



ADA NEWS

FEBRUARY 2014

a publication of the Ohio Automobile Dealers Association

FTC Announces Nationwide Sweep Against Auto Dealer Advertising

Under the title “Operation Steer Clear,” the Federal Trade Commission (FTC) has taken action against auto dealers nationwide for deceptive advertising. The FTC announced that it has settled deceptive advertising charges with nine dealers and is taking action against a tenth dealer. The nationwide

sweep targets purchase, lease, and financing advertisements. The targeted advertisements ran in a variety of mediums including print, internet, and video advertisements.

The advertisements, deemed deceptive in nature by the FTC, included ones that lead consumers to believe they could purchase a vehicle for a deceptively low price due to limited rebates or a required down payment, offering a \$0 due at signing lease which actually required substantial fees and payments due at signing, and offering vehicle financing or lease options without disclosing all terms required by the Truth in Lending Act (TILA) and the Consumer Leasing Act. Additionally, a dealership was targeted for offering sweepstakes prizes to all consumers when all consumers would not actually receive the offered prizes. The nine dealers that agreed to a settlement with the FTC entered into consent judgments stating that the dealership is prohibited from committing the alleged infractions in the future. However, none of the dealers admitted to committing any a violation of the law and there were no monetary penalties levied in the consent judgments. The FTC has a case pending against the tenth dealer who did not settle.

As always, please make sure that your advertisements are in no way unfair or deceptive not only to people who work in the industry but also to general consumers who do not have particularized knowledge of the automobile industry. Avoid any advertisement that may misrepresent the cost of purchasing or leasing a vehicle by showing an artificially low price. Further, do not have disclosure at the bottom of the page that contradicts or

takes away what was said in the body of the advertisement. If you would like to read the FTC’s media release about “Operation Steer Clear,” it can be found here: <http://www.ftc.gov/news-events/press-releases/2014/01/ftc-announces-sweep-against-10-auto-dealers>. A copy of the Ohio Attorney General’s Guidelines on Motor Vehicle Advertising can be found here: <http://www.ohioattorney-general.gov/Files/Publications/Publications-for-Business/Guidelines-for-Motor-Vehicle-Advertising.aspx>. If you have any questions, please contact Don Boyd at (614) 923-2232 or dboyd@oada.com. ■

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For Your Benefit: The New LAW® Ohio F&I Library

One of the Ohio Automobile Dealers Association’s highest priorities is helping you reduce litigation by providing legally reviewed documents that help standardize the finance and insurance process. The Reynolds and Reynolds Company shares this vision and brings the expertise necessary to achieve it.

In Ohio, Reynolds is the sole provider of the trusted and proven LAW® 553 Retail Installment Sale Contract (see below for a list of Ohio financial institutions that accept this document).

Ohio F&I Library...

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Tim Fyda Nominated for Truck Dealer of the Year



Left to right: Zach Doran, Tim Fyda, Mary Ann Fyda, John Dunning, and Tim Doran at the ATD at NADA Convention in New Orleans

Tim Fyda, President and CEO of Fyda Freightliner in Columbus, Ohio, was named as a nominee for the Truck Dealer of the Year Award for 2014. Across the country only six top dealer executives were nominated, a high recognition coming from elections by their peers. The annual Truck Dealer of the Year Award presented by American Truck Dealers and Heavy Duty Trucking recognizes excellence in business practices, industry leadership, and community service. The winner, Kyle Treadway of Kenworth Sales Co. Inc. in West Valley City, Utah, and finalist, Bill Reilley, Sr. of Lakeside International Trucks LLC in Milwaukee, were chosen by a panel of professors from Indiana University's Kelley School of Business.

OADA is proud of Tim Fyda's accomplishments through the years. Fyda Freightliner's excellent business practices and service are very deserving of this recognition. "Uptime is so much more critical than it used to be... Our customers have to be up and running. Margins are thin, and there's just not much room for error in the system," said Fyda. Congratulations to Tim on this outstanding achievement! ■

Ohio F&I Library...

continued from Page 1

Together, OADA and Reynolds have developed a library of standardized, legally reviewed F&I documents that are specific to Ohio automobile and truck dealers. With the development of these new F&I documents, Reynolds now offers the LAW Ohio F&I Library. Contributors to this library include Hudson Cook, LLC and Terry O'Loughlin, Reynolds Director of Compliance.

The LAW Ohio F&I Library:

- Has been reviewed for legal sufficiency; you can have peace of mind that the forms are up-to-date with current laws and regulations.
- Carries copyright protection so the forms cannot be printed by any other company.
- Is made up of forms that are integrated with each other to eliminate conflicts and inconsistencies that could jeopardize a deal.
- Streamlines processes.
- Provides common defenses in litigation and potentially reduce liability.

The strategic alliance between OADA and Reynolds, and the creation of these standard documents, will greatly benefit you. Both OADA and Reynolds are com-

mitted to providing the finest F&I documents for Ohio dealers, which this new library will achieve.

LAW 553-OH Financial Institution Acceptance

- Ally Financial/GMAC
- Auto Credit Acceptance Corp.
- Bentley Financial Services
- C&F Finance Company
- Capitol One Auto Finance
- CarFinance Capital
- CitiFinancial Auto (Arcadia or Transouth)
- Coastal Credit LLC
- Consumer Portfolio Services, LLC
- Credit Union Loan Source, LLC
- Crescent Bank & Trust
- Exeter Finance Corp.
- First Investors Financial Services
- Friendly Financial Corp.
- Greater Cincinnati Credit Union
- Heritage Acceptance Corporation
- Hyundai Motor Finance Company
- InterActive Financial
- Kia Financial Services
- Lamborghini Financial Services
- Marine One Acceptance Corp
- MarkOne Financial
- Mitsubishi Motors Credit of America

- National Auto Acceptance Corp
- Nationwide Acceptance Corporation
- Nicholas Financial Corporation
- PNC Dealer Finance Corp
- Porsche Financial Services
- Professional Financial Service Corporation
- Regional Acceptance Corporation
- Santander Consumer USA
- Security National Auto Acceptance Corp
- Southern Auto Finance (SAFco)
- TD Auto Finance
- The Richwood Banking Co
- TopMark FCU
- Union Trades Federal Credit Union
- Volvo Car Financial Services
- VW Credit, Inc.
- Wells Fargo Dealer Services
- Western Funding
- Westlake Financial Services
- WFS Financial
- Woodside Credit
- World Omni

For more information, contact your Document Services Consultant, call 800.344.0996, or email RDS@reyrey.com. ■

Your IGS Energy Update

Polar Vortex Increases Energy Demand and Prices

The “polar vortex” cold storm that swept through the U.S. in January not only produced record temperatures, but also forced a record amount of electricity to be consumed. The widespread increase in demand caused several generating plants to shutdown unexpectedly as grid operators called for consumers to reduce their use of electricity to avoid rolling blackouts.

A couple of months before this event, we saw natural gas prices increase by 19% from November to December due to increased demand caused by cold weather. So whether you’re heating with electricity or natural gas, it’s smart to plan for the future and get ahead of any changes in the energy market.

Since we can’t predict temperatures for the months ahead, your best bet is to lock in a fixed low rate to protect against potential price increases. By locking in a fixed rate, you can protect yourself from the volatility of the energy market for 1, 2 and even 3 years into the future.

If you have any questions about your bill, or you’re looking for a solution to control your energy costs, or would just like to learn more about all the benefits that come with having IGS Energy as your trusted partner, call me—that’s why I’m here. ■

IGSENERGY
THE POWER OF TOMORROW®

Evan Bollie
IGS Energy, Regional Sales Manager
614-659-5134
IGSEnergy.com/CommercialIndustrial

Next Gen Dealer Brian Hackney Visits with Senator Bill Coley



Pictured left to right: Zach Doran, State Senator Bill Coley, Craig Thomas, Brian Hackney

On Monday, January 20, Next Gen Dealer Brian Hackney along with his father Dana and business partner Craig Thomas hosted State Senator Bill Coley (R-Liberty Township) at their Mercedes-Benz of West Chester store. Senator Coley received a tour of the entire facility, was introduced to employees, and sat down for the better part of an hour to talk business with Craig and the Hackneys. We are appreciative of Senator Coley’s willingness to listen to the problems that Ohio dealers currently face with government in our business. Dealer tax issues and manufacturer-related issues were discussed at length. In particular, the

Hackneys did an excellent job of illustrating the competition that is created with the franchised dealer network in sales, parts, service, and warranty administration and how that all ties in to Senate Bill 260. Brian, Dana, and Craig represented themselves and the OADA extremely well. They did a great job showcasing their investment in their building, people, and Mercedes-Benz.

If you would like to set up a visit with your legislator, please reach out to Zach Doran at 614-923-2234 or Joe Cannon at 614-923-2237 to get started. ■

Tax Forms from Billion Back Rebates Available

BWC will soon mail Internal Revenue Service (IRS) 2013 1099 MISC forms to employers who received rebates in 2013 as part of A Billion Back. BWC is required to send 1099 MISC forms to all employers who received payment of more than \$600.

The rebate amount listed on your 1099 MISC form may be different from the rebate check amount you received last year. This difference is due to BWC withholding any outstanding balance owed from your rebate check.

As of January 31, details for the 1099 MISC are available to be viewed and printed at www.bwc.ohio.gov/formslogin.aspx.

E-mail BWC at EFTgroup@bwc.state.oh.us for more information about your IRS 1099 MISC form. Rebate recipients are encouraged to consult with their tax professionals regarding tax reporting requirements. ■



ADREVIEW corner

Limited Rebates: What, Why, and How

Limited rebates continue to be one of the most highly scrutinized advertising issues by both the Ohio Attorney General (OAG) and the Federal Trade Commission (FTC). Coincidentally, they are also one of the areas that dealers have the most trouble with what they're allowed to do, when they can do it, and how to do it properly. Hopefully by the end of this article you will be an expert on limited rebates and can pass this information along to your advertising department or agency.

WHAT is a limited rebate? A

limited rebate is any discount, savings, or rebate that is not available to everyone who walks into the dealership. A non-exhaustive list examples of limited rebates include: finance rebates; conquest rebates; loyalty rebates; trade-in rebates; lease loyalty rebates; AAA rebates; military rebates; AARP rebates; Realtor Association rebates; recent graduate rebate; and many others.

WHY are limited rebates regulated and scrutinized? The OAG and FTC pay special attention to limited rebate advertising because if multiple rebates are stacked or not disclosed properly, it leads to the advertisement of a deceptively low price that most, if not all, consumers will not qualify for. Advertising a deceptively low price is problematic both for the consumer and the dealership. The consumer will come to the dealership believing they qualify for the lower price and when they are told they don't, many consumers become upset or mistrusting. This anger and lack of trust can lead to consumer complaints or simply lost sales which is never good for a dealer.

HOW can I advertise limited rebates properly? The Attorney General will

allow limited rebates to be advertised in one of two ways:

1. Providing two prices or available discounts; one available to all consumers, and one available to those who qualify for the limited rebate. The advertised prices must be equal in font, font size, and color.
2. The addition of a starburst or other separate statement indicating the rebate's amount and availability to a specific group but not including it in the advertised price.

This is according to the Attorney General's interpretation of the Ohio Consumer Sales Practices Act and the Truth in Lending Act. Additionally, there should be a description of what it takes for the consumer to qualify for the limited rebate. For example, if for a recent graduate rebate the person needs to have graduated from school in the past 6 months, then this needs to be stated in the disclosures.

If you have any additional questions about advertising limited rebates or other advertising issues, please contact Don Boyd at (614) 923-2232 or dboyd@oada.com. ■

The Top 4 Legal Reminders for February

1. FTC Buyers Guides: If the manufacturer's warranty on a vehicle has not yet expired, you may disclose this fact by checking the "Warranty" box and including the following disclosure in the "systems covered/duration" section of the FTC Buyers Guide: "MANUFACTURER'S WARRANTY STILL APPLIES. The manufacturer's original warranty has not expired on the vehicle. Consult the manufacturer's warranty booklet for details as to warranty coverage, service location, etc." The disclosure must be stated in the exact language quoted above. Using phrases such as "balance of factory warranty" are not sufficient. A copy of the FTC's "A Dealer's Guide to the Used Car Rule" can be found here: <http://www.business.ftc.gov/documents/bus13-dealers-guide->

used-car-rule.

2. Advertising the price a dealer will pay for a trade in: A dealership may advertise a price it will pay for a trade-in only if: (a) The price of the motor vehicles offered for sale by the dealership is within the range of prices at which the dealer usually sells said vehicles and is not increased because of the amount offered for the trade-in; AND (b) The advertised trade in price will be paid for ALL vehicles regardless of their condition or age, or unless the advertisement clearly and conspicuously discloses the conditions the trade-in vehicle must meet before such advertised price will be paid.

3. Amount of time to get consumer a title: The dealership has forty (40) days following the date of sale to obtain a title

in the name of the retail purchaser. If the dealer does not get a title in the name of the retail purchaser within forty (40) days, the consumer *has an unconditional right to rescind*.

4. Workers' Compensation Group Rating Deadline: The deadline to submit paperwork to be part of OADA's Traditional Group Rating Program is February 21, 2014. Please contact Sara Bruce at 614-923-2243 with any questions. ■

The GHS Deadline Has Passed. What Now?

by Peter Zaidel, KPA Environmental and Safety Product Director

OSHA required all employees to be trained on the new label elements and safety data sheet (SDS) format of the Globally Harmonized System (GHS) by December 1, 2013.

There will be additional requirements over the next two years as the revised Hazard Communication Standard (HCS) is fully implemented.

June 1, 2015 - Chemical manufacturers, importers, distributors, and employers must be in compliance with all modified provisions of the final revised HCS, with the exception of shipping container labels.

December 1, 2015 - Chemical manufacturers, importers, distributors may only ship containers labeled with a GHS label.

June 1, 2016 - Employers must update their alternative

workplace labeling.

Hazard communication programs must be updated (as necessary) and employees must be provided with any additional employee training for new physical or health hazards.

Does your dealership need help with the final updates to the Hazard Communication Standard?

This article is provided by KPA, a recommended partner of your State or National Association providing Environment & Safety services for Auto, Truck, Heavy Equipment/Agricultural, Motorcycle, and RV Dealers. If you have additional questions, please contact KPA at info@kpaonline.com or 800.853.9659. ■



Tier II Chemical Inventory Reports are Due March 1

On July 13, 2012, the EPA published a final rule to revise Tier I and Tier II reporting forms, as well as the Confidential Location Information Sheet. The rule became effective on January 1, 2014. Facilities must comply with the new requirements on the Tier II inventory form starting reporting year 2013, which is due by March 1, 2014.

Facilities covered by Emergency Planning and Community Right-to-Know Act (EPCRA) requirements must submit an Emergency and Hazardous Chemical Inventory Form to the Local Emergency Planning Committee (LEPC), the State Emergency Response Commission (SERC), and the local fire department annually. All the specific details are online at the Ohio EPA's website. <http://epa.ohio.gov/dapc/serc/invforms.aspx>

You have to report hazardous substances for which your facility must maintain an MSDS under OSHA's Hazard Communication Standard. For Extremely Hazardous Substances (EHSs) the reporting threshold is 500 pounds. For all other hazardous chemicals for which facilities are required to have an MSDS, the minimum reporting threshold is 10,000 pounds. You need to report hazardous chemicals that were present at your facility at any time during the previous calendar year at levels that equal or exceed these thresholds.

How do you know if your facility needs to file the Tier II chemical inventory report? If your facility has bulk chemicals such as the following (includes all tanks - either in UST or AST):

- More than 1600 gallons of gasoline
- More than 1400 gallons of diesel fuel
- More than 100 used/warranty batteries
- More than 1075 gallons of antifreeze
- More than 1550 gallons of new/used motor oil
- More than 1000 gallons of paint
- More than 2 skids of sidewalk salt (sodium chloride – 200 50lb. bags)

Numbers are calculated based on typical MSDS by average pounds per gallon. This report is different than an SPCC plan in that if the tank capacity is X gallons, but you never fill it up and only keep it about halfway full throughout the year, you don't have to report if the quantity is never over the reporting threshold for Tier II. There are lots of other chemicals at car dealerships / body shops, but for these reporting purposes, it would have to be in bulk.

WHERE TO SUBMIT THIS FORM

- Send the Tier Two form(s) to each of the following organizations:

1. Your State Emergency Response Commission (SERC)
2. Your Local Emergency Planning Committee (LEPC)
3. The fire department with jurisdiction over your facility.

In summary, since you store and use chemicals at your facility, you are required by OSHA to keep an MSDS on file for any hazardous chemicals stored or used in the work place. This requirement is in place to protect your employees. The EPCRA Requirements are in place to protect your community and the emergency responders in your area. If one or more of the chemicals stored at your facility is in quantities equal to or greater than the Threshold Planning Quantity (TPQ) for that chemical, then a Tier II form must be filed for every year that any of those chemicals exceed this quantity. More information can also be found on KPA's website - <http://www.kpaonline.com/tier-ii-reporting.html>.

This news brief is provided by KPA, an OADA endorsed partner for Environment & Safety services for Auto, Heavy Equipment/Agricultural, Motorcycle, RV, and Truck Dealers. If you have additional questions, please contact KPA Engineer - Glorianna Cooley at 614.432-5044 / gcooley@kpaonline.com. ■

Three Ohio Dealers Nominated for TIME Dealer of the Year

Three Ohio dealers were elected as nominees for the TIME Dealer of the Year award, which was announced at the opening session of the NADA Convention on January 25 in New Orleans.

Chuck Eddy (Youngstown), Andrew

Glockner (Portsmouth), and David Waikem (Massillon) were nominated for this accomplishment, representing the dealers from the state of Ohio. 57 dealers were nominated in total. Only one other state, New York, had three nominees. This is a high accomplish-

ment for Mr. Eddy, Mr. Glockner, and Mr. Waikem. We are proud to have them as representation of our excellent association of dealers in Ohio. Congratulations! ■

Advertising Review and Enforcement

In late 2013, the Ohio Attorney General's Consumer Protection Section initiated an Advertising Review and Enforcement Project. As everyone knows that advertisements and solicitations are what gets consumers "in the door" to listen to sales presentations or to make a purchase, the Attorney General's Office wants to ensure that all such advertisements and solicitations comply with Ohio law.

The advertising team in the Consumer Protection Section is reviewing advertisements and solicitations of all businesses in all mediums (e.g., print, television, radio, internet advertisements) and received from any source (e.g., consumer complaints, media review, agency referrals, outside referrals, its own inquiries). The team is reviewing advertisements for violations of the Ohio Consumer Sales Practices Act ("CSPA"), R.C. 1345.01 et seq., and its Substantive Rules, Ohio Administrative Code, 109:4-3-01 et seq., and will be focusing on the following areas and types of violations:

1. Direct mail solicitations that target specific consumers, impart a sense of false urgency, or include misrepresentations in inducements to visit the supplier.
2. Going Out of Business / "Liquidation"

/ Distress Sale / Store Closing advertisements.

3. Advertisements regarding extensions of credit, "guaranteed financing," misleading monthly payment terms, and Regulation M or Regulation Z violations of the federal Truth-in-Lending Act.
4. Advertisements regarding price comparisons and rebates/discounts not available to everyone.
5. Advertisements that reference use of the word "free," a regular price or a negative option.
6. "Too good to be true" advertisements that make outlandish claims and/or lack material terms and disclosures.
7. Advertisements that fail to include clear and conspicuous material disclosures, that only use an asterisk for those disclosures, or that contain illegible fine print.
8. Advertisements regarding rain checks, layaway plans, and the availability or unavailability of advertised items.
9. Advertisements that represent an item of goods is new or unused when such

is not the fact; that misrepresent the extent of previous use; or that fail to make clear and conspicuous disclosures that an item of goods has been used.

10. Advertisements that appear to misrepresent the identity of the supplier.
11. Disaster-related advertising.

The Consumer Protection Section has several tools available to address advertising violations, ranging from sending informal letters, to supplier meetings, to enhanced enforcement action in the way of Assurances of Voluntary Compliance and litigation. In its dedicated review of advertising violations in Ohio, the Consumer Protection Section will be utilizing these progressive enforcement tools to ensure that businesses that advertise and solicit Ohio consumers are complying with state and federal law.

For guidelines on complying with Ohio's advertising laws for motor vehicles, please see the Attorney General's Guidelines for Motor Vehicle Advertising available at www.OhioAttorneyGeneral.gov/Publications. ■

NADA Foundation Recognizes Ohio Ambassadors

The Ambassadors program of the National Automobile Dealers Charitable Foundation named 37 new Ambassadors in 2013, bringing the total to 654. "Dealers and associations across the country are setting a great example by utilizing the Ambassadors program as part of their charitable giving," said Bob Mallon, chairman of the NADA

Foundation.

There are 63 Ambassadors that are classified as Ambassadors of Distinction, meaning they have donated 3 or more gifts of \$10,000 to the program and are eligible to present \$2,000 every year in perpetuity.

Several of these Ambassadors of

Distinction are state and metro dealer associations. The Ohio Automobile Dealers Association, Columbus Automobile Dealers Association, Greater Cleveland Automobile Dealers Association, and Toledo Automobile Dealers Association are all in this select category and will continue to advance the good work of the NADA Foundation. ■

NADA Well-Represented by Ohio Dealers in 2014

The National Automobile Dealers Association has announced their 2014 Board of Directors and Committee assignments. These positions are well-represented with spokespersons in Ohio.

Bill Reineke, Jr. will again serve as on the Board of Directors for Ohio. He hails from Reineke's Tiffin Ford Lincoln in Tiffin, Ohio and OADA is glad to have his representation once again.

There are also a good number of assignments on 2014 committees and related organizations filled by Ohio members:

ATAE/NADA Committee:

- Michelle Primm
- Bill Reineke
- Lou Vitantonio (ATAE)

Government Relations Committee:

- Kirt Frye

Industry Relations Committee:

- Kirt Frye - Audi
- Bill Reineke - Nissan

Regulatory Affairs:

- Michelle Primm

- Lou Vitantonio (ATAE)

Dealers Election Action Committee Board of Trustees:

- Tim Doran (ATAE)

NADA Retired Administrators, Inc. Board of Directors:

- Michelle Primm, Chairman (2016)

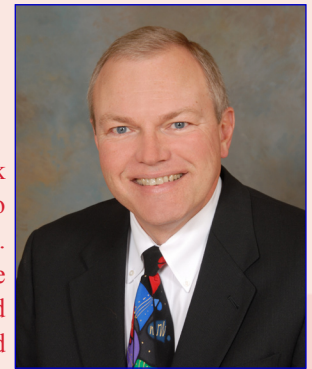
2014 is certain to be another great year for the NADA with this wonderful representation. We look forward to the year ahead! ■

NADA News

A Message from Ohio NADA Director, Bill Reineke, Jr.

Bill to Reduce Auto Dealership Paperwork Passes House

The U.S. House of Representatives passed legislation on Jan. 8 by a vote of 405 - 0 to repeal an unnecessary paperwork burden on small business auto dealerships. The bill, H.R. 724, eliminates an outdated federal mandate requiring auto dealers to certify that new vehicles are Clean Air Act compliant. NADA strongly supports this bipartisan legislation. The U.S. Senate will take up the measure next. "All new cars and trucks are Clean Air Act compliant before they leave the factory, so requiring dealerships to complete a form essentially recertifying these vehicles is unnecessary," said David Westcott, chairman of NADA and a Buick-GMC dealer in Burlington, N.C. Westcott added that new-car and -truck buyers can find documentation of a vehicle's Clean Air Act compliance under the hood of the vehicle, on the Internet or in the owner's manual and supplements, making additional government paperwork given by the dealer superfluous. The bill, introduced by Reps. Bob Latta, R-Ohio, and Gary Peters, D-Mich., repeals an obsolete 1977 law. "NADA commends Reps. Latta and Peters for their bipartisan leadership to eliminate this redundant mandate on small business," Westcott added.



Bill Reineke, Jr.
Ohio NADA Director

NADA: Used Vehicle Prices Climb for Fifth Straight Year

Prices for used cars and light trucks have increased for five straight years, says the NADA Used Car Guide. December closed out 2013 with prices 0.4% higher than in 2012. "A stronger economy, pent-up demand and favorable credit conditions underpinned used vehicle price strength in 2013," said Jonathan Banks, executive automotive analyst of the NADA Used Car Guide, in December's edition of Guidelines, a monthly report on new and used vehicle sales trends and price movement. NADA expects used vehicle prices in January 2014 to be flat or just down from December's levels before rising by 2.5% to 3% through March. By comparison, prices increased by 1.9% over the same period last year as demand was tempered by higher payroll taxes that went into effect at the start of 2013. Prices began 2014 at 18% higher than they were prior to the start of the recession in 2007. NADA's official forecast for 2014 will be released at the NADA Convention & Expo 2014 in New Orleans on Saturday, Jan. 25. Preliminary results indicate prices for used vehicles up to eight years in age will be down by 1% to 2% on an index basis by year's end.

NLRB Judge Invalidates Dealership Handbook Provisions

A recent National Labor Relations Board ruling found several dealership employee handbook provisions violated the National Labor Relations Act (NLRA). These provisions included those governing the dealership's social media policy and dress code. The dealership agreed to voluntarily amend their social media policy to comply with the NLRA but would not change their policy on dress code. At issue was a ban on wearing insignias and other "message clothing" by employees who interact with the public. The judge agreed that the dealership could prohibit employees from wearing pins that could potentially damage machinery or cause injury, but concluded that a more general prohibition on wearing insignias and other communications was overbroad under the NLRA. The decision is on appeal. If you have any questions, contact NADA Regulatory Affairs at regulatory@nada.org or (703) 821-7040. ■



oada | services, inc.
1-800-686-9100

**Offer ends
March 31!**

**Order at least 2 of these 3 items
together for
FREE SHIPPING on both!**

FRAMES

500 - \$0.52 each
1,000 - \$0.48 each
2,500 - \$0.44 each
5,000 - \$0.43 each
10,000 - \$0.42 each

We can duplicate your current frame.

*4 week turnaround on frames and free storage available to ensure you never run out!



AD PLATES

Starting at:
500 - \$0.37 each
1,000 - \$0.28 each
2,500 - \$0.26 each
5,000 - \$0.24 each

We can duplicate your current ad plate. Different gauges available.

*2 week turnaround on ad plates.



APPAREL

Button downs, polos, NIKE, sweaters, jackets, pullovers and much more all on our website at www.companycasuals.com/oadaservices

We will embroider or screen print your logo as well!

*Minimum of 12 pieces



Contact OADA Services with questions or to order

- Zach Doran - (614)923-2234, zdoran@oada.com
- Lindsey Bladen - (614)923-2238, lbladen@oada.com
- Matt Wolf (Columbus & Southern Ohio) - (614)923-2242, mwolf@oada.com



Ohio Automobile Dealers Association 2014 OADA Convention April 10-13, 2014 The Waldorf Astoria Naples



The Convention Package Includes:

- 3 nights, four days at Waldorf Astoria Naples (formerly Naples Grande), Naples, Florida
- 2 general business sessions with “Informative Speakers and Programs”
- Afternoon break-out sessions
- 2 continental breakfasts
- Welcome Reception/Buffer Dinner/Entertainment
- Cocktails and Dessert Reception
- Cocktail Reception and Farewell Dinner
- Farewell Breakfast/Brunch

Please visit the Waldorf Astoria website:
www.waldorfastorianaples.com

Visit www.oada.com and click on events for convention information and the convention registration form.

OADA Welcomes Kevin Smith, University of Akron

Kevin Smith is the Director of the Institute for Leadership Advancement for the College of Business Administration for the University of Akron. Kevin is developing a globally competitive leadership institute from a \$1 million gift from the J.M. Smucker Company. In his previous work at Ohio University, Kevin founded and drove the vision for a nationally award winning leadership center.

As a private speaker and corporate trainer, Kevin has spoken to, taught, and trained over 20,000 industry executives, entrepreneurs, college faculty, and students in various leadership topics including multi-generational leadership, executive brand development, strengths, strategic talent profiling, among others.

Kevin has a unique combination of experiences which positions him well to engage audiences in the ever crucial topic of “Leadership in Today’s Multi-generational Workforce.” Kevin is forward thinking and progressive. He shares practical advice versus theory. He is highly engaging, and holds the attention of his audience. He has the ability to have his audience UP and OUT of their seats.

Registration is EASY! Call Sheryl McGavern 614-923-2228, FAX: 614-766-9600 or e-mail smcgavern@oada.com

