



Colorado Automobile Dealers Association

The voice of franchised new automobile dealers in Colorado.

## BETTER BY ASSOCIATION

### Executive Memo

*A timely message from  
CADA's president,  
Tim Jackson*



## CADA and DealersEdge Team-Up for Webinar Training

July 23, 2010

Dear Colorado Dealer,

### CADA and DealersEdge bring affordable dealership training webinars inside Colorado dealerships

The Colorado Automobile Dealers Association (CADA) has reached an agreement with DealersEdge a leading provider of virtual management education and training – to bring an ongoing series of auto dealership management training webinars to member dealers. CADA members will receive steep discounts for each webinar. Through CADA notices, members will be notified of each program's availability and will be provided with special promotional codes that will allow savings of more than 40 percent off the regular registration fees. DealersEdge and CADA are dedicated to quality education and professional development for auto dealer management teams.

CADA and DealersEdge have joined together to bring timely, cutting-edge, inexpensive management training webinars to the auto dealerships of Colorado. DealersEdge weekly webinars feature nationally-known speakers and trainers as well as dealership managers in live instructional and case study formats. Webinar topics are chosen by CADA and the finger-on-the-pulse editorial team at DealersEdge that researches the interests and needs of dealership managers industry-wide. Through this alliance, CADA members will enjoy substantial discounts, making this high-level training very affordable.

Providing high-quality and meaningful management training is an important part of CADA's vision and mission. This alliance allows us to bring members a steady stream of new training opportunities with the best experts and trainers available – and we'll offer our members a significant discount as well, making this a very affordable training option.

DealersEdge keeps its ear to the ground to discover the topics and issues that create the biggest challenges for dealership managers. When a need is discovered, they access their long list of trainers, consultants and experts to help construct a webinar training program to assist in meeting those challenges in the dealership environment. By sticking to this pattern of webinar program development, training stays both fresh and popular with both dealers and their management team members.

Managers can connect to these webinars live via the Internet and benefit from the 90-minute presentation format as well as Q&A sessions with the trainer. An opportunity to download a recording of the event will be offered for use at a time and place more convenient. And the best part of all is that this training can take place without leaving the dealership, resulting in minimal work flow disruptions. The recording becomes a permanent part of the dealership's own training library.

Registration is now open for the next regularly scheduled webinar, Improving Service Menus Without Giving Away Profit, held at 11:00am, Thursday, July 29<sup>th</sup>. To register for this webinar: [www.dealersedge.com/TCDG5-Register](http://www.dealersedge.com/TCDG5-Register), Please make sure to insert your CADA discount code for this webinar – TCDG5CADA

Sincerely,