

most challenging aspects of our industry and one of the best reasons for CNCDA membership. The legislation doesn't always go our way, but with CNCDA advocating on our behalf, there is no question it is better than what it could be. CNCDA brings that "one voice" to the political table that becomes so important. I think the process is eye-opening.

I also feel that educational opportunities through CNCDA are phenomenal. Again, to keep up with the fast pace of the industry, we all need to be better at what we do and how we do it. CNCDA helps with that.

Are you involved in any civic or charitable organizations?

Giving back is important, and over the years, we've been involved in many organizations within our community. Oceanside Rotary, Oceanside Boys and Girls Club, Camp Pendleton Armed Services YMCA, Oceanside American Little League and Mission San Luis Rey are just some.

If you look back at your career and life, what would be three things that you have learned that you would pass onto a younger member within the auto industry?

I would fall back on what my dad and Kevin McAree taught me. First, work hard. You will get nowhere

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without a work ethic. Nothing is easy. Anything of value requires dedication. Next, it's about that "golden rule." Treat people — all people — well. This industry is a people business. You need customers to buy cars, and you need good employees to sell cars. The best policy is to have great personnel in all departments. Treat people well. I can't emphasize that enough. And lastly, continue to become better at what you do. The world moves at a fast pace, and it takes skills and continual improvement to keep up.

What are some professional moments that make you the proudest?

It's not a professional moment, per se, but one of the moments that I am most proud of is earning my Eagle Scout. It was a goal I worked very hard for as a youth.

I was selected as the Time Quality Dealer in 2012. That was a big moment, especially because my father was chosen in 1990. That made it all the more special for me, a recognition not too many fathers and sons have both achieved.

Was there an "aha" moment in your career that defined you?

I don't know that there was one moment. I think we're all products of many moments, good or bad, and I think how we learned from them defines us.

Describe your all-time favorite vehicle (it can be one you've owned or something on your wish list). What are you driving today?

Right now, I am driving a Kia Telluride. I like it because it's a great medium-sized SUV. However, my favorite car is a Corvette.

What is your favorite way to spend your free time? Any unusual hobbies?

I spend time with my family whenever I can. I am a voracious reader and I make a point to read every day. I am a history buff, so a lot of what I read is history related: military history, United States history, the founding fathers and biographies. I like novels too!

I officiate college football in the PAC 12. I've been officiating for the past 36 years, beginning with Pop Warner football, through high school, and now college football. It's been very rewarding, and it allows me to participate in College Football in a way few people do and that I really enjoy.

Tell us about your family.

My wife, Laurie, and I are celebrating our 40th anniversary. We have three sons, Matt, Mark and Kevin. All of our boys are married, and we have six grandchildren. 