

BULLETIN

COLORADO AUTOMOBILE DEALERS ASSOCIATION

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Colorado Automobile Dealers Association

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Matthew Groves
CEO/President

CADA and NADA's Strategies Amid Change & Economic Shifts

There is always uncertainty regarding how the economy will perform in an election year. The last couple of weeks in the stock market seem to indicate that a bumpy road may be on the horizon. In the past 14 months of these articles, you've been able to read about how CADA is preparing for this potential downturn.

But as the waves begin to settle and we reach normalcy in Denver, we wanted to keep you apprised of a lot of changes happening at NADA this summer. The philosophy behind the shake-up largely mirrors what CADA attempted to do: shrink W2 staff, in-sourcing capabilities, and breathe new life into a legacy organization. This sits atop the normal cyclical progression of staff to significant life events and other professional opportunities. This 'recession-proofing' will harden NADA's foundation against the economic tremors that we have been expecting for the past 24 months.

Some of our departures actually began last year, with Doug Greenhaus retiring from Regulatory Affairs and Amelia O'Brien moving on from the meetings department. Some of the staff members that NADA has parted ways with in 2024 include:

- Andy Koblenz, transitioning into a role in the legal department and special projects;
- David Reagan, departing the organization;
- Brad Miller, transitioning to ComplyAuto;
- Lauren Bailey, transitioning to TrueCar;
- Johnathan Collegio, departing the organization;
- Juliet Guerra, transitioning to Cars Commerce (formerly Cars.com).

On its face, it seems like it would be a sizeable loss that would become a tough recovery. Many of these folks were direct contributors to dealers' successes. However, the Colorado team is not only supportive of the changes occurring at NADA but also extremely confident in Mike Stanton's leadership. Having witnessed CADA undergoing a similar exodus of employees 18 months ago, we know that an organization can emerge stronger with the support of its members and finding the right replacement team members.

In this time of transition, we encourage you to contact CADA to help you find the right team member for your issues. We have already seen some of the new team members, like Dan Ingber in Regulatory Affairs and Julia Groene in Meetings & Conventions, making a substantial impact on the organization. Their fresh perspectives and energy are invigorating the team, and we are excited about the future they are helping to shape. We continue under the strong guidance of Paul Metrey over all public policy, Ivette Rivera over Government Affairs, and Jared Allen over Public Affairs. Ultimately, the end product will be a leaner, more agile NADA that should be fully able to represent dealers' interests in Washington.

We are hopeful that you will have an opportunity to meet all of the new staff as we travel to Washington, DC, next month for NADA legislative or as you join us for the 2025 NADA Show in New Orleans. If neither of these events is available for your future travel, please let us know, and we'd be happy to make introductory emails to any member of staff.



CLEAR THE AIR
FOUNDATION



Register **NOW**

Annual Member Golf Event

[CLICK HERE TO REGISTER TODAY!](#)



When: October 2, 2024



Time: 8:30 am Shotgun Start



Location: Heritage Eagle
Bend Golf Club in Aurora



17TH CTAF
Annual Member
Golf Event



Devin Saunders
Billow Barrow Fellow
for Government Affairs

Understanding Colorado's Interim Committees

As we continue to navigate the ever-evolving landscape of automotive regulations and legislation, it's important to stay informed about the processes that shape these changes. This month, we'd like to explore the interim committees within the Colorado State Legislature, with a particular focus on the Transportation Legislation Review Committee (TLRC).

What Are Interim Committees?

Interim committees are specialized groups formed by the Colorado State Legislature to delve deeper into specific issues when the General Assembly is not in session. These committees meet between legislative sessions to study policy matters, evaluate current laws, and make recommendations for future legislation. Their primary purpose is to address complex issues that require more time and focus than what is available during the busy legislative sessions.

Why Do Interim Committees Exist?

The main goals of interim committees are:

1. **In-Depth Analysis:** They provide a platform for a thorough examination of complex issues that might not receive adequate attention during the regular session.
2. **Policy Development:** They help develop well-informed policy proposals and recommendations based on detailed research and expert testimony.
3. **Problem-Solving:** They address specific concerns or gaps in existing laws, helping to create solutions that are both practical and effective.

The Transportation Legislation Review Committee (TLRC)

Among the various interim committees, the TLRC plays a crucial role in overseeing and shaping transportation policy in Colorado. This committee reviews and evaluates transportation-related legislation, assesses the impact of existing laws, and proposes changes to improve our state's transportation infrastructure.

Current Focus of the TLRC

The TLRC is currently reviewing a variety of significant transportation issues, including matters related to passenger rail funding, bike lane infrastructure, and potential reorganization of the Regional Transportation District (RTD). These reviews are crucial for understanding how transportation policy might evolve or impact various stakeholders, and CADA will continue to closely monitor the TLRC for developments relevant to auto dealers, particularly as a national agenda attempts to compel citizens to relinquish personally owned vehicles as a means of primary transportation, in favor of costly and unreliable public transit options.

CADA's Broader Involvement

In addition to our active role in monitoring the TLRC, CADA is also deeply involved in broader legislative efforts to shape tax policy. We are participating in the Sales Tax Simplification Task Force, which aims to streamline and improve tax regulations to make them more manageable for businesses. Furthermore, we are engaged with the Legislature's Oversight Committee on Tax Reform, working to ensure that any proposed tax reforms consider the implications for the automotive industry and support a fair, balanced approach. In this interim period, we have discussed concepts such as limiting the frequency of local audits, verification of contractor licensing, and preventing government disclosures of sensitive corporate information discovered in audit.

Why It Matters

Staying informed and involved in these interim committee processes is crucial for anticipating and preparing for legislative changes that could affect our businesses. By remaining engaged, we can advocate for policies that support a balanced approach to transportation reform and tax policy, minimizing negative impacts on the automotive sector.

We encourage you to stay tuned for updates on the TLRC's activities, our work with tax policy reform, and our ongoing efforts to represent your interests. If you have any questions or concerns about interim committees or specific legislation, please don't hesitate to reach out to Devin at devin.saunders@colorado.auto.



Mark Zeigler
Clear the Air
Foundation Director



VXC Partnership Boosts Clear the Air Foundation

The Vehicle Exchange Colorado (VXC) partnership has transformed the Clear the Air Foundation in two significant ways. First, vehicle donations through the program are exceeding expectations. We've taken in 936 cars through July, the vast majority thanks to the VXC program. Second, we're required to allocate 35% of the proceeds toward scholarships. As of July 31, we've awarded 35 scholarships with a total value of \$169,000. I anticipate awarding close to that amount by the end of the year. The challenge has been getting qualified applicants to apply. Please share this with your Service Manager, Shop Foreman, or anyone who interacts with techs who are still in school or in your apprenticeship program and encourage them to apply [here](#).

These scholarships have a significant impact on techs who are just getting started.

Here's a testimonial from Dominic Sewell at Schomp BMW:



"Receiving the Clear the Air Foundation Scholarship has been the biggest help in getting my automotive career started. When I was told I was granted the scholarship, I felt a breath of relief knowing I was going to receive an opportunity that not everyone is able to do. Buying tools was going to be a huge obstacle I was going to face starting my career, but this scholarship has provided me with the essentials. That helps me excel in my career. I couldn't be more thankful for the Clear the Air Foundation. Thank you for this opportunity. I'll never forget how much this helped me."



Finally, be sure to [register for the golf tournament](#). The tournament will fill up, so be sure to register early!

**Heritage Eagle Bend Golf Course | Aurora, CO
Wednesday, October 2nd
8:30 am Shotgun Start**



Colorado Automobile Dealers Association

REGISTER FOR CADA'S ANNUAL

*Economic Impact
Dinner*

[CLICK HERE TO REGISTER TODAY!](#)

**VEHICLE VAULT | 18301 LINCOLN
MEADOWS PKWY, PARKER, CO 80134**

NOVEMBER 12TH | 6 - 8PM

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IT'S OUR BUSINESS TO PROTECT CADA MEMBERS

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**CDK Breach - Updates
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**Update Your Uniform Consumer
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**Volkswagen Group of America v.
Illinois Secretary of State**



When selecting an F&I provider, making the right choice is no small matter. **Gabe Garroni, Senior Vice President of Insurance Sales at Ally Financial** offers insights as to how selecting a provider that can serve as both a trusted consultant and can help dealers reap significant financial and operational benefits.

Q. When selecting an F&I provider, what factors should be most important to dealers?

A. “A good company is more than just a product provider – they differentiate themselves by acting as a trusted consultant and the key differentiator is its people,” says Garroni. “They also possess a deep knowledge of the dealership’s interworking’s and department connectivity to help the dealer address challenges and identify opportunities that are unique to them.”

Q. How does a consultative approach work and why is it effective?

A. Per Garroni, “A true consultative approach is customer centric. While we certainly want to communicate our differentiators, listening to dealers to extract themes that allow us to help them to figure out how to solve their specific problems is most important.”

ally do it right.

Q. How does one become a dealer’s trusted consultant?

A. “The business must be earned with every visit and every interaction – and that comes with time and requires perseverance, consistency and patience,” says Garroni. Once a strategic plan is in place, Gabe explains that “both parties need to agree on clearly set service-level commitments and each must be accountable to that plan. If a dealer hasn’t bought into this concept, there may be a lack of commitment throughout their store and success could be limited.”

Q. Can you provide a specific example of how this method could help a dealer improve performance?

A. According to Garroni, “We’ve seen dealers improve product penetration by more than 20 percent just by leveraging the tools we’ve given them to succeed.” Tailoring your pitch to a customer’s unique situation, so it instantly becomes more relevant, is one such approach. Service walk-throughs are another method that is often overlooked, per Garroni. “This can help customers start thinking about owning, maintaining and servicing their vehicles with the selling dealers.” These tactics help enhance the customer experience and drive retention.

Q. What sort of new concerns might dealers have that a trusted F&I provider could help address in today’s environment?

A. As the regulatory landscape continues to evolve, compliance has become a huge issue of concern. Specific areas of greater emphasis center around protecting customer data and dealer transparency. For Garroni, “Being able to help dealers see around corners by providing tools to help them identify operational gaps or weaknesses really aligns with the idea of being a trusted advisor.”

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