

# *National Independent Automobile Dealers Association*



*By authority of the Board of Directors of NIADA  
and upon the concurrence of Northwood University  
hereby confers upon*

*Robert McDorman*

*The designation of*

*Certified Master Dealer*

*"CMD"*

*Together with all the Honors, Rights, and Privileges Pertaining thereto. In Witness  
Whereof, this Degree is Conferred Bearing the seal of the Association and Given  
on the Thirtieth day of July in the year of Two-Thousand Two.*



*[Signature]*  
Dean Emeritus, Automotive Studies, Northwood University

*[Signature]*  
Executive Vice President, NIADA



National Independent Automobile Dealers Association

**FOR IMMEDIATE RELEASE**

**FOR MORE INFORMATION  
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**ROBERT McDORMAN AWARDED PRESTIGIOUS  
NIADA MASTER DEALER CERTIFICATION**

**Arlington, TX...**NIADA (National Independent Automobile Dealers Association) continues to raise the bar for the standards of quality and excellence within the used motor vehicle industry. On June 11-14, 2002, NIADA held another of its Certified Master Dealer (CMD) programs in Orlando, FL. Robert McDorman of McDorman Motors, in Beaumont, TX, participated in the intense four-day training sessions, passed the course and is now recognized as a Certified Master Dealer.

The CMD program was organized by NIADA and Northwood University and features a curriculum specially developed by the automobile industry educational trainers at Northwood. The overall goals of the program are to provide in-depth training that assists dealers in running their businesses, but also in exploring and developing ways to enhance the image of dealers. Five sessions covering management, merchandising, human resources, financial management,

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**NIADA MASTER DEALER CERTIFICATION**

**ADD ONE**

and business planning were examined during the meeting. Northwood's Dean Emeritus of Automotive Studies, Harold Rockwell facilitated the sessions. Dealers were tested on the subjects at the end of each day's training.

"Intensive and comprehensive - those two words come to mind," said Beaumont, TX dealer and CMD participant Robert McDorman when describing the course. I would urge dealers to consider taking this course if you have the opportunity. In addition to being able to improve your knowledge and understanding of this industry by becoming a Certified Master Dealer, you will come away with many ideas to make your dealership better."

Robert McDorman continued, "The course not only makes you a better dealer but will garner recognition from consumers and vendors in your community."

Michael Linn, NIADA executive vice president added, "We are very excited about the success of the CMD program and we believe it is having a tremendous impact on the used motor vehicle industry."

Headquartered in Arlington, TX, NIADA has 15,000 members nationwide. Formed in 1946 to represent independent automobile dealers, NIADA is the voice of the used motor vehicle industry. Members look to NIADA to provide them with solutions and answers that help them operate more successful businesses. Bringing together informational sources and benefits, providing educational opportunities for dealers and their employees, along with a strong legislative presence in Washington, D.C., is NIADA's key focus for its members.

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