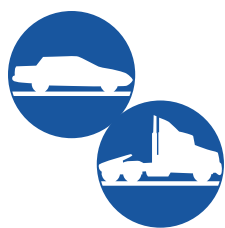


Dealer POINT



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inside |

Views from the top

BY SHARYN ALDEN

Since 1981, John Amato has had a unique hobby. Amato, who heads the Amato Automotive Group in the Milwaukee area, has been strapping on skis in stunning, mountain-top locations that are only accessible by helicopter.

While many skiers can attest to the same sense of skiing excitement that Amato does, the majority of skiers take a chairlift up the mountain to get their fill of thrills. Amato, though, can truly say he is fortunate to have sailed down mountains from locations where no one else has treaded before.

The shivers of excitement that come from being the first person to plant their footsteps in an area, is one of the rewards that comes from experiencing the high country sport of helicopter or "heli-skiing", a hobby Amato is passionate about.

Amato's father John, who is 83 years-old and continues to downhill ski at Aspen, moved the family from Chicago to Milwaukee when John was about five years-old. Amato appreciates the fact that his father encouraged his children to take up skiing. It was one of many rewarding things that John Amato encouraged his son to do.

On the professional front, the John Amato established the Amato Automotive Group in Milwaukee in 1962. His son John bought the dealership in 1989 making it a second gener-



Heli-skiers Cindy and John Amato.

ation business. Amato's Ford, Cadillac, Hyundai and Mazda dealership, which has the motto, "We're Driven to Make You Happy!" is now in three Milwaukee area locations.

A FAMILY OF SKIERS

Amato isn't the only one in his family who loves to ski. His wife Cindy, who is an avid skier, also enjoys heli-skiing. The four Amato children, ranging in age from eight to seventeen, are all ski racers. Amato proudly notes the

family's three boys have all qualified for the Junior Olympics. While Amato has skied in many locations, he responds quickly when asked where was the coldest place he ever skied. "Marquette, Michigan, when the wind chill was 50 degrees below zero," he says.

Amato, who is chair-elect of the WATDA Foundation, is very humble about his achievements as a business leader as well as an accomplished skier.

CONTINUED ON PAGE 11

\$100,000 and 48 years later, dream comes true

BY BILL NELSON

As compelling as they might be, dreams sometimes get sidetracked. In the case of Milwaukee used car dealer Rich Sack, a boyhood vision stretched almost a half-century before reaching the promised land.

Early this year, Sack, the Wisconsin Automobile and Truck Dealers Association used car dealer of the year in 2000, completed the restoration and customization of a Depression-era car – a 1936 Oldsmobile F36 coupe he has owned since 1959.

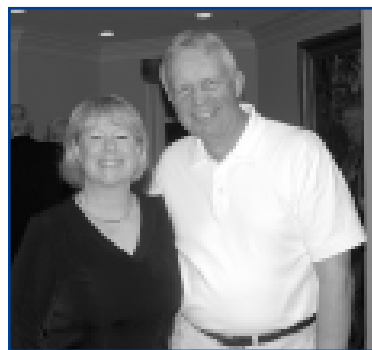
This was no bargain-basement project. When all the bills were tallied, they totaled more than \$100,000.

A pretty penny for a car that, as a teenager, he bought for \$100.

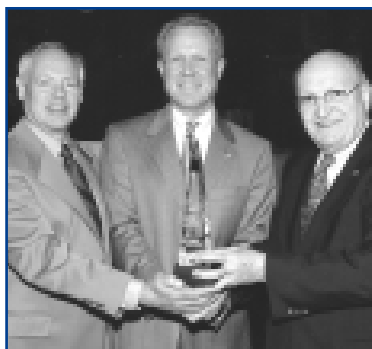
The 65-year-old Vietnam vet, operator of Veteran Auto Sales since 1985,



CONTINUED ON PAGE 10



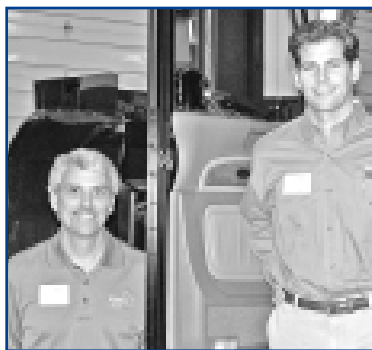
6 | Photos of the Naples get-together



7 | WATDA honored by NADA's charitable foundation



8 | Wisconsin team takes national title



15 | Peterbilt managers Herman Goth and Kurt Jorgensen attend career day

CENTER STAGE | Awards, honors, milestones

Les Stumpf Ford of Appleton has earned Ford Motor Company's highest honor – the 2006 President's Award. It recognizes Ford and Lincoln Mercury dealerships that have made a commitment to consistently delivering exceptional sales, service and vehicle ownership experiences to their customers.

"We're very proud to received this kind of recognition and it's especially gratifying that it comes from our customers," says Les Stumpf, owner. "I couldn't be more proud of my two sons, Jon and Corey, and their entire staff. An accomplishment of this magnitude can only be achieved by a total team effort."

The award is an achievement by an elite group of 346 dealers nationally. Other Wisconsin dealers receiving the Ford 2006 President's Award are:

Bell Motors, Arlington; Brenengen, Sparta; Garbo, Racine; Glenwood City Ford, Glenwood City; Hiller Ford, Franklin; Hughes, Milladore; Stumpf Ford; Mike Burkart-Plymouth; Peterson-Oconto Falls; Sondalle-Berlin; Uptown Lincoln-Mercury, Milwaukee; and Zaharia's-Ashland. Les Stumpf Ford is Appleton's only Ford dealer and is currently led by its third generation of family members. Stumpf has been in business for over 86 years in the Fox Valley.

Russ Darrow, Milwaukee and **Boyland Honda** in Greenfield, are recipients of the Honda Council of Excellence for 2006. The dealerships are recognized as the "best of the best" nationwide for having demonstrated superior levels of performance in the areas of consumer finance and vehicle service contracts.

Bill Bell, Bell Ford in Arlington, received a 75-year award from Ford.

Van Boxtel Automotive, Green Bay, is the recipient of the Wells Fargo Auto Finance Dealer of the Year 2006. Van Boxtel is among 54 other dealerships nationwide to receive the honor.

Steve Kummer, Motorville Nissan Volkswagen of Sheboygan, and **Nikki Van Deurzen** of Van Dyn Hoven Automotive in Kaukaunna, are recent graduates of NADA's Dealer Candidate Academy. This specialized training



curriculum is designed to prepare dealer-successors and key management personnel to operate a new car or truck dealership. Both Kummer and Van Deurzen plan to

use the skills developed at the Academy to prepare for further management responsibilities at their family-owned dealerships. Kummer received a BS in Criminal Justice from UW-Milwaukee and is a co-owner of the Sheboygan dealership. Van Deurzen is a mother of three and an insurance company owner. She currently works as benefits coordinator at the dealership and hopes to become dealer principal one day. The NADA/ATD Dealer Candidate Academy is an intensive 12-month apprenticeship course in dealership management. Six weeks of classroom study are combined with 45 weeks of in-dealership training to prepare students for dealership management positions.

Morrie's Mazda of LaCrosse opened in early March. It is the first Mazda dealership in La Crosse since Southside Lincoln-Mercury Mazda closed in 2001. Morrie Wagener of Minnetonka, Minn., is the majority owner of the new dealership and founder and CEO of Morrie's Automobile Group. Other owners are



From left are Gary Beier, WATDA Foundation development director; Darlene Ballweg, Department of Regulation and Licensing Secretary Celia Jackson; and Ballweg Vice President Jason Brickl.

Karl and Ellen Schmidt of Minnetonka and the La Crosse operation will be one of the Group's 16 dealership operations. Randy Beers is the general manager.

Darlene Ballweg, president and CEO, of Ballweg Chevrolet-Pontiac-Buick in Sauk City and Ballweg Chevrolet in Middleton, received a Special Recognition Award as part of the Governor's Trailblazer Woman's Business Award in a local ceremony on March 5 at her Middleton dealership. Nominated by WATDA, and sponsored by the office of Governor Jim Doyle, the Wisconsin Women's Council, the Wisconsin Department of Commerce, Wisconsin Manufacturer's and Commerce and the Widget Source, the Award gives tribute to the legacy of women's business ownership in Wisconsin.

Richard Rodencal of **Warsinski Motor Company**, Wisconsin Rapids, celebrates the dealership's 80th year in

business this year. H.F. "Doc" Warsinski started his own used car dealership in 1927 and the dealership has been operated by three generations. Congratulations to all at Warsinski Motors.

Wayne, Jerry and Mike Gross of Gross Motors in Neillsville, received a 50-year award from Chevrolet. Congratulations to the Gross Family!

Save the date!

The Used Car Conference will be September 24-25 in Wisconsin Dells at the Glacier Canyon Lodge at the Wilderness Resort.

Keynote speaker will be Jim Ziegler, noted industry speaker, trainer and author. We will also offer various workshops allowing attendees to choose the topics that are most meaningful to their dealership success. Don't miss it!

Dealer POINT

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GARY’S BRIEFS | Gary Williams, WATDA president

Go to Washington D.C.

BY GARY WILLIAMS

For years we have wanted to create a D.C. trip open to any member and spouse, for both fun and work. We are going forward!



We have room for 20 couples or singles to go into D.C. on September 8, and return either the evening of Sept. 12 or the morning of Sept. 13.

On Sept. 11 and 12 you will participate with your WATDA leaders in the NADA Washington Conference, with attendance from all 50 states. You will meet with our Senators and Representatives, and hear live national leaders, presidential candidates and news show panelists. We will be lobbying specific issues.

But first you will see the sights, the memorials, the National Cathedral, the Capitol, White House, Mt. Vernon, maybe even the U.S. Naval Academy. We will mix in free time.

The cost is not specific yet, but eyeball about \$4,000 per couple, \$3,000 per single, including air, hotel, some meals, events, and getting around. Not

cheap. But what an experience! First come, first reserved. Call Julie Farmer at WATDA, (608) 251-5577, to get on the list.

D.C. AWASH IN AUTOMOTIVE ISSUES

Recently I participated in meetings in D.C., which addressed transportation funding by the Feds, how we are going to have the money to get the big road and bridge projects done. Flying around are new ideas to tax petroleum, carbon, cars and trucks, and travel itself.

Then there are the global warming issues, and what is the industry doing about it? The heads of Chrysler, Ford, GM and Toyota appeared before the House Energy and Commerce Committee, and asked that CAFÉ not be pushed, and supported that EPA regs control as opposed to state regs such as out of California. What a mess!

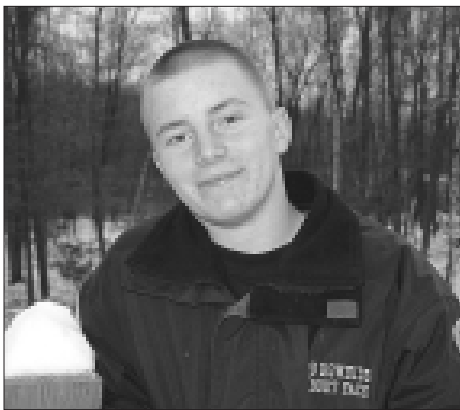
All of these issues are related, and public policy decisions need to be carefully drawn for long-term needs. Engines are changing, fuels are changing, and environmental concerns are more focused. Transportation infrastructure is at a crossroads.

Will we be able, as a nation, to create practical, fair, and comprehensive policy in future state and federal deliberations? Dealers have a big stake in these matters.

RAWHIDE PROFILE | Joe

My name is Joe, and I am 16 years old. I am from Fond Du Lac County and have been in the About Face Community Service Corps Program for 4-1/2 months. My favorite things to do include BMX racing, skateboarding, wrestling, and construction work. Math is my favorite subject at school. After completing the Rawhide program, I plan to get my pilot’s license and attend technical school to be an automotive technician.

The biggest factor to my success at Rawhide is my desire to return home. It has provided the necessary motivation to keep me going. I will do whatever it takes to get home, even at the risk of being made fun of by my peers. There were many times that I would have loved to have taken action against another cadet, but the things I learned at Rawhide made me realize that was the wrong way of doing it. I could not have done this without the counseling from Teresa (Rawhide social worker), who taught me how to handle stress in



my life. Another person who has helped me is my housefather, Jeff Stump.

I have learned a lot in the About Face Program. I am proud to hold the rank of corporal, which only a few cadets have attained. I have learned to think before I act by using S.O.D.A.S. (Situation, Option, Disadvantages, Advantages, Solution). It is a problem-solving tool that I use almost every time I have a problem now. But I will always remember what Brenda Stump (housemother) says: “If you always do what you have always done, then you’ll get what you have always got.”

Top 10 WATDA Rawhide donor service centers

JANUARY-DECEMBER 2006		
Gordie Boucher East, Madison	186	NEW WATDA DONOR SERVICE CENTERS Fourth quarter 2006 Ballweg Ford Inc., Sauk City; Cifaldi Motors, Cumberland; Grayberg Automotive DBA Jensen Auto Sales, Milwaukee; Rudig-Jensen Ford, New Lisbon
Renner Automotive LLC, Milwaukee	181	
Thorstad Chevrolet Inc., Madison	178	
Gordie Boucher LInc-Mercury, Madison	175	
Dodge City of Milwaukee	148	
E.J. Salentine, Inc., Muskego	129	
Hub Chrysler Plymouth Inc., West Allis	120	
Kolosso Auto Sales Inc., Appleton	99	
Middleton Ford, Middleton	83	
Bob Fish Pontiac-Cadillac, West Bend	82	

FROM AROUND THE STATE | ACQUISITIONS, CLOSINGS

Denny Hecker’s Hudson Pontiac GMC-Olds (formerly owned by L.G. Gilbert) has reverted to a used vehicle dealership status following Hecker’s sale of his Pontiac and GMC franchises to the Luther Chevrolet, also of Hudson. The single point used vehicle store is known as Denny Hecker’s Bargain Connection. Barry Bolten

is the store’s general manager. Jim Frampton is the general manager of Luther’s Chevrolet-Pontiac-GMC.

Augustine Motors of Oconto was purchased by Fred Koehne. Koehne is president and general manager of Van Boxel RV Supermart in Green Bay.

DEALER POINT | obituaries

E.J. SALENTINE

Edward (E.J.) Salentine, owner and president of E.J. Salentine Buick Pontiac, Muskego, died on April 22 surrounded by his family and friends. E.J., 76, was owner and president of his dealership for 44 years, founded by his

father, S.J. Salentine. The business has been family owned and operated for 84 years. E.J. was a member of the WATDA Automotive Consumer Action Panel (AUTOCAP) of Wisconsin in the late 80’s and helped resolve customer disputes between dealers, their customers and manufacturers. He also contributed to the WATDA Foundation Donor’s Club. E.J. was an avid Harley rider and after losing both legs due to diabetes, he built a custom motorcycle. He traveled the country and made many life long friends along the way. E.J. was a proud member of the Tess Corners Volunteer Fire Department and served as chief for seven of those years (1981-1988). EJ was a devoted husband, father, grandfather, great-grandfather, dog owner, and a hard working dealer. He loved his family, friends, motorcycles and his dogs. He will be missed by all - and in his words: “It’s been nice ridin’ with ya.” E.J. was the beloved husband of the late Betty Jane (Ladwig) Salentine; father of Susan (Robert) Sorensen, Deborah (Alan) Link, Sandra (Butch Subel) Herda, Scott (Cindy) Salentine, and Mary (Jim) Reik; grandfather of Carey and Amy Sorensen, Jenny and Eddie Rynders, Sally and Emily Herda, Malissa Reik, and Ethan Salentine; great-grandfather of Zoie Weiss; brother of Audrey Hodgins. In lieu of flowers, memorials may go to

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*Best’s Review, Nov. 2005, “The Art of Underwriting”.
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Wisconsin dealers get together in Florida

NAPLES



From top to left and down:

Ken Vance (left) thanks retired CEO of Snap-on Bob Cornog for his support.

Gateway Technical College president Bryan Albrecht (left), surprised Ray Pedersen with an announcement that a new Gateway scholarship will be named in his honor.

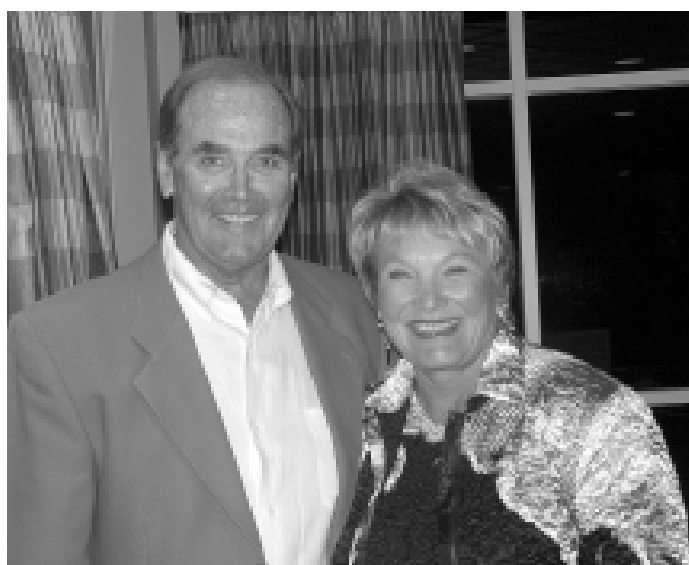
Lee and Katie Baird of Ripon

Major benefactors Bill and Carol Wuesthoff, left, reunite with Ginger and Bob Uehling.

Major benefactor Joan Kolosso (right) and friend.

Major benefactors Frank and Helen Burany.

Russ and Sue Darrow.



WATDA honored by NADA's charitable foundation

WATDA received an NADA Charitable Foundation's Ambassador's crystal obelisk from Bob Mallon at the NADA Recognition Luncheon on February 2 in Las Vegas. The Ambassador's Program has grown considerably since it was established in 1993, now with 425 members. Once \$10,000 has been given the Foundation by an individual or entity, every three years the Ambassador is eligible to present a grant with a minimum value of \$1,000 to a public or a private college or secondary school, an institution involved in economic education, or an emergency medical organization.

The Ambassador, who has the option of presenting the grant personally, chooses the recipient of the gift. This gifting process goes on in perpetuity, so that the Ambassador's good name con-



From left: WATDA President Gary D. Williams and WATDA Chairman, Tim Vernier, receive an Ambassador's obelisk from Bob Mallon of the NADA Charitable Foundation.

tinues forever. The total number of grants given across the country since the program's inception is 384, worth \$583,000, and another 133 Ambassadors are eligible to present a grant this year.

There are currently 56 state and metro associations enrolled in the program, and WATDA is one of them. In 2009, WATDA will designate a \$1,500 recipient of its first program.

The 2007 Dealer Community Challenge Grants will be available in December. If you have a local charity that you would like to fund for \$500-\$1,000, you may be eligible for a matching grant from your Foundation of WATDA. Call Linda Poulsen to find out more at (608) 251-3616.

80 YEARS AGO

Eagle River auto dealers, issued a statement made by the Ford Motor Company that there would be no new models or any new Ford cars introduced for the season.

Vilas County News-Review/Three Lakes News

Research on sales professionals

Foundation Board Director Tom Langer of the Milwaukee research firm Langer & Associates will be conducting a research project this spring on sales professionals. You may be contacted and asked to participate in a survey regarding sales training and certification. The research results will help us determine the type of program that will be developed to increase the quantity and quality of people entering the sales and marketing professions of your dealerships. Please say "yes" when Langer's staff contacts you.

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FOUNDATION NEWS | Ray Pedersen

Wisconsin is number one at NYC auto contest

Wow! This is the second year in a row that Wisconsin was victorious under pressure at the national event. It is significant because it is a testimonial to the youth education systems your Foundation has put in place in partnership with teachers, schools and industry. We can do it! And we did it twice! In the Big Apple!

For the first time, two Wisconsin teams competed against each other and I couldn't be more proud of

automotive instructor, Tyson Larson of the AYES Green Bay Consortium and last year's winning team leader, Carl Hader of Grafton.

The National Automotive Technology Competition is a test of skill, a measure of knowledge, and a race against the clock – all rolled into one. It features hundreds of the nation's best high school automotive education students from across the country competing for the title of The Nation's Best Automotive Technician.

This year more than \$3 million in prizes and scholarships will be awarded to participating students and schools thanks to the generous support of almost every major manufacturer, industry suppliers, dealer associations and you!

Wisconsin made it to the top again. How do we do it? To prepare for the competition, students train with their high school instructors as well as with certified technicians at your dealerships and we help them out with scholarships and Snap-on Tools for a future career they can be proud of.

Heads are beginning to turn and I couldn't be more proud! Let's make 2007 a great year of mentoring these fine, talented young people who want a chance to work in your dealerships. We've got the best of the best right here in Wisconsin.



Wisconsin students take national title in Big Apple competition

Wisconsin Students Take National Title in Big Apple Competition

BY BILL NELSON

The Green Bay Area's Automotive Youth Educational System (AYES) Team of two high school students, led by AYES instructor, Tyson Larson, took the winning trophy at the Greater New York National Automotive Technology Competition in New York City on April 11 at New York's International Auto Show. This will be the second consecutive year Wisconsin has led the event nationally. Grafton's AYES team took the winning place last year and emerged as state champions again this year.

Both teams headed for the nationals in New York – courtesy of ADAMM and The Foundation of WATDA – where they faced off against 36 regional and state winning teams from around the US for high stakes. The winning student team, Sam Thiel of Black Creek and Jon Dethardt of Seymour, will receive a truckload of scholarship opportunities to the college of their choice.

Upon graduation, they will also each receive a new Chevrolet Cobalt from GM and numerous other prizes and tools. Larson will receive an all expenses paid cruise for two in addition to a host of other gifts, and the AYES Green Bay Consortium will receive new Toyota and GM vehicle donations and tools for teaching.

To qualify in the national competition, six two-student teams competed in the state finals of the 2007 "Technicians of Tomorrow" Automotive Technology Competition sponsored by ADAMM and The Foundation on February 1 for the right to represent Wisconsin in the "Super Bowl" of high school automotive technology contests.

The teams qualified by placing the top six of 23 Wisconsin high schools in a National Institute for Automotive Service Excellence (ASE) written test. The finalists competed at MATC's South Campus in Oak Creek. First was a short written quiz, then a series of hands-on problem-solving challenges, and, finally, an hour-long workstation exercise.

This year, ADAMM's regional competition expanded its scope to cover the entire state, not just Southeastern Wisconsin. Because of the expansion, two winning teams were selected, rather than one, as had been the custom. One is the reigning state and national champion, Grafton High School, represented by seniors Dan Weeks and Ben Wiese. The other was



Grafton's Ben Wiese shows off his team's trophy. Wiese and teammate Dan Weeks are part of a team headed by Carl Hader, Grafton High School's legendary auto tech teacher, who will be shooting for the school's third national title.

first-time entrant to the competition: the Green Bay Area Consortium, represented by students Thiel and Dethardt. Carl Hader, Grafton's legendary auto tech instructor, ranked No. 1 spot in 1997, No. 2 in 1998, and 3rd place in 1996 and 2000.

The four other teams competing in the ADAMM finals were:

- Pulaski (Joe Klupp and Luis Vallejo), whose instructor is Kevin Schenk;
- Hartford Union High School (Joe Grensavitch and Phil Thoma), instructor Keith Kohls;

- Union Grove High School (Gerald Sorce and Bradley Salentine), instructor Jim Zimmerman;
- Waukesha West High School (Charles Heyer and Sean Garvens), instructor Todd Behnke.

Dealership participants that assisted in training the student techs: Braeger Ford, Milwaukee; Dorsch Ford Kia, Green Bay; Ewald's Hartford Ford Lincoln Mercury; Griffin Ford Lincoln Mercury, Waukesha; Le Mieux Toyota, Green Bay; Martin Ford Sales, Union Grove; Schmit Brothers Ford Lincoln Mercury, Saukville; and Sommer's Pontiac-Buick-Subaru, Mequon.



Two teams were chosen to represent Wisconsin in the national competition. Dorsch Ford Kia sponsored one of the winning teams from the AYES Green Bay Area Consortium with instructor Tyson Larson (left). Larson poses with seniors, Jon Dethardt (right) and Sam Thiel of Seymour High.

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Thank you to those who attended the WISCO Show March 10. It was a tremendous turnout — our biggest show ever. Hope you had a good time and learned more about what WISCO offers. Mark your calendars for next year April 12, 2008, at the Regency Suites in Green Bay.



WATDA's Julie Olson answered questions for technology educator attendees at the Wisconsin Technology Education Association's annual conference and trade show held at the Wisconsin Dells. The two-day series of automotive training for teachers is a popular part of the conference, made possible by The WATDA Foundation, AYES and Northwestern Mutual Foundation. Kia, Mercedes-Benz, BMW, and Concours Motors of Milwaukee were four of the many industry supporters, providing instructional sessions in wireless vehicle diagnostic and diesel technology.

Contributions to The Foundation of Wisconsin Automobile and Truck Dealers

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- Wisconsin Capital Management

SEMINARS | 2007

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F & I PRACTICES SEMINAR
5/17 — Country Springs Hotel,
Stevens Point
- SALES & USE TAX SEMINAR
5/23 — Country Springs Hotel,
Stevens Point
- TITLE & REGISTRATION
8/7 — Sheraton Hotel, Madison
8/9 — Bridgewood Resort,
Neenah
8/14 — Ramada Convention
Center, Eau Claire
8/16 — Country Springs Hotel,
Waukesha
- OFFICE MANAGER CONFERENCE
8/22 — Crowne Plaza, Madison
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The *Iron River Connection* published a story about a woman and her husband who went to an auto dealership in Canton, Miss., to pick up her car after service. She was told that her keys had been mistakenly locked in the car and when she went to the service department, she saw a technician working on the driver's side car lock. As she watched she instinctively tried the door handle on the passenger side and it opened. "Hey!" she announced, "its open!" The technician responded, "I know. I already got that side."



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\$100,000 and 48 years later, a boyhood dream comes true

CONTINUED FROM PAGE 1

recently showed the like-new car and got plenty of ohs and ahs at the 100th anniversary of the Greater Milwaukee Auto Show. A month earlier, the elegantly modified street rod received similar accolades at the World of Wheels auto show at State Fair Park in West Allis.

Sack's quest started during the Eisenhower years, in 1959 when, as a teenager, he and a friend were working on a car at a Milwaukee service station when a boy came past and asked: "Know anyone who might be interested in a '36 Olds?"

"At the time, we were under a car and didn't want to be bothered, so we told him to leave his name," Sack recalls. "The next day I found a note on the seat and went to see the Olds, which hadn't been driven in at least eight years." (It was, after all, 23 years old, but its odometer showed just 37,000 miles.) "The car, owned by an elderly lady, was covered with dust but it intrigued me – even though the tires were flat, the battery dead, and the car had no gasoline."

After friends helped him put together the \$100, he brought an air compressor, battery and can of gasoline, and had the Olds running in no time. It was his second car, but felt like his first, since the real No. 1 had been kept only a few weeks.

As he grew older, he started dreaming of restoring his "first" car.

But Sack ran into many roadblocks.



tion were older brother, Russ, owner of the Classic Muffler Shop in Milwaukee; Ed Bringe of Mukwonago, who managed the paint and body work; and Barry Meinert of Menominee Falls, who handled the engineering.

Expensive? You bet. Just to redo the shiny grille cost Sack \$1,840, plus two

Sack's quest started during the Eisenhower years, in 1959 when, as a teenager, he and a friend were working on a car at a Milwaukee service station when a boy came past and asked: "Know anyone who might be interested in a '36 Olds?"

One was a four-year stint in the military that took him to Vietnam, where as a crew chief and gunner, the Marine sergeant participated in medical evacuations and emergency re-supply work. Twice this veteran of 320 combat missions was wounded.

After Vietnam, he reclaimed the car – stored for a time in a barnyard – and his restoration quest would experience a succession of false starts, as career demands got in the way. ("Either I had no time or not enough money, or both.") Finally, after the disassembled car sat decades in a Milwaukee garage, from 1983 until the fall of 2005, Sack decided it was now or never.

"We're not spring chickens anymore," a friend reminded him. (All of the men who would work on the car were 65 or older.)

In 2006, the project finally generated momentum, with the goal of showing the Olds coupe at the World of Wheels auto show in early 2007. Among the specialists involved in the transforma-

trips to Nashville where the work was done. The new 620-horsepower Chevrolet engine required \$11,500; and the differential cost \$3,000.

"The car also has a new transmission and 'brain box' (electronic components)," he says. The set of eight gauges in the dashboard set him back \$1,000 and the leather-covered steering wheel cost another \$500.

The modified Olds also has four-wheel disc brakes, power rack and pinion steering, new suspension and a handsome all-leather interior. Even the trunk is outfitted in leather, done by Carl Kasper Auto Trim of Waterford.

"In short, the body is original, but everything else is new," Sack says. That includes a tilt, telescopic steering wheel, air conditioning, automatic transmission and fancy wheels (polished billet aluminum). "Actually, we did find some bad spots in the fenders," he adds, "so we welded in new steel there."

Today, the dazzling black 1936 car –



appraised at \$144,000 – looks as if it just left the assembly line, complemented by the technology of the 21st century.

For Sack, it's a trip back in time, the culmination of a dream that simply refused to fade.

Views from the top

CONTINUED FROM PAGE 1

“It is a great privilege to be on the Foundation Board,” he says. “Ray Pedersen and Gary Williams have done a tremendous job. The Foundation is the envy of associations in many other states.”

Twenty-six years ago, he started heliskiing in Canada, and last year, he skied in some of Alaska’s remote areas. Film producer, Warren Miller and his film crew were the only ones who had been in that area before Amato and three other top skiers experienced this spectacular ‘last outpost’ location. “The adventure was simply tremendous,” Amato says.

Still, Amato admits that helicopter skiing can have its downside. “I’ll never forget the time I encouraged a group to do it, and out of the seven days we had paid for, we were only able to ski once because the weather wasn’t conducive for flying the helicopter.”

Amato says, “Skiing, including heliskiing, is all about confidence and believing in yourself.” Still, if you’re thinking about taking up Amato’s sport, you should realize, the beauty of helicopter skiing is that you won’t find a chair lift going up and down the mountain.

“You have to depend on a helicopter



John Amato

of being the first to venture into new terrain, you might wonder what else motivates skiers to take up helicopter skiing. The answer is fairly simple. Long ski runs. There’s no stopping off for coffee at mountain snack shops because this is remote territory. And the views are out of this world. It’s also an incredible opportunity for starting a descent from high altitudes where ski resort runs might not originate.

Amato points out with helicopter skiing, you can get in a lot more skiing. For example, if you skied down Aspen Mountain at Aspen, Colorado, from top to bottom you’d have a run of about 3,200 feet. “But high Alpine skiing by helicopter, which is often above the tree line, can give you runs of 4,000 to 5,000 feet.”

For those who are ready sign up for a ski adventure through helicopter ski outfitters, Amato cautions, “You need

to be a strong intermediate skier who is in good condition. Conditioning is a big part of being able to do it. If you’re not in good shape, you get tired, and that’s when accidents can happen.”

Amato certainly practices what he

advises. He gets up each day at 4:30 a.m. and works out at the gym. “It gives you an edge, not just in skiing but in life in general. When you get up early and push yourself to succeed, it pays off,” he says.

LEADERSHIP AND SKIING

If you’re starting to see parallels between skiing some of North America’s most spectacular peaks and being a business leader, you’re on the right track. “When you’re on top of a mountain’s ridge, you have to be able to say to yourself you can do it. These are physically and mentally challenging situations,” notes Amato. “That’s not unlike the business world where you have to push the envelope and think outside the box to be successful.”

Looking back on this past year’s skiing, Amato says simply. “This was an epic year. It was a great year for snow.”

HIGH ADVENTURE BY HELICOPTER

While helicopter skiing isn’t for everyone, those who experience it even once, are often hooked on the excitement of being part of a great adventure. “It’s especially a lot of fun when you do it in small groups of about four skiers who have about the same level of skiing abilities as you do,” says John Amato. “Your group is only as fast as your slowest skier which is why small groups usually give you more time on the slopes.”



John Amato

to take you to the top, pick you up at the bottom and take you back up again,” he says. In addition to the thrill

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Healing after loss

Following the death of her husband, Bob Kolosso, director and chairman of the WATDA Foundation, Joan Kolosso shares her thoughts about finding new meaning in life

BY SHARYN ALDEN

What happens when a major loss sweeps through your life? For some people, that feeling of being at the end of the road keeps them from moving on and enjoying life.

But Joan Kolosso has been an inspiration to everyone around her ever since Bob, her husband of 52 years, passed away on March 19, 2001.

Bob launched Kolosso Auto Sales in Appleton in 1949 and was very active in WATDA, serving as a charter founder, major benefactor, director and past chairman of the WATDA Foundation.

Bob was also the hearthstone of Joan’s life. “The way I coped at first was by going to the dealership and just walking around talking to people,” says Joan. “It helped me stay connected to our extended family at the dealership and those who knew Bob so well.”

The couple had six children – three boys and three girls who grew up in and around the family business. “Two sons and a daughter run the Toyota store today,” says Joan, “and my son-in-law works in the parts department there.” She also has two grandchildren who work at the Jeep store with their dad who is in the process of buying the Jeep dealership.

Joan, who is an outgoing “people person,” has always led an active life. But after Bob passed away, her life as she had known it changed forever. “I decided that what I had to do was to keep busy. It was the only way I was going to carry on and not focus on my loss.”

One of the first hurdles she encountered without Bob was at a WATDA Foundation board meeting shortly he passed away. “WATDA and The Foundation were the loves of Bob’s life,” she says. “He was very involved in all aspects of WATDA so I was proud to serve on the board.”

She says the first meeting as a new board member was a personal challenge. “When everyone introduced each other, I couldn’t help crying. Being there, where Bob used to spend so much enjoyable time was

very difficult.” Six years later, Joan continues to sit on the board and she says she thoroughly enjoys her work with the organization.

COMMUNITY OUTREACH

About half the year, from May to January, Joan lives in Appleton, where she was born and raised. While some active people may do volunteer work sparingly, maybe at one of their city’s

finds fulfilling endeavors by working as a volunteer at both area hospitals. At Memorial Hospital she enjoys working with the “Yellow Brick Road” program. “We introduce kindergarten-age children to the hospital by giving them tours,” she says. Over at St. Elizabeth’s Hospital she is a board member and health chairperson of the volunteer association. She also volunteers at the Children’s Health Fair and works at the reception desk.

Each year between early January and May 1, Joan spends time at her home in Naples, Fla. It was natural for her to settle there during winter months because she explains, “I have two brothers and a sister in Naples and about 25 people from my hometown live there, too.”

Healing can take its form in many ways, and for Joan, continuing to update her 96-year-old, Frank Lloyd Wright-style home where she and Bob raised their children, is a rewarding challenge. She and Bob moved into the house in 1964. Many decorating projects later, she’s still making improvements. “Updating the basement is next on my list,” she says.

For those who walk by her beautiful home and wonder what it looks like inside, they were rewarded when the home was part of a tour and fundraiser last year. Joan also received a preservation award in 2006 from the Appleton Historic Preservation Commission for her home’s outstanding preservation work.

Asked what car she drives today Joan quickly points out the model as well as the color. “A red-red Toyota Camry,” she says. “I always wanted a really bright red car. I liked my previous car, a Toyota Avalon a lot, but it doesn’t come in bright red, so now I’m driving the Camry, and I’m thrilled with it.”

So thrilled that her children kidded her about her color choice when she first got it. “They said I better watch out, that the police like to pull over bright red cars driven by older ladies.”

If you see Joan steering her red Camry down the road, with its license plate sporting the tag “BobbyJo”—the name of the couple’s boat, wave hello.

She will likely wave back and, given a chance, tell you not only how much she likes her Toyota, but how much she loves life overall.

Looking back on the past six years Joan says it’s been difficult carrying on without Bob – there isn’t a day that she doesn’t think about him. Sometimes the tears come even when she’s talking

about all the good times they shared together.

“But I’m looking forward to going to Toyota’s new car show in Hawaii later this summer, playing golf twice a week and all of the family gatherings that are part of my life.”

You have to look forward, not backward, she says, just like when you’re driving.

“You have to focus on the positive and stay active. That’s what helps ease the pain.”



Joan Kolosso

hospitals, Joan finds volunteerism and reaching out to others is an excellent way to help the community she loves.

Joan, who taught for 20 years at Highlands Elementary School, now

St. Mary Catholic Church in Appleton is also at the core of her life. “I keep busy by getting involved in many different church activities,” she says.

Healing can take its form in many ways, and for Joan, continuing to update her 96-year-old, Frank Lloyd Wright-style home where she and Bob raised their children, is a rewarding challenge. She and Bob moved into the house in 1964. Many decorating projects later, she’s still making improvements. “Updating the basement is next on my list,” she says. For those who walk by her beautiful home and wonder what it looks like inside, they were rewarded when the home was part of a tour and fundraiser last year. Joan also received a preservation award in 2006 from the Appleton Historic Preservation Commission for her home’s outstanding preservation work.

MAILBOX | correspondence

Dear Ms. Poulsen and members of WATDA,
Thank you again for the very generous support that WATDA provided for the November 4, 2006 Fox Cities Money Conference.

The Conference was an unqualified success—we set an attendance record of 290 participants, not counting many additional volunteers, and for the first time ever, filled all three Spanish-language and Hmong-language breakout sessions!

The Conference was a true partnership, in which individuals from many organizations worked hard to conduct an excellent event. With the assistance of all our Conference partners, we reached out to the community and provided unbiased education in an affordable and fun setting. We look forward to the 2007 conferences.

Richard Entenmann, JD, CFA
President, Asset Builders of America, Inc.

Hi Gary,
Thanks for making this a special Christmas for all of the Rawhide guys at the Cottage House. I am sure that some of them will have an opportunity to catch some White Bass on the Wolf River in the Spring. In many cases, it will be their first time fishing.

Tim Costello

Dear WATDA Board of Directors (From the Rawhide guys),
Thanks for generously giving money for our Christmas gifts! Best wishes, Dewayne
Thank you for the money you gave us. Pops gave us all fishing poles and is taking us fishing. Best wishes, George



Thanks for everything. Roberto
Thank you for the money you gave us that enabled us to buy fishing poles. Happy New Year! Daniel
Thank you for everything you have done for us. Scott
Thanks for the cloth napkins. Our housekeeper loves them. Darriell
Thank you so much for your donation. It means a lot. Joe
Dear Gary,
I want to thank you for nominating me for the Dealers Education Award. It was an honor to represent WATDA and its members. The awards breakfast at NADA was fun as well as rewarding

CONTINUED ON PAGE 14

A second Christmas for WATDA Carriage House

It was like a second Christmas at the WATDA Carriage House on Rawhide Boys Ranch as the wide-eyed staff and residents of the home excitedly opened and unpacked boxes of dishes and table linens. The kitchen items – dishes, serving pieces, table coverings and cloth napkins – were generously donated to the Carriage House by WATDA Past Chairman Pete Dorsch, personally, and by WATDA.

Earlier, when asked by WATDA if the home needed anything, Brenda Stump, the Carriage Home Housemother, told Gary Williams of the need for new dinnerware stating that many of their existing pieces were so brittle they would break while being scraped into the garbage. There were enough plates to serve guests.

WATDA representative John Strange delivered the dishes in person enlisting the help of the boys to carry the boxes up to the Carriage House kitchen where they were eagerly unpacked.

John was taken aback when one young man asked what the cloth napkins were, having never seen them before, and he commented on how many day-to-day items we take for granted. The gifts provided an opportunity



The Carriage House boys at Rawhide with Housemother Brenda (far left) and "Pop" Stump (far right) welcome WATDA's Joh Strange and the new dinnerware donated by Pete Dorsch and WATDA.

tunity for the young men to witness first-hand the tremendous acts of charity and kindness that WATDA members provide to Rawhide Boys Ranch.

The visit was completed with a tour of the home and many warm words of gratitude and thanks. The donation was a much-needed addition to the Carriage Home kitchen and will be appreciated every time the boys sit down to a meal. Pete and Aliece Dorsch will get VIP treatment as dinner guests.

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DEALER POINT | obituaries

CONTINUED FROM PAGE 4

the American Diabetes Association, Waukesha Animal Shelter, or the Mukago-New Berlin Food Pantry in care of the Advantage Funeral & Cremation Services, 11030 W. Forest Home Ave., Hales Corners, WI 53130.

ARTHUR E. SCHAEFER “ART”

Arthur “Art” E. Schaefer, age 98, died March 9 of heart failure at St. Mary’s Medical Center with his loving family by his side. Arthur was born in Racine August 19, 1908, son of the late Abraham and Dora (Tiettlebaum) Schaefer.



Art opened a used car business in Downtown Racine that he later sold to Green Bay Packer Great Don Hutson after Art enlisted in WWII. After the War he and his brother, Ben, opened up a Packard and Plymouth franchise on Lake Ave where Festival Hall is now located. After several years he moved the franchise to 1130 Washington Ave where he sold cars with the well-known slogan “Buy from Schaefer-Its safer.” The dealership stayed in the Schaefer family until 2001 when it sold to Palmen Motors. Along with the car business, Art and Ben started Arthur E. Schaefer Real Estate Company. He and his two sons, Ron and Rick, also started ARB Enterprises which is a commercial

real estate and investment company which Art was active in until he was hospitalized. As a philanthropist, Art become very active in Founding Family, a charitable foundation to build schools around the world and help fund adoptions of Jewish children. He was honored in 2006 as its Patron of the Year. He was an avid golfer until the age of 94 and has many double bogeys to his fame. He enjoyed his yearly family fishing trips to Canada with just the boys. He also enjoyed spending the winters in Florida and California. Most of all, he loved his time spent with his family, especially his grandchildren and great grandchildren.

Survivors include his sons, Ronald (Citlalli) Schaefer of Bermuda Dunes, Calif.; Rick (Heather) Schaefer) of Racine; grandchildren, Jamison (Stephanie) Schaefer and Jennifer (Keith) Krienert, both of Arizona; Justin Schaefer of Stevens Point, Colette Schaefer and Mitchel Schaefer, both of Racine, Jody Schaefer of Bermuda Dunes, Calif.; great grandchildren, Caden and Luke Schaefer, and Nicolette Krienert, all of Arizona; nieces and nephews; trusted employee and beloved friend, Kathy Wells; other relatives and many friends. In addition to his parents, Art was preceded in death by his wife, Colette Wolf Schaefer, March 1, 1973, his brothers, Ben and Dave, his sister, Sadie and his special friend, Rose Smilack.

DONALD A. JONES

Donald A. Jones, Jones Chevrolet-Buick-Pontiac-Cadillac, Inc., Richland Center, age 57, died suddenly on Monday, April 16 at the Richland Hospital. He was born in Richland Center, to Bill and Opal (Yordi) Jones on April 22, 1949. He graduated from the Richland Center High School and later received an associate degree with honors in accounting. Don married the former Bonnie Keller and together worked in the family business. He served on the St. Mary's Finance Committee from 1991-2005; Richland County Bank Board of Directors since January 12, 1999; founded NAPA in Richland Center in May, 2004 and received the 5-Star NAPA Award two years in a row; received the Exclusive General Motors Leaders of Leaders Award. Don operated his family dealership business of 85 years. Don was the 3rd generation and his three children are the 4th generation to participate. Survivors include his wife, Bonnie L. Jones of Richland Center; children, Kami (Greg) Schneider, Ryan Jones (Niki Miller), Ben Jones (LaTonia Von Behren); his mother, Opal Jones; grandchildren, Alexander and Paige Perkins, Thomas and Paige Schneider, Keiyah Jones and Makena Jones; brother, Robert (Connie) Jones; sisters, Mary (David) Waage and Billie Lee Jones; brother-in-law, Larry Kaderavek; and

an aunt, Marianna (Tony) Popelka. Don was preceded in death by his father and sister, Kathy Kaderavek. He will be sadly missed by his family, as family gatherings and events were always special and important to him. His family always came first and provided them with many cherished memories.

MAILBOX | correspondence

CONTINUED FROM PAGE 13

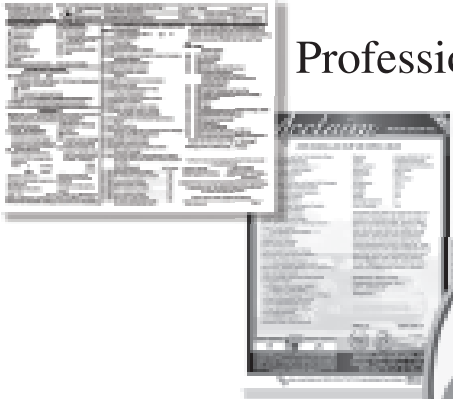
to meet the other recipients. The broad spectrum of people that help add to the education of our young students is refreshing. Thanks very much for allowing me to have this experience.

Brad Schlossmann
Schlossmann's Honda City, Milwaukee

To our friends at the Wisconsin dealer get-together in Florida,
Please accept this heartfelt thank you for your gracious hospitality expressed to Lisa and me last week during our visit to Florida. We enjoyed meeting and visiting with so many community leaders through our WATDA friendship and look forward to seeing all of you again next year!

Brian D. Albrecht
President, Gateway Technical College

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Career awareness events popular with high schoolers

This year, The Foundation of WATDA will host 14 career events in Wisconsin. Most of them will be hosted at WATDA member dealerships. Over 100 teachers, students and industry representatives are expected in attendance this year.

High school students in technology education classes will investigate careers by listening to manufacturer reps, service managers and instructors talk about cars and trucks. The technology in the vehicles exhibited at career days cars appeals to the kids,” says Ray Pedersen, executive director of The Foundation of WATDA. “Most of these students are enrolled in a high school automotive class or AYES program and they listen to professionals



Mitch May of Subaru Great Lakes region talks with a student during the MATC-Oak Creek Campus career day event held in October.

tell their story while they consider a technical career.”

Dan Kolasinski will participate in two career events this year. Kolasinski is service director at Concours Motors in Milwaukee and brought a Mercedes E 6.3 AMG with a price tag of \$94,000 to the MATC event in October.

“I started out thinking I would be an architect, but I started working at Braeger

Chevrolet as an apprentice and the rest is history,” he said. “You can go anywhere in this business.”

Mitch May, a regional service operations manager for Subaru of America’s Great Lakes Region, told his story at the October 2006 career day at MATC. “I grew up in Vermont and my Dad owned a service station where I worked in high school,” he said. “I learned how to rebuild an engine and I have been working in the industry for 40 years now.” May earned a BA in business management in college and worked his way up in the Subaru organization starting in sales and moving into the service area and fixed operations.

“The kids like to look at the Subaru WRX STI that I brought here,” he explained. “It can reach 60 mph in 4.3 seconds and is rally-ready for the Sports Car Clubs of America.”



Dan Kolasinski (left) of Concours Motors in Milwaukee poses with auto technology teacher Todd Antczak of Greendale High School. Nine high schools from Portage to Greendale visited Milwaukee Area Technical College-Oak Creek campus last October to talk with automobile and truck dealership professionals about the latest technology in import autos and heavy-duty trucks.

UPCOMING CAREER EVENTS:		
May 2	Milwaukee	Pulaski High School
October 2	Waukesha	Waukesha Co. Technical College
October 10	Eau Claire	Ken Vance Motors, Inc. 5252 Hwy 93, Eau Claire
October 17	Milwaukee	Milwaukee Area Tech. College South Campus
TBD	Wausau	Wausau Public Schools
TBD	Fond du Lac	Holiday Automotive, 321 N Rolling Meadow Dr, Fond du Lac
TBD	Wittenberg	Wittenberg High School
TBD	Racine	Jon Palmen Pontiac Buick GMC 6001 Washington Ave, Racine
TBD	Janesville	Blackhawk Technical College

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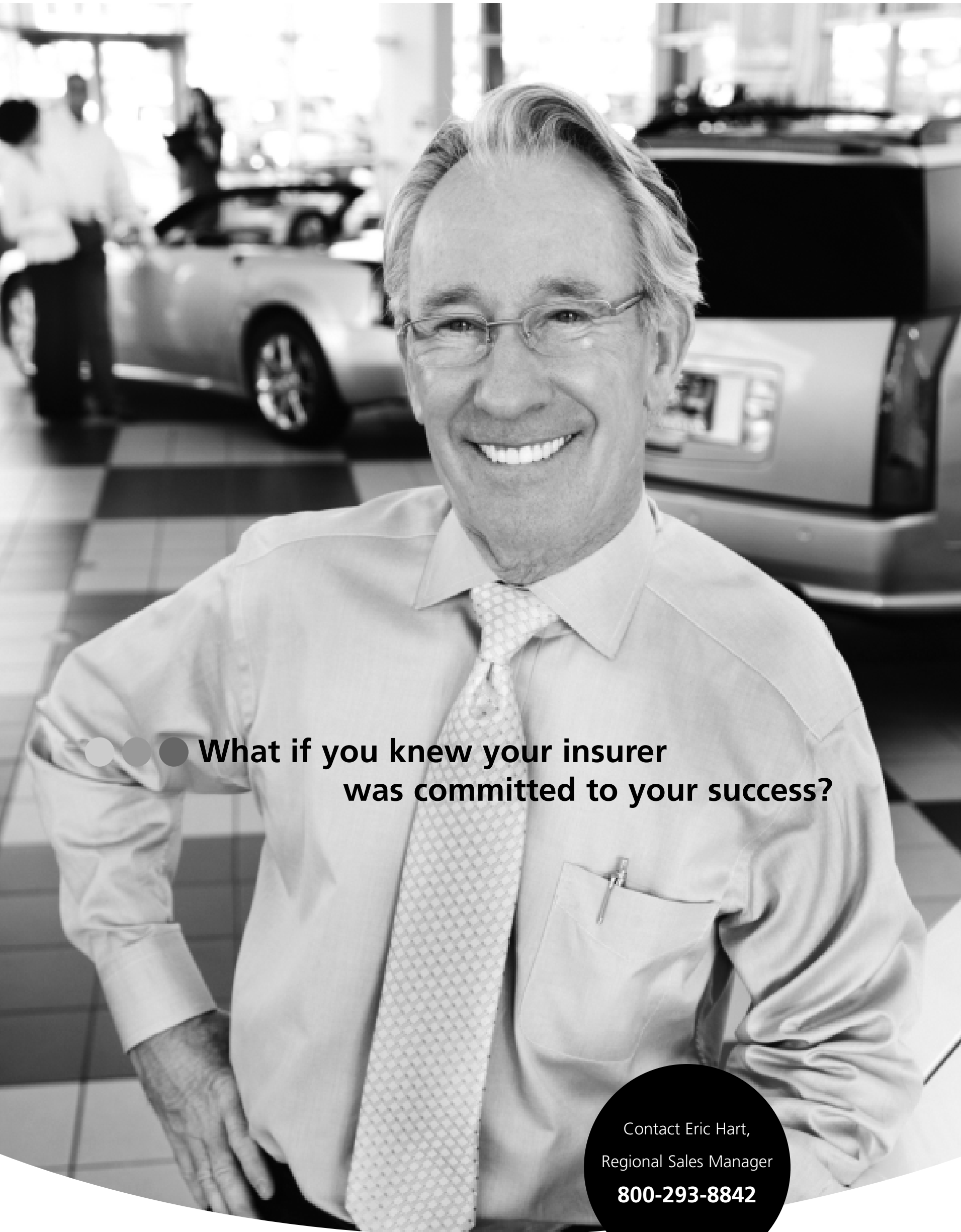
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