



ARKANSAS AUTOMOBILE DEALERS ASSOCIATION

AADA NEWS AND UPDATE MAY 26, 2023



MEMORIAL DAY CLOSING

In observance of Memorial Day, AADA will be closed Monday, May 29, 2023, and will return to regular business hours on Tuesday, May 30.

Safeguards Rule Compliance Deadline Fast Approaching: *Dealers Must Be in Compliance by June 9*

As AADA and NADA have been reminding dealers for some time that the compliance deadline for the Federal Trade Commission's amended Safeguards Rule is fast approaching.

As you may recall, the FTC extended the deadline to June 9, 2023. **There are no indications of any further extensions.** And with the deadline now two weeks away, dealers are reminded again that full compliance with these complicated new requirements must be completed by June 9.

You can find guides, program templates, webinars, workshop sessions, third party and governmental resources, vendor services and more at www.nada.org/safeguardsrule.

For those of you who have met the requirements of the Rule, remember, this is not a "one and done" type of rule. It will require a consistent effort toward security that should become part of your ongoing operations.

Finally, we would not that many of you may likely be aware of a separate proposed rule from the FTC—the [Vehicle Shopping Rule](#)—that would regulate [dealership sales and advertising practices](#). These numerous new regulatory requirements can be confusing, but do not confuse this shopping rule proposal (which is important but unrelated) with the Safeguards Rule and this pending compliance deadline.



AADA 2023 CONVENTION REGISTER ONLINE TODAY!!

Time is running out to register for the 2023 Convention in Nashville. Speakers are ready and sponsors have been generous. Now we just need you!!

Don't wait any longer - register and reserve your room today at the luxurious JW Marriott Hotel in downtown Nashville for AADA's 2023 Convention on **July 16-19**.

For more information and to register online [CLICK HERE!](#)

CONFIRMED SPEAKERS INCLUDE:

**Mike Stanton, President and CEO,
National Automobile Dealers Association**

Greg Petrowski, CPA, ACI, Senior Vice President and Founder, GPWA

**Brian Finkelmeyer, Senior Director of Operations Management,
Cox Automotive**

**Returning Speaker Lauren Bailey, Director, Franchising/State Law,
National Automobile Dealers Association**

MORE TO COME

A very special thanks goes out to our generous sponsors that are making this event better than ever. We have had a record turnout from these sponsors, and AADA encourages you to reach out to them.

PLATINUM LEVEL

THE VERSANT GROUP

FEDERATED INSURANCE

GOLD LEVEL

**ALLY FINANCIAL
COX AUTOMOTIVE
FORVIS
STEPHENS, INC.
TRUECAR**

SILVER LEVEL

**ACV AUCTIONS
ARMATUS DEALER UPLIFT
BANK OF AMERICA DEALER SERVICES
BUMPER TO BUMPER/CROW BURLINGAME
COMMERCE BANK
DOMINION DMS
HHM CPA'S
JTS FINANCIAL SERVICES
REYNOLDS DOCUMENT SERVICES**

CONFIRMED EVENTS INCLUDE:

**DINNER AT COUNTRY MUSIC HALL OF FAME
BOOT SCOOTIN' ON BROADWAY AT ALAN JACKSON'S
AJ'S GOODTIME BAR**

GOLF

AND MORE!

Do not delay, book your trip now!! Also if you need assistance with rooms call AADA at (501) 372-2596.

AADA CONVENTION AND HOTEL REGISTRATION OPEN!!

For more information and to register online **[CLICK HERE!](#)**

Let's keep the momentum going!!

If you have any questions about this bulletin please don't hesitate to call, (501) 372-2596, or email AADA President Greg Kirkpatrick greg@arkautodealers.com.