

# Dealer POINT

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inside |

## Wisconsin Dealer of the Year 2007

### 2008 TMQDA NOMINEE

BY LINDA POULSEN

Mark Olinyk, of Mark Motors in Wisconsin Rapids and Mark Motors Automotive in Plover, is the recipient of the WATDA Dealer of the Year for 2007 and the 2008 TIME Magazine Quality Dealer Award nominee for Wisconsin. The TMQDA is one of the most prestigious awards given on a national scale. It honors the "the best of the best" from Wisconsin and every dealer nominated is nominated by his fellow dealers.

Olinyk is originally from Waterloo, Iowa. He was 15 when his father died at the age of 45. "It was then that I began my career with a snowmobile suit and jumper cables in hand as a lot attendant for Jim Cordes Pontiac in Cedar Falls, Iowa," said Olinyk. "As the oldest of six siblings, I used the money I earned to help my mom support the family."

Olinyk didn't realize until he was older how much his parents were involved in the community, but it rubbed off on him. "After my dad died, I was asked to coach wrestling at the local Boys and Girls Club to continue his work there and it was a way for me to deal with the grief over his death," said Olinyk. "I have been privileged to continue his legacy of service as a volunteer firefighter and youth mentor ever



Patti and Mark Olinyk attended the WATDA board of directors meeting in Madison to be honored by Gary Williams and fellow dealers.

since."

Mark's service to his community is personal and his record is stellar. He leads the Wisconsin Rapids Rotary Special Needs Scout Troop 105 for boys and men, ages 14 to 62.

"I like to see their faces light up," said Olinyk. "They don't know that their lives are a struggle. They are amazed at what is new everyday and I think that's why I get such joy out of being a part of

their world.

"Most of the Special Needs Scouts live in group homes and don't get out very often. I take them on a road trip twice a year to the Milwaukee Brewers and Bucks games. Last year 'my guys' were the color guard for the Bucks game on national television. For me this is like a trip to the moon."

Olinyk knows firsthand what a posi-  
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**Largely for his hands-on approach to the needs of the community, Olinyk has been recognized as a Toyota President's Award recipient in *People Magazine* for the last seven years in various aspects of his community service.**

## Vance receives Northwood Education Award

BY LINDA POULSEN

Ken Vance, president of Ken Vance Motors, Inc. in Eau Claire, is the recipient of the Northwood Education Award, which will be presented to him at the NADA Convention in San Francisco on Feb. 10.

Vance knows that what happens in the auto industry effects the jobs of one in seven people in the U.S. and he has made great strides in education for young people and children during his 44 years in the automotive retail industry.

Each year, over 100 students, parents and teachers, and faculty from surrounding area high schools visit Ken Vance Motors to learn about career opportunities in a dealership, especially in automotive, diesel and collision technology. He has been hosting these career night events for last 14 years.



Ken Vance and his wife Roberta developed the Tommy Trout Coloring Book to help children learn about ecology.

He has continually supported higher education at the University of Wisconsin-Eau Claire campus by helping create and guest lecturing a 4-credit course in Leadership Studies, which

supports a Leadership Studies minor option for business students. He shares key advice from his experience in the automobile and truck retail trade with business students in college.

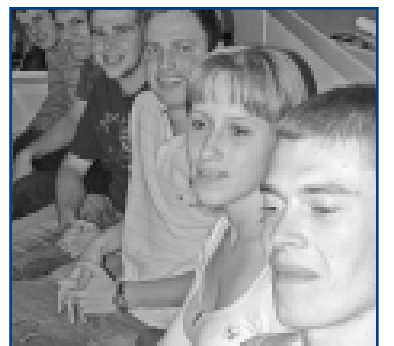
They learn what it takes to make a business successful, key ingredients for good business practices, and how to develop a personal mission statement. Vance and his wife, Roberta, helped build a Leadership Laboratory on campus with their major gift to the UW-Eau Claire.

"The greatest asset anyone can have in business is integrity," said Vance. "And business is about relationships, and in any relationship there are two key ingredients for success and partnership: trust and respect. I appreciate the fact that our dealership has a good reputation and that comes from a lot of hard work from a lot of people who

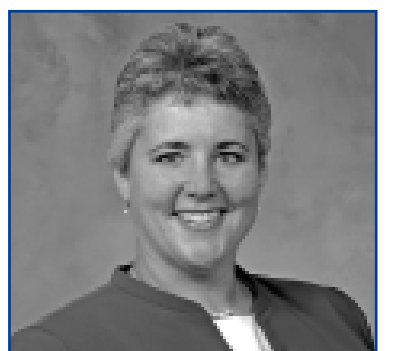
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## CENTER STAGE | Awards, honors, milestones

**Lee and Mary Markquart** of Eau Claire promised to equally match donations up to \$300,000 made to the Girls and Boys Club of the Greater Chippewa Valley for 2007. The Club raised \$386,000, and the Markquarts matched the donations with a \$300,000 gift. The Club provides after-school activities for children and teens at their building during the week and is open during school breaks and the summer giving their members a safe and positive place to be. They offer programming in five core areas: arts, character and leadership, education and career development, health and life skills, and sports, fitness and recreation.



WATDA's **Gary Williams** has received the Hall of Fame Award for excellence in Association Management from the Wisconsin Society of Association Executives at their annual meeting in Kohler. Williams is a Certified Association Executive by the American Society of Association Executives. The award is a lifetime

achievement award given to leaders who have made significant advances in their profession and for the organizations they lead. Gary holds himself and his staff to a high continuing education standard and has led numerous trade groups including the Automobile Trade Association Executives.

**Roy Carlson**, retired dealer of **Carlson's Pontiac-Cadillac-GMC** in Reedsburg, and Wisconsin Ambassador for the National Automobile Dealers Charitable Foundation, recently presented \$1,500 scholarship to the Reedsburg School District. Carlson has represented WATDA and NADA in many leadership capacities for many years, including his chairmanship of the WATDA board and Insurance Trust.

**Brickner's of Antigo** donated a \$2,200 diagnostic computer to the Antigo High School automotive program before the end of 2007.

**Bonnie Jones** of **Jones Chevrolet-Buick-Pontiac** in Richland Center celebrated the 85th anniversary of the dealership and the establishment of Don Jones Memorial Scholarship to benefit students enrolled in the Southwest Wisconsin Technical College. Don was the third-generation of his family to operate the dealership until his death in April 2007. Today, Don's widow Bonnie and their three children operate the dealership.

The **Jorgensen Family** heavy-duty truck organization, Peterbilt of Wisconsin, donated over \$5,500 to food pantries in communities surrounding its 11 dealerships in Wisconsin and Illinois.

Several lawyers from the **Boardman Law Firm** in Madison, were named as The Best Lawyers in America for 2008. They are: **James Bartzan, Claude Covelli, Henry Field, Jr., Marta Meyers, Earl Munson, Paul Norman, Carl Rasmussen, Catherine Rottier, Thomas Sobota** and **Mark Steichen**.

**Mary Ann Gerrard** has been appointed as a member of the board of directors of the Wisconsin Women's Health Foundation founded by Sue Ann Thompson in 1997. "Women are the heart of the healthcare system within the family," said Gerrard.

The Foundation has six areas of focus: Breast cancer, osteoporosis, heart disease, smoking cessation, mental health and domestic violence. These six areas affect women from birth to death, affect women disproportionately and affect women differently than men. "This is a terrific forward thinking organization and I am honored to be a part of it," Gerrard said.

According to research conducted by the UW-Madison, UW-Milwaukee and the Medical College of Wisconsin, there is a significant lack of information

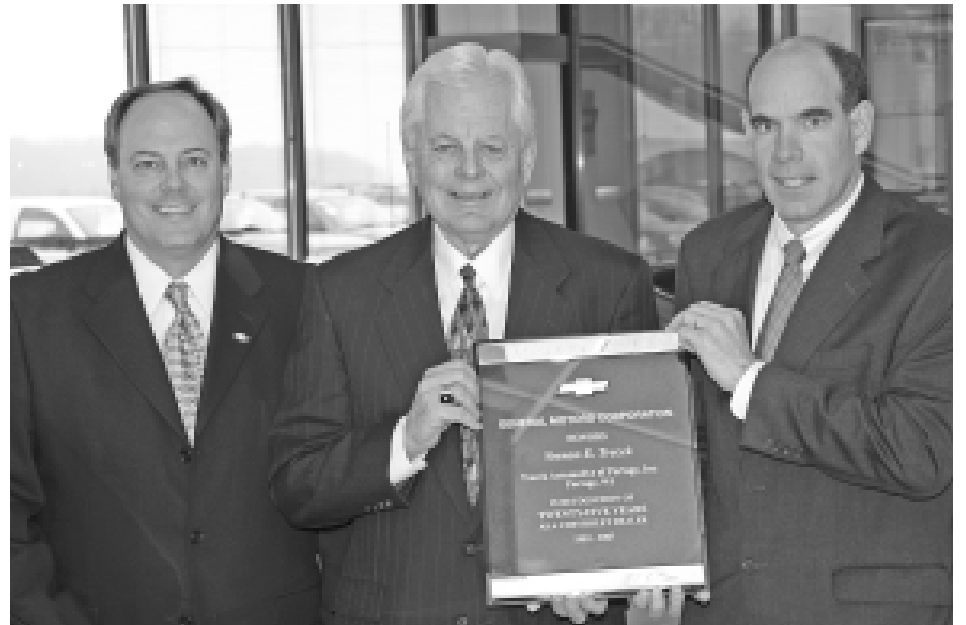
## Treck Automotive of Portage celebrates 25th anniversary

Treck Automotive of Portage celebrates its 25th anniversary of being in business. Vernon Trecek took ownership as dealer principal in November 15, 1982 from previous owner Gale Hill of Hill Chevrolet Oldsmobile in Portage.

Franchised to sell only Chevrolet and Oldsmobile, in May of 1998, Trecek purchased Leahy Motors and moved the additional franchises of Buick, Pontiac, GMC and Cadillac to its current location.

"We are proud of achieving such a milestone at our dealership and we have several employees that have been with us all the way," said Trecek.

Vern's son, Dennis, shares the passion for the car business and is part owner and general manager of the family dealership. Trecek was honored as Wisconsin's 2003 Dealer of the Year and WATDA's Time Magazine Quality Dealer Award (TMQDA) nominee for 2004, in which he ranked among the top five in the nation.



General Motors honored Trecek Automotive of Portage for 25 years of service with a commemorative plaque. Pictured from left is Dennis Trecek, co-owner and general manager; Vern Trecek, president; and Mike Schmitz, GM's Chevrolet zone manager.

## MAILBOX | Correspondence

Dear Ray,

Thank you so much for your generosity and belief in me. I don't know how I can ever repay you for all the help you have given me. It's people like you and The Foundation of WATDA who really help people have a future career. Thank you again,  
Kelsey Engler, Ladysmith, Wis.

Dear everyone,

As I drove home last night to my warm and cozy condo I thought about how grateful I am to be working with such a generous group of people. When I suggested this idea I asked Bob to be sure to come to the planning meeting because I knew that if no else came at least Bob would come. I wasn't sure if this idea of putting on a party for the homeless women was something everyone would embrace. So sitting in the lakeside room that noon hour I was a little nervous, but with each new staff member that came through the door I became convinced this was a project with great potential.

So to every one of you, thank you for all that you did in making food, buying wrapping gifts, contributing to the cause, decorating organizing food and presenting it so beautifully, singing a beautiful grace, making each woman feel special and for the fun they all had at playing bingo. And let's not forget the clean up staff – thank you!

I wish each one of our staff could have been with us last night at the shelter. We started out as a group of office people talking to a group of homeless women. We ended the evening in hugs and "God bless you's" and tears. When

two of the women opened their bus passes, they cried. Another woman took me aside and said she could not believe how much work we all had put into this party. Some were so grateful and thankful they could not talk through their tears. Ruth Ann, our contact at the Salvation Army, told the dinner preparation committee that last night allowed these woman to be just normal women at a Christmas party. She told Wanda that this party would be the talk of the town tomorrow. But we did not do it for any of that gratitude we did it together to make something special for some deserving women. No one of us, no five of us could have pulled this off; it took our entire office working as a team. "It takes AN OFFICE."

They gave us Christmas card thanking us for the party and gifts, the card is at the front desk, and we were asked to come back next year and do this annually. This morning, on a conference call with women from Denver and Atlanta, I told them our story, they were so inspired they will take this idea into their own communities. I say this for you all to see the ripple of all the facts that come from this kind of giving. I am sure in each of our lives we will touch others with this Christmas story.

So you all thank you for making my Christmas ... this party was the best of the season and all of us pulling together made it happen! Thanks to the bingo the callers who we teased unmercifully about calling the wrong numbers – it was all in good fun!

Mary Ann Gerrard, WATDA

# Dealer POINT

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## GARY'S BRIEFS | Gary Williams, WATDA president

## NEW FORMATS COMING FOR TRAINING, INFORMATION EXCHANGE

Your personal input on the following ideas would be welcome and helpful:

Your WATDA has a critical responsibility to provide **legal training** to dealers, managers, and line personnel. Traditionally a face-to-face meeting format is used. With the advancement of technology we can buy the capability of producing and sending education to the dealerships for on-demand use.

**Testing** can be included, along with reports to the dealer on who is completing what training, and with what test score. Testing can become a powerful management tool for the dealer.

Travel time and total time away from the dealership have always been a worry of dealers about employee off-site training. There are trade offs. Certainly the need for deeper training at all levels continues to grow.

Please let us know what good ideas you have as we plan and move forward. What would be most valuable to you, e.g. subjects, content, system of delivery and reception, testing, certification, even who is it that needs training not available?

Officers Todd Reardon, Dick Stockwell and I attended a powerful two-day session on association science. It is obvious that your WATDA staff and systems must adapt to the new

**It is obvious that your WATDA staff and systems must adapt to the new ways people are communicating digitally, creating information, sharing knowledge, and setting trends.**



ways people are communicating digitally, creating information, sharing knowledge, and setting trends.

New formats may be age-driven, but it's not about age. It's about new tools. It's about having choices as to how one goes about getting a job done. Consider these terms which have emerged: Web 2.0, blogs, RSS feeds, IM (instant messaging), digital social networking.

Some dealers may operate in these new-world formats. But your employees, especially the younger ones, are moving faster. They expect WATDA will attend to how they choose to operate, or WATDA will be irrelevant.

A task force has been directed by Board Chairman Bob Pietroske to look at these issues. Please tell us your thoughts. Ask your younger employees what would excite them, and be useful.

Your WATDA website will get an overhaul this year. We want it to be easier to use, and more dynamic.

Content is our strength. **Give us your ideas on how we can make your WATDA website exceptional.**

Contact Sue Miller. Sue is the point person on all of these subjects. Her title is vice president of knowledge development and transfer, suemiller@watda.org or 608-251-5577, ext 124.

## Schmit Ford of Thiensville and MATC partners in education

Tom Schmit, owner of Schmit Ford Mercury in Thiensville, is a generous supporter of the Ford ASSET technician training program at Milwaukee Area Technical College (MATC) Mequon Campus.

Schmit has supported MATC's Ford program since its beginning in 1988. Their strategy for growing their own technicians is highly regarded among college instructors and their peers.

According to Ford ASSET instructor and coordinator Margi Zamorski, Schmit recently donated a WDS Ford scan tool and a new Ford Taurus transmission to the program for training



Jon Nemke, left, and Tom Schmit, right, of Schmit Ford, pose with student Anthony Lee and Margi Zamorski of the Ford Asset program at MATC.

In addition to donating parts and technical equipment, Schmit Ford serves on the MATC advisory board and assists the College by providing dealership staff to help out with special events. "I truly believe they need to be recognized as outstanding supporters of MATC and its automotive programs," said Zamorski. "I want to continue this great partnership."

"Tom Schmit is a good example of how philanthropy makes good business

sense," said Ray Pedersen, executive director of The Foundation of the Wisconsin Automobile & Truck Dealers Association. "They start at the high school level, continue sponsorship and scholarships with the Ford ASSET program and are able to reap the benefits of well-trained technicians who are

interested in a long-term career."

"To be a great technician, one needs persistence and tenacity in order to find a problem," said Schmit. "Careers in automotive service have never been more attractive than they are now. Ford and its dealer network are offering these young people unparalleled opportunities to become trained for a career that is a high tech, well-compensated field."

## RAWHIDE PROFILE | Demetrius

My name is Demetrius, and I am 17 years old. I am from Milwaukee County and have been at Rawhide for five months.

My favorite things to do are playing basketball, reading, and joking around. My favorite subjects are English and

social studies. I like to learn about my culture and would love to finish high school and go to Carroll College for culinary



arts and to play basketball.

When I first heard about Rawhide, I refused with no hesitation. I thought, me, being raised on a farm? No way; I can't do that.

But I didn't know God at the time, and I didn't know the Lord has a very good reason for everything.

I come from a home with no dad and a stressed, unemployed mom. I ran the streets for three years before I did something that sent me to Ethan Allen Correctional School for 18 months. I heard about Rawhide while I was there.

I was interviewed by Ken Price, Rawhide's intake administrator, to go to the About Face program, which I refused.

Rawhide came back three months later to interview me for the ABC Home. After that, I gave it some thought and decided to give it a try.

It's been two months since I gave my life to the Lord. And now I know God wanted me here. He knew I would turn my life around and get on the right track.

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\*Best's Review, Nov. 2005, "The Art of Underwriting".  
\*\*UH Class of 2000 and Class of 2001 Studies

## Vance receives Northwood Education Award

CONTINUED FROM PAGE 1

generate the kind of trust it takes to build repeat customers.”

While building his new dealership, Vance also initiated use of state-of-the-art technology and strategies to eliminate negative environmental impacts of his development. He wanted children to learn about ecology and the Tommy Trout Coloring Book was born.

The story stars Tommy Trout, a fish detective who says, “Bustin’ polluters is my game! I’m on the trail of sinister Sammy Sediment ...” In his efforts to find Sammy and put a stop to his dirty tricks, Tommy Trout talks to other residents of the stream, and finally figures out that, “If people could be more careful about keeping soil from washing away, Sammy Sediment would have to come clean.”

Talk about a fish story! The book has been shared with thousands of children, both inside and outside of his dealership and royalties from the book were used to benefit the county board’s ecology program. The real story lies in the details of his dealership, all designed to alleviate the negative impact of development on a sensitive watershed that covers ten square miles of land surrounding a nearby trout stream.

There is no other project like this in west-central Wisconsin. Vance’s dealership is a state-of-the-art design that will be commonplace in the future. He has made a strong commitment to preserving the environment at his own expense. It’s the sort of initiative government experts hope to see more and more of as businesses begin to see their impact on the environment and realize they don’t have to have a negative impact.

Vance is a past-chairman of WATDA and The Foundation of WATDA. He was selected Small Business of the Year by the Eau Claire Chamber of Commerce in 2006, a former recipient of the Wisconsin Dealer of the Year Award and Wisconsin’s TIME Magazine Quality Dealer nominee in 1996 and is a UW-Eau Claire Honorary Alumnus.

At age 66, Vance is still involved in the business, though much of the responsibility has shifted to his three children, daughter Suzanne Ashley is general manager of Ken Vance Car City; son Jason is general manager of Ken Vance Motors and son Chris buys used cars for the dealerships.

### LEADERSHIP CHALLENGE: FINDING YOUR VOICE

Editor’s Note: The following letter is written about Ken Vance by Scott Jaeger, one of Ken Vance’s UW-Eau Claire Business Leadership Studies students)

I am going to write from one idea from the Leadership Challenge, leading with your own true voice. The reason I chose this was because of Ken Vance. He was inspiring. I was not expecting a car dealer to lead so well and care so much about people. He definitely breaks the stereotype of a “wheeling and dealing” salesperson. What really touched me was how emotional he got with his class.

He didn’t just say the words or say the “right” thing; he showed how he felt in his body language and his eyes. He got choked up in front of strangers and I think that takes a real man to genuinely do that.

He singled me out before, during and after his discussion and really wanted to know what my life goals and ambitions are. He was genuinely concerned about my life even though he had never met me. Amazing! I have only met a few people in my life that could make me feel so comfortable and open so quickly. It’s no wonder he has become such a successful businessman.

I hope that one day I can have a “true voice” like Mr. Vance. I hope I have strong convictions and honest beliefs and that I can wear them on my sleeve and affect people the way Ken did for me. This is such a powerful tool. Customers, employees, family members look for a true voice in every aspect of life. Some of the articles we read in class said all leaders are different and have different styles or methods, but I strongly believe that all successful and great leaders have what Ken Vance has: A true, honest, caring “voice.”



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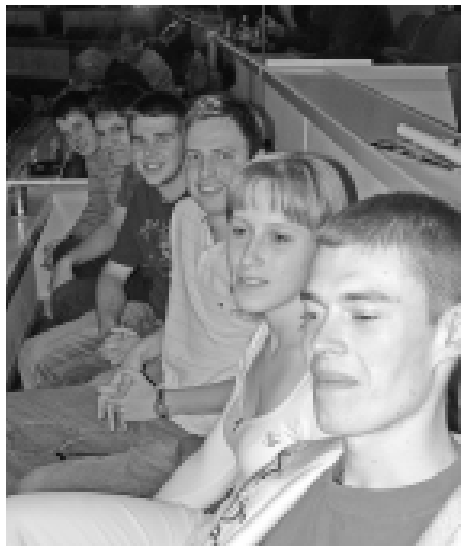


## Milwaukee Bucks win a taste of Americana for German tech students

WATDA Foundation Board member, Mark Tousignant of Marshall & Ilsley Bank's Commercial Lending Division in Milwaukee, was a popular host to visiting guests from the Theodor-Litt Technical School in Giessen, Germany. Two teachers and the school's principal accompanied nine automotive and engineering students on a trip to Milwaukee, which included brats, beer and a M & I box seat ticket to the Milwaukee Bucks' November 8th game against the Toronto Raptors.

"It was a chance for the students to experience a little bit of Americana in Milwaukee," said Tousignant. "We could learn from each other and how technical college automotive classes are taught in both countries while we watched the Bucks' beat Toronto".

Giessen is a city of about 70,000 people that is about 50 kilometers north of



From left, David Sickel, Nico Stowasser, Steffen Balsler, Christoph Haeuser, Christin Schmidt and Michael Tunis of the Theodor-Litt Technical School in Giessen, Germany, enjoy a Milwaukee Bucks game courtesy of host and Foundation of WATDA board director, Mark Tousignant of M&I Bank.



From left, ADAMM's Steve Herro, Joachim Scheere, Heidrun Ortwein-Ruhl and Solschol cheer the Milwaukee Bucks from the M&I Bank box seats at the Bradley Center on Nov. 8.



Visiting Theodor-Litt Technical School guests pose before the start of the Nov. 8 Milwaukee Bucks game against the Toronto Raptors in Milwaukee. From left are instructor Volker Thies; principal Joachim Scheerer; M&I Bank's Mark Tousignant, The Foundation of WATDA's Ray Pedersen and instructor Heidrun Ortwein-Ruhl.

Frankfurt in the German federal state of Hesse. All of the students are post-secondary students in either the Automotive or Machining/Industrial Mechanical program.

The programs in Germany are formal apprentice programs, being approximately three and one half years in length. The students spend roughly 32 hours a week at their job sites and eight hours a week at school. The automotive students all work at dealerships, including Mercedes, Audi, Volkswagen, Porsche, and Chrysler-Dodge-Jeep.

The group arrived in Chicago and traveled to Milwaukee in late October. They attended classes at MATC-Oak Creek for eight days. In addition to the classes, they visited downtown Chicago and Milwaukee, toured Harley Davidson, Wisconsin Lift Truck, MATC-Mequon and Miller Park.

MATC instructor and Foundation Team Wisconsin member Joe Spitz met the group during a recent trip to

Germany and invited them to come to Milwaukee. He plans on accompanying six MATC automotive students on a reciprocal trip to Giessen to experience classes at the Theodor-Litt Technical School. The trip is planned for June 2008.

"We have basketball in Germany, but nothing like this," said Volker Thies, an automotive and mechanical engineering instructor. "The Milwaukee Bucks game is quite a spectacle to experience. I've never seen anything like it and it's a lot of fun".

Bradley Center staff invited students to take a tour of the player's locker room after the third quarter, which included a complimentary Bucks' t-shirt. "I will never forget this," said Steffen Balsler, an industrial mechanics student with a big grin on his face, poster and program in hand, "I will be the most popular guy in school with this t-shirt!"

### Smart Cars to enter Madison market within a year

Smart Cars, the tiny two-seater import from Europe, could be rolling into a Madison dealership within a year.

Bergstrom Automotive CEO John Bergstrom said a new dealership exclusively for Smart Cars could be up and running on the current Bergstrom Hummer and Cadillac site within 12 to 18 months. The Neenah-based Bergstrom holds exclusive franchise rights to the cars, which are produced by Mercedes-Benz in France.

The Bergstrom Smart Car dealership in Milwaukee, the first in Wisconsin, opened last week, but the cars have not yet arrived from France.

The first allotment – 300 cars – is expected to roll in by the end of next week. Bergstrom said 35 of those cars will be delivered to Madison-area buyers.

The French plant has a limited capacity to produce the cars, so each dealership is only allotted a certain number of the cars, at least initially, Bergstrom said.



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**STAFF PROFILE | Dina Diehm**  
**Your new WATDASI Forms “speed queen” is on the right track**

BY LINDA POULSEN

Dina Diehm is your new WATDASI Forms customer service representative. Originally from Rosholt, just east of Stevens Point, she now commutes to WATDA from Briggsville, a small community near Portage.

Dina is working with Forms and Products Manager Donna Michaelis, delivering the forms dealers need, at a good price, and with fast service. “I have a need for speed,” says Dina. “In my younger years, I got a lot of speeding tickets, then I went to Chicagoland Speedway with my boyfriend Terry, and I was hooked on racing.”

Now she watches her favorite racer, Kasey Kahne, do the speeding. Terry and Dina share their love of car racing in Talladega, Alabama’s 500-mile, white-knuckle NASCAR racetrack, every year in April. Terry helped on a pit crew of a local race team and works as a medium-duty truck salesperson for Wisconsin Kenworth in Madison, where they met when Dina was working in the office.

“Working at WATDA is very different from the track I was on before,” she says about her previous employer, Interstate Transportation Service (ITS) where she titled, registered and provided permits for truckers nationwide. It was a high stress job, she says, “I’ve changed direction in my career from safety and compliance to a more creative path and it suits me well right now.”

The oldest of five, Dina is used to making sure things operate smoothly. She was her mom’s “step-in” for her two half sisters, both nine years younger than Dina.

“I took care of them when mom was gone and I guess you could say I grew up faster than my time,” she admits, “I want my son (age 8) and daughter (age 5) to do what kids do and experience the childhood I missed. I don’t want to hurry their growing up years.”

Married at a young age, Dina separated from her husband in 2003. “I thought that was the end of the world for me, but I’ve grown a lot since our divorce and have a lot of support from my girlfriends,” she says.

“We started meeting for coffee on the weekends and sometimes played cards. One weekend the four of us were having a goodbye party for one woman and she gave us each a queen from the deck, asking us to save the cards until we got together again.”

Since then, the group, ages 31 to 45, gather each year in a different location for a special weekend in June. The “June Buds,” as they call themselves, keep a time capsule to remember their friendship and where they’ve been.

Dina doesn’t think there is any mis-



take that she is the youngest in the group. “They have always been there for me and they are the big sisters I never had,” she says. For her it is as close to “being a kid again” without going back in time.

**Foundation of WATDA 2008 Automotive Career Awareness meetings for students, parents, teachers and administrators**

DATE/TIME	CITY	SITE
Jan. 22	Middleton	Lancaster Of Middleton
Feb. 26, 9 a.m.-2 p.m.	Milwaukee	Greater Milwaukee Auto Show
Feb. 7, 8 a.m.-6 p.m	Racine	Partners in Technology, Racine Public Schools
April 8-9	Madison	Skills USA
Oct. 1	Oconomowoc	Ewald Chev Buick Inc
Oct. 2, 5:30-7:30 p.m.	Neenah	Bergstrom Chevy Buick
Oct. 7, 9 a.m.-2 p.m.	Waukesha	Waukesha County Technical College
Oct. 7	La Crosse	International Motorwerks Inc.
Oct. 8, 6:30-8:30 p.m.	Eau Claire	Ken Vance Motors, Inc.
Oct. 9, 5:30-7:30 p.m.	Plover	Mark Motors Automotive
Oct. 14, 5:30-7:30 p.m.	Manitowoc	Pietroske Inc
Oct. 13, 5:30-7:30 p.m.	Fond du Lac	Holiday Automotive
Oct. 16	Green Bay	Dorsch Ford Kia
Oct. 21, 9 a.m.-2 p.m.	Milwaukee	Milwaukee Area Technical College
Oct. 22, 5:30-7:30 p.m.	Racine	Palmen Dodge Jeep
Oct. 23, 5:30-7:30 p.m.	Janesville	Fagan Chevrolet-Cadillac Inc
Nov. 5, 5:30-7:30 p.m.	Burlington	Lynch GM Superstore
Nov. 6, 5:30-7:30	Saukville	Schmit Bros Dodge Inc.

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## Meet your directors | profiles of your WATDA directors

By Sharyn Alden

### MARK FILLBACK

Like many auto dealers, Mark Fillback, owner of the Fillback Family of Dealerships in Highland, Boscobel and Richland Center, grew up around the auto business. His grandfather George Fillback started the dealership in 1948. In 1988, he and his father James teamed up and owned the dealership jointly. Then in 1992, Mark became sole owner of the business, something he is very proud of as he looks back on his accomplishments since taking over at the helm.

"During the period from 1988 to 1995, the business grew 10 times over," he says. Today, the Fillback dealership has added two locations—the Ford store in Richland Center, and the Chevrolet-Buick-Pontiac, and Chrysler-Dodge-Jeep store in Boscobel, in addition to the Highland location.

Besides running his business, Fillback says he is delighted to be serving on the WATDA board. "It's a fabulous learning experience," he says.

Asked who he would like to have dinner with, either living or deceased, Fillback says without hesitation, "Brett Favre. He seems like a great, down-to-earth, level-headed guy. And he knows how to get things done. If I had a choice, though, I'd prefer playing golf with him as opposed to having dinner." Actually, that golf outing almost happened a few years ago when a Packers player who was driving one of the Fillback dealership cars talked about getting Fillback on the links with Favre.

In addition to going to Packer games, Fillback enjoys deer and elk hunting. He also makes time for leisure time activities close to home. It may come as a surprise to learn that his favorite movies are kids-oriented films. That's because he thoroughly enjoys spending

down time with his wife, Tracy, daughter Ellie who is nine-years-old and his son, Luke, who is five.

Fillback, who lives in the middle of nowhere, way out in the country, loves watching the school bus pull up on school days. "I love being a dad and putting my kids on the bus in the morning and seeing my family when I get home at night."

### ROGER SCHLEGEL

While some people know exactly what they want to do from a young age, others accomplish their dream profession after decades of doing other work.



That, says Roger Schlegel, president of Heritage Chevrolet, Inc. in Tomahawk, Wisconsin, is a good way of describing his life. "At age 50, with my children through college, I fulfilled my life long dream of becoming an auto dealer."

Schlegel took a circuitous route in heading an auto dealership, but the roots of his dreams began in childhood. He fondly remembers when he was five-years-old and accompanied his father when he went to dealership in Eau Claire to purchase his first new car, a 1950 Oldsmobile.

While Schlegel was in high school and during his college years, he detailed cars for Don Litchfield at T.R. Litchfield Auto Sales in Eau Claire. "Eventually, I sold cars there, too, when I was going to college," he says.

Then his life detoured away from the car industry after he earned an accounting degree from UW-Eau Claire. He took a job working as a field auditor with the Internal Revenue Service and about seven years later, he went into public accounting as a CPA.

Schlegel, who grew up in Eau Claire, is married to Mary and has two children and five grandchildren. His son Mark is active in business, daughter Christine is the Executive Director of the Tomahawk Chamber of Commerce, and Schlegel's son-in-law Kevin is the dealership's service manager.

Asked what has been his biggest challenge as an auto dealer, he says, "The biggest challenge of my career is surviving the current market conditions." That also ties in to why he was motivated to serve on the WATDA board. "I became interested in the WATDA board when I was asked to serve, and I would have served earlier if I had been asked. I enjoy talking with other dealers and learning how they have met challenges of the industry."

What would he do differently if he could change his life? He answers frankly by saying, "Although I enjoy the lifestyle of a small community, I would have moved to a larger dealership after the first few years where there would have been more of an opportunity for growth. And, I would have gotten back into the auto industry at a younger age."

Still, he says one of the most satisfying, feel-good moments is this: "I like the excitement of delivering a car, with a happy customer inside the car."

### CHUCK VAN HORN

The family-owned business, VanHorn Automotive Group in Plymouth,



Wisconsin, has been keeping customers happy for several decades. In 1966, Van Horn's father Joe moved the family from Chicago to Plymouth to open Joe Van Horn Chevrolet. Looking back, Van Horn says those were challenging times. "My

dad and my mother Kay came to Wisconsin with six children and relatively no money to start their own business."

Today, Chuck Van Horn heads the auto group along with his sister Teresa. Together, they have five dealerships in Sheboygan, Fond Du Lac and Manitowoc counties. Van Horn is a second generation dealership and has been in the auto industry for 42 years.

In discussing what motivated him to serve on the WATDA board, Van Horn cites the ability to influence change. "I believe we need to raise the level of professionalism in the retail auto business. It is way too easy to obtain a Wisconsin auto dealer's license, and that's where we often get into trouble. We need to raise the bar, and by doing that it will raise the value of our franchises and discourage those who are here today, gone tomorrow."

When you ask Van Horn about his biggest challenges as a business owner, he says, "They have been and still are trying to hire and retain talented people who are willing to deal with inconvenient hours and demanding customer expectations."

Still, Van Horn says he enjoys taking risks and looking for stimulating challenges. "I don't like Las Vegas and I don't like to bungee jump off bridges, but I do like to take calculated risks in business. I am always looking for new challenges and I get great satisfaction from conquering those challenges."

Recently the company's Dodge store rose to No. 12 in used car rankings in Wisconsin. "Our Dodge team is very proud of that distinction. In 2007, we want to retail 2,000 units. That will be a great accomplishment from a community of 7,000 people."

Van Horn, who is married to Trina with a daughter, Halle, loves sports, especially basketball, softball, biking and tennis. It was basketball that brought him and his wife together. "She was the only woman who played in the men's league in our community," he says.

Asked what he would do differently if he could live his life over, Van Horn says, "I would try not to let fear stop me from missing out on things. When I look back, the more risks I have taken, the more alive I am. Like Nike says, "Just do it!"

## Don't let franchise questions become franchise problems.

Serious franchise problems can often be avoided, if you take the right steps from the outset. Just think of this as preventive maintenance for your dealership.

When a franchise issue arises, Boardman Law Firm can help. Consult us first if you're planning a change that requires factory approval, or if your relationship with the manufacturer hits a rough spot. We've advised Wisconsin dealers for many years and understand the special issues you face.

To get started, visit the Reading Room on our Web site and look for the article, "How to Avoid Franchise Problems," in the Automotive Services section. Then call us to discuss your needs.

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## FROM AROUND THE STATE | Changes

The **Ballweg Family of Dealerships**, a dealership company headquartered in Sauk City and owned by **Darlene A. Ballweg** and **Jason R. Brickl**, recently completed the acquisition of **Rosemurgy Motors, Inc.** and **Rosemurgy International Auto Mall, Inc.**, a third generation dealership group owned by **John Rosemurgy** and his son **Jason Rosemurgy**.

The transaction was completed in November and included the Toyota, Scion, Hyundai, Kia, Mercedes-Benz, and Ford-Lincoln-Mercury franchises. The addition of the Wausau dealerships diversifies the company's holdings to five locations and 11 franchises.

The corporation, named **Ballweg Auto Collection, Inc.**, will also include include Mercedes-Benz and Hyundai franchises as well as Ford-Lincoln-Mercury and Kia, and will be led by long-time Ballweg employee Matt Saxe. Mr. Saxe, an equity partner in the new corporation, has relocated to the Wausau area and will serve as the company's vice president and general manager. Additional facility action is being planned for 2008 to provide further exclusivity to certain franchises.

Ballweg Automotive, Inc., dba Toyota of Wausau, will continue operations at 1700 N Bus 51 until late in 2008, when the dealership will move to a recently-approved facility on N. 20th Avenue. Jason Rosemurgy, an equity partner in the new corporation, will continue to lead the dealership as vice president and general manager. Darlene Ballweg, CEO, said, "Jason Rosemurgy is a talented automotive executive, and we are pleased with his decision to join our senior management staff. John Rosemurgy added, "This is an excellent opportunity for my son to continue our family's 74-year heritage in the automobile business."

**J.R. Smart** and his brother **Brian Smart** celebrate the opening of the new **Smart Motors** in Madison, a Toyota-Scion dealership with more than 100,000 square feet in their new facility. "Our success with 'Toyota sales has been so great we decided to expand the building even more," said J.R. Smart. The new building, which includes an 11,000-square-foot parts area, was built larger than needed to accommodate the dealership's anticipated growth. Smart Motors employs over 140 employees and plans to add about 30 more. The company continues to be a front-runner in sales for the Chicago region.

**Finley GMC** of South Beloit, Ill., purchased **Gene Dencker Buick Pontiac** in Beloit and merged the two stores in Wisconsin in November, after two years of planning. Gary Dencker is continuing with the dealership in a management capacity. The new dealership is called **Finley-Dencker Buick Pontiac GMC**. Finley GMC was founded in 1950 and Tom Finley has been operating the dealership since 1980.

**Rory and Roy Buss of Buss Chevrolet** will expand their operations by converting a 6,000-square-foot building adjacent to the dealership in Shawano. The land that went with it combined with their present dealership provides enough room for expansion with over 8.5 acres total. The family-run dealership began with their father, **W. P. "Jiggs" Buss**, back in 1947. He and his family raised 10 children on a farm south of Shawano and the nearby Limestone Castle restaurant.

**Tim Neuville** of Neuville Motors in Waupaca, purchased **Stiebs Jeep** in Waupaca from **Harold Stiebs**, and **Waupaca Motor Sales**, a Chevrolet-Buick franchised dealership, from **Eric and John Spindt** in October 2007. Relocations were made and now Neuville Motors-Waupaca includes

Chevrolet-Buick-Pontiac and GMC. The former Waupaca Motor Sales site is now **Neuville Chrysler-Dodge-Jeep**. Eric and John Spindt continue employment in management roles with the company. Tim Neuville has been a GM dealer since 1976 and celebrated 25 years as a dealer with Chrysler.

**Pete, Mike and Dan Dorsch of Dorsch Ford Kia**, Green Bay, have purchased the **Van Drisse Lincoln-Mercury** franchise from owner **Roger Van Drisse** and son **Stephen Van Drisse**, also of Green Bay. The Van Drisse dealership has closed after 86 years in business. Roger Van Drisse, was an active member of WATDA and served as a member of the WATDA board of directors and the Association's Workforce Development and Succession Planning Committees during his tenure.

Steve Van Drisse will continue in the industry as part of the Dorsch organization.

*Save the date*

## A Wisconsin Dealer 'Get Together'

March 14, 2008  
Pelican Bay • Naples, Florida

For more information call Ray Pedersen, 414-491-9540

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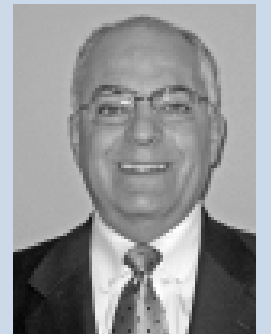
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## WATDA celebrates birthday for friend Rex Lowe

Many dealers will remember Rex Lowe, a retired dealer from Lowe Sales and Service in Janesville. Although Rex retired from the business and sold his dealership, he never lost his interest in WATDA and all the issues affecting car dealers.

It was a business he loved from the beginning. He came up with a clever way to make legislators understand the tremendous amount of regulation in the retail auto and truck business.

"To make a point, we taped together all of the different government forms that dealers were required to fill out when selling a new car and the forms were 125 feet long!" said Lowe. "They were amazed that it stretched from the podium, out the door, through another door and back to the podium. I think they got the point."

Recently several members of the WATDA staff hosted a special birthday party for Rex to say thank you for the huge contribution he made to us and to our WATDA Health Insurance Trust.

In the touching remarks Rex shared that day he noted: "the time I spent as a WATDA director amounted to half my life at that time. It was rewarding and I learned a lot. Time well spent. I have no regrets as I have served my God, my country and my family to the best of my ability. And I have saved the dessert 'til last—my wife, the 'mother superior,' God bless you, Betty.



WATDA staff, friends and family of 87-year-old Rex Lowe celebrate his birthday in Janesville. From left are Sue Rausch, Chris Snyder, Jule and Charlie Everhart, Eldean Milward, Rex Lowe, Lee Bauman, Betty Lowe, LuAnn Williams and Mary Ann Gerrard.

PHOTO BY GARY WILLIAMS

## SAVE THE DATE

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# Olinyk Wisconsin Dealer of the Year 2007

CONTINUED FROM PAGE 1

tive influence the Boys and Girls Clubs can have on someone's life. He was proud to be a contributor to the new Club facility in Stevens Point and has assisted with the Wisconsin Rapids Area Club for the last 20 years.

Olinyk also serves on the board of the Boys & Girls Club in Wisconsin Rapids and is also a certified volunteer firefighter for the Grand Rapids Fire Department. He is a volunteer teacher for Junior Achievement K-9th grades, a youth soccer and hockey coach, donates and raises money for all of these organizations and more.

Olinyk attended business school at Coe College in Cedar Rapids and after one year, returned to the same dealership to start his career in automotive sales. He worked management positions for several other dealerships in Oregon, Iowa and Colorado before he purchased his Chrysler, Plymouth, Toyota dealership in Wisconsin Rapids in 1988.

He added a Suzuki franchise in 2004 and in December 2005, he moved his Toyota franchise to his newly constructed 38,000-square-foot facility on 7.5 acres in Plover. He added Dodge to his Rapids store in 2006.

Mark has served on the WATDA Board from 2003 to 2006 and numerous committees before that. He is currently a member of The Foundation of WATDA Development Advisory



Council and WATDA Service Advisory Task Force.

Presently, Mark has served on the Toyota Dealer Council in Chicago since 1996 and is in the top 100 Toyota dealers in the nation in CSI. He was the national winner of the American International Automobile Dealers Association All-Star Award in 2000. He was number one out of 10,000 import auto dealers for dealership operations

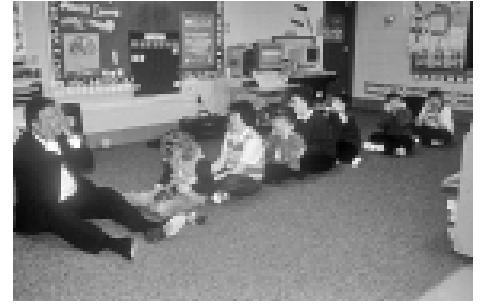
and community involvement and was honored with a Minuteman Award from AIADA for his Capital Hill visits in 2001.

Largely for his hands-on approach to the needs of the community, Olinyk has been recognized as a Toyota President's Award recipient in *People Magazine* for the last seven years in various aspects of his community service.

"This a great honor that I couldn't have received without my dedicated staff," said Olinyk. "My commitment to providing great products and customer care in all areas of my dealership operations was recognized, as was my ongoing community support of the Boys & Girls Clubs of America, which has a special place in my heart."

Olinyk's personal mission as a dealer, employer and human being, is to compassionately and enthusiastically connect

Mark Olinyk is shown in community service and in his new dealership in Plover.



with others in partnership to make good things happen. "I believe people don't care how much you know until they know how much you care," he said.

EDITOR'S NOTE: Wisconsin Distinguished Professor Jack Nevin of the UW-Madison School of Business completes a very detailed analysis of each TMQDA applicant. The selection committee is comprised of your WATDA officers, your immediate past board chairman, ADAMM's executive director and your NADA director. All are ineligible for nomination.

## A message for trying times

BY LLOYD SCHILLER

I would imagine that most of your employees, like most people in our country, are a bit uneasy and unsettled about all the recent events – the war in Iraq, the slowing economy, and the lack of integrity by some huge corporations which has forced them into bankruptcy (six of the 10 largest ever took place in the past 12 months!) and has helped to suppress any tangible stock market improvements.

As a dealer or manager, we have a sacred responsibility to lead our people. They want and need to hear from you to set the tone and assure them of what's going on and what you and your company are doing. Here's a "speech" you can edit and improve on to fit your needs; I hope it helps. I wrote it for our client dealerships, but I imagine it would fit most related automotive businesses.

### WHY WHAT WE DO IS SO IMPORTANT

When you got up this morning and turned on your lights, your lights

came on.

When you got up this morning and turned on your water, your water came on.

Outside our dealership, there are groceries in the grocery stores.

Outside our dealership, there are teachers teaching our children in the schools.

Outside our dealership, there are doctors saving lives in the hospitals.

There is gasoline in the gas stations.

There are movies playing and movies being made.

There are baseball games, and basketball games and hockey games being played. Race cars are practicing for weekend races.

Every one of these things happens because "somebody" got in his or her car or truck and drove themselves to work.

And 81 percent of those people drive themselves to work, alone, every single day.

We are in the car and truck business. It is the largest business in America, and employs one out of seven people! It doesn't get much

press because we've been around for over 100 years. But more importantly, we're in the transportation business.

It's our job to make sure everyone gets to work every day so they can make all these things around us happen.

It's our job to make sure everyone gets to work every day so they can pay their bills, take care of their families, pay their taxes, and make their charitable contributions.

We help make all those things happen.

I know that these are troubling times, trying times. They'll only last so long, and we'll get past them more quickly as long as each of us keeps trying. Tough times never last – tough people do.

Keep your attitudes positive, keep a smile on your face (you'll feel better), and remember that what you do



is very important for the whole country because we are part of the biggest business in America.

God bless America, its people and especially our service men and women.

Reprinted with permission of Dealer Service Corporation, Boca Raton, Fla.

# New technology offers new opportunities and challenges

By Susan Miller, IOM, CAE  
WATDA Vice President of Knowledge  
Development and Delivery

It seems today's brick-and-mortar business owner rarely has the time to consider more than last month's financial statement and next month's inventory, yet there is a whole world of opportunity for the savvy entrepreneur.

You may have heard of the term Web 2.0. It is a style of technology that is having a significant effect on people's expectations.

Web 2.0 is most basically user-created content and user-controlled content.

User-created is a pretty simple concept. The person using the web site has the ability to post things to the web site. Years ago this was done through forums and chat rooms. They were structured, virtual places people could go to "talk" to other people. Often there is some type of control placed on the content to prevent foul language and such, but the users could say what was on their minds.

User-controlled content is completely different concept. Sites that truly allow user control end up looking very different than even the creator envisioned. The

users determine the look of the pages, the actions of the site and much more.

So how does Web 2.0 directly impact you? Imagine a place where buying decisions were made online – regardless of whether the actual purchase occurred online ... customer word-of-mouth about your products and services ... people from your brick-and-mortar community who have not come to your business recognizing you as the established expert in your field. In the Web 2.0 world all of this can become reality.

Several technologies provide opportunities for establishing a web presence far beyond your web site and with potentially far greater return. Here are a few.

**Blogs** (short for web logs) are a sort of online journal, an older technology but still a strong presence on the Internet. A plus to a blog is that you can post your opinion and it stays posted. You can allow comments, or not. A negative is that someone has to be interested in what you have to say and seek out your blog. It works best if you are already an established expert in your field with a well-known name.

Communities are typically online combinations of forums or chats with other features such as document posting, blogs or news and are often offered exclusively to members of a specific group. These have been available for several years and are frequently found among professional groups. Typically



Susan Miller

the content is monitored and somewhat controlled.

**Wikis**, most well known from the web site Wikipedia.org, are sites where users are able to collaborate to develop a database of information.

Wikipedia.org has over 2,168,000

English entries – far more than any paper encyclopedia. You may find your business on Wikipedia.org because anyone can contribute and edit. Your customers

may be writing about you, or you can write about yourself and others can edit what you write. If your customers might benefit from sharing information organized by subject you may want to consider adding a Wiki to your web site. For example, a dealership might make a Wiki available so that the staff and customers can post model-specific car care information.

**Social networking** (Myspace.com, Facebook.com and SecondLife.com) is the new technology that possibly has the most impact. People who do not use social networking sites regularly rarely understand the impact these sites have on their users. It is not uncommon for computer natives to check and respond to messages in their online world before handling messages in the real world.

Businesses are setting up shop in the online world by literally creating a business presence within the social networking site. This presence differs from a web site in that the business is not making its customers come to it; it is meeting them where they are.

Establishing a presence on a social networking site gives you more ways to establish credibility for your products and services as well as your own expertise. It may not translate immediately into sales but it has the potential to increase your business in the long run by attracting customers who otherwise may not consider you.

Small screen (such as Blackberry®

and Treo®) compatibility is not related to Web 2.0 technologies but it is an important issue for your company's web site. A normal web site is very difficult to browse and read on a small screen so many developers are creating dual web sites that react to the type of browser and deliver content appropri-

ate to the screen size. This may sound very difficult but, if incorporated with a site redesign, it should not be difficult or expensive. Today a relatively small number of web browsers are using a small screen device but the number is increasing rapidly.

## The Foundation of WATDA

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**CENTER STAGE**

CONTINUED FROM PAGE 2

about women's health issues. Until 1988, women were typically excluded from research; clinical trials were conducted on men with the results generalized to women. There is a need for research regarding diseases, which disproportionately affect women, as well as a need to understand how common diseases affect women differently than men.

The focus is on prevention according to Gerrard. "Healthy women make healthy families. Healthy families make healthy communities. And healthy communities make a healthy Wisconsin," she said.

WATDA partnered with the Foundation in introducing the Women's Health license plate. "I encourage the dealers to help sell and promote this specialty plate," Gerrard said. "The dollars raised help support a very worthy cause."

Twenty-five dollars from each license plate sale will be donated to Wisconsin Women's health Foundation and reinvested in communities all over Wisconsin. "If dealers are doing electronic processing you can help sell the plates. They are specialty plates just like Packer plates," Gerrard said.



Jerri Meinking, left, and Dan Toycen, Toycen of Ladysmith, presents a check to Carrie Abbiehl of the Women with Courage Foundation. The \$2,000 gift is part of The Foundation of WATDA's community challenge grant program.

**WISCO | John Hackman**

**37th annual WISCO Show set for April**

The 37th annual WISCO Show will be held on Saturday April 12, 2008 at the Regency Suites & KI Convention Center in Green Bay, Wis.



One of our biggest challenges in saving our membership money on their purchases is educating them on all the products and programs we have available.

The annual show is an excellent way to do just that. Attendees will see our vendors' product offerings, new products, and will be able to take advantage of money saving specials.

Many of our suppliers, including our major equipment manufacturers, have developed "WISCO Show Specials" on their products. Often these specials yield the year's best pricing available on these products. That could be a good thing to remember for those of you who see an equipment item of interest at this year's NADA Show in San Francisco.

There will be 100 vendor booths to browse at the WISCO show which runs 9 a.m. to 5 p.m. on Saturday. Door prizes will be given out throughout the day. Saturday night will start with a cocktail reception followed by a dinner and dance. Boogie and The Yo-Yo'z will be performing at this year's show. The combination of their high energy entertainment and superior musicianship will certainly be remembered by this year's show attendees.

The show weekend is a good blend of business and fun for our members and their spouses. We hope to see you along with your managers at this year's show.

Plan now to attend. WISCO has reserved a block of rooms at the Regency Suites. Phone number for reservations is 800-236-3330. Refer to the WISCO Show block of rooms to receive the special group price. You can save your dealership money and have an enjoyable weekend with your fellow WISCO members.

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# Community challenge grant for Rice Lake's Nature's Edge

BY NICOLE STRITTMATER

Tim Jubie's mentally-disabled brother-in-law David Franklin Addison was a Vikings fan. Cognitively, Addison had trouble with expression, but when it came to sports, he knew it all.

"He could tell you every fact about every player on the team. It was unbelievable. Every score. Every statistic. You name it," Jubie said.

After becoming so close with Addison, Jubie said he wanted to help others who face similar disabilities.

So, when he moved to Rice Lake, he researched different opportunities, and in 2005, he made that wish a reality.

Jubie, the chief operating officer and general manager of Link Bros. Ford, Inc. in Rice Lake, Wis., volunteers his time as a member of the Nature's Edge Therapy Center board of directors.

This center, located in Rice Lake, is a non-profit organization that provides occupational, physical and speech therapy to individuals, while incorporating safe interactions with animals and nature.

Open since 2000, it provides intensive rehabilitation by licensed staff in a natural setting and is the only year-long program like this in the Midwest and one of a select few in the nation.

"I try to lead a Christian life and do unto others as I would have them do unto me, and seeing the ... limitations



Tim Jubie, right, of Link Brothers Ford, Inc., in Rice Lake, works with Nature's Edge Therapy Center staff.

PHOTO BY NICOLE STRITTMATER

placed upon (the disabled) by society, I decided ... there's something we can do," he said. "I think the thing that attracted me to (Nature's Edge) is seeing what they can do for children,

brain injured people and autistic children."

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Wisconsin causes, in partnership with dealers.

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the program began in 2001, more than 65 organizations received more than \$155,000 in grants.

Jubie has donated money from the dealers to the foundation and applied for the grant to be paid to Nature's Edge. Aside from this, his main involvement is on the center's board.

He is one of 19 board directors, a group including community members, physicians and State Sen. Bob Jauch, D-Poplar.

He said he primarily deals with the financial side of the center: planning fundraisers. "Mostly I direct them or help them make financial decisions, and I help pay them in fundraising," Jubie said. "Being a car salesman, I'm used to selling ... In my business, you learn how you can sell things that you're passionate about."

And he said Nature's Edge is definitely one of those things. "In seeing what they've done for so many families, it's really amazing to see how people's lives changed," he said.

The center is unlike most therapy programs in hospital settings. Covering 65-acres of land, sessions take place both in the founder's home and outside, and the nearly 40 trained animals used for therapy are never far away.

Speech and language pathologist Becky Lundeen started the center, and her ranch home and surrounding land has since become one giant office. Horses roam the fields as a goat, llama, donkey, cow and a few dogs and pigs wander around the barns.

And the inside is just as animal-friendly. Dogs greet clients with tails wagging, and cats appear every now and then atop tables and chairs. Bird cages fill the corners of the home, creating a welcoming environment for sessions to take place. "The animals kind of make things warmer, less threatening," Lundeen said.

Jubie sat in on a therapy session for the first time recently, and he said he is impressed with Lundeen's techniques.

Sitting around her kitchen table, Lundeen and Mark Boernke, 48, of Eau Claire, who has autism, worked on communication, while Jubie watched.

Equipped with a homemade picture book Mark used to answer questions with, the two conversed for an hour.

"How are you today?" Lundeen said. And Boernke pointed to a picture of a happy emotion in the book. During the conversation, Boernke worked on one of his favorite hobbies: drawing race cars.

Using a ruler for preciseness, he drew the car, explained what each part was and wrote "Tim, Mark Boernke" on it and proudly handed it to Jubie. The first thing Jubie did when he returned to his office was hang the picture on his wall.

Jubie said he's having a great time volunteering at the center but doesn't feel he is helping enough. "Honestly, I don't feel like I'm doing them justice," he said. "I haven't been able to give



**Jubie, the chief operating officer and general manager of Link Bros. Ford, Inc. in Rice Lake, Wis., volunteers his time as a member of the Nature's Edge Therapy Center board of directors. Located in Rice Lake, Nature's Edge is a non-profit organization that provides occupational, physical and speech therapy to individuals, while incorporating safe interactions with animals and nature.**

them the time I'd like to give them, but anytime I can give them, I do."

And his wife Karen said she wasn't surprised Jubie feels that way.

"I'm sure he would probably say there's so much more he could be doing," she said. "He's a very humble person." But she said she thinks he is doing a great job. "He's a good egg, that Tim Jubie," she said with a laugh.

From left Becky Lundeen and Tim Jubie with Nature's Edge Therapy Center client Dan Nold.

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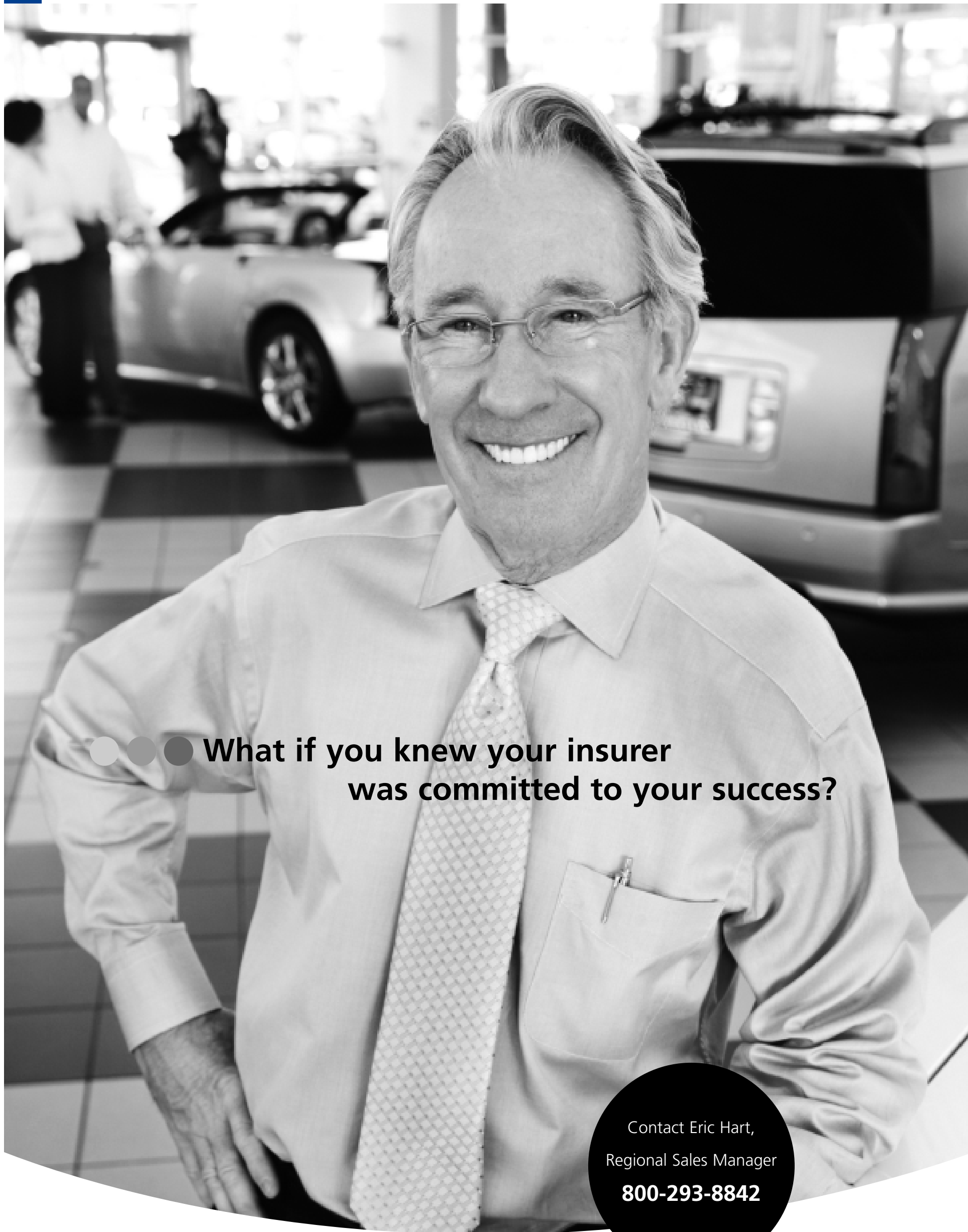
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