

# BULLETIN

COLORADO AUTOMOBILE DEALERS ASSOCIATION



## IN THIS ISSUE

Insights on customer advocacy from CADA Board Chair  
Potential member dues rebate  
CADA's new logo  
Government Affairs Fellowship reflection



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**Rob Edwards**  
Chairman of the Board

## Moving Beyond Loyalty: The Power of Customer Advocacy

In our fast-paced, transaction-driven world, it's easy to view each sale as a single, isolated victory. But what if we saw every customer as part of a much bigger story—one that extends far beyond the handshake and the paperwork? True success in our industry isn't just about selling a car today; it's about creating relationships that inspire people to come back tomorrow, and even more importantly, to tell others about the incredible experience they had.

As automotive retailers, we have the power to transform fleeting loyalty into passionate lifetime advocacy—where customers don't just return, they bring others along for the journey. The question is: *how do we move from merely satisfying customers to creating advocates who amplify our brand's value in every conversation?*

**Loyalty:** *faithful to a cause, ideal, custom, institution, or product.*

**Advocacy:** *one who supports or promotes the interests of a cause or group*

The way we greet, serve, and communicate with each customer must reflect warmth and authenticity, not just speed. Train your teams to listen actively and personalize the experience. Shift the focus from transactional wins to relationship wins. Recognize and reward moments where customers return or refer others, and let them know they're part of our community, not just our business. The goal should be to make the customer feel understood and valued—not just as a sale, but as someone whose story matters to us.

By turning everyday moments into opportunities for connection, we shift from just creating loyal customers to building advocates who feel compelled to share their positive experiences. A loyal customer might come back because they liked the service, but an advocate tells others about the amazing experience they had and gives their genuine endorsement.

In the face of legislative changes and industry challenges, our strongest defense is the value we consistently provide to our customers. Loyalty is a great foundation, but advocacy is what drives long-term success. When people believe in what we do, they'll champion our businesses far beyond a single sale or interaction.

Thank you for your continued dedication to building meaningful relationships that extend far beyond the sale.





**Matthew Groves**  
CEO/President

## CADA's Commitment to Equal Representation for Colorado's Dealers

Just before the turn of the 20th century, the US Government created the Office of Weights and Measures to "provide equity between buyers and sellers in the market." Especially helpful for Golddiggers and 49ers, standardized counterweights brought balance to the scale of mined minerals and ensured that you were "worth your weight."

CADA attempts to fill this function for industry, not in the dealer/government relationship, which we spend so much time discussing, but rather within the retail sector. With 270 members, their different business models, varying geographic economies, or even different retail sales volumes, CADA has prioritized ensuring that every member has equal representation.

But this function cannot happen on its own. We rely heavily on each dealer's input to understand the needs in the different crosstabs of the market. Your unfettered input, positive or negative, helps shape our strategy for the coming year. We have shaped our board to match the current Congressional Districts of Colorado to ensure that every area of the state has representation. Internally, we balance publicly traded companies versus local dealerships, and legacy dealers versus next generation.

We also try to ensure turnover on our board, create a cadre of highly engaged non-board members, and provide feedback and the pulse of the industry at critical times. We know the wave of turnover that began in 2020-21 is still ongoing. We are reaching out to our newest dealers to engage them early.

Our events reflect the demography as well. With a sterling turnout at our annual golf event, we see a different set of dealers than we would at our Colorado Automotive Hall of Fame or our upcoming Economic Impact Dinner. Regional meetings hit every corner of the state so that all dealers can experience how the Association is redefining itself as we close out my second year.

This year, we have learned two things: the feedback has been positive, and changes well received – from fewer events to concise communications, to direct dealer engagement, and even our rebrand. Additionally, given the accomplishment of goals laid out upon my entry into this office, it is time for us to recalibrate.

Some calls have been louder than others: reinstate title training and update the compliance guide. While other calls are more subtle: dues appear too high. More on this in a moment.

Next year, our board will convene a Strategic Planning Retreat to refocus the Association on its long-term goals. We encourage you to contact your District representative (or me) to discuss your priorities so that we may raise them at the Retreat. The Retreat will be a two-day event next fall, and we will likely place the Automotive Hall of Fame between day 1 and 2. Ideally, this will give our board members the intervening evening to discuss ideas with those of you in attendance and gauge whether we are directionally correct. We will discuss details as we plan the event in case you want to provide direct/in-person feedback.



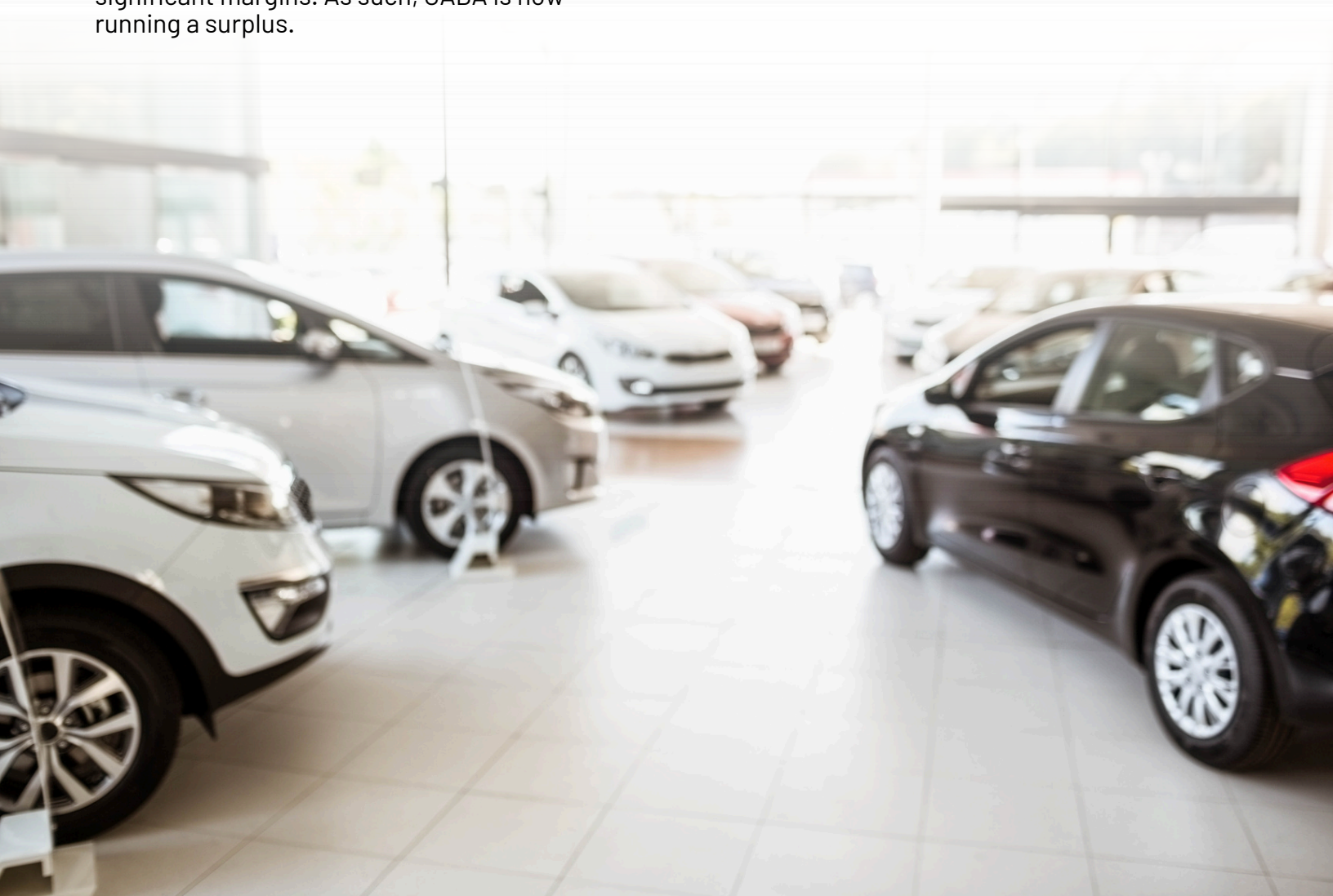
# Member Dues: 2025 Rebates

In 2021, following our outdoor Denver Auto Show, CADA's finances were struggling in the wake of an unprofitable show. In a quarterly meeting, the Board of Directors voted to raise dues to their current levels. While current levels are consistent with other states, they were a significant step up for Colorado. The impact, however, was blunted by the market. 2021 came along with severe inventory shortages that masked the effect. As inventories returned, dues numbers began to climb – reflecting that the Association is generally 12 months behind the market in its changes.

With this said, we designed the increase to see us out of a hole. Since I took stewardship of the Association in April 2023, the team has executed two successful Auto Shows, discontinued our Annual Convention and NADA Dealer Breakfast, and cut expenses and personnel costs by significant margins. As such, CADA is now running a surplus.

It is not our intention to hoard dealer money. Our long-term footing has stabilized. Therefore, in the fourth quarter, I will present the board with a motion to take a portion of this year's revenues and issue pro-rata dues refunds. As we all prepare for tighter times to come, CADA should not be a drag on your balance sheet. While the amount may be nominal to some of you, we want the message to be this: if you have to tighten your belt in 2025, we are, too.

The mechanics of this still need to be made clear. Since there is a cost to print and shipping checks and some risk of not having each one find a home, we may investigate statement credits against next year's dues. But, pending approval, we want to show that we are worth our weight and can provide value and balance to each of the 270 of you who receive this *Bulletin*.







— NEW -  
CHAPTER



**Margo Finer**  
External Affairs &  
Communications

## New Logo: Finalizing CADA's Newest Chapter

Over the last year and a half, CADA took major strides in rebuilding and re-strategizing the Association. Our staff team has transformed, and we are a strong and competent group hoping to serve you well and always looking for ways to improve. Matthew led the way for us to financially get back on our feet and begin to thrive once again. With a successful Denver Auto Show, Colorado Automotive Hall of Fame, and golf event, we are looking back on this year's events with satisfaction and the continued goal to provide value for our members during our gatherings.

We are also working with state and local government agencies with renewed collaboration and charting the course for sustained teamwork with key players in the state including Governor Polis and the Colorado Department of Transportation. In addition, we implemented the objective of reducing communications and focusing on high value engagement as an association. This effort includes re-imagining CADA's logo.

We are all visual learners. Not just dealers, but regulators and legislators as well. As we redefine our mission, our future workforce, and possibilities for the future, we do not want cap our growth within their perception of the old association.

We have narrowed in on two aspects: mountains to represent the iconic feature our state is known for, and green to highlight environmental awareness, and moving away from the partisan patronage in blue and red. This highlights CADA's engagement moving beyond the political process and protecting both dealers and consumers. The new logo is more than just a new graphic - it is the symbol of CADA's new chapter.







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# *Economic Impact Dinner*

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**NOVEMBER 12TH | 6 - 8PM**





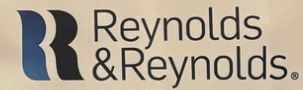
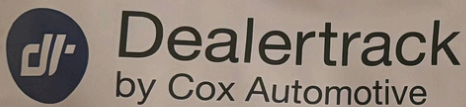
## CONGRATULATIONS TO THE WINNING TEAM!

Bill Byerly, Jeff Taylor, Michael Mulhearn, Jake Cooney



# THANK YOU SPONSORS!

TITLE SPONSOR







**Devin Saunders**  
Billow Barrow Fellow  
for Government Affairs

## Reflecting on My Journey & Looking Ahead to the November Election

As my role as the first Government Affairs Fellow for the Colorado Automobile Dealers Association (CADA) ends on October 31st, I have been reflecting on the remarkable work and experiences I've had during this time. One of the most significant accomplishments of my tenure was helping to spearhead the updated Lemon Law bill through the legislature this past session. This bill, in partnership with the Colorado Attorney General's Office, was crucial for balancing consumer protection with dealer interests and marked an essential update for our industry in Colorado. I am proud to have played a role in its successful passage. This experience deepened my understanding of the legislative process and reinforced the importance of advocating for policies that benefit both dealers and consumers.

In addition to the Lemon Law bill, I've had the privilege of driving our Legislative Grassroots Meetings (LGMs), where we brought state legislators into their districts to meet with our auto dealers. These face-to-face interactions created a valuable opportunity for legislators to hear directly from dealers about the unique challenges and opportunities they face, strengthening the relationships between our members and policymakers.

Serving in this role has been an incredibly rewarding experience. I've learned so much about the complexities of auto retail and am forever grateful for the opportunity to contribute to the success of CADA and its members.

### Passing the Torch

As my time with CADA comes to an end, I'm excited for the next fellow, Jackson Piggott, who will carry forward the important work that has been laid out through this program. With fresh perspective and commitment, I'm confident Jackson will be a strong advocate for the organization and our members.

### Closing Remarks

My time as CADA's first Government Affairs Fellow has been one of the most fulfilling experiences of my career. The relationships I've built, the legislative efforts we've advanced, and the overall impact we've made together have been incredibly meaningful. I want to extend my heartfelt gratitude to the incredible CADA staff, whose dedication and support have been invaluable. In particular, I'm deeply thankful to Matthew Groves, whose wisdom, knowledge, and leadership have been a guiding force throughout my time here.

As I look ahead, I encourage all our members to stay engaged—both in the upcoming election and in the ongoing work to shape the future of our industry. Thank you for your trust and support, and I look forward to seeing the continued success of CADA in the years to come.



# *Holiday* LUNCHEON



WEDNESDAY, DECEMBER 4TH  
AT 12PM

290 E SPEER BLVD, DENVER CO 80203

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RSVP BY NOVEMBER 28TH  
[RSVP@COLORADO.AUTO](mailto:RSVP@COLORADO.AUTO)





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## IT'S OUR BUSINESS TO PROTECT CADA MEMBERS

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# VEHICLE THEFT ON THE RISE

## HOW YOU CAN AVOID IT

As you're likely aware, vehicle theft is on the rise in our industry. Specifically, there has been a recent uptick in fraudulent activity occurring with carriers contracted via self-service loadboard platforms. Individuals posing as carriers are showing up to dealerships and transporting vehicles that they have not been contracted to transport. Here's how you can reduce the risk of theft on your lot.

### TIPS TO AVOID THEFT AS A SELLER

**When a carrier shows up on your lot, you should always:**

1. Confirm that the vehicle they're picking up is  
  
one that you have truly sold
2. Document as much information as possible from the pickup.
3. Review the pickup slip presented by the carrier carefully. Compare the authenticating information on the pickup slip to your records of the sale, and verify the Seller's Invoice details to the Vehicle Release presented (Buyer details, Secret Passphrase, and vehicle details), ensuring both contain the same information before the vehicle is released. In the event there is any question about the legitimacy of the pickup slip, do not release the vehicle.

**For example:**

- Picture of the pickup slip provided by the carrier
- Carrier Name / Contact information / License Plate
- Carrier DOT number and/or driver's license

**In the event that you fall victim to theft, this information is invaluable to tracking the unit and improving your chances of recovery.**

### TIPS TO AVOID THEFT AS A BUYER

Using ACV Transportation services significantly reduces the risk of vehicle theft. Our robust compliance, onboarding, and carrier monitoring provides an added layer of protection for your vehicles.

**As always, we encourage all buyers to remain vigilant and take extra precautions, especially for higher-value units, to further safeguard against any potential risks.**

### IF YOU SUSPECT A VEHICLE HAS BEEN STOLEN

Contact your local police department to report the theft immediately. Then, reach out to the team where you purchased the vehicle as soon as possible for support. Time is of the essence with vehicle thefts and our fraud team works closely with law enforcement to assist with recoveries.

### USE A PARTNER WHO HAS YOUR BACK

ACV is committed to the safety and success of our dealer partners and believe that by taking proactive steps, we can help mitigate these unfortunate incidents. If you have any questions or would like to learn more, please don't hesitate to contact an ACV Representative or our Customer Excellence team at (800) 553-4070.



## Navigating Evolving Dealer Compliance is Key.

In today's automotive landscape, it's critical that dealerships ensure they have programs in place to operate in accordance with applicable laws and regulations. Auto Success Online recently spoke with Michelle Holdosh, Senior Director of Strategic Initiatives at Ally to gain valuable insights on interpreting today's regulations at all levels.

With so many laws and regulations with varying interpretations out there, dealers may have difficulty knowing if they are compliant, which has caused a lot of anxiety. "Even when dealers think they're doing all of the right things with compliance, there still may be uncertainty," notes Holdosh.

Compliance issues can have a direct impact on sales, financing, employee training, advertising and more, so creating a compliance culture that's accepted across all levels of the dealership is critical. Holdosh says, "it needs to be embraced by everyone, from compliance officers to employees working on the lot."

So, what might a comprehensive dealership compliance program look like? Appointing a dedicated Dealership Compliance Officer can have a profound impact on ensuring proper standards. "Due to the changing landscape and interpretations, it's recommended that compliance officers conduct frequent reviews and updates to their dealership compliance program, combined with ongoing dealer training," Holdosh explains.

To assist dealerships in understanding all the different areas of compliance, Ally has implemented its Total Dealership Compliance training program. "A lot of feedback we get from dealers is they feel like the information they have may be stale or outdated. They're not sure they have the most up to date or accurate information," says Holdosh. "Based on this need, we decided that training was an area we were going to focus on."

To help dealers succeed, Ally is working closely with the Association of Dealership Compliance Officers (ADCO), to provide access to training and compliance services. "What we like about ADCO is they're not only explaining the regulations but helping review and evaluate what compliance programs the dealership has in place and making recommendations on what they can do moving forward," says Holdosh.

The bottom line, Ally and ADCO have combined forces with ADCO's Total Dealership Compliance training program to help dealers see around compliance corners to gain a better understanding of how to implement a plan across their entire operation.

To read the entire article, visit: [Navigating Dealer Compliance – Building robust compliance programs](https://autosuccessonline.com/navigating-dealer-compliance-building-robust-compliance-programs) ([autosuccessonline.com](https://autosuccessonline.com))