

DEALER POINT



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profile: Bee

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takes over front
desk at WATDA

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partners in
education

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Dealers' Rawhide connection: it adds up

by Lynn Entine

This summer Rawhide Boys Ranch celebrated 40 years of helping at-risk and delinquent youth redirect their lives. Leading the celebration were Bart and Cherry Starr, co-founders of the faith-based program. WATDA President Gary Williams was there too, representing hundreds of contributing dealers and celebrating our 18-year partnership with Rawhide.

WATDA and member dealers adopted the program in 1987, agreeing to provide convenient local drop-off sites for donated vehicles. More than 100 dealers volunteered that first year. As others joined in, donations flourished.

"It bore immediate fruit," says John Solberg, Rawhide's executive director. "Vehicle donations grew over 400% in the first year, beginning a trend of helping Rawhide take in more used vehicles every year."

From December 1987 through December 2004, WATDA dealerships processed 134,764 vehicles donated to Rawhide. The vehicles generate funds to support the facility when they're sold at licensed dealer-only auctions. In the 18 years of partnership, these sales have generated an incredible \$53.3 million in gross revenue for the program. "The net rev-



Above: The WATDA Carriage House.
Right: Sign welcoming visitors to the WATDA Carriage House.

enue after costs create the critical cash flow for our operations," says Solberg. "We cannot exist without it."

Dealers themselves also donated cash gifts to build the WATDA Carriage Boy's Home, an 8,000 square foot multi-purpose youth home completed in 1995. At that time it doubled the number of boys who could be helped in residence. Currently it houses 10 boys ages 14-17 and their staff (married couple, two resident instructors, and a housekeeper). A second floor provides space for a visitor's center, general offices, and a recreational area.

Financial contributions through a check-off on the WATDA member-

ship renewal form generate ongoing support. In the last 18 years, members' contributions through this method have supported the operations of the WATDA Carriage Boy's Home. This

Service Centers benefit dealers

Hosting a Rawhide Vehicle Service Center benefits dealers too. It brings traffic to dealerships and helps build relationships. Someone who is donating a car is usually thinking about



buying a new one, or has just purchased one. It's an opportunity to get them into the showroom or the customer management database.

Dennis Jablonski, Body Shop Manager at Hub Chrysler-Jeep in West Allis agrees: "I get to meet a lot of people and sometimes they come in to buy cars, too," he says. He also enjoys the stories people tell when they bring their cars in to drop off.

As dealers are working with customers to close a deal, they can offer a donation as an alternative to trade-in. By donating their vehicle, the customer can deduct its fair market value up to \$500, or the actual Rawhide sale price for higher value cars. "It gives us the ability to handle some cars that are not worth very much in trade," says Kip Ruppel, Sales Manager, Griffin Automotive Group, Waukesha and Menomonee Falls. "It's another option. It helps the customer and helps you make a deal."

"We get feedback like that all the time from dealers. They can use a

(continued on page 12)

15th Annual WATDA Used Car Conference

November 7-8, 2005
American Club
Kohler WI



FROM AROUND THE STATE

Acquisitions, closings, expansions

- **Johnson Motors** of St. Croix Falls, under the ownership of **Curt, Mick and Greg Anderson**, has purchased the former Hilltop Auto Center. They handle Chevrolet, Pontiac, Buick, Chrysler, Dodge and Jeep. The Andersons also own and operate Johnson Motors, Inc. in New Richmond (Chevrolet, Pontiac, Buick) and Johnson Motors of Menomonie (GMC, Pontiac, Buick).
- **Lakeside International Trucks** of

Milwaukee has purchased **Cooleys, Inc.** locations in Random Lake and West Bend.

- **Northway Honda** has become Rhinelander Honda under new owners, **Jim Bozich** of Lake Geneva Chevrolet and **Don Scaffidi**.
- **S&L Chrysler** in Bellvue has been sold to **Gandrud Dodge-Chrysler** of Green Bay.
- **Bernard's** of River Falls has opened its doors at its new location, 151 Hwy 35 N, River Falls.

OBITUARY

Voss an example for all

by **Julie Boucher**

Bobbie Lynn Voss, 52, died on July 27, after a five and a half year struggle with cancer. She worked with Gordie Boucher for 36 years, 28 of which she was CFO for the Boucher Group.

Bobbie started in the automotive industry when she was 17 years old. As a high school senior, she worked as a part time office clerk. Through hard work and tenacity, she quickly grew to become head biller/processor and shortly thereafter, assistant office manager. Within seven years, she became office manager/controller for Gordie Boucher Lincoln Mercury, West Allis.

While she continued her education throughout her career, much of what Bobbie learned was self-taught. Her



intelligence allowed her to create unique systems that helped the administrative side of the business to operate efficiently. Her strong ethics and honest approach in all areas of her life

were congruent with the type of business the Boucher Group operates. She viewed the business as if it were her own and continued to work until one week before she died.

If Bobbie believed in you, you couldn't help but believe in yourself. She mentored many key office personnel and inspired people to grow beyond what they assumed their capabilities to be. She gave compliments when they were deserved and firm critiques when they were

needed.

It was said that she never put limits on anyone, that she knew what it was like to start on the ground level and work your way up, and that she gave everyone the opportunity to do just that. When being presented with a good idea, she gave the originator the support and resources to transform the idea into reality. In addition, Bobbie never asked more of anyone than she was willing to give herself. She truly led by example.

While battling cancer, Bobbie displayed incredible strength and courage. She helped the Vince Lombardi Charitable Fund by doubling proceeds for the Walk and the Lombardi Center, bringing in new sponsors and ideas. Her positive attitude and her approach to the things most important to her, including her family, loved ones, her faith and her career were inspiring.

In the final analysis, her life was more than what she accomplished. It was about who she was and how she lived. Bobbie's sense of humor, zest for life and strong faith were always evident. As a friend, Bobbie was so attentive and caring she made you feel like you were the only one she had. She will be missed dearly by all who loved her.

Editor's Note: Julie Boucher is general manager of the three Boucher Saturn dealerships in the Greater Milwaukee area.

MAILBOX

Dear Ms. Olson:

I have had a great year in the Auto Body Repair and Refinishing Program. The instruction I have received at NWTC has been excellent. Under the direction of Mr. Mark Blohm and Mr. Larry Terrian, I was able to take first place in the SkillsUSA state collision repair competition and placed second in the national competition. I look forward to this coming year and the opportunity to gain additional knowledge and experience in the collision repair industry. Thanks again for supporting my education. I greatly appreciate your financial support.

Dan Zoppetti

2004 Foundation scholarship recipient

Dear Ms. Olson,

This letter is to say "thank you" so much to the Wisconsin Auto and Truck Dealers Foundation for the generous scholarship awarded to me. This will go a long way toward making my education at Madison Area Technical College affordable. My brother and I will both be full-time students for the next two years, so this is doubly appreciated.

I would also like to thank Snap-on Corporation for the tool set. These tools will be a great help to me while working at Alphorn Ford this summer and as I begin my career after college. Working in the Youth Apprenticeship Program for the past two years, I understand the importance of having high quality equipment, so I am thrilled to have a full set of Snap-ons.

I would like to thank you personally for all your efforts coordinating this

program and communicating with me throughout the process. It is greatly appreciated!

Cory A. Larson

2005 Foundation scholarship recipient

To whom it may concern:

As a WATDA Scholarship winner, I would like to thank your corporation for the tools I received from your company. I feel fortunate to have received the set of tools that were provided. I appreciate the opportunity you have provided me for my future. I plan to take full advantage of the opportunity to educate myself for my future.

Thank you for supporting WATDA so they are able to provide scholarships for students to earn a trade. Thanks again for the great set of tools!

Kyle Chavez

2005 Foundation scholarship recipient

Dear Ms. Poulsen:

Thank you for the very kind and generous support that Wisconsin Auto and Truck Dealers Association has provided for the 2005 Madison Money Conference.

We're very excited about the Conference, and are confident that it will meet our goal of providing high-quality, unbiased financial education to an underserved audience – individuals from low- and moderate-income families in the Madison area. We keep admission charges very low so that cost will not be a barrier to entry, and your support is essential to the success of this model.

Richard Entenmann, President

Asset Builders of America, Inc.

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*Dennis Petzke
Wisconsin Kenworth*



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GARY'S BRIEFS

What matters

by Gary D. Williams

Amongst the overwhelming, contrasting news of the day, again it is worth focusing on what is truly important in life, such as saying “thank you.”

Deceased Supreme Court Chief Justice Rhenquist, from Shorewood Hills near Milwaukee, served the United States in public life humbly, consistently, and respectably for decades. He epitomized what you want in qualities for a leader of our government. Once on a plane from D.C. to Milwaukee, I had a chance to visit with Rhenquist, who was traveling to visit his mother. I thanked him for his procedural help and support specifically in the Orrin W. Fox case out of California, which upheld our ability to create a relevant market area law for franchised dealers in the various states.

Rhenquist paused, looked me in the eye, shook my hand, and said that it is so seldom that anyone expresses a thank you to us. He was sincere. What a shame. Yet I will remember this conversation as a special moment in my life, when I said “thanks” on behalf of the dealers.



Gary D. Williams

ers who are personally decimated. Far more heroes than takers. Again it is time to show thanks that the best in us does outshine the worst in us. Thanks to the hands-on heroes.

We are about to embark on a franchise bill in the Legislature. We are about to ask legislators once again to help us. Flat out, over the decades, the Wisconsin Legislature has been very good to us. For example the very first, cornerstone franchise protection laws in the nation were passed in Wisconsin for Wisconsin dealers. Time and again we have added amendments with their concurring votes. How thankful are we? Are we saying “thanks” enough?

STAFF PROFILE

Brutsman takes over front desk...artfully

by Lynn Entine

It might have been fate that brought Janet Brutsman to WATDA. After she started working as the front desk receptionist in May, Janet discovered a connection with her new boss, Julie Farmer. The cute little house she and significant other Tom Havighurst bought 18 months ago once belonged to Julie’s great aunt.

If it was fate, it was a happy one. “Everybody who works here is just wonderful,” Janet says. “Julie is really nice and I enjoy the job and the people.” She is still learning peoples’ names, and the other non-phone tasks of the job. In between she helps with projects like assembling binders for upcoming seminars.

Janet came here from Minneapolis where she had worked in a business that did high quality photo processing for professional photographers. An artist and photographer herself, she has mixed feelings about the digital revolution: “I have a soft place for cross processing, and the wonderful



Janet Brutsman

effects you can get with printing, but I want to stay away from the chemicals.”

She developed her interest in art early. “My grandmother was an artist and she taught me how to paint as a little girl,” she says. Janet is making contacts in Madison and hopes to mount a show here in the next six to 12 months.

While it’s a lot of work to get a show together, Janet takes time to go biking, work in her garden, and read, especially science fiction. Tom also enjoys sci fi. In fact, they first met at a science fiction convention in Minneapolis, and now the two of them help produce WisCon Madison’s annual sci fi convention.

Maybe it wasn’t fate that brought Janet to WATDA after all. Maybe it was the unseen work of an extraterrestrial intelligence. Regardless, we’re happy to have her intelligence working for us.

Welcome Janet.

Rawhide profile: Bee

My name is Bee and I am 17 years old. I am from Marathon County and have been at Rawhide for two months. My favorite things to do include working with cars, playing basketball and football, drawing, and fishing.

I really enjoy going to work every morning because Tony Bosquez makes my job fun and easy, and because I enjoy working with cars. I am in the work experience-training program, where I prepare donated vehicles for sale in auctions by cleaning and detailing them. I get to learn new things while working on different vehicles.

Starr Academy is where I will have a lot of my memories of Rawhide when I leave. I like all my classes. Connie (HSED/Science Instructor) makes every class she teaches fun. Every time I see her, she has a smile on her face and makes everyone around her laugh. Andy (Social Studies Instructor) is the best and coolest gym teacher and coach. He is the kind of person that I like to play any sport with or just hang out with because he is always saying good things about everyone. Natalie (Title I Reading

Instructor) is a very fun teacher to hang with and ask for help. She always tries her best to make time to help me.

My short-term goals are to keep



doing good at Rawhide, finish my program, and go back home to my family. My long-term goals are to finish high school, go to college, and become a lawyer.

The most important factor for my success at Rawhide is having hope. Hope has kept me strong. Hope is what wakes me up every morning. It is why I have a smile on my face most of the time. Hope lets me know that there is going to be a better day coming soon.

CENTER STAGE

Richard Mack of Les Mack Chevrolet Buick, Inc. recently graduated from the Dealer Candidate Academy of the National Automobile Dealers Association.

The Business Journal recently reported **Ballweg Automotive Group** as the third largest woman-owned business in Wisconsin.

H.A. Freitag & Son recently celebrated 100 years of business in Montello.

Andrew Toyota of Glendale was named recipient of the 2004 Toyota President’s Award for the 13th time in the 19-year history of the award. Andrew Toyota master technician **James Hahn** was additionally recognized for ongoing customer service when he was tabbed National Champion of Toyota USA for his diagnostic, maintenance and repair skills.

Mark Tousignant has been promoted to senior vice president, while continuing to serve as manager of the Commercial Dealer Finance Group within M&I’s Commercial Banking Division. Mark serves on the board of directors for the WATDA Foundation.



Mark Tousignant

Marcia Panella, Insurance Account Executive for WATD Insurance Corp. was recently awarded the Certified in Flexible Compensation designation.



Marcia Panella

60th Anniversary

Frank Haka recently celebrated his 60th anniversary at Len Dudas Motors, Inc. in Stevens Point. Haka began his dealership career as parts manager and around 1985 retired from that position. Haka’s current position involves a lot of “behind the scene” work at the dealership.



Frank Haka

Haka has worked for five different dealers at this location starting with Leo Gulikson and currently working for Mike Dudas.

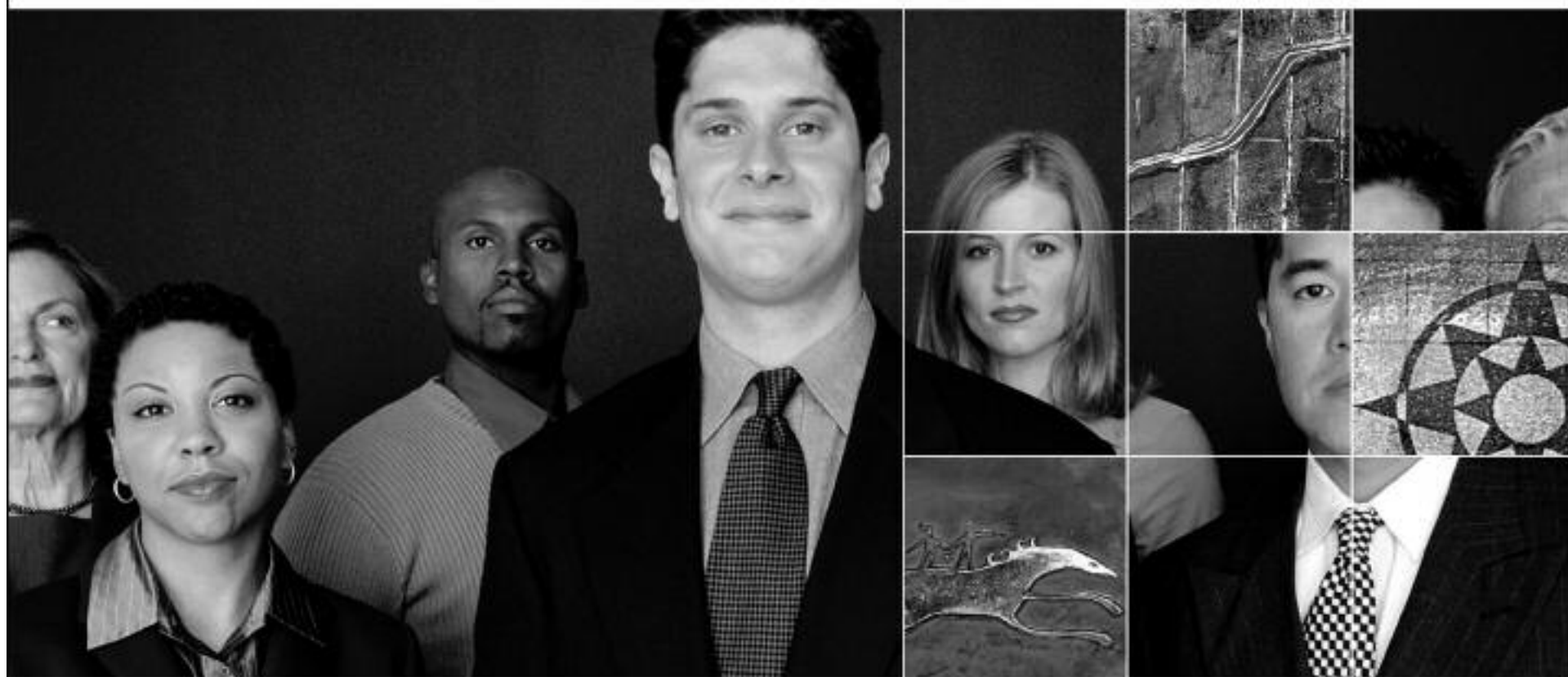
There was a grand celebration on August 19 in honor of his accomplishment and there was quite an impressive guest list! The mayor was in attendance to present Frank with a lapel pin and State Representative Molepske was also on hand. U.S. Congressman Dave Obey was unable to attend but sent a letter of recognition.

Congratulations Frank!

Did you know?

In 1918 Wisconsin created the first highway numbering system to direct traffic with odd numbers for highways running north and south and even numbers for highways running east and west. - Wisconsin State Historical Society

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FOUNDATION NEWS

Supporting education for your future

by Raymon L. Pedersen

AYES Worksites

This past summer we placed 45 students in summer internships as part of our Automotive YES program in Wisconsin. Now that school is starting, all of our Automotive YES sites will be placing students during the first semester.

I encourage service directors who are in the service area of sites to call the local teacher directly indicating a willingness to provide worksite training with a mentor during the coming year. The teachers and their phone numbers are listed on the WATDA web site at www.watda.org and click on "WATDA Foundation."

Summer Institute Program

I am happy to report our most successful Summer Institute to date! We had 30 secondary and post secondary teachers at Gateway Technical College for electrical and NATEF Certification training.

The feedback from these teachers indicates that Jeff Dowd and our Team Wisconsin has hit a home run as we assist our Wisconsin teachers to enhance their teaching skills and stay on top of this rapidly changing industry.

This program was part of our U.S. Department of Labor grant with Gateway Technical College. It was absolutely thrilling to see teachers



Raymon L. Pedersen

excited about the learning process and sharing their excellent teaching skills. I especially want to mention my deep appreciation to Jeff Dowd, our AYES State Manager and Educational Consultant, Dan Wooster, Educational Consultant and retired teacher from Gateway Technical

College and Carl Hader, our AYES teacher at Grafton High School for their outstanding leadership in this conference. Our entire Team Wisconsin was involved.

The AYES Detroit Teachers Conference was also held in July and we sent 22 of our Automotive YES teachers for this annual training event. Each year we find that our teachers return refreshed renewed and rededicated to our mission of educating tomorrow's technicians. We thank these teachers for their extra effort during the summer and for their outstanding cooperation.

SkillsUSA

This summer was my first opportunity to attend the National SkillsUSA Competition in Kansas City. It was a thrilling experience to witness 14,000 high school students all competing from across this great country in technical training contests.

The automotive/truck component represented over 250 of the finest youth technician candidate finalists in

statewide contests competed nationally. Wisconsin's students finished in the top 10 of their skill group.

ADAMM TechTrain Program

I have assumed the responsibility of administering the TechTrain Program for ADAMM, since Jack Bennett recently left his position there. He has joined the Ewald organization as the vice president of recruitment and education. We wish Jack our very best in his new position. He will continue to be a part of our Team Wisconsin effort as we promote education at all levels of the dealership.

The TechTrain program will continue this fall with a professional teaching staff: John Fleming, American Family Insurance; Scott Fisler, Don Jacobs Group; and Dan Kolosinski, Concourse Motors.

This program teaches entry-level technicians who are already working in dealerships to improve their skill level and meets Tuesday and Thursday nights at both the North and South campuses of Milwaukee Area Technical College. If you have current employees who would benefit from this training, please contact Debbie Bennett at the ADAMM office, (414) 359-9000.

Sales Training

Our pilot program for sales training is currently on hold since Jack has left the ADAMM staff. Don Hansen and I, along with Jim Neustadt and the Holz organization, are reviewing the type of program that we will develop to promote careers in sales. This is an area that we recognize needs to be addressed as many dealerships are experiencing significant turnover in their sales staff. We have developed

a relationship with the DECA (marketing) organization within both public and private high schools in Wisconsin. We are proposing a scholarship for DECA winners next year to encourage these students to consider careers in sales, marketing and office procedures. I am confident that as we roll out this new initiative we will do it in a fashion that will identify and inform young people of the opportunities in our industry. I will keep you informed as this program unfolds.

Development Advisory Committee

Gary Beier, development director, has developed a new committee consisting of CPAs, insurance professionals, and other estate planning experts. This committee is co-chaired by Bill Foshag, a member of our Foundation board and a retired CPA. I am confident that as we start to market our planned giving program we can assist families who must begin a thorough financial plan for their estate.

New Scholarship Cycle

We will be sending information to all automotive teachers and school counselors announcing our 2006 scholarship opportunities. We no longer send out applications to all of the high schools, but instead draw their attention to our website: www.watda.org.

I close this column by expressing my appreciation to all who have participated in this year's scholarship program, school contests, teacher training and job mentoring as we continue to train the technicians for tomorrow.

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What else? Non-cash giving

by Gary Beier

"What else?" is a question I get fairly often when I have made the request for an outright gift to The Foundation. "What else can we do besides writing a check to The Foundation right now?" This is a question that has many beneficial answers to you as the donor.

There are gift alternatives that can protect your current cash flow, generate a nice tax credit, and improve the program base of your Foundation all in one neat package.

Stock Transfers are one of the most popular because they provide donors with three immediate advantages. First, the gift to The Foundation is completed in real time. Next there is direct a tax credit for the appreciated value of the stock. And finally the donor saves the brokerage fees in the transfer, because they are absorbed by the Foundation as it assumes ownership of the stock issue. Wise donors often transfer appreciated stock that has not been providing much income or dividends. Sometimes there is an overall gain just through the tax credits earned on a gift of this type.

Closely Held Stock Gifts generally follow the same pattern as common



Gary Beier

stock. The big difference is that a market value must be established and substantiated by the donor before the transfer can be made to The Foundation. This appraisal replaces the per-share valuation, which would develop in the open market trading process. The good news is that it is a gift process that takes place regularly and with great benefits to donors and recipients.

Your Foundation has been no exception.

Gifts of Real Property have become more popular of late because of the favorable market appreciation rates. Real property does require some lead work in appraisal and condition when the gift is actual real estate. The effort can produce great results for you and your Foundation as well.

The most important step is the first one you should take. Always consult with your financial staff or your professional planner before you make your decision.

On The Foundation side, we have set up a team of financial professionals who do the same for us. In August, The Foundation's newly formed Development Advisory Committee held its first meeting in the main boardroom of the Auto Dealers Association of Mega Milwaukee.

The main responsibility of this committee is to provide general guidance in donor services, estate planning, and regulations governing charitable gifts through estate.

This committee is made up of seven members who represent our dealer-member community, the Foundation board, finance, estate law, automotive management and investment. Currently serving on this committee are:

William Foshag – Chair and member of the Foundation Board

Clifton Albino – National Planning Corporation

Richard Breitzmann – RWBCPA Tax Accounting

Donald Tushaus – Donald Tushaus and Company

Cory Smith – Northwestern Mutual Financial Network

Paul Schmidt – Boardman Law Firm

Mark Olinyk – Mark Motors

The combined expertise of this committee is impressive. Their enthusiasm to serve the Foundation is even more so. We look forward to even better answers to your "What Else?" in the future.



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Todd Kostman	Eau Claire	715.858.6647	tkostman@wipfli.com
Scott Nelson	Wausau	715.843.8362	snelson@wipfli.com
Kevin Cherney	Green Bay	920.662.2860	kcherney@wipfli.com
Melissa Friebe	Milwaukee	414.431.9314	mfriebe@wipfli.com
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Hurricane relief donations to the WATDA Foundation

Thank you to all who have helped by donating to the Hurricane Relief Fund. The Foundation of WATDA and WATDA added \$5,000 each to the grand total, making Wisconsin’s contribution to the NADA Charitable

Foundation over \$60,000. The fund will be used to help employees and their families who worked for dealer-ships in the gulf coast region. Over 250 dealership businesses have been wiped out, leaving all of their employ-

ees without jobs. We know that many of you have donated to other relief funds and we would like to publish a comprehensive list in our winter issue. You can email this information to Abby Watermolen at

awatermolen@watda.org or call her at (608) 251-5577. Below is a partial list of dealerships, employees and staff who have contributed to The Foundation of WATDA’s Hurricane Relief Fund.

Dealership/Company Donations:

ADAMM - Milwaukee
Ayres Chev Pont Buick Inc. - Brodhead
Bell Motors Inc. - Arlington
Berg Sales Inc. - Edgar
Braeger Chevrolet Inc. - Milwaukee
Braeger Chrys Jeep Inc. - Milwaukee
Braeger Ford - Milwaukee
Brennan Buick Inc. - Green Bay
Dearth Motors Inc. - Monroe
Charles Dearth Pont-Buick-Cad-GMC - Monroe
Domine Chevrolet Inc. - Loyal
Everhart O Leary Motors Inc. - Janesville
Flynn Motors Inc. - Beaver Dam

The Foundation of the Wisconsin Automobile & Truck Dealers
Fred Mueller Automotive, Inc. - Schofield
H A Freitag & Son Inc. - Montello
Frey Automotive - Muskego
Goss Auto Body Inc. - Menasha
Grand Chute Auto Sales of WI Inc. - Appleton
Gross Motors Inc. - Neillsville
Havill Spoerl Ford Lincoln Mercury - Fort Atkinson
Hiller Ford Inc. - Franklin
Holiday Automotive Foundation, Inc. - Fond du Lac
Holiday Dodge Jeep - Fond du Lac
Holz Motors Inc. - Hales Corners
Hub South Chrysler Jeep Inc. - West Allis

Keyes Chevrolet - Menomonie
Koenecke Ford Mercury Inc. - Reedsburg
Kolosso Toyota – Scion - Appleton
Tom Meiers Motors Inc. - Appleton
Milwaukee Mack Sales Inc. - Milwaukee
Robert E. Moody Trust - River Falls
Mueller Auto Co Inc. - Juneau
Racette Ford - Oshkosh
Redco Trucking Inc. - Chetek
Rosemurgy Intl Auto Mall Inc. - Wausau
Rosen Nissan Suzuki Kia Daewoo - Milwaukee
Schulz Automotive Inc. - Reedsburg
Soerens Ford Inc. - Brookfield
South Lake Motors Inc. - Rice Lake

Thomson Inc. - Sheboygan
Thorstad Chevrolet Inc. -Madison
Toycen of Ladysmith Inc. - Ladysmith
Toycen Motors Inc. - Bloomer
Van Dyn Hoven Inc. - Kaukauna
Van Dyn Hoven Imports - Appleton
Ken Vance Motors Inc. - Eau Claire
Veteran Auto Sales Inc. - Milwaukee
Vetesnik Motors - Richland Center
Voegeli Chev Buick Inc. - Monticello
Wausau Imports Inc. – Wausau
Wisconsin Automobile and Truck Dealers Association - Madison

Individual Donations:

Dan Acevedo - Hales Corners
William & Lori Agnew - Fond du Lac
Todd Ahrens – Greendale
Marc Alexander - Schofield
Reggie Allar - Schofield
Lowell Alley – Franklin
Thomas P. Anderson - Madison
Amanda Apollo - Milwaukee
Michael Ashby – Wauwatosa
Larry & Karen Ayres - Brodhead
Laura & Philip Backe - Bayside
Dean Baker - Hales Corners
Joe Baltutis – Milwaukee
Michael Bankhead - Milwaukee
David & Barbara Bartlett - Boyceville
Paul Barczak – Franklin
Terry Barnett - Schofield
George Basley - Hales Corners
Dan Baumann – Oak Creek
William Bell - Arlington
Mary Bennett – Greendale
Kimberly & Dale Berge - Bloomer
Richard & Patricia Beyer - Fond du Lac
Amber Blum – Eagle
Harry Borchardt – Milwaukee
Dan Borkowski – South Milwaukee
Bill Bowers - Hales Corners
Kay Brandt - Schofield
Michael & Patricia Brennan - De Pere
Nick Bruss – Mukwonago
Ryan Buchberger – Salem
Patrick Bultman - Schofield
William Burazin – Franklin
Robert & Linda Burdick - Pewaukee
Ellen Buretta - Fond du Lac
Enrique Burgos – Milwaukee
Nick Burkee – Waterford
Jesse Busshardt – Milwaukee
Chris Cass – Brown Deer
Don Cavallier – Greenfield
Cindy Chamberlain - Hales Corners
Russ Chapman – Milwaukee
Gary Children – West Allis
Jim Christensen - Schofield
Steven Clark - Mosinee
Paul Clemens - Hales Corners
Eugene Clough – Mosinee
Lia R. Colker - Milwaukee
Robert Collins – Burlington
Chris Conroy – Waukesha
James & Karen Cooper - Stevens Point
Chris Coradini - Hales Corners
Tony Crawford - Hales Corners
Jason Crowbridge – West Allis
Franklin Curran - Mosinee
Bessie Curran - Mosinee
Bob Czerwinski – Muskego
Alan Dahlke - Schofield
Jeff Dais – Sullivan
Michael Davies – Milwaukee
Kevin Denicola – Milwaukee

Tyler Dilts - Hales Corners
Vicky Doerr - Hales Corners
Scott Dorgay – Oak Creek
Ron Drecktrah - Wausau
Vicki & Dan Dunham - Hales Corners
Mary Dunphy - Hales Corners
Jamie Enders – Oconomowoc
Jeffrey Engman - Weston
Lowell Ergen – New Berlin
Stephen Erich – Wauwatosa
Douglas Espeland - Weston
Richard Estes – West Allis
Lonnle Evans - Schofield
Mark J. Farmer - Fond du Lac
Julie & David Farmer - Verona
Dennis Faschingbauer - Bloomer
Mike Fiebig – West Allis
Daniel Fleming – Racine
Dennis Garland - Schofield
Maryl Garza – Racine
Jerry Gazinski – Pewaukee
Tammy J. Gehrke - Jefferson
Gregory Geis – Wauwatosa
John Gesicki - Schofield
Kyle & Theresa Gibbs - Ladysmith
Kevin Giese - Schofield
Bob Gilane - Hales Corners
Amy Gonzalez - Milwaukee
Lorn Gordon - Mosinee
Jeremie Gotz – New Berlin
James Grabowski – New Berlin
Jeffrey & Kathleen Gravelle - Fond du Lac
Dave Greene – Milwaukee
Leroy & Jennifer Gretzinger - Agronne
Chuck Griese - Hales Corners
Bob Griese - Hales Corners
Jason Grochowski – Milwaukee
Ray Gromacki - Hales Corners
Dan Grontowski - Hales Corners
Andrew Grove – Milwaukee
Brad Guralski - Wausau
Judith K. Gutshall - Brodhead
Amanda Hadfield - Hales Corners
Susan Haines – Milwaukee
Aaron Hall – New Berlin
Dianne & John Halverson - Madison
Mike Hansen – Milwaukee
Clarence Harder - Hales Corners
Dan Hardrath - Hales Corners
Andrew Heard – Milwaukee
Michael Heidmann - Schofield
Marvin & Marlene Hellenbrand - Waunake
Gerry Henzig – Milwaukee
Brian Herrick – Cudahy
Jennifer Hills - Milwaukee
Bob Hinkle - Hales Corners
Jay Hinterberg - Milwaukee
Jerry Holz - Hales Corners
Larry Hoskins – Milwaukee
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Thomas Hren – Oak Creek
Jesse Huff – Milwaukee

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Mike Ivansthenko - Hales Corners
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Patrick Jarrett - Milwaukee
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Kevin Johnson – St. Francis
Roy Johnson – Wauwatosa
Timothy Johnson - Wausau
Glen Jones - Hales Corners
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Jon Kanter - Hales Corners
Tera Kasch - Hales Corners
Warren Kaye - Weston
Dale Keup - Hales Corners
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Brad Kittinger - Milwaukee
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Olaf Krawinkel - Wausau
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Nancy Monnier - Schofield

Joe Monreal – Muskego
Tom Moon – Waterford
William & Sue Mootz - Portage
Russell Morey - Merrimac
Fred & Beth Mueller - Schofield
Frank Murphy - Schofield
Pam Nerby - Hales Corners
Bonnie Nerby - Hales Corners
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Barbara Nobile – Wauwatosa
Mary Noha - Schofield
Tom Nowak - Hales Corners
Michael Nowinsky - Schofield
Ramiro Nungaray - Hales Corners
Diana Nugent – Burlington
Oscar Ocegueda – Milwaukee
Kimberly Oliva - Schofield
Bryan Olson – New Berlin
Julie Olson - Cambria
Rebecca J. Omtvedt - New Auburn
Ron Pape - Hales Corners
George Pedersen - Wausau
Thomas Pedersen - Wausau
Raymon & Patricia Pedersen - Pewaukee
Chris Pender – Wales
Travis Pfile – Menomonee Falls
Ken Phillips - Madison
Jesi Plumley – Milwaukee
Anthony Pochowski – Milwaukee
Jeff Poeschl - Cudahy
Jeff Poradish - Cornell
Linda Poulsen - Madison
Craig Pozarski – Muskego
Raymond L. Pratt, Jr. - Gilman
Michael Proctor II - Schofield
Richard K. Quirt, Jr. - Marshfield
Amy Rajek - Schofield
Alfredo Ramos – Milwaukee
Susan Rausch - Madison
Mitch Rea – Brown Deer
Glenn Rechlitz - Hales Corners
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Michael Tonn – Milwaukee
Craig Toycen - Chippewa Falls
Kevin Tregellas - Hales Corners
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Dave Van Engen – Franklin
Norberto Vazquez – Greenfield
Miguel Velasques – Milwaukee
Tim Verken – Milwaukee
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Gena Villarreal – Franklin
John Voss – New Berlin
Susan Vozar - Hales Corners
David Wagner – Cudahy
Michael Walik - Wausau
Ken Wallen - Wausau
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Tim Young – Franklin
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Grand total: \$61,278

Teaching the teachers at Gateway

by Linda Poulsen

Just like the technicians they help produce, high school teachers and technical college instructors need to keep current with changing technology. That makes WATDA's Annual Summer Institute a popular and indispensable event.

Thirty Wisconsin educators participated in this year's training session held July 11-14 at the Gateway Technical College (GTC) Kenosha Campus. The four-day event, the fifth annual, was held in cooperation with The WATDA Foundation, the U.S. Department of Labor, Snap-on Corporation, and GTC.

With electronics now dominating vehicle systems, teachers at this year's Summer Institute especially appreciated a session in which they assembled an electronic teaching board for their classes. Another new session was also added to this year's curriculum: OBD2 and CAN Reprogramming, taught by Steve Pulcheon of Snap-on Diagnostics.

"We've got more computers than we have spark plugs," said keynote speaker Doug Lewis, a GM technical manager. "I tell people 60 to 75% of my job is troubleshooting electronics problems."

Many other changes are in the works. "New power trains are coming, new diesels are coming, and the 42-volt system we've had in our fleets is now going to be on the street," he said.

Qualified technicians, especially in diesel repair, are an economic necessity for businesses. "When a heavy-duty truck shuts down, somebody is going to be out of work," said Racine Truck Operations Manager Scott Koenig, also a keynote speaker at the Institute.

He experiences first hand the pressure to stay open around the clock while there is a 20 to 25% shortage of diesel technicians.

"Our customers don't ask how much. They want to know how long it will be before they are back on the road," Koenig said.

Improving technology education teacher training is a WATDA Foundation priority. "We hope to bring teachers closer to what industry



From left, Jeff Dowd, Foundation educational consultant and AYES Wisconsin state manager; Marty Henning, Snap-on Corporation district sales manager; Larry Ayres, Ayres Chevrolet-Pontiac-Buick, Brodhead; and Ray Pedersen, executive director of the WATDA Foundation.

requires, especially in applied electronics," said Larry Ayres, Ayres Chevrolet-Pontiac-Buick in Brodhead. The goal is to meet National Automotive Technical Education Foundation (NATEF) standards.

Ayres believes applied electrical training can be part of high school mathematics and physics classes. "We know that the ACT scores go up proportionally when applied electronics is taught in the classroom and students are better able to connect the concepts," he said. As a director serving on The Foundation of WATDA board, he is helping make it happen.

The instructors were excited to participate in the Institute and have good things to say about their career choices.

"Good master technicians are practical engineers and I love being a part of the learning that is required," said Pat Murray of Muskego High School. An ASE master technician who started working in a service station in 1966 then attended GTC, he is also a GM-ASEP and Toyota T-10 instructor at GTC.

Michael Fons agrees. "When you see the light in the eyes of the kids

when they finally 'get-it,' I get fired up and that is what keeps me going," he said. Fons is also an ASE-certified master technician with over 20 years of experience in a Ford dealership.

"The passion these instructors have for their work is clear," said Ray Pedersen, executive director of The Foundation. "It's a privilege to assist them."

Budget cuts can hurt technical programs in schools, so it is important to support teachers and help keep quality high, says Carl Hader of Grafton High School (one of Wisconsin's 11 AYES sites). He has over 26 years in teaching and helps Foundation Consultant Dan Wooster design the Institute curriculum each year.

"Cuts and retirements are causing a shortage of good teachers in our schools," he said. "There are not enough people with the training, so we decided to take on the opportunity to help our peers." As part of the Institute, Hader developed an entry-level class for teachers, including curriculum, lesson plans and methods.

The Summer Institute is an investment for future. Both students and teachers gain from the experience and are better equipped to meet national industry standards in Wisconsin's schools.



Technology Education teachers, from left: Ron Haisler, Bradford High School, Racine; Pat Murray, Muskego High School; and Michael Fons, Stevens Point Area Senior High School.



Dan Meyer (left) of Case High School in Racine and Dan Van Bostel of Kaukauna High School. "I attended UW-Stout to receive my teaching degree, worked as a Pontiac technician, a Buick Motor Division rep and even sold cars and trucks for a while, but I really loved teaching and missed my contact with kids," said Dan Meyer who teaches automotive, power and electronics classes in partnership with the AYES-certified, Washington Park High School, also in Racine.

New members

WATDA would like to welcome newly joined members since March:

- Allstate-USA, Madison
- Bob's South Tower Auto Sales, Superior
- Buck Truck & Auto, LLC, Chippewa Falls
- Cars on Calumet, Sheboygan
- Eisenmann Brothers, Inc., Superior

- Goben Cars, Madison
- Hope Gospel Mission Auto Sales, Eau Claire
- LarsonAllen, Altoona as an Associate Member
- PTM Enterprises, Minneapolis as an Associate Member
- The Car Connection, Schofield
- Theel Auto, Inc., Elkhart Lake
- TMR Enterprises, LLC, Wausau

Seven steps to turning sows ears into silk purses

by Bryan Anderson, Autobase

Handling a customer beef is never an easy task. We all have heard of the dissatisfied customer who tells dozens of his friends how bad his experience was; or worse yet, turns it into a legal matter. How can we resolve complaints in a timely manner and create a long term loyal customer from a bad experience?

Step 1: Identify.

You must start by understanding the four P's of customer beef management – people, product, process, and price. 99.9% of all customer complaints fall into one of these categories:

People: These need to be taken seriously and acted upon quickly because of how they directly reflect back on the “character” of the dealership.

Product: These, although sometimes serious, can more easily be overcome. In the majority of cases, the customers do not hold us personally responsible for vehicle imperfections as long as we have a process in place to listen to their concerns and respond accordingly.

Process: Often, customers will think they have a “people problem” when in fact it is a dealership process that is broken or not well-defined. You may find that most beefs are a direct result from a lack of processes in the store.

Price: These are not always about price; rather, the customer is telling us they are not willing to pay as much because they felt shortchanged in one of the other areas. Most will pay more if they are buying from a great person, with a solid product, through a great process.

Step 2: Document. Let the customer know you want to accurately document their concern. Rather than using the word “problem,” use softer words like “concern” or “issue.”



Bryan Anderson

Customers will gladly invest the time if they feel they are getting somewhere.

Step 3: Next steps. It is critical that the customer knows the next step and when it will happen. This should be within 24 hours after the appropriate people can review the concern and circumstances in order to create the “win-win.”

Step 4: Assignment. Who is going to review the issue and resolve the customer's concern? In most cases, these will be assigned based on department as well as the type of concern.

Step 5: Completion steps. Document every step taken to solve the customer's issue. If it develops into a legal matter, your attorneys will appreciate the concise records. Every step should be documented regardless of how small it may seem at the time.

Step 6: Communicate. Overcommunicate with the customer at every turn. In most cases, the biggest beefs have to do with the lack of communication. Do not let a small issue grow large through silence.

Step 7: Reporting. Document every beef in your dealership using software (such as the Client Problem Resolution module (CPR) software in Autobase) and you should be able to identify open and closed issues by department and by one of the four P's.

Summary: Develop qualified people to handle customer complaints. Document your processes so everyone knows how to handle an unhappy customer. Watch for trends that may involve certain people or broken processes. Before long, you may be giving away a silk purse with every new car purchase.

Office gossip

by Bob Gregg

Every workplace will have its share of gossip. In fact, the “rumor mill” can be an important informal communication channel and a steam valve for tensions. Gossip can also go over the line and do great harm to people.

Malicious gossip damages careers, reputations and even health. That harm can also result in lawsuits for defamation, invasion of privacy, harassment, malicious interference with employability under Wis. Stat. §134.01 and workers compensation claims for physical and emotional injury. Both the employer and individuals involved can be found liable for the damages.

Gossip crosses the line when it falls into these categories:

Defamation of character: Defamation is false information, spoken, printed, or electronic, that injures another person. In employment situations, this may be an allegation of wrongdoing or incompetence that substantially harm one's reputation or associations with others. Defamation is a “tort” under state law and can also be brought as a “liberty” issue under 42 U.S. Code §1983 against government agents or supervisors.

Invasion of privacy: These claims arise when highly personal issues become the topic of gossip. A leading problem area is discussion of medical information, which is supposed to remain confidential under HIPAA, the ADA, the FMLA, etc.

Harassment: Harassment is unwelcome attention based on “protected status” under the discrimination laws. It can include ongoing statements and rumors that harm one's career, reputation, and relations with others. Examples include ongoing comments about someone's sexuality, supposed sexual activity, or negative comments about their sexual orientation.

Wisconsin also has “general harassment” statutes, Wis. Stats. §§813.125 and 947.013, which prohibit an ongoing pattern of personal attacks or the revealing of certain confidential records information. There are criminal penalties under this law.

Workers' Compensation covers physical and emotional injuries in the

workplace. There are situations in which emotional damage and health effects such as high blood pressure, weight loss, heart attack, and even suicide have been found to result from being the target of prolonged malicious workplace gossip and its job-related effects.

Managers' responsibility

Clearly managers should not promote or engage in vicious gossip, defamation, or invasion of privacy. However, it is not enough for a supervisor to just “stay out of it.”

Management has an active obligation to stop “over-the-line” gossip. This is exactly the same sort of obligation that managers have to stop unwelcome harassment they know, or should know, about under the anti-discrimination laws; this just extends the obligation beyond discrimination into the realm of defamation, privacy and public humiliation.

Once you know your workplace is being used to spread (“to publish”) invasive, humiliating or defamatory information, there is a duty to act to stop the behavior.

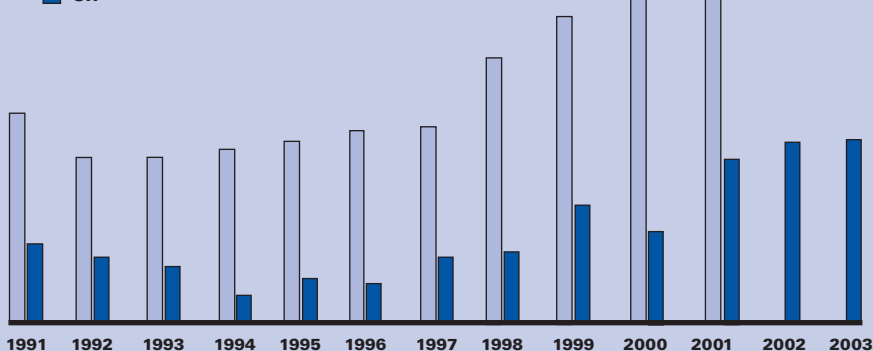
This does not mean that you have to go around listening in and monitoring your employees' break talk, coffee chat and private conversations. (Too much of that can be an unfair labor practice as well as invade their privacy.) This does not mean that you have to stamp out every sexual innuendo, every comment, or every speculation about who is interested in whom, who is performing or not, who is drinking too much, who is on the rocks in their relationships, etc. The occasional non-overt commentary does not generally create a hostile environment or trigger a privacy or defamation issue. It is the ongoing, regular commentary that does.

Editor's note: Bob Gregg is a partner at Boardman Law Firm in Madison. His primary area of practice is employment law with an emphasis on helping employers achieve enhanced productivity and resolving employment problems before they generate lawsuits. To learn more about this topic, you can contact Bob at 608/283-1751 or by email at rgregg@boardmanlawfirm.com.

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Note: 2000 is most recent data available from NCCI. Next release due May, 2005

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Dealers, WATDA look for health insurance solutions

by Lee Bauman
WATD Insurance Corp.
President

A recent WATDA survey indicated that one of dealers' top concerns is the rising cost of providing health benefits to employees. Our WATDA Insurance Corporation offers a variety of plans for our members including conventional plans and high deductible health plans. But...

Offering a health plan is no longer a complete solution: High deductibles, FSAs, HRAs and HSAs are changing the landscape of health care offerings. The marketplace today offers more options and the benefits are more complex; therefore creating more confusion. Employees are not always aware of how to best utilize their benefits. Employees become less satisfied as a result of the confusion.

WATDA has expertise to help



Lee Bauman

dealers and employees: WATDA is developing methods to communicate more directly with dealers on these key issues. We have the resources to explain plans, how to mix and match benefits, and what combinations to avoid. WATDA Services and the Insurance Corporation together have provided dealers with HSAs and HRAs with various thresholds, limited FSAs with HSAs and more. If your eyes are glazing over, believe me- it's quite all right. We are acquiring an understanding of which plans are most popular with dealers and employees. For example, HRAs are more popular than HSAs, but this may change over time.

Employees must be educated and committed: In improving communications with dealers and employees, we

see a number of areas where we can be a key resource.

Here are areas that need attention: Employees must clearly understand how all of their benefits fit together. This increases satisfaction level even when benefits are reduced.

HSAs are fine, but employees must understand when and how to fund their pre-tax savings plans.

There are some websites that are coming out with cost and quality information on hospitals and clinics. Employees need to understand how to use this information because today's

health plans require them to be informed consumers. Employees and their dependents have more out-of-pocket medical expenses. They need to learn and adapt to healthier lifestyles to reduce their healthcare expenditures. Think carefully about how you package your benefits. If you have comments or questions on your employee benefits plans, call me. Vent if you would like. I have developed a thick skin. Let us know how we can help; call me at 608-251-5577.

(From left): Gary Williams, Russ Darrow, Congressman Paul Ryan and Mark Olinsky are pictured at the NADA Government Relations office during the American Import Auto Dealers Association Meeting. Also present, but not pictured, were Bob Le Mieux, Jon Lancaster, Mike Darrow, Pat and Mary Donahue, and Jack Saffro.



Is this the best rate available?

by Dave Robertson

Is one of the most common (and dangerous) questions an F&I practitioner will answer.

What the F&I person believes is the best rate, and what a regulator, reporter, or a plaintiff's attorney believes is the best rate, are two entirely different things.

To anyone outside the car business, the best rate is either the dealer's buy rate or the lowest rate known to man. To the F&I person, it's the buy rate plus X number of points. Any reference to the APR being the best rate available will be seen as a deceptive act on the part of the F&I practitioner.

How, then, is this question answered? "If you wish to finance here, this is the rate that is available" – and nothing else. Any further explanation will either create a legal liability or tip off the customer that there is something to be gained from pursuing the matter.

If the customer persists by asking again, the response is, "Since I have no way of knowing what funding resources are available to you, I can't make any judgment as to what your best rate might be. You are free to explore your options, but if you wish to finance here, this is the rate that's available." The customer's brother-in-law might be the local banker, so who knows at what rate he can borrow money?

As an F&I practitioner, you have to make the sale to make your rent, but you could end up losing a lot more if you don't know the law. The AFIP Certification Program ensures that you know the law and that you know what constitutes ethical behavior, even when the answer is gray.

Editor's note: For more information about the AFIP Certification Program, contact Jim Neustadt at 608/251-5577 or by email at jneustadt@watda.org.



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Dealers' Rawhide connection: it adds up

(continued
from page 1)

Rawhide donation as a closing tool," says Tim Costello, vehicle program director at Rawhide. "What's more, our sale prices are very competitive with trade-in values."

With 20 years of experience Rawhide really understands the market. Since the money goes directly to them, they are motivated to get the highest value they can for each donation. That benefits the donor with a higher tax deduction, as well as Rawhide. Other nonprofits use a third party to handle donated vehicles. Service fees mean lower net contributions to the charity.

The service generates good will in the community while providing a convenient drop off point for their cars.

"A lot of the people who donate don't have any idea of what to do with the things," says Kip Rupple, Sales Manager at Griffin Automotive Group in Waukesha and Menomonee Falls. "They don't want to try to sell them, but they need to get rid of them. So why make the junk man some money when you can do somebody some good?"

In the end, it's about helping Rawhide and helping young men turn their lives around. Along with aiding donations, they save Rawhide the administrative costs. "If each vehicle takes about 15 minutes, and they process 100 vehicles a year, it adds up to 25 hours a year. That's worth something!" Costello says.

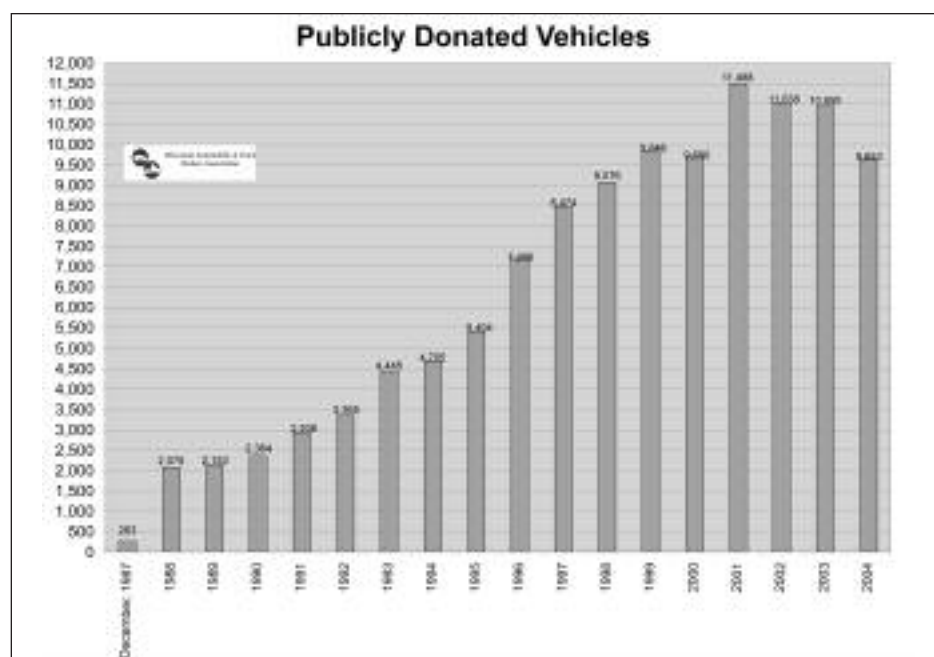
Good support

Rawhide makes it painless to be a Dealer Service Center. From running the familiar TV ads and billboards that catch the donor's attention, to picking up the cars, to sending the final sale receipt, Rawhide provides support at each step.

"We do full support and training,



From left: Gary Williams, Ron Boldt, Jerry Long and Bart Starr are shown in this 1987 photograph at the Rawhide Boys Ranch, the year WATDA and member dealers adopted the program.



and give dealerships all the materials they need," says Costello. "We recognize that they are volunteering so we want to make it as easy as possible." They supply artwork for print and TV ads, brochures, even a decal for the door. If there's a question about how to fill out the paperwork, there's a toll free number to call. The biggest problem is the occasional donor who dumps a car without staying to sign over the title.

"Rawhide is really good," says Rupple. "They will help track down a customer if there are challenges in dealing with paperwork."

"They're super people to work with," Jablonski agrees. "They always seem to know just the right time to

show up and collect the donated cars."

The benefits add up: to Rawhide, to the dealer, to the donor and to the community. It's a strong partnership for more than 250 WATDA dealer members, and especially the 40+ who have been there since the beginning.

How to help

Confusion over tax law may be slowing donations

People may be hesitating to give Rawhide their cars because of some new tax rules. It's actually pretty simple, and Rawhide does the extra work.

For vehicles valued up to \$500, nothing has changed. Donors simply claim the fair market value. For anything worth more than that, they need a receipt from the non-profit showing the eventual gross sale price.

Rawhide's processing time for vehicles averages about 60 days and most are processed within 90 days. Once it's sold, Rawhide sends a letter back to the donor for their tax records.

To help clear up customer confusion and promote donations, in September Rawhide sold Bart and Cherry Starr's personal vehicle on e-Bay. The car, the auction, and the message will be featured in TV ads shown throughout October.

The benefits are still there for donors, dealers, and Rawhide. Only the paperwork has changed.

It's easy to become a Rawhide supporter. Just call 1-800-Rawhide and ask for the Donor Service Center Representative, or look online at www.rawhide.org. They especially need more locations in Milwaukee.

"Milwaukee has always been a challenge for us because space is always at a premium there," says Tim Costello. Not only are there a lot of cars in Milwaukee, but 30-40% of all the boys that come to Rawhide from state and county agencies are from the Milwaukee County area. "If any dealers can help us, we would really appreciate it."

WISCO NEWS

The WISCO advantage

by John Hackman, WISCO

WISCO Co-op is a buying group of auto and truck dealers owned by its members. Saving money for and serving our membership is not only our main priority, but our only priority. There are no outside interests or causes.

One of WISCO's main jobs is to educate members on using our entire program. Although we obviously still seek new mem-



John Hackman

bers, our emphasis through the years has shifted to fully serving our existing members.

We want customers to look at our many different products and programs and see the whole picture. Instead of just thinking about WISCO when that big equipment purchase arises, we want customers to look at us for their day-to-day supplies and parts, maybe for something as simple as the office needing a case of copy paper.

Instead of just taking advantage of our 3M or paper products programs remember us when a new lift is needed.

There are many advantages to buying from WISCO. First, and foremost, is the savings. Use of our volume buying power and small markup equals savings for our members. Add the fact that the money WISCO makes goes back to its membership in the end of the year WISCO rebate and you have a real difference-maker in your bottom line.

Another advantage of buying from your cooperative is peace of mind. You know if the invoice comes from WISCO, you purchased a quality product at a good price. Your dealership can also save time and money by consolidating your vendors. From nuts and bolts to major equipment, WISCO truly is a one-stop-buying program.

Additionally, the more you use your cooperative the stronger it becomes. WISCO is then able to obtain better deals from its suppliers. Naturally when this happens the savings are passed on to you, the owner of the co-op, making for even better programs. Take advantage of your cooperative. You reap the rewards.



From Left to right: Bart Starr, Ron Boldt, Gary Williams and Jerry Long take part in the celebration honoring Rawhide's 40th anniversary in June 2005.

Room to share good fortune

by Chryste Madsen

Keyes Chevrolet is definitely a family affair. Dad Bill is a second-generation dealer in Menomonie along with his wife, Joy, as his business partner. The next generation, son Joe and daughter Kami, are prepared to take over the reins.

The dealership recently moved from a small, "land locked" location into a 45,000 square foot facility. The move wasn't far, but that didn't make it any easier. The dealership moved next door into what had been the town's Marketplace Foods supermarket.

Following a complete remodel, no one would mistake this fantastic new dealership for a grocery store. After years of making do with small spaces, the family is flying high!

"The other day a customer came in, pointed toward my office and said, 'that's where the liquor department was!'" Bill chuckled.

The Keyes family has shared a great deal and great range of emotion recently. Bill and Joy had moved from the country back to town and while preparing for the dealership move, their excitement and anticipation were tempered by Joy's diagnosis of cancer.

"Just when you think you're in control of your life, God lets you know He has other plans," Bill said.

Joy waged a hard-fought and successful battle with her illness. Combined with the beautiful metamorphosis of grocery store to dealership, smiles are plentiful among the Keyes family today.

"When I look around, I am proud of what we've all accomplished and what lies ahead. We have two capable and enthusiastic kids to carry on."

Bill and Joy's daughter, Kami, along with the rest of the family, had an idea that sharing their good fortune with the community was something they wanted to pursue. From that idea grew a beautiful, spacious community room within the dealership, accommodating 75 to 100 people. The room is available to local non-profit groups for no charge, while for-profit groups are welcome with a minimal fee.

The room, which is still in the process of being furnished, will include complete audio-visual equipment along with a kitchenette. The entrance to the room and adjoining bathrooms is separate from the dealership for groups who meet when the store is closed.

Some of the groups who have found a home here are the Dunn County Humane Society, the American Cancer Society's Relay for Life group, and Snap-On Tools.

Recently the public was invited to observe a remembrance of 9/11.

"Not only do we use the wonderful new community room, but during the dealership's grand opening they invited us to be a part of it and they did a great deal to promote our cause," said Mickey Mueller of the Dunn County Humane Society. "Their caring and commitment to the community is obvious and appreciated."

The Keyes, as are many dealers, are an excellent example of people who care.



Keyes Chevrolet community room put to use.

Gramm-Leach-Bliley and safeguarding

by Mark Kobrow
Protective APD

I visit dealerships everyday and have noticed that customer information is often left out in plain view for anyone to see. Careless handling of customer information may result in substantial harm to the customer, and liability and fines for the dealer.

Under Gramm-Leach-Bliley (GLB), and the FTC's safeguarding rules established to implement GLB, dealerships engaged in financing or insurance transactions must protect the security and confidentiality of customers' nonpublic personal information (NPI). NPI includes but is not limited to driver's licenses, insurance cards, credit applications, credit bureau reports, and credit insurance applications.

Dealerships must develop, implement and maintain a comprehensive,



Mark Kobrow

written, information security program (ISP) containing administrative, technical, and physical safeguards appropriate to the size and complexity of the dealership and the sensitivity of the customer information.

Five essential elements of an ISP:

- Designate an employee to coordinate the program.
- Identify risks to the security of customer information that could result in unauthorized disclosure, misuse, alteration, or destruction of NPI, and assess the sufficiency of safeguards in place to control these risks.
- Design and implement safeguards to control risks identified through risk assessment, and regularly test the effectiveness of the safeguards.
- Take reasonable steps to select service providers that are capable of maintaining appropriate safeguards for customer information, and require service providers by contract to implement and maintain safeguards.
- Evaluate and adjust the ISP based upon results of safeguard testing.

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Money conference for families series

This year, your WATDA is sponsoring a series of five Money Conferences in Beloit, Milwaukee, Madison, the Fox Valley, and Racine. In partnership with the non-profit group called Asset Builders of America, the day long conferences will feature excellent sessions about finance, credit, budgeting and saving for the whole family.

Special sessions on vehicle purchasing will be provided by GMAC in cooperation with the American Financial Services Association Education Foundation (www.afsaef.org).

A \$10 adult registration fee (\$15 at the door) includes all-day sessions, a continental breakfast and lunch. Kids may attend for \$5 (\$10 at the door) and limited free childcare is available. Those interested in knowing more about the Money Conference can call toll free at (866) 304-6896 or visit www.assetbuilders.org.

The two remaining events are:
Fox Valley Money Conference
Saturday, October 15th
Fox Valley Technical College
Appleton Campus

Racine/Kenosha Money Conference
(1st Annual)
Saturday, December 3, 2005
Gateway Technical College
Racine Campus

A 30-second, radio public service announcement may be downloaded from WATDA's website: www.watda.org

If you would like to help distribute registration brochures to area organizations, churches and schools, contact Linda Poulsen at WATDA at (608) 251-5577 or visit www.assetbuilders.org to learn more.

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Schmit Brothers partners in education

by Linda Poulsen

Mike and Jim Schmit of Port Washington appreciate good technicians. They have been business and education partners with most of the 12 technicians they have on staff at their Saukville dealerships. Schmit Brothers Ford, founded in 1912, by their grandfather, Mike Schmit, and his brother, Joe Schmit, is the oldest Ford franchise in Wisconsin.

Their strategy for growing their own technicians is highly regarded among teachers and their peers. Schmit Brother's sponsors the Automobile Dealers Association of Mega Milwaukee (ADAMM) Technicians for tomorrow troubleshooting competition each year, held at MATC's Mequon Campus. According to those who organize the event, ADAMM received overwhelming assistance from the sales, parts, technical and ownership staff of the dealership.

"Skilled and quality techs are difficult to find and it is easier to "grow" our own," says Jim Schmit, co-owner of Schmit Brothers Ford-Lincoln Mercury and Schmit Brothers Dodge in Saukville. Brother and co-owner, Mike Schmit adds, "Every technician except one has attended Grafton High School, and the Ford Asset program." All have received scholarships and tools from the Schmits through The Foundation of WATDA Scholarship Program.

The relationship between nearby Grafton High School's automotive department chair, Carl Hader, and the Schmit brothers has been strengthened by the dealers' continued support of the Ford-AAA Student Auto Skills National Competition. Grafton students extend their school year in Washington D.C. by competing in the

event as Wisconsin's delegate team. In the 2005 competition, Grafton had one of the five vehicles, of 50 total that was perfectly repaired and started following an intense de-bugging of a 2005 Ford Focus.

Hader's student team took third place in the national event. The trip is an all-expense paid experience for the team. AAA picks up the tab for travel and hotels. The Grafton team is always sponsored locally by Schmit Brothers Ford in Saukville. "They really deserve

Schmit Brothers have hired graduates of Grafton High School for 1994, 1996 and 2002. They also hire and mentor an Automotive Youth Educational Systems (AYES) student each year from Grafton's program and fund a graduating senior for a scholarship, says Hader. "To be a great technician, one needs persistence and tenacity in order to find a problem," says Jim Schmit. "Careers in automotive service have never been more attractive than they are now. Ford and its dealer net-



Mike and Jim Schmit of Port Washington.

a lot of credit for their unbelievable support," says Hader. "Schmit Brothers are good examples of bi-directional involvement of dealers. 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."

work are offering these young people unparalleled opportunities to become trained for a career that is a high tech, well-compensated field." To find out more about how you can become a partner in education, call Ray Pedersen, executive director of the WATDA Foundation at (414) 359-1500.

Reminder of some selling basics

by Jim Neustadt
Vice President, Member Services

Demonstration drives

Offer to accompany the customer on every demonstration drive. Have a set demonstration route and follow it each time. Make sure management and other salespeople know that you are going on a demonstration drive.

Appraisals

Be sure to completely fill out an appraisal slip for each appraisal. Ask questions to give your appraiser important information such as "has this vehicle every been in an accident; what have you liked about this vehicle?"

Business cards

List the first eight digits of your state of Wisconsin Salesperson License number on your business card to help establish a sense of professionalism. Most customers don't even know automobile salespeople are licensed and regulated by the state. Use the back of your business card to list your automobile experience, education, certifications, etc.

Office

Keep your office as uncluttered as possible. Limit items to a few family pictures and industry related certifications and awards. Be careful not to leave contracts, work sheets, etc. on your desk where customers can see them.

"Remember my name"

When meeting a customer develop the habit of repeating their name—more than once—to make sure your remember it. If "a" fails, don't be afraid to write the customer's name on a piece of paper.

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