

Iowa Automobile Dealers Association ACTION UPDATE

IADA Calendar

September 14–25, 2015

Town Meetings

Locations Around Iowa

September 29–30, 2015

NADA Washington Conference

Washington, D.C.

November 19–20, 2015

Winter Board Meeting

West Des Moines

March 31–April 3, 2016

NADA/ATD Convention & Expo

Las Vegas, Nevada

Iowa Automobile Dealers Association

Chairman

Jeff Weber

Anderson-Weber Toyota

Scion Lincoln

Vice Chairman

Brad Deery

Deery Brothers of

West Burlington

President

Bruce Anderson

Secretary

Jim O'Halloran

O'Halloran International Inc.

Treasurer

Jeff Finch

Wes Finch Auto Plaza

Immediate Past Chairman

Dave Edwards

Edwards Chevrolet Cadillac

The *Action Update* newsletter is published every other week by the Iowa Automobile Dealers Association. To add people to our distribution list or share suggestions for future articles, contact Brittany Bungert at 515.440.7620.

Anderson Report: How Do You Best Communicate?

By IADA President Bruce Anderson

I have three daughters. Two of them are elementary teachers; one of them is a college student. It's a rare day that I don't hear from each of them. Emily is the oldest. She is a talker. When she needs to tell me something my phone rings. The middle one is Elizabeth. She is a texter. When she needs to tell me something my phone buzzes with an incoming text. The youngest is Catherine. Her college dormitory is about two miles from my office.

When she needs to tell me something she often shows up in person, and we talk face-to-face. It's a roll of the dice as to which of those methods my wife will use.

You may be wondering why in the world I think that you might have the slightest interest in my family's communications dynamics. Hang with me here. I have a point, I promise.

Texting Emily with a message other than "please call me" is a waste of time because calling is her universal and consistent response to receiving a text. Calling Elizabeth is a waste of time because she's not going to answer her phone. Ever. It's pointless to call or text Catherine because we are in the same place talking to each other so often it's unnecessary. I've learned what works best with each of them. It has become second nature. It's how we "do business."

So here comes my point. In order to fulfill the mission of IADA and best serve Iowa's automobile dealers and their key employees, I need to know how you want me to communicate with you. There's not much point in my texting you if you prefer an email. And I am wasting my time emailing you if your spam filter is set on high, and you're not going to see it. Why use the phone if you're busy or screening your calls?

The larger point is that communication is a two-way process. Even if you're getting the bi-weekly newsletter, all of the legislative alerts, and every piece of mail IADA sends you, we still need to hear from you. How can your association help? What is the biggest headache you are facing? Is your federal or state government doing anything silly that is making it difficult for you to sell and service automobiles? What do you think we should be working on at the association office? How can the men and women who work at IADA make your business more profitable? How can we enhance the value of your franchise? That's our mission, you know.

Please know that we want to hear from you. Don't feel like you need to limit yourself to the methods of communication my daughters use. But feel free to call or text me like Emily and Elizabeth do at 515.401.7346. Or you can do what Catherine does and show up at 1111 Office Park Road in West Des Moines, IA 50265 to talk. (We're just off I-235 at Exit 3). That's our mailing address, too, if you want to use the postal service to let us know what is on your mind. If you prefer email, mine is banderson@iada.com. If you need to email someone else at IADA, you can [find them on the staff webpage](#) or shoot me an email or text, and I'll forward it. IADA is on [Facebook](#) and [Twitter](#), too. Some folks find that the direct message applications on those platforms work best for them.

I am committed to communicating with you however it works best for you. So is everyone else who works for you at IADA. We are all looking forward to hearing from you.



photo from Unsplash

"Save Up To" Advertising Tricky for Dealers, Customers

Do you have someone at your dealership who is fluent in "Federalese?" That is the language that federal regulators use when applying laws and regulations to dealerships. It is kind of like "legalese," except you and your employees are expected to know it. The biggest problem with "Federalese" isn't just that it includes legal terminology and convoluted sentence structure. The biggest problem is that "Federalese" can sometimes change what seems like the meaning of everyday words.

A prime example is how the Federal Trade Commission interprets the phrase "save up to." Many dealers and most customers would naturally assume that the phrase "Save up to \$2,500" means three things:

1. At least one vehicle in inventory has a price discount of \$2,500
2. There are likely other vehicles in inventory that haven't been discounted that much
3. It's unlikely that any vehicles are discounted more than \$2,500

But many dealers and most customers would be wrong. Someone fluent in "Federalese" and everyone who works at the Federal Trade Commission would interpret the phrase "Save up to \$2,500" to mean that the dealer will "be able to substantiate that consumers are likely to achieve the maximum results promised under normal circumstances." It's like the words "up" and "to" are written in invisible ink.

This is just one of many examples that you and whoever is responsible for preparing and proofing your advertising need to know. The National Automobile Dealers Association has published [Driven, A Dealer Guide to Federal Advertising Requirements](#). A copy of this management guide can be [downloaded from NADA's website](#). The downloaded version contains helpful links to additional authorities and is a must-have for every dealership. Let IADA know if you would prefer a hard copy, and we will send you one.

ATAE, IADA Can Help with Manufacturer Issues

Just as Iowa's automobile dealers are represented by IADA, state dealer associations are represented by an organization called Automotive Trade Association Executives (ATAE). IADA is a member of ATAEE, and through ATAEE has access to resources and connections to manufacturers.

ATAEE and automobile manufacturers recently agreed upon a three-pronged approach to handling dealer-manufacturer issues. IADA now has the ability to act as an even stronger resource when you have an issue with your manufacturer.

If you're encountering an issue or problem, see if IADA can help. Contact Bruce Anderson at banderson@iada.com or 515.440.7630.

Database Shows Who Has Uncashed Checks from State of Iowa

The [Des Moines Register](#) has made available a database of businesses and individuals who were issued checks by the state of Iowa that have not been cashed. The database includes outdated checks written by the state since July 1, 2012.

If you find your dealership's name on the list, you can contact the department that issued the original check and ask them to reissue it.

Dealer News

Welcome New Member

Please join us in welcoming **Mark Strauss** of **Strauss Architectural Systems** (Rapids City, Illinois) as a new associate member.

Deerys Opening MV-1 Dealership

Brad, Dan, and John Deery are opening an MV-1 dealership. The store, [MV-1 of Iowa](#), is located in Pleasant Hill.

O'Halloran International Adds Isuzu Franchise

O'Halloran International has added an Isuzu franchise. The parts inventory and service center will be located at its Cherokee location.

Riley Subaru First Subaru Eco-Friendly Retailer in Iowa

Congratulations to **Riley Mazda Subaru Mitsubishi** (Dubuque), which has become the first Subaru Eco-Friendly Retailer in Iowa. Eco-Friendly Retailer certification is achieved by meeting requirements in five areas: energy efficiency, water conservation, recycling, waste management, and community involvement.

If you have dealership news to share, let Brittany Bungert know. [Send her an email](#) or call 515.440.7620.

Having an Open House?

If you're having an open house, we want to know about it! Call 800.226.1900 or email bbungert@iada.com to share the details.

Celebrate Child Passenger Safety Month

September is Child Passenger Safety month. Dealerships can host child safety seat inspections and help educate parents and caregivers about proper safety seat usage. Since 2003, dealerships have inspected more than 1 million seats, and found the vast majority to be improperly installed or in need of replacement.

NADA has [online resources for dealerships to consult](#). Other resources, including information about becoming certified as a Child Passenger Safety Technician, can be found on the [SafeKids.org website](#).

Hawkeye Financial to Hold F&I Menu Objection Handling Training

Hawkeye Financial Services will be hosting a training session for F&I Menu Objection Handling Tuesday, October 13 and Wednesday, October 14. The training will last from 8:30 a.m. to 5 p.m. Each attendee must provide a check for \$189, which will be refunded after the completion of the class. The registration deadline is September 18, 2015.

[Download the registration form and sign up today!](#)

Discounts Available for Social Brand Forum 2015

Brand Driven Digital is offering discounted registration for this year's [Social Brand Forum](#) to IADA members. Members can save \$100 off the full and VIP registration levels. Enter promo code IADA at checkout to receive the discount.

Former Ford executive Scott Monty will be speaking at the conference, which will be held October 15–16 at the historic Englert Theatre in Iowa City. The conference will include presentations from social media and marketing experts and networking opportunities.

To learn more and register, go to the [Brand Driven Digital website](#).

IADA Day at Kinnick Stadium: Iowa vs. Minnesota

IADA members and their employees and families can purchase tickets to the University of Iowa vs. University of Minnesota football game on November 14 at a discounted price. Watch the Big 10 rivals battle it out for Floyd of Rosedale during a 7 p.m. game at Kinnick Stadium.

Tickets can be purchased for \$47 each, and Hawkeye Village game and tailgate package tickets are available for \$87 each.

Tickets can be ordered on the [Bravo Sports website](#) or by calling 319.626.8286. All orders will be seated together.

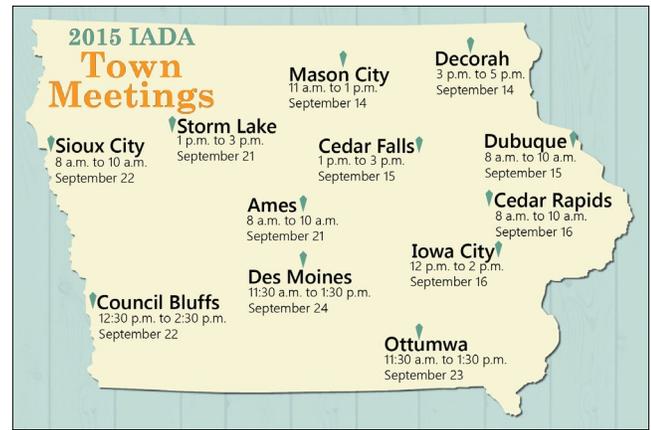
Regulatory Refresh: Lemon Law

All 50 states have Lemon Laws, but the requirements vary between states. Iowa's Lemon Law applies to all passenger cars and trucks purchased or leased in Iowa. The Lemon Law rights period is the first two years or 24,000 miles from original delivery, whichever occurs first, and applies to second or subsequent owners provided the problem occurs within that period.

Iowa's Lemon Law does not apply to motorcycles, mopeds, motor homes, and trucks over 10,000 pounds gross vehicle weight rating (GVWR) purchased before July 1, 2014. Vehicles purchased or leased after July 1, 2014 must weigh over 15,000 pounds GVWR to be exempt from the Lemon Law.

Dealers must hand-deliver a copy of the Lemon Law Notice to the consumer each time a new vehicle is delivered. These days, most Lemon Law Notices are included in the factory's manuals. There is no requirement that the Lemon Law Notice be signed, but some dealers do so they have proof in the file that the customer received it.

For more in-depth information, including frequently asked questions and a guide to how a vehicle becomes a lemon, visit the [IADA Legal Library Lemon Law article](#).



RSVP for 2015 Town Meetings

Join IADA for one of the stops on our 2015 Town Meeting Tour.

Each meeting will include a discussion with local legislators, important legal and regulatory updates to keep your business in compliance, and complimentary food and beverages.

An important part of the meeting will also be discussing what items need to be on the IADA legislative agenda and talking about what problems and trends are impacting your businesses.

Email IADA's [Mary Cason](#) or call 800.869.1900 to register.

2015 Town Meetings Schedule

Ames

September 21, 2015
8 a.m. to 10 a.m.
[Gateway Hotel](#)

Iowa City

September 16, 2015
12 p.m. to 2 p.m.
[Coralville Marriott Hotel](#)

Cedar Falls

September 15, 2015
1 p.m. to 3 p.m.
[Park Place Event Centre](#)

Mason City

September 14, 2015
11 a.m. to 1 p.m.
[Historic Park Inn Hotel](#)

Cedar Rapids

September 16, 2015
8 a.m. to 10 a.m.
[Cedar Rapids Marriott](#)

Ottumwa

September 23, 2015
11:30 a.m. to 1:30 p.m.
[Bridge View Center](#)

Council Bluffs

September 22, 2015
12:30 p.m. to 2:30 p.m.
[Hilton Garden Inn](#)

Sioux City

September 22, 2015
8 a.m. to 10 a.m.
[Hilton Garden Inn](#)

Decorah

September 14, 2015
3 p.m. to 5 p.m.
[Hotel Winneshiek](#)

Storm Lake

September 21, 2015
1 p.m. to 3 p.m.
[King's Pointe Resort](#)

Dubuque

September 15, 2015
8 a.m. to 10 a.m.
[Hotel Julien](#)

West Des Moines

September 24, 2015
11:30 a.m. to 1:30 p.m.
[Des Moines Golf & Country Club](#)