



November 2023

A Message from Jason Wilson, KADA President



Dear Kentucky dealers,

I hope everyone had a wonderful Thanksgiving! It's hard to believe we're nearing the end of the year already. As all of you can relate, time flies when you're busy.

This past month, we hosted our final Board and Executive Committee meetings of the year in Frankfort.

We discussed the state of the association and what we can expect to see in the coming year. We had very productive meetings—thank you to all members who came and participated. As an association, we continue to grow in membership, partnerships and sponsorships, and we look forward to seeing more growth in 2024.

There are many changes and shifts happening in our industry at the moment. From electric vehicles to digital sales to emerging technology, we are seeing various transformations taking place in automotive. Our goal as your association is to be at the forefront, monitoring how you and your business will or could be affected, and ensuring you are protected. Rest assured that we will continue to keep you updated and in-the-know with all pertinent news.

Our other goal at KADA is to make sure you have the best available resources at your disposal. Which is why we are excited to see the rollout of electronic titling and registration in Kentucky next year. Although it may take some time to get all of the pieces working and moving together, once completed, this will be a game changer for Kentucky dealers.

Speaking of resources, I encourage you to take advantage of those we offer at KADA. We host webinars just about once a month regarding topics that we believe could benefit your dealership. From saving on expenses, to new business strategies, to new technology/product offerings, these webinars are a great opportunity to learn and grow your business. Please participate or send someone from your team. Our vendor relationships are vital to the success of our association and your engagement makes all the difference.

As always, thank you for your support and participation.

Onward!

KADA News

Membership Dues

Keep an eye out for your 2024 member dues which should be arriving soon! You can return your dues to the KADA office at 152 Consumer Ln, Frankfort, KY 40601, by **January 1st**.

If for some reason you don't receive your invoice, please reach out to Melissa Peach at mpeach@kyada.com.

KY Horsepower: 2024 Industry Outlook with Kevin Tynan What's on the Horizon



This past month, we sat down with one of our podcast favorites, Kevin Tynan of Bloomberg Intelligence, for a special episode filmed live at our ATAE Communications & Public Relations Meeting in Louisville.

Listen in as Kevin chats about what he learned at the recent **SEMA** and **AAPEX** shows in Vegas. The Specialty Equipment Manufacturer's Association Show (SEMA) and the Automotive Aftermarket Products Expo (AAPEX) bring together the global community of auto parts & technology suppliers, distributors, and retailers. He shares his insights about what's going on/trending this very minute in automotive.

As EVs continue to make headlines, he's talking **EV mandates and demand/profit** as well as the **potential shift to hybrids and plug-ins**. He's also emphasizing the massive **market for trucks and consumer demand for customization**.

Make sure you tune in as he also talks about the **trending focus on software packages/systems**.

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



Kentucky Horsepower
Podcast

Welcome New Board of Directors Members

Welcome to our new members of the 2024 Board of Directors:

District 1: **Kameron Huffman**

District 2: **Alex Pogue**

District 3: **Richard Swope**

District 4: **Tim Sparks**

District 5: **Trey Blakley**

District 6: **Vickie Kain Fister**

KADA Treasurer: Ed Hyde

Thank you for your service and we look forward to working with you!

Compliance Corner: Year End To-Dos

Year End 2023 is right around the corner, and now is the time to make sure you won't be entering 2024 with compliance headaches. Click below to read about the important topics you need to remember in order to make your year-end smoother.

- **License Renewal**
- **EV Tax Credit Portal Registration**
- **Amended Safeguards Rule & Vendor Contracts**

[Read To-Do List](#)

401(k) Contribution Limits Increase for 2024



The IRS recently announced adjustments affecting the dollar limitations on 401(k) plans for tax year 2024. Since these changes impact everyone who currently sponsors (or is considering sponsoring) a 401(k) plan, we are sharing a [chart reflecting the changes](#) with all members, not just those who currently sponsor a NADA Retirement plan.

[Read more](#)

SESCO Management: HR Update



If you didn't already know, as a KADA member, you have access to professional human resource management consulting services through SESCO Management Consultants for no additional charge.

Click below to read their latest HR update where they provide news regarding:

- **DOL's Proposed Independent Contractor Rule**
- **Accommodating Disabilities under the ADA**
- **Health Insurance for an Employee on FMLA leave**

[Read more](#)

Four Hidden KPIs for Service Managers

That you might not be paying attention to and why you should be!



When managing a Service Department, it's not just the obvious metrics that matter; there are hidden KPIs that can make or break your success AND profitability. This blog explores four of these less discussed but vital indicators that Service Managers might not be paying enough attention to.

[Read more](#)

KADA Events

KADA November Board Meeting

This past month, we hosted our end-of-the-year Board and Executive Committee Meetings in Frankfort. We discussed the state of the association, what's happening in our industry, and where we're headed in 2024. We are pleased to share that your association is thriving and continues to grow, and that is thanks to your participation and support.





Buy or Sell a Store in 2024 Webinar



Save the date!

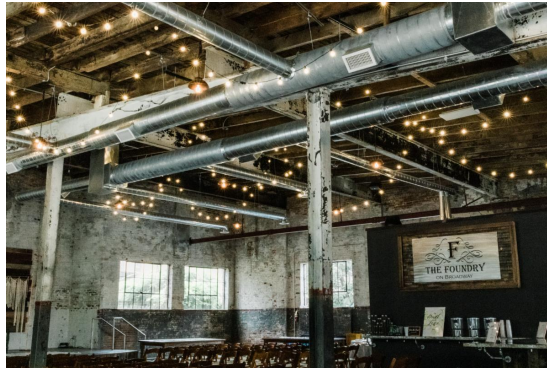
When: January 10th at 11 AM EST

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](#)

A promotional graphic for the NADA Show 2024. The top left corner features the text "NADA SHOW 2024 LAS VEGAS • FEBRUARY 1-4" in blue and purple. To the right, the text "MEET OUR MAIN STAGE SPEAKERS" is displayed in large, bold, pink and blue letters. Below this, three circular portraits of the speakers are shown, each with a colorful, multi-layered border. The speakers are Jon Taffer (a man in a dark suit), Danica Patrick (a woman in a black top), and Kurt Warner (a man in a red jacket). Their names are printed in white text below their respective portraits. The background is a dark blue gradient with white geometric patterns and small white stars.



Make Your Contribution Today



It's not too late to make your 2023 KADET contribution!

Although the year is almost over, you can still make a donation to support our KADET fund. As always, these contributions are used to build and maintain relationships with the legislators in your districts who support our industry and our business.

Your donation makes a 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 Jagers
Tammy Goodwin
Tim Short
Carl Swope
Tom Gill
John Zimmer
Jack Kain

Next Gen President Club \$1,000

Alex Pogue
Tyler Jagers
Phillip Gill
Deborah Renshaw Parker

Senate Club - \$1,500

House Club - \$1,000

Mark Schaeffer
Dick Heaton
Patti Powell

Patron Club - \$800

Tasarla Tudor

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

[Click here to donate today!](#)

Attention: CDJR Dealers

Reach In Market Shoppers With a *One and Done* OTT & Online Video Solution With Spectrum Reach – Your Turnkey BCDF Vendor

- Free Commercial production as part of the BC Directed Funds Program
- Spectrum Video is driven by 1st party proprietary data with insights to connect your dealership with in market shoppers
- Spectrum Reach is an approved OTT & Online Video provider for the Stellantis BC Directed Funds Co-Op Program
- Spectrum Reach can help you reach in-market shoppers in the targeted zip codes that are most important to your dealership

Connect with your **local market** expert to discuss a customized strategy tailored to your dealership!

- ❖ Karen Pope: Karen.Pope@charter.com - 937-232-7703
- ❖ Derek Orf: Derek.Orf@charter.com - 585-329-9494

For more information visit
SpectrumReach.com/stellantis

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Engaging video reinforces your message across all screens

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Industry Update

New-Vehicle Sales Pace Remains Muted Despite Higher Inventory Levels

November new-vehicle sales, when announced next week, are expected to show gains over last year's product-constrained market. According to the Cox Automotive forecast, sales volume is expected to rise 6.5% over November 2022 when the market was in the early stages of recovery from severe product shortages. The seasonally adjusted annual rate (SAAR), or sales pace, is expected to finish near 15.3 million in November, up 1.0 million over last year's pace but a slight decline from last month's 15.5 million level.

[Read full forecast](#)

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