



2025 Louisiana Dealer of the Year Award

The Louisiana Dealer of the Year Award recognizes dealers who exemplify excellence in business operations and community involvement. It 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. Using the form below, we are asking you to nominate a dealer from your district who you feel would be a deserving candidate for the 2025 award. The winner will be announced in the Spring of 2025 and will automatically become our state nominee to the TIME Magazine Awards program during the 2026 NADA Convention in Las Vegas. **Nominations must be received no later than Thursday, February 20, 2025.**

Individuals nominated for this award should:

- ✓ Demonstrate superior qualities of a reputable dealer such as: strong ethics, solid financial stature, consistent customer loyalty and satisfaction, industry recognition through achievement awards.
- ✓ Be an outstanding citizen, active in his or her community, dedicated to service to fellow man and charitable contributions to the benefit of others.
- ✓ Be the designated operating head of a franchised new car dealership (working at least 60 percent of the time) and a member of his/her local association, LADA and NADA for the last five years.

NOTE: Current directors of NADA and/or LADA are not eligible. Past Dealer of the Year nominees can be re-nominated four years from the last date of their nomination.

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| 1965 C.W. Holmes – Shreveport | 1984 M.R. McIlwain - Metairie | 2004 Robert E. Trahan – Lafayette |
| 1966 F.N. Steele – Monroe | 1985 Martin A. Roy, Jr. – Opelousas | 2005 Fred L. Moffitt – Bossier City |
| 1967 J.A. Miller – Baton Rouge | 1986 Thomas Benson, Jr. – New Orleans | 2006 Edley M. Hixson, Jr. - Alexandria |
| 1968 J.A. Begnaud – Lafayette | 1987 Richard H. Baker, III – Houma | 2007 Sharon K. Moss - Lafayette |
| 1969 W.H. Brumfield – Amite | 1988 Ronald M. Lamarque – Kenner | 2008 George P. Fritze – Bossier City |
| 1970 W.L. Mossy – New Orleans | 1989 Donald F. Barker - Lockport | 2009 Michael S. Harper – Minden |
| 1971 J.M. Cagle – Lake Charles | 1990 Ben Carollo - Harvey | 2010 Adrian W. Harris – Baton Rouge |
| 1972 W.F. Roundtree – Shreveport | 1991 James N. Fritze – Bossier City | 2011 Marshall H. Hebert – Shreveport |
| 1973 Foster Walker, Jr. – Alexandria | 1992 James J. Bryan, Sr. - Metairie | 2012 Jack E. Hebert – Sulphur |
| 1974 A. Vernon Brinson – Metairie | 1993 Lawrence J. Oggs - Metairie | 2013 Richard Q. Flick – New Orleans |
| 1975 Ira J. Woodfin – Baton Rouge | 1994 Louis B. Mann – Lafayette | 2014 Foster Walker, III – Alexandria |
| 1976 A.J.M. Oustalet, Jr. - Jennings | 1995 Gerald R. Lane – Baton Rouge | 2015 Stephen C. Horn – Shreveport |
| 1977 William T. Hanna, Jr. – Shreveport | 1996 Douglas K. Durnin – Baton Rouge | 2016 Raymond J. Brandt – New Orleans |
| 1978 J. Frank Terrell – Baton Rouge | 1997 Jimmie F. Humphries – Jena | 2017 Matthew G. McKay – Baton Rouge |
| 1979 Denis J. Bergeron, Jr. – Metairie | 1998 J. Alvin Gray - DeRidder | 2018 Denny Rogers – Bossier City |
| 1980 Jack L. Rivers - Monroe | 1999 Joseph S. Bolton – Lake Charles | 2019 Susan Moffitt – Shreveport |
| 1981 J.P. Thibodeaux – New Iberia | 2000 Donald E. Shelter – Lake Charles | 2020 Mark Boniol – Lake Charles |
| 1982 Sidney J. Duplessis – Baton Rouge | 2001 Cloid White – Winnsboro | 2021 Robert “Bob” Giles – Lafayette |
| 1983 George M. Roy – Lafayette | 2002 V. Price LeBlanc, Sr. – Baton Rouge | 2022 Joel P. Oustalet – Jennings |
| | 2003 W. Julian Foy – Many | 2023 Troy J. Duhon - New Orleans |
| | | 2024 Eric Lane – Baton Rouge |

Nominations Accepted by DEALERS ONLY

Nominee:	Submitted by:
Dealership:	Dealership:
List Reasons for Nominations (you may submit on a separate page if needed):	

Completed Nominations forms must be returned LADA via email no later than Thursday, February 20
lada@lada.org