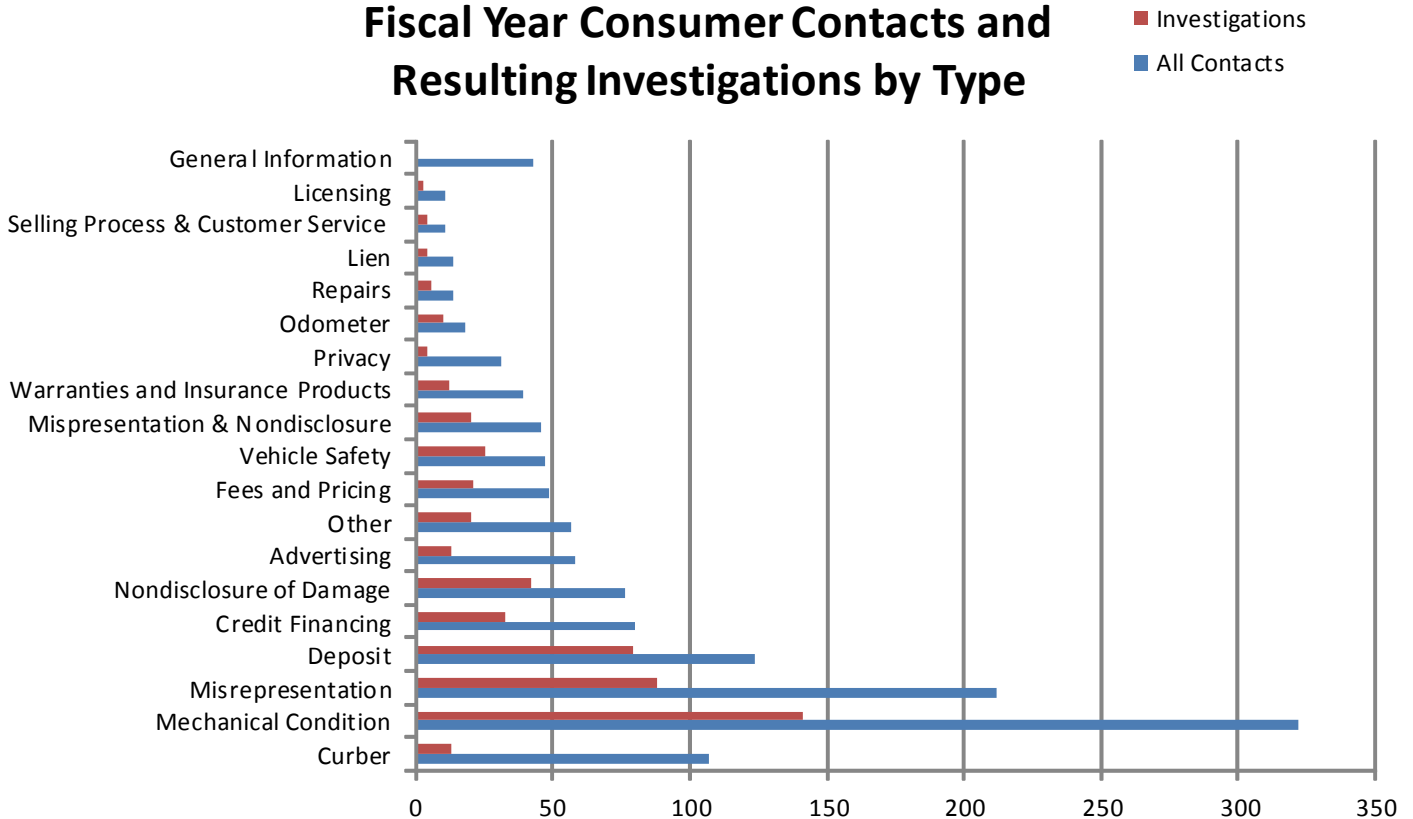
Consumer Services responds to public enquiries and consumer complaints regarding various aspects of the motor vehicle sales industry in BC. The VSA complaint handling process is carefully designed to meet the requirements of administrative fairness and natural justice. Effective case management works to the benefit of all parties involved in a complaint, ensuring timely communication of options and outcomes.

In 2014-2015, the Consumer Services team dealt with 1,359 public enquiries. The top reasons for consumers contacting the VSA remain allegations of loss caused by misrepresentation or non-disclosure, including disagreements over deposits.

While the volume of initial enquiries is quite high, not all enquiries warrant investigation or fall within the jurisdiction of the VSA. When a concern or complaint is received at the VSA, Consumer Services Officers conduct a professional preliminary assessment for eligibility and grounds for investigation. They communicate with the consumer and the motor dealer involved in the dispute, encouraging dispute resolution between the parties. If this informal facilitation is not effective, an investigation will be opened for complaints that meet the minimum eligibility criteria.

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

Fiscal Year Consumer Contacts and Resulting Investigations by Type





Motor Dealer Customer Compensation Fund

The Motor Dealer Customer Compensation Fund 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.

Eligible claims are adjudicated by the [Motor Dealer Customer Compensation Fund Board](#), an independent administrative tribunal. Claims are processed and adjudicated following procedures designed to maximize both fairness and efficiency. Funds come from contributions made by all licensed motor dealers in British Columbia. As of March 31, 2015, 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, 2015. This waiver applies to motor dealers that have made a minimum of three \$300 annual payments. A similar waiver was also in effect for the years beginning April 1, 2013 and April 1, 2014.

During the current fiscal year, 28 claims were received, seven of which either did not meet eligibility requirements, were resolved without a formal claim hearing by the tribunal or abandoned by the claimant. The board adjudicated 12 current year claims and 22 prior year claims. Twenty-one claims were approved, resulting in \$135,577 being paid to consumers. Nine claims were still in progress at year end. Since its inception in 1995, 1,091 claims have been adjudicated, of which 623 claims were approved. Over \$3.05 million has been paid to consumers out of the Fund.

The board continued to streamline its processes for transparency and timeliness. [Decision summaries](#) and an overview of the [claims adjudication history](#) are now available on the VSA website. Five of the six meetings of the board were held via video conference. March 31, 2015 marked the retirement from the position as board Chair of John Ratel, who will continue serving as a tribunal member. Effective April 1, 2015, the board Chair will be Darlene Hyde, with Wendy Baker serving as Vice-Chair.

Compensation Fund Activity by Fiscal Year

Fiscal Year	2015	2014	2013
Claims			
Adjudicated	34	17	30
Approved	21	10	17
Amount paid out	\$135,577	\$36,826	\$77,695
Type of Claim			
Vehicle purchase	29	10	29
Warranty / service plan purchase	2	0	1
Vehicle consignment	0	0	0
Vehicle Type			
Auto	33	17	29
RV	1	0	0
Motorcycle	0	0	1
Dealer Status			
In business	0	1	1
Not in business	34	17	29

Compliance

As a result of consumer awareness, both dealers and consumers continue to initiate discussions with the VSA regarding the rules and 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. For the first time, a Compliance Officer has been located in an office in Prince George to serve the Central Northern and Northwest Regions. This change has had a positive effect and is supported by the dealers in the region. The Compliance Support Officers continue to provide research and investigation resources for complex files, enabling a speedier closing of investigations and fully informed resolutions.

The Compliance team works as delegates of the Registrar, and their investigations and inspections are fully supported by the Registrar. Four hearings on dealer and salesperson business practices were held and four undertakings were signed this year. The year also saw three judicial reviews by the B.C. Supreme Court. All three reviews upheld the Registrar’s decisions, confirming the procedural fairness of the VSA investigation and hearing process.

As a result of ongoing relationships, the Compliance team participated in several joint investigations with a variety of agencies. Joint dealer inspections with the CVSE (Commercial Vehicle Safety Enforcement branch of the B.C. Ministry of Transport) educated dealers in the area of compliance for rebuilt vehicles and highlighted the need for proper repairs. This has ensured that a rebuilt vehicle meets all safety requirements for resale. Due to these successful partnerships, the agencies now call upon the VSA more frequently to make presentations at training seminars.

Curbers (unlicensed dealers) remain a concern and one focus of compliance efforts. 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 into the industry and curbing has been discouraged.

Compliance Activities by Fiscal Year

Fiscal Year	2015	2014	2013
Consumer Enquiries	1359	1729	2057
Investigations Investigated			
Consumer Initiated	536	546	534
VSA Initiated	186	138	238
Investigation Outcomes			
Compliance Action	155	86	70
Consumer Restitution	\$1.0 million	\$0.7 million	\$1.1 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 2014-2015, the VSA processed 27 requests for access to records, an increase of almost 50% over the 17 requests of the prior year. This is the second year in a row access requests rose so significantly. 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. The VSA continues to report on all formal actions by the Registrar and decisions of the Motor Dealer Customer Compensation Fund Board.

Last year, the VSA reported on the establishment of a VSA privacy committee. In 2014-15, the committee completed its review of information collected by the VSA and consolidated its privacy policies and procedures into one document. The committee continues to meet monthly to review privacy processes and security within the VSA.

Ombudsperson Activity by Fiscal Year

Fiscal Year	2015	2014	2013
Requests for Information	-	0	4
Complaints Investigated			
Unsubstantiated	0	2	2
Substantiated	0	0	0
Settled	0	1	2
Complaints Not Investigated			
Ended no benefit to continue	-	1	1
Abandoned	-	0	0
Withdrawn	-	0	1
Information provided	-	9	2

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

This fiscal year featured the *Walt the Curber* consumer awareness campaigns. The spring campaign, which saw the VSA work in cooperation with ICBC and CarProof Vehicle History Reports, had *Walt's* weekly confessions across the province in over 40 Black Press community newspapers. The papers share a combined readership of one million and their websites get another one million views each month. During the spring, the designated *Watch out for Walt!* webpage had a total of 3,400 unique views. Then, in an effort to bring *Walt the Curber* to other audiences, a fall campaign included four 30-second TV ads, produced with the help of CHEK TV. The spots were aired over ten weeks, with 15-second versions viewed 80,000 times on the CHEK website.

The spring and fall campaigns both brought their own successes. Increased website traffic indicated that consumers were interested. In addition, industry Continuing Education module feedback showed that the vehicle sales industry also spotted *Walt*. Out of 1,020 respondents throughout the province, 79% of dealers and salespeople saw the campaign in their local newspaper; 78% saw it online; and, 81% discussed the campaign at their dealerships. The industry has rated the campaign highly, with 78% of respondents rating it as excellent (55%) and very good (23%).

The influence of *Walt the Curber* was also present at the 2015 Vancouver International Auto Show. The VSA participated in the show for the 11th year in a row. This year, a larger booth gave the VSA the opportunity to contrast the dangers of *Walt the Curber* – who attended in person -- with the benefits and protections of buying from a licensed dealer.

This fiscal year also marked the beginning of a website transition. As the VSA website is the heart of all communications, it became apparent that a simplified design and mobile-friendly format was needed. The new website, set to launch early in the next fiscal year, includes comprehensive mega-menus, improved search capabilities, one-click action menus and a language translation feature.

Industry Bulletins continue to be the primary communication tool between the VSA and the vehicle sales industry. They feature regulatory updates, legislation clarifications and industry-specific news. Bulletins are sent twice monthly to all dealers and salespeople. Time-sensitive Dealer Alerts are also sent out on an as needed basis. Added this year were Salesperson Reminders, which feature licensing, education and regulatory topics important to licensed salespeople.

Communications Activity by Fiscal Year

Fiscal Year	2015	2014	2013
Dealer Communications			
Bulletins	18	20	12
Alerts	6	7	12
Reminders	7	-	-
Website Statistics			
Unique visitors per month	9,802	7,044	6,059
Page view per month	32,626	28,937	27,184
Weekly updated features	5.5%	5.5%	5.0%



Finance and Administration

The [audited financial statements](#) for fiscal year 2014-2015 report a \$610,000 excess of revenue over expense. This is a significant increase over the expected nominal budget surplus.

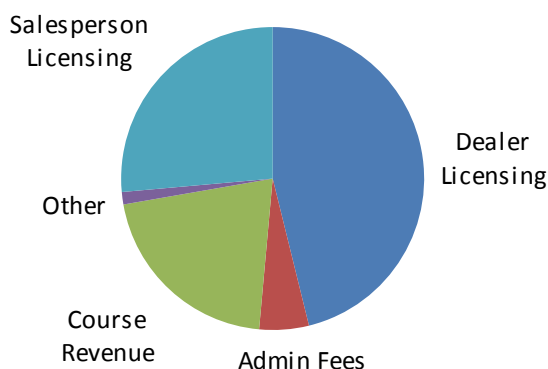
Unanticipated licensing and certification course revenue, the result of a 28% increase in new salesperson applications, was the primary source of this added revenue. Overall revenue for the year was \$4,859,000, 12% above budget and 7% higher than the prior year.

Total expenses for the year were at \$1,448,000, in line with the budget and 8% less than the prior year. The areas of significant savings this year were office supplies & printing, office equipment & leases and course-related travel & catering expenses.

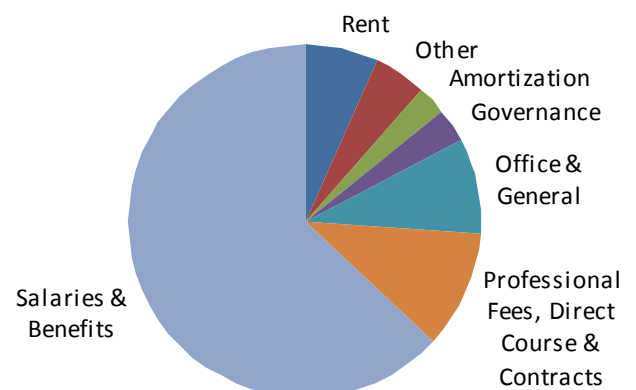
Capital expenditures of \$15,400 were incurred to support VSA operations and technology.

Note: The 2014-2015 Audited Financial Statements are the fourth annual statements completed by MNP LLP, and the third 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.

2014-2015 Audited Revenue

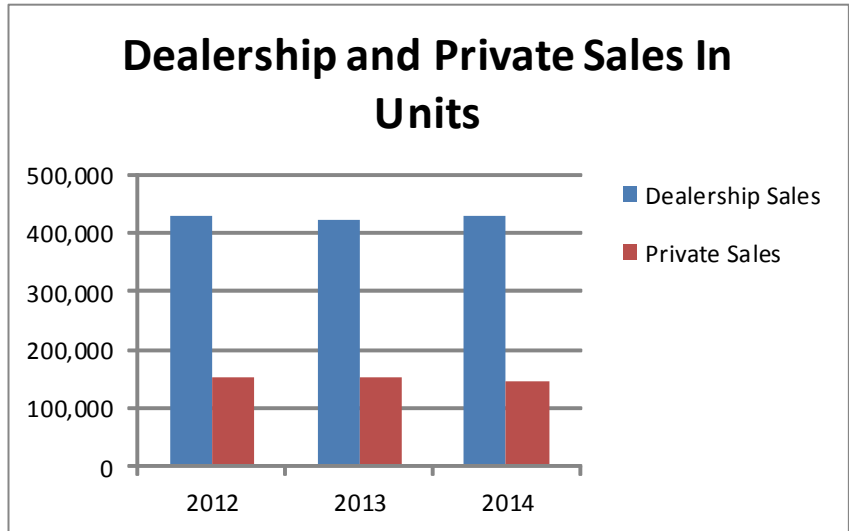
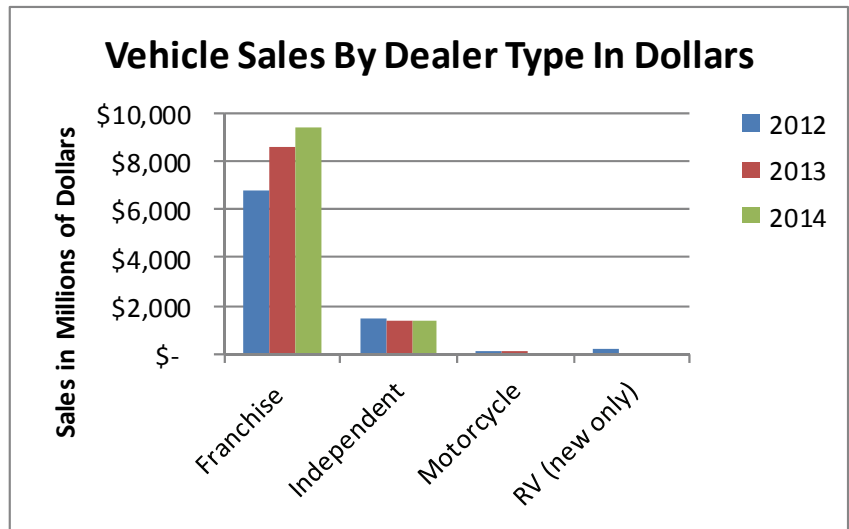
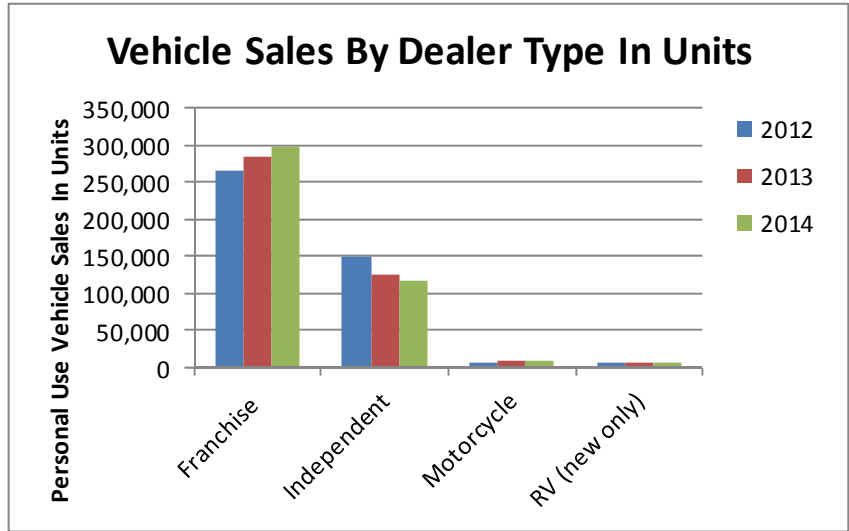


2014-2015 Audited Expense





Industry Sales Data

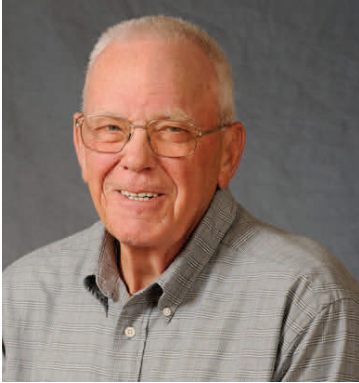


Board Members

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.

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, including Canlan Ice Sports, the Saanich Police Board, the Royal Canadian Marine Search and Rescue, the Oceans Blue Foundation, Science World, the BCIT Foundation and as chair of the Burnaby Board of Trade. He is married with two children and cites his activities as family, boating, golf, music, and reading.

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

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, including Pacific Open Heart Association, Vancouver Gold Club, BC Hockey Benevolent Association, Lot Boy Interactive Inc., and Vancouver Canucks Alumni. He has been married for 50 years and has two sons and five grandchildren.

Rebecca Darnell
Vice-Chair
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 articled 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 Chariman 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, and Senior Advisor of the 2014 Grey Cup. 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 Executive Director/Registrar at the College of Registered Psychiatric Nurses of B.C., which regulates psychiatric nurses to provide safe and ethical care. She graduated from UBC Law School in 1987 and her career has included the practice of law, senior management responsibilities,

and over a decade of work in the area of professional self-regulation. Kyong-ae worked with the Legal Services Society where she managed the province-wide delivery of family and civil legal aid in B.C. She was also a staff lawyer with the Law Society of BC, regulating the ethical conduct and competence of lawyers. She also worked with the Health Employers' Association, the Office of the Ombudsman and private legal practice, with a focus in civil litigation and administrative law. She gained vehicle sales industry experience as a member of the Motor Dealer Customer Compensation Fund Board from 2006 to 2014. In this role, she adjudicated consumer claims for compensation with four other administrative tribunal members. Her community work includes 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 as a representative of the Automobile Retailers Association of BC (ARA). Nairn has been a part of the ARA for five 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



Since 1972, Dr. Don Nixdorf has been a registrant of the College of Chiropractors of BC in private practice in Richmond. He received a degree from Palmer Chiropractic College in Davenport, Iowa. With extensive professional volunteer service, Dr. Nixdorf served as Board Director for BC chiropractors from 1978-1987.

He also served 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, Canada Pension Plan, and Disability Pension Review. His current business affiliations include Farabloc Development Corporation, where he is Vice-President, and Vertebral Media, where he serves as Director. Dr. Nixdorf has published numerous articles, including *Current Standards of Material Risk*, the *Chiropractic College Admissions Test*, *Chiropractic Hospital-based Interventions Research Outcomes*, and the book *Squandering Billions Health Care in Canada*.



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 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 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 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.

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. 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 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 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
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