

WATDA
PO Box 5345
Madison, WI 53705PRSR STD
US Postage
PAID
Permit No 1027
Madison, WI

Dealer POINT

www.watda.org ■ Published by the Wisconsin Automobile & Truck Dealers Association ■ 1928-2006 ■ Vol. 21 Spring 2006

inside |

Charity auto show benefits everybody

BY LYNN ENTINE

How would you like to jump-start the spring selling season, raise money for a good cause, and polish your local reputation, all with the same activity? Too good to be true, you say. Or maybe you're thinking it sounds like too much work, too expensive. Don't tell that to T.J. Johnson and the Madison Auto Dealers Association (MADA).

They raised nearly \$53,000 this year for HospiceCare Inc. through the 10th annual Madison Auto Show. The non-selling show is sponsored and staffed by Madison's seven large dealer groups who make up the Association. Local media and staff at the Alliant Energy Center where it is held also contribute extensively. About 12,000 people attended the 2006 show held the week-end of January 20-22.

"It's turned into a community event that people look forward to," says Johnson who has been show chairman for the last six years. "People can see new products and sit in a car they have on their list. It's a shot in the arm for sales staff who can talk to interested people. And it's a way to give back to the community." Johnson, now sales manager for Smart Motors, previously worked for Bergstrom Cadillac Hummer in Madison.

The charity funds come from a raffle. The grand prize is a car or truck donated by the Association. (Charity raffles commonly pay for the grand prize from ticket revenue.) To make the raffle prize even more attractive, 16 different makes and models are offered by member dealers.



Buying a raffle ticket was a way to support HospiceCare, until her number was called. The winner can't believe her good luck.
PHOTOS COURTESY OF HOSPICECARE INC.

"The dealers put up a car and we sell tickets," says HospiceCare Special Events Coordinator Cathy Sullivan. Ticket sellers include many of the organization's 300-plus employees along with dozens of volunteers. Sponsoring dealers and other contributing groups also sell tickets, starting in November.

"It's just phenomenal that we are able to receive 100% of the proceeds from

the raffle tickets we sell. The money goes directly to benefit terminally ill patients and their families," she says.

HospiceCare Inc. also benefits considerably from the car show publicity. Newspaper and TV ads, promos and media appearances, a special newspaper supplement, billboards, dealer banners, etc. all promote HospiceCare along with the show and its sponsors.

At the show dealers put up displays, showcase their newest products, and bring in cars from inventory. The cars are open for visitors to sit in. Sales people answer questions and greet familiar customers on Friday and

Saturday, and on Sunday the show is staffed with people from parts, the office, and the body shop. Dealer principals and general managers even pitch in.

Other draws for the show have included an appearance by a celebrity with a local connection, like Matt Kenseth, and informational workshops by nationally-recognized car critic Matt Joseph who is based in Madison.

CONTINUED ON PAGE 6



6 | Milwaukee area auto group hosts blood drives



9 | What a mom wants



11 | Fueling a passion for giving

Did you know...

New vehicles powered by hybrid electric or clean diesel engines are expected to garner 11% of US Sales by 2012 —up from 4.8% in 2005."

Source: J.D. Power
- LMC Automotive Forecasting Services



TMQDA RECIPIENT: Bob Pietroske, seated with (from left) Farhad Fozounmayeh of *TIME* Magazine, Gary Williams, president, WATDA, Pete Dorsch, board chairman, WATDA, and Jim Davis of The Goodyear Tire & Rubber Company.

FROM AROUND THE STATE | changes

Warsinske Motors in Wisconsin Rapids has sold its Dodge Franchise to **Mark Olyink** of **Mark Motors** in Wisconsin Rapids. Warsinske Motors will continue to sell used vehicles.

Valley View Ford Inc. of West Salem has been sold to the **Dahl Automotive Group** of Onalaska, effective April 1.

CENTER STAGE | awards, honors, milestones

Barb Weis and husband **David Weis**, both of Holz Motors, Inc. graduated recently from the Dealer Candidate Academy of the National Automobile Dealers Association.

Robin Auth of Bergstrom Enterprise Motorcars and **David Golombowski** of Bergstrom Hummer are recent graduates from the General Dealership Management program of the National Automobile Dealers Association.

Parsons of Antigo recently celebrated their 70th anniversary with co-founder Adeline Parsons on hand for the big event.

Russ Darrow Honda of Milwaukee received the 2005 Council of Excellence Award from Honda Financial Services.

Mercedes-Benz recently presented **Ralph Mauro** of **International Autos** in West Allis with a Mercedes-Benz 2005 "Best of the Best" dealer recognition award.

GM recently honored **Jim Brennan** of **Brennan Buick** for his 25 years of service as a Buick dealer. Jim has been in the automotive business for a total of 57 years.

GM recently announced **Ivan Gandrud Chevrolet Inc.** of Green Bay and **Bergstrom Chevrolet Buick Cadillac Inc.** of Neenah earned honors as 2005 GM Certified Sales Leaders. Both dealerships ranked in the top five



Doug Bradley, Green Bay area zone Manger for GM, recognizes Jim Brennan for his 25 years of service as a Buick dealer.

among North Central Region dealers.

Bergstrom Hummer recently donated a free one-year lease of a 2006 H3 to the Eau Claire County Sheriff's Department.

The Manitowoc-Two Rivers Area Chamber of Commerce recently awarded the Joseph P. Schmitt Speak Up Award to **Bob Pietroske** of **Pietroske Inc.** The award is intended to honor that individual member of the community at-large who, over a period of time, has contributed to the quality of life for the citizens of Manitowoc County in an exemplary fashion.

Don Miller Mazda of Madison, **Holiday Mazda** of Fond du Lac and **Morries Chippewa Valley Mazda** in Chippewa Falls were all recently recognized as winners of Mazda's 2006 Winner's Circle Gold Cup Certified Dealer award.

Crest Cadillac, Inc. of Brookfield was named as a 2005 Cadillac SFE Platinum Dealer.

Daniel Mangless of **Gandrud Nissan** in Green Bay was recently announced as a recipient of Nissan's Owner First Award of Excellence.

Jon Lancaster Toyota, **Kenosha Toyota**, **Kolosso Toyota**, **Smart Toyota** and **Wilde Toyota** all achieved Toyota Signature Certification during 2005.

SIGN UP NOW FOR ELECTRONIC PROCESSING!

By June 2007 DMV will require all licensed motor vehicle dealers to process applications for title and registration electronically. There are two ways to do this:

- 1: Use a service such as CVR (Computerized Vehicle Registration), or
- 2: Sign up directly with DMV.

If you currently use CVR you do not have to do anything. If you do not currently use a service like CVR and would like to, call Pat Sand at 800-668-2332 (ext 1333).

If you would like to sign up directly with DMV please contact Reggie Paradowski at 608-266-8949 or Nancy Passehl at 608-264-8935.

If you have any questions you can always call WATDA at 608-251-5577 and ask for Jim Neustadt.

New chair of Truck Council

WATDA is proud and excited to announce that Eric Jorgensen has agreed to serve as chairman of the Truck Council. As WATDA Truck Council chair, Eric will not only preside over Truck Council meetings and direct staff with regard to the needs and issues specific to our truck dealer members. He will also serve on WATDA's board of directors and executive committee.

Eric is the president and CEO of JX Enterprises (JXE), which consists of nine Peterbilt dealerships and other businesses. JXE is headquartered in Waukesha and is a second-generation business founded 36 years ago by Eric's father, Charles (Chuck) Jorgensen. Eric is a partner in JXE, a family-owned business, with his brother Curt. JXE has five locations in Wisconsin, dba Peterbilt of Wisconsin, and four locations in Illinois, dba Peterbilt Illinois. JXE is franchised for heavy- and medium-duty Peterbilt, Volvo (Wausau store only) and Ottawa yard spotters.

You would think that would be enough to keep anyone busy, but just to make sure the devil has no idle time to work with, Eric and his wife Sarah

have three daughters ages 9, 10 and 11, to chase around. It's no wonder that when he gets time to himself he is a self-professed natural adrenaline junkie, playing with motorcycles, ATVs, jumping out of helicopters just to ski down the side of a mountain, snowboarding, and barefoot water skiing. He also loves to travel to new places, experience new cultures, cooking, music, art and learning.

Sounds like we have a real renaissance man ready to lead the Truck Council and the Association down the road to further success.



Dealer POINT

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

Address correspondence or editorial material to:

Dealer Point, Editor, PO Box 5345, Madison, WI 53705-0345.

Address advertising materials to:
Dealer Point, Editor, 150 E. Gilman St., Suite A, Madison, WI 53703-1493.

Telephone: (608) 251-5577

Fax: (608) 251-4379

Web: www.watda.org

Editor | Abby Watermolen
awatermolen@watda.org

Design | Melody Marler
Marler Graphics
marler@ida.net

2006 WATDA OFFICERS

Pete Dorsch	Chairman
Tim Vernier	Chairman-Elect
Bob Pietroske	Secretary/Treasurer
Gary D. Williams	President

Copyright ©2006 by WATDA
04/06-1.6K

interested in saving money?

The Cafeteria Plan will do just that. Through health premium, dependent care and medical reimbursement plans, employee health expenditures are not taxed.

Call Jim Salerno today for an individual analysis of your business.

WATDA Cafeteria Plan • (608) 251-5577



Wisconsin Automobile & Truck Dealers Association

A WATDA Program

Our Profit Solution...

"Utilizing Protective's electronic F&I tools is a great asset to our F&I Department and business as a whole. Their electronic menu-selling program, specifically, has provided my dealerships an increase in both F&I profitability and customer product acceptance, as well as the confidence in knowing proper disclosure requirements are being met. I truly view Protective as a business partner and recommend you give them an opportunity to exceed your expectations as they have mine."

- Bill Stark

Bill Stark
Stark Automotive Group
Dane County, Wisconsin

For more information please contact
Protective's Wisconsin Representative
Jerry Baum.

Call today 800.794.5491
or email buildprofits@protective.com
www.protective.com/dealerservices

Protective 
Doing the right thing is smart business.®

Vehicle Service Contracts • GAP Coverage

Credit Insurance • Dealer Participation Programs

F&I Training • F&I Café® - Electronic Solutions

Endorsed by Wisconsin Automobile & Truck Dealers Association
for Vehicle Service Contracts, Credit Insurance, and GAP.



**Wisconsin Automobile & Truck
Dealers Association**
An Endorsed Service

GARY'S BRIEFS | gary williams, WATDA president



TRACK SHOES

The auto industry is not boring. Think about how things were just 10 years ago in 1996. Now think about today. Back-to-back experiences at the NADA Exposition and then at the Milwaukee Auto Show created a clear visual reality as to how so much is changing in the business lives of dealers. Most changes, I believe, are for the better. Regardless, it is obvious that it takes great dealer investment to keep up with today's reality, when reality is running on a pair of track shoes.

FORD

The Ford exhibit at the auto show impressed me. Now here is a company that is getting kicked around by pundits of all types. Yet here is a display of fabulous products covering nearly all major market segments. Ford products did not play second fiddle to any other line-up at the show. So where's the issue?

AIADA

I wish that AIADA would stick with free trade issues exclusively.

TEN NEW DIRECTORS

Wow! The largest class of new directors ever spent a day with your WATDA staff getting "oriented." There are a total of 44 directors, so this is a big turnover.

Against a backdrop of indictments and trials, the legislative process moves on. Lobbying the legislature is always a bit scary because there are so many ways to get ambushed. However, we need to be concerned also about the direction our Supreme Court is taking on liability issues. Business and the medical profession are taking big hits. Only the legislature working with the governor can make the fixes. Will they?

MADISON POLITICS

We are very near to having a very successful legislative session. Watch for your bulletin regarding our franchise bill, lying on credit applications, and changes to replevin in repossessions. Thanks to the many dealers who have helped, including Jim Tolkman, Mike Schlossmann, and Russ Darrow and Tony Karabon (Boucher Group attorney).

LEGISLATIVE WINS

We have big issues in Congress to address before year-end. "Right-to-repair" legislation is an attack on intellectual property, and it will undermine your investment in the franchise. The "Death Tax" issue is critical for dealers, as is a national title brand system.

CONGRESS

I am serving as government relations chairman for ATAE this year, and we coordinate with NADA's Government Relations Committee and staff to focus our resources on agreed priorities. Even as our state session winds down, the Congressional calendar heats up.

THE RUSSIANS ARE COMING!
THE RUSSIANS ARE COMING!

At the urging of Chairman Pete Dorsch, all WATDA staff executives, including me, will fan out around the state for personal visits with dealer principals. These will be listening sessions and we are looking forward to them. They will take place throughout the year.

Tell our advertisers
you saw it in
Dealer Point!

RAWHIDE PROFILE | andrew

The experience

My name is Andrew and I am 17 years old. I am from Dane County and have been at Rawhide for almost four months. Some of my favorite hobbies are skateboarding, listening to music, and art. I really enjoy working with Captain Guerin, (About Face field trainer) on the job site.

After I finish high school, I hope to enter some sort of an apprenticeship program and become an electrician. Some of my main goals in life are to become fully independent, own my own house, and get married.

When I first got to Rawhide, I wasn't very excited to be here. I felt like everyone was out to change who I am and change me into their mold. After about two months, I finally realized

WATDA Associate Members

WATDA would like to recognize our Associate Members and thank you for your continued support of the Association!

American Fidelity
Associated Bank, N.A.
Association of F&I Professionals
Automotive Parts Service Company
Automotive Risk Management & Insurance Services, Inc.
Chase
Chase Automotive Finance
Clifton Gunderson, LLP
Compli
Convergent Solutions, Inc.
Cornerstone Payment Systems
Crowe Chizek and Company
CU Fleet
Federated Insurance Company
Fifth Third Bank
First National Merchant Solutions
Franklin Financial Corporation
GMAC
Hawkins Ash Baptie & Company
House of Harley Davidson, Inc.
International Marketing, Inc.
JM&A Group
LarsonAllen
M&I Dealer Finance, Inc.

McGladrey & Pullen
Metro Milwaukee Auto Auction
Midstate Auto Auction, LLC
Minneapolis Auto Auction
North Central Truck Accessories, Inc.
O'Neil, Cannon, Hollman, DeJong, S.C.
Old Republic Dealer Service Group
ProSafe Dealer Services
PTM Enterprises
Runzheimer International
S&S Automotive
Schenck Business Solutions
Sentry Insurance
Snap-on Corporation
Summit Technologies
Thomas Giffin Consulting, LLC
TriVin
Ultea Inc.
Universal Underwriters Insurance Co.
Virchow Krause & Co LLP
Vision Marketing Group
Warren Group
Winter Kloman Moter & Repp SC
Wipfli Ullrich Bertelson LLP

Looking to order
forms? Advertising
specialties?

Want to save
money when
registering for
a seminar?

You can do it all in
one place—

WATDA's website!
Log on at
www.watda.org.

Trailergard - Coverage for ALL

NEW, USED, HORSE, UTILITY, CARGO, BOAT, RECREATIONAL, MOTORCYCLE,
5th WHEEL, SNOWMOBILE, COMMERCIAL, TRAVEL, ANIMAL, ICE FISHING...

✱Trip Interruption ✱Towing Allowance ✱Transferable ✱24-hour Claims Service ✱Fully Insured by "A" Rated Carrier ✱

ALL DEALERS
ELIGIBLE

Franchised or Independent
A NEW PROFIT CENTER
FOR YOUR BUSINESS!

(866) 474 - 0306

ProSafe Dealer Services

WATDA Associate Member

Administered
by SSI for more
than 25 years

Simple, easy, no minimums



Dealership Group Services

- Tax Planning & Compliance
- Dealership Operations Consulting
- Dealership Acquisitions & Sales
- LIFO Planning & Compliance
- Succession Planning & Implementation
- Retirement & Benefit Plan Services
- Payroll Services
- Estate Planning/Business Valuation
- Management Compensation Issues
- Financing & Cash Flow
- Sales and Use Tax Reporting & Planning

Wipfli understands the industry. Our team of experts have an average of 15 years experience serving automotive dealers.

Wipfli currently serves over 225 automotive clients in the Upper Midwest.

Dealership Performance Analysis:

How do you stack up in your regional marketplace?

In response to our automotive clients' need for more localized performance data, the automotive experts at Wipfli have developed a customized, opt-in performance report. This report allows our dealership clients to compare their operating results with other regional high-performance dealerships.

What the report contains:

The report is currently generated quarterly and contains performance measures that allow dealers to compare their overall and departmental operations to other Wipfli clients. **The clients are never identified** because Wipfli averages a number of similar franchise dealerships in the comparison report.



Would you be interested in receiving this report? Please contact your local Wipfli auto dealership expert for more information:

Tony Fox	Madison	608.270.2972	tfox@wipfli.com
Todd Kostman	Eau Claire	715.858.6647	tkostman@wipfli.com
Scott Nelson	Wausau	715.843.8362	snelson@wipfli.com
Kevin Cherney	Green Bay	920.662.2860	kcherney@wipfli.com
Melissa Friebe	Milwaukee	414.431.9314	mfriebe@wipfli.com
Victor Hancock	La Crosse	608.784.7300	vhancock@wipfli.com
Steve Hewitt	Minneapolis	952.548.3355	shewitt@wipfli.com

www.wipfli.com



Milwaukee area auto group hosts blood drives

Beginning in late 2005, the Ewald Automotive Group began hosting blood drives at their dealership locations in partnership with the Blood Center of Wisconsin, which is based in Milwaukee. The need for blood donations is a very urgent concern considering that 800 units of blood are needed on a daily basis.

The units of blood collected at the blood drives is used to help premature babies, cancer patients, accident victims and many more diverse causes. The Blood Center of Wisconsin services over 60 hospitals in 17 counties throughout the state.

“Many of our employees are looking for more value in the workplace, and we thought that the blood drives held on-site at our six dealerships throughout the year would be an excellent way for them to give to a good cause and to build a team atmosphere within our dealerships,” says Cortney Ewald-Ihde of Ewald Automotive Group. “We have had an enormously positive response, not only from our employees, but from customers and our local community residents and businesses as well. The units collected have far surpassed our expectations, and because of this response, we have decided to continue hosting them in our communities in the future.”

Ewald Automotive Group has scheduled the following blood drives for the remainder of 2006:

- May 30
Ewald’s Hartford Ford Lincoln Mercury, Hartford
- July 19
DodgeLand of Wisconsin, Franklin
- September 13
Ewald Chrysler Kia, Oconomowoc
- November 22
Mayfair Chrysler Jeep, Wauwatosa

For more information about hosting a blood drive, contact the Blood Center of Wisconsin at 414-933-5000 or visit www.bcw.edu.



Charity auto show benefits everybody

CONTINUED FROM PAGE 1



Raffle winner Janet Toner (second from left) with Cathy Sullivan, T.J. Johnson, and Pat Baxter (l-r) and HospiceCare staff.

Vendors in related businesses—insurance, dent removal, garage construction, and the like—rent space outside the main arena.

“The benefit we get is our personal satisfaction of having helped out a worthy group,” says Pat Baxter, owner and president of Kayser Automotive Group. “Dealers tend to fight a little bit of a bad image problem. This is a way we can counter that stereotype and be recognized as contributors instead.” Baxter is the current president of the Madison Auto Dealers Association.

It’s a big event, but a lot of people pitch in, says Johnson. “We’ve been fortunate. We have the same supporters every year.” The Alliant Energy Center staff are enthusiastic supporters and a big help in running the show. Local TV stations, newspapers and other media provide promotional advertising in addition to what the Association buys. The \$100,000 event

budget is allocated based on the amount of display area each dealer group occupies, and each takes responsibility for a portion of the show. This year an admission charge of \$6/person also brought in revenue.

“More important than what it does for our business is the charity side. It really gives you a good feeling,” says Johnson. In six years they have generated more than \$300,000 for HospiceCare, Inc.

The car show is the second largest revenue generator of the year for HospiceCare, says Sullivan, and it has a broad community outreach. “A lot of people love Hospice and want to help out. This gives them a way to contribute \$10

or \$20 or \$50 by buying a ticket.”

That was the case for the woman who won the car this year. Her father had been served by HospiceCare six months earlier. She was at the show with her brother on the last day and bought the ticket as a way of giving \$20 to support them.

“We are so fortunate to be the beneficiary of all this,” says Sullivan. “I am so impressed by their responsiveness and their desire to further this cause,” she says of the MADA volunteers. “Every year right after the show they are already talking about what they can do to sell more tickets next year. It’s very selfless on their part.”

“We’re already brainstorming about it,” Johnson agrees. “It would be nice to raise \$75,000 next year. That would be a great goal.” He has signed on as chairman again for 2007, with the blessings of his new boss, J.R. Smart.

Could you do an auto show or other cooperative event in your area? MADA President Pat Baxter thinks so: “An individual dealer would not be able to do something like this. By sharing the cost and the work it’s a do-able thing. And in a smaller community dealers would probably get a lot more press coverage.”

It’s a win-win situation any way you look at it.



HospiceCare Inc in Madison provides support to patients with life-limiting illnesses and their families to enhance the quality of life at the end of lives.

The Madison Auto Dealers hold a thank-you card presented by HospiceCare staff. Pictured from left are: Sean Baxter (Kayser), Tom Thorstad, Don Zimbrick, Don Miller, T.J. Johnson (Smart Motors), Pat Baxter (Kayser), and J. R. Smart (Smart Motors). (Not pictured are Jon Lancaster and Bruce Shecterle (Bergstrom Cadillac Hummer).





Wisconsin Dealers, here are the Top 10 Reasons to Partner with...



1.800.553.7146
www.jmagroup.com

10 Experience

Our Wisconsin Reps average 15 years of retail experience.

9 Technology

JM&A Connect, our Internet-based system that allows sales and service to save time and maximize profit

8 In-store Support

8 hands-on, local JM&A Sales Reps; two local JM&A Service Reps; and 40+ in-store F&I Specialists available to assist with training, fill-in assignments, and new store kick-offs.

7 Satisfaction

We bring the **enthusiasm**, the **commitment** and the **involvement** that you've never experienced from any F&I provider.

6 Flexible Deal Structures

Custom-fit programs to suit your needs.

5 Stability

27 years in the business, with a current A.M. Best rating of A- (Excellent).

4 Compliance

Install processes and procedures that **promote compliance in the F&I office.**

3 Claims Administration

Second to none—come see our facilities for yourself!

2 Training

Hands-on, in-store F&I training plus the ability to conduct local F&I classes in Wisconsin.

...and #1

We are your MONEY MACHINE!

We're One of A.M. Best's Best for Good Reason

At United Heartland, our results are the reason we rank among the best. A.M. Best places United Heartland fourth nationally* among top performing worker's compensation underwriters. And studies** show that clients with us for four years have benefited from experience mod reductions averaging 27%-31% through our aggressive claims and loss control management.

If results like ours are the reason you look for a good worker's compensation partner, why risk your coverage with anyone else? Ask your independent insurance agent or WATDA Services about United Heartland today.



Wisconsin Automobile & Truck
Dealers Association
An Endorsed Service

WATDA Services (800)258-2667

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



United Heartland

The best medicine for
worker's compensation

WISCO | john hackman



WISCO, the dealer's partner

It is always a good time to be a member of WISCO Co-op, but especially this time of year. In June it will be time for the owners of WISCO to receive their share of the profits on WISCO's record setting 2005.

Since we are a true cooperative, the owners of WISCO are its members. WISCO will be sending out its annual rebate checks, over \$725,000 dollars this year, to its 600-plus member dealerships.

Member auto and truck dealers are paid the yearly profit in direct proportion to the amount of their purchases.

WISCO adds to your bottom line in two ways. First, you save money on your purchases from the cooperative upfront due to our low prices on products your dealership uses everyday. Second, any profits the Co-op earns are paid back to you in your annual rebate check. Who else pays their profits back to you?

If your dealership is a WISCO member, are you getting your share of the savings? Are you using the WISCO programs for equipment purchases, bulk oil, supplies, parts, batteries, vehicle appearance, and the many other products WISCO offers?

If not, you may be missing an opportunity to make your dealership more profitable. An increasing percentage of a dealership's gross profit is coming from its parts, service, and body shop operations. WISCO can help make these areas more profitable.

For those of you who are not members, check us out. It is easy to become a member. By filling out a simple application and investing in a one time \$1,000 share you too can save on your dealership's purchases. The \$1,000 is not an expense, but stock in the cooperative. If for any reason you ever want to get out of WISCO, we will refund the money.

While you are a member we pay you 5% annual interest on the stock even if you purchase nothing. This year the average rebate to our members will be over \$1,200. That is above and beyond the value of the stock. It really is a win-win situation. Call us at 800-274-2319 or visit us on the web at www.wisco.com to start adding to your bottom line.

Those of you who are WISCO members please mark your calendars for the WISCO Annual Meeting and Golf Outing set for June 27 at Lake Arrowhead Country Club south of Wisconsin Rapids. There will be a complimentary lunch, refreshments, and golf immediately after our meeting.

Plan a day of fellowship with other WISCO members.

It's All In The Details.



Print Richly Detailed
Custom Window Stickers.

Print and Save
Accurate, Compliant
Wisconsin Buyer's Guides.



Organize, Auto-Size and Assign Your
Digital Photos.



Send Your Photos and Richly Detailed
Data to the Web with One Click.

One-Button Upload

EASY. IN-HOUSE. INEXPENSIVE.

Call 1-800-236-7672 to arrange a FREE demonstration.



The Wisconsin Automobile & Truck Dealers Association

What a mom wants

BY ABBY WATERMOLEN

More and more car buyers who previously looked to traditional outlets such as Consumer Reports for automobile reviews are turning their attention to an increasingly popular alternative: Mother Proof™, LLC and its website www.motherproof.com.

With an estimated 75 million moms in the United States influencing 80 percent of household purchases, the Mother Proof™ reviews, written by a team of mom-reviewers, speak to a large segment of the market.

While terms such as horsepower and suspension rarely get mentioned in these reviews, the reviews focus on other important elements of today's automobiles. These elements are especially important for those who transport children on a day-to-day basis.

A typical review on the website discusses a range of features from the number of LATCH connectors for car



While terms such as horsepower and suspension rarely get mentioned in these reviews, the reviews focus on other important elements of today's automobiles. These elements are especially important for those who transport children on a day-to-day basis.

seats and the ease at which they can be accessed to the location of the instrument panel. Several reviews mention features, or lack thereof, that those of us without children would more than likely never even notice!

For example, in the review of the 2006 Honda Civic, the reviewer discusses how there isn't a pocket on the back of the driver's seat but there is on the back of the passenger seat. To some of us this doesn't seem important, but when the reviewer put her children in the back seat, it became an issue of fairness. Of course the children who didn't have a pocket in front of them really wanted one!

The reviews are easy to read, understand and even a little funny. The reviews also provide important insight to those in the automotive industry as to what is important in an automobile for millions of car buyers.

Be sure to check out the website at www.motherproof.com.

GE
Security

KeyAdvantage

GMAC recommended KeyAdvantage!

Paul Rubin raves about KeyAdvantage!

KeyAdvantage tracks keys and improves customer service

"We have always used lockboxes at White Bear Lake Superstore. When our older style lockboxes became a problem, we didn't want to lose that convenience by adopting another key tracking system. So GMAC recommended the KeyAdvantage lockbox. KeyAdvantage is a great solution. It keeps keys with the cars and tracks keys with electronic reporting. Since we started using KeyAdvantage, we haven't had any cars stolen."

Call 800.889.8295 or visit www.KeyAdvantage.com



Paul Rubin
White Bear Lake Superstore,
White Bear Lake, MN

 imagination at work



FOUNDATION NEWS | raymon pedersen

New sales training program a hit

Your Foundation launched a new initiative for auto sales training in partnership with ADAMM.

With the encouragement of the Jerry Holz family, four sales seminars were held in March in Eau Claire, Madison, Green Bay and Milwaukee, by professional trainer Chuck Zamora. Jerry wanted us to expand our programming from technical education to sales education and the seminars were well received.

Our team interviewed over 135 students at 17 Wisconsin locations in February. Our high school career awareness programs and the successful implementation of the AYES sites in our state have contributed to the outstanding candidates we have for this year.

You will be receiving a letter from me in April that will outline some new procedures for our scholarship program. These procedures are being updated to reflect current IRS policies.

Our partnerships with public schools show the impact our industry's involvement in education. We currently have 11 AYES sites certified. An additional site at Heartland Arrowhead is sched-

uled for May 16. We also anticipate that Neenah and Wausau high schools will be launched in the fall.

Your Foundation is currently managing technology competitions for SkillsUSA and Technicians of Tomorrow. These events provide an educational opportunity for some of the finest young people in our state to be in the spotlight.

The Milwaukee contest was held in February and was won by two students, Ryan Cummings and Scott Tonelli, from Grafton High School. These students under Carl Hader's guidance are now preparing to represent Wisconsin in April at the national contest in New York.

The Wisconsin SkillsUSA contest in Madison April 4-6 was a huge success. Four automotive technology competition winners will compete in Kansas City in June. This project is being co-chaired by your fellow dealer and Foundation board member Larry Ayes of Brodhead and consultant Bob Slane of Wausau. Our thanks to the over 40 volunteers who help us with this event.



Honoring Frank and Helen Burany

Automobile and truck dealers may want to wrap their philanthropic arms around planned gift options. A planned gift appeals to many donors who, during their lifetime, want to be partners in the educational efforts of automobile and truck dealers.

Frank and Helen Burany of Ft. Myers, Fla., were honored at the Wisconsin Dealer Get Together event in Naples, Fla., on March 2, for their generous planned gift to The Foundation of WATDA.

Frank Burany, the 90-year-old Midget racing star, whose work was celebrated in a 1936 *Life* magazine cover, reflected on his career and his victories.

A poem of gratitude by Linda Poulsen was presented to the Buranys as a tribute to their legacy gift to The Foundation (poem reprinted below).

"Supporting the mission and goals of The Foundation is one of the most important things I could do," the Wisconsin native said.

The Helen and Frank Burany planned gift will be used to fund long-term education for aspiring technology teachers in Wisconsin.

The Wisconsin benefactor's important gift is even more noteworthy

because while Burany has strong ties to the auto industry, he is not an auto dealer.

"I have long been interested in supporting organizations with ties to the auto industry," he recently explained. "The WATDA Foundation is an excellent program, and I'm proud to play a part in its continued success."

Burany has long felt that success should be shared. It is because of that devotion to helping others that he decided to become a donor to The WATDA Foundation.

The Burany Family gift will help continue the efforts that The Foundation has spearheaded in Wisconsin.

If you would like to learn more about how planned giving can benefit you, call Ray Pedersen or Gary Beier at (414) 359-1500 or visit www.watda.org and click on The Foundation of WATDA.

To Frank and Helen Burany (A poem of gratitude)



Frank and Helen Burany
Are the kind you'd want as friends
They're folks you'll want to welcome
And warmly shake their hands

Frank and Helen Burany
Are good people through and through
They even like the auto dealers
And the big truck dealers, too

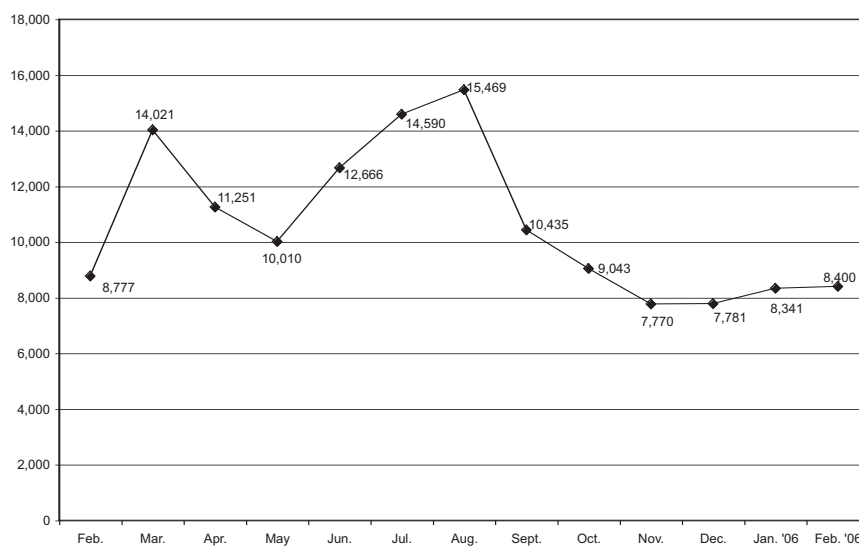
Frank and Helen Burany
This twosome took a stand
For the afterlife of giving
To a cause that has a plan

Frank and Helen Burany
We can't thank you enough
For your generous support and trust
Of the really important stuff!

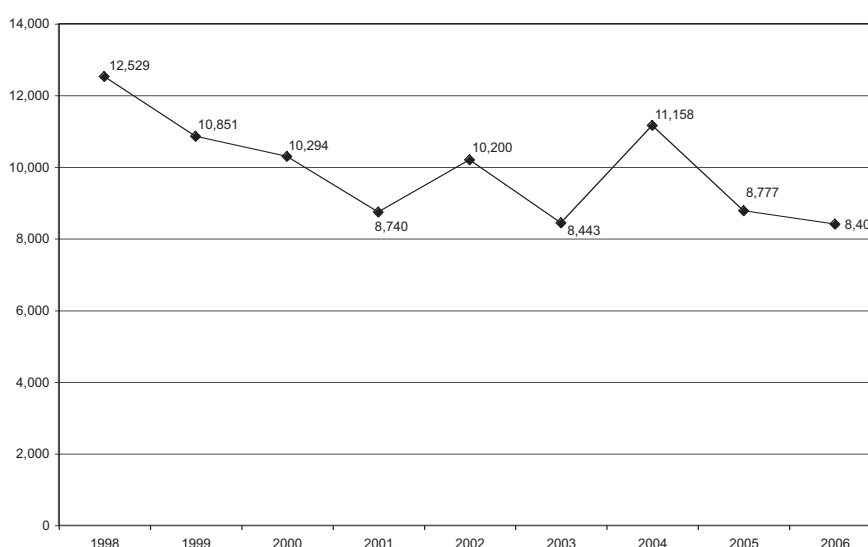
*By Linda Poulsen-Suhr
The Foundation of the Wisconsin
Automobile & Truck Dealers
Presented on March 2, 2006
Club Pelican Bay, Naples, Florida*

Registrations by month

Total New Car and Truck Registrations by Month: Feb. 2005 - Feb. 2006



Total New Car and Truck Registrations for every February: 1998 - 2006

Environmental
and Safety
Consultants.

How Compliant is Your Dealership?



can help you answer that question.

We can support and advise you in such areas as:

- Right-to-Know Training
- Hazardous Waste Management
- Safety Program (IPP) Management
- Waste Minimization
- Cost Recovery
- Respiratory Protection

We have earned the respect of over 3000 dealerships and we are endorsed by WATDA. KPA can create a program that fits your needs.

For more information call:
1 (800) 300-9121

2534 S. Kinnickinnic Ave.

Milwaukee, WI 53207

VOICE: 800.300-9121

FAX: 414.727.9377

EMAIL: kpaonline.com

WEB: www.kpaonline.com



Fueling a passion for giving

BY SHARYN ALDEN

If you're driving across the country and spot a metallic brown and gray "Signature" model Monaco motor home, that sporty looking fellow behind the wheel might be Bill Wuesthoff, owner of Concours Motors in Glendale, on Milwaukee's north side.

Bill and his wife Carol love driving their 44-foot "condo on wheels," so much so in fact, that they prefer driving 3,000-mile treks that span the county, from California to Florida, over other modes of transportation. That's not much of a surprise when you hear Bill talk about his passion for driving on the open road.

His enthusiasm and love of learning and automotive-related endeavors can be traced back to when he grew up on a farm in Mequon tinkering with cars.

"My passion was fueled on the farm," he says. "We had a lot of vehicles because my dad loved cars. We drove and modified all sorts of cars, including a Model T, Model A Roadster and a Hillman Minx."

His interest in cars also transferred to racing Porsches in Germany when he was in the Army in the 1950s. And for nine years, up to 1964, Bill enjoyed conquering the next racing challenge and winning numerous awards.

After 1964, he kept up his interest in racing as board member, and former president of Road America, a relationship that spanned over 30 years.

Along the way, Bill's dealership in Milwaukee grew, along with his sons who grew up to have key positions in the company. Karl is now general manager and president and Lee is vice president and fixed operations manager.

Bill understands the importance of guiding, mentoring and investing in people, first-hand.

"I may not have achieved the success I did if I hadn't had people motivate and believe in me throughout my career."

A NURTURING ATTITUDE

That commitment to helping others is deeply ingrained in his spirit of giving back to the community. He does that through a variety of endeavors, including helping young people develop practical experience in engineering, and designing of automobiles. "We want to encourage young people to develop their skills. We need high quality, good technicians working on cars."

The Wuesthoffs have been supporting the Milwaukee School of Engineering (MSOE) for over 10 years. Carol has a connection with the school through her father. He was educated and honed his skills at MSOE, and later went on to become an electrical engineer.

Bill, who has been on the WATDA Foundation board since the beginning, says, "We want to nurture the kids who participate in the school by sup-



Bill and Carol Wuesthoff with a MSOE Formula SAE vehicle.

porting their talents in engineering."

And by the way, just in case you spot the Wuesthoffs' motor home zooming along the highway, you'll see them towing a VW Passat.

"It's a standard shift transmission," Bill quickly adds. Coming from this former race car driver with a passion for cars, you'd expect nothing less.

BUILDING WORLD CLASS TECHNICIANS

Building Formula SAE vehicles gives young people practical and technical experience, and it also helps them prepare for a career in the American automotive industry.

Building these sleek roadsters for competition has been part of the regular school curriculum for senior engineering students at MSOE since 1984. The WATDA Foundation makes scholarships available to students involved in the annual Formula SAE competition.

Sponsored by the Society of Automotive Engineers (SAE), students at the Milwaukee School of Engineering (MSOE) have been partici-

pating in the Formula competition since 1984. Their custom-built vehicles are judged on concept, design, engineering, value, manufacturability, performance and reliability. Judging of their unique machines is done by SAE members and industry leaders.

This year, the Formula SAE competition was held at the Greater Milwaukee Area Auto Show at the Midwest Center in Milwaukee, February 25-March 5.

"This year's team has approximately 12 seniors and a number of underclassmen," says Randy Hoffman, a mechanical engineer with ACS in Madison and a recent MSOE graduate. "The Formula SAE competition is a great project and the WATDA Foundation is to be commended for joining students in this activity to pursue engineering and other automotive-related technical fields," Randy says.

HOW THE FOUNDATION BECAME INVOLVED

Harold Zimdars, retired dealership owner, is passionate about solving problems, particularly as they affect the

Behind the speed of the MSOE SAE Formula competition, WATDA board member Bill Wuesthoff is deeply committed to investing in people.

training of excellent auto and truck technicians. Harold, who helped initiate Milwaukee's Tech Train program, has long had an interest in helping young people succeed. As a former race car driver of Formula and Porsche cars—he also built Formula V cars and his business sold race car kits—he knew firsthand how costly it can be to gain first-hand experience as a technician.

"A few years ago, when representatives from the SAE Formula competition called, I thought the competition offered a unique opportunity for the Foundation to financially assist MSOE students," says Harold, a Foundation board member. The result was the initiation of the WATDA Foundation's matching grant program and the awarding of student scholarships.

"I am thrilled that The Foundation picked up the challenge and has an active interest in supporting the next generation of automotive engineers and technicians," says Harold. "It makes me proud to be part of The Foundation."

Make sure the transfer of your business goes according to plan.

Are you preparing to transfer your dealership to the next generation, or to other family members? The planning you do today will have significant consequences tomorrow.

Boardman Law Firm can help you evaluate your options, taking into account issues such as future tax liability, family dynamics, the possibility of a sale of the business, and more. We've advised Wisconsin dealers for many years and understand the special issues you face.

To get started, visit the Reading Room on the Boardman Law Firm Web site and look for Paul Schmidt's article, "Transferring Your Business," in the Automotive Services section. Then call us to discuss your needs.

Contact Attorneys

Paul Norman
(608) 283-1766
pnorman@boardmanlawfirm.com

Gary Antoniewicz
(608) 283-1759
gantoni@boardmanlawfirm.com

BOARDMAN LLP
LAW • FIRM

With offices in Madison, Baraboo and Sauk City
(608) 257-9521 • www.boardmanlawfirm.com

Boardman Law Firm can help you protect your interests in areas such as the following:

- Franchise relationships
- Dealership transfers
- Litigation
- Licensing
- Consumer laws
- Trade regulations
- Sales and lease contracts
- Real estate issues
- Financing
- Employment law
- Business structure and planning

STAFF PROFILE | tammie brunner

Brunner’s the new ingredient in Forms

Things are really cooking over in forms since Tammie Brunner arrived. When she’s not on the phone with sales staff, helping them with custom legal forms and laughing at their jokes, the Madison native likes to swap recipes with her boss. Forms Manager Donna Michaelis is also a kitchen adventurer.

Working for WATDA is a major change from her last customer service job.

“At TDS everybody I talked to was mad,” Brunner says. “Here the customers are happy to call and they all talk like they’ve known you forever. I’m grateful that WATDA gave me a chance.”

Printing and forms is a new area for

Brunner. “I was surprised that it is as involved as it is. I’m learning a lot,” she says.

A trained X-ray technician, Brunner worked for 13 years in the cardiac catheterization lab at UW-Hospital. “That was very stressful,” she says. “I had to get out.”

In addition to enjoying her job, the outgoing Brunner really likes the commute to and from work on the bus.

“I’ve met a lot of interesting people on the bus,” she says. “Librarians, business men, a police officer, women who work at UW, and, of course, the cross dressers.”

When she’s not trying out new recipes at dinner parties, Brunner likes to go camping, sailing, biking, and



Tammie Brunner

kayaking. “Anything outdoors. I like water and I like to be outside,” she says, mentioning kayaking trips in the Apostle Islands.

Having Brunner around has definitely spiced up the place. Welcome to WATDA Tammie. Now maybe one of your callers can get you interested in looking at a car?

Enjoy this tasty and easy recipe from Tammie!

YUKON GOLD GRATIN

- 5 medium Yukon Gold potatoes
- 16 oz. shredded parmesan
- 1 pint heavy whipping cream
- 8 cloves garlic minced
- 3 tablespoons fresh thyme
- Salt and pepper to taste

Slice potato in thin slices
Butter baking dish (I use a medium casserole pan).

Layer 1/4 of potatoes in bottom. Spread hefty layer of thyme,garlic, and parmesan. Salt and pepper to taste on each layer. repeat steps until potatoes are gone. Pour whipping cream over top, until covered. Bake at 350° for 45 minutes.

SEMINARS | 2006

WATDA Seminar Schedule

SALES & USE TAX

4/18 – Cranberry Country Lodge, Tomah
4/19 – Country Springs Hotel, Waukesha

BUY HERE PAY HERE

5/10 – Kalahari Resort, Wisconsin Dells

HOW TO STAY OUT OF TROUBLE SELLING F& I

5/23 – Kalahari Resort, Wisconsin Dells
5/24 – Holiday Inn, Wausau

TITLE & REGISTRATION

8/15 – Holiday Inn, Eau Claire
8/16 – Country Springs Hotel, Waukesha
8/17 – Sheraton Hotel, Madison
8/22 – Bridgewood Resort Hotel, Neenah
8/24 – Holiday Inn, Wausau

CONTROLLER CONFERENCE

8/23 – Radisson Paper Valley Hotel, Appleton
EMPLOYMENT LAW
9/12 – Bridgewood Resort Hotel, Neenah
9/19 – Sheraton Hotel, Madison
9/20 – Holiday Inn, Eau Claire

SERVICE MANAGER CONFERENCE

9/13 – Country Springs Hotel, Waukesha

For more information about these seminars, visit the WATDA website at www.watda.org.

looking for ways to
unlock potential
profitability?
VKeSM is your KEY!

enhance your operations
with our *electronic* tools

Virchow Krause now offers a cost-effective suite of web-based, real-time data gathering and analysis tools that provide you with **daily** access to the critical information you need to enhance your dealership’s profitability. These electronic services include:

- **ePerformance™**
Provides “early warnings” for gross revenue and expenses, performs detailed financial benchmark comparisons of other dealers with similar franchises, and compares multiple store locations side-by-side.
- **eForecast™**
Assists with short-term and long-range dealership planning, forecasting and budgeting with the ability to run “what if” scenarios and compare actual numbers with budget estimates.
- **eSurveillance™**
Serves as a guide to monitor internal controls and assists in identifying fraudulent activities.


**VirchowKrause
&company**
Certified Public Accountants & Consultants
www.virchowkrause.com

Call today to learn more.

Greater WI	Mike Mader	800.866.2272
Madison	Craig Nelson	800.362.7301
Milwaukee	Ryan Maniscalco	800.798.3666
Minneapolis	Michael Krueger	888.835.1344

DEDICATED TO THE DEALERSHIP INDUSTRY

Reducing dealership energy costs

ARTICLE COURTESY OF NADA

Wouldn't it be worth your while to do a little research and, perhaps, save a lot of money for your dealership?

Let's examine energy costs, for instance. Dealerships conduct most of their activities during normal "business hours" which coincide with the times when the demand on the electric utility grid is at its highest. During these periods, utilities may impose demand charges on electric bills. Demand charges are fees imposed by the utility based on a facility's highest electrical demand, or peak kilowatt (kW).

Many utilities actively seek ways to reduce demand and increase their reliability without adding new power plants or new electric lines. Where permitted, electric utilities may continue to increase demand charges.

Alternatively, they may price electricity used at different times differently relative to market conditions. For example, during low-demand periods, electricity will be priced very economically, whereas electricity offered during high-demand periods will be much more expensive. These pricing programs reward customers with low or off-peak

there are opportunities for dealerships to lower their demand for electricity, including:

Energy efficiency upgrades that permanently reduce electrical loads.

Scheduling equipment usage, such as setting cooling units to pre-cool and take advantage of a building's thermal mass during peak billing periods.

grams specifically aimed at reducing the electrical demand of small and mid-sized businesses. These programs may include incentives, equipment, or management practices that could help reduce a dealership's demand and save money.

Opportunities and programs to reduce demand are detailed throughout

Overall, demand charges can contribute significantly to operational costs, especially in areas prone to electrical capacity shortages. Fortunately there are opportunities for dealerships to lower their demand for electricity

demand with low electricity costs, while encouraging high-demand customers to lower or shift their peak demand.

Overall, demand charges can contribute significantly to operational costs, especially in areas prone to electrical capacity shortages. Fortunately

Building automation and direct digital controllers with energy management features that automatically adjust equipment operation to flatten peak demand.

Thermal storage (ice) to offset cooling in areas of extreme peak electricity charges.

Local electric utilities may offer pro-

NADA Management Guide BM31, A Dealer Guide to Energy Star®: Putting Energy Into Profits, which is the source of the above excerpt. Order this publication and other useful resources by calling (800) 252-NADA, extension 2, or by visiting our online catalog at www.nada.org/mecatalog.

Your 2006 WATDA Board of Directors

Pete Dorsch,
Chairman of the Board
Mike Schlossmann,
Immediate Past Chairman
Tim Vernier, Chairman Elect
Bob Pietroske, Secretary/Treasurer
Gary Williams, President
John Amato
Pat Baxter
Mike Brennan
Jerry Brickner
Larry Carey
Mike Darrow
Pat Donahue
Mark Fillback
Jenny Gretzinger
Jim Griffin - Ex Officio
Terry Grinwald
Wayne Gross
Don Hansen - Ex Officio
Bob Hudson
Jim Jacobson
Eric Jorgensen
Wayne Kari
Bill Keyes
Bill Kolosso
Roger Kriete
John Markquart
Larry Meade
Tim Meyer
Chris Miller
Fred Mueller
Norm Mueller
John O'Malley
Mark Olinyk
Frank Porth
Todd Reardon
Joe Renner II
Rich Sack
Roger Schlegel
Mike Schmit
Larry Skartvedt
Peter Smith
Wally Sommer
Steve Stenbroten
Dick Stockwell
Jim Tolkan
Chuck Van Horn
Mike Wolf
Karl Wuesthoff
Kate Young



- Promotional Products
- Custom & Stock Forms
- Sales & Office Supplies
- Dealership Supplies
- Business Cards
- Parts & Service Forms

Call
800-236-7672
www.watda.org

WATDA Services, Inc.



**Wisconsin Automobile & Truck
Dealers Association**

An Endorsed Service

“Endorsed by WATDA” = best value for dealers

Dealers spend a lot of time and money to find the best products and services to enhance their own services and ultimately be more profitable. Make that process easier by using vendors endorsed by WATDA!

Before WATDA endorses any vendor, we take a close look at many important factors such as financial status, reputation, quality, marketing plans, legal and licensing requirements, etc. Researching this information takes a lot of time, something dealers have in limited supply. Also, using Endorsed Services generates fees for WATDA. These fees are cost free to WATDA members and make a wide range of services possible.

WATDA is the only trade organization representing franchised and used car and truck dealers in Wisconsin. WATDA 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.



**Wisconsin Automobile & Truck
Dealers Association**
An Endorsed Service

Web credible

Using the Internet has become a part of everyday life for millions of consumers. Many car buyers look to dealership websites first to see what is available on the lot before ever actually visiting it in person.

Your website speaks volumes for your business and it is incredibly important that both existing and potential customers consider your site as credible.

Unsure how to determine if your site is credible? The following website lists 10 key guidelines to consider with your site: www.webcredibility.org/guidelines/index.html.

Another way to determine what customers think of your website is to go right to the source! Ask customers if they have ever visited your website and if they have, ask them for feedback. And if they haven't been to your website, encourage them to do so by pointing out all of your site's great features.

WATDA's current Endorsed Services include:

AMERICAN FIDELITY
Long Term Disability
Jim Salerno
608-251-5577

AUTOBASE
Customer Relationship
Management
Justin Marquardt
800-706-5418

CVR
Electronic Vehicle Registration
Joan Loden
800-333-6995

ECP, INC.
Rustproofing/Paint Protection
Mike Feely
800-409-5195

**FIRST NATIONAL MERCHANT
SOLUTIONS**
Credit Card Processing
Jason Wagner
800-228-2443 extension 6409

GLOBALCOM
Telecommunications
Kevin Marx
888-374-2517

**KPA (FORMERLY KIP PRAHL
ASSOCIATES)**
Hazardous Waste Compliance
Jim Neustadt
608-251-5577

OFFICE DEPOT
Office Supply Program
Les Meineke
800-613-4624

PROTECTIVE
F&I Products and Services
Jerry Baum
800-323-5771

REG-TRAK
Registration Data
Scott Quimby
920-478-2909

UNITED HEARTLAND
Workers Compensation
Jim Salerno
608-251-5577

US BANK
Retirement Services
Jim Salerno
608-251-5577

WISCO
Buying Cooperative
John Hackman
800-274-2319

WORKING FOR YOU

Offering:

- Qualified high deductible plans
- Health Reimbursement Accounts (HRAs)
- Health Savings Accounts (HSAs)

To learn more about the products WATD Insurance Corporation offers, call

(608) 251-0044



WATD Insurance Corporation staff



**Wisconsin Automobile & Truck
Dealers Association**
Insurance Corporation

*Experienced
leadership*



Professional staff



Strong reserves



*Competitive
premiums*



*Efficient claims
payment*

AYES Wisconsin team to compete nationally

BY LINDA POULSEN

Ten finalists got a chance to compete in the Technicians of Tomorrow competition held at Milwaukee Area Technical College-South Campus in Wisconsin on February 2.

Five teams of two students each worked hard to find the “bugs” in vehicles planted by experienced technicians and factory representatives.

The AYES team from Grafton High School took first place and received a scholarship and Snap-on Tools from The Foundation of the Wisconsin Automobile & Truck Dealers and Snap-on Corporation.

“That’s pretty impressive considering 83 high school students took the preliminary written exam,” said Ray Pedersen, executive director of The WATDA Foundation.

Even more impressive were the

expressions of the parents who came to watch.

Brenda Rivest and Jim Cicona are the proud parents of 18-year-old Kevin Cicona.

“Kevin has loved taking things apart and putting them back together ever since he could walk,” says Rivest of Yorkville, Wis. “My dad had an old engine that he gave Kevin to work on when he was younger and it was better than any Christmas toy. When he was in the fourth grade, Kevin even wired his bedroom with an elaborate alarm system.”

Kevin participates in the Automotive Youth Educational Systems (AYES) program at Racine’s Washington Park High School. His teammate, Joshua Robinson, is also an AYES student. They spend one night a week at Gateway Technical College and train out of the classroom at local dealerships.

From left, Michael and Margaret Kemen, parents of competitor Joshua Robinson, and Jim Cicona and Brenda Rivest, parents of competitor Kevin Cicona.



Grafton High School AYES teacher Carl Hader, right, poses with his winning team of students, Ryan Cummings (left) and Scott Tonelli.

Joshua does everything from brakes to transmissions to electrical repair at the dealership one day per week, according to his mother and stepfather, Margaret and Michael Kemen.

Over 14 volunteers, technical instructors and dealers participated in the Technicians of Tomorrow competition. The Grafton AYES winners go on to compete in the National Automotive Technology Competition in New York in April.



Kevin Cicona (left) and teammate, Joshua Robinson navigate their way through an electrical quiz at the Technicians of Tomorrow competition held in Milwaukee in February.

Ask about our **NEW eXTREME DIGITAL MARKETING SUITE** and our **NEW VIRTUAL BDC!**

FOCUSED
RESPONSIVE
KNOWLEDGEABLE
INNOVATIVE
ATTENTIVE
PROVEN
COMMITTED
SUPPORTIVE
FLEXIBLE
EXPERIENCED
PASSIONATE
RESPONSIVE
DEDICATED
TRUSTED
PIONEERING
CREATIVE

innovative



Wisconsin Automobile & Truck
Dealers Association

The only CRM endorsed by WATDA

Seventy-three dealerships
throughout the state of
Wisconsin and over 1,800
dealerships across the nation
are enjoying the real benefits
of innovative marketing and
record sales.

Call us today at 888.458.5598

Since 1988, over 50,000 dealership professionals have gone to work
to sell more cars at lower costs using the Autobase Solution™

www.autobase.net 888.458.5598



Our Wisconsin Auto and Truck Dealers *are more secure*

Universal Underwriters Group has the stability, strength, and specialization to cover the dealership risks and build the F&I profits of Wisconsin auto and truck dealers. It's a powerful combination no other company can match.



**UNIVERSAL
UNDERWRITERS
GROUP**

**Eric Hart,
Regional Sales Manager
800-293-8842**

UniversalUnderwriters.com

Property & Casualty Insurance • F&I Training and Consulting • Dealer Risk Management Training • GAP Life Insurance • Theft Deterrent System • Vehicle Service Contracts • Credit Life and Disability Insurance Streamlined Selling System® • Discrimination: Zero Tolerance Training Program • Binding Arbitration Program