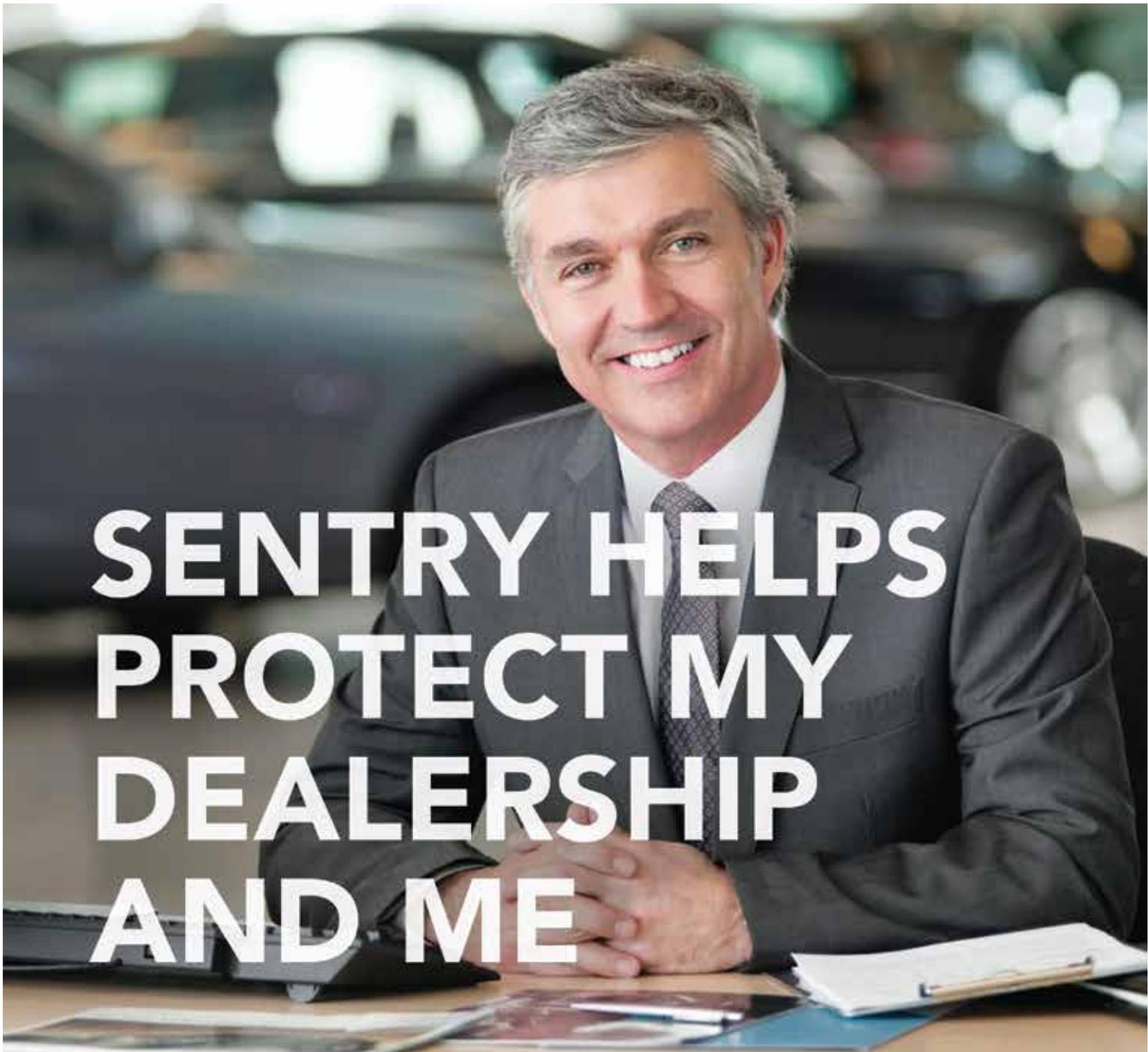


DEALER POINT

Official Publication of the Wisconsin Automobile & Truck Dealers Association | 1928-2014 | Volume 37 Fall 2014



MICHAEL SHANNON
DEALER OF THE YEAR



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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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MICHAEL SHANNON

2015 DEALER OF THE YEAR

BY CHRYSTE MADSEN



Michael R. Shannon, Sr. of Holiday Automotive, Fond du Lac is our 2015 TIME Quality Dealer of the Year Nominee/Wisconsin Dealer of the Year winner.

Mike began working for Bill Gores in 1972 when Holiday Oldsmobile was located in a small brick building in downtown Fond du Lac. Having just graduated from college, Mike had trained for, tested and been accepted as an insurance agent with Northwestern Mutual. Then by chance, Mike's dad Ray Shannon heard there was an opening for a salesman at Gores dealership.

The elder Shannon managed a service station and towing business in town. He was well aware that his son enjoyed "tinkering" with cars. Ray suggested that Mike interview and Mike agreed. Mike must have thought it a good idea as he purchased a new suit, but "neglected" to remove the suit's tags, should the interview not go well!

After a 45 minute interview between Mike and Bill Gores, the insurance business lost a great salesman. Mike accepted the job on the spot. He soon realized his predisposition for hard work and his passion for the industry.

Within three years Gores made Mike Used Car Manager and at \$400 per month salary plus commission, as Mike put it, "I was doing okay!"

The manufacturer had long suggested a new facility be built and a successor be named. The time finally came when action was required. Bill Gores offered to sell 25% of the company to Mike Shannon, Jim Baldauf and Jim Flood.

The purchase of the 25% wasn't an easy proposition for the trio. Two financial institutions and a lot of nervous perspiration later, the new partners were on their way and a new facility was able to be built at the intersection of Highways 41 and 23.

The three eventually bought out Gores. At a later date, Shannon and Flood bought out Jim Baldauf upon his retirement. Then in 2002 Mike bought out Jim Flood's share of Holiday Automotive while Jim bought out Mike's share of Holiday Dodge and they amicably parted ways. The two remain very good friends today.

Today the dealership houses Chevrolet, Buick, GMC, Cadillac, Ford and Mazda franchises along with a very successful Budget Center.

Mike, ever vigilant in creating a better customer experience, has designed the Budget Center as a destination in itself. The building is filled with classic automobile memorabilia; pictures, gas pumps, signs, etc... enough eye candy to require more than one trip for the car enthusiast.

When Mike takes you on a tour of his dealership campus, his employees gravitate to him. They talk positively and animatedly about their work. In visiting with them, you find they are not only long-term employees, but they remain very enthusiastic and are big fans of the boss.

Dick Beyer, Service Manager, has been with Holiday Automotive for 33 years. "Mike is all about people," said Beyer, "whether they're customers or employees. In 2008, when he bought the Chevrolet store, Mike showed confidence in the people that work for him. He challenges us to succeed. And today, when loyalty is slipping away all around us, you still find it here, in both employees and customers."

Bill Agnew, Executive VP and General Manager, talked about Mike's positive attitude. "One of my favorite 'Mike-isms' is 'I've never met a negative person who was successful'. He is a wonderful mentor. He's always compassionate. Mike shows gratitude to customers and employees alike... and he never forgets a name." Bill Agnew has been with Mike and Holiday for 22 years.

The "new kid on the block," Rob Beane, who two years ago came on board as the company COO, overflowed with excitement as he talked of his conversion from a consultant for Holiday to a Holiday employee. "Mike drove the two of us around Fond du Lac and pointed out this and that and told me everything he loved about the community. He was so sincere and enthusiastic he made me want to be part of it and here I am."

This positive and upbeat attitude is pervasive throughout the Holiday campus and employees. Receptionists bear business cards with a title of "Director of First Impressions"... employees with newborns are gifted with Radio Flyer wagons with presents to welcome them home. The sincerity of the atmosphere spreads easily.

The city of Fond du Lac is an anchor for the Shannon family. Their roots run deep as they were all born and raised here. Married for 42 years to his beautiful wife, Rita, whom he met in high school, they have four children and 12 grandchildren with another soon to come. Family involvement in the Holiday Automotive is prevalent.

When asked about the industry in which the family is involved, Rita offered the following comments, "I have thoroughly enjoyed being a part of the car busi-



L-R Mike Shannon, Sr., Michael Shannon, Jr., Used Car Manager; Tony Mathos, son-in-law, Business Manager; daughter Stephanie Jabar, Business Manager.

ness and being there for Mike, through it all. The respect and admiration I have for him has grown stronger through our years together. First and foremost, Mike is a dedicated, kind and loving husband and father who has embraced and shared a strong faith with our family. Professionally, he has channeled his time, talents and energy into growing a thriving and highly regarded business.” Rita continued, “In turn, that has allowed us a wonderful opportunity as a family to give back to the community.”

A special memory dear to my heart was the day Mike presented my father, a very modest man, with a new Buick Century to commemorate his 70th birthday! Today, seeing my husband, a humble man who typically shuns the limelight receive this award is a thrill, and I believe a very well deserved honor.”

It’s true you will not hear much of the Shannon family’s philanthropic endeavors from Mike, as Rita noted, but Fond du Lac has realized many benefits from the Shannon family’s charitable foundation. In recent years they have donated over \$250,000 annually.

In addition to monetary gifts, Mike has also given his time to charitable causes throughout the years. He served two terms as Chairman of the Hospice Hope Charity Open. He spent ten years as a Board Member of the St. Francis Home. In 2012-2013 he served as Chair of the United Way. From 2012 to the present he has been a Board member of the St. Agnes Hospital Foundation. Mike and Rita together mentor couples prior to marriage.

In Mike’s own words, his “most meaningful civic achievement was the five years (2006-2011) I spent on the Board of St. Mary’s Springs Academy. During that period we merged a grade school, middle school and high school together into one Pre-K through grade 12 Catholic School system. I chaired the system in 2009 and 2010. The system is now thriving and is going to break ground in spring of 2015 for a new \$22 million school.” What Mike wouldn’t mention is that the Shannon’s have committed well over a half million dollars to that project.

In many dealership arenas, having several family members as part of the work force can be a recipe for disaster. Not so in the Shannon dealerships. The family environment is not limited just to the Shannon family tree. Mike can name at least twelve families with multiple member employees. As for the Shannon branches, we have daughter Stephanie Jaber, who works as a Business Manager for Holiday Ford while her husband, Dean, sells cars at the GM store. Son-in-Law, Tony Mathos, works as a Business Manager in Finance while his wife, Katie, is a

“I’VE NEVER MET A NEGATIVE PERSON WHO WAS SUCCESSFUL.” – Mike Shannon

busy stay-at-home mom to their 2 and 4 year old children. Michael Shannon, Jr. is Used Car Manager at the GM store and will soon be attending the NADA Dealer Academy. Daughter Nicole Murray lives with her family in San Francisco, now as a stay-at-home mom following a career as a Ford Zone Manager.

How do they make it work? First, all of the family working in the dealership with Mike will immediately tell you how hard Dad works, how passionate Dad is about the business and how Dad wants both customers and employees to be happy, and how every one of them reports to someone other than, you guessed it, Dad. You only have to listen to any member of the Shannon family speak to realize the depth of the respect they have for their father, for both of their parents, and the passion they have inherited for the industry. The family thrives in their working environment.

And as for their personal environment? Daughter Nikki shared these thoughts and stories about Mike as her father:

“I have so many stories I could share about my dad that illustrate the rare kind of person he is...One who can bridge compassion, love of family, thinking of others and entrepreneurship. He finds the right balance each day to do them all justice.

“For example, I remember, as a child, a gentleman who worked as a hydro-tech (car washer) for my father. I can recall seeing this man, as regular as a clock, walking all over Fond du Lac...to the grocery store, to dinner, to the doctor’s office, to church. The irony was not lost on my father - a man who worked so hard at his automotive dealership had never learned to drive an automobile! My dad decided to stop being a spectator and took the time to practice driving with him until the man finally attained his license.

“But my favorite story about my dad is very personal and reads like a Hollywood screenplay. As I went in to labor with my first child, my father grabbed the next flight to join my mom, who, being the great mom she is, was already here. After 18 hours of labor we were blessed with Shannon (named after my family, of course). Obviously, I was physically and emotionally exhausted the next day which, as luck would have it, was the first day of an employee labor strike at our hospital.

“We were assigned a room for the following four days that overlooked the picket



Top photo caption: Standing L-R: Keith Mankovecky, VP Fixed Operations; Gary Deitte, Vice President; Dick Beyer, Service Manager. Seated L-R: Bill Agnew, Executive VP and General Manager; Mike Shannon, Sr., President Holiday Automotive; Rob Beane, Chief Operations Officer.



Left: George Koonce, former Green Bay Packer who is now Vice President of Advancement at Marian College in Fond du Lac, receives a truck donated by Holiday to be used for Security at Marion College.



line where employees used megaphones. The striking nurses association even had their own motorhome all decked out. This was a large, well-planned event.

“Dad could not believe they were allowed to picket all day and all night. He went to the on-charge nurse and suggested they set aside some quiet times. Nothing happened. Then he approached my OB/GYN, who was the Chief of Staff at the hospital and tried to make some suggestions. Nothing happened.

“By day two, dad was furious. I was a bit worried perhaps he might let his frustration get the best of him and go downstairs and express his anger inappropriately. I felt some nervousness when he decided to go out and talk to the nurses’ union himself, one-on-one.

“From my bedside, my days-old daughter, Shannon, and I had a perfect view of the protest site. I watched my father raise his arms, like the leader his is, encourage the 30-40 strikers to gather around, at which point he spoke to them for 3 or 4 minutes.

“To this day I do not know what he said or how he said it. But, sure enough, for a few hours thereafter, the megaphones were put away, the chanting stopped, and I, along with dozens of other new mothers and babies were able to get some rest. All were amazed.

“This took place nine years ago and to this day, when I see my OB/GYN, he asks how my parents are doing as my dad will be forever remembered by all staff working that day at the hospital. He is an amazing man.

“I feel so blessed to have him, and my mom, as role models in business and more importantly, in life. I am proud to call Mike Shannon my father!”

A sentiment echoed by all the Shannon children.

Although Mike has been nominated multiple times as a TMQDA candidate, it was not until this year that he finally agreed to share the many civic and philanthropic contributions he and his family have made throughout the years.

However you measure his success, whether by business financials, philanthropic generosity, civic participation or loving family, what becomes obvious is how enriched we are for having Mike Shannon as a vital part of our industry.

Once again this year, WATDA members have an excellent TMQDA candidate and 2015 Wisconsin Dealer of the Year. Congratulations, Mike Shannon! ●



CenterStage

AWARDS, HONORS, MILESTONES

Customers of the **Sleepy Hollow GM, Chrysler and Ford** dealerships in Viroqua were treated to a 25th Anniversary customer appreciation celebration in early September. Entertainment was provided by a live band featuring owner/drummer LaVon Felton.

.....
Don Larson Chevrolet, Baraboo co-sponsored the Pink Partini event at the Tanger Outlet Mall in Wisconsin Dells to raise awareness and funds for breast cancer research. The event featured a fashion show, live music, wine and appetizers and raised \$22,319 for the UW Carbone Cancer Center.

.....
Burtness Chevrolet, Orfordville and Whitewater donated \$100 to the Salvation Army "Coats for Kids" drive for each car sold in the month of September. Brian Bowditch, dealership GM presented a check for \$7,400 to "Coats for Kids" co-chairs Lindi Pauli and Gretchen Hunsader and Danielle Moushey of the Salvation Army.

.....
Fedderly Chrysler Dodge Jeep in conjunction with Chrysler Group LLC donated \$20 to the **Reedsburg** Area High School for each test drive during school registration this fall. The recent fundraising event raised a total of \$4,240 for the school.

Stanley-Boyd Athletic Booster Club co-hosted a Ford Drive 4UR School test drive event with **Courtesy Auto and Truck of Thorp**. The event could net up to \$6,000 for the local school sports programs.

.....
Len Dudas Motors of Stevens Point was named Portage County's best Car Dealer for the third year and best for Automotive Service for the second year in a survey of the Stevens Point Journal Media readers.

.....
Sommer's Subaru of Mequon is loaning a Subaru WRX to the Mequon Police Department for two years. The vehicle was made available through a regional program run by Subaru of America, just one of two in the United States. The only costs for MPD over the two years are fuel to operate the vehicle and adding it to the department's fleet insurance. ●

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NADA Director's Report

BY BOB HUDSON

The recent midterm elections in early November may cause drastic changes in Congress—especially in the U.S. Senate where Republicans will assume the majority—but the auto industry and its priorities will remain relatively stable.



While Capitol Hill remains the center of most lawmaking, future challenges for our industry will be decided not by legislators in Congress but, often, by federal agencies such as the *National Highway Traffic Safety Administration* (NHTSA), the *Environmental Protection Agency* (EPA) and, of course, the *Consumer Financial Protection Bureau* (CFPB).

These agencies will impact our businesses from our dealer-assisted financing model to auto recalls and fuel economy standards.

There are many compliance reviews on the horizon that will impact the franchised dealers of Wisconsin. Regarding our business models, at the top of the regulatory maze is the ongoing attempt by the CFPB to regulate our successful \$905 billion dollar finance marketplace. Also of concern is the record number of auto recalls including most recently those involving airbags; and the ongoing saga of General Motors ignition switches will likely mean significant changes on how recalls are handled—both by automakers and dealers who fix them. NHTSA, a powerful regulatory arm of the Department of Transportation, has been under fire by Members of Congress (and the press) for poorly handling these recalls. Lawmakers on both sides of the aisle have proposed several pieces of legislation that aim to strengthen the nation's auto safety laws—which may include reforms at NHTSA and calls for a new NHTSA Administrator. Finally, the newest initiative that franchised dealerships must adapt to is 'ObamaCare.' The National Automobile Dealers Association advises all its members to accept this health care reform as established law and begin adapting to it.

NADA remains committed to the following legislative priorities for the remainder of 2014 and into 2015:

- **Support for H.R. 5403:** NADA will continue to urge Members of Congress to cosponsor H.R.5403 which requires transparency and future safeguards in the CFPB's rulemaking process. It would require the CFPB to engage in a public comment period and public access for documents supporting any future industry-wide guidance. Thus far, 48 Democrats and 76 Republicans are co-sponsoring H.R. 5403. NADA is encouraging all dealers to contact their representatives to cosponsor HR 5403.
- **Support for H. Con. Res. 52:** NADA and its American Truck Dealers division (ATD) will continue to urge Members of the House of Representatives to cosponsor House Concurrent Resolution 52 which opposes an increase on the 12% federal excise tax increase on new heavy-duty trucks and trailers. The FET on heavy-duty trucks is already the highest excise tax on a percentage basis Congress levies. The bill currently has 19 cosponsors and we're urging all dealers to help attain more signatures.



- **Preserve Last-In, First Out (LIFO):** NADA will continue to urge Congress to ensure that any changes to the tax code do not negatively impact small businesses, including a possible repeal of the LIFO accounting method. Tax reform proposals released earlier this year propose to repeal LIFO and would result in a retroactive tax liability on dealerships that would take cash away from businesses that would otherwise be used to maintain or create jobs.
- **Re-examine Rental Car Recall Proposal:** NADA will continue to urge Senators to address the flaws with S. 921 which would subject all rental cars under open recall to grounding within 24-48 hours. The bill is overly broad since not all recalls require the grounding of a rental vehicle. This measure would also give large rental car companies a competitive advantage over smaller ones, and could make it uneconomical for some dealers to provide loaner or rental cars to their customers.

Finally, with the holiday season upon us, Wisconsin dealers have much to celebrate. We, and the network of franchised dealers across the country, are on the verge of selling **16.4 million** new cars and trucks for 2014. NADA projects we will see **16.8 million** in new vehicle sales next year. Wisconsin auto dealers are a driving force in our national economy and our local community. Thank you for your hard work, passion, and commitment.

As your WATDA Director, I remain committed to our great industry and to every dealer in the state. I am honored to continue my work in helping guide the affairs of the National Automobile Dealers Association as you elected me to do on your behalf. I value your trust and your opinion—so let's work together because we're all in this together!

Best holiday wishes to you, your employees, and your families! ●



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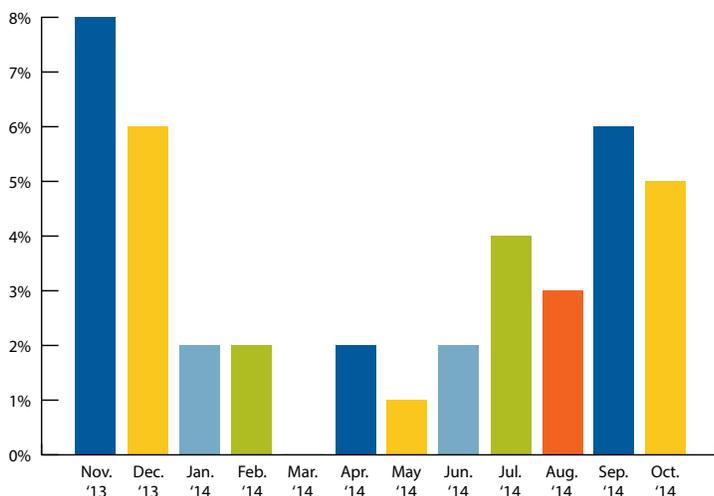


New Vehicle Sales Trends

Wisconsin New Vehicle Trends: October 2014

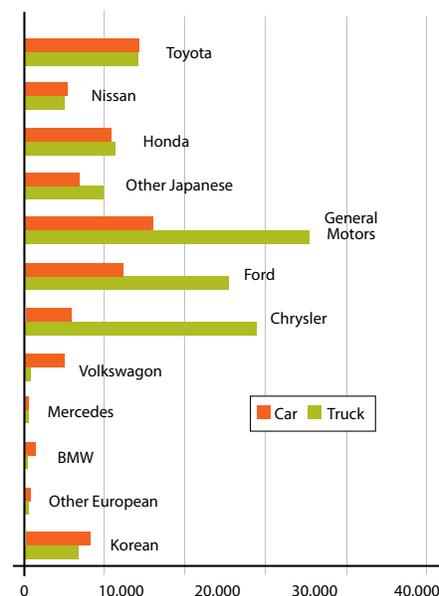
	Previous Two Months		Year to Date	Year to Date Market Share					
	9/13	9/14		% change	'13 YTD	'14 YTD	% change	'13 YTD	'14 YTD
Industry Total	-10/13	-10/14	% change	'13 YTD	'14 YTD	% change	'13 YTD	'14 YTD	change
Industry Total	37,144	41,259	11.1%	182,598	188,358	3.2%	100.0%	100.0%	0.0%
Car	15,026	14,886	-0.9%	76,636	73,037	-4.7%	42.0%	38.8%	-3.2%
Truck	22,118	26,373	19.2%	105,962	115,321	8.8%	58.0%	61.2%	3.2%
Japanese	12,796	14,417	12.7%	60,434	64,402	6.6%	33.0%	34.2%	1.2%
Toyota	4,823	5,182	7.4%	22,711	23,402	3.0%	12.4%	12.4%	0.0%
Honda	3,856	4,084	5.9%	18,255	18,337	0.4%	10.0%	9.7%	-0.3%
Nissan	1,669	1,926	15.4%	8,096	8,784	8.5%	4.4%	4.7%	0.3%
Other	2,448	3,225	31.7%	11,372	13,879	22.0%	6.2%	7.4%	1.2%
Domestic	20,057	22,163	10.5%	100,253	102,012	1.8%	54.9%	54.1%	-0.8%
General Motors	8,729	9,045	3.6%	44,241	42,261	-4.5%	24.2%	22.4%	-1.8%
Ford	6,705	6,686	-0.3%	31,685	31,173	-1.6%	17.4%	16.5%	-0.9%
Chrysler	4,623	6,432	39.1%	24,327	28,578	17.5%	13.3%	15.2%	1.9%
European	2,022	2,083	3.0%	10,148	9,473	-6.7%	5.5%	5.1%	-0.4%
Volkswagen	1,142	1,107	-3.1%	5,863	5,000	-14.7%	3.2%	2.7%	-0.5%
BMW	365	386	5.8%	1,828	1,799	-1.6%	1.0%	1.0%	0.0%
Mercedes	277	307	10.8%	1,161	1,309	12.7%	0.6%	0.7%	0.1%
Other	238	283	18.9%	1,296	1,365	5.3%	0.7%	0.7%	0.0%
Korean	2,269	2,596	14.4%	11,763	12,471	6.0%	6.4%	6.6%	0.2%
Other	2,269	2,596	14.4%	11,763	12,471	6.0%	6.4%	6.6%	0.2%

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



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YTD Registrations by Vehicle Type



Tribute

Ronald "Ron" Reiter

Ron Reiter, 81 of Oconomowoc passed away peacefully at his home, surrounded by his loving family. Ron is survived by his wife of 58 years, Diane (nee Majchrzak); daughters Judy (Jeff) Timmer, Susan (Greg) Young and Peggy (Bernie) Long; grandchildren Becky (Eric) Hart, Megan Timmer, Christopher (Ellen) Young, Laura (Tyler) Welch, Michael Long, Rachel Timmer, Joey Long, Nick Young and Annie Long; sisters-in-law Catherine Reiter and Eileen Jarecki. Ron further survived by many other relatives and friends. He was preceded in death by his brother Chuck Reiter and sister Audrey Weber. Ron was a longtime resident of Oconomowoc who was passionate about the business he owned for 40 years, Lakeland Automotive and Lakeland Chevrolet Buick in Lake Mills. Ron was active in the community and served on several boards and committees. He was a devoted and loving husband, father and grandfather who enjoyed spending time with his family and will be dearly missed by all that knew him. ●

Ernie von Schledorn

Ernie von Schledorn died November 8 at the age of 88. Most dealers in the state will remember Ernie for his famous tag line, "Who do you know wants to buy a car?." Ernie was noted for being extremely dedicated to our industry; working to the day before he passed away.

His passion for selling cars began in 1952 when he arrived in Milwaukee and began selling Buicks. Five years later, it was reported, he sold more Buicks than anyone in the country. In 1959 he opened his own independent dealership and purchased a Pontiac Buick store in, where else, Menomonee Falls in 1966.

He is survived by his wife, Margaret, whom he married in 1952, sons Arthur, Mark and Eric; seven grandchildren; his sister Elisabeth Siedschlag; and brother Elmar Von Schledorn.

Eric Von Schledorn owns and operates dealerships in Random Lake and Saukville.

Bill Sepic, WATDA President, and the WATDA staff extend our deepest condolences to the entire Von Schledorn family. ●



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Tax Savings Available for Dealers

BY JOHN HACKMAN

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 in your shop. Section 179 of the United States Internal Revenue Code may save you taxes through an accelerated depreciation deduction on equipment purchases. So check with your tax advisor before the year is gone. 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 the top names known



industry-wide and WISCO saves you money on them. We have Challenger Lifts, Hunter 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, Neptune LED lighting for your lot, Robinair refrigerant recyclers, 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 airvolution fan from Black Gold. The list continues. Check us out at wisco.com to view our entire product offering.

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From Around the State



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



Frey Automotive, Muskego broke ground on a 5,742 square foot auto service and sales facility in September. Frey Automotive is a full service auto repair garage, lube shop that sells used cars and offers towing services. Owner, J.J. Frey, is building the new location across the road from the existing location to better serve their customers.

Koehne Chevrolet Buick GMC held a ground breaking ceremony in August for a new dealership in the town of **Peshtigo**. Dignitaries on hand for the ceremony included Congressman Reid Ribble; Governor Scott Walker; Mayors Denise Ruleau of Marinette and Cathi Malke of Peshtigo; as well as owners Chad and Todd Koehne and dealership secretary/treasurer Deborah Foral.

Bob Rohrman Auto Group, headquartered in Libertyville, IL, after two years of battling a wetlands issue, has opened their first Wisconsin dealership; **Kenosha Nissan** in **Bristol**. Located between Honda of Kenosha and Carmax, GM Randy Rohrman is optimistic that the dealership will be successful.

Russ Darrow Group has acquired Amato Mazda on the north-west side of **Milwaukee**, next to Russ Darrow Nissan. Darrow also operates Mazda dealerships in Greenfield and Madison.

International Autos has purchased Lakeland Automotive in Sheboygan from retiring owner Dave Heather. The dealership sells Toyota, Honda, Scion and Subaru brands. International Autos has 17 other dealerships mostly in the **Milwaukee** area and some in Illinois and Indiana.

Bergstrom Automotive has acquired the Chevrolet franchise for the **Middleton** market. Ballweg Automotive Family cited its desire to continue to diversify the portfolio of brands it represents as well as the geographic areas it serves, as the reasons for its decision to sell the store. "We are honored to represent Chevrolet in Middleton and to grow the Bergstrom team in Dane County," said chairman and CEO John Bergstrom.

Mid-State Truck Service celebrated the grand opening of their newest facility in Chippewa Falls. The new facility combines operations of former Chippewa Falls and Eau Claire locations into a larger, more efficient and conveniently located facility employing over 35 individuals. Celebration highlights included a visit from Governor Scott Walker, as well as honoring of the "2014 Community Donation Project" recipients The Reach Foundation, Inc.



L-R: Jon Vandehey (Mid-State owner), Governor Walker, Tom Vandehey (Mid-State owner).

and Chippewa River Industries. Both non-profit organizations received a vehicle fully equipped for use by individuals with disabilities to assist the groups with daily mobility challenges.

.....
Jim Olson now owns and operates the three new car dealerships in **Sturgeon Bay**, including Jim Olson Chevrolet, Buick, Cadillac; Jim Olson Dodge, Chrysler, Jeep, Ram and the newest acquisition, **Jim Olson Ford Lincoln LLC**. The Ford store formerly Will Peninsula Ford Lincoln, was acquired after the family contacted Olson about purchasing the dealership. Many of the same faces remain at the Ford Lincoln dealership.

.....
Sean Baxter was named President of **Kayser Automotive Group** in **Madison**, replacing his father, Patrick, who brought the dealership chain in 1985. Sean has worked full time for the family business since graduating college in 2000. Pat remains involved with the company on a daily basis as chairman and CEO. In addition to the Madison Ford Lincoln and Nissan dealerships, Kayser also has locations in Sauk City, Watertown and Pulaski operating Chrysler, Dodge and Jeep franchises.

.....
On August 28, Wisconsin U.S. Senator Ron Johnson paid a visit to **JX Enterprises Madison** dealership. He spent a little over an hour touring the facility and speaking with employees, and riding in a new rig. ●



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"I don't think that we as adults can do anything more important than helping youngsters in need."

Bart Starr



Hall of Fame Quarterback Bart Starr and his wife Cherry, along with John and Jan Gillespie, founded Rawhide Boys Ranch in 1965. Since then, Rawhide has redirected the lives of thousands of youth that have either lived on the residential campus or received services through their numerous counseling clinics.

Rawhide's Car Donation Program

Rawhide's Car Donation Program was started in 1983 and uses funds generated from the sale of those donated items to help give less fortunate, at-risk young men a chance to lead meaningful, productive, and rewarding lives.

How Your Dealership Can Help Rawhide

1. Become a drop-off location if you aren't one already. Rawhide donors can drop off their donated cars at your lot. Continue the legacy of WATDA's 30-year history of helping Rawhide.
2. Talk to your customers about the benefits of donating their car to Rawhide.
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 - b. Helping to change a troubled youth
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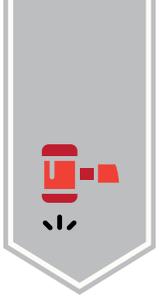
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Legal & Legislative Update

BY CHRIS SNYDER



State Election Results Produce More of the Same

The 2014 mid-term elections are now complete and the Republicans have fortified their control of state government. Governor Scott Walker won his third election in four years defeating Democratic challenger Mary Burke by a wider margin than most prognosticators had predicted. Governor Walker and Lieutenant Governor Rebecca Kleefisch wasted no time assembling state agency secretaries to a meeting to set a game plan for the upcoming legislative and budget session.

In the Attorney General race, Republican Brad Schimel defeated Democratic candidate Susan Happ by just about the same margin as Walker's victory. Schimel will be replacing Republican Attorney General J.B. Van Hollen and will assume control of the office after the first of the year.

As expected the Republicans kept control of the legislature. They increased their majorities in both the Senate and Assembly, with two Assembly races subject to possible recounts. The Republicans increased their majority in the Senate to 19-14 and in the Assembly the majority is 63-36 (highest since 1957). Over the next few weeks the legislature will caucus to decide leadership roles and ready themselves for the 2015-2016 legislative session.

Statewide Referenda Votes

There were also three significant referenda items on the ballot; one binding and two nonbinding. The binding referendum was to prohibit revenues derived from transportation user fees and/or identified revenue streams earmarked for the transportation fund to be used for any other purpose than Department of Transportation expenses. That passed 80% to 20% margin. The two nonbinding referenda were regarding whether Wisconsin should raise the minimum wage and whether Wisconsin should accept 100% federal funding to expand Medicaid to now-uncovered citizens through the BadgerCare program.

The minimum wage referendum was on the ballot in thirteen cities or counties representing a significant portion of the state's total population. 598,333 out of the 888,075 voters (67%) voted for raising the minimum wage to \$10.10. And 747,031 out of the 1,023,676 voters (73%) voted for accepting federal funding to assist in paying for indigent health care costs. Neither of these two votes are binding on the legislature, but they should send a strong message to those entrusted to carry out the people's business about where people are coming from.

Republicans Take Control of Congress

In the national elections, all of the Wisconsin incumbent Congressmen won re-election and Republican Glenn Grothman won the only open Congressional seat in the 6th Congressional district and will succeed Rep. Tom Petri.

Wisconsin's Congressional delegation consists of ten members; eight Representatives and two Senators.

6 Republicans

Senator Ron Johnson
Rep. Paul Ryan
Rep. Jim Sensenbrenner
Rep. Glenn Grothman
Rep. Sean Duffy
Rep. Reid Ribble

4 Democrats

Senator Tammy Baldwin
Rep. Ron Kind
Rep. Mark Pocan
Rep. Gwen Moore

Overall the Republicans increased their House majority 243 to 179 and they take over the Senate with a 52 to 45 majority with two independents and one seat (Louisiana) holding a run-off election in early December.

Taking control of Congress means that the Republicans will be able to pass bills and send them to the White House. If the President chooses to veto those bills Congress can override the veto with a two-thirds majority vote, meaning 67 votes in the Senate (or getting 15 crossover votes) and 290 votes in the House (47 crossovers). Hopefully this will help break up some of the gridlock that Washington has been experiencing over the past few years. Time will tell.

OSHA Recordkeeping Requirements

The Occupational Safety and Health Administration (OSHA) repealed a number of industry exemptions for employers with eleven or more employees. Auto dealers have been exempt from keeping a workplace injury and illness log (Form 300) for decades. **However, effective January 1, 2015 dealers will be required to record all workplace injuries and illnesses using the OSHA Form 300.** Further, dealers will be required to post OSHA Form 300A, a summary of workplace injuries and illnesses that occurred in 2015, by February 1, 2016.

For more information on this requirement go to: www.osha.gov/recordkeeping2014

To access an online training tool for properly maintaining and filling out the form go to: www.osha.gov/recordkeeping/tutorial.html ●

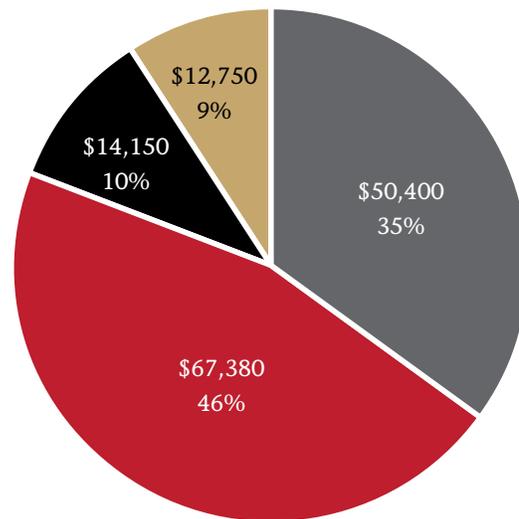
Scholarship Partners Can Make a Difference

BY GARY BEIER, VICE PRESIDENT, FOUNDATION OF WATDA

The 2014 round of the Foundation's annual Transportation Technician's Scholarship has come to a close and there is great news to report. We received and processed 116 applications of which 82 were eligible for consideration. 93% of those who met the requirements received tuition and tool awards that totaled \$405,530.

The accompanying chart illustrates the funding sources for the 2014 awards. Our sincere thanks go to dealers throughout Wisconsin, our non-profit program partners and the Snap-on Corporation. You have all made a positive difference for a lot of deserving and talented students this year!

2014 Scholarship Awards



■ Foundation Funded ■ Incumbent Worker
■ Dealership Funded ■ Program Partners

Berlin High School grad Ethan Schenkenberger 2014 recipient of the Krause – Longcroft Masonic Foundation scholarship had some great things to say about his award. "I would like to thank everyone in the Foundation and Snap-on Corporation for the tool set. I feel so honored to be chosen to receive this award. It really was a self-confidence booster for me."

Reverend Tom Zuelke, advisor to the Krause Scholarship made the presentation at Berlin High this past spring and really surprised Ethan when he revealed the total of his award.

Ethan's parents Jennie and Ed expressed their gratitude, "Ethan received his Snap-on tools last week and is very, very happy – as you can see by the picture! He spent Sunday afternoon organizing his tool chest and can hardly wait for next week.

We just want to say thank you to the Berlin Masonic Lodge #38 for presenting him with the Alfred Krause Scholarship and the 2014 Tool Award from the Foundation of the Wisconsin Automobile and Truck Dealers Association. What a boost for his self-confidence. It will definitely help him a great deal with school and his job."

Ethan has started automotive technology classes at Fox Valley Technical College and was recently hired as an entry-level technician at Kolosso Chrysler Dodge Jeep in Appleton.

The Krause – Longcroft partnership is a great example of the ongoing scholarship program partners we have developed throughout the state. This program has generated \$71,000 in tuition awards over the past decade from partners who believe that the Foundation continues to be a great investment in the future of our industry and Wisconsin's skilled workforce. ●



Giving is Getting

BY GARY BEIER, VICE PRESIDENT, FOUNDATION OF WATDA

How can that be possible? You give \$100 dollars to your favorite charity and in reality you actually come out in the plus column. Arthur C. Brooks, president of the American Enterprise Institute wrote recently in the New York Times how he stumbled across a pattern in this data while writing a book a charitable giving. He found that donors actually earned more money after making their gifts. How? Well Brooks explains that "Charitable giving improves what psychologists call 'self-efficacy,' one's belief that one is capable of handling a situation and bringing about a desired outcome."

This same theory holds true at the business and corporate level. According to a ten-year exhaustive study of corporate philanthropy led by Professor Baruch Lev at New York University, the results are amazing. "For firms in retail and financial services, a \$500,000 increase in charitable contributions generated \$3 million in sales through corporate good will over an extended period of time." Baruch's research team reasoned that corporate philanthropic commitment or in business speak 'Corporate

Social Responsibility' is directly related to customer satisfaction and retention. The more you give, the more you get.

You would not believe how often potential donors or business partners comment positively about someone or some particular company that they recognized on our donor lists. When I first signed on with this Foundation, one of our early 21st Century donors was customer who identified with one particular dealer he saw on our list. Even better, after he made his gift, he went back to that dealer for a new vehicle! Informal research that I did during the height of the recession showed that right around 66% of our active Foundation of WATDA donors did not see a substantial downturn in their unit sales.

We all practice philanthropy at different levels and for many different reasons. It is nice to know that it can be a win-win situation that matters. As we close this year I want to invite you, if you haven't already done so, to consider the Foundation of the Wisconsin Automobile and Truck Dealers Association, Inc. It is a giving opportunity with many happy and positive returns. ●

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Meet Team Wisconsin's NEW TEAM

BY GARY BEIER, VICE PRESIDENT, FOUNDATION OF WATDA

When our first and only Automotive Youth Educational Services manager stepped down this past summer it didn't take us long to fill the void. This is due in large part to the educational team approach we have always fostered in all of our school services. It acquaints us with talented educators from throughout the state who are willing to share what they know for the betterment of our whole industry. That approach brought two qualified candidates to the forefront as potential managers of our AYES program. So, we brought them on as a team to manage and grow Wisconsin's AYES program for the future.

Meet Dan Klecker from the Madison area who talks about how he entered our industry.



"My automotive career started in 1998 after I accepted a Technology Education job at McFarland High School. Part of my job was teaching an automotive program. With little to no guidance I put together a basic automotive curriculum and had fun learning automotive with my students. My brother, who had been an auto technician for years, was on my speed dial for frequent

questions that I encountered in class. I knew my brother was somewhat irritated that I was being paid to teach something that he felt I knew too little about.

As I became more proficient with my automotive knowledge and skills I continued to improve my curriculum to insure my students would benefit. After a couple of years I was approached to teach automotive for the (Dane) county Youth Apprenticeship program. Knowing that I needed even more help I was connected with WATDA and a summer training program they had recently started. I spent a week with other high school instructors from around the state and received valuable knowledge, experience, procedures and technical training from Carl Hader of Grafton High School. That week, sponsored by WATDA, was a turning point of my automotive teaching career.

A couple of years later with a lot of help from the Dane County Youth Apprentice program, WATDA, Madison Area Technical College and my administration, the automotive program at McFarland High School became the tenth NATEF certified and AYES secondary program in the state. I continued to gain valuable training from the yearly summer institutes and national AYES conferences all sponsored by WATDA. I knew I was doing well when my own brother admitted that I had passed him up on automotive knowledge!

My students benefitted and became energized by the automotive industry as they competed in skills contest against their peers and worked as interns at local dealerships. As I walk through dealership service bays today I am honored by the number of "hey, Mr. Klecker"(s) I receive from former students who are working in the industry.

Now that I am retired from teaching I am honored to work for the Foundation of WATDA where I hope to help other automotive instructors lead their students on a successful path to a rewarding career in the automotive industry."

Our other half of the AYES Wisconsin Team is Scott Scheife from eastern Wisconsin. He is long on practical experience at many levels.



"I began my training in 1975 in the US Army as an Engineer Equipment Repair person and was honorably discharged in 1978. Back home, I started working at Schwister Ford in 1978 as a general service technician and later specialized in Drivability and Automatic Transmissions. In early 1986 I took a position with Royal Ford in West Bend as their Service Manager.

1988 brought a move to Heiser Lincoln/Mercury as their Service Manager.

I then made a change to accept a job at Milwaukee Area Technical College as the second instructor for the Ford ASSET program. The ASSET program is a partnership with the college, Ford Motor Company and their dealers to train entry level service technicians in an internship style environment. Around 2000 our lead instructor accepted a promotion and I took over the lead instructor role. As of 2003 I accepted the additional duties of Automotive Technology Department Chair. These duties included: scheduling, budgeting, tracking and staying within budgets, ordering equipment and supplies, projecting what future equipment needs would be, and tracking equipment maintenance. Duties as instructor also included recruiting students at the High School level, working with the Foundation of WATDA in placing scholarship students in dealerships, attending many career fairs and promoting the program. I worked within the school on many committees including chairing of the Division Curriculum Learning and Assessment Committee as well as helping other instructors in developing and updating their curriculum.

I am also a National Automotive Technicians Education Foundation (NATEF) Evaluation Team Leader. In this role I lead a team that helps schools, secondary and post-secondary, evaluate their automotive programs enabling them to meet NATEF educational standards."

These two educators have set substantial goals for our AYES program including growth in student population at existing sites, a number of NATEF certification renewals, and growth of the program, especially in northern and western Wisconsin. Both have already been on the road meeting service directors and school officials in preparation for the 2014-15 school year. We are looking forward to a positive future for Wisconsin's AYES program under Dan and Scott's watch. ●



Fall 2014 Donors

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- Bergstrom Chevy Cadillac - Neenah
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- Richard Burany
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- Richard Symdon
- Ubersox Chrysler Dodge Jeep
- Uptown Chevrolet
- Wisconsin Automotive Collision
- Technicians Assn.
- Wisconsin Auto & Truck Dealers Assn
- Zimbrick Family

Dear WATDA Donors and Mentors,

I am writing to thank you all for the generosity you show in investing in students who are choosing to go into the automotive and truck programs around the state.

I recently received a tool scholarship through your organization and am so very appreciative.

I am in my first semester of the Automotive Tech. program at WCTC in Waukesha and work 36-40 hours a week at a local Market. Tools are integral to my trade and your award will help greatly to set me up with some of the things I need to succeed.

An unexpected benefit of participating in this scholarship has been the opportunity to interview at a number of dealerships. As I grow in my skillset, I hope that one of these will one day lead to employment in my field.

I look forward, in the future, to being able to mentor someone who is in the very place I am now. Thanks for the encouragement and helping to set me up for success.

Gratefully,
Jesse Shane

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-  From Around the State
-  Center Stage: Awards, Honors, Milestones
-  NADA Director's Report



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