



Vehicle Sales Authority  
of British Columbia

Annual Report for  
Fiscal Year  
2015 – 2016

May 2016





**Play  
and  
Learn!**



Vehicle Sales Authority  
of British Columbia

Know the seller.  
Know the vehicle.  
No brainer!

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# 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 Morris**  
**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, 2016. The report highlights the significant accomplishments of the last twelve months.

In particular, the VSA would like to thank the Minister and the government for the changes in legislation detailed on page five. These changes will enhance the ability of the VSA to continue to build a successful motor vehicle sales marketplace through education and compliance.

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.

Sincerely yours,

Graeme Roberts  
Chair



# A Joint Message from the Chair and the President

The Vehicle Sales Authority (VSA) continues to proactively fulfill its mandate under the *Motor Dealer Act* and portions of the *Business Practices and Consumer Protection Act*, as it relates to the sale of personal-use vehicles. And, fiscal year 2015–2016 has been a particularly successful year.

Over the last twelve months, the VSA has seen:

- Increased awareness by consumers of the confidence and trust they can place in purchasing from a licensed vehicle dealer. These activities included the very successful *Walt the Curber* campaign, a completely redesigned website and a pilot outreach program to Grade 10 students.
- A strong compliance program, beginning with education and dealer assistance, but including meaningful formal compliance action, when required.
- Significantly increased satisfaction across all services, as reported by dealers and salespeople to Ipsos Reid by survey.
- Continued fiscally responsible operations, including the servicing of a growing body of licensees with the same staffing levels, while still fulfilling the regulatory mandate in all areas.
- The introduction and approval of significant new legislation that 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 year has seen the retirement of William (Bill) Bullis from the Board of Directors. Bill's commitment and knowledge as a public-at-large member will be missed.

Taking his place in the new fiscal year will be Ken Robertson, an experienced business executive and management consultant. We are very pleased to add the caliber of his skills to the oversight and guidance the Board of Directors provides to the highly qualified, professional staff in the licensing, education, compliance and administrative functions.

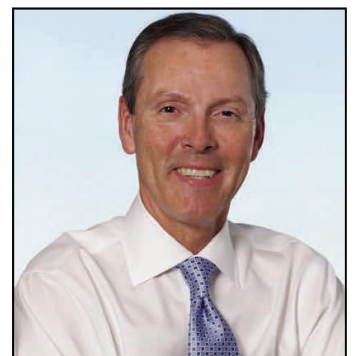
Sincerely,

Graeme Roberts

Jay Chambers



Graeme Roberts



Jay Chambers



# Important Changes In Legislation

## May 2015

Certain parts of the *Administrative Tribunals Act* were made applicable to the statutory authority of the Registrar and to the processes of the Motor Dealer Customer Compensation Fund Board. The majority of the provisions allow the Registrar to create Rules for the conduct of pre-hearing, hearing and post-hearing processes. Another key change was to introduce a 60-day limitation period for a person to file a request to the BC Supreme Court to conduct a judicial review of a decision of the Registrar or of the Motor Dealer Customer Compensation Fund Board.

## March 2016

Bill 9 – the *Motor Dealer Amendment Act* was passed by the B.C. Legislature. Several significant changes were made:

- The creation of new licence categories for wholesalers, broker-agents and broker-agent representatives
- Provisions to allow the Registrar to issue compliance orders and administrative penalties or accept undertakings to address non-compliance with the *Motor Dealer Act* and its regulations, including for unlicensed activity (curbing)
- Transferring the administration of the Motor Dealer Customer Compensation Fund to the VSA from government
- Modernizing language to recognize e-commerce
- Removing prohibitions on dealers and salespersons from advertising they are licensed, so long as their advertisements comply with conditions set by the Registrar
- Modernizing methods to serve documents to better use electronic means of communication and allow electronic methods of conducting hearings
- Regulation making authority to establish a Code of Conduct and to add legislative conditions to persons exempt from the *Motor Dealer Act*.

**Action taken:** [Registrar's rules](#) were drafted, circulated for comment and became effective on March 1, 2016.

## Next Steps

Some provisions will come into force on Royal Assent, expected in May 2016. Others will come into force when regulations are passed. The Registrar, in collaboration with staff in the Ministry of Public Safety and Solicitor General, will be developing the regulations and the Code of Conduct and consulting with the industry and consumers. The Honourable Mike Morris, Minister of Public Safety and Solicitor General, indicated to the Legislature that the regulations and the Code of Conduct should be completed within 12-14 months.



# Licensing

## Service Initiatives

The theme in Licensing for the fiscal year was continued service improvement and efficiency through the use of technology. Examples included automated emails sent to dealers and salespeople, the use of scanning software, and automated workflows within the customized VSA database.

The Licensing department also began registering salespeople for their course requirements. This change, previously handled by the Learning department, helps reduce the number of interactions needed with the VSA to obtain a licence.

In addition, Licensing Officers visited dealerships in their assigned areas to meet with managers and salespeople. As a result, they collected suggestions on further streamlining the licensing process to allow dealers to more easily meet their licensing requirements. As a major step to paperless operation, the emailing of licence renewals will be piloted in the coming year.

Licensing continues to carefully assess the trustworthiness of new salesperson and dealer applicants. This vetting process continues to result in licence conditions and denials. 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 use of third-party marketing companies has been growing. As a result, Licensing has been working with dealership executives and the marketing company representatives to ensure that all salespeople are properly licensed by the VSA prior to working at any marketing event.

While the number of dealer licences showed a modest increase for the year, salesperson licences jumped to 7,673 at year end, up from 7,205 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	2016	2015	2014
New dealer applications	96	95	76
Dealer licences at year end	1443	1416	1402
New salesperson applications	1716	1637	1282
Salesperson licences at year end	7673	7205	6890





# Professional Development

Education remains one of the primary and most effective strategies of the VSA for maintaining industry compliance. Salesperson certification courses and continuing education (CE) provide a comprehensive foundation in the application of legislation in day-to-day situations. This fiscal year saw the investment in a new online learning platform to enhance the webinar self-study experience and improve the CE modules. The new integrated system, which also provides immediate access for CE registrants, will be rolled out in the first two months of the new fiscal year.

The number of course offerings and participants remained high this fiscal year due to the continuous 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 serve licence applicants in the Lower Mainland and the Greater Victoria region, while the facilitated webinar version serves the rest of the province.

Although not as positive as the facilitated certification courses, evaluations for the three CE modules have been acceptable. It's hoped the introduction of the new online learning platform will drive these evaluations to the target set in the [Strategic Business Plan](#).

## Fiscal Year 2016 Course Evaluations

Evaluation	Certification Courses		CE
	Classroom	Webinar	Online
Very Good	70%	55%	45%
Good	26%	36%	28%
Average	3%	6%	16%
Below Average or Poor	0%	2%	12%

## Course Activity

Fiscal Year	2016	2015	2014
Number of Classes			
Certification course	72	68	60
Participants			
Certification course	1706	1570	1324
Continuing education	958	1055	-



# Consumer Services

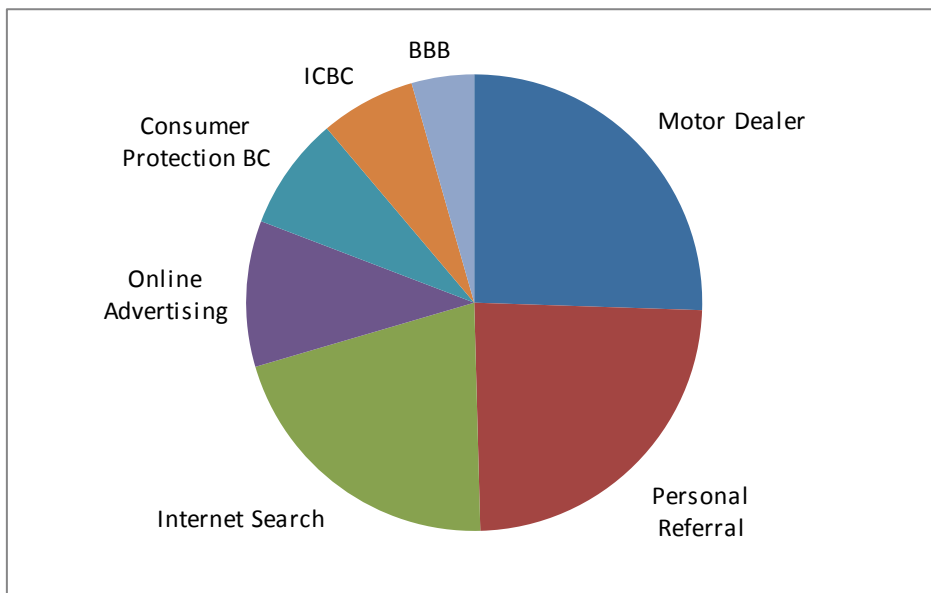
Consumer Services responds to public enquiries and consumer complaints regarding various aspects of the motor vehicle sales industry in BC. The VSA complaint handling process is carefully designed to meet the requirements of administrative fairness and natural justice. Effective case management works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

In 2015-2016, the Consumer Services team dealt with nearly 3,000 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.

## Top Referral Sources for Consumers to the VSA





# 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, 2016, the Fund balance was approximately \$931,710. 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 dealers cannot be waived for the year beginning April 1, 2016. The waiver was in effect for 3 years beginning April 1, 2013. Despite active claim management and relatively low claim payouts, the required contributions from new dealers are not enough to maintain the adequate fund balance. As a result, all dealers will see the \$300 assessment appear on their license renewals beginning April 1, 2016.

During the current fiscal year, 29 claims were received, 13 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 11 prior year claims.

Twelve claims were approved, resulting in \$70,350 being paid to consumers. Four claims were still in progress at year end. Since its inception in 1995, 1,114 claims have been adjudicated, of which 635 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 transparency and timeliness. [Decisions](#) and an overview of the [claims adjudication history](#) are now available on the VSA website. Four of the six meetings of the board were held via video conference to speed adjudication and reduce costs.

## Compensation Fund Activity

Fiscal Year	2016	2015	2014
Claims			
Adjudicated	23	34	17
Approved	12	21	10
Amount paid out	\$70,350	\$135,577	\$36,826
Type of Claim			
Vehicle purchase	14	29	10
Warranty / service plan purchase	6	2	0
Vehicle consignment	3	0	0
Vehicle Type			
Auto	23	33	17
RV	0	1	0
Motorcycle	0	0	0
Dealer Status			
In business	1	0	1
Not in business	22	34	17



# Compliance

Due to ongoing 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. Compliance Officers are increasingly being highly regarded for their knowledge and assistance to both dealers and consumers.

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 and informed approach to these investigations.

The Compliance team works as delegates of the Registrar, and their investigations and inspections are fully supported by the Registrar. Compliance actions this fiscal year included Decisions of the Registrar, Undertakings and Court Orders on business practices and licensing issues. Fifteen hearings were held and twenty undertakings were accepted on dealer and salesperson issues by the Registrar this year.

## Current Initiatives

This fiscal year saw the piloting of a risk-based inspection program in the Prince George and Metro Vancouver area. The purpose of risk-based inspections is to identify areas of concern in order to focus and better utilize VSA resources and concentrate activities where they are most needed. The initial pilot was completed this past year. Based on findings from the pilot, modifications to the program are being made and an expanded pilot will take place early in the new fiscal year, with full implementation expected by the end of the next fiscal year.

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 vehicle safety and highlighted the need for proper repairs. This increased awareness that vehicles displayed for sale must meet all safety requirements. As a result of one of these joint investigations on vehicle safety, one used motor dealer's operations were closed with a minimum five year ban on re-applying for registration as a motor dealer. 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 a focus. With increased proactive enforcement — including coordination with provincial agencies, municipalities, service groups, and the Canada Revenue Agency — unlicensed activity and curbing have been discouraged. New legislation, recently approved by the legislature, is eagerly awaited as a way to replace protracted and expensive court cases. One current case will continue into the next fiscal year.

## Compliance Activities

Fiscal Year	2016	2015	2014
Consumer Enquiries	2049	1359	1729
Investigations Investigated			
Consumer Initiated	608	536	546
VSA Initiated	195	186	138
Investigation Outcomes			
Compliance Action	224	155	86
Consumer Restitution	\$1.4 million	\$1.0 million	\$0.7 million



# Access to Information and Privacy Protection

The VSA is a public body under the *Freedom of Information and Protection of Privacy Act* (FIPPA). It must be responsive to requests for access to records it holds. In fiscal year 2015-2016, the VSA processed 23 requests for access to records. This was a slight decrease from the 27 requests in the prior year. The requesting parties varied and included other licensing bodies, motor dealers, and complainants.

## Privacy Requests

Information Access	Fiscal Year		
	2016	2015	2014
Requests Received	23	27	19

In 2013, the VSA reported on the establishment of a VSA Privacy Committee. In 2015-16, the Privacy Committee undertook a detailed privacy security audit of VSA operations. The Committee devised an audit checklist modified from one taken from the website of the B.C. Office of the Information and Privacy Commissioner. The results of the audit showed the VSA's security protocols and policies were appropriate with only a few minor enhancements identified. The Committee continues to meet monthly to review privacy processes and security within the VSA.

## Ombudsperson Activity

Complaints Investigated	Fiscal Year		
	2016	2015	2014
Unsubstantiated	1	0	2
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 complaint to the Ombudsperson was found to be substantiated this year.



# Communications

## VSA Website Updated

This fiscal year saw a fully redesigned, easy-to-navigate and mobile-friendly VSA website. As the heart of all VSA communications, the design now includes comprehensive mega-menus, improved search capabilities, one-click action menus, and language and font size options. The new website is more efficient and accessible, with new users needing one-third fewer clicks than before to find what they need. Moreover, an enhanced compliance section was added to promote transparency and accountability. Finally, a Salesperson Suggestions page was added for all licensed salespeople to comment on emerging issues and share ideas.

## Planning 10 Outreach Pilot

Since May 2015, over 2,000 students from three different Surrey secondary schools have received a joint presentation on auto careers and car buying. From the VSA, students in Planning 10 classes get the opportunity to learn the risks of buying from private sellers and the protections that come with dealership purchases. From the Automotive Retailers Association presenter, they are exposed to the many career options available in the auto industry. Student evaluations have been very positive, and improved with each presentation as revisions are made. The Surrey schools are helpful in developing this program, which aims to go province-wide in years to come.

## Consumer Awareness Tools Tested

In effort to continue positive relationships with consumer organizations, the VSA cooperated with the Better Business Bureau (BBB) and Global Television to sponsor a weekly consumer segment on Global News. Additionally, banner and text ads were implemented province-wide on Kijiji. These initiatives supplemented ongoing *Walt the Curber* campaigns, which saw digital and print advertising in regional markets, hitting the Cariboo, Prince George and the Okanagan.

## Vancouver International Auto Show

*Walt the Curber*, once again, made a big impact on the 2016 Vancouver International Auto Show. This year a large, brightly coloured 16x16 foot carpet stopped everyone in their tracks. The carpet, an adaptation of the popular Snakes and Ladders game, uses *Walt the Curber* as the snakes and licensed dealers as the way to quickly move forward in a successful consumer transaction. The new booth concept provided fun for children and valuable information for 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	2016	2015	2014
Dealer Communications			
Bulletins	21	18	20
Alerts	11	6	7
Reminders	5	7	-
Website Statistics			
Unique visitors per month	8,135*	9,802	7,044
Page view per month	29,246*	32,626	28,937
Weekly updated features	8.3%*	5.5%	5.5%

\* Data available from July 17, 2015 due to website migration

# Finance and Administration

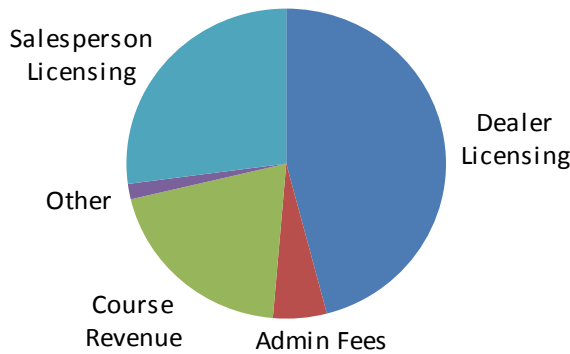
The [audited financial statements for fiscal year 2015-2016](#) report an excess of revenue over expense of just over \$700,000. This is a significant increase over the expected nominal budget surplus.

Unanticipated licensing and course revenue, due to the strength of the vehicle sales market, were the primary source of this added revenue. The unexpected increase in new salesperson applications and course registrations topped 40%. Overall, revenue for the year was just over \$5 million. This was 14% above the adopted budget and 4% higher than the prior year. A significant portion of this unanticipated surplus has been designated by the VSA board to allow consideration of the purchase of permanent offices for the VSA. It is expected that a purchase would stabilize and reduce occupancy expense relative to leased space.

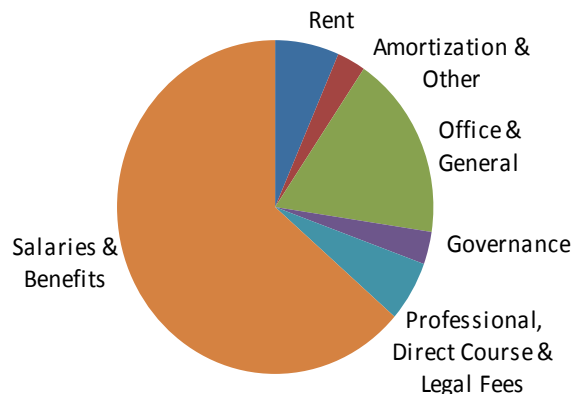
As a result of higher licensing and course activity, general expenses for the year reached nearly \$1.5 million. This was 6% higher than the budget and 4% higher than the prior year. The added expenses linked to increased licensing activity include credit card fees, office supplies, and postage as well as required credit, criminal and registry checks. Other increases included legal fees, system support and communication. Capital expenditures of approximately \$78,000 were incurred to support VSA operations and technology. Staff FTE remained unchanged.

**Note:** The 2015-2016 Audited Financial Statements are the fifth annual statements completed by MNP LLP, and the fourth completed under not-for-profit organizations (NPO) accounting standards. Regular consultation between the VSA board, staff, and auditors continues to create a high level of confidence in the VSA financial reports and general operations.

## 2015 - 2016 Audited Revenue

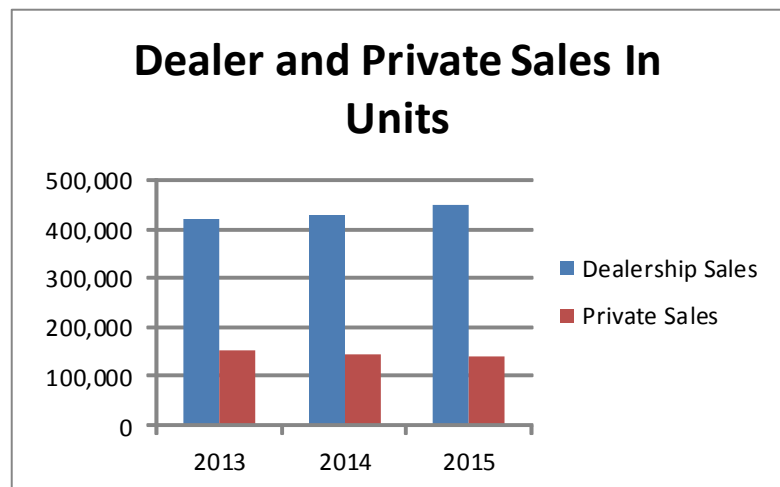
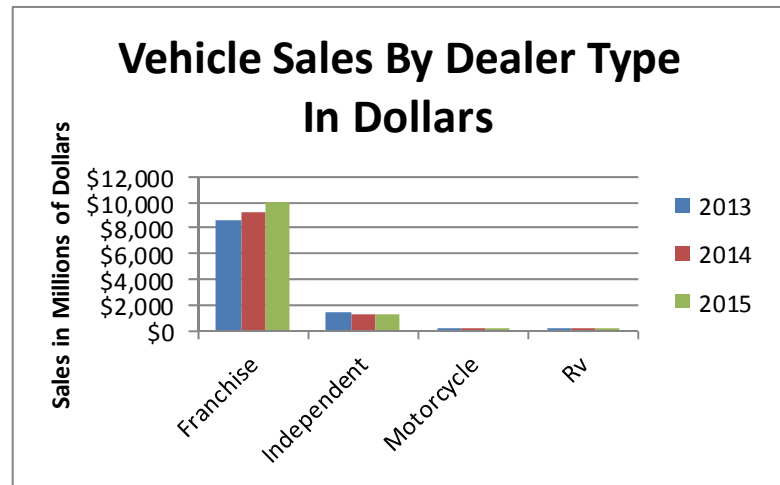
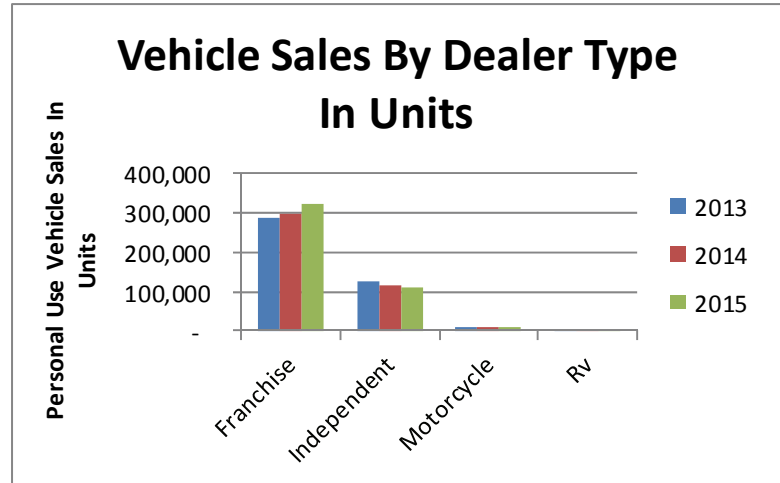


## 2015 - 2016 Audited Expense





# Industry Sales Data



Source: DesRosiers Automotive Consultants

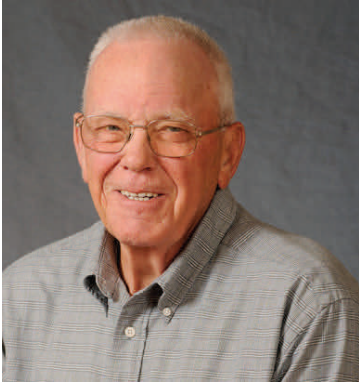


# Board Members

## 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 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 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.

**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 articulated with the Ministry of Attorney General in Victoria, BC. Rebecca opened a firm in Langley in 1995. 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 from 2009 to 2012 and a Rotarian from 1995 to 2014. Rebecca is currently a member of the Board of the Langley Memorial Hospital Foundation. She is a proud supporter of the Chilliwack Chiefs Junior A hockey team in Chilliwack and also sponsored of the Fraser Valley Phantoms, the female Midget AAA hockey team that has won the Provincial Title in 2012, 2013 and 2014. In addition, she sponsors the University of the Fraser Valley Golf Team by providing a sustaining scholarship for Student Athletes in perpetuity.

**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, 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 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 15 years 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 on the board of the VSA 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**  
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 Benchler 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 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.



Vehicle Sales Authority  
of British Columbia

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