



# Driveline

2024 • ISSUE 1

## CONGRESSMAN RUSS FULCHER

THE IDAHO AUTO  
DEALER'S ALLY IN  
WASHINGTON, D.C.

TIME and Ally Financial  
Honor Burley Dealer

**Matt Cook**

**IADA**  
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AUTOMOBILE  
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 **THE newsLINK group**



# Welcome to the Idaho Automobile Dealers Association!

BY **Grant Petersen**, President, Idaho Automobile Dealers Association

As president of the Idaho Automobile Dealers Association (IADA), it is my pleasure to welcome you to our association. The mission of our association is to advocate for the success of the franchised new car dealer in the state of Idaho. We accomplish our mission by working with Idaho State legislators and Idaho regulatory agencies to promote dealer interests and protect the success of the franchised new vehicle dealer in Idaho. In addition, IADA's AUTOPAC supports Idaho's franchised dealers by supporting pro-dealer legislative candidates. Finally, our association tells our story about how the franchised new vehicle dealers impact the state economy.

This was a very busy year for our association. With tremendous legislative and dealer support, we passed H689 in the Legislature. This landmark legislation preserves the franchise model in Idaho by preventing our franchisors from competing with their franchisees in the sales, leasing and warranty service to our retail customers. We also included language to stop the agency model in Idaho and stopped the manufacturer's practice of requiring dealers to install public-facing infrastructure for DC fast chargers as a requirement to sell EVs ... As we all know, the franchise model is the most efficient way to distribute new vehicles. This legislative success ensures the franchise model continues — to the benefit of the Idaho consumer, the Idaho dealer and our dealer partners.

In addition to these efforts, our association continues to lobby for enhancements to reduce advertising abuses, reduce needless government regulation, reduce dealer liability through contract enhancements and negotiate changes in compliance guidelines. We also work to find and promote the best service providers to improve dealer productivity and profitability.

We returned to the beautiful Coeur d'Alene Resort for our IADA Convention, Aug. 4-7, 2024. Our association assembled an agenda that was packed with presenters, including Idaho Gov. Brad Little, U.S. Congressman Russ Fulcher, NADA President and CEO Mike Stanton, Michele Wright of Cox Automotive, Ryan Deluca of Black Box VR and Idaho's Speaker of the House Mike Moyle.

We even found time in the schedule for some fun and relaxing activities we shared with families and friends, including our annual IADA Golf Tournament at Coeur d'Alene Resort's world-famous resort course and a scenic cruise on Lake Coeur d'Alene. We hope you walked away with new friendships, new ideas and some great memories.

I am very excited about this coming year and all that we will accomplish.

Sincerely,  
Grant Petersen, President  
Idaho Automobile Dealers Association  
Bronco Motors Family of Dealerships





# Introducing IADA's Official Magazine, Driveline!

BY **Jim Addis**, Executive Vice President, Idaho Automobile Dealers Association

Dear Members,

I am excited to present you with the first issue of Driveline, the official publication of the Idaho Automobile Dealers Association (IADA). This new communication tool is just one more way IADA brings value to you, its members.

The Driveline magazine will provide clear, comprehensive, up-to-date industry information that you can apply immediately to your own dealerships. Additionally, we want to celebrate members and their successes, share announcements and promote the franchised automobile dealers in Idaho.

We have partnered with The newsLINK Group LLC, an award-winning publisher based in Salt Lake City, Utah, to bring you the very first issue of this new magazine. They bring with them a team of professionals who work with other associations in the automotive space. Our goal is to make Driveline an award-winning publication for IADA as well.

Along with the magazine, you will have access to a fully built-out website where you can share your favorite articles on social media and email them to friends and colleagues. There is also a PDF/flipbook available on the website.

We appreciate the advertisers who have already partnered with us to launch our first issue. If you would like to advertise, please email The newsLINK Group at [sales@thenewslinkgroup.com](mailto:sales@thenewslinkgroup.com).

If you have anything going on at your dealership, we would love to include it in an upcoming issue of the magazine. Please get in touch with me or Terri Addis with your information at (208) 853-4668.

We hope you enjoy reading the first issue of Driveline!

Sincerely,  
Jim Addis  
Executive Vice President

“The Driveline magazine will provide clear, comprehensive, up-to-date industry information that you can apply immediately to your own dealerships.”



# IADA 2024 Board of Directors



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**Terri Addis**

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# Congressman Russ Fulcher

## THE IDAHO AUTO DEALER'S ALLY IN WASHINGTON, D.C.

**C**ongressman Russ Fulcher, a fourth-generation Idahoan, grew up on a dairy farm in Meridian, Idaho. He graduated from Meridian High School, earned both a bachelor's and master's degree in business from Boise State University, and obtained additional certifications in electronic engineering.

Congressman Fulcher spent 24 years in the technology sector, including at Micron Technology and Preco Electronics. He sold Idaho products in 60 countries around the world and in every state in America.

During the 10 years Congressman Fulcher served in the Idaho Senate, six years were spent as Majority Caucus Chair. His signature legislation, the grocery tax credit, has returned some \$800 million to Idaho's hardworking families and constitutes the largest tax cut in Idaho's history. In addition, Congressman Fulcher served on the Senate State Affairs and Education committees, where he fought tirelessly to protect the rights of individual Idahoans, to limit government influence in our lives, to ease our tax burden and to restore our God-given liberties.

Serving in the U.S. House of Representatives since January 2019, Congressman Fulcher currently sits on the House committee on Energy and Commerce and the House committee on Natural Resources. Previously, he sat on the House committee on Education and the Workforce.

Of great importance, Congressman Fulcher has been a staunch supporter of small businesses, including supporting Idaho's franchised auto dealers. He has been especially supportive in fighting back against the consistent overregulation by the EPA and FTC. Congressman Fulcher took a lead role in fighting the FTC's costly, punitive and unnecessary Vehicle Shopping Rule. Additionally, he signed on to the effort to stop the EPA's unrealistic and expensive EV Mandate and introduced H.J.Res.133, opposing the EPA's greenhouse gas emissions standard for heavy-duty vehicles.



When discussing his support of our industry, Congressman Fulcher commented:

“The trucking and automobile industries are essential to getting goods to market across the country through a reliable supply chain. I am leading this effort to stop the Biden Administration from imposing these misguided regulations that will rip away consumer choice, make us dependent on the Chinese Communist Party and hurt our economy. Electric vehicles only accounted for 8% of vehicle sales last year and automobile dealers would be left to deal with high-priced vehicle inventory that isn't selling in a world with limited charging stations. The Biden EPA has not considered the higher cost of these heavy-duty trucks, or the fact that they can't carry as much when saddled with a 10,000-pound battery. I will not stand by and allow this administration to overhaul the U.S. transportation system in hopes of pushing its far-left agenda. I will continue to fight against any harmful regulations impacting the trucking and automobile industries.”

Idaho and our dealers are fortunate to have Congressman Fulcher represent us in Washington, D.C. ●



# H689 Signed Into Law

## PROTECTING THE FRANCHISED DEALERS OF IDAHO

**T**he first automobile sale dates back to the 1880s when Karl Benz designed a gas-powered vehicle known as the Motorwagen. Throughout the late 1880s and 1890s, Benz sold around 25 Motorwagens. But by 1903, demand was growing, and approximately 60,000 automobiles were being produced each year.

Initially, auto manufacturers were responsible for selling cars, but the model shifted when Fred Koller opened the first dedicated car dealership in 1889 and the franchise dealership model was born.

The franchised system has worked well since that day. It is the economic engine of our communities, creating aggressive price competition for consumers and preventing manufacturers from creating monopolies. The franchised system protects consumer safety, creates good-paying local jobs, generates local and state tax revenues and many other economic benefits.

Nationally, we have seen a trend of factory-direct sales to consumers, which is nothing short of an attempt to monopolize the market, eliminate competition and limit consumer access to independent warranty and safety recall services. This trend is not good for consumers and not good for Idaho.

During the 2024 legislative session, Rep. Megan Blanksma and Sen. Doug Okuniewicz, with the help of Jim Addis of IADA, brought forth legislation that clarified and modified the existing roles of both Idaho's franchised dealers and their manufacturer partners to ensure each party is treated fairly in this age of rapid change. H689 ensures that free local markets continue to exist in Idaho, providing Idaho consumers with the choice of free market competition, which ultimately benefits us all.

Specifically, H689 modernizes existing anti-competition language to ensure that manufacturers cannot compete with franchisees in retail vehicle sales, leases and warranty work.



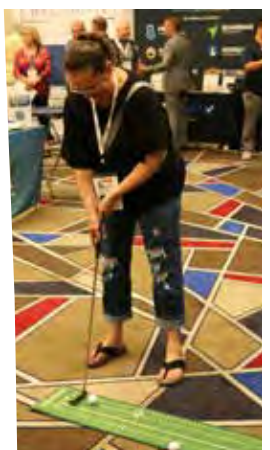
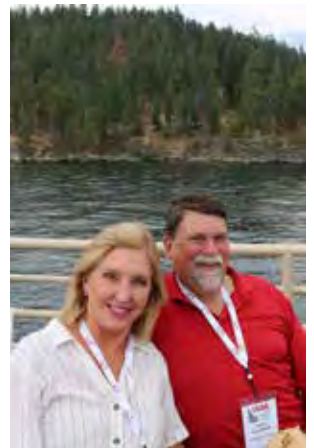
H689 also eliminates the agency model and prohibits manufacturers from requiring that dealers install public-facing DC fast chargers.

Gov. Little signed H689 into law on Wednesday, March 27, 2024. This is a major victory for franchised dealers, the franchise model, our industry partners and free markets in the state of Idaho.

H689 is a culmination of two years of hard work, including the passing of two separate franchise bills that laid the foundation for Idaho dealer's future success and the continuation of the franchise model in Idaho. H689 ensures the free market continues to work — to the benefit of both the manufacturers and their franchisees. ●



# 2024 IADA Annual Convention Recap





IADA's annual convention for 2024 was held at the one and only Coeur d'Alene Resort, in beautiful Coeur d'Alene. This year's event was our largest convention to date, with over 220 attendees. In the last five years, we've more than doubled participation in our convention. This is due to the great support, participation and involvement of our dealers, partners and political leaders. We thank you all.

This year's convention was headlined by:



**Brad Little**  
Idaho Governor



**Mike Moyle**  
Idaho Speaker of the House



**Russ Fulcher**  
U.S. Congressman



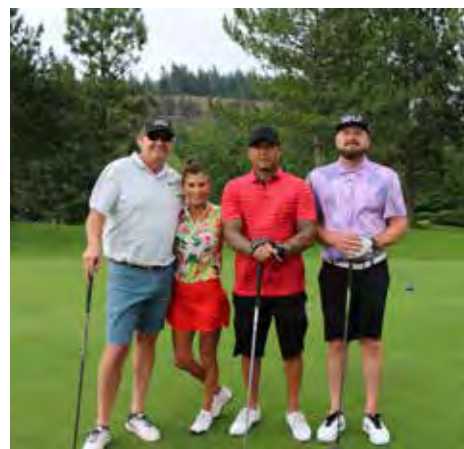
**Ryan Deluca**  
Black Box VR



**Mike Stanton**  
NADA President/CEO



**Chuck Winder**  
Idaho Senate Pro-tem



We also heard impactful presentations from our industry partners:

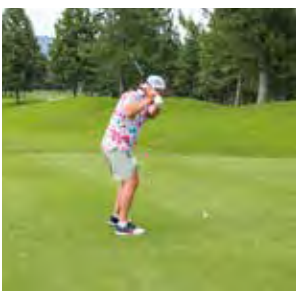
- ComplyAuto
- Vitu/NTX
- Cox Automotive
- WebBuy
- ForumPay
- Aura
- DMS Dealer Merchant Services
- NADA PAC

Mixed into our program was a full list of activities, including Golf at the Resort Course, featuring the world-famous Floating Green, a Coeur d'Alene Lake cruise, wine and whiskey tasting, our Partner Trade Show, and our Awards Dinner at the fabulous Hagadone Event Center. A great time was had by all.

Next year, we will be heading to Sun Valley and the incomparable Sun Valley Resort. Keep on the lookout for our "save the date" notice.

And see you in Sun Valley! ●





# 2024 IADA CONVENTION



## THANK YOU TO OUR PARTNERS



### DIAMOND



### GOLD



### SILVER



PATRICK CHETWOOD, MPA  
Land Associate



# 2024 IADA CONVENTION



## THANK YOU TO OUR EVENT SPONSORS



IADA Board Meeting  
**Sunday August 4th**



Legislative Breakfast  
with Brandon Mitchell  
and Doug Okuniewicz  
**Tuesday August 6th**



Registration Suite  
**Sunday August 4th**



Legislative Dealer  
Meeting  
**Tuesday August 6th**



Welcome Reception  
with Governor Little  
**Sunday August 4th**



Golf Tournament Pin  
Flags  
**Tuesday August 6th**



Kickoff Breakfast with  
Mike Moyle and Chuck  
Winder  
**Monday August 5th**



Golf Tournament  
Beverage Cart  
**Tuesday August 6th**



Legislative Lunch With  
Russ Fulcher  
**Monday August 5th**



Golf Tournament  
Floating Green  
**Tuesday August 6th**



Wine Tasting  
**Monday August 5th**



Golf Tournament Happy  
Gilmore Long Drive  
Contest  
**Tuesday August 6th**



Whiskey Tasting  
**Monday August 5th**



Awards Dinner Cocktail  
Reception  
**Tuesday August 6th**




Member Social and  
Trade Show  
**Monday August 5th**



Awards Dinner  
**Tuesday August 6th**





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# TIME and Ally Financial Honor Burley Dealer

MATT COOK WINS NATIONAL  
RECOGNITION FOR COMMUNITY  
SERVICE AND INDUSTRY  
ACCOMPLISHMENTS

The nomination of Matt Cook, dealer principal at Goode Motor Ford in Burley, Idaho, for the 2024 TIME Dealer of the Year award was announced by TIME on Oct. 18.

Cook was one of a select group of 49 dealer nominees from across the country who was honored at the 107th annual National Automobile Dealers Association (NADA) Show in Las Vegas, Nevada, on Feb. 3, 2024.

The TIME Dealer of the Year award is one of the automobile industry's most prestigious and highly coveted honors. The award recognizes the nation's most successful auto dealers who also demonstrate a long-standing commitment to community service. Cook was chosen to represent the Idaho Automobile Dealers Association in the national competition — one of only 49 auto dealers nominated for the 55th annual award from more than 16,000 nationwide.

“My role as a car dealer in a small town extends far beyond the showroom,” nominee Cook said. “I am a steward of the resources I have been blessed with in order to enhance the lives of my employees and to make big contributions to my local community to ensure it is a better place to live.”

Cook earned a B.A. in political science in 1995 and a J.D. in 1998 from Brigham Young University in Provo, Utah. He had worked as a law clerk for a federal judge and was an associate at an international law firm in Houston, Texas, when he decided to take a different career path that ultimately brought him back to his family roots.

“My story really begins in 1917 when Alonzo Read, my great grandfather, started the first Ford dealership in Idaho,” he said. “By 1938, that store had changed hands and became Goode Motor Ford. Fast forward to 1994 when I married Trista Williams, an Idaho native, whose dad happened to be owner and general manager of Goode Motor Ford.”

Cook, who grew up in Texas, had never been to Idaho and was shocked by the

connection. He often joked with his father-in-law, Garth Williams, that he was going to return to Idaho to reclaim the dealership. In 2006, Cook joined Williams in the family business.

“My office changed from a skyscraper in Houston to a small dealership in Burley,” he said. “This was a massive risk for me, but it was one of the best decisions I ever made.”

Cook started in sales and learned the car business from the ground up. He attended industry events and NADA meetings, joined NADA 20 Groups, and took management and leadership training through the Ally Academy. He worked with Williams on expanding the company’s footprint by buying other Idaho dealerships. In 2016, he was named dealer principal and owner upon Williams’ retirement.

Today, the Goode Motor Auto Group has dealership locations in Idaho and Alaska, representing Chevrolet, Chrysler, Dodge, Ford, Honda, Jeep, Mazda, Ram, Subaru, Toyota and Volkswagen.

“My employees are the key to our growth and success,” Cook said. “I view this business as a people business, not a car business. My employees are like my family, so I focus on their well-being.”

He is proud that Goode Motor Auto Group was named fourth overall among large employers in the 2023 Best Places to Work in Idaho, an annual program that ranks companies based on confidential employee surveys. And he said his dealership group consistently finishes in the top 10.

“Joining the retail auto industry from an unrelated field allowed me to approach the car business with a unique perspective,” Cook said. To that end, he has brought his fresh insights to the Idaho Automobile Dealers Association and volunteered many hours providing his legal expertise on legislative strategies and issues.

Cook is not only committed to his industry but to his community as well. He created the Goode Gives Back initiative, challenging each dealership to take on a large community project each year. “We have organized golf scrambles raising money for charities, hosted a PTO carnival, built a playground for a school, supplied materials for a new library and many other significant projects through this program,” he said.

To aid in charitable giving, Cook and his wife, Trista, founded the Goode Education Foundation (GEF), which is under the Goode Gives Back umbrella. For every dollar an employee contributes to GEF, the dealership matches that donation 100%. In addition, each dealership has a committee of employees who decide how the charitable funds are allocated, so they are in control of their giving.

“GEF funds have helped buy a car for a mom to take a paralyzed child to Salt Lake City for treatments; installed a home elevator to help a disabled person; and most recently, approved construction of a basketball court to be built in an underprivileged part of town,” he said.

In addition, Cook encourages employees to volunteer their time to charitable initiatives and will pay them as if it’s a normal workday when they are off-site at a dealership-supported activity. “In many ways, time is more valuable than money, and our employees work with youth groups and scout troops, coach youth baseball and make many other contributions,” he said.

The GEF’s annual Teacher of the Year program gives a \$1,000 award to five outstanding educators, one from each area high school, based on student and parent surveys. And the foundation sponsors a dozen Cambodian children by paying their full-time educational expenses.

“Employee giving is an essential part of being in the Goode Motor family, and it is our employees who helped craft that culture,” Cook said.

Dealers were nominated by the executives of state and metro dealer associations around the country. A panel of faculty members from the Tauber Institute for Global Operations at the University of Michigan selected one finalist from each of the four NADA regions and one national Dealer of the Year. Three finalists received \$5,000 for their favorite charities and the winner received \$10,000 to give to charity, donated by Ally.

In its 13th year as exclusive sponsor, Ally also recognized dealer nominees and their community efforts by contributing \$1,000 to each nominee’s 501(c)3 charity of choice. Nominees were recognized on AllyDealerHeroes.com, which highlighted the philanthropic contributions and achievements of TIME Dealer of the Year nominees.

“At TIME, we are proud to uphold the decades-long tradition of honoring automotive dealers who make a positive impact and show dedication to their communities through our TIME Dealer of the Year award,” said TIME CEO Jessica Sibley. “We are excited to keep this tradition of applauding these community contributions together with our partners at Ally.”

Doug Timmerman, president of dealer financial services, Ally, said, “Auto dealers nominated for the TIME Dealer of the Year award have demonstrated an unwavering commitment to not only the industry but to their respective communities through volunteerism, sponsorships and supporting charitable causes, no matter the market climate. Whether their clients are purchasing a first car or upgrading for a growing family, these selected dealers have successfully extended their relationships beyond the showroom and have been steadfast in driving their communities forward.”

Cook was nominated for the TIME Dealer of the Year award by Jim Addis, executive vice president of the Idaho Automobile Dealers Association. He and his wife, Trista, have five children. ●

# Don't Miss the NADA Show 2025 Expo

JAN. 23-26, 2025

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NADA Expo is the auto industry's premier marketplace, with more than 500 companies offering thousands of products, solutions and services in one place.

Exhibitors from both Fortune 500 companies and start-ups will be on hand to offer new and exciting ways to help grow your business' success, boost your company's bottom line and keep you ahead of your competition.

Scan the QR code for more information and the latest updates about this exciting event.



[https://www.nada.org/  
nada-show/about-expo](https://www.nada.org/nada-show/about-expo)



## Idaho Automobile Dealers Association

# ENDORSED Business Solutions



IADA is always looking for ways to help its members save time and money. Thanks to the group-buying power of more than 110 members, the association is able to do that by negotiating with companies to provide the most competitive business products, rates and services possible.

The services IADA offers are those that most dealers use in the successful operation of their businesses. Many of these programs offer special pricing for IADA members — the savings from which make it the membership that can literally pay for itself. And, when you do business with these companies, IADA receives a portion of the money. It's a win-win!

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Kevin McCutcheon  
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### COMPLIANCE

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### SOFTWARE

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(208) 853-4668



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(208) 853-4668



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Todd Adrian  
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(970) 581-8633



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# Merchant Surcharge Program

---



## Help reduce your credit card transaction expenses

### How may I reduce my expenses?

The Merchant Surcharge Program allows merchants to add a percentage fee to their consumers' credit card transactions to cover the merchant's credit card processing costs.<sup>1</sup>

Implementing this practice can help merchants reduce their expenses by applying a 3.00% fee to all credit card transactions which is itemized on customer receipts.

Debit cards and prepaid cards are not eligible as only credit card transactions apply.

### Get started today

Interested in learning more? Simply contact your business consultant to find out more about this opportunity.

## Is this right for my business?

Every business is unique and your decision to implement this should be based on considerations, including how you feel your customers may respond as well as other contributing factors.

We do not offer the Merchant Surcharge Program in the following states/territory: Connecticut, Maine, Massachusetts, Oklahoma, and Puerto Rico.

# Merchant Surcharge Program

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## Frequently Asked Questions (FAQs)

### What are my responsibilities as a merchant, if I want to implement a surcharge fee?

As a merchant, you're required to clearly and prominently display the surcharge rate at the point of sale (POS) and point of entry, notifying all customers that this fee will be applied if they pay by credit card. You are responsible for creating your own signage that complies with surcharging requirements by the card brand rules and any relevant state laws. Some states may have additional requirements. The below is suggested language for the signage based on card brand rules:

**We add a surcharge of 3.00% on the transaction amount when paying with a credit card, which is not greater than our cost of acceptance. We do not surcharge debit cards.**

### Are there other requirements?

Yes. The card brands and your state may have other requirements. Surcharge is a VISA-regulated program – but each state also has their own business commerce laws. It is recommended that merchants review them to ensure they meet requirements of their state laws. By enrolling in the Merchant Surcharge Program, some of these requirements will be fulfilled on your behalf, including but not limited to notifying the card brands and registering your participation in the Merchant Surcharge Program with them; itemizing the surcharge on customer receipts; preventing surcharges on applicable debit and prepaid card transactions; and refunding surcharges on returns. More information on surcharging guidelines and requirements can be found at [visa.com/merchantsurcharging](https://www.visa.com/merchantsurcharging).

### Is surcharging the same as a convenience fee?

No. A surcharge is a percent fee applied uniformly for all credit card transactions. Conversely, a convenience fee is a fee applied to alternative payment methods that is not standard for the merchant. For example, paying online when in-person payment is the standard payment method.

### Can I surcharge and also apply a convenience fee or offer a cash discount?

No. Once you are part of the surcharge program, you can no longer charge a convenience fee, service fee, or offer a cash discount.

### Can I apply a surcharge only on selected transactions?

No. If you choose to assess a surcharge, a surcharge must be applied to all credit card transactions.

### Can I apply a different surcharge percentage for different transactions?

No. The same 3.00% must be applied to all credit card transactions.

### Can I apply a surcharge only on selected sales items or services?

No. If you surcharge, a surcharge must be applied to all items in the sale.

## For more information, contact:

**Chris Yelverton**  
 Senior Vice President  
 KeyBank Payments  
 Chris\_W\_Yelverton@KeyBank.com  
 Mobile: 907-301-9638

**Todd Remy**  
 Relationship Manager Rocky Mountain Region  
 KeyBank Dealer Finance  
 Todd\_remy@key.com  
 Mobile: 720-785-3996



<sup>1</sup>The surcharge must not exceed your cost of acceptance for the credit card.

Each business is solely responsible for ensuring that their surcharge program complies with all applicable card brand (i.e., Visa®, Mastercard®, etc.) rules and legal requirements. Terms and Conditions may apply. All credit, loans, lines of credit and merchant services are subject to credit approval, terms of service and any applicable collateral requirements.

# Your AUTOPAC Contribution Is Needed Today

BY **Jim Addis**, Executive Vice President, Idaho Automobile Dealers Association

**T**he Idaho Automobile Dealers Association (IADA) has proudly represented franchised auto dealers across Idaho for over 80 years. As the sole organization dedicated to advocating for Idaho's dealers, IADA plays a critical role in maintaining the franchise distribution model and preventing direct sales by manufacturers within the state. This ongoing challenge is akin to a David versus Goliath struggle: Should manufacturers bypass dealers and sell directly, the viability of our industry would be impacted, affecting all stakeholders ... our dealers, partners and sponsors. More importantly, our Idaho consumers would suffer as fewer dealers reduce local choices in purchasing and financing vehicles, reducing local free-market competition and leading to higher prices for all.

Over the years, IADA has successfully championed legislation that protects the franchise model and curtails direct sales by manufacturers. In the past two years, our efforts have been particularly effective in securing laws that ensure the survival of the franchise model here in Idaho. This crucial work involves substantial financial investment. Our dealers have contributed generously, supported by our valued IADA partners and sponsors saluted in our newsletter. Their commitment underscores our collective stake in this endeavor.

I urge you to contribute to AUTOPAC today. As a statewide PAC, contributions can be made by your business and/or from your personal accounts. Your business contributing to AUTOPAC helps ensure our dealerships survive not only for today but for tomorrow's generations as well.

Sincerely,  
Jim Addis  
Executive Vice President







# Cast Your Vote, Idaho!

“The future of this Republic is in the hands of the American voter.” — Dwight D. Eisenhower

2024 brings one of the busiest election years Idaho has seen in a while. Voters are set to weigh in on the races for the U.S. Senate, House of Representatives, governor, president of the United States and much more! We need every member of IADA to vote to elect pro-dealer, pro-business candidates.

Voting is not only a civic duty, but it is also a fundamental right in any democratic society. By registering to vote, you can have a significant impact on shaping the future of your community, state and nation. IADA encourages you to ask questions and get to know the candidates.

Whether you or your employees are first-time voters, need to update your voter registration information or need to find your polling location, here are the resources you'll need to make your voice heard.

## REGISTRATION STATUS

Check your Idaho voter registration status.

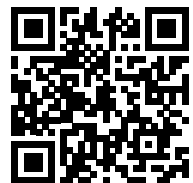
<https://elections.sos.idaho.gov/ElectionLink/ElectionLink/VoterSearch.aspx>



## REGISTRATION APPLICATION

Download the Voter Registration Application.

<https://voteidaho.gov/voter-registration/>



## IDAHO ELECTION DATES AND DEADLINES

Find out when Idaho elections will be held at the local, state and federal election levels.

<https://voteidaho.gov/election-information/>



## POLLING LOCATIONS

Find polling locations near you.

<https://elections.sos.idaho.gov/ElectionLink/ElectionLink/ViewPollingLocation.aspx>



# Climbing the Automotive Industry Ladder of Success

BY Sharon Kitman, Dominion DMS

In the auto industry, there is a gap between the number of women in leadership and those who buy cars. Maintaining that discrepancy is risky because it shows a lack of innovation when serving the market.

Interestingly, women buy 62% of all vehicles today. Even if they don't purchase directly, they influence 85% of car-buying decisions. Yet, while more women are in automotive leadership roles than ever, the statistics are still not great. According to Deloitte's recent study, women account for 47% of the labor force but only 27% of the auto-industry workforce, even though those who do really enjoy it (Women at the Wheel study). The 330 women surveyed, also in a study by Deloitte and Automotive News, have an average tenure of 15 years at the same company and over 26 years in the industry. More than 80% are senior managers (directors, vice presidents and other C-suite occupants), and almost 60% are in marketing, sales, operations or product development.

In most industries, women prefer conducting business with other women. Whether it's their banker, doctor, lawyer, psychologist or salesperson, most women want to deal with the same gender because they feel more heard than when dealing with a man. Even though most women have done their research, they want someone who can understand them and listen. Can a man do this? Absolutely! But sometimes, women need to see another woman in the business before they will walk through the door in the first place.

So why are there not more women in our industry?

From the day in 1882, when Bertha Benz became the first person to complete a long-distance automobile trip, women have popularized the automobile and staged and led many noteworthy developments.

There are many reasons why the auto industry fits well with women, and perhaps we all need to do a better job of highlighting those:

1. **It's a great industry for a career change.** Many people find the need to switch careers, and the auto industry is an exceptional place to land. For many women looking to return to the job market after a leave of absence, the auto industry has many



“Even though most women have done their research, they want someone who can understand them and listen.”

soft-skill jobs that offer a solid career path, from accounting to finance and beyond.

**2. The opportunity to learn new skills.** The auto industry offers a wide range of positions, each requiring specific skills to be learned and mastered.

**3. A wealth of lateral job moves.** Not all job moves need to go straight up. The auto industry has many opportunities that zig-zag, yet they still allow for growth.

**4. Charting a career path.** The auto industry offers excellent opportunities for advancement. It's a matter of being observant, asking questions and seeking out the opportunities that arise often in most dealerships.

One of the best approaches to success in the auto industry is developing a strong network of allies, mentors and good people to know. And I think there's no better industry than the automotive industry to start your network. Most dealer principals have more than one story about the people who taught them the business and set up their career trajectory for success within the business — and they typically want to return the favor.

Another great source for your network is tapping into your vendor relationships, especially if you already work in the auto industry. Strong vendor partnerships are among the greatest strategic growth tactics and best practice resources available to nearly every industry, including the auto industry. By collaborating with suppliers and vendors, within the framework of a true partner relationship, you can multiply success and profits exponentially. And the best part? Everyone benefits.

A genuine mutual relationship that promotes problem-solving is an advantage for profit margins and creates a more productive and engaged organization that focuses on quality outcomes. While this should be a best practice for everyone, it's especially important to women in the auto industry.

As women in the auto industry, it's important to identify what resources you need to do your job successfully, what

resources influence your job area, and what resources can further your career and connect with them.

Strong vendor relationships allow you to leverage your time, and strong mentor relationships give you the inside track on how to get things done.

The future of women in the auto industry is strong; it won't remain at 27%, and that's a good thing. Study after study has shown the importance of gender diversity in all industries, including the auto industry. Companies with diverse management teams experience 19% higher revenue and are 70% more likely to enter new markets. Furthermore, diverse teams are 12% more productive. Better still, turnover goes down 45%.

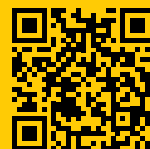
In the automotive industry, where technological advances and shifting consumer demands drive rapid change, embracing diversity and inclusion has never been more crucial. ●



*Sharon Kitzman leads the launch and long-term growth of Dominion DMS. Previously, she managed the strategic direction and product development for Reynolds & Reynolds and Dealertrack. Her experience spans every area of dealership software development, including sales, marketing, product lifecycle management, process re-engineering, OEM management, professional services and customer services.*

*Kitzman is a recognized leader in the automotive industry for her expertise in DMS technology. She received numerous accolades for her leadership, including Automotive News Top 100 Leading Women 2015 and 2020, Auto Remarketing Women in Retail 2021, and AutoSuccess Women at the Wheel 2021. She has a Bachelor of Business Administration from Ohio State University.*

Sharon Kitzman is passionate about creating and nurturing partnerships within the automotive industry and regularly discusses the many vendor products and services within the auto industry on her VUE Points podcast. Scan the QR code to listen.



<https://www.dominiondms.com/podcasts/>

# OSHA Targets Leading Cause of Weather-Related Injuries with Proposed Heat Illness Regulation

BY Hao Nguyen Esq., Senior Product and Regulatory Counsel, ComplyAuto

According to the Department of Health and Human Services, over 2,300 total heat-related deaths occurred in 2023, which is a number that has been steadily growing. In order to tackle this issue head-on, OSHA recently issued a Notice of Proposed Rulemaking (NPRM) for rules regarding heat illness prevention in outdoor and indoor settings. To understand the complicated nature of heat illness at the federal level, we will need a short history lesson on how we got here.

## TREATING HEAT ILLNESS: OSHA'S GENERAL DUTY CLAUSE (GDC)

It is hard to believe that prior to the NPRM, there were no specific federal regulations specifically targeting heat illness, but that does not mean that heat-related injuries and death are not on OSHA's radar. OSHA has been using the General Duty Clause (GDC) with surgical precision for situations like these. This GDC power is much like Section 5 of the FTC Act in that it is a broad grant of authority to target businesses/employers who subject their employees to unsafe working conditions. Specifically, the GDC states that each employer:

*"... shall furnish to each of his employees ... a place of employment ... [that is] free from recognized hazards that are causing or are likely to cause death or serious physical harm to his employees."*

The GDC, and its broad interpretation, has been both OSHA's guide and guillotine for almost 55 years and has allowed it to penalize employers across multiple industries for infractions that jeopardize the health and safety of its employees. Heat illness is no different. Regardless of the presence of a final specific regulation, employers cannot subject their employees to unsafe working conditions, and this includes weather-related protections.

## OSHA'S FIRST ATTEMPT: THE NATIONAL EMPHASIS PROGRAM (NEP)

In 2022, OSHA established the National Emphasis Program (NEP) related to indoor and outdoor heat-related illnesses and injuries. Viewed as a precursor for legislation by some, NEPs are a result of OSHA's aggregation of copious amounts of injury and

illness data and National Institute for Occupational Safety and Health (NIOSH) reports to determine whether more emphasis is needed to be placed on a particular hazard. Including the heat hazard, there are 13 NEPs that cover many unrelated topics spanning from COVID-19 and crystalline silica to combustible dust and lead. OSHA found that the growing number of preventable heat-related injuries and illnesses necessitated an NEP. Since the heat NEP's inception, OSHA has used it to conduct over 5,000 federal heat-related inspections, and it remains effective until April 2025. If OSHA were to pass its heat illness prevention regulations, then it would become effective after this date.

## "NEW RULE, WHO 'DIS?'"

*(Leave it up to me to make a callback to a meme that was made popular in 2014, but it was just too good to pass up.)*

If finalized, the NPRM regulations would require businesses to implement measures throughout their operations to protect their employees from extreme heat in both indoor and outdoor applications. We are still months away, but here is a quick look at what these proposed regulations entail.

## Application

Rather than saying what businesses these regulations apply to, OSHA wrote in the alternative and identified the businesses/situations in which these regulations do not apply:

1. Work activities for which there is no reasonable expectation of exposure;
2. Short duration employee exposures in any period between 15 minutes and 60 minutes;
3. Emergency response organizations (firefighting, medical services, technical search and rescue, or other specific emergency response activities);
4. Work activities performed in indoor work areas or vehicles where air-conditioning keeps the ambient temperature below 80 degrees Fahrenheit;
5. Telework; and



equipment (PPE). If employees are exposed to a high heat trigger (90 degrees Fahrenheit), then other requirements are necessary.

The employer must also establish heat illness and emergency response procedures, which include a list of emergency phone numbers, contact information of designated individuals, descriptions of how to transport employees to places where they can be reached by emergency personnel, clear directions to the work site to be provided to emergency dispatchers, and procedures for responding to an employee experiencing signs and symptoms of heat-related illness.

For a more comprehensive understanding of the regulation, scan the QR code to review the official text.



<https://www.osha.gov/sites/default/files/Heat-NPRM-Final-Reg-Text.pdf>

6. Sedentary work activities in indoor work areas that only involve sitting, occasional standing and walking, and occasional lifting of weights less than 10 pounds.

### Heat Injury and Illness Prevention Plan

Employers must develop and implement a work site heat injury and illness prevention plan (Plan) with site-specific information, which, among other things, includes the following:

1. A comprehensive list of the types of work activities covered by the Plan;
2. All policies and procedures necessary to comply with these requirements; and
3. An identification of the heat index or some other metric the employer will monitor to comply with this regulation.

The Plan must be evaluated for its effectiveness and updated either annually or whenever a heat-related illness or injury results in death, days away from work, medical treatment beyond first aid or loss of consciousness, whichever occurs first. It also must be readily available at the work site to all employees and available in a language each employee understands.

### Roles

The employer must designate one or more heat safety coordinators to implement and monitor the Plan. Additionally, the employer must seek the input and involvement of non-managerial employees in the development and implementation of the Plan.

### Responsibilities

The employer must regularly monitor heat conditions in outdoor work areas and, at indoor sites, must identify each work area where there is a reasonable expectation that employees are or may be exposed to heat at or above the initial heat trigger of 80 degrees Fahrenheit. Once the initial heat trigger is reached, the employer must implement controls, such as providing drinking water in specific locations, establishing break areas at outdoor and indoor work sites with adequate shade or air-conditioning, implementing rest breaks, and providing adequate cooling personal protection

As noted previously, the OSHA proposal is just that — a proposal — so stay tuned. The details previously mentioned could change from those proposed, but some form of a final rule is likely, so you should prepare now. ComplyAuto will continue to monitor this regulation and keep you posted on any significant changes.

Remember also that few states (California, Oregon and others on the way) have their own heat-illness-related regulations. California's requirements are extensive, but ComplyAuto has you covered. Soon, we will offer the following to help you comply with these heat illness prevention regulations:

- Heat Illness Prevention Plan.
- Supervisor and Non-Supervisor Employee Heat Illness Training.
- Temperature Measurement and Recordkeeping.
- Cool-Down Area Questionnaires.

### COMPLYAUTO RESOURCES

It is now more important than ever to stay on top of heat-related issues at your dealership. In addition to the state-specific resources outlined above, ComplyAuto currently has heat stress and heat-related injury and illness prevention training courses and heat illness prevention plans available to ensure a safe workplace environment.

We highly encourage you to enroll your staff in these courses to help them understand the symptoms of heat stress (they are subtle!) and how to safely manage their activities when the heat turns up.

### QUESTIONS?

If you have any questions, please reach out to your dedicated client success manager to learn more or send us an inquiry at [info@complyauto.com](mailto:info@complyauto.com). ●

# The Key To Staying Ahead of the Pack

BY America First Credit Union

**R**unning a business in the automotive industry can be like racing on a track that's always changing. Much like in any high-level race, consistently winning depends on how thoroughly you understand your vehicle and its systems, how efficiently you spend your time and resources, and how skillfully you navigate the course. However, since this course never stops shifting, those who consistently make it to the winner's circle in this competition are the ones who are also best able to adapt to the unexpected curves.

In such a dynamic and often unpredictable marketplace, no one knows what it takes for a dealership to succeed better than the people who own and manage it. You understand that whether you're facing supply chain issues, evolving customer preferences, friction within your sales and service processes, or any of the myriad other obstacles or surprises, your expertise and experience, your preparation and — maybe most importantly — the people you have in place are what will help you meet each challenge and come out on top.

## WHO'S ON YOUR TEAM?

Assembling a championship team goes well beyond staffing your organization with talented and dedicated personnel. It requires forming relationships with outside vendors and partners who both complement your strengths and can help fill in any gaps in your service or logistics capabilities. It means choosing the right financial partner — and there's no financial teammate better ready and able to help you win and win again than America First Credit Union.



We offer competitively low rates and turnkey financing options that help dealerships turn browsers into buyers. We provide frequent on-site support to keep you up to speed on our latest offerings and promotions and to make sure we're there to help in any way we can. And we give dealerships access to a full range of business tools and merchant services to help them maximize their cash flow, secure the financing they need to operate and grow, streamline their processes and make the most out of every dollar that comes in or goes out.

## BUSINESS VISA® CREDIT CARDS

Cashflow can make or break any business, which is what makes the flexibility and buying power of an America First Business Visa Platinum card so valuable. We offer a variety of options, including the Business Cash Back + card, which gives you 2% cash back on fuel purchases and 1.5% cash back on everything else, and the Business Rewards card, which earns you one point for every dollar you spend. All our Business Visa cards come standard with no annual fees, a competitively low interest rate, industry-leading security features, the backing of our unbeatable personal service and more. We've designed our lineup of Business Visa Platinum cards to give every organization the tool that makes the most financial sense to them.

## BUSINESS LOANS AND LINES OF CREDIT

Having reliable access to affordable financing is essential to any business trying to take the lead in a field as competitive as the automotive industry. That's one more reason why America First is such an indispensable member of any dealership's crew. Our commitment to helping businesses secure the funds they need is second to none, and it's that dedication that has made us the number-one SBA lending credit union in the country. Whether your business is big or small, we understand what it takes to grow, and we've got the lending options to help you do it, including SBA loans, commercial auto loans to help



you build out your fleet, equipment loans, unsecured-capital loans, business acquisition loans or commercial real estate loans, or business lines of credit.

#### **HIGH-YIELD BUSINESS CHECKING**

If your dealership needs the ability to write high-dollar checks but still wants to take advantage of the best market rates, High-Yield Business Checking might be exactly what your bottom line has been looking for. It gives you easy access to your money for the everyday transactions while still earning you higher dividends on your account balance. And pairing it with a High-Yield Savings account and America First Business Visa card can help you fine-tune your cash flow and keep your dealership's financial engine humming.

#### **FUTURE-PROOF YOUR FINANCES**

Business moves fast, especially in the automotive industry, but no matter what new shape the course might take in the next week or the next 10 years, your customers' expectations of quality, personal and valuable service will never change. You and your dealership deserve to have the right people and tools in place to help you not only meet but exceed those expectations. You deserve a financial partner who will be with you every mile and every sale. You deserve to take that checkered flag — and America First Credit Union is here to make sure you do. ●

“You and your dealership deserve to have the right people and tools in place to help you not only meet but exceed those expectations.”



When  
Saying  
Less  
**Gets  
You  
More**





“Less is More” is a popular phrase that has been tossed around for years, even dating back to the ancient Greeks. You may have heard it in various settings — perhaps the Minimalist Movement comes to mind. “Less is More” is a simple yet powerful concept that can greatly impact your life. The essence of the principle is this: Instead of always striving for more, sometimes focusing on less and simplifying things is better. By doing so, you can reduce stress, increase clarity and achieve greater satisfaction in your daily life. This principle can be applied to many different areas of life — from home organization to cooking and more. You wouldn’t want to ruin a nice steak by putting too much salt on it! So, why not try embracing the idea that less can sometimes be more?

This premise may be more valid in the sales business than any other. We often teach salespeople that in order to excel, they need to be product-knowledge experts on each vehicle model the dealership offers. And while this is true — product knowledge can be a catalyst for growth, confidence and professional development — it must be relayed in moderation.

F&I managers are also encouraged to become experts in their product, or it could reflect badly on their business. Nobody wants to be sold anything by someone who doesn’t know what they’re selling. If the salesperson or F&I manager has put forth the effort to become a product expert, they should be prepared and ready to share what they’ve learned in response to a customer’s question.

The issue is that some people tend to share excessive information about a product when asked a question, instead of providing a direct answer. This can turn their extensive product knowledge into a negative rather than a positive.

Whether prompted or not, sharing everything you know is usually not the best course of action. A direct response that is clear and concise trumps the volume of information just about every time. Why waste time and energy using 10 words when one will do? It takes skill, awareness and experience to know how to answer and when to stop answering. Most customers are probably not interested in the details; instead, they want their answers and they want to get on with their day. So why is it so hard for some salespeople and F&I managers to get to the point? It’s possible that they don’t have a point. Perhaps they haven’t thoughtfully considered the question and how to answer it before they start talking, or maybe they lack experience or confidence, which can lead to over-answering.

People speak at about 150 words per minute but process words at about 750 words per minute. Providing too much information without getting to the point can bore your customer and come dangerously close to a lecture or history lesson nobody asked for. Over-answering can harm your credibility and erode trust, potentially resulting in a quick “No, thank you” or silence when you stop talking — which is not ideal.

If salespeople and F&I managers can learn to give direct and concise answers, this can prompt customers to ask more questions.

Each question can provide valuable insight into the customer’s needs and problems, which the salesperson or manager can address in a clear answer that showcases the products’ benefits and features.

Remember: Speaking less leads to better listening. In sales, actively listening can be more influential than words. Effective listening gives you a better idea of how to respond, allowing for more targeted, specific, concise and direct communication.

When handling a customer concern, less is more. Salespeople and F&I managers often over-empathize with the customer by offering a lengthy response, trying to show understanding or similarity with the customer’s issue.

When asking for business, less is more. If a customer raises one of three common concerns — such as cost, need or urgency — offer a solution and then ask for action. The old tried-and-true method still works: “If that works, I just need your approval.” If we can learn to talk less and listen more, it will lead to more yeses from our customers. •



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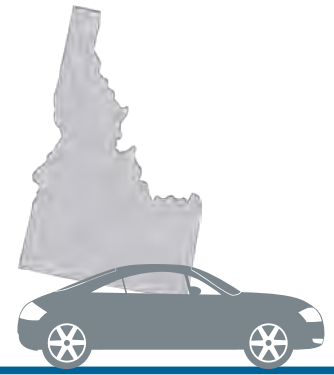
We believe that **TOGETHER**, we are good for Idaho.

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# Driving Idaho's Economy

## Annual Contribution of Idaho's New-Car Dealers

Numbers reflect annual economic activity during 2023.



**104**  
**DEALERSHIPS**  
(new car)



**12,934**  
**TOTAL JOBS**  
(created by dealerships)  
Includes 6,587 direct jobs and  
6,348 indirect and induced jobs.



**63**  
**EMPLOYEES**  
(average per  
dealership)



**\$5.7B**  
**TOTAL SALES**  
(all dealerships)



**\$513M**  
**PAYROLL**

<b>\$77,896</b> Average Annual Earnings	<b>\$137M</b> State and Federal Income Taxes Paid
---	---



**0.5%**  
**REGISTRATIONS**  
Idaho's Share of Total U.S.  
New-Vehicle Registrations

Source: Bureau of Labor Statistics,  
Center for Automotive Research,  
NADA, S&P Global, Taxfoundation.org,  
U.S. Census Bureau

Includes income taxes paid for direct,  
indirect and induced jobs.

**\$344M**  
**STATE SALES  
TAX PAID**



**NATIONAL AUTOMOBILE DEALERS ASSOCIATION**

NADA Industry Analysis | 8484 Westpark Drive, Suite 500, Tysons, VA 22102 | 800.557.6232 | [economics@nada.org](mailto:economics@nada.org)  
NADA Legislative Affairs | 412 First St. SE | Washington, DC 20003 | 800.563.5500 | [legislative@nada.org](mailto:legislative@nada.org)

# Anticipate every turn

In an industry that's always evolving, your dealership can rely on our Dealer Financial Services team's 90 years of experience to see what's around the corner, forward-thinking insights to prepare you, and technology to keep you ahead of the curve.

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# dealership experts

commercial lending | indirect lending | commercial insurance



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EQUAL OPPORTUNITY LENDER

