

SDADA REPORT

NEWS FROM THE SOUTH DAKOTA AUTO DEALERS ASSOCIATION



FEBRUARY **2015** EDITION



Mark Your Calendar **UPCOMING EVENTS**

- Annual Meeting of Rushmore Reinsurance Company II Limited (RRC) – Winnipeg, Manitoba, Canada on Friday, April 17, 2015.
- SDADA Annual Convention – Sheraton Hotel and Convention Center, Sioux Falls, June 10 through 12, 2015.
- SDADA West River Golf Outing at the Elks Golf Course, Rapid City – 9:00 a.m. shotgun start on Friday, June 26, 2015.
- Annual Heavy Truck Dealer Meeting – 3:00 p.m. on Friday, September 11, 2015, Sheraton Hotel and Convention Center, Sioux Falls.
- Washington Conference - Capital Hilton, Washington, D.C. on Tuesday, September 29 and Wednesday, September 30, 2015.
- Annual Power Sport Dealer Meeting – 11:00 a.m. on Thursday, October 22, 2015, Al's Oasis, Oacoma, SD.
- Annual guided pheasant hunt is on Monday, November 9, 2015 - leave Cedar Shores Resort, Oacoma, SD at 9:00 a.m.
- Annual RV Dealer Meeting (tentative) – 5:30 p.m. on Monday, November 9, 2015, at Cedar Shores Resort, Oacoma, SD.
- Fall Board of Directors Meeting – 10:00 a.m. on Tuesday, November 10, 2015, at Cedar Shores Resort, Oacoma.
- West River Legislative Reception - Rushmore Plaza Holiday Inn, Rapid City - Monday, December 7, 2015, at 5:30 to 7:00 p.m. (west river time).
- East River Legislative Reception - Callaway's, 500 East 69th Street, Sioux Falls - Wednesday, December 9, 2015, at 5:30 to 7:00 p.m. (east river time).
- SDADA Winter Board Reception with legislators - Ramkota River Centre, Pierre at 6:00 p.m. on Monday, January 25, 2016.
- SDADA Winter Board of Directors Meeting - Ramkota River Centre, Pierre at 10:00 a.m. on Tuesday, January 26, 2016.
- Annual NADA Convention in Las Vegas, NV – March 31 through April 3, 2016.



FEBRUARY 24, 2015

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Chairman’s Message

It’s the time of year strange things happen in Pierre. With the Legislature moving at full speed, there is plenty of strangeness to go around. What isn’t strange – or maybe it is, is that the legislation championed by your Association is breezing through the system. Our four big pieces of legislation this year are:

HB1113 – Repeal of the Damage Disclosure law

HB1132 – Increase the allotted time to deliver a title to a customer to 45 days

SB94 – Creates a method to license electric motorcycles

SB93 – Creates a method to rent motorcycles (have you made your plans to attend the Sturgis Rally yet?)

As I said, these bills are moving forward with little opposition, but things can change in a heartbeat. If Myron starts to see some resistance, we will be in touch so you can lobby your local representatives. These are all important bills, but the two House bills absolutely **MUST** pass!

Last week when our Board met for the winter meeting, we had the opportunity to hear from Tiffany Sanderson with the SD Department of Education about the “Build South Dakota Scholarship Program”. This program is funded by T. Denny Sanford (\$25 MILLION) and the State of SD Future Fund (\$25 MILLION) with the express goal of bringing and keeping students in SD to fill positions in our Service Departments as well as some of the other high-need workforce trades. If you know of someone that would like to apply for one of these FULL RIDE scholarships, please direct them to: <http://doe.sd.gov/builddakota>.

I hope you are surviving this roller coaster we call Winter – Spring is only a month away!

Have a great day!

Trace Beck, Chairman
Beck Motors, Pierre



Ps. Remember to mark your calendar to attend our annual convention. This year it is in Sioux Falls, June 10th – 12th.

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Immediate Past Chairman.....Scott Peterson
NADA Director.....Doug Knust
DEAC Chairman.....Jim Burgess
President.....Myron Rau

BOARD OF DIRECTORS:

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

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President's Message

I hope everyone is having a great Winter - IF THAT IS POSSIBLE!

Since I am very busy in the State Capitol, I thought you might enjoy reading an article about lobbyists. In place of my usual ramblings, I offer an article that was written by Representative Peggy Gibson from Huron.

South Dakota's 90th Legislative Session opens on Tuesday, January 13th in Pierre with the Governor's State of the

State Address. Legislators will begin meetings with their respective committees, attending legislative functions, and drafting bill proposals. Another part of the process is meeting with lobbyists. Lobbying has been around since governments were formed and political decisions were first made.

Lobbying is simply communicating a point of view to a lawmaker in an attempt to influence government action. The ability of individuals, groups and corporations to lobby the government is protected by the right to petition in the First Amendment to the U.S. Constitution. It is one way different views, concerns, and opinions are expressed. However, the methods in which lobbying is pursued sometimes creates controversy.

The movies "Thank You for Smoking" (2005), "Casino Jack" (2010) and "Lincoln" (2012) have not been kind to lobbyists. These movies depict people who practice lobbying as conniving and manipulative. Nevertheless, most who practice lobbying feel it's an honorable and respected profession. Lobbying is regulated in all states, and lobbyists are required to register, disclose their activities and limit gifts.

According to South Dakota law, lobbyists are required to register with the Secretary of State. Many representatives of organized groups are present during the Legislative Session to protect the interests of their organizations. They are employed to present their opinion to the legislators and to track legislation affecting their interests. Often lobbyists are useful sources of information to legislators.

The Secretary of State maintains a legislative docket that contains the names of all persons who are registered as lobbyist during the Session. This docket is open to the inspection of any citizen at any time during the regular business hours of the Secretary of State. The law relating to lobbyists is contained in SDCL 2-12.

What should South Dakota lawmakers expect from ethical lobbyists? Without exception, they should:

- *Maintain trust. Ethical lobbyists build strong relationships, show mutual respect and honor commitments with legislators, staff and fellow lobbyists.*
- *Conduct business with integrity. Good lobbyists are proud of their profession and see themselves as problem solvers and resources for information.*

(Continued on page 9)

This Wasn't Supposed To Happen

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NADA Director's Message

I have written in this space about NADA's Fair Credit Compliance Policy & Program, a program based on a compliance program that two dealers adopted in 2007 to resolve Department of Justice allegations of unintentional credit discrimination. It is designed to strengthen the dealership's efforts to comply with fair credit laws.

Several months ago, I encouraged you to look at implementing it in your store. I did finally employ the program at both of my stores on February 1, 2015. I can now tell you that it is painless and easy to do. It took me less than an hour at each store to adapt it.

The program is simply a way to manage the discretion we exercise in pricing credit, regardless of the way lenders pay us. It provides a dealer with an optional method of managing its discretion (and in a manner that allows consumers to benefit from competition) when working with lenders who pay dealers using a dealer reserve or dealer participation approach.

I strongly encourage you to look at this policy to see if it might help you mitigate these risks in your store. You can find all the resources you need including an editable version of NADA's Fair Credit Compliance Program (MS Word .doc format) that you can use for your dealership at nada.org/regulatory_affairs/faircreditlanding.

Past Chairman McConnell to Speak at SDADA Convention in June: Immediate past NADA Chairman Forrest McConnell III will be one of the featured speakers at the 2015 SDADA Convention in Sioux Falls June 10-12. McConnell is a third-generation Honda/Acura dealer from Montgomery, AL.

Forrest and his wife Jennifer are good friends and wonderful people. I'm certain that you will enjoy meeting and visiting with him. This will be his first visit to our state so I look forward to him getting a big dose of South Dakota hospitality.

He is an encouraging and motivating advocate for dealers. If you heard his farewell address in San Francisco, you know he is a high-energy, positive guy (with a splash of southern wit!).


Make plans to attend our convention. You will enjoy Forrest!

NADA Issues New Compliance Guide on Federal Advertising Rules: NADA issued a new publication that will assist new-car dealers in complying with federal advertising requirements on the sale, financing and leasing of automotive products and services.

A Dealer Guide to Federal Advertising Requirements provides examples of "bad" ads and "good" ads and chapters on 41 different federal advertising topics, such as the use of discount claims, e-mail advertising, green marketing claims, Internet advertising, satisfaction guarantees and trigger terms. Readers can access the content quickly by clicking the hyper linked topics in the table of contents page in the PDF document.

The guide is part of NADA's Management Series, Driven and can be downloaded in PDF format [here](#).

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


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



CLAIM OF THE MONTH

could it happen to you?

A dealership's employee allowed his son to drive a demo vehicle to the movies with some friends. On the way home, the son hit a 12-year-old boy in a crosswalk. The child's injuries caused him to be paralyzed from the neck down.

CLAIM AMOUNT: \$25 million

What policies are in place to help prevent this from happening at your dealership? Do you know who's driving your vehicles? Federated Insurance recommends several best practices to help protect your business and manage risks; for example,

- Prohibit use of demos by drivers under age 25.
- Implement a strict demo policy that prohibits family member use.
- Have employees participate in a portion of the deductible if involved in a claim.

These are just a few loss control recommendations you can use to help protect your dealership. To learn more, contact your local Federated Insurance representative and request a copy of our Auto Dealer "Keys to Success" risk management packet. Federated Insurance is recommended by 18 state and national auto dealer associations just like yours for customized insurance programs and value-added risk management services, such as Federated's Shield Network®, the Risk Management Resource Center, and the Federated Employment Practices NetworkSM. Visit www.federatedinsurance.com to discover resources you can use to create or ramp up your own risk management program, or to contact your local representative.

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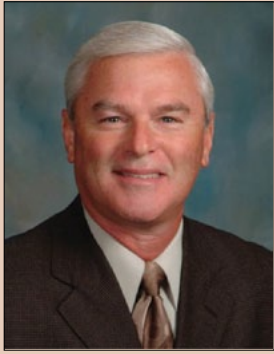
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This article is for general information regarding risk prevention and illustrates only one possible scenario. The claim example is only a basis for discussion. Coverage for actual claims will be determined solely by individual policy terms and facts of the claim. The recommendations presented are not guaranteed to reduce or eliminate any risk of loss, nor should they be considered legal advice. Seek qualified counsel regarding questions specific to your circumstances.
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Please email Michelle at the SD Auto Dealers Association office (michelle@sautodealer.com) if you have a press release you would like us to consider for the next issue of the "SDADA Report."



**President's
Message** Continued...



- Obey state laws.
- Treat fellow lobbyists with courtesy.
- Tell the truth.
- Follow the spirit of the law not just act within the law.
- Avoid conflicts of interest.
- Strive for transparency.

As policymakers, legislators are entitled to expect candid disclosure from lobbyists, including accurate and reliable information about the identity of the client and the nature and implications of the issues. Legislators need to be just as ethical with lobbyists.

Lawmaking is indeed an intricate and complex procedure and many times lobbyists play an important role in formulating good policy. Thank you for your interest in state government proceedings.

Please do not hesitate to contact me at (605) 352-9862 or peggygibson@hotmail.com

Until Next Month,

**Myron Rau, President
SD Auto Dealers Association**

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three color:
250 @ \$1.63 each
500 @ \$1.22 each
1000 @ \$1.01 each



Fitness Challenge for a Healthier Life

Reprinted from The Trooper, official publication of the SD Highway Patrol Association, Winter 2014-2015

Living a healthier life can not only extend your life, it can improve the quality. Feeling physically better and having control over your own life can greatly increase your mental health as well. Physical fitness has always been a component of the Highway Patrol and in fact, state troopers are required to take our physical training test two times per year. The physical training test consists of push ups, sit ups, vertical leap, a 300 meter sprint and a 1.5 mile run. If most troopers are like me, they are counting down their remaining PT tests until retirement.

Keeping in mind the benefits of being physically fit, we implemented our first "Colonel's Fitness Challenge" in 2014. The fitness challenge is a ten week voluntary program for all members of the Highway Patrol, both sworn and nonsworn. Since everyone's fitness level and activities they like to do are different, the challenge was designed to accommodate everyone who wanted to join in. In total, 95 Highway Patrol employees invested an estimated 3,155 hours into improving their personal health and fitness in only ten weeks.

Based on the first-time participation and the feedback we have received, the program was a success. The challenge was a motivating factor for many people to get out and be active, when in many circumstances they might have chosen to do something else. Many employees participated in different organized fitness events including 5Ks, 10Ks, mud runs, half marathons, marathons and "Biggest Loser" competitions during the ten week period.

All participants who completed the challenge received a Colonel's Fitness Challenge t-shirt and the top performers in each category received a plaque and a Colonel's Challenge coin. I owe a huge thanks to Lieutenant Caleb Walters and Captain Alan Welsh for developing and managing the fitness challenge.

Also, the prizes wouldn't have been possible without the donations from Sanford Health, the South Dakota Trucking Association and the South Dakota Auto Dealers Association. You are good partners and your contributions are appreciated. Thank you!

The overall miles and hours completed in this year's challenge were very impressive.



Run/Walk: 5,600 miles • Trooper Dave Knutson: 272 miles

Bike: 3,907 miles • Port Manager Darlene Barto: 435 miles

Circuit Training: 470 hours • Inspector Andrew Stapleton: 32.5 hours

Weightlifting: 985 hours • Trooper Mike Bock: 67 hours

Swim: 8.2 miles

TOP OVERALL PERFORMER: SERGEANT BRAD MILLARD

SE TECH GETS THE GREEN LIGHT

Three programs will be able to double their capacity

Reprinted from Argus Leader, Jan. 30, 2015
Written By Patrick Anderson

State education officials agreed to borrow \$20 million Thursday to pay for a new building for Southeast Technical Institute's automotive programs.

Classes are packed full in the auto-technician, diesel technician and auto body programs at STI. Educators at the tech school expect the 91,000-square-foot building to accommodate an influx of prospective technicians and industry demand for more workers.

Each of the three programs at STI will be able to double its capacity when the project is finished.

"We had great support from industry," Holcomb said. "There's a high demand for these graduates!"

Members of the state's education board approved a bonding resolution to fund the plan, but it will cost students.

Students will pay higher fees, also approved by the board to pay off debt on STI's facilities and projects at Western Dakota Technical Institutes. Students programs will pay \$2 more per-credit in 2015 and then an additional \$5 in 2017. Total facilities fee for students will hold at \$35 until 2037.

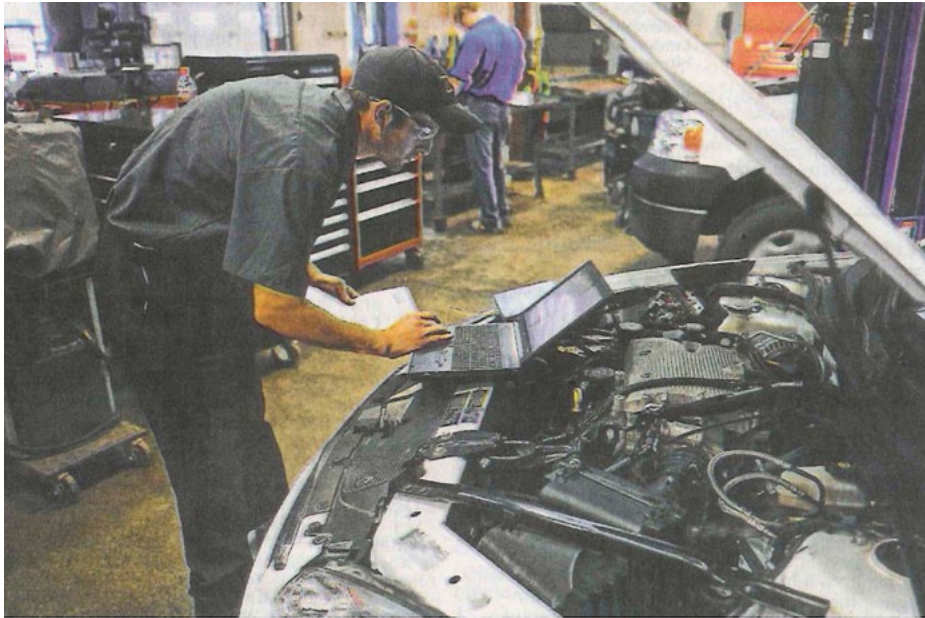
Officials said the fees increase was steep but necessary to pay down the schools' share of the bonds. The state will cover one third of the debt, with the tech schools paying the rest.

"The improvements that have been made on the campuses have made a tremendous impact," said Deb Shephard, board member and former president of Lake Area Technical Institute. "This is worthy of this raise at this time."

Southeast's automotive programs enroll near or above capacity every year. Meanwhile, projections indicate there will be a greater demand for workers in South Dakota and the rest of the nation in the next seven years.

The new auto-tech building at STI is slated for a site across Career Avenue from the Ed Wood Center, which currently houses the programs.

Building plans include a food area and an auditorium. The new space would have wings dedicated to diesel and auto-tech classes. Auto body students, meanwhile, would take over vacated space in the Ed Wood building.



Students, including Sam Roberts, work during an automotive electronics lab last fall at Southeast Technical Institute.

The project has the support of industry leaders in the Sioux Falls area, Holcomb said. The school hosted forums with local companies to get input for the project.

Construction is expected to finish in summer 2016, and the three automotive programs would be able to serve more students by 2017.

"The only way that we can increase those numbers is to increase the training space provided," Holcomb said.





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Action By the Board




The SDADA Board of Directors met on Tuesday, February 10th, at the RedRossa Italian Grille in Pierre. The meeting was well attended.

The following items were discussed:

- 2nd quarter financial statements were reviewed.
- SDADA's fund balance in the South Dakota Community Foundation was reviewed. This is the fund that SDADA scholarship funds are disbursed from.
- A vote was held on the 2015-2016 SDADA Executive Committee. The following slate of officers were elected, to be approved at the Annual Convention in June:
 - Chairman, Bruce Eide
 - Vice Chairman, Darrel Kaiser
 - Secretary/Treasurer, Doug "Dutch" VanSanten
 - Immediate Past Chairman, Trace Beck
 - NADA Director, Doug Knust
 - DEAC Chairman, Jim Burgess
- A discussion was held on the change in Corporate Attorney Firm. SDADA is still using attorney Gregg Greenfield, but noted that he has started his own firm: Greenfield & Rotert
- Verlyn Hahl and Loretta Waltner of Employee Referral Group met with the Board to discuss their services. Myron explained that the Group Insurance Committee has met with them and signed Employee Referral Group on as a preferred provider for both SDTA and SDADA. Mr. Hahn discussed the advantages of Multi employer Plan Option. He explained that a multi employer plan pools risk and economies of scale and rates and renewals are based on a combined experience of all employees. There was a lengthy discussion as to the advantages of the program and who the coverage is made available to.
- A discussion was held on whether or not bringing back a SDADA Field Services position is necessary. It was discussed in great detail and the final conclusion of the Board is that the position is not necessary. The agreement was that the SDADA staff would agree to contact each member of SDADA throughout the year, at least one time with phone calls. Myron has agreed to send quarterly emails to the membership to touch base as well.
- Myron discussed the need to expand the allied membership of SDADA. He noted that with 100% membership on the regular members that this is the main area for membership growth. He asked dealers to keep in mind which members they are doing business with and asking that they become a member of SDADA if they aren't already members.
- The agenda for the Annual Convention was discussed. Myron noted that Forest McDonnell, outgoing chair of NADA has agreed to speak at the 2015 SDADA Convention. He noted that Attorney General Marty Jackley has also asked to speak. Myron initiated a discussion and dealers were receptive and saw the value in holding a theft prevention seminar focusing on what to watch for in today's business.
- Rod Page and Travis Fawcett of CDK Global (formerly ADP) made a presentation to the Board.

(continued on page 17)

The 2015 SDADA Winter Board of Directors Meeting was held on Tuesday, February 10th, at the ClubHouse Inn and Suites and Red Rossa Italian Grille in Pierre. Following the Board Meeting the SDADA Membership gathered for the 2015 Legislative Reception.



A special thanks to Tiffany Sanderson, SD Department of Education, for talking to the Board about how to advance technical education to fulfill the current and future needs of South Dakota franchised dealers. As Director of Career & Technical Education she discussed the Build Dakota Scholarship program, made possible by a \$25 million donation from T. Denny Sanford and a \$25 million grant by Governor Dennis Daugaard from the South Dakota Future Fund. Build Dakota aims to support students entering high-need workforce programs at South Dakota's technical institutes to fill the state's technical career fields with skilled professionals.





2015-SDADA-LEGISLATIVE-RECEPTION



Congratulations to our 2014 Franchised Dealer of the Year



Governor Dugaard proclaimed February 10, 2015 as David Hersrud Day. A proclamation was read by SDADA Chairman Trace Beck (pictured above presenting the proclamation to Mr. Hersrud) at the 2015 SDADA Legislative Reception in Pierre.

The proclamation read:

WHEREAS, with The Hersrud Company originally starting in 1910, David Hersrud serves as a third generation dealer; and

WHEREAS, David Hersrud has a long history of service to his community, supporting state and national organizations and economic development; and

WHEREAS, David Hersrud has been involved in organizations such as United Way, Chamber of Commerce, Humanities Council, Jaycees, Youth Sports, Education, and more; and

FEBRUARY 10, 2015 DAVID HERSRUD DAY

WHEREAS, David Hersrud has been an active member of the South Dakota Automobile Dealers Association, serving on the Board of Directors and as the Chairman in 2009 and 2011; and

WHEREAS, David Hersrud was recognized for his outstanding service with the Chairman's Award in 2013 from the South Dakota Automobile Dealers Association; and

WHEREAS, David Hersrud has been able to expand the company to make the business very successful; and

WHEREAS, Time Magazine annually honors one franchised dealer in each state with a Time Magazine Quality Dealer Award, in partnership with Ally that was awarded to David Hersrud for the year of 2015.

*NOW THEREFORE, I Dennis Dugaard, Governor of the state of South Dakota, do hereby proclaim
FEBRUARY 10, 2015 AS DAVID HERSRUD DAY
in South Dakota, and I join his friends and colleagues in wishing him good health and happiness.*



Action By the Board continued...



They noted that CDK can help dealers of all size with their dealer management systems, their front end and their fixed ops. He asked that when they come around to dealers in SD that dealers give them a chance to sit down and discuss options.

- Tiffany Sanderson, Director of Career & Technical Education for the South Dakota Department of Education made a presentation about expanding technical education in the state. She showed different avenues available to market the skilled scholars marketing campaign. The Build Dakota scholarship program was created to invest in SD's youth. Tiffany gave program details and encouraged dealers to get involved.
- Myron discussed the progress of the 2015 Legislative Session. A copy of his most current Bill Log was disbursed and discussed in great detail. If you are not receiving Myron's weekly emails updating the progress of these bills, please send a request to Myron at mlrau@sautodealer.com.

If you have any questions about what was discussed at the Winter Board Meeting, please feel free to contact the SDADA office or one of the SDADA Board Members listed on page 28 of this publication.

Following the Board Meeting we met with the Legislators for hors d'oeuvres and drinks. We thank all who attended the event. It's great to support the legislators who have had our backs this Session!

REMEMBER: ALL SDADA MEMBERS ARE WELCOME AND ENCOURAGED TO ATTEND ANY AND ALL BOARD OF DIRECTORS MEETINGS!



SAVE THE DATE JUNE 10-12, 2015

97th South Dakota Auto Dealers Association Annual Convention



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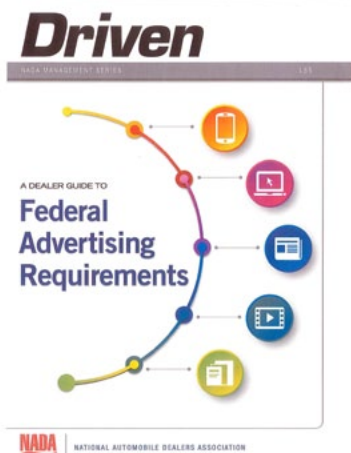
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NADA ISSUES NEW COMPLIANCE GUIDE ON FEDERAL ADVERTISING RULES



SAN FRANCISCO (Jan. 23, 2015) – The National Automobile Dealers Association issued a new publication today that will assist new-car dealers in complying with federal advertising requirements on the sale, financing and leasing of automotive products and services.

A Dealer Guide to Federal Advertising Requirements provides examples of “bad” ads and “good” ads and chapters on 41 different federal advertising topics, such as the use of discount claims, e-mail advertising, green marketing claims, Internet advertising, satisfaction guarantees and trigger terms. Readers can access the content quickly by clicking the hyper-linked topics in the table of contents page in the PDF document.

“The guide is user friendly and is a valuable resource for the entire auto industry,” said NADA Chairman Forrest McConnell. “We are encouraging dealers to provide the publication to their advertising agencies, manufacturers, finance companies and others involved in advertising operations.”

The release of the guide coincides with recent intense scrutiny by the Federal Trade Commission of dealer compliance with federal advertising standards and follows an NADA University Online webinar on the topic that was presented last March by attorneys with the FTC’s Division of Financial Practices. (To access the webinar, NADA members can log in to NADA University Online at www.nadauniversity.com and enter the search term, “Comply with Federal Advertising Requirements.”)

Since 2012, the FTC has initiated five separate rounds of advertising enforcement actions against 18 dealers in 12 states for multiple types of advertising violations, including actions against three dealers that the FTC announced last December.

“The guide does not address additional advertising requirements that may be imposed at the state or local level, which vary considerably and need to be fully addressed when dealer ads are reviewed for legal compliance,” said Paul Metrey, NADA chief regulatory counsel. “It’s essential that dealers consult with their legal counsel to determine – and to ensure that their advertisements are consistent with – the full scope of their advertising responsibilities.”

The guide is part of NADA’s Management Series, Driven. It is available at www.nada.org and will be included in the suite of compliance products at NADA University Online at www.nadauniversity.com.

About NADA: NADA represents more than 16,200 new-car and -truck dealerships with both domestic and international franchises. For more information, visit www.nada.org.

Contact: Charles Cyrill, NADA Public Affairs | (216) 870-8837 (m) | ccyrill@nada.org

Reprinted from

NADAFrontPage.com

American Heart Month

POPULATION

DAKOTACARE

Health



February 2015

You and Your Heart!

NOW is the BEST Time to Take Care of Your Heart.



Preventable risk factors like obesity, inactivity, stress and tobacco use play a big part in heart disease.

Cardiovascular disease—including heart disease, stroke, and high blood pressure—is the number 1 killer of women and men in the United States.



Heart Healthy Tips

Don't smoke, and if you do, quit. Smokers are two to six times more likely to suffer a heart attack than nonsmokers. Smoking also boosts the risk of stroke and cancer.

Aim for a healthy weight. It's important for a long, vigorous life. Overweight and obesity cause many preventable deaths.

Get moving. Make a commitment to be more physically active. Aim for 30 minutes of moderate-intensity activity on most, preferably all, days of the week.

Eat for heart health. Choose a diet low in saturated fat, *trans* fat, and cholesterol, and moderate in total fat.

Know your numbers. Ask your doctor to check your blood pressure, cholesterol, and blood glucose. Work with your doctor to improve any numbers that are not normal.



Questions To Ask Your Health Care Provider

1. What is my risk for heart disease?
2. What are my blood pressure, cholesterol (total, LDL, HDL, and triglycerides), body mass index, and blood glucose numbers and what do they mean?
3. What other screening tests for heart disease do I need?
4. What can you do to help me quit smoking?
5. How can I tell if I may be having a heart attack?

DEALER LICENSING OFFICE

445 E. Capitol Avenue, Pierre, SD 57501 | Phone: 605-773-4416 | Fax: 605-773-2549

licensing/renewal requirements, principal place of business requirements, bonding and insurance requirements, fees, dealer plates and permits, title and registration, recordkeeping requirements, violation penalty provisions, etc.

MOTOR VEHICLE INFORMATION SECTION

445 E. Capitol Avenue, Pierre, SD 57501 | Phone: 605-773-3541 | Fax: 605-773-2550

general motor vehicle questions, titling and registration.



DEALER AGENTS

Answers dealer business questions, provides training and instruction on compliance and procedures, enforces laws and regulations, investigates complaints and violations, conducts inspections, etc.

DEALER AGENTS IN THE FIELD

PIERRE

MIKE MEHLHAFF

445 East Capitol Avenue

Pierre, SD 57501-3185

Phone: 605-773-2121

Fax: 605-773-4117

mike.mehlhaff@state.sd.us

SIoux FALLS

RON RYSAVY

300 S. Sycamore Avenue, Suite 102

Sioux Falls, SD 57110

Phone: 605-367-5814

Fax: 605-367-5830

ron.rysavvy@state.sd.us

RAPID CITY

PILO PENA

4447 South Canyon Road, Suite 6

Rapid City, SD 57702-1889

Phone: 605-394-3394

Fax: 605-394-6076

pilo.pena@state.sd.us

WATERTOWN

LORI COLBERG

715 S Maple

Watertown, SD 57201

Phone: 605-882-5192

Fax: 605-995-8087

lori.colberg@state.sd.us

DEALER PROGRAM MANAGER

- **POSITION CURRENTLY VACANT** -

445 East Capitol Avenue

Pierre, SD 57501-3185

Phone: 605-773-2122

Fax: 605-773-4117

DEALER PROGRAM ASSISTANT

BRITTANY KENZY

445 East Capitol Avenue

Pierre, SD 57501-3185

Phone: 605-773-4416

Fax: 605-773-4117

brittany.kenzy@state.sd.us

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 RESTRICTION 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 OPPRESSIVE ACTS BY THE MANUFACTURER.



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

2015 South Dakota Client Training Workshops

F&I Workshop

April 22nd & 23rd Sioux Falls, SD

December 9th & 10th Rapid City, SD

Phone Skills Workshop

April 21st Sioux Falls, SD

Service Workshop

February 3rd Sioux Falls, SD

2015 Regional Workshops

Minneapolis, MN - 4 F&I Workshops, 3 Phone Workshops, 2 Sales Skills Workshops, 3 Service Advisor Workshops

Chicago, IL - 3 F&I Workshops, 2 Phone Skills Workshops, 2 Sales Skills Workshop, 3 Service Advisor Workshop

Tampa, FL - 1 F&I Workshop **Los Angeles, CA** - 2 F&I Workshops

Pittsburgh, PA 2 F&I Workshops, 1 Phone 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

Cell: 507.829.2638

Email: dkellysdds@gmail.com

Jon Nester

Cell: 630.244.6916

Email: jnester@adgtoday.com

Tony Trousov - Director of Training

Automotive Development Group

Cell: 612.804.1706

Email: ttrousov@adgtoday.com

Mark Ekhoﬀ

Automotive Development Group

Cell: 612.360.9233

Email: mekhoff@adgtoday.com

Strategic Marketing Partner of the South Dakota Auto Dealers Association

www.AutomotiveDevelopmentGroup.com



NEW VEHICLE REGISTRATIONS - JANUARY 2015

As provided by the South Dakota Division of Motor Vehicles

| COUNTY NAME | BUIC | CADI | CHEV | CHEVT | GMC | FORD | FORDT | LINC | CHRY | DODG | DODGT | JEEP |
|--------------------|------|------|------|-------|-----|------|-------|------|------|------|-------|------|
| AURORA | 1 | 0 | 1 | 3 | 0 | 2 | 1 | 0 | 0 | 0 | 0 | 1 |
| BEADLE | 1 | 0 | 8 | 8 | 8 | 2 | 26 | 0 | 5 | 1 | 1 | 4 |
| BENNETT | 0 | 0 | 0 | 1 | 0 | 1 | 2 | 0 | 0 | 0 | 0 | 0 |
| BON HOMME | 1 | 0 | 2 | 8 | 1 | 1 | 4 | 0 | 0 | 0 | 0 | 1 |
| BROOKINGS | 1 | 1 | 5 | 20 | 8 | 5 | 18 | 0 | 2 | 0 | 2 | 3 |
| BROWN | 4 | 5 | 4 | 21 | 27 | 9 | 33 | 5 | 4 | 0 | 3 | 13 |
| BRULE | 0 | 0 | 0 | 6 | 3 | 0 | 8 | 0 | 2 | 0 | 1 | 2 |
| BUFFALO | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 |
| BUTTE | 0 | 0 | 2 | 5 | 2 | 0 | 3 | 0 | 1 | 1 | 2 | 3 |
| CAMPBELL | 2 | 0 | 1 | 3 | 2 | 1 | 4 | 0 | 0 | 0 | 0 | 0 |
| CENTRAL (DMV ONLY) | 0 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 |
| CHARLES MIX | 0 | 0 | 0 | 10 | 5 | 1 | 8 | 1 | 1 | 0 | 1 | 3 |
| CLARK | 1 | 0 | 0 | 1 | 1 | 0 | 6 | 0 | 0 | 0 | 0 | 0 |
| CLAY | 3 | 0 | 2 | 4 | 1 | 4 | 17 | 0 | 1 | 0 | 1 | 0 |
| CODINGTON | 1 | 2 | 4 | 22 | 10 | 3 | 26 | 3 | 2 | 2 | 2 | 5 |
| CORSON | 0 | 0 | 0 | 2 | 0 | 0 | 7 | 0 | 1 | 0 | 0 | 0 |
| CUSTER | 2 | 0 | 0 | 2 | 2 | 0 | 4 | 1 | 1 | 0 | 0 | 2 |
| DAVISON | 1 | 2 | 5 | 14 | 8 | 8 | 24 | 2 | 4 | 0 | 2 | 5 |
| DAY | 0 | 0 | 0 | 6 | 1 | 2 | 4 | 0 | 1 | 0 | 1 | 1 |
| DEUEL | 0 | 0 | 0 | 4 | 1 | 1 | 2 | 0 | 0 | 0 | 0 | 0 |
| DEWEY | 0 | 0 | 0 | 0 | 1 | 0 | 6 | 0 | 0 | 0 | 0 | 1 |
| DOUGLAS | 0 | 0 | 1 | 6 | 0 | 0 | 5 | 0 | 0 | 0 | 3 | 0 |
| EDMUNDS | 0 | 1 | 0 | 1 | 2 | 0 | 2 | 0 | 1 | 0 | 0 | 1 |
| FALL RIVER | 0 | 0 | 0 | 3 | 2 | 1 | 1 | 0 | 0 | 0 | 0 | 1 |
| FAULK | 1 | 0 | 0 | 2 | 2 | 1 | 4 | 0 | 2 | 0 | 0 | 3 |
| GRANT | 2 | 1 | 1 | 4 | 1 | 3 | 8 | 0 | 1 | 0 | 0 | 0 |
| GREGORY | 1 | 0 | 1 | 1 | 0 | 0 | 3 | 0 | 0 | 1 | 0 | 2 |
| HAAKON | 0 | 0 | 0 | 2 | 1 | 0 | 4 | 1 | 0 | 0 | 0 | 0 |
| HAMLIN | 1 | 1 | 0 | 9 | 3 | 0 | 6 | 0 | 0 | 0 | 2 | 2 |
| HAND | 1 | 0 | 0 | 2 | 7 | 1 | 8 | 1 | 1 | 0 | 0 | 1 |
| HANSON | 1 | 0 | 1 | 4 | 1 | 0 | 8 | 0 | 0 | 0 | 1 | 1 |
| HARDING | 0 | 0 | 0 | 3 | 1 | 0 | 6 | 0 | 0 | 0 | 0 | 0 |
| HUGHES | 2 | 1 | 7 | 25 | 7 | 0 | 12 | 0 | 3 | 2 | 1 | 2 |
| HUTCHINSON | 2 | 0 | 0 | 6 | 4 | 1 | 9 | 1 | 2 | 0 | 0 | 3 |
| HYDE | 0 | 1 | 0 | 2 | 1 | 1 | 3 | 0 | 0 | 0 | 0 | 0 |
| JACKSON | 0 | 0 | 0 | 1 | 1 | 0 | 4 | 0 | 0 | 0 | 0 | 0 |
| JERAULD | 0 | 1 | 1 | 0 | 4 | 0 | 3 | 0 | 0 | 0 | 1 | 0 |
| JONES | 0 | 0 | 1 | 1 | 2 | 0 | 3 | 1 | 0 | 0 | 0 | 0 |
| KINGSBURY | 0 | 0 | 0 | 4 | 2 | 2 | 5 | 0 | 1 | 0 | 0 | 0 |
| LAKE | 3 | 0 | 3 | 11 | 14 | 2 | 5 | 1 | 0 | 0 | 0 | 5 |
| LAWRENCE | 2 | 1 | 12 | 26 | 7 | 1 | 21 | 0 | 3 | 0 | 7 | 9 |
| LINCOLN | 5 | 2 | 3 | 24 | 26 | 5 | 30 | 4 | 7 | 1 | 3 | 15 |
| LYMAN | 1 | 0 | 0 | 3 | 1 | 1 | 6 | 1 | 0 | 0 | 2 | 1 |
| MARSHALL | 0 | 0 | 0 | 2 | 4 | 1 | 3 | 0 | 1 | 0 | 2 | 0 |
| MCCOOK | 0 | 0 | 1 | 1 | 1 | 3 | 9 | 0 | 0 | 0 | 0 | 1 |
| MCPHERSON | 1 | 0 | 1 | 2 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| MEADE | 1 | 0 | 5 | 17 | 4 | 2 | 15 | 1 | 0 | 1 | 0 | 2 |
| MELLETTTE | 0 | 0 | 1 | 0 | 1 | 1 | 2 | 0 | 0 | 0 | 0 | 0 |
| MINER | 0 | 0 | 0 | 2 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 0 |
| MINNEHAHA | 11 | 2 | 23 | 56 | 55 | 32 | 116 | 2 | 11 | 9 | 17 | 27 |
| MOODY | 0 | 0 | 1 | 4 | 4 | 1 | 5 | 0 | 0 | 1 | 0 | 2 |
| PENNINGTON | 5 | 3 | 16 | 47 | 27 | 9 | 53 | 3 | 8 | 2 | 4 | 22 |
| PERKINS | 0 | 0 | 0 | 5 | 1 | 0 | 6 | 0 | 0 | 0 | 0 | 1 |
| POTTER | 0 | 0 | 1 | 0 | 1 | 0 | 2 | 0 | 0 | 0 | 0 | 0 |
| ROBERTS | 2 | 0 | 0 | 6 | 1 | 1 | 11 | 3 | 2 | 1 | 1 | 3 |
| SANBORN | 0 | 0 | 0 | 0 | 0 | 0 | 4 | 0 | 0 | 0 | 0 | 0 |
| SHANNON | 0 | 0 | 1 | 1 | 1 | 0 | 8 | 0 | 0 | 0 | 0 | 0 |
| SPINK | 2 | 0 | 0 | 4 | 2 | 1 | 8 | 1 | 0 | 0 | 1 | 0 |
| STANLEY | 0 | 0 | 2 | 4 | 2 | 0 | 1 | 0 | 0 | 0 | 0 | 0 |
| SULLY | 0 | 0 | 0 | 4 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 |
| TODD | 0 | 0 | 0 | 5 | 1 | 2 | 0 | 0 | 0 | 2 | 0 | 1 |
| TRIPP | 3 | 0 | 1 | 3 | 1 | 0 | 9 | 0 | 0 | 0 | 1 | 1 |
| TURNER | 0 | 1 | 3 | 7 | 1 | 2 | 20 | 0 | 0 | 0 | 0 | 0 |
| UNION | 1 | 1 | 2 | 12 | 8 | 6 | 14 | 1 | 1 | 3 | 0 | 2 |
| WALWORTH | 0 | 0 | 1 | 2 | 1 | 2 | 10 | 0 | 1 | 1 | 0 | 0 |
| YANKTON | 2 | 3 | 2 | 16 | 22 | 11 | 14 | 0 | 6 | 1 | 2 | 6 |
| ZIEBACH | 0 | 0 | 0 | 3 | 1 | 0 | 2 | 0 | 2 | 0 | 0 | 2 |
| TOTALS | 68 | 29 | 126 | 486 | 312 | 133 | 676 | 33 | 78 | 29 | 65 | 160 |

Continued on page 25

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.

HOW DO YOU HIGHLIGHT CARS ON YOUR LOT?

Eyebrow Slogan Signs Available:



Oval Model Year Signs Available:

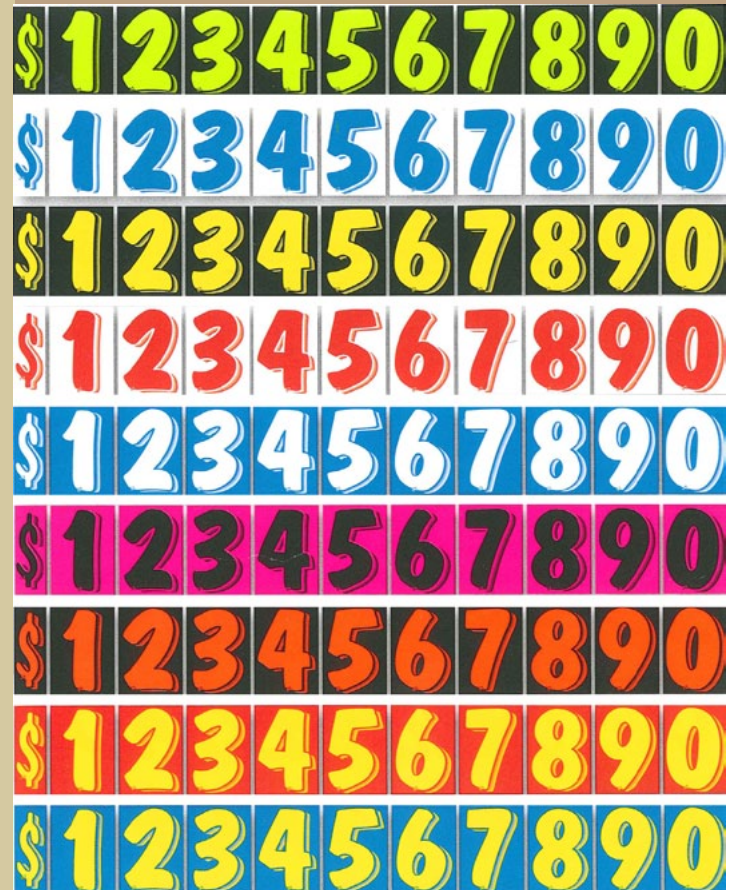


Smile Slogan Signs Available:



Mirror Hang Tag Options Available:

- Hold/Sold
- Red Tag Sale
- As Advertised
- Clearance
- Financing Available
- Like New
- List/Discount/Sale
- No Hassle Price
- Per Month
- Rebate
- Reduced
- Sale
- Was/Now
- Special
- Blank
- Border Only



Call Michelle at the SDADA office for more information at 605.336.2616

NEW VEHICLE REGISTRATIONS - JANUARY 2015

As provided by the South Dakota Division of Motor Vehicles

| COUNTY NAME | HVTRK | AUDI | NISS | HOND | MAZD | MERZ | SUBA | TOYT | HYUN | VOLV | VOLK | OTHER | TOTAL |
|--------------------|-------|------|------|------|------|------|------|------|------|------|------|-------|-------|
| AURORA | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 2 | 13 |
| BEADLE | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 13 | 80 |
| BENNETT | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 3 | 8 |
| BON HOMME | 3 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 3 | 25 |
| BROOKINGS | 4 | 1 | 3 | 4 | 0 | 1 | 3 | 12 | 1 | 0 | 0 | 15 | 109 |
| BROWN | 6 | 0 | 9 | 7 | 0 | 0 | 1 | 23 | 1 | 0 | 2 | 20 | 197 |
| BRULE | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 3 | 27 |
| BUFFALO | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| BUTTE | 1 | 0 | 1 | 1 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 9 | 33 |
| CAMPBELL | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 15 |
| CENTRAL (DMV ONLY) | 34 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 39 |
| CHARLES MIX | 2 | 0 | 0 | 1 | 1 | 0 | 1 | 1 | 1 | 0 | 1 | 8 | 46 |
| CLARK | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 4 | 15 |
| CLAY | 1 | 0 | 1 | 2 | 1 | 1 | 0 | 4 | 0 | 0 | 0 | 4 | 47 |
| CODINGTON | 1 | 0 | 1 | 1 | 1 | 0 | 1 | 12 | 1 | 0 | 0 | 12 | 112 |
| CORSON | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 4 | 15 |
| CUSTER | 1 | 0 | 0 | 3 | 0 | 0 | 5 | 1 | 0 | 0 | 0 | 4 | 28 |
| DAVISON | 4 | 0 | 2 | 2 | 0 | 0 | 0 | 4 | 0 | 0 | 0 | 10 | 97 |
| DAY | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 5 | 22 |
| DEUEL | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 2 | 14 |
| DEWEY | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 5 | 15 |
| DOUGLAS | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 16 |
| EDMUNDS | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 2 | 0 | 0 | 0 | 2 | 13 |
| FALL RIVER | 0 | 0 | 1 | 1 | 0 | 0 | 2 | 2 | 0 | 0 | 0 | 7 | 21 |
| FAULK | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 15 |
| GRANT | 3 | 0 | 1 | 0 | 0 | 0 | 0 | 3 | 0 | 0 | 0 | 6 | 34 |
| GREGORY | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | 12 |
| HAAKON | 0 | 0 | 2 | 1 | 0 | 0 | 0 | 2 | 1 | 0 | 0 | 5 | 19 |
| HAMLIN | 1 | 0 | 0 | 0 | 0 | 0 | 2 | 4 | 1 | 0 | 0 | 1 | 33 |
| HAND | 2 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 26 |
| HANSON | 1 | 0 | 0 | 2 | 0 | 0 | 2 | 1 | 1 | 0 | 0 | 3 | 27 |
| HARDING | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 10 |
| HUGHES | 18 | 0 | 2 | 2 | 0 | 1 | 3 | 6 | 2 | 0 | 0 | 6 | 102 |
| HUTCHINSON | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 1 | 3 | 34 |
| HYDE | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 10 |
| JACKSON | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 8 |
| JERAULD | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 10 |
| JONES | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 10 |
| KINGSBURY | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 2 | 18 |
| LAKE | 0 | 0 | 2 | 2 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 6 | 55 |
| LAWRENCE | 3 | 0 | 5 | 1 | 1 | 0 | 8 | 8 | 0 | 0 | 12 | 12 | 139 |
| LINCOLN | 5 | 8 | 7 | 38 | 3 | 6 | 15 | 20 | 9 | 0 | 7 | 46 | 289 |
| LYMAN | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 18 |
| MARSHALL | 1 | 0 | 0 | 2 | 0 | 0 | 0 | 3 | 0 | 0 | 0 | 4 | 23 |
| MCCOOK | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 18 |
| MCPHERSON | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 2 | 11 |
| MEADE | 2 | 0 | 1 | 1 | 0 | 0 | 6 | 1 | 1 | 0 | 1 | 14 | 75 |
| MELLETTTE | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 5 |
| MINER | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 1 | 8 |
| MINNEHAHA | 35 | 9 | 23 | 68 | 21 | 8 | 45 | 87 | 20 | 0 | 9 | 132 | 818 |
| MOODY | 2 | 1 | 0 | 0 | 0 | 0 | 2 | 1 | 1 | 0 | 1 | 6 | 32 |
| PENNINGTON | 11 | 1 | 11 | 29 | 6 | 2 | 39 | 42 | 4 | 0 | 6 | 80 | 431 |
| PERKINS | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 4 | 17 |
| POTTER | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 1 | 8 |
| ROBERTS | 0 | 0 | 0 | 1 | 0 | 0 | 2 | 6 | 0 | 0 | 1 | 3 | 44 |
| SANBORN | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 4 |
| SHANNON | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 6 | 19 |
| SPINK | 0 | 0 | 1 | 1 | 0 | 0 | 1 | 2 | 0 | 0 | 0 | 3 | 27 |
| STANLEY | 1 | 0 | 1 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 3 | 16 |
| SULLY | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 1 | 2 | 11 |
| TODD | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 3 | 17 |
| TRIPP | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | 23 |
| TURNER | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 1 | 0 | 0 | 3 | 40 |
| UNION | 1 | 1 | 0 | 4 | 0 | 4 | 2 | 6 | 1 | 1 | 1 | 11 | 83 |
| WALWORTH | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 20 |
| YANKTON | 1 | 1 | 3 | 1 | 0 | 0 | 5 | 3 | 1 | 0 | 0 | 10 | 110 |
| ZIEBACH | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 11 |
| TOTALS | 152 | 23 | 82 | 180 | 35 | 26 | 152 | 276 | 51 | 1 | 44 | 530 | 3748 |

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.

“IF YOU DON’T KNOW WHERE YOU’RE GOING,
YOU WILL WIND UP SOMEWHERE ELSE.”

Yogi Berra



Rushmore Reinsurance Company II Limited

Your dealer-owned credit life and disability insurance company.

- Profit for the dealership
- Finance & insurance seminars
 - Higher limits

CALL TODAY!

John Benson 800-826-6587 or SDADA Staff 605-336-2616

RECREATIONAL VEHICLE REGISTRATIONS - JANUARY 2015

As provided by the South Dakota Division of Motor Vehicles

| COUNTY NAME | SNOWMOBILE | | | | | MOTORCYCLE | | | | | ATV'S | | | | | | | TOTAL |
|--------------------|------------|-------|------|-------|--------|------------|-------|-------|-------|--------|-------|-------|-------|-------|-------|-------|--------|-------|
| | ARCCS | POLSS | BMBS | YAMAS | OTHERS | HONDM | KAWKM | SUZIM | YAMAM | OTHERM | HONDA | KAWKA | YAMAA | SUZIA | ARCCA | POLSA | OTHERA | |
| AURORA | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| BEADLE | 0 | 2 | 3 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | 1 | 1 | 0 | 0 | 4 | 4 | 19 |
| BENNETT | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 2 |
| BON HOMME | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 1 | 0 | 4 |
| BROOKINGS | 0 | 1 | 1 | 2 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 9 | 2 | 18 |
| BROWN | 1 | 7 | 4 | 0 | 0 | 0 | 0 | 0 | 2 | 2 | 1 | 0 | 3 | 1 | 0 | 8 | 3 | 32 |
| BRULE | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 3 | 0 | 7 |
| BUTTE | 1 | 1 | 3 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 2 | 0 | 0 | 1 | 0 | 6 | 0 | 16 |
| CAMPBELL | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 6 | 0 | 9 |
| CENTRAL (DMV ONLY) | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 |
| CHARLES MIX | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 7 | 0 | 0 | 0 | 0 | 2 | 0 | 10 |
| CLARK | 0 | 2 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 2 | 0 | 0 | 1 | 0 | 7 |
| CLAY | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 3 |
| CODINGTON | 6 | 8 | 2 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 3 | 1 | 0 | 7 | 1 | 30 |
| CORSON | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 1 | 0 | 1 | 0 | 3 | 0 | 0 | 4 | 2 | 13 |
| CUSTER | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 3 | 1 | 6 |
| DAVISON | 2 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | 2 | 1 | 0 | 0 | 0 | 2 | 1 | 12 |
| DAY | 0 | 2 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 |
| DEUEL | 0 | 2 | 9 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 1 | 0 | 0 | 0 | 14 |
| DEWEY | 1 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 5 | 1 | 10 |
| DOUGLAS | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 2 | 0 | 0 | 0 | 1 | 2 | 6 |
| EDMUNDS | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 2 |
| FALL RIVER | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 7 | 2 | 1 | 0 | 0 | 2 | 0 | 14 |
| FAULK | 0 | 1 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 |
| GRANT | 2 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | 1 | 9 |
| GREGORY | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | 0 | 1 | 0 | 0 | 3 | 0 | 9 |
| HAAKON | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 0 | 1 | 5 |
| HAMLIN | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | 2 | 8 |
| HAND | 0 | 2 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 2 | 0 | 0 | 4 | 0 | 11 |
| HANSON | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 1 | 0 | 0 | 0 | 0 | 4 |
| HARDING | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 1 | 0 | 0 | 0 | 2 | 7 |
| HUGHES | 5 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 4 | 1 | 0 | 0 | 0 | 3 | 2 | 16 |
| HUTCHINSON | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 2 | 0 | 2 | 1 | 0 | 3 | 4 | 14 |
| HYDE | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 3 |
| JACKSON | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 7 | 0 | 2 | 0 | 0 | 2 | 1 | 12 |
| JERAULD | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 3 |
| JONES | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 4 | 0 | 0 | 0 | 0 | 2 | 0 | 7 |
| KINGSBURY | 0 | 2 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 2 | 0 | 0 | 0 | 0 | 0 | 2 | 1 | 9 |
| LAKE | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 1 | 0 | 0 | 0 | 2 | 1 | 7 |
| LAWRENCE | 59 | 0 | 5 | 1 | 0 | 1 | 0 | 0 | 1 | 2 | 1 | 0 | 1 | 0 | 0 | 4 | 2 | 77 |
| LINCOLN | 1 | 4 | 7 | 0 | 0 | 1 | 0 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 0 | 5 | 2 | 23 |
| LYMAN | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 4 | 0 | 2 | 0 | 0 | 6 | 0 | 13 |
| MARSHALL | 1 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 5 | 0 | 10 |
| MCCOOK | 0 | 1 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 |
| MCPHERSON | 1 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 5 |
| MEADE | 0 | 1 | 2 | 1 | 0 | 1 | 2 | 0 | 1 | 1 | 2 | 2 | 3 | 2 | 0 | 8 | 4 | 30 |
| MELLETTTE | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 4 | 0 | 0 | 0 | 0 | 0 | 0 | 4 |
| MINER | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 2 | 5 |
| MINNEHAHA | 2 | 5 | 9 | 2 | 0 | 2 | 0 | 0 | 2 | 7 | 6 | 3 | 0 | 0 | 0 | 17 | 11 | 66 |
| MOODY | 1 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 3 | 8 |
| PENNINGTON | 0 | 5 | 11 | 0 | 0 | 0 | 0 | 1 | 2 | 5 | 14 | 1 | 2 | 0 | 0 | 15 | 11 | 67 |
| PERKINS | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 5 | 1 | 1 | 0 | 0 | 5 | 4 | 17 |
| POTTER | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 8 | 0 | 0 | 0 | 0 | 0 | 1 | 11 |
| ROBERTS | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 7 | 1 | 11 |
| SANBORN | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 3 |
| SHANNON | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 1 | 2 | 5 |
| SPINK | 1 | 1 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 1 | 0 | 0 | 3 | 1 | 12 |
| STANLEY | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 5 | 1 | 11 |
| SULLY | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 3 |
| TODD | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| TRIPP | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 2 | 0 | 0 | 3 | 2 | 9 |
| TURNER | 0 | 1 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 4 | 0 | 9 |
| UNION | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 5 |
| WALWORTH | 0 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 5 | 1 | 12 |
| YANKTON | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 3 | 0 | 2 | 0 | 0 | 4 | 1 | 11 |
| ZIEBACH | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | 0 | 1 | 0 | 0 | 0 | 0 | 4 |
| TOTALS | 93 | 71 | 80 | 10 | 0 | 12 | 5 | 3 | 14 | 30 | 134 | 19 | 44 | 7 | 0 | 194 | 85 | 801 |

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.

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 | 2017 |
| Three | Bruce Eide | Vern Eide Motorcars | bruceide2001@yahoo.com | 605-373-8111 | 2017 |
| 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.stobbsales@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 | 2017 |
| Eleven | Scott Peterson | Scott Peterson Motors | scott@scottpetersonmotors.com | 605-892-2643 | 2015 |
| Twelve | Steve Michelson | Rushmore Honda | steve@rushmorehonda.com | 605-348-4468 | 2017 |
| 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.) | Steve Biegler | Biegler's C&S Motorsports | steve_biegler@yahoo.com | 605-225-4533 | 2017 |
| Sixteen (PS Dir.) | Jim Burgess | Black Hills Harley Davidson | bjburgess@aol.com | 605-342-9362 | 2015 |
| Seventeen (RV Dir) | Dan Healy | Dakota RV's | dhealy@dieselmachinery.com | 605-348-1212 | 2017 |
| Eighteen (HD Trk Dir) | Dutch Van Santen | I-State Truck Center | dutch.vansanten@istatetruck.com | 605-336-2995 | 2015 |

SDADA PAST CHAIRPERSONS

| | | | | | |
|-----------|----------------|---------------|-----------|---------------------|-------------|
| 2013-2014 | Scott Peterson | Belle Fourche | 1998-2000 | Steve Paula | Brookings |
| 2012-2013 | Mark McKie | Rapid City | 1996-1998 | John Roskos | Rapid City |
| 2011-2012 | John Hagemann | Yankton | 1995-1996 | Kevin Randall | Rapid City |
| 2009-2011 | David Hersrud | Sturgis | 1993-1995 | Jim Jacobsen | Sturgis |
| 2008-2009 | Dan Lamb | Onida | 1992-1993 | Steve Sewell | Webster |
| 2007-2008 | Mike McCormick | Salem | 1991-1992 | Dean Kjelden | Sioux Falls |
| 2006-2007 | Marty Rypkema | Rapid City | 1990-1991 | Don Schoenhard, Sr. | Huron |
| 2004-2006 | Jim Wegner | Pierre | 1989-1990 | John Ehret | Yankton |
| 2002-2004 | John Deniger | Huron | 1988-1989 | Merlin Fauth | Rapid City |
| 2000-2002 | Tom Mahan | Groton | 1987-1988 | Tom Graham | Sioux Falls |

SDADA SERVICES BOARD OF DIRECTORS

| NAME / POSITION | DEALERSHIP | EMAIL ADDRESS | PHONE | TERM ENDS |
|--|----------------------------------|-----------------------------|--------------|------------------|
| Bruce Eide, Chairman | Vern Eide Motorcars, Sioux Falls | bruceide2001@yahoo.com | 605-373-8111 | 2015 |
| Jeff Johnson, Membership Services Director | Vern Eide Motoplex, Sioux Falls | jeffjohnson@verneide.com | 605-221-4000 | 2015 |
| Jenny Wegner, Group Insurance Director | Wegner Auto Company, Pierre | jenny@wegnerauto.com | 605-224-9900 | 2016 |
| Shawn Chase, Public Relations Director | Shawn Chase Ford, Redfield | schase.scf@midconetwork.com | 605-472-1633 | 2017 |