



Serving Quality Independent Automobile Dealers since 1946

NATIONAL INDEPENDENT
AUTOMOBILE DEALERS ASSOCIATION

ASSOCIATION-ENOTES

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Our In-Market Shoppers Have 3 Ways to Go Mobile:

1. Mobile-optimized site
2. iPhone app
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April 5, 2011

NIADA's 65th Anniversary Convention & Expo, in Las Vegas, Nevada

Online Registrations are being accepted at www.niada.com... Go online and get your registration started today!

While you're at it...make your **Hotel Reservations** at **Caesar's Palace Hotel!**



The current promotional rate, starting at \$144/night, has been extended through April 30, 2011, for your stay during the convention.

- [To Reserve Online, Click Here.](#)
- **To Reserve By Phone:** Call the hotel directly at 866-227-5944, and be sure to give the group code "SCNIA1" to receive this special rate.
- **For More Information,** go to www.niada.com or call 800-682-3837...

NIADA National Member Benefit Programs

NIADA Brings on EEHall Auto Dealers Insurance Program for NIADA Members


EE Hall Auto Dealer insurance is one of the most important purchases an independent dealer has to make. Dealers shouldn't have to worry whether they are underinsured or do not have the appropriate coverage's in the event of a loss.

The NIADA Independent Auto Dealer Insurance Program offers exceptional insurance products to protect members nationwide. The program provides members affordable and easy payment terms and excellent claims handling for the essential coverage's to insure their business; Liability, Inventory, Property, Crime, Excess Liability/Umbrella, ID Theft Recovery (education, assistance & credit monitoring) and Workers Compensation. For more information, go to www.eehallautodealer.com or email us at QuoteMe@edwardehall.com



or call us at 888.302.4342..

NIADA Renews Partnership with First Data

 **First Data**™ There are more ways to grow your business with every sale, every customer, every day. NIADA and First Data are ready to help you:

- Accept more forms of payments
- Improve cash flow
- Receive personalized support
- Easily manage your transaction data

First Data has payment solutions designed to affordably fit your business and we'll show you new ways to grow your revenue:

- Affordability
- Reduced risk
- Increased customer satisfaction
- Revenue growth

NIADA and First Data are here to help lower your costs while building your business. For more information or questions, call today Eric Behrens 208.794.8388 or visit <https://www.empsebiz.com/partners/niada/>

Berkshire Risk Services joins NIADA Member Benefits Program.



Berkshire Risk Services is a specialty provider of collateral protection insurance for buy here-pay here and special finance lenders.

These programs are designed to extend lienholder protection against physical damage loss, at no net cost to the lender. Additional coverage enhancements and revenue opportunities combine to deliver a financial benefit worth considering. Berkshire Risk customizes each program to meet the unique risk management needs and business objectives of our client lender, and to ensure compliance with all applicable laws. For more information, visit us at www.berkshirerisk.com

Liquid Motors and NIADA Social Media Webinar

-- April 12, 2011 10:00 am CST

Educating NIADA members on how to leverage social media to garner brand recognition, build consumer confidence and drive new business opportunities.

Are you on facebook connecting with existing customers and reaching new ones?

*Join NIADA and Liquid Motors for a Social Media webinar
April 12, 2011 at 10:00 am CST*

Learn how to leverage social media to build consumer confidence and drive business opportunities quickly and easily!



SocialFuel Inventory



SocialFuel FanBuilder



SocialFuel Coupons



Register Today

Need Easy Training Opportunites For Your Dealership??



Check out the new **Education and Training Consortium (ETC)** to watch our list grow. The programs listed on this sight have met

stringent criteria that ensures this program or product:

- Responds to current dealership needs;
- Demonstrates history of effectiveness;
- Comes with dealer recommendations; and
- Offers professional presentation of goods and services.

Just go to niada.com's [Education page](#) and follow the links to **ETC** or contact [Georgia Brown](#) at 800-682-3837 for more information.

Know A Dealership That Serves Its Community?

Then why not nominate it for the First...

NIADA/MANHEIM NATIONAL COMMUNITY SERVICE AWARD!

Independent dealerships across the nation contribute everyday to their communities, but often go unrecognized for their community support. This award was created to honor those independent dealerships.



Five finalists will be selected and the winning dealership will be named on June 22 at the Leadership Awards Banquet during the National Independent Automobile Dealers Association Convention and Expo in Las Vegas. Manheim representatives will present the award along with a \$5000 check made payable to the dealership's chosen charity, which



The Manheim Used Car Market Report is the definitive source of information and trends that shape wholesale and retail used vehicle markets. The 2011 Report strives to

help readers navigate an automotive industry facing rapid change. NIADA members may download a FREE copy of the 16th Annual Manheim Used Car Market Report (\$250 value) by taking a brief (5-10 minute) [survey](#).

Data tells you what happened.
Our insights tell you what it means.



Ultimate Vender Guide updated for better search results. Try it free today!



must be classified as a charitable organization under section 501(c)(3) of the Internal Revenue Code.

For more information and a nomination form, go to niada.com or contact [Georgia Brown](#) at 800-649-3837. -- **NOMINATION DEADLINE: APRIL 30, 2011!**

New Education sessions from the Conference of Automotive Remarketing (CAR) now on NIADA.TV



Several educational sessions from the recent **CAR Conference** are now running "free of charge on [NIADA.TV](#). Over 12 sessions will be posted on the "Remarketing" as well as the "New Programs" channels throughout April and May. Check back often, to get caught up on the latest in Remarketing at your leisure.

Our 3 Ways to Go Mobile.

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[Learn more.](#)



Mobile Whenever, Wherever

When serious, in-market shoppers go mobile, Cars.com offers them more convenient ways to shop your inventory than any other third-party website. In addition to our mobile-optimized Cars.com site, your vehicles are also showcased on our iPhone and NEW Android app. Best of all? No additional cost to you!
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DATES TO REMEMBER

Email your industry event information to angela@niada.com

- May 18-20, 2011: **NABD Conference in Las Vegas, Nevada**
- June 19-23, 2011: **NIADA 65th Anniversary Convention & Expo in Las Vegas, Nevada**

National Independent Automobile Dealers Association | 2521 Brown Blvd., Arlington, TX, 76006 | 800-682-3837

To Join NIADA, please visit www.niada.com/membership.php

Your state association, in conjunction with NIADA, provides support, communication, education and benefits designed to save you money and to help increase your bottom line. We work together as an advocate for Independent Dealers, their customers, and the automotive industry. State associations are here to assist members in understanding issues of concern within the used motor vehicle industry. When you join your state association, you automatically become a member of NIADA.

To safely unsubscribe, please [click here](#).

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