



A consortium is an association or grouping of businesses, service providers, agencies, organizations, and individuals that share a common purpose and by joining together can provide and accomplish more than any one single member's capabilities will allow.

The NIADA Education and Training Consortium was created to address the Association's mission which is to promote, educate and advance the independent motor vehicle industry. By assessing the industry's education and training needs and establishing participation criteria for consortium members, the Consortium will make available a core of quality education and training opportunities.

Entities that subscribe and support this mission by providing appropriate goods and/or services may be considered for membership. **Criteria for selection** shall include

1. *Responds to current dealership needs;*
2. *Demonstrates history of effectiveness;*
3. *Supplies dealer recommendations;*
4. *Offers professional presentation of goods and services; and*
5. *Agrees to contribute to the Consortium as a team player.*

**Topics** to be addressed may, but shall not be limited to, *general management and leadership, finance management, accounting principles and practices, merchandising and marketing, social networking, website management, sales, strategic and business planning, human resources, national compliance issues, and BHPH specific topics.*

**Each Consortium member will be assessed an annual fee.** The fee will procure a listing on the NIADA website: [www.niada.com](http://www.niada.com) at the Education and Education Resources links. The listing will include a brief description of goods and/or services and a link to the provider's website.

As a participating member, the education and training provider is eligible to display approved media on said website, and upon availability, conduct live web-based training opportunities. These additional opportunities will require extra fees.

**We invite you to participate as a Consortium member and complete the attached application. Upon your acceptance, an Agreement will be drafted and executed.**

For more information, please contact Georgia Brown, Director of Education, at 800-682-3837 or [georgia@niada.com](mailto:georgia@niada.com).



**CONSORTIUM MEMBERSHIP APPLICATION**

COMPANY NAME \_\_\_\_\_  
MAILING ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_  
CONTACT PERSON \_\_\_\_\_ PHONE \_\_\_\_\_ FAX \_\_\_\_\_

Product and/or Services Description:

How does your educational product/service respond to current independent dealership needs?

What topic(s) or area(s) of specialization does it address?

Describe the effectiveness of your educational product/services, including the number of years it has been used in the automotive industry.

Dealer References: Provide contact information for at least 4 dealers who have used this product/service or done business with your company.

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_
4. \_\_\_\_\_  
\_\_\_\_\_

You may present additional information via website, email or mail.

Please forward this application to Georgia Brown, Director of Education, NIADA, 2521 Brown Blvd, Arlington, TX 76006 or to [georgia@niada.com](mailto:georgia@niada.com). Phone 800-682-3738 or fax 817-649-5866.