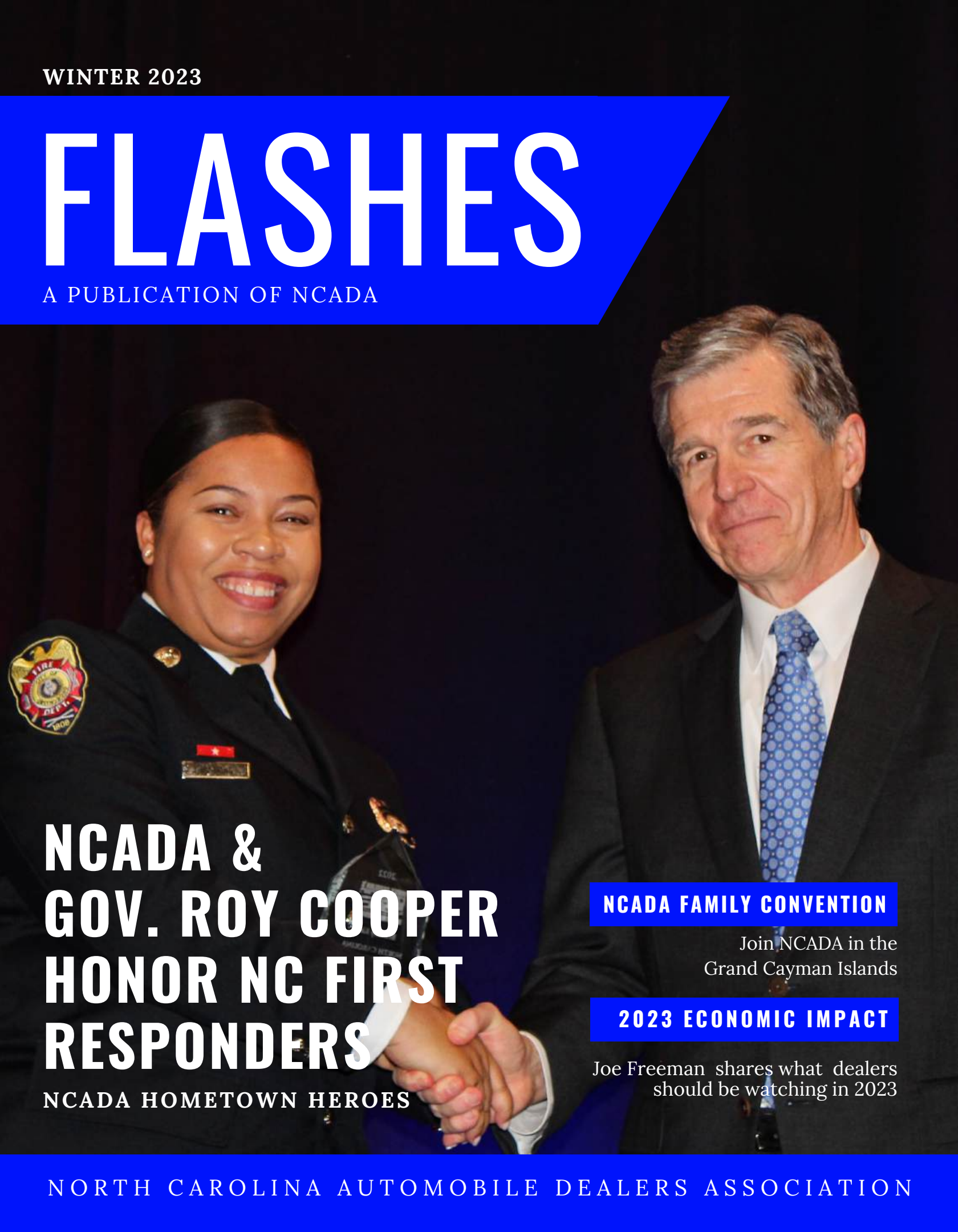


WINTER 2023

FLASHES

A PUBLICATION OF NCADA

A woman in a police uniform, smiling, is shaking hands with a man in a dark suit and blue patterned tie. The woman's uniform has a patch on the shoulder that says "FIRE" and "1908". The man is looking towards the camera with a slight smile.

NCADA & GOV. ROY COOPER HONOR NC FIRST RESPONDERS

NCADA HOMETOWN HEROES

NCADA FAMILY CONVENTION

Join NCADA in the
Grand Cayman Islands

2023 ECONOMIC IMPACT

Joe Freeman shares what dealers
should be watching in 2023

NORTH CAROLINA AUTOMOBILE DEALERS ASSOCIATION



THE DRIVER'S SEAT

"Be prepared to Stand Up and Fight for our Industry" **Your "Top 10" Agenda Items for 2023**

First and foremost, I wish all of North Carolina's franchised car and truck dealers a prosperous, happy, and safe 2023. I would also like to take this opportunity to thank every dealer for his or her support of NCADA in 2022 as well as thank the NCADA Board of Directors for the tireless work they are doing to protect and promote our industry.

It has been an honor for the past 7 months to follow in the footsteps of nearly 90 franchised dealers who have led NCADA since its inception in 1935. The past eight decades have challenged franchised dealers in unprecedented ways.... World Wars, the oil crisis, 9/11, changing technology, terrorism, auto bankruptcies, and most recently, the global pandemic... But... as an industry, I am proud to say, we have never backed down from a challenge!.

And through it all... The tradition of leadership, built by countless North Carolina leaders, has never wavered. I am so proud to have been part of the TRADITION OF LEADERSHIP brunch that we had in Dallas last month and it was an honor to be among the finest car dealer associations in America and among some of the finest dealers in America.

As we kick off a New Year, one in which I am hopeful that our industry will rebound to our pre-Covid sales levels, I strongly urge you to consider adding some of the following to your 2023 New Year's resolutions:

1. Contact your local Legislator in February to tell them of the severe consequences to the franchised car and truck dealers – and their employees and families – should the state seek to allow direct factory sales in North Carolina. This is critically important!
2. Sign up to be one of the "key contacts" in your area to help NCADA's legislative program in 2023 and have your local House or Senate member come to your dealership.

3. Be an NCADA AutoPAC SuperHero... the first line of defense for our livelihood.

4. Attend the NCADA 2023 Convention in the Cayman Islands. From Sting Ray City to jet skis, to scuba diving to a kids-only splash pad – there are countless activities that you and your family can do in the Cayman Islands.

5. Suggest your younger managers / family members participate in the NCADA Future Leaders Group.

6. Call your local police or fire station and sheriff's office to plan a "Hometown Heroes" event in your dealership.

7. Contribute to the NCADA Victory Fund... designed by the Board to protect and defend the franchise system in North Carolina.

8. Attend an NCADA Town Hall meeting in your area.

9. Follow NCADA and repost or share positive industry messages on Facebook.

10. Support the NADA PAC in Washington, DC... they are dealing with a crazy mess in Washington and NADA needs every dealer to help.

I can assure you... however many of the above items you undertake... you will get back more than you put in!

As we move forward in 2023, I expect that our industry will be challenged by outsiders relative to the direct sales model and I ask that you be prepared to stand up and fight for our industry when the time comes.

Lastly, I look forward to your continued support of NCADA and your efforts in continuing to make North Carolina the finest state to be a franchised car and truck dealer.

Good luck in 2023!



Sport Durst
NCADA CHAIRMAN
2022-2023



2022 HIGHLIGHTS

The North Carolina Automobile Dealers Association had a great year in 2022. It is remarkable how much can happen in just one year, and how quickly we can forget. NCADA would like to bring light to events that you may have forgotten about.

In May, with the help of local dealers, NCADA hosted an Electric Vehicle Day for the North Carolina General Assembly featuring 20+ new EVs. In June, the NCADA Annual Family Convention was hosted at the Beautiful Ponte Vedra Resort in Florida where Mr. Wayne Thomas and Mr. Randy Marion were recognized for the NCADA Life Time Achievement Award. The 2022 Convention was one of the best to date and will certainly be remembered by dealers and families.

In August, NCADA hosted its first-ever All Dealer Meeting bringing over 180 dealers from across the state together to meet on industry topics. Finally, closing out the year more than 200 industry professionals attended the NCADA Executive Forum in December where Governor Roy Cooper honored 50+ first responders as hometown heroes. These are just a few examples of the efforts NCADA took in 2022 to keep North Carolina the best state in the Nation for new car, truck, and RV dealers.

Adittonally, NCADA collaborated with local dealerships to increase consumer protection and worked with state legislators to ensure that dealerships were given the tools to run their businesses more effectively. Looking ahead we will continue to provide resources and assistance to local dealerships, as well as work with legislators to ensure that dealerships can run their businesses efficiently.

We strive to make 2023 an even more eventful and successful year for North Carolina's new car, truck, and RV dealers and all our members. All of us at the North Carolina Automobile Dealers Association want to thank you for your business, loyalty, and support this past year!





Economic Forecast for 2023

What every dealer should be watching.

Guest Column By Joe Freeman - Adolos Asset Management

North Carolina auto dealers have enjoyed several years of strong profits. Inventory shortages pushed new and used prices to unprecedented levels and margins have expanded accordingly. Recent surveys suggest that dealers' attention has now turned to the economy and interest rates.

Will the strong job market and resilient consumer continue to support the economy, or does something break and we then experience a much worse outcome than expected? The lagged effect of rate hikes, yield curve inversion, negative sentiment, waning savings, and decline in leading economic indicators suggest the latter.

The outlook for 2023 calls for lower inflation, slightly higher unemployment, a mild recession, and a flat S&P 500. We are likely to retest the market lows before recovering in the latter part of the year. As consumers reduce spending and corporate profits come under pressure, the economy will be weak. The Fed won't be able to come to the rescue as it continues to focus on price stability.

Dealers should expect short-dated interest rates around 5% and long rates to drift lower if a recession takes hold. Affordability will be an issue throughout the year as high car prices and interest rates collide with falling consumer savings and available credit.

Consumer sentiment and unemployment are two good indicators of vehicle demand. Sentiment is already near historic lows, but constrained inventory has thwarted its usual effect. Employment is strong, but job losses usually begin when the rate hiking cycle ends (and cuts begin!). Dealers should be watching sentiment and unemployment and weighing these against pent up demand.

As inventories are beginning to build, affordability is crimping demand, and order books are slowly fading. North Carolina car dealers are wise to go back to the basics in 2023. Make sure sales staff are sharp, customer service is top notch, and there is a solid marketing plan. These will be required to thrive in the likely economic slowdown in 2023.



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““WITHOUT A DOUBT, THE MOST REWARDING ASPECT OF MY CAREER IS KNOWING THAT I HAVE AFFECTED THE LIVES OF MY EMPLOYEES AND THE PEOPLE OF OUR COMMUNITY IN A POSITIVE WAY,” NOMINEE LEE SAID. “THE GREATEST REWARDS IN LIFE COME FROM OUR RELATIONSHIPS WITH PEOPLE, AND THIS BUSINESS HAS PROVIDED THAT OPPORTUNITY EVERY DAY.”

Lee is a 1982 graduate of Atlantic Christian College (now Barton College) in Wilson, North Carolina, where he earned a B.S. in business administration. His passion for the car business started at a very young age as his father owned a Ford dealership in Elm City, North Carolina.

“I grew up loving that place,” he said. “I would ride my bike there after school to see my dad and to be around the men in the shop, who were like family to me. As soon as I was old enough, I began working there, doing whatever jobs needed to be done.”

JOHN LEE

2023 TIME ALLY DEALER NOMINEE

NCADA is proud to announce that Mr. John Lee, chairman and owner of Lee Ford Lincoln in Wilson, North Carolina, is North Carolina's nominee for the 2023 TIME Dealer of the Year award.

Lee is one of a select group of 48 dealer nominees from across the country who was honored at the 106th annual National Automobile Dealers Association (NADA) Show in Dallas, Texas, on January 27, 2023.

The TIME Dealer of the Year award is one of the automobile industry's most prestigious and highly coveted honors. The award recognizes the nation's most successful auto dealers who also demonstrate a long-standing commitment to community service. Lee was chosen to represent the North Carolina Automobile Dealers Association in the national competition – one of only 48 auto dealers nominated for the 54th annual award from more than 16,000 nationwide.

While Lee always knew he wanted a career as a car dealer, he never expected that day would come so soon. When he was 20 years old, his father died of lung cancer and Lee returned from Campbell University in Buies Creek, North Carolina, where he was originally attending college, to take over the dealership.

“Many times, during the course of my dad's illness, he told me how important it was that I finish college,” he said. “So rather than drop out, I transferred to a local school to complete my education while running the business in between classes.”

His fiancé, Lynn, also transferred and the two were married three months after his father's passing. “Together, we struggled to keep the business from going under,” Lee said. “Thanks to the help of Hester Tyson, my father's office manager, we held on and gradually became profitable.”

Today, the Lee Motor Group encompasses nine new-car dealerships in North Carolina, South Carolina and Georgia, representing brands Chrysler, Dodge, Ford, Genesis, Hyundai, Kia, Jeep, Lincoln, Nissan and Ram.

“Maybe it was a blessing that I was so young when I started my career because I didn't know any other way to run a business than to work as hard as possible, day and night, with grit and determination to never give up,” he said. “The lessons I learned in those early days gave me the confidence that I could do just about anything I set my mind to, as long as I had good people surrounding me.”

Lee is proud to note that all of his stores have received the highest awards from manufacturers for sales and service. “These achievements would not be possible without a great team,” he said. “Many employees have been with us for decades and watching them grow professionally through the years alongside me is a joy as well as a benefit for our company that cannot be overstated.”

An active member of the state trade associations in North Carolina, South Carolina and Georgia, Lee also serves on dealer councils and advertising groups for the manufacturers he represents. He is committed to moving the industry forward and has fulfilled that promise in a very unique way.

When he was moving one of his dealerships in Wilson, Lee donated the former dealership and its property to the adjacent Wilson Community College to use the facilities and equipment for the school's automotive technology program.

The Lee Technology Center is now home to the college's automotive program as well as a small business center and is expanding to include other hands-on technology spaces.

“When completed, the Lee Technology Center campus will serve more than 400 students annually,” he said. “This is one of the most rewarding projects I have been involved in as I see lives being improved by training young people for today's high-demand jobs and by encouraging entrepreneurship.”

Lee is proud of his long association with Barton College, his alma mater, where he has been a member of the board of trustees for 32 years and served as Chair from 2015-2020. “Barton is not only a major employer in our area but provides a place for young people to receive an excellent liberal arts education,” he said. “It is rewarding to have played a part in the success and growth achieved at Barton.”

He is also committed to the Baptist Children's Homes of North Carolina (BCH) and has served on the board of trustees since 2014 and is currently serving in his second term as Chair. The group, which started as an orphanage, provides services to children, families and adults in need in North Carolina, South Carolina and Guatemala.

“Their work aids children and families suffering from abuse, abandonment, neglect and other forms of crisis, as well as disabled adults, at-risk youth, aging adults and much more,” he said. “The ways that BCH impacts lives in our community and state is real and lasting.”

Dealers are nominated by the executives of state and metro dealer associations around the country. A panel of faculty members from the Tauber Institute for Global Operations at the University of Michigan will select one finalist from each of the four NADA regions and one national Dealer of the Year. Three finalists will receive \$5,000 for their favorite charities and the winner will receive \$10,000 to give to charity, donated by Ally.

In its 12th year as exclusive sponsor, Ally also will recognize dealer nominees and their community efforts by contributing \$1,000 to each nominee's 501(c)3 charity of choice. Nominees will be recognized on AllyDealerHeroes.com, which highlights the philanthropic contributions and achievements of TIME Dealer of the Year nominees.

“For over 50 years, TIME has been committed to recognizing the impact of automotive dealers on their communities with the TIME Dealer of the Year award,” said Edward Felsenthal, editor in chief and CEO, TIME. “We are proud to continue the legacy of honoring these works of service with our partners at Ally.”

Doug Timmerman, president of dealer financial services, Ally, said, “Auto dealers across the country who are nominated for this award each year are committed to not only doing it right and leading in a rapidly changing automotive industry but to strengthening their communities through giving back. The TIME Dealer of the Year program celebrates dealers who are the role models of the retail auto industry for their continuous efforts to lift up and support their employees, customers and communities.”

Lee was nominated for the TIME Dealer of the Year award by Robert Glaser, president of the North Carolina Automobile Dealers Association. He and his wife, Lynn, have one daughter.



EXECUTIVE FORUM

DURHAM DECEMBER 13, 2022

More than 200 industry professionals from across the state gathered for our 15th Annual Executive Forum "Creating Stability in Uncertain Times" in Durham, NC in December.

NCADA Chairman Sport Durst kicked off the forum with comments regarding NCADA's efforts to protect the Franchise System from direct sales. North Carolina Treasurer Dale Folwell highlighted the financial success that North Carolina has enjoyed over the past few years and NADA's Senior Vice President of Regulatory Affairs Paul Metrey gave a public policy update and spoke about new FTC requirements.

The forum included three breakout sessions throughout the day with nine individual presentations from industry experts. Mr. David McNeill and Mr. Jack Salzman were both presented with awards for their time serving on the NCADA Board of Directors. NCADA cannot begin to express our gratitude to both of these men.

NCADA Vice Chair Alycia Kellum introduced our keynote speaker Mr. Lonnie Mayne who delivered an unforgettable presentation on his "Red Shoes Living" philosophy. Lonnie captivated the whole room and proved to be the perfect cap on an already wonderful slate of speakers.



Finally, the NCADA Executive Forum would not be possible without our fantastic industry sponsors. We would like to say thank you to each and every sponsor that attended. At the end of the day, these sponsors got the chance to give out some great prizes to some dealers. Everything from Apple AirPods, iPads, SWAG bags, and yes, even leafblowers! Thank you to all our sponsors for all the amazing gifts.





HOMETOWN HEROES

HONORING FIRST RESPONDERS

During the Executive Forum local dealers recognized over 50 first responders from across the state. The North Carolina Hometown Heroes program was started by NCADA on the 15th anniversary of the 9/11 attacks on America. Honorees are nominated by their local new car, truck, and RV dealer. Each Hometown Hero was individually recognized by NCADA Chairman Sport Durst and North Carolina Governor Roy Cooper, and were presented with an award as part of the recognition lunch.

These Hometown Heroes included Police Officers, EMS, 911 Dispatch, State Troopers, and Firefighters. Governor Cooper spoke on the importance of our first responders to the State of North Carolina. Heroes took a picture with the Governor and were presented with a check from the NCADA Charitable Foundation for their hard work and sacrifices in local communities.

Thank you to Assurant Dealer Services for sponsoring this initiative and making it possible to honor and hear the stories of the men and women that keep our communities safe!



2023 ASSOCIATE MEMBER PROFIT TIPS

NCADA recently asked our Associate Members to provide us with a few helpful tips for 2023 and here is what they had to say!



HUNTER HOUCK

**Marsh & McLennan
Agency**

Your employees are placing a higher premium on finding meaning and purpose at work. In a world where money is no longer the primary motivating factor for employees, focus on the employee experience is the most promising competitive advantage your organization can create! Now, more than ever, employee benefits are an individual perception. "Collaborate and Create" a cost effective, diverse benefit platform that caters to personal needs and perceptions, enhanced by tools for them to use to make it their personal experience.

ERIK GRUNWALD

**Cardinal Business
Forms**



Each EV dealer should consider establishment of an EV "Czar" or expansion of the Tech Specialist role, as both a sales and support tool for first-time EV buyers to help facilitate home service upgrades, charger location and installation, establish installer relationships and communicate relevant information regarding power company and governmental incentives for purchase and/or charge infrastructure.



CHAD GOODMAN

**Henderson Hutcherson
& McCullough, PLLC**

As new vehicle inventory levels rise in the coming year, managing your vehicle inventory will become important. Expense analysis and benchmarking will be areas to increase profitability as gross profits return to more historical levels.



CHAMP RAWLS

The Rawls Group

For business growth, fostering a culture that sets standards, expectations, and objectives to guide decision-making and implementation is essential. Without this, businesses can become disorganized and chaotic. To recruit and retain top talent and motivate your team to fulfill organizational goals, it is necessary to make an intentional effort and commitment. Cultivating a culture of shared values, respect, and trust will make employees feel empowered and more likely to stay with the business long-term, resulting in higher productivity and imagination.

AMBERLY ALLEN

**Dealer Merchant
Services**



Are your credit card expenses getting out of hand? The laws have changed, and you have options to reclaim most of this expense. But DO NOT try and DIY passing along credit card fees to your customers. Yes, it's legal BUT the card brands have very specific legal and compliance rules. Ask an expert to explain your choices as well as the process to ensure a smooth transition - training is key!



STU ZALUD

ACV Auctions

Depreciation on Used Inventory has accelerated more quickly than most experts forecasted. Used Inventory is currently depreciating more weekly(1 to 2 percent in most segments source:Blackbook data) than typical.

Dealers need to refocus on a Hard Turn for their used inventory. Start preparing units before they reach the turn day limit to wholesale. A Hard Turn minimizes any loss and improves cash flow. Carrying costs continue to rise with interest rates climbing. Keep your Use Inventory fresh and inline with your sales goals and your bottom line will not suffer.

CARL BOHRER

Allstate



Maximize F&I profits in 2023 by speaking the customer's language.

When your F&I team is presenting voluntary protection products, they should always speak the customer's language. When evaluating products to protect their vehicle, all customers ask themselves: 1) "What IS this?" 2) "Do/Will I NEED this?" 3) "What if I DON'T BUY?" / "What're the ODDS?" and 4) "How does this PROTECT me?" To maximize customer value, your F&I team should align each product presentation to the following 4 points: 1) What your product 'IS'; 2) why they may NEED it; 3) The potential CONSEQUENCES of not having the product and finally, 4) How the product works to OFFSET them. Have your F&I team do this for every product presentation, and watch profits go up.



MICHAEL WASLE

American Fidelity

Every employer right now is looking to enrich employee engagement, satisfaction, benefits literacy and workplace culture to ultimately improve employee retention. We have a unique opportunity to impact those areas through our model to effectively educate and communicate benefits to their employees.

BRAXTON BELL

Braxton's Auto



For Pre-owned vehicles, maximizing profit is a factor of both cost control, knowing your costs and the quality of the product on the front line to meet customer needs with the right blend of vehicles. Building a system of cost control that integrates the lot service providers and your accounting department can accomplish one half of this equation without increasing burden. Make sure you have a single point of approval and work with lot service providers to receive invoices with the same vehicle level details on the same cycles so that charges can be posted to the car before the sale and reduce or eliminate cost of sale adjustments.



**MarshMcLennan
Agency**



Marsh McLennan agency is proud to sponsor North Carolina Automobile Dealers Association.

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Your future is limitless.SM

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DAVID TIFFT
David Tifft and
Associates LLC

Engage your employees with consistent monthly Budget & Process Meetings. This process executed properly is proven to create consistent employee engagement, accountability, teamwork, retention and profitability.

WAYNE MOORE
Assurant Dealer
Services



To maximize profitability in 2023, dealers are going to have to get back to basic “blocking and tackling” with their sales process. The past 2 years of record-breaking profits have led many sales managers to stop training on sales processes and objection-handling techniques. As inventories begin to return to normal levels, as competitiveness returns, and as interest rates increase dramatically, customers are going to demand more from salespeople than any time in recent memory. Establish a sales process, commit to it, and train on it every day.



HUNTER AMACKER
Capital Automotive

When was the last time you reviewed your real estate from an investment perspective? Property-related expenditures are the second-largest expense behind personnel costs at a dealership. Understanding the components of your real estate is critical for your business. Is your dealership property future-proofed for EV considerations like electric load and charging station locations? Is scheduled maintenance of large cost items occurring (i.e., roof, HVAC, asphalt, exterior lighting)? What is industry standard environmental risk (maintained oil-water separators and in-ground lifts)? A regular review of the components of your dealership real estate can help you enhance the value of your asset.



DAVE SPANNHAKE
Reunion Marketing

One of the most important changes in how you measure website performance is happening this year. Google Analytics 4 will become the exclusive measurement tool offered by Google starting on July 1st. If you do not have it set up correctly, all of the tens and hundreds of thousands of dollars driving traffic to your websites cannot be accurately measured and useful historical data will evaporate. Because of the importance of this matter and in the nature of giving back to our industry and community, Reunion Marketing is exclusively offering to set up Google Analytics 4 for any NCADA Dealers!

MATTHEW DAVIS
TradePending



One of the simplest (and 100% free) ways to get more trade-in leads is to place a “What’s My Car Worth?” product in your Google Business Profile. When a person clicks that product, direct them to the “value your trade” landing page on your website. We see customers routinely get 10% more leads every month from this approach.



DAVID BAFUMO
FNI Incorporated

Dealers can maximize profitability in 2023 by managing and leveraging auto finance partner relationships to match evolving used vehicle retailing realities and the expected decline in consumer credit scores in the year ahead. Fine tuning dealership F&I processes and deal structures for non-prime transactions, and for buyers of higher mileage used vehicles, will boost profits without adding new costs

JAY LOWE
Gallagher



When your F&I team is presenting voluntary protection products, they should always speak. If the cost of your medical plan continues to increase, consider making adjustments to your drug formulary. The cost of medications account for roughly a third of medical premiums each year and insurance companies have options to help offset some of these rising costs. A more efficient drug plan can help you save money in both the short and long terms.



ROBERT GRILL
CARFAX

One of the biggest mistakes from dealers today is not making their vehicles stand out in a crowded marketplace. Each vehicle is only differentiated by Year, Make, Model and Miles, causing them to be priced the same based on generic market pricing. Consumers want to know the story behind each vehicle: Who owned it? Where did it come from? What kind of life has it led? Was it taken care of? The solution is in a quality description! It's as simple as painting a picture; making your vehicle stand out in a crowd, pricing it accordingly, and explaining where the price came from.

CHRISTOPHER PERRY
LotLinx



Based on changing market conditions, to maintain profitability in 2023 turning inventory efficiently will be critical. Make sure all of your inventory, not just certain high demand units are getting enough visibility. Monitor all of your traffic providers and listing sites to be sure there isn't over spend on some units, while others are under viewed resulting in increased days on lot, holding cost and markdowns.

CAROL KILNER

BanaLogic Corporation



As you work hard to capture critical service and parts revenue with your fixed ops side of the business, don't let things like incorrect damage claims, or missed service opportunities disengage you from your valued customers. Consider investing in smart lane technologies like FASTLIGN for suspension health and alignment checks to increase revenue and equipment like BODYGUARD to document pre-existing vehicle condition to keep that revenue on your books. These tools are affordable and offer a fast return on investment.



PERRY LINDSAY

Carolina BG

Do you follow the same culture and process in your Fixed Ops Department as F&I when it comes to a menu process. In Finance each client will have a menu presented and you measure the outcome. SMART VMA menu process will allow your Service team to make a menu presentation to each client based on their needs. Stop writing 1 Line Oil Changes. SMART VMA will allow you to measure how each client is educated and the dollars captured or left on the table.

GREGORY PORTER

Porter And Company



Through 2022, bonus depreciation allows for 100% expensing of most assets other than buildings during the year placed in service and has been a big benefit for dealers, especially those constructing new facilities. Beginning in 2023, bonus depreciation begins phasing out and will be gone by 2027 unless Congress reinstates it in future legislation. For 2023, only 80% of the cost of assets placed in service is deductible declining to 60% in 2024, 40% in 2025, 20% in 2026 and 0% after 2026. The amount of Bonus depreciation is unlimited and can result in a large depreciation deduction on new or extensively renovated dealership facilities with a cost segregation study separating the non-structural costs.

Dealers considering building new facilities or significant renovations of existing facilities should consider the benefits of accelerated depreciation deductions that bonus depreciation creates in mitigating income taxes and the future phase out of those benefits. Section 179 will still be available for expensing 100% of the cost of assets placed in service beyond 2022, however the Section 179 deduction is capped at \$1.16 million for 2023 and phases out when property acquisitions exceed \$2.89 million, indexed for inflation. Certain circumstances can limit or reduce the benefits of the Section 179 deduction vs bonus depreciation deduction while it is still available. Dealers planning significant capital expenditures should consult with their tax advisors to understand the impact of these upcoming changes in the tax laws and the associated economic costs depending on when long-term projects are completed and placed in service in the future.



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Dealer
Services

GRAND

June 11-14, 2023

NCADA Family Convention

We'd love you to join us at the 88th Annual NCADA Family Convention at the Kimpton Seafire Resort in Grand Cayman. This luxury Caribbean beach resort offers everything you could want for an unforgettable family convention, with various activities and amenities to keep everyone entertained. The resort offers breathtaking views of the Caribbean Sea 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.

During the Convention, attendees will have the opportunity to experience some cutting-edge educational programs discussing the future of the automotive industry. Highlights of your unique NCADA Convention experience will include:

- Outstanding Guest Speakers
- Educational Seminars
- NCADA Golf Classic Tournament
- Kittiwake Snorkeling
- Wave Runners
- Stingray City Catamaran
- Island Tour
- And much more!

Register at ncada.com/events. If you request additional information or have questions, please contact Bridget Johnson at 919-866-4962 or bjohnson@ncada.com.

As always, we thank you for your unwavering support of NCADA. See you in paradise!

CAYMAN





A TRADITION OF LEADERSHIP

DALLAS JANUARY 28, 2023

More than 150 NCADA members met in Dallas in late January to celebrate North Carolina's leadership role in the automotive industry. The NCADA "Tradition of Leadership" meeting, was held in conjunction with the NADA 2023 Show; and highlighted NCADA members and their contributions to NADA, NCADA, North Carolina, and their local communities.



As part of the meeting, NCADA Chairman Sport Durst recognized the current members of the NCADA Board of Directors as well as past NCADA Board chairmen. Durst noted that the Board members, "Are the ones that created, built, and protected the finest dealer association in the United States."



Additionally, NCADA Vice Chair Alycia Kellum recognized the Time Ally Dealer of the Year Nominees that have represented North Carolina in the past. Recent Dealer of the Year nominees that attended the meeting included:

1998 David Westcott
2003 Randy Marion

1998	David Westcott
2003	Randy Marion
2004	Cyndie Mynatt
2005	Wayne Thomas
2013	Mike Alford
2015	Greg York
2020	Natalie Tindol
2021	Omnia Fowler
2023	John Lee



Lastly, in recognition of North Carolina having more dealers lead NADA as chairman over the past 95 years than any other state, NCADA Treasurer Greg York recognized the North Carolina dealers who have led NADA starting with Mr. CC Coddington in 1928 to David Westcott in 2013 and most recently, Mike Alford in 2022.



In short comments to the attendees, Westcott noted, "North Carolina has a special place among dealers across this Industry... and I was proud to be part of such a strong group of dealers."

In closing, Mike Stanton, NADA's President, along with Mike Alford's friends and family members, expressed appreciation to Mike and the Alford family for all that they have done over the past few years for NADA. In closing, Governor Roy Cooper, via video, recognized Mike as the newest member of the "Order of the Long Leaf Pine", North Carolina's highest civilian honor.



Special thanks to the team at Assurant Dealer Services for hosting the luncheon and, as well, expressing their appreciation to the dealers for their efforts to lead in the automotive industry.



AutoPAC Contributors



The NCADA **2023 AutoPAC Campaign - United to Protect Our Future** will soon be kicking off.

Indeed, 2022 was a critical year for our industry, and 2023 promises to bring similar if not more significant challenges. We are asking all NCADA Members to step up and unite to support the AutoPAC.

The strength of the NCADA AutoPAC has never been more crucial than it is today. As a result, it is essential to stay ahead of the curve and 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.

These actions could not be done without the support of our franchised dealer members and without your support of the NCADA AutoPAC.

We strongly encourage you to participate in this year's campaign as a Superhero member (\$3,000 contribution). A 2023 NC AutoPAC contribution form can be found online at ncada.com. Please unite with your fellow dealer members by completing the form and sending it back to NCADA today!

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

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