

Dealer POINT

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inside |

Triple crown, plus one

BY BILL NELSON

The Triple Crown ranks as a legendary achievement in horse racing. For Grafton automotive technology instructor Carl Hader and his 2006 competitive teams, they've not only matched that victory total, they've already surpassed it.

Teams of seniors representing Grafton High School recently notched their FOURTH "crown" in state and national competition.

The Grafton two-student team took first place on May 11 in the Wisconsin AAA-Ford competition staged at the Mequon campus of the Milwaukee Area Technical College. They competed in a field of 10 finalist schools from around the state, which had advanced to the contest through a written exam. The Mequon competition involved 90 minutes of hands-on exercises, testing each team's ability to trouble-shoot rigged problems in Ford Escapes.

It might be said that victory was the frosting on the cake for Hader and his teams, which, for this competition, consisted of Scott Tonelli and A.J. Cassel. For both, it brought five-figure scholarship offers.

Earlier, in April, the Grafton team of Tonelli and Ryan Cummings won the National Automotive Technology



The Grafton High School team of students Scott Tonelli, left, and Ryan Cummings, right, took first place in the Technicians of Tomorrow national automotive technology competition held during the New York International Auto Show. They are pictured here with their instructor, Carl Hader.

Competition conducted at the New York International Auto Show, topping a field of 38 regional-winning teams. In qualifying for the nationals, the two Grafton seniors won the Technicians of Tomorrow regional competition in February conducted by ADAMM and MATC. And a team made up of Tonelli and Scott Fenton finished No. 1 and No. 2, respectively, in the individually judged state Skills USA competition in April in Madison. In June, Scott Tonelli won the national event in automobile service technology at the

SkillsUSA National Leadership and Skills Conference in Kansas City.

The quadruple victories aren't the first time Hader and his Grafton auto-tech teams have found themselves in the national winners' circle. He and his 1997 team were national auto-tech champions, too, and his 1998 team finished second nationally. The Grafton teams also twice took third-place awards in the nationals, in 1996 and 2000. And the 2002 team cracked the Elite Ten finishing eighth. In all—after

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An awesome, amazing Amazon experience

BY LYNN ENTINE

The Amazon. Say the name and you can almost feel the rain and sweltering temperatures and hear the raucous animal sounds. It's a place for hardy locals and intrepid young explorers...and Cindy Porth of Crivitz, Wis.

"I loved it!" says Porth. "It was my lifelong dream. Everything is so different from the way we know things here." She visited last March, after trying for years to persuade husband Frank (Porth Chevrolet, Inc., Crivitz and Columbus) and various friends to

make the trip.

Cindy Porth traveled with a UW Alumni Association tour that she learned about from another WATDA member: Ron Thorstad. "Ron said: 'It's the most awesome thing you'll ever do.' And it is," Porth says.

Adventures abounded. Starting from Lima, Peru, they flew to the jungle-locked city of Iquitos then took a boat upriver to their first stop: Explorarama Lodge. There they took the first of many hikes in the rainforest. The experience was



Porth traversed 12 swaying walkways to see the rainforest from above.

like going to jungle school.

"The botanicals were just so completely different," says Porth. "And the guides knew everything even though none had any formal education. One fellow told us that his dad

had taught him everything he knows."

They also got a spectacularly different view of the vegetation. Porth and a few other group members nervously traversed swaying suspended walkways from platform to platform. Finally, after 12 walkways and eight platforms, they reached the top, 150 feet above the jungle floor. They were looking down on the forest canopy and its unique aerial ecosystem.

"It was amazing," says Porth. "You could see plants growing on plants and

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During nine days traveling on The Amatista the group met many people of the rainforest.

CENTER STAGE | Awards, honors, milestones

Bob Pietroske, president of **Pietroske Inc.** of Manitowoc, was awarded the 2006 Alumnus of the Year Award by Lakeshore Technical College. This award is given annually to a graduate of Lakeshore Technical College who has achieved both professional and personal success.

Lee Baird of **Baird Inc.** in Ripon received a 25-year award for all three franchises: Buick, Pontiac and GMC.

Ford Customer Service Division honored both **Mike Pietrzak**, service manager of **Hill Ford Lincoln Mercury** in Portage and **Frank Steiner**, service advisor at **Mike Burkart Ford Mercury** in Plymouth as 2005 Medallion Elite Club Gold Award winners.

Stark Automotive Group in Sun Prairie recently granted a wish for a Janesville teen through the Make-A-Wish Foundation. The Make-A-Wish Foundation grants the wishes of children with life-threatening medical conditions. The teen's wish was to have his 1990 Pontiac Firebird refurbished and after nearly 500 hours of work on the car, the employees of the dealership made this wish come true.

Andrew Nissan of Milwaukee received Nissan's Owner First Award of Excellence which recognizes dealerships for providing "exceptional customer service and reaching unparalleled levels of customer satisfaction."

Mike Delmore of **Hall Chevrolet** graduated recently from the Dealer Candidate Academy of the National Automobile Dealers Association.



Tony Miskiewicz, left, Acura Zone 3 sales manager, recognizes Tom Zimbrick and the Acura Team for 15 years of service as an Acura dealer in the Madison, Wis., area.

Ken Vance of **Ken Vance Motors** in Eau Claire was recently awarded the Small Business of the Year award from the Eau Claire Chamber of Commerce. Criteria for the award include: community involvement, staying power, employment and sales growth, and financial success.

The Education For Employment Council of the Mukwonago Area School District and Partners for Education, Inc., recently honored **Jeff Dowd**, Automotive Youth Educational Systems state manager, with the Loyal Partner Award.

Bergstrom's Saturn dealerships of Appleton, Fond du Lac, Green Bay and Wausau, were among 33 retail teams across the U.S. that were winners of the 2006 Saturn Summit Award. The award recognizes stores for "leading Saturn retailers in commitment to the brand, customer enthusiasm, performance partnership and teamwork."

Dodge City of Milwaukee was honored as a top-volume Chrysler, Jeep and Dodge dealer of 2005.

Ford announced **Dahl Automotive** of Onalaska as a winner of the 2006 1st Quarter Never Settle Challenge. Dahl Automotive stood out at the top of their Ford Customer Service Division District and improved their retail parts and labor sales the most during first quarter.

Ford Motor Company recently announced the 2005 President's Award winners. This award is the highest honor a Ford or Lincoln Mercury dealership can receive for delivering extraordinary customer satisfaction.

Winners from Wisconsin include:

Bell Motors, Arlington
Braeger Ford, Inc., Milwaukee
Mike Burkart Ford Mercury, Inc., Plymouth
Garbo Motor Sales, Inc., Racine
Hughes Service Inc., Milladore
Hiller Ford Inc., Franklin
Kunes' Country Ford Lincoln Mercury, Inc., Delavan
Soerens Ford, Inc., Brookfield
Sondalle Ford Lincoln Mercury, Berlin
Witt Auto Sales, Inc., Crivitz

The Southworth family of **Southworth Chevrolet** in Bloomer, received a 50-year award for Chevrolet from General Motors.



The Russ Darrow Group is celebrating 40 years in the automotive industry. From left are Russ Darrow, III, president and chief operating officer; Russ Darrow, chairman and chief executive officer; and Mike Darrow, executive vice president.

Bob Hudson of **Middleton Ford** was presented with the 2006 Komen Cameo Award for all of the volunteer hours and energy he has given and continues to give the Madison Affiliate of the Susan G. Komen Breast Cancer Foundation's Race for the Cure and the cause.

General Motors recently announced **Martin Pontiac, Inc.**, of Sheboygan, as one of a select group of dealers who has earned the prestigious Pontiac-GMC Leader of Distinction Award.

FROM AROUND THE STATE | Changes

Mid-State Truck Service Inc. has sold its GMC light-duty truck line to **Wheeler's GM of Marshfield Inc.**

Larry and Chad Bembenek have purchased **Schoeder's Chrysler Center** in Rhinelander. The dealership now operates as **Bembenek Chrysler Dodge Jeep**.

Pat and Monica Weier have purchased **Gratz Motors** in Mineral Point. The dealership is now **Weier Motors LLC**.

Wipfli, based in Madison, and **Leslie Learning**, based in Minneapolis, have merged. The merger is said to enhance Wipfli's ability to serve current and future dealership clients.

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CHALLENGES AND CHOICES

For all dealers every day there are serious choices to make. Payroll. Inventory. Marketing. Facility upgrades. Employee development. Finance. Technology. Expansion. Consolidation.

For some dealers, challenges may be so troublesome that they face a decision to sell or to close, and move on.

Whatever your day brings, know that your WATDA staff and your WATDA programs are ready to help you with choices and solutions. Or at least we may have a guiding thought to offer.

We can also call on other dealers who have special expertise to be an advisory team if you ask. That's WATDA family.

Your WATDA has many new developments to give you choices, save time, cut costs, create efficiencies, or make people happy. Consider these:

Lee Bauman's team is on the cutting edge to attack medical costs by creating

choices. HRA's, HSA's, regular insurance, and in combination with payroll tax-saving cafeteria (Sec 125) management, are all powerful tools for members, fully administered through your WATDA.

Lee and Jim Neustadt's team are showing dealers a new and better way to handle long-term disability insurance, following a new agreement with American Fidelity. Employees win. Dealers like it.

Chryste Madsen is leading the rollout of the newly upgraded used vehicle label/web posting program, Vehicle Details. Talk about choice. This one hits all the bases.

You have choices, through WATDA's efforts, when faced with some of your most profound challenges. Look to your Wisconsin franchise laws we so carefully foster. Mary Ann, Chris, and I are available for backgrounding when you first sense trouble.

Your officers and Board, led by Pete Dorsch, are making sure that your WATDA is current and effective for the members. Giving choice to meet those challenges is all part of your WATDA's added value.

WATDA would like to welcome our newest members!

WATDA would like to welcome our newest members!

Vander Meer Chevrolet Buick Oldsmobile Inc., Tomah
Mac's Auto Sales, Racine
Schneider Finance Inc., Green Bay
Cambridge Automotive Repair Specialists LLC, Cambridge
Shoeders Marine and Sport Center Inc., Rhinelander
Don's Auto Sales, Two Rivers
Right Way Motors, LLC of Sussex
WOW Motors, LLC of Racine
Club Motor Group, Madison
Lithia Chrysler Jeep Dodge, La Crosse

The following organizations have joined as Associate Members:

Cornerstone Payment Systems, Fond du Lac
Vision Marketing Group, Lakeville, Minn.
Midstate Auto Auction, LLC of Jefferson
International Marketing, Inc., Chambersburg, Pa.
Auto Guide Milwaukee, New Berlin
Data Fax Inc., Kennesaw, Ga.

RAWHIDE PROFILE | Nate

Thanks to friends and staff

My name is Nate, and I am 15 years old. I am from Marquette County and have been in the Academy Program at Rawhide for 8-1/2 months. My favorite hobbies and things to do include watching Wisconsin Badgers hockey and watching NASCAR with my dad.

The class I enjoy most is social studies. I also like working at the Snap-on Tools Auto Shop Monday through Thursday afternoons, in the work experience program with Trent Kehl (a Rawhide job trainer), and on Friday mornings, with Scott Wilson (a Rawhide academic instructor) in the automotive class.

Some staff members who will always be part of my success at Rawhide are John Ball (housefather), Ed O'Brien, Joel Walker, Mike Magnussen, and Mark Spanjers (all Rawhide resident

instructors). My relationship with Christ started January 7, 2006, at 6:30 p.m., with Gillespie houseparents John and Dana Ball.

The student who has encouraged me the most while here at Rawhide is Tyler from the Gillespie House. He has helped me in so many ways, and I just cannot repay him.

After high school my goal is to enroll in a technical college and learn to be a computer technician or a dispatcher.

I am thankful for what Rawhide has done for me and my family. I look forward to going home with the new skills I have learned to be successful in life.



WATDA staff recognized



At the May 18 WATDA staff recognition luncheon, the following individuals were recognized for their years of service at WATDA: from left, Donna Michaelis, 10 years; Julie Farmer, 5 years; Chris Snyder, 10 years; Mari Pat Wittwer, 25 years; Gary Williams, 35 years; Rebecca Barefield, 10 years; Jackie Cyrus, 5 years.

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Triple crown, plus one

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his teams won the ADAMM-sponsored Wisconsin regional—he has taken eight Grafton teams to the nationals, said to be the Daytona 500 of high school auto-tech competition.

Some 1,000 American schools begin that competition annually, all seeking to qualify for the New York showdown.

What is this brand of magic shown by Hader, now in his 27th year of teaching automotive technology at the Ozaukee County school?

Says Ryan Cummings, one of his 2006 national champs, “Mr. Hader is just an incredible teacher. He’s really into helping students. And he’s big on preparation. He gets all the materials ready and we put in lots of hours practicing [some of which take place on our own time]. And he has good connections with the industry.”

Scott Tonelli, the other national-championship team member, says their coach is an above-and-beyond guy. “He loves what he does and spends countless hours at it. He gets his students fired up.”

As part of their national championship prizes, each of the young men are to be awarded a new Chevrolet Cobalt, as well as a number of scholarship offers.

“Carl’s enthusiasm is contagious,” says Raymon Pedersen, who heads the Foundation of the Wisconsin Auto and Truck Dealers Association and who often witnesses the Grafton teams in action. “He makes his classes fun and interesting.”

Students affectionately call Hader “the king of analogies,” which he employs to explain complex points. (A car’s sensors, he tells them, are like the five senses in humans, transmitting messages to a car’s computer system just as a body’s sensory impressions are sent to the human brain.)

Pedersen adds, “Carl’s a student himself. He constantly keeps himself current. He keeps upgrading his skills so that they meet industry standards.”



From left, Scott Fisler, ADAMM Techs for Tomorrow Coordinator; Carl Hader, Automotive Instructor Grafton HS; Ryan Cummings, Grafton HS student (national winner); Gary Beier, Development Director Foundation of Wisconsin Auto and Truck Dealers Association; Scott Tonelli Grafton HS student (national winner).

In no way, Pedersen notes, are Hader’s multiple successes a coincidence.

“He has a passion for teaching and a passion for the automotive industry. It’s a powerful combination. It makes him a role model for other auto-tech teachers.”

This year, Hader was chosen as one of 100 Wisconsin teachers to be awarded a \$1,000 Kohl Educational Foundation fellowship. The selection also means his school receives a \$1,000 matching grant.

Grafton’s high school principal, Ken McCormick, says his auto-tech instructor is a high-energy person with the gift of making his classes engaging.

“They’re not fluffy type classes; they’re deep into computers and gears,” with lots of science and math involved, McCormick points out. Automotive know-how represents a skill that will benefit students the rest of their lives, whether they become part of the automotive industry or not—and today’s students realize that.

This has been the banner year for Hader and his Grafton students—a dream come true. And one of the developments that especially pleases him, he says, is the involvement of a

number of high-achieving students.

Not just Scott Tonelli and Ryan Cummings, who brought home a national championship, but also Scott Fenton and A.J. Cassel, who soon will be involved in the other national competitions.

“It shows the depth in our classes,” says Hader, himself a certified master technician. In the written exam to qualify for the Ford-AAA competition, “six of our students had the highest six combined scores in the state.”

Clearly, the dynamics are strong in the Grafton classroom. About 100 students take his popular classes each semester, and 20 percent are female.

What’s immediately ahead for Hader and his award-winning teams? Scott Tonelli and Scott Fenton will compete in the national Skills USA competition June 19-23 in Kansas City, accompanied by their mentor. And Tonelli and A.J. Cassel will test their skills June 26-28 in the Ford-AA nationals in Detroit, again with their coach on hand.

“We have these two big competitions still to come,” says Hader. “We’ll give them our best shot.”

An early start at turning wrenches

That Carl Hader, Grafton’s award-winning auto-tech instructor, should be passionate about automobiles comes as no surprise.

His father, Lyle, worked as a fabricator, building things out of steel, says Hader’s wife, Sally, a travel agent. The father-son pair had a well-stocked toolbox and often toiled together, repairing cars and tackling other hands-on projects involving machinery. And he had further exposure to the automotive industry from an uncle who operated a Kewaskum body shop.

In high school and college, automotive mechanics was his choice for a summer job. It also helped him keep his first car, a ’69 Mercury, purring.

He and Sally belonged to the same West Bend West class and became high school sweethearts.

“The first date took place the day I got my driver’s license,” he remembers. (They now have a 19-year-old son, Steve, a student at Southern Methodist University, and a daughter, Sarah, 17, a Grafton High School junior.)

His boyhood background was fortunate in another respect, jump-starting his educational career.

“I was the oldest of six kids,” he says, “and I was always trying to teach the little guys how to do things.” He chuckles. “Sometimes they’d do so well they wound up being better than I was.”

He graduated from the University of Wisconsin-Stout in the spring of 1979, accepted a teaching job at Grafton a short time later, and is happy to have remained there all these years.

“The school board and community are very supportive,” says Hader, who was named Ozaukee County’s Educator of the Year in 2002. (He used the \$2,000 award to help acquire a PowerPoint projector and other 21st century technology for his classroom.)

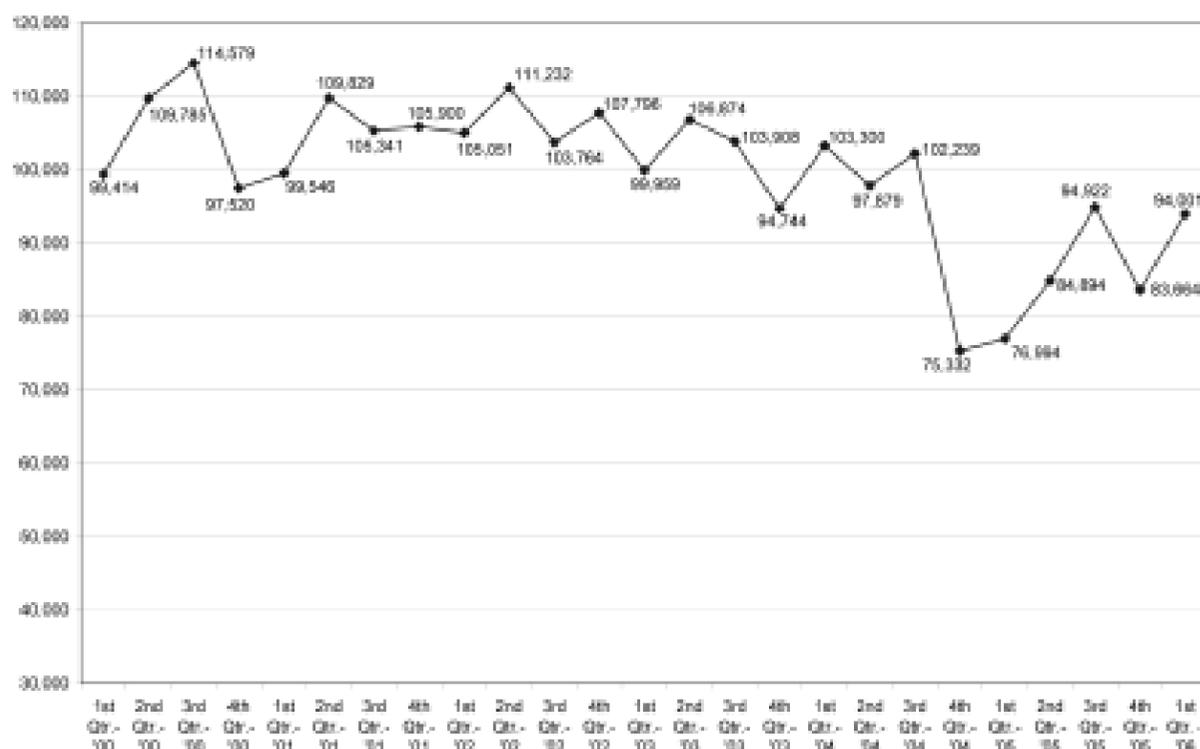
“They provide a workable budget in an era where cutbacks are not unusual in school districts.” At Grafton, he says proudly, “technical electives are not being cut.”

Asked about his formula for success, he replies, “My mother, Charlotte Hader, encouraged all six of us children to fill our time while growing up in rural Wisconsin with something we had a passion for. At an early age my passion was for mechanical things like bicycles and go-karts. Her continued push over the years to always be the best in what you do had a strong impact on me.

“Meticulous preparation is part of it. And just as important, students buy into the tie-in between technical and academic education. At Grafton, a rigorous core curriculum is well-integrated with technical electives that pertain to everyday life.”

—By Bill Nelson

Used car and truck registrations by quarter: 2000-2006



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Amazon experience

CONTINUED FROM PAGE 1

these umbrella-like patterns of vegetation, and so many birds, and the Blue Morph butterfly.”

It's an exotic place; visitors cannot ignore that fact for even a moment. “The sounds of the birds and the animals were so loud and so present,” Porth says. “Louder at night than in the day, if that's possible. Such a cacophony. Words can't describe it. I wish I could have recorded it,” she says.

Still, Porth did not find it particularly scary. “People conjure up thoughts of boa constrictors hanging in the trees. It wasn't like that at all,” she says. “Everything is very large there. It just grows like crazy. You might see a ladybug the size of a penny. But I always

al. “The guides urged us to buy things so the people could earn money,” says Porth. “That way they won't have to rely so much on jungle animals and animal products to survive.”

TOUCHED BY THE PEOPLE

It was exciting to fish for piranha, to watch pink dolphin frolicking in the river, and to canoe beside three-foot-wide lily pads with flowers the size of dinner plates, but Porth was most touched by the “Ribereños,” the River People.

“The people there are very sweet people. Soft spoken, quiet, shy. They are very, very poor,” says Porth. Mostly farmers, they settle along the river and get around by dugout canoe, she says.



Villagers near Machu Picchu dressed in their best to greet visitors. They sold baskets, jewelry and other crafts made of local materials.

Children paddle as long as two hours each way to get to school, if they go at all. The average income per year would amount to about \$60, she says.

“It is so humbling to see how they have to live,” says Porth. “In the jungle it's like a lifelong camping trip. They cook outdoors on open fires. They get their drinking water from the river;

because we don't live in the jungle,” says Porth. Serious cases are sent to Iquitos, three hours by boat down the river. “It really makes you realize that when you go up the river, you just are really out there,” says Porth.

Tour group members brought along supplies to help stock the clinic—items from Smith's wish list such as tooth-

“In the jungle it's like a lifelong camping trip. They cook outdoors on open fires. They get their drinking water from the river; they wash their clothing in the river.”

felt safe. I wasn't overly hot and I wasn't bothered by bugs.” In fact, she agrees with Peter Jensen, owner of the Explorarama Lodge that bugs are more bothersome in a Wisconsin woodland than in the Amazon rainforest. (Jensen, a former Wisconsinite, has personal experience of both.)

After three days at the Lodge they boarded the “Amatista,” a relatively small wooden boat, for nine days of travel along the Amazon, Ucaylili and Marañon rivers. During one of their many shore visits a farmer took them into the jungle to find a palm tree. He chopped it down with his ax, peeled it to the core with a machete, and everybody sampled the edible heart (a delicacy you can buy in cans at our local supermarkets).

At another stop the village people set up a bazaar and sold baskets and jewelry made of seed pods and plant materi-



Shamans treat local people with healing rituals and remedies from rainforest products.

they wash their clothing in the river.”

“Medical care as we know it mostly doesn't exist for the locals,” says Porth. “They mostly rely on village Shamans for their care.”

The tour group got to meet a Shaman, experience a healing ritual, and learn about remedies obtained from the rainforest. Shamans continually search the rainforest to discover new healing remedies, says Porth. “The guides love to tell visitors how important it is to save the rainforest because of all the potential cures yet to be discovered,” she says.

They also visited a medical clinic where they met “La Doctora,” Dr. Linnea Smith. Smith came to this remote Amazon location on a vacation in 1990, loved it, and decided to move here. Trained at UW



Fishing for piranha was one of many jungle adventures.

Medical School, she left her rural Wisconsin practice to serve the local Yagua Indians. Smith published her experiences in “La Doctora: The Journal of an American Doctor Practicing Medicine on the Amazon River.” Porth says that reading the book at home whetted her appetite to visit the Amazon even more.

“La Doctora treats people with snake bites, and women having birth problems, and so many interesting things we're not faced with

a few others continued on to Cusco and the Sacred Valley in the Andes Mountains. There they visited the famous 500-year-old Inca ruins on Machu Picchu. “That was an awesome experience too, and totally different.” But the Amazon was her goal, and the trip fulfilled her dream.

“I'm just so happy that I went. I want everybody to go and see it, and I wouldn't hesitate to go again by myself,” says Porth. “One of the men in our group was 88 years old and he did fine.” She notes that the Peruvian government strictly controls tours and only permits approved Peruvian companies to lead them. They don't want visitors to disturb the peoples' way of life, and they don't want anything to happen to visitors, she says.

“You come home to your life here in Wisconsin and you can't stop thinking about the people in the jungle and the people in the mountains. I just feel like I've been reborn.”



Riberenos (the River People) travel by dugout canoe.

Mack Trucks, Inc., announces 2005 Dealer of the Year

BY BILL NELSON

Still another national honor has rolled in for Wisconsin truck dealer Roger H. Kriete, a 40-year veteran of the industry.

For the third time, his company has been selected as Mack Truck's U.S. distributor of the year. The 2005 salute follows a similar award in 2003 and in 1991.

Ironically, Kriete's career started in an entirely different direction.

Once a science teacher, he changed hats early on, switching from a junior high classroom to the world of selling, leasing and servicing trucks. Big, powerful trucks—the ones with the familiar silver bulldog as their logo.

That career shift has obviously pleased Mack Trucks.

Kriete, CEO of the five-store Kriete Group, took over Milwaukee Truck Sales after the 1971 death of his father, Henry, and the company has grown steadily through the years. It now encompasses five truck stores, including the two most recent, Green Bay Truck Sales and Racine Truck Sales, both of which opened in early 2005, along with the flagship store at 4444 W. Bluemound Road in Milwaukee, which the family acquired in 1951, and dealerships added later in Fond du Lac (1990) and Madison (1998).

The Kriete Group now has 260 employees and 2005 sales topped \$100 million.

Mack Truck's national recognition is a high honor, since there are more than 300 Mack Truck distributorships in the nation. The award is based on sales, customer satisfaction and community service.

What's the Kriete secret?

"We have a talented sales force and excellent rapport with our customers," the CEO says. His employees, he adds, are proud of their work, not only in sales and leasing, but also parts and service. It all adds up to a strong base of customer loyalty.

Also, customers like the fact that, even though the Mack distributorship has blossomed into a multi-store dealership, "It's a family-run business," says

Kriete's daughter, Lindsey, business manager for the group. A son, Adam, is involved, too, managing financing and insurance.

"They know us," their father says of Kriete customers, "and we know them."

His team doesn't hesitate to go the extra mile to keep them pleased. One example: The parts and service areas in several of its stores are open 24 hours a day to meet customer needs.

Besides Mack Trucks, the Kriete Group also sells Volvo, Hino (Toyota) and UD (Nissan) trucks. The Madison store handles Mitsubishi trucks as well.

His father, Henry, a New Yorker who began working with Mack in the mid-1920s as a floor-sweeper, acquired the Milwaukee dealership in 1951. Over the years he rose to head of the corporate parts department — with a wartime interruption as a key civilian serving U.S. Army Ordnance. In the years after World War II, the opportunity arose to buy the Mack Truck store in Milwaukee and he said "Yes."

His 6-foot-4 son Roger, who would become a standout athlete on the University of Wisconsin-Milwaukee basketball and football teams, helped out for years, then came on full-time in mid-1966, assuming the bulk of office duties.

A heart attack took his father's life in 1971 at age 64, and his son asked for and received the Mack Company's blessing to become the dealership principal.

"I was thrown into the fire early," he says, grinning. "But I was good with numbers and bookwork, and I felt I could handle it."

And that's exactly what happened. Roger now has a four-decade background in truck sales and has taken an active role in the industry and community, giving generously of his talents.

He's a past chairman of the Vince Lombardi Charitable Fund and today serves as chairman of the fund's Presidents' Committee.

An avid golfer who regularly shoots in the 70s, he's also the 30-year executive director of Milwaukee District



From left, Adam, Roger and Lindsey Kriete stand outside their Milwaukee store.



From left, Jeff Yelles, regional vice president for Mack Trucks, Inc.; Roger Kriete, owner of Kriete Group; Kevin Flaherty, vice president of sales for Mack Trucks, Inc.; and David Barletta, district sales manager for Mack Trucks, Inc.

Golf, a group of 22 private country clubs in the Greater Milwaukee area.

Kriete was the 2001 board chairman of the Wisconsin Automobile and Truck Dealers Association (WATDA) and is a member of the association's Heavy-Duty Truck Council. He is also treasurer of the board of directors of Automobile Dealers Association of Mega Milwaukee (ADAMM) and immediate past-chairman of The Foundation of WATDA.

Of his automotive industry ties, he says, "I enjoy the terrific enthusiasm and entrepreneurial spirit these dealers bring to the table. They're good people, hard-working and industrious, who are on the job not just eight hours a day, but more often 12, battling to gain an inch in the market. They want to do the right thing [for the industry, their customers and employees] and they're dedicated to giving back to their communities."

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FOUNDATION NEWS | Raymon Pedersen

Hire an AYES intern today

We are pleased to report that our Automotive Youth Educational Systems (AYES) is now operational in 12 sites in Wisconsin. Our most recent launch was



held at Hartland Arrowhead High School and was represented by a large number of dealers in that geographical area.

We have 92 students available for internships and have only been able to place 38! This indicates to me that we have not effectively communicated the opportunities to you.

One of the reasons dealers tell me they are reluctant to take on an intern is because of insurance coverage. This is no longer the case. We have addressed this issue and published a memo entitled "Employing Minors in Wisconsin" that can be downloaded from our website at www.watda.org.

To provide you with a steady stream of well-trained technicians, we must give these new students an opportunity to be mentored and trained in your service centers. The secret of the AYES initiative is the relationship between the student intern and the mentor. We have many examples of success in this arena.

If you are committed to the long-term development of our technician program, then we need your participation and your partnership with the AYES schools. Please review the current geographic sites of available students. You can obtain an AYES Intern Worksite form on our website.

PLACEMENT OF STUDENTS IN THE 12 AYES SITES

The following 12 sites service approximately 140 high schools.

GRAFTON HIGH SCHOOL SITE

Carl Hader, instructor; 262-376-5640. Four students placed in worksites (seven seniors); three more students need placement.

MUKWONAGO HIGH SCHOOL SITE

Pat Grady, instructor, 262-363-6200, ext. 535. Three students placed in worksites (seven seniors); four more students need placement.

MILWAUKEE PULASKI HIGH SCHOOL SITE

Kevin Schenk, instructor, 414-902-9019. Six students placed in worksites (nine seniors); three more students need placement.

RACINE, WASHINGTON PARK HIGH SCHOOL SITE

Dave Dixon, instructor, 262-619-4474. Five students placed in worksites (three seniors, six juniors); four more students need placement.

BELOIT MEMORIAL HIGH SCHOOL AYES SITE

Peter Raskovic, instructor, 608-361-3031. Eight students placed in worksites (10 seniors); two students need placement.

GREEN BAY AREA AYES CONSORTIUM SITE

Tyson Larson, instructor, 920-498-5632. No students placed in worksites (nine seniors); nine students need placement.

LAKESHORE AREA SCHOOL-TO-WORK CONSORTIUM SITE

Tim Oswald, instructor, 920-639-1687. No students placed in worksites

(three seniors); three students need placement.

PORTAGE SENIOR HIGH SCHOOL AYES SITE

Norman Bednarek, instructor, 608-742-8545. Three students placed in worksites (five seniors); two students need placement.

FOND DU LAC HIGH SCHOOL AYES CONSORTIUM SITE

Cory Clark, instructor, 920-429-2740. Seven students placed in worksites (nine seniors); two students need placement.

JEFFERSON HIGH SCHOOL AYES CONSORTIUM SITE

Richard Nowlain, instructor, 920-675-1165. One student placed in worksites (nine seniors); eight students need placement.

DANE COUNTY AYES CONSORTIUM SITE

Dan Klecker, instructor, 608-838-4500 ext. 4719. One student placed in worksites (10 seniors); nine students need placement.

ARROWHEAD UNION HIGH SCHOOL AYES SITE

Eric Varrelmann, instructor, 262-369-3612 ext. 4832. No students placed in worksites (five seniors); five students need placement.

Julie Olson and I are about halfway through this year's scholarship process. We hope that we will be able to fund between 80 and 100 students this year. We recognize that business in the shops this year has been a challenge. Please remember that it is during these down times that young people can be given the attention and the training necessary to help them become outstanding technicians.

Contributions to The Foundation of Wisconsin Automobile and Truck Dealers

DECEMBER 2005–MAY 2006.
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*Best's Review, Nov. 2005, "The Art of Underwriting"
**UH Class of 2000 and Class of 2001 Studies

WATDASI at WISCO



Dan Kolasinski, service director, Concours Motors, Milwaukee, and Linda Poulsen of The Foundation of the Wisconsin Automobile & Truck Dealers Association, pose with a new Maybach, used in the student hands-on, automotive service technology competition during the 2006 SkillsUSA Career Skills Expo in Madison, Wis., held April 4-6. Kolasinski's Maybach station was one of 15 automotive service technology quiz stations during the event. Over 56 high school and technical college students competed. Poulsen and Ford Asset Instructor Margie Zamorski, co-presented "What's the Deal on Dealerships?" during the Career Expo.

WATDA Services extends a thank you to John Hackman and the entire staff for inviting WATDA Services to exhibit their products during WISCO's 35th annual show in Appleton at Radisson Paper Valley Hotel on April 8. Thanks also to the attendees that stopped at the booth. A few attendees received some great give-aways: \$200 Home Depot gift card, \$200 Best Buy gift card, and an iPod.

WATDA Services continually strives to provide dealers with sales, office and service forms, and sales incentives. Participating in the WISCO show allows WATDA Services to display many of their products, including car lot signage, promotional products, embroidered shirts and jackets, thermal mugs, air fresheners, key tags, blankets, swooper flags, and much more.

WISCO Cooperative Association is one of the best and most viable Auto and Truck buying groups of automotive parts, supplies and equipment in the nation. Their mission is to save the dealer members money through group purchases and to return any year-end earnings to the participating members in cash or equity. Their motto is, "Buy from yourself, buy WISCO!"

Next year's show is March 10, 2007, at the Kalahari Waterpark Resort and Convention Center in Wisconsin Dells. Call your WATDA Services at (800) 236-7672 for further information on forms, car lot signage, garments and promotional products. Or watch for John Strange, your account manager, to visit you this year with a revised catalog and a token of our appreciation.



WATDASI's booth display and staff, from left, Tammie Brunner, John Strange, Donna Michaelis, Jim Neustadt.



Milwaukee Area Technical College and the 21st Century Urban Technical Education Project honored Debbie Bennett of ADAMM and Ray Pedersen of The Foundation of WATDA with a "Business Partner of the Year Award" for their support of an initiative to enhance career opportunities for Milwaukee Public Schools students, women, minorities and persons with disabilities. It is part of a larger project to build a new technology high school and revitalize technical education in area middle schools. The award is given every two years to a business or an organization that has provided exemplary leadership to technical education and to students who pursue a technology related career.

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Paul Rubin
White Bear Lake Superstore,
White Bear Lake, MN



 imagination at work

Organizations unprepared for safety needs of aging workforce

DID YOU KNOW...

Did you know that 78 million baby boomers began turning 60 in January of 2006?

—ASAE & The Center for Association Leadership



Concerned that organizations do not appear to be adequately preparing their workplaces to accommodate an aging workforce, the American Society of Safety Engineers (ASSE), Des Plaines, Ill., is urging business leaders to act quickly to address on-the-job safety issues. Employees age 64 years and older suffer the least amount of injuries on the job compared to their younger counterparts but have a higher fatality rate, mainly due to transportation incidents and falls.

In response, ASSE suggests organizations do the following:

- Improve illumination; add color contrast;
- Eliminate heavy lifting, elevated work from ladders, and tasks that require long reaches;
- Reduce static standing time;
- Remove clutter from control panels and computer screens and use large video displays;
- Reduce noise levels;
- Install skid-resistant material for flooring, especially for stair treads, to reduce falls;
- Install shadow-angle stairways in place of ladders when space permits and where any daily elevated access is needed to complete a task, such as storing items on a high shelf;
- Use hands-free, volume-adjustable telephone equipment;
- Increase task rotation to reduce the strain of repetitive motion;
- Lower the pitch of sound systems, such as alarms, because the revised sound is often easier to hear;
- Increase the time allowed for making decisions;
- Consider necessary reaction time when assigning older workers to tasks;
- Provide opportunities for practice and time to develop task familiarity.



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Wisconsin Automobile and Truck Dealers Association Insurance Trust

The WATD Insurance Trust welcomes two new trustees to the board:
Frank Porth, Frank Porth Chevrolet of Crivitz and Frank Porth Chevrolet Buick in Columbus
 &

Wally Sommer, Sommer's Buick Pontiac Subaru of Mequon



Frank Porth



Wally Sommer

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STAFF PROFILE | Katie Bolen

Katie Bolen: A fresh face in a new place

BY LYNN ENTINE

For Katie Bolen it's a whole new life: new job, new city, new husband. "It's exciting and overwhelming and scary," she says.

Bolen moved to Madison last fall and joined the WATDA Insurance Services staff in late November. As a financial assistant to Cafeteria Plan Coordinator Rebecca Barefield, she handles flexible spending account claims and is learning to process medical claims.

"I like the job and helping people who call in, and I see us growing as a company," she says. "We offer great services and there is lots of potential for getting bigger."

Bolen graduated last June with a

Bachelors Degree in Business Administration and a Spanish minor from the University of Michigan-Flint. She expects her language skills will come in handy for some of the customer calls she answers.

Not only was her degree hot off the press when she arrived, the ink on her marriage license was barely dry. After an early October wedding to hometown sweetheart Larry Irwin, she and her six-year-old cat Jordan moved to Madison. Larry had started work at Epic Systems Corp. last June, immediately after his finishing his MS in Computer Science.

While earning her BBA, Bolen worked as a credit union teller and as an athletic coach. She ran the girls var-



Katie with husband Larry on their wedding day.

sity volleyball team at Bentley High School (her alma mater) and coached fifth and sixth grade girls' basketball.

"The younger girls are especially fun; to watch as they are learning, growing and trying," she said. A basketball shooting guard and a volleyball

setter in high school, Katie is eager to watch the Badger women do their stuff.

Bolen's favorite leisure-time activity is exploring Madison and trying new restaurants with husband Larry. "You probably know that Flint is pretty much a ghost town these days," she says. "There's no nightlife, and it's not very safe. Madison is very welcoming." They have already adopted Mickie's Dairy Bar for Sunday breakfast, visited the Overture Center several times, and even dined out in Mount Horeb.

If you have occasion to talk with Katie, tell her about your favorite eating place. Maybe she and Larry will get a chance to check it out.

Has WATDA hired a restaurant critic, too? Time will tell.

Car Care Clinic a success

As part of its 75th anniversary celebration in April, Bell Ford in Arlington hosted a Car Care Clinic specifically for women. About 25 women attended the event, which covered topics such as the manufacturer's maintenance guide and the service inspection sheet.



Participants at Bell Ford's Car Care Clinic in April.

However, the Car Care Clinic did not end there! Participants visited workstations in the service department where technicians demonstrated how they diagnose worn tires, brake problems, and alignment issues, and the specialty tools used in the process. The event also included appetizers, cake and other refreshments.

"This has been something that I've wanted to do for a long time and with our 75th anniversary, I thought it was good timing for my first one," said Nolan Campbell, service manager at Bell Ford. "Mr. Bell had a clinic quite a few years ago and has always pushed me to do another. It was a great experience for everyone and we look forward to more in the future."

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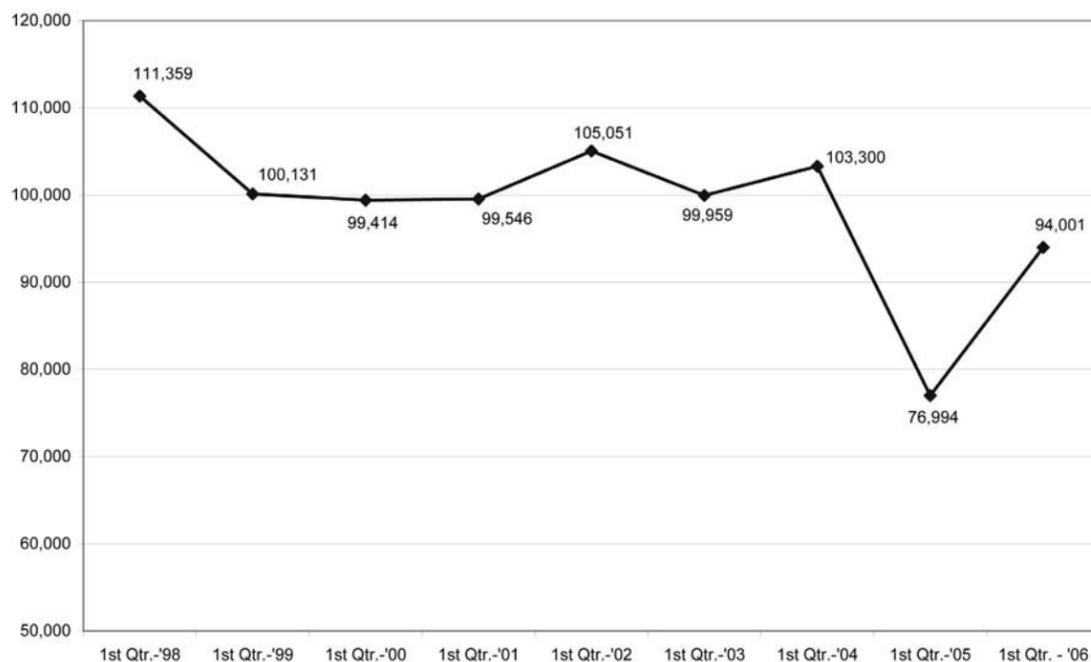
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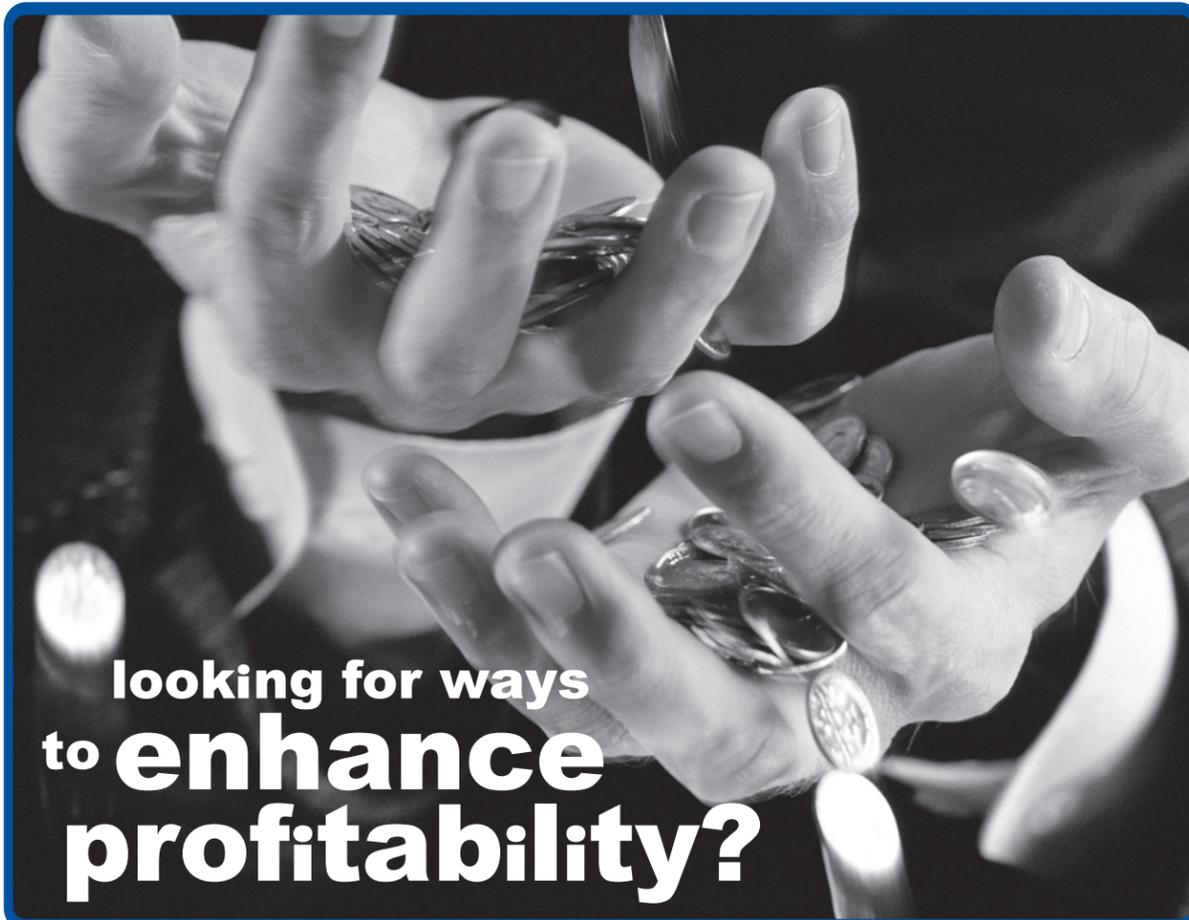


Data provided by Reg-Trak, compiled by WATDA 6/06.

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story about your dealership?
Do you have a newsworthy tip
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Dealer Point editor,
(608) 251-5577, or email
awatermolen@watda.org.



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WATDA Seminar Schedule

TITLE & REGISTRATION

8/15 – Holiday Inn, Eau Claire
8/16 – Country Springs Hotel,
Waukesha
8/17 – Sheraton Hotel, Madison
8/22 – Bridgewood Resort Hotel,
Neenah
8/24 – Holiday Inn, Wausau

CONTROLLER CONFERENCE

8/23 – Radisson Paper Valley Hotel,
Appleton
Employment Law
9/12 – Bridgewood Resort Hotel,
Neenah
9/19 – Sheraton Hotel, Madison
9/20 – Holiday Inn, Eau Claire

SERVICE MANAGER CONFERENCE

9/13 – Country Springs Hotel,
Waukesha

USED CAR CONFERENCE

11/6-7 – American Club, Kohler

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

WISCO | John Hackman

It seems that today more than ever, auto and truck dealers are looking for ways to trim costs and retain customers. WISCO has two ideas to help you accomplish that.



First, WISCO is adding energy-efficient indoor lighting by Great Lakes Technology, of Manitowoc, Wis., to our product offerings. They offer more light and a truer color with significant electricity savings.

WISCO is not only adding them to our line of products, but we retrofitted our lights in our own office and warehouse with this lighting. WISCO will save over half of our current power usage for lighting.

Most power companies offer significant rebates on energy-saving lighting. WISCO received a rebate that paid for almost one-half the cost of our new lights. Our lights will pay for themselves in two years.

The second program is our Quaker State and Pennzoil bulk oil programs. These companies have come up with a program to help you with customer retention.

Every dealer strives to keep customers coming back. To help you with this, Quaker State and Pennzoil will pay for your customer's fourth oil

change service. The new car buyer simply buys four oil changes at your dealership and he or she will receive up to a \$35 rebate by mail based on the price of his or her fourth oil change. This helps make sure that your customer comes back to the dealership for regular service.

Also offered is a limited warranty, which complements the factory warranty, for lubrication-related engine coverage to a total of 10 years or 250,000 miles. Customers who return to the dealership for an oil change every 4,000 miles are eligible for this warranty. Both of these programs help you retain your customers at no cost to you or to your customers.

Add to this the brand power and recognition of Quaker State and Pennzoil, the WISCO price on the oil, a co-op fund to help advertise your service department, and a financial assistance program to help with new shop equipment and you have a complete bulk oil program!

Both programs, as with all your purchases from WISCO, count toward your year-end rebate from WISCO. We are in the business of adding to your bottom line. That is our only business!

If you would like a free, no-obligation analysis of either the Great Lakes Technology lighting or the Quaker State/Pennzoil bulk oil programs please call me at WISCO, 800-274-2319.

TIME Magazine Quality Dealer Award

Don't miss your chance to nominate a fellow dealer for the 2007 TIME Magazine Quality Dealer Award!

Nominees should:

1. Demonstrate well-rounded qualities of a good dealer;
2. Be a model citizen, active in his or her community, dedicated to service to fellowman and charitable contribution and the benefit of others;
3. Be the designated operating head of a franchised new car dealership (working at least 60 percent of the time) and a member of WATDA and NADA for the last five years.

For more details and nomination forms, please visit the WATDA website at www.watda.org or contact Linda Poulsen at 608/251-5577 or by email at lpoulsen@watda.org.

Deadline for nominations is July 20.

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