

Dealer POINT

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inside |

Darlene Ballweg is dealer of the year

BY LINDA POULSEN

In recognition of her accomplishments in the automotive industry and her leadership in the community, Darlene Ballweg, president and CEO of Ballweg Chevrolet-Pontiac-Buick in Sauk City, is WATDA's 2006 Dealer of the Year. She will represent Wisconsin in the annual *Time Magazine* Quality Dealer Award (TMQDA) competition for 2007.

"I am deeply honored to have received the *Time Magazine* nomination for the state of Wisconsin," said Ballweg, who is also president and CEO of Ballweg Chevrolet in Middleton and Ballweg Ford in Sauk City.

"Never in my wildest dreams did I think it could happen," she said in her award presentation at the WATDA annual meeting in Kohler on December 6. "To receive the same honor as Clarence Thorstad, Russ Darrow, John Bergstrom, Jerry Holtz and Vern J., to name a few, is unreal."

Selling trucks and cars wasn't her first career, but Ballweg's relationship with GM spans 42 years. Her husband, Danny, bought the Chevy franchise in 1965 in Prairie du Sac.

In 1968 they moved the dealership to Sauk City and later added Pontiac and Buick. Ballweg was happy and busy raising a family and working the farm with Danny.



Darlene Ballweg accepts a special recognition plaque from WATDA during the WATDA Annual Board of Directors meeting December 6. From left is WATDA President Gary Williams, Immediate Past Chairman of the Board Pete Dorsch, Darlene Ballweg, and Jason Brickl, Ballweg Chevrolet vice president.

"The almighty above must have thought he had something better for me to do than being in my kitchen, standing at the sink, looking out over the

farm yard wondering how many extra men I would be feeding at the next meal," said Ballweg.

Danny ran the dealership the first couple of years, but he missed working the family farm. By 1967, he had turned the business over to a general manager and went back to farming, working at the dealership part-time. Another Chevrolet dealership was purchased in nearby Lancaster in 1973.

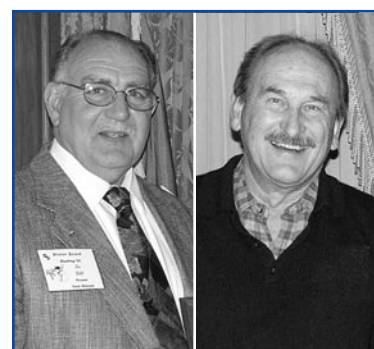
"Farming was a hard life and I was very much a part of it. As we acquired more property I did discuss the 'what if' with Danny," Ballweg said. "I sought his advice on what I would do if he weren't by my side. When we discussed the Chevy, Pontiac, Buick dealership, he said, 'go up and run it!' As we all know, that day came."

Danny was killed in a farm accident in 1984, leaving Darlene responsible for four farms and the Chevy dealership in Sauk City. Against all odds, but with great spirit, Ballweg tried her hand at the dealership.

"My lawyer and I met with Gary Williams and Paul Norman to discuss

CONTINUED ON PAGE 4

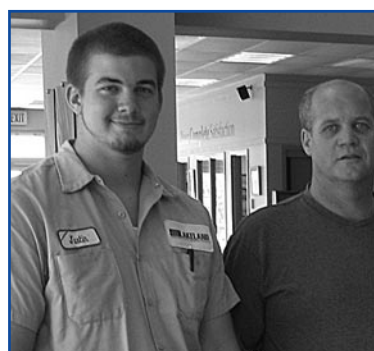
Sauk Prairie Memorial Hospital CEO Rick Palagi and Hospital Foundation Executive Director Patrice Luer pose with Darlene Ballweg in front of the new "U.S. Top 100" facility in August 2006.



2 | Gold Awards go to Boldt and Kriete



8 | Heritage Chevrolet "fills the truck" for 10th year



10 | Schlegel wins Youth Apprenticeship Award



11 | Rawhide boys tour Madison



Roger Kriete and Ron Boldt take the gold



Roger Kriete and wife Sandy receive congratulations from WATDA Board Chairman Pete Dorsch (Green Bay) as the recipient of WATDA's Gold Award. The CEO of Kriete Group, Mack and Volvo operations in five Wisconsin locations, Kriete said, "I love the car dealers. The association's work is essential to us all. I enjoy helping out."

Two of WATDA's Gold Award presentations took the spotlight at WATDA's annual board meeting held in Kohler on December 6.

Ron Boldt, Pioneer Auto Sales, Platteville, and Roger Kriete, Milwaukee Mack Sales, were honored as members who have given extraordinary service to the association in multiple leadership roles over a lifetime.

In the history of your association's 79 years, only nine of these awards have been given. Both Boldt and Kriete have served as chairman of the board of at least three major functions within the WATDA family, such as CARPAC, the WATDA board of directors, The Foundation Board or the WATD Insurance Corporation board and others.

"These two dealers have earned your WATDA's highest appreciation," said Pete Dorsch, immediate past chairman. Both Boldt and Kriete continue to be active and committed.

The presentations were total surpris-

es to the two, and came during the evening dinner program.

There have been seven gold awards given to date in the WATDA history.



Ron Boldt, Pioneer Ford, Platteville, and wife Karen, were fêted by WATDA Board Chairman Pete Dorsch at the board meeting dinner at Kohler. Announced as a recipient of WATDA's highest award for service and leadership over a lifetime, Boldt said, "It just seems that, when we give our time and efforts, what we get back is so much more."

Former recipients of the Gold Award are Tom Tobola, Cadott (seventh); Jerry Long, Ripon (sixth); Les Eversole, LaCrosse (fifth); Roy Carlson,

Reedsburg (fourth); C.J. Thorstad, Madison (second); and Milt Rodewald, Sheboygan (first).

Dealer POINT

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GARY'S BRIEFS | Gary Williams, WATDA president

What's your perspective?

Business got you down in the dumps? Maybe it's your perspective of what business is all about. First face the reality that business goes in cycles along the way. Next, know that when the down cycles come, shirtsleeves must go up accordingly. There's just no replacement for good hard work. Finally, get a thrill out of work itself. It's where the action is. Smile about your problems. They give you something to do. Your mind gets a rare chance to be creative. Relish your opportunity to be decisive about something.

Did you ever build a sandcastle? It's like a business and its cycles. Constant upkeep. Shoring up. Adding on.



Embellishing. Occasionally you sit back and admire. But soon you are right back at it, because the fun is in the doing, not in prolonged gawking.

And what about the big wave? Somewhere out there one is always on the way. So what. BIG waves present BIG challenges. They deserve BIG smiles. Even if that big wave wins and sweeps over your sandcastle, its win is only temporary. Each of us has yet to build our finest sandcastle.

Be realistic. Keep at it with a smile. That's business.

Gary D. Williams
President

Originally written circa 1980

GM offers scholarships for 2007

Applications are available for the GM Goodwrench Scholarship for 2007. The GM Goodwrench Educational Scholarship Program has been developed by GM Service and Parts Operations. The program is designed to provide scholarship opportunities to graduates of the Automotive Youth Educational Systems (AYES) Program to continue their education in automotive technology through GM Automotive Service Educational Program (GM ASEP).

In 2007, up to 10 scholarships of \$3,500 each will be awarded nationally. Scholarship recipients will be eligible to reapply for an additional \$3,500 scholarship for the second- year of their participation in the GM ASEP program. All completed applications that are post-marked no later than March 30, 2007, will be reviewed against the program criteria by a selection process determined by the General Motors Scholarship

Administration Center. All applicants will receive written notification of the selection committee decision in May.

GM encourages AYES and GM ASEP schools to promote this in their area to take advantage of these scholarships.

Student eligibility includes:

- An AYES graduate who is employed in a General Motors dealership
 - A current AYES student who has completed a mentored internship in a General Motors dealership and will graduate in the spring of 2007.
 - Minimum 2.8 GPA
 - Either current employment at a GM dealership, or can be substantiated by the college prior to the first day of entry into the college year.
 - Applied and accepted to GM ASEP program for fall 2007 start
- Specific questions about the scholarship can be directed to: scholarshipinfo@gmsac.com or 888-377-5233.

Ballweg is dealer of the year

CONTINUED FROM PAGE 1

the franchise law," she said. "Fortunately it was such that I could become the dealer. So here I was, in a situation where I had very little knowledge. During this time I would wake up around 3 or 4 a.m. worrying about the business. The world is pretty dark at that time of the day."

In 2001, she expanded her operations and purchased another Chevrolet deal-

"Although neither of my daughters are in the business, I have had the pleasure of having many other 'family' members in the dealership throughout the years," Ballweg said. Les Mack was a minority partner in the early years. Upon Danny's death, Ballweg sold the Lancaster dealership interest to Mack, who went on to develop his own GM dealership there.

"He served on my board of directors to assist me with major business decisions when Danny died. He recommended I hire Dave Pederson as my general manager in 1986," Ballweg said. Pederson worked in that position for 15 years, and still remains an integral part of the organization.

Jason Brickl, current vice president, began work with the dealership as a 14-year old, first in detail and then in sales. After graduating from Northwood University in Michigan, Brickl worked for Toyota and then was the new car manager at the Jon Lancaster Toyota.

"Jason came back to Ballweg Chevrolet in April of 1999 to grow this business with me as my partner," Ballweg said. "He is like a son to me."

Ballweg recently became an original founding member of the Sauk Prairie Memorial Hospital Foundation, formed to promote and expand the Sauk Prairie Hospital in our community. Two major capital campaigns generated over \$2 million for the hospital.

She has watched hospital annual gross revenues grow from \$9 million to over \$50 million. "We now are one of the 'Top 100 Hospitals' in the U.S.," Ballweg said.

Ballweg is past-president of the Sauk Prairie Memorial Hospital Auxiliary and served on the boards of the Sauk Prairie Hospital Foundation, Wisconsin Cow Chip Throw, Valley Bank and the Sauk Prairie Chamber of Commerce. She is proud of her leadership in establishing The River Arts Center, a 492 seat theater and art gallery in her community.

She loves to travel and dance with the Cripple Creek Cloggers and is an avid Packer and Badger football fan. Ballweg even guest-directed the UW-Madison Marching Band during Homecoming Week a few years ago.

"To fast forward," Ballweg continues, "in June 1989 until May 1995, a young man by the name of Jason Brickl came to work for us first in detail and then in sales. After graduating from Northwood University in Michigan, Jason worked for Toyota and then was the new car manager at the Jon Lancaster Toyota. Jason came back to Ballweg Chevrolet in April of 1999 and I have been smiling ever since."

Editors note: Darlene Ballweg recently received special recognition as part of the Governor's Trailblazer Awards for Women in Business who are majority owners of family-owned businesses of 25 years or more.



ership in Black Earth. In 2006, Darlene purchased the Ford dealership in Sauk City, which brought her family of dealerships to three. Under Darlene's leadership, total corporate revenues have grown from \$10 million in 1984, to over \$70 million today.

"I am grateful for the opportunity to be a dealer in Wisconsin and share the success of my legacy. This award gives me the sense that others recognize that my journey as a businesswoman has made a difference in my community," said Ballweg.

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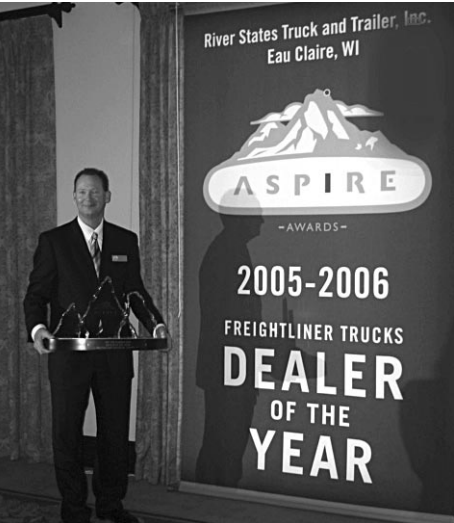


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*Best's Review, Nov. 2005, "The Art of Underwriting".
**UH Class of 2000 and Class of 2001 Studies

MAILBOX | correspondence



I am proud to let you know that River States Truck and Trailer Inc.-Eau Claire has been named the Freightliner 2005-2006 Dealer of the Year! We are blessed to have great customers and committed employees. We are very proud to be named Freightliner Dealer of the Year since it is such a prestigious award.

Joe Laux, President
River States Truck and Trailer/Nationalease, LaCrosse

(The following letter was addressed to Russ Darrow, Russ Darrow Group, Menomonee Falls)

Dear Russ,

Congratulations on the Falk employees project.

Your unselfish offer of temporary support at this time of year demonstrates what sets the Wisconsin dealers apart from all the others.

Thank you for the positive work that you do for our industry and your whole community. Have a blessed holiday season and a prosperous and happy new year!

Gary R. Beier, Development Director

Extreme Makeover—office edition

The wait is over.

The winner of the ugly office contest is the office of Ron Boldt of Pioneer Ford in Platteville. (Thanks to his son Tim for taking the photos.) Boldt will soon be the proud owner of a \$3,500 office furniture makeover provided by Office Depot in conjunction with WATDA and its used car conference.

Two and a half years ago Office Depot became one of the WATDA endorsed sponsors with a program designed to save its dealers up to 80% off on its office supplies.

“We wanted to show the dealers that Office Depot was much more than just office supplies,” said JoAnn Jagodzinski, furniture specialist with Office Depot who helped come up with the contest.

In the future Office Depot will offer the dealers even more ways to save, in more ways.

Join us in a future edition to see the before and after photos.

DEALER POINT | obituaries

JIM KING

Jim King, 85, formerly of Jim King Chevrolet, Milwaukee, died in September as he was getting ready to go to work as a Wal-Mart greeter.

"He was going to work, literally, to his last day," said his wife of 30 years, Mary.

James B. King Jr. grew up in West Allis and in the family business, King Braeger Chevrolet. His father, James King Sr., started the business with partner Oscar Braeger.

The younger Jim King joined the U.S. Army Air Forces in 1944, becoming a bombardier pilot on B-17s. He was shot down over Germany, captured by Germans and sent to a prisoner-of-war camp where he remained for seven months.

After the war he returned home safely, rejoining the Chevrolet business.

By 1947, with both the King and Braeger sons interested in the business, the partnership broke up on the friendliest of terms. Each family began owning and operating its own business. Jim Jr. and Bud King took over Jim King Chevrolet in Milwaukee's Bay View neighborhood, selling the firm during the recession in 1981.

In addition to his wife and brother, Bud, survivors include daughters Susan Woolstenhulme and Victoria Smith; son Ryan; and grandchildren.

FJ SMART

F. James “Jim” Smart, 80, former dealer principal of Smart Motors, Madison, died in December after a long, debilitating illness with vascular disease.

Smart began his career in advertising. His father, O.D., convinced him to come home and join the family dealership. Smart took over accounting and advertising for the family dealership, which was then located on University Avenue. The dealership soon outgrew

its quarters and was moved to Odana Road, where it is today.

Smart was a life-long learner, and attended all the seminars on business that the UW offered, as well as attending conventions for both Volvo and Toyota. Business was his passion, in addition to jogging, sailing, bicycling, skiing, and in his later years, tennis.

He was also passionate about Badger sports. A lifetime of attending football, basketball, and hockey games brought good memories, even when he could not physically attend.



F. James “Jim” Smart

Smart served on the WATDA board of directors and was also elected to the Midwest and later the national Volvo Dealers Council, which included just five dealers from the entire U.S. He was elected by fellow auto dealers to the midwest and later the national Toyota Dealers Council.

Smart is survived by his wife, Avis; sons J.R. (Toni); Brian (Nanci); Richard; and Andrew (Meg); his sister, Janet Emmerich. He was preceded in death by his parents, his brother John, and his brother-in-law, Paul Emmerich. A memorial service celebrating his life was held January 12 at Good Shepherd Lutheran Church in Madison.

At times of business transition, legal matters take a front seat.

When you're ready to buy or sell a dealership, Boardman Law Firm can help you map out a successful approach ... and protect you from unpleasant surprises.

We'll help you identify and then work through the legal issues, which can include buy-sell agreements, real estate, environmental, tax implications, franchise, financing, stock transfers and more. We've advised Wisconsin dealers for many years and understand the special issues you face.

To get started, visit the Reading Room on our Web site and look for the article, "Buying or Selling a Dealership: What You Need to Consider," in the Automotive Services section. Then call us to discuss your needs.

— Contact Attorneys —

Paul Norman (608) 283-1766 pnorman@boardmanlawfirm.com	Gary Antoniewicz (608) 283-1759 gantoni@boardmanlawfirm.com
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 - Licensing
 - Consumer laws
 - Trade regulations
 - Sales and lease contracts
 - Real estate issues
 - Financing
 - Employment law
 - Business structure and planning

Your Foundation Scholarship Class of 2006

Students are listed with their name, hometown, and mentoring dealership and city.



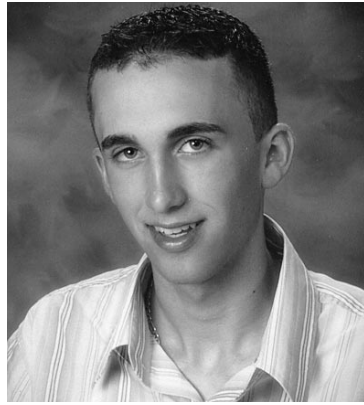
Luke Abitz, Appleton
Bergstrom Chevy Buick Cadillac
Pontiac Inc., Neenah



Montiel Arteaga, Evansville
Capital City International Inc.,
Madison



Hunter Bernitt, La Crosse
V & H Inc., Marshfield



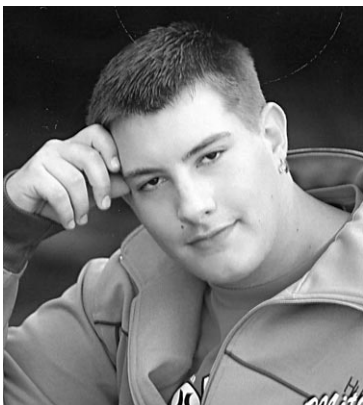
Ryan Bialk, Hales Corners



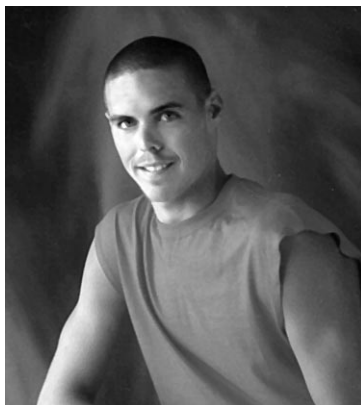
Everett Bunzel, Waukesha
S & S Research, Inc.,
Mukwonago



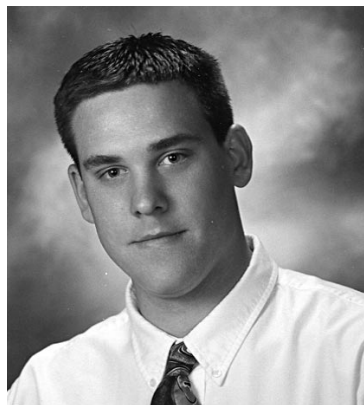
Jacob Burling, Cumberland
Cifaldi Motors Inc., Cumberland



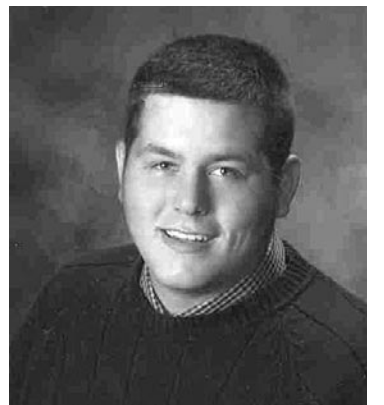
Mitchell Cassity, Racine
WI Auto Collision Technicians
Assoc, Ltd, Waukesha



Jason Dudek, Mountain
Matthews Tire & Auto,
Appleton



Dan Ernst, Appleton



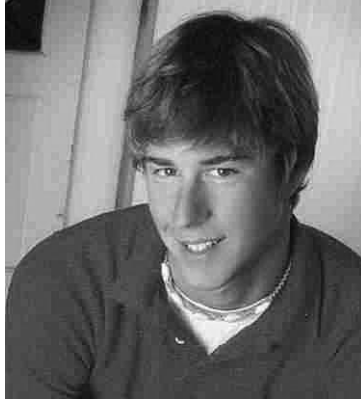
Josh Fenner, Oshkosh
Fond Du Lac Truck Sales, Fond
Du Lac



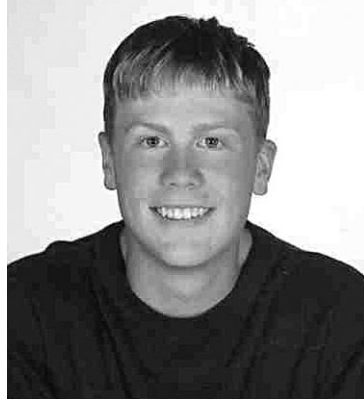
Alex Giebel, Appleton
Gustman Chev Pontiac Olds,
Kaukauna



Kory Grudzinski, Watertown
Kayser Chrysler Center of
Watertown Inc, Watertown



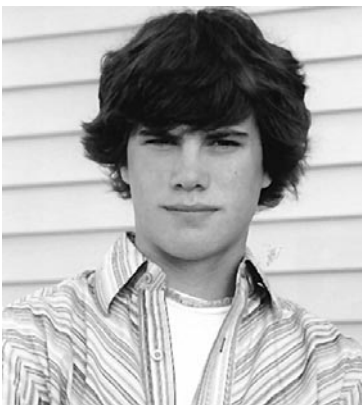
Joshua Hauke, Kenosha
Fleet Maintenance Council of
SE Wisconsin, Milwaukee



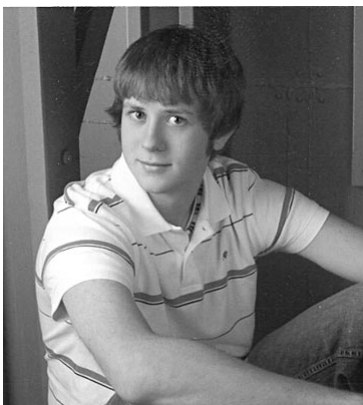
Bradley Hodgson, Merrill
Brickners Park City Inc, Merrill



Daniel Hoerig, Kewaskum
Peterbilt Of Wisconsin-Inc, De
Pere



Collin Hormig, Cross Plains
Zimbrick Inc, Madison



Benjamin Janke, Marshall
WI Auto Collision Technicians
Assoc, Ltd, Waukesha



Teresarene Jenkins, Milwaukee
Dodge City of Milw Inc,
Milwaukee



Kevin Kleckner, Hartland
Madison Mack Sales, Inc.,
Madison



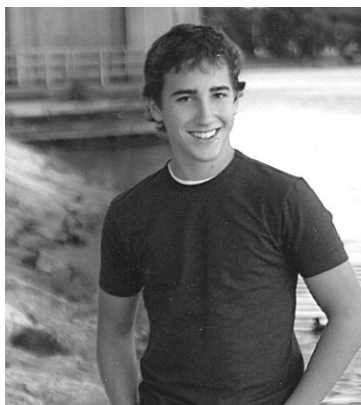
Kevin Kohlwey, Grafton
Mike Burkart Ford-Mercury Inc.,
Plymouth



Tim Kremer, Auburndale
V & H Inc, Marshfield



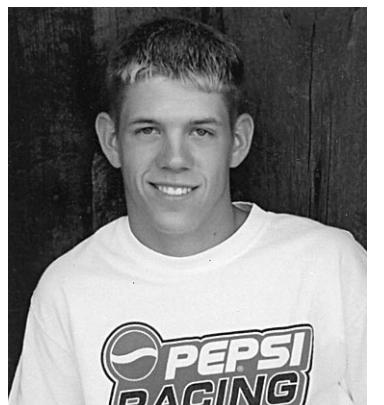
Austin Lee, Onalaska
Dahl Automotive Onalaska Inc.,
Onalaska



Thomas Marto, Green Bay
Le Mieux Toyota, Green Bay



Jason O'Donnell, Saukville
Schmit Bros Dodge Inc,
Saukville

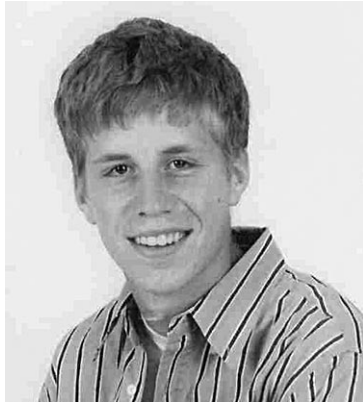


Trevor Olson, Muscoda
Fillback Ford Inc, Highland

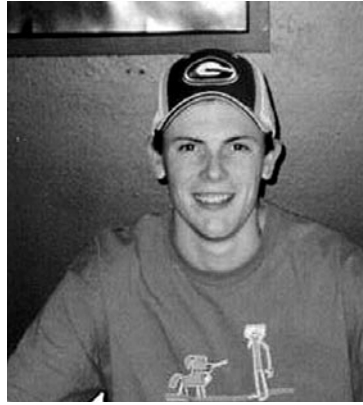
See page 8 for the scholarship recipients who are not pictured on these two pages



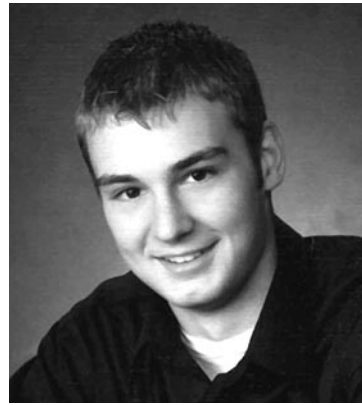
Ryan E. Palma, Milwaukee
Fleet Maintenance Council of
SE Wisconsin, Milwaukee



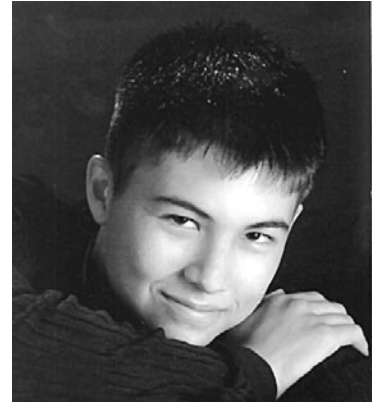
Kelsey Parry, Clintonville
Klein Chev-Olds-Buick-Pont Inc,
Clintonville



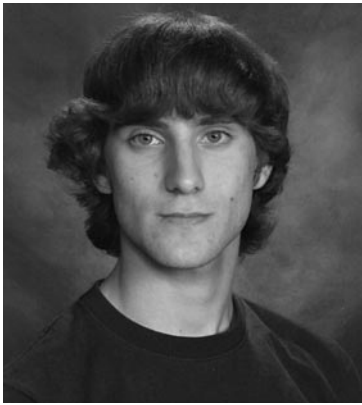
Bradley Poffinbarger, Madison
Zimbrick Inc, Madison



Tyler Porter, Franklin
Braeger Chrys Jeep Inc,
Milwaukee



Donnie Premetz, Cudahy
Dick's Automotive Service,
Cudahy



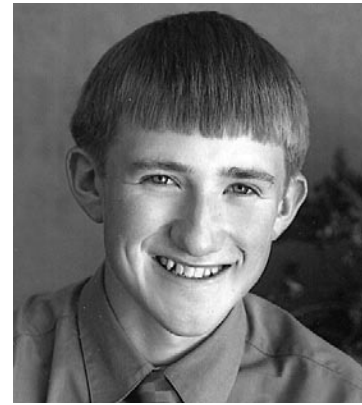
Andrew Ritzka, West Milwaukee
Braeger Chevrolet Inc,
Milwaukee



Samuel Roca, Franklin
Rosen Nissan Suzuki Kia
Daewoo, Milwaukee



Jessica Sajdik, Nekoosa



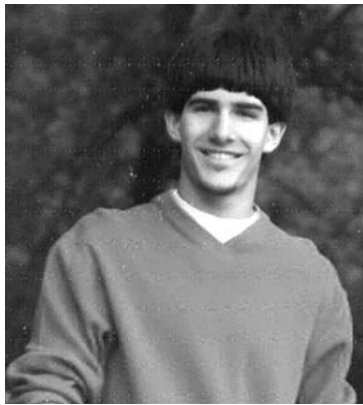
David Salkowski, Cedarburg
Lakeside International Trucks
Inc., West Bend



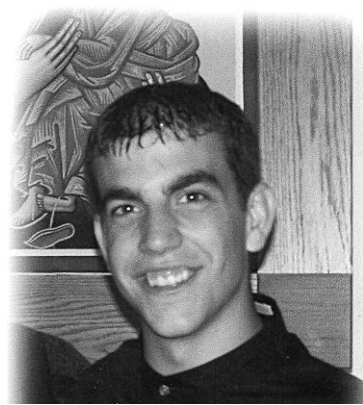
William Schenk, Middleton
Zimbrick Acura Volkswagen,
Middleton



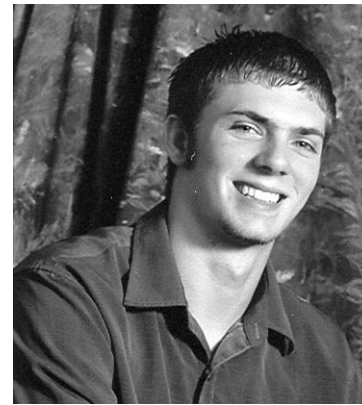
Justin Schlegel, Sheboygan
Lakeland Toyota, Sheboygan



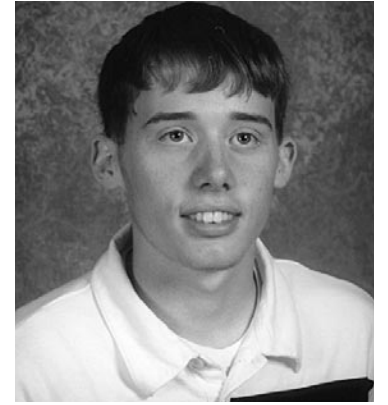
Benjamin Schlehle, Sussex
Jerry's Automotive, Waukesha



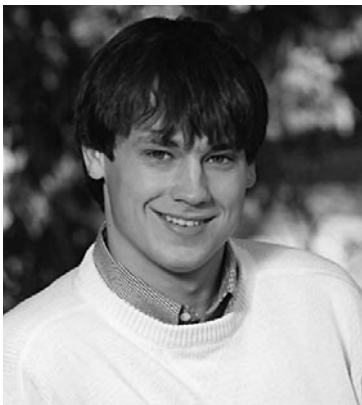
Benjamin Schmidt, Waterford
Miller Motor Sales Inc,
Burlington



Daniel Schultz, Delavan
Hesser Toyota, Janesville



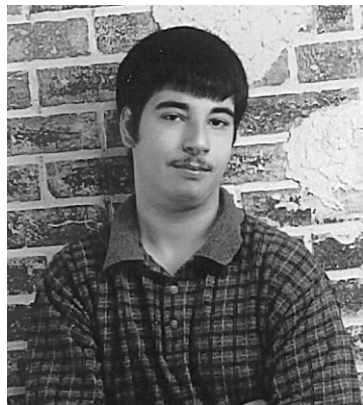
Kyle E. Schultz, Helenville
Smith Motors Inc, Fort Atkinson



Jordan Seagren, Cedarburg
Russ Darrow Chrysler Jeep
Dodge-WB, West Bend



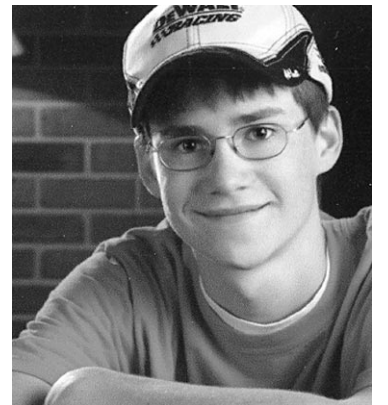
Johnathon Stigler, Muskego
Hall Chevrolet Co Inc,
Milwaukee



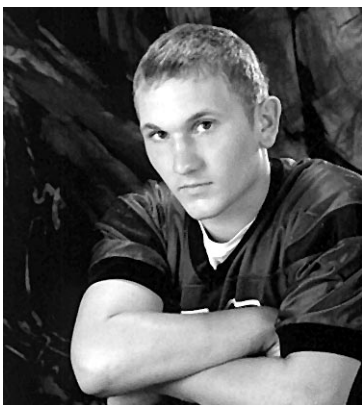
Anthony Torcaso, Kenosha
LeMay Buick Pontiac GMC
Cadillac, Kenosha



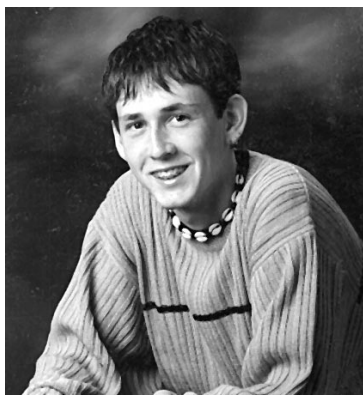
Ryan Usher, Slinger
Uptown Chevrolet Inc, Slinger



Matthew Vollmer, Beloit
Gordie Boucher of Janesville
Inc, Janesville



Kade Walker, La Farge
La Farge Truck Center, La Farge



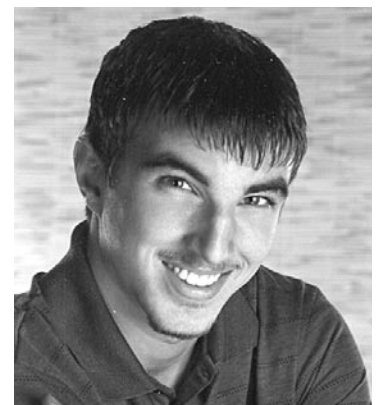
Thomas Williams, Holmen
Dahl Ford La Crosse Inc, La
Crosse



Tyler Wojcik, Gilman
Eau Claire Mack & Volvo Trucks,
Eau Claire



Cale Youngbeck, Brown Deer
Auto Collision Specialists,
Brown Deer



Alex Zurawski, Racine
Palmen Automotive Group of
Racine, Educator's Credit
Union, Racine

FOUNDATION NEWS | Ray Pedersen

Thank you to donors and participants

On behalf of the board of directors and staff, I'd like to express appreciation for the gifts of money, time and leadership to the mission of The Foundation. .



We completed 2006 by providing 101 awards to students in auto, diesel and auto collision. Our process has worked and continues to increase the quality of students preparing for careers in all of our dealerships. Our 2007 cycle is now underway. Testing of next year's applicants is already underway; the interview process begins the last week of January. During 2006 we conducted over 16 events with an attendance of about 1,700 students, teachers and parents. These meetings are held statewide at dealerships, high schools and technical colleges. This has proved to be an outstanding introduction to our industry. One of the programs that has been very effective the last few years is our "Teaching Teachers to Teach." This is a training program for statewide auto and diesel technician teachers to upgrade their skills to current industry standards. Our plan is to provide three opportunities during 2007: at the Wisconsin Technology Education Association Conference in March in Wisconsin Dells; at the Summer

Institute held at Gateway Technical College in July; and a third program will be initiated during the teachers convention during October in Milwaukee. We have been asked by several dealers to begin identifying a sales training and enlistment program similar to our successful scholarship technician program. The Foundation board approved a research project to identify the characteristics of an effective auto salesperson. Tom Langer, a member of The Foundation Board of Directors and the owner of the Langer Research Group in Milwaukee conducted this process in December. The findings of this group will help us identify the types of programs and initiatives that we should develop to increase the quantity and quality of salespersons coming into the industry. We also are planning to cooperate with the ADAMM education department to come with an overall strategy during 2007. We urge our membership to watch for these opportunities and participate when you are able. One of the elements of this program is our partnership with Distributive Education Clubs of America (DECA). This is a high school program which introduces students to opportunities in sales and marketing. Through our involvement the last two years, they have designated one segment of their program to emphasize auto sales.

Profitable giving

BY CLIF ALBINO



Thanks to the Pension Protection Act of 2006, giving just got easier. Some people give because they have acquired more money than they need. Others want to return to the communities that helped them become successful. Everyone who gives wants to know the best source of funds for charity. Most of these people also want to leave assets to their children in the most efficient manner. One source may be the traditional IRA (not the Roth IRA). If you are age 70-1/2, you are required to take a minimum IRA distribution and now there is a special opportunity. It is more beneficial for you to give from the IRA to charity while you are alive, as opposed to giving it to your children after you die. Why? Because the new act creates benefits that will be here for 2006 and 2007 and taxation on IRAs at death can be extremely high. This strategy can satisfy the required minimum distribution with no tax due. The charity gets 100% of it tax-free. Your children would not get anywhere near 100% of the value of your IRA. This would lower the donor's federal estate tax, and will lower federal and state income tax. Wisconsin has an estate tax that can be lowered or eliminated. The money to the charitable organization must come directly from the custodian or

trustee of the funds; otherwise this gift becomes taxable income with limits on deductibility. If your children are to receive an inheritance, it is better to do it with as much non-IRA money as possible. Assets that qualify for capital gains treatment like stock, equity mutual funds, real estate and ownership interests are many times given to charity because gifted appreciated assets eliminate the tax on the gain to the donor. If you give appreciated assets to your heirs during your lifetime, they will have to pay tax on the gain upon the sale of the asset. If you pass these capital gain assets at death, your heirs receive the assets with a step-up basis. In other words, the value of the asset on the date of death is the basis to the heir and can be sold with no capital gain or income tax. If you are interested in learning more about the advantages of giving, The Foundation of the Wisconsin Automobile and Truck Dealers will assist. They have helped many young men and women with education and continued to provide terrific philanthropic opportunities for dealers. *Editors note: Clif Albino is a Chartered Financial Consultant and a member of the Development Advisory Council of The Foundation of the Wisconsin Automobile and Truck Dealers Association. Albino can be reached at 262-893-9853. Individual credits will vary with personal income status. Always consult your financial planning professional to determine the options that will best suit you.*

Your Foundation Scholarship Class of 2006

CONTINUED FROM PAGE 7

SCHOLARSHIP RECIPIENTS NOT PICTURED ON PAGE 6-7:

- Jarred Birschbach, Fond du lac
Van Horn Hyundai Of Fond Du Lac
Fond Du Lac
- Steven Brockelman, Hartland
Ewalds Mayfair Chrysler Jeep Eagle,
Milwaukee
- Jason Bunnell, Brown Deer
Sommers Buick Pontiac Subaru, Mequon
- Zachary Burt, Milwaukee
Wisconsin Kenworth-Milwaukee,
Milwaukee
- Adam Cook, Necedah
Peterbilt Wisconsin-Wausau, Wausau
- Ryan Cummings, Cedarburg
Technicians of Tomorrow Winner
- Dylan Dix, Mukwonago
Lynch GM Supertore, Burlington
- Steve Flores, West Allis
Holz Motors Inc, Hales Corners
- Patrick Glancey, Sheboygan
Wisconsin Kenworth-Milwaukee,
Milwaukee
- Thomas Gosz, Menasha
Stumpf Motor Co Inc, Appleton
- Bryon Greenwood, Germantown
Milwaukee Mack Sales Inc, Milwaukee

- Andrew Griesmer, Rubicon
West Side Auto Center, Hartford
- Adam Hansel, Beloit
Finley's Oldsmobile GMC Trucks, South
Beloit, IL
- Terry Hladilek, Chippewa Falls
Ken Vance Motors Inc, Eau Claire
- Adam Krause, Appleton
Bergstrom Chevy Buick Cadillac Pontiac
Inc, Neenah
- Thomas A. Krause, Endeavor
Hill Ford Lincoln Mercury, Inc, Portage
- Ryan Liebner, Milwaukee
Andrew Chevrolet Nissan, Milwaukee
- James Marshall, Madison
Russ Darrow Chrysler Jeep Kia, Madison
- Dustin Masters, Hartland
Ewalds Mayfair Chrysler Jeep Eagle ,
Milwaukee
- Jose Meza, Rice Lake
- Daniel Miller, Milwaukee
21st Century Contemporary Urban
Education Program
- Marcos Montero, Cudahy
Schlossmanns Honda City, Greenfield
- Nathan Netz, Cumberland
Ken Vance Motors Inc, Eau Claire
- Ross Nevienski, Eland
Fred Mueller Automotive, Inc., Schofield
Christopher Pella, Waukesha
Tolkan Buick GMC, Milwaukee

- Jake Pfeffer, Racine
Wisconsin Kenworth-Milwaukee,
Educator's Credit Union, Racine
- James Pinsonneault, Mosinee
Fred Mueller Automotive, Inc., Schofield
- Milan Radjenovic, West Allis
Ewald's Dodgeland Of Wisconsin Inc,
Franklin
- Michael Rasmussen, Hartland
Falls Auto Tech, Menomonee Falls
- Mason Rosa, Milwaukee
Andrew Chevrolet Nissan, Milwaukee
- Andrew Ross, Clintonville
Bergstrom Chevrolet Cadillac Inc,
Appleton
- Steve Schopp, Mequon
Russ Darrow Chrysler Jeep, Cedarburg
- Brandon Schwartzlow, Brodhead
Middleton Ford, Middleton
- Joseph Schwister, Seymour
Broadway Automotive - Green Bay,
Green Bay
- Richard Sikorski, Milwaukee
Rosen Nissan Suzuki Kia Daewoo,
Milwaukee
- Randy Soika, Grafton
Five Corners Dodge Inc, Cedarburg
- Christopher Steffes, Madison

- Steven Thomson, Neenah
Bergstrom Buick Pontiac GMC Truck,
Appleton
- Scott Tonelli, Grafton
Technicians of Tomorrow Winner,
SkillsUSA Winner, Ford AAA Winner
- Chang Vang, Menomonie
Keyes Chevrolet, Menomonie
- Ryan Wilson, Sun Prairie
Zimbrick Acura Volkswagen, Middleton
- Lucas Winker, Evansville
Russ Darrow Chrysler Jeep Kia, Madison

Over \$4.3 million has been granted in money and over \$ 1.8 million Snap-on Tool awards since 1992. Please help The Foundation of WATDA fund more scholarships by sending your tax-deductible gift to The Foundation of WATDA, PO Box 5345, Madison, WI 53705-0345

STAFF PROFILE | Shannon Nelson

New staffer for Cafeteria Plan

BY LYNN ENTINE

Shannon Nelson joined WATDA's Cafeteria Plan in October to process reimbursement requests and answer questions. The program has grown to about 2,000 participants, so this new position was created to keep the checks flowing quickly.

"We're busy, and I like that," Nelson says. "I particularly enjoy the phone calls, helping customers with their questions."

She brings insurance experience to the member benefit program, having previously worked for National Guardian Life and Madison National Life. Nelson also has a two-year Associate degree from Madison Area Technical College.

The Cafeteria Plan program handles about \$3.5 million a year, collecting money from employees' pre-tax wages and refunding it for child care and medical costs.

"We emphasize customer service and rapid turnaround of claims," says Lee Bauman, VP of finance and insurance for WATDA. "It's Shannon's job to help get the employee reimbursed quickly, especially with child care. That's such an expensive thing for people."

Nelson is also responsible for recon-



ciling member accounts, making sure that employer deposits are received before she writes the reimbursement checks. "Everybody has been very welcoming," she says. "I really enjoy working here."

In her leisure time Shannon likes to work out at the health club and go shopping. ("You know. Girl stuff," she says.)

She and her boyfriend Chad also enjoy going to movies and trying out new restaurants. Nelson likes to play with her nieces and nephew and visit with her brother Jeremiah and his wife, who live nearby in Sun Prairie.

For a while, the family spent even more time together: both Shannon and Chad worked in Jeremiah's mortgage loan business. Chad continues there

and is in charge of the Fitchburg office, but Shannon moved on.

"It was a little too much," she says.

That was good luck for WATDA. We're glad to have Shannon here "serving" in our "Cafeteria."

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Heritage Chevrolet
completes 10th
annual food drive

Heritage Chevrolet, Inc., Tomahawk, just completed its 10th annual food drive to benefit Tomahawk Food Pantry and the Lake Nokomis Food Pantry. This has been an annual event in memory of Yvette Trevino, the dealership office manager, who was killed in a tragic car accident just before Christmas in 1996.



Greg Jackomino, Mark Schlegel, Tom Petraitis, Dan Schultz show the results of Heritage Chevrolet's food drive to benefit the Tomahawk Food Pantry and the Lake Nokomis Food Pantry.

She left a husband and three children, one of whom was only a few months old at the time of the accident.

The drive, which is co-sponsored by the Tomahawk Leader and WJJQ radio, invites residents to donate a non-perishable food item, and by doing so the donors names are entered in a drawing. This year 27 local merchants donated prizes to be awarded to the donors. The grand prize, won by Jen Beaumier, is a fish fry dinner for two every week for a year from R.R. Gators, a local restaurant, valued at \$1,000. More than 35 prizes were awarded in a live radio broadcast Dec. 20.

Right after Thanksgiving, every day a new Chevrolet Silverado pickup was filled at least once. The sales staff packed the contents of the grocery bags into boxes and stacked it on the showroom floor. This was the third year, that one donor brought a pickup truck load of cases of canned goods.



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WISCO | John Hackman

Come to the WISCO Show



The 36th annual WISCO Show will be held from 9 a.m. to 5 p.m. March 10, at the Kalahari Waterpark Resort & Convention Center in Wisconsin Dells.

The annual show is a great way to educate our members on the programs and products we have that save them money. Many of our suppliers, including our major equipment manufacturers, are offering “WISCO Show Specials” on their products. Often these specials yield the year’s best pricing available on these products. Keep this in mind if you see an equipment item of interest at this year’s NADA Convention in Las Vegas.

There will be 100 vendor booths to browse and door prizes throughout the day. Saturday night will include a cocktail reception followed by a dinner and dance. Boogie and The Yo-Yo’z will perform, showcasing a combination of their high energy entertainment and superior musicianship. The show weekend blends of business and fun for our members and their spouses.

WISCO has reserved a block of rooms at the Kalahari. For reservations call (877) 525-2427 and refer to the WISCO Show block of rooms to receive the special group price.

Schlegel wins youth apprenticeship award

Justin Schlegel, left, will start his Technical Diploma in Automotive Maintenance at Lakeshore Tech College (LTC) this fall; from left are his dad, Paul Schlegel; Ben Adams, LTC automotive instructor; mom Becky Schlegel; Linda Fitch, Lakeshore Area STW Consortium's Youth Apprenticeship and AYES coordinator; Gary Gasper, chair of the YA/AYES Employer Steering Committee and owner of Gasper's Auto Clinic, Sheboygan; Mike Bushke, service manager from Lakeland Auto; Secretary Roberta Gassman, Dept. of Workforce Development; Peter Raskovic, education director for Wisconsin Technical College System's automotive and transportation programming; Ruth Madden, Howards Grove HS YA liaison; Ray Pedersen, executive director, The Foundation of WATDA; Mark Frank, service and parts director at Lakeland Automotive and Justin's YA /AYES mentor.



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Rawhide boys tour Madison

It was a big day for the Rawhide guys and their teachers, counselors and house parents as they toured the Capitol, experienced the spectacular Wisconsin Veterans Museum, and got an insider look at the UW's Kohl Center.

Governor Doyle spent a full 30 minutes with the group in the ornate Governor's Conference Room, where he enjoyed taking on some very pointed questions regarding policies and campaign ads.

In the Supreme Court Chamber, one of the most beautiful rooms in this hemisphere, Justice John Wilcox, a

knowledgeable and gracious gentleman, engaged the Rawhide visitors for 40 minutes. A great lesson!

They sat in the chairs on the floors of both the Assembly and Senate, as host Gary Williams explained why our government works the way it does, and why it is hard to pass a law.

"A law has gone through a lot just to get passed. There must be agreement by many people. That is why there is such high expectation that we not break the law. If we do, there are consequences," Williams said. "Each of the guys at Rawhide is very fortunate to be getting a second chance to learn to



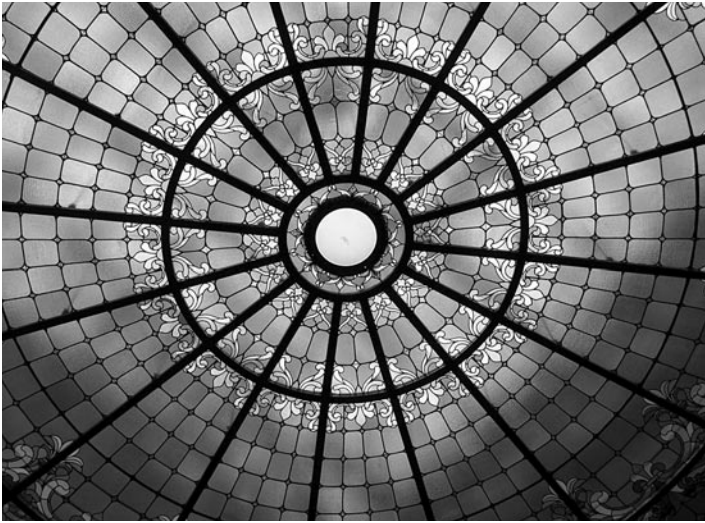
respect law, respect others, and be good citizens."

Williams concluded, "Maybe among you is a future great politician."

Williams encouraged the guys to look at details in the Kohl Center and in the Capitol as examples of things done well, made special.

"In your life, pick out something to do well, perhaps better than anyone else. Take pride in what you can do. But also see that most great things are done with the help of others, or with you giving others your help," Williams said.

At the end of the day, under the famous Dale Chihuly glass display in the Kohl Center, the guys presented gifts for the WATDA staff, and were warm in their thanks.



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