



**September 2023**

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



Dear Kentucky dealers,

This month, I joined dealer association leaders across the nation at the Capitol for the annual NADA Washington Conference. Representing Kentucky dealers alongside me were Joe Cummins, Dan Renshaw, David Moore and Tim Sparks. While at the conference, we had the opportunity to hear from various Congressional members from both political parties as well as Ali Zaidi, the National Climate Advisor under President Biden.

We also spent an entire day meeting with Kentucky legislators or members of their office to discuss key federal issues impacting dealerships today. We met with Rep. James Comer, Rep. Brett Guthrie, Rep. Morgan McGarvey, Rep. Thomas Massie, Rep. Hal Rogers, Rep. Andy Barr, Senator Mitch McConnell and Senator Rand Paul.

We discussed fixing the FTC's "Vehicle Shopping Rule," how electric vehicle mandates are going too far too fast, supply chain disruptions, catalytic converter theft, and more. These meetings were extremely productive as we were able to connect personally with our legislators in Congress as well as bring to light important issues affecting our industry today on a national level.

Speaking of important meetings, I cannot stress enough how imperative it is that you attend our KADA District Meetings in October. These meetings are an opportunity to meet as a dealer body with legislators in each district to build relationships as well as discuss our priorities for the next Legislative Session. I encourage you to come and bring other members of your staff. Below in this newsletter you will find more information.

Also 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: 2023 District Meetings with KADA Chairman Joe Cummins & the UAW Strike & EV Discussion with Kevin Tynan



In case you missed it, we recently sat down with KADA Chairman Joe Cummins of Don Franklin Auto Group to briefly chat about our upcoming **District Meetings**.

Listen to hear why it's so important to attend and make personal connections with your legislators. These meetings are also an opportunity to understand what issues are affecting our industry, learn more about the association, and engage with your fellow dealers.

See below for the meeting information and registration links.

We also recently sat down with Kevin Tynan of Bloomberg Intelligence to talk about the **United Auto Workers Strike**.

Listen to hear what Kevin thinks about where the strike stands, where it's going, and how it is going to affect our industry and your business. We're talking **inventory, supply chain, EVs, wages** and more.

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



Kentucky Horsepower  
Podcast

## SESCO Management: Human Resources Regulatory Update



With recently enacted federal employee protection regulations, proposed changes to federal wage payment laws, updates to the form I-9 and E-Verify processes, and revision to union election processes, it is vital that individuals, especially human resources professionals, understand the scope and impact these regulatory changes have on your organization. Join SESO's Senior Consulting Team in an interactive forum which provides participants the

opportunity to learn from leading HR experts.

**When:** Tuesday October 10, 2023

2:00 pm-3:45 pm EST

**Tuition:**

\$60.00 per person

[Register now](#)

## Don't Fear the Future of AI in Automotive



From our cars to our houses, technology continues to advance the way we live our lives in a major way. Some aspects of this evolution are exciting. Other parts seem frightening. But progress is always at the center. With that in mind, where does Artificial

Intelligence fall in your wheelhouse for used car operations?

AI in automotive is real and it's here to improve the way you do business every single day. How? From merchandising to inspections, these technology solutions enhance your efficiency, increase your grosses, and improve your ability to offer a better customer experience. If you want to refine how you do business, then it's time to lean into technology...especially AI.

[Read more](#)

## Preparing for the DOL's Proposed FLSA Overtime Rule



On Aug. 30, 2023, the U.S. Department of Labor (DOL) announced a proposed rule to amend current requirements that executive, administrative and professional employees (EAPs) must satisfy to

be exempt from the Fair Labor Standards Act's (FLSA) minimum wage and overtime requirements. If the rule is finalized and implemented, the overtime protections will extend to approximately 3.6 million more workers in the country.

Stay ahead of the game! Get ready for these potential changes to the FLSA overtime rule. Click below to learn more.

[Read more](#)

## Overcoming the Diagnostic Fee Dilemma



Almost daily we all encounter situations on the phone or on the service drive where customers are hesitant to proceed with a diagnostic service and

repair due to cost (the dreaded diagnostic fee). For your dealership, it's essential to strike a balance between maintaining profitability and ensuring customer satisfaction.

In this article, we'll explore two common scenarios where the diagnostic fee can create barriers and how we can address them by leveraging service to build stronger customer relationships AND sell the diagnostic and the repair 90% or more of the time.

[Read more](#)

## KADA Events

### Webinar invite: The Art & Science of the Appraisal



Appraisals are one of the most important areas in the dealership and are now more complex than ever before. Dealers appraise trades at the dealership, online, at homes and offices, out of state and in the service center.

These intricacies, along with volatile vehicle prices, have made appraisals more difficult. Missing damage or flaws can massively affect the cost to market and ruin opportunity for profit.

Join KADA Preferred Partner ACV Auctions as they discuss how to create a **step-by-step game plan on improving the appraisal process**. This allows you to trade for more vehicles, retain more customers, create more loyalty and ultimately **drive greater overall profitability** for your business.

When: **Thursday, October 5th at 12 PM EST**

[Register now](#)

## KADA Annual Golf Tournament



Thanks to everyone who came out for our Annual KADA Golf Tournament! We had a blast on the green with our dealer members and vendor partners! Check out all the pictures on our [Facebook page](#).

Congratulations to all the winners:

**1st Place:**

Shawn Parker  
Bob Barnard  
Austin Napier  
Preston Watkins

**2nd Place:**

George Hernandez  
Michael Crouse  
Jim Cullen  
Mark Johnson

**Closest to the Pin:**

Matt Mutchler

**Longest Drive:**

Shane Bigelow

**Longest Putt:**

Michael Marrah



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Green's Toyota of Lexington  
StrategicSource  
Dynatron Software  
Cox Automotive  
Manheim Louisville  
ComplyAuto  
People's Bank

Don't forget to register for our 2023 KADA District Meetings! These meetings are extremely important as we'll be meeting alongside your local legislators to discuss the issues currently affecting our industry and how we can address them in this upcoming General Session. If you are unable to make it yourself, we encourage you to send members of your staff.

**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

Senate Club - \$1,500

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

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  
Larry Craig  
Todd Justice  
Travis Flaherty

Next Gen President Club \$1,000

Alex Pogue  
Tyler Jagers  
Phillip Gill  
Deborah Renshaw Parker

Patti Powell

Patron Club - \$800

Tasarla Tudor

[Click here to donate today!](#)



## Industry Update

### **New-Vehicle Market Shrugs Off High Loan Rates, UAW Strike, Closes Q3 on a Strong Note**

The U.S. auto industry's robust year-over-year sales recovery continued in the third quarter, according to a forecast released today from Cox Automotive. Despite rising interest rates on new vehicle loans and a strike by the United Auto Workers against the major domestic automakers, sales volumes in September are forecast to reach nearly 1.3 million, an increase of more than 13% from 2022. Sales in Q3 are expected to surpass 3.9 million, a jump of



more than 15% from the same time frame one year ago.

[Read full forecast](#)

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