

FALL 2022

FLASHES

A PUBLICATION OF NCADA

LEADERSHIP IN WASHINGTON

NADA WASHINGTON CONFERENCE

SERVICE ADVISOR TRAINING

Training For Service
Advisors Continues In 2022

ALL DEALER MEETING

NCADA Hosts First Ever
All Dealer Meeting

NORTH CAROLINA AUTOMOBILE DEALERS ASSOCIATION



THE DRIVER'S SEAT

Failure is Not an Option

Contact your local House or Senate Member Today

Dear NCADA Members:

As a follow up to our unprecedented “mandatory” dealer meeting in Greensboro in late August, the NCADA Board of Directors is set to meet this fall to continue to discuss plans to protect the automotive retail system and North Carolina automotive consumers. With more than 200 dealer attendees at the meeting, the clear consensus of the dealers was to take any and all efforts to tirelessly and aggressively protect our dealerships, our customers, our employees, our families and more importantly, our livelihoods. As stated by Robert Glaser in the meeting, “Failure is not an Option” when defending our industry.

As an NCADA dealer member, what role can you play to add to our collective efforts to protect ALL members?

- **Invite your Local NC House or Senate Member to your Dealership:** This is the single most important role you can play. Having a local House or Senate member to your dealership, introducing them to your employees and walking them through your dealership IS THE MOST IMPORTANT ROLE you can play.

Explain to them the number of employees you have, the civic organizations you support and the history that you have as part of your community. By introducing them to your employees, they have a better understanding of the economic value you provide to your local community. Lastly, take their picture with a group of your employees in the dealership and send it to NCADA... We will post it as part of our social media plan.

- **Support the NCADA AutoPAC:** Since the early 1990s, NCADA’s PAC has supported those NC House and Senate members who are pro-dealer and pro-business. We need more candidates who clearly understand business issues. Your NCADA PAC contributions go a long way in helping this happen.

• **Make a Contribution to your local Candidate:**

As noted above, the NCADA AutoPAC supports candidates that are pro-business, pro-dealer, and pro-franchise system. We invite you to support your local candidates with a personal contribution as well. Campaigns are getting more expensive year after year and it costs more for candidates to get their message out. The visit to your dealership is a good opportunity to present a contribution.

• **Support the NCADA Victory Fund:**

With the upcoming membership billing, the NCADA Board of Directors is urging all members to contribute to the Victory Fund. Contributions to this fund are “restricted” and go for the express purpose of defending the franchise system and more importantly, cannot be used by NCADA for ANY OTHER REASON. Just today, these funds are being used to hire additional lobbyists in Raleigh as well as an extensive media campaign to promote dealers in their communities.

As an industry, our business model... and our collective future... is under direct attack. We will not back down and we will not give up!

Your help highlighted above will be the deciding factor in protecting the franchise system.

**NOW IS THE TIME ... GET INVOLVED
DO NOT DELAY FAILURE IS NOT AN
OPTION.**

Equally as important, after less than 6 months in the Chairman’s role of NCADA, I’m proud to report that the entrepreneurial spirit and the dealer’s commitment to their customers, families and communities remains a cornerstone of our industry. NCADA members from the coast to the mountains strive every day to do what is best for their customers and their local communities.

I’m proud to be part of this amazing industry and I look forward to working with you in the months ahead to make a difference for the future of our industry. Thank you very much for supporting NCADA and thanks for reaching out to your local candidate!



Sport Durst
NCADA CHAIRMAN
2022-2023





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NADA WASHINGTON CONFERENCE

WASHINGTON D.C. SEPTMEBER 12-14, 2022

In September, NCADA Chairman Sport Durst led a group of dealers attending the 2022 NADA Washington Conference. With numerous issues at the federal level on the agenda, this year's conference was one of the most important meetings in many years.



Dealers from across the nation were updated on the proposed FTC Motor Vehicle Dealers Trade Regulation Rule as well as proposed legislation to address LIFO and catalytic converter theft. At the end of the meetings, dealers then headed to Capitol Hill to meet with various members of the North Carolina Congressional delegation.



Joining Chairman Durst for this year's conference were NCADA Vice Chair Alycia Kellum, NCADA Secretary Randy Hunter, and Alice Hunter, and New Bern dealer Grant Loftin as well as NCADA staff Robert Glaser and John Policastro. Thank you to the NCADA Washington Conference team for participating in this important meeting

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NCADA ALL DEALER MEETING

GREENSBORO AUGUST 25, 2022



As part of NCADA's overall plan to protect the franchise system in response to multiple attacks on our industry, an important "All Dealer" meeting was called by the NCADA Board of Directors in late August.

The objective was to provide all NCADA dealer members with a critical update on the status of multiple issues threatening the industry's future. Including a special presentation from North Carolina Representative Ted Budd, industry discussions at the meeting focused on factory direct sales, build-to-order sales model, new EV sales channels, over-the-air updates, OEM subscription programs, and other critical issues.



The overarching goal of the meeting was to produce an overall strategy for North Carolina Dealers related to the several industry trends that are buffeting the industry. As part of the meeting, NCADA also updated dealers on the status of the NCADA Dealer Response Team and the status of efforts by several startup EV companies to sell directly to consumers in North Carolina.



ASSOCIATION HAPPENINGS



NCADA Controllers Seminar

August 17

On August 17th, NCADA hosted the 7th Annual NCADA Controllers Seminar in Greensboro, NC. Over 190 industry professionals attended the seminar to continue to build their professional education and skills.



Sessions included presentations from industry experts, informative breakout sessions, and a special FTC Safeguards Rule panel presentation. The panel consisting of Richard Vinegar (Vinegar Law, PLLC), Brad Holton (Proton Dealership IT), Larry Guy (Allstate Dealer Services), and Ryan Daly (KPA) lead an engaging Q&A answering industry questions about the rule update. During lunch keynote speaker John Garrett hosted a fun-filled NCADA Family Feud game.

Mr. Garrett closed out the day with a thought-provoking presentation on how to be more than just an employee. Please plan to join us for another amazing Controllers Seminar in 2023.



NCADA Service Advisor Training

September 20-23

In September, NCADA traveled to Wilmington, Raleigh, Winston-Salem, and Charlotte to continue our Service Advisor Training for the second time.

This was a fantastic opportunity for NCADA members to attend an all-day, live training course presented by the Automotive Training Academy. This interactive training taught strategies such as how to streamline departmental processes, develop accountability, elevate service drive morale, and drive higher levels of profitability through more repeat and referral business.



This year's training received feedback such as, "while I have been in the business over 20 years I believe training sessions like these pull people together for networking of ideas and best practices" and, "this is the kind of training I believe to be essential for Service Advisors to attend."

Due to the amount of positive feedback we plan to continue Service Advisor Training in 2023.

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UPCOMING EVENTS



Local Town Hall Meetings

Be Prepared. Be Ready. Be Engaged. Our Future is on the Line. NCADA is heading to a city near you! Local Dealer Town Hall Meetings are an opportunity for NCADA to update Dealer Members on the important industry, legal, regulatory and legislative issues impacting franchised dealers in our State.

More importantly, the meetings provide NCADA with important local dealer feedback on key issues as the NCADA Board of Directors begins to prepare NCADA's legislative agenda and other programs for the coming year. There is no cost to attend, but an RSVP is required. Hope to see you there!

October 13	Rocky Mount	October 19	Fayetteville	October 26	Raleigh
October 18	Burlington	October 20	Asheboro	October 27	Greenville
November 10	Triad				



SMART Team

NCADA is looking for dealership employees to join our SMART team. The objective of the Social Media Automotive Response Team ("SMART") is to create a team of industry employees who have responsibilities related to or involving their dealership's social media efforts, so that NCADA, on behalf of the entire industry, can significantly amplify pro-dealer, pro-industry consumer messages. For example, NCADA will post on social media and then send each member of the SMART team, a message informing them of a new post and urging them to share and like that post. Reposting could be done on both personal or dealership social media.



The only messages that will be shared through the SMART network will be industry-wide, pro-dealer, pro-consumer, and pro-franchise messages. Messages that will not be part of the program are any messages that promote a single dealer, brand, vehicle or make of car. To join the SMART team please email **Bridget Johnson** at bjohnson@ncada.com



Executive Forum

December 13, 9:00 AM - 5:00 PM

Join us for this year's NCADA Executive Forum on Tuesday, December 13, 2022! We have an exciting slate of speakers scheduled to appear. Don't miss it!

The event will also feature several breakout sessions that are targeted to the various areas of your dealership's operations. These are informative breakouts for multiple members of your team! Stay tuned for more information!



Tradition of Leadership

January 28, 2023, Dallas, Texas

NCADA and North Carolina's new car, truck, and RV dealers have been at the forefront of our industry since its inception. Assuming countless leadership roles, receiving various state and national accolades, and advancing state and federal policies to support our industry, North Carolina dealers truly represent "A Tradition of Leadership." In conjunction with NADA, NCADA will recognize special leadership and other North Carolina dealers in our industry at the 2023 NADA Show in Dallas. Stay tuned for more information.

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DRIVER'S SEAT**

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NCADA FAMILY CONVENTION

Ahoy! This year's convention in Ponte Vedra was one for the books. Next year, we will continue this trend in an even more spectacular fashion. The 2023 NCADA Family Convention will take place at the Kimpton Seafire Resort in the Grand Cayman Islands!

This luxury Caribbean Beach Resort is a state-of-the-art wonder on the world-famous Seven Mile Beach. Enjoy the open-air design, winding gardens, secret sanctuaries, and water vistas at every turn. The resort gets the name Seafire from the sunsets that seem to set the ocean ablaze. Please make plans to join us June 11-14, 2023, for an unforgettable industry celebration among the Caribbean Sea. We will also be bringing back the beloved Pirate Party Celebration. Be on the lookout for more details to come!

"#1 in Best Cayman Islands Hotels"

- U.S. News & World Report, 2022

Cayman Islands
June 11-14, 2023

ANNUAL FAMILY CONVENTION AT THE KIMPTON
SEAFIRE RESORT AND SPA

**I DARE YOU TO MAKE
YOUR LIFE EASIER**





HEROES

RECOGNIZE YOUR LOCAL FIRST RESPONDERS



The Hometown Hero Program is in full throttle as dealers across the state recognize their local first responders. NCADA would like to encourage your dealership to participate in the fun! For the past six 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 220 first responders at our annual Executive Forum in December and 500+ Heroes in totality.

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

- First, please nominate a local first responder from your community. Contact your local fire or police chief to ask for their recommendation. This is very easy! Then fill out the nomination form under the Hometown Heroes tab on our website and send it to kfike@ncada.com to submit a nomination.
- Secondly, please attend the December 2022 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 members' support of the local first responders who step forward every day to serve our local communities. We encourage YOUR DEALERSHIP to connect with the community and support your local first responders by hosting a Hometown Heroes Dealer Day. These events enable your dealership to reach out to the local community and honor police, fire, healthcare, and EMS workers. If you are interested in hosting a Hometown Heroes event please call **919-828-4421** to get started.



AutoPAC Contributors



The NCADA 2022 AutoPAC Campaign - **Fighting for Your Future** is in its final months. Certainly, 2022 has been a critical year for our industry and 2023 promises to bring similar challenges. As we approach the end of 2022, we are asking all NCADA members who have not yet contributed to the AutoPAC to step up and make your contribution today!

The strength of the NCADA AutoPAC has never been more crucial than it is today and your contribution to the 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 Superhero member (\$3,000 contribution). A 2022 NC AutoPAC contribution form can be found online at ncada.com. Please join your fellow dealer members by completing the form and sending it back to NCADA today!

2022 AutoPAC Contributors

Ralph Abernethy III
Mike Alford
Joe Alvarez
Michael Anderson
Fred Anderson
James Bland
Bill Brown
Harry Brown
Tom Brown
Norwood Bryan
Eason Bryan
Joe Bryson
Larry Cloninger
Rusty Cox
Pete Deichmann
Kristin Dillard
Sport Durst
Jay Egolf
Dave Everett II
David Everett Sr.
John Feduke
Helmi Felfel
John Fields
Mark Fisher
Tony Fisher
Omnia Fowler
Peter Fridrich
Greg Gach
John Gainey III
Macon Griffin
Bruce Griffin III
Hillary Gutshall
Welford Harris
Rick Hendrick
John Hiester
David Hudson
Tom Hunter
Bonnie Hunter
Randy Hunter
Tim Ilderton
Darryl Jackson
Bennett Johnson
Sam Johnson
Michael Johnson
Ken Jones II
Patrick Kabolla
Alycia Kellum
Nick Kincaid
Rob King
Martha King

Dan Lacky
Cory Lallier
Michael Lallier
Mary Margaret Latham
Steve Lee
John Lee
Grant Loftin
Randy Marion
David McNeill
Jeffrey Michael
Tim Michael
Robert Mills
Chris Morgan
Bill Musgrave
Cyndie Mynatt
Joseph Nelson
Neill Nelson
David Odom
Van Olp
Rick Parker
Wayne Perry
Tim Price
Todd Rakes
Mat Raymond
Mary Rice
Garson Rice
Reggie Robinson
Dale Stearns
Larry Taylor
Wayne Thomas
Mark Thompson
Natalie Tindol
Bradley Tyson
Ray Vrscek
Dean Wagaman
David Westcott
Greg Westcott
Lawrence White
Steve White Jr.
Vince White
Doug Wilkinson
Douglas "Wil" Wilkinson
Ward Williams III
Charles Williamson II
Brad Wood
Jay Wyatt
Greg York
Benny Yount

PREMIUM PARTNERS

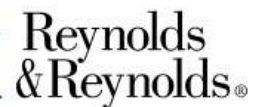
DIAMOND



TITANIUM



GOLD



SILVER



BRONZE



The Dealer's Cloud-Native DMS



Our Staff.

President

Robert J. Glaser
cell: 919-215-8137

Executive Vice President & General Counsel

T. John Policastro
cell: 919-349-0122

Director of Events and Member Engagement

Bridget Johnson

Member Services Manager

Kyle Kimbro

Marketing and Communications Manager

Kobe Fike

Accounting Coordinator

Angela Bass

Accounting Manager

Wayne Bell

.....

NCADA OFFICE

1029 Wade Avenue
Raleigh, North Carolina 27605
919.828.4421

ADD OR CHANGE SUBSCRIPTION INFO:

Contact Kobe Fike
919.866.4973
kfike@ncada.com

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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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