



**The Connecticut Automotive Retailers Association introduces**

## **WPN – Watchable Profit Network**

**We've partnered with Pixel NetworkX, LLC - one of the leading Digital Out-Of-Home signage networks in New England, headquartered right here in Connecticut.**

Internal marketing is an absolutely critical business concept and a time-tested key to increased profitability. WPN is about influencing consumers to spend more money in your auto dealership by educating, informing, engaging and entertaining them. With the use of WPN, the average auto dealership will increase in-store sales by and estimated 3.7% year to year. According to the Point of Purchase Advertising Institute, nearly 74% of shoppers make their purchasing decisions while in a store. The institute further states that the addition of graphics, animation and video can increase these point-of-sale purchases by 107 percent. These facts make a compelling argument for the use of streaming multimedia solutions in retail environments.

Just imagine the impact of a 42"HD display flat screen offering service, specials, promotions, discounts, videos, pictures, slides and commercials in your waiting area. It's a promotion engine for new products and services!

***We've negotiated a savings of \$1,000 for a complete system per CAR Dealer Member!***

Pixel NetworkX provides installation, set-up, training, industry content, live channels, customized content and all types of entertainment and educational information. Each client of Pixel NetworkX will have an infomercial created about you, your staff and your dealership.

WPN offers a powerful new medium of advertising. With more industry brands and non – industry businesses looking for new and innovative ways of getting their message or product out to the public, they have turned to digital out-of-home advertising. Advertisers pay Pixel NetworkX to purchase screen time on each store's display screen. Pixel NetworkX through its ScreenShare 45/5 advertising agreement pays 45% of advertisement revenue to each auto dealership and 5% of collected revenue to each member's charity of choice.

Claim your share in this expanding market – the earlier, the better the return on investment. Frost & Sullivan estimates the American advertising budget for digital signage to grow to \$3.7 billion in 2011!

David A. Richman, partner and founder of Pixel NetworkX will be contacting each CARA member to join his growing network of auto dealership venues. David can be reached by phone 860.930.1121 or email [david@pixelnetworkx.net](mailto:david@pixelnetworkx.net).

*~ See detailed information enclosed with this Newsletter ~*



# CONNECTICUT AUTOMOTIVE RETAILERS ASSOCIATION

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MARCH 2010

1. FMLA Report Due April 1
2. Department of Motor Vehicles Updates
3. Connecticut Law Regarding Independent Contractors
4. Your Questions Answered
5. CAR Association Spring Seminar Series

## ATTACHMENTS:

- A. Independent Contractor ABC Test
- B. Social Media Seminar
- C. Workers' Compensation Seminar

## ENCLOSURES:

1. New CAR Partner - Pixel Networx WPN

## ROUTE:

GENERAL MANAGER _____	SALES MANAGER _____
BUSINESS MANAGER _____	NEW CAR MANAGER _____
SERVICE MANAGER _____	USED CAR MANAGER _____
F & I MANAGER _____	PARTS MANAGER _____
TITLE CLERK _____	OTHER _____

BULLETIN #3-10

**1.  
FMLA REPORT DUE  
APRIL 1, 2010**

Companies that employed 75 or more employees during the payroll week that included October 1, 2008, need to file their Annual Family Medical Leave Experience Report before April 1. The form should be completed online for calendar year 2009 at the Connecticut Department of Labor's Web site and transmitted back to the agency. (Got to [www.ctdol.state.ct.us](http://www.ctdol.state.ct.us) and click Wage and Workplace Standards, a link to the FMLA form is at the top of the page.)

Employers must report leaves of absence that employees have taken for the birth or adoption of a child, to care for a seriously ill family member or for the employee's own serious illness. Leaves lasting less than five days and portions of leave exceeding 16 weeks need not be reported.

**2.  
DEPARTMENT OF  
MOTOR VEHICLES  
UPDATES**

**Manual K160A Process and Certificate Books**

ONLINE DEALERSHIPS WILL NO LONGER BE ISSUED MANUAL K160A AND CERTIFICATE BOOKS. THE MANUAL PROCESS FOR TRANSACTIONS THAT CANNOT BE DONE ONLINE WILL BE AS FOLLOWS:

- 1.) Have the customer sign a manual H13 application
- 2.) Give the customer a K326 temporary registration (same as the Del Tax customers)
- 3.) **New plates** – give the customer the next plate in your online inventory  
**Transfers** – plate the car with the customers' plates
- 4.) “Flag” the new plate in your online system as “issued manually” (same area as obsolete stickers)
- 5.) Give the customer a temporary window sticker

Let the customer go on their merry way!

Submit the application on a K201 online transmittal sheet with all the H13, supporting documents and the fees. If you don't have the K201 – use the G138 but be sure to write across the top “**POST SALE**” this way the dealer unit will not assign another plate to the customer and they will know that you couldn't do it online for the reason written on the K201. This procedure can be used for any transactions that **CANNOT** be done online, such as out-of-state license customers; suspended customers; Lease buyouts; info doesn't match on license, etc...

The K326 temporary registrations and the K201 online transmittals can be ordered from Vanguard as needed.

PLEASE DO NOT send runners to the branch offices.

DMV UPDATES  
CONTINUED . . .**Acceptable Forms Of Identification Needed For Registering A Vehicle**

There has been some recent confusion on the DMV web site regarding the proper identification needed for registering a vehicle in Connecticut. Identification is required when registering a vehicle in the state. Acceptable forms of identification for registration purposes are as follows:

- **Connecticut Residents.** A Connecticut resident must present his or her valid Connecticut license or ID card with photo as his or her form of identification. Any Connecticut resident without a Connecticut license or ID card, must obtain one to be eligible to register a vehicle. **Within 30 days of moving to Connecticut, new residents must obtain a Connecticut license or ID card for transacting registration business at the DMV. The Connecticut license is required to legally operate a vehicle in the state.**
- **Out-of-State Residents/Military.** If someone is an out-of-state resident with a valid out-of state (or Canadian) license or ID card with photo, or possesses a U.S. Military ID (either active or dependant), those documents can be used when the vehicle will be kept in Connecticut. This documentation is needed to verify that a person is not a Connecticut resident and has residency elsewhere. Unfortunately at this time these transactions cannot be processed online.
- **All Others - Special Review.** If someone does not have any of the required forms of identification, he or she can request an administrative review to determine eligibility to register a vehicle. You must complete and submit [A Request for Administrative Review](#) (form B-360). Review process may take up to 30 days. The review process:
  - Determines whether you are a Connecticut resident and subject to state law regarding residency for registration requirements.
  - Determines a need to register the vehicle in Connecticut.
  - Determines who will operate the vehicle and is properly licensed.

**(Please Note:** The use of passport is primarily associated with obtaining a license. It is not used as a form of identification for registering a vehicle. )

**Individuals**

Any individuals requesting a new registration transaction ([form H-13](#)) at the DMV is required to be present at the branch office to process their transaction. If they cannot be present an original Power of Attorney (POA) must be presented by the authorized agent of the individual seeking registration. Either a general Power of Attorney form or the DMV's Special Power of Attorney form ([form A-83](#)) tailored to motor vehicle title and registration transactions may be used for their purpose.

**DMV UPDATES  
CONTINUED . . .**

In addition, the person/agent presenting the Power of Attorney must show one of the above forms of identification and a photocopy of one of the above forms of identification of the registrant(s). If two parties are named on the registration application either party may be present to process the registration. A copy of the second party's identification is required.

**Dealer Transactions**

When a vehicle has been sold by a licensed dealer who is processing the registration and title documents for the purchaser, no POA will be required (the dealer representative must present his or her identification).

**Business/Company Names**

If the registration is in the name of a corporation, incorporated business, or LLC a Power of Attorney is required, unless the person signing is the officer of the company or manager/member of the LLC. The person's title must be printed after the signature, (i.e. John Doe, Vice President).

Proof of insurance in the name of the business must be presented at the time of registration and will serve as verification of business name.

**Leased Vehicles**

The name on the registration must match the name on the leasing license. Identification of the lessee is not required.

**New Telephone Number**

Please note that there is a change in telephone numbers for the Department of Motor Vehicle Consumer Complaint Department. If you need to return a call to them or provide the number to anyone – please use **(860) 263-5405** (the number is no longer 860-263-5055). They will have their letterhead and public information updated to reflect this change soon.

The number for the Licensing Division remains **(860) 263-5056**.

**3.  
CONNECTICUT LAW  
REGARDING  
INDEPENDENT  
CONTRACTORS**

**SELF-ASSESSMENT OF THE EMPLOYER-EMPLOYEE RELATIONSHIP  
FOR CT UNEMPLOYMENT TAXES**

The determination of independent contractor status versus employee status is often a complex decision. Connecticut unemployment law states that employment is any service performed under an express or implied contract of hire that creates the relationship of employer and employee. Workers who are employees under the common law definition of master and servant (the standard applied by the Internal Revenue Service) are therefore covered for state unemployment purposes. In Connecticut however, irrespective of whether the common law relationship of master and servant exists, the law holds that service will be considered employment subject to the act unless the

**INDEPENDENT  
CONTRACTORS  
CONTINUED . . .**

service recipient can establish compliance with Connecticut General Statutes Section 31-222(a)(1)(B)(ii), commonly referred to as the ABC test which is outlined below.

To be considered an independent contractor, an individual must meet all three of the following tests.

- A. The worker must be free from direction and control in the performance of the service, both under the contract of hire and in fact. (Essentially, this is the common law definition.)

AND

- B. The worker's services must be performed:

EITHER

- (1) Outside the usual course of the employer's business

OR

- (2) Outside all of the employer's places of business.

AND

- C. The worker must be customarily engaged in an independently established trade, occupation, profession or business of the same nature as the service being provided.

It is important to note that test A above will not be satisfied if the person or persons for whom the service is performed retain the right to exercise direction and control over the service, even when the right is not used. Also, bear in mind that an individual who forms a business in response to an offer of work as an independent contractor will meet neither the customarily engaged nor the independently established criteria of test C.

The attached (**ATTACHMENT A**) form is designed to allow you to perform self-examination of the status of workers in your business whom you consider to be independent contractors.

**4.  
YOUR QUESTIONS  
ANSWERED**

**Q. We plan to terminate an employee for whom we have been administering a child support income withholding order, deducting a portion of his weekly wages and forwarding payment to Connecticut child support enforcement officials. Upon termination, he will be paid two weeks of earned, unused vacation pay. Do we need to withhold the child support amounts from the vacation pay?**

**YOUR  
QUESTIONS  
CONTINUED . . .**

A. Yes. While state law limits the total amount that may be withheld from an employee's weekly paycheck, such court orders apply to all of a worker's earnings, including all compensation owed for personal services, whether characterized as wages, salary, commission, bonus, or other form of compensation. It would be difficult to argue that accrued vacation pay does not fall within that definition, even though it is paid after employment has ended.

Another reason to be cautious in these matters is that an employer that fails to comply with a withholding order may be liable for the full amount not withheld from an employee's paycheck. In your case, it doesn't matter whether you disburse the two weeks' vacation pay in a single check or pay it in two separate weekly checks. You must treat it as two weeks' earnings, and deduct the proper amount for two weekly paychecks.

A similar approach should be used if any post-employment payment to a former employee is characterized as severance. If the severance pay consists of periodic payments or is a lump-sum payment intended to cover some designated period(s) of time, deductions must be made for each period represented. Only if a lump sum payment was made without any reference or relationship to a former employee's regular weekly wage amounts or time frames, such as days or weeks of wages, can you instead withhold a single week's deduction as if from a single paycheck. For example, if the severance payment is a lump sum bonus check calculated as a percentage of a sale amount, the payment is a form of earnings subject to a child support withholding order, but it can be treated as a single paycheck from which only a single week's deduction is made.

Similar rules apply to other forms of court-ordered wage garnishments, including cases where a court judgment against a debtor has been obtained by a creditor in a lawsuit, and the garnishment is the legal procedure to recover amounts owed.

Finally, when an employee who is subject to some form of wage attachment separates from your employment, you must promptly send notice of the employee's termination to the child support agency or creditor representative where you are sending payments. This termination notification should include the date of separation; the worker's last known home address, and his or her new employer's address, if known.

An informative online publication covering these issues, "Connecticut Employers' Child Support Guide to Income Withholding and New Hire Reporting," is available at [www.ct.gov/dss/lib/dss/PDFs/WITHOLDING.1999.pdf](http://www.ct.gov/dss/lib/dss/PDFs/WITHOLDING.1999.pdf).

5.  
CAR ASSOCIATION  
SPRING SEMINAR  
SERIES

**Tuesday April 6, 2010**

**Web 2.0 The Age of Social Media: *How to Grow your Business with Social Media and Search Marketing***

**Presenter: Darcy Knapp, Leap Frog Marketing**

Many dealerships are now communicating with current and potential customers by using free social media networking sites, which allow people to interact, network and share information. According to a Washington DC media research group, 25.5% of new car dealerships have a Facebook page, and 10.9% communicate with customers on Twitter.

The CAR Association is bringing its members a Web 2.0/Social Media Seminar on Tuesday, April 6, 2010 at 9:00 AM at the Rocky Hill Marriott. We are pleased to be able to bring back Darcy Knapp of Leap Frog Marketing as our presenter. Darcy presented at our 2009 Dealer Symposium and was so well-received we had overwhelming requests to bring her back for a full three-hour Social Media Seminar. Due to high response we have added seats to this session so use the Attached Announcement (**ATTACHMENT B**) to Fax us your Registration Today!

**Thursday May 20, 2010**

**Workers' Compensation: *Confused About the Complexities of Workers' Comp? You're Not Alone!***

**Presenter: John Novak, Security First Insurance Group  
Trevor Stage, KPA Safety Consultants**

Even seasoned HR veterans have a hard time interpreting grey areas, keeping up with changing regulatory issues and managing their compensation plans. In this information-packed seminar you'll discover a wealth of strategies, tips, tools, and more to help you manage your entire workers' compensation plan more effectively. What you learn here will help you understand workers' comp issues, control costs, eliminate wasteful spending, put a stop to fraudulent claims and save your organization money!

This seminar will help you identify ways to streamline your safety plan, reduce employee turnover and days off work and boost the effectiveness of your return-to-work policy . . . all of which benefits your bottom line!

See the attached announcement (**ATTACHMENT C**) for more details and to register today!

**POSITION WANTED**

Experienced B-Class Technician seeks employment with a dealership in Northern New Haven, Hartford or Litchfield counties. Call the Ann at the Association office (860) 293-2500 for a copy of this resume.



# **Connecticut Automotive Retailers Association**

## **Benefits of Digital Signage *Auto Dealers***

- **Sales Lift**
- **Entertain Your Customers in Waiting Area**
- **Innovative, Cutting Edge**
- **Earn Advertising Revenue**
- **Promote New Car Specials**
- **Used Inventory Sales**
- **Communicate To Your Customers While  
You Have Their Undivided Attention**
- **Service Alerts**
- **Enhance The Dealership “Experience”**



## WATCHABLE PROFIT NETWORK (WPN)



### Advantages

- A. Educates, Informs, Entertains Your Customers
- B. Guaranteed Sales Lift
- C. ScreenShare Advertising Revenue
- D. Provides Key Logistical Support To Your Business
- E. Creates A Stylish High-Tech Fun Atmosphere
- F. Communicate Customer Testimonials
- G. Reduces Waste Caused By Brochures

### Benefits

- Provides Content Library
- Full Video
- Seasonal Shows
- Poster Slides
- RSS Feed
- Customized Ticker
- Flash Animation
- Web Channels
- Live On Going Updates
- Custom Show Creation
- New Cars
- Service Specials
- Financing Programs
- Used Car Slides
- Graphic Artist Assistance

### Features

- 100% Internet-Based Solution
- Customizable Look And Feel To Match Your Branding
- Various Screen Layouts Supported
- Technical Skills: Not Required
- Low Cost of Ownership
- Multiple Display Modes
- High Performance Hardware
- Professionally Designed Templates
- Video Integration

