



# President's Message

**BRIAN MAAS**  
President  
California New Car Dealers Association

**A**s president of the California New Car Dealers Association, I am excited to go into our second year of publishing California New Car Dealer Quarterly. With positive feedback from year one, this publication is yet another avenue for us to share valuable association updates and industry developments.

As we kick off 2020, it is my honor and privilege to enter another year of leading CNCDA. This is my 18th year at the association and the seventh year as your president. This long-standing experience has taught me that the core missions of the association — advocacy and compliance — only get more challenging each year. As we face increasingly tough climates in the political, legal, regulatory and legislative arenas, your Association becomes even more vital to the future of all California franchised new car dealers. Together we can make a difference and overcome anything the courts, legislature or the manufacturers throw your way.

With a successful 2019 behind us, I am eager to hit the ground running this year. We have a packed year ahead of us, starting with CCPA seminars that will take place in January and February statewide at eight locations. As you all know, the CCPA has come fast and furious, and as of Jan. 1, 2020, it is now law. Our CCPA compliance seminar series is specifically designed for franchised new-car dealers and will provide practical advice on how to comply with the CCPA and learn about how to enhance data security at your dealerships. I strongly encourage all dealerships to participate in this critical compliance seminar, ensuring you are up to speed and compliant on everything related to the CCPA.

This spring, also look for a new seminar series updating our dealer members on all the positive changes we secured with the passage of AB 179 last year. Several provisions in the law have changed and we look forward to keeping you up to date on why this is important and valuable to your dealership.

This year is also going to be moving quickly on the event front. Coming up next month, we will be hosting our Welcome Party at the NADA Show in Las Vegas, Feb. 15. Following that is Dealer Day March 18 in Sacramento. If you have never attended Dealer Day, rest assured it is the event of the year and provides exceptional value to our efforts here in Sacramento. With more than 200 attendees, it is the chance to meet with legislators and continue to impress upon them why your dealerships are critical to local economies and communities. Every year we continue to fight an uphill battle in the Legislature; this year will be no different. I strongly urge you to come to Sacramento and make a difference on March 18. Last, but certainly not least, our Annual Convention will be making its way down to beautiful Southern California from Oct. 4-7. This year we are looking forward to staying at the stunning Ritz-Carlton in Laguna Niguel, overlooking the Pacific Ocean. We hope you, your families and dealership employees can attend this year's convention. Stay tuned for more details to come.

We will also remain focused on our wage and hour efforts as 2020 unfolds. As you may be aware, this is our second year of this longterm effort aimed at addressing the perpetual crisis that California dealers and California businesses are plagued with when it comes to the employment space. This issue will continue to be a priority for the association, and we look forward to engaging you when the time is right.

I speak for the entire team at CNCDA when I say we look forward to another successful year focused on protecting and promoting the interests of the nearly 1,400 franchised new car dealers across California. Thank you for your membership, and as always, I look forward to your participation and engagement in 2020. ◀

Brian Maas  
President, CNCDA