



**News Release**



**National Independent Automobile Dealers Association**

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For Immediate Release

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## **Sandra Moss Chosen for Michael R. Linn NIADA Lifetime Achievement Award**

*Past President Honored for Her Tireless and Exceptional Service to State and National Associations*

**Las Vegas (June 20, 2019)** -- Longtime independent auto dealer and past association president Sandra Moss has been selected to receive the Michael R. Linn NIADA Lifetime Achievement Award by the National Independent Automobile Dealers Association.

The award, presented at Wednesday's National Leadership Awards Banquet during the 73rd annual NIADA Convention and Expo at the Venetian Resort in Las Vegas, was created to honor individuals who have contributed a career of exceptional and selfless service to the association. It is named for NIADA CEO emeritus Michael Linn, who became the first recipient on his retirement from his longtime role as NIADA's chief executive.

Moss becomes the fourth recipient of the award, following Linn in 2013 and Charles Teel and the late Bob Lawrence (2014).

"Her service to the industry speaks for itself," NIADA CEO Steve Jordan said. "She's an amazing advocate for independent car dealers. We're in awe of what she has done for our association over the years and we're happy that she continues to be a part of what we're doing."

Moss has been an active and passionate member of NIADA and the affiliated Virginia IADA since 1984, when she founded Moss Motor Company in Dillwyn, Va., with her husband Bill and son Billy.

She quickly became a leader in the state association, joining the VIADA board of directors in 1990. She served in every association office, eventually becoming president in 1997.

Two years later, Moss began her service on the NIADA executive committee when she was elected as Region I vice president. She served terms as treasurer, senior vice president and president-elect before her one-year term as president from June 2007-June 2008.

She has continued to provide leadership and service to the association since then, currently serving as secretary/treasurer of the NIADA Services Board and chairwoman of the Virginia IADA PAC fund.

Moss is extremely involved in the associations' legislative advocacy efforts and has made it a point of emphasis to attend NIADA's National Policy Conference each year in Washington, D.C., helping educate and create relationships with members of Congress and federal regulators.

She is a Certified Master Dealer, having earned that distinction in the CMD program's inaugural class in 2001, and she and Bill have attended every NIADA Convention and Expo since 1987.

In 2009, Moss was named the fifth recipient of the annual Barbara Cox Anthony Woman of the Year Award, presented by Manheim.

She has served two terms as a member of her local town council and in 2011 was appointed then-Virginia governor Bob McDonnell to the Tobacco Indemnification and Community Revitalization Commission.

Moss is a charter member of her local Fire Dept Auxiliary, founder of the Buckingham Chamber of Commerce and a board member for Fuqua School, and has sung in her church choir since 1957.

"I believe you have to show up," she said, "and I believe you have to soak up. And then you take everything you've learned and put it to some good use.

"I picture myself as a little round sponge ... I believe I roll around this industry soaking up ideas. Ideas I can take back to Virginia to our business and ideas I can use to help the state association and the national association. We have come so far since 1987, and I know in the next few years we'll be light-years ahead of where we are now."



**Sandra Moss receives the Michael R. Linn NIADA Lifetime Achievement Award from NIADA CEO Steve Jordan.**