

## A New Perk for VVA Members

BY TOM BURKE

Back in the day when I wore a much younger man's clothes, my boss came into my office. I did not look up from my desk until he said, "Tom, I have an idea." I glanced up and said, "I like it." To which he replied: "Would you like to hear it first?" I said, "It doesn't matter. I like it."

He walked closer, put his hand on my shoulder, and said, "Son, you're going to go a long way in this organization."

With that in mind, I'd like to introduce you to a new program that was recently approved by the National Board of Directors with CB Auto Group in Atlanta. CB Auto's chairman and CEO is VVA life member John Perez, who has been in the automotive business for many years. He approached us several months ago to discuss CB Auto's Absolute Advantage Program. He wanted to provide that service to his fellow veterans.

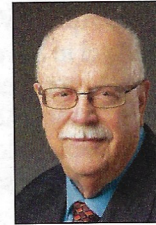
Perez's motive—aside from providing VVA with a new revenue source—is to give back to his fellow veteran brothers and sisters. I have been negotiating with CB Auto for several months, trying to upgrade the provisions of their base contract and the proposed VVA contract. We have succeeded in increasing the value of the contract in our favor. CB Auto was extremely cooperative and agreed to many of our proposed changes.

The short version of what his company does is this: They provide a service for groups to purchase cars easily. This precludes the hassles people can go through when buying a car while sitting in a dealership for hours negotiating a deal.

One of CB Auto's clients is the AFL-CIO. I talked with their representatives about their experiences with CB Auto. They had nothing but high praise for the company. They said that they have had very few problems since the AFL joined the program. The few they had were handled with the upmost speed and efficiency. Other CB Auto clients include the University of Georgia and the State of Georgia.

CB Auto will provide a personalized way for VVA members to purchase cars at discounted prices at many dealerships around the country. With each purchase of a vehicle by a VVA member, family member, or national staffer through the Absolute Advantage Program, VVA will receive \$100. Considering the size of our membership, this could provide a substantial income.

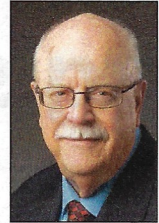
A marketing program will be developed with CB Auto by VVA Director of Communications Mokie Porter. A website will be set up for VVA people to use the program. In the coming weeks you will receive details about the program. VVA looks forward to this opportunity to provide our members with a new benefit. CB Auto will not use VVA's logos or trademarks without prior written consent.



## CB Auto Absolute Advantage

BY TOM BURKE

Last issue I introduced you to a new program approved by the National Board of Directors: CB Auto Group Absolute Advantage. With this program—CB's CEO is VVA life member John Perez—VVA members and their families can purchase cars easily and hassle free. Instead of spending hours in a car dealership hassling with a salesman, CB Auto offers a pleasant, personalized way to purchase vehicles at discounted prices.



VVA is the first veterans service organization to participate in this car-buying program. CB has agreements with car dealerships in all 50 states to provide discounted purchases. With each purchase of a vehicle by a VVA member, staff, family, or friend, VVA will receive \$100. This could become a substantial fundraising effort for the organization.

The good news is the program is up and running. Go to [www.cbabsoluteadvantage.com/vva](http://www.cbabsoluteadvantage.com/vva) to begin your car-buying experience. Once you register, you can search through millions of new and used cars, from Acuras to Volvos. Follow the prompts for the car you are looking to purchase. If you need assistance, a personal concierge will help you through the program.

If you would rather call, the dedicated number for VVA is 470-567-6382. The first car was sold in North Carolina four hours after the VVA program went live. In the first 24 hours, 112 VVA members signed up. A big thank-you to those who responded so quickly.