

### Regulatory News



## MNLARS Launch Plagued with Problems

On July 24, the state's Driver and Vehicle Services (DVS) division launched MNLARS, its new web-based motor vehicle titling and registration system, to great disappointment. Despite expending additional time and resources on it, the program as launched experienced significant problems. In the first days, Deputy Registrars encountered numerous errors and the inability to process basic transactions, such as titling and registering leased vehicles. The system also went dark for hours at a time, leaving customers and Deputies significantly frustrated. All of this has created a major backlog of work, with many dealer transactions being delayed considerably.

In response, MADA has sent three letters to DVS seeking relief. The first was a request to allow dealers to issue a second 21-day permit to customers who haven't received license plates in time, which DVS granted. The second was to ask for the \$2-filing late fee to be waived, since Deputies have not been able to get to dealer work within the statutory ten-day window. The agency has not responded to this request, and dealers continue to be charged fees for delays that are beyond their control.

The agency, in numerous communications, maintains that none of these problems "are serious" and all the glitches should be fixed within the first three weeks of operation. As this newsletter goes to press, the number of problems with titling vehicles still seems to be getting worse, not better. MADA continues to explore options to seek relief for dealers.

MADA has also surveyed our members and found that dealers are overwhelming dissatisfied with MNLARS. The majority of dealers who responded had a backlog of uncompleted title transfers of 10

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Unfair Sales Performance Standards

MADA Services Endorses New Programs

How Health Care Reform Impacts Group Insurance

**In response, MADA has sent three letters to DVS seeking relief.**

### upcoming events

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West St. Paul

oct 17 Laws of Leasing  
West St. Paul

oct 18 Service Advisor Basics  
West St. Paul

visit  
[www.mada.org](http://www.mada.org)  
for details, registration  
and a complete list of  
Upcoming Events and  
Training

## Legislative News

# Franchise Campaign Moving Forward

MADA's grassroots and media campaign to encourage the Minnesota Senate to vote on warranty and recall reform in 2018 is taking shape. Many dealers in targeted districts have taken the time to meet with representatives from Weber Johnson to share information about their community impacts and connections to local civic leaders. Thank you! The information we are gathering is critical to building a network of individuals who can help us make the case for legislative reforms that will keep local dealers healthy and vibrant for years to come.

Please keep an eye out for townhall meetings beginning in September.

## Congressional News

# Congress Puts AVs on Fast Track, NADA Slows Threat to Franchise Law

Congress is fast tracking legislation that would grant exemptions to developers of Autonomous Vehicles (AVs) from federal safety standards. In late July, the House Energy and Commerce Committee approved H.R. 3388, Safely Ensuring Lives Future Deployment and Research in Vehicle Evolution Act, also known as the "SELF DRIVE Act." NADA, with substantial help from state dealer associations, added language to clarify that Congress does not intend to preempt state vehicle licensing/franchise laws as applied to self-driving, highly-automated vehicles (HAVs).

As the House bill heads to the House Floor, the U.S. Senate is taking up similar legislation through its Commerce Committee. Senators John Thune (R-S.D.), chairman of the Commerce, Science and Transportation Committee; Bill Nelson (D-Fla.), the panel's ranking member; and Gary Peters (D-Mich.) plan similar legislation. NADA and state association execs will continue to be watchful of any attempt by the manufacturers to override state franchise laws as part of AV legislation.



**Minnesota Automobile Dealers Association**

*The Minnesota Automobile Dealers Association is a non-profit trade association dedicated to the progress of the retail auto industry in Minnesota.*

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**Do you have a training need or suggestion?  
We would like to hear from you!**

**Please call Alice at 651-789-2956 or email [alice@mada.org](mailto:alice@mada.org).**

## MADA Services News

# Dealers Attack Unfair Sales Performance Standards

Minnesota dealers already have solid legal tools to challenge unfair performance evaluation by the factory. MADA will propose enhancing those tools with a transparency provision in the 2018 legislative session.

*Automotive News* published articles in May and July of this year highlighting legal battles in New York, California, Florida, Ohio and Maryland. Dealers won a major victory last year when New York's highest court ruled that General Motors violated state law by judging Beck Chevrolet's sales performance using a formula which compares sales in different geographic areas but fails to take into account geographic differences in brand loyalty.

Beck successfully argued that their dealership in the import-heavy New York City market was unfairly compared with stores in the Buffalo area where thousands of GM factory workers live, and the Chevrolet market share is about four times greater.

Minnesota Statute §80E.13 contains similar protective language that Beck relied on in New York. It provides in part:

“A [manufacturer] performance standard, sales objective, or program for measuring dealership performance that may have a material effect on a dealer, including the dealer's right to payment under any incentive or reimbursement program, and the application of the standard or program by a manufacturer, distributor, or factory branch must be fair, reasonable, equitable, and based on accurate information.”

Wayzata Nissan relied on this provision in a recently settled Minnesota lawsuit which alleged that Nissan unlawfully manipulated sales effectiveness requirements, geographic areas of primary market area and stair-step incentive programs to try and force the dealership to terminate its franchise and sell the point.

Minnesota dealers share the frustration of dealers around the country whose profitability - and even survival - depends on the whims of the factory metrics and sales performance calculations. MADA recognizes that the incentive programs are likely here to stay. However, dealers should be given a clear disclosure of exactly how the formulas and sales targets are calculated. We'll propose incentive transparency language as part of our legislative franchise initiative in 2018.

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## MADA News



### Greg House New NADA Pac Chair

The NADA PAC, formerly known as DEAC, will be chaired in Minnesota by Greg House.

House, a GM dealer in Stewartville and Owatonna, was MADA Chair

in 2015. He replaces longtime DEAC Chair Bernie Wagnild from the Valley Automotive Group. Under Bernie's leadership, Minnesota achieved its fundraising goals for DEAC every year. The NADA PAC is a critical link to Minnesota's congressional delegation.

## Legal News

# DVS is Serious About Privacy of Registration Records

Curiosity is a natural human trait. We're curious about our neighbors, friends and coworkers. We may even have a natural curiosity about local celebrities or people in the news. With the new MNLARS computer system, Driver & Vehicle Services has far better tools to monitor and control unauthorized access to the driver and vehicle database. DVS has taken particular notice of increased inquiries surrounding people in the news as well as local celebrities. Officials speculate that DVS records are accessed to

satisfy curiosity about someone's age or home address.

Unauthorized access is against the law. Dealers may access the database only for specific legitimate business reasons. Violations can lead to fines and even jail time. Also, DVS routinely suspends employee access privileges over improper use. Don't let curiosity cost you your job.

## MADA News

# Announcing Inaugural Community Hero Awards

Has your dealership been a Hero this year?

We know that dealerships across Minnesota are engaged in their communities in big and small ways. MADA would like to recognize those efforts at the Main Event, our annual luncheon celebration of Minnesota's retail automotive industry.

Fill out a nomination form (available at

[www.mada.org](http://www.mada.org)) which includes a one-page description of your 2017 contributions and submit along with any photos. MADA may recognize you and your store at The Main Event on Friday, December 1.

Recognition will be based on the overall community impact, and the involvement of the store and employees.

## Insurance News

# Blue Cross Blue Shield Vision Plan

We love hearing from everyone who is interested in the MADA vision plan. However, we ask that dealership employees please contact your HR department and have them contact MADA for more information. We will then send out literature to your HR department showing how employees can save hundreds of dollars a year on your eyeglasses.

Once employees enroll in the Vision Program through their HR departments, they will need to let their eye care provider know they are enrolled

in a Davis Vision Plan when they provide their Blue Cross Vision Card (which does not include this notation). Vision Program participants have found using the plan to be a pleasant experience as long as the mention of having a Davis Vision Plan is made. Purchase of two pairs of glasses can be for less than half the price of one pair at regular price. Make sure to ask your HR department to contact [sarahw@mada.org](mailto:sarahw@mada.org) or [sue@mada.org](mailto:sue@mada.org) to get you enrolled so you can get great deals on new glasses.

## Services News

# MADA Endorses Two New Programs to Help You Gain and Maintain Customers



For dealers, the trend in the market today is an emphasis on converting more of the traffic that you already have on your website rather than spending money driving more traffic. Leveraging the industry leading technology of LiveOffer, dealers today are selling more cars and spending less money on marketing.

LiveOffer is a conversion accelerator - essentially a supercharger for your website to help you convert more of the traffic that's already there. LiveOffer sees actual "engaged shopper behavior" of visitors on your website. It tracks those visitors that are shopping your site, competitor sites, third-party sites, etc... and influences those visitors to convert to a lead for your dealership, thereby driving more quality leads and more sales for your dealership.

See inserted flyer or contact your MADA sales representative for more details.



Purple Cloud combines call tracking, text messaging and chat into a single platform, which provides two key benefits: 1) more leads - auto dealers see on average 28% more leads after switching to Purple Cloud; 2) lower cost - auto dealers save on average \$8400 per year after switching to Purple Cloud. Founded by computer scientists and serial entrepreneurs from MIT, Yahoo, DoubleClick and Google, Purple Cloud's platform provides features like no other. Differentiating features include making all landline numbers textable; managing texts from its call center just like chat; and placing tracking numbers in front of employee personal cell phones in order to track all work calls and texts. Never lose a customer due to an employee leaving your dealership.

For more information see the inserted flyer or contact Purple Cloud at [www.purplecloud.com](http://www.purplecloud.com), (617) 858-8855 or [josh@purplecloud.com](mailto:josh@purplecloud.com).

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## Congressional News

# Walz Co-sponsors FET Repeal

Congressman Tim Walz (D-Mankato) has joined with ten Republican Congressmen to co-author a repeal of the Federal Excise Tax on Heavy Duty Trucks. H.R. 2946 repeals the World War I era tax originally implemented at three percent as a temporary tax to pay for the war. But now it has, truck dealers believe, outlived its usefulness and is a drag on the industry's revival. At 12%, the tax is the largest excise taxes on the federal books.

It is complicated to administer and overlaps an already complicated tax and regulatory scheme that heavy-duty truck dealers have to work through. MADA worked with NADA and Bob Nuss of the Nuss Truck Group to convince Congressman Walz to sign on to the repealer.

## What Do We Know about Federal Healthcare Reform?

The U.S. Congress is still in the early stages of repealing and replacing the Affordable Care Act (ACA). We know that the GOP legislators cannot agree on what changes they can all live with, as each lawmaker has their own particular needs for their home states. We know that the ACA is still in full force (as this goes to press). We also know that the debate is still open, and the U.S. Senate is now trying to make a better effort on a bipartisan deal.

There are some key elements that the GOP want to remove from the ACA. One of those is the tax penalty for not having insurance. If this provision passes, it is likely that many people who are healthy will opt out of insurance. People who have lower incomes will also opt out so they can feed families. This will increase premiums for group insurance plans because most of the people insured will be either unhealthy or will be like many of us who are covered by our employers' policy. It helps that employers are required to provide insurance and pay a minimum of 50% of the premium.

This leads us to the second item the GOP majorities want removed: forcing employers to provide insurance. If this happens, places like pizza shops, fast food businesses and others with high employee turnover will most likely cancel the policies with which they now insure their full-time employees. It will be a big money saver to those businesses, but again, it will cost group plans with higher premiums. Companies that want to retain and obtain employees with specific qualities and education will continue to offer

insurance to their people. In businesses like ours, changing that would certainly send employees to other dealerships with better benefits. Other big businesses will react this way as well. Employees will always go for the better deal, so businesses need something to show employees they care about them. It's a competitive edge.

The item GOP lawmakers seem to be at a standstill with is what to do with Medicaid. This is a tough one. There are states who expanded Medicaid under the ACA and have too many people dependent on it. There are also states where the wages are subpar to other states and where health insurers just don't want to go, so premiums are out of control. Medicaid covers people who can't afford insurance, or can only afford a partial amount. Some of these people will go off Medicaid and insurance all together if the mandate on being insured is removed. However, there are so many people who rely on this option to keep their family members healthy that it is difficult to know where to draw the line and in which direction.

It seems that no matter what is done in Washington D.C., the insurance industry is looking at higher premiums. Estimates are coming in anywhere from 6% to over 30%. The vast range is due to the unknown of what will happen with the ACA and how much money the federal government will give to insurance companies. The ride isn't over yet, and it could go on for years. So, keep your seatbelt on tight.

visit us online at  
[www.mada.org](http://www.mada.org)

# Minnesota Auto Outlook

Released by:  
**Minnesota Automobile  
Dealers Association**

Covering the Minnesota automotive market

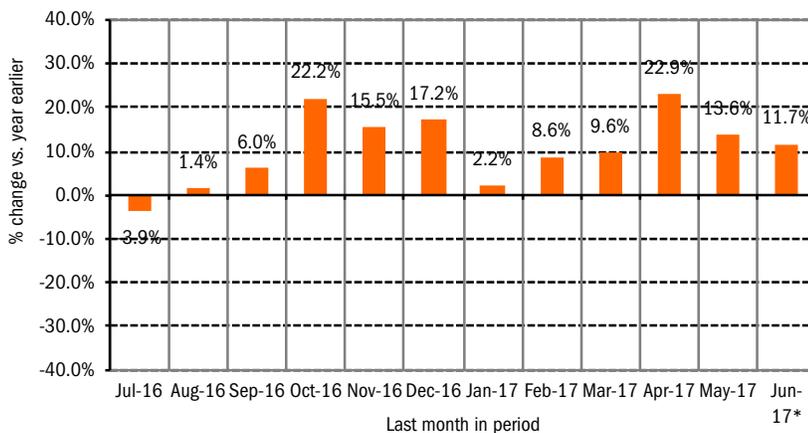
Data thru June 2017

## Minnesota New Retail Car and Light Truck Registrations

	Most Recent Two Months			Year to date thru June			YTD Market Share		
	5/16 & 6/16	5/17 & 6/17*	% change	YTD '16	YTD '17	% change	YTD '16	YTD '17	change
Industry Total	32,705	33,196	1.5%	90,945	100,696	10.7%			
Cars	9,961	8,893	-10.7%	27,072	26,352	-2.7%	29.8	26.2	-3.6
Light Trucks	22,744	24,303	6.9%	63,873	74,344	16.4%	70.2	73.8	3.6
Japanese Brands	11,795	12,136	2.9%	31,763	35,725	12.5%	34.9	35.5	0.6
Honda	3,092	3,232	4.5%	8,314	9,614	15.6%	9.1	9.5	0.4
Nissan	1,395	1,499	7.5%	4,224	5,160	22.2%	4.6	5.1	0.5
Toyota	4,248	4,357	2.6%	11,614	12,059	3.8%	12.8	12.0	-0.8
Other	3,060	3,048	-0.4%	7,611	8,892	16.8%	8.4	8.8	0.4
Domestic Brands	17,007	17,140	0.8%	48,447	53,212	9.8%	53.3	52.8	-0.5
FCA (excl. FIAT)	4,351	4,641	6.7%	11,659	14,160	21.5%	12.8	14.1	1.3
Ford	5,549	5,370	-3.2%	15,621	16,377	4.8%	17.2	16.3	-0.9
General Motors	7,048	7,084	0.5%	21,034	22,479	6.9%	23.1	22.3	-0.8
Other	59	45	-23.7%	133	196	47.4%	0.1	0.2	0.1
European Brands	2,029	1,982	-2.3%	5,786	5,987	3.5%	6.4	5.9	-0.5
BMW	533	444	-16.7%	1,570	1,299	-17.3%	1.7	1.3	-0.4
Mercedes	330	344	4.2%	925	968	4.6%	1.0	1.0	0.0
Volkswagen	879	915	4.1%	2,418	2,786	15.2%	2.7	2.8	0.1
Other	287	279	-2.8%	873	934	7.0%	1.0	0.9	-0.1
Korean Brands	1,874	1,938	3.4%	4,949	5,772	16.6%	5.4	5.7	0.3

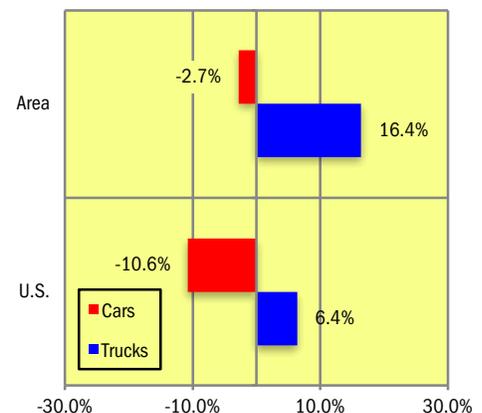
Brands included above: Domestic Brands: GM (Buick, Cadillac, Chevrolet, and GMC), Ford (Ford and Lincoln), Chrysler (Chrysler, Dodge, Jeep, and Ram). Japanese: Toyota (Toyota, Lexus, and Scion), Honda (Honda and Acura), Nissan (Nissan and Infiniti), Other (Mazda, Mitsubishi, and Subaru). European: VW (Audi, Bentley, Porsche, and Volkswagen), BMW (BMW, Rolls Royce, and MINI), MB (Mercedes Benz and smart), Other (Alfa Romeo, Aston Martin, Ferrari, Fiat, Jaguar, Land Rover, Lotus, Maserati, and Volvo). Korean: Hyundai and Kia. \*Figures for June 2017 were estimated by Auto Outlook. Data Source: IHS Markit.

**Percent Change in Three Month Moving Average of New Retail Registrations versus Same Period Earlier**



The graph above provides a clear picture of the trending direction of the state market. It shows the year-over-year percent change in the three month moving average of new retail light vehicle registrations. The three month moving average is less erratic than monthly registrations, which can fluctuate due to such factors as the timing of manufacturer incentive programs, weather and title processing delays by governmental agencies. \*Figures for June 2017 were estimated by Auto Outlook. Data Source: IHS Markit.

**Percent Change in State and U.S. New Retail Light Vehicle Markets YTD '17 thru June\* vs. YTD '16**



The graph above compares the change in new retail car and light truck registrations in both the state and U.S. markets. \*Figures for June, 2017 were estimated by Auto Outlook. Data Source: IHS Markit.

### Data Information

All data represents new vehicle retail registrations in Minnesota and excludes fleet and wholesale transactions. Please keep in mind that monthly registration figures can occasionally be subject to fluctuations, resulting in over or under estimation of actual results. This usually occurs due to processing delays by governmental agencies. Note: reported registrations in the state during the first half of 2016 were relatively weak but increased significantly in the Third Quarter. For this reason, year-over-year increases during the first six months of this year will be relatively large, while declines are likely in the Third Quarter. Data Source: IHS Markit.

Minnesota New Retail Light Vehicle Registrations					
	Registrations			Market share	
	YTD '16	YTD '17	% change	YTD '16	YTD '17
	thru June	thru June*		thru June	thru June*
TOTAL	90,945	100,696	11%		
Acura	590	610	3%	0.6%	0.6%
Alfa Romeo	4	69	1625%	0.0%	0.1%
Audi	869	893	3%	1.0%	0.9%
BMW	1,336	1,112	-17%	1.5%	1.1%
Buick	1,628	2,094	29%	1.8%	2.1%
Cadillac	509	565	11%	0.6%	0.6%
Chevrolet	15,092	15,801	5%	16.6%	15.7%
Chrysler	1,483	2,093	41%	1.6%	2.1%
Dodge	2,321	2,562	10%	2.6%	2.5%
FIAT	96	95	-1%	0.1%	0.1%
Ford	15,146	15,855	5%	16.7%	15.7%
Genesis	0	56		0.0%	0.1%
GMC	3,805	4,019	6%	4.2%	4.0%
Honda	7,724	9,004	17%	8.5%	8.9%
Hyundai	2,042	2,566	26%	2.2%	2.5%
Infiniti	269	368	37%	0.3%	0.4%
Jaguar	28	100	257%	0.0%	0.1%
Jeep	4,361	5,461	25%	4.8%	5.4%
Kia	2,907	3,150	8%	3.2%	3.1%
Land Rover	224	224	0%	0.2%	0.2%
Lexus	1,191	1,095	-8%	1.3%	1.1%
Lincoln	475	522	10%	0.5%	0.5%
Maserati	27	34	26%	0.0%	0.0%
Mazda	1,893	2,319	23%	2.1%	2.3%
Mercedes	912	957	5%	1.0%	1.0%
MINI	233	186	-20%	0.3%	0.2%
Mitsubishi	907	1,000	10%	1.0%	1.0%
Nissan	3,955	4,792	21%	4.3%	4.8%
Other	57	41	-28%	0.1%	0.0%
Porsche	152	173	14%	0.2%	0.2%
Ram	3,494	4,044	16%	3.8%	4.0%
Subaru	4,809	5,570	16%	5.3%	5.5%
Tesla	115	191	66%	0.1%	0.2%
Toyota	10,423	10,964	5%	11.5%	10.9%
Volkswagen	1,397	1,720	23%	1.5%	1.7%
Volvo	471	391	-17%	0.5%	0.4%

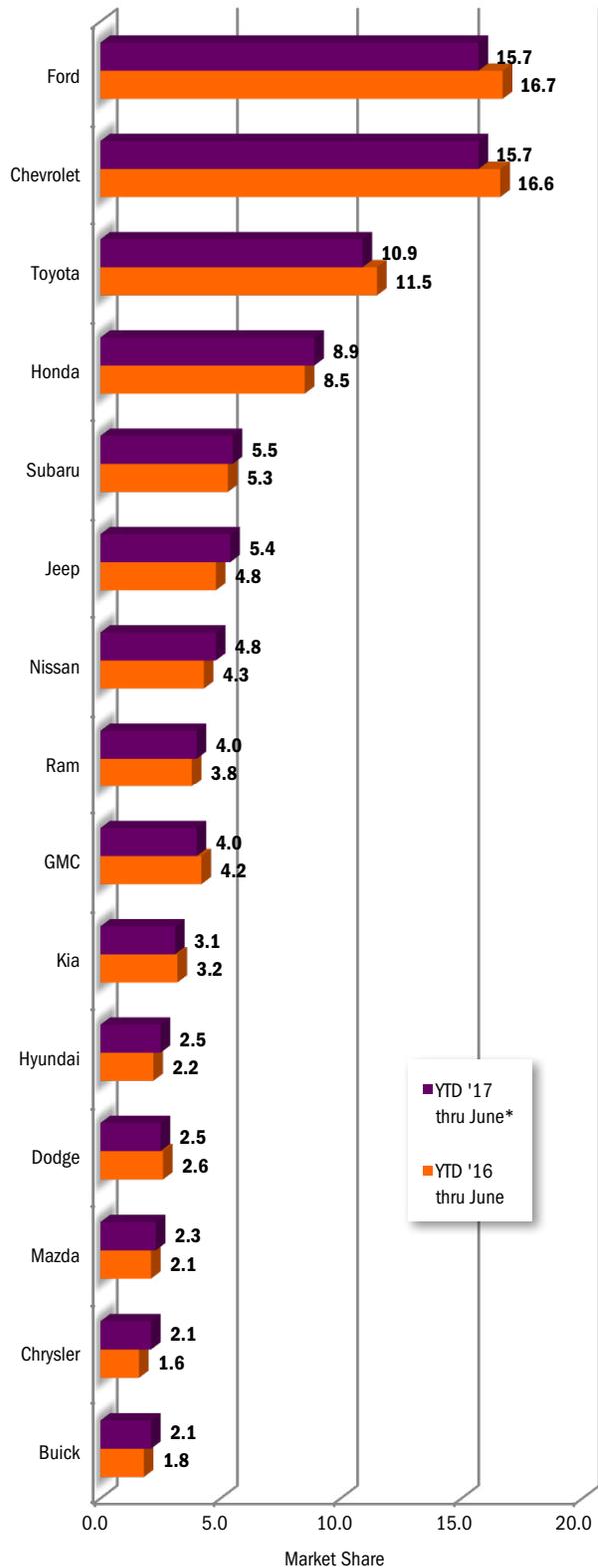
Top ten ranked brands in each percent change category are shaded green.  
 \*Figures for June 2017 were estimated by Auto Outlook.

Data Source: IHS Markit.

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State Market Share for Top 15 Selling Brands  
 YTD '17 thru June\* vs. YTD '16



\*Figures for June 2017 were estimated by Auto Outlook.

Data Source: IHS Markit.

	Class Options	Date	Location
Title Basics	<b>West St. Paul</b> 9:30 a.m. - 11:30 a.m. \$199	<b>August 22, 2017</b>	<b>MADA Headquarters</b> 200 Lothenbach Ave West St. Paul, MN 55118

	Class Options	Date	Location
The Certified Title & Registration Program*	<b>Sales Tax</b> 9:00 a.m. - 10:00 a.m. \$129	<b>September 12, 2017</b>	<b>MADA Headquarters</b> 200 Lothenbach Ave West St. Paul, MN 55118
	<b>New to Fleet</b> 10:30 a.m. - 12:30 p.m. \$129	<b>September 12, 2017</b>	
	<b>Minnesota Titles and Transfers</b> 1:00 p.m. - 3:00 p.m. \$129	<b>September 12, 2017</b>	

	Class Options	Date	Location
Dealership Customer Experience Training for Receptionists, Cashiers and Administrators	<b>West St. Paul</b> 10:00 a.m. - 2:00 a.m. \$179, \$169 for second or subsequent registrations from the same dealership	<b>September 13, 2017</b>	<b>MADA Headquarters</b> 200 Lothenbach Ave West St. Paul, MN 55118

	Class Options	Date	Location
Laws of Leasing	<b>West St. Paul</b> 9:30 a.m. - 11:30 p.m. \$139	<b>October 17, 2017</b>	<b>MADA Headquarters</b> 200 Lothenbach Ave West St. Paul, MN 55118

	Class Options	Date	Location
Shop Talk: Service Advisor Basics	<b>West St. Paul</b> 10:00 a.m.- 2:00 p.m. \$179 per person \$169 for second or subsequent registrations from the same dealership. *SPCC Members- Complimentary Admission	<b>October 18, 2017</b>	<b>MADA Headquarters</b> 200 Lothenbach Ave West St. Paul, MN 55118

\*Lunch is included.



# Enhance Your Customer Service

## Dealership Customer Experience

Training for Receptionists, Cashiers and Administrators

This training is an interactive and skill based course that will teach you the fundamental skills and strategies that are essential to success in your role as a Receptionist, Cashier or Administrator. This class will develop your understanding of the ideas behind the skills and how to create the best experience for the customer that will build loyalty and satisfaction.

- Understand what your customers want and how that affects your job
- Understand your own behavior and how to manage your customer's behavior better
- Improve your communications skills
- Learn to handle upset or angry customers
- Implement proper phone skills
- Understand and implement proper body language

**Wednesday, September 13,  
2017**

**10:00 AM- 2:00PM- Lunch provided  
MADA Headquarters**

\$179 per person, \$169 for second or subsequent registrations from the same dealership.

## Service Advisor Basics

This training is focused on helping service advisors to improve sales skills and increase closing ratio, by lowering the clients' natural sales resistance.

- The neuroscience behind sales resistance.
- How to guide customers through buying decisions.
- How to set the perfect service appointment
- Understand the value of performing a vehicle walk-around with your customers.
- How to overcome customer objections.
- Opportunities and strategies to sell more service.

You will walk away with an actionable plan and skills that can be implemented in your position immediately.

**Wednesday, October 18, 2017**

**10:00 AM- 2:00PM- Lunch provided  
MADA Headquarters**

\$179 per person, \$169 for second or subsequent registrations from the same dealership.

SPCC members receive complimentary admission.

## Member News

**Kade Vershey**, formerly a partner in **Houston Ford**, became its owner on August 1.

The **Walser Automotive Group** has acquired **Wayzata Nissan** along with ownership partners **Charlie Swenson**, COO of Walser Automotive Group, and **Ellie Swenson**, current manager at Walser Toyota.

**Boyer Ford Trucks** is celebrating its 90th anniversary this year and recently received a bronze Wellness by Design award from Hennepin County. The award recognizes organizations that make employee health a priority by creating effective wellness programs.

## FAQ

**Q:** I have heard a lot of talk about a \$15.00/hour minimum wage. Does this apply to me?

**A:** No. The City of Minneapolis passed a local ordinance raising the minimum wage above what is mandated by state and federal law. The “\$15.00/hour minimum wage” that has recently been in the news applies only in the City of Minneapolis. At present, there are no MADA member dealers in Minneapolis.

Under Minnesota law, the minimum wage is still \$9.50/hour for “large employers.” “Large employers” are those with annual gross revenue of \$500,000 or more. The minimum wage for “small employers” is \$7.75/hour. “Small employers” are those with less than \$500,000 in annual gross revenue. The \$7.75/hour minimum wage also applies to employees under 18 years old or employees under 20 years old and working within the first 90 days of their employment.

MNLARS..... *continued from cover*

– 20 days under MNLARS compared to, at most, one or two days under the old system. If you continue to experience problems with the system, please forward them to MADA General Counsel Jim Schutjer at [schutjer@mada.org](mailto:schutjer@mada.org).



### *Endorsed Service & Vendors*

*Check Guarantee/Credit Card Processing*  
FIS / Certegy

*Dealer Bond Program*  
Ensure Agency

*Disability Income Insurance & Section 125 Cafeteria Plans*  
American Fidelity Assurance

*Employee Placement*  
Hireology

*F&I Products*  
Protective

*Fleet Fueling Program*  
SuperAmerica

*Group Health Insurance*  
Blue Cross Blue Shield of MN  
Delta Dental  
ReliaStar Life

*Hole-In-One Insurance*  
Hole-In-One-USA

*Office Supplies*  
Innovative Office Solutions

*Online Marketing Services*  
Dealer 1-2-1  
PureInfluencer  
Purple Cloud

*OSHA, EPA & DOT Compliance/Training*  
ComplyNet Corporation

*Pre-Paid Legal, Jim Gavin*  
Identity Theft Shield &  
Pre-Paid Legal Services

*Uniforms and Linen Services*  
AmeriPride Linen & Apparel  
Services

*Workers Compensation*  
Ensure Agency



MADA Services sells a wide variety of products directly to the dealers including business forms, clothing and promotional items. For a full review of options, contact your sales representative at 651-291-2400 or go to [www.mada.org](http://www.mada.org)

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MADA NEWS ▪ AUGUST 2017

## MADA Vendor Viewpoint Increase traffic while eliminating waste!

There are a lot of marketing companies out there to choose from. They'll all tell you they're the best and that you should use their product. However, do any of these companies answer this question: "How can I increase traffic while eliminating waste?" The best way to do so is quite simple - START WITH YOUR DATA! If you can't track what your marketing dollars are doing for your store, you should not be spending them. Let me explain:

You find a customer in your database who is driving a leased vehicle. That lease is due in three months and you happen to have a killer pull ahead program. Rather than pounding the radio with group advertising and hoping that customer hears you, finds you and buys from you, wouldn't it make more sense to target that customer as an individual? Couldn't you email him directly? Possibly send him a mail piece explaining his lease options? Maybe even target his house with a mobile product that lends GPS tracking? If a customer can be virtually followed from his house into your store, wouldn't that answer the question of what drove him in? You have now spent a very deliberate amount, on a very specific customer, to provide your ideal outcome.

When your marketing is targeted, consistent and direct, you eliminate waste. When you eliminate waste, you reduce your budget but have the benefit of the right traffic.

Our goal is to drive more service and produce more cars. It's time to focus on communicating with the right customer, with the right message at the right time - for the right ROI.

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