

SUMMER 2021

FLASHES

A PUBLICATION OF NCADA

NC DEALERS GET DOWN AND DIRTY IN WV

NCADA FAMILY CONVENTION

NCADA NEW CHAIRMAN

Mr. Jeff Michael of North Point Chrysler Jeep Dodge Ram FIAT to lead NCADA in 2021-2022

LAA AWARD WINNERS

Don Williamson and David Westcott Recognized for Lifetime Achievement

NORTH CAROLINA AUTOMOBILE DEALERS ASSOCIATION



THE DRIVER'S SEAT

EVs: Waiting is not an option!

On behalf of the NCADA Board of Directors, I'd like to thank the NCADA members at the Greenbrier for allowing me the opportunity to be NCADA's 87th Chairman. It is quite an honor and quite a responsibility. Thank you for your support!

As we all know, the automotive retail industry is changing at an unprecedented pace. Government regulations, green environmentalists, start-up companies, Wall Street, Tech disruptors and even our partners, the manufacturers, are reshaping our industry daily!

To sit and wait until we clearly understand the future impact of EVs is not an option.

Our industry is one of the last bastions of the true American entrepreneur and I am hopeful that, as Chairman, our members and the NCADA Board can continue to proactively rise up to meet the challenging issues that are shaking the bedrock of our industry.

As part of our June Board meeting, the members approved the creation of a dealer-led steering committee that will work together, across franchises, to best position franchised dealers for the eventual sale and adoption of EVs on North Carolina's highways. North Carolina was the first state that created such a steering committee.

As noted by the Board in their discussion, we must position the dealer as the best, AND only, source to buy and service EVs in the future. We must find new ways to add value to the consumer centric transaction and be a critical resource over the life of that new EV. We must act now to advertise our EV vehicles, our EV expertise and be the tireless advocate for the EV consumer.

Waiting is not an option!

NCADA has a proven track record, tallied over the past eight decades, of dealers' willingness to join together to discuss the future, build a strategic plan and implement that plan. We are being tested now..... and we will meet this challenge head on!

Over the next few months, via either townhall meetings, legal meetings, zoom meetings or other local meetings, NCADA's leadership team..... consisting of both NCADA staff and volunteer dealers.... will cross the state to get your input on these issues. In the end, the Board's ultimate strategy And the strategy of our EV steering committee.... will be crafted to best position franchised dealers as the cornerstone in future vehicle sales. Your input and participation is vital.

In closing, I would be remiss not to thank John and Lisa Hiester for their efforts in leading NCADA last year. Even with the Covid crisis still untamed, John was committed to his dealership, his family, his community, his industry, his employees and the NCADA Board of Directors. Thanks, John, for all that you've done over the past year.

Jeff Michael

Jeff Michael
NCADA CHAIRMAN



MEET THE CHAIRMAN



Jeff Michael, the President at North Point Chrysler Jeep Dodge Ram FIAT, was elected Chairman of the North Carolina Automobile Dealers Association (NCADA) at the group's annual family convention at the Greenbrier Resort in White Sulphur Springs, West Virginia in June.

Prior to being the Chairman of NCADA, Jeff Michael was the Vice-Chairman, serving for the 2020-2021 term. Jeff got into the car business full-time in November 1985 at Parkway Ford. Starting as a salesperson, Jeff worked his way up to F&I, then to New Car Manager, and finally to General Sales Manager. It was in November of 1997, that Jeff took over Bob Neill Chrysler Plymouth Jeep Eagle, as the company's general manager. Within just 6 months he was named President of the dealership, now renamed North Point Chrysler Jeep Inc. In November 2008, his company bought Triad Dodge in Winston Salem and merged it with the North Point dealership. In 2011, he opened Alfa Romeo of Greensboro.

Jeff has served on numerous boards including NCADA's Dealers Choice from 2004-2018 where he was the chairman from 2014-2016. He has also served on the Regional and National Dealer Council (FCA) for 8 years. An active member in the Winston-Salem community, Jeff has supported the Little League of Forsyth County, Forsyth County Human Society, Winston-Salem Street School, YMCA, United Way, and many more local schools, churches, and organizations.

Past LAA Winners

Don Latham, Wilmington
 David Westcott, Burlington
 Fred Anderson, Raleigh
 Doug Wilkinson, Sanford
 Glenn Boyd, Raleigh
 Bonnie Hunter, Charlotte
 Bruce Biggs, Elizabeth City
 Joe Bertolami, Statesville
 Clint Bertschi, Shallote
 David Hoyle, Dallas
 Don Price, Fayetteville
 Joe Alcock, New Bern
 Bud Hunter, Asheville **
 Nelson Cole, Reidsville
 Junie Michael, Winston-Salem
 Cooper Sykes, Durham
 Bruce Griffin, Monroe **
 Rick Hendrick, Charlotte
 Deacon Jones, Smithfield **
 Mike Leith, Raleigh
 Van York, High Point **
 Fred Fowler, Winston-Salem **
 Vic Flow, Winston-Salem
 Sunny Abernethy, Lincolnton
 Andy Anderson, Lake Junaluska **
 Jim Nance, Albemarle
 Diane Turner, Raleigh **
 P. David Brown, Greensboro
 Jim Lowry, High Point **
 Earl Tindol, Gastonia
 Rooster Bush, Morganton **
 John Greene, Sr., Morganton
 Hubert Parks, Kernersville **
 Carl Ragsdale, Jacksonville
 Sam Johnson, Raleigh **
 Joe Nelson, Rocky Mount
 Royce Reynolds, Greensboro **
 Harold Wells, Whiteville **
 Norwood Bryan, Fayetteville
 Coolidge Elkins, Durham **
 George Lyles, High Point **
 Carroll Stearns, Burlington **
 Dick Keffer, Charlotte **
 Carey Ilderton Sr., High Point **
 Frank Anderson Jr., Raleigh **
 Don Bulluck, Rocky Mount
 Bill Howard, Statesville **
 Jerry Alphin, Fayetteville
 Ben Mynatt, Concord **
 Shack Shackelford, Fayetteville **
 John Alexander Sr., Raleigh **
 Dan Thomas Sr., Asheboro **
 Joe Morgan, Sr., Durham **
 Lonnie Davis, Lexington **

** Deceased

LIFETIME ACHIEVEMENT AWARD WINNERS

One of the NCADA Convention highlights for many is the recognition of the Lifetime Achievement Award winners. This is the highest honor given by NCADA and more than 50 NC dealers have been recognized since its inception.

The award recognizes those industry heroes who have stepped up to make a difference in North Carolina. Either in their communities, in their dealerships, or throughout the state, North Carolina is blessed to have civic leaders and dealers who make us all proud.

Don Williamson is a true leader in this industry. He is a pillar in his community and is a leader who has shaped a better tomorrow for all dealers to enjoy.

David Westcott, our second recipient of this year's away is also a leader in this industry. David is a past chairman of NCADA as well as a National Winner of the Time/Ally Dealer of the year program.

Congratulations to both of these men for this outstanding accomplishment



Greenbrier

JUNE 13-16, 2021 NCADA FAMILY CONVENTION

More than 330 NCADA members made their way to the 86th Annual NCADA Family Convention in White Sulphur Springs, West Virginia this past June - where they enjoyed legendary southern hospitality and charm on the monstrous estate of Greenbrier. It was the perfect backdrop to conduct meetings, celebrate and honor accomplishments and network with dealers and associate members.

Over the course of the convention weekend, attendees were able to enjoy a Sunday Welcome reception, golf tournament, RZR off-roading, bunker tours, and of course the very competitive IRON CHEF!

This year's convention was filled with incredible recognitions. NCADA, in conjunction with Ally, recognized 50 years of TIME Magazine's Dealer of the Year Award Winners. Tuesday morning's ceremony featured the recognition of 2021 Lifetime Achievement Winners, Don Williamson and David Westcott as well as the 2021 TIME Dealer of the Year Nominee Natalie Tindol. NCADA would like to congratulate these amazing people who have done so much to help NCADA, fellow dealers, and their local communities.

To close out the convention, NCADA 2020-2021 Chairman John Hiester passed the gavel to incoming Chairman Jeff Michael. NCADA sincerely appreciates all that John and his wife, Lisa have done for NCADA and fellow dealers during the crazy times we call 2020.



Save the date for the 2022 NCADA Ponte Vedra Convention June 19-22, 2022!

Saturday

Before the official kick-off to the convention, the NCADA Board of Directors met to discuss various topics. Such as the advancement of electric vehicles, various legislative and regulatory issues as well as key updates on NCADA programs. The Board held a special dinner the night before the Board meeting honoring members of the AutoPAC Chairman's Club and All-Stars.





Sunday

WELCOME RECEPTION

In true NCADA fashion, the 86th Annual Family Convention kicked off with a welcome party Sunday evening. After over a year in isolation the hugs were long overdue! The beautiful Greenbrier surrounded by the mountains of West Virginia provided the perfect ambiance for attendees to relax and reconnect with old friends while making some new ones.





Monday

ACTIVITIES

Following a wonderful member recognition breakfast, educational presentation from NADA's Paul Metry and motivational session from UNC-Chapel Hill's newest men's basketball coach, Hubert Davis, NCADA Convention attendees spent the afternoon in a variety of activities.

From History and Bunker Tours to Electric Bike Tours, everyone had a blast. The Off-Road RZR Adventure participants quite literally got down and dirty on the back roads of West Virginia. The annual NCADA Golf Classic was also a major success. Congratulations to our winners Garrett Feduke, Mark Fisher, KC Laughlin, and Matthew Livoti!



Tuesday

ACTIVITIES

Staying true to our motto of honoring our past and preparing for the future, Tuesday we recognized our 2020 Dealer of the Year, Natalie Tindol, and our NCADA Lifetime Achievement Award Winners, Don Williamson and David Westcott. Afterwards, we took some time to listen to a panel of our NCADA young dealer members and their thoughts on the future of the automotive industry.

Tuesday afternoon was filled with plenty of fun although the highlight for many was the Iron Chef Competition. Through twists and turns, eight groups chopped, diced, sautéed, and maybe burned their way to success. Congratulations to our three-time winners – the Hiester Family.



MORE CONVENTION HIGHLIGHTS



The 2021 Annual Family Convention kicked off with a much needed Welcome Reception. It was long overdue and so good to see so many friends and colleagues. Convention attendees enjoyed a slideshow full of pictures of past conventions and recognition dating all the way back the birth of NCADA in 1935.



Garrett Feduke, Mark Fischer, KC Laughlin, and Matthew Livoti were the lucky foursome to claim the title of grand champions in the 2021 Annual Golf Classic! Congratulations



NCADA Legal Counsel John Policastro was recognized by Chairman John Hiester for his 15 years of service with NCADA.

NCADA Annual Family Convention could not be possible without our amazing event sponsors. This group was made up of over 40 NCADA Associate Members. The Associate Member and sponsorship program is an integral part of our association and we are extremely grateful for these individuals and the organizations they represent.



RECOGNITIONS

Special thanks to those who make NCADA what it is today!



Executive Committee

NCADA Executive Committee Members were honored at this year's Convention for their dedication to the industry as well as their dedication to the association. Vice-Chairman Jeff Michael will now take over the role of Chairman, Sport Durst former Secretary will become Vice Chairman, and Alycia Kellum former Treasurer will become our Secretary. Mr. Greg York will round out NCADA 2021-2022 Executive Committee as the new Secretary



Ally Partners with NCADA on Statewide Technician Initiative Program

At this year's Annual Family Convention Jeff Jenkins with Ally presents a check to NCADA Chairman John Hiester and NCADA President Robert Glaser for more than \$50,000 to assist with the association initiative to bring more qualified technicians to the state. It is because of NCADA Partners that we are able to make such an incredible impact to our industry.



Gallagher's Carol Wagoner recognizes Lynn Wilson with The Influencer Award

The Gallagher Influencer Award recognizes someone who through their knowledge, authority, and relationship with the industry works tirelessly to improve dealerships from the inside out. For 18 years Lynn Wilson has been doing just that at Marc Jacobson Toyota. Her strongest attribute is the paternalistic approach to taking care of all the MJT employees... creating a family atmosphere, making communication and education a priority, conducting biometric screenings on-site, and always looking out for employees' best interests. She realizes that her employees are one of their biggest advantages/attributes and she works tirelessly to provide them with the best experience possible.

She is selfless. And always puts the needs of her employees and the dealership above herself.

2021 Hometown Heroes Contributors

John Greene Chrysler
Don Williamson Nissan
Sir Walter Chevrolet
Chevrolet of New Bern
Bob King Automotive
Howard RV Center
Mike Toler Chrysler
Hendersonville Jeep
Friendly Chevrolet Buick
Bob King Automotive
Out-of-Doors Mart
Jones Ford
Parkway Ford Lincoln
Ben Mynatt Dealerships
Morganton Honda
McKenney - Salinas Honda
National Chrysler Dodge Jeep
LaFayette Ford
Doug Henry Ford
Autostar of Hendersonville
Ilderton Chrysler Dodge Jeep Ram
Tindol Ford Roush
Gastonia Nissan
Transource Trucks
Davenport Motor Co
Cooper Ford
Hendrick BMW
John Hiester Chevrolet
Trent Cadillac Buick GMC
Ross Chrysler Dodge Jeep Ram
Michael Jordan Nissan
Kernersville Chrysler Dodge Jeep
Wayne Thomas Chevrolet
Sanders Ford
 Mooresville Ford

NORTH CAROLINA'S



SPONSORED BY THE NORTH CAROLINA AUTO DEALERS ASSOCIATION

HOMETOWN HEROES

For the past five years, driven by the unanimous support of the NCADA Board of Directors, NCADA has been the only organization in the State of North Carolina that has stepped forward to recognize local first responders from all areas of the state.

To date, we have recognized more than 150 first responders in our annual meeting in December and have been joined by both Governor Roy Cooper and Governor Pat McCrory in past years to recognize these honorees.

As an industry, we have tremendous opportunities to make a difference, but we need your help in three ways:

1. First, please nominate a local first responder from your local community. Contact your local fire or police chief to ask their recommendation. This is very easy!
2. Contribute to the HOMETOWN HEROES PROGRAM. A donation form can be found online at ncada.com. 100% of all funds go to supplies, events, trophies, t-shirts, and other materials related to the program.
3. Lastly, please attend the December 2021 Executive Forum where all First Responders will be recognized and honored. It is a fun, impressive and heartwarming meeting to attend.

We are proud of our member support for the local first responders who step forward every day to serve our local communities. Our industry has a history of stepping up on behalf of the brave folks who dedicate their life to public service—join us, and the North Carolina Automobile Dealers Association to help honor our local heroes.

We encourage all dealer members to participate in this year's program. A 2021 voluntary contribution form can also be found online at ncada.com. Please join your fellow dealer members by completing the form and sending back to NCADA today!



This past March we kicked off the 2021 AutoPAC campaign – **United to Protect our Future**. If recent events have demonstrated anything to us all, it is the tremendous impact that government can have on our lives and businesses and the importance of North Carolina’s franchised dealers having a strong voice in who is representing us in Raleigh.

The strength of the NCADA AutoPAC has never been more crucial than it is today and your contribution to the 2021 AutoPAC can make a significant impact in the efforts of NCADA to advance a pro-dealer business climate in North Carolina. The AutoPAC supports the election efforts of pro-business candidates for the General Assembly and other state offices.

Throughout the years, NCADA has fought to:

- Maintain and advance the most dealer-friendly franchise laws in the United States.
- Maintain and increase a pro-business legislature.
- Protect dealers from coercive attempts by manufacturers to engage in operational practices that are not beneficial to North Carolina consumers.
- Improve the tax and regulatory environment and decrease burdens on franchised dealers.

All these things could not be done without the support of our franchised dealer members and without your support of the AutoPAC. We strongly encourage you to participate in this year’s campaign as a Chairman’s Club member. A 2021 NC AutoPAC contribution form can be found online at ncada.com. Please join your fellow dealer members by completing the form and sending back to NCADA today!

A special THANK YOU to all members who continue to contribute and support the NCADA AutoPAC!

2021 AutoPAC Contributors

Mike Alford
Joe Alvarez
Fred Anderson
Michael Anderson
James Bland
William Bleecker
William Brown
Harry Brown
Eason Bryan
Norwood Bryan
William Bulluck
Tom Burton
Mark Carter
Rusty Cox
Daniel Deichman III
Pete Deichmann
Kristin Dillard
David Durst
David Everett
Dave Everett II
John Feduke
Helmi Felfel
Mark Fisher
Greg Gach
Mark Genereux
Dean Greene
Bruce Griffin
David Hansing
Welford Harris
Rick Hendrick
John Hiester
Bonnie Hunter
Thomas Hunter
Randy Hunter
Tim Ilderton
Michael Johnson
Samuela Johnson
Bennett Johnson
Bobby Jones III
James Keffer
Alycia Kellum
Martha King
Dan Lackey
Mary Margaret Latham
Steve Lee
John Lee
Linda Leith
William Lennon Jr
Grant Loftin
Randy Marion
R. S. McCorkle
Jay McFarland
Ray McKenney
David McNeill
Jeff Michael
Tim Mitchell
Chris Morgan
Bill Musgrave
Cynthia Mynatt
David Neill
David Odom
James Van Olp
Richard Parker
Adam Parks
Tim Price
Todd Rakes
Mat Raymond
Garson Rice
Bobby Rice
Mary Rice
Jack Salzman
Dale Stearns
Don Strider
Toby Strider
Wayne Thomas
Mark Thompson
Natalie Tindol
Mike Toler
Ray Vrscek
Kurtis Wagaman
David Westcott
Steve White
Lawrence White
Doug Wilkinson
Ward Williams
Charles Williamson
Brad Wood
Jay Wyatt
Greg York
Gary Younts

NC 40 UNDER 40 NOMINEES

For the past ten years, *Automotive News* has published a listing of 40 Under 40 in auto retailing. This year North Carolina claimed four of the 40 seats. Each of these nominees earned their spot on the list by their real-world accomplishments. These individuals are certainly among the industry's standouts today and are poised to be tomorrow's leaders.

North Carolina has a proud tradition of leadership in the automotive industry and their recent recognition furthers our industry's efforts to build and safeguard the future of the retail franchise system in North Carolina.

To these three wonderful nominees - Thank you for all you have done for our industry and for keeping the future bright and positive!



UPCOMING EVENTS

For additional information regarding upcoming events or how to register please visit ncada.com/events

EXECUTIVE FORUM

RALEIGH - DECEMBER 7

TITLE CLERK SEMINAR

OCTOBER

ANNUAL FAMILY CONVENTION

PONTE VEDRA - JUNE 19-22

BOARD OF DIRECTORS MEETING

NOVEMBER 11

2021 PREMIUM PARTNERS & ASSOCIATE MEMBERS



COX AUTOMOTIVE™



ADG/EasyCare
American Fidelity Assurance Co.
American Financial & Automotive Services
AppleOne Employment Services
AutoPoint/TitleTec
BacklotCars
Bank of America
Bass Sox Mercer, Attorneys
BB&T Dealer Financial Services
BB&T Wealth
BBVA, USA
Better Car People
BMO Harris Bank
Buyers Value Printing
Cardinal Business Forms
Carfax
Caudle & Spears, PA
CBS17 Nextstar Broadcasting
CliftonLarsonAllen
Clutch Technologies
Coolchief
Cox Automotive
Crandall Corporation
Curtis Media
CVR
David Tift and Associates

Dealer Solutions & Design
Dealership for Life
DealersLink, Inc
Dominion Dealer Solutions
Dixon Hughes Goodman,
Federated Insurance
Fifth Third Bank
First Bank
Fourth Elm Construction
Greensboro Auto Auction
Greenville Auto Auction
Gulf States Financial Services
Helion Technologies
Henderson Hutcherson & McCullough
Hendrick Autoguard
HHM CPA's
Hill, Chesson & Woody
Hireology
IHeart Media
JM&A Group
Johnson, Hearn, Vinegar, & Gee
L2T Media
Marsh & McLennan Agency
Manheim Darlington
Manheim North Carolina
Manheim Statesville

MetroTech Automotive
Naked Lime Marketing
Parker Poe Adams & Bernstein
Penney Design Group
Phelps Digital
PNC Bank
Porter and Company
Proactive Dealer Solutions
Proton Technologies
Pure Cars
QB Business Solutions
Resources Mgmt. Group
Reunion Marketing
Reynolds & Reynolds
Sentry Insurance Company
Sokal Media Group
SunTrust Bank
Team Velocity Marketing
The Rawls Group
The Sterling Group
TradePending
TradeRev
United Tranzactions
US Bank
Wells Fargo Dealer Services
Williams Overman Pierce
Zurich Insurance Co.

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MISSION

To use its collective power to proactively preserve, protect, and enhance the economic life, relationships, and image of its members and the association itself.

WWW.NCADA.COM

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