



Colorado Automobile Dealers Association

***NEW* Red Flags Rules Compliance Seminar: Plus: Privacy/Safeguards Re-cap**

Rob Cohen, auto industry compliance expert, will provide in-depth training on the new RED FLAGS rules and a re-cap on Privacy/Safeguards Rules

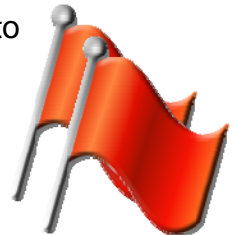
City	Date / Time*	Location
Grand Junction	Monday, August 11 th Noon to 2:00 pm	Double Tree Hotel 743 Horizon Drive, Grand Junction, CO 81506 Phone: 970.241.8888
Denver	Tuesday, August 12 th 7:30 am to 9:30 am	William D. Barrow Building (CADA/MDADA Headquarters) 290 E. Speer Blvd (SW Corner of Grant/Speer) Phone: 303.831.1722
Colorado Springs	Tuesday, August 12 th Noon to 2:00 pm	Antlers Hilton Hotel, 4 South Cascade Ave., Colorado Springs, 80903 Phone: 719.955.5600 *Colorado Springs dealers should register with CSADA, Ann Winslow, 719.473.1465/ abwinslow@comcast.net

* BREAKFAST OR LUNCH WILL BE PROVIDED.

Make sure you are aware of these NEW compliance obligations:

Generally, the new regulations require automobile dealers to:

1. Implement a written Identity Theft Protection Program with procedures designed to detect and respond to “red flags” indicating the potential of identity theft.
2. Periodically review and update the written program to reflect changing risks.
3. Train responsible staff members to follow the program.
4. Responsibility to oversee service providers and third party vendors.
5. Involve senior management or owner in approving the written program and its administration.
6. Preparation of annual report to ownership by responsible staff listing compliance activities.



Mandatory compliance date of Nov. 1, 2008

Plus: re-cap of safeguards and privacy rules: Dealers must have a Safeguards Program Coordinator, conduct a risk assessment, implement written safeguards to control risks, oversee service providers, and re-evaluate periodically. Important aspects of compliance include document shredding, definition of “non-public information”, privacy notices, and opt-out rights.

About the Presenter: **Rob Cohen, Esq.**, President of Auto Advisory Services. Mr. Cohen is a sought-after speaker and trainer on a wide range of dealership sales and finance topics. **Auto Advisory Services (AAS)** has been providing assistance to automobile dealers since 1975. AAS is the leader in dealership compliance issues. In 2005, their compliance consultants performed over 1500 dealership compliance audits. Their Hotline receives, on average, approximately 600 calls per month and they review over 200 dealer advertisements per week. AAS has 27 employees and five independent industry consultants. See <http://www.autoadvisory.com>.

--- SEE NEXT PAGE FOR REGISTRATION FORM ---

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- - **Registration Form** - -

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TO REGISTER, PLEASE RETURN THIS FORM AND PAYMENT OF \$139/1ST PERSON AND \$119/ADD'L PERSONS

CADA, 290 East Speer Blvd, Denver, CO 80203, Fax: 303.831.9100 [Checks payable to "CADA"]
or RSVP@cadaonline.org

Dealership Name _____ City/Zip _____

Credit Card #. _____ EXP _____
(Visa / MasterCard / American Express accepted)

Name _____	Title _____
E-mail _____	Phone _____ Fax _____
Select Location: ___ Grand Junction/Aug. 11 ___ Denver/Aug. 12 ___ CO Springs/Aug. 12	

Name _____	Title _____
E-mail _____	Phone _____ Fax _____
Select Location: ___ Grand Junction/Aug. 11 ___ Denver/Aug. 12 ___ CO Springs/Aug. 12	

CANCELLATIONS: MUST BE RECEIVED TWO DAYS PRIOR TO THE TRAINING SESSION

QUESTIONS:
Tim Jackson, 303.282.1448
tim.jackson@cadaonline.org

QUESTIONS:
Tammi McCoy, 303.282.1449
tammi.mccoy@cadaonline.org

REGISTRATION:
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lauren.stadler@cadaonline.org