



On the Road

THE OFFICIAL NEWSLETTER OF THE GREATER LEHIGH VALLEY AUTO DEALERS ASSOCIATION

SPREADING HOLIDAY CHEER: The GLVADA Children's Christmas Luncheon

On December 15, 2024, the Greater Lehigh Valley Auto Dealers Association (GLVADA) hosted its annual Children's Christmas Luncheon at the Delta by Marriott in Breinigsville, creating a magical day filled with joy and holiday cheer.

Families enjoyed classic Christmas music from B104 and had opportunities to snap memorable photos with the holiday characters, making it an unforgettable experience for all.

This celebration was the culmination of a successful toy drive, with toys collected at over twenty participating member dealerships. The event was made

possible thanks to the generosity of GLVADA's partners, including IHeartMedia and PSECU, along with dealership employees and community members who donated new, unwrapped toys.

GLVADA's commitment to giving back to the Lehigh Valley shines bright through events like this, as well as its ongoing support for local nonprofits and programs that benefit children and families.

As we reflect on this heartwarming celebration, GLVADA looks forward to continuing its mission of spreading joy and making a positive impact in the community.

BOARD LISTING

Keith Muir, Star Buick GMC
President
Auto Show Committee

James Outten, Outten Chevrolet
Vice President
Auto Show Committee

Brent Forest, Ciocca Dealerships
Secretary-Treasurer

Tom Daub, Brown Daub Dealerships
Immediate Past President
Membership/Nomination Committee

Sam Borrelli, Faulkner Chevrolet Cadillac
Past President
Membership/Nomination Committee

Todd Egry, Wind Gap Chevrolet
Education Committee

Dave Kopew, Faulkner Subaru
Donations Committee

Todd Haldeman, Ford of Kutztown
Past President, Events Committee

Gregory Williams, Rentschler Chevrolet
Education Committee

Dean Rothrock, Rothrock Motors
Honorary Member

Dan Moyer, GLVADA
Executive Director



THANK YOU TO OUR ASSOCIATES!

PREMIER ASSOCIATE MEMBERS



ENHANCED ASSOCIATE MEMBERS

<i>ACV Auctions</i>	<i>MidPoint Technology Group</i>
<i>Alera Group</i>	<i>McNees Wallace & Nurick LLC</i>
<i>Bellavia Blatt, PC</i>	<i>Pennsylvania State Employees Credit Union</i>
<i>Black Glass Tinting, LLC.</i>	<i>Peter Bauer Dealer Law</i>
<i>Boyer & Ritter LLC</i>	<i>RB Collection</i>
<i>Brown & Brown Dealer Services</i>	<i>Renew Services Mobile Wheel Repair, LLC</i>
<i>Chef Content LLC</i>	<i>The Clean Garage</i>
<i>Dynatron Software</i>	<i>The Tire Source</i>
<i>Equinox Benefits Consulting</i>	<i>Thomas Miller & Company Inc</i>
<i>First Commonwealth Federal Credit Union</i>	<i>Vitu</i>
<i>Fulton Bank</i>	<i>WDIY 88.1 Lehigh Valley Public Radio</i>
<i>iHeartMedia</i>	<i>Withum Smith & Brown P.C.</i>
<i>LABNation Dealership Brokerage</i>	

Interested in becoming an associate member or enhancing your membership? Visit glvada.org to learn more.

REMINDER: Premier & Enhanced Member Materials Due

Maximize your GLVADA membership with a premier or enhanced listing in our member directory, newsletter, and website.

Please submit the following materials:

- Company Logo: 300 dpi, JPEG, PNG, or PDF.
- Headshot (Premier Members only): Up to 3 headshots, 300 dpi.
- Directory Ad: Premier: 5.75" w x 4.25" h
Enhanced: 2.75" w x 3.75" h, 300 dpi.
- Newsletter Ad: 3.75" w x 2.5" h, 300 dpi.

Email materials to sarah@sarott.com.



CALENDAR

February 7th
Auto Tech Competition*
(Northampton Community College)

February 18th
Auto show Press Conference
(Stabler Arena)

March 19th
Auto Show Preview Gala*
(Goodman Campus, Lehigh University)

March 20th, 21st, 22nd, 23rd
Lehigh Valley Auto Show*
(Goodman Campus, Lehigh University)

April 23rd
Administrative Professionals Day*
(Hotel Bethlehem)

AUGUST 25th
GLVADA Charity Golf Cup*
(Woodstone Golf Club)

OCTOBER 28th, 29th, 30th
Deliver Toy Boxes to Dealerships*

DECEMBER 11th
GLVADA Holiday Party*
(Hotel Bethlehem)

DECEMBER 14th
GLVADA Children's Christmas Luncheon*

* Indicates Sponsorship Opportunities

FROM THE DESK OF YOUR EXECUTIVE DIRECTOR



Happy New Year! Hope you had a wonderful holiday season!

We're thrilled to share that the Children's Holiday Lunch was a great success, and we are incredibly grateful for everyone who helped make it happen.

Looking back at last year, the Greater Lehigh Valley Auto

Dealers Association (GLVADA) achieved a milestone year of giving, contributing over \$150,000 to support nonprofit organizations and families across the Lehigh Valley. Through a series of grants, GLVADA partnered with local charities making a difference in areas such as health, education, community development, and family support.

These contributions reflect GLVADA's unwavering commitment to strengthening our community. Last year's grants supported nonprofits such as Bloom for Women, Miracle League of the Lehigh Valley, Wildlands Conservancy, and the Children's Home of Easton—along with many more.

As we kick off the new year, this issue highlights the incredible work of the nonprofits we've partnered with and the impact they've had on the community.

And don't forget—the 2025 Auto Show is just around the corner! Mark your calendars for March 20–23, and get ready to Ignite Your Imagination with an unforgettable event showcasing the latest in automotive innovation and creativity.

Thank you for your continued support, and we look forward to another amazing year together!

Best regards,

Dan Moyer, *Executive Director*
Greater Lehigh Valley Auto Dealers Association



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IGNITE YOUR IMAGINATION



GOODMAN CAMPUS

MARCH 20-23

LEHIGH UNIVERSITY



GREATER
LEHIGH VALLEY
AUTO DEALERS
ASSOCIATION



Scan for tickets

LEHIGHVALLEYAUTOSHOW.ORG



A NIGHT TO REMEMBER: The 2024 GLVADA Holiday Party

On December 11, 2024, the Greater Lehigh Valley Auto Dealers Association (GLVADA) hosted its highly anticipated Holiday Party at the iconic Hotel Bethlehem, and it was truly a night to remember!

With a dazzling Las Vegas theme, the event transported attendees to the glitz and glamour of the Strip. The evening featured unforgettable performances by Elvis, Cher, and Dean Martin impersonators, who had the crowd singing, laughing, and dancing all night long. Guests enjoyed an evening of entertainment, delicious food, and fantastic company, all in the festive spirit of the holiday season.

This incredible evening wouldn't have been possible without the support of our amazing sponsors. Their generosity and partnership helped create a spectacular event that brought the GLVADA community together to celebrate the season in style.

GLVADA extends its heartfelt thanks to everyone who attended, contributed, and made the 2024 Holiday Party such a success. We're already looking forward to next year's celebration and continuing the tradition of memorable, joy-filled gatherings.



THANK YOU TO OUR SPONSORS!

<i>Presenting Sponsor</i> 	<i>VIP Reception Sponsor</i> 	<i>Evening Drink Sponsor</i>
<i>VIP Entertainment Sponsors</i> 	<i>High Roller Entertainment Provided by</i> 	<i>Photography Sponsor</i>
<i>Audio/Visual Sponsor</i> 	<i>VIP Reception Drink Sponsor</i> 	<i>Centerpieces Sponsors</i>
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<i>Coat Check Sponsors</i> 	<i>Bronze Sponsor</i> 	<i>Terrace Ballroom Sponsor</i>
<i>CHER Buffet Sponsors</i> 	<i>Dean Martin Drink Sponsors</i> 	<i>Coffee & Tea Sponsor</i>
<i>Dean Martin Entertainment Sponsors</i> 	<i>Dessert Sponsors</i> 	



Friday, February 14, 2025 6pm-10pm

 LoveRanRed
FOUNDATION

1st Annual
Shining Star Gala
join us - semi formal

You're invited to attend an enchanting evening of dance!

Join us for an unforgettable night of elegance, music and dance. The evening will feature a delightful dinner and an opportunity to dance the night away.

Due to limited seating we request your prompt RSVP to secure your place at this exclusive event for adults 21 and older with intellectual disabilities.

Each invitee is kindly permitted to bring one guest only. A fee of \$35 is required for guest only.

RSVP to: ShiningStarGala@gmail.com with your name and phone number.

Venue: Hyatt Place 621 Grange Road
Allentown, PA 18106

We look forward to sharing this special night with you!



LOOKING TO HOST AN UNFORGETTABLE CUSTOMER OR EMPLOYEE APPRECIATION DAY AT YOUR DEALERSHIP?

The BAVTS Food Truck is your answer! Partner with the Greater Lehigh Valley Auto Dealers Association (GLVADA) to bring the flavor, fun, and flair of a professionally run food truck right to your lot.

Imagine 'Top Chef' meets 'The Apprentice' on wheels! Our student-run food truck blends culinary artistry with entrepreneurship, serving gourmet cheesesteaks and seasonal dishes made with care. Treat your team to irresistible eats while supporting future culinary stars!

Thanks to Todd Egry, who pioneered this idea, our food truck has been a hit at Wind Gap Chevrolet, where it has brought smiles and full bellies to employees and customers alike. Let us do the same for your dealership!

BOOK US FOR YOUR SPRING, SUMMER, AND FALL EVENTS!

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GLVADA exclusive endorsement entitles dealer members a substantially reduced commission structure.



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Dynatron Knows Warranty Filing, Do You?

When it comes to warranty filing requirements, there is an ever-changing environment that makes it difficult to keep up with complex specifications. Navigating these changes is not only difficult but also time-consuming. Typical warranty filing companies aren't doing any extra leg work to ensure you get the highest approval rate possible.

Dynatron understands the importance of optimizing price and customer pay before filing. The solution isn't just hiring another vendor, it's having a long-term partner! Once a customer's pricing structure has been optimized with PriceSmart, the next step is to maximize ELR and increase filing opportunities. Our trained experts help dealerships track technician labor and pricing to ensure alignment with the overall strategy.

Get in the know with Dynatron and let's make 2025 your most profitable year yet!

"Dynatron has really helped us continue warranty labor rate increases, things that we forget about we still have time to do...it just happens. I don't have to worry about it, I know that Dynatron is going to let me know when it is time."

- William Demaree, Tom Wood Auto Group

[Go.dynatronsoftware.com/glvada](https://www.dynatronsoftware.com/glvada)

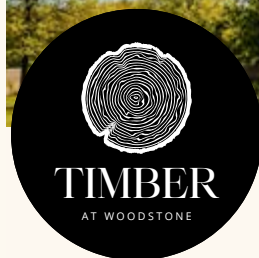


Discover Everything Woodstone Country Club Has to Offer: Welcoming Timber and Unveiling Our Membership Special

Woodstone Country Club, a cornerstone of the Lehigh Valley community, is excited to introduce Timber, our brand-new restaurant set to open in January 2025. Alongside the launch of Timber, we're offering an exclusive Golf Membership Special in celebration of our 25th anniversary, running now through May 1, 2025. With exceptional amenities, a beautiful setting, and exciting new developments, now is the perfect time to be a part of the Woodstone community.

There are no Dues or food and Beverage minimums now through April 30.

For inquiries about the membership special, contact Gregg at 610-760-2777 ext. 219 or email membership@woodstonegolf.com.



Experience The Charm

OF WOODSTONE COUNTRY CLUB



2024 Grant Recipients

In 2024, the Greater Lehigh Valley Auto Dealers Association (GLVADA) reached a milestone in giving, donating nearly \$150,000 to nonprofit organizations across the Lehigh Valley. These contributions reflect GLVADA's ongoing commitment to strengthening the community and supporting programs in health, education, community development, and family support.



PEDIATRIC CANCER FOUNDATION OF THE LEHIGH VALLEY (PCFLV)

The Pediatric Cancer Foundation of the Lehigh Valley (PCFLV) is dedicated to supporting children diagnosed with cancer and their families. From diagnosis to survivorship and beyond, PCFLV offers programs, financial assistance, and emotional support to ease the burden of pediatric cancer. Their mission is to empower families and enhance the quality of life for children undergoing treatment. www.pcflv.org

MIRACLE LEAGUE OF THE LEHIGH VALLEY

The Miracle League of the Lehigh Valley provides children and young adults with special needs the opportunity to play baseball in an inclusive and supportive environment. Their state-of-the-art field ensures that players of all abilities can participate safely, fostering joy, friendships, and community engagement. www.mlrv.org



CAMELOT FOR CHILDREN

Camelot for Children creates a safe and supportive space for children with serious, chronic, or terminal illnesses, as well as disabilities. Offering year-round programs and activities, Camelot brings joy and enrichment to the lives of children and their families, building a community of acceptance and love. www.camelotforchildren.org

WILDLANDS CONSERVANCY

Wildlands Conservancy is committed to protecting and restoring the Lehigh Valley's natural spaces and waterways. Through environmental education, conservation initiatives, and outdoor programs, Wildlands Conservancy inspires stewardship and connects communities to the beauty of the natural world. www.wildlandspa.org



CINDY MILES ADAPTIVE FUND

The Cindy Miles Adaptive Fund was established to honor the legacy of Cindy Miles, a renowned pediatric physical therapist who championed inclusive fitness for all abilities. The fund's mission is to support the development and maintenance of inclusive playgrounds and provide grants to organizations promoting active inclusion for children and families. www.cindymilesfund.org



BOYS & GIRLS CLUB OF ALLENTOWN

The Boys & Girls Club of Allentown provides safe spaces for youth to learn, grow, and thrive. Through after-school and summer programs, they focus on academic success, healthy lifestyles, and character development, giving children the tools they need to reach their full potential.

www.bgcalledtown.org

BOYS & GIRLS CLUB OF BETHLEHEM

The Boys & Girls Club of Bethlehem offers programs that promote the social, educational, and physical development of young people. Their goal is to inspire and enable all young people to realize their full potential as productive, responsible, and caring citizens. www.bgcob.org

BOYS & GIRLS CLUB OF EASTON

The Boys & Girls Club of Easton provides a safe environment for youth to engage in programs that foster academic success, good character, and healthy lifestyles. They aim to empower young people to reach their full potential and become responsible members of the community.

www.eastonpabgc.org

LOVE RAN RED FOUNDATION DUKE'S DELITES

The Love Ran Red Foundation is a Christian-based nonprofit dedicated to assisting adults with autism and other intellectual and developmental disabilities. Their mission includes developing neuro-inclusive housing and providing employment opportunities through programs like Duke's Delites, which produces and sells handmade dog treats. www.loveranred.org



CAY GALGON LIFE HOUSE

Cay Galgon Life House provides shelter and supportive services for pregnant women and new mothers facing homelessness. With a nurturing environment and programs focused on life skills and independence, the organization helps women build brighter futures for themselves and their children. www.caygalgonlifehouse.org

VOLUNTEER CENTER OF THE LEHIGH VALLEY

The Volunteer Center of the Lehigh Valley connects individuals, businesses, and groups with meaningful volunteer opportunities. By fostering volunteerism and providing training and resources for nonprofits, they strengthen the community and inspire civic engagement. www.volunteerlv.org



COMMUNITY ACTION OF THE LEHIGH VALLEY

Community Action of the Lehigh Valley works to improve the quality of life for local residents by addressing issues like poverty, housing, and economic development. Through innovative programs and services, they empower individuals and strengthen neighborhoods across the region. www.communityactionlv.org

2024 Grant Recipients CONTINUED



LEHIGH VALLEY PUBLIC MEDIA

Lehigh Valley Public Media provides educational programming, local news, and cultural content through PBS39 and other digital platforms. As a community-owned public media organization, they focus on connecting and inspiring the region through storytelling and education.

www.wlvt.org



CHARTER ARTS FOUNDATION

The Charter Arts Foundation supports the Lehigh Valley Charter High School for the Arts by funding scholarships, programs, and facilities. Their mission is to provide young artists with the resources they need to succeed in their creative and academic pursuits. www.charterarts.org foundation



LEUKEMIA & LYMPHOMA SOCIETY - EASTERN PA CHAPTER

The Leukemia & Lymphoma Society (LLS) works to cure blood cancers like leukemia and lymphoma and improve the lives of patients and their families. Through research funding, patient support, and advocacy, LLS is leading the fight against blood cancers. www.lls.org eastern-pennsylvania

KEYSTONE FAMILY ALLIANCE

Keystone Family Alliance is a faith-based organization dedicated to educating, motivating, and equipping Christians in Pennsylvania to support orphans and vulnerable children. They bridge the gap between the needs in the child welfare system and local churches by creating Care Communities that provide tangible support, prayer, and resources to foster and adoptive families. www.keyfam.org



CHILDREN'S HOME OF EASTON



The Children's Home of Easton offers residential, educational, and therapeutic services for children who have experienced trauma or require additional support.

Their programs create a safe and nurturing environment, helping children build brighter futures. www.thechildrenshome.org

GOOD SHEPHERD REHABILITATION NETWORK



Good Shepherd Rehabilitation Network provides world-class rehabilitation services to children and adults with physical and cognitive disabilities. Through innovative therapies and compassionate care, they empower individuals to regain independence and enhance their quality of life.

www.goodshepherdrehab.org

Christopher McCawley

Dealer Financial Services

Letter to the GLVADA Dealer Team

As your Dealer Financial Services team with Bank of America, we assist Auto & RV dealers in Eastern Pennsylvania, South Jersey and Delaware. Utilizing our suite of comprehensive dealer focused services, we will be an integral partner in your dealer group’s success.

In addition to Floor Plan financing, we also assist clients with the following:

- **Term Debt & Real Estate Finance:** Flexible growth financing for acquisitions, facility improvements, real estate, and equipment.
- **Rates & Liquidity:** We specialize in mitigating the risk of rising Interest Rates, while also offering solutions to improve your return on investment on idle cash reserves.
- **Digital Platform:** Adapting to the industry’s shift toward online retailing with digital car shopping for dealers available through bankofamerica.com that over 66 million Bank of America consumer clients have access to.
- **Banking Optimization:** Digital banking solutions to extend payables, speed up receivables, and increase efficiency. Our CashPro platform is used by 5 of the top 6 dealer groups in the country. Find out why.
- **401k, HSA & Employee Benefits:** Providing comprehensive benefits that can help improve retention and your employees’ lives through our Financial Life Benefits programs.
- **Community Investment - ESG - Net Zero:** Bank of America’s philanthropic team works with clients and our local communities to further economic and social progress around the world.
- **M&A, Investment Banking, Capital Markets:** As the leader in automotive syndicated finance, Bank of America’s team works with clients to facilitate the multi-generational expansion of high growth dealer groups.

We would love to speak with you about the ways in which we can help you, your business, and your employees.

Sincerely,




Christopher McCawley
Senior Relationship Manager
Dealer Financial Services
Eastern Pennsylvania, South Jersey
& Delaware Markets
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Michael Ham
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TIMBER
AT WOODSTONE

Discover Timber, the Lehigh Valley's new must-try restaurant at Woodstone Country Club, open to all. Led by renowned Chef Oliver Filley, Timber offers a refined dining experience with seasonal flavors and breathtaking views. Perfect for casual meals or special celebrations, Timber is where unforgettable moments and exceptional cuisine come together.

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Join now through May 1, 2025, with an exclusive \$1,000 membership offer. Enjoy full access to our championship golf course, gourmet dining, and premier amenities.
Call 610-760-2777 ext. 219 or email membership@woodstonegolf.com to join today!

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- Drive Traffic to Your Business
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