

DEALER POINT

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Vol. 20 Summer 2005

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Disaster recovery: a tale of two dealers

by Lynn Entine

It can strike in the dark of night; blow in faster than a raging thunderstorm. In minutes “business as usual” turns to “out of commission.” You hope it never happens to you, but if disaster strikes, does it mean the end? What makes the difference between ruin and recovery? Two Wisconsin dealerships that overcame disasters give their answers and a little advice as well.

“You could see it coming out of the west. Then the sky went completely black, and all of our night lights came on,” says Dave Brantmeier, dealer/owner with Tom Vande Hey of Vande Hey

Brantmeier Chevrolet Buick Pontiac in Chilton, Wis. In just moments, straight-line winds and hail the size of golf balls were hammering the area.

Fifteen minutes later the sun was shining again, but what a mess! “The ditches next to the building looked like snow banks,” says Brantmeier. “The roads were completely green with leaves blown off the trees.” And the dealership had more than 300 damaged cars on their hands.

By chance, Brantmeier was meeting with his insurance agent that Friday afternoon. Together they watched the devastating storm bash the area. After it swept onward, the agent called the insurance company’s home office. A catastrophe team



Quick action by insurance company inspectors made it easier for Vande Hey Brantmeier to dispose of hail-damaged vehicles.



The fire started in this 1991 Corvette. Damage totaled \$1.3 million.

arrived the next morning; six claims adjusters inventoried the cars and buildings. By Tuesday, Brantmeier had a check in hand.

“Their service was excellent,” Brantmeier says. “We were overwhelmed for the first couple days, but once we had estimates on the cars and the money in hand we could plan.”

Meanwhile, their body shop was swamped. “That day we had fifty or sixty cars come in with broken windshields,” he recalls.

Also, within hours paintless dent repair companies were calling from around the country, offering deals on fixing the body damage. “We tried to

(continued on page 14)

Senate Majority Leader Dale Schultz meets district dealers in Dodgeville

by Mary Ann Gerrard
WATDA Legal Counsel & Lobbyist

Dealers in the 17th Senate district joined together in a very successful fundraising breakfast for Sen. Dale Schultz on May 23. That morning the Courthouse Inn in Dodgeville was buzzing with political talk, some laughs and dealers catching up with their legislative friends, Sen. Dale Schultz and Rep. Steve Freese.

Frank Hallada, host for the event, says these get-togethers are essential in developing good working relationships with legislators.

“We ask Sen. Schultz for help with our legislative problems—it’s only fair for us to help him too,” Hallada said. “Taking an hour out of one day for a breakfast shows legislators our support. Our attendance is just as important as our contribution.” These local events give dealers and legislators an opportunity to get



Participating in the WATDA breakfast roundtable, from left, front row: Gary Williams, Elaine Vetesnik, Frank Halada, Jr., John Virtue, Frank Halada, Sr., Mary Ann Gerrard, Chris Snyder, and Mark Rudig. Back row: Mike Gratz, Sen. Dale Schultz, Senate Majority Leader, Ron Boldt, Gary Marsden, and Rep. Steve Freese, Assembly Speaker. Darlene Ballweg, not pictured.

to know one another and to work together to solve problems.

“The power of our political voice” is one of Board Chairman Mike

Schlossmann’s highest priorities. Schlossmann understands that political involvement is necessary for business success. His 2005 goal is to host

as many as 25 legislative fundraisers, like the Dodgeville event, throughout the year. He asks all Wisconsin dealers to be involved.

FROM AROUND THE STATE

Acquisitions, closings, expansions

- **Southlake Motors** of Rice Lake recently expanded with the purchase of the Chrysler Dodge Jeep franchise.
- **Don Johnson Motors** of Rice Lake recently expanded with the purchase of the GMC Pontiac franchise.
- **Rapids Ford** relocated in mid-April to its new location at 8th Street South in Wisconsin Rapids, more than doubling the size of the former location. The service

department has expanded from approximately 7,000 square feet to 25,000 square feet. **Allen Taylor** is the owner/operator of Rapids Ford.

- **Rosemurgy Automotive** has moved into its new facility at 1500 Hwy 51 North. This move combines both the Ford and used car location in one facility.
- **Countryside GM Auto Mall** has moved into its new facility in Beaver Dam. The move into this impressive new facility holds Buick, Pontiac, Chevrolet and GMC franchises.

OBITUARIES

Bob Braeger, Milwaukee

by Gary Williams

Former WATDA Board director and officer Bob Braeger of Braeger Chevrolet fame died recently at the age of 82. He was a man of many facets, and always engaged in something. When Pearl Harbor was bombed, Bob was at the UW Madison. He left for the Army Air Corp, received an officer commission, and became a navigator on a B-24 Liberator named "Bambi." He was lucky to survive a crash landing. Bob received the Distinguished Flying Cross for flying 30 missions over enemy territory,

including two waves at Normandy.

In recent years, Bob co-chaired the big renovation project of the Veterans War Memorial, now named America's Freedom Center on the Milwaukee lakefront.

His public service included leadership of the Milwaukee Boys and Girls Club for many years. He was a leader in ADAMM, and with Al Padek helped to create the Milwaukee Auto Show. Bob was honored by WATDA with the TIME Magazine Quality Dealer Award in 1983.

Personally, I will remember Bob for his genuine concern for smaller dealers, his love of a laugh, his insistence on perfect etiquette while at tennis or golf, his firm belief in American products, and his riding in the Three Lakes 4th of July parade each year dressed in straw hat and red, white, and blue, throwing candy to the kids.

Our hearts are with Deanna and the extended Braeger family; son-in-law Todd Reardon and daughter Amy now own the three dealerships under the Braeger banner.



MAILBOX

Dear Linda:
On behalf of the Skills USA seminar planning committee, we would like to thank you for sharing your time and expertise with the students on the day of the event. We hope you enjoyed the day as much as we did!
We had many positive comments regarding the event and the seminars. While our focus is on the students and their careers, the teachers also take your valuable information back to share with their students in the classroom.
Ginna Schenk, Co-Chair Career Skills Expo

Dear Gary:
Enclosed please find the first quarter 2005 WATDA Top 10 Donor Service Center list for your review. We are experiencing a reduced quantity of donations at the start of this year, as compared to last year, due to increased competition for donations and the dramatic change in donation tax laws. Despite these challenges, the Lord has continued to provide us with amazing quantities of donations, and we are thankful for them. We trust He will continue to provide adequate lev-

els of donations to fulfill the needs of His ministry.
Thank you for your continued support and friendship. We truly feel privileged and blessed by all you, your staff, and WATDA member dealers do on our behalf.
David W. Rivers Rawhide Vehicle Program Director

TOP 10 WATDA DONOR SERVICE CENTERS			January 2005 – March 2005
Dealership Name	Location	Donated Vehicles	
Renner Oldsmobile	Wauwatosa	37	
Thorstad Chevrolet	Madison	33	
Hub Chrysler-Plymouth	West Allis	32	
Griffin Collision Center	Waukesha	27	
Dodge City of Milwaukee	Milwaukee	22	
Gordie Boucher East	Madison	21	
Gordie Boucher Lincoln-Mercury	Madison	15	
Bob Fish Pontiac-Cadillac	West Bend	14	
Horter Chevrolet-Pontiac	Mukwonago	13	
Broadway Chevrolet-Olds	Green Bay	12	
Fleet Services	West Allis	12	
TOTAL		238	

DEALER POINT

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2005 WATDA Officers

Mike Schlossmann	Chairman
Pete Dorsch	Chairman-Elect
Tim Vernier	Secretary/Treasurer
Gary D. Williams	President

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“Our overall experience with the WATDA Cafeteria Plan has been great! Our employees are elated when they can fax in a request and get a check a couple of days later with a voucher that’s easy to read and clearly states their remaining balance.”

Dennis Petzke Wisconsin Kenworth

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William L. “Bill” Pischke

William L. “Bill” Pischke, 83, of West Salem died April 14, 2005, at Mulder Health Care Facility in West Salem.

He was born July 30, 1921, in La Crosse to Ralph and Keturah (Collins) Pischke. In 1943, Elizabeth “Liz” Rahn traveled by train to Pensacola, FL, to marry Bill Pischke before his deployment to the Pacific Theatre during WWII. On August 7, 1943, they were married in Pensacola, Fla. Bill ran Pischke Motors with his father, Ralph, until his father retired. He continued working as owner until 1984 when his sons, Gary and Rahn, took over the dealership. The dealership received many awards under Bill’s management, including being certified as a DaimlerChrysler Five Star dealership, the highest recognition DaimlerChrysler Motors Corporation can award a dealership for excellence in customer service.

Bill was also a member of the Presbyterian Church of West Salem and lifetime member of Berg-Hemker-Olson American Legion Post 51 of West Salem and the West Salem Rod and Gun Club. He enjoyed hunting, fishing, golfing, and spending winters in Brownsville, TX with his wife Liz.

Survivors include his wife, Elizabeth “Liz”; three sons, Jim (Barb) of Seattle, WA, Gray (Veronica) and Rahn (Judy), both of West Salem; seven grandchildren, Gina (Mark) Shander, Tom Pischke, Elizabeth Winters, Blake Winters, and Kate, Rob, and Kelsey Pischke; a great-granddaughter, Sydney Shander; and nieces and nephews. He was preceded in death by his sister, Elizabeth Sinn.

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- Bill Stark

Bill Stark
Stark Automotive Group
Dane County, Wisconsin

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GARY'S BRIEFS

Dealer issues

by Gary D. Williams

Even as we tackle dealer issues such as franchise relationship, licensing regulations, taxes, etc., there looms a set of issues that face the entire auto industry on a very large scale. Dealers and employees have strong, long-term interests in future directions. Here is a quick list of issues:

CAFE and California. California is trying an end-run on the federal law. In an effort to get at CO2's green house gas effect, corporate average fuel economy for new vehicles is being targeted. All manufacturers oppose this, since other states may follow suit and create a hodge-podge manufacturing and retail nightmare.

Non-OEM parts for repair. "Right to Repair." These are being fought in two arenas. Huge international players are involved. The critical franchise role of dealers as OEM parts agents must be protected, as well as the manufacturers' right to protect and control intellectual property and patents.

Health Care Expenses. Constant, heavy increases in medical inflation are harming everything else where money needs or wants to be spent. Businesses and governments are severely bruised, waiting for the next kick from premiums. Employees either pay more or get less, or both. There is a movement to look at moving "catastrophic and chronic" cases (about 40% of expenditures are generated by 2% of the population) to a federally required, business-sector managed program. Who will pay? For



Gary D. Williams

what? How much? Remember, when demand is high, the supplier is always in the driver's seat.

A team of Wisconsin dealers went to Washington, D.C. in mid-May to lobby for relief from the federal "death tax." AIADA, with help from NADA, coordinated the effort.

Pat and Mary Donahue (Wilde), Russ and Sue Darrow, Mike Darrow, Bob Le Mieux, Jon Lancaster, Mark Olinyk, Jack Safro and I made the rounds to our delegation on Capitol Hill. One highlight of the trip was a breakfast with Representative Paul Ryan, who is sponsoring bills on medical plans and on truck taxes for us. NADA President Phil Brady and the entire NADA government relations staff joined us. Russ received a very nice honor as a finalist in AIADA's dealer of the year program.

Rawhide profile: Dustin

My name is Dustin, and I am 16 years old. I am from Walworth County and have been at Rawhide for about six months. My hobbies include skateboarding, playing the drums, playing pool, and drawing. I love any kind of outdoor labor, which I experience a lot of in the About Face program. I also play basketball and hope to graduate from high school; then I would like to attend a university and play on the team.



changed and can be who I really want to be. I have noticed that people like the real me, and it's a lot easier. Now that I have found myself, I am ready for anything. I can't wait to get back into the community where I had gotten into trouble before coming to Rawhide and prove that I am a changed person. I hope to set an example for every guy or girl who has had a life like mine and let him or her know that they can change and become who they really want to be. If I can change, anyone can. Keep the faith. Peace!

The staff at Rawhide has helped me through my struggles. One person in particular who stands out is Mike Fulk, a resident instructor in the Carriage Home at Rawhide.

While at Rawhide I have had a lot of emotional struggles, and Mike has been there every step of the way. The thing I like most about him is that he is always real with me. He is not afraid to tell me "how it is," no matter if I want to hear it or not.

In the past I had participated in a physical program, so when I came here I thought it was going to be super easy. I did not mind dealing with the physical labor, but dealing with my emotions—hold on! I could play any part for anyone, and mostly I would say things that I thought people wanted to hear.

Being at Rawhide really challenged me; at times I was on an emotional roller coaster. With the time and help of staff who really care, I have

WATDA seminars

Mark your calendars for upcoming WATDA seminars you don't want to miss! Find more information about the seminars on the WATDA website at www.watda.org

August 16: Title & Registration (Milwaukee)
August 17: Title & Registration (Madison)
August 18: Title & Registration (Stevens Point)
August 24: Privacy and the Dealership (Waukesha)
August 25: Privacy and the Dealership (Wis. Dells)
September 13: Technology & Training (Wis. Dells)
September 19: The Respectful Workplace (Waukesha)
September 20: The Respectful Workplace (Wis. Dells)
September 22: The Respectful Workplace (Wausau)
October 4: Service Manager's Conference (Waukesha)
October 20: Office Manager Conference, (Wis. Dells)
November 7-8: Used Car Conference (Kohler)

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WATDA Insurance Corporation Board of Directors: From left, standing: Dave Brantmeier of Vande Hey Brantmeier Pontiac Buick in Chilton; Don Larson of Don Larson Chevrolet Cadillac in Baraboo; Ron Boldt of Pioneer Ford Sales in Platteville; Gary Williams of WATDA; Lee Bauman of WATDA Insurance Corp. From left, seated: Bob Moody of Moody's in River Falls; Jim Lecher of Hub South in West Allis; Dick Kornely of First Chrysler in Manitowoc.

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

What the report contains:

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



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

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

FOUNDATION NEWS

Summer programs feed your future

by Ray Pedersen

2005 Scholarship Season

We are busy placing students for this year's scholarship cycle. We currently have 75 students placed or pending with our goal to reach 100 by this fall. This year we received 150 applications and interviewed 125. We are now meeting with the coordinators for GM ASEP, Toyota T-10, Chrysler CAP and Ford ASSET to make sure all appropriate students are assigned by September.

Summer Education Opportunities for Teachers

This year we are sponsoring our Teacher Training Institute at Gateway Technical College in Kenosha July 11-14. This program is in cooperation with the Department of Labor, Gateway Technical College and your Foundation to improve the level of



Raymon L. Pedersen

technical education teachers training to meet national industry standards.

The Institute is a training resource for secondary and post-secondary automotive/ transportation technology instructors. Training is delivered through a four-day summer session that provides professional contact as well as hands-on

experience.

Primary functions of the Institute include:

- Training in the individual certification process for the Automotive Society of Engineers (ASE).
- Training in the institutional certification process for the National Automotive Technical Education Foundation (NATEF).
- Hands-on experience with selected new maintenance tools and equipment. (This summer Snap-on

- Tools will demonstrate the latest in steering alignment technology.
- Network opportunities with transportation industry leaders.
- An overview of technical education in Wisconsin and the nation.
- Updates on Wisconsin's Automotive Youth Education System (AYES) program
- Classroom and curriculum planning
- Tips and ideas for enhancement of technical training in classrooms.

The support team for Institute includes instructors, industry representatives, certification consultants, AYES representatives, and Foundation of Wisconsin Automobile and Truck Dealers Association staff.

The Institute has been operating for the past five years. It has delivered relevant instruction to 90 attendees over that period. This year, we expect the Institute to attract 20 instructors.

AYES Summer Teachers Conference

Each summer the national staff of AYES conducts a conference for all AYES teachers. Historically, this has attracted over 300 teachers to Detroit for state-of-the-art training. This year, we plan to have 18 to 20 teachers in

attendance from Wisconsin. The dates for this meeting are July 18-22. This has proven to be an invaluable experience to ensure that all of our high school students are up to date with industry requirements.

2005 Community Challenge Grant

You have already received the 2005 Dealer Community Challenge Grant Program proposal form. The Foundation board has lowered the minimum gift to \$500! Now you may be able to receive an additional \$500 or \$1000 matching gift by your Foundation for your favorite local charity. The procedures and application blank can be obtained from our website at www.watda.org.

Foundation Milwaukee Office

The Foundation staff in the Milwaukee office currently consists of Ray Pedersen, executive director, and Gary Beier, director of development. We now have our own dedicated phone line at this new address:

The Foundation of WATDA
c/o ADAMM
10810 W. Liberty Drive
Milwaukee, WI 53224
Phone: 414-359-1500
Fax: 414-359-9308
Ray's cell phone: 414-491-9540
Gary's cell phone: 414-520-7870

We are deeply grateful to the ADAMM board of directors and staff for the wonderful way in which we have been welcomed into their office.

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Wactal Foundation, Inc. (WI Auto Collision)
Waupaca Motor Sales, Inc.
Zimbrick, Inc. Of Madison

Dane County launches 11th AYES partnership in state

by Linda Poulsen

A Dane County Consortium of high schools, in partnership with The Foundation of WATDA, has chosen McFarland High School as the new site of Automotive Youth Educational Systems (AYES). Dane County is the 11th AYES site in Wisconsin and students from 21 other area high schools may participate this fall.

The AYES experience will begin in the 11th grade and continue through the 12th grade, and will include paid, on-the-job training at a participating dealership. Over 20 industry principals and dealership managers attended the McFarland AYES launch on June 9.

The Foundation worked with representatives from DaimlerChrysler who were on hand at the school program



A 2004 Acura MDX was presented to McFarland High School, the Dane County Consortium's AYES site by (from left) Mike Fitzgerald, fixed operations director, Zimbrick Acura Volkswagen; Dan Klecker, McFarland High School automotive technology instructor; Tim Mihael, Zimbrick Acura service director; Howard Hamre, general manager, Zimbrick Acura of Middleton; Tom Zimbrick, CEO, Zimbrick, Inc.; Phil Rhode, Acura Division, American Honda; and Mike Sutkus, parts and service zone manager, Acura Division.

launch event to present a new PT Cruiser to Dan Klecker, auto instructor at the school. Honda Motor Company donated a 2004 Acura MDX for training at the school. Other manufacturer representatives from GM, Toyota, Honda and Kia were also present.

Ray Pedersen, executive director of the Foundation, introduced Gary Williams, WATDA president and Foundation president, acknowledged Gary for his service on the national AYES Advisory Council as a representative of all the automotive trade association executives.

"You can't believe the amount of work it takes at every level to create a pathway for technical training of our youth—from high school to technical college and beyond," said Pedersen. "This program would not be possible

without the involvement of the manufacturers and dealers."

AYES helps to build strong partnerships between affiliated schools and nearby participating dealerships. It is a



partnership between automobile and truck manufacturers, dealerships and Wisconsin schools and teachers. High School graduates may receive advanced technical college standing upon completion of

courses in automotive technology or collision repair.

One of the strongest assets of AYES is its "mentoring" component. When a student is placed in a dealership as an intern, an experienced dealership technician is assigned to become that student's mentor. Thus, the mentor takes on responsibilities related not only to overseeing the student's technical skills development, but also in helping the student become a good employee in a dealership setting. Both the mentor and the student receive special training to help ensure that the youth apprenticeship experience will be a successful one.

AYES sites currently service 136 high schools in the state. Dealers may contact the people listed to find out more about how AYES can benefit your dealership. More information on scholarships is available at The Foundation's website at www.watda.org.

Call these teachers for more information

The following 11 sites service approximately 136 high schools.

Beloit Memorial High School AYES Site

Peter Raskovic, Instructor,
Telephone 608-361-3031

Dane County AYES Consortium Site

Dan Klecker, Instructor,
Telephone 608-838-4500 ext. 4719

Fond du Lac High School AYES Consortium Site

Cory Clark, Instructor,
Telephone 920-429-2740

Grafton High School Site

Carl Hader, Instructor;
Telephone 262-376-5640

Green Bay Area AYES Consortium Site

Wayne Helm, Instructor,
Telephone 920-498-5684

Jefferson High School AYES Consortium Site

Richard Nowlain, Instructor,
Telephone 920-675-1165

Lakeshore Area School to Work Consortium Site

Tim Oswald, Instructor,
Telephone 920-639-1687

Milwaukee Pulaski High School Site

Kevin Schenk, Instructor,
Telephone 414-902-9019

Mukwonago High School Site

Pat Grady, Instructor, Telephone
262-363-6200, ext. 535

Portage Senior High School AYES Site

Norman Bednarek, Instructor,
Telephone 608-742-8545

Racine, Washington Park High School Site

Dave Dixon, Instructor,
Telephone 262-619-4474

WISCO NEWS

WISCO members receive money

by John Hackman, WISCO

What other company do you do business with that is in business solely to save you money and pay you any profits realized?

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How does WISCO add to your bottom line?

In June, the WISCO Co-op sent out annual rebate checks to its members, totaling \$754,409. Just one week later, WISCO sent out another round of checks, which was the retirement of equity from 1997, totaling \$66,067. Overall, WISCO members received checks or equity averaging \$1,350 from their co-op in the month of June.

This money is in addition to the money members saved throughout the year by purchasing products through the cooperative buying group.

WISCO members make sure your managers are aware of all that WISCO has to offer. If your dealership is still not a member of WISCO perhaps it is time to join!

Remember, with WISCO, you save money on your purchases, share in the year-end checks, and add to your bottom line. For more information, call 800-274-2319 or visit us on the web at www.wisco.com.



John Hackman



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Did you know?

In 1912 Arthur P. Warner of Beloit invented the automobile speedometer, which later became standard equipment on virtually every car made in the United States.

Cocktails with the



First Lady Jessica Doyle talks with Amy and Todd Reardon, Mike Schlossman



From left, Tim Vernier, First Lady Jessica Doyle, Gov. Doyle, Mike Schlossman and Pete Dorsch



Craig and Janet Ewald



Steve Stenbrotten and Cindy Cory



Jerry Holz and Gov. Doyle



Gov. Doyle with Cynthia and Frank Porth



Roger and Lindsey Kriete



Kimberly Nania Stockwell and Gov. Doyle



Vern Trecek, Aliece and Pete Dorsch



J.R. Smart, Tom and Mary Kay Zimbrick

Governor

March 29, 2005



Pat and Mary Donahue pose with Gov. Doyle



Pat and Lee Baxter, Dick Stockwell talking with Gov. Doyle



Ben and Beth Lancaster



Rich Sack



John Erickson, Gretchen and Andy Hall



Leoda and Mike Wolf



Ellen and Mike Schlossmann



Roger Kriete and Jerry Holz



Linley and Kate Young



Lawrence and Jeanette Meade



Darlene Ballweg with Gov. Doyle

Photos by Linda Poulsen

Wisconsin is once again “home” for Fields

by Peter A. Hubbard

All signs indicated a successful “coming out” party. Clusters of guests were sharing casual banter while sampling plates of tasty hors d’oeuvres and sipping a wide variety of vintage wines. Occasional bursts of laughter blended melodiously with the syncopated tunes emanating from the live jazz trio playing in the background.

Ironically, the location for this amicable affair was not a new penthouse condo overlooking Lake Michigan or Lake Monona, but rather the new showroom of the Jaguar Land Rover Madison dealership, which overlooks the city’s West Beltline, instead.

In this case, a vintage 60’s racing Jag, plus a bevy of shiny new XJ’s, X-Types, S-Types and Land Rovers served as the backdrop for the party. Judging from the smiles on the faces of those present, the showroom venue was proving more than acceptable.

“I’ve attended my share of dealership openings, but I have to say I was truly ‘wowed,’” reports Linda Poulsen, public relations director for the Wisconsin Auto and Truck Dealers Association. “Also, I’ve never seen a customer lounge before that was quite this nice. It not only has a great selection of free beverages and muffins to munch on, you can even build yourself an ice cream cone to cool off with, while relaxing in front of their giant 54-inch flat-screen TV. The entire place is pretty remarkable,” says Poulsen.

She also enjoyed her rocky, watery ride on the Land Rover test track that runs alongside the south end of the dealership. “It was only a few yards long, but it really was a lot of fun. I think taking a ride on the track will really help give people in Madison a better understanding of what Land Rovers are all about.”

Assessments such as that, along with the smiles of the guests also brought broad smiles to the faces of the dealership personnel hosting the splashy grand opening, including Dan Fields of the Chicago-based Fields Auto Group.

While the May 20 grand opening party marked the starting point for

Madison’s very first Jaguar and Land Rover dealership, for Fields and the Fields Auto Group it represented the successful culmination of six years of planning, behind-the-scenes negotiation and hard work. In some ways it also marked the official entry of the



Radcliffe Houghton, General Manager of the Madison Land Rover – Jaguar dealership; Linda Poulsen, WATDA; Dan Fields, Fields Auto Group at the grand opening event.

Fields Auto Group into the Wisconsin market, despite the fact that Fields quietly opened the state’s first Land Rover dealership in the Milwaukee suburb of Glendale back in 1999.

The Fields Auto Group, based in Glenview, IL, currently has 25 franchise agreements and 18 locations in Illinois, Wisconsin, Florida and British Columbia, Canada. Premium brands offered by the Fields Group include Land Rover, Jaguar, Volvo, BMW, Mini, Infiniti and Chrysler, plus Dodge and Jeep.

Fields now has three stores in Wisconsin. In addition to opening new stores in Glendale and Madison, Fields has a third dealer site in Waukesha, following the acquisition of Wilde Jaguar/Volvo. That facility will be renovated in order to better accommodate a new Land Rover point for Milwaukee’s western sub-

urbs, which was also awarded to Fields last year.

Fields reports they wound up locating their first Wisconsin dealer point on a site that isn’t visible from a freeway or Interstate highway. As a result, growing the business proved a bit more challenging than first anticipated. However, the location was accessible to the communities and neighborhoods that fit the demographic profile of Land Rover’s typical target customers. That fact proved highly beneficial.

“While locating there turned out to be a good move in the long run, it resulted in a slower than expected start-up,” confides Fields. “Now that we’ve been there nearly six years, we have a very strong customer following, one that provides excellent word-of-mouth marketing support in the communities surrounding the dealership.”

There are still some adjustments and marketing issues facing this relatively new Wisconsin dealer, as well as a unique set of challenges facing his new Madison store. But Fields seems aware of these issues, and claims his organization has the skills and patience to get the job done.

Fields spent a lot of time in

tain circumstances it may not be possible for us to pursue a single statewide marketing strategy for our dealerships,” Fields says.

Fields understands that the Milwaukee and Madison markets are quite different from each other, simply due to the differences in population size and demographics. He also acknowledges that Milwaukee has more dealerships selling premium vehicles, which makes it a much more competitive market. The two cities also differ in terms of customer attitudes and buying behavior.

“But there are some things the two markets have in common,” observes Fields. “For example, all across the state we’ve found that it takes a little more time for the business activity to ramp up. Perhaps being newcomers, it’s taken longer than we anticipated for our customer base to develop and grow. But on the plus side, we’ve found that once customers get to know us and trust us, they have a greater sense of loyalty.”

“Normally, when a dealership opens, you have an established base of service customers to provide a steady income stream,” notes Fields. “Since neither the Jaguar or Land Rover fran-



Vintage Jaguars on display at the grand opening event.

chises were ever represented in Wisconsin while growing up, since his father practiced law in Milwaukee for a time, prior to moving to Illinois and joining the family dealership business.

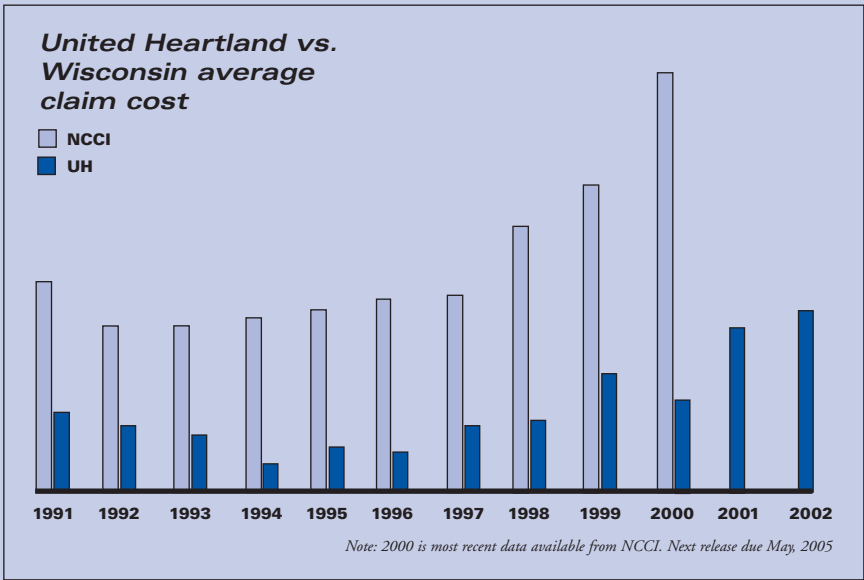
“But returning here as a business owner, I’ve found that the Wisconsin markets are not only very different from those in the Chicago suburbs of Northern Illinois, the top markets in the state of Wisconsin are also quite different from each other. Under cer-

chises were ever represented in Madison before now, we’ll need to slowly build that end of the business by doing warranty work, which the independent garages that previously worked on these cars were not able to provide. We also have a pretty good list of current owners in our market area, which we’ve begun to contact and let them know we’re here to serve their needs.”

Fields is also confident that once Madison service customers come in the first time, they’ll be pleased with how well they’re treated. “Given the fact our shop in Madison isn’t very big, our service customers are assured of not getting lost in the shuffle,” notes Fields. “In fact, it’s going to be so personalized it may operate similar to a concierge service. We intend to treat them more as valued ‘family members’ rather than mere customers, given the key role they’ll play in helping us get our new dealership off the ground.”

All things considered, Fields is very happy now that the Fields Auto Group has established a presence in Wisconsin. “While it took a bit longer to put all the pieces together than we first thought,” notes Fields, “we’re truly delighted to have finally implemented our business strategy for Wisconsin. Now that we’re established here, it’s our goal to provide the very best automotive service organization in each market where we do business. By doing that, I’m confident we’ll earn our customer’s respect and loyalty.”

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Driving while wireless

by Bob Gregg

Employees are increasingly using wireless technology in their cars while driving—whether it is a cell phone, a laptop for global positioning information or dictation equipment—that create distractions that are often the cause of many accidents. Employers may be held liable for accidents caused by employees who are in the scope of their jobs when the accident occurs.

For the employer to be held liable for the accident, the employee must have been doing something work related at the time. A business call on the cell phone or looking at the screen for directions to the next business appointment are causes of accidents within the scope of employment. A purely personal call, however, is not. Any accident while driving the company vehicle or caused by the use of the company's provided equipment (phone, recorder, laptop) may be sufficient for liability, even if it was a personal call.

Use of a cell phone or another device becomes important in two ways: First, even if the call was from a personal phone in a personal car, the discovery that the accident occurred because the employee was making a job-related call makes the accident “in the course of employment.” This makes it a work-related/employer liability issue, instead of a purely personal accident. Personal injury plaintiff attorneys are obtaining cell phone records of drivers and checking the numbers to determine whether business calls were made at or about the time of the accident and if so, the injured party may be able to sue the employer as well as the driver.

Second, punitive damages for “known risks.” Use of devices while

driving has become a known risk. Companies that do not take proactive steps to address known risks may face extra punitive damages in addition to the general liability. There is growing evidence that wireless devices, and cell phones in particular, are a growing cause of negligent driving and accidents. Employers who know their workers use these devices in the course of business have a duty of care to the public to regulate the use so it does not lead to auto accidents. Employers who do not have policies and guidance on wireless device use while driving are ignoring that duty of care and are reaping extra liability in punitive damages.

From a business standpoint, the first line of defense is a company-wide policy that prohibits the use of cell phones and other devices while driving. The policy should instruct employees to pull over when using these devices,

even on a purely hands-free system. Employees should sign a personnel file copy acknowledging receipt and understanding of the policy.

Employees should also receive training on safe use of any

company-provided equipment (global positioning, radio communications, etc.). As an employer, be sure to document the training. These steps will not only decrease or eliminate punitive damages but if employees follow the directives, general liability will decrease or be eliminated.

Editor's note: Bob Gregg is a partner at Boardman Law Firm in Madison. His primary area of practice is employment law with an emphasis on helping employers achieve enhanced productivity and resolving employment problems before they generate lawsuits. You can reach Bob at 608/283-1751 or by email at rgregg@boardmanlawfirm.com.

Employers may be held liable for accidents caused by employees who are in the scope of their jobs when the accident occurs.



Members of the WATDA team that participated in the Susan G. Komen Race for the Cure in Madison on June 4 include: Rebecca Barefield, Lisa Meier, Chryste Madsen and friend Merrilee Beal, Mary Ann Gerrard, Dianne Halverson, Barb Anderson, Jackie Cyrus and daughter Alissa, Dawn Gillitzer, Sue Rausch, Megan Cuccia and sister Mignon, Ana Washburn, Bob Foulks, his sons Steven and Patrick and his girlfriend Emily, Julie Farmer and husband Dave, their son Chris, and Julie's friends Kathy and Alex Draxler.

WATDASI on display

WATDA Services extends a thank you to John Hackman and the entire WISCO staff for inviting WATDASI to exhibit their products at the annual WISCO trade show, which took place on April 2 at the Regency Suites and KI Convention Center in Green Bay, WI.

This year WATDASI's display focused on car lot signage for dealerships. WATDASI provides year model oval labels, adhesive windshield numbers, adhesive windshield slogans, flags, stringers and pennants. We continually strive to provide dealers with sales, office and service forms, and

sales incentives. In addition, we offer a full line of promotional products and wearables; mugs, air fresheners, shirts/jackets, key tags and much more. This year WATDA Services provided a portable DVD player, digital camera and 5-piece power tool set given away for the raffle drawing.

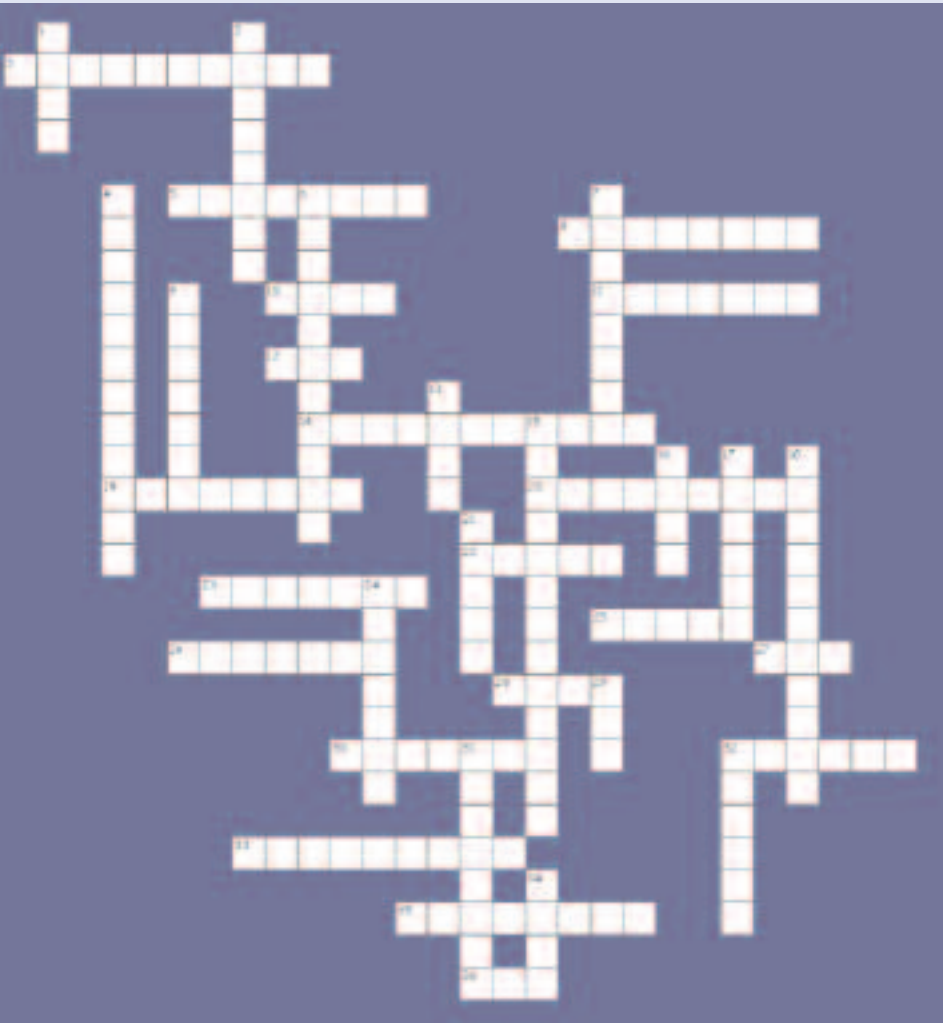
Call your WATDA Services at (800) 236-7672 for

further information and details. Or watch for John Strange, your account manager, to visit you this year with a revised catalog and a token of our appreciation.



John Strange and Donna Michaelis in position to greet WISCO tradeshow attendees at their booth.

WATDA crossword



Across

- 3. Endorsed provider of F&I products
- 5. Law regulating Motor Vehicle trade practices
- 8. Law that requires manufacturers to repurchase defective vehicle
- 10. Application for title and registration
- 11. Used Vehicle Warranty
- 12. Actual cash value
- 14. Chairman of WATDA Board
- 19. New Sales Person
- 20. Line 1 on the purchase contract
- 22. Mega Milwaukee Auto Dealers Assoc.
- 23. WATDA's Chief Lobbyist
- 25. Wisconsin Governor
- 26. Illegal attempt to increase price of vehicle
- 27. Part of Truth in Lending disclosure
- 28. Vehicle sold without a warranty
- 30. Best place to order forms, advertising specialties
- 32. Cannot sell a vehicle on this day
- 33. Endorsed by WATDA for communication services
- 35. Sets standards for used vehicle inspections

- 36. Endorsed by WATDA for over 25 years as a provider of vehicle protection packages

Down

- 1. Word cannot be used in advertising
- 2. President of WATDA
- 4. Type of title brand
- 6. Fee charged for legally mandated requirements
- 7. Legal procedure to recover vehicle
- 9. Donate vehicles here
- 13. One of the "Big Three"
- 15. Allows a dealer to sell a customer's vehicle for unpaid repair bills
- 16. Type of delivery that is immediate
- 17. Staff profiled in this issue
- 18. Name of WATDA's quarterly newsletter
- 21. The dealers' answer place
- 24. Automotive Directions' new name
- 29. Maximum number of off-premise sales per year.
- 31. Newest endorsed service, CRM provider
- 32. DOT Chief of Dealer Section
- 34. Retail price suggested by manufacturer

STAFF PROFILE

Halverson new insurance assistant

by Lynn Entine

There's a new face around WATDA's Insurance Trust offices. Dianne Halverson joined the group in November as Administrative Assistant. A 2001 graduate of U.W. Whitewater, she has a B.S. in Business Administration with an emphasis in



Dianne Halverson with granddaughter Ivori.

human resources. She also has work experience in employee training and benefits. She provides administrative support to WATDA Insurance Sales Manager Jim Salerno, Sue Rausch, vice president of the Insurance Corp. and Lee Bauman, president of the Insurance Corp. A native of the Neenah area, Dianne is the second oldest of eight

children. Like all her siblings, she grew up working behind the counter of the family business, Don's Family Bakery in Menasha. Halverson is proud to be the first member of her family to earn a bachelor's degree. "I worked at J.J. Keller for twelve years and was laid off when they downsized," says Halverson. "There

was an alternate position, but I didn't have a college degree, so I couldn't apply for it. I decided that wasn't going to happen again!" (Neenah-based J. J. Keller & Associates, Inc. supplies safety and regulatory compliance training for trucking companies and other industries.) When Dianne is not at WATDA, she likes to take her golden retriever C.J. to the local dog parks. She also spends weekends with her daughter's children. Granddaughter Ivori, 3, and grandson Tyger, 2, visit Madison from their home in Menasha, alternating weekends. "I really like my life right now," says Halverson. After living for six years with her husband, John, on his family farm outside Beloit, she's happy to be in the city, just a short drive from her job. "The people here at WATDA are really great to work with." Welcome Dianne!

WATDA website has new look, new features

by Sue Miller
WATDA Vice President of Knowledge Development and Delivery

Your WATDA has developed a new website design that will deliver traditional WATDA benefits to dealership owners and staff in a more user-friendly way. For example, do you enjoy the Legislative News Bulletins? Check out our State Pulse government news checker and find out what is happening in state government today. Do you receive WATDA Bulletins by mail and wish there was an easier way to make sure everyone in your dealership reads what they need to read? Simply login to the website and view recent Bulletins by clicking on "Reference Manual Listing" and scrolling to "2005." Would you rather order your forms and supplies online? WATDA Services, Inc. has a full online order entry program that also allows you to view past orders, check your account balance and place new orders online. Do you ever wish you could call WATDA with a legal question after hours or on weekends? Try the Reference Manual Search. Once you are logged-in, click "Reference Manual Search" and type your question into the plain English query box. Check out the first 10 hits or so and, if we have it in our legal database, it will show up. (Hint: if you don't see any text when you click on the Reference Manual Search link,

click on "Printer Friendly Format" and you'll be able to view the document as well as print it.) Do you enjoy opportunities to network with other dealers throughout the state? Do you find it beneficial to ask several dealers the same question? WATDA is now introducing e-forums (previously referred to as "e-communities"), which is a forum and document archive that allows dealers and dealership staff to communicate with others throughout the state without leaving the dealership or tying up the phone. WATDA currently has three e-forums: Successors and Key Managers, Human Resources, and Website. If you would like to participate in any of these forums, or have a suggestion for a new e-forum, please send an email to suemiller@watda.org. Have you ever wanted to encourage a student to consider technician training? There is no better encouragement than a scholarship and WATDA's website provides complete instructions for scholarship applicants and contact information for those dealerships interested in sponsoring a student. Check out these features and more on the new and improved WATDA website today! If you don't know your login and password, please call WATDA at (608) 251-5577 or email watda-info@watda.com and it will be sent to you promptly. For your WATDA Services login and password to order forms and advertising specialties, contact Ana at awashburn@watda.org or (800) 236-7672.

Cut advertising and sell more cars?

by Steve Lausch
Autobase

In 1993, it is likely that you spent less than \$300 per car in advertising. Ten years later, the cost of advertising jumped to \$512 per car. Today it's even higher, and no one has to guess which way the trend is heading. In fact, the average dealer selling 200 units a month spends over \$80,000 in TV, radio, and newspaper advertising. Whether you fall above or below this figure, the situation begs to be addressed. The biggest problem is that these

media cannot truly be quantified as it relates to a return on investment. We all spend "the big bucks" on advertising because we feel we need to, but try to quantify this and you'll struggle to come up with firm numbers. Think about it: How many people bought this month because of your multi-million dollar real estate with or without the newspaper and TV ads? As difficult as it is arrive at a true ROI on our advertising, it is very easy to quantify how many vehicles we sold because of an investment in a profitable, industry-leading client relationship management system (CRM).

If a small portion of your ad budget was re-directed to implementing a customized CRM solution, there would be a steady and measurable increase in sales and service revenues, CSI, and market share. At the same time, your overall ad budget could be decreased dramatically! If you are not yet willing to consider this kind of trade off, be sure of one thing: your competition is. To learn more about the newly endorsed CRM of your WATDA, contact Jim Neustadt at (608) 251-5577 or by email at jneustadt@watda.org.

Kip Prahl

pick up from last issue

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Roger Palmen donation gives Racine High School a lift

by Lynn Entine

Racine Park High School's automotive training program was "making do" in antiquated facilities when Roger Palmen was elected president of the Racine AYES program in 1992.



Dan Kramer, Roger Palmen

"It was an old-fashioned building and they were doing everything the hard way," says Roger Palmen, owner of Roger Palmen Chevrolet in Union Grove. "They didn't have a hoist. The ceiling was too low. So they were using jack stands." It took 15 minutes to get a car up and another 15 to take it

down—a big waste of time in a 50-minute class period!

In the spring of 2004, Roger Palmen Chevrolet and the Roger Palmen Family Foundation each contributed \$5,000, and with a big boost from Snap-on Tools' discounted price, they were able to purchase three new hydraulic hoists for the program. Fortunately, the ceiling was no longer a problem. They had a brand new 5,000-square-foot building addition to put them in.

"We were teaching out of a 'closet' by comparison," says Dave Dixon, automotive instructor at Park High School for 30 years. "Now this place looks like a dealership repair facility; it mirrors what the kids see out in the real world. It wouldn't exist if it weren't for Roger Palmen and Elizabeth Erven, a former school board member."

The two local leaders worked



Racine Park High School opened its new automotive training center in April 2004, thanks to 10 years' work by Racine AYES president Roger Palmen.

together for 10 years to promote and build the automotive addition. It took a successful school referendum and a lot of fund raising to get the \$500,000 they needed. The grand opening was April 2004.

Was it worthwhile?

"Enrollments in our program have doubled since we

moved in!" says Dixon. "It is used almost every hour of the day and two nights a week. It really is a miracle that it exists."

"Good techs are in short supply," says Roger Palmen. "This is our home training program; it's helping us as dealers hire good technicians. There is no better donation than kids. They are a good investment."

Seems like the investment is already paying dividends.

The next logical step in menu selling success

by Jill Dowty
Sr. Account Executive/Team Trainer, Protective

Paper menu selling became extremely popular about four years ago, assisting F&I professionals in meeting disclosure requirements while increasing product sales and customer satisfaction. Electronic menu selling has become the next logical evolutionary step in menu selling success.



Jill Dowty

Electronic menus are designed to assist the F&I manager by increasing customer satisfaction and profit potential. Some electronic menus have the ability to pull information from the dealer's ADP or Reynolds & Reynolds system, eliminating double and sometimes triple-entry. The ability to customize and tailor the packages with the click of a button enables the customer to interactively assist F&I managers with their product needs, and also allows the quick change of terms and coverages for the various products offered through the F&I department.

The efficiency built into menu software has provided a way to shorten the sales process, creating a more positive experience for the customer. For example, electronic menus provide the flexibility of customizing financing options with a few clicks of the mouse. In addition, by simply pointing the mouse over product options on the computer screen, you can easily change the options available, which will quickly change the premium and adjust the payment.

Electronic menus provide customers a more positive experience with full product disclosure and a professional sales presentation. For information regarding MenuXtra, Protective's state-of-the-art electronic menu selling solution, contact us at 800-794-5491.

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DEDICATED TO THE DEALERSHIP INDUSTRY

Disaster recovery

(continued from page 1)



Dave Brantmeier: “My best advice is to make sure you have a good insurance company that will come and take care of you,” says Dave Brantmeier, co-owner of Vande Hey Brantmeier Chevrolet Buick Pontiac in Chilton, Wisconsin.

be very careful about who they were, the quality of their work, and whether they would stick around,” Brantmeier says.

“We just worked our way through it,” he says. They sold some as is, giving a discount based on the repair cost. Others were fixed and then sold. “It probably took a couple months to get everything taken care of,” he says.

“I hope I never go through it again,” says Brantmeier. “I hope nobody has to go through it. My best advice is to make sure you have a good insurance company that will

come and take care of you, and be careful to choose a paintless dent repair company with a good reputation.” That combination certainly made the difference for the Vande Hey Brantmeier dealership.

Up in smoke

Bonnie and Don Jones were excited about their brand new facility for Jones Chevrolet Cadillac Inc. in Richland Center. With twice the space, more parking, and a site on Highway 14 at the edge of town, they expected sales to grow fast. By the end of July 2001, after six months in the new building, results were proving them right. Then, late on a Saturday night, the phone rang.

“The fire started sometime around midnight,” says Don Jones. “The sheriff’s department called us about quarter after. By the time we got here the service department was totally engulfed in flames.” The entire service department was destroyed, including all the shop equipment and special tools. The offices, showroom, and body shop had heavy water and smoke damage. The loss came to \$1.3 million.

Insurance investigators took a few weeks to determine the cause: a 1991 Corvette in the service department that developed a short in its anti-lock brake computer. The Joneses couldn’t wait; they had to get the business open fast. Fortunately they had help.

“We couldn’t believe the outpouring of support from the community and the employees,” says Bonnie Jones. “Already that night some employees and local residents came in to help. Even the other local dealerships offered their assistance.”



Bonnie and Don Jones say that 2001 was the best of years and the worst of years, when fire gutted their brand new repair shop.

Early Sunday morning Don called his insurance company and then phoned the general contractor who had constructed the building. The contractor called all his subs. All day Sunday they mopped and cleaned and threw away what was damaged.

Monday morning parts and sales were open, and the contractors were working out a rebuilding plan. Fortunately, a large building just a half-mile down the road was empty. The technicians moved their tools; they got some hoists; and service was back in operation by Wednesday.

“We were very happy with our insurance company,” says Don. “We were well insured and they stood right up to the plate.” Ironically, Don had questioned his agent as they moved into the new building. “I said: what do we need so much insurance for? It’s

a steel building. What’s going to burn? Six months later we found out.”

It took another six months to completely rebuild and refurbish. “It wasn’t nearly as much fun rebuilding as it was putting it up,” says Don. “We told our children there wasn’t going to be a third time.” Bonnie agrees: “We had our all time high and all time low in one year.” Two children work in the dealership: Ryan Jones, is general manager and Kami Jones is F&I manager. A third, Ben, is general manager at a related business, Jones New World Sports.

Their advice? They agree with Dave Brantmeier: make sure you are well insured. “That made everything go so much easier for us,” says Bonnie. “Also, when people want to help, let them help. Then keep the faith until things work out.”

Best automotive students compete in Madison

by Linda Poulsen

The competition was stiff at this year’s Wisconsin Career Skills Expo and SkillsUSA Automotive Service Technology competition on April 28th at the Alliant Energy Center in Madison. Over 52 high school and technical college students inched their way through a myriad of 14 testing locations ranging from brakes inspection to engine performance and electronics.

“The tests are very challenging,” agreed Dan Kolasinski, service director at Concours Motors, a Milwaukee Mercedes dealership. “I’m very impressed with the students. Every year the quality gets better.”

The winners received recognition and a chance to compete nationally, but every challenger earned confidence and real-world experience. Timothy Larson, the winner of the high school competi-



Tom Daniels of Snap-on Corporation and Harold Zimdars, AYES Team Wisconsin chairman, proudly display Business Partnership Awards received for providing opportunities, resources and assistance in support of Wisconsin’s future skilled workforce. From left: Larry Ayres, Ayres Chevrolet-Buick-Pontiac, Brodhead; Brian Goetz and Tom Daniels, Snap-on; Harold Zimdars, WATDA Foundation Board member, and Ken Starkman, Wisconsin Department of Public Instruction.

“Mercedes is unique in its components and the students may not be aware of the product or the higher pay for technicians of high line imports,” says Kolasinski.

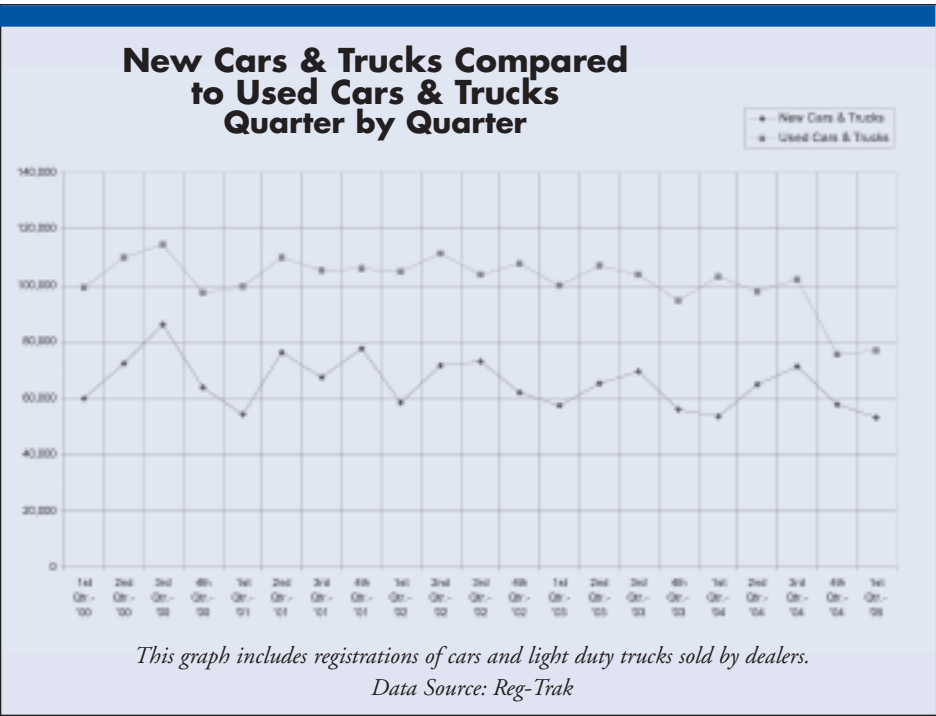
Volunteers from dealerships, industry and technical colleges developed and ran the skills competitions. Julie Sherwood, John Hirschmann and David Clarbourn from the Daimler Chrysler Training Center in Hartland, bugged a Sebring, courtesy of Russ Darrow Chrysler Jeep of Madison. The competitors had 15 minutes to correctly diagnose the problem using electronic scan tools. “Technicians have to learn how to communicate with the system and decipher the problem,” said Clarbourn. Other skills tests covered electrical systems, brakes, steering, and the Shop-Key Information Network.

Volunteers get their rewards too. They promote awareness of their products, make contacts and check out the talented young technicians. Most importantly, though, they are helping in a program designed to increase the quality and number of technicians entering the field. These are the next generation of technicians.

tion, received a scholarship from The Foundation of the Wisconsin Automobile & Truck Dealers Association (WATDA) and a set of Snap-on Tools—a total value of more than \$5,100. Larson is a senior at McFarland High School and participant in Dane County Youth Apprenticeship Program, recently AYES certified.

“It’s a great opportunity for the kids to assess themselves,” said Tom Daniels, Industrial Representative from Snap-on Tools Industrial Division. “They can test their skills and see how well they can compete in the marketplace.” Snap-on is a long-time co-sponsor of the SkillsUSA and Foundation of WATDA scholarship program, donating over \$2 million in tools since 1992.

The contest spurs auto tech students to their best performances and introduces them to a variety of opportunities.



CENTER STAGE

Craig Toycen of Toycen Motors, **Suzanne Ashley** of Ken Vance Car City, Inc and **LeRoy Schroeder** of Quality Truck Care Center are all recent graduates from the NADA/ATD Dealer Candidate Academy.



LeRoy Schroeder

John Bergstrom, chairman and CEO of Bergstrom Corporation, Neenah, was recently elected to the seven-member Executive Committee of the Green Bay Packers, and recognized as a winner of the 2005 Saturn Summit Award.

Gordon Wentzel and **Berry Wentzel** of Wentzel Ford in Winneconne were recently presented with a 50-year award for Ford.

Herb Lidtke of Lidtke Motors (Lincoln-Mercury) in Beaver Dam received a 50-year award for both franchises.

Glen Pentler of Uptown Lincoln-Mercury in Milwaukee recently received a 50-year award for both franchises.

Terry Martin of Martin Pontiac in Sheboygan holds the distinction of being the only dealer in Wisconsin to have been awarded the General Motors Pontiac "Mark of Excellence" Travel Award. This is the second year in a row that the dealership has received this honor.

Charles Dearth Pontiac Buick Cadillac GMC is among an elite group of Buick-GMC dealers who was awarded the General Motors "Mark of Excellence" Award.

Bill Bell of Bell Ford in Arlington, earned the Ford Motor Company's highest honor, the 2004 President's Award.

The award acknowledges Ford and Lincoln Mercury dealerships that lead the nation in exceptional service and vehicle ownership experiences for their customers.

Russ Darrow of Menomonee Falls was a recent finalist for the Dealer of the Year award from the American International Automobile Dealers Association.

Lee Bauman, president of WATD Insurance Corporation, has been awarded the distinguished Paul Harris Fellow from Rotary International for his service with the Madison Rotary Foundation. The Madison Downtown Rotary, the fifth largest Rotary organization in the country, recognized Lee's service with the Rotary Foundation's charitable and educational programs.



Lee Bauman

Jerry Holz of Holz Motors was recently honored by the village of Hales Corners with a Lifetime Achievement Award for his contributions to the community, not only from his business, but his personal contributions as well. This is the first time Hales Corners has ever presented such an award and Jerry was one of four recipients to receive the honor.

James "Jim" Budinetz recently joined the Smart Motors team as Operations Manager.

Smart Motors of Madison recently opened its Child Seat Safety Center™ where anyone, regardless of where and when they purchased their vehicle, can stop in to Smart Motors and have their child safety seat inspected or installed free of charge by a certified safety professional.

New members

WATDA would like to welcome newly joined members as of March 5:

Automotive Parts Service Company, Geneva, IL
Best Deal Automotive, Fond du Lac
Buck Truck & Auto LLC, Chippewa Falls
Cherry Tree Auto Sales, Oshkosh
Compli in Portland, Oregon also as an Associate Member
Emperor Auto Sales, Inc., Omro
Fifth Third Bank in Milwaukee as an Associate Member
Krueger Auto Mart, Oshkosh
Lakeshore Lease, LLC, Delavan

Main Automotive Sales and Service, Omro
Runzheimer International, Rochester as an Associate Member
Silver Lake Auto Center Inc., Oconomowoc
Sindic Motors, LLC, Waukesha
The Auto Hub, Madison
The Car Connection, Schofield
Turn Key Auto Sales, LLC, Oshkosh
Turn Key Collision Specialists & Salvage, Oshkosh
U G Motors, Kenosha
Union Grove Motors Inc., Union Grove

Correction

We included the wrong photo with a caption in the last issue. Below is the correct photo for the caption. We apologize for the error.



From left: Foundation AYES consultant Dan Wooster, Larry Ayres, Ayres Chevrolet in Brodhead; and Jeff Dowd, AYES State Manager/consultant delivered 10 engines and 11 rear axles to AYES sites in Wisconsin. All engine and components were donated to AYES Wisconsin schools by the GM plant in Janesville. Ayres, AYES Team Wisconsin chairperson, gives his time and the use of his flat bed truck for all AYES special factory deliveries.

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