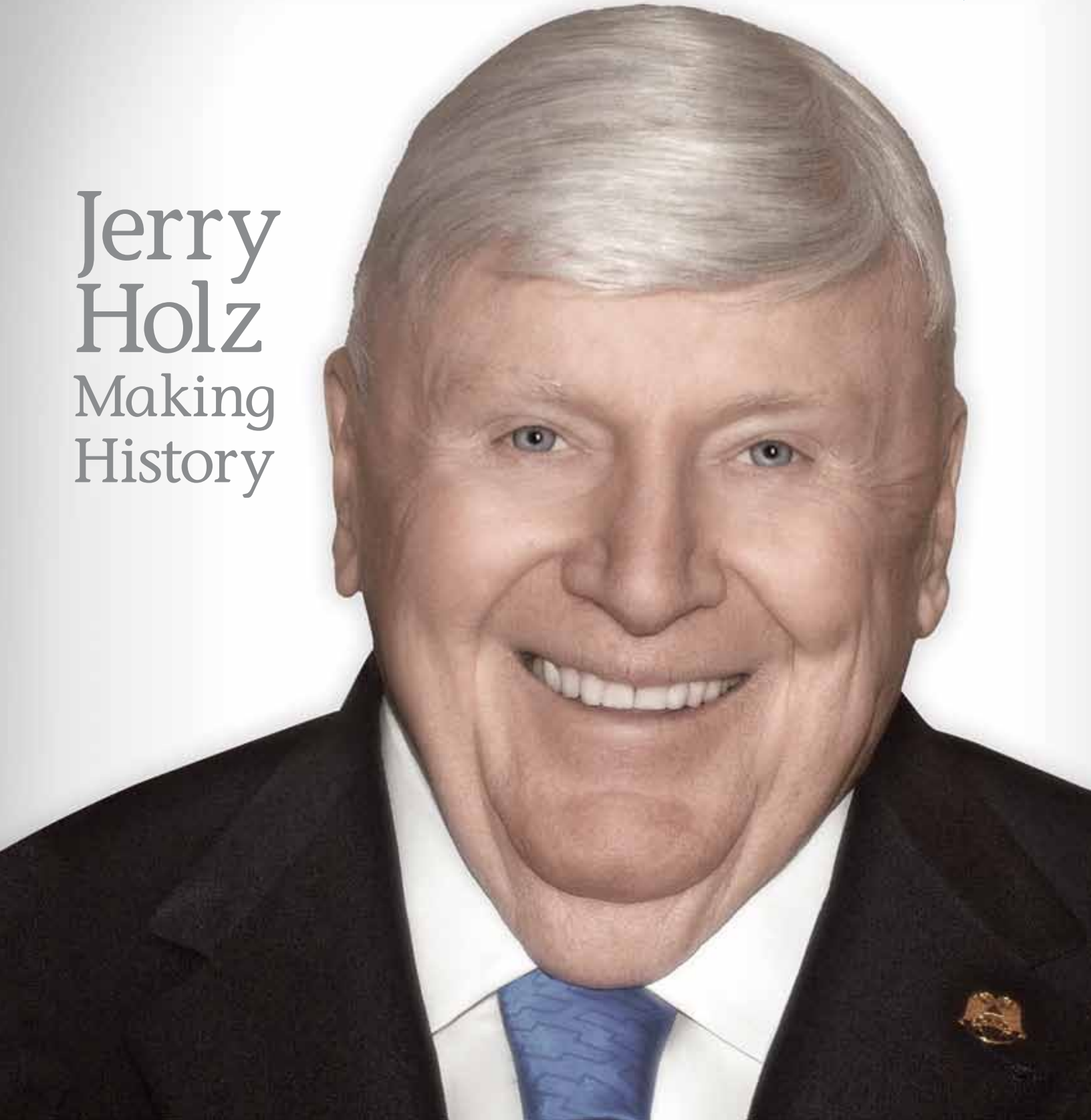


# DEALER POINT

Official Publication of the Wisconsin Automobile & Truck Dealers Association | 1928-2013 | Volume 30 Winter 2013



Jerry  
Holz  
Making  
History



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A publication of the  
**Wisconsin Automobile & Truck Dealers  
 Association focusing on the human side  
 of the membership and trade.**

**Our Mission:**

The Wisconsin Automobile & Truck Dealers Association, an organization of licensed dealers of new and used motor vehicles, is dedicated to advancing the common good of its members, consumers and their communities by promoting professionalism and prosperity through education, advocacy, information and service.

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## FEATURES



**Jerry Holz –  
 Our Triple Crown Winner ..... 4**


**Madison’s First, Easy-Access Public CNG Fueling Station..... 6**

**Milwaukee Technical College Installs CNG Training Unit..... 6**

**Racine AYES Grad Kieron Kohlman  
 Golden in International Competition ..... 16**


**Timber Ford Gives Back ..... 20**

## DEPARTMENTS

 **WISCO Cooperative ..... 7**

 **Center Stage: Awards, Honors, Milestones ..... 9**

 **New Vehicle Sales Trends ..... 10**

 **From Around the State..... 11**

 **NADA Director’s Report..... 13**

 **Rawhide Profile: Max..... 13**

 **Legal and Legislative Update..... 14**



**For This Technician Every Day is a New Adventure ..... 22**

**Forest County Potawatomi Foundation ..... 22**

**2013 Winter Donors ..... 23**

**Tribute ..... 18**

**Index to Advertisers..... 23**

*Cover photo, courtesy Al Strekow.*



Left to right: David Weis, Barbara Holz-Weis, Jerome (Jerry) Holz, Judy Holz-Stathas, William (Bill) Stathas, Doug Nalbert (Holz Motors General Manager)

# Our Triple Crown Winner

BY CHRYSTE MADSEN

Jerry Holz holds a distinctive record among his peers in Wisconsin dealership history. He is the only person to be named Wisconsin Dealer of the Year and Time Quality Dealer of the Year nominee on *three* separate occasions – in 1979, 2005 and again this year, 2013!

To use a phrase often repeated by his fellow dealers as they learn of his latest accolade... “it is a highly deserved honor.”

Holz Motors is a family organization through and through. Jerry’s father, Rudolph, opened the doors in 1914 with Krit and Imperial automobiles. The big news came in 1915 when Holz Motors became the first Chevrolet dealership in Wisconsin. In the first year of business 7 cars were sold which could explain why the auto business was considered to be quite a gamble. But Rudy Holz never wavered and failure was not an option. Holz Motors began to grow and prosper.

Jerry, the youngest of five children, grew up in the apartment above the dealership when Hales Corners was still in its infancy – nothing more than a crossroads where farmers came to barter. “We didn’t bother with locks on the doors,” Jerry said, “we were just open 24 hours a day and 7 days a week.” “I wore every hat possible in the automobile business,” he added. He did everything from sweeping floors to running the wrecker service to being the service manager.

Jerry’s trademark work ethic, integrity and optimistic attitude were finely honed while working side by side with his dad, Rudy.

In 1949 Jerry married the love of his life, Dorothy Schubring. The two had known each other since grade school and they would share the next 59 years together. Jerry and Dorothy would bring home two beautiful daughters to join the family in that same apartment overlooking Janesville Road above the dealership.

In 1957 Jerry was named dealer principal and in 1962 a new dealership was built across the street from the old location. The old dealership is gone now, torn down, but Holz Motors remains at the same intersection today where it began.

In 2007 Jerry was honored by the Governor of Wisconsin, numerous heads of Chevrolet and GMAC (now Ally) for his 50 years as a dealer principal at a joyous celebration in Hales Corners.

The girls, Barb and Judy grew up to marry “great guys who are dentists” as Jerry put it and so the family now includes Dave (Barb) Weis and Bill (Judy) Stathas. J.J. and Traci are the well-loved grandkids of the family. Barb owns and operates her own florist business, Barb’s Green House in Hales Corners, and

Judy is active with the Holz Family Foundation, representing the family on numerous Boards and actively participating in countless community events and she just finished 9 years serving on the Foundation of WATDA board. While both daughters are not involved in day-to-day operations they, and their husbands, actively support and are involved with the dealership.

With dealerships now in both Hales Corners and Watertown (Chevrolet, Buick, GMC and Cadillac) Jerry is quick to credit success to his "team." He refers to his employees as "co-workers." He says "Holz Motors is a team of great people who enjoy being at the top and are determined to stay there." The longevity of Holz Motors employees bears out the sincerity of Jerry's management style. One of Jerry's mantras is "It is our responsibility to be successful under conditions as we find them." At age 85 Jerry is in the office every day, interacting with customers and employees and he says it is something he still looks forward to doing.

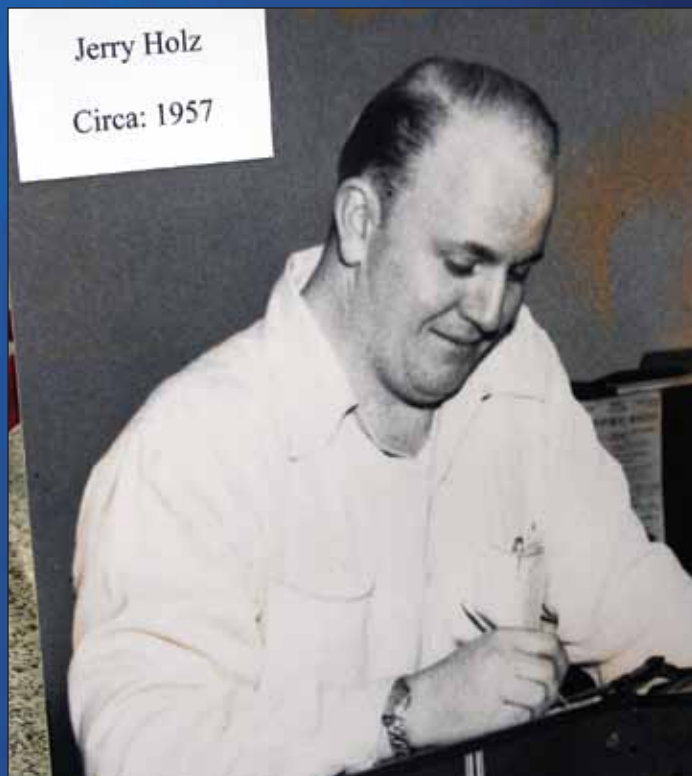
The General Manager at Hales Corners, Doug Nalbert, said that in 1986 Holz Motors became the largest Chevrolet dealer in the state. When Doug came to Holz Motors he and Jerry set a goal to maintain that feat and with great focus they have done so for 27 consecutive years. Doug is proud to have been with the Holz family for nearly 28 years and Doug says he and his wife, Kathy, have always been treated just like family. When either he or Dave Hulick, the General Manager of the Watertown store, speak of working for Jerry they both say the same thing – Jerry's word is golden; he allows his managers to manage; he is an extraordinarily moral man and he lives his beliefs.

In January of 2009 the Holz family suffered a difficult loss. After being the quiet strength for everyone, Dorothy passed away. While the Holz optimism keeps everyone moving forward there is no doubt that Dorothy is greatly missed. One cannot write a story of Jerry's great honor without mentioning Dorothy, for in every success Jerry always made certain that Dorothy was acknowledged. In putting together notes for this story Jerry wrote of how he misses her every day. Judy told the story of how unassuming her mom was... if someone who did not know her would ask what her husband did for a living she would simply say "He sells cars." Barb spoke of what an incredible role model she was and that she was the "magic" in her father and mother's relationship. Dave remembered Dorothy telling him that the joy of her life was walking into a room on Jerry's arm. And Doug tells the story of following the Holz's in a road rally while Jerry was driving his classic '63 Chevy Impala convertible... and watching Dorothy slide slowly over to cuddle up to Jerry. Their relationship, most certainly, is the best kind of success in life.

*"It is our responsibility to be successful under conditions as we find them."*

And success is something Holz Motors has been fortunate to realize. Holz Motors has received awards almost too numerous to mention. Among them are the Dealer of the Year Award (2002-2008, 2010), which recognizes GM dealerships for superior achievements in sales, service and customer satisfaction; the GMAC Champion of Life Award; the Arthur Anderson/Deloitte Award (2000-2012). These are but a few of the many.

Jerry, himself, has received numerous honors for his volunteerism to the industry and his many philanthropic endeavors. Among them are: The Emu Egg Award, the highest award



given by the Milwaukee County Zoo's Platypus Society; he has received the Hales Corners Lifetime Achievement Award; he is a Charter Founder, Major Benefactor and Director Emeritus of the WATDA Foundation and he is a 33<sup>rd</sup> Degree Scottish Rite Mason. These are but a few of his awards and accomplishments.

In 1996 Jerry and Dorothy established the Holz Family Foundation and since that time people in their area have benefited from their gifts of over 4 million dollars. Some of these are the Impala Exhibit at the Milwaukee County Zoo. Jerry tells the story of being able to name the baby Impala at the exhibit, which, of course, was (wait for it) Chevy! The Red Dog Run/Scenic Safari Road Ralleye which benefits the Zoo is another favorite charity. And in 2011 the After Breast Cancer Diagnosis received generous donations. One very near and dear to Jerry's heart as it helped an employee's child is The Masonic Learning Center for Children, which helps children overcome dyslexia. This year will see a new addition to the Betty Brinn Children's Museum and continuing help for the WATDA Technician's Scholarships and help for developing a Training Program for Vehicle Salespersons. The list goes on and on.

The Holz family certainly exemplifies the meaning of giving back in multitudes of ways. Rudy's spirit continues to live on through the heart of his son, Jerry.

In 2014 the Holz family will be celebrating again... and with very good reason. If you remember, Rudy Holz opened his doors at the same intersection that his son occupies now... in 1914! So next year Jerry Holz will be celebrating 100 years of Holz Motors with his family and his team!

John Quincy Adams once said, "If your actions inspire others to dream more, learn more, do more and become more, you are a leader." In this time when so much news is negative, it's inspiring to look to someone like you, Jerry, as an example of all that is good in our industry.

Jerry, please enjoy your TMQDA trifacta. Congratulations! ●



# COMING FEBRUARY 2013:

## Madison's First, Easy-Access Public CNG Fueling Station

Lower fuel costs, reduced emissions and the desire to buy local are some of the reasons fleet managers are considering compressed natural gas (CNG) vehicles.

Seems like a no-brainer, but enthusiasm sometimes wanes when the question is asked, "Where can I fuel?"

For businesses located in or near Dane County, fueling a CNG vehicle will get easier in 2013. Speedway LLC (Speedway) will offer the public a CNG fueling option at its convenience store at 2500 Royal Avenue in Monona, Wis., just south of Madison off the Beltline Highway 12/18. Madison Gas and Electric (MGE) will supply the CNG to Speedway.

Area fleet operators will be able to fuel CNG vehicles 24/7 at an easy-to-access location. And drivers won't be spending more time at the pump. Filling a CNG tank takes about the

same amount of time as filling a vehicle that uses gasoline or diesel fuel.

The Speedway CNG station will provide a critical refueling link for the Madison area as well as for vehicles traveling through Madison to other destinations in the Midwest. To help offset some of the station's costs, the project was awarded a grant from the State of Wisconsin and federal Department of Energy.

Do you have customers that want to learn more about CNG as a fleet fuel? MGE can help dealers answer questions and determine if CNG is a good fit for their customers.

For more information, call Debbie Branson, MGE's business ally manager, at 608-252-5632 or send an email to [dbranson@mge.com](mailto:dbranson@mge.com) ●

## Milwaukee Technical College Installs CNG Training Unit



*Craig Kuehl, Diesel Technology Instructor at the Milwaukee Area Technical College demonstrates the new Compressed Natural Gas (CNG) training unit, which was installed for the USDOL Green Jobs Innovation program collaboration with the Foundation of WATDA.*

# WISCO Cooperative

BY JOHN HACKMAN



## WISCO Show

In our industry today auto and truck dealers look for ways to save money on their purchases and operations to help generate more profit in their dealership. WISCO exists to do just that for its members. Now more than ever WISCO members should be looking to WISCO for help in these areas. 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. The 42nd annual WISCO Show will be held on Saturday April 6, 2013 at the Kalahari Resort and Waterpark in Wisconsin Dells. 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 anywhere on these products. This should be of particular interest for items seen at the NADA Show in Orlando. Look to your Co-op to save money on these items.

There will be up to 100 vendor booths to browse at the WISCO Show which runs 9:00-5:00 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. We are very excited to have back Boogie and The Yo-Yo'z as our entertainment. The combination of their hi-energy entertainment and superior musicianship will certainly be remembered by this year's show attendees. The WISCO Show is, and always has been, free for our members. The only expense for attendees is the cost of their room if they stay overnight.

The show weekend is a good blend of business and fun for our members and their spouses, especially at such an excellent venue as the Kalahari. We hope to see you along with your managers at this year's show. WISCO has reserved a block of rooms at the Kalahari with a special group show rate of \$139 for a standard room (called hut) and \$169 for a suite type room (called lodge suite). Either room includes waterpark passes for each occupant up to 4 maximum. Phone number for reservations is 877-253-5466. Refer to the WISCO Show block of rooms to receive the special group price. The room block will be released on Wednesday March 6th to the general public. After this date the hotel will determine, based on space and rate availability, if the group rate will be honored. Plan now to attend. You can save your dealership money and have an enjoyable week-end with your fellow WISCO members. ●



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— Bob Hudson, President | Middleton Ford | Middleton, WI

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# CenterStage



## AWARDS, HONORS, MILESTONES

**Swant Graber Auto Group, Barron** was recognized for fifty years as a Ford dealership. Brad Graber, general manager was presented a plaque from Brad Akers, Twin Cities regional manager for Ford and Lincoln Sales, Parts and Service.

**Kunes Country Ford Lincoln of Delavan** was named one of the Top 100 Best Dealerships to Work For by *Automotive News*.

**Neuville Chrysler Dodge Jeep** donated \$1,540 to the Waupaca FFA. The donation was made based on each person who test drove a Dodge Ram Truck on October 5.

**Jim Olson Motors Chrysler, Dodge Jeep** hosted the *Raminator*, a 2,000 horsepower, car-crushing monster truck at their dealership, to benefit the Boys and Girls Club of Sturgeon Bay. Spectators could climb aboard the eight passenger, 10,000-pound truck and take a ride for \$3. A car-crushing show capped off the event.

The staff at **Ewald's Venus Ford, Cudahy**, through the effort of the Make-A-Wish Foundation of Wisconsin, granted a wish for a 17 year old Watertown youth. Austin McDaniels, who had kidney failure as a result of Alport syndrome, required a kidney transplant. The Children's Hospital let the family know that Austin was eligible for a wish-his wish was to have his 2006 Honda Civic restored. Tom Ewald noted, "This helps bring us (our staff) together as a family. We had lots of people working extra hours to make sure things were right for Austin. And that's part of what Make-A-Wish and projects like this are all about: coming together for such a good reason."

The **Russ Darrow Group** dealerships served as official donation stations for the Salvation Army 2012 holiday collection. The public was invited to donate money, nonperishable food items, gently used clothing and new toys for distribution to needy families. President Mike Darrow said, "As the holidays approach, the needs of those who are suffering in the community are very present in our minds. The Salvation Army is an outstanding organization and we are grateful for the services it provides in our communities."



**Russ Darrow Group, Menomonee Falls** presented a check for \$5,600 to the Breast Care Center at Froedert & the Medical College of Wisconsin. Funds were raised as part of the grand opening celebration at Russ Darrow Nissan in Milwaukee. Receiving the check from Mike Darrow, president, are from left: Gillian Stewart, director, Froedert Hospital Foundation; Alonzo Walker, MD; Jill Royten, RN; and Phyllis Wattleworth, RN, all of Froedert & the Medical College of Wisconsin Breast Care Program.

**Jones Chevrolet, Buick, Cadillac, Richland Center** provided matching funds of \$5 per toy brought to the dealership for the Smiles For a Child effort to provide toys for underprivileged children, conducted by the Hombres Motorcycle Club and the Ithaca Lions Club.

**Dahl Subaru, LaCrosse** along with the Coulee Region Humane Society (CRHS) and the ASPCA hosted an adoption extravaganza; with dogs available for adoption at the dealership and cats and other pets at the CRHS. The project helps to find more homes for animals as well as bringing attention to the problems that result from pet overpopulation.

Certified child passenger safety technicians checked child car seats at **Koehne Buick GMC in Oconto**. Free car seats were also available to low income families and caregivers by appointment thanks to DOT grant funding. ●

**Please submit your awards, honors and milestones to:**  
**[jfarmer@watda.org](mailto:jfarmer@watda.org)**

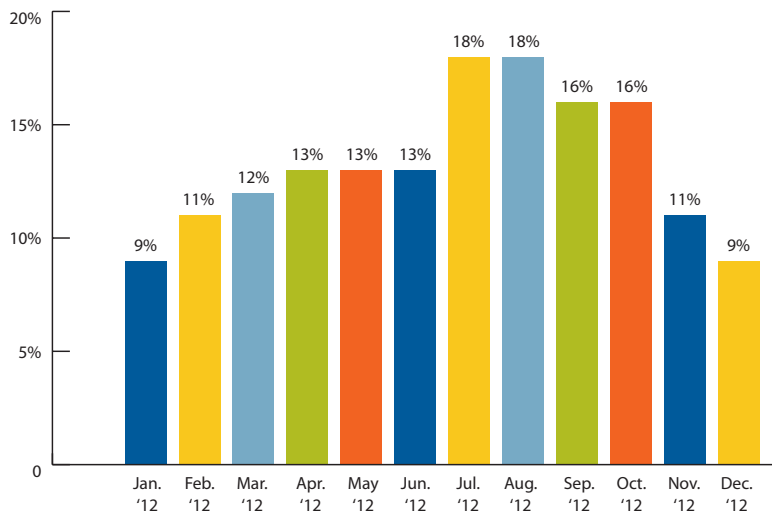


# New Vehicle Sales Trends

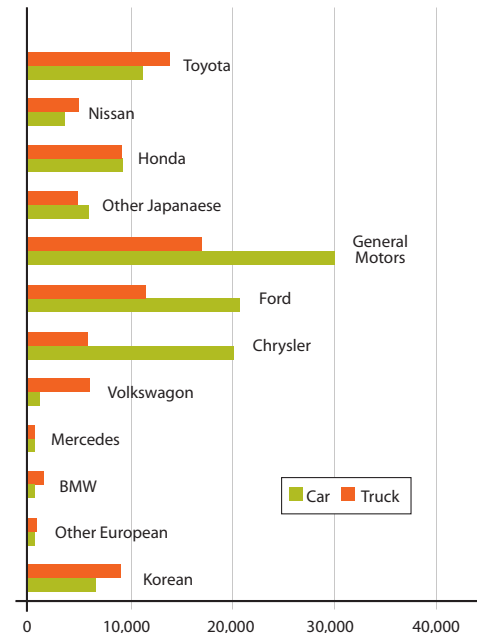
## Wisconsin New Vehicle Trends: December 2012

	Previous Two Months			Year to Date			Year to Date Market Share		
	11/11	11/12	% change	'11 YTD	'12 YTD	% change	'11 YTD	'12 YTD	change
<b>Industry Total</b>	<b>29,057</b>	<b>29,662</b>	<b>2.1%</b>	<b>172,910</b>	<b>194,907</b>	<b>12.7%</b>	<b>100.0%</b>	<b>99.9%</b>	<b>-0.1%</b>
<b>Car</b>	<b>11,068</b>	<b>11,981</b>	<b>8.2%</b>	<b>73,383</b>	<b>84,688</b>	<b>15.4%</b>	<b>42.4%</b>	<b>43.4%</b>	<b>1.0%</b>
<b>Truck</b>	<b>17,989</b>	<b>17,681</b>	<b>-1.7%</b>	<b>99,527</b>	<b>110,219</b>	<b>10.7%</b>	<b>57.6%</b>	<b>56.5%</b>	<b>-1.1%</b>
<b>Japanese</b>	<b>8,891</b>	<b>9,312</b>	<b>4.7%</b>	<b>54,038</b>	<b>62,477</b>	<b>15.6%</b>	<b>31.3%</b>	<b>32.0%</b>	<b>0.7%</b>
<b>Toyota</b>	<b>3,688</b>	<b>3,688</b>	<b>0.0%</b>	<b>20,693</b>	<b>24,795</b>	<b>19.8%</b>	<b>12.0%</b>	<b>12.7%</b>	<b>0.7%</b>
<b>Honda</b>	<b>2,514</b>	<b>2,760</b>	<b>9.8%</b>	<b>15,816</b>	<b>18,322</b>	<b>15.8%</b>	<b>9.1%</b>	<b>9.4%</b>	<b>0.3%</b>
<b>Nissan</b>	<b>1,281</b>	<b>1,170</b>	<b>-8.7%</b>	<b>8,078</b>	<b>8,401</b>	<b>4.0%</b>	<b>4.7%</b>	<b>4.3%</b>	<b>-0.4%</b>
<b>Other</b>	<b>1,408</b>	<b>1,694</b>	<b>20.3%</b>	<b>9,451</b>	<b>10,959</b>	<b>16.0%</b>	<b>5.5%</b>	<b>5.6%</b>	<b>0.1%</b>
<b>Domestic</b>	<b>16,035</b>	<b>16,325</b>	<b>1.8%</b>	<b>94,492</b>	<b>104,896</b>	<b>11.0%</b>	<b>54.6%</b>	<b>53.8%</b>	<b>-0.8%</b>
<b>General Motors</b>	<b>7,171</b>	<b>7,116</b>	<b>-0.8%</b>	<b>44,256</b>	<b>46,885</b>	<b>5.9%</b>	<b>25.6%</b>	<b>24.1%</b>	<b>-1.5%</b>
<b>Ford</b>	<b>5,180</b>	<b>5,470</b>	<b>5.6%</b>	<b>29,780</b>	<b>32,188</b>	<b>8.1%</b>	<b>17.2%</b>	<b>16.5%</b>	<b>-0.7%</b>
<b>Chrysler</b>	<b>3,684</b>	<b>3,739</b>	<b>1.5%</b>	<b>20,456</b>	<b>25,823</b>	<b>26.2%</b>	<b>11.8%</b>	<b>13.2%</b>	<b>1.4%</b>
<b>European</b>	<b>1,971</b>	<b>2,096</b>	<b>6.3%</b>	<b>10,190</b>	<b>11,953</b>	<b>17.3%</b>	<b>5.9%</b>	<b>6.1%</b>	<b>0.2%</b>
<b>Volkswagen</b>	<b>1,081</b>	<b>1,152</b>	<b>6.6%</b>	<b>5,672</b>	<b>7,107</b>	<b>25.3%</b>	<b>3.3%</b>	<b>3.6%</b>	<b>0.3%</b>
<b>BMW</b>	<b>397</b>	<b>436</b>	<b>9.8%</b>	<b>2,042</b>	<b>2,124</b>	<b>4.0%</b>	<b>1.2%</b>	<b>1.1%</b>	<b>-0.1%</b>
<b>Mercedes</b>	<b>273</b>	<b>280</b>	<b>2.6%</b>	<b>1,218</b>	<b>1,323</b>	<b>8.6%</b>	<b>0.7%</b>	<b>0.7%</b>	<b>0.0%</b>
<b>Other</b>	<b>220</b>	<b>228</b>	<b>3.6%</b>	<b>1,258</b>	<b>1,399</b>	<b>11.2%</b>	<b>0.7%</b>	<b>0.7%</b>	<b>0.0%</b>
<b>Korean</b>	<b>2,160</b>	<b>1,929</b>	<b>-10.7%</b>	<b>14,190</b>	<b>15,581</b>	<b>9.8%</b>	<b>8.2%</b>	<b>8.0%</b>	<b>-0.2%</b>
<b>Other</b>	<b>2,160</b>	<b>1,929</b>	<b>-10.7%</b>	<b>14,190</b>	<b>15,581</b>	<b>9.8%</b>	<b>8.2%</b>	<b>8.0%</b>	<b>-0.2%</b>

**3 Month % Change – and view annual trend**  
**Compares most recent 90 days vs. same 90 day period from last year**



**YTD Registrations by Vehicle Type**



# From Around the State



Please send your news From Around the State to [jfarmer@watda.org](mailto:jfarmer@watda.org).

**The Evergreen Group**, based in Duluth, MN has purchased **Larson Chevrolet in Superior**. The name of the dealership has changed to Northland Chevrolet. The purchase brings the Evergreen Group's total dealerships to eleven, including Wisconsin locations Benna Ford, Superior; Metro Ford and Metro Kia in Madison. All of the approximately forty employees will stay on, including Rolf Grimsrud who has been with the dealership since 1954, as general manager since 1982. He'll assist new general manager Johnny Ringold, son of Pat Ringold, a minority partner at Benna Ford.

**Bergstrom Automotive** has bought **Pommerening Chrysler Dodge Jeep Ram of Oshkosh**. Bergstrom plans to move the dealership to a new Oshkosh location at some point, but for now it will operate as Bergstrom Chrysler Dodge Jeep Ram at the current location.

**Bergstrom** has also acquired the **Brennan Buick** dealership in **Green Bay**. The operation has been relocated to the Bergstrom GMC and Cadillac dealership on Taylor Street. The store will undergo extensive construction in mid-2013.

**Cernohous Chevrolet of Prescott** expected to complete their extensive remodel by year end. The outside has been brought up to Chevrolet standards including the new entry and blue arch. Inside improvements include an expanded showroom, inside delivery area, offices, lounge, service and parts counters and restrooms. Despite the challenges of staying neat and clean while remodeling the dealership remained open to service and sell cars.

**Griffin Ford, Waukesha** is in the middle of a multi-million dollar remodel including a 10,000 square foot expansion that will feature a state-of-the-art showroom, customer lounge and drive through service area. The project completion is expected in March.

**Mini of the Fox Valley in Grand Chute** that sells Mini Cooper cars topped all other Mini dealers in the U.S. for the second year in a row for the best October promotion, as decided by the sales and service staff. They used their advertising budget to put rockets that periodically

spewed smoke in front of the dealership, dressed like spacemen, conducted test drives for charity, made a You Tube video and brought in a local band called Rooftop Jumpers. Overall, Mini USA ranks the Fox Valley dealership in the top 10 in the nation for sales and customer satisfaction/engagement.

**Dorsch Ford Lincoln Kia of Green Bay** is expanding operations with the construction of a used car dealership in Suamico. The dealership will be on about four acres of land and expects to have about 100 cars on the lot. There will also be a service department to provide routine services such as tires and brakes.

**Prestige Auto Group in the Chippewa Valley** is expanding into a property that was previously a Saturn and Hummer dealership. Prestige Kia will move to the new location, scheduled to open in early January. Because of their investment in the new location, Kia has agreed to supply them with a larger base of inventory to improve their customer selection.

New \$10 Million Honda Store. The owners of **Wilde Automotive** and **Jorge Hidalgo** announce the opening new automobile retail store "Wilde East Towne Honda" in Madison.

The east Madison property was formerly a quarry. This state-of-the-art facility provides a welcome change to the surrounding community. The new building has numerous features that enhance sustainability. The building footprint is almost 25,000 sq. ft. and built with vehicle service located on the lower level and the showroom on the upper level, thereby optimizing land usage.

The new Honda dealership is a minority owned business. Jorge Hidalgo, a former Harley-Davidson executive, has teamed with Wilde Automotive Group to establish the dealership. Wilde operates 12 dealerships located in Wisconsin and Florida. Wilde's existing Honda stores are both American Honda President's Award winners which identifies them as two of the best dealerships in the nation. ●



## Laws of Vehicle Leasing 2013 New Forms, New Tax Calculations, New LVL Seminar

Thursday, February 21 • Cranberry Country Lodge, Tomah  
Friday, February 22 • Country Springs, Pewaukee

Registration 8:00 • Seminar 8:30 – noon

**Presenter:** Eric Baker, Attorney, Boardman Clark, LLP

**Facilitator:** Susan Miller, WATDA

For more information or to register online visit [www.watda.org](http://www.watda.org).



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# NADA Director's Report

BY KEN VANCE

## Greetings from your NADA Director:

I hope you all had a successful 2012 and are looking forward to a positive 2013.



As you all know, the NADA Convention in Orlando is coming up soon and I hope many of you have made plans to attend. There promises to be a full slate of educational opportunities available and a chance to express your ideas and concerns to the manufacturers you represent.

I returned from Dallas, Texas on the 8th of January where our board met to confirm the hiring of Peter Welch as the new President of NADA, replacing Phil Brady who left us this past year. Peter is only the 3rd president in 48 years to manage the 300 person staff and the multiple departments that make up your NADA.

Peter comes to us from the California New Car Dealers Association, the largest in the nation with over 1300 dealers represented. He has had a successful record dealing with some of the most challenging legislative and regulatory issues in the country. He has maintained a positive working relationship with all of the senior NADA staff members and is supported overwhelming by the state organizations executives.

Paul Taylor, NADA Chief Economist is predicting new car Sales At Retail (SAR) for 2013 of 15.4 million. Paul has a seven year streak of hitting that number on the head! The average age of vehicles on the road of 11.1 years, and over half are ten years old or older, with odometers at 150,000 miles, this will also help 2013 used car sales.

Let's be sure to get our share. ●

## RawhideProfile

*Each month a young man is selected as the Student of the Month by the staff of Starr Academy, Rawhide's private school. Winners are selected for their scholastic efforts, maintaining the high rank, helpfulness to others, and exhibiting a positive attitude.*

Student of the Month: Max

### Reasons for My Success

**M**y name is Max, I'm 13 years old, and have been at Rawhide for three months. My favorite hobbies include soccer, video games and card games like RISK. I really enjoy school and have a lot of favorite classes like math, language arts, reading, social studies, science, woodworking, and physical education.

I hope to go to college one day and hope the teachers and students are as nice as the ones at Starr Academy. My goals are to become a better child for my parents and a better brother to my siblings.

There are many things that have contributed to my success at Rawhide. The most important one is the people that work at Rawhide. The one person that has had the most impact on me is my social worker/therapist Ms. Teresa. She provides structure to my counseling sessions and challenges me to think for myself.



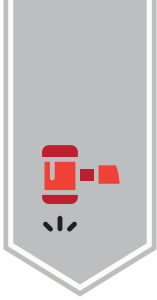
Then there's the staff and structure of Starr Academy. The smaller class sizes help me to learn easier and I've been able to get to know my teachers well.

I'm also appreciative of the staff at my living unit, the ABC House. They have taught me to set goals and work toward them. I have gone up in rank and they are always nice to me and will talk with me when I am struggling.

Last but not least, is my family. They call me each week and come to family counseling sessions. They talk with Ms. Teresa about things we can work on and say good things that cheer me up during our sessions. My family welcomes me during my weekend home visits and day passes. They care about me. The reason for my success is caring people!

~Max

The above testimonial was written by our current Student of the Month. Personal notes of encouragement are welcome.



# Legal & Legislative Update

BY CHRIS SNYDER

The Wisconsin legislature is back in session. While there surely will be some good old fashioned political debate, the message being sent from the Governor's office and legislative leadership is, "let's work together" with job creation as the main focus. At this time, WATDA anticipates monitoring and playing a lot of defense during the 2013-2014 legislative session, but anything can happen. Below are some of the topics and issues we know we will be following.

## **Budget:**

The Wisconsin Constitution requires that the legislature pass a balanced budget every two years. Over the past 12 years (6 state budgets) we have experienced a budget deficit. In Walker's 2011-2012 budget steps were taken to restructure certain built in expenditures in hopes of correcting a "structural" deficit. A structural deficit occurs when existing expenses are greater than projected revenues, if all expenses, revenue sources and formulas stay the same.

The changes made in the 2011-2012 budget coupled with a slight up-tick in Wisconsin's economy resulted in the state being able to not only break even, but actually make the biggest deposit (\$108 million) into the state's rainy day fund. At the time of putting this article together, there is a lot of talk and speculation as to how the 2013-2014 state budget is going to look. Therefore, we will not engage in any prognosticating as to what will be in or out of the budget. However, there are a number of things that we will be monitoring throughout the process.

## **Transportation Funding**

In an effort to cure Wisconsin's bi-annual cycle of structural deficits, the 2011-2012 budget realigned a number of annual state expenditures and avoided raiding designated transportation funds, refinanced (at more favorable rates) the state's debt service and paid down some of the existing bonding. There is more

work to be done and tackling transportation funding for the 2013-2014 budget and beyond is a very complex issue.

Maintaining functional, convenient and safe roads and bridges is vital to growing Wisconsin's economy. Wisconsin's extreme annual climate cycle and current traffic congestion on some of the main arterial highways exacerbates the wearing down of the condition of the roads and consequently drives up the demand and cost of simple maintenance. The expense associated with road maintenance, repair, safety and expansion is staggering and extremely susceptible to a myriad of inflationary factors. Currently, the revenue sources for the transportation fund are motor vehicle title and registration fees and fuel taxes.

Therefore, the Governor set up a Transportation Finance and Policy Commission to examine the current road, bridge and traffic conditions; project future needs and the viability of revenue sources. The findings of the Commission do not paint a pretty picture for Wisconsinites who own, drive or buy vehicles. The Commission concluded that if the income generated from the existing revenue sources come in as projected, there will only be enough money to perform road maintenance and currently slated new construction projects like the Zoo Interchange in Milwaukee and the I-90 lane expansion from the state line to Madison will have to be put on hold.

The Commission submitted a list of new revenue sources for the Governor and legislature to look at, not only to keep current road projects on track, but also to enable future projects. They reasoned that new revenue sources are necessary, speculating that current revenue sources are antiquated and probably diminishing given the advent of increased café standards; as well as hybrid and electric vehicle use in the future.

While WATDA supports the need for a quality infrastructure we oppose many of the Commission's recommendations. The chart on page 15 shows each recommendation as well as WATDA's position regarding that recommendation.

A provision that did not pass in the 2011-2012 budget called for 50% of all sales tax revenues from the sale of motor vehicles and motor vehicle repairs to be designated for the transportation fund. WATDA also opposes this concept. If in fact the legislature passes the above constitutional amendment and then earmarks sales tax revenue from vehicle sales and repairs to be deposited into that segregated fund, it will be feeding the transportation budget by the Wisconsin user and not all those who benefit from a strong transportation infrastructure. Sales tax revenues generated through motor vehicle sales and repairs represents the second largest sales tax revenue sector in the state and those funds would then be restricted for use.

Of the recommendations listed above, WATDA is most supportive of getting the federal government to amend current tolling laws to allow states more options to build and utilize an open toll system. In that regard those using the road (including out-of-state drivers) are paying to maintain those roads.

## **Franchise Law:**

Last session WATDA pursued significant amendments to the Wisconsin Motor Vehicle Franchise Law. It was a long, arduous and expensive battle. Under the current political climate in Wisconsin, the manufacturers have an air of empowerment and WATDA will have to keep a close eye on all legislation moving through the system to ensure that nothing is slipped through.

Two items of particular interest regarding the franchise law are motorcycles and the lemon law.

## **Motorcycles:**

During the past Franchise Law battles, Harley Davidson came late to the party, but they were able to successfully parlay their high visibility, manufacturing and world-wide headquarters presence into a formidable block to our legislation until we agreed that motorcycles would not be a part of any of the amendments. The

result is a mess of disclaimer language prefacing each section of the statute that was amended.

During the legislative process a majority of the Harley Davidson dealers in Wisconsin joined WATDA. WATDA staff then met with the Wisconsin Harley Davidson Dealers Association to discuss the motorcycle dealer situation regarding the franchise law. The end result of that meeting was a consensus that they want to be subject to the same laws as the auto and truck dealers with regard to the 2011 amendments.

WATDA will be working with the Harley dealers to sort through their issues with the manufacturer.

### Lemon Law:

Wisconsin has one of the most punitive lemon laws in the country. In a recently published case, the Wisconsin Supreme Court issued a ruling that cost the manufacturer \$482,571.66. The attorney's fees were \$301,707, and the vehicle owner was awarded \$117,285.06. While the court downplayed the issue of the exorbitant fees and published the statement that, "the Lemon Law is hardly fertile territory for fortune hunters," it is reasonable to assume that the manufacturers don't agree. Frankly, if a reasonable person read the decision they would likely conclude that it was utterly absurd.

In fact the jury found in favor of the manufacturer, but the trial judge and the Wisconsin Supreme Court took it upon themselves to protect all of us from a sensible decision based on conclusions drawn from face-to-face testimony. The trial judge threw out the jury's finding and the Supreme Court upheld the trial judge's decision. Notwithstanding this case, the penalty formula built into the current statute has been a bone of contention with the manufacturers for decades.

Depending on the makeup of the legislature, it is possible that the manufacturers will try to amend the law to bring it more in line with other states. Under the Lemon Law (218.0171), dealers are shielded from liability because the alleged claim is made against the manufacturer. WATDA will be vigilant to make sure that if any amendments are made to the Lemon Law, the dealer's protections stay in place.

*continued next page...*

<b>Recommendations</b>	<b>WATDA Position</b>
Raise the state gas tax by 5 cents per gallon.	<b>Supports.</b>
Adopt a new mileage-based registration fee for passenger cars and light trucks, about a penny per mile traveled.	<b>Opposes.</b> Raising the fuel tax already hits drivers. Adding an additional miles traveled tax is double dipping everyone who has to drive to work. This is coming off the heels of a state that rejected federal commuter train funding. It would be a nightmare to record, report and administer. Further, Wisconsinites would be the only citizens in the country who would have to pay extra to move about the state and/or country.
Increase annual registration fees for commercial vehicles by 73%.	<b>Opposes.</b> Wisconsin already has some of the highest commercial vehicle registration costs in the country.
Increase the fee for an eight-year driver license by \$20.	<b>Supports.</b>
Eliminate the sales tax exemption on trade-in value of a vehicle.	<b>OPPOSES!!</b> This represents a new tax on all Wisconsin vehicle purchasers. It will decrease vehicle sales, decrease sales tax revenues from vehicle sales at dealerships and revenues collected by the state due to an increase in private sales where reported sale prices are routinely under reported, reduce used vehicle inventory at dealerships thereby driving up used vehicle prices, and in some cases could actually prevent customers from obtaining financing.
Enact legislation to allow for regional or local transportation initiatives supported by county or local sales taxes.	<b>Supports.</b>
Support the proposed state constitution amendment to protect the integrity of the Wisconsin Transportation Fund	<b>Position yet to be determined.</b> While this concept may sound good in theory, placing restrictions on the Governor and/or legislature regarding utilization of state revenues for the good of Wisconsin is concerning. It can create an "Entitlement" mentality by the road builders that a certain pot of money is strictly theirs and will likely create future issues trying to prevent them from creating more new taxes to stuff "their" pot. While we support the concept of segregating and not raiding the transportation fund for other programs, we are leery that a total lockdown of a segment of revenues may handcuff the legislature at some point down the road.
Increase bonding over ten years, but keep debt service payments for transportation projects at a manageable level.	<b>Supports.</b>
Address inflation in the future. Index the state fuel tax and vehicle registration fees to mitigate the impact of inflation.	<b>Supports.</b>
Encourage federal legislation that allows states more flexibility to toll on the National Highway System.	<b>Supports.</b>

### License Plates:

A topic that has come out of the DMV Advisory Committee is that the license plate weight classifications could use some reconfiguring to better apply to motor vehicles currently being sold. In discussions with Senator Jerry Petrowski (R-Marathon) Chairman of the Senate Transportation Committee, he has stated that he supports (and supported last session) a bill to rectify the situation. WATDA will be working with DMV to revive a bill that works for DMV and vehicle owners.

### Right-to-Repair:

This is an issue that has come before Congress a number of times and is now working its way through the Massachusetts legislature. This proposed legislation is being pursued and funded by the after-market parts industry. They are using the independent repair shops

as a cover. They are seeking the right to have access to all repair codes from all makes and models, compiled and accessible on one system. After years of lobbying Congress unsuccessfully, they have taken their battle to a very liberal state hoping to get it passed. The theory being, that it only takes one state to fall and the information is then accessible. The fear by the manufacturers is that this will open the flood gates to patent infringement and reverse engineering.

In July, they finally broke through a wall of defense in Massachusetts. Despite the skilled and tenacious efforts of the Massachusetts State Automobile Dealers Association (MSADA), the right-to-repair lobby maneuvered the system through that state's Parliamentary procedure to get their issue on the November ballot as a referendum. Unfortunately, but as usual, the dealers were on the front lines absorbing hideous attacks on their repair facilities as a way to drum up public support for "Joe's Garage" to have unfettered access to ALL repair codes; all accessible from one portal.

In an all-out effort to save some sanity and dealership repair shop investment, MSADA brokered a deal between the right-to-repair lobby and the manufacturers (although one of the manufacturer's that is substantially owned by the government inexplicably dragged their feet, almost as though they welcomed the opportunity to share repair codes and possibly warranty repairs with independent repair shops). Unfortunately, the deal was cut so late that the referendum will still be on the November ballot. Now all of the parties that have been warring at the Massachusetts capital for years on this topic are going to try and convince the voters (who have been all ginned up to vote yes on the topic) to now vote no in November.

The after-market parts lobby is alive and well in Wisconsin. WATDA will be watching all legislative initiatives to prevent this type of legislation from going uncontested. ●



## Racine AYES Grad Kieron Kohlman

# Golden in International Competition

We got exciting news at the Foundation. Former Racine – Washington Park High School AYES Grad and SkillsUSA member Kieron Kohlmann received a gold medal in Automotive Service Technology at the international Skills Americas Friday, November 16. He competed against students from more than 20 countries in North and South America at the competition held in Sao Paulo, Brazil, November 14-18. This competition is in preparation for the 42nd SkillsWorld competition.

Kieron won the Skills USA Wisconsin Automotive Technology competition in April 2010 and then went on to win Skills National competition in Kansas City that same year. It was announced earlier this year that he was nominated to represent the United States in the 2013 SkillsWorld competition to be held next spring at Leipzig, Germany. The event will host over 1,000 competitors, with 5,000 judges and reviewers overseeing the efforts in front of 150,000 spectators from 53 countries.

His Racine Park high school automotive instructor, David Dixon credited the Team Wisconsin Foundation partnership as a contributing factor in Kieron's success in the Skills competitions. "We could not have done this without the support of

Team Wisconsin. When we needed practice vehicles and test equipment the people at the team came through on time. Julie Olson and Jeff Dowd found dealers who were willing to support us."

Thanks from all of us to: Palmen Motors of Kenosha: Nissan Sentra – practice vehicle Boucher Nissan of Greenfield: Nissan Forester – practice vehicle Boucher Nissan of Waukesha: Nissan Factory Scan Tool- loaned to us for two weekends.

Commenting on the value of the student competitions, Gary Beier, Foundation Development Director, stated, "These events are a solid gauge of the quality of technical skills education. They meticulously recreate real-time repair problems putting all of the participants on a level playing field. That's important to us and our membership."

When asked to share his thoughts about participating at the international level Kohlmann said, "I'm looking forward to the learning experience, the training, the preparation and seeing where I stand on an international level."

From our perspective, Kieron stands tall among young technicians world wide! ●





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# Tribute

In this issue we pay tribute to two special friends from the Wisconsin Department of Transportation, a retired WATDA staff member and two dealers.

## Don Krohn

**Don Krohn**, age 85, passed away peacefully at home on Monday, Nov. 26, 2012. Don was Chief of the Dealer Section at DOT for a number of years, and was Chuck Supple's predecessor.

Don was born in Lancaster, and graduated from Lancaster High School in 1944. After a semester at UW-Madison he enlisted in the Army. Don served four years in Berlin, Germany during World War II. Don married Helen Leibfried on Aug. 27, 1949. They farmed for six years in Lancaster until he was accepted into the State Patrol at which time they moved to Verona in 1956. After six years on patrol, Don became Chief of the Dealer Section and was instrumental in passing MVD 24 (Trans 139) and The Wisconsin Lemon Law; retiring in 1988. Don did volunteer work for the Verona Senior Center for 20 years for which he was recently honored. Don enjoyed his retirement years spending summers in Minocqua with Helen, fishing, playing cards, calling bingo and shooting billiards with friends. Don will be remembered for his humor, friendly smile and warm personality.

Donovan is survived by his wife of 63 years, Helen; children, Katherine of Verona, Kristine (Marty) Simpson of Sebring, Fla., Karen Markwardt of La Crosse, and Dan (Carey) of Mount Horeb; grandsons, Graham, Shelby, Jason, Cory, Kevin and Hunter; great-grandsons, Jake and Jared; sister, Phyliss (Tom) Moris. He is further survived by many nieces and nephews. He was preceded in death by his parents and daughter, Sharon.

## Carl G. Johnson

**Carl G. Johnson**, age 85, passed away on Saturday, Sept. 22, 2012, surrounded by his family. Carl was Director of the Bureau of Vehicle Services (formerly known as the Registration & Licensing Bureau) at WisDOT for many years.

He was born on July 26, 1927, in Iron River, MI. Carl proudly served in the U.S. Navy as a Seaman 1st class. Following his military service, Carl was united in marriage to Thelma Collins on Sept. 20, 1947, in Iron River, MI. Carl attended Northern Michigan College of Education in Marquette, MI, receiving a degree in teaching. He then taught, was basketball coach, and became principal in Tipler. Following his teaching career, Carl entered the 2nd class of the Wisconsin State Patrol Academy. He served on the Wisconsin State Patrol in Superior before transferring to Kenosha, where he achieved the title of sergeant. Following his career with the State Patrol, Carl started work

with the Department of Transportation in Milwaukee. He then transferred to Madison in 1968, when he was named director of Registration and Licensing Bureau for the Wisconsin DMV. Carl retired in 1988. He loved spending time at his cabin up north, making his famous maple syrup and golfing with Thelma. Carl enjoyed the Packers and Badgers, and proudly supported his grandchildren's activities. He is survived by his wife, Thelma Johnson of Monona; daughter, Bethany (James Pope) Johnson of Monona; sons, Robert (Sally) Johnson of Janesville and David (Cara) Johnson of Monona; sister, Gloras of Iron River, Mich.; grandchildren, Jayson (fiancé, Megan), Lindsay, Jordan, Rebecca, Ladell, Teri, Anthony, James, Darnell, Kariss, Jaiya, Ashley and Caitlyn; great-grandchildren, R-Yana, Devin, Mikalyn, Lexington, Jeramiah, Miyayah, Jamari; and a special part of the family, Scott.

## Eldean Milward

**Eldean Milward**, age 88 died on Tuesday, December 18, 2012 under the kind and compassionate care of Agrace HospiceCare in Fitchburg.

The second of five children born to Leonard and Martha (Hoffman) Zuehlke, Eldean was born July 20, 1924 in Beaver Dam. She graduated from Beaver Dam High School in 1942 and attended Madison Business College. She then began her career with Wisconsin Auto and Truck Dealers Association, retiring in 1996 after more than 40 years of service. After retirement from WATDA, Eldean continued to work part-time with her son Gary at his art and frame shop in Middleton until shortly before her death.

Eldean is survived by her son Gary and his partner Brian Farrell, and her son Greg and his partner Bruce Pitz. She is also survived by her youngest brother Leo of Beaver Dam; and very special friends Bridget Malesytcki, Beth Jesion, Vicki Tomaszewshi and Karen Meyer at Attic Angel Place, where she had resided the past two years.

Eldean was preceded in death by her parents; brothers Emroy and Delmar; and sister Anola.

## Roger Alan Palmen

**Roger Alan Palmen**, 66, of Waterford, passed away peacefully at his home October 29, 2012, surrounded by his loving family.

A music lover early in his life, Roger began playing tuba in middle school through his college career at Carthage College. He also played with the Racine Elks Marching Band.

Roger served in the United States Army; he attended the Navy School of Music in Norfolk, VA, and played with the 399th

Army Band in Vincenza, Italy; he was honorably discharged in 1967. He also sang with the SnapOn Chorus from 1971 until it disbanded.

On May 16, 1970 he married Theresa M. Zalewski at St. Thomas Catholic Church in Kenosha.

Roger was co-owner and vice president of Palmen Motors in Kenosha from 1968-1990 with his brother. In 1974 they purchased the Dodge dealership in Racine, which Roger ran. They sold this in 1984. While running this dealership, Roger was a member of the Racine Optimist Club, donating eight trucks for the winners of Salmonarama.

In 1992, he sold his share of the business to his nephew and purchased the Chevrolet dealership in Union Grove, where he has been president and owner of Roger Palmen Chevrolet until the time of his passing.

Roger was very involved with the Park High School AYES program for many years, and as reported in the last issue of *Dealer Point*, the Park Automotive Center has been renamed the Roger Palmen Automotive Center.

Roger is survived by his loving wife, Theresa of Waterford; three sons, Michael (Theresa), and Daniel, both of Waterford and Anthony (Lindsey) of West Allis; two grandchildren, Noah and Eloise, and a sister, Barbara (Jack) Strothman of Minnetonka, MN; as well as many nieces and nephews.

He was preceded in death by his parents and his brother Ron.

## Gerald J. Tasch

Gerald J. Tasch, 81 of Lake Geneva, died December 27, 2012, at Lakeland Heath Care Center, Elkhorn, surrounded by his children. He was born March 6,

1931, in Chicago, IL, the son of the late John L. and Anne (Smith) Tasch. Jerry served in the U.S. Army with a tour of duty in Austria during the Korean War. He was united in marriage to Evelyn Finan on August 2, 1952 in Chicago. Evelyn died May 27, 2000.

Jerry was a successful advertising executive and owner of Tasch Automotive group. He began his career with the Chicago Tribune, and subsequently worked at several ad agencies in Chicago, ending up as a Sr. Vice President and Director of Automotive accounts at Eisaman Johns and Laws. Jerry fulfilled a life-long dream of owning a car dealership in 1978 when he purchased the local Chevrolet/Buick dealership in Elkhorn and let expanded it to include the local Chrysler dealership and Tasch BP. He enjoyed golf, fishing and playing music; was a devoted husband, loving father and grandfather. ●



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L-R: Chris Hofer, Timber Ford business manager; the ladies, as well as the people standing in front of the group are representatives of the many organizations who benefited from the gifts; Curtiss Beilke, owner of Timber Ford, Bill Vogel, sales manager, present donations to local charities at their Give Back to the Community Event.

# Timber Ford Gives Back

Timber Ford of Hayward expanded its longtime dedication to service by implementing a year-long program to give back to the community through a substantial financial donation. The Timber Ford Community Give Back program uses funds donated by the dealer when customers purchase a vehicle, the dealership contributes \$50 to a local charity of the buyer's preference; the program began on January 1, 2012.

Timber Ford has been a family owned business since 2005 with the motto "Home of Outrageous Service," referring to Timber Ford's service department – the largest and most experienced within a 100 mile radius. After being recognized by the Hayward Chamber of Commerce as the area's 2011 Large Business of the Year, Timber Ford owner Curtiss Beilke and business manager Chris Hofer were inspired to contribute to the success of local charities – the way the Hayward community has done for their business. They started hearing about the Community Food Shelf's substantial need for assistance due to record demand and decided to start there.

**"When I saw the need of these organizations, I felt compelled to give back in some way."**

"When I saw the need of these organizations, I felt compelled to give back in some way," Curtiss said. "This donation will give these organizations the funds they need to help those who need it the most." The donations were presented at Timber Ford's First Annual Give Back to the Community Event held on Saturday, December 8, at the dealership in Hayward.

Entertainment was provided by Larry and the Drifters and JD's Catering handled the food and beverages for the guests. There were numerous door prizes and tours through the sales and

service departments so that people can see the inner workings of our dealership and what the Timber Ford family is all about. The presentation to the local charities was held after the reception.

A total of over \$15,000 was donated to the following local charities:

- **Lac Courte Oreilles Boys and Girls Club – \$500**
- **Alzheimer's Foundation – \$600**
- **Relay for Life – \$800**
- **American Red Cross – \$800**
- **Salvation Army – \$1,100**
- **Habitat for Humanity – \$1,250**
- **Fishing Has No Boundaries – \$ 1,750**
- **Hayward Sports Center – \$1,850**
- **Northwoods Humane Society – \$3,150**
- **Hayward Community Food Shelf – \$4,200**

The successful program will be repeated in 2013, with the kick off on January 1. ●



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# For This Technician Every Day is a New Adventure

That's what 2000 scholarship recipient Ryan Michels says about the career that he started right out of high school. Ryan caught the car bug as a youngster watching his dad service their family vehicles and it grew from there.

The Bradford High School football player started working as a porter for Palmen Chrysler in Kenosha in 1998, the year before his graduation, and he has been with them ever since. That's probably why he characterizes himself as a 'dealership guy.' Ryan was a 2000 Foundation scholarship recipient and completed his Automotive Degree at Gateway in 2001.

Since then, Michels has also achieved top skill level status in all of the Chrysler training programs. As he says, "If you are self-motivated, education can be a good thing for you. You have to have the aptitude to learn to do the work."

Ryan states that there was no better career building experience than hands-on and education. His advice to aspiring technicians is to "pay attention to the details." Tools are a big part of those details in his estimation and he is grateful to Snap-on for their tool award. The tools combined with the tuition award gave him a good start.

Michels final advice for those considering a career in Automotive Service, "You get out of it what you put into it." His career and achievements certainly bare that out. ●



*Palmen Service Manager Kurt Netzels and Technician Ryan Michels*

## Forest County Potawatomi Foundation Supports Technical Education on Two Fronts

Kaye Garcia, Executive Director of the Forest County Potawatomi Foundation recently announced a two-tier education grant for the Foundation of the Wisconsin Automobile & Truck Dealers.

What makes this grant unique is that it focuses on both teachers and students of transportation technology programs both in greater Milwaukee and Forest County. The first tier of this grant will fund 10 transportation technology scholarships; 5 for Automotive, Diesel or Collision program students of the Milwaukee Area Technical College and 5 for students of similar programs at Nicolet Area Technical College.

The second tier of the grant will support the WATDA Foundation's annual *Team Wisconsin Teachers Institutes*. These two sessions, one day in spring and 4 days in July, provide transportation technology teachers with insights into new automobile and

truck service technology, face-to-face meetings with professionals from throughout the transportation industry and certified education credits required as part of their statement-mandated professional development programs.

"It's a win-win-win," said Gary Beier, WATDA Foundation's Development Director. "Teachers and classrooms are out in front of the major technological advances in transportation and their students benefit through state-of-the-art education. Even better the grant's scholarship ensures that a group of students will be able to take advantage of these programs. We are grateful to the Forest County Potawatomi Foundation for their vote of confidence through this grant."

For further information contact: Gary Beier, Development Director – Foundation of the Wisconsin Automobile and Truck Dealers Association: 414.520.7870; email: [gbeier@watda.org](mailto:gbeier@watda.org). ●



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## Index to Advertisers

Baker Tilly .....	BC
Boardman & Clark LLP Law Firm .....	21
Delta Dental .....	21
Harris Bank .....	12
K.F. Sullivan Construction .....	8
Protective .....	IFC
Schenck Business Solutions .....	7
Sentry Insurance .....	17
WATDASI Services – Forms .....	19
Wipfli LLP .....	21
WISCO .....	7



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## NEXT ISSUE: WATDA Chairman Lawrence Meade and the 2013 Officers



From Around the State



Center Stage: Awards, Honors, Milestones



NADA Director's Report



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