

# ADA NEWS

JUNE 2014

a publication of the Ohio Automobile Dealers Association

## Governor Kasich Signs OADA-Backed Legislation that will Prohibit Motor Vehicle Manufacturers from Competing with Dealers at Retail

On June 5th, Governor John Kasich signed OADA-backed Senate Bill 260, sponsored by State Senator Tom Patton (R-Strongsville). The legislation strengthens Ohio law by

specifically prohibiting manufacturers from obtaining dealer licenses to sell at retail. Senate Bill 260 was introduced in response to the Ohio BMV issuing licenses to Tesla Motors to sell at retail, despite decades old Ohio law that required manufacturers to work with an independent dealer.

The Ohio BMV took the position that ANY manufacturer – current or emerging – could obtain as many dealers licenses to sell at retail as they wish. This decision obviously threatened the significant investments that dealers have made in their businesses, employees and local communities, which is why we pursued Senate Bill 260.

The result of the legislation is that Tesla Motors will be able to retain their current licenses in Columbus & Cincinnati plus an additional point. However, should Tesla sell its operations to any buyer, or produce non-electric vehicles, it would lose its grandfather status and would then be required to use an independent dealer.

More importantly, as indicated, the bill makes it clear that going forward no manufacturer may obtain a dealer license to sell at retail.

Senate Bill 260 was unanimously approved by both the Ohio Senate and the Ohio House of Representatives. OADA is very appreciative of the support of our industry by the bill sponsor – Senator Tom Patton (R-Strongsville) – as well as to the strong bipartisan support the bill received from the legislature. Senate Bill 260 is another example of the importance of dealer involvement in our legislative grassroots program. OADA appreciates the efforts of those dealers who contacted their legislators on this important legislation.

Dealers may contact Joe Cannon at [jcannon@oada.com](mailto:jcannon@oada.com) with any questions on Senate Bill 260 or to find out how you can get involved in our legislative advocacy efforts. ■

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## Third Party Lead Providers

*provided by Mike Charapp, a partner at the law firm of Charapp & Weiss, LLP*

Dealers have given necessary attention to Tesla's attack on state franchising and licensing laws. That is not the only threat to their business model that dealers face. Under the radar, third party lead providers are building their businesses and developing capabilities that can be just as threatening to dealer independence and success.

This article is not an attack on third party

lead providers. They have built businesses, and they are entitled to work for the success of their own ventures. However, dealers must recognize the threat to their independence and the control of their own customers if they become overly dependent on third party lead providers. Loss of control over their

Third Party...

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# Auto Dealers United for Kids Gives \$144,000 to Children's Charities in Toledo



Benefiting charities show off their checks, totalling an astounding \$144,000, given by the Auto Dealers United for Kids

Auto Dealers United for Kids (ADUK), the charitable arm of the Toledo Automobile Dealers Association (TADA) donated \$144,000 to local children's charities in the Toledo area on May 15<sup>th</sup>. Charities benefitting were AdoptAmerica Network, Kids Unlimited, Sunshine Foundation of Northwest Ohio, Vail Meadows Therapeutic Riding Center, Make-A-Wish Foundation, Imagination

Station, the University of Toledo, and Owens Community College.

ADUK was formed 11 years ago by several new car dealers in Toledo to give back to the community where they make their living and to date has donated in excess of \$1.2 million to local charities. The ADUK Gala, where the funds are raised, is a charity preview event that takes place

the night before the Greater Toledo Auto Show opens each year. The 2014 ADUK Gala was presented by The Blade and Hollywood Casino. The casino themed event featured gaming tables and dealers from Hollywood Casino entertained the attendees playing blackjack and craps. A fun time was surely had by all!

This year's ADUK committee was chaired by Paul Devers of Vin Devers Autohaus of Sylvania and included Marianne Ballas, Mike Barchick, Robb Brown, Bobby Jorgensen, Tim Mathews, Andrea Musselman, Mike Rouen, Pat Stark, Dave White, Jr., and John Yark. These dealers work tirelessly on this event and deserve credit for the success of the event. Congratulations to ADUK on another great year! ■

## ADREVIEW corner

### “Free Gas!”

With fuel prices rising, its no wonder that dealers are offering to fill customers' tanks with the purchase of a vehicle. We've seen and heard about a number of different programs. Not surprisingly, advertising some of these offers could put a dealership behind the eight ball when it comes to compliance, so here are a few tips to remember.

**Use of the word “Free”:** According to the Federal Trade Commission, when dealing with a negotiated transaction, like the purchase price of a vehicle, nothing is free. According to their publications, if a

product or service usually is sold at a price arrived at through bargaining (like most motor vehicle sales) rather than at a regular price, it is improper to represent that another product or service is being offered “Free” with the sale.

Unlike the FTC, The Ohio Attorney General's Guidelines for Motor Vehicle Advertisements will allow “free” offers to be advertised, so long as the following conditions are met:

1. The supplier must be able to establish a mean average price for the vehicle immediately prior to the “free offer”;
2. The vehicle must be fungible;
3. The mean average price for the vehicle during the “free” offer must not exceed the mean average price immediately prior to the offer;
4. All terms, conditions and obligations upon which the receipt of the free item is contingent must be clearly and conspicuously disclosed in close proximity at the outset of the offer - **An asterisk next to the offer, with the disclosures in a footnote is not sufficient.**

5. Any conditions must be printed in type size at least one-half the size of the type used for the word “free.”

Keep in mind that the split of authority between the federal and state regulators could put dealers in a difficult position if they choose to advertise using the word “Free” or any other words of similar import, like “2 for 1” or “at no additional cost”.

**Disclosures:** As always, when making an offer, the disclosures of material terms and conditions must be included in the advertisement in a clear, conspicuous manner and as mentioned above, must be in printed in type size at least half the sizes of the type used for the word “free”. A statement that the customer should “see dealer for details” does not suffice.

**Illusory Offers:** Any offer that requires customers to jump through hoops to obtain the free gas could be considered illusory if the requirements to get the promised gas are overly burdensome. The best advice is to use common sense; avoid programs that offer “to-good-to-be true” promises, or you may be left defending the program. ■

own customers is what threatens dealers' businesses.

Many of the lead providers started with a web site providing information for potential buyers. As they looked to monetize their web presence, they developed lead provision as an income generator. These companies will not stand still, They will continue to add capabilities and seek to become fully in control of the vehicle sales process by developing leads, soliciting prices from dealers, arranging sales, and providing financing or leasing. Ask yourself the role of a dealer in that process.

The contest for control of customers has never been more in focus. For years, dealers have struggled with manufacturers who seek to make vehicle buyers identify as customers of the brand rather than of the dealer. Now, third party lead providers envision a vehicle sales world in which they control the customers, arrange the deals, and arrange for financing or leasing. In that world, a dealer is a delivery outpost providing maintenance and warranty service.

This is not to suggest that third party lead providers have no role in the sales process. Many of the providers have arrangements with affinity groups – organizations that contract with the providers to advise on vehicle purchasing to their members. It will be difficult for any dealer or group of dealers to establish affinity relationships to replace those of the providers.

However, a dealer cannot become so dependent on third party lead providers that it loses control of its own customer base. A dealer can do some things.

- Analyze your dealership's dependence on third party lead providers. Is your sale

process so built on third party leads it has affected your marketing and advertising? Would the dollars paid for leads or sales be better spent on targeted marketing and advertising campaigns?

- Are your sales managers and salespeople so dependent on the customers sent to your dealership and the "certificates" they may carry when they visit that it has affected their ability to sell? Overdependence can damage your dealership's sales processes.
- Are the third party lead providers activities so involved in the sales process they are selling to customers without a license? Dealers and salespeople are licensed under state laws; third party lead providers are not. Problems that lead providers may generate in their ads, representations and tactics will invariably fall on dealers. Regulatory action based on complaints of customers will be the dealer's problem. The regulators will make you responsible for sales activities, so don't cede your control.
- How are you paying third party lead providers? In many states, anti-brokering laws make it illegal for unlicensed individuals to be paid on sales of vehicles. Does the payment structure to the provider with whom you do business comply with your state's law?
- Part of the recent success of third party lead providers is because of their web presence. Ask yourself: how useful and consumer friendly is your web page? Does your web page provide information for which customers are looking, and is it helpful? Or are customers visiting lead

provider pages because of the difficulty of navigating your web site? Explore whether your web presence can be improved so you can develop customers and bring them to your dealership on your own.

- Does the third party lead provider have access to the database in your DMS? If so, why? Your customer information is a valuable asset of your business. So why are you allowing third parties to access your database and remove information it wants? The provider may agree to maintain the security of your information in accordance with the FTC Information Safeguards Rule. But it does not have to misuse the nonpublic personal information of your buyers to put your information to valuable use. It can simply include the information in compilations of data it may sell or use, for example, to report on what vehicle models sell for in your market. Protect your valuable customer information. Do not provide open access to your data. If necessary, "push" selected data to the provider.

The role of third party lead providers in the auto space has been evolutionary, not revolutionary. Bit by bit, they have enhanced their processes and their capabilities. Bit by bit they are seeking to make car buyers their customers, not your customers. They will seek to have full sales and payment processes. Dealers must work to avoid becoming order fillers. It is time to push back. It is time to analyze your reliance on third party lead providers and to create a balance so you control your own business and your own customers. ■

## Summer Promotions Can Help Improve Sales and Customer Relationships

*provided by Reynolds & Reynolds*

Summer has arrived! With both temperatures and gas prices on the rise, now is the perfect time to promote services to help customers travel comfortably and affordably. Build your service department's credibility and show your concern for your customers'

well-being by including information regarding fuel efficiency and safe driving.

Tips and ideas for planning your summer service promotion:

- Prepare your specials early, to capture

as many customers as possible before they start their vacation travels.

- Promote services that will help prevent

**Summer Promotions...**

continued on Page 5



# Columbus Auto Dealers Benefit Local Kids with \$95,500 Donation



Scott Thomas (left), Jim Keim (center), and Steve Germain (right) present \$28,500 to Mackenzie Schuler, Dee Anders, and Ryan Wilkins of Ronald McDonald House



Columbus Automobile Dealers Association presents \$28,000 to Tammy Thomas and Kristin Goessl of Children's Heart Foundation, Central Ohio Chapter

On Wednesday, June 4<sup>th</sup> the Columbus Automobile Dealers Association and four local children's organizations gathered to celebrate and present donations totalling \$95,500.

The monies raised came from the Columbus International Auto Show's annual Charity Gala, which took place on March 14<sup>th</sup> at the Greater Columbus Convention Center. This year's benefitting charities were Make-A-Wish Foundation, which received \$10,000 to grant a wish, and A Kid Again, Children's Heart Foundation, and Ronald McDonald House Charities of Central Ohio, who all received \$28,500.

The theme for the Charity Gala went Back In Time, paying homage to the classic film

"Back To The Future" and 670 dealers and vendors were in attendance for the night's festivities.

A special performance by speed painter Greg Pappas stole the show. Set to Columbus-themed music he simultaneously painted upside down portraits of local icons Jack Nicklaus, Woody Hayes, Urban Meyer, and Archie Griffin in only 20 minutes! These portraits, sponsored by CareWorks Family of Companies, were then auctioned off by Rhett Ricart and 10TV's Karina Nova to raise additional dollars for the night's beneficiaries.

The \$95,500 sets a new record for the Columbus dealers at this event! The CADA thanks to all the participating

dealers and sponsors, especially presenting sponsor The Columbus Dispatch, for making this possible.

Jim Keim was the Chairman of the 2014 Auto Show Committee and did a wonderful job heading the fundraising. The committee also included Jeff Brindley, Bruce Daniels, Bobby Dawes, Jim Gill, Rick Germain, Zach Germain, Barry Lester, Rhett Ricart, and Scott Thomas. All these dealers worked very hard to make this incredible impact on the community.

These dollar will go a long way in providing hope and healing to many Central Ohio children and their families. ■

## Regulatory Inspections: 7 Steps and 1 Important Note to Follow

*provided by KPA*

**If an inspector visits your facility, here's what you need to do as a manager:**

1. Direct the inspector to one of these supervisors:
  - a) General Manager
  - b) Controller
  - c) Service Manager
  - d) Body Shop Manager
  - e) Parts Manager
2. Ask for their business card to check their name and the agency they work for.
3. If you're already a KPA client, call us.
4. If you're a designated supervisor, find out why the inspector is visiting and what he or she intends to look for. Don't

be confrontational. If you're not knowledgeable about the reason the inspector is there, ask another manager who is to join you.

5. Accompany the inspector, making sure he/she stays focused on the reason for being there, follows safety policies, and doesn't talk to uninformed or misinformed employees. Take notes on what the inspector says and looks at, photograph everything inspected, ask questions to clarify, and provide only the documents requested. Don't volunteer extra information.
6. Close out the inspection by asking the

inspector to share violations or concerns. Take notes and ask for a written report, along with any photographs that were taken. It's your responsibility to follow up, so don't wait for the inspector to contact you.

7. Prepare a written summary (including photos) of the inspection within 24 hours for your general manager and KPA, if you're a client.

**Important:** If you get a notice of violation, make sure you respond in writing within the specified time period. If you miss this window, you'll forfeit your ability to negotiate informally and lawyers will get involved. ■

# According to May 9th Memo by IRS, Facility Upgrade Payments ARE Includible as Income!

provided by Schneider Downs

On May 9, the IRS Office of Chief Counsel released a memorandum addressing the tax treatment for amounts that automobile dealerships receive from manufacturers under Facility Image Upgrade Programs.

The memorandum addresses three different situations in which dealerships are receiving facility upgrade payments. In all three situations, dealership participation was voluntary and payments were made to encourage the dealership's compliance and completion of the facility upgrades and not to encourage the dealership's purchases or sales of vehicles.

In all three situations, the memorandum concludes that the payments are includible in the dealership's gross income under Section 61 of the Internal Revenue Code (Code). The memorandum further concludes that dealerships in these situations cannot rely on Section 118(a) of the Code to exclude the payments from gross income. Further, because the payments are not nonshareholder

contributions under Section 118, the basis of the newly constructed or improved property cannot be reduced under Section 362(c) (2). Additionally, the memo concludes that the payments cannot be treated as vehicle purchase price adjustments.

The analysis given for the conclusions are that the dealerships, not the manufacturers, own the property that the dealerships construct or improve and the payments are to defray the cost for that construction or improvement. By receiving the payments, the dealerships have an accession to wealth over which they have complete dominion and control. As such, the dealerships must recognize gross income at the time they receive the payments or appropriately accrue the right to receive payments under their method of accounting.

Note that a Chief Counsel Memorandum is written advice or instruction prepared and issued by the Office of Chief Counsel to field or service employees of the IRS or Office of

Chief Counsel. The advice is issued to assist IRS personnel in administering their functions; it is not to be used or cited as precedent. However, it is considered substantial authority and represents the probable litigation position of the IRS.

The memorandum makes it clear what the IRS' position will be for dealerships participating in programs that meet, or are very similar, to the ones stated in the memorandum. However, there are many different programs and many may not be similar to the fact patterns listed in the memorandum. Accordingly, dealerships should consult with their tax advisors to review the facts and circumstances unique to their individual programs in order to determine the correct tax treatment. ■

*This article was provided by Kathy Petrucci at Schneider Downs & Co., Inc. Contact Kathy Petrucci at 614 586-7214 or [kpetrucchi@schneiderdowns.com](mailto:kpetrucchi@schneiderdowns.com) for more information on this article.*

## Summer Promotions...

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the top 3 road trip spoilers: failing A/C, overheating, and tire troubles. Offer a complimentary checkup for all three and a discount on any necessary repairs.

- Complimentary multi-point inspections have become so common that many customers expect them. Switch things up by offering a free fuel efficiency checkup with any service. This offer will be most effective if you mention a few of the common efficiency killers that are checked during the inspection (like proper tire inflation), and how the checkup can help your customers save money on gas! This helps position your dealership's services as means to help the customer conserve money, instead of being viewed only as expenses.
- Combine your summer specials and fuel efficiency tips on a direct mail piece to reach customers who are less

likely to see the specials promoted in the dealership.

- When customers pick up their vehicles, mention a few tips to help them improve their fuel efficiency. A variety of simple tips are available online at [www.fueleconomy.gov](http://www.fueleconomy.gov)
- Offer an alignment special. This year's particularly harsh winter left many vehicles with alignment issues. Consumers may be unaware that repairing alignment issues early can help them avoid more costly repairs in the future.
- Spread the word. Promote summer specials on your website and in your service department. ■

*For assistance creating an effective direct mail piece that promotes your dealership as the best source for summer service, contact your Reynolds Document Services Consultant, call 800.344.0996 or email [RDS@reyrey.com](mailto:RDS@reyrey.com).*

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# What's Required in your First Aid Kit?

by Brian Dennig, KPA Risk Management Consultant

OSHA stipulates that you must have a first aid kit on-site at your dealership, but what do you need in it? Federal OSHA Standard 1910.151(b) states that "Adequate first aid supplies shall be readily available." In essence, this rule means that you must be prepared to treat minor injuries in the workplace.

OSHA's short list of required first aid materials includes:

- Small gauze pads (at least 4 x 4 inches).
- Large gauze pads (at least 8 x 10 inches).
- Box adhesive bandages (Band-Aids).
- One package gauze roller bandage (at least 2 inches wide).
- Triangular bandages.
- Wound cleaning material (sealed towelettes).
- Scissors.
- Blankets (at least one).
- Tweezers.



## safety CONCERNS

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- Adhesive tape.
- Latex gloves.
- Resuscitation equipment (resuscitation bag, airway, or pocket mask).
- Elastic wraps (at least two).
- Splint.
- Directions for requesting emergency assistance.

You can purchase a first aid kit to keep at your dealership, but there are a few things to keep in mind regarding what is required inside the kit and how it is maintained:

- If you choose to keep Over the Counter (OTC) ingestibles such as Aspirin and Antacids in your kit, they must be kept in sealed single dose packets.
- If OTC drugs are kept in your kit, they must be accompanied by a doctor's note that indicates the allowance of the drugs in the kit.
- Employees should be made aware that the OTC drugs are available voluntarily for them; the company is not dispensing/disbursing medicines.
- Your kit must be accessible at a moment's notice in case of emergency. It is better to have several basic kits dispersed across your dealership, rather than a single kit located in one area to allow for easy access.
- The first aid kit must be clearly marked.
- The kit is meant only for emergency use, not for daily needs. This should be made clear to employees.
- The first aid kit must be restocked immediately after each use. ■

*This article is provided by KPA, an OADA endorsed partner for Environment & Safety services Auto, Heavy Equipment/Agricultural, Motorcycle, RV, and Truck Dealers. If you have additional questions, please contact Glorianna Cooley of KPA Engineer at (614) 432-5044.*



# NADA News

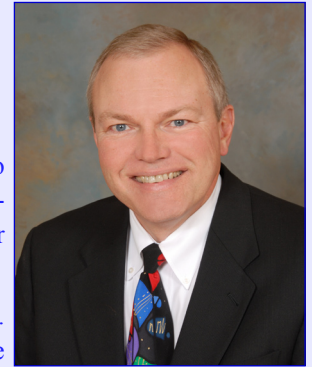
*A Message from Ohio NADA Director, Bill Reineke, Jr.*

## Employment at New-Car Dealerships Rising

Selling cars is not the only thing franchised new-car dealers contribute to the nation's economy. Next to stocking their showrooms and lots with vehicle inventory, auto dealers create many jobs in their communities. Between the need for quality sales consultants and expert service technicians, America's new-car dealers employ 1 million people nationwide.

Rising auto sales are having a positive impact on the economy, and dealers across the country are hiring. More than 1 million people were employed at U.S. new-car dealerships last year. It marked the first time reaching this milestone since falling during the recession in 2009.

New-car dealers employed 1,008,800 people in 2013, up 3.4 percent from the previous year, says *NADA Data 2014*, an annual report on dealership sales and financial trends. New-car dealers employed an average of 57 people with an average payroll of \$3 million last year, up 3 percent. Total payroll for all new-car dealerships in the U.S. was \$53.7 billion last year. Franchised new-car dealerships are an economic engine on Main Street, U.S.A., and these good paying jobs cannot be outsourced or sent overseas.



**Bill Reineke, Jr.**  
Ohio NADA Director

## NADA Foundation Seeks to Increase Charitable Giving through Ambassadors Program

The Ambassadors program of the National Automobile Dealers Charitable Foundation will provide more than \$250,000 in grants to hundreds of local organizations across the country this year. "Our goal is to increase the number of Ambassadors in the program," said Bob Mallon, chairman of the NADA Foundation.

To become an Ambassador, an individual, association or a company makes a tax-deductible contribution of \$10,000 in their name or in recognition of someone living or deceased. They are then eligible to provide a \$1,500 grant to an organization of their choice every three years in perpetuity. Today, there are 670 Ambassadors, which includes 54 state and metro dealer associations. Thirteen of the 54 dealer groups have three or more ambassadorships and are designated Ambassadors of Distinction. They can provide \$2,000 grants each year.

"The Ambassador program is a great opportunity for dealers because it is something that lives on in perpetuity," said Tim Doran, president of the Ohio Automobile Dealers Association, which recently became an Ambassador of Distinction, along with the dealer groups he oversees in Columbus and Toledo. The Idaho Automobile Dealers Association and the Silicon Valley Automobile Dealers Association also became Ambassadors last year.

## Federal Rules Cost New-Car Dealerships More Than \$3 Billion Each Year

U.S. new light-duty vehicle dealers spent \$3.2 billion in 2012 to comply with 61 major federal rules, resulting in higher prices for dealership customers and the loss of an estimated 10,500 dealership jobs, according to a new report released by the Center for Automotive Research (CAR), based in Ann Arbor, Mich.

According to the report, *The Impact of Federal Regulations on Franchised Automobile Dealerships*, the average dealership incurred \$182,754 in costs to comply with federal mandates governing employment, business operations, vehicle financing, sales, marketing, and vehicle repair and maintenance. These regulatory costs equated to 21.7 percent of the average dealership's pretax, net profits – or about \$2,400 per dealership employee.

"The additional cost for new-car dealerships to comply with federal regulations are passed along to our customers in the form of higher prices, which results in lower vehicle sales and reduced employment at dealerships," said Forrest McConnell, III, chairman of the National Automobile Dealers Association and a Honda/Acura dealer in Montgomery, Ala.

The overall impact of these costs on the 2012 U.S. economy was estimated at \$10.5 billion in lost economic output and more than 75,000 fewer jobs, says CAR. Every \$1 increase in a dealership's regulatory compliance costs results in \$3.28 in lost output in the U.S. economy and a net loss of 44 cents to the U.S. Department of the Treasury, according to the report.

The CAR report examined the costs incurred by new-car dealerships to comply with 61 federal regulations – a mere subset of all federal regulations with which new-car dealerships must comply. The study did not analyze the costs of upstream mandates imposed on vehicle manufacturers, such as fuel economy and safety rules. State and local regulatory mandates also were not analyzed. Thus, the study significantly underestimates the total regulatory burden imposed on dealerships.

NADA commissioned the *CAR report*. Cost estimates are for 2012 and are based on interviews in 2013 and 2014. ■



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## Brown Bag Lunch Webinar Series

presented by  
The Ohio Automobile Dealers Association

OADA

# Dealer Technology 2014: DMS Market Update

This Webinar is being hosted and moderated by OADA. Registration fee is \$20 per connection for OADA member dealers. Non-member fee is \$50 per connection. **The Webinar is scheduled for Tuesday, June 17, 2014 from 1:00 pm - 2:00 pm.**

The Gillrie Institute has been advising automobile dealers about dealership technology for over 20 years now and, as you know, nothing is more constant than change. Change can be good or bad and sometimes it turns out that new systems are not as revolutionary as advertised. Dealers can avoid a lot of unnecessary hassle and wasted money. In this webinar, Wolfe Geide and Stefan Drechsel from the Gillrie Institute will focus more on the technology side of the DMS market than on the negotiation. The goal is to help dealers understand what has changed technologically and how it affects them in making better decisions.

Attendees will learn about the latest technology matchups:

- 1<sup>st</sup> tier vs. 2<sup>nd</sup> tier DMS vendors—pros and cons?
- Onsite vs. cloud solution—what is better?
- Integrated approach vs best bread—to buy from DMS vendors or from an independent source?
- Certified DMS interface vs. individualized data extraction—pros and cons?
- Desktop vs. mobile solutions—what dealership tasks are worth to set free?
- Dealer’s feedback about notable product introductions from 1<sup>st</sup> and 2<sup>nd</sup> tier vendors?

This webinar is perfect for Dealers, Dealer Principals, General Managers, Chief Operations Officers, Chief Information Officers, IT Directors and IT personnel looking to gain an understanding of an ever changing market. The registration fee is \$20 per connection for OADA member dealers and \$50 per connection for non-member dealers. Don’t miss this webinar! Register today!

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### Registration Form

#### Dealer Technology 2014: DMS Market Update

Registrant Name (s) \_\_\_\_\_

Position (s) \_\_\_\_\_

Dealership Name \_\_\_\_\_

Address, City, State & Zip \_\_\_\_\_

Telephone ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_ E-mail \_\_\_\_\_

*Registration fee is \$20 per connection for OADA members, and \$50 per connection for non-member dealers.*

Please register me for the webinar.  
(Registrants must provide an email address)

I have already registered online. My payment is  
attached/enclosed.

**Return to:** OADA • 655 Metro Place South, Suite 270 • Dublin • Ohio • 43017 **or fax to** 614-766-9600  
You can also **register by logging onto the OADA web page** at [www.oada.com](http://www.oada.com), or by calling 800-686-9100 x111.



## Brown Bag Lunch Webinar Series

presented by  
The Ohio Automobile Dealers Association

OADA

# BWC Fraud Investigations: Insights from Within

This Webinar is being hosted and moderated by OADA. This webinar is FREE for OADA member dealers. Non-member fee is \$50 per connection. **The Webinar is scheduled for Thursday, June 19, 2014 from 11:00 am - 12:00 pm.**

Have you ever wondered how the Ohio Bureau of Workers' Compensation combats fraud? Investigators located across the state aggressively pursue cases of claimant, medical provider and employer fraud. As a result of investigations, the department declares overpayments, identifies savings, disallows claims, pursues prosecutions and recovers dollars — all of which directly impact employer costs.

Please join OADA Staff Counsel with our speaker from the Bureau of Workers' Compensation, Special Agent in Charge Shawn Fox, for his dynamic presentation on the value of investigations and what red flags to look for in an injury claim. Find out how the BWC Special Investigation Department identifies, detects, and deters workers' compensation fraud. This webinar is FREE for OADA Members. Non-member dealers will be charged \$50.00 per connection. Don't miss this webinar! Register today!

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### Registration Form

#### BWC Fraud Investigations: Insights from Within

Registrant Name (s) \_\_\_\_\_

Position (s) \_\_\_\_\_

Dealership Name \_\_\_\_\_

Address, City, State & Zip \_\_\_\_\_

Telephone ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_ E-mail \_\_\_\_\_

*Registration is FREE for OADA members, and \$50 per connection for non-member dealers.*

Please register me for the webinar.  
(Registrants must provide an email address)

I have already registered online. My payment is  
attached/enclosed (for non-members).

**Return to:** OADA • 655 Metro Place South, Suite 270 • Dublin • Ohio • 43017 **or fax to** 614-766-9600  
You can also **register by logging onto the OADA web page** at [www.oada.com](http://www.oada.com), or by calling 800-686-9100 x111.



# Brown Bag Lunch Webinar Series

presented by  
The Ohio Automobile Dealers Association



## Month-End Accounting: How efficient are your procedures?

This Webinar is being hosted and moderated by OADA. Registration fee is \$20 per connection for OADA member dealers. Non-member fee is \$50 per connection. **The Webinar is scheduled for Tuesday, June 24, 2014 from 11:00 am - 12:00 pm.**

Have you ever wondered how you could be more efficient in your month end accounting procedures? Are you doing everything you can to prevent issues with fraud at your dealership? OADA is pleased to have Trevor Warren and Henry Szymanski from Schneider Downs, our endorsed partner for tax and accounting issues, join us to review pertinent month-end closing procedures. These procedures are designed to ensure the completeness of your internal accounting records as well as timely preparation of operating reports. Trevor and Henry will provide a systematic approach to reviewing recurring procedures and personnel responsibilities through the use of checklists and other analytical tools.

This webinar is perfect for Dealers, General Managers, Controllers, and Officer Managers looking to review their own procedures and learn new tactics for tackling month end. This webinar is \$20 for OADA Members and \$50 for non-members. Don't miss this important webinar! Register Today!

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### Registration Form

#### Month-End Accounting: How efficient are your procedures?

Registrant Name (s) \_\_\_\_\_

Position (s) \_\_\_\_\_

Dealership Name \_\_\_\_\_

Address, City, State & Zip \_\_\_\_\_

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## Brown Bag Lunch Webinar Series

presented by  
The Ohio Automobile Dealers Association

# The Dealership “Buy/Sell” Made Easy

This Webinar is being hosted and moderated by OADA. Registration fee is \$20 per connection for OADA member dealers. Non-member fee is \$50 per connection. **The Webinar is scheduled for Wednesday, June 25, 2014 from 11:00 am - 12:00 pm.**

The market for dealership acquisitions is very active. Whether you are entertaining buying a dealership, selling a dealership, or if you are simply interested in learning more about the “buy/sell” process, tune-in to this OADA webinar to better understand the intricacies of a dealership buy/sell transaction.

Topics will include asset sale versus stock sale considerations, price negotiations, real estate issues, factory approval, state licensing requirements, listing a dealership for sale, non-compete agreements, consulting agreements and the corporate dissolution process, among other issues. This OADA webinar is designed to help dealers make sense of a process that can be overwhelming to the uninitiated.

OADA Staff Counsel will present this webinar with David Brown, a partner at the law firm Stockamp & Brown, LLC. The registration fee is \$20 per connection for OADA member dealers and \$50 per connection for non-member dealers. Don't miss this webinar! Register today!

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### Registration Form The Dealership “Buy/Sell” Made Easy

Registrant Name (s) \_\_\_\_\_

Position (s) \_\_\_\_\_

Dealership Name \_\_\_\_\_

Address, City, State & Zip \_\_\_\_\_

Telephone ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_ E-mail \_\_\_\_\_

*Registration fee is \$20 per connection for OADA members, and \$50 per connection for non-member dealers.*

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You can also **register by logging onto the OADA web page** at **www.oda.com**, or by calling 800-686-9100 x111.



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### LDF 2014

#### Suggested Contribution Levels

- |  |  |
|--|--|
| <input type="checkbox"/> \$250 (1-375 vehicles sold)   | <input type="checkbox"/> \$1200 (750+ vehicles sold) |
| <input type="checkbox"/> \$450 (376-540 vehicles sold) | <input type="checkbox"/> \$_____ (Other)             |
| <input type="checkbox"/> \$750 (541-750 vehicles sold) |  |

Remember that LDF contributions can be made with corporate funds.  
Checks should be made payable to OADA Legal Defense Fund.

Send to: Ohio Automobile Dealers Association  
655 Metro Place South, Suite 270, Dublin, Ohio 43017  
or fax to 614-766-9600.

Check # \_\_\_\_\_ OR

VISA/Mastercard/American Express # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name \_\_\_\_\_

Signature \_\_\_\_\_

Dealership \_\_\_\_\_ County \_\_\_\_\_

*\* For more information regarding legal issues, and/or LDF, please contact Sara Bruce or Don Boyd at OADA, 614-766-9100 or 1-800-686-9100. You can also e-mail at sbruce@oada.com, or dboyd@oada.com.*



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- Zach Doran - (614)923-2234, [zdoran@oada.com](mailto:zdoran@oada.com)