



Newsletter - February 2021

A Message from Jason Wilson, KADA President



Dear Kentucky dealers,

Let me begin by saying that at the time of writing this, winter appears to be in the rearview mirror! I know many of you dealt with these weather challenges and I hope each of you finish this month strongly in spite of the difficulties of February. I have been told this is a rare occurrence in the Bluegrass State, which I will choose to believe!

Despite the obstacles of weather and the restrictions we are facing in today's current landscape in regards to traditional visits to the capitol, please know that your KADA team remains very active and engaged. We have participated in numerous Zoom call meetings with legislators to date. While not optimal, it does allow us to meet and discuss items as needed.

One of the key items we are working on is Senate Bill 243, which pushes for the use of electronic filing systems — to include electronic titling and registration. This bill would mark the beginning of the process to modernize the current outdated system, and move to a much more effective and user-friendly method to exchange data. It would require the county clerk's offices to begin modernizing their capabilities and require a minimal number of hours to be open per week. While this is just a first step, every great journey begins with just that! We will keep you updated as things unfold on this initiative.

Another major change we are keeping on our radar that we'd like you to at the very least be aware of, is this movement afoot by manufacturers to move to all electric vehicles. GM, Ford and Jaguar have already made major

announcements regarding this transition. GM has committed to moving to all electric vehicles by 2035, Jaguar by 2025 and Ford will be investing billions of dollars through 2030 to be predominantly electric. The all new electric Mustang is also just starting to hit showrooms. Legislation to move away from gas and diesel cars is already happening in other states, and our neighbors in VA are on the verge of passing legislation that would accept the California emission standards. While there is no legislation on this matter in Kentucky to date, be aware that as things progress with EV's, we will not be immune. This is a trend that is moving forward and we will be watching closely.

Finally, as membership is the lifeblood of any association, I'd like to recognize and thank the new members who joined last month and those who re-joined who had been inactive. Thank you for coming back on — we need your engagement in order to best serve you. Active members are what enable us to succeed, and with that, I encourage you to participate in this year's convention in Palm Coast, Florida from June 14-17. Find more details below in this newsletter.

As always, thank you for your continued support and participation. It is both needed and appreciated!

KADA News

Board of Directors Meeting



KADA Executive Committee: **First Row:** Kim Huffman, Chairwoman; Nancy DeCastro, Chairwoman - Elect; Duke Brubaker, Past Chairman **2nd Row:** Joe Cummins, Vice Chair; Carl Swope, Past Chair; David Moore, Treasurer; Shane Collins, Past Chair

On February 4, 2021, the KADA Board of Directors met at the Capital Plaza Hotel in Frankfort, Kentucky to discuss the business of the association. The meeting was a success, as President Jason Wilson and other KADA leaders detailed how the organization continues to grow its membership, partners and sponsors in this new year. Past Chairman, Carl Swope, was recognized for all his hard work and dedication during the challenging 2020 year. New Chairwoman, Kim Huffman, shared information about the 2021 KADA Convention and urged dealers to participate. Members also heard from Ken Upchurch, Transportation Committee Chair, and Randy Bridges, House Transportation Committee Vice Chair. Thank you to everyone who attended and we look forward to a successful 2021!



Representative Randy Bridges,
House Transportation Committee Vice Chair



Chairwoman Kim Huffman, Past Chair Carl Swope and
President Jason Wilson



Chairwoman Kim Huffman, Representative Ken Upchurch,
House Transportation Committee Chair and
President Jason Wilson



KADA Leadership



Your Support Drives Industry Forward

It's no secret laws passed in Frankfort and Washington, D.C. impact our stores and our livelihoods in significant ways. That's why it's so important we support and elect candidates for public office that are pro-business and pro-dealer, no matter their party affiliation.

Each year, the PAC allows KADA and its members to speak with a unified voice in support of political candidates who (1) understand the industry and (2) are willing to listen.

[Click here to donate today!](#)

Welcome New Dealer Members

Dan Powers Chevrolet Buick GMC

Dan Powers

Parkway Cars and Tires, INC

Joseph Henderson

Alfa Romeo Louisville

CJ Leyen Decker

Audi of Louisville

Bob Berry

Bluegrass BMW

Danny Tribble

Courtesy Cadillac

Joe Simoneit

Dan Cummins CDJR of Georgetown

Josh Cummins

Dan Cummins Chev Buick of Georgetown

Josh Cummins

Don Franklin Burkesville Chevrolet

Joe Cummins

Don Franklin Lexington Buick GMC

Eddie Franklin

Don Franklin Monticello CDJR

Franklin Chevrolet Buick GMC

Joe Cummins

Franklin Nissan

Joe Cummins

Hunt Chrysler Dodge Jeep Ram

Ann Jackson

Hyundai Genesis of Florence

Lisa Walsh

Legacy Chevrolet Buick GMC

Edward J. Hyde

Legacy Ford Lincoln

Edward J. Hyde

Mann Chrysler Dodge Jeep Fiat of Richmond

Peggy Crawford

Marshall Ford Inc

Rob Marshall

Quantrell Volvo

Brentley Jones

Sisk Honda

Wilson Sisk

Tim Short CDJR/Hyundai

Joe Cummins

Don Franklin Nissan
Eddie Franklin

Don Franklin Nicholasville Hyundai
Eddie Franklin

Don Franklin Nicholasville Mitsubishi
Eddie Franklin

Tim Short

Watermark Honda
Danny Tribble

Watermark Toyota Chrysler
Craig Questelle

Thank You New Allied Members

MOC Mid-Atlantic
Jeremy Kimsey
P: 804-641-1221
E: jkimsey@mocmidatlantic.com

Peoples Bank
Michael Shoults
P: 304-360-7653
E: michael.shoults@pebo.com

TrueCar
Pat Watson
P: 803-360-6094
E: pwatson@truecar.com

KADA Event Information

Register for the Spring Dealership Workshop!

Sign up for the Spring Dealership Workshop brought to you by KADA and Stoll Keenon Ogden PLLC.

When: Thursday, April 22, 10:00 a.m. to noon EST.

Where: Videoconference call

Who should attend: Dealer Principals, General Managers, CFOs, Office Managers, F&I Managers, Sales Managers and Service Managers

Price: \$150 per dealership plus \$10 for each additional person

What you will hear about:

- What to expect/fear out of Washington
- Auto Consumerism – A Resuscitated Federal Trade Commission, Consumer Finance Protection Bureau
- Use of Sales Arbitration/Employment Arbitration Clauses
- Power Booking and Orange Jumpsuits
- Sales Pay Plans – Arbitration – Magic Language – Noncompete
- Does Commission Mean Commission?
- Manufacturers and Distributors – Attempting to Drive Wedges – Data Sharing Agreements



- Third-Party Vendor/Lender Contracts

Deadline to register: **April 15, 2021**

[Learn More](#)

[Registration Form \(pdf\)](#)

[Online Registration](#)

74th Annual Convention



SIGN UP NOW! 2021 KADA CONVENTION

Register today to join your fellow dealers at the 74th Annual KADA Convention at the Hammock Beach Resort from **June 14-17, 2021**. Enjoy the resort's extensive list of amenities while you participate in various business sessions, learning about the current status and future of our industry. Hear from industry leaders about urban science, cybersecurity for your dealership, succession planning and much more! Plus, hear from KADA's new Chairwoman, Kim Huffman, and new President, Jason Wilson. Below you will find the schedule of events and the NEW online convention registration option.



[Schedule of Events](#)

[Hotel Reservation Link](#)

[Convention Registration \(PDF\) Form](#)

[Online Convention Registration Link](#)

Thank You!

to our Sponsors

PLATINUM SPONSORS

Dealers Performance Group/Easy
Care

GOLD SPONSORS

Bellavia Blatt, PLLC
Cox Automotive
Dealer Systems LLC

SILVER SPONSORS

ACV Auctions
ADMIC
BB&T now Truist
MOC Mid-Atlantic
Zurich

BRONZE SPONSORS

Henderson Hutcherson McCullough
NADA Retirement

BREAKFAST SPONSORS

Cox Automotive
Reynolds & Reynolds

TUESDAY NIGHT SPONSOR

TrueCar



NADA and Other Regulatory News

NADA DEALERSHIP WORKFORCE STUDY

Only NADA and ATD members are eligible to participate.

There is *no cost* to participate.

Participation is the only way for you to receive:

- A complimentary custom report comparing your dealership against aggregated data from your peers across the nation and region, right down to dealerships selling your brand in your state.
- A complimentary Payroll and Retention Report with analysis of workforce data across the nation and by region.

- **EXCLUSIVE one year access to the DWS Database Search Tool: An online based customizable search tool with archived tenure and compensation data from all NADA Dealership Workforce Studies for over 60 positions!**

Compete smart.

- Make informed decisions on pay plans.
- Take steps to reduce turnover and retain your best employees.
- Know the demographic issues facing your dealership.

Click Dealership Enrollment button (in the below link) to get started.

- You will need the NADA Member ID for your single store or Dealer Group to enroll. If you do not have this NADA ID number please contact NADA Customer Service at 800.557.6232.

Enrollment for the 2021 Study closes promptly on April 15, 2021.

To participate: [2021 Dealership Workforce Study](#)

COVID ECONOMIC AID UPDATE: White House Temporarily Shuts PPP Doors to Business with 20 or More Employees

The White House has announced that from Feb. 24 to March 10, 2021, it is restricting new Paycheck Protection Program (PPP) loan applications to businesses with fewer than 20 employees. As of now, the PPP will reopen to larger borrowers March 10- March 31, 2021, when it is set to close.

Employee Retention Tax Credit Available to PPP

All dealers, including those who took out PPP loans, should discuss with their financial advisors their eligibility to claim Employee Retention Tax Credits (ERTC). The Economic Aid Act signed into law in December retroactively allows PPP loan borrowers to claim the ERTC for qualified wages not paid for with the proceeds of a PPP loan. The act also extended ERTC eligibility through June 30, 2021. To claim the ERTC, a dealership must have had to experience either 1) a full or partial shutdown due to a government order related to the coronavirus pandemic or 2) a significant decline in revenue in a calendar quarter. Regarding the latter, gross receipts must have fallen by at least 50% for the same calendar quarter from 2019 to 2020, or at least 80 percent for the same calendar quarter from 2019 to 2021. Note that the [IRS's ERTC FAQs](#) do not yet contain updated guidance.

On Monday, Feb. 8, 2021, NADA hosted a webinar on the eligibility criteria for the new PPP, the revised ERTC, the deductibility of expenses paid with PPP loan proceeds, and the process and key factors involved with applying for and obtaining PPP loan forgiveness.

Questions on the above matters can be directed to regulatoryaffairs@nada.org



Congratulations to Steve Gates, TIME Dealer of the Year Nominee!

We'd like to once again recognize Steve Gates of Toyota South for representing Kentucky as the Time Dealer of the Year nominee at the 104th Annual NADA Show earlier this month. Although the show looked a bit different this year, Steve made us proud as one of the 41 dealers nationwide who was honored.

[Read more](#)

Preferred Partner Spotlight



The Automobile Dealers Management Insurance Company provides a competitively priced workers compensation program designed exclusively for Kentucky auto dealers.

For more information, contact:
John Foresman
jforesmand@uscky.com or 502-553-0542

Visit KADA Preferred Providers

This publication is intended to provide accurate and authoritative information on the subject matter covered and is distributed with the understanding that the publisher and distributor are not rendering legal, accounting, or other professional services and assume no liability whatsoever in connection with its use.

Visit our website: www.kyada.com

Follow KADA on Facebook

