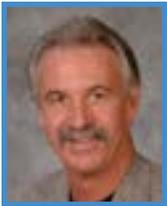


MADA News

Get the inside story on State Farm PartsTrader program



George Avery, Auto Estimating Consultant, State Farm



Dale Sailer, VP Product Dev, PartsTrader LLC

“Controversial” and “alarming” is how many industry insiders have characterized the new State Farm PartsTrader program.

This internet-based parts bidding program is slowly being rolled out around the country. It is not expanding to Minnesota, yet. But Minnesota dealers are getting prepared.

George Avery of State Farm and Dale Sailer of PartsTrader will make a presentation about their program on Thursday, August 1, 2013 at the Doubletree Park Place in St. Louis Park from 11:30 am to 2:00 pm. “It’s only a matter of time until this is a national program,” stated MADA Executive Vice President Scott Lambert. “Now is your best chance to preview and ask tough questions and impact the program before it’s set in cement and unchangeable.”

This is a rare opportunity to hear knowledgeable speakers from both the insurer and software developer.

Lambert went on to say, “We also need to understand it and, if State Farm persists in its implementation, get our businesses ready.”

This presentation, exclusive to MADA members, is a rare opportunity to hear knowledgeable speakers from both the side of the insurer and the perspective of the software developer. The

State Farm PartsTrader, continued on page 2

inside

Not all ACA employer responsibilities are delayed

Ambush election rules now await US Supreme Court

Which new laws take effect August 1?

Gift trade-in may require intermediary title transfer

CFPB bullies banks on auto finance

Contract form now at ‘end of life’

upcoming events

aug 1 State Farm & PartsTrader Minneapolis

sep 10 Certified Title Minneapolis

sep 12 Title Basics Duluth

sep 18 Title Basics Minneapolis

visit
www.mada.org
for details and
registration for the
complete list of
Upcoming Events and
Training

State Farm PartsTrader (cont. from cover)

State Farm program for Select Service shops uses a software platform produced by a separate company, PartsTrader LLC.

The two speakers will explain the specifics of the program and answer questions about the process. Scott Lambert, MADA's Executive Vice President will moderate the discussion. This important and timely informational session is brought to members by the new MADA Collision & Service Council.

Reservations are required. Quick online registration is available at mada.com/training.

Thursday, Aug. 1, 2013
11:30 a.m. to 1:30 p.m. with lunch
State Farm Partstrader
Doubletree Park Place St Louis
Park
Registration required; MADA
members only.



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.

President

Steve Brimhall, *Minnesota Motor Company, Fergus Falls*

President-Elect

Morrie Wagener, *Morrie's Automotive Group, Minnetonka*

Treasurer

Greg House, *House Chevrolet, Stewartville*

Secretary

Mike Saxon, *Inver Grove Ford Lincoln, Inver Grove Heights*

Executive Vice President

Scott Lambert, *MADA*

200 Lothenbach Avenue • West St. Paul, MN 55118
Metro: 651-291-2400 • Toll Free: 800-652-9029
FAX: 651-291-2894 • Web site: <http://www.mada.org>

Legislative News

Important new laws take effect August 1

High-Value Vehicle Definition Change

Beginning August 1, Minnesota's definition of a "high-value vehicle" will change.

High-value vehicles are currently defined as those older than 6 years old and with an actual cash value of \$5,000 prior to sustaining damage.

Effective August 1, that definition will change from \$5,000 to \$9,000. High-value vehicles are subject to a salvage title if they sustain more than 80% damage.

Sick Leave Benefits Expanded On Aug 1, an employee's ability to use personal sick leave benefits to care for a sick child will be expanded. This expansion will allow sick leave benefits to be used for absence due to an illness of, or injury to, the employee's adult child, spouse, sibling, parent, grandparent, or stepparent.

CAR DEAC News

Support CAR/DEAC today

Thanks to the generous contributions of over 90 MADA member dealerships, both CAR and DEAC fundraising are off to a strong start! Your valuable contributions help ensure that our elected officials understand the importance of the retail auto industry in Minnesota. MADA takes tremendous pride in our strong bipartisan relationships with our lawmakers. The ability to support dealership-friendly candidates and officials is key to building and maintaining the support for the issues that matter most to our industry.

If you have not already done so, PLEASE consider making your CAR/DEAC contribution today! To do so over the phone, please call Jacob Millner at MADA, 651-291-2400.



Health Care Reform

Deferral of employer reporting and mandated coverage

On July 8, the Obama Administration announced a one-year delay for the employer reporting and Shared Employer Responsibility tax affecting large employers (50+ full-time equivalent employees). However, in spite of the delay in the employer mandate, a number of provisions remain in effect for 2014 that affect employers and insurance companies.

The following requirements of the Affordable Care Act for dealerships offering health insurance are still in effect for 2014:

- 1. Exchange Notices** – Employers are required to provide notices by Oct. 1, 2013, to employees that describe coverage that is available on the state exchange. See Technical Release 2013-02 for model notices or the Department of Labor's Affordable Care Act page.
- 2. Patient-Centered Outcomes Research Institute Fees** – Employers with self-insured health plans and insurance companies are required to pay the PCORI fee by July 31, 2013, plan years beginning after September 30, 2012 and to report it on the Form 720.
- 3. Summary of Benefits Coverage** – Employers must provide all employees at enrollment with a Summary of Benefits and Coverage (SBC) describing a number of elements of the health plan. The SBCs have been sent to dealers participating in the MADA Insurance health plans.
- 4. 90-Day Waiting Period** – Dealerships are required to enroll employees in their health plan within 90 days of the employee becoming eligible to participate in the plan.
- 5. W-2 Reporting** – Dealerships which issued at least 250 W-2s in 2012 are required to report the value of employer-provided health insurance coverage on W-2s issued for 2013.
- 6. Transitional Reinsurance Fee** – Dealers who sponsor self-funded health plans are required to pay a transitional reinsurance fee for 2014, 2015 and 2016.
- 7. Final Wellness Plans Regulations** – Employer wellness plans must be in compliance for plan years beginning on or after Jan. 1, 2014.
- 8. Elimination of All Pre-Existing Condition Limitations** – Beginning in 2014, health reform prohibits insurance companies and self-funded health plans from excluding anyone with a pre-existing medical condition from coverage.
- 9. Definition of Dependent** – 26 years old regardless of other coverage and other non-grandfathered plan requirements.

The deferral of the employer reporting mandate leads to speculation that other provisions of the health reform law will be deferred. Dealers should proceed as though these other requirements will be effective on Jan. 1, 2014, and to confer with their professional advisors regarding compliance strategies. The MADA Insurance program intends to comply with these remaining requirements unless formal notice of change is announced by governmental agencies.

Ambush election rules now await US Supreme Court



The United States Supreme Court agreed to decide whether President Obama violated the Constitution early last year when he bypassed Senate confirmation proceedings and made three “recess

appointments” to the National Labor Relations Board. On June 24, the Court announced it will review a January 2013 decision of the Federal Court of Appeals in Washington, DC that ruled against the Obama administration on very broad grounds. The Appeals Court decision called into question the constitutionality of many recess appointments by Presidents of both parties.

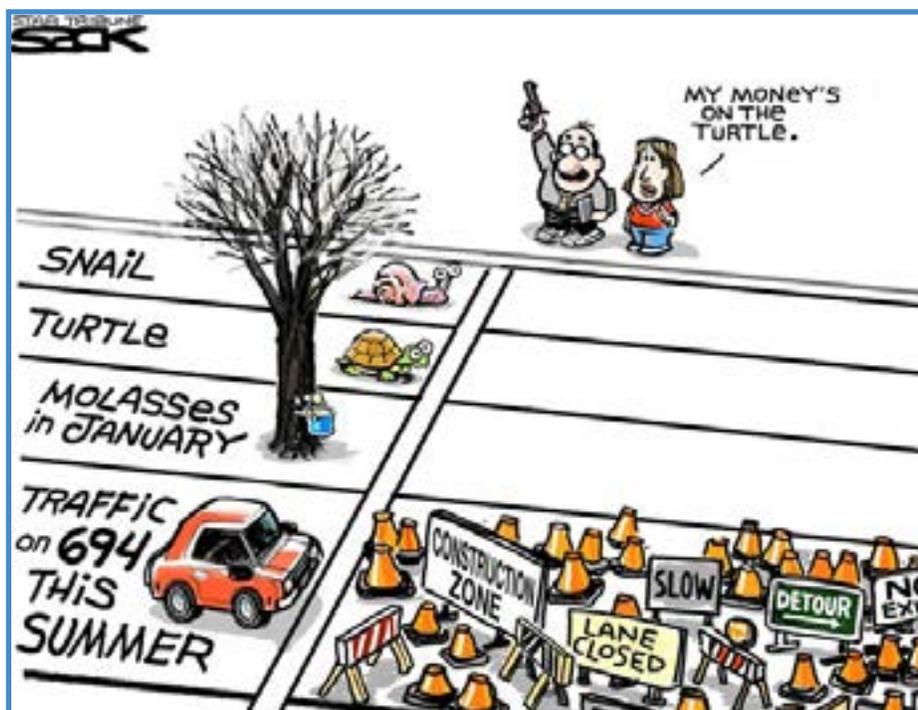
There are scores of Federal lawsuits which are now on hold pending final guidance from the highest Justices. Many of these pending lawsuits involve contested case unfair labor practice administrative decisions which were approved by the NLRB. However, the important case for dealers is one brought by the United

States Chamber of Commerce against the NLRB challenging the authority of the Board to issue new anti-business union election rules.

These controversial “ambush election” rules would significantly shorten the period between a union’s filing of a petition with the NLRB and the actual election – a time when employers make their case to employees about the full implications of unionization.

The Supreme Court will hear arguments this fall. A final decision is unlikely until next year. In the meantime, the ambush election rules remain on the shelf.

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CFPB bullies banks on auto finance



Consumer Financial
Protection Bureau

The Consumer Financial Protection Bureau (CFPB) continues to flex its muscles in the arena of motor vehicle financing, even though its primary charge is to fix

the home mortgage industry's excesses and abuses that contributed to the near collapse of the US economy in 2009.

EEOC Disparate Impact Guidance. In March of this year, the CFPB took an indirect swing at dealers by advising regulated lenders that they will be held legally liable if their dealer reserve and dealer compensation policies could somehow result in higher average interest rates for consumers because of race, religion, national origin, sex, age, etc. The guidance document recommended that lenders eliminate dealers' discretion to mark up buy rates and instead compensate dealers on a flat fee per transaction basis.

Congressional Demand for CFPB Methodology. In a letter dated June 20, 2013, 35 members of Congress - including Michele Bachmann - expressed concern with this CFPB guidance and formally requested that the Bureau provide a full set of details about its statistical disparate impact methodology including:

1. "Proxies" used to determine the background of consumer credit applicants;
2. Factors held constant to isolate the applicant's background as the sole reason for any alleged pricing disparity;
3. Metric used to measure whether pricing disparities exist (e.g., basis points, the dollar amount of the finance charge, etc.); and
4. Numerical threshold at which it was determined that a pricing disparity on a prohibited basis constitutes an ECOA violation.

Congressional members went on to chide the Bureau for its lack of transparency in initiating a process without a public hearing and without public comment.

The guidance document recommended that lenders eliminate dealers' discretion to mark up buy rates and instead compensate dealers on a flat fee per transaction basis.

US Bank Settlement. On June 27th, the CFPB ordered two companies to end deceptive marketing and lending practices targeting active-duty military. U.S. Bank and its partner, Dealers Financial Services (DFS), must return about \$6.5 million to military service members for failing to properly disclose all the fees charged to participants in the companies' auto loan program and for misrepresenting the true cost and coverage of add-on products financed along with the auto loans.

Under the U.S. Bank / DFS program, service members were required to have loan payments deducted from their paychecks and were charged a processing fee for the service. However, this fee was not properly disclosed as part of the finance charge, annual percentage rate, and total payments for the loans. Over the life of a typical 60-month loan, a borrower would pay approximately \$180 in these fees.

U.S. Bank and its partner, Dealers Financial Services (DFS), must return about \$6.5 million to military service members

Legal News

Gift trade-in may require intermediary title transfer



Consider this fact situation: Dad gifts his married daughter a vehicle to use while she's at college. However, the vehicle's title is never transferred; it just sits in Dad's name. Daughter now is out of college and wants to buy a new car using the gifted vehicle as a trade-in, for sales tax credit.

The transaction is easy as long as the daughter alone will be on the new vehicle title. The dealership can accept assignment of the trade-in title directly from Dad without requiring it to be first titled in the daughter's name. Daughter receives sales tax credit for the trade-in.

However, the transaction is not so easy if the daughter's husband (or some other 3rd party) is to appear with her on the new vehicle title. DVS takes the position that in that case, Daughter must actually apply for a title on the trade-in vehicle first. DVS will not allow the direct transfer to the dealership from Dad without the loss of sales tax credit.

Services News

Revised contract versions reflect changes

Are you still using the Banker Systems Installment Contract #RS-SI-MV-MN 4/5/2006 that is being phased out? MADA will continue to sell this form from available stock until Oct. 1 when the outdated form will be replaced by #RSSIMVLF-MN 11/11/2012. In the face of close scrutiny and compliance concerns by various lenders, the 2006 installment contract form is fast approaching "end of life."

Also, the stock MADA Vehicle Purchase Agreements (buyers order) have been modified to accommodate the expanded transit tax and the general sales tax change on maintenance

In the face of close scrutiny and compliance concerns by various lenders, the 2006 installment contract form is fast approaching "end of life."

contracts. These new purchase agreements will automatically replace our current version.

Dealers should check with DMS providers for reprogramming needs.

Samples of the updated contracts are available from Jack Kohls at your MADA office.

Minnesota Auto Outlook

Released by:
Minnesota Automobile
Dealers Association

Covering the Minnesota automotive market

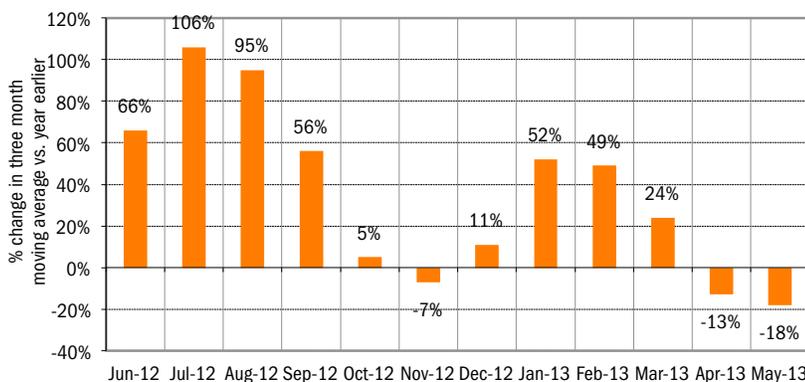
Data thru May 2013

Minnesota New Retail Car and Light Truck Registrations

	Most Recent Two Months			YTD thru May			YTD Market Share		
	4/12 & 5/12	4/13 & 5/13	% change	2012	2013	% change	2012	2013	change
	Industry Total	41,573	34,324	-17.4%	83,394	86,357	3.6%		
Cars	18,091	14,837	-18.0%	34,000	35,483	4.4%	40.8	41.1	0.3
Light Trucks	23,482	19,487	-17.0%	49,394	50,874	3.0%	59.2	58.9	-0.3
Japanese Brands	12,645	11,540	-8.7%	25,091	27,879	11.1%	30.1	32.3	2.2
Toyota	4,811	4,339	-9.8%	9,201	10,566	14.8%	11.0	12.2	1.2
Honda	3,194	3,209	0.5%	6,748	7,423	10.0%	8.1	8.6	0.5
Nissan	2,123	1,735	-18.3%	4,418	4,264	-3.5%	5.3	4.9	-0.4
Other	2,517	2,257	-10.3%	4,724	5,626	19.1%	5.7	6.5	0.8
Domestic Brands	22,417	17,899	-20.2%	45,323	46,399	2.4%	54.3	53.7	-0.6
General Motors	10,080	7,216	-28.4%	19,795	19,713	-0.4%	23.7	22.8	-0.9
Ford	7,836	6,765	-13.7%	16,426	17,144	4.4%	19.7	19.9	0.2
Chrysler	4,501	3,910	-13.1%	9,102	9,534	4.7%	10.9	11.0	0.1
Other	0	8		0	8				
European Brands	2,963	2,352	-20.6%	6,174	5,737	-7.1%	7.4	6.6	-0.8
Volkswagen	1,451	1,048	-27.8%	3,145	2,684	-14.7%	3.8	3.1	-0.7
BMW	671	701	4.5%	1,294	1,471	13.7%	1.6	1.7	0.1
Mercedes	435	340	-21.8%	941	917	-2.6%	1.1	1.1	0.0
Other	406	263	-35.2%	794	665	-16.2%	1.0	0.8	-0.2
Korean Brands	3,548	2,533	-28.6%	6,806	6,342	-6.8%	8.2	7.3	-0.9

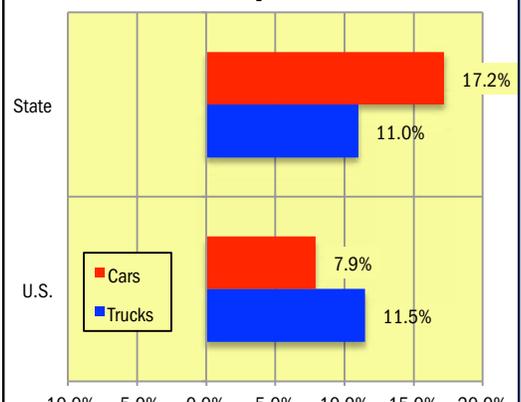
Brands included above: Domestic Brands: GM (Buick, Cadillac, Chevrolet, and GMC), Ford (Ford and Lincoln), Chrysler (Chrysler, Dodge, and Jeep). Japanese: Toyota (Toyota, Lexus, and Scion), Honda (Honda and Acura), Nissan (Nissan and Infiniti), Other (Mazda, Mitsubishi, Subaru, and Suzuki). European: VW (Audi, Bentley, and Volkswagen), BMW (BMW, Rolls Royce, and MINI), MB (Mercedes Benz), Other (Aston Martin, Ferrari, Fiat, Jaguar, Land Rover, Lotus, Maserati, and Volvo). Korean: Hyundai and Kia.
Data Source: AutoCount data from Experian Automotive.

Percent Change in Three Month Moving Average of New Retail Registrations versus Same Period Year 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.
Data Source: AutoCount data from Experian Automotive.

Percent Change in State and U.S. New Retail Light Vehicle Markets YTD '13 thru April vs. YTD '12



The graph above compares the change in new retail car and light truck registrations in both the state and U.S. markets. **Note: percent change is for YTD 2013 thru April vs. YTD 2012. Final U.S. Figures for May 2013 were not available.**
Data Source: AutoCount data from Experian Automotive

Data Information

All data represents new vehicle retail registrations in Minnesota and excludes fleet and wholesale transactions. Monthly recording of registrations occurs when the data is processed by the DVS. 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. Data Source: AutoCount data from Experian Automotive.

Minnesota New Retail Light Vehicle Registrations					
	Registrations			Market share	
	YTD '12 thru May	YTD '13 thru May	% change	YTD '12 thru May	YTD '13 thru May
TOTAL	83,394	86,357	4%		
Acura	460	564	23%	0.6%	0.7%
Audi	616	557	-10%	0.7%	0.6%
BMW	1,013	1,160	15%	1.2%	1.3%
Buick	1,542	1,775	15%	1.8%	2.1%
Cadillac	578	705	22%	0.7%	0.8%
Chevrolet	14,346	13,981	-3%	17.2%	16.2%
Chrysler	2,099	1,768	-16%	2.5%	2.0%
Dodge	2,302	3,038	32%	2.8%	3.5%
Fiat	110	133	21%	0.1%	0.2%
Ford	15,925	16,611	4%	19.1%	19.2%
GMC	3,329	3,252	-2%	4.0%	3.8%
Honda	6,288	6,859	9%	7.5%	7.9%
Hyundai	3,032	3,040	0%	3.6%	3.5%
Infiniti	382	444	16%	0.5%	0.5%
Jaguar	20	29	45%	0.0%	0.0%
Jeep	2,709	2,382	-12%	3.2%	2.8%
Kia	3,774	3,302	-13%	4.5%	3.8%
Land Rover	185	205	11%	0.2%	0.2%
Lexus	745	914	23%	0.9%	1.1%
Lincoln	501	533	6%	0.6%	0.6%
Mazda	1,375	1,709	24%	1.6%	2.0%
Mercedes	932	910	-2%	1.1%	1.1%
MINI	281	311	11%	0.3%	0.4%
Mitsubishi	313	365	17%	0.4%	0.4%
Nissan	4,036	3,820	-5%	4.8%	4.4%
Porsche	75	72	-4%	0.1%	0.1%
Ram	1,992	2,346	18%	2.4%	2.7%
smart	9	7	-22%	0.0%	0.0%
Subaru	2,907	3,416	18%	3.5%	4.0%
Toyota/Scion	8,456	9,652	14%	10.1%	11.2%
Volkswagen	2,523	2,122	-16%	3.0%	2.5%
Volvo	341	219	-36%	0.4%	0.3%
Other	198	156	-21%	0.2%	0.2%

Top ten ranked brands in each percent change category are shaded green.

Data Source: AutoCount data from Experian Automotive.

WHO ARE MY TOP COMPETITORS? -BY MARKET AREA?

WHAT NEW AND USED CARS SELL WELL IN MY MARKETS?

ANSWERS DRIVE RESULTS.

You need insights into your marketplace to make the best decisions to maximize profits. The AutoCount® Dealer Report analyzes full details on new and used competitive dealer market share, down to specific areas you define. You bring the questions. We'll bring the answers.

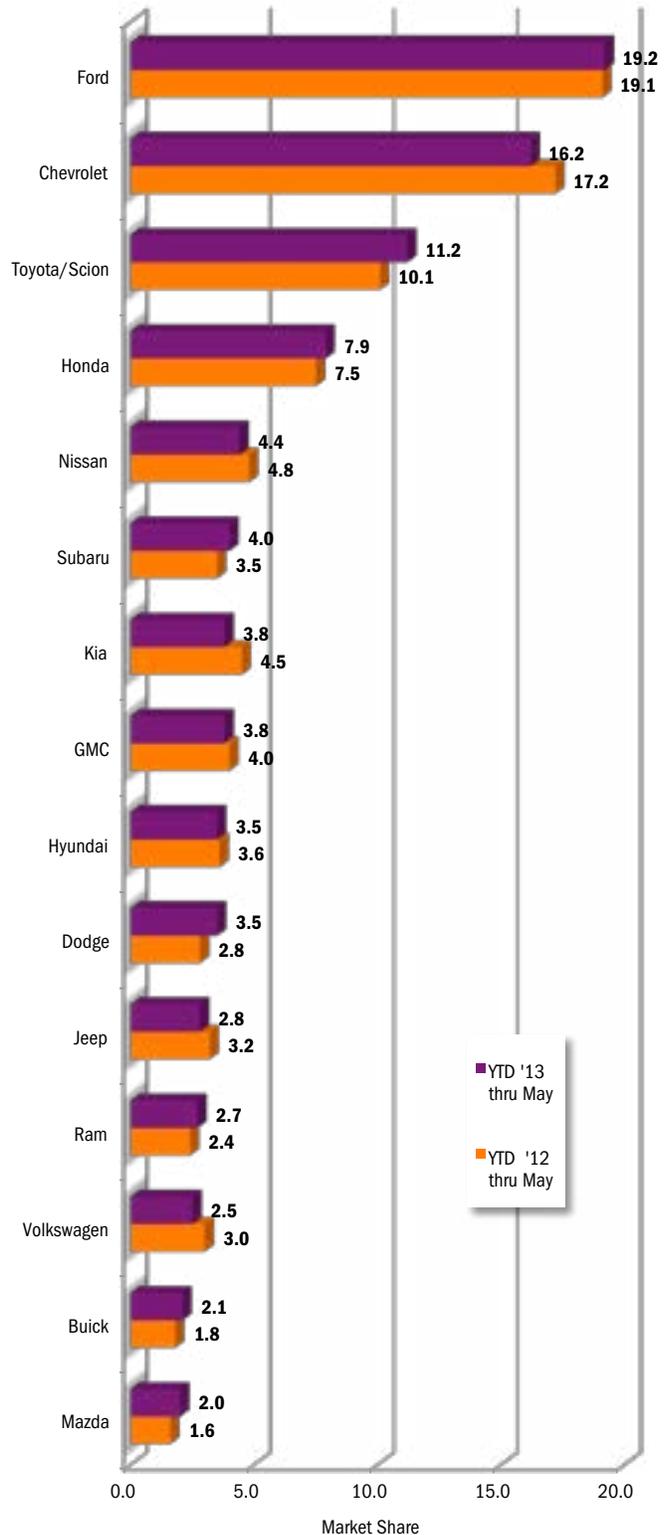
Experian Automotive

Experian Automotive is the data provider for Auto Outlook.

This report is sponsored by the Minnesota Automobile Dealers Association (651-291-2400) and produced by Auto Outlook (800-206-0102).

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State Market Share for Top 15 Selling Brands
YTD '13 thru May vs. YTD '12



Market Share
Data Source: AutoCount data from Experian Automotive.

First annual member event for C&S Council



Rain or Shine
Wednesday, October 9, 2013
8:30 a.m. – 5:00 p.m.

Agenda

8:30 a.m. – noon: *“State of the Industry for Collision and Service Operations”*
Presented by Mike Anderson, national speaker and trainer

Noon – 1:00: Lunch

1:00 p.m. – 4:00 p.m.: Pheasant Hunt & Shooting Clays

4:00 p.m. – 5:00 p.m.: Reception

Location: Wild Wings of Oneka
9491-152nd Street North
Hugo, MN

Cost: Council members: \$40

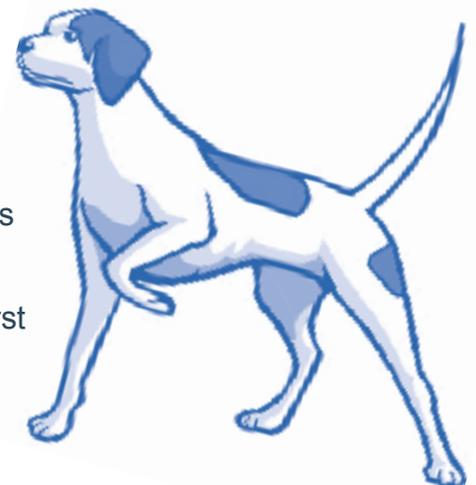
Non-Council members: \$85

Cost Includes:

- Continental breakfast
- “State of the Industry” – presented by national fixed operations speaker and trainer, Mike Anderson
- Ham and wild game luncheon buffet
- Hunt & Clays
- Guide and dog* with each group
- Shells
- Prizes
- Reception
- No license required

* If you would like to bring your own dog, only well-trained hunting dogs will be permitted on the hunt.

Space will be limited. Collision & Service Council members receive first option to register so secure your reservation now.



Education News

Best Practices training for estimating and sales

Presented by Mike Anderson, national trainer and speaker

About Mike – as former owner of two highly-acclaimed collision centers in Alexandria, VA, Mike has seen and done it all in fixed operations. Since selling his successful businesses, Mike is now sharing his years of experience and expertise by speaking at national trade shows when he's not travelling around the country providing on-site training to improve body shop processes, procedures and skills for those in collision centers. Mike is an accredited Automotive Manager (AAM), has served as a board member on numerous industry committees, and currently serves as facilitator for Axalta Coating System's highly recognized Business Council 20 Groups in both the US and Canada and facilitates numerous courses for Axalta Performance Services Educational Series.

Body Shop Estimating Best Practices

Tuesday, October 8, 2013
7:30 a.m. – 12:00 noon

Those who have attended this seminar have seen their repair orders increase an average of \$300-\$400 per repair order.

Who should attend? Collision repair center owners, managers, estimators, blueprinters, disassembly technicians

Learn a proven systematic approach to discovering and ensuring that all of the "Not-Included" items required to restore the vehicle back to pre-accident condition are included on the repair plan. Gain a better understanding of which key performance indicators (KPI's) to monitor when auditing the quality of your own estimates.

This program includes:

- The Three-"T"'s – Thorough disassembly, thorough damage analysis, thorough auditing
- How to write a damage analysis in conjunction with 100% disassembly
- How to use technology to write-it-right
- How to get paid for hotly contested items
- How to improve frame/unibody repair times
- The importance of OEM information

Sales & Closing Best Practices

Tuesday, October 8, 2013
12:30 p.m. – 5:00 p.m.

Who should attend? Repair center owners, managers, estimators, customer service reps, front office staff

Mike Anderson shares his techniques for maintaining a 90% closing ratio, achieving outstanding profitability, and creating consistently satisfied customers. Learn how to apply winning language, skills and techniques to create raving fans out of your customers. This course will demonstrate how everyone in your front office can contribute directly to increases sales traffic, volume and profit.

This program includes:

- Why your customers will want to choose you over another repair center
- How to track your closing ratio
- Using the T.E.D. method: Trust, Empathy and Direction
- How to become a trusted Advisory versus a sales person
- How to explain the repair process
- And much, much more....

Get more details on each of these For more information on these classes and to register, go to www.mada.org/training. Any questions, please contact Denise Anderson 651-789-2950 or denise@mada.org.

Please refer to the flyer for locations and registration information

Collision Update

MADA

Collision & Service Council
A Clear Voice for Dealership Collision and Service Centers

Do you think insurance companies are violating Minnesota's anti-steering law? Minnesota statute §72A.201 says it's unfair for an insurance company to require that repairs to any damaged vehicle be made by a particular contractor or repair shop. It is also considered an unfair settlement practice for an insurance company to engage in any act of intimidation, coercion, threat, incentive, or inducement for or against an insured to use a particular contractor or repair shop.

Furthermore, insurers are required to provide the following advisory to the insured or claimant: "You have the legal right to choose a repair shop to fix your vehicle. Your policy will cover the reasonable costs of repairing your vehicle to its

pre-accident condition no matter where you have repairs made. Have you selected a repair shop or would you like a referral?"

Your C&S Council supports requiring insurance companies to comply with existing law. If you witness an insured being steered by their insurer, please use this link <http://goo.gl/UGZZY> to keep a record of the specific instances. Please provide as much detail as you can. The secure online form submits to Alyssa Schlander, MADA VP External Affairs.

First Annual Council Event

Mark your calendars for the full-day Council annual event on Wednesday, Oct. 9. The morning educational program will be presented by Mike Anderson, a fixed operations national speaker/trainer.

After lunch, participants can choose between the Pheasant Hunt or Shooting Clays at Wild Wings of Oneka in Hugo. A reception will follow.

visit us online at
www.mada.org

FAQ

Q: Everything we see on the new sales tax treatment of paint and materials seems to speak to body shop charges. We don't have a body shop, but we do have a separate charge for shop supplies for our service customers. Is our shop supplies charge now taxable to the customer?

A: Yes. The same rules that apply to "paint and materials" in the collision centers also apply to the shop supplies charge in your service department. Note that MADA recommends the invoice label "shop materials" as preferable under the new law.



Minnesota Automobile Dealers Association

Endorsed Service & Vendors

Computerized Vehicle Registration
CVR

F&I Products
Protective

Dealership Marketing
Visible Customer

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

Workers Compensation
Ensure Agency
Midwest Family Mutual

Dealer Bond Program
Ensure Agency

Collections
Springer Collections

Check Guarantee/Credit Card Processing
FIS / Certegy

Disability Income Insurance & Section 125 Cafeteria Plans

American Fidelity Assurance

OSHA, EPA & DOT Compliance/Training
ComplyNet Corporation

Fleet Fueling Program
SuperAmerica

Office Supplies
S & T Office Products

Uniforms and Linen Services
AmeriPride Linen & Apparel Services

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

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



Services Incorporated

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

Member News

Bob and Grant Schweiter purchased *Roth Chevrolet* at 1418 South First Street, Willmar and is doing business as *Schwieters Chevrolet of Willmar*.

Congratulations to *Higley Ford Sales Company, Inc.* which celebrated 50 years in business in June with an open house for the community.

Don Nordmeier passed away on July 6. Don joined the family business, *Nordmeier Brothers Chevrolet*, in Morristown in 1961 and operated the dealership until 2010.

Stanford Lohmann passed away. He was the owner of *Lohmann Motors* in Ortonville from 1950-1969.

Visible Customer Update

By the numbers: Emails to include in EVERY email marketing Plan.

- Welcome Emails:** With a 50 – 60% average open rate, Welcome emails provide you with a great opportunity to define your brand, set expectations and begin a lifecycle relationship.
- Review / Feedback Emails:** 65% of consumers read 2 - 10 “reviews” and over 27% of consumers use online reviews to determine which local business to use! Done correctly, you can direct happy customers to online reviews and unhappy customers to provide direct feedback.
- Birthday Emails:** Generally, these emails CONVERT 25 times greater than general email campaigns. If that is not reason enough, they are also relatively easy to execute, fun and require little effort.
- Reminder Emails:** These are the workhorses of most email programs. A relevant and targeted message generates 5 times the revenue of a typical broadcast message.
- Earn Back:** Inactive customers account for over 40% of the average database! This represents significant opportunity and revenue!



For more information about the Visible Customer product contact kate.donovan@visiblecustomer.com



Education Fax Registration

FAX REGISTRATION TO: 651-291-2894
Denise Anderson denise@mada.org

State Farm PartsTrader Presentation	Class Options	Circle Preferred Date	Location
	State Farm PartsTrader 11:30 a.m. – 2:00 p.m. \$49 Council members; \$99 non-Council members	Aug. 1, 2013 Registration includes lunch	Doubletree by Hilton - Park Place 1500 Park Place Blvd Minneapolis, MN 55416 651-789-2950
The Certified Title & Registration Program	Class Options	Circle Preferred Date	Location
	Sales Tax 9:00 am - 10:00 am \$99	Sep. 10, 2013 or Nov. 12, 2013 or Jan. 14, 2014	Doubletree by Hilton - Park Place 1500 Park Place Blvd Minneapolis, MN 55416 651-789-2950 Registration includes lunch
	New to Fleet 10:30 am - 12:30 pm \$99	Sep. 10, 2013 or Nov. 12, 2013 or Jan. 14, 2014	
Minnesota Titles and Transfers 1:00 pm – 3:00 pm \$99	Sep. 10, 2013 or Nov. 12, 2013 or Jan. 14, 2014		
Title Basics	Class Options	Circle Preferred Date	Location
	Sales Tax 9:00 am - 10:00 am \$99	Sep. 12, 2013	Country Inn & Suites 4257 Haines Road Duluth, MN
	New to Fleet 10:30 am - 12:30 pm \$99	Sep. 18, 2013	Doubletree by Hilton - Park Place 1500 Park Place Blvd Minneapolis, MN 55416 651-789-2950
Best Practices in Fixed Operations	Class Options	Circle Preferred Date	Location
	Estimating Best Practices 7:30 a.m. – 12:00 noon	Oct. 8, 2013	Doubletree by Hilton - Park Place 1500 Park Place Blvd Minneapolis, MN 55416 651-789-2950
Sales & Marketing Best Practices 12:30 p.m. – 5:00 p.m.	Oct. 8, 2013		

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Phone _____ E-mail _____