



**December 2023**

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



Dear Kentucky dealers,

It's hard to believe yet another year is coming to a close! As we take time to reflect and spend time with loved ones, I hope you are enjoying the warmth of the season and the spirit of joy that comes with it.

The past month has been filled with activity for us at KADA. We have been actively preparing for the 2024 General Session beginning in January, while also monitoring the recent headlines. From EV mandate implications to the Hyundai/Amazon announcement to the FTC's Vehicle Shopping Rule (i.e. CARS Rule), there has been plenty of noise in the news lately. Rest assured that we are closely following all of these issues and that we will continue to keep you up-to-speed on any developments.

As you have seen, we've sent out various messages about the KAVIS system update by the KYTC. This is an important step in the rollout of electronic titling and registration in Kentucky, which we have all been looking forward to.

Please also be on the lookout for our communications regarding this upcoming General Session. We will most certainly need your involvement.

As the year ends, I would like to take this opportunity to thank each one of our 2023 Board and Executive Committee members for their support and participation this past year. I'd like to especially recognize Chairman Joe Cummins who has been a devoted leader in our association and to our dealer members. Joe has been a joy to work with and his compassion for his fellow peers and our industry is truly admirable.

I look forward to working alongside our new Board members for next year as well as our incoming Chairman, David Moore of Moore Ford Chrysler Dodge Jeep Ram.

This past month, we also welcomed Sarah Bishop to the KADA team as Vice President of Legislative Affairs. In her role, Sarah will be advising on compliance, corporate governance, and regulatory issues, as well as the negotiation of contracts. She will supply guidance on best practices, serve as legislative counsel, and provide effective representation in the courts as necessary. We're thrilled and fortunate to have her!

As we look ahead to 2024, I'm excited for what the year will bring. As an association, we aim to increase membership, increase participation, and

increase the tools and resources we provide to you. Our industry is constantly changing, but if we stick together and support one another, we will continue to push forward.

Thank you for your support of the Kentucky Auto Dealers Association. Cheers to a fruitful year behind us and an even more successful one ahead!

Merry Christmas!

## KADA News

### Membership Dues

This is a reminder that your KADA dues should be returned by **January 1st**. You can mail them to the KADA office at 152 Consumer Ln, Frankfort, KY 40601.

If for some reason you didn't receive your invoice, please reach out to Melissa Peach at [mpeach@kyada.com](mailto:mpeach@kyada.com).

### KYTC Service Pauses

As you heard, the KYTC is launching a new vehicle information database which will mean temporary pauses of some of its services. This new system is meant to improve efficiencies and modernize certain processes.

The following services will be unavailable during the migration:

- Vehicle registration renewals
- Vehicle titling and transfers
- Disabled parking permit issuance
- License plate issuance

#### **DATES TO KNOW:**

- Online vehicle registration renewal will be unavailable starting **December 28, 2023**
- ALL County Clerk Offices will stop motor vehicle and boat services starting **January 1** (some will stop on Dec. 29 if offices are closed for the state holiday)
- **The County Clerk's Offices will be opening on a gradual schedule beginning January 8th and continuing through January 16th.** The new registration system is scheduled to roll out Jan. 8th-12th, but some clerks will not open their office until the next week. Check with your local county clerk's office to learn their plans:  
<https://kentuckycountyclerks.com/>

More info about this system update can be found at [drive.ky.gov](https://drive.ky.gov)

### Renew Your Dealer License ASAP

This is a reminder that all licenses in the Commonwealth must be renewed before **December 31, 2023**, or a new application will be required.

**Helpful tips:** 1. Send your Certificate of Insurance form as a PDF—if you're

taking a picture to send, look up on your model of phone how to save it as a PDF file before trying to send it. Upload file size is limited, so the smaller PDF file size is required. 2. The salesperson management portal is open year-round, so manage your salespeople as they come or go. Waiting to manage them at the time of renewals may result in duplicates or their licenses not being printed.

For any questions, contact Suzanne Baskett at [suzanne.baskett@ky.gov](mailto:suzanne.baskett@ky.gov) or by phone at 502-573-1000.

## License Renewal Information

## FTC Vehicle Shopping Rule: What We Know So Far

As you have heard, the Federal Trade Commission recently released its final Vehicle Shopping Rule, known as the Combating Auto Retail Scams (CARS) Rule. This new rule is aimed at targeting motor vehicle advertising and shopping, and goes into effect **July 30, 2024**.

The rule creates fundamental challenges that will dramatically complicate the process for consumers to purchase, trade-in, and finance new and used vehicles as well as voluntary protection products.

We anticipate legal challenges to the rule, but litigation can of course be a lengthy process. In the meantime, dealerships should be aware of the rule and begin implementing its requirements to the best of their ability.

[Read more about the rule](#)

## SESCO Management: HR Update



### **NOW IS THE TIME TO UPDATE YOUR EMPLOYEE HANDBOOK**

- An outdated handbook can be a liability. With 2024 around the corner, now is the time to consider updating your employee handbooks.
- Handbooks are an important compliance tool for employers addressing all manner of employment issues. Handbook policies can be a helpful tool when defending a variety of employment claims, such as wage and hour violations, harassment and discrimination lawsuits, and leave disputes. An outdated handbook, however, can be a liability.

[Read more](#)

## Noteworthy January 1, 2024 Statutory Changes

In conjunction with the new KAVIS system implementation, a number of statutory changes with respect to vehicle registration will also become **EFFECTIVE JANUARY 1, 2024**. Click the link below to read more about these changes.

[Read more](#)

## KADA Events

### Buy or Sell a Store in 2024 Webinar



#### Save the date!

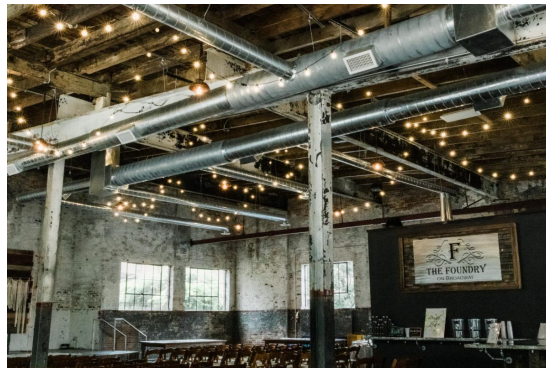
When: January 10th at 11 AM EST

Join us in January alongside KADA Preferred Partner and vetted dealership broker, LABNation, where we'll be discussing:

- How recent industry developments are affecting blue sky values
- Is this a time to be a buyer or a seller?
- Insights from a nationally renowned dealership valuation specialist

*Stay tuned for registration details*

## Save the Date - KADA Legislative Reception



We hope to see you at our 2024 KADA Legislative Reception!

**February 7, 2024**

**5:30-8:00 PM EST**

**The Foundry on Broadway, Frankfort**

*Stay tuned for registration details.*

## 2024 KADA Family Convention





Join us **June 17-19, 2024**, at **The Sandestin Golf & Beach Resort** in Miramar Beach, Florida.

From water activities on the Emerald Coast, to biking and fishing, to shopping along the baytown wharf, there's something for everyone in your family!

Join your fellow dealers and bring your family along for the fun. Plus, hear from impactful industry leaders who will provide you with insightful takeaways for your business.

And for our vendor partners, there are a host of sponsorship opportunities available. Click below to find all convention and registration information.

[Dealer  
Registration](#)

[Sponsorship  
Information](#)

[Hotel  
Reservations](#)





## Make Your Contribution Today



Thank you to everyone who donated to our KADET fund this year. Your contributions enable us to support legislators who support our industry and your business.

It is imperative that we continue to foster these relationships. We face constant changes and threats, and your participation makes all the difference.

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  
Tammy Coats  
Mark Pogue  
David Daunhauer  
Bob Hook III  
Kevin Collins  
David Jaggars  
Tammy Goodwin  
Tim Short  
Carl Swope  
Tom Gill  
John Zimmer

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

Alex Pogue  
Tyler Jaggars  
Phillip Gill  
Deborah Renshaw Parker

### Senate Club - \$1,500

House Club - \$1,000  
Mark Schaeffer  
Dick Heaton  
Patti Powell

### Patron Club - \$800

Tasarla Tudor

Jack Kain  
Larry Craig  
Todd Justice  
Travis Flaherty  
Josh Cummins  
Ed Hyde  
Gary Haupt  
Steve Bachman

[Click here to donate today!](#)

## Case Study: Dynatron Software & Hudson Automotive Group



Hudson Automotive Group initially partnered with Dynatron Software to assist with specific under-performing dealerships before expanding to all 49 stores as of September 2023.

Before beginning the partnership, Hudson Automotive Group had no software support outside of their DMS, which meant that only store-level reporting was possible. Dynatron's PriceSmart solution helped them gather and distribute reports throughout the group with minimal effort, putting an end to many rooftops functioning independently.

[Read more](#)

## Financial Wellness Tips with Sqwire



This year, give your team the gift of financial freedom by providing them with a comprehensive financial wellness program as an added benefit. Studies show that employees who are not stressed over finances are more productive and satisfied in their work which results in big gains for your entire organization! Reach out to the team at Sqwire, one of KADA's Preferred Partners, to claim your members-only discount on a financial wellness plan for your team. Visit: [www.getsqwire.com/kada/](http://www.getsqwire.com/kada/)



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