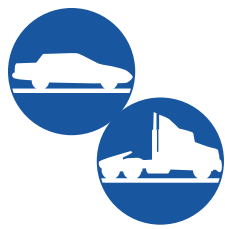


Dealer POINT



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inside |

Legislator returns to life as a car dealer

BY LYNN ENTINE

What do you do when your wish comes true?

Ask Andy Lamb, dealer principal of Anderson Ford in Baldwin, Wis. Two years ago he achieved a dream that began on a school field trip to the state Capitol. Lamb was elected to the State Assembly from the 29th District in western Wisconsin.

"It's something I've wanted to do since I was a little kid," says Lamb. "And giving back to the community, the state, and my family was something I also wanted to do. Life's awful short, so I decided to run."

At the time, spring of 2004, Lamb was 30 years old, working as a general sales manager for a Ford dealership in Menomonie. He ran for office because of concerns about Wisconsin's rising property taxes and the need for good jobs.

Campaigning wasn't easy. "The first parade I was in, I wanted to crawl under my vehicle and die," he says. "You're putting your past and future out there for people to view and judge."

Winning, though, was a high.

"I remember the joy and happiness I felt the night we won the election, defeating an eight-year incumbent, and how happy everybody was the day I was inaugurated," he says. "I saw a tear in my Mom's eye, and this is a lady who never cries."

As is often the case, living the dream was full of unexpected opportunities



Representative Andy Lamb at a press conference in the State Assembly Parlor.

and experiences. "It took a good amount of getting used to," he says. "Your head spins for the first couple of weeks."

With the Legislature in session, he met many memorable people including WATDA staff, and colleagues on both sides of the political aisle. "Mary Ann [Gerrard] and Gary [Williams] are energetic knowledgeable people. It was a real pleasure to get to know them and to work with them," says Lamb.

The feeling was mutual. "He was just delightful to work with," says Gerrard, WATDA legal counsel and lobbyist. "It was a great asset having someone there who understands the dealer business. Plus, he's a really nice guy."

Lamb also admires Speaker Jon Gard (R. Peshtigo) for his talent as a leader

and passion for his legislative work, along with Majority Leader Mike Heubsch (R. West Salem) and Rep. Jeff Fitzgerald (R. Horicon). "Both are great leaders and true friends of the auto dealers," he says.

Having been there, Lamb wishes people would have more respect for those who hold office, and would appreciate the hard work and personal sacrifice involved.

"I can tell you that 99 people serve in the Assembly and for the most part they are doing this job for the right reasons. These are 99 talented people who, at the end of the day, are working for \$40,000-some a year," he says. "They work nights and weekends, and there's little control over your time and your schedule. You're doing a balancing act not only for state but for your family. It's a difficult and challenging job at times."

MAKING A DIFFERENCE

Once in Madison, Lamb found ways to make an impact. There were opportunities to advocate and educate for car dealers and, unexpectedly, a chance to help young children. He authored the "Steven Hubbard" bill on placement and custody of young children (AB 522). Now a law, the bill broadened the court's duty to investigate not just the parent, but also stepparents and others regularly in the home, for criminal records, abuse and neglect. "Having a young child myself, that was something I was passionate about," Lamb says.

Helping other legislators understand the car business was a big part of what he did for dealers in the state. "We can't all be experts on any one issue," he says. "Ninety percent of what I did was educating other legislators on



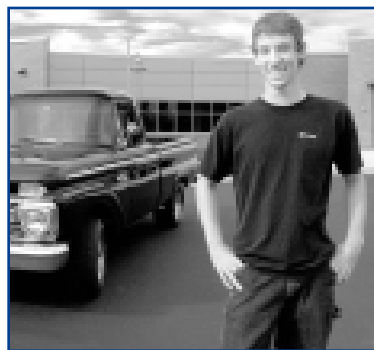
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CONTINUED ON PAGE 6

FROM AROUND THE STATE | Changes

Smart Motors, Madison, has sold its Volvo franchise to Fields Auto Group. The Volvo franchise will be operated out of Fields' Madison location.

O'Hearn Auto Co., Melrose, was purchased in August by **Jeff and Cindy Waughtal** and renamed **Waughtal Motor Sales**.

Boyland Honda has opened a new store, Boyland Acura, in Grand Chute.

Greg Kunes of **Kunes Country Ford** and **Kunes Country Chevrolet** stores in Delavan purchased the **Nick Petros Ford** dealership in Lake Geneva.

Hader of Grafton is Teacher of the Year

The Wisconsin Department of Public Instruction has named Carl Hader of Grafton High School one of four Teachers of the Year.

Hader teaches technology and engineering courses, in addition to being an Automotive Youth Educational Systems (AYES) instructor. He also serves as a consultant in high school automotive technology curriculum for The Foundation of WATDA's Summer Institute for teachers of automotive technology.

"These Teachers of the Year exemplify the many fine educators who work with our students every school day," said Elizabeth Burmaster. "They make it their educational mission to give their best, to help our children learn by doing, and to inspire the reluctant learner through creative teaching, innovative strategies, and student mentoring."

A panel of educators, parents, and community leaders selected the four from a pool of 86 Kohl Teacher Fellows.

Teachers of the Year are chosen for their ability to inspire students' love of learning, instructional innovation and leadership, and commitment to community involvement.

Later this month, the same committee will choose one Teacher of the Year to represent Wisconsin in the National



Teacher of the Year program.

Carl Hader has been teaching for 27 years. He earned his bachelor of science in industrial education from the UW-Stout and a

master's degree in interdisciplinary studies in curriculum and instruction from National Louis University's Milwaukee campus.

FVTC unveils program to train automotive customer service professionals

Fox Valley Technical College (FVTC) is offering a new Automotive Service Management certificate program. This will be a one-year course of study designed to prepare individuals for the opportunities available as service managers, service consultants and customer relations specialists in automotive repair facilities.

"We are proud and very excited to have Rollin Drews, former service director for Bergstrom Chevrolet-Cadillac of Appleton, as the lead instructor," said Andy Rinke, a FVTC. His years of experience are sure to bring valuable insight to the classroom.

Courses in Automotive Fundamentals, Automotive Service Consulting, and Automotive Service Management are integrated with general education courses in communications and psychology to create a unique learning experience which will develop and foster the knowledge, skills and attitudes necessary for students to succeed in a service-oriented environment.

Comprised of five classes offered in the evenings and on weekends, the Automotive Service Management certificate is ideal for non-traditional students and current students looking for an added concentration to their degree or program.

This certificate can be earned as a "stand-alone" learning experience, or can easily be "piggy-backed" onto the existing Automotive Maintenance Technician, Automotive Technician, or Automotive Technology programs. Advanced standing for Automotive Fundamentals may be awarded to students who have completed Automotive Technology core courses in all eight ASE areas.

This certificate will be beneficial to anyone interested in working directly with customers in the automotive field. If you have any questions or comments, please call or e-mail Andrew Rinke, Automotive Technology Instructor, at 920-831-4385 rinke@fvtc.edu

CENTER STAGE | Awards, honors, milestones

Palmen Motors, Inc. of Kenosha was announced as a 2005 DaimlerChrysler Service Contract Inner Circle winner.

Jerry Holz, Holz Motors Inc. and **John Bergstrom, Saturn of Appleton**, were both recipients of the 2005 Jack Smith Leadership Award.

River States Truck and Trailer in Eau Claire has recently been named the Aspire Freightliner 2005-2006 Dealer of the Year. River States is one of only two dealers in North America who have won this award each time it has been awarded and the only dealer in the U.S. to win it each time.

Jason Lemerond of Green Bay and **Rich Gueller** of Neenah, graduated recently from the General Dealership Management program of the National Automobile Dealers Association.

General Motors recently recognized **Holiday Automotive of Fond du Lac** for being the No. 1 Buick, Pontiac and GMC dealer in Wisconsin for the first six months of 2006.

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To get started, visit the Reading Room on our Web site and look for the article, "Reducing Risk and Abuse of FMLA Leave," in the Automotive Services section. Then call us to discuss your needs.

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GARY'S BRIEFS | Gary Williams, WATDA president



Brad Schlossmann, "congratulations!" Your nomination for the Northwood University Education Award has been forward-

ed by your WATDA.

Over the course of many years Brad has taught immeasurable grade school classes about dealerships, and about how business works. He is a volunteer Junior Achievement instructor.

Brad will get his employees involved too, granting time off to teach. His brother Mike (past WATDA Board Chair) also teaches. It's important, Brad says, because for most students Junior Achievement is the first objective experience about the business world. "Who better to teach them than dealers," he asks?

Brad has asked for more dealers to pitch in, and to share the joy. He said that in the Milwaukee area alone there are more than 500 grade school classes a year that do not get a Junior Achievement instructor. That sad fact is probably true for the whole state.

We are proud to nominate Brad for the Northwood award. It's another wonderful example of our good people doing great things for others.

Contacts for Junior Achievement of Wisconsin Inc.:

Rich Merkel at 414-352-5350 or rmerkel@jawis.org

Tami Satre at 715-552-1904 or tsatre@jawis.org

Not much lasts for 100 years. Yet this year NADA is leading the celebration of the 100th anniversary of the Franchise System. Automotive News will have a special edition. ADAMM's Auto Show will be special.

The auto industry developed from its earliest days through the combined investments of manufacturers and dealers. Unlike traditional businesses, the customer is the third party, not the second party. I believe that the total investment of the dealers exceeds that of the manufacturers, which is one good reason for the manufacturers to keep the system going.

When everyone has skin in the game, there seems to be more energy, attention, and emotions. Close cooperation creates win-win possibilities.

Many manufacturers have come and gone, as have dealers. Millions of people have made a good living in the industry. The open market franchise system has come through tough challenges, including WWII, but it remains the core business model today. The franchise model will continue to serve well if all sides respect its foundations, and if all parties respect what each brings to the table.



WATDA Board Chairman Pete Dorsch, left, and President Gary Williams, right, recently visited Ed Van Bortel, center, at his home near Green Bay. Ed's Ford and Jeep dealership is now under the ownership of the Cuene family. He is still active with his son, Tom, in their expanding RV business. Ed grew his business from scratch to one of the largest operations in the state. He consistently ranked number one in used vehicle sales among all dealers. He is most proud of a five-step selling process he created as a sales manager in Madison "some time back." We salute Ed for his Association help. He was always there when we needed him.

RAWHIDE PROFILE | Brett

Finding God, finding myself

My name is Brett, and I am 17 years old. I am from Marathon County and have been at Rawhide for seven months. My favorite things to do include playing basketball, listening to music, and reading God's word. In school I really enjoy math and English, but what I like most are the relationships I am able to build with the teachers. I also enjoy participating in the Work Experience Program in the afternoons. I work with Tim Booher (job trainer) doing maintenance, landscaping, and some barn chores.

I hope to attend UW-LaCrosse for teaching, with an emphasis in physical education. I want to get married, have kids, spread the Good News, and reconcile with my family in a positive way. I also want to have a positive influence on my brother and be a good role model for him.

I think the point where I really turned the corner and started to do well was when I found out God had a plan for me. At Rawhide I have been blessed with loving houseparents (Roger and Pat), awesome resident instructors that care (Penny, Kendra, and Shane), and a social worker who challenges me to face my past and grow as a person (Teresa). Rawhide has a very structured day, so I always know what is expected of me and what I need to do. Structure is something I never had in my life. I would like to thank everyone at Rawhide for helping me grow.



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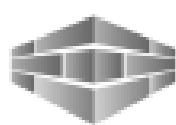
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Looking back over 30 years at Jenkins Volvo

Looking back over 30 years

BY JIMMY JENKINS
JENKINS VOLVO

On October 6, 1976, I walked into the P.J. Kauffman Co. with my new son-in-law, Tom Langer, in tow. At the time, the dealership was located on North Main Street in Thiensville, and was selling Toyota, Fiat, Jaguar and Triumph.

Taking into consideration the luxury brands we were selling, we felt a move to a new location where we would be closer to downtown and yet accessible to the booming growth, which was beginning in Ozaukee County, was in order. We searched for two years until the store on Green Bay Avenue at Capitol Drive became available with its close proximity to I43 exits and entrances.

Since there was already a Toyota franchise in the area, we were unable to bring it with us. We made the decision to sell off Toyota and we were left with Volvo and the British Leyland franchises. In the fall of 1979, we were up and running in our new location.

Since the early 1980s, after Triumph was dropped and Jaguar became its own entity, we have had other ventures including Lotus and Yugo, but Volvo and Jaguar have remained our constants.

Over the years we have retained most of our gifted, well-trained technicians, and parts and sales personnel. Our operations manager, Jim Balistriere, has served as technician, shop foreman, and service manager.



From left: Tom Langer, general sales manager of Jenkins Imports, Inc.; Jimmy Jenkins, owner of Jenkins Imports, Inc.; and Peter Wexler, market manager of Volvo Cars North America.

In July of 1981, our son Greg joined the firm as a salesperson and is currently running the operation of our Jaguar franchise. In 1984, our youngest son Tom came on board. He has served in various capacities including warranties, F&I, and service operations. Our

daughter Gail (Tom Langer's wife) has worked as cashier and receptionist since 1985.

This year we have become a third generation store when Tom and Gail's son Travis came home after serving his country in the Marine Corps and graduating from UTI, and joined us as an apprentice technician. His brother Luke has been a service writer for us while attending and graduating from Concordia University. He will now move on to bigger and better things.

Our move from Thiensville has been a rousing success and we as a family can still work together and enjoy each other's company on holidays, etc.

As for me, I've always said, "I've never sold a car in my life," but am a strict manager and am always available to an employee, a policy I've kept for 30 years. We are members of NADA, WATDA and ADAMM. We certainly appreciate these organizations and all they assist us with.

Legislator returns to life as a car dealer

CONTINUED FROM PAGE 1

issues that face car dealers every day."

He authored a bill amending the Wisconsin Dealer Franchise Law AB823 that was quickly passed and signed by the governor. He also co-sponsored a bill with Rep. Jean Hundertmark (R. Clintonville) to modify repossession laws, making it quicker for dealers and creditors to get a car back (AB594).

"It was very interesting to see the opposition to that bill," says Lamb. "Many legislators didn't understand that dealers don't want the car back. We want the customer to be happy. But, if they have made every attempt to get it out of default with that customer, it's important to get the car back quickly. The opposition felt it was not a very consumer friendly bill."

Dealers in the state would be surprised, just as Lamb was, at how seriously a representative pays attention to what constituents have to say. "Legislators need to know who you are," he says. "Phone calls do matter. We do listen."

He spent a lot of time reminding his colleagues about the importance of the car business to the state. "It's a huge tax generator," says Lamb. "Not only

sales taxes, but property taxes, income taxes, and registration fees." Some understand and support legislation that helps the business, he found, and others "absolutely disagree with us most of the time."

Research your legislators, he advises other dealer owners. "Let them know who we are," he says. "Support the ones who support us and let the others know how we feel."

Repeal of gas tax indexing in the last session raises the risk of higher fees for buying a car. "We absolutely cannot become a Minnesota where it costs \$200, \$300, even \$400 on top of sales tax," Lamb says.

MOVING ON, HEADING HOME

Lamb will not be in Madison next year helping the Association advance dealers' interests. Being so far away from his young family and working long hours with almost no control over his time and schedule made it an easy decision not to run. "I felt my daughter deserved a dad who was home more," he says.

"The days in session were challenging and certainly always interesting,"



he says. Much time was spent meeting with other party members to reach agreement on a piece of legislation. The caucuses were often difficult and long, especially during budget sessions.

The slow, deliberate pace, though appropriate to making good laws, was not for Lamb.

"It is light years slow," he says. "As fast as a car business can be on a Friday afternoon in June, take that to


the opposite extreme, and that's how slow it is." He also disliked the occasions when legislators from both parties used "sometimes mindless" debate and "stall tactics" during floor sessions.

Rudeness in debate also upset him. "We can disagree on issues. That's what makes us Americans," he says. "But at what point are you willing to lose all civility to try to make your point? At times there were people that would absolutely go over the line."


Some of the most memorable moments came when the Legislature honored families of fallen soldiers. One was especially poignant when the soldier's widow stood holding the son he had never seen. "There wasn't a

dry eye in the building," Lamb says. "So many people are trying to beat this country down. My dad is a Marine who served his country in Vietnam. The best lesson I ever learned is to look around for ways to build."

"It's been a truly great experience," Lamb says. "I'll probably look back on it 10 or 20 years down the road very favorably."



John Nemke, left, Schmit Brothers Ford, Cedarburg, and Tom Thorstad, right, Thorstad Chevrolet, Madison, testify at a public hearing, opposing an emergency rule change to ATPC 136, that allows the general public to purchase small canisters of R-134a to top off their vehicle's air conditioning units.





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A world of opportunity for women techs

BY SHARYN ALDEN

No one ever wants to have car problems, but if you're in the Marinette area, consider yourself fortunate because you're not far from The Motor Company, owned by Jim Beyer and Robert Juul.

When you call the dealership to schedule service work and talk with Jane Larson, you'll quickly realize you're in good hands.

Larson, an outgoing master-certified service advisor, has worked her way up in the industry. That means she is a master at talking with people and making a first-line "executive decision" about their cars.

Jane, who is one of two service advisors at The Motor Company, says her interest in working on cars developed as a child.

"I used to help my dad work on cars and tractors on our family farm outside Coleman," she says. "I was one of three girls, and I had a much older brother, but none of them were interested in cars."

A GOOD CAREER CHOICE

That interest lead her to her first full-time job in 1989 working at a dealership doing shipping and receiving, and counter work. It planted the seeds for her future work, which she describes as, "How to talk to people about cars."

Later, at a Sheboygan dealership, she paved the way for other women when she worked in the parts department, and was a warranty administrator, assistant to the service advisor as well as the service advisor.

She also went to technical college and took Ford-taught service classes via satellite as well as online. She says she wasn't daunted that women were not in the majority in her chosen industry.

Jane loves her work because she enjoys finding solutions for problems. She attributes her skills in breaking down problems quickly in order to schedule the vehicle for repair to the work she did as a warranty administrator. "I'd look at customers' concerns then see what we did to fix the problem. I found it very interesting to see the evolution from problem to solution. The paper trails I looked at showed definite sets of patterns."

Today, she schedules appointments for cars to come in to the dealership. "But first I have to break the problem down a bit before I can know how and when we can help them," she explains. "If the customer says there is an engine noise, for example, the first question I'll ask is whether they hear it while they're driving or while the car is idle."

All the while Jane is talking with customers she has her eye on safety. "If there are safety issues involved, we want them to come in as soon as possible." Doing a bit of investigative work on the phone also helps Larson match a technician with the car's potential problem.

When she first started out in the automotive industry she says it was somewhat unusual being a woman in a

male-dominated profession, but her passion for fixing cars soon overcame those early feelings of intimidation.

What does she tell women about the profession? Jane, who says The Motor Company is an excellent place to work, points out, "The opportunities for women in this business are endless."

Holly Frank, service technician at The Motor Company, absorbed her love of cars from her father.

Holly grew up in the small town of Suring in northeast Wisconsin, all the while watching her dad tinker with cars and rebuild engines. "My brother wasn't interested in cars but the idea of taking apart cars and putting them back together again, fascinated me," says Holly.

Sometimes it surprises Holly to hear women say they wouldn't have any

Jane wasn't daunted that women were not in the majority in her chosen industry. Jane loves her work because she enjoys finding solutions for problems. She attributes her skills in breaking down problems quickly in order to schedule the vehicle for repair to the work she did as a warranty administrator.



Jane Larson, left, and Holly Frank run diagnostic tests on a vehicle in the service department at The Motor Company in Marinette.

idea how to dismantle a car and put the parts back together correctly since it comes naturally to her. Still, her natural mechanical abilities didn't happen overnight.

Holly took time out from installing a car's radio at the dealership to talk about her career path. "When I was growing up, I was intrigued to know how things were made—what was inside of them, what made them work.

So I took apart things like remote-controlled radios, anything I could get my hands on. I even got my brother to do that," she says.

From loving to work on cars and any other mechanical item at her family's home, Holly decided to attend Northeast Wisconsin Technical College (NWTC). Shortly after she graduated this past May with a diploma earned as in Automotive Technician, The Motor Company hired her full-time.

"It was a bit intimidating at first being the only woman technician at the dealership, but I love to diagnose and solve problems," she explains. "If that's what you like to do, this is the perfect line of work."

Holly goes on to explain that when a customer talks about hearing a noise, like an unusual sound coming from the front of the car, she loves to go to work and play detective. "That noise may be brakes, it may be that the car is out of alignment, it could be several different things. I like the challenge of finding out what it is, then fixing it."

When women wonder whether they should pursue a career in the automotive industry, Holly quickly says, "Go for it. It's a rewarding business and a lot of fun for problem solvers like me."



From left, Bob Juul, owner; Jane Larson, Holly Frank, and Jim Beyer, owner, all of The Motor Company, Marinette.

Only female Ford ASSET instructor in the country, Margie Zamorski leads the way

The only female Ford ASSET instructor in the country, Margie Zamorski helps students become outstanding auto technicians.

Due to the guidance of leaders like Zamorski, ASSET instructor and coordinator at MATC-Mequon, future service technicians gain a wealth of experience.

Zamorski, a 1992 ASSET program graduate, says her interest in cars is in her blood. That passion started when she was a child. "Growing up, I was surrounded by everything having to do with cars. My father, John Stewart, worked at a Car-X Auto Service dealership in Milwaukee, and he also raced cars."

Today, Zamorski, who has been a full-time ASSET instructor for five



Margie Zamorski

years, says, "Through the ASSET program, I've trained about 50 students."

Her experience as a woman is still unique in her field. There are only about a half dozen women in Milwaukee that work as automotive technicians at Ford dealerships.

Besides being the only female ASSET instructor in the country, Zamorski also teaches the Tech Train and Wisetech programs for the state of Wisconsin in conjunction with certifying independent garages.

"I really enjoy working with students," she says. "It's great to be able to help train the next generation of automotive technicians."

Tech interns—on a chosen path

BY SHARYN ALDEN

“In my current class, over 50 percent of the class have WATDA scholarships,” says Margie Zamorski, ASSET instructor and coordinator at the MATC-Mequon campus.

Technical colleges and automotive dealers have joined forces to better train the next generation of service technicians through the unique Ford ASSET (Automotive Student Service Educational Training) program.

Globally recognized for its premier on-the-job training, the ASSET program offers a unique alliance between community colleges, the Ford Motor Company, and Ford and Lincoln Mercury dealers. Students gain on-the-job training at local dealerships while earning an associate degree in Automotive Technology from their local technical college.

The benefits of the program are enormous, not only for students who graduate with the knowledge and skills necessary to become successful automotive technicians, but it’s also an enormous benefit for participating dealers.

“There is no attrition rate,” says Margie Zamorski, ASSET instructor/coordinator with Milwaukee Area Technical College (MATC) in Mequon. The program in Mequon is the only Ford ASSET program taught in Wisconsin, and one of 36 like programs in the country.

“It’s a win-win situation,” she adds. “The student is learning to work in their chosen field, and they are being paid to do it.” ASSET program students are typically 18 to 20 years old and work at participating dealerships for two months at a time for two years.

Students in the program, which has been in existence for about 18 years, learn bumper-to-bumper servicing on all Ford, Mercury and Lincoln trucks and cars. In the interim, The Foundation of WATDA helps make the students’ dreams possible.

Foundation scholarships are awarded to technical college students who are pursuing a career in the auto, diesel or auto collision industry at a NATEF certified Wisconsin technical college.

Typically, there are between 15 and 20 students in each ASSET class at MATC-Mequon where WATDA scholarships are being put to good use. “In my current class, over 50 percent of the class has WATDA scholarships,” Zamorski says.

Foundation scholarships, available to Wisconsin residents, range from \$500 to \$5,800 and are used to apply toward tuition. Each scholarship also includes a set of Snap-on Tools.

Zamorski also visits ASSET-sponsoring dealerships to talk with service managers and follow the students’ work experience in the field.

KAYSER BENEFITS FROM ASSET PROGRAM

Josh Loney, of Stoughton, one of Zamorski’s current students, and a WATDA scholarship recipient, recognizes the benefits of partnering with the program and sponsored employers. Loney has been working as an intern at the Kayser Automotive Group, Stoughton.

Not only does Kayser support the program, it benefits from the program in numerous ways. “The ASSET program offers excellent opportunities for building fabulous relationships,” says Robert Bailey,” service director of Kayser Automotive Group, Stoughton. “The students who receive hands-on training at the dealership are motivated to be excellent service technicians.”

have a tremendous passion for their work,” he says.

Bailey also points out the dealership enjoys supporting ASSET students. “They are paying to go to school to specifically learn the profession. That built-in passion, to become an excellent automotive technician, is highly evident from the day they starting here.”

“Then one day Greg Pernot, my service manager at the time, asked me if I’d like to go to school in Mequon. I grew up loving cars so I said yes.” For the past two years he has been going to school while interning at the dealership in his hometown. As an ASSET program graduate, his commitment is to work at the dealership for two years after graduation.

Loney, a Foundation scholarship recip-

The benefits of the program are enormous, not only for students who graduate with the knowledge and skills necessary to become successful automotive technicians, but it’s also an enormous benefit for participating dealers.

Bailey says ASSET students like Loney, who is expected to graduate from the MATC-Mequon program in August, are a terrific boon to the dealership.

“Tech interns like Josh are enthusiastic learners. Josh and other ASSET program students who have worked for us

ON-THE-JOB TRAINING

Loney is familiar with the dealership from a variety of perspectives. He was hired right out of high school to do basic services like oil changing and continued to work at Kayser for two years before becoming an ASSET program student.

ient receives \$500 per semester toward tuition at MATC-Mequon. “The scholarship has really helped out,” he says. “It’s great that The Foundation of WATDA helps tech interns by investing in our future.”

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The Wisconsin Automobile & Truck Dealers Association

FOUNDATION NEWS | Raymon Pedersen

BY RAY PEDERSEN

The spotlight on educational activities of your Foundation burns bright. Your staff and volunteers made it a point to show off yet another successful summer season with fall premieres for excellent scholarship candidates coming to your dealership.



The philanthropic movie set of the summer was all about teachers and the students who received scholarships through your charitable foundation, with help from dealers like you who care about the future of their service staff.

Bringing young people into your world of automotive technology is what we do. Our experience in organizing, developing and bringing the players to the stage is what we do best.

Who are the players? You, the dealer, the students and of course the teachers. This year's box office smashes were your Foundation's Summer Institute and the Automotive Youth Educational Systems (AYES) Conference for the teachers. The fall premiere will bring a line up of nearly

180 automotive, diesel and collision technology students who are currently receiving scholarships and Snap-on Tools while attending a Wisconsin Technical College. On Wisconsin!

The Summer Institute offered opportunities for 37 teachers to learn more about how to teach state-of-the-art automotive technology. Your Foundation hosts this week-long seminar annually at Gateway Technical College and it is very well received. Check out the story by Linda Poulsen for more detail in this issue.

The AYES annual conference in Dearborn, Michigan brings national players to the forefront. Manufacturers in partnership with AYES put on quite a show for the educators who are willing to go the extra mile. This conference provides support directly from the industry to help teachers be more effective. They are the stars and your Foundation staff, team of volunteers and consultants are the supporting cast. It takes a great Team Wisconsin to make top billing in the country. We have. Our industry partners are the best in their craft!

Now playing? You! Please continue to support your Foundation. Philanthropy makes good business sense!



Sue Ann Thompson and Chris Schneider of International Motorwerks, Inc. show the newly unveiled Women's Health Foundation license plate, which will be offered through dealerships. The kickoff luncheon was held in La Crosse. Other dealers at the event were: Rahn Pischke, Mike Hudson, and Ed and Kris Maroon.

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Top 10 WATDA Rawhide donor service centers

APRIL-JUNE 2006

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|---|--|
| 1. Richfield Service Inc., Richfield (44) | 6. Krajnik Chevrolet Inc., Two Rivers (32) |
| 2. Dodge Country of Appleton, Appleton (43) | 7. Hub Dodge Chrysler Inc., East Troy (29) |
| 3. Gordie Boucher Lincoln – Mercury, Madison (41) | 8. Broadway Chevrolet – Pontiac- Buick, Pulaski (28) |
| 4. Gratz Motors Inc., Mineral Point (35) | 9. Bogard and Karl, Wisconsin Rapids (27) |
| 5. Trecek Auto of Portage, Portage (35) | 10. Ernie Von Schledorn, Saukville (25) |

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



The best medicine for worker's compensation

WATDA scholar Zoppetti takes gold at national SkillsUSA competition

BY ANN MALVITZ, NORTHEAST WISCONSIN TECHNICAL COLLEGE

Dan Zoppetti, a May 2006 graduate of the Auto Collision Repair and Refinish Program at Northeast Wisconsin Technical College and WATDA scholarship recipient, brought home the gold from SkillsUSA's 42nd annual National Leadership and Skills Conference, held in Kansas City, Mo., in June.

Zoppetti competed in the Collision Repair Technology competition. He won the silver at the national SkillsUSA Championships last year. In fact, this is the third consecutive year

that an NWTC Auto Collision Repair and Refinish program student or graduate has earned a national SkillsUSA medal. As a gold medal winner, Zoppetti may be eligible to represent the United States at the WorldSkills competition in Japan in 2007.

Beating out 35 competitors to take the top honor, Zoppetti was rewarded with monetary prizes, tools, sponsorships to seminars, and respect in the industry.

"A lot of shops recognize the SkillsUSA organization," Zoppetti said. "(Earning a medal) at the state level, let alone the national level, looks very, very good (professionally)."



Dan Zoppetti, at Northeast Technical College, shows the 1966 Ford pickup he rebuilt. Photo: CJ Janus, NWTC.

WATDA leadership makes a special visit to NADA's Washington Conference

Front row, from left: Gary Williams, Lu Ann Williams, Mike Schmit, Bo Schmit, Carol Hansen, Holly Reidel, Tim Vernier, Denise Vernier, Mary Ann Gerrard, Avery Scheuch, Pete Dorsch. Back row from left: Don Hansen and Chris Snyder.

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Pietroske named Ward’s Dealer of the Year 2006

Bob Pietroske, Pietroske Inc. of Manitowoc, was recently named Ward’s Dealer of the Year 2006. This is the sixth time the award has been given out by Ward’s. To read the full article, log on to http://wardsdealer.com/ar/auto_selling_cars_small/

LOGGING OFF?
Frustrations of Internet Car Shopping
SEE PAGE 29

THANK YOU F&I
Dealership Expects Love Its Profit Potential
SEE PAGE 41

PROFIT CENTERS:
How to Stock Right Subprime Inventory
SEE PAGE 43

WARD'S Dealer Business

September 2006

Ward's Dealer of the Year 2006

Selling Cars in a Small Town

Ward's Dealer of the Year Bob Pietroske loves selling cars and loves his community. On page 26.

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% U.S. MARKET SHARE OF FWD AND RWD LIGHT-DUTY SEDANS

| Year | FWD (%) | RWD (%) |
|------|---------|---------|
| 2000 | 68 | 32 |
| 2001 | 65 | 35 |
| 2002 | 62 | 38 |
| 2003 | 60 | 40 |
| 2004 | 58 | 42 |
| 2005 | 55 | 45 |

SEE PAGE 14

A Print Business Media Publication

WISCO | John Hackman

Usually I don’t write about specific products because normally they are of more interest to the parts or service manager than the dealer principal. Due to constant owner concerns



over hazardous materials, pollution, and workplace safety for technicians, however, I am making an exception this time. WISCO has a revolutionary product that can change your service department.

How would you like to rid yourself of the “cradle to grave” liability on hazardous waste your parts washing creates? Would you prefer that your technicians were able to effectively clean parts without standing over a hazardous liquid?

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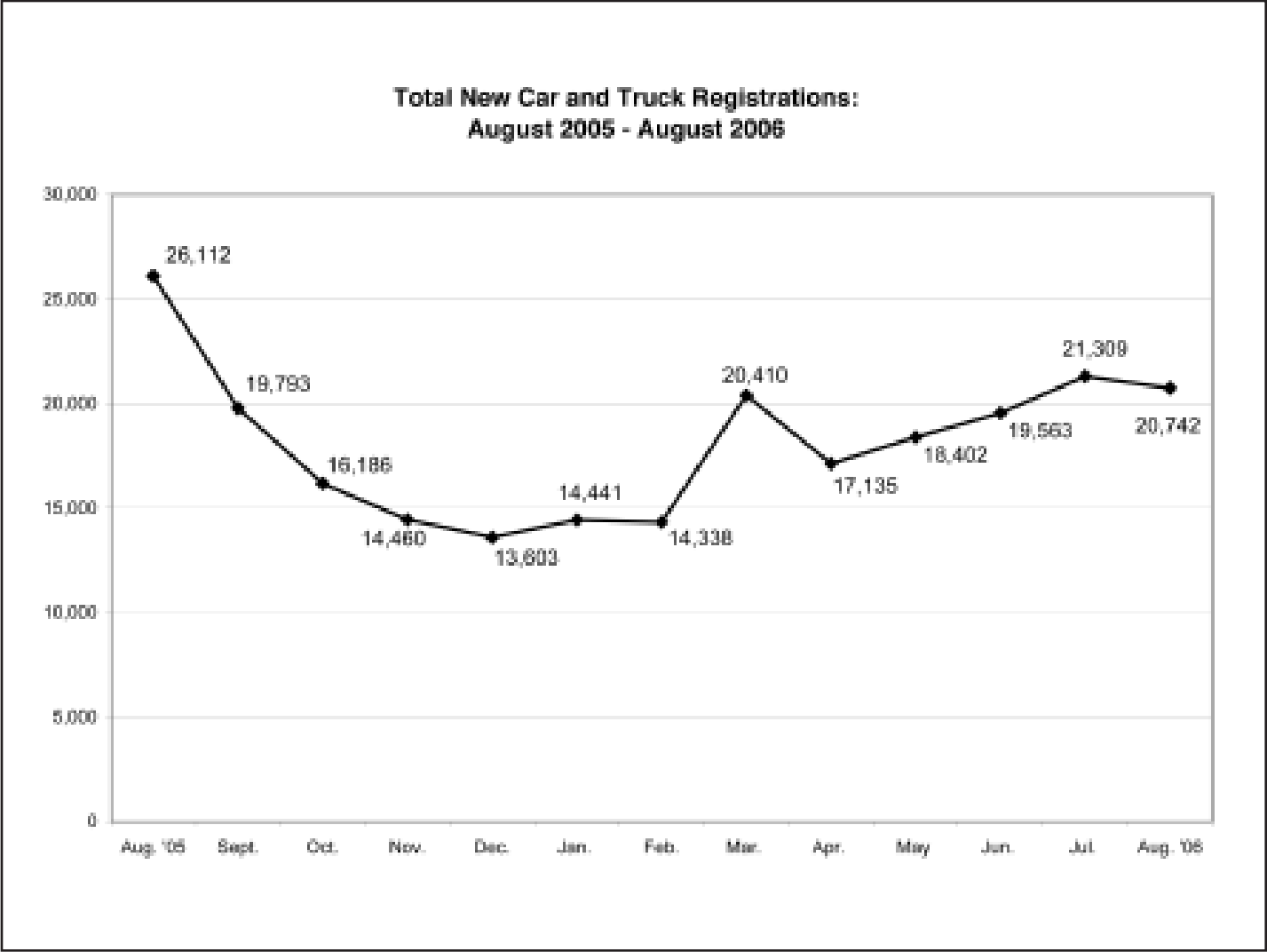
The cleaning solution stays continuously clean due to the oil separation and solution purification process. The oil is separated and then drained. The waste oil discharged is ready to be combined with your regular waste oil.

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STAFF PROFILE | Evelyn Kendrick

Evelyn Kendrick helps keep WATDA finances humming

BY LYNN ENTINE

At WATDA, as with every business, the engine that powers our programs is money, and keeping that engine humming is essential. A new “accounting tech,” Evelyn Kendrick, recently joined the Association’s financial crew as a staff accountant.



“I’ve always been interested in money,” says Kendrick.

“Even as a kid, Karl, Evelyn, Ashley and Rufus Kendrick I could save money on \$5 a week allowance.”

Naturally, her first job was as a bank teller. Since then she has held financial management positions in both profit and non-profit organizations. Most recently she worked at the Great Wisconsin Credit Union in Madison as a mortgage servicing manager.

Working for V.P. and Controller Bob Foulks is great. “I feel at home at WATDA,” she says. “Everybody has been very welcoming and the environment is very relaxed.” The part-time position lets her take classes toward an MBA in Business Administration and also means she can attend more of her daughter’s school and sports events.

Evelyn’s sixth grade daughter Ashley plays basketball, volleyball, and soccer and is a member of her school’s honors band. Her son Rufus is a high school senior, and husband Karl runs a computer consulting business. While family, school, and work keep her busy, Evelyn also teaches Bible study to a group of pre-schoolers at her church, and spends time with her sister and niece who live nearby.

When she has a little leisure time, Evelyn likes to read True Crime books. “I am fascinated with forensic science and I like the mystery of solving crime cases,” she says. “It’s kind of like accounting. You’re always looking for clues and trying to analyze what happened so you can make conclusions.”

Her forensic interests will probably stay in the realm of fiction, as we’re pretty sure no dead bodies will be turning up at the WATDA office.

For now, she’s happy to be reviewing investment schedules and funds transfer reports, and we’re happy to welcome her to our staff.

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| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | | 4 | | | 8 | | 9 | |
| 6 | | | | | 7 | | | |
| | | 2 | 5 | | | 8 | | 1 |
| 3 | 4 | | | 1 | | 7 | | |
| | | | 8 | | 3 | | | |
| | | 5 | | 6 | | | 1 | 2 |
| 2 | | 8 | | | 9 | 1 | | |
| | | | 4 | | | | | 8 |
| | 3 | | 6 | | | 5 | | |

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Vice president praises dealers, highlights support for estate tax repeal

Before a record crowd at NADA's Washington Conference, Vice President Dick Cheney highlighted the Bush administration's call for permanent repeal of the death tax in his keynote address at the National Automobile Dealers Association's (NADA) Washington Conference.

The vice president's remarks were wide-ranging, covering everything from national security to the state of the economy.

"The dealership industry has become one of the powerhouses of the American economy-generating some 20 percent of all retail sales in the country," he said.

He also praised dealers for their community service and recognized the 100-year anniversary of the auto franchise system. A transcript of Cheney's keynote address at NADA's Washington

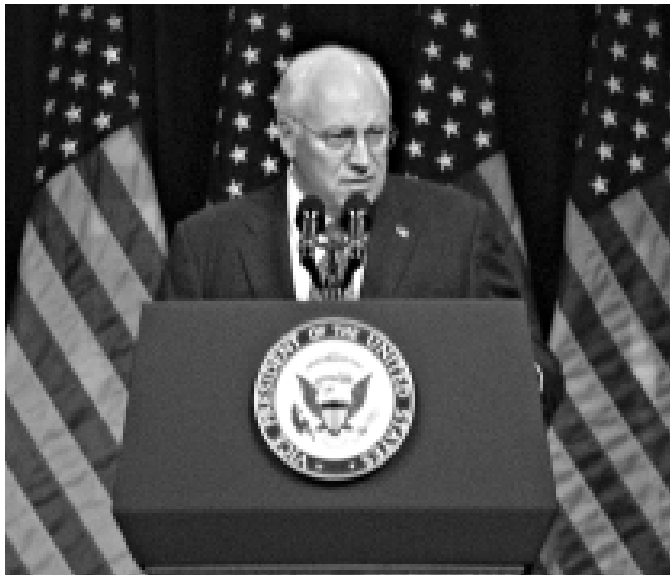
Conference is now available on the official White House website.

New car dealers and state and metro dealer association executives from across the country attended the conference and

met with their legislators to discuss issues impacting the auto industry.

The session included a full program of addresses by key congressional members, political analysts and NADA executives.

"From start to finish, it was a tremendous opportunity for NADA members to get an inside view of Washington," said David Regan, NADA's vice president of legislative affairs. "We had record attendance and, with the vice president's appearance, we had the highest-ranking government official to participate in the Washington Conference."



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And with American Fidelity's new program it is often half the cost of the competition, which saves your employees money in a time when health insurance costs are on the rise.

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If you would like to learn more about American Fidelity, call the WATDA office at 608-251-5577 to speak with Lee Bauman, or send email to lbauman@watda.org.

Lee Bauman will arrange to have an American Fidelity agent contact you at your convenience with more information.

If you do not currently offer short and long-term income continuation coverage, do yourself and your employees a favor and give Lee Bauman a call.



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Is there an office in your dealership that is often mistaken for a garbage pit because of its beat up furniture? If so, you do not want to miss this opportunity! Office Depot is sponsoring “Extreme Makeover Office Edition,” a contest among all WATDA members for the ugliest office! Examples that qualify as ugly include broken chairs, dented file cabinets or furniture from the Model-T era! One lucky winner will receive an office furniture makeover courtesy of Office Depot worth \$3,500! The makeover does not include painting, flooring or structural changes—furniture only.

To participate, submit one or more photos of an office in your dealership along with an explanation as to why you think that particular office is worthy of a furniture makeover. A panel of judges made up of WATDA staff will decide the winner. Please note the judges will not be told of the dealership name when judging. Photos must be submitted by November 15 and the winner will be announced in December. Photos can be emailed to awatermolen@watda.org or mailed to WATDA—Extreme



Makeover Office Edition, P.O. Box 5345, Madison, WI 53705-0345. Photos will not be returned to the sender. All entries must be received by November 15. No late entries will be accepted.

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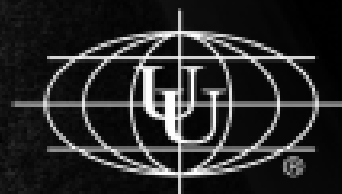
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