



Vehicle Sales Authority  
of British Columbia

# Annual Report for Fiscal Year 2016 – 2017

September 2017



High school students know...  
**Don't Buy From a Curber!**



**I'm Walt the Curber!**

I'm in the business of selling cars  
but I'm not licensed to protect you

I lie, saying I'm selling for a friend  
and will meet you only at the mall

I hide the real history of the car  
until it's too late!



Vehicle Sales Authority  
of British Columbia

Learn more at  
[VehicleSalesAuthority.com](http://VehicleSalesAuthority.com)

Dealer & Salesperson Licensing · Consumer Information · Dispute Resolution





# 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, 2017. 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,

A handwritten signature in blue ink, appearing to read 'Graeme Roberts', with a stylized flourish at the end.

Graeme Roberts  
Chair



# A Joint Message from the Chair and the President

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 2016–2017 has been another particularly successful and busy year.

Key activities of the last twelve months include :

- Increased awareness by consumers of the confidence they can expect in a licensed dealer when buying a vehicle.
- Active consumer communications activities, including the ongoing *Walt the Curber* campaign and the “proof of concept” of a Grade 10 outreach program.
- A robust compliance program, that begins with education and dealer assistance, but can include formal compliance action, if required.
- Significant increases in satisfaction across all services, as reported by dealers and salespeople to IPSOS Canada by survey.
- Fiscally responsible operations, including providing quality service to 4.3% more licensees and 13.1% more consumer contacts over the prior year with the same staffing levels
- The approval of new legislation that, in the long term, will increase the transparency and effectiveness of the VSA in meeting its mandate.

The VSA is 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. This diverse Board of Directors brings their extensive experience and skill to provide thoughtful oversight of the highly qualified, professional staff in the licensing, education, compliance and administrative functions of the VSA.

Sincerely,

Graeme Roberts

Jay Chambers



Graeme Roberts



Jay Chambers



# 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

The theme in Licensing for the fiscal year continued to be service improvement and efficiency through the use of technology. Examples included successfully implementing aperless renewal notifications for salespeople (via email) and increased automated workflows within the customized VSA database. As a result, the number of salespeople renewing online jumped from 53% last year to 70% by the end of this fiscal year. The industry also responded positively to receiving automated emails, with receipts, which are sent as soon as a dealer or salesperson renews their licence.

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: To allow dealers to more easily meet their licensing requirements.

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

## 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.

While the number of dealer licences showed a modest increase for the year, salesperson licences jumped to 7,953 at year end, up from 7,673 at the beginning of the year. Despite the increased volume, the Licensing team still maintains the high level of customer service that the vehicle sales industry has come to expect. This was achieved, in part, with the growing use of technology.

## Licensing Activity

Fiscal Year	2017	2016	2015
New dealer applications	97	96	96
Dealer licences at year end	1458	1443	1416
New salesperson applications	1788	1716	1637
Salesperson licences at year end	7953	7673	7205





# Professional Development

## Fiscal Year 2017 Course Evaluations

Evaluation	Certification Courses		CE
	Classroom	Webinar	Online
Very Good	71%	54%	46%
Good	25%	36%	27%
Average	3%	8%	14%
Below Average or Poor	1%	2%	13%

The VSA remains committed to education as a primary and effective 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. This year saw the implementation of a new online learning platform. The goal was to enhance the webinar self-study experience and improve the CE modules. The system now provides immediate access for CE registrants.

## Course Activity

Fiscal Year	2017	2016	2015
Number of Classes			
Certification course	78	72	68
Participants			
Certification course	1804	1706	1570
Continuing education	434	958	1055

The number of course offerings and participants remained high this fiscal year due to the continuing increase in new salesperson applications. Evaluations of the mandatory Salesperson Certification Course continue to be above average for both the classroom and web-based formats. The classroom sessions primarily serve licence applicants from the Lower Mainland and the Greater Victoria region. The facilitated webinar version serves the remaining 25% of applicants from the balance of the province.



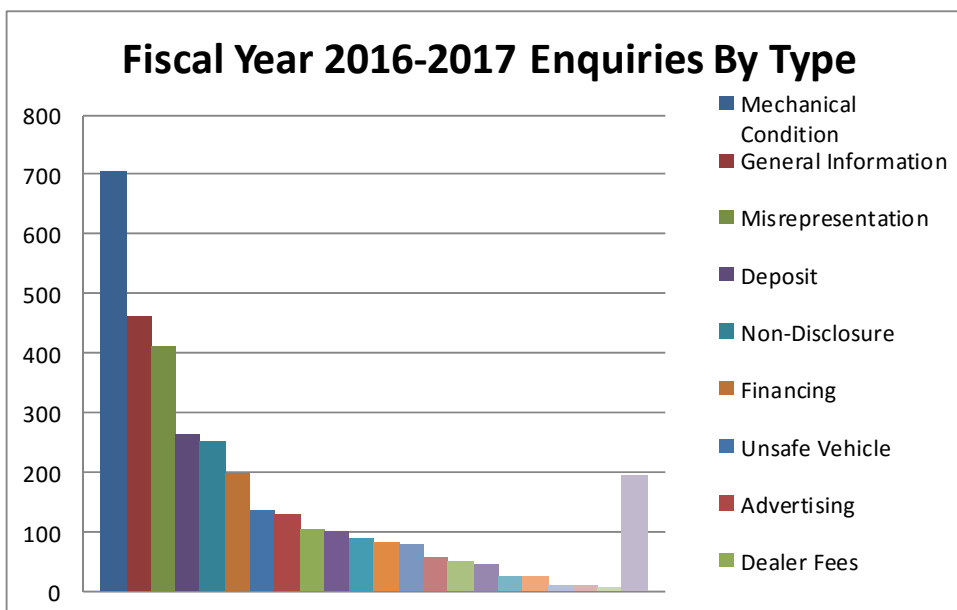
# Consumer Services

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 2016-2017, the Consumer Services team dealt with over 3,500 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 601 formal consumer complaints in 2016-2017. This represents just 17% of the total volume of consumer contacts. A majority of the remaining files are closed after no additional contact is received from the consumer. When a formal complaint application is received, the application is first assessed for completeness, eligibility and grounds for investigation. Once assessed, communication with the consumer and the motor dealer is initiated, including the cross-disclosure of all statements. 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. 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, 2017, the Fund balance was \$1,280,681. Based on the Registrar’s assessment of current reserves and immediate risks, it was determined that the annual \$300 contribution to the Fund by all existing dealers will be waived for the year beginning April 1, 2017 to March 31, 2018. The annual contribution was collected last year following three years of waivers. Newly licensed dealers must pay into the fund for a minimum of three years, even when the annual contribution has been waived.

Twenty-two claims were received during the current fiscal year. The board adjudicated three current year claims and four prior year claims. One claim was approved, resulting in \$3,500 being paid to consumers. Fifteen claims were still in progress on March 31, 2017.

The reduced Compensation Fund activity is likely the result of the following strategies that were put in place to reduce claims:

- Early identification of dealers at risk
- Resources on the VSA website with which the public can make an informed decision before filing a Compensation Fund claim

- Clear information on dispute resolution options given to consumers at first contact
- Early eligibility screening reduces claims requiring adjudication without jeopardizing administrative fairness
- Determined efforts to get responsible parties to settle the disputes. This results in claims against the Fund being withdrawn. Warranty companies, former principals and new owners have all stepped up repeatedly to resolve claims.

Since inception of the Compensation Fund in 1995, 1,120 claims have been adjudicated, of which 636 claims were approved. Over \$3.12 million has been paid to consumers out of the Fund.

### Ongoing Initiatives

The board continued to streamline its processes for efficiency, transparency and timeliness. [Decisions](#) and an overview of the [claims adjudication history](#) are available on the VSA website. Two of the four meetings of the board were held via video conference to reduce costs. A web-based portal for the Compensation Fund

## Compensation Fund Activity

Fiscal Year	2017	2016	2015
Claims			
Adjudicated	7	23	34
Approved	1	12	21
Amount paid out	\$3,500	\$70,350	\$135,577
Type of Claim			
Vehicle purchase	4	14	29
Warranty / service plan purchase	3	6	2
Vehicle consignment	0	3	0
Vehicle Type			
Auto	6	23	33
RV	0	0	1
Motorcycle	1	0	0
Dealer Status			
In business	0	1	0
Not in business	7	22	34



# Compliance

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. Compliance Officers are highly regarded for their knowledge and assistance to both dealers and consumers.

Our 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 and research of all curber investigation files, which gives 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 and licensing issues must have the approval of the Registrar. Sixteen undertakings were accepted by the Registrar this year. In addition, seventeen hearings were held, each resulting in a formal Decision of the Registrar.

## Current Initiatives

This fiscal year saw the testing and initial roll out of risk-based dealer assessments. Risk-based assessments identify areas of concern in order to better utilize VSA resources by concentrating inspection activities where they are needed most.

The Compliance team 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 repairs. As a result of one of these joint investigations, the operations of one used motor dealer were closed and a five year ban on re-applying for licensing as a motor dealer was established. Due to these ongoing partnerships, the agencies have asked the VSA to make more frequent presentations at training seminars.

## Curbers

Unlicensed dealers remain a focus. With increased enforcement — including coordination with provincial agencies, municipalities, service groups, and the Canada Revenue Agency — unlicensed activity and curbing have been discouraged. As well, a result of the new legislation regulations are being developed to allow the Registrar to issue compliance orders, assess administrative penalties and accept undertakings for curbing.

## Compliance Activities

Fiscal Year	2017	2016	2015
Consumer Enquiries*	3508	3101	1359
Investigations Investigated			
Consumer Initiated	601	608	536
VSA Initiated	149	195	186
Investigation Outcomes			
Compliance Action	199	224	155
Consumer Restitution	\$1.2 million	\$1.4 million	\$1 million

\*Consumer enquiry reporting changed in 2016



# 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 13 requests for access to records. This was a slight decrease from the 23 requests in the prior year. The requesting parties included individuals, motor dealers, and complainants.

## Privacy Requests

Information Access	Fiscal Year		
	2017	2016	2015
Requests Received	13	23	27

The VSA established a Privacy Committee in 2013. The 2016-2017 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.

As of March 31, 2017 the Office of the Information and Privacy Commissioner had received one complaint regarding the VSA. No action is expected as a result of the complaint.

## Ombudsperson Activity

Complaints Investigated	Fiscal Year		
	2017	2016	2015
Unsubstantiated	0	1	0
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 Updated

The VSA website continues to be a dynamic resource for consumers and the industry. Of note for this fiscal year was the addition of [25 Fact Sheets](#). The topics range from deposits to the role and jurisdiction of the VSA, to recalls and vehicle definitions. The intent is to offer consumers information in a concise format that allows them to solve their own problems. They also help manage consumer expectations.

A 2015 site design was very successful in reducing the number of clicks and pages needed to access key information. To ensure that our website is continuously improving, a formal review will occur in fiscal 2017-18.

## Planning 10 Outreach

Since May 2015, over 4,700 students from thirteen BC secondary schools have received a joint presentation on auto careers and car buying. Students in Planning 10 classes get the opportunity to learn from the VSA about the risks of buying from private sellers and the protections that come with dealership purchases. They are also introduced to 30 career opportunities in the dynamic auto sector from members of the industry. Student and teacher evaluations have been very positive and improved with each presentation.

## Consumer Awareness

VSA consumer messaging was seen this year on Global Television, the Sing Tao weekly magazine, CHEK TV, as well as bus shelters in Prince George and Surrey. These various initiatives included the ongoing *Watch out for Walt!* warnings as well as simplified messaging about the protections of buying from a licensed dealer.

## Vancouver International Auto Show

*Walt the Curber* also made a big impact on the 2017 Vancouver International Auto Show. For the second year in a row, a brightly coloured 16x20 foot carpet stopped everyone in their tracks. The carpet, an adaptation of the popular Snakes and Ladders game, used *Walt the Curber* and licensed dealers as a way to compare a private purchase disaster with a successful dealership transaction. The booth concept was a magnet for children that allowed the distribution of information about the VSA and licensed dealers to 8,000 adults.

## 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 Education and regulatory topics.

## Communications Activity

Fiscal Year	2017	2016	2015
Dealer Communications			
Bulletins	25	21	18
Alerts	15	11	6
Reminders	5	5	7
Website Statistics			
Unique visitors per month	9,106	8,135	9,802
Page view per month	24,076	29,246	32,626
Weekly updated features	6.9%	8.3%	5.5%

# Finance and Administration

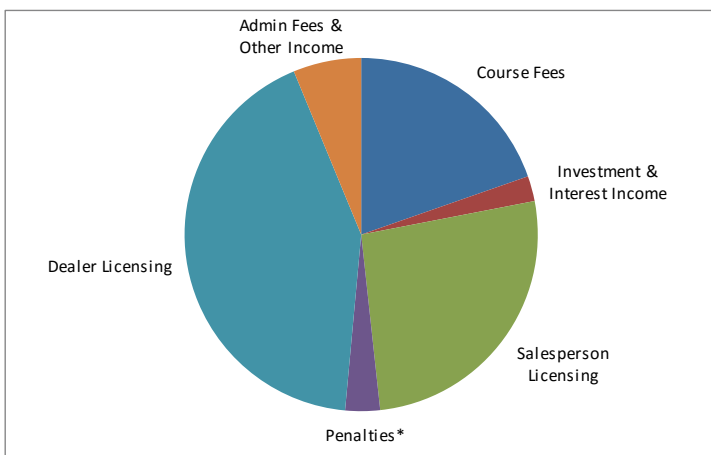
The [audited financial statements for fiscal year 2016-2017](#) report an excess of revenue over expense of just under \$840,000.

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 \$5.3 million, 3% higher than the prior year. 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.

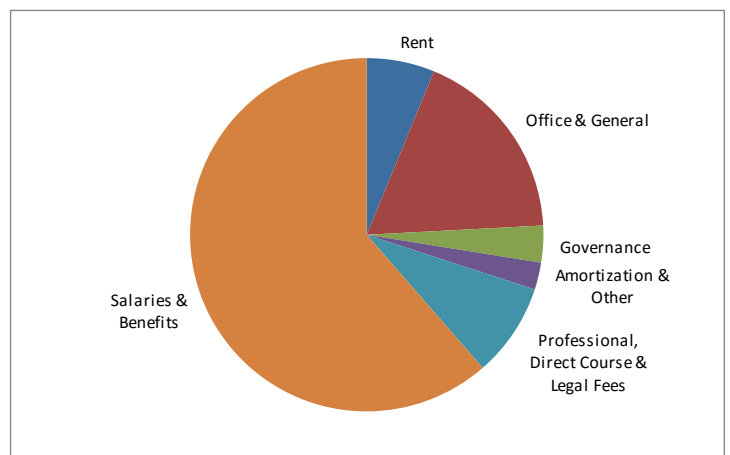
Higher licensing and course activity pushed general expenses for the year up 2%, a smaller increase than the rise in revenue. The added expenses linked to increased licensing activity include credit card fees, office supplies, and postage as well as required credit, criminal and registry checks. Other increases included legal fees, system support and communication. Capital expenditures of approximately \$118,000 were incurred to support VSA operations and technology. Staffing levels were unchanged over the previous year.

**Note:** The 2016-2017 Audited Financial Statements are the sixth annual statements completed by MNP LLP. They are the fifth completed under not-for-profit organizations (NPO) accounting standards. Regular consultation with the auditors is maintained by the VSA board and staff to assure confidence in the VSA financial reports and the highest level of financial compliance.

2016 - 2017 Audited Revenue

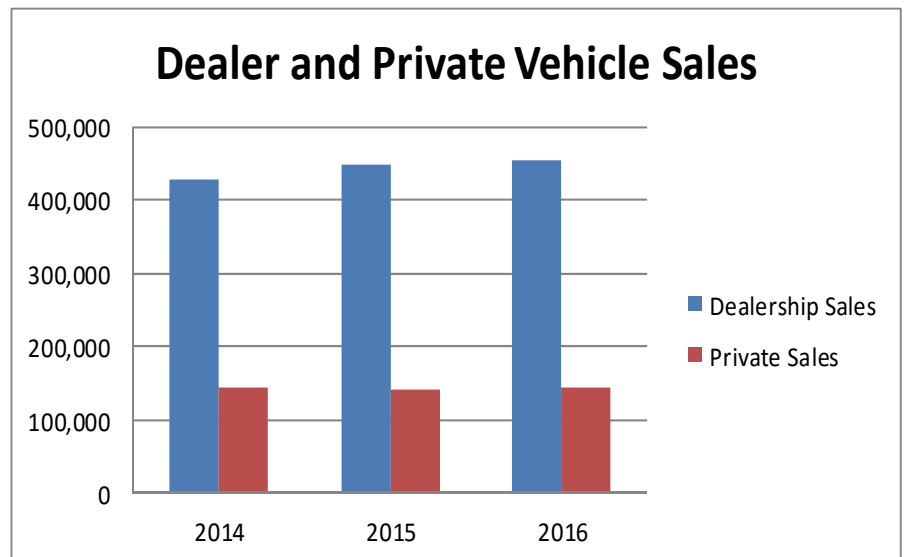
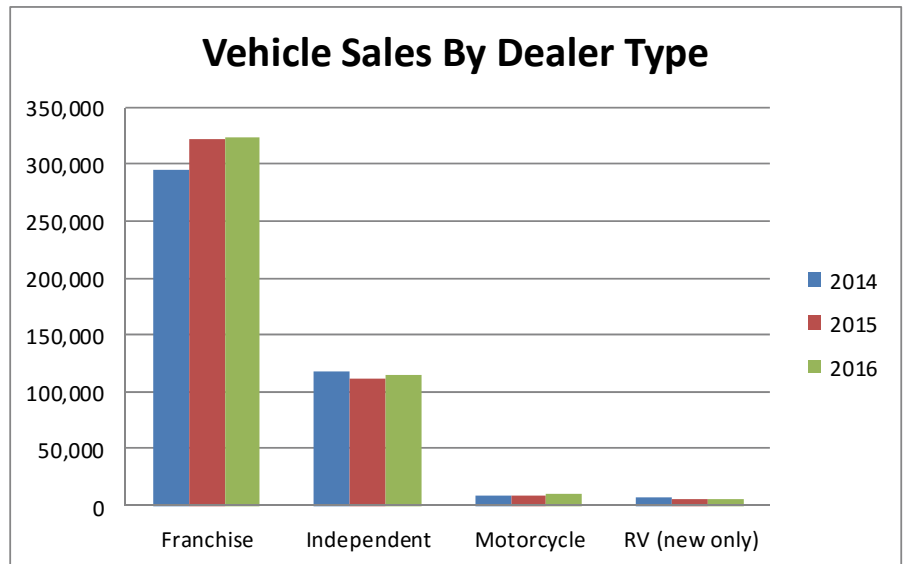


2016 - 2017 Audited Expense





# 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

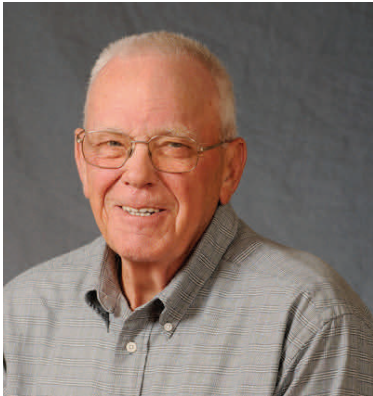
subsequently was General Manager of MCL Motor Cars from which he retired after 21 years. He has served on the Board of Directors for many charitable and volunteer institutions, including Pacific Open Heart Association, Vancouver Golf Club, BC Hockey Benevolent Association, Lot Boy Interactive Inc., and 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 15 years of experience in the area of professional 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.

Today, while semi-retired, Ken continues to provide executive coaching and management consulting to a few select clients, while also sitting on Boards and volunteering time to 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 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 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.

## 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 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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