



August 2023

A Message from Jason Wilson, KADA President



Dear Kentucky dealers,

It's hard to believe summer is already over and there are only a few months left of 2023. Although the year is winding down, we are revving up at KADA. In the next few months, we have a host of important events, meetings and activities.

Next month I'll be headed to Washington, D.C. with a group of dealers for NADA's Washington Conference. We'll be meeting with legislators at the Capitol to discuss key legislative issues that are affecting our industry. These moments of face-to-face time are so important as we get to build relationships with the very people who decide on policies that affect our business.

We are also hosting our Annual KADA Golf Tournament on September 18th at the Frankfort Country Club. There are few spots left so if you're planning to play, make sure to register ASAP!

I will be hosting and attending various Automotive Trade Association Executives (ATAE) meetings this fall. These meetings are extremely fruitful as I get the chance to learn from and brainstorm with my peers across the country who are leading their state and metropolitan associations.

Our 2023 District Meetings are coming up quickly and I encourage each of you to attend or to send someone from your team. These meetings are essential to accomplishing success at General Session. Not only do we collectively discuss our legislative goals for the coming year, but we discuss them alongside legislators from each district. Below in the newsletter you will find registration details.

Make sure to save the date for our 2024 Family Convention! We'll be headed to The Sandestin Golf & Beach Resort in Miramar Beach, Florida from June 17-19.

As always, thank you for your continued support and participation.

Onward!

KADA News

KY Horsepower - Introducing Digital Air Strike



In case you missed it, we recently sat down with Scott Pechstein, SVP of Business Development at [Digital Air Strike](#), a new KADA Preferred Partner.

Digital Air Strike provides digital marketing, reputation management, AI chat, and patented lead response technology solutions that enable dealers to attract, convert, and retain more customers.

Listen as we chat about all the capabilities that Digital Air Strike can offer your dealership, filling in the employee gaps left by COVID, co-op dollars, processes, and more.

For more information or to see how you can get your dealership involved with Digital Air Strike, reach out to Scott at (949) 278-8618 or by email at scott@digitalairstrike.com.

As always, you can listen to our podcast on the below channels.



KY Horsepower
Podcast

SESCO Management: Your Human Resources Consulting Tool



As a KADA member, you have access to professional human resource management consulting services through SESCO Management Consultants for no additional charge. Aside from unlimited email and phone access for any of your HR questions or needs, you can find helpful tips and information by attending any of their webinars which are linked below.

To learn more about everything SESCO offers, reach out directly to Jamie Hasty at jamie@sescomgt.com or by calling (423) 764-4127.

2023 Webinar Series Pt. 2

5 Things Every General Manager Should Do to Increase Their

Service Department Revenue



Profitability is at the forefront of every General Manager's mind. How profitable is your service department? What can you and your managers do to increase revenue?

Dynatron has found that most General Managers and Fixed Ops Directors primarily think about "more", selling more cars, servicing more cars, and selling more parts. What often gets overlooked is the optimization and getting better at selling, marketing, and pricing their parts and services.

[Read more](#)

Five Ways Accurate Trade-In Prices Drive Dealership Success



Accurate pricing on trade-ins can drive success at your dealership. Achieving operational excellence doesn't have to be a challenge. As a dealership, your ability to accurately assess and offer trade-in prices for customers' vehicles will significantly impact your business's growth by helping you to foster trust, boost customer satisfaction, and ultimately break free from the pack. If you want to experience peak sourcing success this year, then you need to incorporate these 5 tactics.

[Read more](#)

KADA Events

Webinar invite: Profit-Optimize Your Dealership & Uncover Hidden Potential



ROCKED

Join us for a power-packed 30-minute webinar alongside KADA Preferred Partner RockED, where we'll unveil the secrets to unlocking hidden profits within your dealership.

Gain valuable insights into identifying and mitigating **Hidden Dealership Costs**, while also discovering the **Biggest Opportunities for growth in 2023** that could propel your business to new heights.

Learn how RockED's performance development platform can work seamlessly for your dealership, and get inspired by real-world success stories from progressive dealers.

When: **September 6th at 11AM EST**

[Register now](#)

KADA Annual Golf Tournament



The **Annual KADA Golf Tournament** is teeing off on **Monday, September 18th**, at the **Frankfort Country Club**. You don't want to miss this opportunity to network with your fellow dealers and our vendor partners. Get your team together today!

If you have any questions, please contact Melissa Peach at (502) 695-3310 or by email at mpeach@kyada.com.

[Player Registration](#)

Agenda

11:00 am – Registration & Lunch

Noon – Shotgun Start

5:00 pm – Reception & Awards

Player Cost:

Single Player: \$150

Foursome: \$600

KADA District Meetings

Mark your calendars and register for the following KADA District Meetings:

Tuesday, October 10th

Embassy Suites by Hilton, Lexington

[Register here](#)

Wednesday, October 11th

Hurstbourne Country Club, Louisville

[Register here](#)

Thursday, October 12th

Holiday Inn, Florence

[Register here](#)

Tuesday, October 17th

Lake Barkley State Park, Cadiz*

[Register here](#)

Wednesday, October 18th

Holiday Inn University Plaza, Bowling Green*

[Register here](#)

All district meetings will begin with a reception at 5:30 pm and a dinner at 6:00 pm.

*Central Time Zone

2024 KADA Family Convention



Mark your calendars for our 2024 KADA Family Convention!

June 17-19, 2024

The Sandestin Golf & Beach Resort

Miramar Beach, FL

Stay tuned for registration details.

2024 NADA Show



kadet

Make Your Contribution Today



With a tight Governor's race ahead, we need to be engaged now more than ever.

Our industry faces constant threats and only through having a strong, unified voice can we successfully protect and propel our business. Building and maintaining relationships with the legislators that represent you in each of your districts is how we are able to achieve this.

Which is why we ask that you please consider donating to our KADET fund today.

Melissa Peach
KADET Treasurer

Below is a list of KADA's President, Senate, House and Patron Club members as of the distribution of this newsletter.

- President's Club - \$2,000
Joe Cummins
Nancy Sparks
Tim Sparks
Kim Huffman
David Moore
Joe Cross
Vickie Fister
Dan Renshaw
Bill Cole
Dwain Taylor

- Senate Club - \$1,500
House Club - \$1,000
Travis Flaherty
Mark Schaeffer
Patron Club - \$800
Tasarla Tudor

Ray Cottrell, Jr.
Dann Hughes
Tim Kanaly
Rob Marshall
Trey Marshall
Mike Hyde
Jeff Eickholz
Fred Tolsdorf
Tammy Coats
Mark Pogue
David Daunhauer
Bob Hook III
Kevin Collins
Tammy Goodwin
Tim Short
Carl Swope

Next Gen President Club \$1,000

Alex Pogue
Tyler Jagers
Phillip Gill
Deborah Renshaw Parker

[Click here to donate today!](#)

Welcome New Allied Member

Dave Cantin Group

Josh Weimer
(212) 787-5466

KADA Preferred Partner: Autostoresupply.com

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Built by dealers, for dealers, autostoresupply.com is your one-stop shop for any items used in the store, on the lot, or in the service bay. **Use the code KADA10 to receive 10% off your order through September 30th.**

Announcing the Fifth Annual Ethical F&I Managers Conference

The Ethical F&I Managers Board of Directors is pleased to announce the 2023 EFI Conference at the Horseshoe Las Vegas September 19-20. Now in its fifth

year, this will mark the first time the conference is being held in Las Vegas.

[Learn more](#)



Industry Update

August Auto Sales Expected to Increase Nearly 19% Year Over Year

New-vehicle sales, when announced next week by automakers, are expected to once again show big gains over last year but a slight decline in the sales pace from last month. A key reason for the volume gain is new-vehicle inventory hitting its highest level in more than two years. Stronger fleet sales are also expected to support higher sales volumes.

[Read full forecast](#)

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