

August-2015 Consent Agenda

CAP Task Force Notes – July 14

Marketing Objectives were reviewed: NMEDA should be dealing with these elements on a national scale within the groups we have identified.

Strategies:

- Brand QAP by NMEDA and incorporate how to find it.
- Establish system for prioritizing consumer and influencer groups. Veterans groups PVA, DAV and Wounded Warriors are the primary groups.
- Primary professional groups include ADED, AOTA, RESNA, NRA.
- **Consider adding Case Management Society of America who has strong state organizations. Chad will forward contact information.**
- Primary consumer groups are AARP, United spinal, Christopher Reeves, MS and Spina Bifida; working on communications with these groups and getting added to their websites and develop social media relationships with them.
- **Add CP and MDA to the list**
- Develop marketing and communication tools i.e. cams-hp that can be videotaped and posted on the website.
- The plan will come together in pieces over the next few months.
- Develop ongoing education program for NMEDA members
- Brand MQAP; ready to start on brand positioning
- Develop industry projects designed to enhance partner association relationships i.e. app for CDRS evaluations
- **Task force to think industry wide for other industry needs and solutions**

Measurement and evaluation of success:

- Will continue to monitor media measurements by month
- How do we implement. What is the message we want to send. Need to be focused on what we want to say and what the consumer will understand. Being able to differentiate and distinguish NMEDA dealers from others is important.
- Sub groups to work on projects

Next steps: Develop creative execution and present to the board.

Compliance Review – July 21

CRP Website:

- Reviewed website changes, all changes made approved by the team as-is
- Still need to consider changing the tagline “Always working for your safety”

CRP items to be posted:

- Team reviewed submission made via email and prioritized them
- Discussed how the priority aligns with the up-coming MQAP program
- Considered dividing into two parts, (1) parts that affect OEM F/CMVSS compliance, and (2) parts that will not affect OEM compliance
- The BOD and MQAP will need suggested priority no later than the end of September for launching MQAP Phase II (note: MQAP Phase I is lowered floor vehicles)

- Team is still finalizing the priority for all suggested items and has agreed so far on the following top 5:
 - Seating Systems
 - Hand Controls
 - Securement Systems
 - Lifts
 - Left foot accelerator systems

Window Cling:

- Chuck to order samples for team to review

Guidelines – July 22

- **Review of Chuck Questions**
 - Q13 – Chuck to propose new wording for ‘supervision’ under section 3.1./Tabled for this meeting.
 - Q14 – Harry to provide revision to section 19 on Raised Roof and pathway to compliance/Tabled for this meeting
 - Q15 - Committee agreed on change to read as shown below:
“Certified welders shall perform all welding. These welders are to be licensed, certified or otherwise accredited for the type of weld being performed; by their state, and/or in possession of their applicable American Welding Society certification qualifications or comply with NMEDA Canada welding requirements. The certified welder need not be a direct employee of the dealer but documentation needs to be maintained.”

Education & Training – July 17

- **Outreach Program:** Marketing kit for influencer – 5 of the 6 folders are complete. Recruiting corporate partners to push L&L through the dealer network. Pilot coming up next month. Working with Sure-Grip and VMI; will have 4 different manufacturers partnering with the dealer base. Targeting the 116 trainers to bring into their areas. Completed recruiting manufacturers for the MSS-SB. Andrea and Sophia working on survey to identify who has done the training, how long ago, level of comfort and how we can assist them.
- **PBT:** Collected 22 listings and 64 resumes that have been sent to UTI with 2 placements to date. Looking for other resources similar to UTI to get better national coverage. Working on veteran placement as a resource.
- **CAMS-HP Content:** Leah Belle has replaced Mike Shipp. CWTA build out is 90% complete. 2 presentations are scheduled in fall 10-23 Phoenix and 10-26 – Houston with two more scheduled in Florida in November.
- **DM:** Meeting with Ford at the end of month to do a review of their webinar content. Presentations scheduled for September 24. Honda, Chrysler and MV-1 are scheduled.
- **Miscellaneous:** Seek out partnerships with like minded associations – Bruno and Pete have reached to ASA, ADED Reeve Foundation and MS for exchange of information i.e. social media cross-promotion with landing page and link to dealer locator. Drive more customers to dealers and track results. Working with Paul Webb for sales training purchase for advanced sales training. Consider including training for managers, service advisors, etc. for more value. Proposal is to purchase the program outright and then determine the dealer fee structure. How

many dealers have done this type of training already? Program will be tailored to mobility industry.

- **NCT:** NCT proposal will be moved forward to the Board on August 3rd. QAP Committee recommends that we adopt this. Discussion about having the new courses in level 2 as a prerequisite for level 3 for members that are currently level 1.

QAP – July 15

- **Mobile Installation and Servicing Policy**

- Discussed the possibility of having photo's be acceptable for QC, team general consensus was that would not be acceptable, not able to see enough via a picture, and could affect the QAP Brand
- Came to agreement the document was at its final draft state
- Chuck to circulate a clean copy and allow the team one more final review before sending off to the BOD
- We will review everyone's comments at the next meeting, asking to have all comments into Chuck ahead of the meeting

- **Review of NMEDA Certified Technician (NCT) Proposal**

- The Education and Training committee (E&T) submitted a proposal to require every dealer to have at least one (1) NMEDA certified technician on staff
- Having NCT on staff improves the credibility of the QAP, it says there is a 'standard' for technicians
- Team agreed it would be good for selling QAP to VRs and the VA and more
- Discussed that ET-2 requires travel, but after certification the tech can recertify by testing out
- Noted that at least one dealer member is already making it a requirement for their company
- There was some concern raised that it could lead to techs being 'raided' by larger dealers that want to fortify their staff and proposed that having the NCT certificate become property of the dealer, not the individual would prevent this, however after discussion, the team consensus was that the NCT certificate should remain and follow the tech and that the 'raid' concern is not a large threat to the smaller dealer population
- A motion was made and the QAP Committee approved the NCT proposal as-written
- The QAP committee also wanted to extend to the E&T committee that they did an excellent job putting the NCT proposal together

- **ADA**

- The team discussed the QAP Rules that "some aspects of the ADA" are required
- The concern raised is that 'some aspects' is too ambiguous and that the committee should define what elements of the ADA were of primary importance to QAP dealers

Chuck is going to put together some draft language and present it to the committee for review and further discussion