

# BULLETIN

COLORADO AUTOMOBILE DEALERS ASSOCIATION

## IN THIS ISSUE

Board Chair Year-End Reflections

2025 Legislative Session Preview

CADA Events Calendar for 2025







# TABLE OF CONTENTS

<b>Reflecting on my time as Board Chair, Rob Edwards</b> .....	<b>2</b>
<b>Clear the Air Foundation Update</b> .....	<b>3</b>
<b>2025 Events Calendar</b> .....	<b>5</b>
<b>2025 Colorado Legislative Session, Jackson Piggott</b> .....	<b>7</b>





**Rob Edwards**  
Chairman of the Board

## Reflecting on My Time as Board Chair

As the year comes to a close, so does my time as Chair of the Colorado Auto Dealers Association. It has been an extraordinary honor to serve in this role, and I am profoundly grateful for the trust you've placed in me to represent our remarkable industry. Together, we have faced challenges, embraced opportunities, and strengthened our commitment to excellence in serving our customers, communities, and employees.

Reflecting on this past year, I am filled with pride in what we've achieved. We've worked tirelessly to elevate the perception of automotive retail, reminding ourselves and our communities that we are not just in the business of selling cars – we are in the business of serving people. From advocating for fair policies in Washington to focusing on creating exceptional customer experiences, we've reinforced the idea that dealerships are integral to the fabric of Colorado's cities and towns.

As I prepare to pass the torch to the next Chair, I do so with excitement for what lies ahead. The future of this association and our industry is bright, and I have every confidence in the leadership and vision of those who will carry our mission forward. Together, we've laid the groundwork for continued growth by focusing on what matters most: serving our communities well and building relationships that last a lifetime.

My hope is that the legacy we leave is one of service – service to our customers by delivering exceptional experiences, service to our employees by creating opportunities for growth, and service to our communities by being a cornerstone of local life. Let us continue to strive for this higher purpose, elevating our industry from a transactional mindset to one that truly values the relationships we build.

Thank you for allowing me to serve as your Chair. It has been the privilege of a lifetime. I leave this role with immense gratitude and confidence in the strength of this association and the people who make it great. Here's to a future filled with promise, innovation, and success.





**Mark Zeigler**  
Clear the Air  
Foundation Director

**Sponsored  
by:**

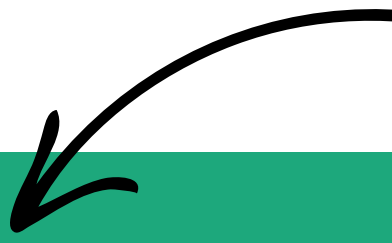


2024 is turning out to be a great year for the foundation, but we are now sorely lacking in direct dealership donations of vehicles. So far, we're right around 300 dealership donations for the year. While the VXC program has been very successful, there are ripples on the water that changes could be underfoot. As business leaders you know that having 80% of your business coming from one source is cause for concern. The incoming administration has proposed eliminating the \$7,500 Federal tax credit as well as adding tariffs to imported vehicles. If either or both occur, the VXC program could shrink significantly, jeopardizing the scholarship program that is finally having a significant impact on workforce issues in your dealerhips.

My ask is simple: [please reach out to me at mark.zeigler@colorado.auto with the contact information of the person at your dealership who would be the point of contact for vehicle donations.](mailto:mark.zeigler@colorado.auto) I will reach out to them directly to coordinate vehicle donations.

We need more scholarship applicants!!

**Please share this with your Service Manager to see if you have someone who might qualify.**





In the meantime, the Crush it in December campaign is back! **Do you have some old vehicles just hanging around on your lot? I will pick them up by the end of the year and you'll receive a bill of sale that you can use to reduce your tax liability based on how many vehicles you donate.** It doesn't matter if they run or not. You can donate them [here](#). I will turn these junkers into tuition and tool scholarships for techs working in your shop. Here's a testimonial from Ethan Fall, who works at McDonald Genesis of Littleton and recently received a \$2,500 tool scholarship:



**“Mark and his team at Clear the Air Foundation have helped me get past the biggest hurdle of getting into this industry, the high cost of tools needed to start. This scholarship has helped me dive headfirst into the modern car industry that requires more precise and specialized tools. I’m more confident in my work knowing that it will be correct and have already seen an improvement in my speed. Most importantly I know I am now equipped with the quality tools that will carry me through my career and help me overcome all future challenges.”**



**These life-changing scholarships support auto techs who will work in YOUR dealerships!**





# 2025 EVENTS CALENDAR

January - May

**Colorado Legislative Session**

February 8

**Q1 Board Meeting**

April 17-20

**Colorado Auto Show**

June 11

**Q2 Board Meeting**

June - August

**Regional Meetings**

Sept. 17-20

**Project DC & Q3 Board Meeting**

October 8

**Golf Event - Clear the Air Foundation**

November 13-14

**Strategic Planning Retreat**

November 13

**Colorado Automotive Hall of Fame**

December 10

**Holiday Luncheon & Q4 Board Meeting**

*More details will be provided about each of these events next year. For questions, please reach out to Margo Finer at [margo@colorado.auto](mailto:margo@colorado.auto). We hope to see you at one of these in 2025!*



As they do each fall, the IRS recently announced adjustments affecting the dollar limitations on 401(k) plans, IRAs, and other retirement-related items for tax year 2025. The changes from 2024 to 2025 are summarized below.

The contribution limit for employees who participate in their 401(k) plan increased to \$23,500, with the catch-up contribution limit remaining at \$7,500 for employees age 50 and up. IRA contributions remained at \$7,000, with a catch-up contribution limit of \$1,000. For lower- and moderate-income employees, the income limit for the saver's credit will increase to \$79,000 for married couples filing jointly and \$39,500 for singles.

As a business owner and plan sponsor, you may find that a few key changes could impact your personal situation:

- The Annual Compensation Limit affecting 401(k) plans has been increased to \$350,000.
- The Limitation for Defined Contribution Plans has been increased to \$70,000.
- The maximum amount of earnings subject to the Social Security tax (taxable maximum) will increase from \$168,600 to \$176,100.

Description	2024	2025
<b>Maximum Pretax 401(k) Contribution</b> (not including catch-up contributions for participants age 50 and older)	\$23,000	\$23,500
<b>Catch-Up Contribution Limit</b> (for participants age 50 or older)	\$7,500	\$7,500
<b>Annual Addition Dollar Limit</b> (not including catch-up contributions for participants age 50 and older)	\$69,000	\$70,000
<b>Compensation Limit</b>	\$345,000	\$350,000
<b>Compensation Limit for Highly Compensated Employees</b>	\$155,000	\$160,000
<b>Compensation Limit for Key Employee Officers</b>	\$220,000	\$230,000
<b>Social Security Wage Base</b>	\$168,600	\$176,100

This was brought to you by the NADA Retirement Program from Empower, our partner for dealership 401(k) solutions. Empower provides service excellence, constant innovation, thought leadership and outstanding people to help plan sponsors and participants get involved in and help plan for their financial future. The National Automobile Dealers Association and Empower have created a unique relationship through which Empower offers flexible, competitive 401(k) plans with an award-winning service model and fiduciary support at a negotiated NADA member price. If you work with a local financial professional, be sure to ask them about the NADA Retirement Program or visit [nadaretirement.com](http://nadaretirement.com).

Contact your dedicated NADA Retirement Director today  
Todd Adrian | 970-581-3548633 | [Todd.Adrian@empower.com](mailto:Todd.Adrian@empower.com)

Securities, when presented, are offered and/or distributed by Empower Financial Services, Inc., Member FINRA/

SIPC. EFSI is an affiliate of Empower Retirement, LLC; Empower Funds, Inc.; and registered investment adviser Empower Advisory Group, LLC. This material is for informational purposes only and is not intended to provide investment, legal, or tax recommendations or advice. "EMPOWER" and all associated logos and product names are trademarks of Empower Annuity Insurance Company of America.

©2024 Empower Annuity Insurance Company of America. All rights reserved.

460000-FLY-WF-3761497-1124 RO4045318-1124





**Jackson Piggott**  
Billow Barrow Fellow  
for Government Affairs

## 2025 Legislative Session Preview

The Colorado Legislature's upcoming session in January 2025 is poised to tackle major policy battles in labor, unions, and healthcare, which could significantly impact the Colorado Automobile Dealers Association.

### Labor and Union Legislation

**Minimum Wage Increase:** Legislation aimed at raising the minimum wage to \$15 per hour by 2028 could increase operational costs for auto dealerships, depending on how it is structured. CADA has traditionally fought to limit this to hourly employees, with exemptions for commissioned or flag hour employees. Higher wages may lead to increased prices for services and vehicles, affecting profit margins.

**Unionization Efforts:** One of the most significant proposed labor-related bills is aimed at reforming the unionization process in Colorado. Currently, the state's Labor Peace Act requires a two-step election process to form a union, which labor advocates argue is unnecessarily burdensome. The proposed legislation seeks to simplify this process, making it easier for workers to unionize by eliminating the second election requirement. This bill has strong support from some, but not all, labor leaders and Democratic legislators who view it as a way to strengthen workers' rights. However, it faces opposition from business groups and skepticism from Governor Jared Polis, who has previously vetoed similar measures and calls for a balanced approach that considers both workers and business interests.

Simplifying the unionization process might lead to more unionized dealerships, which could result in higher wages and better working conditions but also increased operational costs and more complex labor negotiations. Key proposals likely include measures to streamline the process for forming and joining unions, such as reducing the threshold of worker support needed to trigger a union election and removing the second election, which requires 75% support amongst workers currently required to pass and form a union. Additionally, there may be efforts to increase penalties for employers who engage in unfair labor practices or interfere with union organizing activities. The fight over unionization is likely to be intense, as pro-union advocates push for easier pathways to organize while opponents argue it could burden businesses with increased costs and regulatory complexities.

## Healthcare Initiatives

**Public Health Care Option:** The introduction of a public health care option could have mixed impacts on CADA members. On one hand, it may reduce healthcare costs for employers by providing a more affordable insurance alternative. On the other hand, if the public option leads to reduced payments to hospitals and healthcare providers, there could be broader economic impacts, including potential job losses in the healthcare sector that might affect overall economic conditions in the state.

### **Coverage for Undocumented Immigrants:**

Expanding healthcare coverage to undocumented immigrants could reduce the number of uninsured individuals and decrease uncompensated care costs, potentially lowering healthcare costs across the board, by slowing growth of negotiated rates between hospitals and private insurance plans. However, rather than a zero-sum game, there are many potential solutions – emanating from both parties – to address unsustainable health care costs.

## Potential Impacts on CADA

**Increased Operational Costs:** While auto dealerships are more insulated than some other industries, both the proposed increase in minimum wage and potential for more unionized workplaces could lead to higher operational costs for auto dealerships. These costs may need to be passed on to consumers, which could affect competitiveness and sales.

**Economic Growth:** The broader economic implications of these legislative changes, including potential shifts in consumer spending power and healthcare costs, will also play a critical role. While higher wages could mean more disposable income for consumers, increased operational costs for businesses could lead to higher prices.

CADA will engage in these overarching business battles, but you will be more likely to see our engagement through our affiliate associations (Colorado Chamber, Simplify Coalition, Colorado Civil Justice League, and Colorado Concern). We will take the two-phased approach of trying to defeat such legislation, or if such defeat is not possible, trying to amend in categorical or limited exclusions that mitigate the damage to auto dealerships. Please feel free to reach out if these are compelling issues to you and you would like to serve on CADA's Legislative Policy Committee for 2025.





# CONTACT US

## Colorado Automobile Dealers Association

290 East Speer Blvd., Denver, CO 80203 | 303.831.1722

[info@colorado.auto](mailto:info@colorado.auto) | [www.colorado.auto](http://www.colorado.auto)



**Matthew Groves**

CEO/President

[Email](#)

303.282.1449



**Beth Weir**

Vice President of Finance

[Email](#)

303.457.5120



**Mark Zeigler**

Clear the Air  
Foundation Director

[Email](#)

303.457.5105



**Dan Allison**

Director of Operations  
and Training

[Email](#)

303.831.1722



**Jackson Piggott**

Billow Barrow Fellow  
for Government Affairs

[Email](#)



**Caitlin Ming**

Director of  
Insurance Services

[Email](#)



**Margo Finer**

Director of External  
Affairs & Communications

[Email](#)



**Maegan Wilson-Kjellberg**

Director of Member Services

[Email](#)

# Help Your Employees Make it Home Safe Today

Federated DriveSAFE<sup>SM</sup> Telematics helps your employees improve their daily driving habits and return home safe at the end of the day.



AN ASSOCIATION MEMBER BENEFIT FOR 119 YEARS  
DIRECT, LOCAL MARKETING REPRESENTATIVES AUTO  
PROPERTY AND CASUALTY SELF-INSURED RETENTION  
POLICYHOLDER SURPLUS LIVE VOICE CUSTOMER SERVICE  
MYSHIELD<sup>®</sup> TAILORED, INDUSTRY-SPECIFIC COVERAGE  
BUSINESS SUCCESSION AND ESTATE PLANNING STABLE  
FACE-TO-FACE RELATIONSHIPS FINANCIAL STRENGTH  
MUTUAL COMPANY DIRECT CLAIMS REPRESENTATIVES  
500+ EXCLUSIVE ASSOCIATION RECOMMENDATIONS  
ESTATE PLANNING ATTORNEY NETWORK ANNUITIES

**IT'S OUR BUSINESS TO PROTECT  
CADA MEMBERS**

WE'RE BETTER TOGETHER LIFE AND DISABILITY INCOME  
PRIVATE BONUS PLANS KEY PERSON COVERAGE  
WORKERS COMPENSATION HIRING PRACTICES  
FEDERATED DRIVESAFE<sup>SM</sup> TELEMATICS SOLUTION  
RISK MANAGEMENT RESOURCE CENTER  
EMPLOYMENT RELATED PRACTICES LIABILITY  
EMPLOYMENT LAW ATTORNEY NETWORK  
BONDING EMPLOYEE SAFETY TRAINING  
RISK MANAGEMENT ACADEMY  
CLIENT CONTACT CENTER  
FIELD RISK CONSULTANTS  
CERTIFICATE CENTER  
SURETY SPECIALISTS  
MANAGED CARE  
CYBER



Scan to learn more  
about DriveSAFE  
TELEMATICS.



The content of this publication is for general information purposes only. Consult with a qualified professional when you have detailed questions regarding any topic in this publication.

**Commercial Insurance** Property & Casualty | Life & Disability Income  
Workers Compensation | Business Succession and Estate Planning | Bonding  
**Federated Mutual Insurance Company and its subsidiaries\*\*** | federatedinsurance.com



## Helping Dealerships Protect Themselves from Cyberattacks

In today's digital age, the threat of cyberattacks is an ever-present and growing concern for businesses like dealerships that handle sensitive customer information. The risk of cyberattacks is escalating as dealerships become increasingly reliant on technology.

One of the most significant threats is customer data breaches, which can be particularly costly, according to Aaron Lee, Senior Director at Ally Dealership Insurance. Managing sensitive personal information often requires ongoing monitoring of affected individuals, sometimes for extended periods.

Beyond the immediate costs of analyzing and addressing cyberattacks, dealerships also face the potential for significant reputational damage, Lee adds. "A cyberattack can lead to lost business and eroded trust among customers," he says.

This risk is not confined to large dealer groups; smaller dealerships, which may have older technology and less investment in cybersecurity, are also vulnerable. Moreover, the threat extends to third-party relationships that dealerships rely on to run their businesses effectively.

### Tips to Help Avoid Becoming a Target:

Given the alarming scale of disruption that cyberattacks can cause, Lee offered practical tips for dealerships to help mitigate their risk

1) **Compliance with Guidelines:** Dealerships should review and comply with the latest Federal Trade Commission (FTC) guidelines, including the Safeguard Rule, which outlines cybersecurity requirements.

2) **Regular Software Updates:** Ensuring that all software is regularly updated with security patches is crucial. Additionally, uninstalling old, unused software can prevent hackers from exploiting outdated systems.

3) **Basic Security Practices:** Simple measures like locking computers when not in use, using strong passwords, and being vigilant about email phishing attempts can significantly enhance security.

### Understanding Cyber Insurance

Traditional general property and liability coverage often exclude damages related to cyberattacks, necessitating separate cyber insurance policies. When considering cyber insurance, Lee encourages dealerships to involve their IT directors in discussions to ensure comprehensive understanding and coverage. Evaluating the limits of coverage is vital to ensure adequate protection against unforeseen events. Dealers should also review sub-limits for specific coverage like business income, breach notification, and financial fraud, which may differ from the aggregate policy limit.

As the cyber insurance market evolves, it is crucial for dealerships to review their policies carefully, especially during renewals, to stay informed about any changes. Lee emphasized the importance of working with knowledgeable insurance representatives who can help locate and offer the best possible cyber coverage.

By taking proactive steps to protect themselves and understanding their insurance options, dealerships can help mitigate the risks and consequences of cyberattacks.

For more cyber security insights, tune in to the All Ears podcast, sponsored by Ally Financial and produced by Automotive News.

[All Ears Podcast | Tips to Consider When Buying Cyber Insurance.](#)



*Happy holidays!*

We hope you enjoy a restful  
holiday season with family  
and friends!

Matthew, Beth, Mark, Dan,  
Caitlin, Margo, and Maegan

--

Team CADA