



SADA

May 2017

BY BARBARA ROTHSCHILD

**S.A.D.A. GOLF TOURNAMENT
MONDAY, JUNE 26TH
CAVALRY CLUB**

In case you haven't reserved a foursome for our annual golf tournament, we encourage you to arrange your group now. There have been major renovations to the golf side of the Cavalry Club and it looks terrific. The day promises to be fun filled starting with a luncheon co-sponsored by ThruWay Autoglass and ACV Auctions.

While on the course, beverages will be provided by Spectrum Reach. The dinner will have pass hors d'oeuvres and food stations (Beef and turkey carving, pastas and create a fajitas) plus the most popular dessert table provided by ADESA Syracuse.

The golf tournament winners will receive gift certificates to the pro shop. Key Bank and Five Star Bank have already contributed to the prizes. We plan a shotgun start at 12:45 and look forward to a great turnout this year



Thank you!

**REGULATORY
COMPLIANCE**



**REGULATORY COMPLIANCE
SEMINARY**

On Thursday, June 15th, we will co-sponsor and Regulatory Compliance Seminar with Zurich. Among the topics covered will be:

- Safety Recall Best Practices
- New FTC Used car buyers guide
- Update on CFPB activity
- Dealers reserve & discrimination in lending
- Dealership F & I audit procedures
- Risk Based Pricing
- Adverse action letters

- Privacy notices, FTC standards
- Red Flags
- OFAC
- Safeguarding NPI (non-public info)
- IRS 8300 Rule

The seminar will be conducted by Steven H. LaBonte, Esq. We anticipate the numbers to exceed 20 attendees and will announce the location. If you are planning to attend, we ask that you contact our office. This will help us determine the size and location for this important meeting.



While we have not received an official notice from New York State, we are listed again as being awarded another Hazardous Abatement Board Grant. This enables us to provide OSHA training in dealerships at no charge. More information is forthcoming when we receive the official announcement letter and sign the state contract. This is just another important service we offer our members.



CHARITY PREVIEW

The Charity Preview committee met last week to review the previous event and talk about the November 1st party. Three charities will not be involved, two because of their major fund raisers too close and one that was going to pull out that was struggling.

The committee is working to secure underwriting and would welcome any new prospects. There were three requests for consideration and the decision about adding any charity will be made by the end of the month.

In February, we sold over 2,000 tickets and anticipate exceeding that number for November. It is by far the best and biggest fund raiser in town and you should be very proud of the committee's efforts, co-chaired by Gino Barbuto and Jim Barr.



HR ONE AND NEW PROGRAM WE WILL BE OFFERING

This past year, we worked with HR One for a telephone support line regarding HR issues and payroll matters for our members. This arrangement was included in your membership and we have conducted two seminars to help our members on "hot topics" that impact your business. We are now offering, through HR One, a full web based module that enables members to have access to federal and state laws thru an on-line library and quick access. This month, we will kick off the program with a brief training session in our office. The telephone support will still be available with HR One to address questions or concerns you may have. The announcement will be sent out by next week and we believe this is another strong service that SADA provides to our members

Don't forget you can also use the Human Resources Helpline Program as well

There are three ways for you to contact HR One:

- Via telephone: 800-457-8829
- Via email: hrhelp@peopletopayroll.com
- Via HR One's website: www.peopletopayroll.com with a secure user id and password:
 - User Id: [syracuseautodealers](#)
 - PW: 032963

NOVEMBER AUTO SHOW

Last month, dealers attended a meeting to talk about the November auto show and offer their ideas for promotions. After the meeting, Denise sent a recap of the suggestions to our members. The beer and wine tasting on Saturday was very well received and we are working on having this occur Friday night and Saturday. It was decided that the customer appreciation certificates (buy one get one free) would be provided to the dealers and that they could be used all four days of the show. Dealers must email customers with this offer in order to be successful

Syracuse University has an away game at FSU on Saturday and we are working on a tailgate party at the show using half of the ballroom for the event. At the last show, we used half of the ballroom for features and a lounge and we will again do that for the November show. On Sunday, family day, we will continue with face painters and magicians at a family pack rate of \$ 20 including parking.

We also increased our social media presence and will continue that for November show. At the suggestion of dealers, we purchased more internet advertising.

We feel that the suggestions will help promote this event. Also, the executive committee has determined that we will be developing a February promotion to help with not having a show then. We need to continue the efforts of starting the spring market in February and will develop that concept with the help of dealers and our agency.

On the plus side....we won't have to worry about snow removal and subzero weather. Many of the people who go south for the winter will be here. We have always had a very strong senior turnout as they buy every two years and shop the auto show. Excessive snow and subzero weather has been a deterrent and we look forward to that not occurring. We saw the positive impact of great weather this past February and feel that our attendance increase of almost 25% was attributed to the improved elements.

We welcome your ideas and suggestions and look forward to a super show November 2 – 5.

The most positive thing happening to the community will be the National Men's Bowling Congress that is taking over our facility for six months starting in January. The influx of spending will be important to all businesses in the community and while we are making this sacrifice, the impact will be great.