




DEALERPOINT

Official Publication of the Wisconsin Automobile & Truck Dealers Association | 1928-2011 | Volume 27 Fall 2011



INSIDE:

- WATDA IS HELPING RAWHIDE EXPAND TO MEET COMMUNITY AND FAMILY NEEDS
- HOPE ON WHEELS COMES TO WISCONSIN

A hand wearing a silver watch holds a thick red rectangular frame. Inside the frame, three questions are listed in a dark grey sans-serif font.

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

Our Mission:

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



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WATDA IS HELPING RAWHIDE EXPAND TO MEET COMMUNITY AND FAMILY NEEDS

When WATDA first agreed to partner with Bart Starr and Rawhide Boys Ranch under the direction of Gary Williams, President Emeritus of WATDA and the WATDA Board of Directors in 1985, there were three boy's homes, an old barn, a small building that housed Starr Academy and a fledgling car donation program. "Twenty six years later, due to this successful relationship of car dealers supporting at-risk boys from around the state, thousands of lives have been turned into productive members of our society. Those who came in 1985 would not recognize the current ranch," stated John Solberg, Executive Director of Rawhide Boys Ranch. "I don't know how many WATDA dealers realize how their support has helped build and support one of the most recognized youth residential program and car donation operations in the state of Wisconsin and the country," noted Solberg.

Due to the support of the WATDA membership, Rawhide built the WATDA Carriage Boys Home (on front cover) that is the hub of operations and home to the About Face residential program. In total, the Rawhide campus has grown to include seven boys homes; newer barns; a state-of-the-art high school; two mechanical repair shops; a café and youth services building modeled after a Western Train Station and completed in 2011. Rawhide serves over 130 boys each year through intensive residential services to both court-ordered and at-risk boys and it is experiencing strong outcomes. The current chapter in Rawhide's 46 year history now includes programs that respond to the needs of boys and girls off campus.



Youth services building, modeled after a Western Train Station.

Now Boys and Girls benefit from Rawhide programs

This year Rawhide finished a five-year strategic plan that will continue to keep Rawhide a source of hope and healing to not just boys but girls and families in crisis. When a young person is harming themselves and others, and a parent can feel isolated and with few options available to help respond to a child's behavioral challenges. Leading up to some of our expanded outreach, Rawhide would receive hundreds of phone calls every year from parents at wit's end over a rebellious child. "Residential service was not always the appropriate response," stated Solberg. "Today we are able to provide services to boys and girls in crisis through Rawhide Youth and Family Counseling centers established in 2008. This year our four outpatient clinics will serve as many girls as we do boys," noted Solberg. "Youth coming to our clinics are victims of abuse or neglect, at-risk of suicide and often involved in behaviors that put their future at-risk," stated Danny Stone, Director of Youth Services at Rawhide.



Rawhide is working with boys, girls and the entire family with Rawhide's Youth and Family Counseling Services that are located in communities throughout the state of Wisconsin.

RAWHIDE NEEDS YOUR HELP.

Please consider a generous year end gift to Rawhide. Your vehicle, boat or cash donation will continue to support life changing environments at Rawhide and equip at-risk youth and families to lead healthy and responsible lives through family-centered care, treatment and education. You may call 1-800-RAWHIDE or visit them online at www.rawhide.org.





L to R: Dylan proudly smiles after his graduation ceremony at Starr Academy. Rawhide Alumnus Dylan, returns to Rawhide to mentor and encourage current students. Rawhide now offers Adventure Camp, week-long summer camps to help at-risk youth develop respect, responsibility and self control.

For example, Dylan, a beneficiary of the Rawhide program, recently shared his experience in coming to an outpatient clinic. He was addicted to pills and alcohol and his behavior had him expelled from middle and high school more than once. He came to Rawhide through one of four outpatient clinics (located in Green Bay, Milwaukee, Appleton and on the Rawhide campus). Dylan admitted that he needed more help. He enrolled at Rawhide as a voluntary placement in the residential program. At first it was difficult to adjust because his body craved the stimulus of drugs to cope with life challenges. But soon Dylan began to respond in productive ways to the structure, love and new skills he was developing at Rawhide. He was seventeen years old but lacked significant credits to graduate on time due to missing much of high school. He was provided an option to complete an accelerated high school program that would help him catch up on his credits. He participated in the vehicle repair program and other jobs on campus. In six months Dylan achieved all the credits he needed to graduate and at his ceremony was joined by teachers from the local school district that had assisted him. It was a day of rejoicing for them, his family and Dylan.

At his graduation, a family member stood up and shared that at one point she told her husband she did not want her son, Dylan's nephew, to spend time with Dylan because of his self-destructive behaviors, now she stated, "I want my son to grow up to be just like you!" This story is made possible because WATDA members cared enough about Rawhide boys to assist in achieving needed vehicle donations. Today Dylan is a powerful mentor to teenage youth at his church and Rawhide. He is attending a one year bible school and intends to enroll at a four year college next fall. He knows his future will be one that encourages other youth and adults to make good choices in the future.

Rawhide Today and in the Future

Rawhide has expanded service offerings well beyond what was offered even four years ago. This expansion utilizes expertise we have established in successfully changing lives of at-risk youth over our 46 year history. Having built a strong foundation in providing residential care to challenging youth, the board of directors approved several new initiatives.

Rawhide Adventure-Based Summer Camps – Each summer at-risk boys from various communities in the state come to Rawhide to participate in several one-week trips canoeing 29 miles along the Flambeau River. They work on a curriculum that challenges them to examine character issues of respect, responsibility and self-control. During discussion times around the campfire they discuss life issues and can earn one high school credit toward their graduation. Parents have expressed how valuable this has been for their sons.

30 Day Assessment and Stabilization Program – Court ordered and at-risk boys can now be admitted to Rawhide for an extensive 30 day assessment period that offers a full array of behavioral, emotional and academic assessments to diagnose what future care needs may work best for youth.

Family Weekends – In November Rawhide will begin offering a full weekend of group therapy for families that are struggling with child behavior issues that impact the entire family. These weekend retreats will address issues with the child and with the parents to help build better communication skills and address emotional wounds that have developed because of challenging behaviors. These weekends will be hosted at Rawhide initially and at local camp settings to accommodate overnight stays.

Without the support of the WATDA and its dealer members, Rawhide would not be able to offer innovative programs that respond to children and families seeking solutions to a child in crisis. WATDA members support Rawhide financially, through vehicle donations and have been important volunteers in collecting donated vehicles at their dealerships, processing the title paperwork and storing the vehicles until Rawhide can pick up the donation. Because of the support of WATDA members, Rawhide is expanding its services and making a difference. In addition to these programs, WATDA invests in the Rawhide youth through sponsoring a trip to Madison each year hosted by Bill Sepic and Gary Williams to tour the state capitol building, the Veterans Museum and Camp Randall. This annual trip is always a highlight to boys residing at Rawhide (see front cover) and reflects a deep and lasting commitment to Rawhide youth. "The twenty-six year relationship of Rawhide and WATDA is something I hope every member is aware of and proud to be associated with," concluded Solberg.

For more information about Rawhide, please go to their website at www.rawhide.org. ●

Hope on Wheels Comes to Wisconsin

The Marshfield Clinic was awarded a \$100,000 grant from the Hyundai Hope on Wheels program to help children fighting cancer. This grant is one of 71 given nationally by Hyundai and the only award presented in Wisconsin. The program provides funding to raise awareness, celebrate hope and fund research and programs that lead to improved therapies, treatments... and ultimately a cure.

Ken Vance sits on the national board of directors for Hyundai Hope on Wheels and penned a supporting letter for the clinic in the application process. The presentation ceremony, held at the clinic on September 9 included a presentation by 16 year old Katie Carey, a cancer survivor who received all of her treatment in Marshfield. Katie's mom, Wendy is an employee of Ken Vance Motors.

Following the check presentation, all children who are oncology patients were invited to put their handprint on a special banner commemorating Marshfield Clinic's efforts to improve care and ultimately contribute to the fight to end childhood cancer. The handprints are the Hyundai Hope on Wheels symbol, a personal symbol honoring each child's personal triumphs in their fight against childhood cancer. Whether it's completing

a round of chemo, celebrating a beautiful new head of hair or receiving a clean bill of health, one childhood cancer patient's milestone can be another's symbol of hope.

The majority of children being treated for cancer at Marshfield Clinic live many hours away, and have few local resources for psychological or social support in the primarily rural communities from which they come. The grant will pilot virtual links between the pediatric cancer patient and the oncology team aimed at increasing psychological functioning of the patient, in order to support the child and caregivers at a distance.

Hyundai Hope on Wheels is a united effort of 800+ dealers across the country. Since 1998, Hyundai dealers have directed a portion of each car sale toward this effort, and have contributed to date more than \$23 million toward helping kids fight cancer.

"Of all of the projects I've been involved with in my life, this one gives me more feeling of purpose than any other," says Ken Vance. "The day when no three-year-old will be told 'you have cancer' is the goal we all work toward." ●



Wisconsin Hyundai dealers presenting Hope on Wheels grant to Marshfield Clinic, l-r: Travis Tilton, Kocourek Hyundai Kia, Wausau; Ken Vance, Ken Vance Motors, Eau Claire; Don Scaffidi, Scaffidi Motors, Stevens Point



Ken Vance and Katie Carey, at the grant presentation.

F & I Conference Offered Thursday December 15th in Madison

Refresh your knowledge of Wisconsin's consumer laws in this one-day F & I course. Make sure your team is doing things the right way. Learn everything from the basics to recent court decisions that impact dealerships taught by Gary Antoniewicz of the Boardman Law Firm and Sue Miller, Vice President Education, IT and Services of WATDA.

Thursday, December 15 • Holiday Inn American Parkway, Madison • Seminar 8:30 – 4:00
See www.watda.org For More Information

WISCO, the Dealer's Partner

Tax Savings Available for Dealers

The Tax Relief Act of 2010 includes provisions designed to stimulate our economy through tax incentives aimed at encouraging businesses to increase their investments in equipment by the end of 2011. The act expands the additional first-year depreciation deduction (bonus depreciation) to equal 100 percent of the cost of qualified equipment placed in service before January 1, 2012. The bonus depreciation drops to a 50 percent rate for 2012. In other words for 2011 you can purchase equipment, and if it is advantageous for your tax situation, you can expense the entire cost of the equipment in 2011.



NOW is a good time to check with your tax consultant and to review your equipment needs. If you are in need of equipment for your shop what better place to look than your own co-op. WISCO's equipment lineup includes names known industry-wide. We have Challenger lifts, Hunter and Snap-On alignment systems, wheel balancers, tire changers, and brake lathes. Pro-Cut and Ammco brake lathes are also part of the WISCO offering. We have Coats and Corghi tire changers and wheel balancers, Borroughs, Shure, and Equipto shelving, bins, and work benches. Orion energy saving lighting and NitroFill nitrogen tire filling machines are offered by your co-op. You can save money on this winter's high heating costs with an Energy Logic waste oil furnace or a MacroAir fan from Black Gold. The list continues. Check us out at www.wisco.com to view our entire product offering.

WISCO's entire reason for existing is to save its members money on their purchases. We have several excellent equipment programs in place. Call 800-274-2319 for information, demos, or pricing. By acting now WISCO members can not only save money on their equipment purchases, but may also save on this year's tax bill. ●

Zimbrick Fish Hatchery Road Partners with Susan G. Komen

For a second consecutive year, Zimbrick Fish Hatchery Road Madison General Manager, Kendall Dahmen spearheaded an effort to partner with the local affiliate of Susan G. Komen for the Cure. A portion of their proceeds for any new or used car sold, or any vehicle serviced, during September and October, will benefit Susan G. Komen for the Cure of South Central Wisconsin.

A number of employees at this Zimbrick Campus, which includes Honda, Infiniti, Saab, Buick and GMC stores, have dealt with breast cancer. Two chose to go public in their radio ads; Patty Schreiber, Assistant Parts Manager, who has been dealing with it herself, and Bob Starczynski who lost his wife last year to breast cancer. Others at the Fish Hatchery Road campus have lost people close to them also, preferring not to go public.

This year, all employees have pink shirts to wear each Monday, they changed their outside lights to pink, even the balloons on the lot cars are pink. "The most visible thing we did," said Laura Schultz, Zimbrick Marketing Manager, "was include it in all of our marketing materials, website, social media, e-mail signatures, TV ads, radio ads, newspaper ads, billboards. Additionally, we offered two educational seminars for our employees to learn more about breast cancer." ●



The Celebration of a Century

BY GARY BEIER, FOUNDATION DEVELOPMENT DIRECTOR AND SUSAN HESSEL



Dahl Automotive officially celebrated 100 years in the automotive business with a series of events throughout the LaCrosse and western Wisconsin area.

In March, Dahl launched its Charity of the Month program which concludes this month. The Dahl Family Foundation matched each dollar donated at the automotive service locations in La Crosse, Onalaska and Winona. With each vehicle purchased, an additional \$25 was contributed to the charity of the month. The funds raised for the six selected, nonprofit organizations were presented at the 100th Anniversary Event. Those organizations include The Y, Multiple Sclerosis, Boy Scouts, Family and Children's Center, Operation Homefront, and Steppin' Out In Pink.

"One of the core values of our business is to promote giving back to our community," said Dan Swift, General Manager of the Dahl Automotive group. "We are thrilled to have far exceeded our initial goal of \$50,000 for local charities thanks to the commitment of our team members and the support of our guests."

On Monday, August 15th, Dahl Automotive of La Crosse hosted the Strictly Business After 5 Event for the La Crosse Area Chamber of Commerce along with a Grand Opening Celebration of the new Dahl Auto Museum at 711 South 3rd Street, La Crosse.



Mr. Kenneth M. Czubay, Vice President of U.S. Marketing, Sales and Service of Ford Motor Company presented Dahl Automotive with an official Ford 100-Year Plaque in celebration of their many years in business, which was immediately followed by a ribbon cutting ceremony at the Dahl Auto Museum. The museum captures 100 years of Dahl history in a 10,000 square foot space featuring twenty cars dating back to 1911. "This museum is a walk through time and a walk through historic Wisconsin," said Andrew Dahl. "We are a proud family and a proud member of our community. I know this museum will be a central community place for decades to come in La Crosse."

Visitors from throughout greater LaCrosse joined the Dahl Automotive team at their 100th Anniversary Event Saturday, August 27th at the new museum in downtown La Crosse for tours, family entertainment, and live music by The Freezers.

The 100th anniversary festivities were capped off with an antique car tour to Westby, home of the original Dahl Ford dealership. All-in-all some 2,500 guests took part in the color centennial celebration.

At 100 years old, Dahl Automotive is the ninth-oldest family-owned Ford dealership in the nation. Five generations of the Dahl family have influenced the automobile industry over the last ten decades. Their legacy began in 1896 with a small general store and quickly grew to sell the Ford Model T in 1911.

As business expanded, the Dahl family transitioned from selling Ford models in their general store to opening small dealerships throughout Wisconsin. The expanding company now employs more than 150 team members. It has dealerships in La Crosse and Onalaska, Wisconsin, offering a vehicle lineup of Ford, Lincoln, Subaru, Hyundai and Mazda; as well as Winona, Minnesota offering Toyota models.

"It is such an honor to have been a part of the Ford family for 100 years. Ford vehicles are some of the finest in regards to reliability and safety. I am pleased to represent such a technologically advanced, class-leading, and community-centered company," said Andrew Dahl. "The importance of our guests was recognized from the very beginning – all of this would not be possible without their loyalty and support." ●

The Foundation's Foundation Ray Pedersen Retires

BY GARY BEIER, FOUNDATION DEVELOPMENT DIRECTOR

When Raymon L. (Ray) Pedersen officially announced his retirement plans at the June board meeting of the foundation, the air was filled with a sense of gratitude for the pioneering spirit that drove him to rally Wisconsin's transportation leaders to create a unique and lasting entity, The Foundation of the Wisconsin Automobile and Truck Dealers Association.

Ray and I talked about his journey through the history of this Foundation. It is a story of a man with a mission – ours. For Raymon L. Pedersen this has been much more than just a job with the title of Executive Director as he says, "I've had the privilege of developing something that had not been done before and developed it in such a way that it will have a life of its own."

Ray began his final report to The Foundation of WATDA Board of Directors with this deep sense of gratitude for what we have all accomplished together during his eighteen year journey. It started with the mission, "To increase the quality and quantity of young people entering the auto and truck industry in Wisconsin". Ray adds that it also was designed to enable dealers and others associated with the transportation industry to achieve a statewide 501(c)(3) IRS-approved philanthropic program under the auspices of the state dealer's association.

There are many chapters to the story of Ray Pedersen's achievements with our Foundation.

As Ray stated, "In the beginning it was very clear that the need was to develop a scholarship program in an efficient and professional way." The scholarship program was designed to provide funds and tools for young men and women who aspired to become auto and truck technicians. Ray stated, "The initial scholarship committee that I enlisted consisted of technical college administrators, dealers, service managers and public school teachers. This committee established a plan and a process that consists of four steps for students: application, testing, interviewing and dealership placement." Ray noted that in the early days this program was very labor-intensive. The results of this process have provided over 1,400 young people full-time life-supporting jobs in Wisconsin dealerships – and the long-term retention rate of recipients is amazing. 83% are still at work in the industry after 15 years. Summing

up, Ray says, "If there is one element that has been the key to the success of this program it has been the partnership between educators, industry and our dealers."

Ray talked about a facet of our scholarship program that separates it from so many others. "One of the major successes of this Foundation is directly related to the partnership that we have had with Snap-on Corporation in Kenosha. At the time of my employment, the CEO of Snap-on was Bob Cornog. I had known Bob during my years in the parish in Kenosha as

well as other key Snap-on executives. Gary Williams and I met with Bob Cornog in those early days to secure their partnership as it related to tools for students. We must express our deep appreciation to all of the leaders of Snap-on who have consistently partnered with us these many years. I constantly remind technical colleges and dealers that Snap-on is the only tool company that gives this kind of support to our students."

Automotive YES was launched in the fall of 1995, about a year after Ray started. He became acquainted with this national program that was originally launched by General Motors. Mr. Pedersen stated that, "It became clear to me that I needed to take the lead of this element of our program to ensure that the high schools in Wisconsin were teaching material that met industry

standards. The first high schools in the state and frankly in the country were Washington Park in Racine and Pulaski High School in Milwaukee."

This program has grown to thirteen different sites, servicing over 140 high schools in our state and is managed by Jeff Dowd, who joined Ray in 2000 to assist in implementing this statewide program. Ray calls AYES "the farm team" for quality students who are looking to continue their technical education and build a career in our industry.

It became obvious in the early days that the state's high school automotive teachers needed state-of-the-art information that would enhance the quality of the students coming from the schools. Ray and Jeff assembled an initial group at the North campus of MATC Milwaukee that included Carl Hader, a high school automotive instructor at Grafton High School, and Jim Eden, the man in charge of the automotive programs at MATC. From this nucleus has grown what we now call our Summer Institutes that provide manufacturer training for a full week.

Pederson continued on page 10...





Ray noted that, "around 2001 Ken Starkman from the Department of Public Instruction called me to indicate that leadership was needed to manage the Vocational Industrial Clubs of America (VICA) contest on a statewide basis. Because of reduced funding the Department of Public Instruction didn't have the manpower necessary to plan and implement this contest. Because we had become partners with Bryan Albrecht who

at the time was also at the Department of Public Instruction, it became clear that this needed to become another element of our program activity." Over the years Ray has enlisted retired teachers who demonstrate leadership ability to help plan and implement contests that would test students' ability to learn the new technologies of our industry. Today this initiative is lead by Julie Olson, Foundation Program Director, Jeff Dowd and Dan Wooster along with a committee of volunteers that has included Bob Slane of Wausau and Larry Ayres of Brodhead. They produce the largest section of the statewide technical career contest now known as SkillsUSA. Wisconsin's 2010 Skills champion went on to victory over 5,000 of his peers at the national event.

Ray proudly relates the Foundation's on-going efforts with career exploration for young people. "We started conducting career awareness meetings in individual dealerships around 1998. We needed to introduce high school students and their parents to the variety of occupations that are necessary to manage a typical dealership. The program has grown to serve many locations throughout the state, including the Technical College System and Workforce Development centers."

Ray talked about the early Foundation days when Loraine Schuffler, who represented the Humphrey Foundation sat on the Board of Directors. "She consistently encouraged us to develop a community challenge grant program that matches foundation dollars with local dealer dollars for dealers local interests. Over time as finances became available, we were able to establish this program." It has generated over \$275,000 and one-hundred matching grants throughout the state.

It all comes back Ray's gratitude as he closed by telling me, "I had the privilege of developing, in my career, two organizations. One was a Lutheran Church in Kenosha. When I came there it was a little Danish church and when I left it was no longer little and it was no longer predominantly Danish. I've had the privilege of starting a foundation for a group of car and truck dealers who wanted to do something good in the name of their industry and needed somebody to lead the charge and I've had the privilege of doing that." ●



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CenterStage

AWARDS, HONORS, MILESTONES

Trecek Automotive announces their first GM World Class Technician. Stephen Klump took over 450 hours of training to reach the level of GM World Class Technician, one of 1,571 nationally.

"It takes a lot of commitment and hard work to earn the World Class distinction," says Dennis Trecek owner of Trecek Automotive. "Steve has been employed here for over 29 years and completed over 4,000 hours of training. In addition, he has earned Master Technician and ASE certifications in various vehicle specialty areas along the way," said Trecek. "We are proud to acknowledge Stephen Klump as a GM World Class Technician and his commitment to provide superior service to all GM customers through the expertise achieved in his GM training and technology."



L-R: Kevin Torrence, General Motors; Dennis Trecek, Owner, and Stephen Klump, World Class Technician, Don Hughes, Service Manager, Trecek Automotive; Michael Hardwick, General Motors.

The 2011 Wisconsin 75 an annual ranking and recognition of the largest closely held companies headquartered in Wisconsin includes six WATDA members. The list ranks the top 75 companies by revenue, as determined by a voluntary submission of a qualifications form. Bergstrom Automotive, Neenah ranks 23rd; Boucher Automotive Group, Greenfield ranks 27th; Ewald Automotive Group, Franklin, ranks 35th; JX Enterprises, Waukesha ranks 50th, Badger Truck Center, Milwaukee ranks 66th and Holz Motors, Hales Corners ranks 67th.

Bell Ford, Arlington marked its 80th birthday in July, 2011, but their history goes back even farther than 80 years. Arlington Garage was formed in 1914 by William Bell, and three business partners. When it became apparent that the "new-fangled" automobiles were here to stay, the business continued to grow, and four years later expanded to the north side of Main Street. By 1930 Bell had bought out his business

partners and his son Gene became his partner. The two signed a contract to become a full Ford dealership the following year, and Bell Ford has been synonymous with Arlington ever since.



The dealership had an incident in 1934 that gained them a bit of fame. There was a collision between a car from a local canning factory and a fancy vehicle with heavy tires, laminated windows and Illinois license plates. According to the Arlington Centennial Book, written by Geraldine Rouse, "As was customary when an accident had occurred, a crowd gathered to observe the damage. Estimates were made and the two drivers went up to the factory to settle up. The Illinois driver readily paid in cash and he and his woman companion were soon on their way."

Later that day, news on the radio told of the recent escape of John Dillinger and "Baby Face" Nelson from Chicago. Dillinger was soon after involved in the infamous shootout at the Little Bohemia Resort in Northern Wisconsin. Residents later recalled that while at Bell Ford "Baby Face" and his companions kept their backs to the wall, allowing no one to get behind them and another car was parked in front of the tavern with its motor running the whole time.

Gene Bell took over operations in 1949, adding a showroom and new repair area. In 1962 his son Bill, current owner, became his partner. Gene passed away in 1983 and Bill has run the business ever since.

Bergstrom Automotive Victory Lane in Appleton hosted Drive for the Cure, a two day event featuring a special fleet of 100 Bergstrom Vehicles available for test drive. For each mile driven Bergstrom donated \$1 to Susan G. Komen for the Cure. The event raised more than \$40,000 in 2010. Vehicles available for test drive included: BMW, Mercedes Benz, Lexus, Volvo, Land Rover, Acura, Audi, Porsche, MINI, Infiniti and Fiat.

Mark and Patti Olinyk, **Mark Motors**, Plover, presented the ACT Playground committee with a check of \$2,500 along with a \$500 matching grant check from the Foundation of WATDA and a \$2,500 matching funds check from Toyota Dealership Match program.

Tom Marty, a service technician for **Mid-State Truck** in Plover captured the Top Service Technician award at the Navistar Service Tech Rodeo in Schaumburg, IL. Selected from an overall group of the top 400 technicians at International and IC Bus dealers, the group was narrowed down to 12 through on-line testing with the highest scoring techs in each region of the US and Canada invited to compete. ●

From Around the State

Please send your news From Around the State to jjfarmer@watda.org.

Palmen Motors, with Chrysler brand stores in Racine and Kenosha, as well as GM and Kia stores in Kenosha, has added a Fiat studio in Kenosha to their holdings. The 2,500 square foot studio includes a coffee bar, fan paraphernalia shop, three Fiats and a comfortable closing room designed to make you feel like you're at home.



Schmit Bros. Ford, Saukville is embarking on an expansion project in conjunction with a reconstruction project on Hwy 33 in front of the dealership. The brick clad north side of the existing building will be demolished and replaced with a new showroom and offices. Additionally the project will create a more customer friendly drive-through service department. The new building should be completed in time for Schmit Bros. 100th anniversary in October 2012.

Plach Automotive in New London spent the summer under construction to facilitate compliance with the new GM corporate look. The signature blue portal will be placed at an angle to the corner of the building changing the shape of the showroom and offices. It was completed near the end of September.

Bergstrom Automotive has purchased Gustman GMC of Green Bay. The new dealership will be called Bergstrom Cadillac GMC of Green Bay, moving the Cadillac and Used Car Superstore from Ashwaubenon to the Taylor Street location.

Gustman Automotive is adding Buick and GMC lines to the Chevrolet dealership in Kaukauna in conjunction with the sale of the Green Bay location. ●

Foundation Secures Two New Major Benefactors

BY GARY BEIER, FOUNDATION DEVELOPMENT DIRECTOR

This was an unusually outstanding summer for the Foundation as we added two new Major Benefactors to our rolls.

John and Richard Bergstrom made a pledge to the new Shares in the Future program to create a permanent fund that will support scholarships and the overall operations of the Foundation.

David Lynch and the Lynch family initiated a multi-year commitment to the Foundation general programs.

These generous gifts will provide a solid support base for the overall efforts of the Foundation of WATDA for many years to come. Major Benefactors have reached a cumulative giving level of \$100,000 with general or long-term direct gifts. ●

The Foundation's Major Benefactors now include:

Glenn & Gertrude Humphrey Foundation

Jim & Sue Lecher Family

Jerry & Dorothy Holz & Family

Ken & Roberta Vance & Family

Emil & Barbara Ewald & Sons

John & Cindy Amato

Sue & Russ Darrow & Family

Michael, Patrick & Mary Lynch

Bob & Joan Kolosso & Family

John & Richard Bergstrom

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Technical Education and Teamwork Make a Winning Combination

BY GARY BEIER

Deb Atchison, Service Manager at Brenengen Chevrolet in West Salem has worked in education and automotives for most of her professional life. She values a good team and the merits of a good technical education.



It all started when Deb became a teacher's aid in elementary education where she worked for seven years. A service manager from a local dealership recruited her to be, as she describes, "girl Friday" in their service department. It wasn't too long and she was filling in for service consultants, and then the technicians requested her for a full time service consultant.

Deb's career took a quantum leap when she joined the Brenengen Chevrolet team where she eventually became, and still is, the Service Manager. Atchison says, "At our service department, which runs from 6 a.m. to Midnight weekdays and 7:30 a.m. to 4 on Saturdays, my shop foreman, the night service manager and I work as team."

Atchison says this team is a key to their success with the 14,000 service orders that they fill every year. A big part of this work, of course, is their technician team. Brenengen has 12 full-time service technicians and eight quick-lane techs on duty throughout the week. A key part of their technician recruiting efforts involves the educational efforts of our Foundation and Western Wisconsin Technical College. "We started with the Youth Apprenticeship program and found even more student resources as the Automotive Youth Educational System and the Foundation of WATDA programs grew. That's what got us into scholarships. We like recruiting from the technical college because that's where kids show the most interest in our industry."

"We've had quite a few students in the Foundation scholarship program through the years," Deb said, and she has enjoyed her relationship with Ray, Jeff Dowd and Julie Olson through it all. Right now they have two scholarship students on board, one who recently graduated. She added, "This is a really good program."

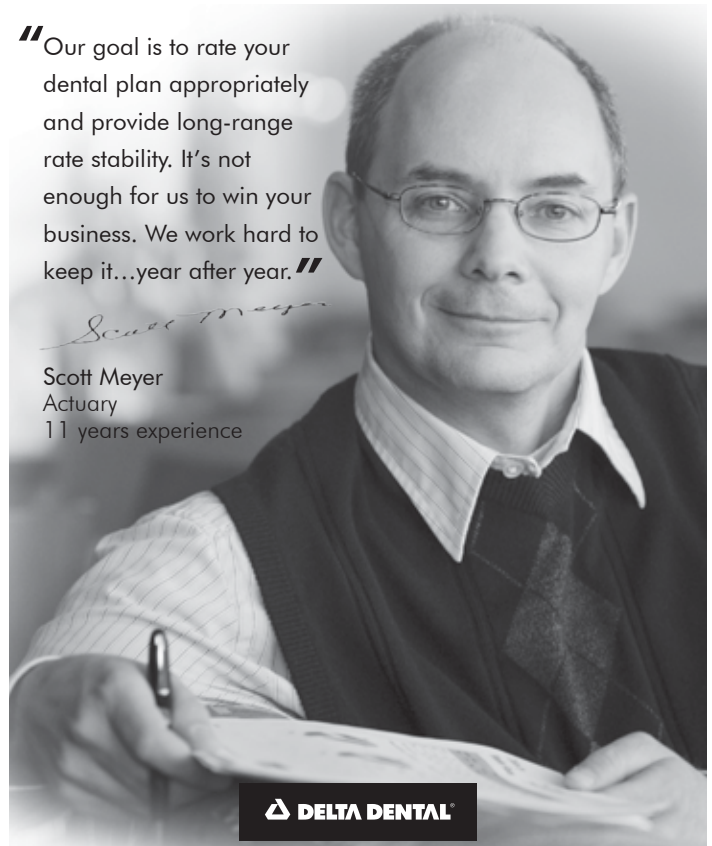
Deb, an Onalaska native, has been married to Brent for 36 years. They have two daughters and four grandchildren.

Her humble perspective on a successful career, "I never thought that I'd be doing something like this, but I sure enjoy it." So do her customers and the foundation scholarship students that she has supported throughout the years. ●

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NADA Director's Report

BY KEN VANCE



To all of you who have helped reach our DEAC goal, a big thank you. To those of you on the fence, please jump over and give us a hand. We all know the importance of supporting good candidates and this is a very cooperative way we can work together to get the job done. Thanks.

Congratulations to all who worked so hard on S.B. 96 and A.B. 132 which passed the last week of October. We once again have franchise laws that assist us as we go about our day-to-day operations of our business. I know staff worked extremely hard and had some difficult hurdles placed in front of them.

Just so you know, I can share something with you besides a request for funds, please review and share the following: I re-read it often. Have a great Holiday Season. ●



Attitude. "The longer I live, the more I realize the impact of attitude for life. Attitude, to me, is more important than facts. It is more important than the past, than education, than money, than circumstances, than failures, than successes, than what other people think or say or do. It will make or break a company... a church... a home. The remarkable thing is we have a choice everyday regarding the attitude we will embrace for the day. We cannot change our past... we cannot change the fact that people will act in a certain way... we cannot change the inevitable. The only thing we can do is play on the one string we have, and that is our attitude... I am convinced that life is 10% what happens to me, 90% how I react to it. And so it is with you... we are in charge of our attitude." *Adapted from a statement by Charles Swindoll*

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RawhideProfile

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

Student of the Month: Aidan The Path to Renewal

My name is Aidan and I am sixteen years old. I have been at Rawhide for two months. My favorite hobbies are working with animals, hiking and just being outdoors.



I really enjoy the classes at Starr Academy because all the teachers are great to be in class with. The classes are also interesting and fun. After high school, I'm considering joining the military or attending college. I would like to pursue a degree that would enable me to apply for a position with the Department of Natural Resources. I would like to work for the DNR because I love the outdoors and want to protect it for the enjoyment of future generations.

I would like to thank all the staff at Rawhide because each one of them is here to help us. I appreciate how friendly they are. Rawhide has really helped me with my relationship with my mom. Now we communicate better and our relationship is being restored. I have decided to look forward in my life and not backwards.

This attitude has helped me make changes and be successful at Rawhide.

One of my favorite things to do at the ranch is to interact with the horses. It always makes my day better just saying hello to them and giving them treats. I also enjoy the Beat the Heat class when we are working on the race car. I am very thankful for my time at Rawhide and for the help I have received to make positive changes in my life. ~ Aidan

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

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Tribute

We pay tribute to two WATDA Past Chairmen in this issue of Dealer Point. Both men had a major impact on your association, and generously gave their time and shared their passion for our industry. We extend our deepest sympathy to their families.

ROY CARLSON

WATDA Chairman 1988

WATDA Insurance Trust Chairman 1985-1999

Gold Award Recipient 1999

NADA Director 1992-1998



Roy Carlson, age 80, of Reedsburg died on Friday August 26, 2011, at his home. Roy was born July 30, 1931 to David and Ruth (Larson) Carlson in Medford, Taylor County, Wisconsin. Raised on the family dairy farm in a log cabin during the depression Roy said, "I got into the car business because I have liked automobiles since I was ten years old." His first job was car washing for Cadillac Motor Division

factory branch in Highland Park, IL. His cousin "altered" his birth certificate because Roy was fifteen years old at the time. Roy's passion for cars led to a career in the automotive industry working for General Motors in Green Bay, Milwaukee, Chicago and Kansas as the Zone Service Manager. Roy resigned from General Motors and purchased the former Matousek Motors in Reedsburg on September 13, 1973 with his wife Sandy (LaRae Wimer) renaming the business Carlson Pontiac Cadillac Inc. His son Brad Carlson started the dealership with his father. In 1978 Carlson's purchased Schutz Motors and acquired Oldsmobile and GMC Light Duty Truck franchises and improving the property with a blacktopped lot and a modern, clean service department.

An activist in the automobile industry, Roy served his fellow dealers in both state and national associations, as well as a member of the National Dealer Council. Roy and Sandy funded a scholarship at the Reedsburg Area High School for anyone pursuing an interest in the automotive industry.

Roy is survived by his wife and best friend of sixty years, Sandy (LaRae) Carlson; children, Shelly Carlson, Reedsburg; Brad (Trudi) Carlson, Madison; and LaVinda Carlson, Reedsburg; grandchildren Clay and Cain Carlson; Tom and Steve Ritzer and Blake Boyce; brother Lester Carlson, Medford; sisters Gladys Pawelko, McHenry, IL; Ethel Miller of Racine, as well as many nieces, nephews, relatives and dear friends.

Services for Roy Carlson were conducted on Thursday, September 1, 2011 in Reedsburg. A private family burial service was held at the Evergreen II Cemetery, Medford, WI.

"Roy enjoyed the camaraderie of the association. It gave him the opportunity to make new friends in his many leadership roles in both our state and national associations. Roy was a tremendous contributor to our policy development," said WATDA President Emeritus Gary Williams, who worked with Roy in all of his years of involvement. ●

JERRY LONG

WATDA Chairman 1992

Gold Award Recipient 1999



When Jerry would enter a busy room, he did not have to announce himself. Everyone immediately recognized his deep chuckle, and they were genuinely glad to welcome him. He brought the camaraderie. He brought the glue. Jerry's impact on your WATDA, on the Board and on the staff was nothing short of remarkable at every level.

Jerry was a Chrysler dealer in Ripon, who also owned a sizeable fleet of school buses that served the community. His volunteer leadership extended to the state School Bus Association, as well as to WATDA.

Jerry will forever be remembered for two things. First, he went to dealer meetings throughout Wisconsin with a single message:

"If there is a fundraiser for a legislator or a legislative candidate in your sales area, there is absolutely no other place more important to be."

He was a leader in his day to link the importance of campaign participation to what democracy is all about, and why dealers have a stake in it.

Second, Jerry will be remembered for his picture with Ron Boldt, Platteville, Gary Williams and Bart Starr all atop four horses at Rawhide. It was the kickoff of WATDA's partnership with Rawhide, and the vehicle collection program. Jerry and Ron convinced the Board that was the right thing to do. Years later he could look back and chuckle that those efforts led to hundreds of kids getting help and a new chance at life.

In recent years Jerry was impaired by a stroke, and this summer he developed stomach cancer. When Ray Pedersen visited him a week before his death, Ray found that Jerry's chuckle was still there.

Our sympathies go to Donna and the kids, and to Donna's mother Mabel Bloedel, all a close family.

In memory, Jerry will remain a member of the WATDA family forever. ●



Legal Update

The WATDA Advertising Review program, operated by the UW-Milwaukee Center for Consumer Affairs, has compiled a list of the advertising types that tend to play in the gray area of the established black letter of the law. These are advertising campaigns that are frequently used by dealers, some doing a better job of hugging the law than others. WATDA's DMV Advisory Committee (a committee consisting of DMV staff, WATDA staff and dealers from throughout the state) have discussed many of these issues with the end result being, "reasonable minds can differ". Therefore, in an effort to have consistent enforcement that is fair to all dealers and consumers, the UWM Center for Consumer Affairs and the DMV Advisory Committee asked if DMV would publish their interpretation of the below advertising examples.



Wisconsin Department of Transportation Advertising Guidelines | August 2011

1. Trade-in value – Advertising a set trade value or a minimum trade value is allowable under TRANS 139.03(4). However, advertising a vehicle price in an advertisement which includes the trade value is prohibited under the premise it is misleading to assume everyone purchasing a vehicle will have a trade-in. Additionally, an advertised price cannot include anything a consumer must contribute to receive that price, such as a trade or down payment. For example, "We'll give you \$3,000 or more for any trade" in an advertisement is okay. However, a dealer cannot advertise a vehicle, originally listed at \$12,000, for \$9,000 in the advertisement with a footnote stating "Price includes \$3,000 trade or down payment."
2. Qualifying rebates – If an advertised price, payment or promotion includes rebates that will not apply to every consumer (qualifying rebates), the advertisement must specifically state the TYPE and AMOUNT of the rebate per vehicle or promotion. The TYPE and AMOUNT must be listed near the final promotion price in the main advertisement and not solely in a footnote. Rebate qualifications may be listed in the footnote.
3. Sign & Drive – Sign & Drive advertising is permissible if the only payment required to drive a vehicle off the lot is "tax, title, license and service fee". If there is any situation in which a consumer may be required to pay more than "tax, title, license and service fee", Sign & Drive may not be used. For example, if the advertised payment amount includes a \$500 College Grad rebate, Sign & Drive is prohibited because certain consumers won't qualify for that rebate. However, if the advertised payment amount only includes rebates that every consumer qualifies for, Sign & Drive can be used.
4. Range of model years – It is permissible to advertise a range of model years as long as you advertise a range of prices as well. For example, used Chevy Malibu's '05's to '09's from \$8,999 - \$14,999.
5. Employee Pricing – The "Employee Pricing" promotion is interpreted as a manufacturer program and vehicles are offered at the manufacturer's employee price. If an "Employee Pricing" promotion is being offered solely by a dealership, not a manufacturer, the dealer must disclose this in their advertising by including the following statement; "Not a manufacturer program. Customer to receive (DEALERSHIP NAME) employee's pricing." The dealership must provide evidence of employee pricing policy to Dealer/Agent Investigators if requested to validate program.
6. Dealer rebates – A "dealer rebate" program or incentive is not permitted. Manufacturers offer "rebates"; dealers offer "discounts". Therefore, dealers are prohibited from offering a "dealer rebate" and must disclose their incentive as a "dealer discount".
7. Vehicle awards – Vehicle awards can be advertised as long as the award source and year are stated in the advertisement and it matches the year of vehicle being advertised. It is misleading to advertise a vehicle award for any year other than the advertised model year. For example, if advertising a 2011 Buick Enclave, you can only advertise a 2011 award such as "2011 Consumers Digest Best Buy Award".
8. Guaranteed Credit Approval – A dealership can advertise this if in fact, the dealer is willing to grant credit to everyone. If a down payment is required to receive credit approval, the following disclaimer must be included in the advertisement; "Minimum down payment may be required". If receiving credit requires an individual to provide a down payment greater than 25% of the final purchase price after discounts and incentives, the dealer is not really financing the vehicle and the statement "Guaranteed Credit Approval" becomes misleading. Therefore, a Guaranteed Credit Approval promotion is only permitted if the consumer may be required to provide a down payment less than 25% of the final purchase price after discounts and incentives. ●



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Legislative Update

It's been a very eventful year in the Wisconsin legislature. Republicans control the Senate, Assembly and the Governor's office. They hit the job running in January by passing laws designed to cut state spending and regulations. In an effort to create 250,000 new jobs, they have actively publicized that Wisconsin was "Open for Business". In the process they eliminated public employee unions' collective bargaining ability so that going-forward those entitlement costs will more closely resemble the private sector and (in theory) save taxpayer dollars.

The upheaval from the above actions put Wisconsin in the world spotlight with Senate democrats fleeing the state to shut down the legislature's ability to pass any laws affecting the budget. Meanwhile, the AFL-CIO organized union protesters from throughout the country to make a pilgrimage to Wisconsin (in February!) to stage massive protests. To this day they gather daily in the Capitol rotunda to engage in song and protest.

With this backdrop the Wisconsin legislature has set out to do the people's business and WATDA has set out to do the dealers business. There have been a lot of bills passed, but we have chosen here to highlight those most affecting the dealers.

Sunday Closing Law

The cobwebs of the numerous inauguration celebrations had not even cleared when WATDA caught wind of a bill being circulated around the Capitol that would do away with the Sunday Closing law. WATDA alerted the dealers and contacted the bill's author to register our opposition. The author actually thought he was doing the dealers a favor by allowing them to be open on Sundays. After receiving numerous calls from dealers and discussions with WATDA staff, the bill was withdrawn.

Dealer Plate Stickers

DMV changed their Registration and Titling System (RATS) computer program. In an effort to incorporate the dealer plates into the state's database an issue developed. In the past, dealer plate information (dealer plate number and the number of plates issued to each dealer) was kept in a book. (A book with paper pages) When law enforcement had a question about a vehicle with a dealer plate they would have to call DMV during business hours and ask someone to physically look up the dealer plate number in the book.

In an attempt to allow law enforcement to access dealer plate information from their squad car, DMV included dealer plates in the state's RATS program. However, the programmers neglected to create a field for the plate's unique identifier (the alphabetic letter). DMV decided that it would cost too much to go in and reprogram RATS, so they decided that new dealer plates going forward (issued after Aug. 1, 2011) would simply have the dealer number embossed on it and omit any letters. Also they would no longer issue month or year registration stickers.

After announcing that fact WATDA, received countless calls from dealers registering their displeasure with the new plate system. WATDA got together with DMV and State Patrol and came up with a solution. We amended the statute to allow

the dealers to place lettered stickers on the face of the plate. This will allow dealers to more easily keep an inventory of their plates and aid law enforcement in the event that a plate is reported lost or stolen. Placing stickers on the dealer plates is voluntary. WATDASI Forms has DMV-approved stickers available for sale.

Wisconsin Motor Vehicle Franchise Law

This is the most important law and piece of legislation that WATDA has worked on over the past year. Passing a contested bill with opponents representing some of the biggest corporate interests in the state was a test of will and fortitude. Unfortunately, in the end some very helpful provisions were left behind, but the statute has been improved for the whole dealer body. Here is a brief rundown of what was passed:

1. **Site Control, Exclusive Facilities and Facility improvements.** These all seem to be the flavor of the day with manufacturers. They love spending the dealer's money on things that they think are a good idea. In all three situations, the manufacturer can not force a dealer into a side agreement regarding one of these types of actions unless the dealer voluntarily agrees to and receives separate and valuable consideration in exchange for taking on the endeavor. Further, if a manufacturer is attempting to force a dealer into one of these situations they must prove that such an action is necessary to further a legitimate and reasonable business consideration for the manufacturer, dealer and community.
2. **Termination Benefits.** The value of these changes won't be realized until the end of the line, but they are necessary to ensure that the value of your business is preserved till the end.
 - a. Mileage. Increase the mileage of eligible vehicles to sell back to the manufacturer from 300 to 500 miles.
 - b. Duration. Increased the pool of vehicles the manufacturer must buy back to all vehicles invoiced within 12 months if the dealer initiates the termination and 18 months if the manufacturer initiates the termination.
 - c. Signs. Makes manufacturer's responsible for sign removal costs, even when that sign is being leased from a third party.
 - d. Software. Manufacturer must reimburse the dealer for up to 18 months of outstanding software expenses if the software was required by the manufacturer.
 - e. Construction Costs. Manufacturers must reimburse dealers for construction costs incurred within 24 months of the termination by the dealer if the construction was the result of a manufacturer program or request.
 - f. Rent. If a dealer owns the facility and not all franchises are terminated the manufacturer has to compensate the dealer for one year's rent on a pro rated basis for the average square footage used by the terminated franchise.
 - g. Blue Sky. (for market withdrawal) Manufacturer must provide (in addition to benefits above) an amount equal to the fair market value of the square footage used by the terminated franchise or not renewed on the date immediately preceding the announcement of the termination of the franchise.

h. Waivers. Manufacturers cannot force dealers to waive any of their termination benefits as a condition of receiving termination benefits.

3. Warranty Reimbursement. The warranty reimbursement statute has always called for a dealer to be compensated at the average retail rate. This section of the law has been amended to more clearly state what types of repairs are to be included when determining average labor rate (only repairs that would be covered by the manufacturer warranty – if the vehicle was still under warranty) and those not to be included (term does not include routine maintenance). It also specifies that the manufacturer time allowances for warranty repair are to be used in determining average retail labor rates. Average parts markup is determined by the difference between dealer invoice and retail charge for those parts used in non-warranty repairs. Manufacturer has 30 days from receiving an increase to request to begin making payments.

4. Prohibitions.

- Service fees. No more charge backs for service fee amounts that are allowed by state law. This has been an issue with employee and/or supplier discounted purchases.
- Exported vehicles. The manufacturer will have to prove that the dealer knew or should have known that the vehicle was going to be exported before they can charge back.
- Customer Information. Manufacturers are only allowed to require dealers to share customer information to facilitate warranties, incentive programs, safety recalls and other legal obligations.
- Data Sharing. Manufacturers are prohibited from sharing dealer's customer information with competing dealers unless they have written approval from the originating dealer.

5. Manufacturers are required to indemnify dealers for any and all expenses related to product liability claims that stem from the manufacturer's vehicle warranty.

6. Allows the Division of Hearing and Appeals the authority to prevent further action that they deem to be a violation of the law.

7. Involuntary Terminations. Under certain conditions dealers will not be afforded Termination Benefits. They are: If a dealer closes his place of business for 7 or more consecutive business days, has their license revoked or is convicted of a felony fraud charge.

Carry Concealed Weapons

This is a hot topic in Wisconsin. The legislature brought Wisconsin in line with 48 other states allowing carrying of concealed weapons. Who, what, where, when and how still have to be worked out. But for dealers the question is, are you going to allow customers to bring their guns into the store? And, are you going to allow your employees to pack heat while on the job?

The law allows businesses to restrict weapons from the property if the business posts proper notice. WATDA sells those notices for all those wishing to prohibit weapons from your place of business. This is ultimately a business decision. While this law is still in its infancy here in the Badger state, it has been allowed in 48 other states for some time now and we're not reading weekly about shootings at dealerships in Automotive News.

2012 Recall and General Elections

And we're right back to where we started. In all likelihood there is going to be a huge push to recall the Governor. It takes roughly 541,000 signatures to force a recall election. WATDA staff talked to the Governor about the possibility earlier in the fall and he indicated that he welcomes the opportunity to put legitimacy to the actions he has been taking to get Wisconsin back on track. Rumor has it that the Governor will not be the only elected official targeted for recall; expect to see a few state senators justifying their body of work also.

Direct Giver's Fund

The mess that others have made does not come cheap. Neither does preserving the dealer's voice at the Capitol. Giving to the WATDA Direct Giver's Fund is the best and most efficient way for WATDA and our members to support the candidates of their choosing and promote the dealer body as a whole to the legislators. ●

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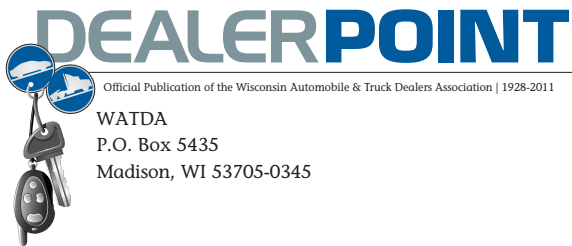
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NADA Director's Report



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