

Dealer POINT

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inside |

Hofmaier 2008 Used Car Dealer of the Year

Randal Hofmaier of Lomira Auto Sales and Service in Lomira is the 2008 Used Car Dealer of the Year. Hofmaier was presented with the award at the annual Used Car Conference Sept. 24 at Glacier Canyon Resort in Wisconsin Dells.

Candidates for Dealer of the Year are nominated by their fellow dealers. They complete a very detailed application process that is judged by Distinguished Professor Jack Nevin of the UW School of Business.

When nominating a candidate for the award dealers are asked to consider the following:

Is there a dealer you believe is doing a particularly good job selling and merchandising used cars?

Is there a dealer best known for thorough service?

Is there a dealer who is involved in civic affairs over and above regular daily management of his or her dealership?

Is there one dealer whose work and activities have greatly contributed to the economic growth of the overall community?

Is there a dealer you know who is involved in assisting fellow dealers and the automotive industry in general?

In his introduction of Hofmaier, Jim



Jim Flynn, left, joins Randy and Cheryl Hofmaier, and Rich Sack, Used Car Council member.

Flynn of Flynn Motors in Beaver Dam said, "I can't think of a more deserving dealer for the award. Randy Hofmaier is a credit to the industry."

Hofmaier employs 13 people, has a very successful service and sales department, purchased from previous dealership owner Jim O'Connor in 2000. In his acceptance speech Hofmaier said, "I have only worked for one man, all 29 years that I have been in the car busi-

ness and I feel fortunate to have to opportunity Jim gave me. We are about to celebrate our 25th year in business on Oct. 9 and winning this award makes 2007 a pretty special year for me."

Hofmaier, always gracious and humble, noted how much gratitude he has for the dedication and hard work of his staff. Lomira Auto Sales and Service is a team effort kind of place, led by a real winner – Hofmaier.



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The trip back to Vietnam

BY MARY ANN GERRARD

Compulsory military service sent a young University of South Dakota grad off to Vietnam as an ROTC officer and helicopter pilot in December 1968. Paul

Norman's assignment, in the Central Highlands northwest of Saigon, near the border between South Vietnam, Cambodia and Laos, was to pilot a helicopter in an air cavalry troop that conducted reconnaissance missions near the

Ho Chi Minh Trail.

Conditions on his base were in Norman's words "very bleak, no grass, outhouses, cold showers under tanks of water." He flew a UH-1H ("Huey") helicopter, dropping troops into landing zones in the jungle and then getting them out quickly, sometimes under heavy enemy fire. He was a young man who questioned the war he was fighting.

In April, Norman went back to Vietnam with old friends Larry and Diane Blackman. It was, he said, the greatest trip he ever took. Norman wanted to see and experience the whole country, including the parts he had never seen while stationed there in an earlier time.

"The thought of getting killed for something I didn't believe in was always close to the surface, and I was often afraid when flying missions," Norman said. "We were based at Camp Enari near Pleiku in the Central Highlands, but flew our missions from smaller airfields and fire base camps in different parts of the Highlands. Generally, the only civilian Vietnamese I encountered were those



Paul Norman, WATDA's outside attorney with the Boardman law firm, in the late 60s.

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CENTER STAGE | Awards, honors, milestones



A Resusci Anne doll donated by the NADA Charitable Foundation and presented by WATDA's Gary Williams enhanced the Three Lakes and Sugar Camp Fire Department's CPR training program. From left is Bill Weber, Parson's Chevrolet, Antigo; Anne, EMT Oneida County EMS staff, Three Lakes Fire Chief and Gary Williams.

Josh Johnson, dealer principal of **Don Johnson's Hayward Motors Inc.**, graduated recently from the Dealer Candidate Academy of NADA. The program offers specialized training for dealers and successors in the management of their dealerships. The dealership is affiliated with **Don Johnson Motors** of Rice Lake where Josh is the general manager and his father Don Johnson is principal.



Jerry Holz, Holz Chevrolet in Hales Corners, celebrated his 50th anniversary in business with more than 1,000 guests on July 19, the same date he took over the family auto dealership as a 30-



year-old in 1957. Holz is Wisconsin's number one in Chevrolet sales. Congratulations to the Holz family!

Emil Ewald was recently presented with a 25-year award as a GM dealer at Ewald Chevrolet Buick in Oconomowoc. The Ewald family owns seven dealerships in southeastern Wisconsin. Congratulations Ewald family!

Phil Nehring of **Larsen Auto** in Frederic helped the Frederic Police Department by acquiring a new, fully-equipped 2007 Dodge Charger squad car.

Hiller Ford provided a Ford Windstar minivan to the Franklin Police Department. The van will be used by the department's crime prevention unit for functions including Neighborhood Watch, National Night Out and other school-related programs.

A groundbreaking ceremony at **Scaffidi Motors** in Stevens Point signaled the start of an addition to the car dealership, which will bring a Hyundai franchise to central Wisconsin. The facility is expected to be completed in early November. Scaffidi also represents GMC, Ford, Lincoln and Mercury.



Emily Mueller-Flanigan and Norm Mueller

Norm Mueller, Mueller Chrysler-Lincoln-Mercury, celebrates 50 years as a dealer on the same corner he started on. The dealership is now 37,000 square feet and the business employs 25 full time positions. Mueller continues to manage the dealership on a day-to-day basis and serves as a director on the WATDA board of directors. On July 20 Mueller's employees surprised him with a party. Along with friends, family, employees past and present, representatives attended the party from Chrysler-Lincoln-Mercury as well as State Senator Carol Roessler.

FROM AROUND THE STATE | Changes

Steve & Kathy Meinschock have taken over the Van Horn Chrysler store in St. Nazianz. The new store will be known as **Schocker Chrysler & Dodge Trucks LLC**.

The **Russ Darrow Group** has

acquired the Kia franchise for its 1901 N. Mayfair Road location in Wauwatosa.

The **Uptown Lincoln Mercury** store has added the Ford franchise to the Mayfair Road location.

DEALER POINT | obituaries

BOB TOLKAN

Robert N. "Bob" Tolkan, 82, died on Aug. 11, 2007. Bob Tolkan Buick GMC in Milwaukee is owned and operated by his son, Jim. Bob and his wife of 57 years, Lillian, lived in Mequon and spent winters in Florida.

"He was in here every day until the end of March, when he broke his hip," said Jim, long his father's partner in the business. "He thought of his customers as friends."

Bob grew up in Milwaukee and was the youngest of six children. He worked at Heiser Ford as a service writer while attending Washington High School. He briefly attended the UW-Milwaukee and the General Motors Dealers' Sons School in Detroit. He served in the U.S. Army during World War II. Back home again, he met and married the former Lillian Pogrob.

Bob's father, Jacob, came from Lithuania at age 15, soon thereafter met his Russian mother, Lena, and began selling cattle and horses. Bob, Phil and Jacob started their used car business with \$2500. Phil was the first to leave the family used car business to work for Heiser Ford. Bob and Jacob soon expanded to a larger lot, then after the death of their father, Bob joined his brother Phil at Heiser.

In 1972, Tolkan began a new dealership at the current location, which later added GMC Trucks and Pontiac to the lineup.

Bob's service extended to local trade associations and the broader community. He served on the WATDA and ADAMM board of directors and on the board of directors for Ranch Community Services, a Menomonee Falls-based rehabilitation center for disabled adults.

In addition to his wife and son Jim, (Sherry) Tolkan, survivors include daughter Carol (Thomas) LaMalfa and grandchildren, Geoffrey and Lauren LaMalfa; and Jessica and Benjamin Tolkan. He is further survived by Joanie Berman and other relatives and friends. Memorials may be sent to the Sarah Chudnow Campus, 10995 N. Market St., Mequon, WI 53092 or the American Cancer Society.

EDIE MILAN

Edie Milan, widow of Louis Milan, died peacefully on August 11, 2007. She was 97. She was preceded in death by her husband of 66 years, Louis Milan, former presi-



dent of WATDA from 1928 to 1972. Edie was always at Louis' side during all of the WATDA conventions. "She was a gracious, kind lady who had a most friendly smile for everyone," said Gary Williams. "She had a rare gift to quietly make you feel welcome." Edie was also an active volunteer at Central Colony in the years she and Louis lived in Madison. She was dedicated to helping those with cerebral palsy after the death of her five-year-old granddaughter in 1970. At the time of her death, Edie lived with her daughter, Mary and son-on-law, Bob in Milwaukee. Edie was preceded in death by her sisters, Shayna (the late Martin) Lang and Libby (the late Harry) Harrison; and her granddaughters, Jennifer and Lauren Lerner. She is survived by her twin sons, Dan (Iris) and Don (Ellen); and daughter Mary (Bob) Lerner. Proud grandmother of seven grandchildren and seven great-grandchildren, Edie is further survived by her older sister, Beulah (the late Herschel) Pritzker, and many relatives and friends. If desired, memorials may be made to United Cerebral Palsy of Southeastern Wisconsin (www.ucpsew.org), Juvenile Bipolar Research Foundation (www.bpchildresearch.org), American Hearing Impaired Hockey Association (www.ahiha.org) or a charity of your choice.

ALBERT JUNIOR "BUD" WORMET

Albert Junior "Bud" Wormet of Friendship, age 75, retired dealer of A-F Motors in Adams, Wisconsin, died Saturday, September 22, 2007, at his home following a courageous battle with cancer. He was a longtime member of WATDA.

Albert was born March 14, 1932 in Friendship, Wis., to Albert Sr. and Mabel (Hovorka) Wormet. He was married to Jannette Rose (Slater) from November, 1953 to the time of her death in June, 1977. He married Penny (Van Natta) Follen on April 29, 1978 in Adams, Wis.

Bud was enlisted in the U.S. Air Force from April 1952 until April 1956 and was chosen Airman of the Month while on tour of duty in Newfoundland. After discharge he worked for The Follett Company, first in Coloma, then in Adams, until May 1965 when A-F Motors was incorporated and granted a franchise from Chevrolet Motor Division. Bud was the Chevy dealer in Adams for more than 40 years; he received several awards of excellence from Chevrolet. His son Tadd is the current owner.



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Dealer POINT

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GARY'S BRIEFS | Gary Williams, WATDA president

Many seas, many oars, many arms

Your WATDA is a place where dealers come together to take care of one another.

There are many seas out there, which cannot be traversed alone. To make successful crossings, dealers have made a strong boat; WATDA. Each endeavor calls for more oars, so the boat has many oars. Each oar must have a strong arm, lest the oar drag limp and foul other oars.

It is interesting to see arms other than dealer arms pulling oars, moving the boat. We find the arms of Associate Members, of endorsed vendors, of Foundation partners. These arms give a genuine boost to the boat's capabilities.

I believe that these arms are also a morale boost to the dealers who are pulling oars.

Let us recognize and thank the following "arms" for giving your WATDA boat an edge out on the seas:

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From left, WATDA chairman Tim Vernier, Gary Williams and Bill Mills, Lancaster of Middleton, at a recent regional meeting.

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DEALER POINT | obituaries

CONTINUED FROM PAGE 2

Bud enjoyed pheasant hunting, deer hunting, fishing, traveling, dancing, parties and sports events. His favorite hobby, however, was his work. He enjoyed people; he valued his customers and employees; he loved the Adams-Friendship community; he treasured his family and friends.

Bud was a member of Immanuel Lutheran Church, Adams, where he served for many years as an elder. He was a charter member and served on the board of directors for Roche-A-Cri Recreation Association (now Mound View Golf Course); he served on the Hospital Board for Adams County Memorial Hospital; he was a past member of the Adams M&I Bank board of directors and a lifetime member of the A-F Lions Club. Through A-F Motors, he sponsored many athletic teams in Adams-Friendship including men's and women's bowling teams, men's softball and countless youth activities.

Bud was preceded in death by parents, Albert Sr. and Mabel Wormet; his first wife: Jannette Slater; three brothers: John Louis Wormet, Herbert Wormet and Randy Wormet. He is survived by his

wife Penny, two daughters, Pela (Dave) Steiner of Friendship and Amy (Dennis) Griesse of Friendship; three sons Tim (Linda) Wormet of Adams, Tadd (Renee) Wormet of Coloma and Heath (Jennifer) Follen of Waunakee; two sisters, Frances Warp of Coloma and Karen Stevens of Friendship and a brother, William (Sandra) Wormet Adams and numerous grandchildren and great-grandchildren.

Memorials may be directed to the Immanuel Lutheran Church, 243 N. Linden Street, PO Box 219, Adams, WI 53910, or Hospice Touch, 321 Butts Ave., Tomah, WI 54460, or you may make a donation in tribute to Bud via the CaringBridge site at www.caringbridge.org/visit/bud.

DOUGLAS P. KALSCHUR

Douglas "Doug" P. Kalschur of Cross Plains, age 43, died from injuries sustained in a motorcycle accident on Monday, Sept. 3, 2007. He was born on June 15, 1964, to Paul and Patricia Kalschur. He graduated from Middleton High School in 1982. Doug was a journeyman electrician,



currently working for H and H Electric. He also worked for 18 years at his family-owned car dealership, Kalschur Dodge. Doug loved the outdoors, snowmobiling, motorcycling and boating. He was an avid Brewers and Badgers fan. He also loved spending time with his family and friends. Doug is survived by his father, Paul Kalschur; siblings, Dale (Diane) Kalschur, Donna (Tim) Hillebrand, Darlene (Mike) Cook, Dean Kalschur, Dawn (Chris) Soulier and Diane (Todd) Cushman; nieces and nephews, Chris, Karin and Brian Hillebrand, Cole, Courtney, Cayla, Cook, Morgan, Abby and Bailey Kalschur and Samantha, Braden Soulier, Justin, Amanda, Jeremy and Chelsea Cushman. Doug was preceded in death by his mother, Patricia Kalschur and grandparents, John and Marcella Kalschur and William and Claire Reisdorf. A Mass of Christian Burial was celebrated on Thursday, Sept. 6, 2007, at St. Francis Xavier Catholic Church in Cross Plains.

IRA Charitable Rollover Credits end this year. Have you made your plans?

Each month we feature new articles and interactive features that cover such topics. Click on The Foundation page at www.watda.org

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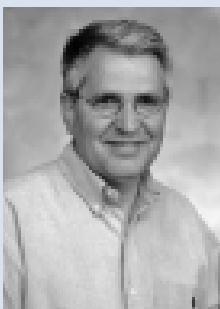


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Wolf chews up the track at Road America

BY LINDA POULSEN

When it comes to racing, Bart Wolf, sales manager of Wolf’s Motor Company in Plymouth, doesn’t spare too many expenses. He dogged defending Triple Crown winner Mark Mercer for much of the race, exchanging the lead five times before Mercer pulled off with a mechanical problem with two laps remaining, giving the Sports 2000 class win to Wolf during the first races of the summer season at Road America in Elkhart Lake.

“It’s a rush,” said Wolf. “I think a drug addiction is cheaper than this. A

new set of tires only lasts 100 miles in these races and when you’re 5.8 seconds behind the guy in front of you, you go and buy a brand new set of tires for \$900!”

His passion for racing brought him a first place win the June Sprints, finishing ahead of last year’s Sports Car Club of America (SCCA) national champion, and second place in the C.A.T. Nationals in July at Road America.

“A second place was very difficult to deal with after 58 miles of racing,” he said. “I lost by 1.128 seconds – a number I will always remember.”

Wolf was preparing to travel to Topeka, Kan., for the National Run Off Championships where he has finished in the second and third place in the last two years. Go Bart!



Bart Wolf’s passion for racing brought him a first place win the June Sprints, finishing ahead of last year’s Sports Car Club of America (SCCA) national champion, and second place in the C.A.T. Nationals in July at Road America.

.....

READY, SET, CLENCH!

Steven and I signed up for the touring option at Road America during the Susie Bonneau Double Regional races in June in Elkhart Lake. For 10 bucks you get to take off on the track between races, follow the pace car and you can see what it’s like from the driver’s seat. Someone tells me that this is purely a sightseeing tour that never gets past 60 mph. I think this is a good idea and passengers are allowed, so I go along.

There are about 10 of us in streetcars pretending we’re in a race. We laugh thinking this is probably not going to be like a race at all. We are in a 1992 BMW 850i, driven by Steven, and my mission is to take a few photos along the way.

The flag goes down and Steven begins to shift, anticipating that sixth gear will be coming sooner than in his many treks down I 94. I am enjoying the beautiful hilly terrain around the track and still can’t imagine the “real thing.” We start out nice and easy with all of us following the mother duck pace car. Then, sometime after the second lap, the pace car dropped out of the lead. I think it headed for the pits and that’s when the tour started to pick up.

It’s fast, but I’m scared and the roller coasters at Six Flags seem tame compared to what I’m experiencing. Anything can happen out here, I think. I can smell the brakes burning around the corners and Steven’s brand new tires are squealing around the outside of the track. There’s slippery gravel that awaits you if you go too far on the outside. We are going faster and faster and I start to get verbal to Steven, who was a little ticked that the Porsche behind us had passed us some time ago. We were going 104 at one point; I gave up taking scenic photos from the car, put the camera on the floor and started to grip the door handle with my right hand, Hey! the corner is coming up! Oh, my God! And then, Ahhhhhh!

Thank God we ran out of gas and had to go in. I had a new respect for race car drivers after I pulled my left fingernails out of my thigh. There were oil spots all over my red blouse. I was glad we were going in. I told Steven that I could say that I have toured the Road America track twice now: My first and my last time.

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2007 WATDA summer board of directors meeting in LaCrosse.

Photos by Linda Poulsen



Bob and Liz Pietroske



Steve Krieser, Supervisor of the Field Investigation Unit, Dealer Section, DMV



Bob and Eunice Moody



Debbie and Wally Sommer

Ron and Karen Boldt, Pat Baxter, Lee Bauman and Toni Kari



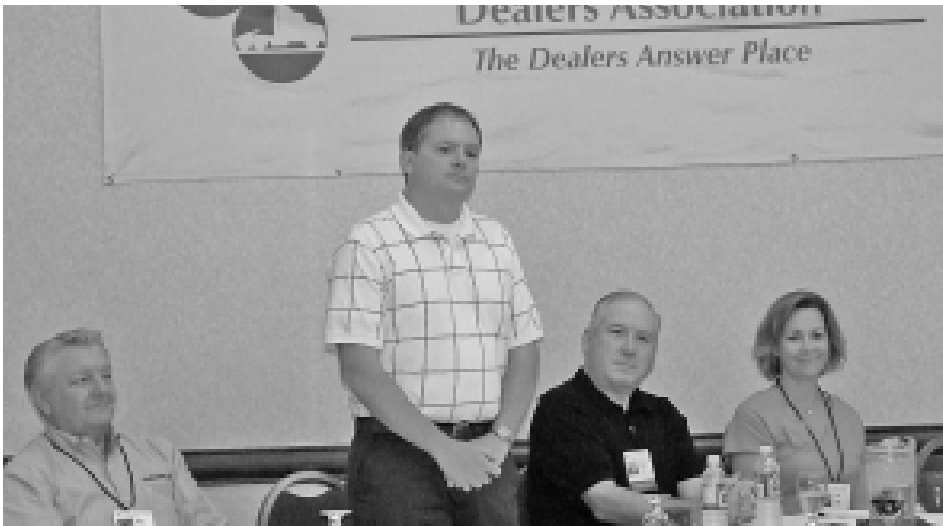
Denise Vernier, LuAnn Williams and Roberta Vance



Mike and Patty Brennan



directors, spouses and friends



Four endorsed service representatives attended the WATDA Board of Directors meeting. From left is Jerry Baum, Protective; Scott Suchomel, Convergent Solutions; John Roeder, ADP and Joan Loden, CVR.



Eric Jorgensen, David and Roger Kriete



Pete Dorsch, Linda Poulsen and Lee Bauman



Leoda Wolf and Chryste Madsen



Mike and Tami Hutson



John and Terri Markquart



Roger and Mary Schlegel



Frank and Cindy Porth

Meet your directors | profiles of your WATDA directors

Tim Vernier, Your WATDA Chairman

Tim Vernier comes by the auto business honestly. In the 1920s and 30s, his grandfather, Alex Norris, had the largest horse and mule consignment barn in the world.



"They sold mules to the French Foreign Legion," said Vernier. Later Alex and his son-in-law Knight Vernier – Tim's father – started an automobile dealership.

Today Tim and his brother Steve carry on the tradition at Norris-Vernier Automotive in Tomah, with the Ford, Mercury, Lincoln, Chrysler, Dodge, and Jeep franchises.

In addition, just up the street they operate Showroom Shine Auto Center, which comprises Showroom Shine Auto Spa, Tomah Tire & Lube, Showroom Shine Auto & Moped Sales & Auto Rental, Haulmark / H&H Trailer Sales, and A+ Signs & Designs.

Tim began working at the dealership when he was still in grade school, filing, stocking parts, and doing odd jobs. He got his salesperson's license before his driver's license, and worked sum-

mers and holidays selling cars to help pay for college.

Tim joined the company full time in 1976, not long after Steve got involved when he returned from a stint in the Navy.

Tim has an MA in English Literature and thought about teaching, but decided it wasn't so exciting as the car business. Tim's wife, Denise, had a custom drapery and interior design business for 20 years, and then worked at the dealership for another five.

Tim and Denise spend much of their spare time on their garden, golfing, and travel. This year they began making red wine.

Civic responsibilities are a serious commitment for Tim, and include Rotary and Rotary Foundation, Tomah Boys & Girls Club, Chamber of Commerce, and more. Tim puts it this way: "Helping others is a core value for me personally, and it naturally extends to the dealership."

Tim welcomes the time involved in WATDA. "It has been a great education," says Tim, "and it is really meaningful to work on helping the Wisconsin dealer body prosper. None of us exists in a vacuum, and we need all the communication we can get, in order to keep our dealership strategies fresh, legal, and competitive."

Bob Clapper, newly elected WATDA director, has a passion for the auto industry

Bob Clapper, general manager of Fagan Chevrolet-Cadillac Inc., Janesville, had an interest in cars from a very young age.



"My father was in the antique/collector car business, so cars were always a big part of my life," he said. When he was in his 20s, Clapper began working in the car industry by selling body shop supplies. "By doing that I became acquainted with a number of car dealers in the process, and the business intrigued me," he said.

Raised in Clinton, Wis., he has been married to Tammy for 25 years and has two daughters. Recently elected to the WATDA board, he said he has respected the work WATDA does for dealers for a long time. "I had little time to get involved earlier in my career, but I believe we should give back to an industry that has given us so much."

In 1983, Clapper became a wholesaler of used cars and worked with a friend, Unique Motorcars in Rockford. The next step was opening his retail used car lot in Janesville called Boschma Clapper Auto Exchange. In 1985, he was offered the position of used car manager at Fagan Chevrolet-Cadillac.

"Ten years later, Jack Fagan offered me the opportunity of a lifetime," he said. "That opportunity was a chance to purchase a share in the dealership. In 2001 Jim Fagan and I purchased the remainder of the dealership."

In his free time Clapper enjoys reading, snowmobiling, and collecting and restoring old cars. Currently he's reading "Where Have All the Leaders Gone?" by Lee Iacocca with Catherine Whitney.

When asked who he would like to have dinner with if he could choose anyone, he replied without hesitation: Andy Griffith. "Not only am I a huge fan of his, but we both collect old cars so I think it would be great conversation!"

Superior, Wisconsin native, Wayne Kari, was motivated to join the board because of WATDA's town meetings

Kari Toyota, Inc., a family-owned business in Superior, Wis., has been keeping generations of customers happy for over 73 years.



Wayne Kari, owner of Kari Toyota with his brother Jim, said he is proud to serve on the WATDA board as a newly re-elected director. In discussing what motivated him to serve on the board, he said, "My father and I always enjoyed Gary Williams and WATDA's town meetings. They have also been more than helpful and have been a great benefit for state dealers."

When you ask Kari how he got into the automotive industry the answer is one you know he's probably enjoyed answering many times over the years: "I was born into the auto business. My father and his brother opened a Studebaker store in 1939."

Over the past few decades, some of the cars that the dealership sold may not be familiar to those new to the auto industry, but a few years ago the business sold some of the popular cars on the country's highways. "In addition to Studebakers, the dealership sold Packard, International, Simca-Sunbeam, and then Toyota and AMC-Jeep," Kari said.

Today, Kari said one thing that gives him great pleasure regarding his work in the auto industry is customer feedback. "Receiving mail and comments from customers who are super satisfied – it's a wonderful part of this industry," he said.

Kari, who was born and raised in Superior, also went to college in the area. "I went to Superior schools and graduated from the University of Wisconsin-Superior," he said. He is married to Toni and has three children. He enjoys golf, traveling when time permits, and curling.

At an early age, Andrew Schlesinger was inspired to join the auto industry

Growing up in Milwaukee, Andrew Schlesinger, president of Andrew Chevrolet Nissan, got a firsthand look at the auto business.



His father Mel owned a Milwaukee dealership for 23 years and in 1984, asked his son to join the business.

When Schlesinger's father sold his business in 1993, Andrew purchased a dealership that had gone out of business – one that ended up competing with his father's former business. "It was an extremely challenging time because we couldn't use my last name for the new dealership," he said. "It was like starting over since we didn't have brand equity. You find out pretty fast if you're going to make it or not."

As a newly elected director (he also served on the board in 1998), he said it's a great honor to be on the board. "When you have some measure of success, it's imperative that you give back to your organization and community," he said.

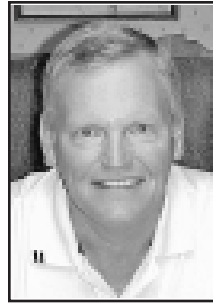
Schlesinger said one of the most rewarding aspects of being in the auto industry is making customers happy. "We have the fourth generation of customers coming into the dealership now," he said. "It's extremely rewarding to be able to realize long-term sales and sell vehicles to the great grandchildren of the original owners."

He also enjoys changing people's perspectives about the auto industry. "Some customers have misconceptions about auto sales and service. It's very rewarding to show customers that buying a car does not have to be a difficult process," he said.

Schlesinger and his wife Jill live in the Milwaukee area and have two children. In addition to enjoying a round of golf, travel is another of his favorite pastimes. "If I could sit across the table from anyone it would be Harry Truman," he said. "Not only did he have to make tough decisions under pressure, he did so without compromising his principles."

Mike Hutson, newly elected WATDA director, enjoys running the family business

Some people know exactly what they want to do when they grow up...even when they are very young.



Mike Hutson, owner of Ray Hutson Chevrolet Nissan, is one of them. His father Ray and his brother Don established the family dealership in LaCrosse in 1953.

Mike Hutson, who is married and has four children, says as long as he can remember he intended to make the auto business his career. "During the summer in high school I began working at the dealership because I wanted to go into the family business after I finished college," Hutson said. He did just that after he earned a degree in business management from the University of Florida in 1975.

"My biggest challenge is an ongoing challenge," Hutson said. "It revolves around attracting and retaining good quality people and providing an environment for them to grow and want to make the car business their career. This is a challenge that is never completely achieved, but it's a goal to strive for."

Like some leaders who deeply understand what gives people character, Hutson says he wouldn't change anything if he had a chance to live his life over again. "I've been very lucky to come from a supportive and loving family," he said. "The ups and downs everyone experiences are what shape the person you become. So I guess I wouldn't give up any of the experiences I've had."

Asked who he would like to have dinner with, either living or deceased, Hutson's answer doesn't sway far from the industry that he's been part of for over 30 years. "It would be interesting to have the opportunity to talk to any of the icons in our business that has helped shape the industry," he said. "Lee Iacocca or John DeLorean come to mind because they are innovators who impacted the auto industry in several significant ways."

Back to Vietnam

CONTINUED FROM PAGE 1

who worked on the base.”

Pleiku was the largest city near the base and was “in desperate shape suffering through the ravages of war for years,” Norman said. On his return trip, Norman and his friend Larry found the little Family Hotel in a city called Kontum, north of Pleiku; it served as a great base camp for the places Norman wanted to revisit.

Few Caucasians ever ventured so far off the tourist path, but the family who operated the hotel openly welcomed them. Transportation was difficult to arrange, but the family willingly acted as their guide, driving them throughout the region. They found the old abandoned airfield near Dak To, a place from which missions frequently had been flown and which Norman had always been so grateful to see after each troop insertion and extraction.

They also located the valley where his helicopter was damaged in a rocket attack. “I survived the attack and was flown to Japan where I stayed for six weeks recuperating from shrapnel wounds.” Norman later received the Purple Heart for this incident. He also received three Distinguished Flying Cross awards, an Air Medal for Valor and a Bronze Star during his 12-month tour.

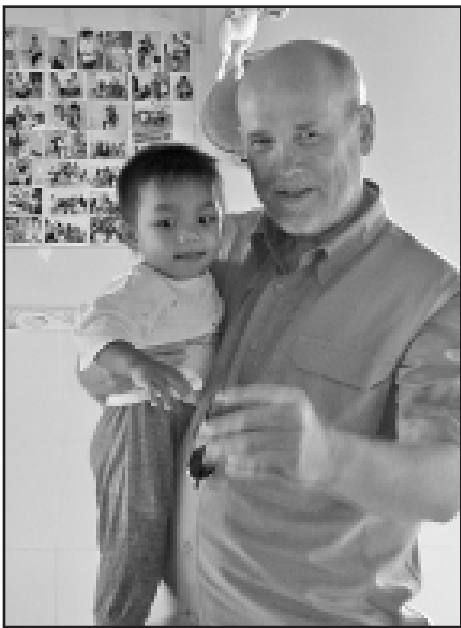
The trip back to the big, bustling and modern Ho Chi Minh City, formerly Saigon, left little evidence of the brutal war that once ravaged the country. A visit to the War Remnants Museum was a vivid reminder. Evidence of the unconscionable actions that happen in war were

authentically captured in that museum. As if to break those memories, Norman focused on the fun of finding a Huey helicopter perched out front of the museum. “I was actually a very good helicopter pilot,” he said convincingly, yet humbled by the comment and his memories.

The travelers took in Cambodia and the Angkor Wat Ruins for an evening of exquisite dining at the foot of a flood lit temple. Then back to Ho Chi Minh City for further exploration of Buddhist temples and other normal tourist attractions. From there, they took a trip to the Mekong Delta where snakes dangled from the canopy of trees along the river.

They enjoyed Hue, the former Imperial Capital of Vietnam, and Hoi An, a beach resort “where the streets are so clean and controlled by the government that even the pimps wear uniforms.” Norman noted that the Communist government controls everything in Vietnam, but on the surface what the visitor sees is a capitalist country.

“It is a country starting to prosper and you forget the presence of the Communist government until you hear the political speeches broadcast each morning and evening over loud speakers



Norman and one of the children at the orphanage in Kon Tum for Montagnard children with birth defects from lingering effects of the Agent Orange that was sprayed to defoliate the canopy in the jungle during the Vietnam War.



Norman and a North Vietnamese Army veteran (who fought in the Dak To area when Norman was there) at an NVA cemetery near Dak To.

throughout the cities and villages,” said Norman.

The Vietnamese people were warm and welcoming everywhere they went. And all over the country the restaurants delighted Norman and his friends, a pleasure all three savored. Before the last leg of the journey, Norman and Larry parted with Diane who flew back to China and her teaching position.

Perhaps the most touching moments of the trip came on the afternoon when their guide and driver took them to a Catholic orphanage in Kontum for children with mental birth defects caused by the exposure of their parents and grandparents to Agent Orange. They were Montagnard (coming from a French word for all the tribes of the mountains) children, the third generation still feeling the effects of the war.

Norman seemed moved beyond words at the devastation that was still felt by these innocent children. The trip Paul Norman to reflect back on his life, “While I was there I often felt terror. I hated it, but I see it now as an experience that changed me, gave me direction and maturity.”

Editors note: Paul Norman is a partner in the Boardman Law Firm and WATDA’s outside legal counsel.

Medical mayhem: Help from WATDA

BY LEE BAUMAN

Group medical costs for dealer-employees continue to rise as rates double, triple, or more over inflation. An aging population and ever-new expensive medical advances assure the trend will continue.

Dealers face multiple concerns. For example, you compete for employees from your regional population pool. Health coverage is a very important benefit, therefore coverages and costs to employees must be competitive. Where does the money come from?

National health care for all citizens will still be a high cost for employers. And there are many downsides. A plan floated for Wisconsin called Healthy Wisconsin, which is well intended, but also is financially flawed on a grand scale.

What are your WATDA’s roles?

- **Enhance competition:** be on the street with our own plans through our own Health Insurance Trust.
- **Provide some form of help to every dealer,** not just those who qualify for the Trust. Provide smart, efficient brokerage services and third-party administration for those who choose to self-insure.
- **Maximize the relationships** between the WATDA Section 125



Cafeteria program with Health Reimbursement accounts and group medical. Stay on the cutting edge with what new federal laws will allow for your employees.

- **Fight more statutory coverage mandates.**
- **Support ways to get cost comparison information** from providers of medical services and drugs, including hospitals, clinics, and individual doctors.
- **Pool dealers to get thousands of employees in a region into buying groups** and negotiate multi-year contracts with regional providers. Leverage numerical strength through WATDA. This is a logical strategy given the massive consolidations and networks taking place among hospitals, clinics, and other medical services. Pooling takes commitment up front from dealers. It is time to get engaged, to set up a prototype.

Your WATDA may be a small player in the medical landscape, but we do have core expertise and an infrastructure that allows us to lead, be experimental, and provide broad administrative services. Our strength is in our staff.

Let us know your thoughts. Are you excited about the prospects?

Editor’s note: Lee Bauman, CAE is president of Wisconsin Automobile and Truck Dealers Insurance Corporation with over 30 years of experience in the insurance industry.

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WATDA Regional Meetings for 2007



SUPERIOR
Seated from left: Pat Ringold, Brian Skytta, James Kari, Wayne Kari. Standing from left: Phil Nehring, Lee Bauman, Dick Moncel, Pete Dorsch, Rolf Grimsrud, Gerald Laberdie, John DeVinck, Gerald DeVinck, Frank Watsick, Roxanne Shuga and Gary Williams



SHEBOYGAN
From left: Mark Gamerdinger, Mike Wolf and Terry Martin



JANESVILLE
From left: Bob Clapper, Jean Ruda, Gary Dencker, Dick Stockwell, Brian Bowditch, Ray O'Leary, Matt Bowditch, Tim Vernier, Gary Williams and Chris Snyder



GREEN BAY
From left: Jim Olson, Peter Moe, Stu Winarski, Peter Mueller, Peter Mueller and Hank Horn.



WAUSAU
Seated from left: David Feddick, Joanne Berens, Mike O'Malley and Chris Snyder
Standing from left: Steve Brickner, Mike Brickner, Allen Taylor, John O'Malley, Ryan Lemke, Mark Hoffman, Rep. Jerry Petrowski, Tim Vernier, Jim Cooper and Gary Williams.

Thank you AYES dealer mentors

- 5 Corners Dodge Inc, Kison, Randy, Grafton High School
Advance Auto Parts #6459, Carrico, Samuel, Pulaski High School
Alliant Energy, Staff, 2nd Shift, Fond Du Lac High School
Andrew Chevrolet, Inc., Davis, Brian, Pulaski High School
Benico Automotive, Proehl, Gary, Beloit Memorial High School
Ben's Auto, Blaschka, Brian, Dane County School Consortium
Bergstrom Body Shop, Masiak, Bob, Neenah High School
Bergstrom Chevrolet-Buick-Pontiac-Cadillac-Hummer, Inc., Bishop, Laurinda, Neenah High School
Bergstrom Chevrolet-Cadillac-Saab, Inc., Hankemeier, Randy, Neenah High School
Braeger Chevrolet, Inc., Garza, Maryl , Pulaski High School
Bryden Motors Inc, Bryden, Roger, Beloit Memorial High School
Bud Weiser Motors, Inc., Vandennoyen, Don, Beloit Memorial High School
Central Ford Lincoln Mercury, Inc., Sanchez, Javier, Beloit Memorial High School
Countryside Automotive, Mueller, Rick, Portage Senior High School
D & C Auto Works, Widlika, Chris, Beloit Memorial High School
Don Jacobs Automotive Group Inc, Fisler, Scott, Mukwonago High School
Don Jacobs Automotive Group Inc., Albrecht, Joel, Arrowhead Union High School
Ewald Chevrolet Buick, Inc., Jaeger, Tim, Arrowhead Union High School
Ewald Kia Of Oconomowoc, Pasternak, Joe, Arrowhead Union High School
Ewald's Venus Ford, Inc., Bonesho, Thomas, Washington Park High School
F & F Tires, Shelby, Dave , Mukwonago High School
Firestone Complete Auto Care #21091, Witten, Walter, Dane County School Consortium
Garbo Motor Sales Inc, Garbo, Dick, Washington Park High School
Gary Wille's Auto Service & Tire Center, Payne, David, Dane County School Consortium
Gasper's Auto Clinic, Gasper, Gary, Lakeshore Area School To Work Consortium
Geiger Collision Repair Center, Dawson, Keith, Neenah High School
Hesser Toyota, Brightbach, Jim, Beloit Memorial High School
Holiday Automotive, Beyer, Dick, Fond Du Lac High School
Horter Chevrolet-Pontiac Inc., Hanson, Mike, Mukwonago High School
John Amato Ford, Inc., Guth, Gary, Mukwonago High School
Jrc Enterprises, Christian, Jon, Dane County School Consortium
Kayser Madison, Douglas, Tim, Dane County School Consortium
Kennedy Chevrolet Buick Inc., Kennedy, Beverly, School District Of Jefferson
Knause Cheese, Gassner, Troy, Fond du Lac High School
L & M Automotive, L., Matt, Mukwonago High School
Lakeside International, Mayer, Shawn, Washington Park High School
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 - Licensing
 - Consumer laws
 - Trade regulations
 - Sales and lease contracts
 - Real estate issues
 - Financing
 - Employment law
 - Business structure and planning

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Contact Attorneys

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pnorman@boardmanlawfirm.com

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David Hobbs Honda lends a helping hand

BY BILL NELSON

When the Milwaukee Social Development Foundation was looking for a 2007 partner for what it envisions to be an annual car show, it turned to David Hobbs Honda, 6100 N. Green Bay Rd., in suburban Glendale.

It was a wise choice. “The urban community has always been important to us,” says Gregory Hobbs, vice president of David Hobbs Honda. “This is a family business and if we can help in any way, we’re ready.”

The first “Urban Car Show” took place on a shorts and shirt-sleeve Saturday in late August (Aug. 25) and drew several hundred spectators, many of whom were black or Hispanic. They were treated to 50 eye-catching cars, trucks and motorcycles – “rolling works of art,” as one onlooker described them – displayed prominently at the Hobbs lot.

Many vehicles were “tricked out,” to use the vernacular – customized with the likes of chrome rims, powerful sound systems, modified engines and paint jobs of showroom quality and beyond. Other entries fell into the “classic car” category, cars at least 15 years old and well maintained or restored.

Whatever the classification, each vehicle demanded close examination by the strolling throngs of spectators, pausing often to study the workmanship and imagination going into each showpiece or reminiscing about the



Greg Hobbs

“classics” and their eras.

Best of all, proceeds from the show went to the Social Development Foundation and the youth development

The first “Urban Car Show” took place on a shorts and shirt-sleeve Saturday in late August and drew several hundred spectators,

program of the Social Development Commission. The youth program includes field trips, sports leagues and a variety of other recreational activities. Proceeds came from such things as car registration fees, raffles and the sale of snacks.

Also featured in the show were live broadcasts by La Grand D, 104.7 FM, the southeast Wisconsin Spanish station, and WKKV (V100, 100.7 FM), a Milwaukee area station specializing in hip-hop and R&B music. An array of information booths were available, too, representing the driver’s license recovery program, the Glendale Police Department, a credit union and an auto insurance company. And the Hobbs

dealership conducted bilingual tours of its auto repair facility.

Asked to assess the five-hour, free-to-visitors event, Dale Shuster, SDC communications manager, said, “We were very happy with it.” The show drew well, he noted, even though several other car shows were underway that day in the Milwaukee area. “We feel the goals of the show – raising awareness of our work and fund-raising – both were accomplished.”

The SDC mission, its Website points out, is “empowering Milwaukee County residents to move beyond poverty.”

Planning already is underway for the 2008 show.

-
- Lube Pro's, Hageness, Jeremiah, Beloit Memorial High School
 - Martins Automotive Repair Service, Runge, Doug, Mukwonago High School
 - Master Lube, Ebel, Jason, Neenah High School
 - Matthews Tire & Auto, Steffes, Todd, Fond du Lac High School
 - Matthews Tire & Auto Service Center, Steffes, Todd, Fond Du Lac High School
 - Matthews Tire & Auto Service Centers, Keberlein, Craig, Neenah High School
 - Michels Materials, Pattee, Rick, Fond du Lac High School
 - Midwest Truck Werks, Dreslar, Bill, Mukwonago High School
 - Mr. P's Tires, Pachefsky, R, Pulaski High School
 - Neenah Standard Service, Anderson, Adam, Neenah High School
 - Newman Chevrolet Oldsmobile, Inc., Czerwinski, Mark, Grafton High School
 - Palmen Chevrolet, Palmen, Roger, Washington Park High School
 - Palmen Dodge Jeep, Kaufman, Steve, Washington Park High School
 - Palmen Pontiac Buick GMC, Maack, Terry, Washington Park High School
 - Quality Truck Care Center, Inc., Farwell, Steve, Neenah High School
 - Racine Truck Sales, Koenig, Scott, Washington Park High School
 - Ray's Transmissions, Ray, Neenah High School
 - Richlonn's Goodyear, Richlonn, Brett, Mukwonago High School
 - Richlonn's Tire And Service Center, Nelson, Rick, Washington Park High School
 - Russ Darrow Colonial Chrysler-Plymouth, McGinnis, Keith, Grafton High School
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 - Saturn Of Appleton, Deleeuw, Jamie, Neenah High School
 - Schmit Bros Auto, Inc., Kevin, Ramthum, Grafton High School
 - Stans Service Center, Ruplinger, Stan, Fond Du Lac High School
 - Tim's Alignment & Auto Service, Krawckek, Tim, Fond Du Lac High School
 - Van Bortel Automotive, Inc., , , Green Bay Area Ayes Consortium
 - Van Zeeland's Auto Care Centers, Gurlik, Ray, Neenah High School
 - Vollmer Bros., Inc., Vollmer, Doug, Mukwonago High School
 - West Towne Monona Tire, Manning, Ted, Dane County School Consortium
 - Wilkes Auto Service, Wilke, Ben, Mukwonago High School
 - Zimbrick Honda, Howard, Chuck, Dane County School Consortium

Editor's note: Dealers wishing to participate in an AYES program may contact Ray Pedersen at The Foundation of WATDA, 414-359-1500.

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SELL CARS, PARTS, AND SERVICE, PROFITABLY

Dealers contribute to make Horizon a success

BY BILL NELSON

Gateway Technical College unveiled its state-of-the-art Horizon Center for Transportation Technology at a grand opening Sept. 20. The Kenosha center offers "next generation" training programs for both automotive and aviation students.

Located adjacent to the Kenosha Municipal Airport, the Horizon Center and its educational programs are considered a national model. Its technology infrastructure is totally wireless and interactive with the Internet.

This is a world-class training facility, state and federal officials said, and will prepare automotive technicians to pass all eight of the Automotive Service Excellence certification exams.

In today's competitive economy, "employers don't have the luxury of hiring and expecting a year later they will have an employee tuned to produce," said Emily DeRocco, assistant U.S. secre-



From left: Harold Zimdars, Foundation of WATDA Board Director; Ray Pedersen, Foundation of WATDA executive director; Andy and Kathy Palmen, Palmen Motors of Kenosha; Bryan Albrecht, Gateway Technical College president; Roberta Gassman, secretary, Wisconsin Department of Workforce Development; Emily DeRocco, assistant secretary for employment and training, U.S. Labor Department; Frederick Brookhouse of Snap-on Corporation; and David Lynch, Lynch GM Superstore, Burlington.

tary of labor for employment and training. "They need the employee ready to go when he or she begins work."

This, she added, is what the Horizon Center's educational programs provide.

Snap-on Incorporated, the noted Kenosha-based toolmaker, has partnered with the college. Not only is Snap-on a generous donor, but the Horizon Center will serve as the site of the first-ever Snap-on diagnostics training program. This will lead to automotive students receiving certification for Snap-on's high-end diagnos-

tic tools used around the world.

The Foundation of the Wisconsin Automobile and Truck Dealers Association also is strongly involved in the Horizon Center partnership. It has given a gift to the center, which will serve as site of the WATDA Foundation's Automotive Youth Education System instructor training. Among the scholarships to be offered is the Ray Pedersen Automotive Excellence Scholarship. Pedersen is executive director of the foundation.

Wisconsin labor economists project 630 openings per year for auto technicians, Roberta Gassman, secretary of the Wisconsin Department of Workforce Development, said at the grand opening ceremony. The Horizon Center will play a significant role in addressing this employment opportunity.

Ninety-two Gateway students have begun training this fall in the center's automotive technician program, which uses multiple classrooms and 13 auto bays all integrated with computers.

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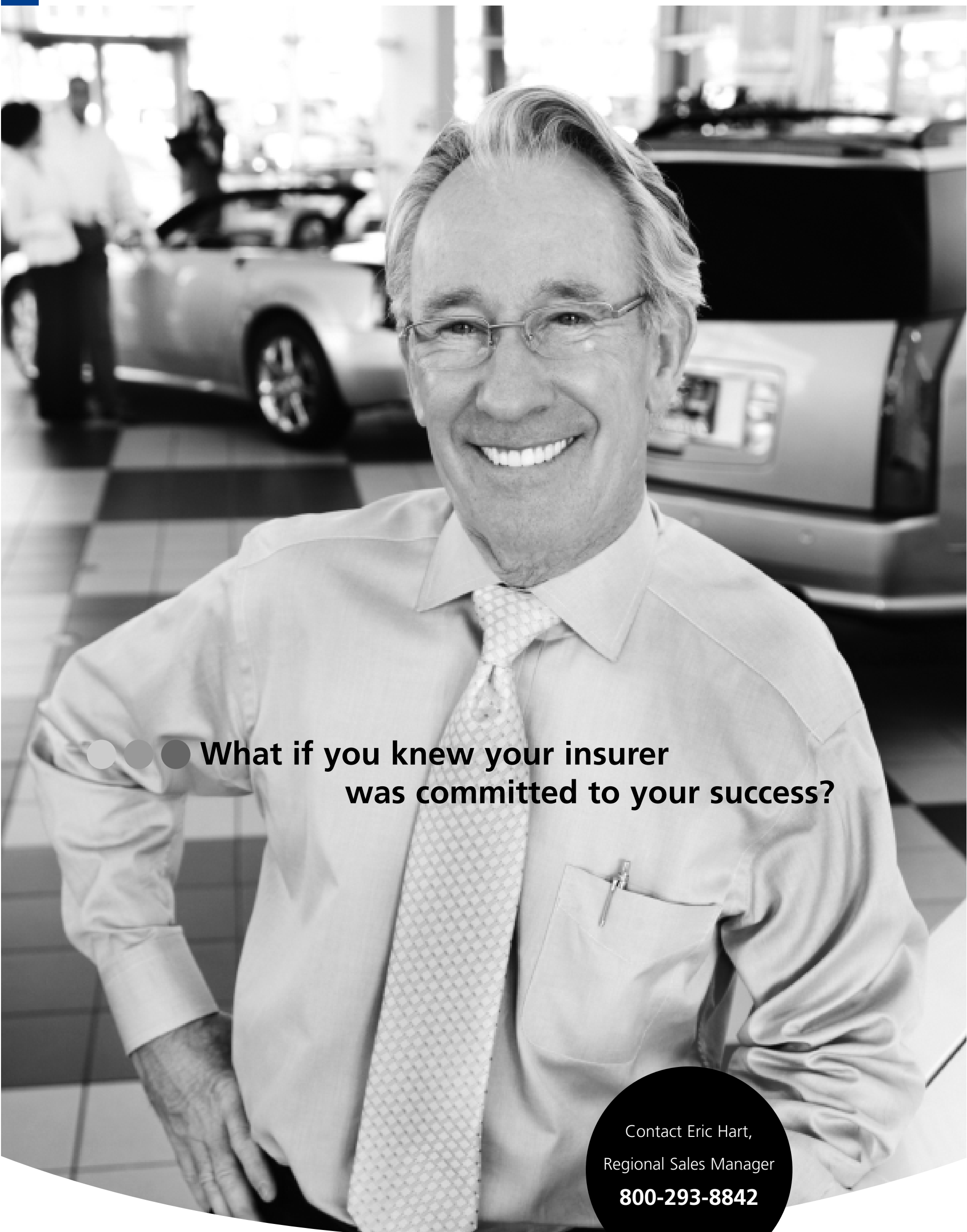
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