

Dealer POINT

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Pietroske is TMOQA nominee, Wisconsin Dealer of the Year

BY LINDA POULSEN

Forty-three years ago, Bob Pietroske launched his career in the retail auto and truck industry by working on the car washing rack at Hamachek Chevrolet in Manitowoc. Since the beginning of his career in 1962, he has successfully made his way up the company ladder by working hard in each of his positions in the dealership.

Today, it's evident that he has come a long, long way.

Pietroske, president of Pietroske Inc. of Manitowoc and Two Rivers, is Wisconsin's 2005 Dealer of the Year and WATDA's *Time Magazine* Quality Dealer Award (TMOQA) nominee for 2006. He will represent Wisconsin in the national *Time Magazine* Quality Dealer Award (TMOQA) competition at the National Automobile Dealers Association

(CONTINUED ON PAGE 13)



Liz and Bob Pietroske (center) of Pietroske Inc. in Manitowoc and Two Rivers, are flanked by 2005 WATDA Chairman Mike Schlossmann of Milwaukee and WATDA President Gary D. Williams, Madison. Pietroske is named 2005 Wisconsin Dealer of the Year and WATDA's TMOQA nominee for 2006.

Paul Oman is Used Car Dealer of the Year



Rich Sack, right, Used Car Council chairman, presents Paul Oman with the Used Car Dealers of the Year Award at the American Club, Kohler, Wis.

Oman's acceptance speech, which was eloquent, funny and heartfelt, is reprinted on page 7.

BY MARY ANN GERRARD

At the WATDA Used Car Conference Nov. 7, Paul Oman of Westside Auto Sales in Chippewa Falls was presented with the 2006 Used Car Dealer of the Year award.

Oman, who owns Westside Auto Sales found his love of cars at an early age. During high school and a year spent in the seminary, his greatest enjoyment was buying and selling to fellow students.

In his acceptance speech he said, "My parents had hoped I would follow in my father's footsteps and become a minister. I did attend a seminary in St. Paul for one year, but I found I was spending more afternoons cruising car lot back rows than studying Hebrew or Greek and frankly, I found cars a lot more interesting."

He opened his Chippewa Falls dealership in 1970 and has always invested significantly in his used vehicles to insure they are safe, dependable and reliable.

Oman has also invested in young people, supporting the annual Automotive Career Awareness evening with Chippewa Valley Technical College.

He also invests his time and giving in the community. Oman is a member of

the Chamber of Commerce, Heyde Center for Arts, Chippewa Falls Downtown Committee, Wisconsin Rural Mission and the Chippewa Valley Bible Church.

"To me it's all about relationships whether I'm selling a car or working with the antique auto group," Oman said. "Through a connection we can make a difference."

To be eligible for the Used Car Dealer of the Year Award, a dealer needs to be nominated by a fellow dealer. Just to be nominated is an honor. The nominee then completes a detailed application, which is judged by Professor Jack Nevin of the University of Wisconsin School of Business. Applicants for the award are judged on four criteria; the way they sell and merchandise cars, the service they provide their customers, their involvement in civic affairs and the way they assist fellow dealers in the automotive industry.

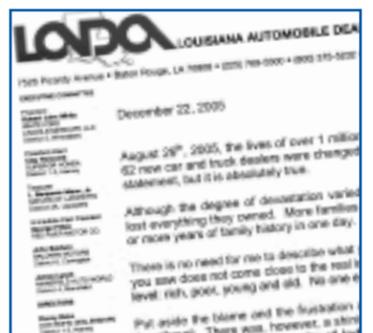
Oman is grateful for his career in the car business. "I look forward to Mondays, when the challenges and opportunities begin for another week. I feel fortunate to be able to make a career of something I so enjoy."



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14 | Buranys make major gift to The Foundation

FROM AROUND THE STATE | changes

The **Boucher Family** of auto dealerships has opened **Saturn of Racine** at 10155 Washington Avenue.

Keenan's Autoland Towing & Service is the new name of the former Tom's Auto at 540 Commerce Drive, West Salem. **Keenan's Cherryland**, which began in 1994 in La Crosse, will be renamed **Keenan's Autoland Sales & Leasing**.

Chrysler and Jeep vehicles will be sold at the new **Ernie von Schledorn** dealership, 1180 S. Spring St., Port Washington, formerly Gordie Boucher Chevrolet.

DEALER POINT | obituary

Gene W. Dencker

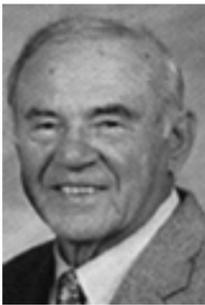
Gene W. Dencker, 80, of Beloit, Wis., died January 2, 2006 in Pioneer Court, Beloit.

He was born November 30, 1925, in Milwaukee, Wis., the son of Charles W. and Mary Ferencz Dencker. Gene attended Marquette University Business School and Wayne State University Dealer's School in Detroit, Mich. He served in the Philippine's Theatre with the U.S. Army Air Corp. during WWII. Gene married Frances on April 26, 1946, in St. Stephens Catholic Church, Milwaukee.

Gene was the chairman of Gene Dencker Buick Pontiac Inc. He was a past president and board member of the Beloit Country Club and the Serra Club. Gene was a former board mem-

ber of the Beloit Boys Club, Beloit Catholic High School, YMCA, United Givers, and Family Services. He was a member of the Kiwanis and the treasurer of the Southern Wisconsin Buick Dealer's Association. Gene was the first president of Chevrolet Sales Manager Association of Milwaukee. He enjoyed flying as a private pilot and was a member of E.A.A. Gene was an avid golfer and fisherman.

Survivors include his wife, Frances Dencker of Beloit; three sons, Dennis (Vicki) Dencker, Gary (Vicki) Dencker, and James (Diane) Dencker all of Beloit; his mother and sister; many grandchildren and great-grandchildren.



MAILBOX | correspondence

Dear Gary,

On behalf of John Solberg, I want to thank you and Gary Thomas from IADA (Iowa Automobile Dealers Association) for all of your efforts to arrange meetings with Congressman Paul Ryan's chief of staff, Joyce Meyer, and with Dean Zerbe and Kolan Davis on the U.S. Senate Finance Committee—all of whom were instrumental drafting the legislation in the "Jobs Creation Act" that changed the tax laws that are now affecting car, boat and airplane donations. We also wish to thank the NADA Washington office for joining us in our sessions and allowing us to utilize their facilities.

To summarize the tax law changes:

Donations affected: cars, boats and airplanes

Donors are allowed to claim the fair market value, which the federal government defines as "Private Party" value up to and including \$500.

Donors wanting to claim over \$500 can only claim what Rawhide sells the item for.

For donations over \$500, donors must provide social security number to Rawhide for reporting purposes.

Donors must claim in the year the item is given, not the year it is sold.

Our recommendations to the House and Senate:

Allow donors to claim private party values on vehicles and make adjustments to their claim in the following

tax year based on the vehicle selling price.

Increase the amount they can claim as private party value from \$500 to \$5,000.

The majority of Rawhide vehicles are sold for under \$5,000.

Eliminate the need to collect social security numbers.

We are still waiting to hear from the House of Representatives and Congress. We are very thankful to be given the opportunity to share our point of view. We are also blessed for WATDA's commitment and your love for Rawhide. May you and all the WATDA members have a very blessed Christmas and holiday season!

Tim Costello, Vehicle Program Director, Rawhide Boys Ranch



Tim Costello, left, and John Solberg, right, of Rawhide with Gary Williams, center, in Washington, D.C.

CENTER STAGE | awards, honors, milestones



Bob Kolosso, an Appleton resident and student at Northwood University, Midland, Mich., recently spent two months as an intern at the Toyota

Motor Sales (TMS) USA Headquarters in Torrance, Calif. Approximately 140 students from all areas of the United States applied for this program with 47 interviewed for intern positions. When not in school, Bob is a certified Toyota-Scion salesperson at **Kolosso Toyota** in Appleton.

Ralph Belliveau of **Palmen Motors** graduated recently from the General Dealership Management program of the National Automobile Dealers Association.

Tracy Johnson, a technician at **Truck Country of Wausau**, was awarded Freightliner Top Technician of 2005 at a November awards banquet in Calif. This award is based on two ASE testing cycles, of which Johnson had the highest score of all Freightliner Technicians in the United States.

Bryden Motors of Beloit recently celebrated its 60th anniversary.

Sanderson Chevrolet-Oldsmobile in Whitewater was recently honored for 25 years of service.



WILSON NAMED TECH OF THE YEAR

Greg Wilson of Zimbrick Acura was named the Acura/ASE Technician of the Year and represented Zimbrick at the ASE's annual awards ceremony in November in Redondo Beach, Calif. Wilson earned the highest point totals

"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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The WATDA Cafeteria Plan
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Dealers Association

A WATDA Program

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(CONTINUED ON PAGE 12)

Our Profit Solution...

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

- Bill Stark

Bill Stark
Stark Automotive Group
Dane County, Wisconsin

For more information please contact
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Jerry Baum.

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GARY'S BRIEFS | gary williams

WATDA: A vision for the future

Earlier this year, your WATDA Board Chairman Mike Schlossmann asked that I put together a vision of what we would want WATDA to be over time. Below is a set of statements that provide a vision.

Your board can modify these, and then set strategies that get you to the vision. This same exercise might be valuable in your own business, or in organizations you support.

WATDA:

- Will be a fierce, but honorable, defender of dealers.
- Will be a recognized, influential leader in public policy debate.
- Will be a leader among associations for the value we deliver to the members.
- Will be known for its highly professional, high output staff.
- Will be seen as driven by high expectations.
- Will be financially self-sufficient.
- Will be known in the public for the good we do.



UP CLOSE | WATD Insurance Corporation

Health insurance complex, ever-changing

Health insurance is a complex and ever-changing business, much like the car and truck business. *Dealer Point* recently sat down with Lee Bauman, President of the WATD Insurance Corporation, to discuss the history of the Corporation, some of the products offered and the challenges in the health insurance industry as a whole.



business decision for employers. What options does WATD Insurance Corporation offer to its customers?

LB: We offer a variety of options

so that our members can choose a plan that is right for them. We offer conventional health plans as well as high deductible plans. All of our plans are integrated with flexible spending accounts (FSAs) like the cafeteria plan we administer, health reimbursement accounts (HRAs) and health savings accounts (HSAs).

HSAs are ideal for dealers who want a high-deductible plan that encourages employees to put away money on a tax-free basis to cover future medical expenses. Since it is the employee's money, it is portable and will leave with the employee if he or she decides to leave the dealership.

HRAs are employer funded. The dealer decides the amount to reimburse employees and how to distribute the funds. Since this type of account is comprised of the dealership's money, it is not portable in the instance of the employee leaving their job.

DP: What are some challenges within the insurance industry?

LB: The health insurance industry is challenged by trends that continue to point to double-digit rate increases. An aging population and new technologies are two of the main cost drivers. The consumer is forced to pay more due to higher deductibles, but information to help the consumer purchase wisely is still limited. I think we can expect better information in terms of price and quality comparisons for health care in the near future. I think we will also see a stronger commitment to wellness initiatives as well.

DP: When did WATD Insurance Corporation form?

LB: The Insurance Trust was formed in 1948 to help dealers purchase life insurance at a time when it was extremely difficult to find. The Trust evolved over the years and in 2001, the Trust formed the WATD Insurance Corporation.

DP: How has WATD Insurance Corporation grown?

LB: The Insurance Corporation seeks to achieve slow, steady growth so that surplus can keep pace with premium growth. We increased member participation in our first three years to over 230 dealerships. Our numbers are down for 2005 but our core membership is very strong and we hope to enroll new dealers who are experiencing double-digit increases with their current insurance provider.

DP: What separates WATD Insurance Corporation from other insurance companies?

LB: We are very close to our dealers in terms of understanding their needs. We are proud of our relationship with our members and we work very hard to provide a high level of service. Our group health plan has helped dealers find a level of rate stability in what has become a very volatile rate environment.

DP: With the rising costs of health insurance in recent years, providing health insurance benefits to employees has become a major

RAWHIDE PROFILE | peter



How Rawhide is helping me

My name is Peter, and I am 16 years old. I am from Marathon County and have been at Rawhide for approximately 2-1/2 months, living in the ABC Home. My hobbies are collecting model cars and working on vehicles. My favorite things to do at Rawhide are playing football, basketball, pool, and ping-pong.

My goals are to apply what I have learned at Rawhide to my future. I'd like to complete my program here, graduate from high school and go to college to study auto mechanics.

Then I look forward to the next stage of my life. I see myself getting married someday and having kids. There are so many people here at Rawhide that I would like to thank for their support and guidance: Jessie (fellow ABC youth home student) for helping me through my problems; Pat and Roger Hermsen (houseparents) for being nice houseparents to me; Penny Landvatter (resident instructor) for taking the time to listen to me; and Shane Appel (resident instructor) for encouraging me to do my best at whatever I do. I would also like to thank my Starr Academy instructors: Andy Schroeder for noticing my ability in sports, Scott Wilson for encouraging me to do better in math, and the rest of the teachers for encouraging me to reach my academic goals.

I have grown a lot in these past 2-1/2 months. I have accepted Jesus Christ into my life and noticed that I have changed my way of thinking. Through Him, I will succeed.

WISCO | john hackman

WISCO show

The 35th annual WISCO Show will be held from 9 a.m.-5 p.m. April 8 at the Radisson Paper Valley Hotel in Appleton, Wis. The annual show is an excellent way to educate members on how they can save money on all of the products and programs WISCO offers. Attendees will see our vendors' product offerings, new products, and many of our suppliers, including our major equipment manufacturers, have developed "WISCO Show Specials." Often these specials yield the year's best pricing available. Keep that in mind when you see an equipment item of interest at this year's NADA Show in Orlando.

Browse 100 vendor booths during the show. Door prizes will be given throughout the day. Saturday night starts with a cocktail reception followed by dinner and a dance. This year's event features Boogie and The Yo-Yo'z, well known for their high-energy entertainment and superior musicianship.

WISCO has reserved a block of rooms at the Radisson Paper Valley Hotel, 800-242-3499 (refer to the WISCO Show to receive the special group price).

The weekend is a perfect blend of business and fun for our members and their spouses. We hope to see you along with your managers at this year's show. Plan now to attend!



WATDA on the lookout for our members

Your Association endorses Globalcom for telecommunications services. Recently, some WATDA members have noticed an increase in the "PICC" fee that appears on their bill. A "PICC" fee refers to a "Presubscribed Interexchange Carrier Charge." According to Globalcom, the rise is due to increased costs for underlying service providers.

WATDA has discussed this with Globalcom and was told: "...some WATDA customers may qualify for lower rates

on the Centrex PICC due to WATDA's proactive request."

To have your services and contracts reviewed, contact Amy Connell of Globalcom at (800) 589-1531, extension 112. Amy will take your information and have a customer service representative contact you.

If you have any questions or concerns, contact Jim Neustadt of

WATDA at 608/251-5577 or by email at jneustadt@watda.org.



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

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

Dealership Performance Analysis:

How do you stack up in your regional marketplace?

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

What the report contains:

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



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

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

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WATDA Staff Milestones

20+ YEARS



WATDA hosted its first Staff Recognition Luncheon in November. These employees were recognized for their milestone anniversaries.



Mari Pat Wittwer, Linda Poulsen, Lee Baumann, Sue Rausch, Gary Williams.

15 YEARS



Clockwise from top: Bob Foulks, Mary Ann Gerrard, Merrie Gatewood, Barb Lumina, Julie Olson.

5 YEARS



From top: Jim Neustadt, Linda Tuschen, Chryste Madsen, Jackie Cyrus, Lori Crow, Donna Michaelis and Chris Snyder. Not pictured: Rebecca Barefield.



Ray Pedersen, Sue Miller and Jean Fahey. Not pictured: Lisa Meier, Jim Salerno and Megan Cuccia.

10 YEARS

Paul Oman's Used Car Dealer of the Year acceptance speech

Everyone here is a car person, that is a given, and for many of us, the interest in cars began at an early age. In Chippewa Falls, in the 1950s, all the new and used dealers were in the downtown area, and all within a few blocks of the junior high school. Often during the lunch hour, I would take my lunch sack and visit these dealers. Of interest to me would be the new vehicles unloaded that day from the transports and of special interest would be the recent vehicles traded in.

My friends all had heroes. It might have been Willie Mayes, Yogi Berra, or Sugar Ray Robinson. But for me, my hero was Hank Anderson. Hank came home from the war and took on the Olds and Cadillac franchises. My hero was Art Weigand. Art would proudly advertise his was the oldest Ford Mercury Dealership in Wisconsin. Also, Oscar Borson, who sold used cars and Cap Bruley, who had built a state-of-the-art facility in 1948 for Chrysler and Dodge. The Henneman Brothers who sold Packards and Hudsons were also my heroes, and all the others up and down the streets. They were all great men, several came and sold cars for me after they had sold out and retired.

My parents had hoped I would follow in my father's footsteps and become a minister. I did attend a seminary in St. Paul for one year, but I found I was spending more afternoons cruising car lot back rows than studying Hebrew or Greek and frankly, I found it a lot more interesting.

No doubt my greatest sales challenge was attempting to convince my mother that selling used cars was also a higher calling.

I started buying and selling to dealers. I found that I could buy better on University Avenue in St. Paul, and get more money selling to dealers on Lake Street in Minneapolis. Between the

buying and the selling was a lot of fixing. Occasionally one would make a mistake and sell me a good car and that would just further enthruse me.

Inspiration can come from many places. For me it was from Charmin Charlie, who had a small lot on Lake Street. One day after test driving an old Buick, and returning to tell Charlie that his car had a bad transmission, that there was no reverse, he said, "That's alright, let me tell you something kid, you will never get anywhere in life going backwards, you have to go forward, always go forward." I didn't take his Buick, but I took his advice and 35 years ago returned to Chippewa Falls to open a used car business.

I had heard, "location, location, location," but I didn't have the funds for both location and inventory so I bought a few acres outside of town. It

My parents had hoped I would follow in my father's footsteps and become a minister. I did attend a seminary in St. Paul for one year, but I found I was spending more afternoons cruising car lot back rows than studying Hebrew or Greek and frankly, I found it a lot more interesting

was difficult to get to. Even the be backs wouldn't promise to try and find me again. I struggled and persevered and 10 years later, volume had increased to the point I was able to buy a lot from a retiring dealer on the highway where all the major players were located, and two years later a second location also.

My business philosophy has been quite simple and straightforward. I determined to find a niche in the market and carefully develop it. For us, it has been the lower- and mid-priced vehicles, which we have separated by main lot and sub lot. By selling in this



Paul and Joanne Oman.

price range, we have avoided competing with many others for the high-end customer. Also, by not competing with the new car dealers, it opened up to us a supply of vehicles from these dealers. Ninety-five percent of our vehicles come from these new car dealers.

Several of these relationships have existed for thirty years and each represent a high level of mutual respect and trust and I value

them on a business and personal basis.

I appreciated the kind introduction by Ken Vance. Ken is a dealer I admire and respect and have always felt he did everything right. His is one of

the 30-year relationships. The fact that Ken and his wife Roberta are here this evening makes this evening more meaningful.

Most of our employees have been with us for 15 years or more and they are much appreciated.

I appreciate also the efforts of WATDA, Gary, Mary Ann, Chryste, Julie, Sue, and all, and their desire to see us all succeed.

It has been important for me to make our business an enjoyable and rewarding experience for our customers, our suppliers of vehicles, the employees, and my involved family. All three of

our sons and a grandson have worked with us at times. Our oldest son, Steve, managed the House of Wheels car lot, which was a third location for us. In 1990 it was sold to him. He also now has a second store

in Bruce, Wis. Our middle son John, who is here this evening, is assistant manager at both main lot and sub lot, and does an excellent job. John will be my way out at some point. Youngest son Mark is here this evening also. Mark worked with us through high school, the summers while he was attending a university, and while teaching at a local high school for seven years. He managed our budget lot. He now teaches in Nagoya, Japan, advanced English and business ethics to young professionals. He tells me he often uses real life illustrations from growing up and working in the car business. That would please his grandmother, and they all make us proud.

Especially my wife Joanne, who is still in the office most days and we do this without the problems often found working this closely in a family business.

I am still as excited about cars as I was as a kid on his lunch hour 55 years ago. I look forward to Mondays when the challenges and opportunities begin for another week.

We all know when one is selling the unused portion of a vehicle's life, which is subject to many variables, some days can present occasions to solve problems, but each problem can be an opportunity.

I feel fortunate to be able to make a career of something I so enjoy and I am honored and humbled by this recognition. Thank you all.

SAVE the DATE

March 2, 2006
Naples, Fla.

The Annual
Wisconsin Dealer
Get-Together

For more details
contact

Linda Poulsen
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Paul Norman



Gary Antoniewicz

Contact us anytime to learn more.

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TriVin

Vehicle Details

WATD Insurance Corp.

WATDA Services, Inc.

**SURVIVING THE USED
CAR CHALLENGE**

November 7-8, 2005

American Club, Kohler

Used Car



LuAnn and Gary
Williams visit with
Don and Shirley
Litchfield.



Ken Vance and
Chuck Supple smile
for the camera.



An attendee partic-
ipates in Protective's
money booth.



Kristie Griffin of the
Greater Milwaukee
Auto Auction.

Conference



LuAnn and Gary Williams pose with Used Car Dealer of the Year Paul Oman and his wife, Joanne Oman.

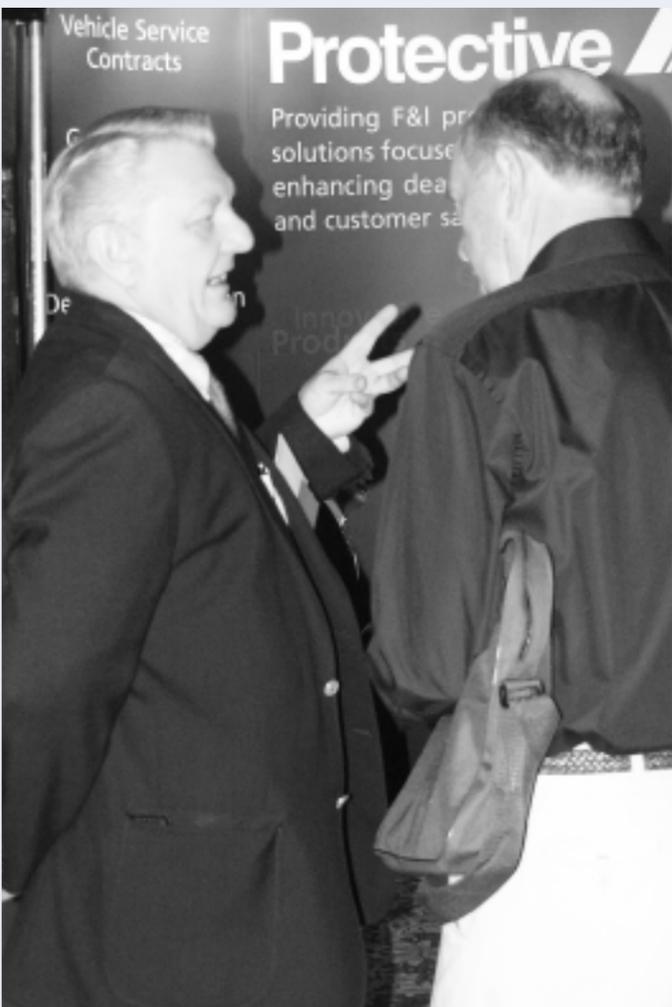
Dennis Worthy of Metro Milwaukee Auto Auction talks with Chuck Supple, Chief of the Dealer Section for DMV.



(From L to R) Tania Rossouw, eMV Project Manager for DMV; Reggie Paradowski, eMV Specialist, Adam Boardman, Supervisor-Field Investigation Unit, Chuck Supple, Chief, and Nancy Passehl, Financial Specialist all of the Dealer and Agent Section.



A conference attendee learns about everything Reg-Trak has to offer.



Jerry Baum of Protective talks business with Jim Flynn.



Joan Loden of CVR.



Tom Francois of ADESA.

FOUNDATION NEWS | raymon pedersen

Tribute to Frank & Helen Burany

Thanks to Frank & Helen Burany, longtime friends of Gary Beier, our development director, and Harold Zimdars, Foundation board director. When they heard of the good work that The Foundation has been doing in your name, they chose to make a significant charitable gift to us. This gift is in partnership with the Milwaukee Area Foundation and will be used to finance scholarships for technical education teachers in Wisconsin. On behalf of the board of directors and all of the staff, we say **thank you** to this visionary couple and to all of the people who played a role in this gift.

Scholarship Program: Several procedures of our scholarship process will be changed for 2006 (I have sent a letter explaining these changes). Testing online for 2006 is completed. Interviews begin in February. Our team of staff and volunteers will work to identify the best applicants. To date, over 900 students have participated in the program. We are pleased that 70 to 75% of the scholarship grads continue to work at the dealerships that participate. What a wonderful way to grow the technicians of tomorrow!

Automotive Competition Events: We are conducting two automotive contests for 2006. The first will be the Technicians for Tomorrow contest in southeastern Wisconsin on Feb. 2 at the south campus of MATC. The contestants will be determined from the testing results of 78 students from 13 area high schools in southeastern Wisconsin. The top five teams will be participants in the contest and the winners will represent Wisconsin at the New York Auto Show in April. The SkillsUSA contest will be held at the Alliant Energy Center in Madison on April 6. Over 50 students from across the state will compete. The winner of this contest goes to

Kansas City in the summer of 2006 to compete for the national title. Your Foundation staff manages both of these contests and it requires a host of volunteers throughout state. The co-chairs of these events are dealer Larry Ayres of Brodhead, and our staff education consultants, Bob Slane and Dan Wooster.

AYES Update: Small group meetings in the fall help maintain quality programs and help expand the worksite participation in each AYES site. We also have had breakthrough meetings in the following areas for future AYES certification: Hartland, Wisconsin Rapids, La Crosse and Eau Claire.

Florida Event: Each year we host a special evening for members, families and friends of the dealer body who are spending the winter in Florida. We traditionally hold this social event at the Club Pelican in Naples, Fla. This year the event will be held on March 2. If you are in the area during this time we certainly invite you to share in this social evening together. Contact Linda Poulsen at 608-251-5577 for details.

Employment of Minors: We have long had discussions about clarifying the regulations of minors working in automotive dealerships. You received a letter from Gary Williams, WATDA president, and me on this subject; it can also be found on The Foundation page of our website at www.watda.org.

Your Foundation board and staff are dedicated to expanding the programs and the opportunities for philanthropic good works in Wisconsin. Our progress is dependent upon the continuing strong financial support of association members, business partners and friends of the industry. Thank you for what you have done to help us last year.



Donors to The Foundation

Donors to the Foundation of the Wisconsin Automobile and Truck Dealers from Jan. 1-Nov. 30, 2005. This list excludes those who contributed to Hurricane Katrina Relief. Those donors were listed in the previous issue. Thank you to everyone who donated in 2005.

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Career fair



Tyron Larson, NWTC automotive instructor, demonstrates electrical testing to high school students.

Over 50 students from four area high schools took part in a "Foreign Car Manufacturers Career Fair" Oct. 18 at the Northeast Wisconsin Technical College (NWTC) Green Bay campus, sponsored by the Foundation of Wisconsin Automobile & Truck Dealers and NWTC.

Students spent the morning learning about new technologies and techniques in the industry ranging from aluminum repair to automatic transmission testing on the NWTC dyno. After lunch, the students and their instructors had the opportunity to see some of the latest new vehicle technology provided by area dealers.

Dealers represented at the event included Denil-Wall Mazda and Subaru, Broadway Automotive Saab and VW, Gandrud Nissan, La Mieux Toyota and Bergstrom Automotive Porsche.



Trisha Raasch, NWTC automotive student, checks out the hybrid technology of the Toyota Prius provided by Le Mieux Toyota.

Ensuring a welcome reception

Want to hold on to customers? Here are 13 top-of-the-line tips from dealers and consultants.

FOR THE RECEPTIONIST:

Lose the bad attitude. Callers should be treated as welcome guests, not annoyances.

Use a three-part greeting. "Hello, ABC Motors, this is Chris." Ditch "How can I help you," which slows things down.

Slow down. Fast-talking receptionists seem pushy and make customers feel that your store doesn't have time for them.

Gather info from customers before transferring them. Otherwise, they can get bounced throughout the store.

Protect callers from voice-mail loops. Make sure someone is available to answer the transferred call.

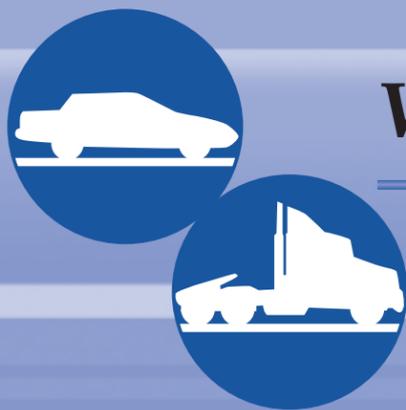
Ask permission to put customers on hold. And wait for their response, because they may have only a quick question. Once on hold, check on them and ask if they'd like to leave a message.

Tell customers where they're being transferred. They shouldn't hear silence and then someone barking out, "Parts!" Instead, say "Oh, you'll need the parts department; let me transfer you there."

Transfer angry customers to a supervisor. People want to know their needs are important and that someone will handle their situation.

Keep reception areas clean. A messy workstation reflects poorly on the entire store.

Acknowledge walk-ins, even while on the phone. Smile and make eye contact to let customers know you will be with them soon.



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STAFF PROFILE | vicki teigen

Teigen takes over dental chair

BY LYNN ENTINE

There's a new voice at WATDA answering questions about dental and disability insurance. The voice belongs to Vicki Teigen who joined the Insurance Corp. in August.

Vicki brings a lot of dental, insurance, and customer service experience to her work here. In previous jobs she earned licenses to sell health and life insurance; serviced property, auto, and home insurance policies; and worked for a financial planner coordinating life and disability policies. Since she also spent 11 years working in a dental office, both as a chair side assistant and in the insurance department, you might

say that she's prepared to sink her teeth into her work at WATDA.

You won't catch her taking a bite out of her customers, though. She really enjoys her job. "I feel very relaxed and confident," she says. "There's a great atmosphere here and everybody I work with is very supportive." That's totally different from an earlier experience that she describes as: "the hardest I ever had to



Vicki Teigen with her children Luke, Tate and Rachel.

work for the least amount of money, with lots of crabby customers."

Vicki is a true people person who really likes talking with customers. "I

enjoy helping them and answering their questions about coverage and claims," she says. She also confesses to being a dedicated fan of the "Oprah" show: "I just like hearing people's stories."

Not surprisingly, Vicki spends some of her spare time reading and writing short fiction. She also likes to play tennis and do beading projects. Extra time is limited, though, for this single mom. Seven-year-old son Tate keeps her busy at home. Her two older children, Luke, 25, and Rachel, 22 also claim a share of her attention.

Weekdays, though, her knowledge is incisive, her presentation is polished, and her customers are primary...uppermost...tops...

All punning aside, we're glad to welcome Vicki.

WILSON EARNS AWARD

(CONTINUED FROM PAGE 2)

on ASE tests this year. This, combined with his tenure as an Acura technician, earned him this honor.

To qualify for this award, technicians must be master certified and currently employed at an Acura dealership. Wilson was selected based on a search of all technicians employed by Acura throughout the United States and Canada who took ASE tests within the last year.

Wilson started at Zimbrick 19 years ago after graduating from Madison Area Technical College. Since then, he has received honors for all skill levels at Acura.

SEMINARS | 2006

2006 WATDA Seminar Schedule

BASIC LAWS OF VEHICLE SALES
3/7/06 – Eau Claire
3/9/06 – Neenah
3/21/06 – Madison
3/22/06 – Waukesha (Basic and Advanced Laws, this location only)

LAWS OF VEHICLE LEASING
4/12/06 – Wisconsin Dells

SALES & USE TAX
4/18/06 – Tomah
4/19/06 – Waukesha

BUY HERE PAY HERE
5/10/06 – Wisconsin Dells

F&I PRACTICES
5/23/06 – Wisconsin Dells
5/24/06 – Wausau

TITLE & REGISTRATION
8/15/06 – Eau Claire
8/16/06 – Waukesha
8/17/06 – Madison
8/24/06 – Wausau
8/22/06 – Neenah

OFFICE MANAGER/CONTROLLER
8/23/06 – Appleton

EMPLOYMENT LAW
9/12/06 – Neenah
9/19/06 – Madison
9/20/06 – Eau Claire

SERVICE MANAGER CONFERENCE
9/13/06 – Waukesha

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

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DEDICATED TO THE DEALERSHIP INDUSTRY

TMQDA

(CONTINUED FROM PAGE 1)

Convention in Orlando, Fla., on Feb. 11.

The TMQDA is one of the most prestigious national awards, and is all the more significant for Wisconsin since it honors the "best of the best" from the state. Every dealer nominated considers it to be the highest of honors to be recognized by their peers. The nomination process includes a detailed analysis of each TMQDA applicant by Wisconsin Distinguished Professor Jack Nevin of the UW-Madison School of Business.

"Bob is as passionate about making his dealership a success as he is about helping others and his community," said Mike Schlossmann, WATDA board chairman. "A point of pride for Bob is that he has helped others gain ownership of their own dealerships and has little employee turnover in his dealership family."

Pietroske added, "Without the pride and dedication of the people in my dealerships, this award would not be possible. My employees, including people like Dale Kocourek, general manager and vice-president, who has been with me for 28 of my 43 years in the busi-

ness, are a tremendous asset to our dealership."

Pietroske also acknowledged his wife, Liz, for her support over the years while he was hard at work or away on business.

Soon after purchasing his first dealership in 1977,

Pietroske had the opportunity to start a major branch of his business in leasing. His Two Rivers dealership was purchased in 1990, and in the following year he constructed his new Buick facility. Even as Manitowoc lost manufacturing, and the area's unemployment became the highest in the state, Pietroske has continued to invest and expand because he believes in his community.

Pietroske Inc. is a complete General Motors Flagship facility with Buick, Chevrolet, Pontiac, GMC Truck and Chevrolet Medium Duty Truck franchises. Pietroske rates first among dealers with the same franchises in his zone.



Liz and Bob Pietroske are proud to be a part of the WATDA family. Pietroske was recently named secretary/treasurer of the WATDA board of directors for 2006.

Over the years, his dealership has continued to grow and prosper. He is one of over 60 franchised dealers from more than 19,500 dealers nationwide nominated for the 37th TMQDA annual award. In 2002, the award was won by John Bergstrom of Neenah, a first for Wisconsin.

In his acceptance of Wisconsin's Dealer of the Year Award, Pietroske noted, "Ever since I started washing cars, I knew I wanted to sell cars, and that I did. I also wanted to become a sales manager, and fortunately that dream came true as well. I dreamed of owning a dealership, and that motivation gave

me the courage to buy a dealership when I was 34. Then I vowed to sell more cars than any other dealer in Manitowoc County. That dream came true this year!"

As the son of a local dairy farmer and one of nine children, Pietroske wanted to prove himself. While attending Lakeshore Technical College, he worked part-time washing cars, which led to his first full-time job. When he applied for a job as a tire changer at the same dealership, he accidentally got the full-time position.

"I was wearing a suit the day I applied, so they put me in the office—but every other career move I made after that was calculated and deliberate," he said.

Pietroske has made a difference for the industry and his community. Bob has served on numerous industry councils including WISCO, a cooperative of over 600 dealers with annual sales of \$27 million. He served as the WISCO chairman of the board in 2003.

For years he worked without pay, overseeing the management of the Inn on Maritime Bay, a city anchor, to keep it open during difficult economic times. Today, the establishment is prospering. Pietroske has also received recognition for his support of the Wisconsin and U.S. Jaycees, Wisconsin Easter Seals, and he is an active member and former director of the Manitowoc Chamber of Commerce.

Additionally, he has served two terms as president of the Travelers Protection Association of America (TPA). During his 40-year relationship with TPA, a national organization dedicated to lending aid to the deaf and near deaf, TPA has raised over \$14 million for programs benefiting the deaf, their families, widows and orphans. Pietroske has also received the National Merit Award from TPA for his service and dedication.

He and his wife, Liz, funded seven scholarships for the deaf this year through TPA. Student recipients learn that their career opportunities are not limited to teaching, counseling human relations or accounting. Bob and Liz are proud to help them discover other possibilities. "As they consider becoming managers in the business world, I am proud to be a part of a pledge to help them," said Bob.

Pietroske noted that his most heartfelt contribution has been working with people in need. Recently, Pietroske Inc. led a major initiative for the Hurricane Katrina Relief Fund. He helped the Manitowoc community collect and load seven semi-trucks with food, water and supplies for the Lafayette, La., area.

In his award acceptance speech, Pietroske noted, "My most rewarding community service is to help the homeless—whether it is to find a job, an apartment or just to buy them a meal."

He also understands the needs of others from a firsthand perspective. "I know what it feels like to have a disability, but I chose not to be disabled," he said, "In November of 2002, for the first time, due to illness, I was not able to go to work. I had open-heart surgery which included four bypasses. I consider myself very lucky to have a second chance at life."

Congratulations Bob Pietroske!

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December 22, 2005

August 29th, 2005, the lives of over 1 million people in Louisiana and the future of 62 new car and truck dealers were changed forever. I know this is a very dramatic statement, but it is absolutely true.

Although the degree of devastation varied greatly, literally thousands of families lost everything they owned. More families than you can possibly imagine lost 100 or more years of family history in one day.

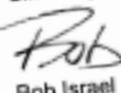
There is no need for me to describe what you have seen on TV except to say what you saw does not come close to the real impact. Katrina cut down people at every level: rich, poor, young and old. No one escaped.

Put aside the blame and the frustration and there is one common denominator – **heartbreak**. There was, however, a shining beam of light throughout the disaster - **the overwhelming generosity of individual, civic and church groups, car-truck state and metro associations, dealerships from across country and the National Automobile Dealers Association Charitable Foundation.**

NADA provided and LADA hand delivered four thousand two hundred and one debit cards of \$500 each, a total of \$2,100,500.00 to the very needy and very grateful dealership employees. The first \$500,000 in cards were in employees' hands within three weeks. We were able to deliver all four thousand plus cards as fast as the dealerships were reestablished. In many cases, we were there during the early clean up stages. In all cases, through great cooperation from NADA, there was no hassle, no delay and no disappointment. Every \$500 card was an unexpected blessing.

All my life I have loved the Christmas season because it brings out the spirit of giving and generosity. That spirit came early this year. At no time in the 30-year history of the NADA Charitable Foundation have the members responded so universally and so benevolently. **You, the new car and truck dealers of the most generous nation on earth did something very special.**

To all I pass along heartfelt thanks from the sometimes tearful, always smiling, faces of the grateful employees of the Katrina dealers. They will never forget you!

Sincerely,

 Bob Israel
 Executive Vice President

Robert G. Israel
 Executive Vice President

Buranys make major planned gift to The Foundation

BY LINDA POULSEN

When racing star and Midget Auto Racing Hall of Fame great Frank Burany looks back on his illustrious career and extraordinary life, he points out several milestones. One of these is the recent

planned gift from Frank and his wife, Helen, to the Foundation of WATDA.

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

The Wisconsin benefactor's important gift is even more noteworthy because while Burany has strong ties to the auto industry, he is not an auto dealer. "I have long been interested in supporting organizations with ties to the auto industry," he recently explained. "The WATDA Foundation is an excellent program, and I'm proud to play a part in their continued success."

REFLECTING ON A LIFE WELL LIVED

Frank Burany has been involved with midget autos for over 70 years. His racing career actually began on the water



Frank in his race car with the nerf bar.

when he built a sailboat with a 21-foot mast. His intent was to take up sailboat racing, but Mother Nature had other plans for him. "It may have been fortuitous," said Burany, "because when a storm damaged the boat, I decided to switch gears and try midget auto racing."

Burany, who was raised on the South side of Milwaukee, started an auto technician apprenticeship at the age of 12. He worked for several companies, including Harley-Davidson, International Harvester and Allis-Chalmers, throughout his career as a machinist and welder. But during the summers, he always took a leave of absence to race the midget circuit.

During one race at the State Fair Park Coliseum, he hooked wheels with another car. His car flipped upside down, and Burany was dragged face down against the indoor dirt oval floor. It was the impetus for Burany's father to design a device called the "nerf" bar.

The ingenious device attached in

front of the rear wheels of an open wheeled car (the type Burany was driving) to prevent the front wheel of a following racer from climbing over the rear wheels, and locking and flipping the car upside down. That photo of Frank racing at the State Fair Park Coliseum in West Allis in 1936, appeared on Life magazine's cover.

Burany's generation pioneered many road-racing refinements from seatbelts to roll cages. He even spent some time in Michigan consulting with engineers

on design improvements for racing. "I wrecked my wife's Mixmaster when I combined white lead-based lubricant with gear grease to improve the engine performance," he said. "It had the consistency of cream cheese and it worked like a charm."

"I raced for Chrysler in 1951 with Tony Betenhausen, one year after the Pan American Highway (from Alaska to South America) was opened," he notes. "We raced the 1900 from Tuxtla Gutierrez, Mexico to El Paso, Texas with canvas helmets and they were very unforgiving if you ever rolled the car. I lost many friends that way."



Frank poses with his Midget Auto Racing Hall of Fame honors.

Burany remembers racing in 1965 for the late Milwaukee dealer and fellow member of Mitchell Field's 440 Community Air Division, Bob Braeger. One of Burany's fondest memories is of winning the 100-lap Chicago Auto Racing Association special feature at the Chicago Amphitheater in 1948. Burany con-

tinued racing through 1966 when back problems troubled him, but even then, he finished the complete season at Hales Corners. In 1990, he found time to do demo laps with an old midget racer at the Milwaukee Arena. He was 75 years old at the time.

Burany has always been interested in the world around him and exploring new ideas. He has been a licensed pyrotechnist for 33 years and says he still has good hearing and all of his fin-

The 90 year-old racing star, whose work was celebrated in a 1936 Life magazine cover, reflects on his victories and his legacy gift to WATDA.

gers in tact. He owned the Sleepy Hollow Motel in Elm Grove and served as the town's fire department lieutenant for 12 years, but is probably better known as the WTMJ broadcaster who did traffic reports via a helicopter for nine years high above the streets of Milwaukee.

"I tried out and they chose me over a field of candidates," he said. "They wanted someone people knew, but they were also looking for someone who knew the streets of Milwaukee." Burany's long-



Frank and Helen Burany on their preferred set of wheels.

Photos courtesy of William Stonecipher, Wisconsin Masonic Journal.

time knowledge of the city's layout, due to delivering newspapers and flowers in his early days of working in Milwaukee, helped qualify him for the job.

Another milestone in Burany's life was being named to the Midget Auto Racing Hall of Fame in 2002. The plaque, presented in Sun Prairie, Wisconsin, honored Burany for his lifetime achievements in the sport of midget auto racing. He was one of 24 midget auto racing greats selected from a 20-year period from 1935 to 1955. With his wife Helen beside him, he said he was thrilled to be inducted into the Hall of Fame. "It was a very special honor for me, and one that I will always remember."

Burany has long felt that success should be shared. It is because of that devotion to helping others, he decided to become a donor to the WATDA Foundation. Thank you Frank and Helen—your planned gift is very much appreciated!

2005 DEAC goal met

The Dealer Election Action Committee, NADA's PAC, confirmed that Wisconsin met its collection target of \$43,000. That is good news!

Many dealers stepped up at the eleventh hour to push us over the top, including two new President Club members, Bob Pietroske and Todd Reardon.

Todd Reardon will chair Wisconsin's DEAC team going forward. DEAC supports public elections for the U.S. Senate and the U.S. House of Representatives, a critical area of involvement for NADA and WATDA.

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Hurricane relief donations continue

The fall issue of *Dealer Point* acknowledged individual dealers and their employees for their contributions to The Foundation's hurricane relief fund that benefited employees of affected dealerships. We would also like to acknowledge dealerships that donated directly to other relief efforts:

WILDE HONDA

The following employees of Wilde Honda in Waukesha collected donations for the American Red Cross:

Kari Johnson	David Edler
Steve Schmitt	Charlie Sampson
John Andersen	Heide Wagner
Cheryl Kartes	Eric Buege
Karen Venturella	Gina Flynn
Adrianna Aguirre	Jeanne Holtzer
Shelley Nehlsen	Sharon Bloom
Eric Henderson	Keith Fernandez
Danielle Steinhorst	Jim Schindelholz
Lorraine Marcinski	Kathie Nutter
Devin Jenkins	

WILDE DODGE CHRYSLER

The following employees of Wilde Dodge Chrysler in Waukesha collected donations for the American Red Cross:

Debbie Uteck	Mark Huggins
Mindy Stelamaski	Frank Williams
Mike Scott	Anthony Fournier
John Murphy	Daniel Reicharz
Mike Bloom	Nick Paladino
Linda Bingenheimer	Keri Stuppan

The following donated directly to the NADA Foundation for hurricane relief:

- Bothun Automotive
- Brenengen Chevrolet Inc.
- Cal Compe Chevrolet Inc.

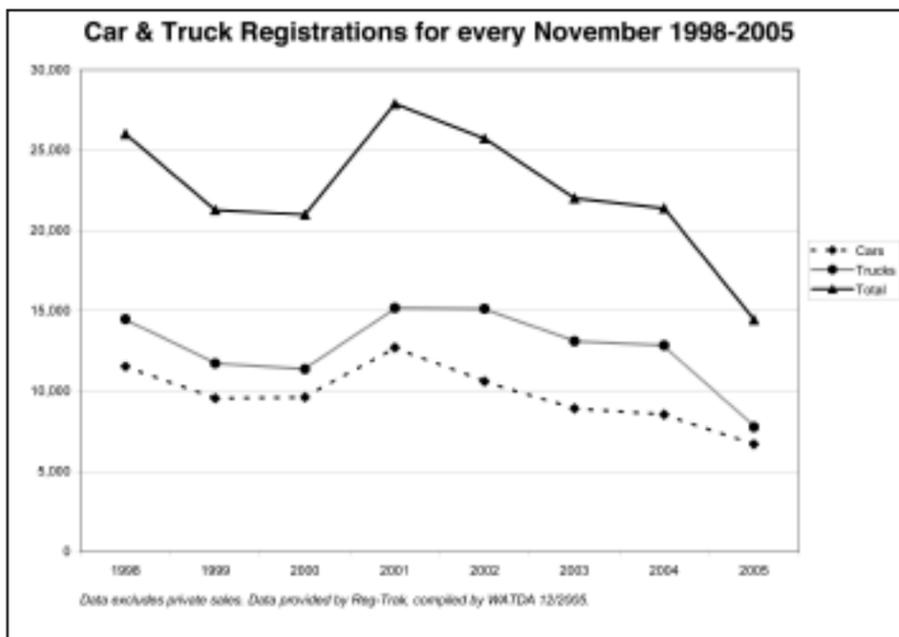
Frank Porth Chevrolet Buick Inc.
Kennedy Chevrolet Buick Inc.
Klein Chevrolet Buick Pontiac Inc.
Symdon Chevrolet Oldsmobile Inc.

The following dealerships donated directly to the American Red Cross and other relief efforts:

Bloedels, Inc.
Central Garage of Chilton
Pischke Motors
Soerens Ford Inc.
Treck Automotive
Vande Hey Brantmeier Auto Sales & Leasing
Vande Hey Brantmeier Pontiac Buick



WATDA | numbers

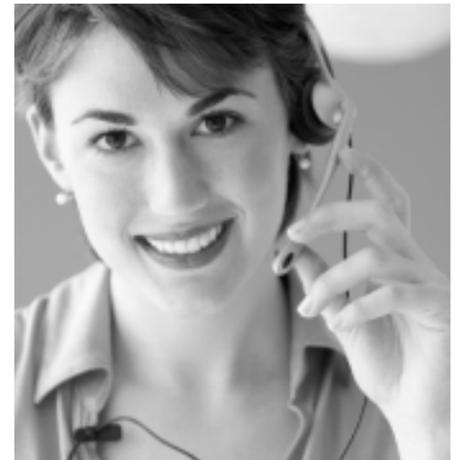


Ensuring a welcome reception

(CONTINUED FROM PAGE 11)

FOR THE DEALER:

- Screen receptionist applicants by phone first. You want to hear their voice, grammar, diction, use of slang, and how professional they sound before they even come in.
- Call your store regularly as a would-be customer. Afraid your voice might be recognized? Ask friends or relatives to call.
- Train everybody who answers the phone. This especially includes staffers who pinch-hit when the receptionist is at lunch.



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