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PRESIDENT'S MESSAGE

kada

Dear Kentucky Dealers,

As we say goodbye to May, it's hard not to feel excited about everything that summer brings. Longer days, warmer weather, and the unofficial start of summer also means one thing for our association — convention season is right around the corner.

Our annual convention is always one of the highlights of our year, and this year's gathering promises to be especially memorable. Beyond the outstanding speakers, educational sessions, and industry insights, convention gives us something just as valuable: the opportunity to reconnect with friends and colleagues from across Kentucky who understand the unique challenges and opportunities of our business.

This year, we are excited to hear from industry experts like Steve Greenfield, Glenn Mercer, and Kevin Tynan. We will also hear from Super Bowl Champion and Purple Heart Recipient Rocky Bleier, an inspiring speaker who will leave a lasting impact on our attendees.

Whether you are interested in the networking, the education, the family activities, or simply the chance to recharge, I encourage you to make plans now to join us at Nemaocolin for the 2026 Family Convention. It is a stunning property and there will be no shortage of opportunities to connect and make memories.

Events like this remind us that KADA is more than an association — it is a community built on relationships, shared experiences, and a commitment to helping one another succeed.

As summer approaches, I also want to thank all of our members and dealership teams for the hard work you put in every day serving your customers and communities. The pace never really slows in this business, but I hope the coming months provide opportunities to spend time with family, enjoy some well-earned downtime, and make lasting memories along the way.

I look forward to seeing many of you at convention and celebrating another great year together for Kentucky's auto industry.

Onward!

News



PRIORITY
COMMERCE | Automotive

Protecting Your Margins When Credit Fees Change

Visa launched the Commercial Enhanced Data Program (CEDP) in April 2025, which fundamentally changes how commercial card transactions are processed and categorized. Visa completed the final phase of the rollout in April 2026, and KADA Preferred Partner Priority Commerce Automotive has everything your dealership needs to know to avoid rising card fees and maintain profitability.

COMPLYAUT ✓

StubHub Pays Millions for Not Displaying Total Price

Ticket reseller StubHub recently settled an action with the FTC for \$10 Million. The FTC complaint alleged that StubHub misrepresented ticket prices by failing to include mandatory service and fulfillment fees upfront. If these concepts sound familiar, they should. While the claims against StubHub were based on a different rule than those applicable to dealers, the FTC's focus on transparent pricing is one that can be

[Read More Here](#)



The Latest on Sheriff's Inspections

In a recent edition of our podcast, we chatted with Jerry Wagner and Pat Morgan of the Kentucky Sheriff's Association about about the new process for dealerships to apply for two employee Special Inspectors..

Every franchise dealership, and independent dealerships averaging 100 sales per month is eligible to apply to have up to two special inspectors to perform out-of-state vehicle inspections. **Contact your local sheriff to begin the process!**

[Listen Here](#)

costly, and dealers should heed the FTC's warnings.

[Read More Here](#)



Dealership Security Luncheons Rescheduled

Join KADA Allied Member Trydon for lunch in Bowling Green (June 23) or Louisville (June 24) to talk dealership security and how your business can use investments in dealership security to benefit from recent changes in federal tax rules.

After successful luncheons last year, Trydon is returning to host additional luncheons in Kentucky. If you are in the Bowling Green or Louisville areas, we'd love to see you there. Click below to RSVP and reserve your seat for delicious lunch and great content!

[RSVP Here!](#)

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!

KDU

KENTUCKY DEALER UNIVERSITY

Sales & Use Tax Workshop

Topics Include:

- Motor Vehicle Use Tax
- Sales Tax
- U-Drive-It Tax & Rental Excise Tax
- Reporting Issues & Questions

July 22, 2026

10AM-2PM

Frankfort County Club
101 Duntreath Street

Register Here



\$195 to attend,
includes lunch



kada

Register Here!

ELT NEWS & UPDATES

THE LATEST ELECTRONIC LIEN &
TITLING TIPS AND INFORMATION

Get Signed Up for KyELT Now!

If you haven't yet signed up to use KyELT, reach out to one of the contacts from Vitu below. **With KyELT scheduled to become mandatory, in 2027, it is advisable to go ahead and get signed up now** to avoid any delays that could occur as we get closer to the deadline.

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

Jessica Goetzinger: 502-321-4963

Congratulations to the top 5 transaction leaders for May!

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





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!



**Daviess County- .24
Days**



**Boone County- 0.51
Days**



**Mason County- .66
Days**

Upcoming Events

June
14-16

**[KADA Family Convention](#)
Nemacolin Resort**

Join us for our biggest event of the year!



July

[Sales & Use Tax Workshop](#)

22

Frankfort Country Club

Don't miss this in-person opportunity to get your questions answered!



August

12

Back to School with NADA

Virtual Class

Don't miss this in-person opportunity to get your questions answered!



KADA Family Convention 2026

2026 **KADA**
*Family
Convention*

 **JUNE 14-16, 2026**
Nemaquin Woodlands Resort

Step out of the office and into our biggest event of the year! The incredible Nemaquin Woodlands Resort is sure to wow you as it offers an opulent experience for all our attendees!

[Register Here](#)

This is your **LAST CALL** to attend the 2026 KADA Family Convention at the stunning Nemaquin Woodlands Resort in Farmington, PA.

If you are not yet registered, please click below to reserve your space for three days of networking and family fun. Email [Melissa Peach](mailto:Melissa.Peach) to reserve your room.

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.

[Register Here](#)

[Reserve Your Room](#)



Family Convention 2026

Schedule of Events

Sunday June 14

2:00pm-5:00pm

Hospitality Lounge

The Peak Pool

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

Registration



Hotel Block



MEET THE SPEAKERS



Steve Greenfield
Automotive Ventures



Rocky Bleier
Pittsburgh Steeler &
Purple Heart Recipient



Rob Cochran
2026 NADA Chairman



Brad Miller
ComplyAuto



Glenn Mercer
Automotive
Researcher & Analyst



Kevin Tynan
The Presidio Group

Thank You

to our 2026 Family Convention Sponsors

Headline

COMPLYAUTO

Feature



Platinum

OPENLANE



Gold

Silver



Bronze



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	 Mark Pogue	 Tim Kanaly	 David Daunhauer	 Darrell Billings	 Robert Marshall
 Tim Sparks	 Nancy Sparks	 Mike Hyde	 Bob Hook III	 Deborah Renshaw Parker	 Trey Blakley	 Alex Pogue	 Tom Gill
 Larry Craig	 Lynda Broderick	 Miller Warren	 Kevin Collins	 Vickie Fister	 Travis Flaherty	 Gary Haupt	 Eddie Franklin

Kosair For Kids



Providing
MORE JOY,

in **MORE**
WAYS,

to the
MOST 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.





Kentucky

Dealers in the community



Dealer Highlight: Vass CDJR

Congratulations to Vass CDJR in Owensboro, for all you do to support your community, and most recently for the event you held to raise funds for Beverly's Hearty Slice, which serves the community by bringing youth and others in need together through food and collaboration.

Among other things, the organization hosts bi-weekly events for at-risk communities. Every month, more than 200 children benefit from the organization's outreach. Thank you to Vass



PIC+COLLAGE

CDJR for your generous donation to this meaningful cause.

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 with your stories that we can share.



(502) 695-3333
152 Consumer Lane
Frankfort, KY 40601

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