



ACADEMY

# 2016 Academy Certificate Program

Applications must be submitted via postal mail or secure fax at 703.245.5258.

**ALL FIELDS ARE REQUIRED.**

Address NADA Academy  
8400 Westpark Drive  
Tysons, VA 22102  
Telephone 800.557.6232  
Fax 703.245.5258

OFFICE USE  
DATE

The Academy Certificate Program enables dealership managers (e.g. General Manager, Controller, Service Manager, etc.) to hone skills for a specific department by participating in the targeted week(s) of the Academy Program pertinent to their needs. Academy offers Certificates for the following six specialities:

- Financial Management
- Fixed Operations 1—Parts
- Fixed Operations 2—Service
- Variable Operations 1—Pre-owned Vehicles
- Variable Operations 2—New Vehicles
- Business Leadership

2016 Rate: \$1,895, unless otherwise noted. Cancellations must be received in writing at least 30 days prior to the class start date to receive a tuition refund. \$1,000 transfer fee will be charged if sponsor dealership is modified less than 30 days before. Additional fees apply for inclusion for NADA 20 Group composite.

## NADA MEMBERSHIP NUMBER

NADA membership or international affiliation is a requirement for enrollment. For membership information call 800.557.6232.

PROGRAM DISCIPLINE \_\_\_\_\_  
(Example: Financial Management)

CLASS PREFERENCE (if applicable) \_\_\_\_\_  
(Example: DCA 193)

DATE \_\_\_\_\_  
(Example: Jan 5-9)

Indicate Program Preference (Example: NADA 315, see schedule on back)

If accompanying a full-time Academy student, please list

NAME \_\_\_\_\_ CLASS NO. \_\_\_\_\_

## STUDENT INFORMATION

PREFIX  FIRST NAME  MI  LAST NAME  SUFFIX

Mr., Ms., Mrs.

EMAIL ADDRESS

OFFICE USE  
ID

Academy uses email to communicate time-sensitive, critical materials to students during the application and enrollment period. Provide an email address that you check regularly.

STREET ADDRESS (HOME)

JOB TITLE

CITY

STATE

ZIP CODE

CELL PHONE

EMERGENCY CONTACT

How did you hear about the Academy? \_\_\_\_\_

I have carefully reviewed all of the information requested in this application, and I have answered fully and honestly to the best of my knowledge. If admitted, I will devote my full attention and abilities to the Academy curriculum, maintain appropriate standards of behavior at all times during my enrollment, and not interfere with the employment relationships of other students and staff.

Applicant Signature \_\_\_\_\_ Print Name \_\_\_\_\_ Date \_\_\_\_\_

## SPONSOR INFORMATION

\$1,000 transfer fee will be charged if sponsor dealership is modified less than 30 days prior to the class start date.

DEALERSHIP NAME

OFFICE USE  
ID

DEALERSHIP STREET ADDRESS

DEALERSHIP CITY

STATE

ZIP CODE

DEALERSHIP PHONE

INTERNATIONAL PHONE (IF OTHER THAN U.S.)

What manufacturer financial statement will the student be using in class? (Examples: GM, Toyota, Mack, etc.) List only one. \_\_\_\_\_

DMS Provider (Examples: Reynolds and Reynolds, CDK) \_\_\_\_\_

I certify, to the best of my knowledge, the above information is true. I further certify that I am willing to bear the costs of tuition and travel for this program. I will provide financial statements and the opportunity for practical in-dealership experiences according to the requirements of the Academy.

Sponsor Signature \_\_\_\_\_ Print Name \_\_\_\_\_ Date \_\_\_\_\_

## PAYMENT INFORMATION

All payments must be made in U.S. dollars.  VISA  MASTERCARD  AMEX  CHECK

CARD NUMBER

EXPIRATION DATE

AMOUNT

PRINT NAME AS IT APPEARS ON CARD

CARDHOLDER SIGNATURE

CARDHOLDER EMAIL

# Academy Certificate Program 2016 Class Schedule

FINANCIAL MANAGEMENT		
<ul style="list-style-type: none"> <li>Using the 20 Group composite</li> <li>Maximizing cash flow and profit</li> <li>Identifying frozen vs. working capital</li> <li>Evaluating inventory performance</li> <li>Calculating total absorption</li> <li>Analyzing sales and gross profit</li> <li>Controlling and minimizing expenses</li> </ul>	<input type="checkbox"/> Jan 4-8 (GDM 113) <input type="checkbox"/> Jan 11-15 (DCA 198) <input type="checkbox"/> Feb 8-12 (NADA 312) <input type="checkbox"/> Apr 18-22 (ATD 034) <input type="checkbox"/> May 9-13 (NADA 313) <input type="checkbox"/> May 23-27 (NADA 314) <input type="checkbox"/> Jun 6-10 (NADA 315) <input type="checkbox"/> Jun 13-17 (NADA 316)	<input type="checkbox"/> Sep 12-16 (NADA 317) <input type="checkbox"/> Sep 19-23 (NADA 318) <input type="checkbox"/> Oct 10-14 (NADA 319) <input type="checkbox"/> Oct 31-Nov 4 (ATD 035) <hr/> <input type="checkbox"/> <b>Advanced Financial Management</b> May 17-19 (\$1,137) <input type="checkbox"/> <b>Financial Management Foundations</b> Jul 25-29
FIXED OPS 1 (PARTS)		
<ul style="list-style-type: none"> <li>Analyzing inventory performance               <ul style="list-style-type: none"> <li>Aging inventory</li> <li>Gross and true turns</li> <li>First-time fill rate</li> </ul> </li> <li>Understanding DMS reports</li> <li>Reconciling inventory</li> <li>Group case study</li> <li>Sharing of best ideas</li> </ul>	<input type="checkbox"/> Mar 7-11 (GDM 113) <input type="checkbox"/> Mar 14-18 (DCA 198) <input type="checkbox"/> Apr 11-15 (NADA 312) <input type="checkbox"/> Jun 13-17 (ATD 034) <input type="checkbox"/> Jul 11-15 (NADA 313) <input type="checkbox"/> Jul 18-22 (NADA 314) <input type="checkbox"/> Aug 8-12 (NADA 315)	<input type="checkbox"/> Aug 15-19 (NADA 316) <input type="checkbox"/> Nov 7-11 (NADA 317) <input type="checkbox"/> Nov 14-18 (NADA 318) <input type="checkbox"/> Dec 5-9 (NADA 319) <hr/> <b>Advanced Parts Seminar</b> <input type="checkbox"/> Feb 15-19 <input type="checkbox"/> Jun 20-24 <input type="checkbox"/> Oct 17-21
FIXED OPS 2 (SERVICE)		
<ul style="list-style-type: none"> <li>Assessing gross profit opportunities</li> <li>Analyzing labor pricing strategies</li> <li>Evaluating technician and service advisor performance</li> <li>Understanding production and scheduling techniques</li> <li>Linking telephone strategies to service sales</li> <li>Legal requirements in service</li> <li>Sharing of best ideas</li> </ul>	<input type="checkbox"/> Jan 4-8 (GDM 111) <input type="checkbox"/> Jan 11-15 (DCA 196) <input type="checkbox"/> Feb 1-5 (ATD 033) <input type="checkbox"/> Feb 8-12 (GDM 112) <input type="checkbox"/> Feb 15-19 (DCA 197) <input type="checkbox"/> May 9-13 (GDM 113) <input type="checkbox"/> May 23-27 (DCA 198) <input type="checkbox"/> Jun 6-10 (NADA 312)	<input type="checkbox"/> Aug 1-5 (ATD 034) <input type="checkbox"/> Sep 12-16 (NADA 313) <input type="checkbox"/> Sep 19-23 (NADA 314) <input type="checkbox"/> Oct 10-14 (NADA 315) <input type="checkbox"/> Oct 17-21 (NADA 316) <hr/> <b>Advanced Service Seminar</b> <input type="checkbox"/> Apr 18-22 <input type="checkbox"/> Aug 22-26 <input type="checkbox"/> Oct 24-28 <input type="checkbox"/> Dec 12-16 25-29 (ATD)
VARIABLE OPS 1 (PRE-OWNED VEHICLES)		
<ul style="list-style-type: none"> <li>Used-vehicle departmental profitability and inventory aging analysis</li> <li>Appraising, reconditioning, sourcing and wholesaling</li> <li>Evaluating the relationship between volume and gross</li> <li>Digital marketing, including SEO, SEM, conversion, mobile, analytics, reputation management and video</li> <li>Converting leads to sales</li> </ul>	<input type="checkbox"/> Mar 7-11 (GDM 111) <input type="checkbox"/> Mar 14-18 (DCA 196) <input type="checkbox"/> Apr 11-15 (GDM 112) <input type="checkbox"/> Apr 18-22 (DCA 197) <input type="checkbox"/> Jul 11-15 (GDM 113) <input type="checkbox"/> Jul 18-22 (DCA 198) <input type="checkbox"/> Aug 8-12 (NADA 312) <input type="checkbox"/> Oct 3-7 (ATD 034)	<input type="checkbox"/> Nov 7-11 (NADA 313) <input type="checkbox"/> Nov 14-18 (NADA 314) <input type="checkbox"/> Dec 5-9 (NADA 315) <input type="checkbox"/> Dec 12-16 (NADA 316) <hr/> <input type="checkbox"/> <b>Combined Advanced Variable Seminar</b> Oct 24-28
VARIABLE OPS 2 (NEW VEHICLES)		
<ul style="list-style-type: none"> <li>Determining true profitability</li> <li>Identifying F&amp;I opportunities</li> <li>Assessing compensation and benefits</li> <li>Recruiting and developing employees</li> <li>Valuing and leveraging the owner base</li> <li>Creating telephone strategies</li> <li>Developing a measurable business plan</li> <li>Legislative Affairs briefing</li> </ul>	<input type="checkbox"/> Jan 4-8 (GDM 109) <input type="checkbox"/> Jan 11-15 (DCA 195) <input type="checkbox"/> Jan 18-22 (ATD 032) <input type="checkbox"/> Feb 8-12 (GDM 110) <input type="checkbox"/> May 9-13 (GDM 111) <input type="checkbox"/> May 23-27 (DCA 196) <input type="checkbox"/> Jun 6-10 (GDM 112) <input type="checkbox"/> Jun 13-17 (DCA 197) <input type="checkbox"/> Jun 20-24 (ATD 033)	<input type="checkbox"/> Sep 12-16 (GDM 113) <input type="checkbox"/> Sep 19-23 (DCA 198) <input type="checkbox"/> Oct 10-14 (NADA 312) <input type="checkbox"/> Nov 28 - Dec 2 (ATD 034) <input type="checkbox"/> Feb 20-24, 2017 (NADA 316) <hr/> <input type="checkbox"/> <b>Combined Advanced Variable Seminar</b> Oct 24-28
BUSINESS LEADERSHIP		
<ul style="list-style-type: none"> <li>Completion of an individual leadership profile</li> <li>Understanding effective leadership theories and techniques</li> <li>Mock 20 Group meeting (DCA/GDM/NADA)</li> <li>Succession planning and the dynamics of transitioning the family business (DCA/NADA/ATD)</li> <li>Management transition planning and building leadership strength for the future (GDM/NADA/ATD)</li> </ul>	<input type="checkbox"/> Feb 15-19 (ATD 031) <input type="checkbox"/> Mar 7-11 (GDM 109) <input type="checkbox"/> Mar 14-18 (DCA 195) <input type="checkbox"/> Mar 28-Apr 1 (ATD 032) <input type="checkbox"/> Apr 11-15 (GDM 110) <input type="checkbox"/> Jul 11-15 (GDM 111) <input type="checkbox"/> Jul 18-22 (DCA 196) <input type="checkbox"/> Aug 8-12 (GDM 112)	<input type="checkbox"/> Aug 15-19 (DCA 197) <input type="checkbox"/> Aug 22-26 (ATD 033) <input type="checkbox"/> Nov 7-11 (GDM 113) <input type="checkbox"/> Nov 14-18 (DCA 198) <input type="checkbox"/> Dec 5-9 (NADA 312)

## ACADEMY PROGRAMS

- (DCA) – Dealer Candidate Academy for successor/staff with a minimum of one year of experience and typically less than five years of experience.
- (GDM) – General Dealership Management for experienced operators/dealership staff with more than five years of experience.
- (ATD) – Commercial truck program for successors and professional managers.
- (NADA) – Automobile program for successors and professional managers.