



DEALERPOINT

Official Publication of the Wisconsin Automobile & Truck Dealers Association | 1928-2012 | Volume 28 Spring 2012



INSIDE:

• **2012 WATDA
CHAIRMAN
ERIC JORGENSEN**



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

Our Mission:

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



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Volume 28 • Spring 2012

FEATURES



2012 WATDA Chairman Eric Jorgensen 4

Gandrud Dodge Youth Apprentices Featured on Titletown TV!... 8

Summertime Dealer Point Virtual Car Show..... 10

From WATDA Insurance Agency:
Feds to Allow Medicare Data to Rate Doctors 14

2012 Title and Registration Seminars..... 15

BMO Harris Bank and the M&I Foundation
Renew Support of WATDA's Foundation 21

Florida Dealer Event 2012..... 22

Milwaukee's Pulaski AYES Program Gets a Visit 23

WATDA Endorsed Services Program 24

DEPARTMENTS

 WISCO Cooperative 7

 New Vehicle Sales Trends 9

 Center Stage: Awards, Honors, Milestones 11

 From Around the State..... 12

 Legislative Update..... 15

 NADA Director's Report..... 16

 Rawhide Profile: Erick..... 17

Legal Update 18

 WATDA Foundation 2012 Spring Donors 23

Tribute: James E. Martin 26

Index to Advertisers 26

2012 WATDA Chairman Eric Jorgensen

When Eric Jorgensen accepted the chairman's gavel at the close of the WATDA Winter Board meeting, he became the third truck dealer to hold the office of chairman in the history of your Association.

Eric has a number of goals for his year as Association Chairman including growing membership through promotion of WATDA's extraordinary value, the many educational and business-building services it provides and the collective voice it gives in serving the best interests of Wisconsin's vibrant automobile and commercial vehicle dealer community, our industry and those who rely on our products and services.

Another goal is to educate the public to the many worthwhile and selfless actions of WATDA members who frequently give so much back to their communities through charitable contributions, activism and education.

Through our Foundation Eric hopes we can continue to inspire the next generation to be a part of the many rewarding and fulfilling professions within automobile and commercial truck dealerships.



JX Enterprises was founded as Peterbilt Wisconsin in 1970 by Eric's father, Chuck Jorgensen, who still serves on the company's Board of Directors. Eric and his brother Kurt, who is Vice President of Sales, have worked in numerous dealership roles learning all aspects of operations. In 1999 Chuck transitioned ownership to his sons with Eric serving as President and CEO. The company owns and operates fifteen medium- and heavy-duty truck dealerships throughout Wisconsin, Illinois, Indiana and Michigan as well as lease/rental and finance divisions.

In addition to his dealership experience, Eric holds a Bachelors



After Wisconsin Wins is signed into law, Wisconsin Governor Scott Walker sits in the cab of a Peterbilt Model 587. Standing from left to right in front of the vehicle are Kurt Jorgensen (JXE VP Sales), Chuck Jorgensen (JXE Founder), Eric Jorgensen (JXE President & CEO).



Eric Jorgensen, JX Enterprises President and CEO; Pat Walsh, President of JX Financial; Kate Habicht, Pat Walsh's niece; and Sarah, Eric's wife.

of Business Administration-Finance & Marketing from the University of Wisconsin – Madison, and is an avid Badgers fan and supporter of the college. He recently graduated with an MBA from the Harvard School of Business. Eric is also an NADA Dealer Academy Graduate. Additionally, he serves as the Great Lakes Region Representative on the Peterbilt Dealer Council, is the Peterbilt Line Representative for the ATD Board and the Chapter Chair of the Wisconsin Young President's organization.

Eric and his wife Sarah have three teenage daughters and the whole family participates annually in the Polar Plunge for Wisconsin Special Olympics. An avid outdoorsman and sportsman, he enjoys skiing and golf. Last summer, Eric and Sarah, along with JX Financial President Pat Walsh and his niece Katie Habicht participated in the Tough Mudder Wisconsin event, at Devil's Head Resort in Merrimac. Billed as the only event in America that "tests the toughness, fitness, strength, stamina and mental grit all in one place in one day," the JX Enterprises'

team was called 'Mudder Truckers.' Money raised from the competition goes to the non-profit Wounded Warrior Project, which helps American servicemen and servicewomen who have been severely injured.

In 2011, JX Enterprises donated more than \$25,000 to local and national charities. Organizations supported include the American Red Cross: Japan Earthquake, Pacific Tsunami Relief; Midwest Athletes Against Childhood Cancer (MAAC Fund); and the Special Olympics World's Largest Truck Convoy. The year culminated with food drives at each dealership, complemented by a \$500 corporate donation from JXE to each of the food pantries that serve local communities.

"We pride ourselves on giving back to the communities we serve," said Eric, "whether that's through contributions of money or time, and we look forward to raising the bar even higher in 2012." ●

"We pride ourselves on giving back to the communities we serve."



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WISCO Cooperative

BY JOHN HACKMAN

2012 has been proclaimed the International Year of the Cooperative. With this in mind I wanted to touch on a few of the things that make up the cooperative business model and how it pertains to your cooperative, WISCO Co-op. Co-ops are owned by their members, who are also their customers. That is the very foundation of cooperatives. Since their customers are the owners, any profits of the co-op are paid back to its members. Because there are no outside owners or investors the entire focus of a co-op should be to its members. The idea is to use group buying to be able to buy competitively and save money.

WISCO operates under these principles to save its members money. Your co-op sells, with few exceptions, everything a dealership

can use except the vehicles. WISCO uses group buying to obtain good pricing, adds its small markup, and sells to its members. Any profits are paid back to its members, in direct proportion to how much they bought, with the year-end rebate checks. To maintain our tax status we are required to pay out at least 20% of our profit to our members in cash every year. Well, WISCO pays out 90% of its profits in cash and the other 10% is placed in the members' equity accounts for future redemption. Being a cooperative, WISCO exists to serve its members, not profit from them.



In May WISCO will celebrate its 40th anniversary. That's 40 years of serving our members, saving them money and improving their bottom line. Through the 40 years we have sold over 560 million dollars of product to our members. That is well over 1/2 billion dollars of product that our members have saved money on. On top of those savings we have paid 16.5 million dollars in rebates back to our membership. When you consider purchases for your dealership, whether it is major equipment, or day to day consumables, or anything in between, remember your cooperative to save money!

The WISCO annual meeting and golf outing will be held at Lake Arrowhead Country Club in Rome, Wisconsin on Tuesday June 26. Information will be sent out as it gets closer but please save the date and plan to attend. ●



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Gandrud Dodge Youth Apprentices Featured on Titletown TV!

BY LISA SCHMELZER, GREEN BAY CHAMBER OF COMMERCE AND GARY BEIER

Recently, Green Bay's NBC-TV 26 ran a feature on two of our industry's up-and-coming Youth Apprenticeship students. Dion Bott and Shawn Grignon are both seniors in high school. They're both interested in cars. They're also both apprentices at Gandrud Dodge through the Green Bay Area Chamber of Commerce's Youth Apprenticeship program.

Gandrud Dodge's 40-person team provides car service, maintenance and car sales.

In their apprenticeships, Bott and Grignon work nights, 2:30 p.m. to 7 p.m., and a few Saturdays a month in the express lube center. They do oil changes, tire rotation, light bulb replacements, battery replacements and inspections. They are also responsible for cleaning and keeping the work area presentable. As part of their apprenticeships, they also take classes at Northeast Wisconsin Technical College (NWTC).

Their supervisors, Christina Pflugradt and Jamie Popp, say Gandrud Dodge has participated in the Youth Apprenticeship program to grow new technicians. Pflugradt has worked at Gandrud Dodge for five years and Popp has worked there for about three and a half years, and they've participated in the program for the last three years.

Pflugradt says having apprentices has been not only beneficial to the business, but also fun. "It's something they [the students] enjoy," she said, "and that's a good thing."

"The most rewarding part about having apprentices has been having employees who are eager to learn a new skill set," Popp said. Pflugradt added that the apprentices are working there because they want to, not because they have to.

Bott, a student at Preble High School, started his apprenticeship with Gandrud Dodge in May 2011. He heard about the program through his school and thought it would be a good learning experience. He says the most valuable part of the apprenticeship has been the hands-on experience he's received being around and working on cars.

Grignon has been with Gandrud Dodge since February. He applied to the program after hearing about it through his counselor at Ashwaubenon High School. "I thought it'd be cool to get college credits while still in high school," he said.



Left to Right: Dion Bott, Shawn Grignon, Jamie Popp, Christina Pflugradt

Both Bott and Grignon plan to further their education. Bott will continue taking auto classes at NWTC. Grignon will attend college in Miami and pursue a degree in the medical field. Although he's not going on to work with cars, Grignon still credits the Youth Apprenticeship program as helping to form his future. "[NWTC] has helped me decide what I want to do after high school and how to accomplish it," he said.

Youth Apprenticeship is a two-year program for students combining classroom instruction (both high school and college) and paid on-the-job training. It runs in parallel with our Automotive Youth Educational Systems (AYES) program in a number of areas throughout the state. For more information on the Green Bay Youth Apprentice program contact – Lisa Schmelzer at lschmelzer@titletown.org; and for AYES information contact – Jeff Dowd at jdowd@watda.org. ●

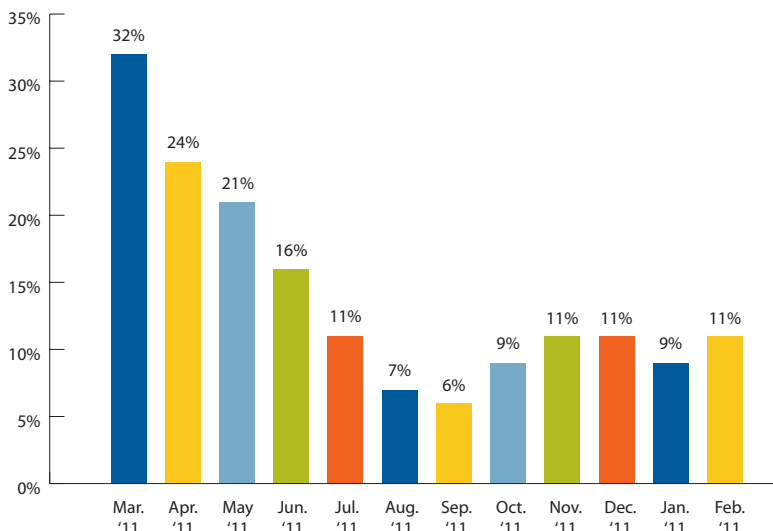
"The most rewarding part about having apprentices has been having employees who are eager to learn a new skill set."

New Vehicle Sales Trends

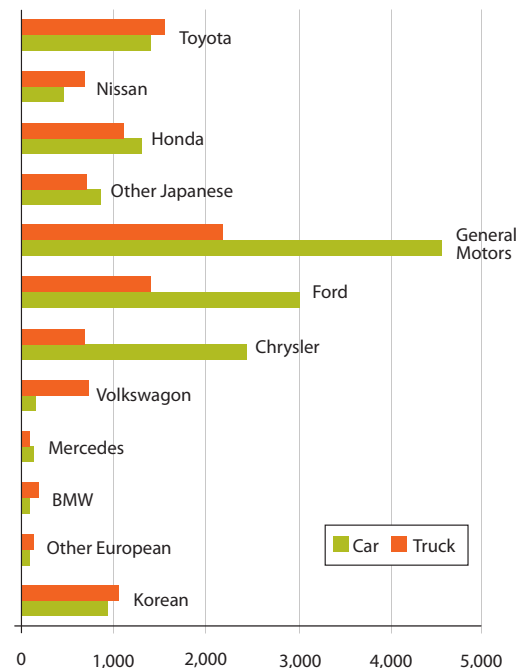
Wisconsin New Vehicle Trends: February 2012

	Previous Two Months			Year to Date			Year to Date Market Share		
	1/11	1/12	% change	'11 YTD	'12 YTD	% change	'11 YTD	'12 YTD	change
Industry Total	22,410	25,545	14.0%	22,410	25,545	14.0%	100.0%	100.0%	0.0%
Car	8,844	10,316	16.6%	8,844	10,316	16.6%	39.5%	40.4%	0.9%
Truck	13,566	15,229	12.3%	13,566	15,229	12.3%	60.5%	59.6%	-0.9%
Japanese	7,120	7,919	11.2%	7,120	7,919	11.2%	31.9%	31.1%	-0.8%
Toyota	2,709	2,902	7.1%	2,709	2,902	7.1%	12.1%	11.4%	-0.7%
Honda	2,119	2,374	12.0%	2,119	2,374	12.0%	9.5%	9.3%	-0.2%
Nissan	1,114	1,116	0.2%	1,114	1,116	0.2%	5.0%	4.4%	-0.6%
Other	1,178	1,527	29.6%	1,178	1,527	29.6%	5.3%	6.0%	0.7%
Domestic	12,741	14,160	11.1%	12,741	14,160	11.1%	56.9%	55.5%	-1.4%
General Motors	6,668	6,710	0.6%	6,668	6,710	0.6%	29.8%	26.3%	-3.5%
Ford	3,705	4,362	17.7%	3,705	4,362	17.7%	16.5%	17.1%	0.6%
Chrysler	2,368	3,088	30.4%	2,368	3,088	30.4%	10.6%	12.1%	1.5%
European	1,089	1,490	36.8%	1,089	1,490	36.8%	4.9%	5.9%	1.0%
Volkswagen	586	846	44.4%	586	846	44.4%	2.6%	3.3%	0.7%
BMW	213	253	18.8%	213	253	18.8%	1.0%	1.0%	0.0%
Mercedes	134	192	43.3%	134	192	43.3%	0.6%	0.8%	0.2%
Other	156	199	27.6%	156	199	27.6%	0.7%	0.8%	0.1%

**3 Month % Change –
and view annual trend**
*Compares most recent 90 days vs. same
90 day period from last year*



**YTD Registrations
by Vehicle Type**



Dealer Point Virtual Car Show!

We know you have them... Send us your photos!!
All readers welcome to participate!

We are still waiting for your photos for our virtual car show for the Summer issue of Dealer Point! Please submit a photo of your vehicle along with a paragraph or two giving us some of the finer details of your pride and joy. We welcome classic cars, trucks, tractors, special unique vehicles-show us what you've got so we can create an interesting show for our readers. Submit electronic pictures (300 dpi is the preferred resolution) to jfarmer@watda.org or snail mail them to Julie Farmer, Dealer Point PO Box 5345, Madison, WI 53705-0345. Be sure to mark actual photos with your name and a mailing address if you want us to return the photo. ●



1937 GMC Pickup – belongs to... Guess Who? We'll tell you at the Virtual Car Show!

Congratulations to the WATDA Kindle Touch Winners at the WISCO Show at Chula Vista Resort!



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CenterStage

AWARDS, HONORS, MILESTONES

JX Peterbilt, Appleton donated cash as well as canned goods to the St. Joseph Food Pantry in Menasha. The company held a three week food drive and received a \$500 donation from the dealership's parent company JX Enterprises, Waukesha.

The Oconomowoc Sports Booster Club in partnership with **Ewald's** Oconomowoc dealership sponsored a "Dodge Test Drive" fundraiser. For a donation, participants could test drive Ewald automobiles through an obstacle course in the high school parking lot. The event raised \$2,540 for the booster club.

The Jefferson Business of the Year award was presented to **Havill Chrysler Dodge** owners Marv and Chris Havill. The award is given to a chamber member whose has been in existence more than three years, has demonstrated the ability to overcome adversity, has grown during its existence and contributed to the community.

Baird GM teamed up with the Ripon Area United Way to raise money for their local United Way Campaign. For every oil change in February, Baird GM donated \$2 to the Ripon Area United Way. The promotion included a drawing for all service customers in February to be entered into a drawing for a complete auto detail package. A total of \$772 was donated from the promotion.



Lee Baird presents Ripon United Way Chairman Chris Graham with donations from service promotion.

Ewald Automotive, Oconomowoc hosted a pinewood derby for the Pack 49 Cub Scouts of Summit School in February. The pinewood derby is an alternative to the soap box derby for the younger boys. Scouts are supplied official kits that contain wheels, axles and a wooden block. The Scout plans how they will build and decorate their car. Adults are allowed to assist and guide the Scout to make sure they are following race requirements.

Mid-State Truck Service, Marshfield along with dealer principal Jon Vandehey have received the 2011 Navistar Circle of Excellence Award from International. The award honors International dealerships that achieve the highest level of dealer performance in operations, financial standards, market representation and customer satisfaction. Mid-State Truck Service owners Jon and Tom Vandehey also have locations in Wausau, Plover, Wisconsin Rapids, Abbotsford, Chippewa Falls and Eau Claire, employing about 200 associates.



February 20, 1937, 75 years ago, Jim & Millie Rabas started **Algoma Motors**. For those who do not know, they were married January 20, 1937 and started the business 30 days later. In the beginning, they had John Deere, Eagle Tractors, Kewaunee Implements, Nash, Hudson, Terraplane and of course Pontiac, which should have never been discontinued. They never had a steam engine franchise, they were discontinued by 1924. So much for the "True Stories."

Thanks Mom and Dad. ~Submitted by Jim Rabas

Finley Dencker Buick GMC, Beloit, is making an effort to raise health awareness among its employees, beginning with health assessments that included a nurse taking blood pressure checks, checking weight, BMI, and sugar and cholesterol levels. Office manager Kelli Bell partnered with their health care provider to help implement the project.

There have been quarterly activities to keep up interest, like a bingo game where participants would get credit for taking a walk or not smoking. Winning cards were entered into a gift card drawing. Bell has been posting weight loss and healthy eating tips as well as information on sodium and sugar content in foods and beverages. The latest quarterly activity is based on "The Biggest Loser" reality show. Bell has posted information on the ideal caloric intake to lose weight, sample recipes and the impact of physical on weight loss. As of March 29, the group has lost a total of 87 pounds, with the winner of \$100 to be crowned on April 13. ●

From Around the State

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

Brennan Buick, Green Bay has purchased the Mitsubishi franchise from Van's Honda. Owner Mike Brennan noted they chose the Mitsubishi line because it complements the Buick line, filling a niche they didn't have before.

Wisconsin Kenworth opened a new dealership in La Crosse featuring twelve service bays, a 5,100 square foot parts department with delivery service and a driver's lounge. CSM Companies, parent of Wisconsin Kenworth, operates five other dealerships in Wisconsin as well as two in Michigan.

Hudson Ford celebrated with a ribbon cutting ceremony hosted by the Hudson Area Chamber of Commerce and Tourism for their new Quick Lane Tire and Auto Center. Guests included Chamber and City officials as well as Ford Regional representatives Brad Akers and Jon Purdy.


Kocourek Automotive Group in Wausau plans to construct a 26,000 square foot dealership across from its Ford dealership on 20th Avenue, to house Nissan and Kia franchises. The Wausau City Council approved economic development funds for the project and in exchange Kocourek agreed to create 30 new jobs



and the property must meet a minimum assessed value of \$4.25 million.

Holiday Automotive in Fond du Lac has purchased Service Motors Ford. The Service Motors location is now closed and Ford sales have relocate to the Holiday Ford Mazda store. Holiday Automotive will now offer six nameplates: Ford, Chevrolet, Buick, GMC, Cadillac and Mazda. Thirty Service Motors employees were transferred to Holiday Automotive, brings their staff total to about 250 in Fond du Lac. Gary Deitte, a vice president and 29-year veteran of Holiday will serve as General Manager.

Russ Darrow Chrysler, Dodge, Jeep, Ram held a ribbon cutting for the grand re-opening of the newly refurbished and expanded West Bend dealership. Russ Darrow Toyota in West Bend, which previously shared space with the Chrysler store, was also recently remodeled. The West Bend Chrysler dealership was the site of the first Darrow dealership in 1965. At that time, Darrow was 25 years old and the youngest dealer in the country. The expansion doubles service capabilities and will create more jobs for the community. It is also an indication of Darrow's confidence in the economy of West Bend. ●



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From WATDA Insurance Agency: Feds to Allow Medicare Data to Rate Doctors

In an effort to keep our WATDA membership informed about some global efforts relative to health care costs and issues, WATDA Insurance Agency brings you the following information (article edited from a Dec. 8th news release from BenefitsPro.)

On Dec 5th, 2011 the federal government announced that Medicare will finally allow its extensive claims database to be used by employers, insurance companies and consumer groups to produce report cards on local doctors and improve the current rating methodology for hospitals. With 47 million beneficiaries, and virtually every doctor and hospital in the country participating, Medicare's database is considered "the mother lode of health care information." By analyzing masses of billing records, experts can glean such critical information as how often a doctor has performed a particular procedure and get a general sense of problems such as preventable complications. Doctors will be individually identifiable through the Medicare files compiled in an easily understood format and released to the public. These medical report cards could become a powerful tool for promoting and enhancing quality of care by both physicians and doctors.

"There is tremendous variation in how well doctors do, and most of us as patients don't know that", said David Lansky, Pres. of Pacific Business Group of Health, a non-profit that represents 50 employers with more than 3 million people. "This is the beginning of a process to give us the information" we need as consumers "to make informed decisions," Lansky said. "There is pent-up demand for this data because everyone wants to be a more informed, intelligent consumer, especially as health care costs are still rising" says Maria Ghazal, policy director at the Business Roundtable, representing CEO's of some major companies with a total population of 35 million people.

Early efforts to rate physicians using limited private insurance data have thus far focused only on primary care doctors. The new Medicare data information will rate specialists as well; prior ratings efforts using insurance company data have lacked sufficient statistical power to rank them. Medicare officials say they expect nonprofit research groups in Wisconsin, California, Minnesota, Massachusetts and other states will jump at the chance to use the data. Consumers will see the first reports by late 2012. ●



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Legislative Update

BY WILLIAM SEPIC

Last year WATDA was able to pass a heavily contested franchise bill. One in which the manufacturers hired additional lobbyists and invited the likes of Harley Davidson, the Truck & Engine Manufacturers Association and others to actively lobby against the dealers. WATDA was able to pass the legislation for a variety of reasons, but the legislative team that was assembled was an integral component in the success. No single person stood out on this effort more than any other and the legislation would not have moved without a team effort. That team, in large part has been retained.

In December the WATDA Board directed staff to reduce budgeted payroll expenses for 2012. In doing so, WATDA made substantial cost savings adjustments to the legislative team (from 2011). However those adjustments have NOT reduced the effectiveness of our lobbying efforts in any of the key areas (i.e. legislative contacts, access, information and capital presence). In fact WATDA's (the dealers) legislative presence is better served today than we were a year ago before assembling the current team members. Today, WATDA is staffed with seven lobbyists, with a variety of specialties and strong relations on both sides of the aisle. In addition to Bill Sepic and Chris Snyder, we have retained two government relations firms with five lobbyists. Let us introduce you to our lobbyists; **Greg Hubbard** of HWZ has 20

years of combined legislative experience having spent 10 plus years working for several Republican legislators including serving as Chief of Staff to a Majority Leader in the Wisconsin State Senate. Hubbard also represents the auto recyclers and has a broad range of knowledge from experience on controversial and landmark issues. **AJ Wilson** of HWZ has served as Chief of Staff to a Democratic Leader in the Wisconsin Assembly. Wilson has developed legislation and crafted strategy for its passage and represents clients from non-profits to Fortune 500 companies. He has his Juris Doctor from the University of Miami. **Ramie Zelenkova** of HWZ has a decade of experience in lobbying, grassroots advocacy and legislative research and has worked to maintain strong relations with both sides of the aisle. Her clients range from non-profits to professional and trade associations to Fortune 500 companies. **Jason Bauknect** of HWZ is a new addition having spent the last eight years in both the Wisconsin State Senate and Assembly. Most recently he served as senior policy advisor to Assembly Speaker Jeff Fitzgerald. Bauknect has invaluable ties to legislative leadership and decision-makers in both houses, as well as the Governor's office. **Scott Tyre** of Capitol Navigators has over two decades in political and public affairs experience. Tyre started his career working for Florida Governor Bob Graham, following him to Washington DC after being elected to the US Senate. He has traveled the country helping candidates run for US Senate, Congress, Governor and Mayor. He worked at Foley and Lardner as Director of Government Affairs before becoming President of Capitol Navigators.

The strength of these five individuals along with Snyder and Sepic from the WATDA staff will insure the auto and truck dealers of Wisconsin have outstanding governmental representation. WATDA also retained the counsel of Paul Norman for additional legal and legislative matters. This is an outstanding, well balanced approach to state and federal government affairs that will deliver results to dealers politically and financially. ●



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Scott Meyer, Actuary in
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2012 Title & Registration Seminars

Date	City	Location
Tues., June 26	Pewaukee	Holiday Inn Pewaukee (Milwaukee West) N14 W24140 Tower Pl
Wed., June 27	Appleton	Paper Valley 333 W.College Ave.
Thurs., June 28	Black River Falls	Comfort Suites W10170 Hwy 54E
Tues., July 17	Wausau	Stoney Creek Inn 1100 Imperial Ave. Rothschild
Wed., July 18	Hayward	Comfort Inn 15586 Cty Rd B
Thurs., July 19	Madison	Holiday Inn & Suites West 1109 Fourier Dr

Online registration is open at www.watda.org

NADA Director's Report

BY KEN VANCE

Turn On NADA U!



As our industry revives and reinvents itself, NADA University-brought to you by one of the most trusted names in the industry—your one-stop resource for the training and information you need for profitability, knowledge, and federal compliance.

In today's marketplace and regulatory environment, you need to focus on your most important asset—your staff. Are they as productive as they can be? Are they up-to-date on the latest legal requirements? Make sure you're getting the most out of your current employees before you hire more employees to match the increasing traffic in your showroom.

If you do need more people—maybe you downsized in the past couple of years—you'll want to look for different skills in your new hires. Maybe, for example, you need employees who know their way around the Internet, which has become the world's largest showroom, open and accessible around the clock.

NADA University—NADA U for short—has the same hours. The umbrella for all educational and performance management programs from the National Automobile Dealers Association

(NADA) and its American Truck Dealers (ATD) division, NADA U begins with the two flagship programs that you know well—NADA-ATD Academy and 20 Group—and introduces an all-new, interactive, online component accessible to multiple users 24/7 and delivered via a learning management system that enables training, testing, and tracking to ensure accountability.



But let's back up and show you the online "centers of excellence," Learning Hub and Resource Toolbox that allow you to train smart. You don't have to take your employees off the floor and spend for travel to train them—just take a look at what they can accomplish online!

You've been getting the *Driven* management guides for years. Remember the bulging binders that someone had to update each month or so? Or maybe the guides, lost in the flood of mail that came to your dealership every day, never reached the binder at all. Where are they, anyway? Now, you know where they are: online, updated, and ready for you to read and use—and to assign your staff to read as you deem.

You send him the assignment, including due dates, via LightPad, NADA U's internal email system, and then track his progress via "Training Reports-User" or "Tattletale Report." You can find out exactly what he's completed—or not completed—because each *Driven* guide, and each online course, workshop, webinar, etc., contains a testing component.

The learner can track his or her own progress with the "My Report Card" function.

NADA U uses the latest adult learning strategies and techniques to design courses with clear learning objectives, and testing that assures objectives have been met.

NADA U's Resource Toolbox online library contains member benefits, and a great deal more.

And there's more, for you and your top people. HR Essentials is a three-in-one HR resource to help you develop customized job descriptions, performance evaluations, and policy handbooks.

NADA U is continuously introducing new features and programs. Among the most talked-about additions is "Dealer Pain Points," which are video vignettes designed to help dealers resolve specific business challenges and create new opportunities for success.

Posted on the website NADAuniversityblog.com, the videos showcase brief scenarios reflecting real-life situations that can affect performance and profitability in all areas of the dealership. They include tips and strategies from NADA U experts to address the specific "Pain Point" and find a resolution for it, and then direct the viewer to the wealth of NADA U resources on the topic.

What makes NADA U unique is that it's the single resource in the industry today that combines proven dealer-operations expertise covering all areas of the business with the conve-

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RawhideProfile

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

Student of the Month: Erick

My Rawhide Success



My name is Erick, I am 14 years old, and have been at Rawhide for one year. My favorite hobbies are BMX bike riding, snowboarding, skateboarding, hunting, fishing and being in the outdoors.

I really enjoy math class at Starr Academy because Mr. Wilson makes it easy for me to understand. I also appreciate the job trainers at the barn where I work. They always help me to understand the different tasks on the job.



After high school, I plan on becoming a ranger in the military and want to attend Nicolet Bible College. After the military, I would like to become a D.N.R. warden so that I can work in nature.

I would like to thank everyone that is involved with Rawhide. In some way you have all helped me. Rawhide has helped me to make changes in my life that I need to be successful. Before Rawhide, my options were prison or death!

When you're at Rawhide you get to experience something called Winter Camp. This event is fun because we get to snowshoe, ski, and play broomball. Along with winter sports, we have time to listen to speakers such as Pastor Conrad. His testimony meant a lot to me and has caused the most change in my life.

My favorite things to do on ranch are to hang out with the staff. They make me happy and they're always ready to help me. The staff is what makes Rawhide what it is instead of just a name. ~Erick

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

nience of web access to provide real-world, up-to-date training and education.

Even as NADAuniversity.com gives dealership professionals a new, convenient online training and education tool, full of rich and ever-increasing content, 20 Group meetings and Academy classroom training and in-person seminars continue to be indispensable cornerstones of NADA's training programs.

NADA and ATD members are already enrolled in NADA U using their Member IDs. Sign in at NADAuniversity.com or call 800.557.6232. Dealers can add and maintain their lists of authorized employee users—ideally every employee of the dealership—whose performance can be tracked and measured at all times. Sign in and explore your university—it's easy to access, simple to navigate, and packed with training to help you succeed. And remember, in Wisconsin there's no better source for state-specific education than WATDA.

Dealership Workforce Study Replaces Compensation Survey

The all-new 2012 NADA Dealership Workforce Study (DWS), which launched March 21, can help you determine the right compensation and benefits package for current and prospective employees, and it'll capture more data and trends than ever before.

The DWS will capture, analyze, and tabulate data from calendar year 2011, with a variety of reports to be issued in summer

2012. The DWS replaces the biennial NADA Compensation Study with several significant differences:

- Annual rather than biennial study to capture localized details and trends
- Enhanced data collection to include retention, tenure, turnover, and hours of operation in addition to compensation
- State-specific comparative data included
- Web-based portal for easy participation, with brief online survey and query from DMS
- Report options to include individual and enhanced dealer reports, ATAEE state-wide reports, dealer group composite report, 20 Group composite Report, and database subscriptions—all in addition to an overview provided in a *Driven* management guide.

Achieving the most complete results depends on gathering the most data from the most people. ***We need to achieve the greatest possible participation to attain the most complete and accurate results.*** Dealer participation—only NADA and ATD members may participate—occurs **March 21 to May 2, 2012**. Just sign up, answer a short survey, and upload your payroll data from your DMS. There is no cost to participate, your information is completely secure, and the process is streamlined and easy. Go to nadaworkforcestudy.com NOW to sign up for this groundbreaking study. ●

Legal Update

BY CHRIS SNYDER

Read Those Contracts

Dealerships rely on business relationships to successfully operate. In most cases those relationships are defined in contracts. Dealers enter into all kinds of contracts from the very complex like Sales and Service Agreements with manufacturers to simple service agreements with the nightly cleaning crew. It is vital that you know what are in those contracts because, inevitably, stuff happens.

Contracts in general consist of identifying the parties, the services provided, the consideration, duration, termination, indemnification, jurisdiction, modifications and contacts. There can be many other provisions depending on the complexity of the relationship and this article is not intended to be a treatise on contract construction.

The purpose here is to make you aware of a couple of provisions that are sometimes overlooked, but have very real applications in your day to day business relationships.

We have included some painful anecdotes regarding the importance and application of certain provisions that you should pay specific attention to, namely termination, property rights and indemnification. (This article is not intended to be legal advice, it is for informational purposes and we have gone to great pains NOT to mention any specific business partners by name. WATDA recommends that if you have questions regarding your specific contractual obligations, you should consult with an attorney.)

Termination Provisions

You're entering into a contract with a trusted partner and what is one of the first things you should review? What it takes to get out of it! Regardless of the service or relationship, there usually comes a time when its time to move on. Before entering into any agreement, check the termination clause. Does it expire over a specific time? Does it automatically renew, and if so, for how long? Does it

require you to give them notice of termination within a certain time frame within the term of the contract? What constitutes termination for cause?

One of the most important, expensive and complex agreements that dealers enter into are for their Dealership Management System (DMS). Manufacturers require dealers to have them and let's face it, with the complexities of day to day dealership operations, inventory management, interdepartmental coordination, regulatory compliance and accounting, a dealership's DMS system is vital to its success. Although there are a number of DMS providers, dealers must utilize a DMS system that is approved by the manufacturer (which means that they have obtained software licenses enabling the DMS to communicate with the manufacturer's system).

Before entering into any agreement, check the termination clause.

Until recently, there were two major DMS providers in the market and although their market presence is still very strong, as of late, they appear to be losing market share. A significant reason is due to the required term of the contract. While the newer players offer dealers a service agreement on a month to month basis, others lock dealers in for 5 years at a time with little to no wiggle room to terminate early regardless of circumstances. And in most cases, every time they perform an "upgrade" or replace equipment that they require you to lease and use exclusively with "their" software, the contract is extended even further down the road.

Last year WATDA received a call from two dealers regarding the same transaction. They were involved in a buy/sell. Both dealers utilized the same DMS provider. The buying dealer intended on continuing the use of the same DMS provider in the seller's store. However, before the buy/sell could go through the DMS provider insisted on the selling dealer

buying out the remaining two years of their contract. Both dealers and WATDA pleaded with the DMS to recognize the fact that they were not losing any business by simply allowing the buyer to assume the existing selling dealer's contract (after all the buyer was an existing customer of theirs and if you looked at the DMS's book of business, they were maintaining the same number of rooftops). The DMS would not budge on their position, they had a contract with the seller and they were enforcing it to the letter, thereby double dipping on the payment for services at the seller's store.

This placed the buying dealer in a quandary. He still had a few years left on his contract with the DMS provider at his existing store and he wanted to run the same system at both of his dealership locations in an effort to coordinate their operations. He was not happy with the way he was treated by the DMS during the buy/sell and they were only offering another 5 year contract for the store he had just bought (meanwhile, they had received 2 years of payment for services not provided). The buying dealer ended up, putting a different DMS in the store he purchased that provided him with a month to month contract and meanwhile he rode out the remaining years at his other store, eventually getting out from underneath the heavy handed DMS.

The point to remember here is, whatever service you are contracting for, chances are there are competing vendors. You are the buyer. You are the wanted commodity. Use the negotiating leverage that you have (prior to signing any agreement) and make sure that you have an escape clause that is fair and acceptable to you. Just because they hand you a 15 page, single spaced, 7 point font, boilerplate document doesn't mean they can't modify it. When another company offering the same service has a more flexible termination provision, use it to leverage those terms with the provider you choose to go with. If they are unwilling to work with you when they are trying to get your

business, how easy do you think they will be to work with once they have you contractually bound?

Intellectual Property Rights

Information is king and increasingly there is a push for companies to get their hands on consumer's information (financial, buying habits, etc.). More and more we are seeing companies attempting to gain unfettered access to dealer's DMS systems so they can extract the customer information to use for various purposes, including but not limited to, marketing.

*Who owns the
information contained
on your DMS?
...YOUR CUSTOMER*

The ultimate question is who owns the information contained on your DMS? And the answer is, YOUR CUSTOMER. It is their non-public information. The dealer is entrusted by the customer to secure and utilize that information for very specific purposes, and yes some of those purposes are carried out by the manufacturers and vendors.

The federal government has put in place regulations (Gramm-Leach-Bliley, FACT Act, Fair Credit Reporting Act, Spam (email) Act, Fax Act and No-Call list, to name a few) to help protect individuals' right to privacy and personal information security.

Manufacturers and vendors who provide necessary services to you and your customers require daily access to the dealership data base (which for the simplicity of this article will be referred to as the DMS). However, in reading the dealer agreements of some of these entities, it is apparent that they intend to do things with the extracted information that probably exceeds the parameters of the exemption that allows you to share that information with them.

WATDA recently reviewed a manufacturer's proposed "Dealer Data Access Agreement", wherein the manufacturer intends to hire a third-party to access the dealers DMS to extract and store dealer data (including all customer financial data). The manufacturer also states that they may need to update the dealer's

customer data from time to time and will also need to share the extracted data with their partners and vendors. They do indemnify the dealer, but only if they deviate from what they say they are doing with the information in the Agreement, but not if what they are doing with the data violates any representation the dealer made to the customer (such as those contained in an Initial Privacy Notice).

We have also reviewed vendor agreements where the lines of information ownership are skewed, simply because the dealer is utilizing a vendor's software or service. Clauses such as:

You (dealer) grant vendor a worldwide, perpetual, nonexclusive, sublicensable, royalty-free license to use, reproduce, distribute, transmit, disclose, display, modify and create derivative works of any content, data, information or other materials you submit and or receive through the vendor's software.

So by signing this agreement you are giving them your permission to take any and all information from your DMS and allowing them perpetual (forever), non-exclusive (not just them), sublicensable (something that they can sell to another party), royalty-free (they don't have to pay for it), access to use, share and sell.

Companies seeking access to your DMS system are playing on the edge of the law, justifying their access behind grey exemptions. The information that (the dealer) gathers in conjunction with a transaction, that your customer has entrusted you with, that you provided them an Initial Privacy Notice informing them that you are not selling or sharing that information with anyone other than entities essential to carry out legal obligations or services that they have bargained for, belongs to your customer. Dealer's DMS systems not only hold vehicle information, but also customer income, credit rating, employment history and all of the personally identifying numbers that allow nefarious actors to probe, manipulate, solicit and even harm individuals. DMS agreements like the one above represent a slippery slope to having your customer's information used in a way the does not coincide with the representation that most dealers make when present-

ing the customer with an Initial Privacy Notice.

Dealers need to realize that they are stewards of the integrity of their customers' information. Manufacturers and vendors value it greatly, dealers have a lot of it and, ironically they pay vendors to take it and use it. It's like having a diamond deposit in your backyard and paying excavators to come and take it. These agreements are often long and complex, but you need to know exactly what they are after and what kind of protections and indemnifications they are providing you.

Indemnification

In a black and white world indemnification provisions would be short and simple. If we suffer a monetary loss due to your product or service not functioning as represented, you have to compensate us. If you suffer a monetary loss due to us using your product/service improperly, we compensate you. But the world hasn't been black and white since the 1950's (and if you've ever seen the movie "Pleasantville" you know that we are all better when we live in a world that is chromatic color). And lawyers tend to exist and flourish somewhere in the shadows of grey.

*Indemnification clauses...
become very important
when stuff is flying from
hitting the fan.*

Although indemnification clauses tend to be buried in the back of most contracts, where all of the standard general provisions of a contract reside, they become very important when stuff is flying from hitting the fan. Case in point:

WATDA received a call from a dealer who was having a problem getting a recent buyer to provide them with the title to the vehicle they had traded in. The buyer was an elderly woman. Apparently her son was not impressed with her purchase and he contacted the dealership and insisted that they unwind the transaction because his mother was too old to be making those types of decisions on her own. The dealer was unable to unwind

continued next page...

the transaction because they had already sold the woman's trade. Apparently, they had taken it in on trade, put it on the hoist, safetied it, replaced the brake shoes, buffed it out, threw a Buyer's Guide on it and sold it later the same day. The gentleman representing his mother was refusing to provide the dealership with the title for the trade-in and with the vehicle already down the road they had a real issue on their hands. (Note: a signed promise to bring in the title to a trade-in is not a pass to sell the vehicle – technically when the customer signs a purchase contract, they are agreeing to provide you with any and all documentation required to complete the transaction, so a separate signed promise is merely belt and suspenders.)

So, the trade-in is down the road, the previous owner is refusing to provide the title so that proper titling of the transaction can be completed and the DMV field investigator is at the door responding to junior's complaint that his mother has been taken advantage of. The answer to the first question, can mother buy the car? Yes, in order for the son to "legally" put the kibosh on the deal, he needs to have a power of attorney and a court order stating that mother is incapable of making her own financial decisions, short of that, older people can buy any kind of vehicle they want.

In filing his complaint (on his mother's behalf) with the State, Junior alleges that the income information on the credit application was enhanced and the investigator is also questioning why the price on the Buyer's Guide had been whited out and increased. Both allegations are defensible, but that's not the purpose of this example. (Sometimes taking dealer calls is truly living the dream.)

The real problem here is that they sold the trade without a title. When asked how this thing got so screwed up and why they sold the trade-in without a title the dealership revealed that it was a very busy day and they had utilized an outside sales force in conjunction with a sale promotion. (Sales Gypsies... sometimes... never mind, different topic.)

With the dealer looking at numerous mounting issues and the apparent root of

the problems being the tactics and representations made by the sales promotion team, the dealer was asked to get their Agreement with the promotional group. They were asked to find the indemnification clause. Good news if you are a sales promotion company and bad news if you are the dealer paying for their services. In essence the provision stated that the dealer would indemnify and hold harmless the promotional group for anything that they did in conjunction with carrying out the event. Meanwhile, there was nothing in the contract indemnifying the dealer, if what the promotional group did ran afoul with the law.

We don't want to pick on one industry, but a word of caution, over the years we have seen many dealers run into customer issues in conjunction with these types of events. Therefore it is vital, for your own protection, to read the whole agreement carefully before signing and make sure that the indemnification protections go both ways. Contracts define your agreement with another party, what you are going to do, what they are going to do, who's getting paid, how much, when, how long you plan to operate under the agreement and who's responsible to pay for mistakes, noncompliant, illegal or substandard service resulting in third parties taking action against you.

Typically, as long as the service is functioning and the money is coming in there are no problems. But as a once wise Automobile Association attorney (Otto Helperman) always said: "It's never a problem, till it's a problem." That's when you need to know what is in your contracts. Read them!

FTC Weighs in on Dealer Advertising Practices

The Federal Trade commission (FTC) has taken enforcement action against four dealerships located in four different states for deceptive advertising practices. The deceptive practice utilized by each of the dealerships was the statement, "We'll pay off your trade no matter what you owe."

The FTC reasoned that the statement deceives consumers into thinking they would no longer be responsible for paying off the loan balance on their

trade-in, even if the trade-in allowance isn't as much as the lien balance. The FTC believes that rolling the negative equity into the new loan is misleading because the statement (in the ad) implies that the dealership is paying off the lien when in fact it's the consumer who is still responsible to pay the difference between the trade-in value and the lien balance. To read the FTC's press release go to: <http://ftc.gov/opa/2012/03/auto-loans.shtml>

In 2010 NADA successfully lobbied Congress on the Dodd-Frank Bill to keep dealers out of the regulatory jurisdiction of the newly formed Consumer Financial Protection Bureau (CFPB). Those efforts were strongly contested by White House, military and consumer groups, who sought to further regulate the dealership/consumer relationship. Many allegations were made and denied in the course of the lobbying battle. In the end the dealers were able to convince Congress that the issues the new bureau was established to address were already regulated by other agencies.

In 2011, as the dust was settling from the lobbying battle and the CFPB was being formalized (hiring personnel, establishing their mission, rule making, etc.), the FTC conducted a series of Roundtable discussions around the country to better understand dealer/consumer experiences regarding consumer protection issues in motor vehicle sales, financing and leasing issues. To their credit, they invited an eclectic cross-section of participants with the intent to evaluate factual occurrences and not simply alleged or perceived problems. The misrepresentation alleged in these advertising violation actions was one of the topics that were raised at the Roundtable discussions.

The dealers subject to the FTC complaint have agreed to settlement orders that require them to stop advertising that they will pay off a consumer's trade-in no matter how much is owed. Any similar violations by any of the dealers herein could result in a civil penalty to the agency of up to \$16,000 per violation. In light of these developments, WATDA recommends that dealers refrain from using such phrases in their advertisements. ●

BMO Harris Bank and the M&I Foundation Renew Support of WATDA's Foundation

Mark Furlong, President and CEO, and Mark Tousignant, Senior Vice President, of BMO Harris Bank, recently announced a grant to the Foundation of the Wisconsin Automobile & Truck Dealers.

In addition, the M&I Foundation renewed its support of WATDA. This latest renewal marks nearly a decade of support to the technical education program initiatives of WATDA. The technical education programs include the technician scholarship, Automotive Youth Educational Systems and Team Wisconsin Teachers Institutes. Collectively, these programs reach more than 50% of everyone studying transportation technology throughout each year in Wisconsin.

"The M&I Foundation has been a Business Partner with the Foundation for nearly a decade. Their outstanding financial support has allowed us to assist thousands of talented people all across Wisconsin," said Gary Beier, Foundation Development Director. "We are also very pleased that BMO Harris Bank has joined with the M&I Foundation to support WATDA."

Mark Tousignant stated, "BMO Harris Bank is pleased to support the work of the Foundation of WATDA. The Foundation has consistently accomplished what it has promised over the years and it is important that we are investing in programs that make a difference."

Mark Tousignant also serves on the board of the Foundation. ●

Thank You

I want to express my gratitude toward your generous donation to my future education and the opportunity to fulfill my lifelong dream of becoming an A.S.E. certified automotive technician.

I am 24 years old and attend Northcentral Technical College as a fourth semester student in the Automotive Technician Program. I work at Bob's West 64 in Merrill. I have been a technician for about 3 years and I still love what I do every day. Times are most certainly tough from anyone who wants to get an education to pursue their dreams in doing what they love. My passion has always been working on cars, trucks and anything I can put my hands on to keep my mind busy for a while. I don't just work on vehicles as a profession, it has always been a hobby.

My short term goals consist of acquiring my associates degree in automotive technology and learning as much as I can about the advancement of the automotive "world" that sets the modern day technician so far away from what a mechanic used to be.

When I graduate from this program, I would like to start looking for the opportunity to open a performance only automotive shop in the Wausau area. My true passion is in aftermarket performance.

With the much appreciated scholarship from the Foundation I will have the opportunity to pay off school loans earlier and start working towards my dream!

Know that you most certainly made a difference in my life and that I'm truly grateful. Thank you once again for your donation to my education and dreams.

Sincerely,

Trey Edward Eli Houghtaling
Automotive Technology Student



Florida Dealer Event 2012

It was a night to remember when dealers, spouses, staff and friends gathered on March 8 at Pelican Bay, Florida. Guests were treated to a concise overview of the recent developments at the Foundation of WATDA. Presentations from Ken Vance, WATDA CEO Bill Sepic, Foundation Chair Mike Schlossmann and Development Director Gary Beier provided guests with the 30,000 foot view of what has been taking place since the beginning of the year, as well as what is in store for the coming months. Chairman Schlossmann's moving address about the value of our collective educational efforts and their positive effects on young aspiring technicians was outstanding.

Another highlight of this year's event was the visit by William P. Underriner, 2012 Chair of the National Auto Dealers Association. He and his wife Mary flew all the way from Switzerland to join our event. Chairman Underriner, along with President Sepic, Mark Tousignant of BMO Harris Bank and ADAMM President Jim Tolkman gave Friday morning breakfast meeting attendees a wide-ranging report including the activities of the associations, the state of banking in Wisconsin and the state of our industry on the national level.

The 2012 Dealer Event was a great opportunity to catch up with friends and the latest trends driving our industry. Special thanks to our sponsors for this year's program:

Major sponsor:
Snap-on Corporation

Event Hosts:
Bert and Ken Vance

Friday Meeting Sponsor:
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Milwaukee's Pulaski AYES Program Gets a Visit

BY GARY BEIER

Friday, March 16 was a very special day for the Pulaski Automotive Youth Educational System program as Steven Kreiser, Executive Assistant to the Secretary of the Wisconsin Department of Transportation paid a personal visit. He was joined by Lauren Baker, Career and Technical Education Coordinator of Milwaukee Public Schools, Dr. Darrell Williams, Pulaski Principal, Antonio Rodriguez, Career and Technical Education Specialist, Brian Davis, Service Director – Andrew Chevrolet, Kevin Schenk, Pulaski Automotive Department Director, Mark Prather, Automotive Instructor and Gary Beier, Foundation Development Director.

The objective of the visit was a tour and progress report on the automotive lab renovations underway to accommodate the new alternative fuels training programs at Pulaski High. The school was the recipient of a Robert Morgan Grant from the U.S. Department of Transportation to support new curriculum and training equipment for the alternatives program. This program will focus on hybrid and electric vehicles through classroom activities designed to increase student awareness and knowledge of the new technologies. The Foundation of WATDA

has been actively involved with this initiative as well as NATEF certification renewal for Pulaski for the better part of the past two years. Pulaski was one of the first ten AYES high schools in the nation.

Guests were treated to visits with program students who shared their experiences in the AYES program and how it has helped some of them start a solid career path in our industry. One of the day's highlights was a report that noted the advanced skills of students in the AYES program. Their overall attendance rates are higher than the broad student population at Pulaski. Their reading and math proficiencies have increased better than 10% over the past year and almost 13% of the transportation students at the school scored better in math than their non-program peers. When asked about this during the visits, students responded overwhelming that their transportation program studies gave more credibility to the math and reading concepts and that they understood more with the ability to apply these academics in the hands-on environment of the AYES lab. ●



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700 Credit provides dealers with the fastest most reliable credit reporting and OFAC compliance system in the marketplace. Besides providing credit reports in literally seconds and at a lower cost than their competitors, the 700 Credit system allows seamless integration with your DMS, F&I and CRM systems. No long-term contracts to sign -- dealers pay only for what they use. The 700 Credit program keeps all of the necessary records, so you don't have to. Another big benefit to WATDA members is the automatic administration of adverse action procedures.

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KPA
Environmental, Health, Safety and Human Resource Consultants
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KPA's Environmental, Health and Safety (EHS) services help auto dealers to manage risk and reduce worker's comp through regular facility inspections, employee training and safety committee meetings. KPA's EHS program covers OSHA, EPA and DOT requirements. MyKPAOnline provides an online compliance tracking and measurement tool including direct access to training, certification and relevant legislation.

Hotlink-HR
Human Resources
(816) 679-4006

Hotlink HR™ is the total HR Management solution designed for the auto retail industry. Everything you need to save time, resources and money contained in a single HR Management system to ensure your business is in compliance with state and federal regulations.

DEALER OPERATIONS



WATDA Bonds **Bonds for Dealers**

(608) 251-5577 www.watda.org

A business necessity, these bonds are available to dealers renewing licenses or applying for new licenses through the DMV. Financial qualification is required.



Convergent Solutions **Business Telephone Systems**

920-749-3880 www.convergent-solutions.net

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Office Supplies and Furniture

(800) 613-4624 ex. 4330 www.officedepot.com

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WATDA's T-REG

Electronic Title & Registration Service

(608) 251-5577 www.watda.org

Don't want to do it yourself? WATDA's title processing service is available to any dealership. Customers receive their plates and certificates of registration by first class mail within a few days of delivery. With T-REG, you are in full compliance with DMV's electronic processing requirements and you never have to touch a computer.

BUYING COOPERATIVE



WISCO Co-Op Association

Buying Cooperative

(800) 274-2319 www.wisco.com

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Wisconsin Automobile & Truck
Dealers Association

An Endorsed Service

Through the WATDA Endorsed Services Program, WATDA thoroughly reviews companies offering products and services necessary to dealership operation. The companies chosen for endorsement are those offering the most complete service and best benefits to dealer members and their customers. Supporting the Association's Endorsed Services is not only good for your dealership, but for your Association as well! The fees the Association receives from the endorsements help make the Association's wide range of services possible. For help with WATDA's services, call 608-251-5577. Visit us on the web at www.watda.org

Tribute

We pay tribute to WATDA Past Chairman Jim Martin in this issue of Dealer Point. He had a major impact on your association, and generously gave of his time for our industry. We extend our deepest sympathy to his family.



James E. Martin, 83, passed away March 30, 2012, at Sunny Ridge Health and Rehabilitation Center.

Jim was born in Sheboygan, WI to Edward and Flora (Sievers) Martin and was a graduate of Sheboygan North High School, where he excelled in football and basketball. Jim furthered his education by attending the General Motors Institute. After college he played Redwing semi-pro football, until he was drafted by the U.S. Army, where he was stationed in Germany while serving during the Korean War.

In 1949, Jim became a Pontiac dealer and took over his father's dealership, Martin Pontiac. He was united in marriage to Nyla Siemers in 1954 and together they had five children. They enjoyed traveling to automotive conventions along with family time at their cottage on Crystal Lake. Jim enjoyed the time in his woods at Crystal Lake, logging and working on old tractors and equipment.

Jim became a member of the Board of Directors for the Wisconsin Auto & Truck Dealers Association in 1953, serving through 1975. He later became an officer and served as Chairman of the Board in 1980. Jim also served as a trustee on the Board of Directors for the Wisconsin Auto & Truck Dealers Insurance Trust from 1990 through 1998. One of his biggest achievements was being named Wisconsin Dealer of the Year and the *TIME Magazine* Dealer of the Year candidate for Wisconsin in 1985.

Jim enjoyed spending time at the Sheboygan Yacht Club where he had been a member since 1950. He gave many hours to various committees including the Crystal Lake Advancement Association; Sheboygan County Safety Commission and the Chamber of Commerce-Transportation.

In 1994, he retired after 44 years as a Pontiac Dealer and sold the dealership to his sons Terry and Jamie.

Jim enjoyed duck hunting with family and friends, and his dog Bud. Spending time at his deer shack in northern Wisconsin

was a very important part of his life. Many stories were shared over Thanksgiving dinner.

Jim has been a long-time member of First United Lutheran Church and was their oldest member at the time of his passing.

Survivors include his five children; Terry (Susan) Martin, Sheboygan; Laurel (Scott) Webb, Zionsville, IL; Holly (Chuck) Miesfeld, Plymouth; Shelly (Steve) Lawrence, Sheboygan; and Jamie (Lori) Martin, Sheboygan; nephews Jim and J.R. Smith, Fort Meyers, FL; seven grandchildren Ryan, Kyle and Chad Lawrence; Abbey, Hannah and Lucas Martin; and Justin Arens. Also surviving are his sister Charmeine Smith, Treasure Island, FL; and his good friend Phyllis Friedrichs.

He was preceded in death by his parents and wife Nyla.

Funeral services were held at 1 p.m. on Wednesday, April 4, 2012 at First United Lutheran Church, 2401 Kohler Memorial Drive in Sheboygan. The Reverend Todd Smith officiated. Visitation was held from 11 a.m. until the time of service. Burial followed with military honors at the Garden of Peace Mausoleum.

Memorials were requested by the family for Children's Hospital of Wisconsin.

WATDA President Emeritus Gary Williams added the following remarks in tribute to Jim:

Jim may have been the youngest person to have been appointed a dealer, or at least for a GM dealer. Upon his father's death Jim was granted the designation of dealer operator we believe at age 21.

Jim enjoyed chairing the WATDA membership committee. If he learned that a dealer was reluctant to pay the dues, Jim was on it. He was a believer, and he expected every dealer to be a believer.

As is true with all dealers who take a leadership role and rise to the level of board chairman, Jim made new friends with dealers throughout the state. People liked Jim. And they respected him for impeccable integrity in both his personal life and in his business life. ●

Index to Advertisers

Baker Tilly	7
Boardman Law Firm	16
Delta Dental	15
Harris Bank	13
K.F. Sullivan Construction	27
Protective	IFC
Schenck Business Solutions	BC
Sentry Insurance	6
UnitedHealthcare	14
WATDASI Services - Forms	10
Wipfli LLP	12
WISCO	7



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From Around the State



Center Stage: Awards, Honors, Milestones



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