

# Up *to* Speed

LADA'S QUARTERLY NEWSLETTER



## *23rd Annual Golf Tournament & Shrimp Feast*

ISSUE #10  
NOVEMBER 2021

**LADA**  
LOUISIANA AUTOMOBILE  
ASSOCIATION

# The LDS Group

**LDS F&I Income Development Team**

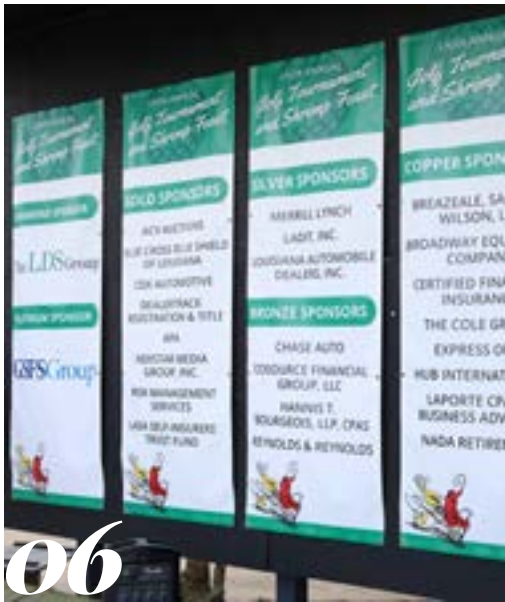
9016 Bluebonnet Boulevard, Baton Rouge, LA 70810  
Phone (225) 769-9923 | Toll Free (800) 272-8000  
[www.theLDSgroup.com](http://www.theLDSgroup.com)

**60+ Team Members all with 1 Common Goal:  
GREAT CUSTOMER SATISFACTION**



# CONTENTS

CONNECT WITH US



06

## 2021 GOLF TOURNAMENT & SHRIMP FEAST



12

## F&I CORNER



14

## SAFETY COMPLIANCE CORNER



16

## ARE YOU GETTING THE MOST FROM YOUR LADA MEMBERSHIP



11

## 2022 REGIONAL LEGISLATIVE GRASSROOTS MEETING DATES

## INDEX

- 04 Message from the President
- 06 Golf Tournament & Shrimp Feast
- 12 F&I Corner
- 11 2022 Regional Meeting Dates
- 14 Safety Compliance Corner
- 16 Membership Corner
- 16 2022 Events Calendar
- 22 Staff
- 22 Advertiser Index

LADA.ORG

CHECK IT OUT ONLINE



---

## *Message from the President*

---

# ROLLING WITH THE PUNCHES IN 2021



This year has landed many punches. The constant ups and down of the virus, the various state and federal mandates, supply chain disruptions and chip shortages have left dealers without vital inventory to meet customer demands, and to top it all off, another record hurricane devastated Louisiana. Despite all of this, like the great heavyweights of old, LADA and our member dealerships answered the bell each time.

We passed two historic pieces of legislation when we increased the documentation fee, which had fallen well below the national average, and established a new, clearer and quicker process by which a dealer can establish and increase their warranty parts and labor rates. Both legislative measures passed the House and Senate without opposition!

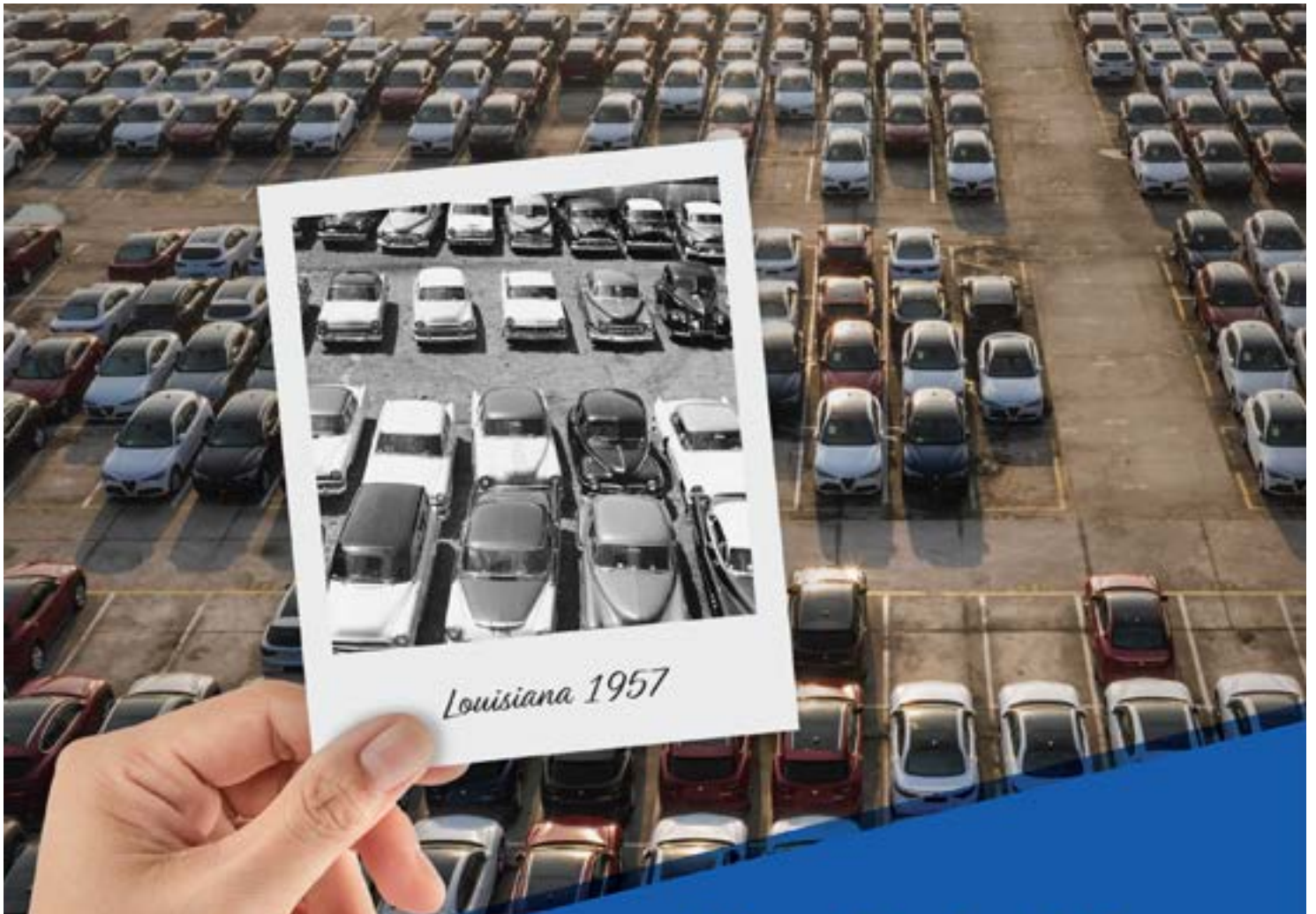
After having to cancel in 2020, our Annual Convention at The Cloister at Sea Island, Georgia had record attendance in 2021. Dealers from several generations shared laughs, memories and heard from industry and legal experts. We followed the convention up with another record crowd at our Annual Golf and Shrimp Feast at the University Club. Both record-setting events, combined with our LADA Grassroots State Tour and our Accelerate Educational Webinar Series, made 2021 our best calendar year for events.

All said, we hope our Louisiana franchised new car and truck dealers, as well as our allied partners, can look back on 2021 and realize the value in being a member of LADA.

As you begin to budget for and receive your membership renewals for next year, please know our team plans on making 2022 just as successful and that we will remain steadfast in our drive to promote the automotive trade through enactment of legislation, policy and educational events that benefit and protect our industry, our employees and our customers.

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

Will H. Green  
LADA President  
LADA-SIF Fund Administrator



Louisiana 1957

# Here for Louisiana. Then and Now.

*A lot has changed since Casey & Casey began helping dealers with their title & registration needs back in 1957. But one thing will never change: our commitment to giving every dealer the personalized service they deserve.*

*Amy Casay - Director of Operations, Dealertrack*

Dealertrack Registration & Title | Always here for you

Dealertrack  
Registration & Title  
TECHNOLOGY THAT DRIVES YOU.

**AUTO TITLE  
EXPRESS**  
PREFERRED MOTOR VEHICLE OFFICE

Dealertrack is proud to be the exclusively-  
endorsed Reg & Title partner of the Louisiana  
Automobile Dealers Association (LADA).



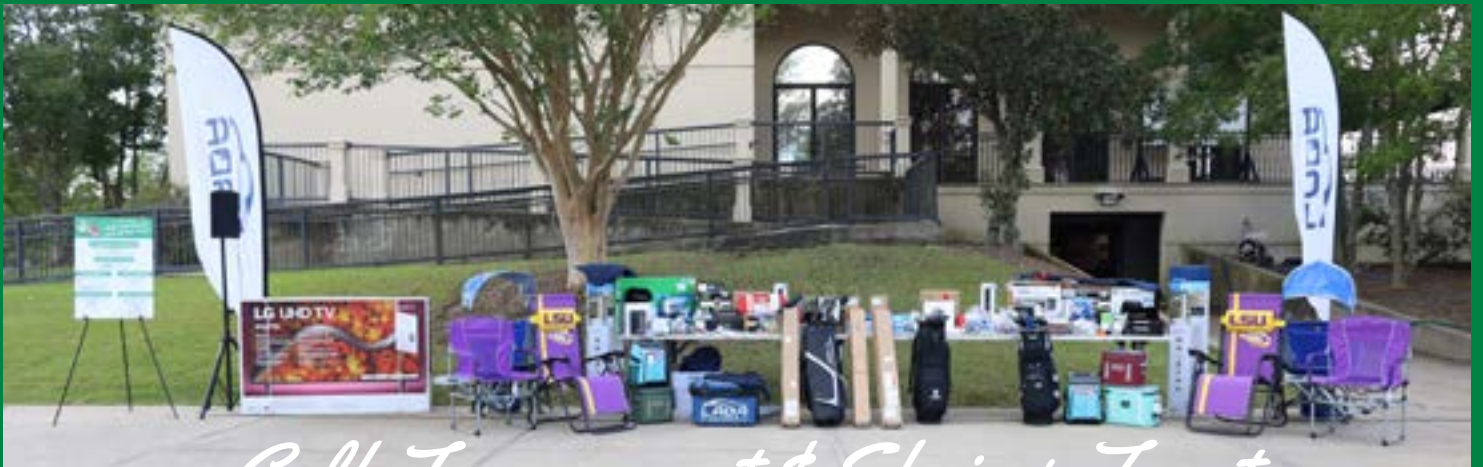
COX AUTOMOTIVE

# *Golf Tournament & Shrimp Feast Highlights*

## *Top Golf Reception*



# *Golf Tournament & Shrimp Feast Highlights*



## *Golf Tournament & Shrimp Feast*

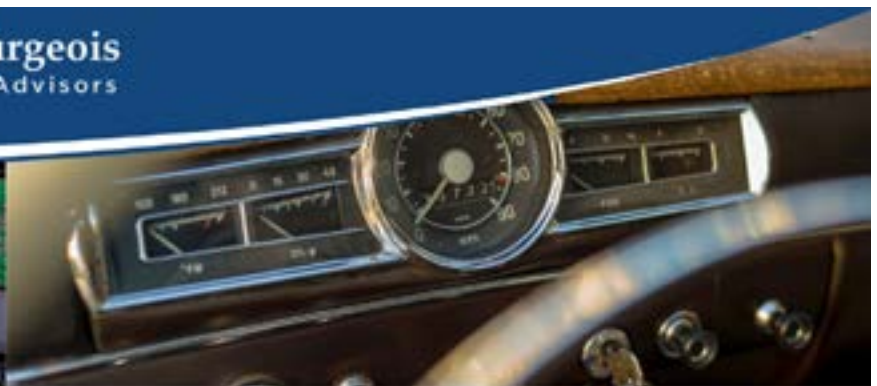


2022 **NADASHOW**

EDUCATION & EVENTS | March 10-13  
EXPO | March 11-13

**REGISTER  
TODAY!**

**HTB** Hannis T. Bourgeois  
CPAs + Business Advisors



#### Automotive Accounting Services:

- Assurance
- Tax
- Consulting
- Accounting Resources

#### 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.

*grow. compete. THRIVE.*  
[www.htbcpa.com](http://www.htbcpa.com)

#### Driving Solutions for Your Business

Running a successful automotive dealership is much more than selling cars. It's about creating a "top class" service experience that keeps customers coming back for their next car purchase, service needs, repair issues, parts orders or assistance with financing throughout the ownership lifecycle.

Ensuring that your dealership is operating at peak profitability not only requires a sharp leadership team, but also the assistance of experienced advisors to provide guidance and direction. Hannis T. Bourgeois delivers an unparalleled level of experience serving the automotive industry. We work with dealerships addressing traditional tax, audit and accounting needs.

**Hannis T. Bourgeois, CPAs & Business Advisors**

BATON ROUGE | NEW ORLEANS | DENHAM SPRINGS | 225.928.4770





# THE LADA 23RD ANNUAL GOLF TOURNAMENT AND SHRIMP FEAST WAS A HIT!

A GREAT DAY WAS HAD BY ALL.

The LADA-SIF returned another **\$3.6 Million** in Distributions in 2021, which represents a **40% Return** of the 2020 Premium paid by the Members. This brings the total Distributions paid to members in Excess of **\$97 Million** for all years. Over 50 distribution checks were delivered during the 2021 Golf Tournament and Shrimp Feast.

.....

For additional information regarding the LADA-SIF and for all your workers' compensation program, contact:



Contact: Jean Rob rt  
Email: jrobert@rmsla.com  
Phone: (504) 837-3100  
Toll Free: (800) 351-RISK (7475)

RMS & THE LADA-SIF LOOK FORWARD TO SEEING YOU AT THIS EVENT NEXT YEAR!

# Improve your F&I process with a suite of documents designed for your state.



The penalties for violating current compliance guidelines and policies can cripple your business—our LAW<sup>®</sup> Louisiana F&I Library documents are designed to streamline processes, reduce potential liability, and provide common defenses for Louisiana dealers.

- *LAW 553 Retail Installment Contract*
- *Odometer Disclosure Statement*
- *Test Drive Agreement*
- *Motor Vehicle Buyer's Order*
- *Delivery Summary*
- *Power of Attorney*
- *Sold Pack and Trade Pack*
- *and more!*

All forms are available in hard copy and electronic versions, can be used with any DMS provider, and are endorsed by the LADA!

Contact your Document Services Consultant today for more information about our Louisiana LAW Library of forms.



**LAW<sup>®</sup> — The Brand  
Louisiana Can Trust**



**Document Services**

800.344.9600 | RDS@reyrey.com

©2021 The Reynolds and Reynolds Company. All rights reserved. Confidential and proprietary information.



# RAM

REGIONAL MEETINGS

North Louisiana | February 7  
Shreveport | February 8  
Lafayette | February 10  
Baton Rouge | February 15  
Metairie | February 16

Register at [www.lada.org](http://www.lada.org)

# F&I TRAINING IN TODAY'S WORLD

*By: Cole Miller, Director of Training, The LDS Group*



There is no doubt that the above headline “In Today’s World” means confronting COVID issues. Just as COVID forced dealers to implement and embrace virtual selling, a similar call to adapt occurred in the world of F&I training.

Prior to COVID, F&I training centered on working in-person with dealership sales teams and F&I professionals. This meant establishing F&I performance standards and goals through monthly evaluation meetings and/or quarterly meetings with all levels of dealership management.

F&I companies hosted in-person classes at home offices and at hotels and meeting facilities. In these settings, instructors taught and answered

questions immediately, could read body language and facial expressions of participants, and could judge their own effectiveness as teachers. By being together, F&I students and teachers forged personal relationships that lasted well-beyond class time.

Then, in March of 2020, the model that had worked so well for many years fell apart. In-person classes, convention travel, restaurant seminars, impromptu team meetings, trainer/trainee interactions, and customer role playing came to a screeching halt. These elements, which had been fundamental to F&I training, relied upon people being together. It became clear that F&I professionals would need to pivot. Thank God for Zoom! (Don’t we wish we had bought the stock in January 2020!).

At the onset of the pandemic, Zoom and similar outlets provided a way for F&I departments to continue to reach customers who could not visit dealerships because of stay-at-home orders. These virtual platforms forever changed and improved what could be done to maximize F&I production. They also reunited F&I student and teacher. They allowed F&I trainers to hold multiple training sessions without dealership employees leaving the dealership and allowed for speedy development of new and innovative seminars.

Within our organization, we instituted “Coaching with Cole” (held via Zoom at 10:00 A.M. daily – Monday through Friday). We continue to offer these sessions. “Coaching with Cole” is a 15 to 20-minute interactive daily F&I training seminar designed to share what the top producing men and women are doing to be top producers. This has taken the place of the one-day advanced F&I seminar we used to hold in-person.

From a dealer’s perspective, the pandemic and the F&I industry’s ability to adjust mean F&I professionals do not have to travel for training. Virtual classes have greatly increased the F&I production and penetration levels for those that consistently attend. In short, because access to training is “at the click of a button” F&I professionals are choosing to educate themselves on a more frequent basis. “Coaching with Cole” averages daily attendance well over 100 F&I managers. This quite simply would not have happened with the pre-COVID model.

Virtual platforms have also proven useful for lengthier training courses. F&I academy attendees are able to take classes from the dealership or even their own homes. The benefit to dealers is that there are no hotels or other travel expenses incurred, and F&I professionals can remain onsite.

Sales force workshops and sales manager seminars can also be held virtually. In fact, virtual training has allowed dealers with multiple locations to easily obtain customized training in a quick and efficient manner.

High-level training has proven particularly adaptable to virtual settings. In the past, for classes that centered on advanced topics such as ethics and compliance, it was difficult to lure key dealership personnel out of the dealership at the same time for long periods of time. Now, through virtual training, they can all attend without disruption to normal business operations. Some organizations have seen a tenfold increase in attendance after shifting from in-person classes.

So, how is F&I Training in today’s world? It is great and continuing to do better! The proof is in the numbers. Dealers are experiencing all-time highs in both F&I per retail unit dollars and product penetration levels. Virtual training and servicing, particularly for its ability to reach professionals on a daily basis, has played a significant part in this. To paraphrase a famous quote, “Some say training doesn’t last. Well neither does bathing – that is why they are both recommended daily!”

# FOUR STEPS TO CONDUCTING A SOLID RISK ASSESSMENT

By: *Toby Graham, KPA*

Your business, workforce, and operations are unique—and so are your risks. The process you use to determine the most important risks to address first doesn't have to be. Lean on a tried and true practice to assessing risks in your facility.

Here's a basic outline for uncovering and addressing hazards in the workplace:

### **Plan: Nail Down the Details**

Spending a good amount of time planning helps ensure your assessment goes flawlessly. Here are some important points to decide on before you jump in.

#### **What's the scope and size of your risk assesment?**

What kinds of risks will you be looking for:

- safety hazards;
- noncompliance issues;
- inefficiencies;
- all of the above?

What will you be evaluating:

- the entire workplace;
- one department or location;
- a machine;
- a group of employees?

#### **Who's on your risk assessment team?**

Which members of your organization will participate in the assessment? Who will be in charge of:

- documenting information;

- reporting findings to leadership;
- following up on risk mitigation?

What supplies, equipment, and other resources will the team need? Should you bring in a safety consultant to lead or help coordinate the process?

### **Identify: Build Your List of Risks**

You've set the scope on who and what. Now you're ready to jump in and start identifying risks. OSHA recommends following these steps to start identifying risks:

- Collect existing information about workplace hazards.
- Inspect the workplace for safety hazards.
- Identify health hazards.
- Conduct incident investigations.
- Identify hazards associated with emergency and non-routine situations.

#### **Be thorough in risk identification.**

Don't rely exclusively on what the team has seen or heard. There are lots of other useful sources of information about risks, like:

- equipment operating manuals
- material safety data sheets
- results of inspections and audits
- details of previous incidents
- federal and state workplace safety regulations
- other safety documents and collections of workforce data

An experienced risk management expert (like the ones here at KPA) can manage the process, interview workers, and use advanced analytics tools to make sure no hazards are overlooked.

## Evaluate: Which risks are most important to tackle first?

Here's where the "assessment" part of risk assessment kicks into gear. Your job at this point is to make an actionable inventory of your findings—to untangle the most severe hazards and time-sensitive issues from the rest.

### Score your risks based on these questions.

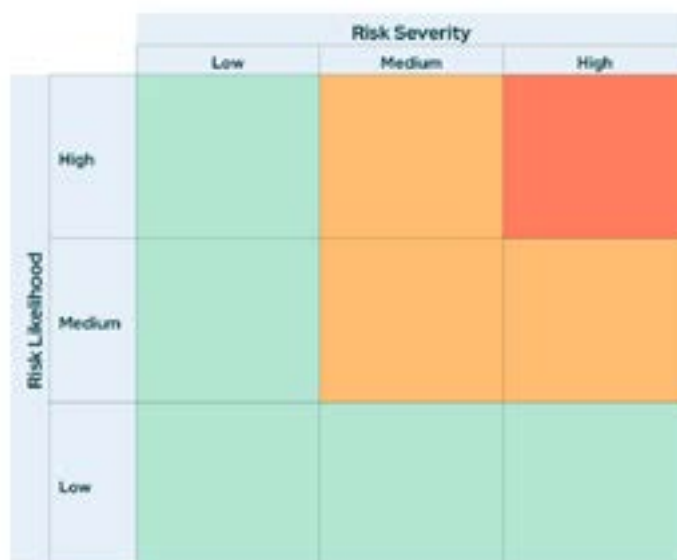
For each risk you've identified, ask yourself these questions:

- What are the consequences?  
How serious is the risk? Could it result in death or permanent, life-altering injuries for your workers? What would the financial impact look like for your organization?
- How likely is it?  
What are the chances of the risk occurring and affecting your workforce? Is it related to a core aspect of your organization or something your workers deal with frequently—e.g. an everyday machine, tool, or process?

Risk assessment professionals often use these two questions to assign scores to various issues and hazards and place risks on a risk matrix, a table that measures the consequences of risks against the likelihood of risks. The most severe and most likely risks are the most dangerous.

Risk matrices vary in terms of detail, but usually

include at least 3 columns and 3 rows, typically color coded to indicate severity. Here's an example:



		Risk Severity		
		Low	Medium	High
Risk Likelihood	High	Green	Orange	Red
	Medium	Green	Orange	Orange
	Low	Green	Green	Green

## Plan Next Steps

Ok, all the planning, prepping, and scoring has gotten you to a nice ranked list of risks for you to tackle. What next?

### Let the hierarchy of controls guide your next steps.

The hierarchy of controls is an approach to safety that structures protective measures into stages, in order of most to least effective. Think of each stage as a line of defense.

### You don't need to manage your workforce risks alone.

Tap into KPA's combination of consulting expertise, award-winning training, and EHS and compliance software to minimize incidents and bring your business to the next level.

# ARE YOU GETTING THE MOST OUT OF YOUR LADA MEMBERSHIP?

Are you taking full advantage of your LADA membership? We offer a wide array of services to help carry out our mission of promoting the automotive trade and enhance the operations of our member dealers. From access to our on-retainer labor & legal counsel to staying connected with your industry

peers to equipping your staff with our Accelerate Educational Webinar Series, LADA is here to be an extension of your dealership or company and help you grow and succeed.

## 2022 EVENT CALENDAR

### REGIONAL LEGISLATIVE GRASSROOTS MEETINGS

February | Various Locations

### NADA SHOW

March 10 - 13 | Las Vegas

### 2022 LOUISIANA REGULAR LEGISLATIVE SESSION

March 14 - June 6

### 83RD ANNUAL LADA CONVENTION

June 22-26 | The Grand Hotel | Point Clear, AL

### 24TH ANNUAL LADA GOLF TOURNAMENT & SHRIMP FEAST

October 11 | University Club | Baton Rouge

### EDUCATIONAL WEBINARS

Various dates throughout the year





# Business is motion.

Keep moving toward your goals with HUB.

When you partner with us, you're at the center of a vast network of brokers and other experts dedicated to helping you prepare for the unexpected.

We put you in control, with advice on how to navigate change, and insurance solutions and risk services tailored to protect your organization, brand and assets.

Let's protect what matters most to you.

[hubinternational.com](http://hubinternational.com)

**David Allgood**  
(225) 218-2410  
david.allgood@hubinternational.com

**Rowland Stalter**  
(504) 846-4031  
rowland.stalter@hubinternational.com

Advocacy | Tailored Insurance Solutions | Peace of Mind



# BlueCare

 Louisiana

*Get care from anywhere!*

Medical and behavioral health visits available!

## MEDICAL

With BlueCare, you can have 24/7 online doctor visits

- Effective for non-emergency health issues like sinus infections, cold, cough, bladder infections, pink eye and more
- Less expensive than ER or urgent care
- Available on any device with internet and a camera

## BEHAVIORAL HEALTH

You can also schedule BlueCare online appointments with psychology or psychiatry providers.



**SIGN UP AND TRY BLUECARE TODAY!**



[www.BlueCareLA.com](http://www.BlueCareLA.com)

01MK7324 04/20 Powered by American Well. American Well is a vendor that provides the BlueCare telehealth platform for Blue Cross and Blue Shield of Louisiana and its subsidiaries. Blue Cross and Blue Shield of Louisiana is an independent licensee of the Blue Cross and Blue Shield Association.



# LADA 83<sup>RD</sup> ANNUAL CONVENTION

JUNE 22-26, 2022  
THE GRAND HOTEL GOLF RESORT & SPA  
POINT CLEAR, ALABAMA





# EXPERIENCE THE UNEXPECTED

With the Right DMS Partner

A modern DMS isn't just easier and more enjoyable to use—it's a true competitive advantage. Dealertrack DMS empowers dealerships to make better decisions using real-time analytics, increasing productivity and promoting cost savings throughout the dealership. Best of all, it comes with the support of a performance manager and the backing of Cox Automotive.

Dealertrack DMS   
TECHNOLOGY THAT DRIVES YOU.

Request Demo at [us.Dealertrack.com/DMS](https://us.Dealertrack.com/DMS)

COX AUTOMOTIVE

2020 DIAMOND  
DEALER'S CHOICE AWARD  
WINNER!



Our attorneys can help you steer through the labor laws affecting the car business. Since 1943, we have been the labor lawyers of choice for automobile dealers. Fisher Phillips is dedicated to helping the members of the Louisiana Automobile Dealers Association with their labor and employment legal matters. We're driven to help you succeed.



**Timothy H. Scott**

tscott@fisherphillips.com

201 St. Charles Avenue, Suite 3710 | New Orleans, Louisiana 70170

Phone (504) 529-3834 • Fax (504) 529-3850

# ADVERTISER INDEX

- 18 Blue Cross Blue Shield of Louisiana
- 24 Breazeale, Sachse & Wilson, L.L.P.
- 20 Cox Automotive
- 05 Dealertrack Registration & Title
- 21 Fisher & Phillips
- 08 Hannis T. Bourgeois, L.L.P.
- 18 HUB International
- 02 Louisiana Dealer Services
- 10 Reynolds & Reynolds
- 09 Risk Management Services



# LADA STAFF



**Will H. Green**  
*President*  
wgreen@lada.org



**Katherine Carver**  
*Director of Events & Communications*  
kcarver@lada.org



**Krystal Hudson Meador**  
*Executive Assistant & Membership Director*  
khudson@lada.org



**Fermin Rodriguez**  
*Accountant*  
frodriguez@lada.org



7526 PICARDY AVENUE BATON ROUGE, LA 70808  
PHONE: (225) 769-5500 | FAX (225) 769-2085  
EMAIL: LADA@LADA.ORG  
WWW.LADA.ORG



# Your Safety & Compliance Partner

KPA is an  
Endorsed  
Partner of  
LADA.

*Improve Safety. Lower Risk. Save Money.*



Integrated Software Platform



Award-Winning Training



Expert Consulting



To learn more visit [kpa.io](http://kpa.io) or reach out to [info@kpa.io](mailto:info@kpa.io).

EHS Compliance

F&I Compliance

HR Compliance



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



**BREAZEALE, SACHSE & WILSON, L.L.P.**  
ATTORNEYS AT LAW

BATON ROUGE ▪ NEW ORLEANS ▪ MONROE

Scott N. Hensgens, *Managing Partner*