



WASHINGTON STATE
AUTO DEALERS
ASSOCIATION

621 SW Grady Way
Renton, WA 98057

206-433-6300
800-998-9723
Fax (206) 433-6301

TO: All Dealers & Associate Members
RE: WSADA Policy on Solicitation/Advertising

The Washington State Auto Dealers Association appreciates the value of courteous and professional communication between Dealers, Associate members, and the Association. These relationships allow many opportunities for exchange of business opportunities and information, both of which are vital to innovation and efficiency in operations and sales.

Further, WSADA appreciates the opportunities that WSADA resources and WSADA-sponsored events provide for Dealers and Associate members to refine business strategies, increase clientele and to learn about new opportunities to improve operations.

In the interest of maintaining those relationships and to help all members of the Association understand what is considered appropriate use of Association resources and appropriate conduct at WSADA-sponsored events, we are pleased to announce the following WSADA policy on advertising/solicitation of business. We hope this policy will clarify the use of WSADA resources and maximize the benefit each person receives from being affiliated with WSADA.

WSADA Advertising Policy #1 – WSADA Sponsored Events
Advertisement to non-clients at WSADA-sponsored events:

The policy for advertising at WSADA-sponsored events such as the annual WSADA Convention, Fall Dealer Meetings, Workshops, and Dealer Day is:

At WSADA-sponsored events, solicitation of business from Dealers or Associate members is inappropriate. Exceptions must be approved in advance by the Executive Vice President of the Association.

This policy does not apply to events designated for such activities, such as the “Meet & Greet Reception” at the WSADA Convention.

WSADA Advertising Policy #2 – WSADA Resources

Advertisement to non-clients using WSADA resources or references – e.g. WSADA Member Directory, Member e-mail list, Bulletins, Newsletters, etc.

WSADA resources are provided to facilitate individual discussion and contact. Use by members and associate members should be judicious and individualized. “Broadcast” advertisements or announcements made to multiple dealers using WSADA resources are strongly discouraged, and must be approved in advance by the Executive Vice President of the Association. The policy for advertising to **non-clients** using WSADA resources or references is:

Advertisements for business disseminated to multiple Dealers or Associate members using WSADA resources or references must be approved in advance by the Executive Vice President.

WSADA considers use of the member directory to contact multiple recipients whether by emails, letters, faxes or similar methods, to be inappropriate. Such contacts must be approved in advance by the Executive Vice President.

WSADA announces these policies in the interests of fostering a responsible and courteous exchange between Dealers, Associate members and the Association itself. We thank you for your support and suggestions.

This policy does not supercede any applicable state or federal advertising or solicitation laws.

Questions? *Please contact the WSADA office at (206)433-6300, or Executive Vice President Vicki Giles Fabré for clarification on any of WSADA’s policies.*