

# Up<sup>to</sup>Speed

LADA'S QUARTERLY NEWSLETTER

2021 LOUISIANA DEALER OF THE YEAR

**Bob  
Giles**

**2021-22 CHAIRMAN'S ADDRESS**

LAWRENCE S. SEARCY

**2021 CONVENTION HIGHLIGHTS**

THE CLOISTER AT SEA ISLAND

**LEGAL CORNER**

NCAA NEW RULES ON ATHLETES  
PROFITTING FROM NAME,  
IMAGE, AND LIKENESS

ISSUE #9  
AUGUST 2021





# The LDS Group

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**2021-22 CHAIRMAN'S ADDRESS**

The 2021-2022 Chairman of the Board Lawrence Searcy brings a fresh and unique perspective to the challenges that our dealers and association are facing. He addresses the membership in his address on Page 7.



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**LEGAL CORNER**

Sign on the dotted line: NCAA student athletes officially allowed to profit from their name, image, and likeness. Read more from our Legal Counsel on Page 12.



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**ANNUAL CONVENTION HIGHLIGHTS**

Check out the highlights from the Annual Convention at Sea Island. It was one to remember!



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**LADA ANNUAL GOLF TOURNAMENT & SHRIMP FEAST**

Fall is approaching, which around LADA means it's time to get your golf game ready and come out to enjoy great food, fellowship and can't miss prizes!

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[LADA.ORG](http://LADA.ORG)

CHECK IT OUT ONLINE



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## *MESSAGE FROM THE PRESIDENT*

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# **A MUCH NEEDED GETAWAY TO CELEBRATE OUR LADA SUCCESSES**

With so much talk of chips shortages, delta variants and mask mandates, it was great to be able to get away, in-person, to sunny Sea Island, Georgia, for the 2021 LADA Annual Convention for some fellowship. The record crowd signaled to me that many of you were ready for a much-needed distraction as well!

Sea Island played host to nearly 250 of us, and we were able to celebrate the unanimous passage of two huge pieces of legislation, that should be in effect by the time this newsletter hits your desk. Of course, I am talking about LADA legislation to increase the documentation fee a dealer may charge from \$200 to \$425 and legislation to ensure dealers are paid retail for parts and labor.

Our attendees, many of whom are second and third generational dealers, heard experts in their respective fields, David Ciambella and Alan Haig, discuss topics tailored towards building success and how to maintain that success into the future. David then spoke to our NextGen dealers about how to “Respect the Past and Plan for the Future” as they continue to prepare to one day succeed their parents as dealer principles.

Attendees also heard about the current legal climate from LADA Employment Law expert, Tim Scott, and we held our annual meeting where we proudly detailed our many successes despite a challenging year.

The week ended on a high note with the introduction of our new chairman, Lawrence Searcy, our new board of directors and with Bob Giles being recognized as the 2021 Louisiana Dealer of the Year.

Like all good things, the 2021 Annual Convention came to an end, but we still have the 2021 Golf Tournament and Shrimp feast on October 5, 2021, to look forward to. So, in the meantime, everyone stay safe and make plans to join us for more fellowship and much needed distractions from the daily challenges for a day of golf, laughter, incredible prizes and food!

A handwritten signature in black ink, appearing to read 'Will H. Green'.

Will H. Green  
LADA President  
LADA-SIF Fund Adminstator



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**LADA**  
LOUISIANA AUTOMOBILE  
DEALERS ASSOCIATION



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## *2021-2022 Executive Committee & Board of Directors*

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Walker Automotive  
Chairman



Marshall Harper  
Harper Motors  
Chairman Elect / District 6



Kristie Hebert  
Arceneaux Ford  
Treasurer / District 5



John T. Harvey  
John Harvey Toyota  
Immediate Past Chairman



Carroll P. Dantin  
Dantin Chevrolet  
District 4



David Fabre  
Acura of Baton Rouge  
District 11-12



Mark A. Hebert  
Hebert's Town & Country Ford Lincoln  
NADA State Director

=====



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Banner Automotive  
District 1-3



L. Keith Hanks  
Lakeside Toyota  
District 1-3



Clay Holcomb  
Superior Honda  
District 1-3



Patton Fritze  
Red River Chevrolet  
District 7



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District 8



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White Ford Lincoln  
District 9



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District 10



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John R. Young Buick Chevrolet GMC  
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Bubba Oustalet Chevrolet Cadillac, Inc.  
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District 15



Clint Hixson  
Hixson Autoplex of Alexandria  
District 16



Keith Rutherford  
Eagle Truck Center, LLC  
District 17

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## *LADA Chairman's Address*

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# **LAWRENCE SEARCY, 2021-2022 CHAIRMAN**



It is my honor and privilege to serve this year as the LADA Chairman. I am in awe of the talented group of dealers that I have met over the years of my service with this awesome organization. The family dealer in Louisiana is truly the backbone of our industry.

I did not come up in the car business like so many of the other dealers in Louisiana. I transitioned from the practice of Law into the car business in 2005 and have never looked back. It is often said that the car business gets in your blood and there is no other business like it that has such a hold over a person. I agree with that sentiment and could not imagine a business that has more opportunity and is more fulfilling than selling and servicing new and used cars.

I want to thank my wife, Amy, my three kids Caroline, Jane and Shepard, my in-laws Martha and Foster Walker, and all of the employees at Walker Automotive for supporting me in the business and in my time at LADA. I tell my employees that my door is always open for them. The same will be true for every dealer in the state if there is anything a dealer needs to discuss. Dealers face seemingly insurmountable challenges every year and somehow the talented group of entrepreneurs overcome, survive and thrive. This year, post-COVID, will be no different. I, along with the other dedicated LADA Board members, are here to support the dealers in their business, protect the Louisiana franchise system, and work to make the LADA stronger. I look forward to working with all of the dealers in the state.

If you are not a member of the LADA, please consider joining. Will Green and his staff, Katherine, Fermin and Krystal, work daily to support the dealers and are available to discuss the benefits of membership. I can only hope to build on the legacy of stewardship set by all of the previous members who were Chairmen. Thank you for allowing me to serve.

Sincerely,

A blue ink handwritten signature, appearing to read "Lawrence Searcy", with a stylized flourish at the end.

Lawrence S. Searcy  
LADA Chairman of the Board  
2021-22

# ROBERT “BOB” GILES



LADA honored Robert “Bob” Giles with its 2021 Dealer of the Year Award during the Annual Convention at The Cloister at Sea Island, Ga. in June.

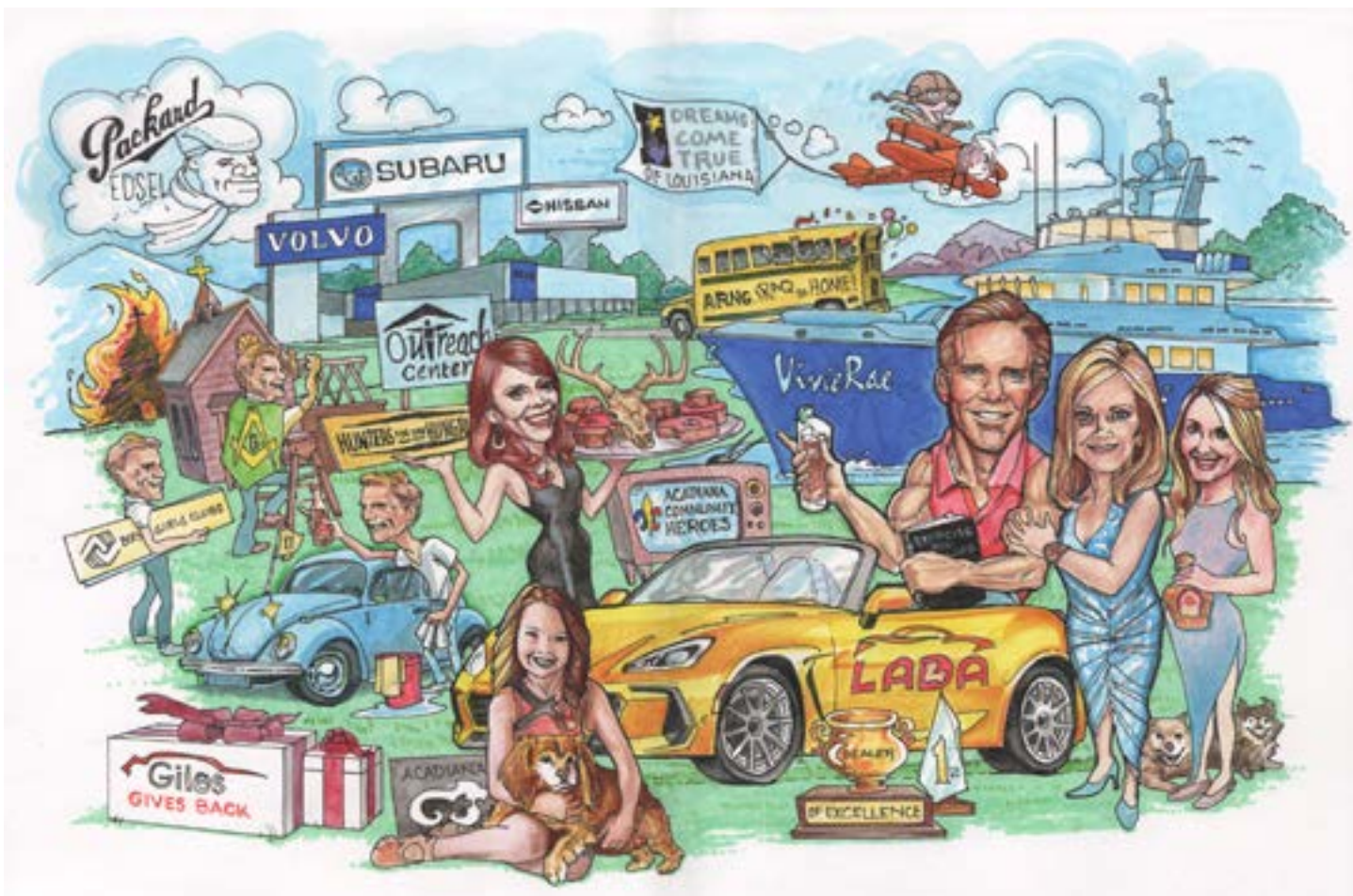
Bob is the Chairman/CEO of Giles Automotive, Inc., and operates a total of five dealerships. He began working in his father’s Ford dealerships in Denison, Texas, at the age of 11, where he washed cars during summer break and on weekends. Giles graduated from Texas A&M with a BBA in Accounting, and immediately started working full time at the dealership. He opened his first dealership at the age of 26, and during his years as a dealer, he has owned and operated dealerships in Louisiana, Georgia, Illinois, Texas and Tennessee.



“It is a huge honor to even be nominated for this award, and it makes me very proud to be able to represent the LADA and the state of Louisiana for the TIME Magazine award,” Giles said. “Strengthening and giving back to the community has always been very vital to me, and we work hard to make sure we have a familiar and friendly environment at our dealerships to create successful and hassle free shopping experiences for our customers.”







Bob is married to his wife Sandy of 37 years, and together they have two daughters, Halley and Ashley and one granddaughter.

Bob is an active member of multiple civic organizations including, and certainly not limited to, the Boy Scouts of America; Acadiana Animal Aid; Louisiana Committee of 100; International Order of St. Hubertus; Founder and Chairman of Hunters for the Hungry Lafayette; and Vistion St. Landry Parish.

"I just want to thank everyone in Acadiana and Louisiana that help us give back to the community, and all our team members and customers for their large part in our success," Giles added. "They all played a huge part with me being bestowed with the LADA Dealer of the Year Award. I could not have accomplished it without them."

Giles will represent Louisiana at the 2022 National Automobile Dealers Association Convention in Las Vegas in March 2022 as LADA's nomination for the TIME Dealer of the Year.

"I was honored to present Bob with this award, in-person, at our Convention surrounded by his family, fellow dealers, and friends," said LADA President Will Green. "Bob's commitment to our industry and his community is evident in everything he has accomplished, and we are thrilled to have him represent LADA at the NADA Show next spring."

The Louisiana Dealer of the Year Award is the most prestigious award LADA bestows because nominations come directly from the dealer body and is based on the dealer's business success and civic involvement in the community.



Things are Heating Up this Summer with Risk Management Services, LLC (RMS) & the Louisiana Automobile Dealers Association Self-Insurers' Trust Fund (LADA-SIF).

**August is the hottest month for Louisiana with an average high temperature of 92.2°, which ranks it as one of the hottest states. Protecting your staff from heat illnesses and the dealership from a potentially expensive workers' compensation claim during the COVID-19**



**Pandemic can be quite a challenging task. Please check out the useful information/link by the CDC on the prevention of Heat Stress/COVID-19.**

<https://www.cdc.gov/coronavirus/2019-ncov/community/organizations/heat-stress-employers.html>

**A key element to workers' compensation cost containment is establishing a proactive safety program that identifies potential exposures before they result in costly issues for your dealership. The LADA-SIF provides free safety & health consultation services by RMS' Loss Prevention Department for member dealerships.**

To learn more about the program that was created by dealers for dealers or to join the LADA-SIF please contact:

Jean Rob  rt, [JRobert@RMSLA.com](mailto:JRobert@RMSLA.com) or 1-800-351-RISK



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- *Power of Attorney*
- *Sold Pack and Trade Pack*
- *and more!*

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# **SIGN ON THE DOTTED LINE: NCAA STUDENT ATHLETES OFFICIALLY ALLOWED TO PROFIT FROM THEIR NAME, IMAGE, AND LIKENESS**

Imagine a world where a car dealership was able to hire Myles Brennan, the starting quarterback for LSU, to come to the dealership for an autograph session and photo opportunity. This world has become a reality and as of July 1, 2021, NCAA college athletes are officially allowed to profit from their Name, Image, and Likeness ("NIL"). On June 30, 2021, the NCAA governing bodies adopted a uniform interim policy to suspend the current rules prohibiting student-athletes from profiting from their NIL. This means that all college athletes will have the opportunity to enter into endorsement deals, make appearances, and be compensated for other business endeavors that they previously were prohibited from profiting from. The NCAA interim policy provides the following:

- Student-athletes can engage in NIL activities that are consistent with the law of the state where the school is located.
- Student-athletes who attend a school in a state without an NIL law can engage in NIL activities without violating NCAA rules related to name, image and likeness.
- Student athletes can use a professional services provider for NIL activities, such as a lawyer or agent, to assist with NIL deals.
- Student-athletes should report NIL activities consistent with state law or school and

conference requirements to their school.

The interim policy will remain in place while the NCAA members work with Congress to adopt uniform federal legislation.

This means that a car dealership can now hire student-athletes to make appearances at car dealerships, appear in marketing campaigns and advertisements, make posts on social media, and participate in other advertising and endorsement deals for the car dealership.

It is important to note that while student athletes can be compensated for NIL activities, that student athletes cannot accept pay-for-play offers or other improper inducements. The current NCAA rules that prohibit pay-for-play remain in effect.

Car Dealerships in the state of Louisiana should pay attention to the details of the Louisiana NIL Bill, Senate Bill 60, which was signed into law in July<sup>1</sup>. The bill allows student-athletes to profit from their NIL but also places limitations on the types of deals student-athletes can enter into, such as a prohibition on deals involving alcohol and gambling.

Allowing student athletes to profit from their NIL endeavors has been a long-awaited change and is

<sup>1</sup> Louisiana Senate Bill 60, Allowing Student Athletes to Profit from their Name, Image, and Likeness Heads to Governor's Desk: <https://www.bswllp.com/louisiana-senate-bill-60-allowing-student-athletes-to-profit-from-their-name-image-and-likeness-heads-to-governors-desk>.





monumental for student athletes, universities, and businesses seeking to utilize student-athletes for marketing and endorsement deals. Car dealerships should take advantage of these NIL rule changes enter into marketing and endorsement deals with student-athletes. The attorneys at BSW have been following the development of the NIL rule changes and are able to assist with any matters relating to NIL.

Breazeale, Sachse & Wilson serves as General Counsel to the Louisiana Automobile Dealers Association (LADA) and are active in a legislative program on behalf of Louisiana's franchised dealers. We partner with the dealers in Louisiana on all franchise and general business issues. We work to monitor the ever-changing status of governmental regulations, especially in the areas including titles, taxes, leasing, insurance, and dealer licensing, just to name a few.

**Christine Colwell**, Attorney  
Breazeale, Sachse, & Wilson



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- Consulting
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### We are active members of the following Automotive Organizations:

- Louisiana Automobile Dealers Association (LADA), so when a member dealership needs assistance, Hannis T. Bourgeois is there to help.
- Auto Team America (ATA), a network of 11 CPA firms that serve over 2,000 auto dealerships nationwide. This gives us the chance to network and collaborate with other firms that know auto dealers as well as we do and add value to our clients' businesses.

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## *82nd Annual Convention Highlights*

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# 23RD ANNUAL Golf Tournament and Shrimp Feast 2021

*Monday, October 4, 2021*

3:00 pm LADA SIF Trustee Meeting  
LADA Office  
6:00 pm TopGolf Reception  
TopGolf Baton Rouge

*Tuesday, October 5, 2021*

*The University Club*

8:30 am LADA Board Meeting  
9:00 am Registration  
10:00 am Shotgun Start  
3:00 pm Shrimp Feast & Door Prize Drawings

## Exclusive TopGolf Reception

**WHEN** Monday, October 4, 2021  
6:00 - 8:00 PM

**WHERE** TopGolf  
10955 N. Mall Drive  
Baton Rouge, LA 70809

**WHO** By Invitation ONLY

**WHAT** Join the LADA Board of Directors, LADA-SIF Trustees and fellow Platinum & Gold sponsors for 2 hours of play, with food and beverages. All levels of golfers welcome!!

*Questions?  
Contact the LADA office at:  
(225) 769-5500  
lada@lada.org*

## Sponsorship Opportunities



### Platinum Sponsor / \$8,000

- Banner & large sign recognition
- 8 golf registrations
- 4 tickets to the Top Golf Reception



### Gold Sponsor / \$5,000

- Banner & sign recognition
- 4 golf registrations
- 2 tickets to the Top Golf Reception



### Silver Sponsor / \$3,000

- Banner & sign recognition
- 2 golf registrations



### Bronze Sponsor / \$1,750

- Banner & sign recognition
- 1 golf registration



### Copper Sponsor / \$1,250

- Banner & sign recognition

# LADA Golf Tournament / October 5, 2021 / University Club

## Registration Information

☐ Golfer Registration | **\$185/golfer x** \_\_\_\_\_  
Golfer registration includes golf fees, lunch, cocktails & shrimp feast attendance.

☐ Shrimp Feast Registration ONLY | **\$50/person x** \_\_\_\_\_

Sponsorship: ☐ Platinum \$8,000 ☐ Gold \$5,000 ☐ Silver \$3,000 ☐ Bronze \$1,750 ☐ Copper \$1,250

## Contact Information

COMPANY \_\_\_\_\_

CONTACT NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY, STATE, ZIP \_\_\_\_\_

PHONE \_\_\_\_\_

EMAIL \_\_\_\_\_

## Attendee Information

*Golfers' Names & Handicap\* or Shrimp Feast Attendees*

ATTENDEE 1 \_\_\_\_\_ ( ) ATTENDEE 5 \_\_\_\_\_ ( )

ATTENDEE 2 \_\_\_\_\_ ( ) ATTENDEE 6 \_\_\_\_\_ ( )

ATTENDEE 3 \_\_\_\_\_ ( ) ATTENDEE 7 \_\_\_\_\_ ( )

ATTENDEE 4 \_\_\_\_\_ ( ) ATTENDEE 8 \_\_\_\_\_ ( )

### *Golfers Only\**

Shrimp Feast RSVP ☐ YES x \_\_\_\_\_ ☐ NO ☐ We wish to play together or ☐ Randomly assign us to a team

## Payment Options

**TOTAL AMOUNT DUE: \$** \_\_\_\_\_

☐ Check enclosed ☐ Invoice me, please ☐ Credit Card (please call the office)

Online registration at [lada.org](http://lada.org) is available.

Please return your completed form to  
[lada@lada.org](mailto:lada@lada.org)  
Fax (225) 769.2085

**CANCELLATION CLAUSE** There will be no refunds issued after September 24, 2021. There will be no refunds for no-shows. If you are unable to attend, your registration may be transferred to another individual at any time prior to or at the event without penalty.



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**Timothy H. Scott**

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EMAIL: LADA@LADA.ORG  
WWW.LADA.ORG

## 2021 Advertising Rates

(price per issue)

### Artwork Specifications

(standard publication format 8.5" x 11")

SIZE / LOCATION	1x	4x*
<del>Back Cover</del>	<del>\$ 1,750.00</del>	<del>\$ 1,400.00</del>
<del>Inside Front Cover</del>	<del>\$ 1,250.00</del>	<del>\$ 1,000.00</del>
Inside Back Cover	\$ 1,250.00	\$ 1,000.00
Full Page	\$ 900.00	\$ 720.00
1/2 Page Vertical	\$ 700.00	\$ 560.00
1/2 Page Horizontal	\$ 700.00	\$ 560.00
1/4 Page Vertical	\$ 500.00	\$ 400.00
1/4 Page Horizontal	\$ 500.00	\$ 400.00

\* 20% discount per issue if you make an Annual Advertising commitment (purchase 4 ads in the same calendar year). Promotion deadline January 31.

\*\* Please make checks payable to LADA.

TOTAL AMOUNT DUE:



8" x 10.5"



8" x 5.25"



4" x 10.5"



4" x 5.25" (v) | 5.25" x 4" (h)

### Artwork Deadlines

Quarter 1 Issue: January 29

Quarter 2 Issue: April 16

Quarter 3 Issue: July 30

Quarter 4 Issue: October 22

### Print Advertising Specifications

- Advertising is reserved for LADA members in good standing.
- All artwork must be supplied at 300 dpi.
- High res PDF and JPEG files are accepted.
- All color artwork must be in CMYK mode. RGB mode artwork will be converted to CMYK mode for printing, which will result in a color shift.
- Ad images should not exceed dimensions listed on this form
- Submit artwork to [kcarver@lada.org](mailto:kcarver@lada.org)

### Contact Information

COMPANY

CONTACT

PHONE

EMAIL

WEBSITE



Questions? Contact Katherine Carver | [kcarver@lada.org](mailto:kcarver@lada.org) | 225.769.5500





Breazeale, Sachse & Wilson is proud to serve  
as General Counsel to Louisiana Automobile  
Dealers Association.



**BREAZEALE, SACHSE & WILSON, L.L.P.**  
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Scott N. Hensgens, *Managing Partner*