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## PRESIDENT'S MESSAGE

kada

Dear Kentucky Dealers,

As February moves us deeper into the legislative session in Kentucky, our advocacy efforts are in full swing. Your association is actively engaged at the Capitol, working closely with lawmakers to protect and advance the interests of franchised auto dealers across the Commonwealth.

At this month's board meeting, we had an opportunity to discuss our legislative priorities in detail, and dealers were able to directly engage with policymakers at our annual legislative reception.

This session, we are focused on key priorities that directly impact your operations, your employees, and the customers you serve every day. In particular, we are focused on SB 94, the passage of which would make a real difference in ensuring that manufacturers are paying fair compensation for the hard work technicians are doing performing warranty and recall repairs. From protecting the franchise system to ensuring fair regulatory policies and supporting legislation that strengthens our industry, we are committed to being a strong and united voice on your behalf.

While much of our work happens behind the scenes, the most powerful advocacy comes directly from you. That's why we are looking forward to Dealer Day at the Capitol on March 12. This is an important opportunity to meet face-to-face with legislators, share your dealership's story, and reinforce the vital role our industry plays in Kentucky's economy and communities.

Your presence makes a difference. When lawmakers hear directly from local business leaders and employers in their districts, it leaves a lasting impression. We encourage you and your team members to make plans now to join us in Frankfort.

Together, we will continue to protect our industry, strengthen our relationships at the Capitol, and ensure a bright future for Kentucky's auto dealers.

We look forward to seeing you in March.

Onward!



## News



## Using Fixed Ops to Elevate Your Dealership

As margin compression continues to put pressure on dealerships, dealers should see their fixed operations as an opportunity for stability and even growth.

KADA Preferred Partner Dynatron can help you make fixed ops a focus point. With proper support, your service advisors can play a crucial role in ensuring sustained profitability. Click below to learn more from Dynatron.

[Read More Here](#)



## Get the Latest on Senate Bill 94

In the latest edition of the Kentucky Horsepower podcast, Jason Wilson discuss all the latest on SB 94- the warranty reimbursement bill KADA is supporting this legislative Session. Click below to check out their discussion of the impact of the bill and how you can help!

[Watch Here!](#)

## States Work Together, Obtain \$5 Million Privacy Penalty

KADA Preferred Partner ComplyAuto is your go-to place for compliance answers.

This month, ComplyAuto shares a recent case in which three states worked together to obtain a \$5 Million settlement from Illuminate Education, inc. over its alleged failure to implement appropriate data security measures. Notably, the states were able to obtain a monetary even though the FTC enforcement action did not seek financial penalties.

[Read More Here](#)



## How Digital Titling is Reshaping Dealership Operations

KADA Preferred Partner Vitu was recently featured on CBT news and offered valuable insights about the role of digital infrastructure in dealerships and in an exponentially growing number of states. As Vitu points out, the value of digital titling goes beyond just speed, and includes cost savings and fraud prevention.

[Read More Here](#)

## Support Senate Bill 94!



KADA is supporting Senate Bill 94, sponsored by Senator Mike Wilson of Bowling Green. The legislation amends Kentucky's warranty reimbursement statute to create a more equitable system to ensure that dealerships and their techs receive compensation for all hours worked on warranty and recall repairs. It also sets a clear procedure for dealership submission of labor rate and parts rate increases to manufacturers.

Reach out to your legislator to share the importance of passing this legislation. We believe that SB 94 is critical to keeping Kentucky competitive with surrounding states when it comes to getting and keeping the best technicians. If you need contact information for your legislator, you can find that [here](#).

**KYADA**

# DEALER DAY AT THE CAPITOL

*Connect with legislators and share  
your stores in support of SB 94*

Thursday, March 12, 2026  
10AM- 2 PM,  
CAPITOL ANNEX ROOM 113

RSVP Melissa Peach | [mpeach@kyada.com](mailto:mpeach@kyada.com)  
by March 3rd

## Upcoming Educational Opportunities

Kentucky Dealer University is your one-stop shop for educational opportunities that recognize the breadth of your dealership. From sales to service to parts, our offerings can help your staff find guidance and stay up to date on the topics impacting business in the Commonwealth. We have both in-person workshops and virtual classes throughout the year so you can find the right programming for you and your staff!

# HR & EMPLOYMENT PRACTICES

VIRTUAL CLASS

**MARCH 18, 2026**

10 AM

**REGISTER NOW**



**Register Here!**



KENTUCKY DEALER UNIVERSITY

# FIXING YOUR Fixed Ops

Virtual Class

Wednesday, April 22  
10:00 AM EST

Learn best practices for maximizing  
your fixed ops profitability!

Who should attend:

- Service Managers
- Fixed Operations Managers & Personnel

[Register Here!](#)

A promotional graphic for a 2026 Legal Review Virtual Class. The background is a grayscale image of a classical building with columns. A large blue circle with a yellow border is centered on the page. Inside the circle, the text reads: "2026 LEGAL REVIEW VIRTUAL CLASS MAY 13, 2026 10 AM-11 AM Complimentary to KADA Members. Register today so you don't miss the latest!". To the right of the circle, there is a 3D rendering of a wooden gavel resting on a stack of books, with a gold alarm clock next to it. In the top left corner, there is a circular logo with the letters "KDU" inside a laurel wreath. At the bottom of the graphic, a blue banner contains the text "KENTUCKY DEALER UNIVERSITY".

**KDU**

**2026**  
**LEGAL REVIEW**  
**VIRTUAL CLASS**  
MAY 13, 2026  
10 AM-11 AM

Complimentary to KADA Members. Register today so you don't miss the latest!

**KENTUCKY DEALER UNIVERSITY**

**Register Here!**

# ELT NEWS & UPDATES

THE LATEST ELECTRONIC LIEN & TITLING TIPS AND INFORMATION

If you're not yet using KyELT, it is time to join your fellow dealers across the state in embracing technology and streamlining your processes. As the numbers of dealers using KyELT continues to rise, more dealers and their staffs are praising the convenience and efficiency of the electronic submission system.

To get started, you can reach out to any of the below Vitu contacts:

Vitu office: 502-209-8705

Zach Newsom: 317-919-8697

Stephanie Riddle: 502-330-9311

## Why your dealership should use Electronic Registration & Titling (ERT).



### A Faster, Safer, and More Efficient Way to Process Every Deal

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Electronic Registration and Titling (ERT) transforms the way dealerships manage paperwork. By moving from manual processes to fully electronic transactions, your team can work faster, reduce costly risks, and offer a better customer experience—all at no cost to the dealership.

### Fast. Accurate. Effortless.

---

#### ✓ Instant Electronic Submission

Transmit registration and title work immediately to your county or purchasers county — no drop off or mailing delays.

Receive status updates in your portal.

#### ✓ Protect Your Dealership

Electronic lien perfection happens fast, helping you **avoid buybacks** caused by liens not perfected within 30 days.

#### ✓ Seamless DMS Integration

Vitu connects to most dealership management systems for smooth, efficient processing.

### Everything in One System

---

#### ✓ All Transaction Types Supported

Handle transfers, dealer assignment and duplicate titles electronically — no multiple systems

Vitu Interstate for out-of-state deals accessible within the portal — single sign in

#### ✓ Document Scanning

Upload supporting documents electronically — No need for additional copying.

#### ✓ Electronic Lien Filing & Release

File liens and upload lien releases within the transaction, resulting in accuracy and faster turnaround.

# **Congratulations to the top 5 transaction leaders for February**

1. **Dan Cummins Chevrolet Buick**
2. **Jeff Wyler Honda**
3. **Toyota South**
4. **Tim Short CDJR of Maysville**
5. **Oxmoor Toyota**



## **CLERK'S CORNER**

### **KY County Clerk News & Updates**

As KyELT continues to see rapid growth across the Commonwealth, we'd like to express our appreciation to Kentucky's County Clerks for their role in making KyELT such a success!

We'd like to highlight this month's County leaders with the fastest average transaction turnaround time- with each averaging less than one day turnaround time!

If you do business in or have customers residing in these counties and are not using KyELT, consider doing so to take advantage of these fast processing times!

**Pulaski County - 0.33 days**  
**Boone County- 0.37 days**  
**Jessamine County- 0.4 days**  
**Mason County- 0.43 days**  
**Kenton County- 0.62 days**  
**Grant County- 0.63 days**  
**Hardin County- 0.72 days**  
**Jefferson County- 0.93**



## Upcoming Events

March

12

### Accelerated Leadership Program

#### **Dealer Day at the Capitol**

**10:00 AM**

We invite dealers AND members of our Accelerated Leadership Program to Frankfort to talk policy and legislative objectives with lawmakers in Frankfort.



March

18

### HR & Employment Practices Virtual Class

**10:00 AM**

Get up to date on all the latest in employment law and controlling rules and regulations.



April

22

### Fixing Your Fixed Ops Virtual Class

**10:00 AM**

Learn best practices for maximizing your fixed ops profitability.



May

13

**2026 Legal Review (Virtual Class)**

**10:00 AM**

Get up to date on the latest law changes from the 2026 session.



June

14-16

**KADA Family Convention**

**Nemacolin Resort**

Join us for our biggest event of the year!



## KADA Family Convention 2026

# 2026 KADA Family Convention



Join us for three days of fun, networking, and learning at our Annual Convention! Bring your family along to enjoy the luxurious Nemaquin Woodlands Resort.



Register today!

June 14-17, 2026  
Nemaquin Woodlands Resort  
Farmington, PA



Registration and room reservations are **OPEN** for the 2026 KADA Family Convention at the stunning Nemaquin Woodlands Resort in Farmington, PA.

Nestled in the beautiful Laurel Highlands, Nemaquin offers something for everyone—award-winning dining, world-class spa services, golf, pools, wildlife encounters, and endless family activities. It's the perfect backdrop for a weekend that blends professional development with plenty of memory-making moments.

We are excited to offer three days of professional development, networking, and family fun. Don't miss this incredible experience. Register today!

[Register Here](#)

[Book Your Room](#)



## Family Convention 2026

### Schedule of Events

#### Sunday June 14

2:00pm-5:00pm

Hospitality Lounge

Club Room

6:00pm-9:00pm

Opening Reception/  
Dinner &

Panorama Pavillion

#### Monday June 15

8:00am-10:00am

Breakfast

Marquis Salon 4

9:00am-11:30am

Meeting & Exhibits

Marquis Salon 1-3

11:30 am-2:00pm

Board Lunch & Meeting

Sequoia

#### Tuesday June 16

8:00am-10:00am

Breakfast

Marquis Salon 4

9:00am-11:30am

Meeting & Exhibits

Marquis Salon 1-4

6:00 pm-9:00pm

Closing Reception &  
Dinner

Grand Ballroom

#### Reservations



#### Hotel Block



# Thank You

to our 2026 Family Convention Sponsors

Headline

# COMPLYAUTO

Feature



Platinum

OPENLANE



Gold



Silver



Maximizing Dealership Potential.



Bronze



Cross-Sell  
Better Data. Better Decisions.

NADA Retirement

from



HHM

TRUST MATTERS.

# kadet



## Join our President's Club

Join the KADET President's Club, and be recognized for making an impactful contribution to support the future of our industry.



Melissa Peach

Kentucky's auto dealers need a strong, unified voice in the policymaking process. But that voice is only as powerful as the relationships we build with legislators who understand our businesses and fight for the issues that matter most to us.

Your KADET contribution directly fuels those efforts—supporting lawmakers who champion pro-dealer policies, defend our rights, and help ensure a stable, pro-business future for dealerships across the state.

### Make Your Online Contribution!

### Thank You 2026 President's Club Members

Ed Hyde	Kim Huffman	Fred Tolsdorf	David Daunhauer	Tim Kanaly	
Tim Sparks	Nancy Sparks	Mike Hyde	Deborah Renshaw Parker	Trey Blakley	Alex Pogue
Larry Craig	Lynda Broderick	Miller Warren	Vickie Fister	Travis Flaherty	Eddie Franklin

### Welcome New Members



Independent Dealers

High Stakes Harley Davidson

# Kosair For Kids



## Are you participating in this life-changing partnership?

In November 2024, the KADA Executive Board approved a partnership with Kosair for Kids to help children in need throughout Kentucky. As part of the partnership, KADA dealers across the commonwealth are encouraged to donate \$1 to Kosair for Kids for each new and used car sold. The funds raised will fund pediatric healthcare, medical research, child advocacy, education, and social services so that all children may live life to the fullest.

## KADA and Kosair for Kids are making a difference together!

Who we are:

Kosair for Kids is the most comprehensive children's nonprofit in Kentucky and southern Indiana. We are the safety net for our area's children.

What we believe:

Every child should have access to the medical care they need.  
Our nonprofit partners should be the strongest of their kind.  
Every child should grow up in a safe environment.  
A joyful experience can change a child's life.



*Give today!*

Contact Jason Wilson, Senior Vice President of Regional Development, Kosair for Kids at (502) 939-8563 (voice or text) or by email at [jwilson@kosair.org](mailto:jwilson@kosair.org).



Kentucky

# Dealers in the community



## Dealer Highlight: Jack Kain Ford

We are proud of the way Jack Kain Ford emphasizes the value of community service. This month, employees at Jack Kain Ford participated in a blood drive. What a way to literally give to the community! A single donation can save lives, and the team at Jack Kain Ford is a great example that giving goes beyond the workplace.



Every day, dealers are making an impact on their local community, and we'd like to highlight what you're doing. From volunteering, to donations, to charity events, we want to hear about how your dealership is giving back. Please email Penny Faulconer at [pfaulconer@kyada.com](mailto:pfaulconer@kyada.com) with your stories that we can share.

Subscribe



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