

DEALER POINT

Official Publication of the Wisconsin Automobile & Truck Dealers Association | 1928-2013 | Volume 32 Summer 2013



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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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FROM FOUR WHEELS TO TWO

MEET WATDA'S NEWEST MEMBERS

BY CHRYSTE MADSEN

She rides a Harley-Davidson 2012 Fat Bob. She's spent most of her life in the motorcycle business, beginning in the parts department of her father's store. "She" is Patty Fosaaen, co-owner of Waukon, Winona and La Crosse Harley-Davidson stores. Patty and Irv, her business partner of 34 years, employ 110 people. Irv handles functions relating to vehicle sales while Patty, who has a degree in accounting, manages all other departments of the

business including administration. A second generation of Fosaaen's is working her way into the business as Kris has joined the group in the marketing department with a degree in graphic design.

Lately Patty has been responsible for letting her fellow H-D dealers know the value of WATDA. For a long time the relationship of the manufacturer to the Harley dealers was "close – like



Key staff from L to R: Eric Eade, Operations; Al Wandling, General Mgr.; Irv Fosaaen, co-owner; Kris Rausch, Electronic Marketing; Patty Fosaaen, co-owner; and Brett Kaufman, Parts & Accessories Mgr.



family," as Patty put it. But, as things do, that relationship changed over time and recently the Wisconsin Harley dealers were blindsided by their manufacturer who refused to grant them access to the franchise law amendments passed in 2011. "This was a drastic departure from what we thought the relationship was," said Patty.

Bill Sepic would share that view. "It was disappointing that they (the manufacturer) chose not to engage with us from the beginning to the end of the process," Bill said, "and it seemed that they were dead set to get an exemption from the beginning. Yet we can still share some optimism that they will allow the dealers to have parity legislatively restored."

Patty and a few of the Harley dealers were aware of the lobbying and legislative prowess of WATDA because they had been members for several years through used car licenses they held. So when the opportunity arose for them and for all motorcycle dealers to become regular franchised members Patty and the others encouraged fellow Harley dealers to join WATDA. With no national organization they knew they needed someone to turn to for protection.

The Harley-Davidson Corporation is very powerful in Wisconsin and, as alluded to earlier, is not on the same terms with the 29 Wisconsin dealers that it once was. The company based out

of Milwaukee, WI, employees approximately 3,015 people in three Wisconsin locations, Menomonee Falls, Wauwatosa and Tomahawk. CEO Keith Wadell earned approximately 10 million dollars last year in salary, bonuses and stock options. It's obvious that the Harley dealer body will have to join together and have strong representation to maintain franchise laws under which they can survive.

The result has been that the entire body of the Wisconsin Harley-Davidson Dealers Association has joined WATDA as regular members. As Patty stated, "It not only benefits the Harley-Davidson dealers, but all members of WATDA. It makes a good organization even stronger. Manufacturers have a hard time understanding the retail side of business."

And this is true. Whether auto, truck, RV or motorcycle dealers... all have challenges with manufacturers at one time or another. This is why you created your Association so many years ago. While you are all competitors you still share many of the same goals and dreams and your Association is the place you can share them with people who understand what they are... and who you are... completely. When you stand together, you ultimately protect yourselves as you protect each other.

Welcome, new members! •

30 Summers OF FUN

BY JULIE FARMER

In 1982 when Jerry and Grace Brickner attended the fifth annual Hodag Country Music Fest in Rhinelander, the fest organizers, Bernie and Diane Eckert, asked them to sponsor the event the next summer. Thirty years later they are still sponsoring and attending what is simply known to most as "Hodag," the second oldest country music festival in the U.S. Average attendance is over 25,000 fans and the fest grounds boast over 500 campsites. Fans from across the state as well as surrounding states attend the fest annually. For the uninitiated, the Hodag is a mysterious woodland creature known to live in the Rhinelander area, drawn to the clean lakes, dense forests, and natural beauty.

The event is now being operated by the second generation of the Eckert family who work with Jerry III, of the third generation of the Brickner family to make the event a success. The Brickners are the exclusive automotive sponsor of the event thanks to their good competitor relationships. They have first right of refusal and the opportunity to sign a new deal every three years.

The Brickner Chrysler Jeep Dodge Ram locations in north central Wisconsin include Wausau, Antigo and Marathon (aka Little Chicago) as well as the Merrill (Park City location operated by Cousin Jim Brickner) benefit from the exposure to the fest attendees—expanding the Brickner sales reach beyond their communities.

You can count on seeing at least one Ram truck displayed on a riser near the stage each year; this year Ram also sent representatives to the fest and there was an expanded display on the grounds. Numerous banners, signs, ads in the festival program book and video commercials on the giant screen located to the right of the stage during the breaks between acts give additional name exposure. And starting in 2010 Brickners added an individual giveaway of a cold drink coozie—a most useful gift in the outdoor festival setting!

The sponsorship has allowed the family to meet many of the entertainers who perform at Hodag. Neal McCoy, who has been on the schedule for most of the last twenty years, is a crowd favorite who has become a friend of the Brickner family. "McCoy is a regular guy," says Jerry III, "He genuinely cares about the audience, and they obviously adore him!" McCoy filmed a commercial for Brickners that played on the big screen for several years at the festival.

Three generations of Brickner family and many of their friends attend the fest each year. I know this for a fact as this year and last I ended up sitting behind them (purely by accident) for four days, witnessing how much they enjoy the entertainment and camaraderie of the festival atmosphere. I can't give any details because "what happens at Hodag stays at Hodag!" I will say that it's a great way to make your sponsorship a win for everyone. ●



2013 Hodag Ram truck display



Jerry & Grace Brickner & Neil McCoy



Linda, Neil & Steve Brickner



Jane, Neil McCoy, Janessa, Jerry III and Jerry IV



Front L-R: Jerry VI, Shawn, Janessa, Grandma, Grace, Melline, Mich; Back L-R: Jane, Jerry III, Linda, Steve, Neil McCoy, Jerry II, Cheryl, Mike (all Brickners)



Eckert family with Neil McCoy



Jerry III and Jane Brickner, Dixy (Eckert) and Jay Nieuwenhuis.

New Program Added for WISCO Members

BY JOHN HACKMAN

WISCO's sole reason for existing is to provide quality products at a savings for its membership. To further accomplish this goal WISCO has entered into a national account program with G & K Services. G & K, headquartered in Minnetonka, Minnesota, specializes in uniform rental services and facility services solutions. Examples of their products include industrial uniforms, executive wear, casual wear, outerwear, customized logo floor mats, and high traffic floor mats. A variety of work apparel, including personalized, custom embroidered items can also be purchased. The WISCO / G & K Services program can enhance your company's image and safety by providing high quality work apparel and facility products and services.



The national account status of WISCO will provide its members with a savings due to the national standardized pricing. Of course, as is the case with all your purchases from WISCO, you will also receive an end of the year rebate on these products.

If you currently are a customer of G & K Services you have the opportunity to switch over to a WISCO billing to enjoy the benefits of the national account program.

If you are currently with another company for these services, or have never used these services, and would like to check out the program call WISCO at 800-274-2319. ●

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CenterStage

AWARDS, HONORS, MILESTONES

Concours Motors of Glendale recently received the Mercedes Benz Best of the Best dealer recognition award for outstanding performance in 2012. The award recognizes the top 15% of Mercedes dealers, recognizing superior performance in customer satisfaction, new vehicle sales, certified pre-owned sales, leadership and management, parts operations and market penetration.

Heiser Chevrolet Cadillac was honored by the City of West Bend as Business of the Month for May. The award is presented by the city's Department of Development and is part of the Growing Local Business program and is based on longevity, growth potential and customer service. The dealership also supports a number of local non-profit groups including Big Brothers Big Sisters and the Boys Scouts of America.

Ubersox Auto Group, Platteville earned the Walter P. Chrysler Club Award, the highest recognition for overall sales and Mopar Parts sales performance. The Chrysler Group established this award in 2012 as a way to nationally recognize its leading dealerships and thank them for their dedication, hard work, and overall performance in sales, service and parts.

Congratulations to **Bob LaBadie** who was recently recognized by **Lynch Chevrolet Buick and GMC in Burlington** for 40 years of service. LaBadie credits his long auto sales career to the Lynch family for giving him sufficient professional freedom to serve his customers as he deemed best.

Bergstrom Automotive of Neenah announced that they hit their JUNE 3000 goal; an annual event where the company sets a goal for new and used vehicle sales during May and June. In addition to the sales promotion an online promotion was offered to Bergstrom's 19,600 Facebook fans to win various prizes including an autographed Jordy Nelson football, Apple gift cards, Festival Food gift cards, NASCAR tickets, Country USA tickets, Summferfest tickets and more.

Ewald Chrysler of Oconomowoc partnered with parents and teachers for a 'Drive for the Kids' fundraiser in support of the Wales PTO. Participants earned \$10 for the school by test driving a 2013 Chrysler Town & Country minivan. Test drive participants are automatically entered in a 2013 Chrysler Sweepstakes for a chance to win a \$45,000 credit toward the purchase of any Chrysler Group vehicle.

Brickner's Park City in Merrill, also hosted a Drive for the Kids fundraiser to benefit St. John Lutheran School.

Keyes Chevrolet partnered with **Menomonie Parks and Recreation** and the national Chevrolet Youth Baseball program to provide new equipment bags, baseball buckets, practice hitting nets, umpire ball bags, batting tees and Chevrolet Youth Baseball T-shirts. Keyes also presented a monetary contribution to the Parks and Rec department, and a baseball clinic featuring current and former MLB players, coaches, and instructors from Ripkin Baseball.

Mukwanago's John Amato Ford teamed up with Mukwanago Band Boosters for a "Drive 4 UR School" event. The school bands had the opportunity to raise \$6,000 from the Ford Motor Company. The goal was to have 300 licensed adults (18 and older) test drive cars to reach their goal.

Brodhead Chevrolet Buick hosted an Operation Kidsafe event for area families. Digital pictures are taken of each of the child's fingerprints and put onto a printed form, where the parents can attach a school photograph and complete additional details that could be helpful in assisting authorities.

River Fall Youth Hockey Association, in partnership with **Cernohous Chevrolet of Prescott**, sold 430 sweepstakes entry tickets for the Ultimate Pro Hockey Package, which included four VIP tickets to the Minnesota Wild game, with hotel accommodations and all-access passes. Those ticket sales, plus a cash donation from Cernohous of \$500 netted the association a total of \$2,650, as well as hockey equipment donations. ●

Please submit your AWARDS, HONORS AND MILESTONES to: jfarmer@watda.org



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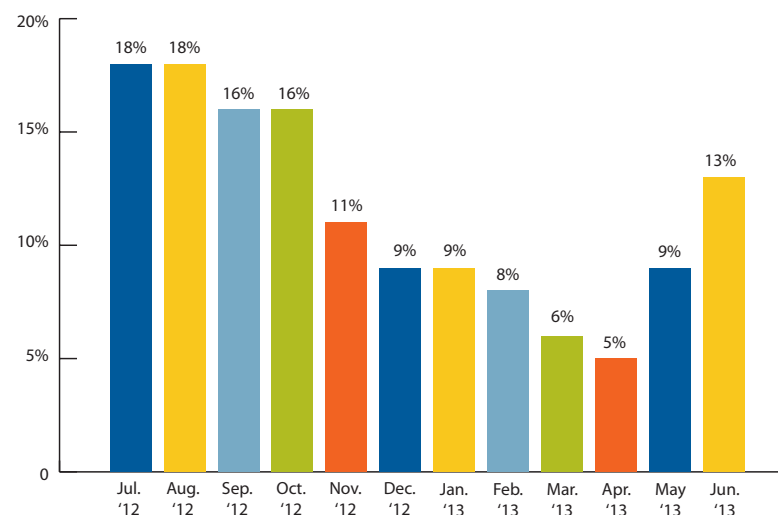
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New Vehicle Sales Trends

Wisconsin New Vehicle Trends: June 2013

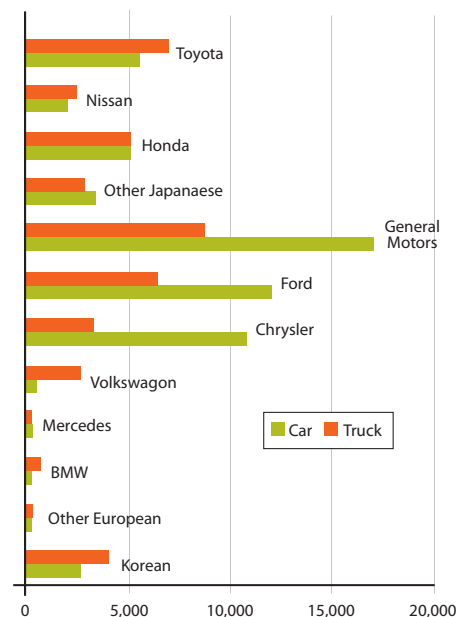
	Previous Two Months		Year to Date	Year to Date Market Share					
	5/12	5/13		'12 YTD	'13 YTD	% change	'12 YTD	'13 YTD	change
Industry Total	34,659	38,649	11.5%	95,624	105,089	9.9%	100.0%	100.0%	0.0%
Car	15,875	17,028	7.3%	42,691	44,556	4.4%	44.6%	42.4%	-2.2%
Truck	18,784	21,621	15.1%	52,933	60,533	14.4%	55.4%	57.6%	2.2%
Japanese	11,271	12,859	14.1%	30,572	34,006	11.2%	32.0%	32.4%	0.4%
Toyota	4,663	4,873	4.5%	12,018	12,640	5.2%	12.6%	12.0%	-0.6%
Honda	3,425	3,837	12.0%	9,171	10,368	13.1%	9.6%	9.9%	0.3%
Nissan	1,356	1,696	25.1%	4,039	4,619	14.4%	4.2%	4.4%	0.2%
Other	1,827	2,453	34.3%	5,344	6,379	19.4%	5.6%	6.1%	0.5%
Domestic	18,292	21,089	15.3%	51,574	58,478	13.4%	54.0%	55.7%	1.7%
General Motors	8,049	8,893	10.5%	23,396	25,828	10.4%	24.5%	24.6%	0.1%
Ford	5,459	6,689	22.5%	15,389	18,453	19.9%	16.1%	17.6%	1.5%
Chrysler	4,784	5,507	15.1%	12,789	14,197	11.0%	13.4%	13.5%	0.1%
European	2,087	2,261	8.3%	5,523	5,769	4.5%	5.7%	5.4%	-0.3%
Volkswagen	1,202	1,301	8.2%	3,268	3,303	1.1%	3.4%	3.1%	-0.3%
BMW	391	402	2.8%	940	1,094	16.4%	1.0%	1.0%	0.0%
Mercedes	238	241	1.3%	610	623	2.1%	0.6%	0.6%	0.0%
Other	256	317	23.8%	705	749	6.2%	0.7%	0.7%	0.0%
Korean	3,009	2,440	-18.9%	7,955	6,836	-14.1%	8.3%	6.5%	-1.8%
Other	3,009	2,440	-18.9%	7,955	6,836	-14.1%	8.3%	6.5%	-1.8%

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



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YTD Registrations by Vehicle Type



From Around the State

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



Medford Motors in downtown **Medford** recently kicked off a \$1.2 million renovation and expansion project. The work will include expanding the current building for additional service bays and more office space for staff. The project also encompasses a complete dealership interior overhaul, and is expected to be completed by January 2014.

Von Holzen Chevrolet, Buick GMC of **Ashland** is adding a 1,000 foot addition that will include a second service bay drive up, an all new exterior, showroom, customer lounge, and new LED lighting. Plans call for completion by September 1.

Rhineland Toyota broke ground on a new 33,376 square foot dealership and service center. Among the features will be a larger guest lounge, two service drives, and 15 service bays.

The new facility is expected to create at least 12 new jobs and is expected to be completed by November.

CarHop has opened a new used car facility and financing company in **Grand Chute**. The company specializes in selling used cars to those are financially challenged. CarHop is owned by the Interstate Auto Group, a 16 year old company based in Minnesota with about 60 locations in 17 states. This is their fourth Wisconsin store.

Kunes Country Automotive Group, Delavan, has purchased **Tasch Chrysler, Dodge, Jeep, Ram** dealership; and has also acquired the **Tasch Chevrolet, Buick GMC** store, both located in **Elkhorn**. Kunes has hired all of the **Tasch** employees. The **Delavan** stores include **Ford-Lincoln** and **Chevrolet Cadillac**. ●

Schrage Brothers – 100 Years of Ford and Nation's Oldest Gehl Store

BY GARY BEIER

June 8, 2013 Schrage Brothers, Inc. of Mount Calvary celebrated their 100th anniversary as an automotive and farm implements dealer.

Dave Schrage said his great grandfather Cornelius Schrage started the business in 1913 when it was located in Calvary station, close to the rail lines, which was a requirement for all Ford dealers. In the late 1920's Dave's grandfather, Raymond and Raymond's brother Albert took over the business. In the 1970's Raymond's two sons, James and Neal purchased the dealership. Since the late 1990's the fourth generation – James' sons Dave and Mark and Neal's sons, Des and Robin have been at the helm.

The dealership began as a Ford branch operation when it opened 100 years ago. Farm implements became a staple of the Schrage product offerings. In fact, this anniversary distinguishes them as the longest-running Gehl dealer in the nation! They became an official Ford dealership in 1921.

Dave attributes their long run to the Schrage team. "We have very dedicated and life-long employees that keep our business going on a daily basis. Without them we wouldn't be celebrating 100 years." The 100th Anniversary on June 8, attracted more than 1,500 guests from throughout the eastern Wisconsin area.

The dealership is now moving into its fifth generation. It is hard not to meet a Schrage family member when you enter the store. Dave is co-owner and manager, Robin is co-owner in charge of car and truck sales, Glenn handles farm implements, Des is a co-owner and auto service manager, Mark is co-owner and service writer. Taylor represents the fifth generation as the Schrage tradition continues here in Wisconsin. ●





NADA Director's Report

BY KEN VANCE



Greetings Wisconsin Dealers:

I hope your business continues to move along well.

2012 was a most interesting year for our business. We were approached on eight different occasions by parties interested in purchasing our stores. These were all legitimate purchasers with the ability to handle any purchase they chose to become involved in.

If you have considered the possibility of selling in the past, now may be a good time to reconsider.

Our Ad-Hoc committees continue to expand our goal base for the year.

I think we are going to be especially helpful with the "succession" committee and giving you resource avenues to follow.

Here is my NADA Director's Update for the summer.

House Financial Services Republicans Seek Information from CFPB on Auto Lending Guidance CFPB Responds to Letter from House Democrats

Led by Rep. Spencer Bachus (R-Ala.), 35 Republicans, including 27 members of the House Financial Services Committee, sent a letter to the Consumer Financial Protection Bureau (CFPB) regarding its March 21 fair lending guidance. The letter requests all relevant documentation supporting the CFPB's assertion that there may be disparate impact discrimination in indirect auto financing. The letter also requests the studies the CFPB relied on to support its attempt to pressure indirect finance sources to compensate dealers for arranging financing with a flat fee instead of allowing consumers to negotiate competitive rates with dealers.

This letter follows a separate letter from 13 Financial Services Committee Democrats, led by Rep. Terri Sewell (D-Ala.) also seeking information from the Bureau on the March guidance. Combined, the signers of the two letters represent a majority of the Financial Services Committee. CFPB Director Richard Cordray responded to the Sewell letter providing virtually no new information on the background information and methodology to explain the Bureau's conclusions, despite a specific request. Visit this URL for the letter from CFPB Director Cordray: www.images.magnetmail.net/images/clients/NADA/attach/CFPB_Letter_on_Auto.pdf

The other Republican signers of the Bachus letter are Reps. Michele Bachmann (Minn.), Andy Barr (Ky.), John Campbell (Calif.), Shelley Moore Capito (W.Va.), Tom Cotton (Ark.), Sean Duffy (Wis.), Stephen Fincher (Tenn.), Scott Garrett (N.J.), Michael Grimm (N.Y.), George Holding (N.C.), Bill Huizenga (Mich.), Robert Hurt (Va.), Walter Jones (N.C.), Peter King (N.Y.), Steve King (Iowa), Jack Kingston (Ga.), Tom Latham (Iowa), Blaine Luetkemeyer (Mo.), Tom Marino (Pa.), Patrick McHenry (N.C.), Mark Meadows (N.C.), Gary Miller (Calif.), Mick Mulvaney (S.C.), Randy Neugebauer (Texas), Steve Pearce (N.M.), Robert Pittenger (N.C.), Dennis Ross (Fla.), Keith Rothfus (Pa.), Ed Royce (Calif.), Steve Stivers (Ohio), Steve Stockman (Texas), Marlin Stutzman (Ind.), Ann Wagner (Mo.) and Lynn Westmoreland (Ga.).

Visit this URL for the Bachus letter: www.images.magnetmail.net/images/clients/NADA/attach/CFPB_Auto_Lenders_Letter.pdf

NADA Data: Jobs and Payroll Up at New-Car Dealerships

www.nadafrontpage.com/NADA_Data_2013.xml

As the U.S. economy gains momentum and auto sales increase, employment at franchised new-car dealerships continued to rise, up 3.2% last year, says the National Automobile Dealers Association in its latest state-of-the-industry report. In 2012, total employment at new-car dealerships increased to 963,400 employees, up from 933,500, according to NADA Data 2013, a report on dealership sales and financial trends. The average number of employees per dealership rose from 53 to 55 last year. New-car dealerships had an annual average payroll of \$2.9 million in 2012, up 12% from the previous year. The total payroll for all U.S. new-car dealerships was \$51.6 billion, up 12.6%. Average weekly earnings of employees at U.S. new-car dealerships last year was \$1,030, up 9.1% from the previous year. Click here for the report: <http://www.nada.org/Publications/NADADATA/2013>

NADA Moves Dates for 2015 – 2018 Conventions

www.nadafrontpage.com/NADA_Moves_Convention_Dates_in_2015.xml

Beginning in 2015, the NADA Convention and Expo will be held Thursday to Sunday, instead of Friday to Monday. "After surveying the membership and exhibitors, the consensus was to end the convention on Sunday, instead of Monday," said Desmond Roberts, chairman of NADA's convention committee and a Chevrolet dealer in Hodgkins, Ill. "The Thursday to Sunday timeframe will allow convention attendees to be back at work earlier the following week." The 2014 NADA and American Truck Dealers (ATD) conventions will be held concurrently in New Orleans from Jan. 24-27 as scheduled from Friday to Monday.

Here are the revised dates for the NADA and ATD conventions:

- 2015 – San Francisco (Jan. 22-25)
- 2016 – Las Vegas (March 31 - April 3)
- 2017 – New Orleans (Jan. 26-29)
- 2018 – Las Vegas (March 22-25)

For more information on the NADA convention, visit www.nadaconventionandexpo.org. For more information on the ATD convention, visit www.atdconventionandexpo.org.

NADA: Prices of Used Plug-in Electric Vehicles to Drop 30% in 2013

www.nadafrontpage.com/NADA_Used_Car_Guide_EV_Prices_Drop.xml

Values for used plug-in electric vehicles are expected to decline nearly 30% this year—the highest depreciation out of all vehicle segments, according to the NADA Used Car Guide in its latest report, Plug-in Electric Vehicles: Market Analysis and Used Price Forecast. "The steep rate of depreciation for used plug-in electric vehicles can be attributed to limited range, manufacturer incentives and federal tax credits intended to offset the higher prices of new plug-in electric vehicles," said Jonathan Banks, executive

automotive analyst for the NADA Used Car Guide. For the report visit: www.nada.com/b2b/NADAOutlook/NewsPress.aspx

OSHA Targeting Dealerships

OSHA is targeting automotive repair and maintenance businesses, including new-car dealerships, through a Region 8 (www.osha.gov/oshdr/r08.html) Local Emphasis Program. This focused inspection activity, scheduled for between April 16 and at least Sept. 30, 2013, stems from five complaints OSHA Region 8 received in FY 2010, all of which resulted in citations. NADA urges dealerships nationwide to review the inspection directive (www.osha.gov/oshdr/r08.html) and their health and safety compliance. Dealerships with specific questions regarding their compliance should contact Lauren Bailey, NADA Regulatory Affairs, at regulatoryaffairs@nada.org or (703) 821-7040 or contact their state or local dealer association. ●

Hillary Clinton as NADA Speaker

Although I have not received any feedback, nor has WATDA received any feedback for the selection of Hillary Clinton as the keynote speaker at the NADA Conference, I did want to address the invitation briefly in my Director's update. Many if not all of you know that I am pretty conservative. It would be safe to say I don't share a number of the same political views as Secretary Clinton. Yet it is important to put this in perspective. Secretary Clinton is one of the most prominent women in America. She is a former first lady, U.S. Senator and Secretary of State. She is currently an unannounced Presidential candidate and could quite possibly be our next president. For these reasons, just having the opportunity to hear her in person is an experience that not everyone can take advantage of. It doesn't cost anything and best yet, your name will not appear on a political donation list. If you want to hear a dynamic speaker, she promises to deliver. If not, you have no obligation to attend.



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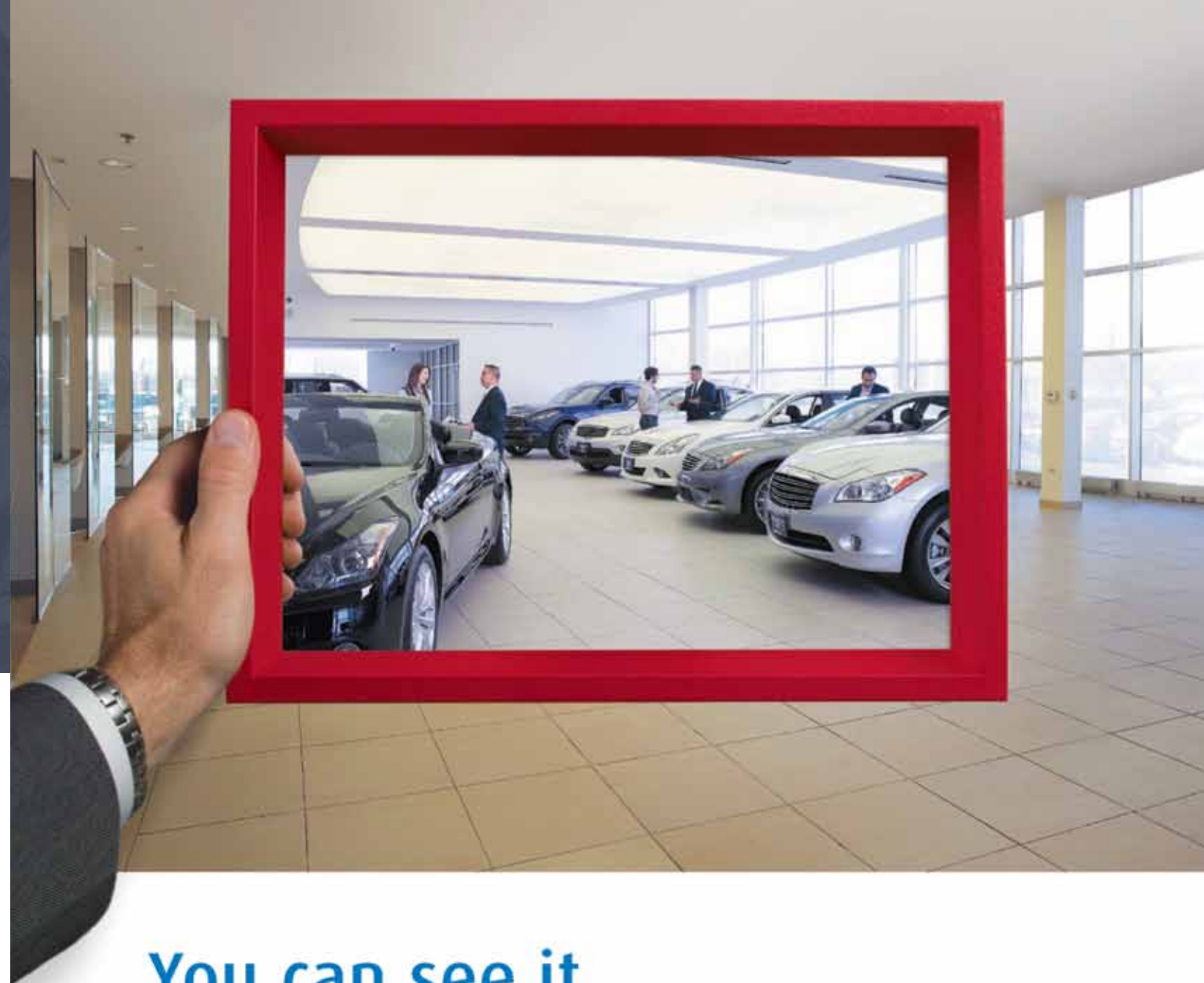
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Rawhide's Vehicle Donation Program NEEDS Your Help Today!

Since WATDA graciously helped Rawhide start its Vehicle Donation Program 30 years ago, it used to receive 13,000 donated cars per year at its peak. Last year sadly, it only received 3,800 cars. And with the falling sales price of used cars adding to that, we NEED your help today!

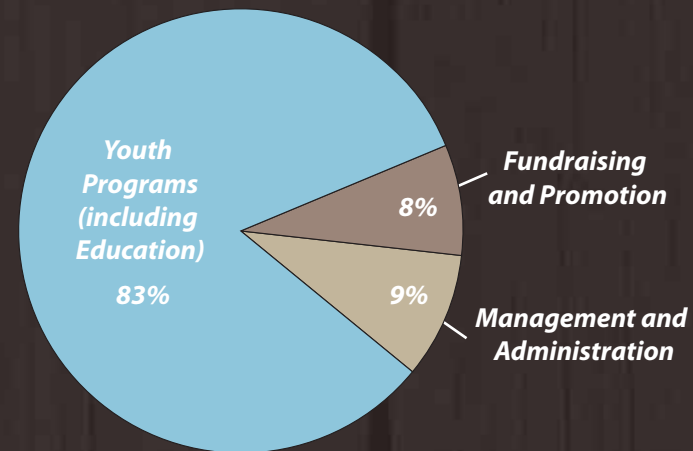
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1. Become a Drop-Off Location where Rawhide donors can drop off their donation.
2. Talk to your customers about the benefits of donating their car to Rawhide, especially cars that are marginally worth trading in.
3. Help spread the word about Rawhide's Vehicle Donation Program using our phone number 1-800-RAWHIDE (729-4433) and/or website rawhide.org/donate. Please keep in mind that our 800 number is answered 24/7/365. Some marketing suggestions are:
 - a. Highlight a story about Rawhide's Vehicle Donation Program in your Email Newsletter.
 - b. Link to our Donate Page and/or phone number on your Dealer Website
 - c. Post on Facebook, Twitter, or Pinterest linking to our Donate Page or mentioning our phone number.
 - d. Place an article in your Physical Mail Newsletter about Rawhide's Vehicle Donation Program.

Please contact marketing@rawhide.org for other copy/text suggestions and ideas.

About Rawhide's Vehicle Donation Program

Rawhide accepts cars, boats, motorcycles, and RV's all year long as charitable in-kind donations to support the noble work of helping troubled youth. The Snap-on Auto Center and the Pennau Prep Center provide evaluation and mechanical repair instruction opportunities for youth in our care. Donating a car to Rawhide is free, fast, easy, and tax deductible. A donor will be able to deliver the vehicle the very same day by bringing it to one of Rawhide's many conveniently located dropoff locations (your dealership), or the donor may arrange for the convenience of Rawhide's home pick up of their car or boat. Remember, we accept donations for Boats, Motorcycles, RVs, and virtually any vehicle with wheels. **Please encourage others to donate by calling 1-800-RAWHIDE (729-4433) or visiting our website rawhide.org/donate** ●



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Legal & Legislative Update

BY CHRIS SNYDER

Changes Coming to Wisconsin's Lemon Law

Over the years the motor vehicle manufacturers have made a number of unsuccessful attempts to amend the Lemon Law. The purpose of the law is to provide vehicle owners with a speedy resolution when their new vehicle experiences repeated (4) failed repair attempts within the first year of ownership. The law provides the vehicle owner the option of receiving a money refund or a replacement vehicle. All states have some form of Lemon Law, but Wisconsin's is the only one that calls for double damages (twice the full purchase price) and attorney's fees if the requested remedy is not completed within 30 days from the date of request. This has led to some cases of horrendous payouts by manufacturers. In fact, the current law has been used and abused to the point that even the

Wisconsin Association for Justice (the Trial Lawyers) supported the proposed amendments.

Sometime shortly after mid-September Wisconsin's Lemon law will be amended. The amendments have already passed through the Assembly on an 88-8 vote. At the time of writing this, the Senate version of the bill (SB 182) had a Senate Transportation Committee hearing. Once the Senate committee gives the bill their approval it will be ready for a vote by the whole Senate once the legislative floor period begins (September 17). Assuming that it is placed on that first available floor session it should be ready for the Governor's signature by September 20.

WATDA has participated in the discussions with the manufacturers regarding the proposed amendments. The purpose of our participation was to ensure that the dealers remain insulated from liability on all lemon law (warranty) claims.

Further, we wanted to ensure that the dealer's customers would still be afforded a quick and

fair solution to their new vehicle issues. The changes to the law follow.

1. Eliminating Mandatory Double Damages.

Under the current law, once the consumer makes their declaration that they want either a refund or replacement vehicle the manufacturer has 30 days to provide them with their request. If they do not complete the consumer's request within 30 days, then the consumer is automatically entitled to double damages (purchase price of the motor vehicle plus any other expenses incurred) and attorney's fees. Wisconsin is the only state in the nation to require double damages linked to the purchase price of the vehicle without any evidence of bad faith in efforts to comply with the lemon law. The elimination of automatic double damages is the single most important amendment to the law being sought by the manufacturers.

2. Adding Time for Delivery of a Comparable Vehicle.

Existing law requires a manufacturer to provide a comparable new vehicle within 30 days. The 30 day threshold applies to all types of vehicles including motor homes and heavy duty trucks, which in most cases are built-out to specific specifications for its' intended use. Therefore allowing only 30 days for some vehicles is literally impossible. Then add to that double damages for a heavy truck or a motor home and the minimum payout for the manufacturers exceeds \$200,000. The bill provides more reasonable time periods: 120 days for heavy-duty vehicles and 45 days for other vehicles.

3. Reducing the Statute of Limitation.

Existing law allows for six years to file a claim. Actually the statute was silent as to how long, but the courts imposed

the 6 year period because that is statute of limitations for a contract dispute. In that the defects have to occur within the first year of ownership, the bill amends the time to file a lemon claim to a more reasonable 36-month statute of limitations from time of delivery.

4. Providing a Refund Option if a Comparable Vehicle is Unavailable.

Under current law the consumer has sole discretion over what type of remedy they want (money refund or replacement vehicle). In some cases the manufacturers cannot locate a similar vehicle that the consumer will accept as a replacement vehicle. The bill allows the manufacturer, after a due diligence search, to provide a money refund when no comparable new vehicle exists or is otherwise unavailable.

5. Adding a Good Faith Requirement.

Under current law, the 30 day timeframe to satisfy the consumer's requested remedy is set in stone. There is nothing that either party can do to delay the additional penalties (double damages and attorney fees) from taking effect. The

bill allows a court to extend deadlines, reduce or increase damages, attorney fees and costs, and provide other remedies if it finds a party has failed to reasonably cooperate with another party's efforts to comply with the law.

6. Allowing Negotiated Settlements.

As an alternative to a refund or comparable new vehicle, the bill allows for negotiated settlements for heavy-duty vehicles.

7. Clarifying Out of Service.

Under current law, if the vehicle has 4 or more repair attempts to correct a defect or if it is out of service for an accumulative of 30 days (which means that the defect was not corrected due to parts on order or simply not being able to rectify the problem) within the first year of ownership, it qualifies as a lemon. The bill improves this area of the law by requiring in those instances that the vehicle be unable to be used by the consumer for the vehicle's intended purpose due to a nonconformity that substantially affects its use or safety. Also in those instances, the vehicle must be subject to two repair attempts. The law still creates legal risks not found in other

states by allowing certain days that the vehicle is in the possession of the consumer to be counted toward the 30-day out of service requirement.

8. Providing Fair Notice on Nonconformities.

As stated a number of times previously, under the current law, the manufacturer has 30 days from the date that the lemon law claim is made to satisfy the consumer. Lacking needed information is a major impediment to compliance for manufacturers. The bill requires necessary information be provided on forms from the Department of Transportation. The time periods to provide refunds or comparable new vehicles do not begin until the required information is provided to the satisfaction of the manufacturer.

Hopefully, once the amendments take effect and consumers make claims under the new provisions, the manufacturers will see to it that their claims are rectified quickly. The law still allows for attorney's fees if the consumer is not satisfied within the 30 days for a money refund and 45/120 days for a replacement vehicle, and it has been the attorney fees that have really been the force behind driving up the amount of the settlements. ●

FTC Issues a concise How-To Guide for Red Flags Compliance

By now everyone reading this has a well thought-out, periodically reviewed and amended Red Flags compliance program. In an effort to provide further guidance on just what your program should look like, the Federal Trade Commission (FTC) has issued a short, to the point guide to help you review and compare your program to what the federal regulators are looking for. You can download and print off a copy of the How-To Guide by going to:

<http://business.ftc.gov/documents/bus23-fighting-identity-theft-red-flags-rule-how-guide-business>

It may be a good time to review your Information Safeguard Rule and Red Flags programs. Keep in mind that the Information Safeguard Rule, is your written policy identifying how you obtain and protect your customer's personal private information and the Red Flags Rule is what steps you take in identifying possible breaches in your safeguard rule and what steps you plan on taking in the event of a breach. ●



The First Annual Madison College Pride in Your Ride Car Show

BY AARON STROOT, AUTO COLLISION INSTRUCTOR, MADISON COLLEGE

We are always trying to get students interested in the Auto Collision Program. Over the past few years we have noticed our numbers slowly getting smaller and we wondered how to increase interest of potential students. We have attended High school career events and talked about the program, but it was difficult to bring large display items (hoods, fenders, doors) to create interest and show them what program is about. We decided a car show fit the bill; every vehicle that is displayed in a car show has been worked on by someone interested in the auto collision field. From the body work and paint down to the detailing...this would be a perfect way for us to show what our program is about.

We started planning the show in early February; getting the approval to use the school parking lots for the location, arranging for port-a-potties, designing promotional materials, and all the many details that go into a successful car show. We made this a student show; students picked the classes for the trophies, designed, welded, and painted the trophies from car parts to represent the design of cars as well as two other key compo-

nents of our program. They also planned a menu, assigned who worked in each area, how to arrange the cars in the lot and most of the show. Instructors guided the students and made sure every detail would be covered.

We had a designated student section where students showed off their own vehicles (that most of them had worked on extensively) and we displayed five cars that had been repaired in the classes (including a rollover that needed a quarter panel, roof, frame straightening and core support installed - the two top pictures on page 21). This was a great way to show what the Auto Collision Program entails.

We also arranged for a bus to take people over to the lab to spark interest for the program. In the lab we had a student answering questions, showing everyone current projects and our equipment. We have the latest in equipment (including a new velocity measuring system and a new Techna spot welder), and a large facility with four downdraft spray booths. We are also one of the first colleges to use waterborne paint. By teach-

ing the students waterborne, they will be learning the newest system of painting. Soon all shops will be changing over to waterborne systems and training students in this will make them more employable. Students will also be BASF Certified as they leave the program, allowing the shops to have students repair vehicles and warranty their work because of this certification.

Once the show plans were in place, we needed something, a special draw to bring in the people. There are car shows all summer long, so we thought we needed something to make ours stand out. Second year instructor Tim Hoege knows Mitch Lanzini, who is a painter on the TV show *Overhaulin'*. They connected a few years ago at the SEMA show in Vegas. Mitch agreed to come to town and help promote our program at the show. We go to the SEMA show every year to learn about new products and to take classes they offer. At last year's show, we met NUB, a painter from the *Orange County Choppers* TV show, and visited with him for a few hours. We called NUB and he was also willing to come and help promote our program.

Both celebrities came to Madison a day before the show and worked with our students painting some fiberglass car bodies in our lab. The students got to ask questions, take pictures, get autographs, and learn tricks of the trade from guys that they have watched many times on TV. Having the celebrities attend was a great draw for the show and helped us to promote a career they love as much as we do! Their presence certainly helped make the show a success!

In the end, we registered 160 vehicles for the show, a very good turnout for a first show, and we were able to promote the Auto Collision Program in a unique and exciting way.

Madison College has a quality program - we have won the state Skills USA competition seven years in a row, and have placed in the top five at national competition almost every year. Five years ago, we won the national competition, went on to World competition placing sixth, best ever for a US competitor! We're hoping that this show will give the Auto Collision program more visibility with the high school students, auto dealers and the public.

To see more show pictures go to [www. markpajari.com](http://www.markpajari.com) and click on *all my photos*, scroll down to *2013 pride in your ride car show* to see the events of that day. ●

Photos courtesy of Mark Pajari



Madison College collision shop



Seated-NUB, a painter from *Orange County Choppers* and Mitch Lanzini, a painter from *Overhaulin'* sign autographs for the show attendees.

Tribute



Herbert J. "Duke" Cuene

Herbert J. "Duke" Cuene passed away peacefully Saturday, May 25, 2013.

Duke was a life-long resident of De Pere, Wisconsin. In his early years, Duke attended St. Mary's Grade School, East De Pere High School and UW-Madison and St. Norbert College.

Duke married Joan Brennan on the morning of August 11, 1956. Together, they raised six children.

To Duke, the most important things in life, were not things. He cherished Joan, his wife of 56 years. He was very proud of each of his six children and their families. Duke was an AWESOME Papa. His eyes lit up each and every time one of his eleven grandchildren walked into the room. His goal in life was to help prepare and provide for the lives of his family. He succeeded! Duke was a great man and was always there to support his family and friends. He was always there to lend a caring hand.

Duke was honored to carry on the family business as the second generation to lead Broadway Automotive. He was a thinker and a smart man. Duke was very proud of his lifelong partnership with his brother Jim. Duke was mindful of new trends; being a legendary source for muscle cars in the 1970's and "owning" the conversion van market in the 1980's. He loved his extended Broadway Family, the many associates and guests he met along the way.

Duke cherished his time with family and friends. He enjoyed a competitive game of cards, usually winning a couple nickels along the way. He loved the game of golf more than the game of golf loved him! He enjoyed the cottage and the many friends at White Potato Lake. Each weekend he had to have at least one slalom ski run. During winter months, he loved and missed his Thursday ski group and the travels to various "hills" around Northeastern Wisconsin and the U.P.

Duke shared his time helping those in the community. He transported the Golden Agers for many years. He was a member of the De Pere Kiwanis's for many years. He

also served as advisor and role model to those living with ileostomies. He never let his physical challenges define who he was; they only served to make him stronger.

You learn about who people are and their character by watching how they interact with the world around them. Throughout Duke's life, he was a TRUE GENTLEMEN.

He is survived by his wife Joan and six children; Daughter Barbara (Kiley); daughter Susan Graves (Adam, Alex); daughter Patti Van Sistine and husband Jim - (Mikaela - Husband Shane, Brenna, Kendall); son Herb and wife Connie (Jenna); son David and Life Partner Jairo Rios (Duke, Pablo); and son Michael and wife Melissa (Stella, Luciana). He is further survived by his brother James R. Cuene.

He was preceded in death by his parents Herbert M. Cuene and Loretta "Garvey" Cuene; Father and Mother-in-Law Clarence Brennan and Ruth "LaFortune" Brennan; Brother and Sister-In-Law Donald Brennan and Joan "Kudla" Brennan; and Sister-In-Law Rosie "Olejniczak" Cuene. ●

Wisconsin's SkillsUSA National Champion – A Real Goal Setter

Wisconsin has another champ! Isaac Considine won the 2013 national automotive competition for technical college students last month in Kansas City. He was one of just 94 winners in the massive SkillsUSA national field of 5,700 competitors.

Considine says he got the car bug working at a small shop for a year as a go-for and discovered that he could do this for the rest of his life. He grew up on a farm fixing equipment so the hands-on thing was a natural for him. Isaac sees himself as a sort of middleman between service customers and the technology of their vehicles. His goal is to help them understand how a problem gets fixed or needs to be dealt with. As he says, "The personal aspect of helping people with their cars is a draw." He continued saying, "You have to enjoy being an employee and working for the establishment you're in or you won't make it." It is easy to see that Isaac enjoys his work at Trecek's and it appears that it's a two-way street based on the pride his employer has taken in his achievements.

He is a 2012 Foundation scholarship award winner, sponsored by Trecek Automotive of Portage, who graduated from Madison College's Truax campus with an Automotive Associates Degree. ●



Dennis Trecek, Isaac Considine, Don Hughes

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2013 Teachers Training Institutes Cover Lot of Ground



...and we mean a lot!

This year, the Foundation of WATDA Team Wisconsin presented three Teachers Institutes: the first was a two-day event in conjunction with the Wisconsin Technology Education Association spring conference at Portage High School, then it was the four-day Summer Institute at Moraine Park Technical College and we wrapped up the teacher development program this year with Carl Hader's two-day boot camp for new transportation tech instructors, which was hosted by Grafton High School. Six of the Team Wisconsin teachers were also invited to a one-day Mercedes Benz workshop and received advanced training in the brand's active guidance and driver assist systems.



The Team Wisconsin Teachers Institutes reached over 100 participants and provided our educators with a total of 1,900 credit hours toward their state teaching certification. We had an outstanding team of presenters this year including Moraine Park Technical College, Neenah High School, Grafton High School, Wisconsin Department of Public Instruction, Snap-on Tools, Western Technical College, Fox Valley Technical College, ASE-NATEF-AYES, General Motors, Delmar Cengage Learning, GW Publisher, Toyota and Mercury Racing.

This all-star lineup presented a wide array of topics including, NATEF standards and updates, Articulated Credit programs, Wisconsin DPI news, advanced Shopkey certification, state-of-the-art electronics, multimedia welding, new advances in vehicle diagnostics, alternative fuels usage and numerous opportunities for professional networking.



Thanks to a major grant this year, the Summer Institute was able to provide the makings for the ever-popular electronic training boards. 40 were constructed and have been delivered to classrooms across the state. A dozen of these went into classroom service just two weeks after they were completed!

None of this could have taken place without the substantial support the Foundation received from: The Forest County Potawatomi Foundation, Moraine Park Technical College, Milwaukee Area Workforce Funding Alliance, ASE-NATEF-AYES, ADAMM, WATDA, Madison College, Snap-on, Cengage Learning, University of Wis. LaCrosse, Fox Valley Technical College, Western Technical College, G-W Publisher, Toyota/Lexus, Wells Engine Management, General Motors, Grafton School District and Wisconsin Technology Education Association.

The efforts lead by the Moraine Park Technical College transportation technology staff and your Foundation provided substantial resources to our classrooms that will start paying dividends in just a few short weeks. One of our institute attendees said it best, "I just wanted to thank you all again for another great summer automotive workshop! I know it is a lot of work to put this on each year but it is so helpful to all of us. It always seems that the networking and hearing what others do in their programs is almost as helpful as the training items themselves." – Jim Sainsbury, Automotive Instructor, Madison Memorial High School. ●



Foundation Reaffirms Commitments to Community and Education

The directors of the Foundation of the Wisconsin Automobile and Truck Dealers Association completed its biannual board meeting with two approved commitments that will positively impact all of our membership.

Scholarship support will be increased based on the perceived growth in need for more entry and mid-level technicians. The Foundation directors have approved a 50% increase in available tuition grants if the need presents itself. This decision was made after a long discussion about growth in the service sector, the aging of our experienced technicians and the outcomes of our winter research project. The research indicated that 70% of

our member base would be in the market to find new service technicians over the coming year. Increased scholarship award potential will go a long way to helping us build a quality workforce for the future.

Community challenge grants will be offered again this summer. The Foundation will send email notifications to all members. Since its inception, this program has supported 150 of these matching gift efforts with over \$250,000 to non-profit programs throughout all of Wisconsin. Complete information on this effective community building tool is available on the Foundation tab at watda.org. ●



Foundation Scholarship Grad Likes Learning the Technology



Brad Poffinbarger of Zimbrick Acura, Middleton received his Automotive Technician Scholarship in 2006. He started at Zimbrick Honda in 2004 through the school-to-work co-op program run by Madison's Monona Grove High School.

Where did it all begin? Originally Brad worked at a grocery store. His uncle, a Zimbrick Honda staffer, got him a job at that dealership, which involved a number of duties including driver, lot attendant and sometimes prep specialist. So Brad had a pretty good overview of how a dealership operates.

Poffinbarger says it is a nice profession. He is currently working on his Honda certification and is 84% of the way to completion. He says, "It is nice to be able to learn something new all the time, if you enjoy this industry stick with it."

He likes the way technology and the transportation industry are constantly changing. Brad sees himself advancing in this industry if the opportunity presents itself. He offers this advice

to aspiring technicians, "You have to know what you're doing. This job is 100% common sense."

He is an MATC-Madison grad from Auto Technology program. He only received a second year scholarship award because he wasn't aware of it the first year. Brad waited to get his first technician's job until he finished school. In his words, "I wanted to wait until I got my associates degree."

Brad describes himself as a hands-on learner, who learned the basics at school and the import brand specialties at Zimbrick. He notes that technical college provides a good balance between hands-on and academics to prepare you for the future. Looking way out into his future, he said he might consider following in the footsteps of a number of our program grads by becoming an automotive teacher.

"We are very fortunate to have Brad as one of our Acura technicians. He has the skill set that we look for when recruiting from the technical colleges. He understands that being a technician requires ongoing education and a passion for fixing the vehicle right the first time so our customers know nobody does it better than the technicians at Zimbrick Acura," says Mike Fitzgerald, Service and Parts Director at Zimbrick Acura Middleton. ●

Carl Hader Named May Instructor of the Month

Automotive Youth Educational Systems is proud to recognize Carl Hader as the May Instructor of the Month. Carl is an instructor at Grafton High School in Grafton, WI. Both Carl and Grafton High School have been involved with AYES for over 10 years.

Carl regards AYES as being the most recognized and successful business and education partnership program in the country, and the top reason why he and his school are involved with AYES. "AYES involvement is important to me because I want to offer the highest quality instruction that I can to my students and AYES is the formula to get that accomplished," said Carl. When asked what his secret is to consistently placing interns even during some of the toughest years in the automotive industry, Carl stated, "One of my secrets is combining all aspects of AYES and SkillsUSA along with a personal approach that builds the complete auto tech student. I also approach dealerships and independents with the intern value calculator ready to go. It is a quick way to show them that besides growing their own technicians, they can easily cover the costs of hosting

an intern through close work with a mentor."

Carl's love of cars came at an early age through being around his Father's 1955 Chevy and his Uncle's modified stock car. He was employed working on cars in his teens and his automotive career began. "I loved the reward of diagnosis & repair that happens so many times a day while doing service work. My high school auto shop teacher got me into a youth apprenticeship/co-op program back in the 1970's. He also encouraged me to use my gift to teach others." said Carl.

Carl's one piece of advice he would give to anyone looking to implement the AYES model in their program would be to learn, study and apply the AYES model with a success-oriented approach. With lots of hard work and effort, your students and program will thrive. ●



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