

COLORADO INDEPENDENT AUTOMOBILE DEALERS ASSOCIATION

FRONT LINE

Q1 2021

WELCOME, MARK!

Say hello to CIADA's 2021
President Mark Weida,
Street Smart Auto Brokers

HIGHLIGHT:

Charity Fund
Donation

Are you this year's
Quality Dealer?

Charity Fund
Scholarship Applications
Now Open

PLUS!

SAVE THE DATE
Summer Golf Tournament



FRONT LINE MAGAZINE

The official digital magazine of the
**COLORADO INDEPENDENT
AUTOMOBILE DEALERS ASSOCIATION**
950 Wadsworth Blvd., Suite 101
Lakewood, CO 80214
303-239-8000 • ciada.org

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Front Line magazine is published quarterly by the CIADA, representing quality independent automobile dealers since 1941. CIADA assists members in becoming more successful within the used motor vehicle industry by consistently bringing you industry education, valuable information, services and benefits designed to prepare members for an ever-changing marketplace.

MESSAGE FROM THE 2021 CIADA PRESIDENT



Mark Weida

Street Smart Auto Brokers
CIADA President

Fellow Independent Colorado Dealers:

Welcome to 2021! I am sure that all of you share my excitement that 2020 is now in our rear view mirror. For many of us, the challenges of the year were substantial. Congratulations to all of us that survived! As your new president, I am excited for the year. We are moving away from the COVID-19 restrictions and attempting to normalize business again. After almost 10 years of exemplary service, Todd O'Connell retired, and CIADA has welcomed David Cardella as our new CEO. We already have one of the strongest state associations in the country, yet David, the Board and I are committed to getting even stronger. The benefits of association membership are too plentiful to list. Our charity (The Used Car Dealers of Colorado Charity Fund) continues to grow and get stronger. We plan on having the biggest gala ever on November 20th to hopefully raise over \$250k. This money helps Colorado people in need, and

we have become the envy of other associations in the country because of the work we do. We continue to lobby our state legislators to pass laws to protect our customers and our industry. In short, we are poised to make a stronger impact than ever before. There has never been a better time to be an independent auto dealer in Colorado. I encourage all of you to reach out and get involved. Be proud of who we are and what we do! May God bless you, your families, and your businesses in 2021.

Chairman of the Board Jim Bode presents outgoing Chairman John Lindbergh his CIADA ring.



This ring is a token of our appreciation for the time and effort John Lindbergh gave serving on the CIADA Board. John was elected to the CIADA Board of Directors in 2012. Now, after serving in every officer position, he continues giving back to our industry as he moves into the past president/director position. John represented CIADA at the NIADA conventions and NIADA annual leadership meetings. John met with Colorado Senators and Representatives in Washington D.C. where John lobbied on your behalf providing a strong clear voice on industry issues. John continues to serve on the Used Car Dealers Charity Board helping us with our mission of Changing Lives across Colorado. Join us in thanking John for his hard work and dedication to our industry as he becomes a CIADA past President/Chairman of the Board.

Charity Fund

HIGHLIGHT



In 2019 when Colorado Dealer Nations Auto, founded by siblings Zee, Seyer and Nadima Safi, discovered that Zee had cancer they were optimistic and he began treatments. They rolled up their sleeves and went to work, because that is what we do in our industry when we encounter unforeseen situations. Then, in 2020 they were hit with the news Zee's cancer was not responding to the chemotherapy and that Seyer was also diagnosed with a rare incurable cancer. Three other brothers, Mark, Mo and Alex, are also in the car business and they rallied around each other vowing to take care of their brothers' six kids.

Word spread through our community of dealers and an application was submitted to Used Car Dealers Charity Fund for help. Founded in 2014 to *Change Lives in Colorado*, the Charity Fund Board quickly approved a donation of three thousand dollars to each family and Dealers Auto Auction of the Rockies donated another thousand dollars to each family. The Safi family wanted to express their gratitude to their fellow dealers, so prior to the start of a recent auction, siblings Mark, Mo, Alex, and Nadima accepted the checks and addressed dealers. What happened next was unexpected but not unusual. Dealers in the crowd reached into their pockets to help out the family. I always said we may run each other in the lane on vehicles we need to buy, but when a dealer is in trouble, we are there to help.

Keep the family in your thoughts and prayers as they deal with this difficult situation. ■

SAVE *the* DATE

CIADA GOLF TOURNAMENT
MONDAY, JUNE 7



LOOK FOR REGISTRATION INFORMATION SOON.

FOX HOLLOW GOLF COURSE
13410 W MORRISON RD, LAKEWOOD, CO 80228

SAVE THE DATE

Charity Fund Gala

WE'RE CHANGING LIVES
SATURDAY, NOVEMBER 20
The Westin Hotel - Westminster, 10600 Westminster Blvd.
Westminster, CO

Support us with
amazonsmile
You shop. Amazon gives.

REMINDER: If you shop on Amazon, [register here](#), and Amazon will donate .5% of what you spend to the Used Car Dealers of Colorado Charity Fund, which will help them continue their mission of Changing Lives Across Colorado!

HIRING NEW SALESPEOPLE?

Have CIADA teach your new salespeople why it is important to follow certain procedures required by the state. When you hire new salespeople, you put your dealership's reputation in their hands. If they have been selling vehicles and understand the numerous regulations, laws, and statutes which we are governed by, then you are probably okay. If they are brand new in the business and starting a new career, do you really want to risk everything you have worked for on someone who can pass a test but has no knowledge of the guidelines?

CIADA teaches a pre-licensing class every Wednesday where we cover these important topics and administer the test. Make sure your new hires are educated on the laws and are ready to start selling vehicles.

REGISTER NOW

**SAVE
MONEY!**

CIADA PREFERRED PROVIDERS WILL SAVE YOU MONEY

CIADA is continually looking for ways to save our members money. Visit ciada.org/preferred-providers to see who we have vetted and endorsed to help you save money and provide the best experience for your customers.

GET MORE 401(K) HORSEPOWER

With the NADA Retirement Program endorsed by CIADA



Experience the value of a growing 401(k) offering designed specifically for dealers like you

- Offering savings with group pricing due to 1,250+ participating dealerships¹
- Administering more than \$2.5 billion in plan assets¹
- Protecting dealers with a full-service fiduciary package⁵

And the value doesn't stop with you. It extends to your employees with an online experience that:

- Allows people to enroll in a matter of seconds.²
- Has resulted in nearly 19% increases in savings rates.³
- Has shown a 15% increase in projected retirement income replacement.^{3&4}

You've just been handed the keys to a high-performance 401(k) retirement plan offering

Ryan Hulslander | ryan.hulslander@usbank.com

FOR PLAN SPONSOR USE ONLY

1 NADA Retirement Program data as of July 31, 2020.

2 Based on Empower Retirement online enrollment data as of July 31, 2020.

3 Based on Empower Retirement data, which covers the time period from January 1, 2013, through September 30, 2018, and includes

4 Over 202 million website visits by nearly 9 million participants from 38,000 retirement plans administered by Empower.

5 3(38) investment manager services provided by CAPTRUST and 3(16) plan administrator service provided by NRS

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NADARetirement

from





Are you this year's CIADA Quality Dealer?

Nominate yourself TODAY!

CIADA QUALITY DEALER AWARD GUIDELINES

These basic qualifications, as recommended by the National Independent Automobile Dealers Association should be:

SERVICE TO INDUSTRY

1. Candidates should meet the following criteria:
2. Support the CIADA and NIADA associations through their service.
3. Demonstrate a willingness to be helpful in performing Association duties when asked.
4. Willingness to make a commitment to attend the annual National Convention.
5. Have the necessary credentials to compete at the National level since the winner represents CIADA for the National award.

OUTSTANDING BUSINESS OPERATOR

Dealer should be committed to offering exceptional services to customers, both during and after a sale. Always maintains the highest standards as they relate to employee and business associate relations. Dealer should be highly respected and enjoy a good personal and business reputations within their local community.

Candidates should meet the following criteria:

1. Have a minimum of five years experience as a successful licensed Independent Dealer and member of CIADA and NIADA for a period of no less than three years. The candidate must be the "Dealer Principal" or listed as the President of the dealership corporation.
2. Have a sanction fee record with the Colorado Dealer Licensing Board – have no outstanding or unanswered complaints with the Better Business Bureau or Consumer Affairs division of the Colorado State Attorney General's office.
3. Candidate's dealership operation should reflect pride of ownership and offer an attractive appearance of facility, grounds and inventory.
4. Candidates should have an outstanding reputation of good customer relations and the handling of customer complaints in an expedient manner.
5. Operate their business in accordance with the CIADA Code of Ethics.
6. Their dealership operation should be a credit to the Independent Dealer community and the Used Motor Vehicle Industry as a whole.
7. Candidates should furnish several customer and employee testimonial letters, as well as business and personal letters of recommendation.
8. Extra thought should be given to those candidates who are NIADA Certified Master Dealers.

COMMUNITY SERVICE

Affiliations and involvement in community affairs.

Candidates should be involved in the affairs of their local community.

[CLICK HERE FOR AN APPLICATION](#)

Used Car Dealers of Colorado Charity Fund

Scholarship

Applications NOW

OPEN

DEADLINE: 9/7/21



ELIGIBILITY CRITERIA

Applicants must:

- Be classified as a high school senior during the current school year, legally residing in Colorado or a current full-time college, university or approved trade school student.
- Have maintained an outstanding academic achievement record as reflected by an official high school transcript or College or University Records. 2021 fall transcript required prior to funding for 2022 spring semester.
- Demonstrate an aptitude for college work as measured by SAT or ACT scores.
- All scholarships will be awarded on an objective basis without discrimination for race, age, national origin, religion, sexual orientation, or ethnic background.
- Must be a citizen of the United States of America.
- Must be a resident of Colorado for a minimum of the last three years.
- Must be pursuing a Science, Technology, Engineering, Arts or Math degree from a college or university or attending an approved accredited trade school.
- The number and scholarship amount will be determined by how many qualified applications are submitted.

[CLICK HERE TO APPLY](#)

Scholarships are funded for 2021 spring semester.
(Minimum of ten scholarships of at least \$1,000 will be awarded.)
Questions? Call CIADA, 303-239-8000.