

Dealer POINT

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inside |

Dealers make the difference

BY MARY ANN GERRARD

“Your dealer was terrific,” and “he really brought the issue home by talking about jobs” were just some of the very positive comments WATDA received about Tom Thorstad’s (Thorstad Chevrolet, Madison, Wis.) participation in the business press conference regarding sweeping liability policy changes that were included in the original version of the Governor’s budget. Thorstad focused on jobs and fairness. The policy changes would have encouraged more litigation and a much less competitive Wisconsin.

Auto and truck dealers joined business groups across Wisconsin in contacting legislators to tell them they must not change our civil liability laws. It was an uphill fight because Democratic legislators are typically sympathetic to trial lawyers and their cause for the “little guy,” but this onerous issue was defeated because citizens like Thorstad all across Wisconsin made legislators see how costly these changes would be to businesses and consumers.

In the 2009-2011 legislative session, WATDA, along with the help of many dealers, has been fighting battles from defeating the change in civil liability laws, to preserving the trade-in credit to encouraging the Governor’s veto of the budget provision that would have allowed Educators Credit Union to retail automobiles indefinitely.

Our very successful effort to preserve the trade-in credit again owes much to all the dealers who stepped up to contribute time and interest. The trade-in credit task force:

Roger Schlegel, Chairman, Heritage Chevrolet, Tomahawk; Pat Baxter, Kayser Ford, Madison; Pat Donahue, Wilde Toyota, Waukesha; Mike Hutson, Ray Hutson Chevrolet, LaCrosse; Jim Tolkan, ADAMM, Milwaukee; Don Morrison, John Amato Hyundai Mazda, Milwaukee;

and Jim Tessmer, Jack Safro Toyota, Brookfield gave a day of their time to help us insure we had the right PR firm to craft our messages.

In the fall of 2008 dealers contacted legislative candidates to make sure they understood how important the trade-in

Assembly, Mike Sheridan at his dealership. These were just a few of the many dealer to legislator contacts that helped preserve the trade-in credit. Legislators needed to hear directly from their dealer constituents, these face-to-face, phone call or letter/e-mail contacts



Tom Thorstad, second from left, at the press conference opposing the change in the civil liberties law.

credit is to dealers and their customers. And your WATDA staff organized many meetings where dealers presented the case to legislators throughout the beginning of the 2009 legislative session.

In short, our “Don’t Tax My Trade-In” campaign was relentless. The idea being to kill the thought of tapping into the revenues that could be collected from a sales tax on the entire vehicle purchase to fund roads. At one point, in a very good sales year, the legislature had documentation showing the cost of the trade-in credit is \$90-100 million a year.

Dealers hosted meetings to showcase

This onerous issue was defeated because citizens like Thorstad all across Wisconsin made legislators see how costly these changes would be to businesses and consumers.

the issue. Jim Brickner, Brickner Park City in Merrill and Roger Schlegel, Heritage Chevrolet, Tomahawk, helped explain the problem to Senator Jim Holperin, chair of the Senate Transportation Committee. John O’Malley, O’Malley Automotive, Wausau invited many of his fellow dealers for a round table with Senator Russ Decker, Senate Majority Leader to again hit on the value of the trade-in credit. Dick Stockwell, Rock County Buick & Honda hosted a dealer discussion with the leader of the State

were invaluable.

“I’ve been a lawyer, a lobbyist, a grass roots organizer, actually the only thing I haven’t done lately is sell cars,” Ralph Gentile of Frank Gentile Toyota in Racine told the WATDA Board of Directors in June as he recounted his tireless efforts to get Educators Credit Union (ECU) out of the business of selling cars. The battle against ECU retailing vehicles had been, until the end of May, fought mainly at the state agency and court level, however toward the end of the state budget process, in fact at 5 a.m., Representative Corey Mason of Racine, very stealthily inserted a provision in the final Joint

Finance Committee action on the budget. That provision allowed ECU to continue retailing vehicles indefinitely. As you can imagine after that

secret motion there was much scrambling, many phone calls, meetings and pleadings by WATDA and dealers to get the evil provision removed. Since this was a budget held together with bubblegum and rubber bands changing budget language could have caused the whole document to unravel.

But Racine area dealers Gentile, Dave Lynch, Lynch GM Superstore, Burlington; Andy Palmen, Palmen Motors, Racine; Frank D’Acquisto,

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FROM AROUND THE STATE | Changes

Jon Lancaster Toyota/Scion has expanded its Madison dealership by about 40 percent, including more space for new car delivery, a bigger customer lounge and a new express lube shop. The building now has an additional seven new high-tech service bays. A public dedication christened the renovation on July 14 with officials including Gov. Doyle and Toyota Motor Sales executives Jim Colon and Michael Rocco.

Bembenek Chrysler Jeep Dodge, Rhinelander, survived the Chrysler dealer consolidation but couldn't continue with the loss of the company's financing corporation. Owner Larry Bembenek was notified in early July of GMAC's decision to stop financing his inventory. Bembenek said the hardest part of closing his business is seeing the team he assembled break apart.

In August, **Chad and Todd Koehne** became owners and managers of the former Gustman's GM dealership in Marinette, which had been run by the Gustman family for three generations. Koehne's have been successfully operating the former Augustine Motors, a GM dealership in Oconto, since 2007.

Former Green Bay Packer strong safety LeRoy Butler and partner Scott Wilson have purchased the **Racette Ford** dealership in Waupaca. The pair met while Butler was playing for the Packers and Wilson was working for Bergstrom Automotive. Butler has remained visible in Wisconsin after his playing days, doing public speaking and work for his charitable foundation and appearances in advertising. He intends to move to the area and become involved in the community.

"This gives me chance to be leader not only in this community but in the state," Butler said. "We'll be the only minority Ford dealer in Wisconsin."

Griffin's Hub Chrysler Jeep Dodge moved into the former Bob Tolkan Pontiac Buick GMC dealership in mid-September. The dealership opened immediately with plans to remodel to a state of the art facility over the next 12 months. "This is a wonder-

ful opportunity to serve a larger market area," said owner Jim Griffin.

Stark Automotive Group, which has six dealerships around the state, will open a used car dealership in the village of Plover. The move fills a vacant building that was already zoned for a dealership but was empty for more than a year. Stark operates two dealerships in Merrill, one in Wausau, and three more in the Madison area. "This is kind of right in the middle of the other Stark

locations," said Rick Hubacek, general manager of the Plover location.

Gandrud Auto Group recently broke ground for a new Nissan dealership next to the Chevrolet dealership on Auto Plaza Drive in Green Bay.

The 42,550 square foot facility will feature an eight-car showroom, ten bay service department and a 1,759 square foot parts department and expects to employ 30 full- and part-time people.

CENTER STAGE | Awards, honors, milestones



LEADERSHIP CHANGES AT ADAMM

After nearly 20 years on the job, Auto Dealer Association of Mega Milwaukee (ADAMM) President Don Hansen retired on June 30. Don plans to spend time at his Northwoods retreat, enjoying nearby hiking and cross-country trails and just plain relaxing with his wife Carol. Congratulations Don and Carol-enjoy your well-deserved new lifestyle.

Jim Tolkan has been named the new President of ADAMM, the metropolitan Milwaukee new car dealers association. Jim comes to the position from his family dealership, Bob Tolkan Buick, Pontiac, GMC, which recently closed



after 39 years in business.

Tolkan has experience serving his fellow dealers, as he has twice chaired the ADAMM board, has served as WATDA board chairman and recently held the role of Wisconsin's NADA Director.

All the best to you Jim; we look forward to continuing the strong ADAMM/WATDA partnership.

Daniel Toycen, Toycen Motors, Bloomer, has been reappointed for a second term as chairman of the 15 member Friends of St. Joseph's Hospital Board of Directors. The Friends of St. Joseph's Hospital works closely with the hospital's development office to encourage philanthropic support through lifetime and estate gifts. Toycen, owner of three area dealerships is an active community member, serving on several boards and committees in Chippewa County. Among them are the Feed My People Food Bank, Bloomer Community Visitor Center, M&I Community Bank Board, and the Foundation of WATDA.

Eugene Mueller of Juneau celebrated his 90th birthday at his GM dealership on May 20. Eugene still answers the phone and takes the deposit to the bank most days at Mueller Automotive, which is operated by his son Mike and



Mike, Eugene and Barbara Mueller. Photo by Paul Marose, Dodge Co. Independent News, Juneau.

daughter-in-law Barbara. The Muellers are celebrating 84 years of auto sales and service.

Rock County Buick Pontiac GMC Honda, Janesville, the dealership that Clayton Stockwell and David Williams started in 1939, recently celebrated its 70-year anniversary. The business began as Rock County Buick Garage on the first block of East Court Street. The business, now run by Clayton's son Dick Stockwell, has grown and diversified greatly. It moved in 1969 to its current location at Milwaukee Street and Wright Road.

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Dealer POINT

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OBITUARIES |

BRIAN DOUGLAS SMART

Brian Douglas Smart, age 52, died at St. Mary's hospital on Friday, May 15, 2009, of acute pancreatitis and congestive heart failure. He was born October 21, 1956, the second of four boys to F. James and Avis (Splies) Smart in Madison, Wis. As a young man Brian was an athlete, playing football and basketball in high school and excelling at snow skiing and water sports. All of his life he loved boating and was part of the Madison Lakes Yacht Club, which met regularly during the year.



He graduated from Verona High School in 1974, and received a two-year Associate Degree in Business from MATC (with honors), eager to join his older brother and father in the family business, Smart Motors. Brian loved the automobile business, but more than anything he was a "people" person. If you were his friend, you were part of his family.

In 1985, Brian met Nanci Vitale, a young widow with two small boys, and they became life partners. He and Nanci raised the boys, Cory and Joe, together and he took great joy in seeing them grow into fine young men. Joe married and had a son, Emersen, and a daughter, Isabella, and no one was prouder than Brian to be a grandfather. He beamed when he passed around their latest photos. And when Cory married Heather Peek on the Outer Banks of North Carolina, Brian rejoiced at another family milestone.

When Brian's father, F. James, died in December, 2006, the family business was passed on to the two oldest sons, James R. and Brian, who had both grown up in the business. They worked their way up from washing cars, mopping floors, working in the parts department, etc., until they finally

earned their wings. They looked forward to spending the rest of their lives together, moving Smart Motors forward.

Brian was preceded in death by his father, F. James Smart. He is survived by his partner, Nanci; children, Cory (Heather) and Joe; grandchildren, Emersen and Isabella; his mother, Avis; his aunt, Janet Smart Emmerich; his brothers, James R. (wife Toni, daughter Hannah); Richard (children, Richard and Erika, granddaughter Bostyn); and Andrew (wife Meg, children, Kendall and Jacqueline). In lieu of flowers memorial may be made to the Madison Lakes Yacht Club, P.O. Box 7032, Madison, WI 53707, or to HospiceCare Foundation, Inc., 5395 E. Cheryl Parkway, Madison, WI 53711.

JIMMIE JENKINS

Jimmie Jenkins, 79, died October 22, 2009.

Jimmie became owner of Jenkins Imports, Inc. on October 1, 1976 and continued his steadfast commitment daily for 33 years.



Beloved husband of Mary (nee Dycus). Beloved father of Malinda (William) Feest, Steve (Malou) Jenkins, Gail (Thomas) Langer, and Greg (Barb) and Thomas (Kim) Jenkins. Further survived by grandchildren, great-grandchildren, three sisters, three brothers, other relatives and friends.

Memorials would be appreciated for St. Jude Children's Research Hospital, 501 St. Jude Place, Memphis, TN 38105.

WILSON J. BOLDT

Wilson J. Boldt, 95, of Platteville passed away Monday, July 13, 2009 at southwest Health Center Hospital, Platteville.

He was born May 13, 1914, at

Cunningham Hopsital, Platteville, son of Edward H. and Edith H. (Heins) Boldt. He attended the Blockhouse Grade School and Platteville High School.

He married Vera Kettler on June 30, 1937 in Belvedere, Il.

Wilson farmed in rural Platteville, Mitchell Hollow Road for 10 years. In 1944, he joined Andrew Brothers in Platteville as a farm manager and seed house manager. After a few years, in 1947, he started County Seedmen, Platteville, selling certified seeds and fertilizer to local farmers until selling the business in 1968. In 1961, Wilson and Francis Piquette opened a garage and new car franchise, Pioneer Ford, a family corporation.

He was a member of the Lutheran Church of Peace where he served on the church council. He was very active in the community. He was a forerunner of the current chamber of commerce in Platteville, where he was an ambassador. He served on the Dairy Days committee for years. He was a director of the Mound City Bank Board for 30 years, retiring in 2005, a member of Odd Fellow's, Southwest Auto Club. In 2008, Wilson received a lifetime service award from the Platteville Chamber of Commerce.

Surviving are his wife of 72 years, Vera, of Platteville; two children, Ron (Karen) of Platteville, and Terry Boldt of Waukesha; four grandchildren, Tim (Angie) Boldt, Tracey McMahon, Gioella Fazzari and Marina Fazzari; six great grandchildren; sisters-in-law, Delta Kettler and Norma Denner; and many nieces and nephews. He was preceded in death by his parents.

Memorials may be given to the Wilson J. Boldt Memorial Fund.

ROGER HANDEL

Roger "Pudge" J. Handel, 77, Medford, died Tuesday, Sept. 29 at his home, under the care of his fam-

ily and hospice. Roger Handel was born September 20, 1932, in the Town of Little Black to Otto and Helen (Hemberger) Handel. A 1950 graduate of Medford High School, he served in the United States Air Force from 1950 to 1954.

On June 7, 1958 at Sacred Heart Catholic Church in Stetsonville, he married Arlene Danen, who survives. Before and after serving in the Air Force, he worked at Handel Motor Company in Stetsonville and later Medford for most of his life. From 1965 to the present, he co-owned with his brother, then owned and operated the business. In the early 1950s they started Handel Evergreen Tree Farm, which he still owned.

He was a member of Holy Rosary Catholic Church, Wisconsin Christmas Tree Growers Association, Wisconsin Auto & Truck Dealers Association, Medford VFW Club and life member of Stetsonville American Legion Club. He enjoyed John Deere tractors, going to automobile auctions, his pond and fish and Christmas trees, his grandchildren, retreat at Willow Lake and his dog, Queenie.

In addition to his wife, survivors include six children, Douglas (Susan), Karen (Brad) Dahlvig, Daniel, David (Jane) and Al (Toni), all of Medford, and JoAnn Handel of Aurora, Ill.; a sister, Marian Hansen of New Berlin; a sister-in-law, Eileen Handel of Medford; ten grandchildren, Ellie, Quay and Laney Handel, Alexis Handel-Erdrich, Ember, Katie and Eric Dahlvig, Maxx and Chase Handel and Nick Wisnewski; and two great-grandchildren.

In addition to his parents, he was preceded in death by his brother and business partner, Gerald in 2005; a brother-in-law, Robert Hansen in 2003; and a granddaughter, Franny Handel.

The family requests memorials in his name to Holy Rosary School.

CENTER STAGE

CONTINUED FROM PAGE 2

Lakeside International Trucks, with locations in Milwaukee, Random Lake, West Bend, Janesville and Sturtevant has received the prestigious International Circle of Excellence Award—the highest honor an International dealer principal can achieve from the company. Lakeside International is one of only 26 International dealers in the world who earned this recognition. This award also recognizes the effort and dedication of all the dealership's employees. This is the 14th time Lakeside has been honored with this award.

"This award is special because it recognizes the hard work and professionalism we bring to customers in the southern Wisconsin area," said Bill Reilley, Sr. president, Lakeside International Trucks. "Working together our dealership team achieved Circle of Excellence status this year."

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Keith Kocourek's good deeds don't go unnoticed

BY SHARYN ALDEN

Keith Kocourek, owner of Kocourek Chevrolet in Wausau firmly believes that everyone has a responsibility to give back to their community. That's exactly why Kocourek wears a lot of hats.

Pilot, long-time mentor, active community leader, husband and father, he has a passion for connecting with and reaching out to people in the community that he loves.

Kocourek is also a successful auto dealer who currently has 125 employees, four dealerships and 10 franchises. While most people have many jobs in their careers, Kocourek Chevrolet is only the second place that he has ever worked.

Twenty-two years ago, he started working at the auto dealership in Wausau and 12 years later he became its owner. "We just celebrated our 10th anniversary of ownership this September," he proudly points out.

In the interim, Kocourek is a volunteer pilot for Angel Flight Central, which pilots supplies and organs to those in need. He is also a Big Brother with Wausau's Big Brother Big Sister Program, and his company helps The Neighbor's Place, a local food pantry by picking up and delivering food daily.

AN ENTREPRENEUR BLOSSOMS

That road to success, though, didn't happen overnight. "Not a day goes by

that I don't pinch myself to make sure I'm not dreaming," said Kocourek, "I came from nothing," he said honestly, "from a family of six kids in Manitowoc. If you wanted something you had to work for it."

That's exactly what he did when he was 16 years old and needed a car. He started washing vehicles at a local dealership, and the rest, as they say, is history.

When you grow up working with automobiles, it can't help but influence you to live a life around cars.

It's hard to know exactly, but Kocourek's first job as a car washer might have been the catalyst that fueled his interest in working in the auto industry.

Along the way, the seeds for helping others in need were planted. His basic philosophy centers on the concept that when good things happen to you, it's time to give back to others.

LEADERSHIP AND INSPIRATION

As a volunteer pilot with Angel Flight Central, a non-profit organization that offers free transportation to people in crisis, Kocourek has helped many people in critical situations. In one situation, a former U.S. Army soldier and his wife had to quickly move from one location in the Midwest to another. That meant they had to temporarily leave behind their hospitalized premature child who was in a critical situation.



After the child was well enough to travel, Kocourek flew the baby from Minnesota to her new home in Michigan.

Every month, Kocourek also flies to Morey Airport in Madison to pick up breast milk and deliver it to the Mother's Milk Bank at Ohio State

University where it is subsequently distributed to babies in need.

Nourishment was also on his mind when an idea about giving back to the local food pantry was launched. It all started in the fall of 2007 when Kocourek hosted a Halloween party with about 300 people in attendance.

CVR

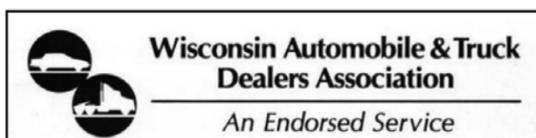
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Kocourek is a volunteer pilot for Angel Flight Central, which pilots supplies and organs to those in need.

“We started talking about making a difference in the lives of people who are hungry. We decided to ask people, by way of an invitation, to make a donation. The result was 135 bags of groceries from numerous people. It was the biggest single donation that The Neighbor’s Place had received.”

From that success, the idea evolved to help out on a daily basis. “Early this past summer we began a daily shuttle service of picking up and delivering food to the food pantry,” he said.

MOTIVATING OTHERS

Kocourek is very proud of the fact that he and his wife Linda have been known as a “Big Couple” within the context of the Big Brother Big Sister Program of Wausau. It all started when Keith and Linda mentored Charlie Sann as a Big Brother 18 years ago. Throughout the years, the Kocoureks were not only mentors, but the two families also became friends.

“Our families have taken vacations together, and Charlie’s mother, Sally, has babysat for our daughter, Paige, who is now 12 years old,” said Kocourek.

Perhaps the most exciting result of this mentoring relationship is the fact that Sann, now 24 years old, has worked his way up from washing cars at the dealership to his current position in finance.

Kocourek explains, “Charlie has been with our company for about eight years starting out washing cars at 16—the same age I was when I washed cars at another dealership. After he graduated from Northwood University in Midland, Michigan, focusing on a career in automotive management, he came back to Wausau and worked in sales and worked in our Internet department. Today, we are very proud to have him in the finance area of our business.”

Kocourek stresses that giving back and reaching out to others means doing it for the right reasons.

This is a recent case in point. When a young girl knocked on the door of the Kocourek home selling candy bars for her school, Kocourek bought the nine candy bars which were all the bars the girl had left. They were priced at \$1 each and he gave the seller \$25 but he didn’t accept any of the candy bars.

His generosity sparked interest from the candy seller’s mother who was looking on nearby. “She recognized the dealer plates on my car in the driveway,” said Kocourek. “She said ‘I know you!’ She surprised me by thanking me for the dealership’s support of her daughter’s school and other community services we’re involved in.”

Kocourek said this situation is a good example of how he views community outreach. “If you do something worthwhile for the right reason, it will reward you. It may sound like a cliché, but I’ve found it to be true. The more you give, the more you’ll get in return,” he said.



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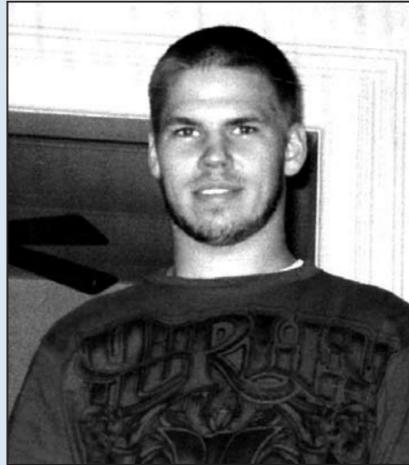
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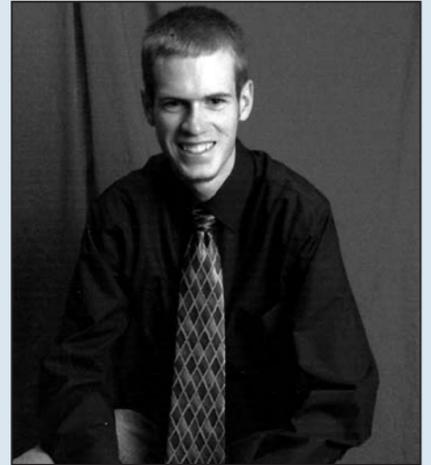
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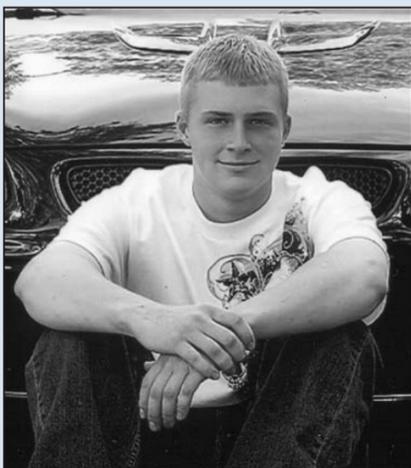
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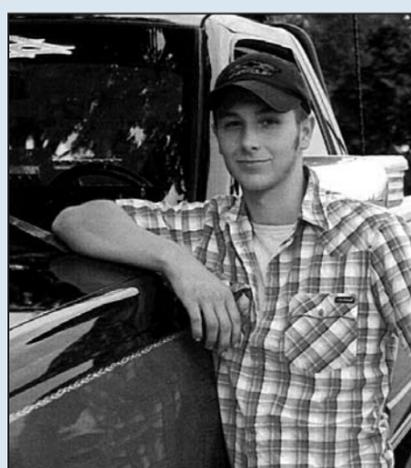
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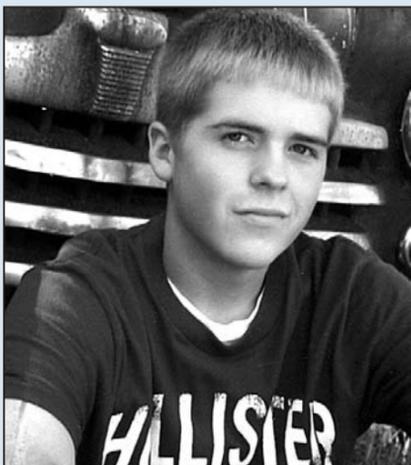
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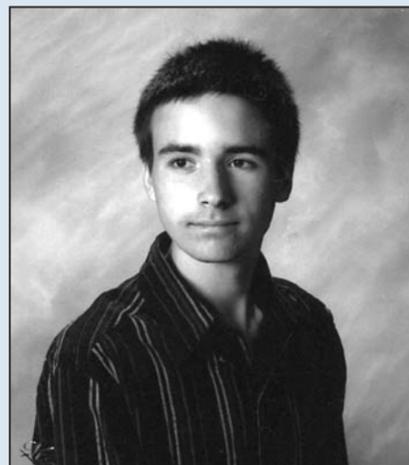
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NOT PICTURED:

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Josh Barnhart, Oconomowoc, Wis., Ewald Chrysler-Kia-Suzuki, Oconomowoc, Wis.,

Eric Bichler, Belgium, Wis., Five Corners Chrysler Dodge Jeep, Cedarburg, Wis.

Aaron R. Blawusch, Sun Prairie, Wis., Badger Utility, Madison, Wis.

Brian Bronikowski, Sussex, Wis., C. Hoffmann Service Inc., Sussex, Wis.,

Allen J. Czarnecki, Jr., Dousman, Wis., Griffin Ford Inc, Waukesha, Wis.

Heather Davis, Racine, Wis., Fleet Maintenance Council of SE WI, Milwaukee, Wis.

Edgar Delgado, Beloit WI, Finley-Dencker Buick Pontiac GMC, Beloit, Wis.

Ben Ebert, Oregon, Jon Lancaster Inc., Madison

Paul J. Eicher, Cross Plains, Wis., Zimbrick Inc., Madison, Wis.

Tyler Engel, Racine Wis., Palmen Pontiac Buick GMC, Racine Wis.

Stuart Everson, La Crosse, Wis., Fleet Maintenance Council of Southeastern Wisconsin, Milwaukee, Wis.

Christopher J. Frisque, Cottage Grove, Wis., Zimbrick Inc., Madison, Wis.

Brian Fromm, Grafton, Wis., Schmit Ford-Mercury, Theinsville, Wis.

Sean Garcia, South Milwaukee, Wis., Fleet Maintenance Council of Southeastern Wisconsin, Milwaukee, Wis.

Mark A. Griffin, Waterloo, Wis., Collins-Sorrentino Management Company Madison, Wis.

Logan Hormig, Cross Plains, Wis., Zimbrick Acura, Middleton, Wis.

Tim Huber, Stoughton, Wis., Smart Motors Inc., Madison, Wis.

Seth Immel, Malone Wis., Service Motors Inc., Fond Du Lac, Wis.

Eric D. Jahnke, Big Bend, Wis., Wisconsin Kenworth-GB, Green Bay, Wis.

Benjamin J. Johnson, Necedah, Wis., Mark Motors Automotive, Plover, Wis.

Jacob Kaat, Oregon, Wis., Smart Motors Inc., Madison, Wis.

Greg Katzke Jr., Merrill, Wis., O'Malley Cadillac & Honda, Wausau, Wis.

Thomas J. Klock, Marshall, Wis., Smart Motors Inc., Madison, Wis.

Kieron Kohlmann, Racine, Wis., Technicians of Tomorrow Winner

Nick Kuik, Fond du Lac, Wis., Holiday Automotive, Fond Du Lac, Wis.

Rangel Lopez, Milwaukee, Wis., Dodge City of Milw. Inc., Milwaukee, Wis.

Kyle Lucier, Racine, Wis., Lakeside Intl. Trucks Inc., Sturtevant, Wis.

Jacob Luebke, Elkhorn, Wis., Horter Chevrolet Pontiac Inc., Mukwonago, Wis.

Tim McMullen, Neenah, Wis., Bergstrom Saturn of Appleton, Appleton, Wis.,

Brandon Nordstrom, Stoughton; Madison Mack Sales, Inc.

Cody A. Olszewski, Milwaukee, Wis., Don Jacobs Toyota, Milwaukee, Wis.,

Eric Peterson, Neenah, Wis., Bergstrom GM Neenah, Neenah, Wis.

Jason Postl, Green Bay, Wis., Ivan Gandrud Chevrolet Nissan, Green Bay, Wis.

Jonathan Ramczyk, Racine, Wis., Technicians of Tomorrow Winner, Frank Boucher Chevrolet Inc., Racine, Wis.

Thomas M. Stamborski, Muskego, Wis., Foundation Friends

Dariusz J. Szczerba, Milwaukee, Wis., Gordie Boucher Nissan, West Allis, Wis.

Nate Tryon, Fond du Lac, Wis., Service Motors Inc., Fond Du Lac, Wis.

Program Awards

Student, hometown, sponsor



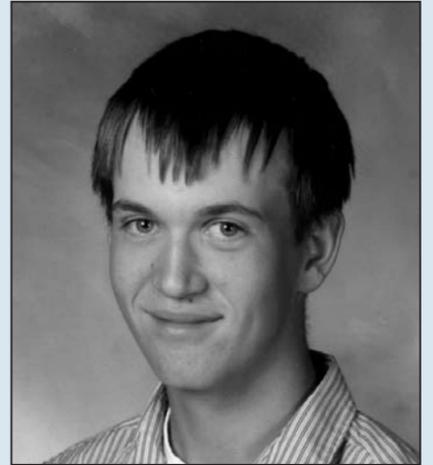
Benjamin R. Juve
Stoughton, Wis.
Conant Automotive
Stoughton, Wis.



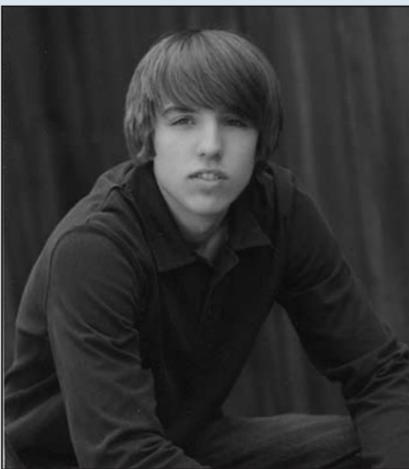
Ashley M. Konicsek
DeSoto, Wis.
Brenengen Chevrolet Inc
West Salem, Wis.



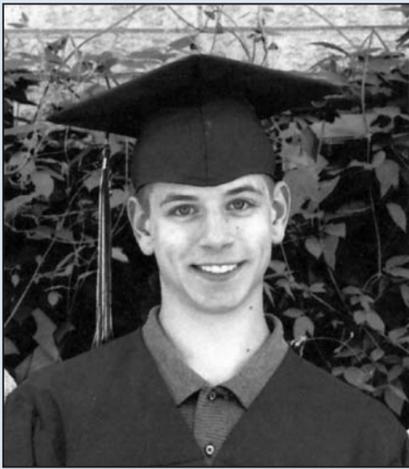
Matthew J. Kusek
Union Grove, Wis.
Fleet Maintenance Council of
Southeastern Wisconsin, Milwaukee, Wis.



Andrew K. Larson
La Farge, Wis.
La Farge Truck Center
La Farge, Wis.



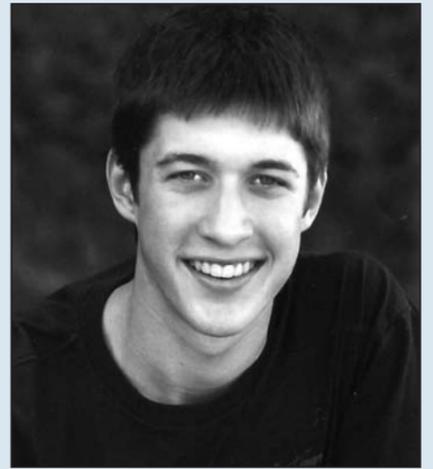
Morgan R. Larson
Rhineland, Wis.
Parsons of Eagle River Inc
Eagle River, Wis.



Mathew Melk
New Berlin, Wis.
Holz Motors Inc
Hales Corners, Wis.



James R. Nessler "Jimmy"
Ladysmith, Wis.
Toycon of Ladysmith Inc
Ladysmith, Wis.



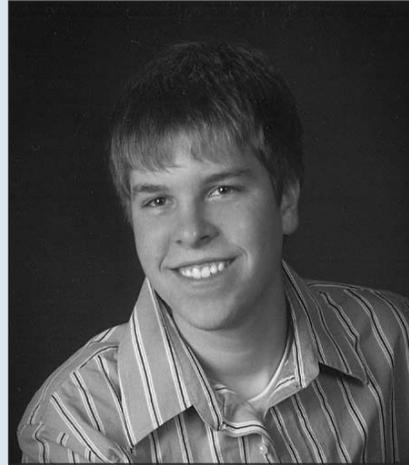
Jon Niebuhr
West Salem, Wis.
Brenengen Chevrolet Inc
West Salem, Wis.



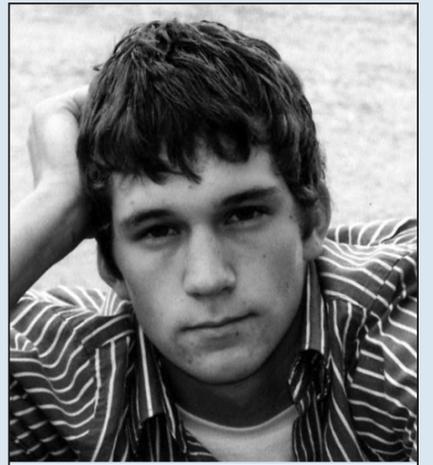
Tim Pagel
Jefferson, Wis.
WACTAL
Waukesha, Wis.



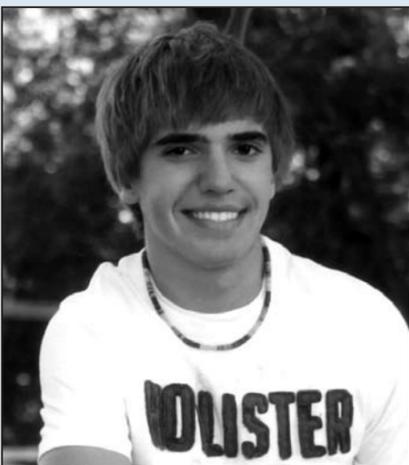
Steven J. Rice Jr.
South Milwaukee, Wis.
Arrow Hyundai
West Allis, Wis.



Brent J. Runge
Mukwonago, Wis.
Foundation Friends



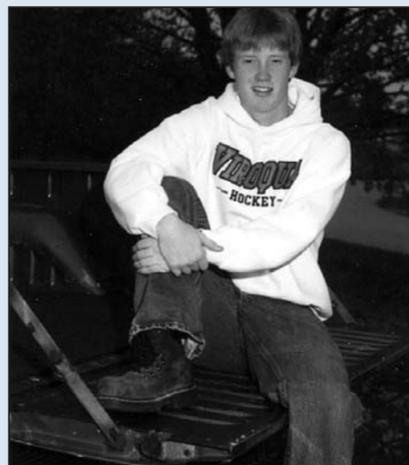
Justin Schell
Sauk City, Wis.
O'Donnell's Truck & Body, Inc.
Prairie Du Sac, Wis.



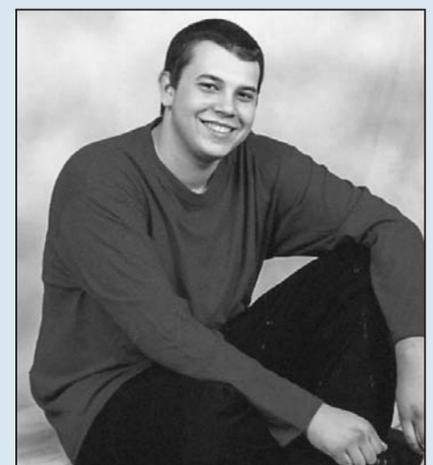
Travis J. Shilts
Fort Atkinson, Wis.
Foundation Friends



Timothy M. Sparks
Sturtevant, Wis.
Ewalds Venus Ford Inc
Cudahy, Wis.



Christopher T. Steele
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At left, the Senior Care Insurance Services team: Bill Kumpf (seated) Kevin Kumpf (left) Financial Planner Brian Brown (right)

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Dealers make the difference

CONTINUED FROM PAGE 1

D'Acquisto Motors, Racine and many others relentlessly worked to remove this item from the budget. Frank D'Acquisto even made a personal visit to the other author of the abhorrent provision Senator John Lehman to try to talk some sense.

While we were all working the angles at the halls of the legislature, we were also working with the Governor's office to put the issue on his radar screen for a veto. Vern Trecek, Trecek Automotive; Ron Thorstad, Thorstad Chevrolet; Jon Lancaster, Jon Lancaster Toyota and Andy Schlesinger, Andrew Chevrolet Nissan, and many more, all made personal contacts with Governor Doyle to encourage his veto of the ECU provision. The Governor came through for dealers, sending a clear message that he did not want credit unions retailing vehicles in Wisconsin.

These issues, all of them important, could have severely affected your dealerships in the future. All three issues had dealers standing up to legislators, explaining the impact on the car business.

Today legislators are absolutely inundated with lobbyists and special interest groups pulling at them for attention. In order to protect dealerships, dealers are seeing the need to be involved, be known and step out in the political process.

We have highlighted a few of these dealers in this article and truly appreciate all their lobbying efforts but we also know there are many more of you out there who we have not highlighted who have made these victories possible. Thank you.

Flyers explain need to preserve trade-in credit

The fight to preserve the trade-in credit will surely come back as an issue in the next legislative session. Tight state budgets will continue to force legislators to look for new funding.

We need to continue to let customers know they save money on the sales tax when they are trading in a vehicle. We need to keep educating the public so they will help make the case for saving the trade-in credit.

We have new flyers for you to hand out in every transaction. The flyers are just a good explanation of the benefit. Please call us at 608-251-5577 if you would like to feature these flyers in your dealership.

Here's the story of a benefit you might not know you have.



As long as Wisconsin has had a sales tax, consumers have received a sales-tax credit for their trade-in vehicle's value.

That means you pay tax on the difference in value between the vehicle you're buying and the one you're trading in — not on the full price of the purchased vehicle.

Savings examples:

	A	B	C
Cost of vehicle purchased	\$17,000	\$25,000	\$34,000
Value of vehicle traded in	\$5,000	\$10,000	\$15,000
Total value of transaction	\$12,000	\$15,000	\$19,000
Your trade-in credit savings*	\$250 - \$280	\$500 - \$560	\$750 - \$840

*Savings varies with the sales-tax rate in your county.

Searching for new revenue, some state lawmakers have considered eliminating the trade-in credit before but have left it intact. Let's keep it that way!

- Your Wisconsin vehicle trade-in credit makes good sense:
- You paid sales tax on your trade-in when you bought it. Why pay on it again? That would be unfair double taxation.
 - We've been through some tough times; now is no time to increase your costs by taking away the trade-in credit.
 - If you're looking to buy a vehicle that gets better gas mileage and is easier on the environment, eliminating the trade-in credit would make that more expensive.
 - Axing the trade-in credit would be a major tax increase.



The Benny Card is a no-brainer.



The Benny Card is a low cost, high impact benefit. That's why the Benny Card through WATDA is a "no brainer." Today we're looking for cost-effective ways to help ease the financial squeeze on our employees. Because it works like a debit card, employees aren't paying cash up front and waiting for reimbursement. The Benny Card helps employees and their families get the medical services they need and manage their cash flow. And to sweeten the deal even more, we pay all the administrative fees for them!

Vikki Brueggeman
Human Resources
Zimbrick, Inc.

To find out more about your WATDA's Cafeteria Plan call Jim or Rebecca 608.251.5577 or visit www.watda.org



WATDA Services, Inc.
Cafeteria Plan



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On-line with the director of the top NATEF program

BY GARY BEIER
DEVELOPMENT DIRECTOR,
FOUNDATION OF WATDA

Beloit Memorial High School's Hendricks Center for Automotive Technology Studies recently attained National Automotive Technician's Education Foundation certification in all eight NATEF automotive technology program standards, making it the only school in Wisconsin to carry this distinction.

I recently had the opportunity to interview Peter Raskovic, Program Director of the Hendricks Center, about his efforts, the NATEF distinction and what it all means to students who want to build a career in our industry.

Q: How many students does your program serve annually?

A: Generally we serve about 40-50 students per year, however since we are now the designated "center for excellence" for automotive technology studies, we will be serving students from Janesville, Clinton, Beloit Turner, and Evansville. Those students will take the automotive technology fundamentals class at their district and then come to us for a half-day, all year for two years to study Automotive Technology II and III.

Q: What does this mean to Hendricks Center graduates?

A: For Grads, it means that they are better prepared to take their education to the next level as well as being prepared to continue their technical practicum at the dealership level. It's a two-pronged effect; upon graduation, students must be ready for employment in the dealership as well as being prepared for success at the technical college level. We like to see all of our students go on to technical college to further advance their skills while they are working in the dealership. This combination brings "real-world" experience to the students resume and allows them to actually be more focused in their studies in college. You cannot put a price tag on that!

Q: What is the significance being certified in all of the NATEF program standards?

A: Being the only secondary-level school in Wisconsin history to attain this level of certification is obviously prestigious, but the real significance to our program is that it means we can have more hours to instruct the students and better prepare them for our dealer-partners. Next year will mark my 25th year as an ASE Master Technician. When I look back at my own dealership years, I realize that I am just continuing what my own mentors did for me...they set the bar extremely high and never settled for second-best. I hope that my students will take that away from this program. It's about craftsmanship and pride.

Q: Any closing thoughts you would like to share?

A: Well, I just should mention that being a part of AYES-Team Wisconsin has been a privilege and a highlight of my own personal career. There has been just such an opportunity to grow. As technicians-turned-educators, we all bring different talents to the table. As technicians-turned-educators, we all bring different talents to the table. Foundation members, Ray Pedersen, Gary Beier and Jeff Dowd have really worked so hard in developing this dealer-education partnership. No matter what happens, good or bad, to automotive education outside of Wisconsin, I believe that we will always be a force to be reckoned with as far as quality of training. These men are the real heroes who work tirelessly to make this all

happen. Without them, we could not do our jobs as effectively and none of this would have been possible.

The Beloit Memorial High Automotive Technology I and II programs are lead by Pete Raskovic at the Hendricks Center for Automotive Technology Studies. The center is named in honor of the late Janesville/Beloit area businessman, Ken Hendricks, whose generosity helped to establish the facility – definite plus for students and their instructors.

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SkillsUSA competitors finish strong

JANKE EARNS MEDALLION FOR EXCELLENCE

(Calgary, Alberta) The 40th World Skills Competition has come to a close. In automotive refinishing, Wisconsin's Ben Janke finished 8th in the world championships, scoring 504 points, the highest point total ever by an American competitor in this event at WorldSkills. His performance earned him a special Medallion For Excellence. Janke finished only 14 points below the bronze medalist. Japan, Korea, and Finland finished first, second, and third.

Ben was a 2006 Foundation of WATDA Scholarship recipient, sponsored by the Wisconsin Auto Collision Technicians Association LTD (WACTAL), and a 2008 Graduate of Madison Area Technical College.

Scott Raymond, representing the USA in the auto body competition, came in 13th. Raymond scored 27 more points than our competitor did in Japan's 2007 WorldSkills event. This year's competition was one of the most competitive contests at WorldSkills. Korea finished clearly in first place.

"The Korean wasn't human," joked Raymond. Sources tell us that the Korean competitor spent the last three years training exclusively for WorldSkills, 12 hours a day, 7 days a week, receiving full pay from his government.

"That's pretty hard to compete against," said Mark Claypool, the Team Leader for the SkillsUSA World Team. "The Korean will now be exempt from military service and will return home to cash prizes, national fame and a career for life. Obviously

the culture in Korea is much different than it is here." Finishing second and third were Japan and Norway.

"Our industry has much to be proud of in these two national champions," remarked Claypool. "They worked incredibly hard and both finished their projects which hasn't been done before. Had Ben done a better job with his tinting project he would likely have been in the running for a bronze medal, that's how close it was."

SkillsUSA would like to thank Lowe's ASE, and others for their financial support as well as DuPont, Snap-on, and others who helped make this event possible for the USA.

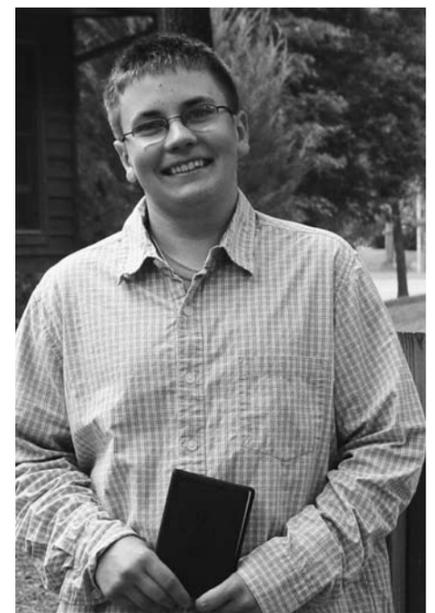
Winning a silver medal in automobile technology was Jack Frederick from Pittsburg, Kansas. Frederick scored a total of 550 points earning him the "Best in Nation" award.

"This young man truly knew his stuff," stated Claypool. He's spent the better part of the past year training hard for the event in Calgary and it showed."

The 40th WorldSkills Competition featured 41 competitions, and over 900 competitors from 51 countries. The next WorldSkills event will be held in London in October 2011.

*Reprinted with permission
Iowa Collision Repair Association*

RAWHIDE PROFILE | Alex



My name is Alex, and I am 16 years old. I am from Fond du Lac County and have been at Rawhide for a total of 12 months.

My favorite things to do include crocheting, working on cars, fishing, football, making pillows, and playing pool. I really enjoy working at the Pennau Prep Center (Rawhide's mechanical education center) and spending time with my family and friends. My hope is to attend technical college and complete a certified mechanic training program. Most importantly, I plan to keep Christ in my life and help others who are in need.

I first gave my life to Christ during my original stay at Rawhide. It was on a trip to Silver Birch Ranch and hearing Pastor Conrad that helped me gain my salvation. Temptations continued after giving my life to Christ, and I ended up getting discharged from Rawhide for six months. Since doing that, Christ helped me through those problems and got me back to Rawhide. He has helped me move up in rank within the Aylward Home (a youth home at Rawhide) and get a job as well.

In January of this year I rededicated myself to Christ and asked Him to change my life. I've done so well this time around and finally get to go back home soon. None of this would have been possible without Christ in my life; and if it wouldn't have been for Rawhide, the temptations would still be winning. I didn't even plan on making Student of the Month, but it was God's plan.



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Generosity is a core value at Eau Claire Ford

BY SHARYN ALDEN

It's a noble perspective – to want to make worthwhile contributions in your community – but not everyone moves from the wanting to do something to actually doing it.

That's what sets Rick and Sherry Mohr, owners of Eau Claire Ford, apart. They have made their commitment to making a difference in their community a top priority at their dealership.

Every year the dealership donates to local schools, non-profits, small town volunteer firefighters, service organizations, people who are raising money for those who need help paying medical bill and so much more. The list goes on and on.

"There are so many needs that tug on our hearts that we try to participate in as many charitable causes as we can," said Sherry Mohr.

Even with the monumental community efforts that the dealership puts forth, Mohr said they still feel they do not do enough.

Rick is an active board member, treasurer, and volunteer at the local training center for mentally and physically challenged individuals. He also is involved as the lead sponsor of the organization's annual golf benefit.

Sherry Mohr, marketing director for the dealership, is also one of Eau Claire Ford's two nationally certified technicians who install and inspect infant and child protective seats. She and a colleague perform free onsite checks of seats in any vehicle.

Because giving is an important priority, it's part of the overall planning process. "We take a hard look at investing and volunteering on an annual basis, and then we do a couple of things in a big way," Mohr said. She said they set aside money each month for hard working volunteers who are seeking

donations for various causes.

The Ford Motor Company recognized the dealership with the prestigious "Salute to Dealers" award earlier this year for Eau Claire Ford's outstanding charitable support of their community.

The Mohr's daughter Keena, 18, is a college student, and son Jason, 23, works part-time at the dealership. The family moved to Eau Claire from Sioux Falls, South Dakota where Rick was the GSM at Sioux Falls Ford, Pontiac Cadillac Hummer and Saturn of Sioux Falls before purchasing his first dealership, Eau Claire Ford in 2003. In 2006, the dealership expanded with the purchase of the Lincoln Mercury franchise.

LEADING THE WAY

Even though the dealership has a strong commitment to charitable support, Mohr said, "We see many of our local dealers as well as dealers across the country donating their time and funds to charity. "I believe our industry is a leader in community involvement."

If the Eau Claire Ford dealership had a motto about giving to others it might be this: "We consider our giving budget as strictly giving for giving sake. We feel it is not necessary that we receive recognition for these efforts," Mohr said.

It's amazing what difference a dealership can make in its community when the leadership at the top strongly believes in community outreach.

The dealership inspires giving. Mohr said, "We try to get our staff involved in community projects because it teaches them to think of others without personal gain. When you help others, you're also developing leadership skills."

When it comes to Red Cross blood drives, Eau Claire Ford steps up to the plate in a big way. "We host quarterly



Employees compete for the best Halloween designed vehicle and dress up for the "Trunk 'n Treaters."

blood drives in our showroom so it is easy for all staff members to participate," she said.

"We also host an annual Trunk 'n Treat at Halloween. Our staff dresses up and decorates the back of trunks and trucks for the 'trunk and treaters' event. We hire a youth group to give us a hand the Monday before Halloween so we have a fun and safe Halloween." And that is just two examples of the dealership's charitable community events.

AN INSPIRED ROAD TO SUCCESS

The way you conduct business can make all the difference when it comes to ongoing success. "We're passion-

ate about making time available for employees to give back to the community. We are really into paying it forward," Rick Mohr said.

Eau Claire Ford is doing more than reaching out to the community they are also giving their employees reasons to smile in the process. Mohr said they print and design about 500 "Nice Notes" each month. "We realize everyone gets stressed out and can benefit from positive words."

The dealership inspires people to look at the good side of life. "Our staff and some of our customers, give us positive quotes to pass on. We print these and set them out in the restrooms, by the coffee area, and other parts of the service areas so people can take them and pass them on."

It's just one more way the Mohrs are making a difference and paying good deeds forward.

SALUTE TO DEALERS AWARD

For the past nine years, the Ford Motor Company has honored dealers across the U.S. and Canada for their outstanding dedication to their communities.

In 2009, Rick Mohr of Eau Claire Ford was recognized with the prestigious Salute to Dealer award. Rick and Sherry Mohr were called "strong community leaders with a generous heart" by Betty Reinike, a fellow board member of L.E. Phillips Career Development Center, the board on which Rick Mohr has served for five years.

The Salute to Dealers award was given to six North American dealers who received the honorary tribute at the ceremony held Jan. 23 preceding the National Automobile Dealers Association (NADA) Convention in New Orleans.



Rick Mohr donates to the American Red Cross Blood Drive inside the showroom.

WATDA staff celebrates anniversary milestones

WATDA staff members honored for five years of service at the annual staff recognition luncheon included (standing) Chris Connor, Insurance Corporation Operations Specialist and Dianne Halverson; Insurance Corporation, Administrative Services Specialist; (seated) Barb Anderson, Insurance Claims Examiner and Gary Beier, Foundation of WATDA, Development Director.



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Wi. Auto Tech. Education Association
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BY MARY ANN GERRARD

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WISCO | John Hackman

REDUCING EXPENSES

In the automotive industry today auto dealers are looking to reduce expenses in their dealerships. As a dealer, wouldn't it be nice if instead of buying from whom-ever, whenever, and at whatever price, you could combine with 600 other dealers and buy from a source that took advantage of that buying power and sold to you at better prices than you could ever get alone?



Wouldn't it be nice if that source handled everything a dealership needed from the biggest equipment in the shop to the toilet paper in the rest rooms and saved you money on all of it? Wouldn't it be nice to be able to reduce the number of vendors you did business with every month? Wouldn't it be nice if you could trust that something you bought from this source was a quality product at a good price?

What if that source would make sure that on every one of your invoices from them that the manufacturer was giving you the correct price and program? On top of all that what if the source at the end of the year paid you cash for doing business with them?

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If your dealership is not a member of WISCO check us out at wisco.com or call 800-274-2319. If your dealership is a member of WISCO, make sure you are using WISCO as much as possible. WISCO has the programs in place but you have to use them to take advantage of your membership and reduce expenses in your dealership.

The entire website has been developed with the hands-on input of their Employer Advisory Committee of which WATDA'S Mary Ann Gerrard serves as a member.

The discussion began by exploring what gets in the way of hiring the disabled. Discussion revealed that employers have fears about hiring people with disabilities; a major fear is that if they do not do it right, they will be sued. Employers, just like everyone else, sometimes fear what they don't know. The disabled are a large untapped pool of employees willing and able to work.

So the first goals of Worksource Wisconsin were to help employers understand how to interview potential employees with disabilities; questions that can be asked regarding disabilities and how to accommodate those who

are disabled.

Contact WorkSource Wisconsin through its website, www.worksourcewi.com and Charlie George at the technical assistance hotline 1-866-460-9602, provides information on all facets of employment available in one place. By providing these resources in one convenient place, WorkSource Wisconsin hopes to make the process of recruiting employees with disabilities easier for employers.

Worksource Wisconsin also addresses another problem frequently encountered by employers and that is retaining employees who become disabled while they are employed. The website and the technical support people at Worksource will help employers identify disabilities, possible accommodations and how to discuss other employee needs.

WorkSource Wisconsin is a not-for-profit organization funded through a Medicaid grant, with the goal of providing Wisconsin employers with accessible and complete information regarding the employment of individuals with disabilities. Through a comprehensive Web site, toll free phone line, and statewide trainings for employers, WorkSource Wisconsin seeks to provide Wisconsin employers with the resources necessary to recruit and retain employees with disabilities.

For more information, visit www.WorkSourceWI.com or call 866-460-9602 for a terrific resource.

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THE BIG WIN SWEEPSTAKES. Abbreviated Rules: NO PURCHASE NECESSARY. Purchase will not improve chances of winning. Open to legal residents of the fifty (50) United States and District of Columbia who are 21 years of age or older by 12/5/09 and are, at the time of the awarding of the prize, employees of a licensed automobile dealership and who are not otherwise ineligible under the Official Rules at the time of entry and at the time of awarding of any prize. To enter, go to dealers.cars.com/bigwin and follow the instructions on the website to register and enter the Sweepstakes. Sweepstakes begins 8/24/09 at 12:00:00AM (ET) and ends 12/5/09 at 11:59:59 PM (ET), by which time entries must be received. Limit one entry per Eligible Entrant. One GRAND PRIZE: a trip for two (2) to the National College Football Championship game on January 7, 2010 in Pasadena, CA, including two (2) game tickets, airfare, hotel accommodations, and one (1) \$1000-VISA debit card (ARV \$6,775 less card activation and administrative fees, if any). Two SECOND PRIZES: one (1) \$2000 Best Buy gift card (ARV \$2000 less card activation and administrative fees, if any). Four THIRD PRIZES: one (1) \$200 Best Buy gift card (ARV \$200 less card activation and administrative fees, if any). ARV of all prizes is \$11,575. Other than in the limited capacity of providing gift cards as prizes, Best Buy and VISA are not affiliated with or a sponsor of this Sweepstakes in any way. Odds depend on number of eligible entries received. Subject to the complete Official Rules available at dealers.cars.com/bigwin. Void where prohibited. Sponsor: Cars.com, a division of Classified Ventures, LLC, 175 West Jackson Blvd., Chicago, IL 60604.