



Membership Benefit Guide



2024-25 EXECUTIVE COMMITTEE

Kristie McMath Hebert

Arceneaux Ford
Chairwoman

Patton Fritze

Red River Chevrolet
Vice-Chairman

Rand Alford

Alford Motors Inc.
Treasurer

Marshall Harper

Harper Motors
Immediate Past-Chairman

Robert A. Grace

Southpoint Volkswagen
District 11-12

John R. Young

John R. Young Chevrolet GMC
District 13

Mark A. Hebert, Sr.

Hebert's Town & Country Ford Lincoln
NADA State Director

OUR TEAM

Coulter McMahan

President/CEO

Katherine Carver

Director of Events and Communications

Alexandra Hughes

Director of Membership

Cecilia Shahrदार

Member Services Coordinator

Vivian Kirkpatrick

Administrative Assistant

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A membership with LADA is an investment in bettering Louisiana's automobile industry.





About LADA

The Louisiana Automobile Dealers Association (LADA) is a full service-trade association representing nearly 350 new motor vehicle car and heavy truck dealers in Louisiana. Additionally, LADA has over 100 allied associate members. LADA provides products and services to enhance the operations of its member dealers.

Founded in New Orleans basement in 1937, the early organizers included Ferron Brown of Baton Rouge, Brown Fortier of Lafayette, S.J. “Jack” Rogers of Monroe, Wiley L. Mossy, Sr. and Joseph A. Paretti of New Orleans. The first president, T. L. Huber of Lake Charles, served for three years, from 1937 through 1939.

LADA’S MISSION

The Louisiana Automobile Dealers Association (LADA) stands as a powerful political, economic, and educational force created by Louisiana dealers, for Louisiana dealers, and still proudly managed by Louisiana dealers.

As steadfast advocates for Louisiana’s franchised automobile and heavy truck dealers, we champion a regulatory environment that promotes fair competition and ensures consumer safety. Regardless of the size or location of the dealership, our mission is to elevate the profile of our dealers and the Association.

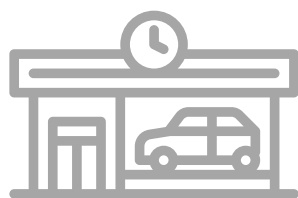
We forge impactful partnerships that drive sustained economic prosperity for Louisiana, our dealers, and the hardworking Louisianians they employ.

What We Do

LADA represents a collective voice that promotes and protects the interests of Louisiana's Auto Dealers and the local businesses and communities throughout the state that support Louisiana's auto industry. We understand the complexity of laws and regulations that fall under Louisiana's franchise system and strive to educate, inform and advocate for public policy that promotes fair business practices to better serve Louisiana's dealers and also benefit Louisiana's consumers.

Supporting Louisiana's franchised system enhances Louisiana's economic interests, protects the interests of Louisiana dealers, its consumers, associate businesses and allied trade industries, while also promoting cooperation among motor vehicle dealers throughout the state.

DRIVING LOUISIANA'S ECONOMY



353

DEALERSHIPS

(new car and heavy truck)



38,402

TOTAL JOBS

(created by dealerships)



\$19.2B

TOTAL SALES

(all dealerships)



LADA-SIF

The Louisiana Automobile Dealers Association Self-Insurers' Trust Fund (LADA-SIF) is the exclusive workers' compensation program available to all LADA Dealer Members. Created in 1981, the LADA-SIF leads the industry with low rates, low expense ratios and consistent surplus returns. With over \$109 million in member distributions payable returned to the members since its inception.

The success of the LADA-SIF is credited to:

- Fund Members aggressively promoting safety within their dealerships;
- The Board of Trustees establishing and maintaining prudent policy;
- The Fund Administrator providing leadership, oversight and legislative involvement;
- Third Party Administrator Risk Management Services, LLC (RMS) implementing Workers' Comp Best Practices in its day-to-day management of operations

LADA Political Action Committee

The staff of LADA works to monitor the ever-changing status of governmental regulations on the automobile industry. Areas include, but are not limited to: titles, taxes, leasing, insurance, and dealer licensing.

Established by the LADA Board of Directors, the LADA-PAC is a statewide political action committee which promotes LADA's legislative program. LADA-PAC supports only candidates running for, or elected to, the Louisiana House of Representatives, the Louisiana Senate, and occasionally, statewide offices such as Governor, Commissioner of Insurance and, Attorney General.

While LADA speaks for the dealers of Louisiana, NADA is our collective voice on national legislation and regulatory matters. LADA is proud to assist in NADA's efforts to fund the only political group that represents franchised dealers on both imported and domestic new cars and trucks. The NADA-PAC provides financial assistance to the election campaigns of pro-dealer, pro-business candidates to the U.S. House and Senate.



Contribute to the
LADA-PAC to
support LADA's
legislative initiatives

Dealer Advocacy Fund

LADA has aggressively fought to protect and promote the rights of Louisiana franchised new car and heavy truck dealers since its inception in 1937. With franchised dealers facing unprecedented uncertainty and challenges from manufacturers, industry disrupters, and government, the LADA Board of Directors has taken the proactive step of creating the **LADA Dealer Advocacy Fund** to continue the aggressive fight our members have come to expect.

LADA leadership recognizes that our battles are fought in the Capitol, in front of regulatory agencies, via the legal system and through public opinion. The LADA Dealer Advocacy Fund will allow for more financial flexibility as we fight to safeguard our business model, a model that creates thousands of jobs, millions in local and state tax revenue and countless consumer benefits. The Fund's purpose is clear:

“to support the preservation, protection and promotion of the Louisiana franchised dealers and the laws, regulations and statutes defending Louisiana dealers.”

LADA members, through requests and successful approval of the LADA board or LADA executive committee, may request access to monies from the fund for approved purposes. However, pursuant to the approved purpose statement, the issue must be one that substantially affects the dealer body as a whole.



Make a donation to
the LADA Dealer
Advocacy Fund



DEALER ADVOCACY FUND

OF THE LOUISIANA AUTOMOBILE DEALERS ASSOCIATION

PLATINUM

Arceneaux Ford
Group 1 Automotive
Kenworth of Louisiana
Lake Charles Toyota
Landers Dodge Chrysler Jeep
Tommy Harvey
Shreveport Bossier New Car Dealers Association
Price LeBlanc Auto Group

GOLD

Alford Motors, Inc.
Baton Rouge New Car Dealers Association
Dantin Chevrolet
Foy Chevrolet Buick GMC
Giles Nissan
Harper Chevrolet GMC
Hebert's Town & Country Dodge Chrysler Jeep
Honda of Covington
Hollingsworth Richards Ford
Mike Harper
Ralph Sellers Motor Company
Richards Honda
Sparks Nissan Kia
Trapp Cadillac Chevrolet
Van-Troy Toyota, LLC
Walker Automotive

SILVER

Acadiana Chrysler Dodge Jeep
Acura of Baton Rouge
Ascension Honda
Audi Lafayette
Audi New Orleans
Geaux Chevrolet
Hyundai of Metairie
John Harvey Toyota
John R. Young Chevrolet GMC
L. Keith Hanks
Ryan Chevrolet
Shelter Corley Ford Ltd.
Southland Dodge Chrysler Jeep LLC
Toyota of Slidell

BRONZE

Courtesy Chevrolet Buick GMC Cadillac of Ruston LLC
Infiniti of Baton Rouge
John Roussel
P.K. Smith Motors Inc.
Robin Ford
Ross Downing Chevrolet Inc.
Southpoint Volkswagen
Southwest Volkswagen Inc.
Toyota of New Orleans
Waller Singer Chevrolet, Inc.
White Ford, LLC

Thank you to those listed above for your contribution! To make a tax-deductible donation to the LADA Dealer Advocacy Fund, please scan the QR code below.



The LADA Dealer Advocacy Fund is 501(c)(6). Please consult with your legal and tax advisors as to the taxability of any donation made to the fund. Thank you!

NextGen Dealer Program

The NextGen Dealer Leadership Program is a dynamic initiative designed to engage and empower the next generation of leaders in Louisiana's automobile dealership industry. This exclusive program offers young professionals in LADA the opportunity to sharpen their leadership skills, build valuable industry connections, and drive innovation within their dealerships.

Through a series of leadership workshops, mentorship opportunities, networking events, and hands-on challenges, participants will gain insights from industry experts and collaborate with peers who share their passion for shaping the future of the dealership business. The program culminates in the annual NextGen Dealer Retreat, where members will gather for two days of inspiring keynotes, interactive panels, and leadership development sessions.

Whether you're looking to elevate your career or influence the future of the industry, the LADA NextGen Dealer Leadership Program is the platform for ambitious leaders eager to make a lasting impact.



Dealer Member Benefits



LADA Dealers have direct access to our General Counsel and Employment and Labor Law attorneys. As part of the membership, dealers receive one complementary hour of legal advice to take advantage of when issues arise within your dealership.

General Counsel: Breazeale, Sachse, & Wilson, LLP
Labor and Employment Law: Fisher Phillips, LLP



The LADA-SIF is the exclusive workers' compensation program available to all LADA Dealer Members. The LADA-SIF leads the industry with low rates, low expense ratios, and consistent surplus returns. With over \$105 million in member distributions payable returned to the members since its inception, the success LADA-SIF is directly tied to the fund members aggressively promoting safety within their dealerships.

Third-party Administrator: Risk Management Services, LLC



Dealer members of LADA are eligible to participate in the group's health insurance plan provided by Blue Cross Blue Shield of Louisiana. This includes access to comprehensive healthcare coverage, competitive premium rates, and a wide network of healthcare providers, along with tailored plan options designed to meet the needs of dealerships and their employees.

Group Health Insurance Provider: Blue Cross Blue Shield of Louisiana



LADA allows dealers to connect with peers and industry experts, fostering a collaborative and educational environment to better our industry. Dealers also have exclusive access to the LADA membership directory. This powerful tool facilitates seamless connectivity with LADA dealers and vendors, creating an environment ripe for collaboration, partnership, and networking within the vibrant automotive community.

Visit lada.org for the full list of events.



LADA has endorsement agreements with 13 companies offering a wide variety of services to support the operations of our dealer members. These companies have shown a strong commitment to the association through royalties and various event sponsorships. These partnerships help LADA keep our membership dues low while providing dealers training, education, and access to special discounts from the endorsed providers.

Visit lada.org/endorsed-members for the full list of endorsed companies.

Associate Member Benefits



LADA membership gives your company access to LADA's events held throughout the year where you'll have privileged access to network directly with the dealers. Additionally, these events provide a variety of sponsorship opportunities, allowing you to showcase your products and services to a targeted and influential audience.

Visit lada.org for the full list of events.



As a member of LADA, you gain exclusive access to our membership directory. This powerful tool facilitates seamless connectivity with Louisiana's dealers, creating an environment ripe for collaboration, partnership, and networking within the vibrant automotive community.



With an LADA membership, your company can capitalize on advertisement opportunities in LADA's quarterly magazine, Up to Speed. Sent to our extensive dealer body, this magazine provides a unique platform to amplify your company's presence, share success stories, and promote your offerings to a broad and engaged audience.

Visit up-to-speed.thenewslinkgroup.org for an overview of the magazine.



Stay ahead of the curve with LADA's commitment to delivering time-sensitive, industry-specific news and resources directly to our members via email. In a fast-paced industry, this ensures that you are well-informed about the latest developments, regulatory updates, and industry trends, at both a statewide and national level. We offer occasional webinars to our dealer members and lean on experts within our associate membership to provide educational content to the dealers.

LADA Endorsed Members

LADA Endorsed Memberships are designed to spotlight associate members that embody LADA's mission to enhance the operations of our dealer members and who have shown commitment to supporting the association. LADA promotes these companies to the dealer body through the various avenues outlined below and is constantly working to strengthen these relationships. These partnerships help LADA keep our membership dues low while providing dealers training, education, and access to special discounts from the endorsed providers.



Education and Training

Provide education and training to LADA's dealers through webinars and seminars to showcase your expertise and services.

01



Direct Referrals

LADA will refer dealers to your company as our endorsed partner.

02



Early Access to Events

You will gain early access to event registration and coveted sponsorship opportunities for LADA's events.

03



Marketing

Amplify your brand on LADA's website, special event recognition, and marketing emails to dealers.

04



LADA Annual Events

Dealer Day at the Capitol

Annual Convention

NextGen Retreat

Legislative Roadshow

Golf Tournament



2025 CALENDAR OF EVENTS



Dealer Day at the Capitol

2025 marks our second event at Louisiana's Capitol. Dealers from across the state gather together in our state's capital city to meet with law makers and educate them on how our industry is a vital driving force of Louisiana's economy.

May
12-13
2025



LADA Convention

LADA's 86th Annual Convention will be held at the historic Grand Hotel Golf Resort & Spa in Fairhope, Alabama, June 11-15, 2025. Join us for an immersive experience where industry leaders gather to discuss the latest trends, innovations, and strategies in the automobile industry.

June
11-15
2025



Legislative Roadshow

LADA will host a legislative roadshow in August 2025. The roadshow's goal is to meet directly with our dealers and educate legislators about the critical role car dealerships play in the state's economy and their broader impact on Louisiana. This initiative aims to foster a deeper understanding of the industry's importance among policymakers.

August
18-28
2025



NextGen Retreat

LADA is launching its official NextGen Dealer Program and will host a retreat designed to provide participants with industry insights, leadership skills, and the knowledge needed to navigate the evolving automotive market through workshops and networking opportunities.

September
17-18
2025



Charity Golf Tournament

LADA's Charity Golf Tournament benefitting the NADA Foundation's Emergency Relief Fund is a can't miss event. Through proceeds from the tournament, LADA is able to give back to this fund that has stepped in to help numerous Louisiana dealership employees after facing devastating loss from natural disasters.

October
27-28
2025

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