



March 2023

A Message from Jason Wilson, KADA President



Dear Kentucky dealers,

I'm happy to report that the 2023 Legislative Session is officially over and that we were successful in securing legislation that will benefit our industry for hopefully years to come. The past month we have been working hard to ensure that your voices were heard, and your concerns addressed.

As you have probably seen in our other communications, we focused on House Bill 150 and Senate Bill 163. SB 163 prohibits manufacturer direct sales and requires retail reservations to be assigned to dealers. It also expressly provides that military members are **NOT** required to have a Kentucky driver's license to register a vehicle in Kentucky. HB 150 ensures that franchise dealer rights are further protected.

Thank you to everyone who reached out to legislators — your participation and support truly made the difference. Stay tuned, we will have a podcast recap on this past session.

Our 2023 Convention is coming up quickly and it's going to be one for the books! I really hope to see each of you there. Our Annual Convention is an incredible opportunity to network with your peers, stay informed about the latest trends in the industry, and have fun.

There are a host of resources available to you as a KADA member which you will see sprinkled throughout this newsletter. We have partnered with leading companies in the industry that are here to provide you with valuable insights, tools, and services that can help your business thrive. I encourage you to take advantage of these programs and to explore the opportunities that they offer.

Thank you again for your continued support — it's an honor to serve the dealers in Kentucky.

Onward!

KADA News

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 in their weekly updates linked below.

Topics such as:

- Best practices for engaging in the interactive process required by the ADA
- DOL'S proposed overtime rule projected soon: How can employers prepare?
- Affirmative action plans
- Employee records

March
Updates

To learn more about everything SESCO offers, reach out directly to Jamie Hasty at jamie@sescomgt.com or by calling (423) 764-4127.

Last Day: 2023 NADA Dealership Workforce Study



Conducted annually since 2012, the NADA Dealership Workforce Study is the only authoritative and comprehensive examination of car and truck dealership employee compensation, benefits, turnover, retention, demographics, hiring trends, hours of operation and more. This study provides the latest workforce trends nationally and regionally as well as non-luxury vs. luxury brands. In addition, you can also see data across various sales volume ranges from low, medium, and high-volume stores. **Deadline to participate: Today, March 31st**

Enroll Now

Welcome Preferred Partner Aura



KADA is excited to announce the addition of Aura to our Preferred Partner Program! Known as a leader in ID theft prevention and restoration, they have developed a combination of services that are built specifically for the automotive industry. It protects your customers, your employees, and your dealership; all while enhancing your SafeGuards policy AND increasing your F&I revenue!

Aura's program does not replace any service you already have, and as a result of their partnership with KADA, several of their benefits are provided to your dealership at absolutely no cost! Not sure why your customers should have ID theft protection? Learn more [HERE](#) with a quick video featuring their spokesman, Robert Downey Jr!

For more information, reach out to Jacob Cardwell, at 443-928-4765 or jacob.cardwell@aura.com.

KADA Events

Kain Digital Success Workshop

Join automotive digital experts and your industry peers at the Kain 2023 Digital Success Workshop. Experts from hand-selected companies will share their strategies and tactics on **how to drive business growth and ignite your sales and marketing efforts**.

Enjoy 3 days of unique business sessions alongside a vendor showcase & shark tank, plus a reception at the Kentucky Castle and an afternoon at the Keeneland Races. **Register now and use promo code 'KADA' for 50% off!**

When: April 18-20, 2023

Where: Marriott City Center
121 West Vine Street, Lexington, KY

[Register Now](#)

2023 KADA Convention

Join us as we celebrate the **85th birthday** of the Kentucky Auto Dealers Association at our 2023 Convention. We'll also be joined by dealers from Virginia, West Virginia and Maryland – it will surely be an

unforgettable event!

2023 KADA Convention



[Register Now](#)

[Sponsorship Opportunities](#)

kadet

Make your KADET 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

NextGen President Club \$1,000

Senate Club - \$1,500

House Club - \$1,000

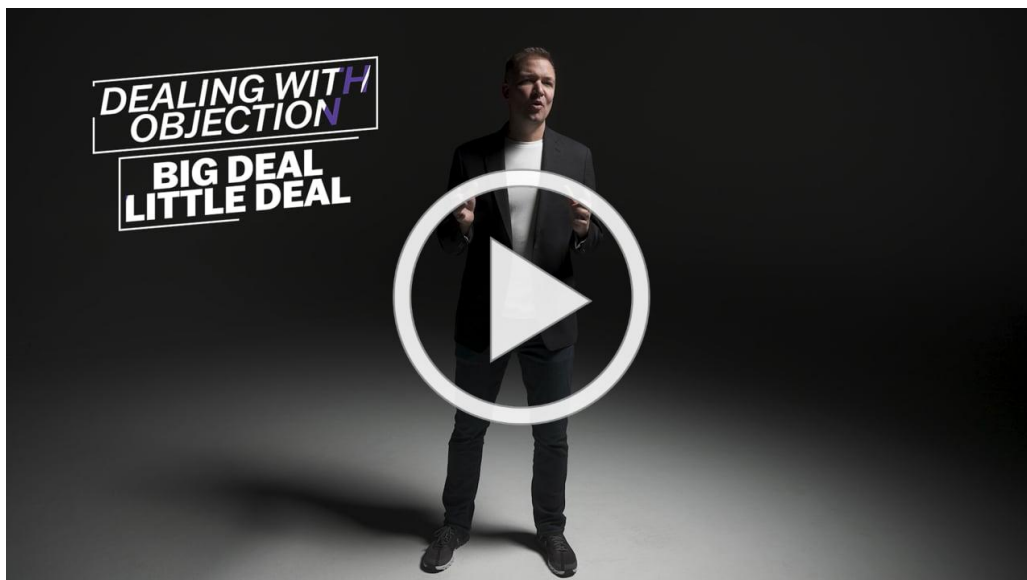
Travis Flaherty

Patron Club - \$800

Tasarla Tudor

[Click here to donate today!](#)

RockED Video: Dealing with Challenging Situations



Scott Tillema, an FBI-trained hostage negotiator, shares how to deal with challenging situations in Sales, Service and Leadership.

For more on mobile learning with RockED, contact:

Katie Loyas
Head of Partner Engagement
917-396-6334
Katie@RockED.us

Welcome New Allied Member

Informativ
Elli Lane
219-902-6656



Industry Update

Sales volume in March, the final month of Q1, is expected to be near 1.30 million, an increase of 2.6% from March 2022. Through Q1, the seasonally adjusted annual rate (SAAR) is forecast at 15.0 million, an increase of more than 6% compared to the 14.1 million SAAR in the first quarter of 2022.

A key driver of the increased sales is the vastly improved new-vehicle inventory level, which is up roughly 70% from the volume recorded in the early months of 2022. Sales in Q1 were also helped by a notable increase in fleet activity. Fleet sales in January were up 58% year-over-year. In February, fleet sales increased by 48%. A similar increase is expected in March.

[Read full forecast](#)

Financial Tips from Preferred Partner Sqwire

Tax season is soon to be upon us! Are you ready? Sqwire, one of our preferred partners, offers a course on Tax Basics along with courses on other important financial topics. You can provide the entire Sqwire platform to your whole team (at no cost to them) to prioritize their financial wellness. Talk to the team at Sqwire to claim your special members-only discounted rate for this important offering! www.getsqwire.com/kada.



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