



Colorado Automobile Dealers Association

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

Rob Cohen, auto industry compliance expert, will provide in-depth training on the new RED FLAGS rule and a re-cap of 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 dealerships to:

1. Create and implement a written Identity Theft Protection Program with procedures designed to detect and respond to "red flags" indicating potential identity theft.
2. Periodically review and update the written program to reflect changing risks.
3. Train responsible staff members to follow the program.
4. Oversee service providers (i.e., third party vendors).
5. Involve senior management or owner(s) in approving the program and its administration.
6. Prepare annual reports for senior management or owner(s).



➤ Attendees will receive practical, step-by-step instruction on how to create and roll-out a Red Flags Program at your dealership.

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.

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. With over 550 dealership clients, AAS is the leader in dealership compliance issues.

➔ **Discount product offer to seminar attendees:** AAS's *Information Safeguards and Identity Theft Manual* is an in-depth tool for dealership compliance with the FTC's Safeguard Rule and ID theft compliance and prevention. A new Red Flags Supplement is included as well. Over 1,500 copies have been sold nationwide. This "turn-key" manual makes implementing a dealership safeguards and ID theft program easy. It is *regularly* \$325, but will be available for order at \$199/copy at this seminar. See www.autoadvisory.com for more information.

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

NEW Red Flags Rule Compliance:

Plus: Privacy/Safeguards Re-cap



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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"*]

Discount product offer to seminar attendees: AAS's *Information Safeguards and Identity Theft Manual*, including a new Red Flags Supplement will be available by order at \$199/copy—it is regularly \$325.

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

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QUESTIONS:

Tammi McCoy, 303.282.1449

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REGISTRATION:

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