



On the Road

THE OFFICIAL NEWSLETTER OF THE GREATER LEHIGH VALLEY AUTO DEALERS ASSOCIATION

2024 GLVADA CUP:

A Memorable Day of Golf, Giving, and Special Guests

Held on September 23, 2024, at the Steel Club in Hellertown, PA, the 2024 GLVADA Cup was a tremendous success, bringing together the Lehigh Valley auto dealer community for a day of golf, networking, and philanthropy. Despite some rain, the event maintained a fantastic atmosphere with participants enjoying friendly competition, great food, and meaningful connections.

A special highlight of this year's event was the exciting opportunity to play in a foursome with NFL Hall of Fame wide receiver Andre Reed. Reed's presence made the day even more memorable as he took time to meet with attendees, sharing inspiring stories and adding a personal touch to the event. It was a true honor to have him involved.

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BOARD LISTING

Keith Muir, Star Buick GMC
President
Auto Show Committee

James Outten, Outten Chevrolet
Vice President
Auto Show Committee

Brent Forest, Ciocca Dealerships
Secretary-Treasurer

Tom Daub, Brown Daub Dealerships
Immediate Past President
Membership/Nomination Committee

Sam Borrelli, Faulkner Chevrolet Cadillac
Past President
Membership/Nomination Committee

Todd Egry, Wind Gap Chevrolet Buick
Education Committee

Dave Kopew, Faulkner Subaru
Donations Committee

Todd Haldeman, Ford of Kutztown
Past President, Events Committee

Gregory Williams, Rentschler Chevrolet
Education Committee

Dean Rothrock, Rothrock Motors
Honorary Member

Dan Moyer, GLVADA
Executive Director

THANK YOU TO OUR ASSOCIATES!

PREMIER ASSOCIATE MEMBERS



ENHANCED ASSOCIATE MEMBERS

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The Tire Source

Thomas Miller & Company Inc

Vitu

WDIY 88.1 Lehigh Valley Public Radio

Withum Smith & Brown P.C.

Interested in becoming an associate member or enhancing your membership? Visit glvada.org to learn more.

REMINDER: Premier & Enhanced Member Materials Due

Maximize your GLVADA membership with a premier or enhanced listing in our member directory, newsletter, and website.

Please submit the following materials:

- Company Logo: 300 dpi, JPEG, PNG, or PDF.
- Headshot (Premier Members only): Up to 3 headshots, 300 dpi.
- Directory Ad: Premier: 5.75" w x 4.25" h
Enhanced: 2.75" w x 3.75" h, 300 dpi.
- Newsletter Ad: 3.75" w x 2.5" h, 300 dpi.

Email materials to sarah@sarott.com.

FROM THE DESK OF YOUR EXECUTIVE DIRECTOR



Hello,

I hope this newsletter finds you well. As summer winds down and we transition into the beauty of fall, with the leaves changing colors and the days growing shorter, it's easy to feel the rush of the upcoming winter holidays. Amidst the busyness, let's take a moment to

appreciate our blessings—our health, happiness, and the privilege of living in such a remarkable country, full of opportunities and choices.

These choices shape our lives and guide us toward a sense of fulfillment. As we focus on making good and meaningful decisions, let's also remember those who may be less fortunate. Sometimes, a simple smile, a kind word, or a helping hand can make a world of difference.

We are fortunate to live in the Lehigh Valley, where businesses and individuals alike generously give back to their community. Let's continue to support our local Lehigh Valley Auto Dealers, who do so much to enrich the communities they serve. By choosing to purchase and service our vehicles locally, we can help keep that spirit of giving alive.

Lastly, let's keep our neighbors in the South in our thoughts and prayers as they recover from the devastation caused by Hurricane Helene. The Greater Lehigh Valley Auto Dealers Association, in collaboration with the National Auto Dealers Association, is working to provide financial assistance to affected dealers and their employees. If you'd like to contribute, please feel free to reach out.

Thank you for your continued support.

Best regards,

Dan Moyer, Executive Director
Greater Lehigh Valley Auto Dealers Association



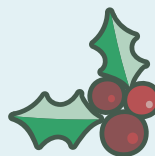
CALENDAR

2024

NOVEMBER 13th
Board of Directors Meeting
location TBD

DECEMBER 11th
GLVADA Holiday Party

DECEMBER 15th
Children' Christmas Lunch



2025

FEBRUARY TBD
Auto Technician Competition

FEBRUARY 17th
Auto Show Press Conference

MARCH 20-23rd
Greater Lehigh Valley Auto Show?

APRIL 23rd
Administrative Professional Day

Are You Receiving Emails from the Greater Lehigh Valley Auto Dealers Association?

If you're not receiving important updates and announcements from the Greater Lehigh Valley Auto Dealers Association (GLVADA), it may be time to check your inbox settings! Emails can sometimes land in your spam or junk folder, so be sure to check there first.

To ensure you don't miss any communication, we recommend adding our email address (greaterlvautodealers@gmail.com) to your "safe sender" list or whitelisting it. This will help keep our messages from being filtered out.

Still having trouble? Feel free to reach out to Dan at dmoyer1@ptd.net or Sarah at sarah@sarott.com for further assistance. We're happy to help!

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CONTINUED FROM PAGE 1

In addition to the incredible experience of playing alongside a sports legend, the event proudly supported the Andre Reed Foundation with a \$10,000 donation. This generous contribution will help the foundation continue its important work in supporting underprivileged children and providing opportunities for their future success. We deeply appreciate Andre's involvement and the chance to support such a meaningful cause.

Thank you to all our sponsors, participants, and volunteers who made the day possible. Special thanks to Tom Kwiatek, our event organizer, for coordinating the sponsorships. If you'd like to secure your sponsorship for next year's GLVADA Cup, please reach out to Tom at tkwiatek@ptd.net or 484-767-8457.

The GLVADA Cup continues to shine as a premier event, combining the excitement of golf with the joy of giving back. We look forward to seeing everyone again next year for another unforgettable day!



The GLVADA Cup

September 23rd 2024

THE STEEL CLUB, HELLERTOWN PA

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How Safe Is Your Dealership's Data? Let's Check!



Running a dealership means juggling a lot, but cybersecurity doesn't have to be another stress point. At AmericaVen, we specialize in helping auto dealers like you make sure their IT systems are safe and secure. Using the trusted NADA Cybersecurity Guidance and the industry-standard NIST Cybersecurity Framework, we'll perform a comprehensive IT Risk Assessment to check whether your current MSP is keeping you compliant with all the latest cybersecurity regulations.

Our highly technical team will review your dealership's systems, ensuring everything from encryption to employee access controls is in top shape. After the assessment, you'll receive an actionable report highlighting any potential concerns and offering clear steps to address them.

For dealerships aiming to meet cyber insurance compliance requirements, having a third-party assessment is a valuable asset. It demonstrates a proactive approach to cybersecurity, which can strengthen your position with insurers and potentially reduce premiums.

Reach out today, and let's take the first step in securing your dealership! You'll get peace of mind knowing your data – and your customers' data – is fully protected.

americaven.com

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SAVE THE DATE

W E L C O M E

TO THE *Fabulous*
GLVADA

HOLIDAY
PARTY

DECEMBER 11TH, 2024

HISTORIC HOTEL BETHLEHEM



CUSTOMER DATA ON EMPLOYEES CELL PHONES - WHO OWNS THE DATA?

By Steven Blatt, Esq. Bellavia Blatt -A NYSADA Partner

Adapted from an article written by Leonard Bellavia, Esq. and Steven Blatt, Esq. of Bellavia Blatt, P.C., this piece explores the legal complexities of dealership customer lists and the protection of such valuable assets when employees move to competing dealerships.

Dealerships go to great lengths to attract and retain customers. A dealership's customer list is a valuable asset, often containing information like customer identities, contact details, purchasing history, and lease expiration dates. Salespeople may store this information on their smartphones, raising the question: can a former employee keep and use that customer list when they move to another dealership?

Whether a customer list is a protected asset (a trade secret) depends on a few factors:

1. The information has economic value and isn't publicly available.
2. The dealership has invested time and money in developing the list.
3. Reasonable efforts have been made to protect it.

If a list only includes easily searchable details like names and addresses, it's less likely to be protected. However, if the list includes harder-to-obtain data like buying habits, credit history, and preferences, it becomes easier to argue for protection.

Protecting a customer list can include non-disclosure agreements, secure computer systems, and limiting employee access. Additionally, if the dealership owns the salesperson's phone, it strengthens their claim to the data.

For questions or legal concerns, contact Leonard Bellavia, Esq. (lbellavia@dealerlaw.com) or Steven Blatt, Esq. (sblatt@dealerlaw.com) at Bellavia Blatt, P.C. (516-873-3000).

NEW ASSOCIATES

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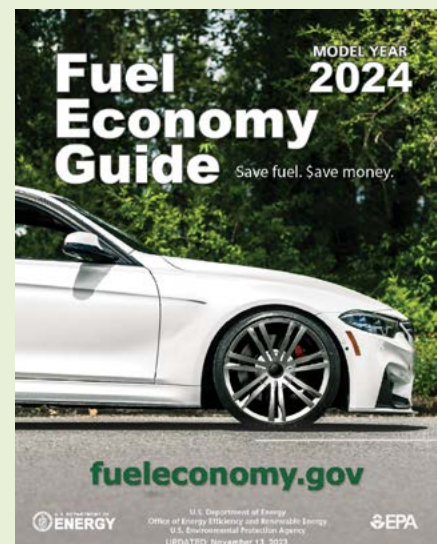
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The U.S. Environmental Protection Agency (EPA) and U.S. Department of Energy (DOE) produce the Fuel Economy Guide to help car buyers choose the most fuel-efficient vehicle that meets their needs. Visit GLVADA.org to view the 2024 Guide.

Revolutionizing Auto Dealership Transactions with Dealer Genie

Green Payments is a payments technology company delivering innovative software and services to customers nationwide. Green Payments' technologies, services and employee expertise enable businesses large and small to operate their businesses more efficiently through a broad range of solutions to minimize overreaching credit card fees for building a healthier economy. Since 2019, Green Payments has established itself as a leader in the payments industry with the focus of customer service at its core, providing 24/7 customer support and innovation.

Their proprietary payment solution for auto dealers, Dealer Genie has previously been awarded a 2022 TITAN Business Technology Solutions Award as well as a Fintech Tech Ascension Award with a gold distinction and the title of Best Payment Solution. The unique point-of-sale service gives automotive dealer merchants complete control over their internal processing while creating a seamless experience for their customers, breaking through major pain points across the industry. Dealer Genie mends the gap in consumer payment acceptance and automotive dealer standards.

Built from clients' direct feedback, the program brings a new level of customization for cross-department filing and interaction for the 16,000+ auto dealerships located nationwide. Green Payments is expected to have over 1,000 auto dealers using its Dealer Genie platform by 2025.

- *Dual pricing and surcharge option available*
- *Robust reporting with customizable data fields*
- *RO, invoice and deal tracking*
- *Optimized search capabilities with real-time transaction review*
- *Streamlined monthly close and reconcile daily batches and deposits faster*
- *User account management and security features*
- *Manage multiple payment types / cards - cash - ACH - check*
- *Process full or partial refunds without asking customer for credit card number again*
- *Secure customer vault to keep payment methods on file*
- *Send digital invoices with payment link / customer pays online*



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IGNITE YOUR IMAGINATION



MARCH 20-23

LehighValleyAutoShow.org

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