



**May 2023**

## **A Message from Jason Wilson, KADA President**



Dear Kentucky dealers,

I hope everyone had a great Memorial Day Weekend and official start to summer!

We started the month off with our Executive Committee Retreat in Nashville, Tennessee. Not only did we enjoy some very productive meetings and conversations, but we had a blast getting together! Thank you to our

Executive Committee members and sponsors who attended.

As we head into June, we are hyper-focused on our Annual Convention, which is only weeks away! Get excited to hear from our fantastic lineup of speakers like 2023 NADA Chairman Geoff Pohanka, Steve Greenfield of Automotive Ventures, and convention favorite Kevin Tynan of Bloomberg Intelligence. Check out the full lineup of speakers by [clicking here](#).

We've also got some really fun events planned like KADA's 85th birthday celebration. Be prepared to sip moonshine and dance the night away! You'll also have the chance to hear KADA Chairman Joe Cummins' band play on opening night!

This year's convention is extra special because we will also be joined by dealers from Virginia, West Virginia, and Maryland. Plus, let's not forget that The Greenbrier offers a host of [exciting activities](#) for everyone in your family.

If you haven't registered yet, there's still time – but hurry! See below in the newsletter for more convention and registration details.

I encourage you to participate in our events and educational webinars so you can stay in the know and get ahead in this ever-evolving industry. That's why we organize them, and that's part of our purpose as your association.

Our next webinar, coming up in July, features Preferred Partner Dealer Merchant Services. They'll teach you how to save thousands on your credit card processing expense while remaining compliant. Check out the details below.

And don't forget about our Annual Golf Tournament September 18th at the Frankfort Country Club. Now's the time to start getting your team together! [Click here](#) for details and registration information.

As always, thank you for your support and participation.

## KADA News

### Drive Performance with RockED's Mobile Learning Platform



Welcome back to Kentucky Horsepower, the official podcast of KADA! In case you missed it, we recently sat down with Mark Baruth, Head of Sales Enablement at **RockED**.

A new KADA Preferred Partner, RockED is a cutting-edge **Performance Development Application** that utilizes mini learning lessons from automotive retail experts across the industry, all from the touch of your phone.

The mobile learning platform allows your dealership staff access to a constantly updated library of 90-120 second videos covering various aspects of the automotive business, including **sales techniques, customer service, product knowledge, and industry trends**.

**With only about 5 minutes a day, you can empower your team with the tools they need to excel in their field.**

Listen to learn more about how you can turn your dealership staff into customer-centric, high performers with RockED's fast and easy program. And don't hesitate to reach out to Mark at [mark@RockED.us](mailto:mark@RockED.us) or by phone at 859-285-6635.

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



Kentucky 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](mailto:jamie@sescomgt.com) or by calling (423) 764-4127.

## 2023 Webinar Series Pt. 2

### KADA Events

#### May Executive Committee Retreat



We had a very successful Executive Committee Retreat this month in Nashville, Tennessee. Aside from very productive meetings, we had a blast in the hometown of country music! Thank you to our Executive Committee members and sponsors who attended.

#### Lunch & Learn with Dealer Merchant Services



## **\* \* KADA LUNCH & LEARN \* \***

**Thinking about passing along Credit Card Fees to  
your Customers? Get the Facts.**

***Wednesday, July 19, 2023  
11:30 am – 12:00 pm Eastern time  
Webinar Registration***

Learn how Dealers are saving up to 75% on their Credit Card Processing Expense *and* staying within compliance – without impacting CSI. Join Amberly Allen and Laura Mellencamp of Dealer Merchant Services as they highlight one of the biggest topics in 20 Groups today!  
What you'll learn:

- ***Legal Changes***
- ***Credit Card Expense Awareness***
- ***How it works***
- ***What about CSI?***
- ***Potential Savings***
- ***Best Practices for Implementation***



**Register Now**

## **2023 KADA Convention**



**The Greenbrier  
White Sulphur Springs, WV**

**June 19-22, 2023**

As we gear up for Convention, make sure you've got your party gear ready! We've got fun events planned each night and we encourage everyone to dress up accordingly. This is by no means a requirement, but for those who

want to really have some fun, see below for the event themes and some outfit inspiration.

Please be aware that general attire at The Greenbrier is resort casual. If you plan to visit the casino after 7 PM, business casual attire is required with a jacket for men. You can [click here](#) to see more of The Greenbrier's dress codes.

And if you haven't registered yet, there's still time! [Click here](#) to register, and book your accommodations by reaching out to Melissa Peach at [mpeach@kyada.com](mailto:mpeach@kyada.com) or 502-695-3310.

## Monday Evening - Candy Land

The first day of Convention we'll be enjoying the opening party and dinner which will be Candy Land themed. Get inspired by the bright colors, sparkles and candy outfits/accessories that you can see in the below links:



Women's costumes & accessories



Men's costumes & accessories

## Tuesday Evening - KADA 85th Birthday Party

Tuesday evening we'll be celebrating the 85th birthday of KADA! Wear your best blue and black and get ready to try some moonshine! We have lots of fun things planned for our birthday party, so throw on anything blue and/or black and remember that our party is **outside**.

## Wednesday Evening - Dia de los Dealers

On Wednesday evening we'll be celebrating our own version of Day of the Dead (the Mexican holiday), called Dia de los Dealers. Think Disney movies *Coco* and *Encanto*. Draw outfit inspiration from the pictures and links below.





Women's costumes & accessories



Men's costumes & accessories

## Thank you to our Sponsors!

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Forvis  
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Sherwin Williams  
Sqwire  
Vitu

# kadet

## Make Your Contribution Today

As you have seen in this Legislative Session, there are constant threats to our franchise system and our business. Whether it's industry changes, manufacturer demands, or economic influences, we face many challenges.

**In order to confront these with a unified voice, we need your**



### support and participation.

Building and maintaining relationships with the legislators that represent you in each of your districts is how we are able to protect pro-business and pro-dealer rights. Which is why we ask that you 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  
Ray Cottrell, Jr.  
Dann Hughes  
Tim Kanaly  
Rob Marshall  
Trey Marshall  
Mike Hyde  
Jeff Eickholz  
Fred Tolsdorf

#### Next Gen President Club \$1,000

Alex Pogue

#### Senate Club - \$1,500

#### House Club - \$1,000

Travis Flaherty  
Mark Schaeffer

#### Patron Club - \$800

Tasarla Tudor

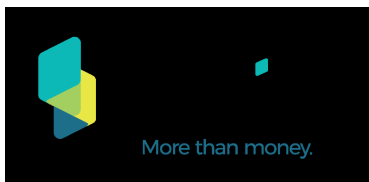
[Click here to donate today!](#)

## Welcome New Allied Member

### Brightline Dealer Advisors

Kristin Stentiford  
(469) 941-0371

## Financial Tips with Sqwire



Summer's on it's way! If you're planning to take a vacation, don't forget to set a trip budget for yourself to make sure your adventures don't derail your financial goals. Plan for lodging, transportation, meals, and, of course, some fun

extras. Setting a trip budget for yourself will help you be more mindful about your money while you're traveling and ensure that you'll be in a better position to take another vacation sooner than later! This tip was brought to you by our preferred partner, Sqwire. Don't forget, you can save big with a members only discount on Sqwire's financial wellness platform for your entire team! Learn more by visiting [www.getsqwire.com/kada/](http://www.getsqwire.com/kada/)



## Industry Update

Compared to a year ago, the forecast for May reveals a significantly changed market. Sales volume is forecast to jump more than 20% year-over-year, thanks to far better inventory levels. A year ago, according to an analysis of vAuto Available Inventory data, total new-vehicle inventory at retail outlets across the U.S. stood at approximately 1.1 million units. This year, heading into the month of May, inventory was at a two-year high and above 1.9 million units, an increase of nearly 70%. Tight inventory was the key driver of lower sales in 2022. This year, as inventory builds for many brands, demand, not supply, is becoming the market driver.

[Read full forecast](#)

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