



2025 Louisiana Dealer of the Year Award

The Louisiana Dealer of the Year Award recognizes dealers who exemplify excellence in business operations and community involvement. It is the most prestigious award LADA bestows because nominations come directly from the dealer body and is based on the dealer's business success and civic involvement in the community. Using the form below, we are asking you to nominate a dealer from your district who you feel would be a deserving candidate for the 2025 award. The winner will be announced in the Spring of 2025 and will automatically become our state nominee to the TIME Magazine Awards program during the 2026 NADA Convention in Las Vegas. **Nominations must be received no later than Thursday, February 20, 2025.**

Individuals nominated for this award should:

- ✓ Demonstrate superior qualities of a reputable dealer such as: strong ethics, solid financial stature, consistent customer loyalty and satisfaction, industry recognition through achievement awards.
- ✓ Be an outstanding citizen, active in his or her community, dedicated to service to fellow man and charitable contributions to the benefit of others.
- ✓ Be the designated operating head of a franchised new car dealership (working at least 60 percent of the time) and a member of his/her local association, LADA and NADA for the last five years.

NOTE: Current directors of NADA and/or LADA are not eligible. Past Dealer of the Year nominees can be re-nominated four years from the last date of their nomination.

1965 C.W. Holmes – Shreveport	1984 M.R. McIlwain – Metairie	2004 Robert E. Trahan – Lafayette
1966 F.N. Steele – Monroe	1985 Martin A. Roy, Jr. – Opelousas	2005 Fred L. Moffitt – Bossier City
1967 J.A. Miller – Baton Rouge	1986 Thomas Benson, Jr. – New Orleans	2006 Edley M. Hixson, Jr. – Alexandria
1968 J.A. Begnaud – Lafayette	1987 Richard H. Baker, III – Houma	2007 Sharon K. Moss – Lafayette
1969 W.H. Brumfield – Amite	1988 Ronald M. Lamarque – Kenner	2008 George P. Fritze – Bossier City
1970 W.L. Mossy – New Orleans	1989 Donald F. Barker – Lockport	2009 Michael S. Harper – Minden
1971 J.M. Cagle – Lake Charles	1990 Ben Carollo – Harvey	2010 Adrian W. Harris – Baton Rouge
1972 W.F. Roundtree – Shreveport	1991 James N. Fritze – Bossier City	2011 Marshall H. Hebert – Shreveport
1973 Foster Walker, Jr. – Alexandria	1992 James J. Bryan, Sr. – Metairie	2012 Jack E. Hebert – Sulphur
1974 A. Vernon Brinson – Metairie	1993 Lawrence J. Oggs – Metairie	2013 Richard Q. Flick – New Orleans
1975 Ira J. Woodfin – Baton Rouge	1994 Louis B. Mann – Lafayette	2014 Foster Walker, III – Alexandria
1976 A.J.M. Oustalet, Jr. – Jennings	1995 Gerald R. Lane – Baton Rouge	2015 Stephen C. Horn – Shreveport
1977 William T. Hanna, Jr. – Shreveport	1996 Douglas K. Durnin – Baton Rouge	2016 Raymond J. Brandt – New Orleans
1978 J. Frank Terrell – Baton Rouge	1997 Jimmie F. Humphries – Jena	2017 Matthew G. McKay – Baton Rouge
1979 Denis J. Bergeron, Jr. – Metairie	1998 J. Alvin Gray – De Ridder	2018 Denny Rogers – Bossier City
1980 Jack L. Rivers – Monroe	1999 Joseph S. Bolton – Lake Charles	2019 Susan Moffitt – Shreveport
1981 J.P. Thibodeaux – New Iberia	2000 Donald E. Shelter – Lake Charles	2020 Mark Boniol – Lake Charles
1982 Sidney J. Duplessis – Baton Rouge	2001 Clويد White – Winnsboro	2021 Robert “Bob” Giles – Lafayette
1983 George M. Roy – Lafayette	2002 V. Price LeBlanc, Sr. – Baton Rouge	2022 Joel P. Oustalet – Jennings
	2003 W. Julian Foy – Many	2023 Troy J. Duhon – New Orleans
		2024 Eric Lane – Baton Rouge

Nominations Accepted by DEALERS ONLY

Nominee:	Submitted by:
Dealership:	Dealership:
List Reasons for Nominations (you may submit on a separate page if needed):	

Completed Nominations forms must be returned LADA via email no later
than Thursday, February 20
lada@lada.org