

Regulatory News

MNLARS Overtaken by FAST New Vehicle Titling and Registration System Moves Forward

In early August, the state announced it has chosen FAST Enterprises as the vendor to build a replacement motor vehicle titling and registration system (VTRS) to replace the flawed MNLARS system. Based in Colorado, FAST brings to the table vast experience providing integrated software solutions to state motor vehicle agencies. Its commercial off-the-shelf (COTS) software accommodates most differences in jurisdiction laws and practices through configuration, not the creation or modification of program code. FAST already has had success in Minnesota building the new drivers' license system, which went live in October 2018.

Governor Walz and state legislators heeded the advice of an independent review, conducted this spring, that concluded Minnesota should stop building MNLARS due to its lack of expertise and the great amount of risk involved. The authorizing legislation required the state to pursue an expedited procurement process and retain a vendor by July 2019. FAST had a leg-up in the process, as the legislation also stipulated that eligible vendors have successfully deployed the packaged vehicle software system in five or more states and have at

least five years of implementation expertise in packaged vehicle software solutions. To date, FAST has launched motor vehicle systems in 12 states since 2012, with three more underway.

The new system is expected to be built within 16 months. Until then, MNLARS will be utilized to conduct titling and registration transactions, without any further improvements made to the system.



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Second Round of DVS Fees

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New DVS Written Consent Form

upcoming events

sep 10 Service Advisor Pro
West St. Paul

sep 18 Shop Talk: How to
Maximize Your Warranty
Reimbursement
Brooklyn Park

oct 1 Wage Theft Seminar
West St. Paul

oct 15 Cut Runaway Digital
Marketing Spending
Webinar

oct 18 Controller Conference
West St. Paul

oct 22 The Leadership Transition
West St. Paul

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

Regulatory News

Second Round of DVS Fee Increases Effective September 1

Remember, on September 1, the second round of DVS fee increases enacted during the 2019 Legislative Session become effective. The most common for dealers and their customers will be a \$2 increase in the license plate fees, which will go from \$6 to \$8.

License Plates	Current Single	Increased Single	Current Double	Increased Double
Regular and Disability	\$4.50	\$6.00	\$6.00	\$8.00
Special	\$8.50	\$11.00	\$10.00	\$12.50
Personalized (Replacement)	\$10.00	\$12.50	\$14.00	\$16.50
Collector Category	\$13.50	\$16.00	\$15.00	\$17.50
Emergency Vehicle Display	\$3.00	\$3.00	\$6.00	\$6.00
Utility Trailer Self Adhesive	\$2.50	\$2.50		
Vertical Motorcycle Plate	\$100.00	\$100.00	NA	NA
Stickers				
Duplicate Year	\$1.00	\$1.50	\$1.00	\$1.50
IFTA	\$2.50	\$2.50		



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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Vice Chair

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MADA News

MADA Welcomes New Staff



MADA is pleased to welcome Julie Geiger to our staff. Julie will take on customer service duties for MADA Services as well as serve as the office receptionist. She is replacing Darlene "Pete" Ewald who retired at the end of July.

Julie grew up in South St. Paul and still resides there. She has a 14-year-old son, Zach. Julie and Zach spend a lot of time at Elko Speedway as he started racing there at the age of seven. Next year, he will begin racing a Legend car at the big track. When not at the racetrack, Julie enjoys playing softball, fishing, and spending time with her family.

Legal News

DVS Data Access Revocation

A recent law change has significantly increased the penalty for unauthorized DVS lookups. Specifically, “the commissioner must immediately and permanently revoke the authorization of any individual who willfully entered, updated, accessed, shared, or disseminated data in violation of state or federal law.” Accessing a person’s DVS data without a permissible purpose violates federal and state law.

Last month, we received a report of a widespread state-audit where numerous users, including at least one title clerk at a new vehicle dealership, had their DVS access permanently revoked. Knowing curiosity would inevitably get the best of some users, the state ran a report on a license plate that was the subject of a recent Amber Alert. When the state required those accessing this plate information to explain the legitimacy of the look-up, those that couldn’t (which likely was everyone outside of law enforcement) had their access permanently revoked.

This was a tough lesson for this particular title clerk who can no longer perform the essential duties of their job. For everyone else, this serves as an important reminder that the state takes unauthorized DVS lookups very seriously, and rightfully so.

The permissible uses under the current DVS Access Agreement are limited to verifying the accuracy of personal information submitted by the individual to the dealership, to correct an individual’s information but only to prevent fraud, and to place “held for resale” or other flags on the title.

In addition, the individual that is the subject of the data may give the dealership written consent to access their private data (see the companion article below). Any lookups falling outside of these categories, or done without written consent, could result in that user’s access being permanently revoked.

Legal News

New DVS Written Consent Form

The permissible reasons why a dealership may conduct a DVS look-up has, until recently, been limited to verifying the accuracy of personal information submitted by the individual to the dealership, to correct an individual’s information but only to prevent fraud, and to place “held for resale” or other flags on the title. However, earlier this year, the legislature passed an MADA bill that expanded the permissible reasons why a dealer may access DVS records provided the individual gives written consent.

MADA has created a simple, straight forward, consent form that dealers can use to obtain written consent from the customer to access their DVS information in order to satisfy any number of requests dealers receive daily. These requests range from lender requests to confirm that a lien

has been recorded, to manufacturer requests to verify a sale pursuant to an incentive program.

MADA is confident this new law, along with the consent form, will prove to be a useful tool in assisting dealers in conducting their everyday business. A

copy of the consent form can be found on MADA’s website: <http://bit.ly/MADAdvform>.

Authorization Form (Grant Access to Record)

Date _____

I, _____

First Name _____ Middle Name _____ Last Name _____

hereby authorize _____

DEalership _____

through its registered user to obtain my motor vehicle record information from Driver and Vehicle Services.

Authorizer's Signature _____

The Driver Privacy Protection Act (DPPA) is enforced by the U.S. Department of Justice, which may seek civil and criminal penalties for improper obtaining, disclosing or using personal information from a motor vehicle record for a purpose not permitted by the DPPA. In addition, private citizens may also seek civil damages in Federal Court.

Certification: I (we) certify that the information and statements on this request are true and correct, comply with the provisions of the Federal Driver's Privacy Protection Act and understand that the willful, unauthorized disclosure of information obtained from these records for a purpose other than stated on this request, in the sale or other distribution of the information to a person or organization not disclosed in this request may result in penalties imposed under Title 18 U.S.C. Section 2704.

MADA News

Taking Nominations for Community Heroes Award

Dealerships across Minnesota engage in their communities in big and small ways. Again this year, MADA will recognize recipients of the "Community Heroes Award" at the Main Event, our premier membership gathering. The Main Event will take place on Friday, December 6 at the Hyatt Regency in Bloomington. Nominations are currently being accepted and can be submitted by visiting www.mada.org/news/MainEvent/CHA.



MADA News

Op-Ed Triggers Debate

On Sunday, August 18, the *Star Tribune* ran an opinion piece entitled, "Let people choose how they get around, even if it's by car," by MADA President Scott Lambert. In it, Lambert took on the anti-car zealots and specifically countered an anti-car opinion piece that ran the week prior. The op-ed was the most read article on the newspaper's website and generated quite a discussion in the comments. Check it out at <http://bit.ly/MADAoped>.

OPINION EXCHANGE

Counterpoint: Let people choose how they get around, even if it's by car

Those who are carless and think the rest of us should be too really ignore the practical realities.

By Scott Lambert | AUGUST 16, 2019 — 6:04PM



AARON LAVINSKY • STAR TRIBUNE

Hennepin Avenue during an evening commute in July. Among the many transportation changes being implemented in Minneapolis is the conversion of parking lanes into dedicated rush-hour bus lanes in this corridor.

Minnesota Auto Outlook

Covering the Minnesota automotive market

Data thru June 2019

Released by:
Minnesota Automobile
Dealers Association

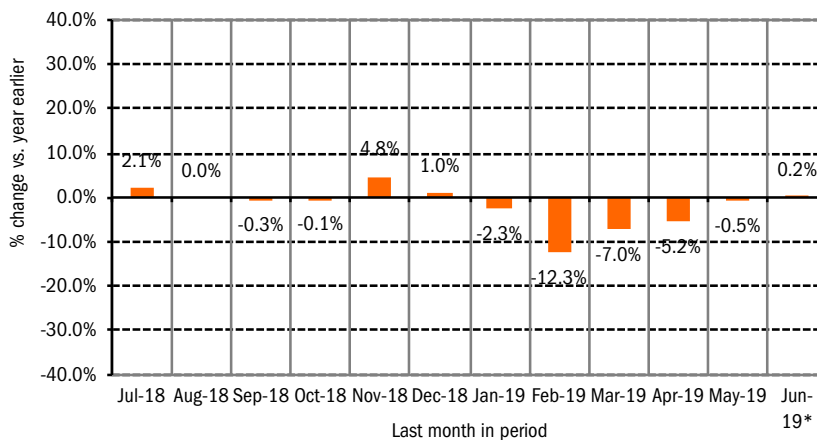
Minnesota New Retail Car and Light Truck Registrations

	Most Recent Two Months*			YTD thru June			YTD Market Share		
	5/18 & 6/18	5/19 & 6/19*	% change	YTD '18	YTD '19*	% change	2018	2019	change
Industry Total	36,222	35,835	-1.1%	101,593	98,384	-3.2%			
Cars	7,842	6,502	-17.1%	21,093	17,317	-17.9%	20.8	17.6	-3.2
Light Trucks	28,380	29,333	3.4%	80,500	81,067	0.7%	79.2	82.4	3.2
Japanese Brands	13,114	12,668	-3.4%	35,413	33,446	-5.6%	34.9	34.0	-0.9
Honda	3,871	3,580	-7.5%	9,798	9,482	-3.2%	9.6	9.6	0.0
Nissan	1,618	1,517	-6.2%	4,451	3,986	-10.4%	4.4	4.1	-0.3
Toyota	4,331	4,212	-2.7%	11,746	10,484	-10.7%	11.6	10.7	-0.9
Other	3,294	3,359	2.0%	9,418	9,494	0.8%	9.3	9.6	0.3
Domestic Brands	18,542	18,204	-1.8%	53,352	52,264	-2.0%	52.5	53.1	0.6
FCA (excl. FIAT)	4,905	5,149	5.0%	14,397	15,190	5.5%	14.2	15.4	1.2
Ford	5,587	4,987	-10.7%	15,730	13,630	-13.4%	15.5	13.9	-1.6
General Motors	7,899	7,868	-0.4%	22,916	22,624	-1.3%	22.6	23.0	0.4
Other	151	200	32.5%	309	820	165.4%	0.3	0.8	0.5
European Brands	2,443	2,650	8.5%	6,742	6,780	0.6%	6.6	6.9	0.3
BMW	415	550	32.5%	1,276	1,444	13.2%	1.3	1.5	0.2
Mercedes	399	398	-0.3%	960	922	-4.0%	0.9	0.9	0.0
Volkswagen	1,201	1,303	8.5%	3,321	3,379	1.7%	3.3	3.4	0.1
Other	428	399	-6.8%	1,185	1,035	-12.7%	1.2	1.1	-0.1
Korean Brands	2,123	2,313	8.9%	6,086	5,894	-3.2%	6.0	6.0	0.0

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 2019 were estimated by Auto Outlook. Data Source: IHS.

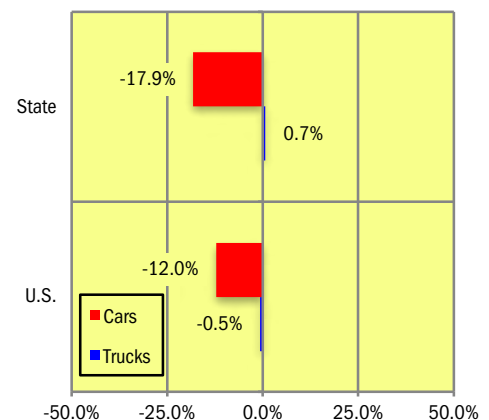
Percent Change in Three Month Moving Average of New Retail Registrations versus Same Period Year Earlier



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.

*Figures for June 2019 were estimated by Auto Outlook. Data Source: IHS.

Percent Change in State and U.S. New Retail Light Vehicle Markets YTD '19 thru June* vs. YTD '18



The graph above compares the change in new retail car and light truck registrations in both the area and U.S. markets. *Figures for June, 2019 were estimated by Auto Outlook.

Data Source: IHS.

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. For this reason, the year-to-date figures will typically be more reflective of market results.

Data Source: IHS.

Minnesota New Retail Light Vehicle Registrations					
	Registrations			Market share	
	YTD '18 thru June	YTD '19 thru June*	% change	YTD '18 thru June	YTD '19 thru June*
TOTAL	101,593	98,384	-3%		
Acura	618	620	0%	0.6%	0.6%
Alfa Romeo	112	61	-46%	0.1%	0.1%
Audi	957	959	0%	0.9%	1.0%
BMW	1,088	1,292	19%	1.1%	1.3%
Buick	2,036	2,004	-2%	2.0%	2.0%
Cadillac	542	571	5%	0.5%	0.6%
Chevrolet	16,169	15,887	-2%	15.9%	16.1%
Chrysler	1,062	737	-31%	1.0%	0.7%
Dodge	2,086	1,645	-21%	2.1%	1.7%
FIAT	75	39	-48%	0.1%	0.0%
Ford	15,212	13,172	-13%	15.0%	13.4%
Genesis	51	54	6%	0.1%	0.1%
GMC	4,169	4,162	0%	4.1%	4.2%
Honda	9,180	8,862	-3%	9.0%	9.0%
Hyundai	2,846	2,885	1%	2.8%	2.9%
Infiniti	376	306	-19%	0.4%	0.3%
Jaguar	102	79	-23%	0.1%	0.1%
Jeep	7,282	7,467	3%	7.2%	7.6%
Kia	3,189	2,955	-7%	3.1%	3.0%
Land Rover	262	201	-23%	0.3%	0.2%
Lexus	1,043	997	-4%	1.0%	1.0%
Lincoln	518	458	-12%	0.5%	0.5%
Maserati	30	15	-50%	0.0%	0.0%
Mazda	2,625	2,197	-16%	2.6%	2.2%
Mercedes	959	922	-4%	0.9%	0.9%
MINI	186	152	-18%	0.2%	0.2%
Mitsubishi	913	863	-5%	0.9%	0.9%
Nissan	4,075	3,680	-10%	4.0%	3.7%
Other	33	23	-30%	0.0%	0.0%
Porsche	201	224	11%	0.2%	0.2%
Ram	3,967	5,341	35%	3.9%	5.4%
Subaru	5,878	6,433	9%	5.8%	6.5%
Tesla	305	815	167%	0.3%	0.8%
Toyota	10,703	9,487	-11%	10.5%	9.6%
Volkswagen	2,163	2,196	2%	2.1%	2.2%
Volvo	580	623	7%	0.6%	0.6%

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

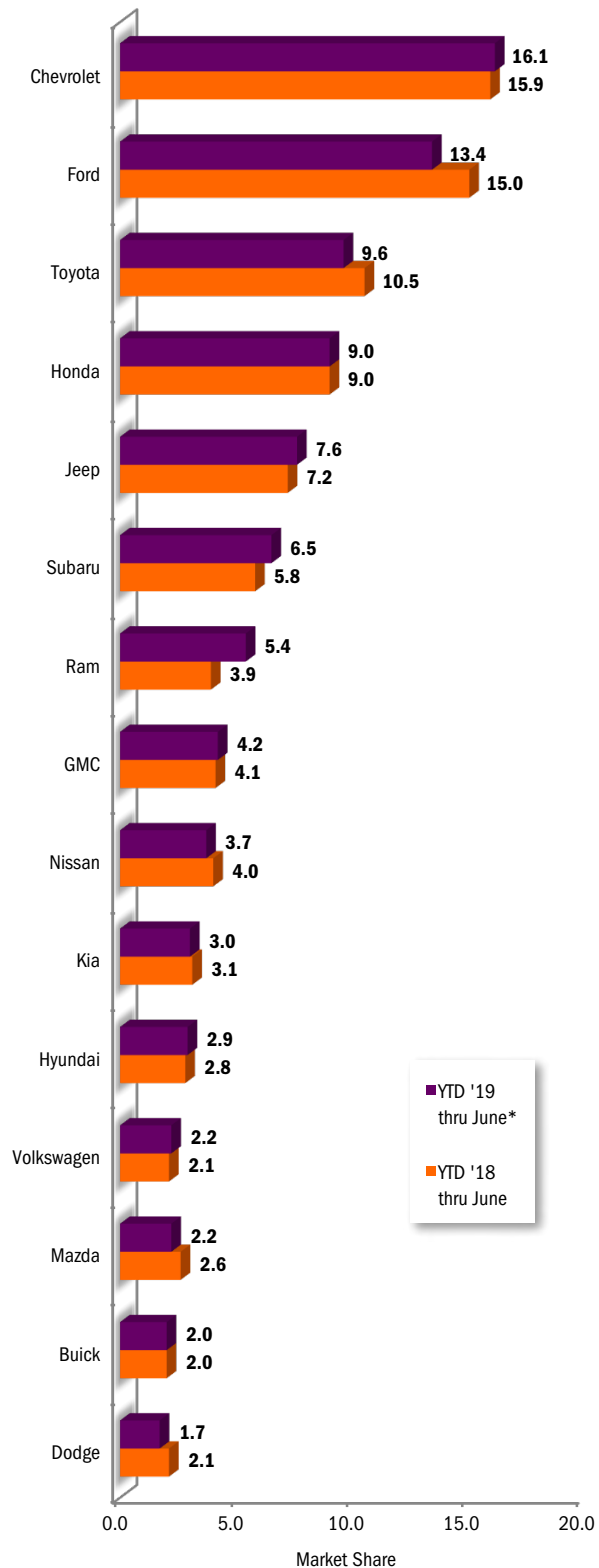
*Figures for June 2019 were estimated by Auto Outlook.

Data Source: IHS.

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State Market Share for Top 15 Selling Brands
YTD '19 thru June* vs. YTD '18



*Figures for June 2019 were estimated by Auto Outlook.

Data Source: IHS.

Member News

Amdahl Motors in Pipestone has been acquired by **Scott and Mark Dahl**. The dealership has been renamed Dahl Motors.

Doug Hawkinson and **Travis Benoit** are the new owners of **Paynesville Chevrolet Buick**.

Robert John 'Jack' Walser passed away on July 29, 2019 at the age of 91. Jack opened Towns Edge Oldsmobile in 1956 which grew into the **Walser Automotive Group**. Condolences to his sons, MADA Board Member Paul Walser and GMADA Board Member Andrew Walser, and the rest of the Walser family.

Richard Thomas 'Tom' Bennett, III, co-owner of **Tousley Ford**, passed away on July 29, 2019. Tom, along with his partners grew, Tousley Ford into one of the largest dealerships in the nation. Our condolences to his family.



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

Speedway

Group Health Insurance

Blue Cross Blue Shield of MN

Delta Dental

Voya Life

Hole-In-One Insurance

Hole-In-One-USA

Office Supplies

Innovative Office Solutions

Online Marketing Services

Conversica

Dealer 1-2-1

LotLinx

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

Warranty Reimbursement

Bellavia Blatt

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

MADA Vendor Viewpoint

Wholesale Options at Your Fingertips

Wholesale has drastically changed in recent years as online marketplaces shift the way dealers handle inventory. Wholesale no longer has to be written off as a loss. Full-service, online marketplaces take what used to be an arduous process and make it an efficient and profitable one—cutting costs, increasing wholesale reach, and saving time.

Traditional wholesale avenues are more strenuous to dealership staff compared to online, near-full-service marketplaces. These online alternatives offer third-party inspections, vehicle transportation, 24/7 access, and other services that give time back to the dealer. When you factor in the minimal to non-existent fees these companies charge, the savings are even more glaring.

Buyers can now access thousands of cars nationally, compared to a couple hundred locally. New trade lanes are open for dealers regardless of their home market.

Contributed by Nick Lindgren, Market General Manager for MN
BacklotCars



MADA NEWS ▪ AUGUST 2019

FAQ

Q: For over 50 years, the U.S. Equal Employment Opportunity Commission (EEOC) has required dealerships with more than 100 employees to file annually an Employer Information Report (EEO-1 Survey). Has this survey changed recently?

A: Yes. The EEO-1 Survey was expanded recently and is now more complex.

Component 1 of EEO-1 still asks for employee data including gender, race, ethnicity, and job category.

The new Component 2 EEO-1 Survey asks for hours worked and W-2 pay information, by category. On July 15, 2019, the EEOC opened an online portal through which, by September 30, 2019, covered dealers must submit Component 2 EEO-1 Survey data for 2017 and 2018. Covered dealerships should be receiving portal system login information from the EEOC via USPS letter and email. The EEOC offers help desk assistance at EEOCcompdata@norc.org or 877.324.6214.

OPTIMIZE YOUR LEADERSHIP SKILLS FOR TEAM SUCCESS



The Leadership Transition

Optimize your leadership skills for team success.

Your dealership's success is dependent on your ability to successfully manage its most valuable assets - your employees. This one-day workshop will focus on the winning strategies and facilitation techniques that create, develop, and inspire staff to achieve team goals.

LEARN your natural leadership personality and how to enhance your strengths for team success.

EXPLORE the dynamics of personality types, effective hiring practices, and on-boarding processes.

IDENTIFY how to address key business issues and challenges through the application of PI behavioral assessment.

DEVELOP an implementable action plan to coach and motivate staff to achieve top performance.

This class is recommended for current and future dealership management.

REGISTER TODAY!
WWW.MADA.ORG

For more information contact Alice Morse
alice@mada.org OR 651-789-2956

**TUESDAY,
October 22**

9:00 a.m.- 4:00 p.m.

MADA HEADQUARTERS

200 Lothenbach Ave.
West St. Paul, MN 55118

Meet the Expert

David Kelly,
*Automotive
Development
Group (ADG)*

David is an accomplished sales executive offering 30 years of experience in sales and sales management. David is successful in leveraging customer and marketplace trends to shape custom strategies designed to grow sales volume, market share, and profits. He has a proven history of developing high performing teams and building strong bottom line results.



INVEST IN YOU. INVEST IN YOUR BUSINESS. INVEST IN SUCCESS.

MADA
EDUCATION AND TRAINING

TITLE AND REGISTRATION

TITLE BASICS

Designed as an introduction to the Title and Registration process, this interactive workshop will broaden the understanding of state forms, their proper application, and fee location. This class also prepares title clerks for the Certified Title Profession program.

This class is recommended for new title clerks and dealership employees involved in the title and registration process.

TUE, October 8, 2019 | 9:30 – 11:30 a.m.
MADA Headquarters

TUE, December 10, 2019 | 9:30 – 11:30 a.m.
MADA Headquarters

TUE, February 11, 2020 | 9:30 – 11:30 a.m.
MADA Headquarters

CERTIFIED TITLE AND REGISTRATION PROGRAM

Consisting of three separate classes: **Sales Tax, New to Fleet, and Minnesota Titles and Transfers**. Each class provides vital skills and knowledge for optimal performance in title and registration. Certification is mandatory to utilize electronic titling and registration. *Certification is awarded by attending all three classes and passing each test with a score of 70% or higher.* This class is recommended for title clerks with one or more months of experience.

THU, September 19, 2019 | 9:00 a.m. – 3:00 p.m.
MADA Headquarters

THU, November 21, 2019 | 9:00 a.m. – 3:00 p.m.
MADA Headquarters

THU, January 16, 2020 | 9:00 a.m. – 3:00 p.m.
MADA Headquarters

MARKETING

CUT RUNAWAY DIGITAL MARKETING SPENDING

Successfully measure and eliminate waste in digital marketing spend.

U.S. dealerships spend an average of \$27,000 per month (according to NADA-DATA 2018) on digital marketing, but don't have a good framework for measuring success. This webinar will provide dealers with knowledge and powerful tools to measure success and eliminate waste in digital marketing spend. Recommended for Dealers, General Managers, Sales Managers, Marketing Managers, Social Media Managers, and anyone who handles digital marketing spend at the dealership.

TUE, October 15, 2019 | 10:00 a.m. – 11:00 a.m.
Webinar

GOOGLE ANALYTICS TRAINING SERIES

Increase knowledge, skills, and confidence with Google Analytics.

By using Google Analytics, a free tool installed on most dealer websites, dealerships can better hold vendors accountable and improve the effectiveness and ROI of their digital marketing. This series of classes will provide hands-on training for both beginner and experienced Google Analytics users. Recommended for Dealers, General Managers, Marketing Managers, Social Media Managers and anyone who handles digital marketing at the dealership or wants to learn more about Google Analytics

TUE, November 12, 2019 | 2:00 – 5:00 p.m.
Beginner | MADA Headquarters

WED, November 13, 2019 | 10:00 a.m. – 12:00 p.m.
Intermediate | MADA Headquarters

WED, November 13, 2019 | 1:00 – 3:00 p.m.
Advanced | MADA Headquarters

FINANCE

CONTROLLER CONFERENCE

This one-day conference is directed at dealership controllers and financial decision-makers. Designed and presented by dealership accountants and other industry specialists, this conference discusses complex dealership issues and more!

WED, October 18, 2019 | 9:00 a.m. – 4:00 p.m.
MADA Headquarters

FIXED OPERATIONS

SERVICE ADVISOR PRO

Achieve peak performance, increase sales, and maximize customer satisfaction.

Service advisors will learn the skills and methods to overcome objections, handle difficult customers, build CSI, communicate vehicle maintenance needs effectively and more!

This class is recommended for new and seasoned Service Advisors.

TUE, September 10, 2019 | 9:00 a.m. – 3:00 p.m.
MADA Headquarters

SHOP TALK: HOW TO MAXIMIZE YOUR MANUFACTURER WARRANTY REIMBURSEMENT

Learn how to enforce your hard-fought dealer rights and maximize your warranty reimbursement.

Minnesota Law requires manufacturers to reimburse their franchise dealers for warranty parts and labor according to a specific formula set-forth in statute. However, getting the most out of this powerful statute requires both accounting and legal analysis. Attendees will learn the basic provision of the warranty law, how to submit for warranty reimbursement, and be better prepared to resist manufacturer attempts to pay dealers less than what they are owed under state law.

WED, September 18, 2019 | 2:00 – 5:00 p.m.
TopGolf, Brooklyn Park

MANAGEMENT

THE LEADERSHIP TRANSITION

Optimize your leadership skills to build, develop, and inspire team success.

This one-day workshop will focus on the winning strategies and facilitation techniques that create, develop, and inspire staff to achieve team goals. Learn your natural leadership personality and how to enhance those skills to coach and motivate staff to success.

This class is recommended for current and future dealership managers.

TUE, October 22, 2019 | 9:00 a.m. – 4:00 p.m.
MADA Headquarters

COMPLIANCE

WAGE THEFT LAW SEMINAR

This seminar will detail the provisions of Minnesota's new Wage Theft Law. It will highlight the changes to the regulations and the steps dealerships can take to be in compliance with criminal wage and theft sanctions that went into effect on August 1, 2019.

Presented by Matthew Tews of Stinson and MADA General Counsel Dan Louismet.

TUE, October 1, 2019 | 10:00 – 11:00 a.m.
MADA Headquarters

TUE, October 1, 2019 | 1:00 – 2:00 p.m.
MADA Headquarters