

SDADA REPORT

News from the South Dakota Automobile Dealers Association

JANUARY EDITION



South Dakota
Auto Dealers Association

2014



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JANUARY 24, 2014

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Chairman's Message



The South Dakota Auto Dealers Association will be holding our Annual Winter Board Meeting on February 18th, in Pierre, SD. This Board Meeting gives us a chance to collectively review Bills submitted to date for the 2014 South Dakota Legislative Session. In addition to the Bills submitted, there is often a need to discuss potential legislation as well. This Board Meeting is open to **ALL** members of the SDADA and I encourage you to attend!

If you cannot attend the Board Meeting, please take time to review the list of Board Members on page 28 of this publication. These Board Members have volunteered to represent your district. They want to hear from you if you have ideas or suggestions to bring to the meeting...or better yet, they want you to attend the meeting. It starts at 10:00 a.m. on February 18th, at the Ramkota Rivercentre, in Pierre. If you are unclear as to which district your dealership is in, please call the SDADA office for assistance.

Following the Board Meeting, SDADA will be hosting the 2014 Legislative Reception. This event is also held at the Ramkota. The social hour starts at 6:15 p.m. with a dinner at 7:00 p.m. There are a couple of special presentations to be made that evening. We hope you can attend.

Scott Peterson
Scott Peterson Motors



Quote for the day: To be successful, you have to have your heart in your business, and your business in your heart. – Thomas Watson, Sr.

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 NADA Director.....Doug Knust
 DEAC Chairman.....Darrel Kaiser
 President.....Myron Rau

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STAFF:

President.....Myron Rau
 Executive Assistant.....Michelle Wells
 Comptroller.....Pam Kolseth
 Print Shop Manager.....Jason Steensma
 Office Assistant.....Patty Hinz

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I am glad we are somewhat back to normal temperatures. When wind chills are down to 30 and 40 degrees below zero, it is unbearably cold! Cars did not start, schools were cancelled and I am not sure how animals survive under those conditions. South Dakotans seem to be resilient enough to survive and keep their chin up, knowing it will get better.

I am writing this message from what I call "winter camp." I arrived in Pierre on January 13th and will be here until the 14th of March. If you are puzzled, it is my time to lobby the state legislature and represent the interests of the motor vehicle retail sales industry to the state legislature. I am always excited to move to Pierre, but about half way through the session I am ready to get back to Sioux Falls. Since this is my 23rd consecutive year of lobbying the state legislature, you are correct to assume that I enjoy this part of my job.

For this industry, I anticipate a somewhat quiet session this year. There will be talk about highway funding and what it will take to properly fund our infrastructure. However, I do not anticipate a tax increase this session. It is an election year and therefore a great deal of posturing will go on. In addition, we have a couple of United States Senate Candidates in the state legislature; that too will probably bring some posturing.

New this session, I will be issuing weekly legislation status email updates to all members. If I do not have your email address and you wish to receive these weekly updates, please contact someone in the SDADA office and they will get your address to me. Also, if you need to talk to me during the next couple of months, please contact someone at the SDADA office and they will get me your phone number. I make return calls as soon as I possibly get a chance.

On the 18th of February, the SDADA Board of Directors will be holding their Winter Board of Directors Meeting in Pierre. Please note that all members are invited to attend every board meeting. Also, that same evening, the SDADA will be hosting state legislators and constitutional officers to a plated dinner. If you have the time, please join us in Pierre on February 18th.

Until next month - - -

Myron Rau, President
 South Dakota Auto Dealers Association



Since the recession, we've doubled our business and gone from 9 locations to 18. We'd switched to Zurich's F&I products in 2008 at the beginning of the recession, which was a pretty smart move. Our business has seen a huge increase in revenue. We're selling thousands more cars every year and our PVR is up by more than \$350 per unit.

A lot of that is a result of the consistency and predictability of Zurich's process. When we're looking at buying a store, we can plug in the numbers and see the potential. I've never bought a store that was making money. But with Zurich's F&I, I've never had a store that wasn't turning a profit within three months.

*Aaron Zeigler
President, Zeigler Automotive Group*

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I am writing this on my return from the NADA Convention in New Orleans. My un-scientific survey of cabbies, bartenders, shoe shiners and bell men would suggest the retail automobile business is strong. My informal canvas proclaims that dealers left some cash in the French Quarter over the past week.

Six days in New Orleans is enough for me. I am ready to get home. I've had more than enough shrimp, andouille, bourbon and the Consumer Finance Protection Bureau. I hope you're not as tired of reading about the CFPB as I am writing about it, but it is a looming threat to our business model and we must be vigilant.

I attended the AFSA meeting in New Orleans and listened to Patrice Ficklin, CFPB Fair Lending Director (I'll let you decide what that means), address a room full of automotive lenders. She told them that current dealer reserve system causes unfair lending issues. She did not tell them the methodology in deciding that.

She suggested that flat fees were only one example of an alternative she believes "there may be a variety of alternatives to discretionary markup." She offered no other example other than flat fees.

This lady is smart, has an agenda (one that is not favorable to dealers) and answers to no one (other than, perhaps, CFPB Director Richard Cordray). Citing bureau policy, Ficklin declined to answer media questions after her presentation.

It was none other than Christopher Dodd, co-sponsor of the Dodd-Frank (which established the Consumer Finance Protection Bureau), who said "When the public's right to know is threatened, and when the rights of free speech and free press are at risk, all of the other liberties we hold dear are endangered."

While NADA continues to fight for the dealer reserve system, they have issued guidelines recommending each dealer set a standard interest-rate charge to borrowers, which could only be modified for specific reasons like a competing offer from another lender or dealer.

NADA will be offering this step-by-step program for dealerships of all sizes. While the program does not offer "Safe Harbor," it addresses the fair-lending concerns the CFPB has raised.

I strongly recommend that you look at it and consider whether or not it will work for you.

McConnell Takes Helm at NADA: Forrest McConnell, a Honda and Acura dealer from Montgomery, AL, assumed the position of NADA Chairman in New Orleans. Forrest came on to the board the same time I did. He is smart, has a great sense of humor and is an attorney. He will do a great job.

NADA Releases Additional 'Dealer Data' Guidance: NADA's Legal and Regulatory Affairs department has issued a sample Service Provider Dealer Data Access Addendum ("Addendum") and cover memo for dealers to use with their third party service provider vendors. This follows a memo sent last August from NADA Legal and Regulatory Affairs to all NADA members that contained an overview of the primary regulatory issues surrounding Dealer Data, numerous practical tips for dealers to consider when protecting their data, as well as samples of the contract provisions required under federal law when a dealer wishes to allow access to Dealer Data with a third party service provider.

The Addendum was drafted for dealers in an effort to clarify and simplify dealers' obligation to ensure that their applicable vendor contracts contain certain provisions required under federal law. It's only a sample, and should be used

(continued on page 9)



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SDADA'S NADA Director's Message

Continued...



by dealers only after consultation with their legal counsel. Adoption of the Addendum is not the only way dealers can meet their legal obligations

and it may not be right for every situation. However, dealers can choose to use the Addendum to amend their service provider legal agreements to satisfy the applicable contractual requirements. NADA is encouraging dealers to review the Addendum and cover memo with legal counsel, and if applicable, to present the Addendum to service provider vendors for signature.

As always, please contact me with any questions or concerns.

Doug Knust, NADA Director
Harry K Chevrolet, Oacoma, SD



**SDADA's
NADA
Director's
Message**

Use the 15/15 rule for initial customer greeting

*Reprinted from Powersport Business -
December 30, 2013 edition*

No, I'm not going to talk to you about "Season's greetings..." I want to discuss the terrible state of greetings in most businesses today -- in particular the power sport dealerships.

As part of my job for one of our OE clients, I was to assess the state of the sales department of some of their dealers. Then I was tasked with providing training to increase the effectiveness of their customer satisfaction. The goal was to set the stage for creating a "customer for life" culture within the dealership - and to get the entire staff focused on this.

Since the employees did not know me, I would try to arrive at the dealership the day before the engagement was to begin. I wanted to know what things looked like from the customer's perspective. It was not unusual to walk in and wander around without ever being greeted. In one case, I clocked 42 minutes wandering around a very nice dealership without one person ever speaking to me! Unbelievable, perhaps, but true.

On the occasions when I was greeted, it was often the dreaded "Can I help you?," which I blew off with the standard, "No thanks, just looking..." The salesperson would then disappear for the rest of my visit.

On rare occasions, someone actually greeted me promptly and tried

to establish a relationship. On RARE occasions, that is. The really sad part is this seems to be happening less often than in the past. Are we not training our people any more, or are we just hiring the wrong folks to work in our stores? Have we forgotten the basic rules of sales and customer satisfaction? The greeting is where it all starts.

"You never get a second chance to make a first impression." There is a reason for cliches - they are generally true. This one certainly is. If I were looking to purchase a new bike, or ATV, or snowmobile, I would be far more likely to do so from a dealer who actually greeted me promptly and properly, established a relationship and probed me for my wants and needs.

As you know, we believe in total store sales and customer service training. Everyone in a dealership who might come in contact with a customer needs to know some basic steps:

1. When and how to properly greet a customer.

This would include a written policy for how quickly the customer is greeted. The 15/15 rule is popular. Every customer must be greeted within 15 feet or 15 seconds of entering the store.

Some dealers add a policy for greeting any customer that passes by you in a store as well. This helps reinforce a "family" atmosphere and shows your staff cares. Basic word tracks should be included in

(Continued on page 11)

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Use the 15/15 rule for initial customer greeting *continued...*

your policy. For example: "Welcome to Bob's, what brought you to our store today?"

Greeting policies should also carry over to the phone. A basic script should be stuck on every phone. For example, "Thanks for calling Bob's Motorcycle Store; this is Fred in parts; how may be help you today?"

2. Try to build a relationship.

Another part of this is finding common ground so you can build rapport with the customer. Start with something unrelated to sales such as - "I sure like the way you customized your bike, how do you like it? or maybe "I like your Broncos hat - did you watch the game last week?"

The goal here is to get them to open up and to establish a relationship so you can take the next step.

3. Uncover their wants and needs.

This is the probing step. You need to know these details if you are to find the right products or services that will satisfy them. The basic methodology here is asking open-ended questions (who, what, where, when, why and how) while listening carefully and attentively to their answers.

The listening part is critical. Restate and clarify what you thought you heard to ensure you are heading in the right direction.

4. Satisfy their wants and needs.

This is where you apply all the information you have acquired. Keep in mind that satisfying needs while ignoring wants can lead to an unhappy customer. The highest CSI scores come from customers whose wants have been fulfilled along with the needs.

Stop thinking of this as only a sales department process. At its simplest it could be your hydro-tech (wash person) who is approached by a customer. They should be able to greet the customer, find out that they need the parts department and fulfill that need by walking them to the parts department while continuing a friendly conversation on the way.

These are essential steps for your parts counter staff, as well as your service writers. Train them and watch your sales and CSI scores improve!



Steve Jones is a senior projects manager at Gart Sutton & Associates. He has worked in the powersport industry for more than 30 years, for dealerships and manufacturers, and as a consultant and trainer. Contact him at steve@gartsutton.com

SDADA'S MISSION STATEMENT:

THE LEVEL PLAYING FIELD, WITH FAIR AND OPEN COMPETITION AMONG ALL DEALERS, IS THE BEST ASSURANCE SOUTH DAKOTA CONSUMERS WILL CONTINUE TO OBTAIN THE HIGHEST LEVEL OF VALUE AND SERVICE FOR THEIR AUTOMOBILES, TRUCKS, AND MOTORCYCLES. SDADA IS COMMITTED TO TAKING WHATEVER ACTIONS ARE NECESSARY TO ACCOMPLISH THIS MISSION, INCLUDING ENACTING LEGISLATION TO PROTECT MEMBERS FROM OVERREACHING AND UNFAIR MANUFACTURER RESTRICTIONS ON DEALERS ABILITY TO OPERATE AND SELL THE BUSINESSES THEY HAVE WORKED HARD TO BUILD. SDADA WILL ALSO WORK TO SUPPORT LEGISLATION TO PROTECT MEMBERS FROM PERCEIVED ABUSES AND APPRESSIVE ACTS BY THE MANUFACTURER.



CONDOLENCES



Harold "Harry" Knust

October 7, 1935 ~ January 3, 2014

Harry Knust passed away on January 3, 2014, at the age of 78.

In 1980, Harry bought Cle-Kal Chevrolet-Oldsmobile in Chamberlain and named it Harry K Chevrolet. From that day forward he was known as Harry K. He later added the Buick and Pontiac franchises. He bought the Ford, Mercury and Lincoln store in Winner in 1987. Harry was known for his innovative car dealership ads on radio and television.

Not only was Harry active in his dealership, serving on the Chevrolet Dealer Council, but he was very active in his community as well. He is a past city commissioner for Chamberlain. He was a very active supporter of all youth programs. He was even the PA announcer for the Chamberlain Cubs from 1962 to 1992.

Those who knew him best will miss his ability to live in the moment, his affection for life and his gift for making everyone in his presence feel welcome.

Keep the Knust family in your thoughts and in your prayers as they mourn their loss.

Memorial contributions can be made to the SDADA Education Trust Fund through the SDADA office in honor of those lost.

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We are at the end of week #2 of the 2014 Session of the South Dakota Legislature. It has been a bit slow getting hearings scheduled but there have already been over 150 Bills filed. Below you will find a list of the Bills that either have a direct effect on the members of the SDADA or they involve issues that I feel are of personal interest to the membership. You will see that the list does not include an SDADA Position which is because I have not yet had time to analyze all of the Bills and have a conversation with Chairman Peterson.

If you would like more detailed information on one of the listed Bills, go to: [http://legis.sd.gov/Legislative Session/Bills/](http://legis.sd.gov/Legislative_Session/Bills/)

HOUSE BILLS

BILL NO. HB 1038

Title: Authorize the Department of Public Safety to build a highway patrol office and motorcycle training facility in Rapid City, to make an appropriation therefor, and to declare an emergency.

BILL NO. HB 1048

Title: Repeal certain provisions regarding property and casualty insurance.

SDADA Position: I am closely monitoring this one. Reading it, the red flag immediately comes up because these sections deal with post crash repairs. After digging into it, the department is simply getting rid of this language because it is redundant language that appears in other sections of the same chapter of law. I will be in the committee to observe when it gets assigned.

BILL NO. HB 1054

Title: Establish consumer protection standards regarding certain insurance claim practices and to provide for certain penalties.

SDADA Position: I am closely monitoring this one. Reading it, the red flag immediately goes up because there is a reference to post-crash parts. I worked with a coalition of lobbyists that hated the language for other reasons and we took an 11 page Bill down to a 3 page Bill. There was a great deal of testimony heard at the 1/17 hearing.

Bill Status: Severely amended and passed the House Judiciary Committee on 1/17/14.

BILL NO. HB 1056

Title: Repeal certain provisions regarding the taxation, the licensing, and the regulation of motor vehicles.

BILL NO. HB 1061

Title: Include limited liability companies in certain provisions regarding the licensing of boats and motor vehicles and certain provisions regarding the dealers and manufacturers of certain vehicles, manufactured homes, and mobile homes.

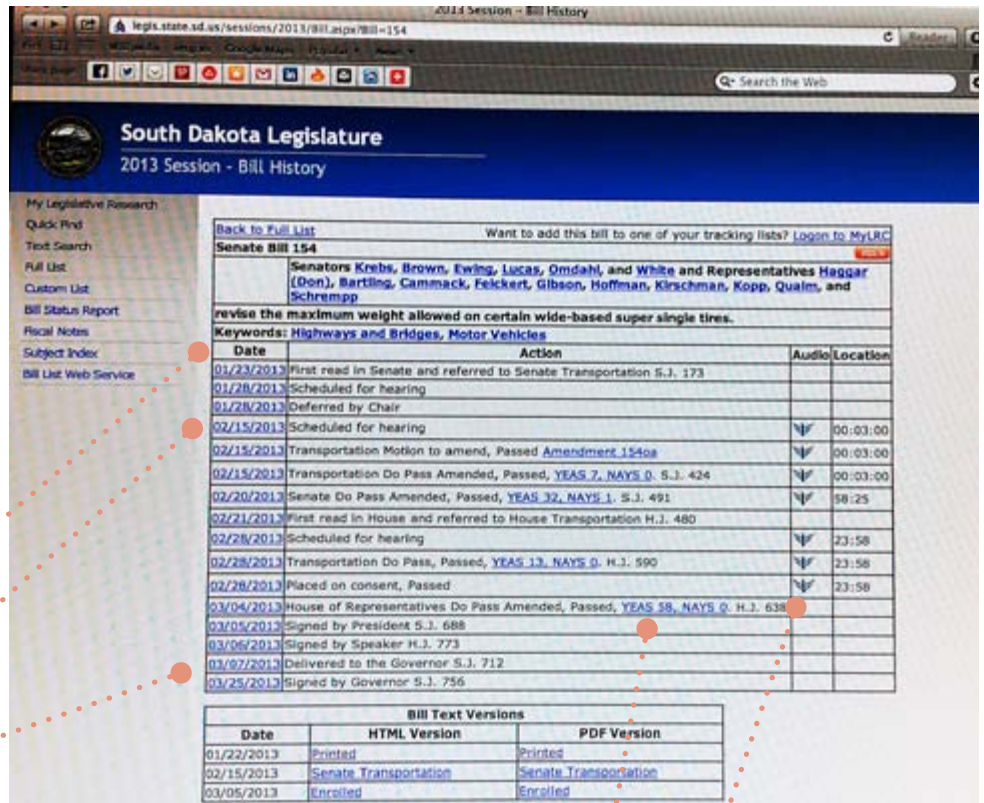
(Continued on page 15)

TRACKING A BILL ONLINE

1 Go to the Legislature's website at <http://legis.state.sd.us/sessions/2013/index.aspx> (this is the 2013 legislation only)

2 In the box next to Bill(s), type in the number of the bill you're interested in, and hit ENTER. (If you're not sure of the bill number, click on "Bills" on the left side of the page, then you can select Text Search, Full List, or Subject Index.)

3 You'll see a page showing the status of the bill number, the title, and the sponsors, this page displays the date the bill was first introduced, and which committee it was assigned to. If the bill is scheduled for a hearing, it will show the date the hearing is scheduled. If it has already been debated and acted on in committee, it will show whether it passed, was tabled or deferred to the nonexistent 41st legislative day (meaning it was killed). If a bill is amended, this will be indicated. If a bill has been voted on by the full Senate or House, that will also be indicated.



4 To check to see **how a legislator voted** on a bill in committee or on the floor, click on the vote total.

5 To **listen to the actual testimony and debate**, click the Public Broadcasting symbol to the far right. If the symbol appears on a line which refers to a hearing, then you would be listening to testimony and debate in committee. If the symbol is on a line which refers to a vote total, then you would be listening to just the vote on the bill. If the symbol is on a line which refers to the House of Representatives or the Senate, then you would be listening to the floor debate.

6 For information on **amendments to the bill**, click on the date on the line referring to the amendment to read the actual wording of the amendment, and to see how legislators voted on the amendment.

7 To **read the complete bill**, click on the Bill Text Versions at the bottom of the screen. The first version (Printed) shows you the original wording of the bill. If a bill is amended, the most current version of the bill would be the bottom one. You can choose whether to view the bill in a HTML Version, or as a PDF.

Legislative Research Council Website: <http://legis.state.sd.us>

South Dakota Auto Dealers Association
UNDER THE DOME
Notes from the 2014 Legislative Session by
Myron Rau, President of the South Dakota Auto Dealers Association

If you would like to receive this Weekly Legislative Update from Myron during the 2014 Legislative Session, send him an email at mlrau@sautodealer.com and he will add you to his database.



HOUSE BILLS CONTINUED

BILL NO. HB 1062

Title: Provide for historical snowmobile license plates.

BILL NO. HB 1072

Title: Provide for the titling, registration, and operation of golf carts.

BILL NO. HB 1073

Title: Provide for the cancellation of expired mechanic's and materialman's liens.

BILL NO. HB 1100

Title: Prohibit the use of certain photo radar speed detection systems and of certain photo monitoring devices to detect red light violations.

SENATE BILLS

BILL NO. SB 23

Title: Revise certain provisions relating to deceptive trade practices, including unordered property or services, lodging reservation and cancellation, violation penalties, attorney's fees, entry rights for landlords and tenants, debit card theft, and organized retail crime.

BILL NO. SB 39

Title: Revise certain provisions regarding the regulation of certain open containers of alcoholic beverages.

SDADA Position: This Bill makes some small tweaks to the open container law to correct problems with wine that is re-corked for transport when leaving a bar.

BILL NO. SB 54

Title: Revise the definition of a boat dealer, used vehicle dealer, and dealer of mobile homes or manufactured homes, and to revise certain penalties for selling motor vehicles, snowmobiles, mobile homes, manufactured homes, or boats without a license.

If you would like to receive this Weekly Legislative Update from Myron during the 2014 Legislative Session, send him an email at mlrau@sautodealer.com and he will add you to his database.

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*Numbers reflect annual economic activity during 2012.

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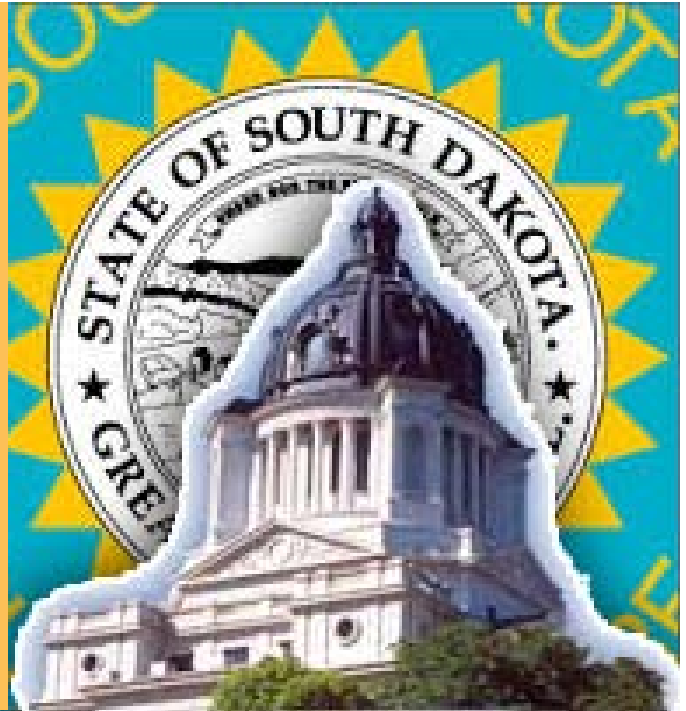


SAVE THE DATE

FEBRUARY 18, 2014

SDADA WINTER BOARD OF DIRECTORS MEETING FOLLOWED BY THE ANNUAL LEGISLATIVE RECEPTION AND DINNER AT THE RAMKOTA RIVERCENTRE IN PIERRE, SOUTH DAKOTA.

ALL MEMBERS WELCOME



IMPORTANT DATES TO REMEMBER:

- SDADA Winter Board of Directors Meeting - 10:00 a.m. on Tuesday, February 18, 2014 with the annual legislative reception and dinner on that evening. The SDADA Executive Committee will meet jointly with the SDTA Executive Committee in the afternoon of Monday, February 17, 2014
- Annual Meeting of Rushmore Reinsurance Company II Limited (RRC) – Winnipeg, Manitoba, Canada on Thursday, April 24, 2014.
- SDADA Annual Convention – Rushmore Plaza Holiday Inn, Rapid City, June 4 through 6, 2014. The SDADA Board of Directors and spouses will be invited to an appreciation dinner at 6:00 p.m. on Wednesday, June 4, 2014 with an included informal meeting.
- SDADA West River Golf Outing at the Elks Golf Course, Rapid City – 9:00 a.m. shotgun start on Friday, June 27, 2014.
- Annual Heavy Truck Dealer Meeting – 4:00 p.m. on Wednesday, September 3, 2014, Rushmore Plaza Holiday Inn, in Rapid City.
- Washington Conference - Capital Hilton, Washington, D.C. on Tuesday, September 9 and Wednesday, September 10, 2014.
- SDADA East River Golf Outing at Bakker's Crossing Golf Course, Sioux Falls – 10:00 a.m. shotgun start on Thursday, September 18, 2014.
- Annual guided pheasant hunt is at 10:00 a.m. on Monday, November 10, 2014 at Stan's, Inc, Alpena, SD.
- Annual RV Dealer Meeting – 5:30 p.m. on Monday, November 10, 2014, at the Crossroads Hotel and Convention Center, Huron.
- Fall Board of Directors Meeting – 10:00 a.m. on Tuesday, November 11, 2014, at the Crossroads Hotel and Convention Center, Huron.



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Senate Lobby.....605-773-3821
House Lobby.....605-773-3851
Public Information Clerk.....605-773-4498
Department of Revenue.....605-773-3311

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Annette Severson, Secretary.....605-773-4416
Monica Weischedel, Training.....605-773-7222
Sherri Miller, Supervisor.....605-773-3545
Peggy Laurenz, Director of DMV....605-773-3541

Dealer Agents

Aberdeen.....605-626-3000
Ron Rysavy - Sioux Falls.....605-367-5814
Pilo Pena - Rapid City.....605-394-3394
Craig Haak - Mitchell.....605-995-8027



“Serving the needs of our dealerships and their customers through integrity, training and teamwork.”

South Dakota Dealer Services has partnered with Automotive Development Group as of December, 2013.

2014 South Dakota Client Training Workshops

F&I Workshop

April 23rd & 24th Sioux Falls, SD

November 5th & 6th Deadwood, SD

Phone Skills Workshop

April 22nd Sioux Falls, SD

December 16th Sioux Falls, SD

Sales Skills Workshop

April 8th Sioux Falls, SD

Service Advisor Workshop

February 6th Sioux Falls, SD

2014 Regional Workshops

Bloomington, MN - 4 F&I Workshops, 4 Phone Workshops, 2 Sales Skills Workshops, 2 Service Advisor Workshops

Chicago IL - 2 F&I Workshops, 2 Phone Skills Workshops, 1 Sales Skills Workshop, 1 Service Advisor Workshop

South Dakota Dealer Services and its affiliates go beyond F&I products to offer *reinsurance opportunities, compliance assistance* and hands on *development and training courses* both in and outside of the dealership.

David Kelly

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Strategic Marketing Partner of the South Dakota Auto Dealers Association

NEW VEHICLE REGISTRATIONS - DECEMBER 2013

As provided by the South Dakota Division of Motor Vehicles

COUNTY NAME	BUIC	CADI	CHEV	CHEVT	GMC	FORD	FORDT	LINC	CHRY	DODG	DODGT	JEEP	HVTRK
AURORA	1	0	0	1	1	0	5	0	0	0	0	0	1
BEADLE	3	0	5	18	2	4	15	0	1	2	3	7	4
BENNETT	0	0	1	0	1	1	4	0	0	0	1	0	0
BON HOMME	1	0	2	6	1	3	8	0	1	1	0	0	1
BROOKINGS	2	0	6	8	6	8	22	0	0	2	2	5	2
BROWN	3	2	2	16	15	12	44	1	2	3	4	7	6
BRULE	2	2	1	4	0	1	6	0	0	0	2	0	0
BUFFALO	0	0	0	0	0	0	0	0	0	0	0	0	0
BUTTE	1	1	1	2	0	0	7	0	0	0	0	0	1
CAMPBELL	0	0	0	0	1	0	2	0	0	0	0	0	0
CENTRAL (DMV ONLY)	0	0	0	0	9	0	1	0	0	0	0	0	29
CHARLES MIX	0	0	1	7	4	1	12	0	1	0	1	0	1
CLARK	0	0	0	3	2	0	2	0	0	0	1	0	2
CLAY	0	1	1	5	1	4	6	0	1	0	0	2	1
CODINGTON	1	0	4	19	8	12	24	0	1	1	2	4	1
CORSON	0	0	0	0	2	0	3	0	0	0	1	0	0
CUSTER	1	0	1	1	2	1	7	0	0	1	0	2	2
DAVISON	2	0	6	9	4	5	17	2	1	0	1	2	4
DAY	2	1	0	7	2	3	3	0	0	0	0	1	0
DEUEL	0	0	1	6	0	0	4	0	0	0	0	0	3
DEWEY	1	0	1	3	2	0	0	0	0	0	1	0	0
DOUGLAS	0	0	1	2	1	1	4	0	0	1	0	1	0
EDMUNDS	0	0	0	3	3	0	8	0	1	0	1	0	1
FALL RIVER	0	0	2	2	2	0	3	0	0	0	0	1	0
FAULK	0	0	1	1	1	1	2	0	0	0	0	0	0
GRANT	1	1	0	3	1	2	13	0	1	1	3	1	1
GREGORY	1	0	0	1	3	1	5	0	0	0	1	1	0
HAAKON	0	0	0	0	0	0	2	0	1	0	0	0	0
HAMLIN	1	0	1	2	2	0	9	0	1	0	0	0	1
HAND	1	0	0	2	0	1	4	0	0	0	0	0	2
HANSON	1	1	0	1	1	0	5	0	0	0	0	0	1
HARDING	0	0	0	3	0	0	4	2	0	0	0	0	0
HUGHES	4	3	8	12	3	0	9	0	0	21	14	2	1
HUTCHINSON	2	0	1	2	2	2	3	0	0	0	0	0	1
HYDE	0	0	0	6	1	1	5	0	0	0	0	0	0
JACKSON	0	0	0	1	2	0	2	1	1	0	0	0	1
JERAULD	0	0	0	0	0	1	4	0	0	0	0	0	3
JONES	1	0	0	1	1	1	2	0	0	0	0	0	0
KINGSBURY	2	1	2	2	3	2	7	0	1	0	0	0	1
LAKE	2	0	1	7	3	1	11	0	3	1	0	2	1
LAWRENCE	2	1	14	15	13	6	28	3	1	1	3	5	4
LINCOLN	3	4	5	26	15	15	30	2	3	1	3	10	5
LYMAN	0	0	0	3	1	0	6	0	1	0	0	0	0
MARSHALL	0	0	0	3	1	0	3	0	1	0	0	0	0
MCCOOK	2	0	0	1	3	0	6	0	0	0	0	1	0
MCPHERSON	0	0	0	0	4	0	5	0	1	0	0	0	0
MEADE	3	0	3	11	5	4	8	1	0	1	2	0	2
MELLETTE	0	0	0	1	0	0	1	0	0	0	0	0	0
MINER	3	0	0	4	0	0	0	0	0	0	0	1	2
MINNEHAHA	10	11	18	69	41	41	80	4	4	8	5	21	25
MOODY	1	0	1	3	3	0	4	0	0	0	0	2	0
PENNINGTON	3	3	21	31	22	7	48	4	8	3	4	33	18
PERKINS	1	1	0	3	0	1	5	0	0	0	0	0	0
POTTER	0	0	1	2	0	1	5	1	0	0	0	0	1
ROBERTS	1	0	0	0	4	1	11	1	2	1	1	1	4
SANBORN	0	0	0	2	1	1	2	0	0	0	0	0	1
SHANNON	0	0	3	0	1	2	2	0	0	0	0	0	2
SPINK	2	0	2	2	4	1	15	0	0	0	0	0	3
STANLEY	0	0	1	2	0	1	2	0	0	0	0	2	0
SULLY	0	0	1	6	4	0	2	0	0	0	0	0	0
TODD	1	0	3	2	0	0	4	0	0	3	1	0	0
TRIPP	0	0	3	4	1	1	8	0	0	1	1	1	2
TURNER	0	0	2	11	3	3	7	0	0	1	0	0	1
UNION	3	2	6	19	2	6	12	0	0	0	1	4	2
WALWORTH	2	0	0	3	0	1	9	1	0	0	0	0	0
YANKTON	2	0	2	14	8	7	12	1	0	3	3	3	5
ZIEBACH	0	0	0	1	0	0	1	0	0	0	1	0	0
Totals	75	35	136	404	229	168	610	24	38	57	63	122	149

Continued on page 22

NOTE: New vehicle registrations are provided by South Dakota Division of Motor Vehicles. All new vehicles registered under the Prorate (IRP) program are indicated as a Hughes County resident. Figures reflect where the vehicle is titled, and not the county where the vehicle was purchased. SDADA has no responsibility for authenticity of registration figures.

NEW VEHICLE REGISTRATIONS - DECEMBER 2013

As provided by the South Dakota Division of Motor Vehicles

COUNTY NAME	AUDI	NISS	HOND	MAZD	MERZ	SUBA	TOYT	HYUN	VOLV	VOLK	OTHER	TOTAL
AURORA	0	0	1	0	0	0	1	0	0	0	1	12
BEADLE	0	0	0	0	0	0	1	1	0	0	12	78
BENNETT	0	0	0	0	0	0	0	1	0	0	1	10
BON HOMME	0	1	0	0	0	0	2	0	0	0	2	29
BROOKINGS	1	0	2	0	1	2	9	1	0	1	7	87
BROWN	0	13	6	0	1	0	29	2	0	0	7	176
BRULE	0	1	0	0	0	0	2	0	0	0	3	24
BUFFALO	0	0	0	0	0	0	0	0	0	0	1	1
BUTTE	0	0	1	0	0	1	1	0	0	0	4	20
CAMPBELL	1	0	0	0	0	0	0	0	0	0	1	5
CENTRAL (DMV ONLY)	0	0	0	0	0	0	0	0	0	0	0	39
CHARLES MIX	0	0	0	0	0	0	0	0	0	0	0	28
CLARK	0	0	1	0	0	0	0	0	0	0	3	14
CLAY	0	1	4	1	0	1	0	0	0	0	5	34
CODINGTON	0	0	6	1	0	2	21	1	0	0	14	122
CORSON	0	0	0	0	1	0	0	0	0	0	1	8
CUSTER	0	0	5	1	0	4	3	1	0	0	5	37
DAVISON	1	0	2	0	1	0	1	0	0	0	6	64
DAY	0	1	2	0	0	1	0	0	0	0	1	24
DEUEL	0	0	0	1	0	0	0	0	0	0	0	15
DEWEY	0	0	0	0	0	0	0	1	0	0	3	12
DOUGLAS	0	0	0	0	0	0	0	0	0	0	3	14
EDMUNDS	0	0	0	0	1	0	0	0	0	0	3	21
FALL RIVER	0	1	3	0	0	1	4	0	0	0	4	23
FAULK	0	0	0	0	0	0	0	0	0	0	1	7
GRANT	0	0	0	0	0	0	2	2	0	0	0	32
GREGORY	0	0	0	0	0	0	1	0	0	0	0	14
HAAKON	0	0	1	1	0	0	0	0	0	0	1	6
HAMLIN	0	0	1	0	0	0	2	0	0	0	4	24
HAND	0	0	0	0	0	0	0	0	0	0	1	11
HANSON	0	1	1	0	0	0	0	0	0	0	0	12
HARDING	0	0	0	0	0	0	0	0	0	0	2	11
HUGHES	0	2	1	1	1	3	5	0	0	0	13	103
HUTCHINSON	0	0	1	0	0	1	1	0	0	0	5	21
HYDE	0	0	0	0	0	0	0	0	0	0	1	14
JACKSON	0	0	0	0	0	0	1	0	0	0	0	9
JERAULD	0	0	0	0	0	0	0	0	0	0	3	11
JONES	0	0	0	0	0	0	0	0	0	0	1	7
KINGSBURY	0	0	0	0	0	0	0	0	0	0	1	22
LAKE	0	2	1	2	0	0	0	0	0	0	9	46
LAWRENCE	0	4	2	0	1	1	10	46	0	13	10	183
LINCOLN	5	6	29	2	15	16	20	4	0	5	46	270
LYMAN	0	0	0	0	0	1	2	0	0	0	0	14
MARSHALL	0	0	1	0	1	1	2	0	0	1	1	15
MCCOOK	0	1	1	1	0	0	1	0	0	0	4	21
MCPHERSON	0	0	0	0	0	0	0	0	0	0	2	12
MEADE	0	2	2	3	0	3	3	1	0	1	8	63
MELLETTE	0	0	1	0	0	0	0	0	0	0	0	3
MINER	0	0	0	0	0	0	1	0	0	0	3	14
MINNEHAHA	11	30	96	7	13	27	63	15	2	10	129	740
MOODY	0	0	1	1	0	2	2	0	0	0	6	26
PENNINGTON	1	19	29	5	1	28	37	9	3	3	60	400
PERKINS	0	0	0	0	0	1	1	0	0	0	1	14
POTTER	0	1	0	0	0	0	0	0	0	0	3	15
ROBERTS	0	0	1	0	0	0	4	0	0	0	2	34
SANBORN	0	0	1	0	0	0	0	0	0	0	1	9
SHANNON	0	2	0	0	0	1	2	0	0	0	1	16
SPINK	0	0	0	1	0	1	1	1	0	0	2	35
STANLEY	0	1	0	0	0	0	1	0	0	0	1	11
SULLY	0	0	0	0	0	0	0	0	0	0	1	14
TODD	0	0	0	0	0	0	0	0	0	0	2	16
TRIPP	0	1	0	0	0	0	2	0	0	0	2	27
TURNER	0	0	0	0	0	0	1	2	0	0	2	33
UNION	0	2	4	3	1	0	7	0	0	0	9	83
WALWORTH	0	0	0	0	0	0	1	1	0	0	0	18
YANKTON	0	1	6	2	0	1	2	0	1	0	10	83
ZIEBACH	0	0	0	0	0	0	0	0	0	0	2	5
Totals	20	93	213	33	38	99	249	89	6	34	437	3421

NOTE: New vehicle registrations are provided by South Dakota Division of Motor Vehicles. All new vehicles registered under the Prorate (IRP) program are indicated as a Hughes County resident. Figures reflect where the vehicle is titled, and not the county where the vehicle was purchased. SDADA has no responsibility for authenticity of registration figures.

YEAR TO DATE NEW VEHICLE REGISTRATIONS -

JANUARY - DECEMBER 2013 / As provided by the South Dakota Division of Motor Vehicles

COUNTY NAME	BUIC	CADI	CHEV	CHEVT	GMC	FORD	FORDT	LINC	CHRY	DODG	DODGT	JEEP	HVTRK
AURORA	4	0	9	16	11	7	36	0	2	2	4	4	15
BEADLE	28	10	42	164	41	54	181	6	14	14	26	24	29
BENNETT	1	0	4	7	8	15	49	0	2	4	7	1	2
BON HOMME	4	1	18	42	15	29	52	2	5	6	14	9	7
BROOKINGS	22	8	66	136	106	101	191	6	35	26	31	45	29
BROWN	57	15	49	217	181	100	454	16	53	33	84	74	68
BRULE	15	2	25	38	12	5	65	1	13	4	31	7	4
BUFFALO	2	0	1	8	2	0	5	0	1	1	2	1	3
BUTTE	2	1	27	48	22	10	63	1	3	7	28	10	10
CAMPBELL	3	1	1	29	9	3	30	1	0	0	6	0	2
CENTRAL (DMV ONLY)	0	0	0	6	12	0	2	0	0	0	3	1	300
CHARLES MIX	11	2	11	65	33	32	113	3	8	6	23	4	7
CLARK	0	1	2	24	18	7	46	2	1	2	13	6	4
CLAY	10	6	29	47	26	51	77	1	12	4	11	12	10
CODINGTON	9	16	48	207	91	71	252	12	16	21	36	34	33
CORSON	0	1	6	14	8	2	29	1	3	1	5	3	7
CUSTER	3	7	9	53	17	8	67	3	1	3	12	17	7
DAVISON	19	7	49	130	70	94	236	14	28	23	32	44	30
DAY	6	1	7	67	12	17	45	2	5	5	7	8	6
DEUEL	3	3	20	58	10	4	46	0	7	3	7	3	12
DEWEY	2	2	13	27	9	6	40	2	2	1	14	1	13
DOUGLAS	4	1	6	31	14	6	26	0	3	3	9	3	4
EDMUNDS	4	5	3	43	25	9	70	1	2	3	28	6	22
FALL RIVER	6	2	13	13	28	12	29	3	2	5	13	10	1
FAULK	3	1	3	20	19	5	33	2	2	4	7	2	4
GRANT	6	5	16	63	22	32	73	0	18	12	31	10	13
GREGORY	5	0	13	28	19	4	35	1	3	1	12	4	8
HAAKON	1	2	0	8	5	10	32	4	4	2	11	3	6
HAMLIN	8	4	7	38	39	9	51	3	3	4	9	4	16
HAND	9	5	8	37	27	9	50	1	2	2	8	1	17
HANSON	7	3	12	29	19	20	54	4	4	2	9	6	2
HARDING	1	0	3	24	4	2	24	2	0	0	5	1	3
HUGHES	28	17	81	272	64	61	202	9	10	42	60	29	51
HUTCHINSON	14	2	26	60	27	33	53	1	12	4	10	5	13
HYDE	2	0	4	20	3	9	26	0	3	0	1	1	1
JACKSON	2	0	8	10	7	3	20	1	4	1	4	4	1
JERAULD	5	0	4	14	7	7	34	0	3	1	8	1	5
JONES	1	0	0	4	2	4	17	1	1	1	2	1	6
KINGSBURY	7	4	14	40	26	17	77	1	6	4	5	4	6
LAKE	22	11	24	88	59	44	125	5	14	5	19	32	19
LAWRENCE	27	10	276	249	144	68	262	13	88	50	79	77	19
LINCOLN	57	43	92	260	201	224	331	19	42	44	64	99	90
LYMAN	3	1	10	20	5	3	34	1	4	3	13	4	7
MARSHALL	7	1	5	50	21	10	54	2	7	3	13	7	13
MCCOOK	7	2	6	21	14	32	54	0	5	0	12	3	10
MCPHERSON	3	0	3	18	14	7	32	2	6	4	7	5	0
MEADE	15	6	45	131	51	51	170	5	6	16	31	25	23
MELLETTTE	3	2	1	6	1	0	8	1	2	1	3	0	1
MINER	7	0	4	14	7	7	34	1	0	1	5	5	3
MINNEHAHA	175	79	412	858	560	648	1048	45	122	129	177	221	350
MOODY	5	3	10	51	35	18	33	0	8	5	9	4	20
PENNINGTON	161	53	252	459	277	346	711	49	62	48	110	200	120
PERKINS	3	1	8	35	11	5	46	3	4	0	6	3	6
POTTER	6	3	5	51	10	5	55	3	1	3	5	2	11
ROBERTS	10	3	15	57	28	17	76	2	13	8	19	14	17
SANBORN	4	1	0	18	8	13	36	1	5	1	3	1	3
SHANNON	5	1	22	26	5	19	36	0	3	1	3	4	10
SPINK	13	3	16	57	40	25	145	0	6	4	19	6	20
STANLEY	2	2	8	47	12	2	27	2	3	1	11	8	8
SULLY	1	2	6	67	10	6	46	0	2	0	3	5	4
TODD	1	0	21	30	8	12	34	0	5	18	16	3	9
TRIPP	4	3	17	66	25	13	71	2	10	7	30	9	10
TURNER	11	3	21	69	24	24	89	2	4	4	13	5	13
UNION	27	28	48	157	68	69	177	13	20	15	23	34	11
WALWORTH	6	1	11	24	21	10	79	2	5	2	9	4	6
YANKTON	24	27	56	121	88	69	172	4	30	25	36	32	42
ZIEBACH	1	0	3	8	4	0	7	0	0	1	5	2	1
Totals	924	424	2054	5213	2819	2615	6977	284	770	656	1371	1217	1623

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YEAR TO DATE NEW VEHICLE REGISTRATIONS -
JANUARY - DECEMBER 2013 / As provided by the South Dakota Division of Motor Vehicles

COUNTY NAME	AUDI	NISS	HOND	MAZD	MERZ	SUBA	TOYT	HYUN	VOLV	VOLK	OTHER	TOTAL
AURORA	1	1	4	0	0	1	8	0	0	3	8	136
BEADLE	0	12	9	1	0	8	25	5	0	4	59	756
BENNETT	0	0	1	0	0	2	6	1	0	0	6	116
BON HOMME	0	2	5	2	0	2	9	3	0	3	24	264
BROOKINGS	3	13	59	2	16	38	102	11	0	9	99	1154
BROWN	5	105	107	0	6	17	314	8	1	12	144	2120
BRULE	0	4	6	2	1	3	16	2	0	0	30	286
BUFFALO	0	0	1	0	0	0	1	0	0	0	4	32
BUTTE	1	9	8	1	0	9	14	5	0	3	32	314
CAMPBELL	2	0	3	0	0	2	3	0	0	0	5	100
CENTRAL (DMV ONLY)	0	0	0	0	0	0	0	0	0	0	2	326
CHARLES MIX	0	3	3	3	0	4	4	4	0	3	23	365
CLARK	1	1	5	1	0	2	12	0	0	3	20	171
CLAY	2	17	23	9	2	13	38	7	0	9	37	453
CODINGTON	5	17	33	5	2	20	197	10	1	14	103	1254
CORSON	0	2	0	0	1	0	4	0	0	0	12	99
CUSTER	1	6	23	4	0	39	46	5	0	8	50	389
DAVISON	2	5	23	4	4	10	37	4	1	5	73	944
DAY	0	7	10	1	1	2	22	0	0	1	21	263
DEUEL	0	7	1	1	1	2	10	0	0	3	13	215
DEWEY	0	3	2	0	0	2	7	2	0	1	13	162
DOUGLAS	0	0	3	0	0	0	3	0	0	2	10	128
EDMUNDS	0	9	9	1	1	0	14	1	0	2	28	286
FALL RIVER	0	9	16	1	0	14	21	3	0	6	35	242
FAULK	0	1	5	0	0	1	9	1	0	0	15	137
GRANT	0	0	11	0	2	4	26	5	1	1	38	389
GREGORY	0	3	8	0	1	4	8	1	0	2	9	169
HAAKON	0	4	2	2	0	1	9	1	1	0	8	116
HAMLIN	1	0	7	0	2	2	16	1	0	3	26	253
HAND	0	2	1	1	0	0	4	2	0	2	9	197
HANSON	0	3	10	1	0	1	7	2	0	4	19	218
HARDING	0	0	1	0	0	0	2	0	0	0	3	75
HUGHES	1	37	29	3	3	14	106	3	1	3	77	1203
HUTCHINSON	0	1	12	1	1	4	10	4	0	3	18	314
HYDE	0	1	0	0	0	0	2	0	0	0	6	79
JACKSON	0	2	0	0	0	2	11	0	0	0	7	87
JERAULD	2	1	3	0	1	0	2	0	0	0	6	104
JONES	0	2	1	0	0	0	3	1	0	0	10	57
KINGSBURY	2	0	6	1	1	2	15	1	0	8	13	260
LAKE	3	7	22	6	5	14	28	4	0	7	73	636
LAWRENCE	5	181	51	13	8	74	193	177	2	59	177	2302
LINCOLN	53	92	348	42	56	119	239	44	5	74	429	3067
LYMAN	0	2	0	0	0	2	16	0	0	1	10	139
MARSHALL	0	4	5	0	3	5	21	1	0	1	21	254
MCCOOK	0	5	3	2	0	4	13	6	0	3	20	222
MCPHERSON	0	5	6	0	0	0	5	0	0	2	13	132
MEADE	2	42	64	14	0	60	86	15	1	15	106	980
MELLETTTE	0	3	1	0	0	1	3	1	0	0	5	43
MINER	0	4	2	0	0	1	6	1	0	1	7	110
MINNEHAHA	95	333	1012	126	94	362	848	240	5	185	1220	9342
MOODY	0	5	13	4	1	13	30	3	0	3	29	302
PENNINGTON	11	395	364	84	22	427	611	100	5	82	617	5566
PERKINS	0	2	4	0	0	2	8	3	0	1	9	160
POTTER	0	4	0	0	0	1	13	0	0	0	21	199
ROBERTS	2	9	6	0	2	4	27	5	0	1	23	358
SANBORN	0	0	3	1	0	1	6	0	0	0	9	112
SHANNON	0	11	1	1	0	6	8	1	0	1	26	190
SPINK	1	10	9	1	0	3	14	2	0	1	17	412
STANLEY	0	7	2	0	0	0	10	0	0	0	21	173
SULLY	0	2	0	0	0	1	9	0	1	1	6	172
TODD	0	1	1	2	0	2	10	1	1	0	14	189
TRIPP	0	3	4	0	0	2	7	3	0	1	17	304
TURNER	1	5	14	4	0	6	17	7	0	8	39	383
UNION	14	33	59	19	21	21	75	14	1	15	143	1105
WALWORTH	0	3	4	2	0	5	17	2	0	1	12	226
YANKTON	3	21	39	11	4	23	54	14	2	6	76	979
ZIEBACH	0	1	1	1	0	1	3	0	0	0	9	48
Totals	219	1479	2488	380	262	1385	3520	737	29	586	4284	42318

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RECREATIONAL VEHICLE REGISTRATIONS - DECEMBER 2013

As provided by the South Dakota Division of Motor Vehicles

COUNTY NAME	SNOWMOBILE					MOTORCYCLE					ATV'S					TOTAL		
	ARCCS	POLSS	BMBRS	YAMAS	OTHERS	HONDM	KAWKM	SUZIM	YAMAM	OTHERM	HONDA	KAWKA	YAMAA	SUZIA	ARCCA		POLSA	OTHERA
AURORA	1	0	0	0	0	0	0	0	1	0	0	0	1	0	0	1	2	6
BEADLE	1	1	1	0	0	0	0	0	0	1	0	0	1	0	0	3	2	10
BENNETT	0	0	0	0	0	0	0	0	0	0	3	0	0	0	0	4	1	8
BON HOMME	0	0	0	0	0	0	0	0	0	0	2	0	1	0	0	1	1	5
BROOKINGS	3	4	2	0	0	1	0	0	0	0	3	0	1	0	0	2	4	20
BROWN	4	7	3	1	0	1	0	0	1	0	3	1	1	1	0	2	4	29
BRULE	2	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	2	5
BUTTE	0	0	0	0	0	0	0	0	0	0	2	0	2	1	0	5	1	11
CAMPBELL	0	2	0	0	0	0	0	0	0	0	1	0	0	0	0	2	0	5
CHARLES MIX	2	0	0	0	0	0	0	0	0	0	0	1	0	0	0	5	3	11
CLARK	1	4	2	0	0	1	0	0	0	0	0	1	0	0	0	0	1	10
CLAY	1	0	0	1	0	0	0	0	0	0	1	0	0	0	0	4	0	7
CODINGTON	8	8	3	0	0	1	1	0	0	0	3	0	2	1	0	9	2	38
CORSON	0	0	0	0	0	0	0	0	0	0	3	1	0	0	0	3	0	7
CUSTER	0	0	0	0	0	0	1	0	0	0	5	0	0	0	0	6	1	13
DAVISON	3	0	3	0	0	0	0	0	1	2	1	0	1	0	0	2	2	15
DAY	1	0	2	0	0	0	0	0	0	0	3	0	0	0	0	0	3	9
DEUEL	1	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	2	5
DEWEY	0	0	0	0	0	0	0	0	0	0	1	1	0	0	0	2	1	5
DOUGLAS	0	0	0	0	0	1	0	0	0	0	0	2	0	0	0	1	0	4
EDMUNDS	0	0	1	0	0	0	0	0	0	0	1	0	0	0	0	0	0	2
FALL RIVER	0	0	0	0	1	0	0	0	0	0	3	0	1	0	0	2	0	7
FAULK	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	2	0	3
GRANT	1	2	1	0	0	0	0	0	0	0	1	1	0	1	0	1	2	10
HAAKON	0	0	0	0	0	0	0	0	0	0	3	0	0	0	0	0	0	3
HAMLIN	0	1	0	0	0	0	0	0	0	0	1	0	0	0	0	1	3	6
HAND	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0	1	3
HANSON	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	2	2	5
HARDING	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0	1	1	4
HUGHES	4	1	0	3	0	1	0	0	0	0	0	2	1	0	0	0	3	15
HUTCHINSON	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	3	2	6
HYDE	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	1	0	3
JACKSON	0	0	0	0	0	0	0	0	0	0	1	1	0	0	0	2	2	6
JERAULD	0	0	2	0	0	0	0	0	0	0	0	0	1	0	0	1	0	4
JONES	0	0	0	0	0	0	0	0	0	0	4	0	1	0	0	0	0	5
KINGSBURY	0	1	2	0	0	1	0	0	1	0	0	0	0	0	0	1	2	8
LAKE	0	1	6	0	0	0	0	0	1	1	0	1	0	0	0	1	0	11
LAWRENCE	12	0	2	0	0	0	0	0	1	1	1	2	1	0	0	4	2	26
LINCOLN	1	1	4	0	0	0	1	0	0	2	0	0	2	0	0	12	3	26
LYMAN	0	1	0	0	0	1	0	0	0	0	3	0	1	0	0	3	0	9
MARSHALL	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	2
MCCOOK	0	0	2	0	0	0	0	0	0	0	1	0	0	0	0	0	2	5
MCPHERSON	0	1	0	0	0	0	0	0	0	0	1	0	0	0	0	2	0	4
MEADE	1	0	2	0	0	1	1	0	1	2	2	2	3	0	0	5	3	23
MELLETTTE	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	2
MINER	0	1	0	0	0	0	0	0	1	0	2	0	1	0	0	1	1	7
MINNEHAHA	1	7	11	0	0	1	2	0	0	5	2	1	3	1	0	12	5	51
MOODY	0	2	3	0	0	0	0	0	0	0	0	0	0	0	0	1	0	6
PENNINGTON	0	0	13	0	0	1	4	1	4	5	6	2	6	0	0	14	9	65
PERKINS	0	0	0	1	0	0	0	0	0	0	3	0	1	0	0	4	2	11
POTTER	0	0	0	0	0	0	0	0	0	0	8	0	0	0	0	2	0	10
ROBERTS	3	0	1	0	0	0	0	0	0	0	4	0	0	0	0	4	2	14
SANBORN	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1
SPINK	0	1	5	0	0	0	0	0	0	0	1	1	1	0	0	1	2	12
STANLEY	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	3
SULLY	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	2
TODD	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0	2
TRIPP	0	0	0	0	0	0	0	0	0	0	3	0	0	0	0	2	0	5
TURNER	0	1	3	0	0	0	0	0	0	1	0	1	2	0	0	3	1	12
UNION	0	2	3	0	0	0	0	0	0	0	0	1	0	1	0	6	0	13
WALWORTH	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	6	1	9
YANKTON	0	0	0	0	0	1	2	0	1	2	3	0	2	0	0	2	1	14
ZIEBACH	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1
TOTALS	52	50	81	6	1	12	12	1	14	22	91	23	41	7	0	160	86	659

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YEAR TO DATE RECREATIONAL VEHICLE REGISTRATIONS

JANUARY - DECEMBER 2013 / As provided by the South Dakota Division of Motor Vehicles

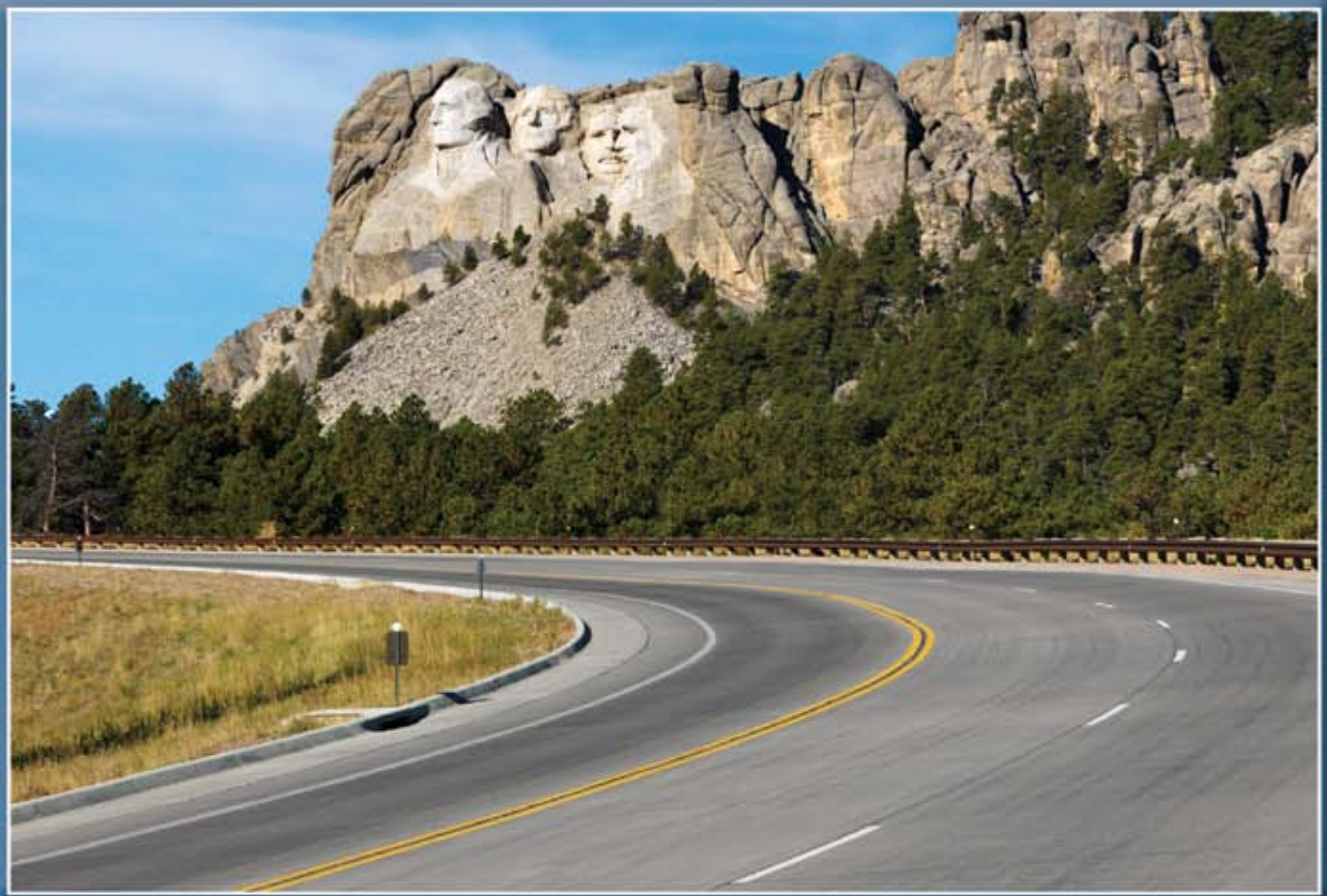
— SNOWMOBILE — | — MOTORCYCLE — | — ATV'S —

COUNT NAME	ARCCS	POLSS	BMBRS	YAMAS	OTHERS	HONDM	KAWKM	SUZIM	YAMAM	OTHERM	HONDA	KAWKA	YAMAA	SUZIA	ARCCA	POLSA	OTHERA	TOTAL
AURORA	2	0	2	1	0	1	0	0	1	0	3	3	2	0	0	16	8	39
BEADLE	2	5	6	1	0	11	2	1	2	22	22	2	14	2	0	55	28	175
BENNETT	0	0	1	0	0	0	0	0	0	4	17	1	1	0	0	11	3	38
BON HOMME	0	0	0	0	0	0	2	0	1	1	21	8	4	0	0	18	13	68
BROOKINGS	12	12	10	4	0	5	4	0	12	11	14	3	4	1	0	53	42	187
BROWN	27	29	17	2	0	13	4	2	12	14	33	6	8	4	0	109	47	327
BRULE	2	2	1	2	0	6	0	0	2	4	25	5	2	0	0	18	19	88
BUFFALO	0	0	1	0	0	0	0	0	0	1	5	2	0	0	0	2	0	11
BUTTE	1	3	3	0	0	1	5	1	4	3	24	3	11	3	0	33	12	107
CAMPBELL	0	7	0	0	1	1	0	0	0	1	4	0	1	0	0	29	6	50
CHARLES MIX	4	0	1	0	0	1	2	0	1	5	13	22	3	0	0	45	18	115
CLARK	8	12	4	1	0	3	0	0	0	0	8	1	9	2	0	20	20	88
CLAY	3	0	0	1	0	1	4	0	2	11	10	3	2	0	0	48	8	93
CODINGTON	21	23	7	4	3	13	9	7	12	13	26	4	19	7	0	65	40	273
CORSON	1	2	0	0	0	2	2	0	0	0	12	8	4	0	0	16	13	60
CUSTER	0	0	0	0	0	3	3	1	5	11	27	7	4	2	0	48	29	140
DAVISON	7	0	11	2	0	11	3	0	8	38	22	3	11	0	0	40	37	193
DAY	7	9	3	0	1	0	0	1	2	1	22	2	3	0	0	30	15	96
DEUEL	6	4	3	0	0	0	1	0	1	5	11	1	2	1	0	20	18	73
DEWEY	0	3	1	0	0	5	1	0	1	0	13	2	2	0	0	46	7	81
DOUGLAS	1	0	1	0	0	1	0	0	0	3	2	10	1	1	0	20	10	50
EDMUNDS	2	10	5	0	0	0	2	1	3	3	16	3	4	0	0	47	13	109
FALL RIVER	1	1	2	1	1	2	3	0	3	7	23	3	2	0	0	14	7	70
FAULK	2	4	3	0	0	1	0	0	0	0	3	0	4	0	0	22	6	45
GRANT	12	23	1	1	1	2	3	0	1	5	11	1	5	1	0	30	22	119
GREGORY	2	0	0	0	0	2	0	0	1	1	24	1	1	0	0	13	39	84
HAAKON	0	1	1	0	0	0	1	0	1	1	20	1	1	0	0	14	4	45
HAMLIN	3	8	3	0	0	2	2	0	5	2	7	1	5	2	0	30	20	90
HAND	3	3	3	0	0	1	0	0	0	3	16	3	5	2	0	34	18	91
HANSON	0	1	1	1	0	2	0	1	0	5	8	3	5	0	0	19	15	61
HARDING	0	1	0	0	0	1	0	0	0	0	5	1	6	1	0	14	10	39
HUGHES	6	4	1	3	0	10	1	13	5	7	8	9	13	0	0	38	45	161
HUTCHINSON	1	1	0	2	0	2	3	0	1	4	14	4	6	2	0	30	15	85
HYDE	2	1	2	0	0	0	0	0	0	0	6	7	2	0	0	11	2	33
JACKSON	0	0	0	0	0	1	0	0	0	0	16	3	4	0	0	7	2	33
JERAULD	0	0	2	1	0	0	0	0	0	1	8	0	6	0	0	15	5	38
JONES	0	0	1	0	0	1	0	0	1	0	13	1	1	0	0	8	5	31
KINGSBURY	1	7	8	0	0	1	1	0	1	0	7	5	6	0	0	30	21	88
LAKE	3	3	14	2	0	8	3	0	13	12	20	13	15	1	0	31	17	155
LAWRENCE	30	9	11	4	0	17	3	2	14	54	22	8	28	0	0	110	37	349
LINCOLN	8	13	17	0	0	9	10	3	13	30	17	6	16	1	0	96	36	275
LYMAN	0	2	1	0	0	3	1	0	1	0	28	2	2	1	0	18	13	72
MARSHALL	3	5	1	0	0	2	2	0	2	0	16	1	2	0	0	29	13	76
MCCOOK	4	0	5	0	0	3	0	1	2	6	14	3	4	1	0	21	14	78
MCPHERSON	3	5	0	0	0	0	0	0	1	0	15	0	1	2	0	24	9	60
MEADE	8	3	9	2	0	9	8	5	19	27	22	15	22	7	0	77	42	275
MELLETTTE	0	0	0	0	0	0	1	0	0	1	19	0	0	1	0	5	2	29
MINER	0	6	7	0	0	0	0	0	2	0	10	3	9	0	0	21	22	80
MINNEHAHA	14	33	28	3	0	53	21	20	42	131	41	35	33	14	0	121	91	680
MOODY	2	3	9	0	0	3	3	0	1	4	10	4	2	1	0	19	17	78
PENNINGTON	4	9	21	1	0	43	36	13	47	89	54	30	42	2	0	147	121	659
PERKINS	0	0	1	1	0	1	0	0	2	2	20	0	7	1	0	14	14	63
POTTER	4	2	0	0	0	2	0	0	0	0	73	0	0	0	0	21	14	116
ROBERTS	11	6	2	0	1	0	2	0	2	3	18	2	10	4	0	67	22	150
SANBORN	0	1	4	0	0	1	0	0	3	1	7	0	2	1	0	8	3	31
SHANNON	0	1	0	0	0	0	0	0	0	1	15	1	1	0	0	6	2	27
SPINK	8	3	5	3	1	1	0	0	1	3	21	5	7	0	0	56	22	136
STANLEY	2	0	1	0	0	1	0	0	2	0	6	0	2	1	0	9	22	48
SULLY	2	0	0	0	0	0	0	0	0	1	4	3	0	0	0	21	27	58
TODD	0	0	0	0	0	1	1	0	1	3	4	2	2	0	0	15	2	31
TRIPP	0	0	0	0	8	0	0	0	0	1	26	4	3	5	0	43	18	108
TURNER	1	4	5	0	0	1	2	0	0	3	11	4	8	0	0	42	10	91
UNION	6	9	7	0	0	8	1	3	1	12	6	6	3	2	0	61	17	142
WALWORTH	0	5	0	0	1	7	0	0	0	1	26	1	2	0	0	35	13	91
YANKTON	4	1	1	1	0	6	11	3	4	20	12	12	13	0	0	45	11	144
ZIEBACH	0	0	1	0	0	2	0	0	1	0	4	1	5	1	0	15	7	37
TOTALS	256	299	255	44	18	287	163	78	262	592	1082	303	424	77	9	2293	1280	7713

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YOU WILL WIND UP SOMEWHERE ELSE.”

Yogi Berra



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SDADA BOARD OF DIRECTORS

DISTRICT #	NAME	DEALERSHIP	EMAIL ADDRESS	PHONE	TERM EXPIRES
One	Larry Palsma	Country Ford	tfm@byelectric.com	605-589-3362	2016
Two	Doug Knust	Harry K Chevrolet	dougk@harryk.com	605-234-6064	2014
Three	Bruce Eide	Vern Eide Motorcars	bruceide2001@yahoo.com	605-373-8111	2014
Four	John Iverson	Iverson Chrysler Center	john@iversonchrysler.com	605-996-5683	2015
Five	Ron Einspahr	Einspahr Auto Plaza, Inc.	eaprone@brookings.net	605-692-6106	2015
Six	Tom Barber	Pierson Ford	tbarber@piersonford.com	605-225-3720	2015
Seven	Doug Sharp	Sharp Automotive	steamboating2010@yahoo.com	605-886-8081	2016
Eight	Keith Stobbs	Stobbs Sales, Inc.	bk.stobbssales@midconetwork.com	605-853-3612	2016
Nine	Darrel Kaiser	Frontier Motors, Inc.	darrel.kaiser@frontiermotors.com	605-842-1880	2016
Ten	Trace Beck	Beck Motor Co.	trace.beck@beckmtr.com	605-224-5912	2014
Eleven	Scott Peterson	Scott Peterson Motors	scott@scottpetersonmotors.com	605-892-2643	2015
Twelve	Mark McKie	McKie Automotive	markm@mckieauto.com	605-348-4500	2014
Thirteen (At Large 2 yr.)	Jenny Wegner	Wegner Auto Company	jenny@wegnerauto.com	605-224-9900	2016
Fourteen (At Large 3 yr.)	Shawn Chase	Shawn Chase Ford	schase.scf@midconetwork.com	605-472-1633	2015
Fifteen (PS Dir.)	Jeff Johnson	MidAmerica Motoplex	jeffj@midamericamotoplex.com	605-221-4000	2014
Sixteen (PS Dir.)	Jim Burgess	Black Hills Harley Davidson	bjburgess@aol.com	605-342-9362	2015
Seventeen (RV Dir)	Rachelle Schaap	Schaap's Traveland	rachelle@rvtraveland.com	605-332-6241	2014
Eighteen (HD Trk Dir)	Dutch Van Santen	I-State Truck Center	dutch.vansanten@istatetruck.com	605-336-2995	2015

SDADA PAST CHAIR PERSONS:

2012-2013	Mark McKie, Rapid City
2011-2012	John Hagemann, Yankton
2009-2011	David Hersrud, Sturgis
2008-2009	Dan Lamb, Onida
2007-2008	Mike McCormick, Salem
2006-2007	Marty Rypkema, Rapid City
2004-2006	Jim Wegner, Pierre
2002-2004	John Deniger, Huron
2000-2002	Tom Mahan, Groton
1998-2000	Steve Paula, Brookings
1996-1998	John Roskos, Rapid City
1995-1996	Kevin Randall, Rapid City
1993-1995	Jim Jacobsen, Sturgis
1992-1993	Steve Sewell, Webster
1991-1992	Dean Kjelden, Sioux Falls
1990-1991	Don Schoenhard, Sr., Huron
1989-1990	John Ehret, Yankton
1988-1989	Merlin Fauth, Rapid City
1987-1988	Tom Graham, Sioux Falls

