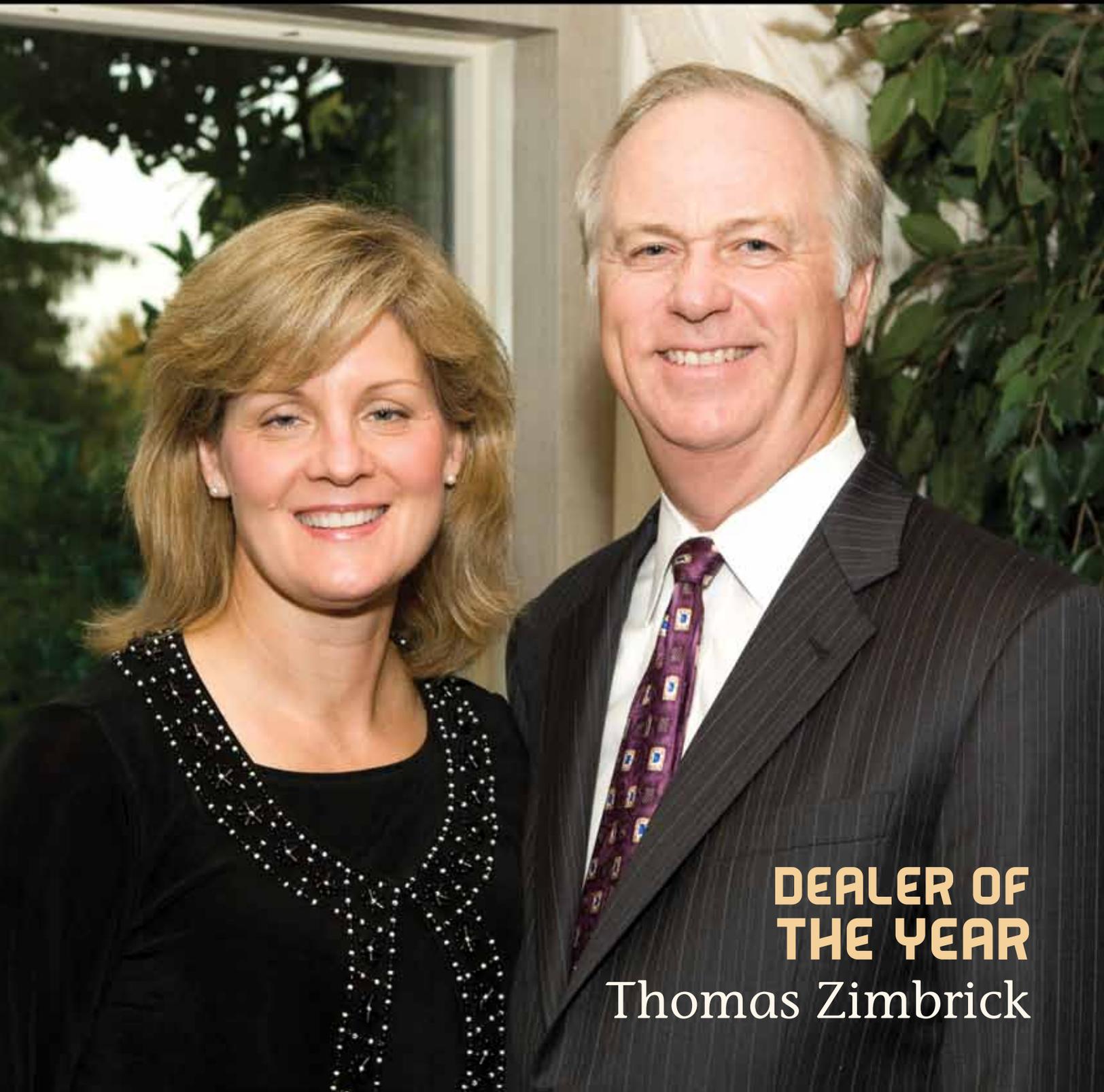


DEALER POINT

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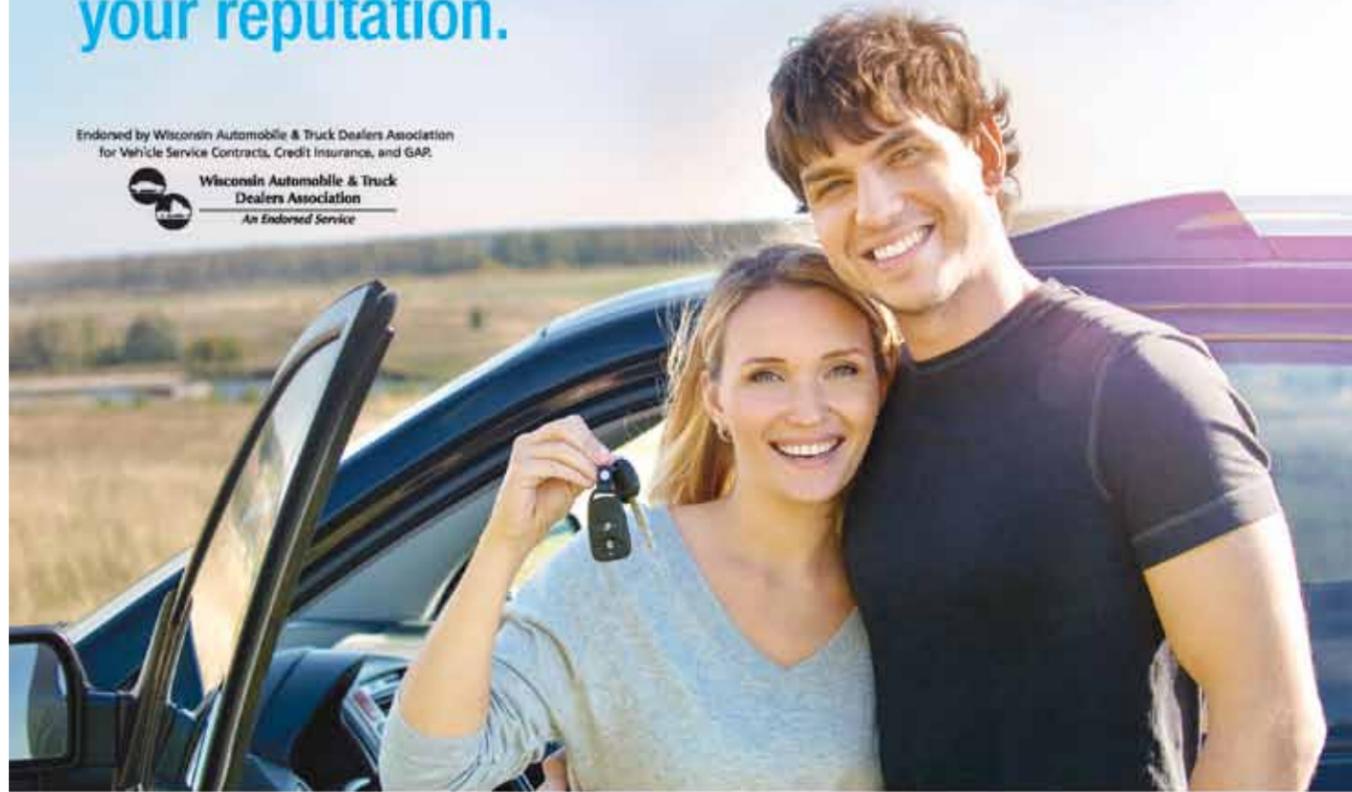
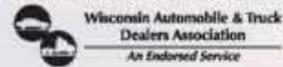


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Thomas Zimbrick

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A publication of the Wisconsin Automobile & Truck Dealers Association focusing on the human side of the membership and trade.

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The Wisconsin Automobile & Truck Dealers Association, an organization of licensed dealers of new and used motor vehicles, is dedicated to advancing the common good of its members, consumers and their communities by promoting professionalism and prosperity through education, advocacy, information and service.

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Zimbrick is 2014 Dealer of the Year

Thomas J. Zimbrick is your 2014 Wisconsin Dealer of the Year and the TIME Quality Dealer of the Year nominee. While Tom and the Zimbrick organization have received many awards over the years, it is not likely that you will hear about them from Tom. Tom is not comfortable talking about himself or awards – with one exception... an exception that explains a lot about the man you are honoring this year

As John and Pat, Tom's parents, tell the story, in 1975 Tom gave up his summer vacation to volunteer on a Navajo Reservation in Sawmill, Arizona. Tom was warned that the people there would not easily accept him; they didn't care for outsiders. For Tom, this was his first look at a truly economically depressed part of our country. While there, he was asked to be a youth coordinator. Tom said later, "That meant a baseball coach, Boy Scout



Tom with his Navajo basket plaque from 1975

leader, social chairman for kids and anything else they wanted me to do." John and Pat related how, at the end of the summer, the Navajo had not only accepted Tom but they threw him a going away party "Complete with mutton stew and Navajo fry bread." Following the party they presented him with a Navajo basket attached to a plaque. "He still has it today," Pat said.

Recently, Tom was asked by a business magazine what award or commendation meant the most to him and why. Instead of describing some large professional honor, Tom responded by relating the circumstances of his visit to Sawmill right up to the point of the going away party. He then said, "That evening, and the entire experience, had a profound impact on my life. It taught me the importance of making a difference as a volunteer and my duty to give back to our community. It reinforced to me that we all can and should make a difference." It is quite obvious his Navajo basket still carries Tom Zimbrick's well-placed priorities today.

Tom's philanthropic bent, while grown of his own experiences, is certainly connected to the Zimbrick family tree. John Zimbrick, a TMQDA Wisconsin winner in 1989, established a Buick dealership in Madison in 1965 and has played a large part in Madison area philanthropic endeavors. The Zimbrick family's continued legacy of philanthropy was capped this year with the 2013 National Philanthropy Day Outstanding Business Award.

John Zimbrick retired from day-to-day dealership operations in 2001. Tom continues to lead the organization to sustained growth. With the acquisition of the Chevrolet franchise in Sun Prairie the dealership now has 16 showrooms and nearly 900 employees.

The Zimbrick family has always been close. While Mike Zimbrick is no longer involved in the daily operation of the business he is still an owner and minority partner. Tom feels it is important to run major decisions past his brother as the best decisions can be reached that way.

Tom lives in Madison with his wife of 27 years, Marykay, and their son Joel. Daughter Leisa is in Boston working as an HR specialist and son John is an electrical engineer in Baltimore.

Unlike many dealership families Tom did not start his adult life at the dealership. John knew Tom had his sights set on a professional career and didn't push him to follow in the family business. In retrospect, it was advantageous to get experience in the world before joining the dealership full time. Tom can tell you he remembers a Christmas holiday spent dusting parts bins for money to buy Christmas gifts for everyone at the well-known Madison institution Rennebohms Drug Store. He can still name the gifts.

Tom graduated from UW-Madison with honors, and went to work as a Public Utility employee in San Francisco. He pursued his law degree from Southern Methodist University in Dallas.

It was while completing an internship for his law degree that he met his wife, Marykay. He was assigned as a law clerk at her firm in Tulsa, Oklahoma. Marykay was working as a labor law attorney in the oil and gas field at the time. She was the first female attorney the firm had hired. When the internship ended, Tom returned to finish school and Marykay, who saw the bottom falling out of the oil and gas industry in Oklahoma moved to Florida for a time. Fate, or Tom, as Marykay suggests, intervened and brought them both to Albuquerque where they reconnected, married and both began practicing law.

Tom was happy practicing law but, in 1998 he was presented with an opportunity. John Zimbrick had requested a family meeting. John had hired a consultant to make a presentation to the family to explore the pluses, minuses, and possibilities of how the business should continue. Should they sell it? Should it continue as a family business? After looking at all the options, Tom and Marykay took a leave of absence from their jobs, moved to Madison, and never looked back.

Tom began his first year as a salesperson in the family's Isuzu store. He said this was the only argument he ever lost to his father and he is grateful he did because it taught him a critical part of the business. He then became Assistant Sales Manager for the Buick store where he quickly learned being the son of a dealer meant he had to work harder.

About that time, the Zimbrick group began planning for the new Saturn concept store. Tom, was part of the training team from the start and would head up Zimbrick's new Saturn dealership. "Saturn proved to me that I could run on my own," Tom said, "After Saturn started, I began to burn the candle at three ends – United Way Chairman, the Saturn store, and more responsibilities. After our father began stepping back a little was when our placeholders (GM's) came into being." These GM's took on more of the day-to-day operations while Tom did more of the big picture planning.

The Zimbrick management style, and specifically Tom's, must be successful... long term employees abound! Of approximately 900 employees, 145 employees have 11-20 years with the Zimbrick organization and over 70 employees have more than 21 years with the organization. When asked about working for Tom they tend to say the same things over and over, "Best job I ever had!" "Best boss I ever had."

Kendall Dahmen, GM of the flagship Buick store has been with the organization for over 20 years beginning right out of college. "Tom always has your back," Kendall said. "He checks in every day, he challenges me every day. He allows me a happy medium of freedom and direction."

Vikki Brueggeman, HR Director for the organization for the past 12-1/2 years said, "Tom has a 'true north' and he makes certain that the company has a 'true north' also. He's so well grounded. Tom believes in the core values of the company and lives them and infuses them in all of us."

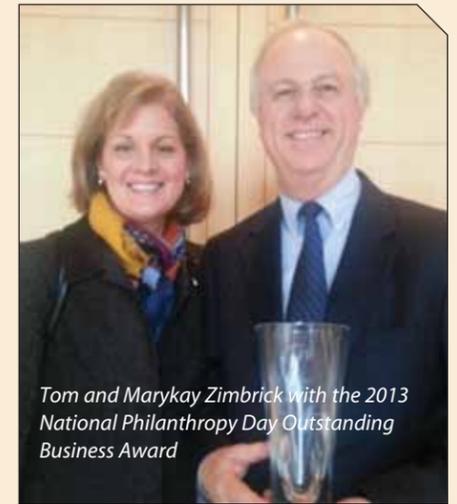
Lon Bahr, Controller for the group, has been with the Zimbricks for 5 years. "He is always cognizant of his father's lead," said Lon, "where he came from and where he's going. It's important to Tom to keep the family business on an even keel while remaining financially responsible but not being afraid to take it to the next level the right way."

When Tom was asked his view of the auto industry twenty-five years from now he replied optimistically. "I see fewer companies but great business — more digital and more transparent. Cars have over 25,000 moving parts and technicians will be more like physicians, finding the least expensive way to fix a car. Sales will be high-tech but still high-touch. People buy from people." Tom went on to say, "Real estate is always a concern." He questioned large facilities with the changing technologies and longer service intervals.

It is very obvious, in talking to his immediate family, Tom puts his family first.

Youngest son, Joel, speaks eloquently of his relationship with his father. "Well, my dad and I have spent a lot of time together. My sister left for college when I was going into 8th grade, so my parents and I have been the only ones at home for 5 years. My dad has definitely had a major impact on my life," Joel continued, "His kindness to others, loyalty, and comedic tendencies rub off on everyone who meets him. I even have friends who tell me they think my dad is 'the man.'"

Joel continues, "One major thing my dad has done for me is inspire me to learn. For as long as I can remember he's been shooting off random facts about athletes, politicians, or any other person you can think of whenever he sees them in an article or on the TV. This penchant for facts has resulted in his nickname: The Walking Book of Useless Knowledge. His vast memory has inspired me to be like him. I know tons of random facts about nature, people, science you-name-it. For example. An elephant's molar can weigh 12 pounds. I didn't even have to look that up. It was in my head. I also tend to look up any subject someone mentions that I'm not familiar with.



Tom and Marykay Zimbrick with the 2013 National Philanthropy Day Outstanding Business Award

Joel concluded, "My intellectual curiosity has been shaped by many factors, but a major one is my dad. He is an inspiration and a role model of what I want to be like and how to carry myself."

Daughter Leisa speaks glowingly about her dad and she, like all the Zimbrick kids, chuckles about how humble he is. It seems that Tom forgot to tell her about the TMQDA award and she finally heard about it from her mother. "Typical," said Leisa. When asked what she remembers about her childhood she didn't hesitate. "I remember the big milestones in my life; looking for a college, looking for a first job. Dad was always there for me. He prepared me. He helped me with interviewing. I always admire the fact that, whatever he does, he puts 100% into everything. I'm convinced he has more hours in the day than everyone else!"

Leisa attended Boston College and received her degree in Early Childhood and Organizational Development and eventually wants to get her MBA. When asked, she confesses she does have thoughts of eventually going to work for her dad and following in her family's footsteps. It wasn't surprising, however, to hear her say, "I have a long way to go to be able to do that. I don't feel I can just step into it."

Son John is an electrical engineer residing in Baltimore who also describes Tom as a great dad. He recalled a father-son story from a couple of years ago where Tom was not quite so in control. Tom and John had gone to Germany for a European delivery in 2007. They drove the brand new Audi for a week. Tom decided to hand the keys to John to try the new vehicle out on the famous German Autobahn. John laughed as he

told me the story and said he had never seen his father hold so tightly to a door in his life! John said, "I don't know what was wrong. I was going fast, but there were still cars passing us." When they finally stopped John said his usually unflappable dad's words were "That was fun... but don't ever do that again." John, still laughing, said he remembered it as a... "perhaps we shouldn't tell your mother moment."

Tom's wife, Marykay described how she and Tom balance each other out. When she becomes excited, he is calm and organized but she can get him fired up when he needs it. When asked to describe her husband she said, "He is the kindest, most caring, thoughtful, loving person I know." Like the rest of the family she is just as humble about her many accomplishments. Marykay was recognized by President Bush for her work on one of the first charter schools in the nation, just one of the many ways she has helped her community.

Marykay admitted that Tom is the family planner extraordinaire which began with their honeymoon. "I told him then that was his job forever because he did so well," she said. So when the family got ready to travel to France in 2006, Tom was in charge. He attempted to "sweeten the trip" for his music loving 17-year-old son, John, by traveling first to London with its famous recording studios.

Marykay and Tom took the three kids, Leisa, then 15, John, and Joel, 10, to Abbey Road to replicate the famous Beatles album cover shot in the crosswalk. Marykay took the photo while Tom managed to look out for traffic. After shooting the picture the kids sat on the curb to put on their shoes. A gentleman walking down the street talking on his cell phone, leaned over Leisa and said, "It's a pretty cool picture, isn't it?" Leisa looked up and, in utter surprise, exclaimed, "Sir Paul McCartney!" And it was! Tom wished him a happy upcoming birthday which started a friendly conversation. When asked if he would pose for a photo with the Zimbricks, McCartney replied, "I usually don't do this sort of thing, but why not." "It was pure coincidence and so much fun," said Tom, "A great family moment." Our thanks to Tom and the family for allowing us to share the story and the picture.

In our industry we have to treasure the moments of play because our work takes so many hours. But then to add the philanthropy work Tom has achieved seems



Tom Zimbrick, Joel Zimbrick, Sir Paul McCartney, John Zimbrick, Leisa Zimbrick and Marykay Zimbrick.

almost impossible. Leisa may have been most accurate in describing her father when she said she believes he has more hours in the day than the rest of us. Tom Zimbrick continues to give so much back to his community. Some of his activities, past and present, include:

- American Family Mutual Insurance Board of Directors..... 2001-Present**
- Meriter Hospital..... 2002-2004**
 - Chair-Personnel Committee**
- Future Madison Housing Corporation 1997-2003**
- Ronald McDonald House Charities 1994-2003**
- United Way of Dane County..... 1995-Present**
 - Chair, Committee On Focusing Resources 2000**
 - Campaign Chair 1998**
 - Campaign Vice Chair..... 1997**
 - Loaned Executive Chair 1996**
 - Account Executive 1995**
 - Major Employers Co-Chair 1994**
 - Small Business Co-Chair..... 1993**
 - Account Executive 1992**
 - Finance Committee 2003-2008**
 - Strategic Marketing Committee 2004-2008**
 - Board Chair 2009**

As previously mentioned, Zimbrick, Inc. has been named 2013 National Philanthropy Day Outstanding Business Nominee. The nomination came from the United Way of Dane County and had to be particularly rewarding to Tom as he has devoted significant personal time to that United Way over the years. The Zimbrick organization's monetary commitment is sizable also. Since 1996 they have contributed \$3 million dollars through corporate gifts, special event fundraisers and employee giving. Tom's leadership example encourages employee participation in the Zimbrick dealerships. Eighty percent of the Zimbrick donation last year came from employees and the company's more than ninety percent participation rate in the campaign is a model for other businesses. The Zimbrick employees, in the past seven years, have volunteered at 27 different agencies doing everything from painting and cleaning homes and nonprofit offices to clearing the Ice Age Trail.

It is Tom's commitment through the years that has led him to this year's TMQDA award... his commitment to his family, his employees, and his community and perhaps even a commitment he made years ago in Sawmill, Arizona.

Ezra Taft Benson, a Mormon leader, was quoted as saying, "Pride is concerned with who is right. Humility is concerned with what is right." Family, friends and employees of Tom Zimbrick would concur that Tom exemplifies this description. Congratulations to Tom Zimbrick, Wisconsin's 2014 TMQDA Dealer of the Year. ●

An Industry Leader to Retire



Dennis Worthy, General Manager of Manheim's Milwaukee Auto Auction recently announced his retirement after a long and productive career in Wisconsin.

A McKeesport, Pennsylvania native, Worthy began his 35-year career in the auto auction industry with Manheim's Butler, Pennsylvania auction located just outside Pittsburgh. The rest happened right here in our own back yard. Within two years he received the corporate call to take over the operations of a small two-lane shop located in Caledonia, Wisconsin that had been started as a joint effort by southern Wisconsin dealers to bring new life to a stagnant used vehicle market. It was a quiet shop, but it had potential that was recognized by Worthy and Manheim.

Over the past thirty-three years, that potential has been more than realized. Dennis and his highly-skilled team developed Manheim Milwaukee into a high-volume auction with 17 lanes that peaked with a volume of more than 100,000 sales annually, reaching top-ten national status. Worthy attributes this success in some part to providence. Just one year after his arrival, the auction's detailing facility was struck by lightning and the resulting fire wiped out about half of the company's physical plant. In Dennis' own words, "It was the best thing that could have happened to us." Worthy and his team worked diligently to make that small-scale operation rise like Phoenix from the ashes to become the modern, high-volume auction that it is today.

Reflecting on his career and our market Dennis said, "You have no idea how good the business is here. Once we followed Chicago. Now we lead. The upper Midwest is a strong and healthy automotive marketplace." Dennis Worthy and his auction's contribution to business, philanthropy and education over the past three decades has been a major factor in that market strength.

We say thank you and congratulations to Mr. Dennis Worthy on a great career that has touched thousands throughout Wisconsin. ●



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WATDA Partners with American Fidelity: Section 125 Flex Spending Accounts

BY KIRSTEN FLOGSTAD



We recently sat down with Bill Sepic, President of WATDA, to talk about WATDA's recent move to using American Fidelity Assurance Company as our Section 125 and Flexible Spending Account provider. Here's what Bill had to say about the switch after years of self-administering for WATDA.

After all the years that WATDA had administered a Section 125/ Cafeteria Plan, what prompted the change and how will this benefit our members?

Our goal has always been to provide our members with the very best service experience with their Section 125 and Flexible Spending Account (FSA) administration. This was the reason we chose to self-administer our Section 125 plan from the beginning.

When the Patient Protection and Affordable Care Act (PPACA) was signed into law, it presented us with some challenges and changes. In order to continue providing our members with great service while ensuring compliance with several new rules and regulations, we looked to our partner American Fidelity Assurance Company (American Fidelity) for assistance. As a long-time partner of WATDA and a trusted Section 125 provider to over 8,000 employer groups nationwide, we knew American Fidelity could provide great service and support for our employer groups.

How is American Fidelity similar to WATDA with plan support?

American Fidelity will allow WATDA members and their employees to continue to receive:

- Section 125 administrative services, including plan document support and compliance hotline;
- Complete program education and enrollment through group meetings, along with one-on-one benefit enrollments with a Wisconsin-based, salaried, career account manager;
- Upfront funding of Health FSA plans, with reimbursements beginning on the first day of the plan year, regardless if funds have been received – just like you have experienced with WATDA;

- Year-round support for new hires, benefit fairs, and Wisconsin-based, salaried, career account managers to assist with questions;
- FSA Administration with complimentary debit card(s);
- Timely reimbursements of submitted claims;
- Direct Deposit or paper check options;
- Full benefit enrollment, including core and supplemental insurance products, to streamline your employees' enrollment experience. A WATDA Benefit Specialist is available to partner with American Fidelity throughout the entire communication process; and
- Online claims submission by simply uploading receipts for reimbursement.

American Fidelity "fronts the money" on Health FSA accounts; why was this important in selecting a transition partner from the WATDA cafeteria program especially in relation to dealer cash flow in the current economy?

We understand the current state of the economy, and we want to assist our members' in helping their employees with their medical expenses when funds may not be immediately available. We wanted a partner who could assist in providing the same upfront funding. It was important to us to ensure resources were in place to cover your employees' full Health FSA expense reimbursement, even if their account has not accrued enough funds to pay the expense.

While many Flexible Spending Account providers require a group to set up a separate account and potentially be responsible for fronting the money to their employees to comply with statutes, American Fidelity "fronts the money" in the same manner that WATDA has so that the employer's cash flow isn't effected.

Does American Fidelity offer any additional services/support that we did not previously receive?

Yes. In addition to the core services listed previously, American Fidelity will also offer these additional value-added services:

- On-site counsel to assist with your Section 125 or Health Care Reform questions and needs;
- Daily claims processing;
- AFA Mobile™, AFA's Mobile App;

- Educational materials, tools, and resources including online tax-savings calculators, expense worksheets, and more;
- VIP email updates on important Health Care Reform developments;
- One-on-one strategy sessions to discuss long-term plan options and implementation steps;
- Discounted Health Care Reform Webinars; and
- Insuring the "risk" associated with the Health FSA.

What added value do you see with American Fidelity's option to insure the required risk associated with Flexible Spending Accounts while minimizing administrative and accounting responsibilities?

At the end of each plan year American Fidelity helps you reconcile your FSA program. In the event you had employee terminations that resulted in your Health FSA account having a negative balance, American Fidelity's risk protection policy will eliminate the need for you, the employer, to pay the account back. However, if your account reconciliation resulted in a positive balance, that amount is refunded completely back to you.

How important was it to know that 43 other State Auto Dealer Associations have entrusted AFA to provide Section 125/Cafeteria Plan services to their members?

It is very important. It demonstrates that American Fidelity recognizes each industry is different and has its own unique needs. One size does not fit all when it comes to benefits. By focusing their services on these select markets, American Fidelity knows the best practices of the industry and is able to advise our members on the products and services that have proven successful with employers just like ours.

What concerns did you have related to the new complexities and compliance concerns along with all the regulations that follow the passing of PPACA into law?

We had several concerns. The developing Health Care Reform law has several requirements that could involve substantial resources. WATDA wanted to ensure that our FSA program would remain compliant with these new requirements. This is why we looked to a trusted partner who had the Health Care Reform experience and expertise we needed. The Health Care Reform team with American Fidelity has over 50 combined years of experience providing a broad range of legal, actuarial, and administrative support for health and welfare benefit plans. They also offer consulting services for in-depth health and welfare benefit plan assistance.

What other factors related to PPACA weighed into this decision?

American Fidelity is independent. It is important to note that American Fidelity does not insure major medical coverage, so it is well positioned to assist us with our Health Care Reform needs.

As the Affordable Care Act has become the law of the land, what additional services can American Fidelity bring to the table in the form of additional support to the Association members?

American Fidelity has recently introduced American Fidelity Administrative Services, LLC (AFAS) assisting employers with Health Care Reform. AFAS was established at the request of American Fidelity's customers to help with strategic Health Care Reform and health and welfare benefit consulting. AFAS offers a wide range of services to help dealers save time and money in connection with their health and welfare benefit plans. These are just a few of the services they have available to WATDA members:

- Four Health Care Reform Implementation Packages
- Consulting Services
- Eligibility Software to Help Manage the Free Rider Penalty
- Variable Hour Employee Premium Billing
- Employee Notice and Reporting Solutions
- Nondiscrimination Testing
- Employee Communication and Enrollment Resources

WATDA is pleased to continue partnering with American Fidelity - now for Section 125 and Flexible Spending Account support. We encourage you to contact Chryste Madsen, WATDA Membership Services Manager, to learn more on how American Fidelity can benefit you. Chryste can be reached at CMadsen@watda.org or at 608-251-4628. You may also contact Troy Young, American Fidelity's Wisconsin State Manager at Troy.Young@af-group.com or at 800-654-8489 ext. 3035. ●



CenterStage

AWARDS, HONORS, MILESTONES

Four Wisconsin Dealerships were named to the *Automotive News* "Best Dealerships to Work For" top 100 list. **Bergstrom Chevy Buick GMC of Oshkosh; Bergstrom Toyota of Oshkosh; Holiday Chevrolet Buick GMC Cadillac of Fond du Lac and Kocourek Nissan Kia in Wausau** were all named to the list by Best Companies Group, an independent third party who administered a survey evaluating working conditions, benefits, professional development opportunities, and work-life balance.

Gustman Chevrolet Buick GMC of Kaukauna has pledged \$17,000 to the Kaukauna Public Library fundraising effort. "Anything that makes the city better to live in, is good for us," said Tom Gustman. "Kaukauna is a wonderful city and every little bit that's done that improves it makes it that much better."

V & H Automotive Inc helped Marshfield Senior High School raise \$4,060 for the football team with the Ram Gridiron Challenge program. Participants earned a \$20 contribution to the team by test driving Ram Trucks provided by the dealer.

Rudig Jensen Ford Chrysler Dodge Jeep of New Lisbon partnered with Mauston elementary parents to raise money for Westside and Grayside Parent Teacher Councils. Test Drive for Kids donated \$10 for each Chrysler test drive by parents.

Bergstrom Automotive's two-day *Drive for a Cure* event, where \$1 was donated for every public test drive mile driven on the eleven mile course around the Victory Lane dealership complex, raised \$55,747 for breast cancer research at the Medical College of Wisconsin Cancer Center. This event has generated more than \$305,000 since its inception in 1997.

Don Johnson Motors, Rice Lake, partnered with Mayo Clinic Health Systems to sponsor a child car seat safety check. The event was held in conjunction with Child Passenger Safety Month and Boost for Safety: the Give Kids a Lift for Life campaign sponsored by NADA.

Rhineland GM Auto Center conducted a test drive event to benefit the Rhineland Fire Department during Fire Prevention Month. For every test drive completed \$20 was donated to the fire department to help defray the cost of the BullEx Intelligent Training System; which is used to provide live fire extinguisher training in the community.

Glacier Valley Ford in Baraboo in cooperation with Ford Motor Company is sponsoring a *Drive 4 UR Community* event to benefit the Baraboo Food Pantry. Each test drive taken on November 9 will result in a \$20 donation to the pantry.

Fedderly Chrysler Dodge Jeep Inc in Reedsburg helped to raise \$4380 for the Weston High School football team with the Ram Truck Gridiron Challenge Program. Participants earned a \$20 contribution for the team by taking a brief test drive.

Van Horn Automotive donated a new Chevrolet Impala to the **Plymouth Gift of Life** charity in an effort to raise money for a member of the community that is suffering from illness. Raffle tickets were sold for a chance to win the car during their annual charity softball tournament.

The **Russ Darrow Group**, headquartered in **Menomonee Falls**, will make a donation to support breast cancer research and awareness for every new vehicle it sold in October.

Koenecke Ford, Reedsburg is celebrating their 30th anniversary as a Ford dealer. Marty Koenecke has owned a farm implement business since 1958 built on a cornfield outside of town. He moved the Ford dealership from a downtown location to share the farm implement cornfield. The businesses share staff and office space, making for low overhead. Son Kurt runs the farm implement side and Kurt's wife Patty is the business manager for the car dealership. ●

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

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New Vehicle Sales Trends



From Around the State

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

Wisconsin New Vehicle Trends: October 2013

	Previous Two Months		Year to Date % change	Year to Date Market Share					
	9/12	9/13		'12 YTD	'13 YTD	% change	'12 YTD	'13 YTD	change
Industry Total	33,239	37,144	11.7%	165,245	182,598	10.5%	100.0%	100.0%	0.0%
Car	14,006	15,026	7.3%	72,707	76,636	5.4%	44.0%	42.0%	-2.0%
Truck	19,233	22,118	15.0%	92,538	105,962	14.5%	56.0%	58.0%	2.0%
Japanese	10,776	12,796	18.7%	53,165	60,434	13.7%	32.2%	33.0%	0.8%
Toyota	4,242	4,823	13.7%	21,107	22,711	7.6%	12.8%	12.4%	-0.4%
Honda	3,175	3,856	21.4%	15,562	18,255	17.3%	9.4%	10.0%	0.6%
Nissan	1,449	1,669	15.2%	7,231	8,096	12.0%	4.4%	4.4%	0.0%
Other	1,910	2,448	28.2%	9,265	11,372	22.7%	5.6%	6.2%	0.6%
Domestic	17,733	20,057	13.1%	88,571	100,253	13.2%	53.7%	54.9%	1.2%
General Motors	7,870	8,729	10.9%	39,769	44,241	11.2%	24.1%	24.2%	0.1%
Ford	5,387	6,705	24.5%	26,718	31,685	18.6%	16.2%	17.4%	1.2%
Chrysler	4,476	4,623	3.3%	22,084	24,327	10.2%	13.4%	13.3%	-0.1%
European	2,073	2,022	-2.5%	9,857	10,148	3.0%	5.9%	5.5%	-0.4%
Volkswagen	1,242	1,142	-8.1%	5,955	5,863	-1.5%	3.6%	3.2%	-0.4%
BMW	394	365	-7.4%	1,688	1,828	8.3%	1.0%	1.0%	0.0%
Mercedes	217	277	27.6%	1,043	1,161	11.3%	0.6%	0.6%	0.0%
Other	220	238	8.2%	1,171	1,296	10.7%	0.7%	0.7%	0.0%
Korean	2,657	2,269	-14.6%	13,652	11,763	-13.8%	8.3%	6.4%	-1.9%

Zimbrick Automotive, based in Madison, has purchased Stark Chevrolet in Sun Prairie. CEO Tom Zimbrick plans to retain all 55 employees of the dealership and the new general manager will be Steve Bell, a 22 year veteran of Zimbrick.

The former **Stevens Point** Courtesy Motors dealerships have been purchased by the **Geiger Bozich Auto Group**, who intends to run three separate stores with Nissan, Honda and Chrysler, Dodge, Jeep, Ram. The Honda facility will include a new 23,000 square foot building and increased lot size; Nissan will relocate to the current Honda facility. The dealerships plan to hire 15-20 new employees between the three stores.

The Russ Darrow Group launched **Russ Darrow Used Car Superstore in Ashwaubenton**, which includes a **JD Byrider** franchise. The site formerly held Cadillac and Saturn dealerships and is owned by Bergstrom Automotive. Darrow has a long term lease on the location.

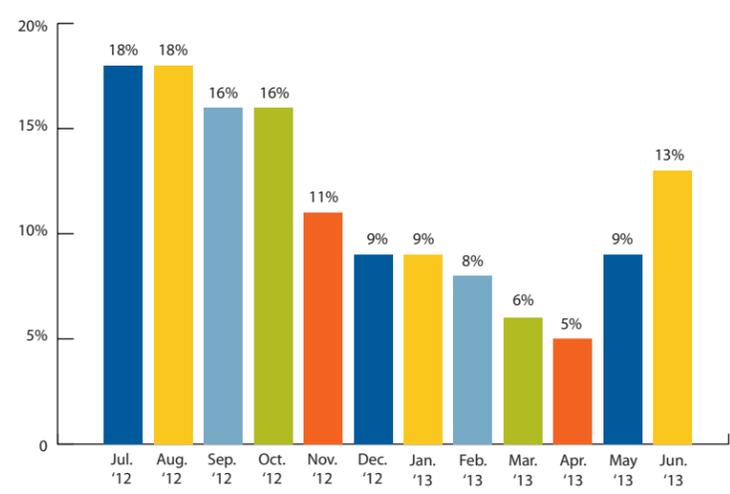
Terry Larsen, Larsen Auto Amery has sold the balance of the dealership to his partner of ten years Mark Schaefer, who will operate the location as **Amery Chevrolet**.

Bergstrom Automotive is building a second Wisconsin Fiat dealership to be located in **Kaukauna**, next to Bergstrom of Kaukauna which sells multiple brands including Chrysler which is owned by Fiat. The first Fiat store is located in Milwaukee.

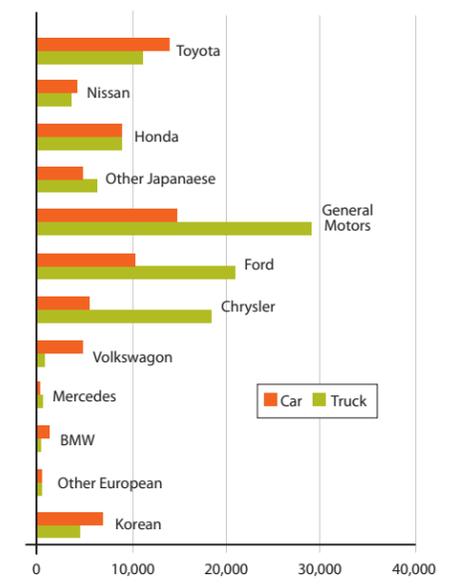
Burtess Chevrolet of Orfordville, has relocated to a new facility that triples the size of their old location downtown. The new dealership, on Highway 11 west of Highway 213 includes two indoor delivery bays, a car wash, covered service drive-up, a four car showroom, customer lounge, new technology and office space. The old location was sold to the city, who will be deciding the specifics of use once it has been totally vacated. ●

Matt Hughes, General Manager did the honors of cutting the ribbon on **Arcadia Motors** new 14,000 square foot showroom, offices and shop for their Chrysler, Dodge, Jeep dealership. Grand opening was held in August.

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



YTD Registrations by Vehicle Type



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WISCO, Your Company

BY JOHN HACKMAN



WISCO Cooperative Association is owned by its members. There are no other owners or outside investors. Because we are a true cooperative we exist to serve our members not profit from them. Our sole purpose and mission statement is to save our member dealerships money on their purchases thereby adding to their bottom line. The products available from us range from toilet paper to \$100,000 pieces of equipment. With very few exceptions we can supply everything an auto and truck dealership can use other than the vehicles. With over 600 member dealerships we are able to use our group buying leverage to obtain quality products at a savings. WISCO Coop adds its small markup and the result is savings on the products your dealership uses and sells. At the end of the year any profit WISCO makes is paid to its members in direct proportion to what they purchased. That is only right since the members are the true owners of the company.

Who else do you buy from that is only in business to add to your bottom line?

If you are not a member of WISCO there is no better time to check us out. Call WISCO at 800-274-2319 or go to wisco.com and see what WISCO can do for you. For our members make sure that you and your managers are taking advantage of WISCO's full line of automotive products. WISCO can't accomplish its purpose of adding to your bottom line unless you use us.



Just a reminder for WISCO members who may be looking for equipment before year-end to upgrade your shop and possibly save on your taxes, NOW is a good time to review your equipment needs. If you are in need of equipment for your shop what better place to look than your own co-op. WISCO's equipment lineup includes names known industry-wide. We have Challenger lifts, Hunter and Snap-On alignment systems, wheel balancers, tire changers, and brake lathes. Pro-Cut and Ammco brake lathes are also part of the WISCO offering. We have Coats and Corghi tire changers and wheel balancers, Borroughs, Shure, and Equipto shelving, bins, and work benches. Orion energy saving lighting and NitroFill nitrogen tire filling machines are offered by your co-op. You can save money on this winter's high heating costs with an Energy Logic waste oil furnace or a MacroAir fan from Black Gold. The list continues. Check us out at www.wisco.com to view our entire product offering.

WISCO is in a completely unique position in that its customers are also its owners. If you think about that it is very hard to find another example of that. Also unique is that since WISCO is owned by its customers we strive to sell to our membership at the lowest price possible rather than to see how high a price we can get for a certain product as is the case in most of the business world. There is no reason for us to have a high markup because we pay all our profits back to the member anyway.

WISCO's entire reason for existing is to save its members money on their purchases. We have several excellent equipment programs in place. Call 800-274-2319 for information, demos, or pricing. ●



NADA Director's Report

BY KEN VANCE

"Thank God we are not getting all of the government we are paying for."
– Will Rogers

Dealers Seek Greater CFPB Transparency on Auto Finance

More than 400 new-car dealers and association execs met with their members of Congress during NADA's Washington Conference from September 18-19 to discuss key policy issues facing franchised auto dealerships. The most prominent among them: the Consumer Financial Protection Bureau's effort to end the discounts car buyers can negotiate when financing a car or truck through a dealership.

During visits to Capitol Hill, dealers asked their senators to sign the letter authored by Senators Rob Portman, R-Ohio, and Jeanne Shaheen, D-NH, which requests that the bureau explain how eliminating a dealer's ability to "meet or beat" a competitor's rate is good for consumers. A key ally in the dealers' fight, Representative Gary Peters, D-MI, said he's "very concerned" about the CFPB's recent effort to alter the \$800 billion auto finance marketplace without a hearing or offering analysis for public scrutiny.

NADA is urging dealers to call both their senators and ask them to sign the Portman-Shaheen Auto Finance letter, which requests greater transparency from the CFPB on indirect lending. For a copy of the letter visit: http://www.nadafrontpage.com/upload/wysiwyg/CFPB_Letter.pdf The Senate switchboard can be reached by calling (202)224-3121. Operators will direct dealers to the senators from their state.

NADA Convention: 21 Hotels in New Orleans Have Sold Out

There's plenty to get jazzed about with the upcoming 97th annual NADA Convention & Expo in New Orleans next January. For one thing, the city has invested billions of dollars in major restoration projects, and the convention center was updated just this year. Plus, there's been a 55 percent increase in the number of restaurant over the past seven years, nearly \$800 million in hotel upgrades and \$77 million in street improvements, including a new streetcar line.

"Twenty-one of 33 convention hotels have already sold out, so we're encouraging attendees to register as soon as possible," said Desmond Roberts, chairman of NADA's convention committee. "Exhibit sales on the expo floor are also running higher than the past convention."

The NADA convention runs Friday, January 24, to Monday, January 27. This will be the 10th time the convention has been held in the Big Easy since 1973. Considered the "Automotive Industry Event of the Year," the convention includes dealer-

manufacturer franchise meetings, educational workshops, hundreds of exhibits on the expo floor and numerous networking events.

"The city has a festive atmosphere you can't find anywhere else-from the amazing Creole cuisine and culture to the historic sites and music," added Roberts, a Chevrolet dealer in Hodgkins, IL. "New Orleans looks better today than it ever has." Dealers and their managers who register in advance by January 16 will receive a \$75 discount from the on-site rate. For more information or to register, visit www.nadaconvention.org.

OSHA Withdraws Proposal to Change Consultation Program

In deference to the objections of small business groups, including NADA, OSHA has withdrawn a proposal to modify rules governing its time-honored On-Site Consultation Program. The proposal could have weakened the "wall" between onsite consultations and OSHA enforcement, thus acting as a disincentive for dealerships to access the program. NADA has long suggested that OSHA On-Site Consultations are one way for dealerships to review their federal or state OSHA compliance and to enhance workplace health and safety. For more information on this program, contact NADA Regulatory Affairs at regulatoryaffairs@nada.org or (703) 821-7040.

Final Word



It has been a pleasure to represent our great state on the NADA board of directors. I did not comprehend the depth and breadth of this organization that gives so much to protect us from our government and works non-stop to improve our relationships with our manufacturers. I would be remiss if I didn't express to you what fantastic

staff we have. They are some of the most dedicated people I've ever worked with.

To my successor I pledge my complete cooperation in any way I can help. ●

It has been a pleasure to represent our great state on the NADA board of directors.



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40th Celebration attendees: seated l-r: Nan Selk (with her granddaughter); Betty Finner; Sue Rausch; Donna Michaelis, and Chris Snyder. Standing l-r: Sue Miller, Barb Lumina, Dick Warsinske; Matt Lavold, Bob Foulks, Mari Pat Wittwer; Meghan Brown; Julie Olson, Linda Poulsen; Julie Farmer, Bruce Ohlsen; Chris Connor; Gary Beier; Christine Fleming and Chryste Madsen.



of Problem Solving for Our Dealers

Sue Rausch, Vice President of the WATDA Insurance Agency, recently celebrated her 40th anniversary with WATDA! A luncheon was held in her honor for staff and a few former staff members were invited. A lot of memories, good food and, of course, the obligatory cake marked the special occasion.

Sue began her career at WATDA in 1973 as the one and only Claims Processor. Much has changed over her years serving our dealers. At that time all claims were hand written; checks and EOB's (Explanation of Benefits) produced on typewriters.

Sue worked with a computer programmer to create a legacy system for electronic processing of claims that was used through 1999. In 2000, the change of the millennium required the purchase and conversion to a new "canned" computer system; another of many technological challenges that Sue has seen in your association.

Change is actually what Sue commented on when we sat down to talk about her years of service. The constant change in the health and insurance industries has kept her job interesting over time. "There was always something new to learn or new insurance protocols to adhere to," she said. Sue has been very involved with organizations to help her stay on top of current insurance and health care trends. During her five year tenure as president of the Central Wisconsin Claims Association, her

main responsibility was to provide monthly luncheon seminars and an annual educational conference for the claims adjudicators, case managers and legal personnel from all of the Wisconsin health insurance carriers.

According to Sue, the most rewarding part of her job has been helping dealers and their employees through difficult times and tough issues concerning their health and claims. Sue said it's been a pleasure to help our dealers and she has developed many close relationships with our members.

With the current healthcare reforms, her job is more important than ever – helping dealers understand the new regulations and make choices that are best for their business and their employees.

Sue has a married daughter, Greta who is a CPA at a national accounting firm and is mother to Sue's three-year-old grandson, Colton, and a married son Kurt, who just received a degree in electronic engineering.

WATDA President Bill Sepic congratulated and toasted Sue on her anniversary saying, "Sue always gives of herself, always puts our members first and treats them well whether they buy our products or not; she has always thought of our members like family." A fitting tribute to a long-term, loyal member of your WATDA staff; congratulations Sue Rausch! ●

Hader Selected as 2013 Instructor of the Year



Carl Hader has been selected at the 2013 Byrl Shoemaker/ASE Industry Education Alliance Instructor of the Year. This inaugural award was created to recognize an outstanding individual whose dedication and passion advanced excellence in career and technical education through involvement with NATEF program accreditation, the AYES initiative and ASE professional certification. This award is named for Dr. Byrl Shoemaker, the founder of NATEF, former ASE Director, NATEF Trustee and Consultant and former CTE Director for the state of Ohio, and is given by the ASE Industry Education Alliance and its family of organizations including ASE, AYES, ATMC and NATEF.

Carl Hader was recognized at the annual ASE Technician Recognition Awards on November 20th at the Fairmont Hotel in Newport Beach, California.

Hader also spoke at the national gathering of the ASE Service Professional's Council and at the awards presentation with regard to the state of high school auto tech programs and the important need for mentors for young people aspiring to enter the auto technician career path. ●



Congratulations Sue Rausch!



Horsing Around: Our Students Learn Life and Job Skills

We offer many job opportunities to our students in order to build character, responsibility, work ethic, and respect. But who knew cleaning up manure and feeding horses in our stables could do just that. Working in the stables is a very difficult job for some of our students because many of them have never worked a labor intensive job. This is yet another example of how we are teaching the skills necessary for their future. Brian is a student here who is currently working in the stables by cleaning out stalls, pens, and feeding the animals.

Brian says he likes working in the stables with Miss Lisa and Miss Gretchen. "They are absolutely awesome people to work with. They tell you what to do, but they are really laid back." He continues, "It is fun to be around the horses especially because when you are cleaning up after them every day you gain a more personal relationship with them."

Working in the stables is a labor intensive job; Brian says he doesn't mind the hard work and knows that when you work hard you will be tired at the end of the day. "Working in the stables helps you to get your morning energy out too," Brian said with a smile.

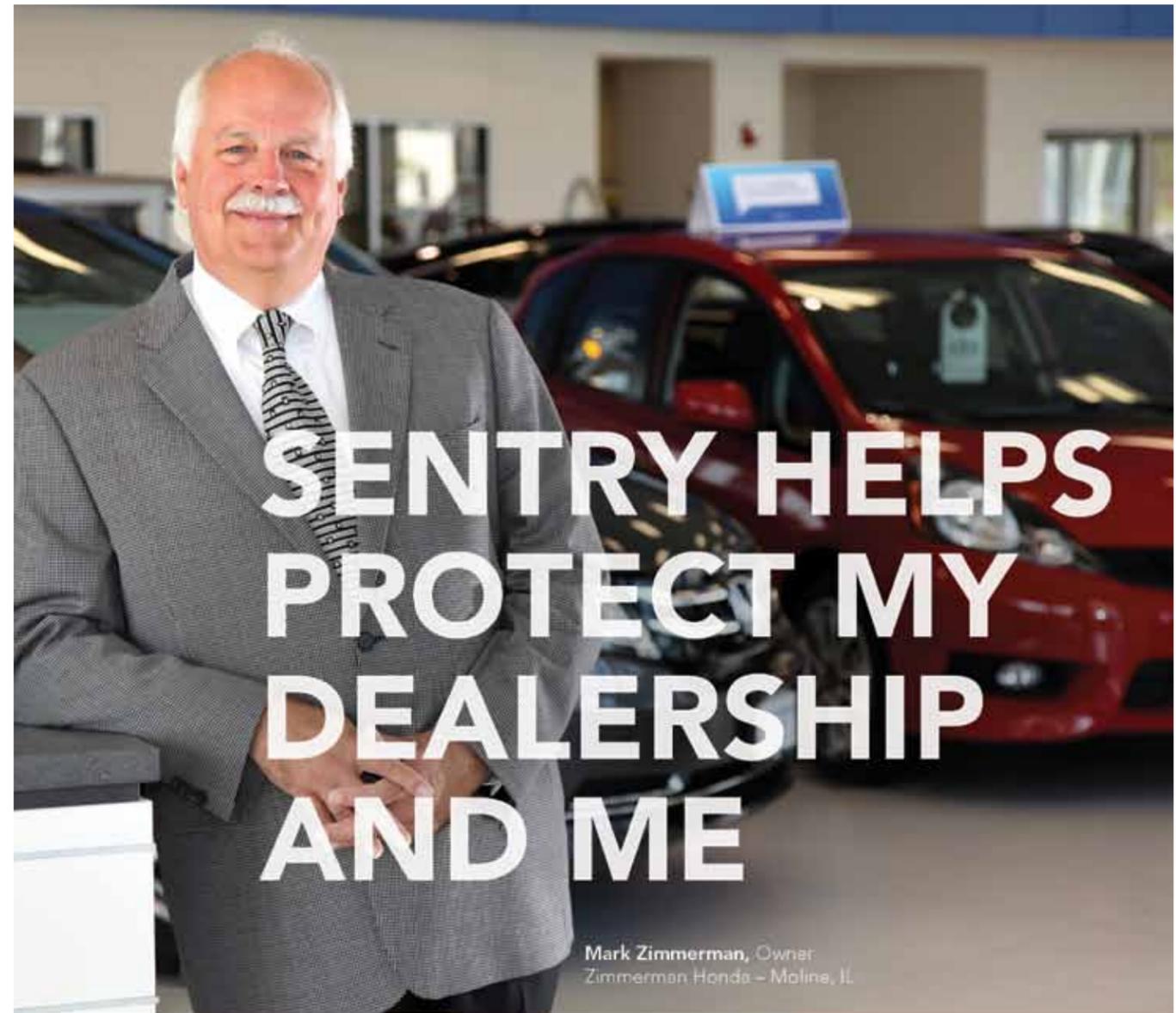
We offer different work experiences to our students to help build character, responsibility, work ethic, and respect within a work environment. All of these values will be vital to their job search in their future. We try to equip our guys with the necessary information and values to help them become productive members of society.

Rawhide's Vehicle Donation Program

Rawhide accepts cars, boats, and motorcycles, all year long as charitable in-kind donations to support the noble work of helping troubled youth. The Snap-on Auto Center and the Pennau Prep Center provide evaluation and mechanical repair instruction opportunities for youth in our care.

Donating a car to Rawhide is free, fast, easy, and tax deductible. A donor may bring their vehicle to one of Rawhide's many conveniently located drop-off locations (your dealership), or arrange for a convenient home pick-up. Remember, we accept Cars, Boats, Motorcycles, and virtually any vehicle with wheels. Please encourage others to donate by calling:

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SP-36

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Legal & Legislative Update

BY CHRIS SNYDER

New Rules Regarding Telephone Consumer Protection Act

The Federal Communications Commission recently amended the Telephone Consumer Protection Act (TCPA) rules that took effect October 16, 2013. The major changes will require dealers to secure prior express written consent (PEWC) before calling a customer for any telemarketing or telephone solicitation purpose. It also eliminates the established business relationship exemption.

The prior express written consent requirement applies to any telemarketing calls placed to cellphones using an automatic telephone dialing system (ATDS) and to artificial or prerecorded voice messages (Robo Calls). This requirement treats text messages and pager contacts as cellphone calls. Further, the PEWC applies to any Robo calls made to a residential telephone.

Telemarketing or Telephone Solicitation

The TCPA defines telemarketing and/or telephone solicitation as “the initiation of a telephone call or message for the purpose of encouraging the purchase or rental of, or investment in, property, goods, or services, which is transmitted to any person.” They define ATDS as “equipment which has the capacity (A) to store or produce telephone numbers to be called, using random or sequential number generator; and (B) to dial such numbers.



Established Business Exemption

The new amendments eliminate the long-standing exemption that allowed businesses (dealerships) to communicate special sales events, offers, service reminders, etc. Under the new rules if dealers want to communicate any sales or service information with their customers, they will need to secure a PEWC.

Prior Express Written Consent

There is no grandfathering of any consent forms you may have obtained from your customers in the past. One caveat to prior consents is for fax communications. The TCPA prohibits the use of fax machines, computers, or other devices to send unsolicited advertisements, except where there is an established business relationship with the recipient and the fax contains a compliant opt-out notice.

All customer consent forms must be dated after October 16, 2013, and all PEWC forms must:

- 1) **Be in writing and be signed (electronic/digital is OK) by the person providing consent (the person you are going to be contacting).**
- 2) **Must state the telephone number they are consenting to be contacted at;**
- 3) **Clearly authorize the dealership to call the person using an ATDS or prerecorded message for telemarketing purposes; and**
- 4) **Providing consent cannot be a condition for purchasing goods or services.**

Violations Can Be Costly

The TCPA allows for a private cause of action with penalties ranging from \$500 to \$1,500 per call. Private cause of action means that there doesn't need to be a ground-swell of violations that would spur a government lawyer to act, just an individual who claims they were called without their PEWC can go hire an attorney and sue the dealer.

More information is available online at www.fcc.gov. Dealers should make sure that any third party vendors they are utilizing to make any calls and send text messages on behalf of the dealership comply with the new requirements.

Federal Trade Commission is Stepping up Advertising Enforcement

Last year the Federal Trade Commission (FTC) sanctioned and entered into consent agreements with five dealerships spread throughout the country for deceptive advertising practices. The dealers were advertising “we'll pay off your trade.” The problem (the “deception”) is that the dealers neglected to disclose that any negative equity for the trade-in vehicle would be rolled into (added on to) the loan for the vehicle they were purchasing.

More recently, they took action against two separate dealerships for price advertising. Both dealerships advertised the lowest price possible by including (or deducting) every rebate available. Prospective customers were lured to the dealership based on the price representation only to find that they would not qualify for each of the rebates.

In an effort to protect unassuming consumers from deceptive advertising practices the FTC identified some problem areas that they feel dealerships in particular need to be aware of and they are; “Up to” advertising, “Drip Pricing” and various “Online” advertising.

“Up to” advertising occurs typically when dealers state a range of benefits that concludes the ultimate benefit as “Up to” (e.g. save “up to” \$100 in fuel costs per month). The FTC reasons that consumers see these types of ads and assume that they will receive that maximum level of benefit, when the reality is very few, if any receive the advertised benefit.

“Drip pricing” occurs when an artificially low (or partial) price is stated to attract the customer, then additional mandatory and optional charges are added as the customer is engaged in the buying process.

“Online” advertising has been fraught with issues since businesses started advertising on the Internet. For whatever reason, people think they are not subject to the same rules and regulations when they're on the Internet. Some time ago (maybe 15 years) the Honorable Sam Sparks, U.S. District Judge for the Western District of Texas issued a ruling regarding Internet advertising, wherein he roughly stated *advertising on the Internet is advertising*. It is no different than advertising in the newspaper, radio, television or by smoke signals, its telling people what you have and that you want to sell it. However, we seem to have issues complying with the advertising laws via the Internet, so the FTC has published an Internet advertising manual that you can download by going to:

www.ftc.gov/os/2013/03/130312dotcomdisclosures.pdf ●

TCPA: Follow Up to Questions

WATDA recently sent out Bulletin #9 (10/31/2013) regarding the Federal Communications Commission (“FCC”) regulation changes to the Telephone Consumer Protection Act (“TCPA”). Since then, we have received a number of calls requesting clarification.

Under the FCC amended regulations, any telemarketing calls placed to a customer's wireless phone (which includes telemarketing text messages) utilizing an Automated Telephone Dialing System (“ATDS”); or any prerecorded telemarketing message (Robocalls) made to a cellphone or residential landline requires that the telemarketer have prior express written consent from the recipient before placing that call.

Definitions

Automated Telephone Dialing System (“ATDS”): Equipment which has the capacity (A) to store or produce telephone numbers to be called, using a random or sequential number generator; and (B) to dial such numbers. An autodialed call is a phone call made by a live person or prerecorded message that is placed using an autodialer, or automatic telephone dialing system. Examples are calls made utilizing call center software.

Prior Express Written Consent: Must be an affirmative statement in writing that 1) Identifies and is signed by the person providing consent (an electronic signature is acceptable); and, 2) Specifies the telephone number to which the person is consenting to be contacted at; and, 3) clearly authorizes the company to call the person using an ATDS or prerecorded message for telemarketing purposes; and, 4) Is not a condition of purchasing goods or services.

Robocall: A phone call that uses an autodialer system to deliver a prerecorded telemarketing message.

Telemarketing Call: The initiation of a telephone call or message for the purpose of encouraging the purchase or rental of, or investment in, property, goods, or services, which is transmitted to any person. Purely informational calls and calls for non-commercial purposes are exempt from the regulations.

Tribute

Ryan Herman-2012 State Ford AAA Skills Winner Dies in Tragic Accident at Work

A Caledonia man headed out on his lunch break is dead after the motorcycle he was driving Friday, September 13, 2013, was struck by a delivery van in the parking lot at Porcaro Ford Mitsubishi.

Company Vice President Anthony Porcaro said mechanic Ryan E. Herman, 20, died after being struck by an automotive parts vendor's van. The collision occurred in the middle of the business' parking lot on Washington Avenue in Mount Pleasant.

The Horlick High School graduate had worked there for a year, but previously worked with staff through a mechanics apprentice program, Porcaro said. He described the atmosphere at the dealership and repair center on Saturday as "extremely somber."

"A lot of the staff is having a difficult time. Many staff members were the first responders there," he said, adding that some co-workers heard the fatal crash and many rushed to Herman's aid. "Its one thing to lose a co-worker, and it's another thing to have it actually happen on your premises (where staff) were witnesses."

The vendor was making a turn to drop off a delivery of parts when the collision occurred, the drivers "seeing each other too late." He said Herman wasn't wearing a helmet at the time, but had been known to wear one.

Herman was driving an older-model Suzuki motorcycle. Co-workers said that motorcycle was given to him by a customer because it didn't run. The man told Herman if he could fix it, it was his, Porcaro said. It was a chance the mechanic jumped at, especially the more aged and damaged a vehicle was, he said.

"He got something that didn't run and got to bring it back to life," Porcaro said. "It was fun to him to make it work. He was just a fun-loving, carefree, 20-year-old kid. He just enjoyed working on vehicles."

Porcaro's voice caught as he spoke of how proud he is of Herman's co-workers, who rushed to help him.

"His manager was the first one to him. He's having a very, very difficult time," Porcaro said.

When asked if any counseling would be available to employees, Porcaro said: "I don't even know how that works. Over 30 years in the business and nothing even remotely close to this (ever) happened. It's like losing a family member."

According to the Racine Unified School District, Herman was part of a state championship-winning team in May 2012. Herman and his partner won the State Ford/AAA Automotive Skills contest – receiving nearly \$40,000 in scholarship money and tools – after they were the first to repair a vehicle and drive it to the judging area, where all of the "bugs" had been fixed, according to the school district.

"He was a good guy – a nice, 20-year-old man that was starting life," Porcaro said of Herman, who is survived by his parents.

Mount Pleasant police stated the crash remains under investigation and the van driver hasn't been ticketed. ●



Nick Petros

Nick Petros, age 80 passed away Tuesday August 13, 2013 in Bonita Springs, Florida. He is survived by his loving wife, Angele (nee Pappas) and beloved sister, Toula (Petropoulos) Karides; Dearest father of Nick and Cherie (Brian) Shanahan; proudest "Papou" of Alexandra, Angelica and Samantha. Also survived by sisters-in-law, Sophie Petropoulos, and Pauline Youtsos; as well as nieces, nephews, and cousins.

He was preceded in death by his parents, Strat and Doris Petropoulos; brother, Tom Petropoulos; sister, Kostoula Demopoulos; brothers, Gust and George Youtsos.

Nick graduated from Lincoln High School in Milwaukee, Wisconsin and pursued further studies with General Motors and Ford Motor Company. Nick was a GM Dealer in Watertown, WI until he retired and moved to Lake Geneva, WI where he later operated Ford and GM dealerships. He enjoyed traveling, cooking, and spending time with his family. Nick had a special love for Greece and all things Greek. Over the years he traveled to Greece many times to maintain relationships with his many dear friends and relatives there. Nick's greatest passion in life came from his deep love for his family. He instilled this belief in his children and grandchildren. He was most happy when he was together with his family.

The family would like to thank our nephew Dean Petropoulos for his loving hands-on care and Joanne's House at Hope Hospice in Bonita Springs, Florida.



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Your Foundation Paves the Way for a Great Future

BY GARY BEIER, VICE PRESIDENT

The road is not always a smooth one but your Foundation of WATDA is there to make sure that those bumps are as painless as we can make them for you. This, however, is not a solo act.

There are more than 250 donors including you and your colleagues, industry partners and twelve other non-profits throughout Wisconsin who collaborate to provide technical education support. This year your support will benefit 1,865 high school students at the fourteen Wisconsin AYES sites. Your generous efforts provided 1,600 credit hours for transportation technology instructors from all four corners of Wisconsin. In the Foundation's flagship program, technician scholarships, the Foundation Board authorized an increase in support for tomorrow's service professionals resulting in an estimated \$160,000 in tuition support awarded to 80 recipients.

People often ask where we would be without the Foundation of the Wisconsin Automobile and Truck Dealers. The answer is that we would be a long way from where we are today both as an industry and an association of professionals.

Your Foundation is one of the tools paving the way for new ideas like the Automotive Youth Education System, the Green Skills Alternative Fuels technology program and the Community Challenge Grants program. You are the fuel that drives us to a brighter future. If you haven't contributed to the Foundation lately, join the team and help pave the way for great things to come. Your support for the Foundation is a tax deductible gift that keeps on giving far into the future. Contact Gary Beier at 414-520-7870 if you would like to discuss any one of our many giving options including:

- Planned gifts through your estate with our Road to the Future Program;
- Gifts through trusts or insurance;
- Donor advised funds, which allow you to build a foundation with the Foundation;
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- Annual giving through the Foundation Donor's Club;
- Memorial and testimonial gifts recognizing a family member or big event. ●



You are the fuel that drives us to do more for the future.

The FOUNDATION
OF THE WISCONSIN AUTOMOBILE & TRUCK DEALERS ASSOCIATION

Relationships Are Key for this Foundation Scholar

Rachel Falkowski has been in the automotive service industry for nearly a decade, all with the same dealer, Hiller Ford of Franklin. She started work there just six months before they sponsored her for the Foundation scholarship.

Her education started in 2004 at Milwaukee Area Technical College in the general automotive program and she moved into the Ford ASSET program shortly after. Falkowski's big break came while talking to her Hiller sales rep about her new Mustang. He mentioned job openings in the service area and, by the time she got home, the phone was ringing and the job was hers. Rachel is the first female technician in the Hiller dealership.

Falkowski always loved fixing things as a child, from Legos to model cars. Rachel likes the variety in her job noting, "When you go up to that window in the morning, you never know what you are going to get." She likes the problem solving aspect of her work as well.

Rachel is also a technology guru, and is considered official SYNC specialist for her dealership. She fixes issues and teaches the customers to use the technology. Rachel takes pride in being one of the few dealer contacts in the area that specializes in this level of customer service. She claims that 95% of Hiller customers come to her for advice and help with their new SYNC systems. She works hard to make them feel comfortable around the service area and all the new technology referring to it as "a relationship value." Falkowski wants to see her dealership succeed and states, "The customers put food on our table, so we have to be sure to take care of them."

Rachel says to aspiring technicians, "Get ready for the good and bad days, but the variety is a good thing." Working with the crew here is like working with family. In fact, for her it is – her husband is also a member of the Hiller service team.

On achieving success Rachel says, "Keep trying and trying and eventually you will get it. Keep striving for yourself and set goals; keep pushing for what you want and you can make it happen." Technicians never seem to have enough tools—that's why the Snap-on gift came in handy for her as she started her career.



Jay Hiller, Rachel Falkowski, and Don Berka

Rachel also thanks her manager Don Berka, Mike Luttrup and owner Jay Hiller for giving her the opportunity to start her career. Service Manager, Don Berka calls her his 'SYNC Diva' stating, "Hiller customers really appreciate the in-depth work she does to train them on the system."

According to Don, Rachel is one of two ASSET scholarship graduates in her year. He is proud of the 20 ASSET students they have supported, 8 of their 14-person crew are ASSET grads, and many of those were through the Foundation scholarship program.

Jay Hiller feels that Rachel represents Hiller very well. He noted, "Rachel took the ASSET program to heart, grew with it and now her role is expanding here at the dealership. It is a pleasure to have her working here. She is a real asset from the ASSET program." Falkowski also serves on the automotive program advisory team at Milwaukee Area Technical College. Here at the Foundation we would agree that she has been a real asset to the scholarship program. ●

*Keep pushing for what you want and
YOU CAN MAKE IT HAPPEN.*

Wisconsin AYES Grad Makes World Class Showing



Kieron Kohlmann, Racine AYES grad and a student at Ferris State University represented the United States in Leipzig, Germany in the Automobile Technology competition during the biennial WorldSkills Competition. This international event was held July 2-7, 2013.

Kohlmann was awarded the gold medal and received "best in nation" in Auto Service Technology in November 2012 during the WorldSkills America's competition in Brazil where the United States competed against 23 other countries in preparation for the WorldSkills Competition.

His WorldSkills efforts in Germany resulted in the award of excellence, the equivalent of a fourth place. The competition was fierce with distance between Kieron and the gold medal winner just a matter of a few points.

"As an AYES automotive instructor and SkillsUSA advisor, I feel very fortunate to have been part of the automotive education for a student the caliber of Kieron Kohlmann," said Dave Dixon. "Kieron is the perfect choice for the WorldTeam. He absolutely loves anything automotive and has a tremendous understanding of how to diagnose and repair automobiles." And, Gottfried Georgi added, "Kieron and the other successful students are the reason I still teach, mentor and volunteer." ●



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From Around the State



Center Stage: Awards, Honors, Milestones



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