

**DEALER TRAINING SEMINARS
FISCAL YEAR 2011 REPORT
12th EDITION**



**Produced and Presented by the Enforcement Division
Of the Texas Department of Motor Vehicles**



Texas Department of Motor Vehicles

HELPING TEXANS GO. HELPING TEXAS GROW.

REPORT ON THE 12TH EDITION OF THE DEALER TRAINING SEMINAR FISCAL YEAR 2011

The Texas Department of Motor Vehicles Dealer Training Seminar (DTS) completed its 12th year of educating dealers in the laws that govern their industry. This year's seminars connected with 1,668 dealers, in ten different cities, bringing the total attendance to 14,720 since the seminar began in 1999.

ATTENDANCE

Of the sixteen-hundred plus dealers who attended DTS, more than half, 802, were first time attendees. The overwhelming sentiment, whether first-timers or returning attendees, was that continuing education (DTS) should be mandatory; just over 67% of the attendees voiced that opinion in surveys taken at the conclusion of each training seminar.

"Seminars should be mandatory. I think if you have the education, you are less likely to screw everything up. You need to be aware of all laws, rules and responsibility you are responsible for before you get a dealer license."

(Lubbock – 10/21/10)

"We have just applied for our license and believe this seminar should be required for all new business. It's necessary information."

(Austin – 9/15/10)

With attendance ranging in size based on the city, Houston had the largest attendance at 391 over two days. Cities visited this FY include: Austin, Lubbock, Waco, South Padre Island, San Antonio, El Paso, Houston, Amarillo, Wichita Falls and Abilene.

Independent dealers composed the majority of attendees according to the surveys completed. The numbers show 66% or 912 of the attendees are independent dealers, 13% or 185, are franchise dealers. The categories Other Licensees, Other Agencies and Other/Unlicensed, represented 9.7% of the attendees. 11% did not respond to the question.

No matter the size or business affiliation, they appreciate the need to keep informed.

"Thank you guys, you all did a good job. I have learned everything I need to run my business."

(Houston – 4/20 & 21/2011)

"The seminar was very helpful. I learned a lot... many of my questions were answered through the seminar."

(San Antonio – 1/20/11)

"The seminar was extremely useful. I wish we would have attended one earlier so we could have avoided some hefty fees in the dealer finance area. Thanks!"

(Houston – 4/20 & 21-11)

THEIR OPINIONS

When polled on the importance of education to their industry, nearly all, 97.39% favor continuing education for dealers. Over two-thirds of the attendees think continuing education should be mandatory. 79.6% feel a dealer should be required to attend a DTS course before obtaining a license, and 59.67% believe that an applicant should be required to pass a test before receiving a license.

*"I suggest this info to be included in a dealer package when they receive their license package.
Thanks for the seminar."
(Abilene – 7/21/11)*

*"Make it a rule to have one person attend these seminars within a 2 yr. period."
(San Antonio – 2/17/11)*

Besides disseminating information, the seminars are used to gather information and dealer opinions on various issues. Answers to surveys both for the fiscal year and for all previous years are in the charts attached.

The attendees were provided the opportunity to rank the training. Their overall impression of the seminar was very good. Of those that responded 58.15% thought it was excellent, 33.67% gave a good rating, and less than one and a half percent (1.45%) gave the training a fair rating. 6.66% did not respond.

"It was great. Thank you all!" (Abilene – 7/21/11)

"Enjoyed the seminar. Thanks" (Wichita Falls – 6/23/11)

SUPPORTING STAFF

The assistance and efforts of dedicated employees of the TxDMV as well as other state agencies have been instrumental to the success of these seminars for the past twelve years. Just as instrumental are the expertise and contributions from the Comptroller's Office and the Office of the Consumer Credit Commissioner. These agencies have provided speakers and updates to pertinent sections of the presentations and the DTS Manual. We thank everyone for their continued support.

*"Excellent speakers! Took time to answer important and all questions. Thank you!"
(El Paso – 3/17/11)*

*"Great information. Clear explanations. Presenters were well prepared! Enjoyed seminar"
(Houston – 4/20 & 21/11)*

SUMMARY

The Dealer Training Seminars, the idea and effort of Carol Kent, began in 1999 after she recognized that the dealers needed instruction, in the form of continuing education in order to avoid the common violations. Kent produced and provided much of the instruction for the next ten years. The seminar has grown quickly from that first seminar, which took

place in Austin with only 15 attendees. Twelve years later, DTS has become a major outreach effort of the Enforcement Division.

Though invitations are still mailed, the innovation of online registration on the TxDMV website allows dealers to effortlessly register and allows the department to easily track the number of registrants. In the second year in a row and increasing in popularity, online registration resulted in most of the DTS venues being nearly filled before mailed notices were received.

Despite the increasing availability of information online, such as forms and manuals, many dealers are interested in meeting and talking to the agency personnel in person. The seminars provide the opportunity for the regulators and licensees to meet in an informal setting and answer questions, exchange ideas, and discuss issues.

“Great class the only way to get answers. Thanks.” (Waco – 11/18/10)

“I think these seminars are great. Gives us a chance for face to face questions and answers.” (South Padre – 1/20/11)

“A+ learned more this seminar than from previous.” (South Padre – 1/20/11)

“I have worked at our dealership for 31 years and have been to several of your seminars throughout this time. This is the Best one I have been to! Thank you for the updates on the laws, rules & regulations. I really appreciated your pro-dealer attitude.” (Houston – 4/20&21/11)

DTS SURVEY RESPONSES FOR FY 2011

	Austin	Lubbock	Waco	South Padre Island	San Antonio	El Paso	Houston	Amarillo	Wichita Falls	Abilene	TOTALS	% OF TOTAL
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Mailouts	3327	744	1251	2662	3250	543	4279	797	406	904	18163	
Pre-Registered	323	146	180	192	353	175	619	186	119	125	2418	
No-shows	119	57	60	94	155	82	299	53	40	53	1012	
Walk-ins	41	8	19	26	32	32	71	12	6	15	262	
Total Attendees	245	97	139	124	230	125	391	145	85	87	1668	

% of Attendees from Mailouts

	7.36%	13.04%	11.11%	4.66%	7.08%	23.02%	9.14%	18.19%	20.94%	9.62%	Average	9.18%
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1) Previously at DTS?

Yes	58	29	39	63	87	53	120	56	28	30	563	40.77%
No	132	47	77	41	98	47	211	54	46	49	802	58.07%
No Response	3	0	3	1	1	1	6	0	0	1	16	1.16%
	193	76	119	105	186	101	337	110	74	80	1381	

2) Overall rank of seminar

Excellent	93	50	83	76	90	67	188	63	41	52	803	58.15%
Good	80	20	29	22	82	30	109	43	27	23	465	33.67%
Fair	4	0	0	4	1	1	6	2	1	1	20	1.45%
Poor	1	0	0	0	0	0	0	0	0	0	1	0.07%
No Response	15	6	7	3	13	3	34	2	5	4	92	6.66%
	193	76	119	105	186	101	337	110	74	80	1381	

3) Business Affiliation

Franchise	19	4	13	11	28	21	50	13	16	10	185	13.40%
Independent	134	47	84	69	126	61	215	78	43	55	912	66.04%
Other Licensee	5	5	4	0	6	1	13	4	2	2	42	3.04%
Other Agency	5	1	2	8	2	4	8	3	1	0	34	2.46%
Other/Unlicensed	9	6	4	0	8	3	11	5	6	6	58	4.20%
No Response	21	13	12	17	16	11	40	7	6	7	150	10.86%
	193	76	119	105	186	101	337	110	74	80	1381	

4) Are you in favor of continuing education for dealers?

Yes	188	75	115	105	176	100	329	107	71	79	1345	97.39%
No	2	1	1	0	6	1	4	2	3	0	20	1.45%
No Response	3	0	3	0	4	0	4	1	0	1	16	1.16%
	193	76	119	105	186	101	337	110	74	80	1381	

Austin	Lubbock	Waco	South Padre Island	San Antonio	El Paso	Houston	Amarillo	Wichita Falls	Abilene	TOTALS	% OF TOTAL
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5) Should the continuing education be mandatory?

Yes	119	51	80	73	126	69	244	76	50	39	927	67.13%
No	68	23	36	30	54	28	85	32	23	39	418	30.27%
No Response	6	2	3	2	6	4	8	2	1	2	36	2.61%
	193	76	119	105	186	101	337	110	74	80	1381	

6) Should an applicant be required to pass a test before receiving a license?

Yes	111	44	65	65	105	69	223	65	41	36	824	59.67%
No	77	31	50	39	77	29	101	44	32	40	520	37.65%
No Response	5	1	4	1	4	3	13	1	1	4	37	2.68%
	193	76	119	105	186	101	337	110	74	80	1381	

7) Should a dealer be required to attend a course like DTS before licensing?

Yes	148	60	100	89	159	90	243	91	60	60	1100	79.65%
No	39	16	17	14	23	9	84	18	13	16	249	18.03%
No Response	6	0	2	2	4	2	10	1	1	4	32	2.32%
	193	76	119	105	186	101	337	110	74	80	1381	

8) Is your attendance as the result of an Agreed Order?

Yes	59	14	28	21	60	71	90	10	4	15	372	26.94%
No	127	56	86	80	120	27	233	98	68	63	958	69.37%
No Response	7	6	5	4	6	3	14	2	2	2	51	3.69%
	193	76	119	105	186	101	337	110	74	80	1381	

9) Have you had personal contact with any person in the TxDMV Enforcement Division?

Yes	69	25	45	33	78	31	93	18	16	28	436	31.57%
No	113	46	67	67	97	63	226	82	53	47	861	62.35%
No Response	11	5	7	5	11	7	18	10	5	5	84	6.08%
	193	76	119	105	186	101	337	110	74	80	1381	

9a) Is this the first time you have had contact with Enforcement?

Yes	72	23	40	28	62	24	101	13	17	26	406	29.40%
No	43	17	26	29	48	29	46	21	6	19	284	20.56%
No Response	78	36	53	48	76	48	190	76	51	35	691	50.04%
	193	76	119	105	186	101	337	110	74	80	1381	

9b) Did the investigator treat you in a professional and courteous manner?

Yes	87	28	50	40	79	39	103	25	18	29	498	36.06%
No	17	7	9	10	18	13	16	3	1	5	99	7.17%
No Response	89	41	60	55	89	49	218	82	55	46	784	56.77%
	193	76	119	105	186	101	337	110	74	80	1381	

Austin	Lubbock	Waco	South Padre Island	San Antonio	El Paso	Houston	Amarillo	Wichita Falls	Abilene	TOTALS	% OF TOTAL
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9c) Did the investigator clearly explain any violations to you?

Yes	77	24	45	40	75	34	95	20	17	23	450	32.59%
No	21	10	13	10	23	17	22	6	0	7	129	9.34%
No Response	95	42	61	55	88	50	220	84	57	50	802	58.07%
	193	76	119	105	186	101	337	110	74	80	1381	

9d) Did you speak with an enforcement attorney?

Yes	44	9	28	11	41	17	56	8	10	10	234	16.94%
No	56	26	30	38	56	31	60	18	8	21	344	24.91%
No Response	93	41	61	56	89	53	221	84	56	49	803	58.15%
	193	76	119	105	186	101	337	110	74	80	1381	

9e) Did the attorney treat you in a professional and courteous manner?

Yes	49	17	32	18	47	21	57	7	8	12	268	19.41%
No	25	12	12	11	24	18	26	5	3	9	145	10.50%
No Response	119	47	75	76	115	62	254	98	63	59	968	70.09%
	193	76	119	105	186	101	337	110	74	80	1381	

9f) Did you pay a civil penalty?

Yes	33	9	28	12	34	15	155	3	7	8	304	22.01%
No	58	26	25	30	56	31	52	19	8	22	327	23.68%
No Response	102	41	66	63	96	55	130	88	59	50	750	54.31%
	193	76	119	105	186	101	337	110	74	80	1381	

9g) Do you believe your case was handled in a fair and just manner?

Yes	53	20	42	22	60	23	74	12	12	14	332	24.04%
No	33	10	11	12	25	19	25	5	1	8	149	10.79%
No Response	107	46	66	71	101	59	238	93	61	58	900	65.17%
	193	76	119	105	186	101	337	110	74	80	1381	

10) Notification Preference

e-mail		30	51	37	84	42	193	49	42	32	560	47.20%
USPS		27	42	47	73	40	77	47	24	33	410	34.50%
Both		10	10	5	7	10	11	4	2	4	63	5.30%
No response		9	16	16	22	9	55	10	6	11	154	13.00%
		76	119	105	186	101	336	110	74	80	1187	

TOTAL SURVEY RESPONSES IN 12 YEARS OF DTS 1999-2011

*Not all Questions were asked every year

Attendees	14720	Total Attendees
Survey Responses	10961	Total Surveys returned
1) Your Business Affiliation?		
Franchise	1886	17%
Indep	6999	64%
Other Licensee	334	3%
Other Agency	203	2%
Other/Unlicensed	560	5%
No Response	<u>979</u>	9%
	10961	
2) If you are a Texas dealer, how long? If you work for a dealer, how long have you worked in the business?		
< 1 yr	651	14%
1 - 10 yrs	1871	41%
> 10 yrs	1298	29%
Not applied yet	273	6%
Waiting on Lic	37	1%
No Response	<u>406</u>	9%
	4536	
3) Have you attended a previous TxDOT Dealer Seminar?		
Yes	3038	34%
No	5644	64%
No Response	<u>167</u>	2%
	8849	
4) Overall, how would you rank the dealer training seminar?		
Excellent	5981	55%
Good	3803	35%
Fair	229	2%
Poor	17	0%
No Response	<u>931</u>	8%
	10961	
5) Are you in favor of continuing education for dealers?		
Yes	10501	96%
No	197	2%
No Response	<u>263</u>	2%
	10961	
6) Should the continuing education be mandatory?		
Yes	7474	68%
No	3118	28%
No Response	<u>369</u>	3%
	10961	

7) Should new applicants be required to pass a test before becoming a licensed dealer?		
Yes	6171	56%
No	4068	37%
No Response	<u>722</u>	7%
	10961	
8) Are you in favor of licensing salespeople?		
Yes	3206	41%
No	3948	50%
No Response	<u>729</u>	9%
	7883	
9) Should new applicants be required to attend a course like this before receiving a license?		
Yes	7337	83%
No	1259	14%
No Response	<u>253</u>	3%
	8849	
10) Do you have access to the Internet?		
Yes	1565	95%
No	67	4%
No Response	<u>20</u>	1%
	1652	
11) Are you in favor of the E-Tag?		
Yes	1104	83%
No	165	12%
No Response	<u>62</u>	5%
	1331	
12) Is your attendance as the result of an Agreed Order?		
Yes	455	25%
No	1267	70%
No Response	<u>76</u>	4%
	1798	
12a) Is this the first time you have had contact with Enforcement?		
Yes	551	31%
No	973	54%
No Response	<u>274</u>	15%
	1798	
12b) Did the investigator treat you in a professional and courteous manner?		
Yes	646	36%
No	149	8%
No Response	<u>1003</u>	56%
	1798	
12c) Did the investigator clearly explain any violations to you?		
Yes	583	32%
No	186	10%
No Response	<u>1029</u>	57%
	1798	

12d) Did you speak with an enforcement attorney?		
Yes	310	17%
No	455	25%
No Response	<u>1033</u>	57%
	1798	
12e) Did the attorney treat you in a professional and courteous manner?		
Yes	356	20%
No	202	11%
No Response	<u>1240</u>	69%
	1798	
12f) Did you pay a civil penalty?		
Yes	374	21%
No	429	24%
No Response	<u>995</u>	55%
	1798	
12g) Do you believe your case was handled in a fair and just manner?		
Yes	429	24%
No	216	12%
No Response	<u>1153</u>	64%
	1798	
13) Seminar Notification Preference		
e-mail	560	25%
USPS	561	25%
Both	562	25%
No response	<u>563</u>	25%
	2246	