

DEALER POINT

Official Publication of the Wisconsin Automobile & Truck Dealers Association | 1928-2015 | Volume 39 Fall 2015



READ ABOUT:

Adventures of
ATD Chairman
Eric Jorgenson

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Andy Schlesinger

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Dealer of the Year



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

Our Mission:

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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THAT'S ANDY!

BY CHRYSTE MADSEN

Describing your 2016 Wisconsin TMQDA/Wisconsin Dealer of the Year is no easy task. Andy Schlesinger, of Andrew Toyota and Andrew Chevrolet, Glendale, operates at the speed of the 455 hp Corvette engine that powers the vehicles he sells...and he moves at that speed all the time. Yet he has the laser-like focus to take in every nuance of all that is happening around him. Try to keep up with him for a day and you will soon find that an apt description. He probably has a day full of good ideas before we've finished our morning granola bars.

It isn't just the speed with which Andy operates that makes him successful. One of the first things his parents, Mel and Iris, said about him was, "Whatever Andy gets involved with, he needs to be and will be involved with 100%". When you look at the Andrew business, you see it in many ways, large and small. A lot of customers have Andy's personal cell phone number and he's been known to help out service customers on Sundays. And, as you will see while you learn about Andy, this extends to all areas of his life.



"I learned my work ethic from my father," Andy said. His father, Mel Schlesinger, came to Milwaukee after years of working for Z Frank, in Chicago & Ruby Chevrolet. When the opportunity arose to move a failing Bud Donahue Chevrolet to Northridge, Mel jumped at the chance; turned around an upside down business and paid off Motor Holding in 2-1/2 years to own Schlesinger Chevrolet.

Mel and Iris Schlesinger, who were both widowed, married and had five children between them. They both laughed as they spoke of how much Andy loved cars and planes as a child. "He could identify every type of car as it came down the road," Iris stated, "and plane schedules...he knew routes and schedules without ever looking them up!"

Andy said in college he bused tables, cleaned garages, sold wine and shoes. "I always did something people related. In reality I think I was preparing for this job, leading the dealership, all my life," he said.

Of course Andy loved working at the family dealership. He worked his way through all the departments. In F & I he took the department to number one. Following graduation from Arizona State University he moved to California for a time where he worked for a computer firm.

Sometime later Andy, missing the business, and Mel, missing Andy, were talking via phone. They agreed to Andy's return to the family business. Mel told Andy just one thing, "Don't screw it up!" Obviously, things worked out just fine.

The change of name from Schlesinger to Andrew occurred when a second Chevrolet store belonging to Mel and Andy was sold. The purchaser, who had some thought of retaining the Schlesinger name, asked if the Schlesingers would consider a name change. It was at this point that the remaining Chevrolet and Toyota store were anointed with the Andrew name.

In 1994 Andy purchased the stores from Mel. As Mel says, "Andy took a good thing and made it great."

Andy does manage to have a personal life, too. He has his beautiful wife, Jill, and two great children, Ethan, 13, and Avery, 10. It's been suggested that the arrival of the children did manage to slow Andy down, but only slightly. Patience was learned, however, as only having children can teach you.

Andy operates, both personally and professionally with a great deal of empathy for both employees and customers. He stresses that he cares deeply for people and respects their time. "The simplest things can make such a difference," he said. How true, isn't it?

"Andy took a good thing and made it great."



Andy, Iris, and Mel Schlesinger



Frank Kelbel is the General Manager of the Andrew Chevrolet store and has been with Andy since 1997. He credits his longevity and the longevity of many employees to one of two facts; "Either everyone is horrible and overpaid or treated fairly and given a chance to thrive," Frank said with a grin. Frank went on to point out two employees, Oscar Johnson and Charlie Schmidt who have nearly 100 years of employment for the Schlesinger family between them.

He went on to say that Andy has a very large, caring heart and he's always helping those in need. Frank named a multitude of ideas Andy has come up with through the years to help others. From getting names of people in need and distributing holiday baskets to setting aside a portion of the proceeds of each auto sale for backpacks to a car show where employees cook food, sell raffle tickets and raise money for Make-A-Wish, Andy is always coming up with another new idea.

That's not all that makes him great to work for according to Frank. "When Andy pays you, he's always sincerely grateful for the work you do," said Frank. "He's always open to suggestions and," Frank continued, "Andy always shares the credit with everyone for our success."

At the Andrew Toyota store next door, K.C. Han is the General Manager. K.C. began his career with Andy in 1996. He enjoys working for him immensely. "Andy is the hot and I'm the cold and we both blend well together," said K.C. "When Andy pushes me to make decisions more quickly, and sometimes I do take too long, I occasionally teach him to slow down a bit when it's needed. There is a great deal of mutual respect." The Andrew Toyota dealership has been awarded the prestigious Toyota President's Award 21 times since its inception in 1990. Toyota selects its top dealers, representing approximately 20 percent of the dealer body each year from the North American network of dealers.

"The strength of our dealership is due to Andy recognizing the uniqueness of the buyers and the difference in the way of doing business between Toyota and Chevrolet. Andy has a great pulse on what's going on. He has great focus," K.C. observed. "Andy is so accessible to everyone; employees and customers."

As you know by now, Andy doesn't just talk the talk about helping others...he lives it. Since 2012 he has convinced almost 70 fellow metro Milwaukee dealers to join him in donating \$1 for every oil change performed between mid-November and February to Feeding America. While this program has little impact on the dealers themselves, together they have managed to facilitate the purchase of over 800,000

meals. As Andy says, "The *Change Your Oil, Change Lives* program has grown to become a significant 'soldier' in the war on hunger in just three years." The Andrew Automotive Group has received the *Grateful Plate Award* from the Feeding America program, the award that Andy holds in the highest regard.

Since 1993, the Andrew Automotive Group has funded and distributed backpacks filled with school supplies to economically challenged students in the community. This is the program Frank Kelbel, Andy's GM referred to earlier. With every vehicle sold, a donation goes toward the purchase of these backpacks. Most importantly, Andrew Automotive purchasing guests receive a certificate acknowledging their contribution. One of the Andrew employees, while relating the experience of passing out the backpacks to the kids, told of the children's excitement and how incredibly rewarding a project it was to her, the employee. It made her proud to work for Andy.

Andrew Automotive Group has been active in almost too many philanthropic endeavors to name.

Andy has been extremely active on the Boards of both WATDA and ADAMM. He served on the WATDA Board of Directors from 1998 to 2012. He served on the ADAMM Board and went through the Chairs to become the Auto Show Gala Chair in 2015. He has been the Vice

President and Treasurer of the Toyota Chicago Region Advertising Board. Andy also served as President of the Chevrolet Dealers Advertising Association for an impressive 1992-2013 run. He is still active on the Board.

Time to take a breath...to say Andy gets involved may be the understatement of the article!

More important to Andy than awards or kudos is the customer. For example, Syril Newman, a Schlesinger-Andrew customer for over 50 years! Syril now lives in Colorado and tells us that she has never shopped for a car. Never! She purchases all of her vehicles from Mel/Andy. Used to be, when she wanted a new car, she would come back to Milwaukee, but, she said now that she's getting a little older, she just has Andy deliver the cars to her. She related how she had recently received a \$50 gift card from GM to give up her lease early. So she called Andy. She said she doesn't know if she'll have another new car in her lifetime (although, after visiting with Syril, she seems to have three or four new cars in her future) so she told Andy she wanted all the bells and whistles...she wanted the "fun"! So Andy said "How about gray?" She said "fine" and off the driver went to Colorado with Syril's new ride. Syril wanted us to stress that she knows she is not the only customer with this amount of loyalty to Andy. She related, too, on a more somber note, of a time she needed to return to Milwaukee for a family funeral and when she turned to Andy for help...well, of course he was there...and within a half an hour. That's Andy.

Rick Schlesinger is Andy's younger brother by two years. "Andy was a great older brother," Rick said emphatically. "He always looked out for me. He was bigger, more outgoing, very popular...and he had lots of girlfriends."

"We worked summers for Dad. Andy has always loved cars. I remember being 7 and 9 and walking down the street and the ridiculous level of detail he would remember about cars." When asked what it was that he loved, Rick laughed and responded "Sports!" So it looks like things



Frank Kelbel, Andy, and K.C. Han

worked out pretty well for the Schlesinger boys as Rick is now the Chief Operating Officer of the Milwaukee Brewers and Andy, well, we all know where he is today.

When Rick was asked his opinion about his brother's TMQDA award, his answer was quite moving. He said, "I've always been in awe of Andy's professional accomplishments. He has a gift and is really a fantastic businessman. There have been so many times when people I barely know have come up to me and told me what an amazing experience they have had, whether it was doing business with Andy or working with or for Andy. I believe Andy loves his business and his employees. He truly seems to have found balance in life. I try to follow his example. He's been a mentor and a teacher to me. In the dynamics of our family, it's clear that Andy is the glue that holds us together."

When we asked Andy about his reaction to being named 2016 Wisconsin Dealer of the Year and TMQDA Nominee he responded, "I am still a bit shocked. I'm sure my fellow nominees were just as deserving."

I will do my best to represent all of my colleagues in Wisconsin with dignity and respect. I am honored, mindful of the outstanding dealers that represented us in the past, and I humbly appreciate the opportunity to join their ranks."

Andy's words are so well said. Yes, this would be a beautiful way to finish our story... but there's just one more Andy story we have to share with you.

While traveling down the Milwaukee freeway one day a few years ago, Andy noticed a stalled car on the side of the road and a woman outside the car. Being a gentleman and a "fixer", Andy pulled over and asked if he could help. "No," the woman replied, "there's a tow truck on the way. Thanks anyway." Andy turned to leave but something made him turn back. "Where were you headed?" he asked. The woman's eyes filled with tears as she told Andy she was headed for a doctor's appointment she made months ago. "But I'll never make it now!" she said with a heavy sigh. "Yes, you will," Andy replied as he tossed her the keys to his car. "I'll wait here for the tow truck. You get going." Of course, he didn't tell her who he was, only that he worked at Andrew Chevrolet. For years following the incident, the woman brought baked goods to the dealership in gratitude. That's Andy!

We can't begin to imagine how many people are better off because...That's Andy! ●



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ADVENTURES of an ATD Chairman

Among the clank of iron on iron, the hum of engines, and the steady ring of incoming phone calls, a soft male voice in an upstairs conference room drifted to the keen ears of seven first-time visitors.

Less than two hours from the Environmental Protection Agency's National Vehicle and Fuel Emissions Laboratory in Ann Arbor, MI, sits JX Peterbilt - Grand Rapids. This heavy-duty truck dealership is where six officials from the Environmental Protection Agency (EPA) stepped inside a truck dealership for the very first time.

In 2014, during the start of his term as chairman of the American Truck Dealers (ATD), Eric Jorgensen was determined to give medium- and heavy-duty new-truck dealers a voice in Washington D.C. His message was simple: The rules affecting truck dealerships should be technologically feasible and economically practical.

"Our continuous goal is to give regulators perspective on who we are as dealers and what we go through. And that when they make these decisions, it is not only impacting us, it's impacting our customers," says Jorgensen. One of his first actions as chairman was to bring awareness in a way never been done before.

In March 2014, in an effort to show how the 2004-2010 emissions changes affected heavy-duty truck dealers, he along with two other truck dealers hosted officials from the EPA and Department of Transportation (DOT). A Massachusetts-based dealer hosted a dozen regulators from the Federal Motor Carriers Safety Administration (FMCSA). The third visit was hosted by a dealer in Maryland. Visitors from both the EPA and National Highway Traffic Safety Administration traveled from Washington, D.C. for the tour.

With federal regulations at an all-time high, Jorgensen saw the need to reach out to members of Congress and government regulators and inform them about the current challenges in order to work together to find solutions. Most of these regulators had never stepped foot in a truck dealership, and Jorgensen saw this as the perfect opportunity.

"These officials have the power to regulate our dealerships, but they don't really understand how our businesses operate," says Jorgensen.

When JX Peterbilt Service Manager Steve Scott first heard a group from the EPA was coming to visit his dealership, he was more than a little skeptical.

"Oh my gosh, I have to clean this place due to the EPA? We have to make sure everything is in perfect condition. I thought it was going to be a witch hunt looking for problems," says Scott. "I was completely wrong!"

At first, it was shocking to Scott that these officials, who set all the regulations for the industry, had never been to a heavy-duty truck dealership. "They had never even really seen the prices of the products that the OEM's have to build to meet their ever changing regulations," says Scott.

Scott's shock was not left unmatched. The EPA officials were equally as surprised after looking at the parts display, set up for the visit. The display showcased parts and their prices from before the changes, alongside parts from after the emissions changes. When the group saw the price differences, a few eyebrows were raised.

Not only were the prices of individual parts higher, no one predicted the extra cost to dealers in order to support the new technology. During Jorgensen's presentation, he went into detail about the investments that were made for technician training, service software, and parts inventory at each of his dealerships. A greater sense of understanding, however, was gained by both sides during the visit.

"I took away from the meeting that they are just trying to make the air cleaner for future generations without the full understanding of what the OEM's have to go through to meet the ever-changing guidelines that they instill," says Scott.

In less than 4 hours, Jorgensen and his team left an impact that is still being talked about today, more than a year and a half later.

Whether it is influencing regulators on Capitol Hill or hosting members of Congress at his company's dealerships, Eric Jorgensen has a passion for the trucking industry that is undeniable. It isn't surprising that he had been confronted numerous times to be chairman of ATD. His response, however, was always no.

Between raising three teenage daughters and growing his company, JX Enterprises, there was not much time left for anything else. Taking over his family's business as President and CEO already required more than his complete attention.



Eric's father, Chuck Jorgensen, founded JX Peterbilt in 1970. He started his first dealership in Waukesha, WI, with five employees. Today, JX Enterprises is a network of 17 family-owned and operated, medium- and heavy-duty truck dealerships serving Wisconsin, Illinois, Indiana, and Michigan. The organization specializes in providing its customers with a full array of trucking services, including lease and rental, parts, service, financing, and new and used truck sales. Under Eric's leadership, JX is celebrating its 45th year and employs more than 800 people.

Yet, after being confronted once again to take on the reins as ATD chairman, Jorgensen hesitated long enough before saying no to give William Sepic, President of WATDA, time to convince him otherwise. With Sepic's encouragement, Jorgensen accepted the invitation. He had one caveat. At most, he would be able to devote five percent of his time to the role. It did not take long for his prior stipulation to quickly fall to the wayside.

"Like any commitment, you start getting wrapped up in things you didn't expect," says Jorgensen.

Taking after his experiences in leading his own dealerships, Eric got to work in evaluating the current efforts of ATD. In June of 2014, ATD conducted its first ever strategic planning session.

"Strategic planning makes you take a timeout to look at your organization's strengths, weaknesses, opportunities, and threats and come up with a mission statement and core values," says Barbara Robinson, senior director of ATD.

"It plays to Eric's strengths. He is very analytical and sees the bigger picture," says Robinson. "When we first talked about it, he was all on board to go through with it right away."

During the planning session, the board asked themselves, "Are we doing the right things today that are best for the dealers? And will ATD continue to be valuable for the dealer body?" The results brought renewed clarity and focus to the association. A mission statement as well as key strategic goals were established.

The ATD strategic plan, according to Bert Hulgrave, vice president of industry affairs for the National Automobile Dealers Association (NADA), and managing director of ATD, was among one of Jorgensen's greatest contributions to the association. "Eric brought about an increased emphasis on education for truck dealers and dealership employees," says Hulgrave. Once others saw the impact the strategic planning session had on ATD, Eric was asked to sit in on NADA's first ever strategic planning session in 2015.

According to Jorgensen, ATD's main purpose is to represent the dealers at a federal level. During his term as chairman, Jorgensen made sure to spend considerable time discussing how emission standards can and do impact truck dealers and their customers. Shortly after the beginning of his term, Jorgensen brought this message to Brazil where he spoke on the state of North America's trucking industry.

"People on the outside think trucks are like cars. They are not. Trucks are a tool. They are a commercial vehicle to move freight from point A to point B," says Jorgensen.



In August, during testimony in Chicago at a joint U.S. EPA and the DOT's National Highway Traffic Safety Administration hearing, Jorgensen explained that the ultimate "goal should be to hit a regulatory sweet spot by setting performance standards that result in new products purchasers are willing and able to buy."

Also contributing to Eric's increased involvement in ATD were two huge institutional changes that were discussed and finalized during his term as chairman.

The first challenging decision came with the discussion of whether or not to phase-out the NADART retirement program and replace it with a new retirement plan

through a different provider. The plan had been around since 1957, and NADA was the last national association to manage retirement services such as this. The NADA board of directors stepped back and asked themselves, "Is this a core function of the organization and what it is meant to do?" In the end, the group decided to transition the plan over to Empower Retirement, the second largest provider in the country.

The second major change that came to NADA was the sale of the NADA Used Car Guide. The Guide Company had been a part of NADA's heritage for over 80 years, but after months of discussion, there was a unanimous consensus to sell the rights to the Used Car Guide to J.D. Power & Associates (JDP&A).

The decision came as a shock to many. According to Robinson, again, as with ATD, these changes bring NADA back to its core mission as an association -- advocacy, education, and industry relations.

The past couple years have brought more changes for NADA and ATD than almost any other time in the history of the organizations. Since becoming President and CEO of JX Enterprises in 2000, Jorgensen has earned a reputation for being a true visionary and always thinking outside of the box, so it's no surprise that Eric was around during these major transitions. "I don't have a lot of time to spare," says Jorgensen, "And as most know, I don't like to get involved unless it's a challenge."

Hulgrave says Jorgensen's ability to conquer challenges doesn't go unnoticed. He has a definite flair for balancing the responsibilities of all his roles. In the span of one week, it is not unusual for Jorgensen to meet with top executives of his company in Wadsworth, IL, fly to Charleston, SC, for a World Presidents' Organization (WPO) event, and end his week in Washington D.C. at Paul Ryan's inaugural reception honoring the Congressman's appointment to Speaker of the House.

"Eric has remained actively engaged in leadership roles as ATD chairman and as a member of NADA's executive committee, while simultaneously growing his business through tough economic times and upgrading and building facilities," says Hulgrave. "Eric has an innate ability to achieve success."

According to Hulgrave, because of the different positions and experiences Eric has had over the years, he was able to bring new ideas to NADA and ATD. Especially from his involvement in non-industry associations, such as Young Presidents' Organization and WPO.

But in classic Jorgensen fashion, his eyes are always looking ahead to the bigger picture, where "the best is yet to come." ●

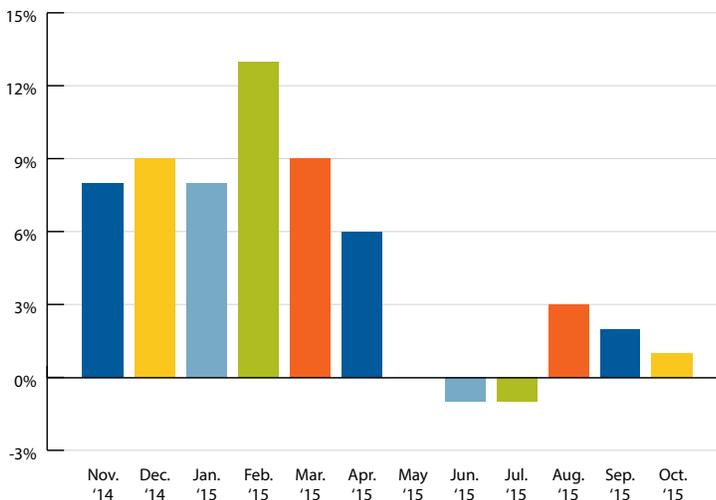


New Vehicle Sales Trends

Wisconsin New Vehicle Trends: October 2015

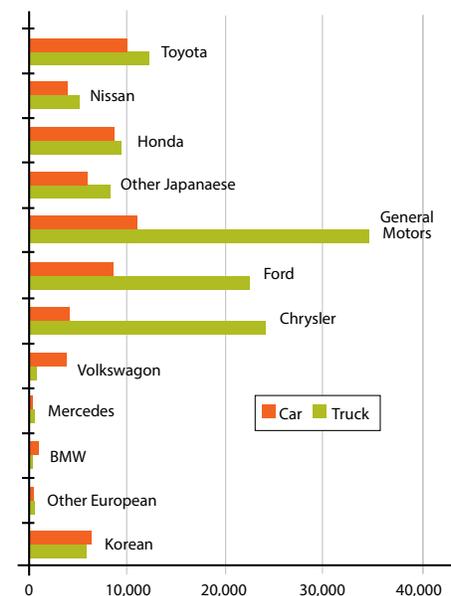
	Previous Two Months			Year to Date			Year to Date Market Share		
	9/14	9/15	% change	'14 YTD	'15 YTD	% change	'14 YTD	'15 YTD	change
Industry Total	41,259	41,038	-0.5%	188,358	192,353	2.1%	100.0%	100.0%	0.0%
Car	14,886	13,250	-11.0%	73,037	66,286	-9.2%	38.8%	34.5%	-4.3%
Truck	26,373	27,788	5.4%	115,321	126,067	9.3%	61.2%	65.5%	4.3%
Japanese	14,417	14,020	-2.8%	64,402	64,939	0.8%	34.2%	33.7%	-0.5%
Toyota	5,182	4,759	-8.2%	23,402	22,570	-3.6%	12.4%	11.7%	-0.7%
Honda	4,084	3,866	-5.3%	18,337	18,294	-0.2%	9.7%	9.5%	-0.2%
Nissan	1,926	2,092	8.6%	8,784	9,447	7.5%	4.7%	4.9%	0.2%
Other	3,225	3,303	2.4%	13,879	14,628	5.4%	7.4%	7.6%	0.2%
Domestic	22,163	22,420	1.2%	102,012	105,859	3.8%	54.1%	55.0%	0.9%
General Motors	9,045	9,403	4.0%	42,261	45,934	8.7%	22.4%	23.9%	1.5%
Ford	6,686	6,878	2.9%	31,173	31,443	0.9%	16.5%	16.3%	-0.2%
Chrysler	6,432	6,139	-4.6%	28,578	28,482	-0.3%	15.2%	14.8%	-0.4%
European	2,083	1,986	-4.7%	9,473	9,144	-3.5%	5.1%	4.9%	-0.2%
Volkswagen	1,107	1,056	-4.6%	5,000	4,924	-1.5%	2.7%	2.6%	-0.1%
BMW	386	350	-9.3%	1,799	1,692	-5.9%	1.0%	0.9%	-0.1%
Mercedes	307	266	-13.4%	1,309	1,254	-4.2%	0.7%	0.7%	0.0%
Other	283	314	11.0%	1,365	1,274	-6.7%	0.7%	0.7%	0.0%
Korean	2,596	2,612	0.6%	12,471	12,411	-0.5%	6.6%	6.5%	-0.1%
Other	2,596	2,612	0.6%	12,471	12,411	-0.5%	6.6%	6.5%	-0.1%

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



October Trend Report from Scott Quimby

WISCO Equipment Offerings



BY JOHN HACKMAN



WISCO is pleased to announce an exciting new addition to the WISCO product offerings. DualLiner and WISCO Cooperative have entered into an agreement to offer the DualLiner bed liner to WISCO members. DualLiner offers an evolution of the truck bed liner. This liner has zero skid, not just skid-resistance, for the cargo in the bed. Its custom fitted hard sidewalls provide dent protection. The five component system interlocks the hard sidewalls with the zero skid rubber floor and fits tight to the sheet metal giving your customer a tight custom look. Installation time is approximately 15-20 minutes. The DualLiner bed liner won't

trap water or dirt in the truck bed. Plus, this is a 100% owned Wisconsin company and is 100% made in the USA. DualLiner comes with a lifetime warranty, unmatched in the industry. The lifetime warranty includes commercial use. Most of the liner model numbers cost WISCO members \$255 delivered to your door. Call WISCO at 800-274-2319 for an application sheet with your delivered cost. Plus, as is the case with all your purchases from WISCO Cooperative, this product will count towards your year-end WISCO rebate to further lower your net cost. You can find more information on this revolutionary new bed liner at dualliner.com.

So now WISCO offers a choice in bed liners. We have the RhinoPro spray-in program which is a great product and has been very successful. For those members who prefer not to do a spray-in liner we now offer another program for pickup truck bed liners. This product along with WISCO's other quality accessories such as Draw-Tite hitches, Access tonneau covers, Weather Tech floor liners, CCI chrome accessories and others can be a great profit center in your dealership.

For more information, or for answers to your questions on DualLiner, I urge you to contact Rob Wedin at 262-685-8435 or robw@dualliner.com. He is eagerly waiting to hear from you. Check with Rob on Dual Liner's offer of a free bed liner to use as a demo unit if you agree to stock a couple of liners. ●

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CenterStage



AWARDS, HONORS, MILESTONES

River States Truck and Trailer was named a 2015 Wisconsin 75 Company by Deloitte. The program honors the top 75 largest privately held businesses headquartered in the state of Wisconsin, based on revenue, contributions to the communities in which they are located, the people who build the business and the overall Wisconsin economy. Company president Joe Laux thanked his world class employees, noting that "without their hard work and dedication, we would not have a chance to be recognized for an honor like this." River States is a full service Freightliner dealer with Wisconsin locations in La Crosse, Roberts, Eau Claire, and Hudson; plus Duluth, MN.

Ellsworth Ford owners are handing the reins over the next generation; Barb and Larry Anderson's son Tracy has been named dealer principal; and their daughter Tami Henry is office manager for the dealership. Both second generation Anderson's have been around the dealership since they were young; starting out washing cars. Tracy has completed the Ford ASSET Program, a 24 month, six-semester, associate degree program. He is also fully certified as a master technician.

Ribbon cutting was recently held for the new **Koehne Chevrolet, Buick, GMC** dealership on Highway 41 in **Marinette**. Koehne is celebrating with a month-long grand opening event. Koehne Auto Group, owned by brothers Todd and Chad Koehne, also has locations in Oconto, and Green Bay.

Todd McClusky, Fields Auto Group, Waukesha competed and won the Jaguar number one product knowledge and sales presentation competition in the country. He was contacted by the factory in January to tell him based on survey scores, quantity of cars sold and a sales volume group, he fell into the top two percent of salesmen. He was invited to southern California to compete against 36 other Jaguar salespersons; eight finalists would travel to England to attend an awards dinner where the winner would be announced. Mc Clusky was complimented by the president of training for Jaguar Land Rover North America as the having the best delivery and presentation they had ever seen.

Holiday Automotive CEO Mike Shannon has announced the appointment of **Thor Gilbertson** as the auto retailer's new president. Prior to joining Holiday, Gilbertson held high level management and leadership positions with two of the state's largest auto retailers.



He was Chief Operating Officer (COO) with the Zimbrick organization (19 years) in Madison, and most recently, V.P. of GM brands with the Bergstrom Automotive Group (9 years).

A graduate of UW Madison's School of Business, Gilbertson becomes only the 3rd President of the Holiday Automotive, now in its 56th year. Bill Gores was first, when he founded the business in August of 1959. Mike Shannon became president of the operation in 1985 and has held the post since then. In his announcement, Shannon also informed Holiday team members of the news that he will be taking on a transitional and

oversight role as CEO of the company. "After 43 years of passionately driving Holiday forward, every minute of which I've enjoyed, the time has come to recalibrate."

Gilbertson and his wife Mallory, have two children. Shannon added: "Thor and his family are eager to begin this new chapter of life and embrace and make Fond du Lac their new home town. They currently reside in Neenah."

Tim Whealon has been named Vice President of Fleet and Commercial Sales at **Holiday Automotive, Fond du Lac**. He will also manage Wisconsin Fleet and Commercial Leasing, a division of Mike Shannon Automotive Company specializing in providing work vehicles suited to businesses of all types and sizes. Whealon is in his 27th year as an automotive sales professional, 14 of those years with Holiday. "Tim's depth of knowledge, customer focus, professionalism and attention to detail are some of the proven qualities valued by his customers remarked Shannon. "He is a trusted and proven resource among our business clientele and well deserving of this promotion."



Whealon is a Fond du Lac native, a 1980 graduate of St. Mary Springs, and 1986 graduate of U.W. Platteville where he earned a degree in marketing and business. He and his wife Judy of 34 years reside in Fond du Lac. They have two daughters and 2 grandchildren.

Ballweg Chevrolet Buick, Sauk City was honored by General Motors on their 50th anniversary. Originally located in Prairie du Sac, when Danny and Darlene Ballweg opened their doors in 1965, they laid down roots for an operation with small-town values; quality, trust, service, relationship-building and giving back to the community. The Ballweg Automotive Family also includes Ballweg Midwest Toyota in La Crosse; Ballweg Toyota in Wausau; Mercedes-Benz of Rochester in MN; and Audi Kirkwood in St. Louis, MO.

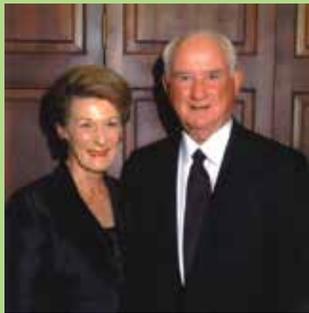
Ketterhagen Motor Sales in Whitewater celebrated the start of their 95th year as a Ford Dealer on September 1st. Ketterhagen Ford was



started by W.J. Ketterhagen, originally located in Palmyra in 1920. Business grew and a second Ford agency was opened in 1943. They built a new garage in 1946, which is still occupied today in downtown Whitewater on First Street. In 1960 the Palmyra Ford dealership was sold to Maney Ford.

W.J. Ketterhagen worked at the dealership until his death in 1980. Joe Ketterhagen owned and operated the Whitewater dealership from 1962 until his passing in 2010. Kurt Ketterhagen began working with his father in 1980 and is the current owner. Ketterhagen Motor Sales has stood the test of time for three generations; will there be a fourth generation to come? That will be up to Kurt's three daughters! ●

Zimbricks' Celebrate 50 Years



John Zimbrick's path in our industry began by way of Lou Ehler's Chicago dealerships over 50 years ago. Ownership was important to John. So when a Buick Opel franchise became available in Madison and Lou offered to mentor him, John signed on as the dealerships' General Manager.

In 1965 John Zimbrick became the sole owner of Zimbrick Buick Opel located at Park and Regent. In 1969 John moved the location to the corner of Fish Hatchery Road and the Beltline, where the flagship Buick store remains today.

John Zimbrick set a high ethical and moral standard for his family and employees, not only in the treatment of their customers but also in service to the industry and community. The philanthropic work of the entire Zimbrick family is well known in and around the Madison area and Zimbrick employees are as involved as the family itself.

Tom and Mike Zimbrick, John and Pat's sons own the dealerships now, with Tom in the leadership role. In 2012, Tom followed his father's lead in being chosen Wisconsin TIME Quality Dealer of the Year and Wisconsin Dealer of the Year. John held the same title in 1989 and was chosen as one of the top ten finalists in the nation.

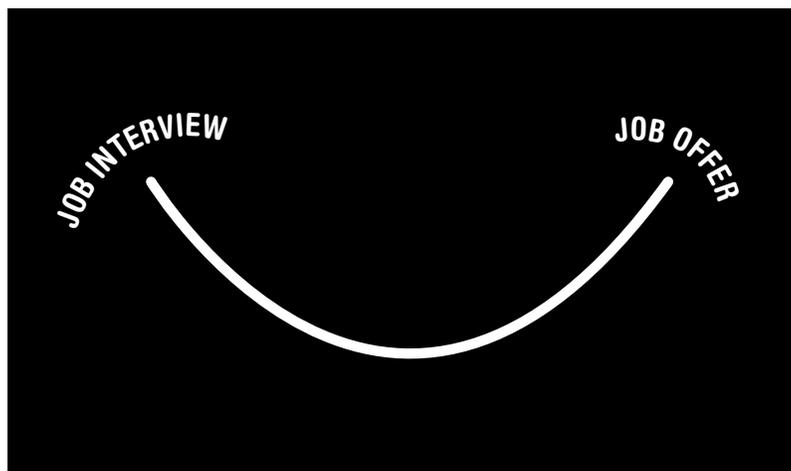
In 2013 Zimbrick, Inc. was given the National Philanthropy Day Outstanding Business Award. The nomination came from the United Way of Dane County, a charity particularly close to the Zimbrick family's heart. Since 1996 the Zimbrick organization has contributed over \$3,000,000 through corporate gifts, special event fundraisers and employee giving. Tom, in the spirit of his family, has donated countless hours of service to the United Way.

In 2013 John Zimbrick was presented a prestigious 25 Year Presidents Club Award from DEAC (Dealers Election Action Committee). Bill Sepic, President of WATDA, who presented the award, stated, "John Zimbrick's political philanthropy is remarkable and he is so deserving of the honor bestowed on him by NADA. John understands the need to encourage those who are willing to help our industry." The Presidents Club Award recognizes those who participate in sustained political giving to pro-dealer candidates of differing political persuasions. DEAC is NADA's political action arm.

Just as others in the industry can attest, fifty years can pass by in the blink of a headlight. Not in any chronological order: Opels came and went while Buick continues to grace Fish Hatchery; Hondas came and flourished; Zimbrick Honda has been awarded 14 Honda President's Awards and have more Honda Master Technicians than any other Honda dealer in the nation! DeLoreans...well, they made a statement. Hyundai can be found on both sides of town today. Nissan was acquired from Jon Lancaster in 2003. The Zimbrick group was home to one of the nation's first Saturn concept stores. Volkswagen, Mercedes, Porsche, BMW and Audi's joined the family. Acura awards were received and cars became smart. Infiniti, Chevrolet and GMC came home to roost while Saab ceased to exist. Sprinter came forth from Mercedes instead of Dodge and Mini took up residence in the Saturn building. Somewhere in this passage of time Zimbricks were born and grew up, some moved away, some came home. Along the way, John and Pat stepped back, took a breath and handed the reins over to the next generation.

Congratulations to the Zimbrick family and employees on your first 50 years. John certainly established a wonderful foundation. Who knows? Perhaps another generation will step forward and steer you to 100! ●

Please submit your awards, honors and milestones to: jfarmer@watda.org



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NADA Director's Report

BY BOB HUDSON



It's hard to believe that 2015 is drawing to a close and the next calendar year will be upon us soon. As for your national association, the National Automobile Dealers Association has

stayed the course this year.

I want each of you to know that we—your Directors of the NADA Board— remain committed to defending our fellow dealers and being fully engaged with our legislative priorities. Our battle with the Consumer Financial Protection Bureau (CFPB) will continue on. It's a national fight in which dealers are asked to step up and defend our business models; and it's a fight where NADA will represent all our interests with our elected officials, the media, and the greater public.

Also be aware of the proposal in Congress that could ground all vehicles sold at a dealership under open recall. It's called the "Blumenthal Amendment." There are 64 million cars with open recalls right now, but not all of them require the drastic step of grounding a vehicle. In fact, the majority of open recalls are for minor issues (like a sticker peeling off the car visor.) If this recall amendment passes, it would slash the retail value of used cars to almost zero. It would devastate the used car market and a customer's trade-in value.

We are also in constant communication with our manufacturers on several issues such as unfair two-tiered pricing, the franchise system model, as well as concerns about Tesla and data security. We dealers are in no short supply of challenges, but together, we can find the solutions.

Once again, I remind each of you of some statistics that are startling.

According to the NADA workforce study that so many of you participated in, our employee turnover is still an issue that we must address. For example: 66% of our male sales staffs leave us after one year. 78% leave us after three years of employment. And the statistics get even worse when we factor this to women in

our sales and service departments. This workforce study was an eye opener. This is also the focus of some of the workshops selected for the NADA convention on how to hire, train, and retain top talented people.

And on that subject, hopefully as you prepare with your end-of- year plans, you will include taking the time to register for our **2016 Annual NADA Convention & Expo** in Las Vegas. The four-day event runs Thursday, March 31, through Sunday, April 3. It will be a spring celebration rather than the January dates we have been accustomed to. *The deadline for the early bird registration rate is November 27.* Don't miss what has been dubbed the "automotive industry event of the year."

NADA has built an exceptional agenda with notable guest speakers, including: **Jeff Foxworthy**, comedian and entertainer; **Mike Allen**, *Politico's* chief White House correspondent, who will moderate a panel session with Karl Rove, former deputy chief of staff and senior advisor to President George W. Bush, and Howard Dean, former governor of Vermont and former chairman of the Democratic National Committee; and **Peyton Manning**, quarterback for the Denver Broncos, will provide an inspirational address.

Last but not least get the bird's-eye view from our 2015 NADA Chairman Bill Fox and our incoming NADA Chairman Jeff Carlson.

Fellow dealers: always remember that NADA remains steadfast to its mission and has the best interests of the dealers first and foremost. The issues and developments are constantly changing. Please stay up to date by visiting www.nada.org and learning the issues.

I remain humble as your Wisconsin NADA Director. Please remember that I am available for your calls and emails. If you have questions, comments, and suggestions, please feel free to share them with me. Let's end this year strong and continue into 2016.

Best holiday wishes to all.

Bob Hudson
rhudson@middletonford.com
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Eagle Plate Sales Soar

and Raise Money for Endangered Wildlife, Natural Areas

The eagle has landed! Wisconsin's new eagle license plate is on pace to soar past sales of the previous Endangered Resources plate design, raising much needed money to care for rare wildlife and state natural areas.



The Wisconsin Division of Motor Vehicles started issuing the plate September 1, 2015, and as of October 5, 2015, 612 orders had been filled. The eagle design replaces the badger design, which in its first year sold 1,800 plates.

"We're pleased with the early results and happy to give people an opportunity to buy a great plate and help care for one of the great things they love about Wisconsin," says Owen Boyle, acting director of the Department of Natural Resources' Natural Heritage Conservation program.

"People want to be part of caring for nature and building the next conservation success through their donation."

Purchase of the eagle specialty license plate provides a \$25 annual donation to the Endangered Resources Fund, which pays for work by DNR's Natural Heritage Conservation staff and partners to protect and restore rare plants and animals and unique natural areas like Parfrey's Glen in Sauk County; Bailey's Harbor Boreal Forest and Wetlands in Door County;

Rush Creek in Crawford County and Van Vliet Hemlocks in Vilas County. License plate sales are a critical source of funding for that work.

The eagle design was chosen to help celebrate the comeback of eagles in Wisconsin and to lay the financial foundation for the next conservation success, Boyle says.

Wisconsin citizens helped bring bald eagles back by pushing for the ban of the pesticide DDT, which improved eagle hatching rates, helped fund and conduct surveys to find and protect eagle nests, and supported eagles' comeback through donating via the tax check off, license plate sales, and Adopt-an-Eagle nest program.

Through these collective efforts with professional wildlife managers, the number of eagle pairs has grown from 108 pairs in 1973 to a record 1,343 pairs in 2013. In that same year, eagle nests were found in 67 of Wisconsin's 72 counties.

Bald eagles were removed from the state endangered list in 1997 and from the federal list a decade later; they remain protected under the Migratory Bird Treaty Act and the Bald and Golden Eagle Act.

To learn more about the eagle plate and the conservation work it funds, visit dnr.wi.gov and search "eagle plate." To request free promotional materials for the plate, please contact Lisa. Gaumnitz@Wisconsin.gov. ●

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This young man tells you how Rawhide has given him hope.

My Future Looks Promising Now



My name is Ramone, I am 16 years old, and I've been at Rawhide for six months in the About Face Program.

The most important lesson I have learned while at Rawhide is that my past doesn't determine my future. I used to think that Rawhide wasn't going to help me, but now I realize that it's opened up many doors for me to be successful in my life.

The things I like at Rawhide are the About Face Program and the structure it provides. This includes the daily routine

and the activities we do as a living unit. I also had the opportunity to attend a Green Bay Packers game at Lambeau Field. We even caddied for the NFL Alumni at a golf outing in Green Bay for former football players.

In school, my favorite subjects are Art, Gym, and Writer's Workshop. I like to stay active, making projects, reading, and writing. My favorite things to do are weight lifting, fishing, and throwing horse shoes.

When I leave Rawhide, I plan to attend Challenge Academy next year. After that, I will attend my last year of school to get my high school diploma. Next step for me will be to attend a technical college for welding. After going through Rawhide's programs, my future looks more promising than I expected.

~ Ramone

Ramone's hope for his future is why we do what we do.

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OUR ENDORSED SERVICE

15 YEARS WITH TSYS: Are You Compliant?

As merchants, we, at WATDA, know that you receive a plethora of calls from credit card processing services. With all the changes that have occurred since October 1st, we thought it would be wise to reintroduce you to WATDA's endorsed service partner, TSYS.

We have partnered with TSYS for over 15 years. Originally, TSYS began operating as First National Merchant Solutions more than 50 years ago. It was one of the first credit card processing operations in the nation. It was a division of First National Bank of Omaha. In 2010, First National Bank of Omaha and TSYS agreed to a joint venture to form TSYS Merchant Solutions.

We are very pleased to introduce three employees of TSYS that interact with us at WATDA and our members. Joe Troyer, TSYS Territory Manager, has 19 years' experience in the industry. Joe came to TSYS because of the excellent reputation of the company. Joe and his wife blended families to the tune of seven children; one married daughter, 4 in college and a senior and sophomore in high school. Traveling for work two to four days a week can prove quite demanding, but Joe said, "We spend a lot of family time together on the weekends and always eat together in the evenings to catch up when I am home. It is challenging but working out well."

When asked what our members should know about our industry, Joe said the following: "this is an ever-changing industry and the fraud that is happening today is so much more than even five years ago. The best thing you can do is make sure you are as secure and compliant as you possibly can be. There are programs that can be of help if you are breached. They help with costs associated with an audit which can run upwards of \$30,000-\$75,000 depending on what they find in the audit. Keep up on the latest technology so that you are taking transactions as securely as possible."

Lisa Pendarvis is our Regional Sales Executive. Coming to Wisconsin from Boston, Lisa has over six years in the credit card processing industry and, like Joe, signed on with TSYS because of their "Most Ethical Company" award. Lisa is eager to work with WATDA members as their partner through these many current and future changes as Apple Pay and other forms of payments come into play.

Nick McGargill is a dedicated telemarketer for TSYS and has established some great relationships with many of our members. He has been with TSYS for almost 8 years. Nick told me, "While, of course I have to call many different types of business, I like calling on the auto industry as I am a product of it. I sold cars for six years and did special finance for three years at a major auto group." Nick handles the far western and northern part of the state. Nick McGargill can be reached at 402-574-7011.



Some questions that all suggest our members ask when called by the many credit card processing vendors are as follows:

- Everyone wants to know what the rate is but it's not all about the rate. Depending on how the rate transaction falls within interchange can cause the "RATE" to be much higher than they quoted.
- Be sure to ask what the cost would be on a Corporate Card or Rewards Card.
- What are the Compliance Fees?
- Do they support EMV transactions?
- Is there a cancellation fee?

If you're not certain you're getting the best rate, don't hesitate to have Lisa or Nick look at your past statements. You will not be pressed into switching services. You will be given information so that you can be comfortable with your current provider or begin looking for a new one. Of course we recommend TSYS. The most important reason we recommend TSYS is their willingness to help our members make the decision that best suits the members' needs.

Lisa Pendarvis, our in-state representative, can be reached for questions, whether you are a TSYS customer or not at 262-646-0054 or at lpendarvis@tsys.com. ●

“The best thing you can do is make sure you are as secure and compliant as you possibly can be.”

Tribute

Robert O. Schlytter

Robert O. Schlytter passed away unexpectedly on September 8, 2015. He was a resident of Hales Corners and Longboat Key, FL. Mr. Schlytter had a passion for automobiles and was a long-time Oldsmobile dealer in the area, and founder of Arrow Oldsmobile and its family of dealerships. He was also a respected real estate owner and quiet philanthropist, who supported the Foundation of WATDA for many years. He was always on the go and will be missed by many.

He was the beloved father of Robert B. (Jane Kresse), and Susan L. (Bryan R.) Riordan; cherished partner for 35 years of Karen A. Case; former husband and very dear friend of Marion C.; and brother of Nona (Henry) Lenartz. Treasured "boss of and dear friends with" Greg, Lynne and Lucinda; further survived by many relatives, dear friends and business associates.

Raymond T. 'Ray' Morris

Raymond T. 'Ray' Morris entered into Eternal Life on October, 23, 2015 at the age of 90 years. Ray took great pride in serving his Catholic church and being a volunteer in many public and automobile organizations. He was the general manager and owner of Metropolitan Cadillac for 32 years. Ray served his country in the U.S. Army 82nd Airborne division during WWII. He was the past chairman of the St. Michael Hospital Community Foundation; Auto Dealers of Mega Milwaukee; St. James Catholic Church Parish Council; county Chairman of Archbishops Fund Appeal and a director of the Greater Milwaukee Better Business Bureau. Ray enjoyed tennis, golf, gin rummy and being an Irishman.

Ray served WATDA as a director and on the Executive Committee for many years, where he showed extraordinary helpfulness and leadership especially when times were tough for the dealers and the Association. In 1980 he was named TIME Magazine Quality Dealer of the Year for Wisconsin.

The Mequon resident is survived by his wife of 37 years, Joanne, and daughters Betsy (Matthew) Partridge; Patricia (Michael) McEnery; Kimberly (Dr. Patrick) Kelley; Kerry (Thomas) Kempen; and Kristen (John) Sayner; and eight grandchildren. Ray was preceded in death by his first wife Lynn and his grandson Andrew Partridge.

Robert Eugene "Bob" Moody



Robert Eugene "Bob" Moody was born September 11, 1926 in Mitchell, SD to his parents Harry and Vivian (Wilson) Moody. Much of his youth was spent on his grandparents' South Dakota farm; then off to Omaha, NE through Round Lake, MN and finally to River Falls in September of 1940, when his father bought the Chevrolet garage. He graduated from River Falls High School class of '44; then attended UW Madison after serving the United States Army 1945-46; and finally joining his father in the family business. In the 75 years since, Bob was very

active in the automotive industry; sitting on and chairing numerous boards and committees:

1979 – Chairman of the Wisconsin Automobile & Truck Dealers Association (the year the association celebrated its 50th year);

1983 – 1992 Director representing Wisconsin on the board of the National Automobile Dealers Association (NADA);

1993 TIME Magazine Quality Dealer of the Year representative for Wisconsin;

1995 – 2004 Wisconsin Director of the Dealers Election Action Committee, the PAC of NADA;

1999 – 2006 Chairman of WATDA Insurance Trust; Trust board director for over 40 years.

Bob holds the all-time record for miles traveled and days spent serving the dealers in so many leadership positions. In 1998 he was presented the Gold Award, WATDA's highest honor for voluntary service.

Bob served his community as well, including 20 years as a volunteer of the River Falls Fire Department; an active Mason and St. Croix Valley Shriner, serving on the Zor Divan; a member of the River Falls American Legion Post 121; board member of the River Falls State Bank; long-time member of Ezekiel Lutheran Church; a supporter of the River Falls library, University of River Falls and the baseball field/organization.

Using his keen sales skills after a minor fender bender back in 1950, Bob sold Eunice Marie Gerberding on the idea of marriage and family. They were blessed with four children; three working by his side for the past forty plus years and one following in her mother's footsteps as a nurse.

When not 'at the office,' Bob could be found flying his Bonanza, hunting pheasants with his golden retriever or elk with his sons in Montana; wintering with Eunice and the dogs in Scottsdale or happily sitting on his deck along the banks of the Kinnickinnic River.

Bob's grandchildren honored his memory at the funeral service with a eulogy and a poem. To read these tributes, please head to our website: www.watda.org/rm. ●



From Around the State

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

Team Hidalgo/Warner presented a check for \$14,200 to the Fisher House Wisconsin on October 1 at the Milwaukee County War Memorial Center. The funds were raised during the 3rd annual Team Hidalgo/Warner Memorial Golf Outing that was held on July 24, 2015 at the Western Lakes Golf Club in Pewaukee. 148 registered golfers and 200 diners participated in the day's events.



"It was a great success as we honored and celebrated the lives of Army 1st Lieutenant Daren Hidalgo and Marine Lance Corporal Richard Warner and helped raise funding for the Fisher House Wisconsin," said Jorge Hidalgo, GM and principal partner, **Wilde East Towne Honda**. "Our sons selflessly paid the ultimate sacrifice in defense of our nation in Iraq and Afghanistan. We honor them by supporting their fellow service members who have returned home. We could not have raised this amount without the support of the local community. We are grateful and touched by the businesses

and individuals who help raise funds for a charity that supports those veterans and families who have given so much in service of our nation."

Groundbreaking for the newest Fisher House was held on June 3, 2014. Fisher House of Wisconsin's mission is to provide a home away from home for Military and Veterans' families during hospitalization for an illness, disease or injury at the Clement J. Zablocki VA Medical Center in Milwaukee.

Van Horn Automotive donated \$5,000 towards the Rawhide Boy's Ranch 50th Anniversary Celebration. This celebration was held on Saturday, September 19th at the ranch. The ranch provided horse-drawn carriage rides, behind-the-scenes tours, music by Starfire, and a children's petting Zoo along with pony rides and activities. Following the activities was a complimentary western-style buffet lunch and a pro-



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Candor. Insight. Results.

gram. Special guests included Bart Starr, Jr., Chuck Woolery, and Packer Alumni to celebrate.



The **Van Horn Automotive Group** partnered up with Horace Mann Middle School for a Sign and Drive event that was held on August 27th. Vehicles from all stores were present including Chevrolet, Hyundai, and Dodge. For each test drive \$10 was donated by The Van Horn Automotive Group.

The popular test drive events were held in several other locations around the state: **Klein Dodge** sponsored an event to benefit the **Clintonville High School Quarterback club**, raising \$4,320. **Pioneer Ford in Platteville** donated \$3,000 to the Cuba City High School Booster Club and Parents Music Club during a Ford Drive 4UR School event. **Ubersox Auto Group** held a Chrysler Drive the Kids event and raised \$2,070 for Belmont schools.

Bergstrom Automotive two-day Drive for a Cure event held at the Victory Lane, Appleton and Oshkosh Washburn St. locations raised \$75,232 for breast cancer research at the Medical College of Wisconsin Cancer Center. For each mile driven Bergstrom donated \$1 to the program. Additional funds were raised from raffle items including autographed Packers merchandise and the use of a fun vehicle for one month. In the past three years the event has raised more than \$150,000 for breast cancer research.

It was aces gone wild at the Seven Lakes Golf Club, an 18-hole, par-3 course, during the Valders Basketball Club's Big Cup Open; where not one but two golfers score a hole-in-one! Each hole had a different prize for an ace; prize sponsor Bob Pietroske, **Pietroske GM in Manitowoc** said this was the first time in 37 years of sponsoring these events that prizes were award for a pair of aces. Prizes were claimed by Al Bonfigt on the 90-yard fourth hole and Zach Wichlacz on the 180-yard first hole.

Les Mack Chevrolet, in partnership with NADA Charitable Foundation, presented a Resusci Anne CPR manikin to the Grant Regional Health Center in **Lancaster**. In accepting the CPR training unit, Grant Regional plans to train at least 150 people each year. ●

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WISCONSIN DEALERS TAKE THE HILL

BY CHRIS SNYDER



The National Automobile Dealers Association (NADA) holds an annual Washington Conference wherein dealers go to Washington DC and lobby their members of Congress on behalf of the automotive retail industry. This year seven Wisconsin automobile and truck dealers attended the event that ran from September 28 thru October 1. The dealers met with Wisconsin's eight Representatives and two Senators. WATDA staff coordinated the visits and NADA provided the issues, talking points, and leave-behinds. The major issues lobbied at this year's event were H.R. 1737, Vehicle Recall Bills and Tax reforms.

All-in-all there were 12 attendees representing the interests of Wisconsin's motor vehicle dealers.

DEALERS:

Eric Jorgensen, JX Enterprises
Robert Hudson, Middleton Ford
Josh Johnson, Don Johnson Motors
David Kriete, Kriete Group
Mary Ann Scaffidi, Heiser Automotive (and Mary Ann's daughter Jeana Watson)
Andy Schlesinger, Andrew Automotive
Grant Sommer, Sommers Automotive

SUPPORTING STAFF:

Bill Sepic, WATDA
Chris Snyder, WATDA
Scott Tyre, Capitol Navigators (WATDA contract lobbyist)
Jim Tolkan, ADAMM
Holly Riedel, ADAMM

CFPB

H.R. 1737 would require the Consumer Finance Protection Bureau (CFPB) to follow long-standing agency procedures for issuing guidance on industry practices. Currently, when the CFPB wants to impose their will on a regulated industry they simply issue a guidance statement, stating their interpretation of the law and what kind of practices are acceptable and which are not. In 2013 they issued such guidance declaring that, because dealers (whom they do not regulate by the way), are allowed to set interest rates and earn finance reserve when assisting customers in obtaining financing, they engage in discrimination. They went on to inform financial institutions that if they find any disparate impact in their portfolio of dealer

business, they were going to hold the lenders liable for the dealers' practices.

For clarification, disparate impact is a concept of discrimination wherein there is no intent to discriminate. Discrimination occurs based on sheer numbers. In other words, if people within a protected class are paying higher percentage rates on loans at a higher percentage than non-protected classes, disparate impact occurs. Since issuing this guidance in 2013, the CFPB has strong-armed several lenders into legal settlements totaling hundreds of millions of dollars. The goal of said guidance is to tear down the dealer reserve system and replace it with a modest flat fee. They have stated that their next area of concentration is going to be dealer mark up on F & I sales.

H.R 1737 would require the CFPB, prior to issuing guidance, to publish a public notice, share the methodology used to conclude the guidance is necessary and take public comments prior to issuing the guidance. The bill not only provides for up-front transparency, which should be a requirement for any agency that is not beholden to the public, but it also preserves a long-standing financing process that allows for customers to take advantage of competition between lenders for the their business. The auto finance market is highly competitive and consumers have many different financing options; allowing dealers to negotiate and vary interest rates helps get customers into the best situation possible.

On July 29, 2015, the House Financial Services Committee passed H.R. 1737 with a 47-10 vote. There is hope that the bill will be sent to the floor for passage in the House. While on the hill the dealers thanked Representatives, Reid Ribble (R-8th), Sean Duffy (R-7th), Glenn Grothman (R-6th), Jim Sensenbrenner (R-5th), Paul Ryan (R-1st) and Ron Kind (D-3rd) for their support of House Bill 1737 and urged non-supporters Gwen Moore (D-4th – a no vote in committee) and Mark Pocan (D-2nd) for support if the bill goes to the House floor for a vote.

Recalls

Another major issue discussed with legislators was recalls. Over the past couple of years Congress has demonstrated that they do not understand what recalls are and how the process works. Granted, there have been some major safety recalls lately with Toyota's accelerator pedal, GM's ignition switch, and Ram's steering columns. Dealers certainly do not advocate the sale of unsafe vehicles, and legislators were reminded that dealers have an incentive to seek out and repair open recalls. However, not all recalls are safety related and for now it seems that the only way Congress knows how to address these situations is by painting them all with a broad brush.

Earlier in the summer, the Senate passed a long-term transportation funding bill where recall proponents tried to attach a bill that would park all vehicles with an unrepaired recall. By

park, we mean restrict dealers from selling them. Fortunately efforts to include such measures were defeated. But the House passed a temporary transportation funding bill that runs out at the end of October, forcing the House and Senate to work out a compromise transportation funding bill.

With Transportation funding on the clock, recall bills are calling out like bright-red, delicious apples, on a tree in October. The dealers explained to the legislators that not all recalls affect the safety of highway operation. Further, any legislation requiring parking all unrepaired recalls only hurts the dealer and doesn't adequately address the real problem. A better solution may be to give the National Highway Traffic Safety Administration (NHTSA) the authority to better define recalls and categorize them into safety and non-safety issues. However, that solution sounds too much like a compromise and compromises are not to anyone's political advantage.

In the meantime the dealers expressed concern over a recently proposed consent agreement between Fiat/Chrysler and NHTSA regarding a number of recalled vehicles where FCA and NHTSA agreed to require FCA dealers to park all unrepaired recalled vehicles in their inventory. If a dealer sold any vehicle with an unrepaired recall, FCA would charge them back sales incentives that they had received for the sale of other vehicles. This would be a very questionable practice and we have since heard that FCA may be balking at that specific provision within the Consent Agreement, let's hope so. However, what is disturbing is that an agency is attempting to implement provisions (parking all unrepaired recalls) that have not been able to pass muster with Congress.

Volkswagen

Another issue discussed with legislators was the Volkswagen's (VW) emissions "defeat device" fiasco. This situation is going to be complicated and expensive before it ever gets better. About 12 years ago heavy truck engine manufacturers employed the same type of "defeat device" technology to get around clean air standards. The Environmental Protection Agency (EPA) caught them and their method of punishment (fines and pushing up tighter air quality standards years ahead of schedule) had long-term negative effects on the heavy duty truck market.

VW's situation involves their 4-cylinder Turbo Diesel (TDI) engines. Apparently, without the deceptive engine software, vehicles with these engines do not meet the federal clean air standards. It is doubtful that the VW emissions in question are the worst on the road, but the fact is they would not be allowed to be sold in their current condition. This presents a quandary for the EPA, NHTSA and the California Air Resource Board (CARB). What are they going to do with all of these vehicles? Obviously, dealers will be prevented from selling any that may be in their inventory, but what about those in people's garages?

Places like California (and the 12 or so other states adhering to their emissions standards) and the non-attainment counties in Wisconsin could refuse to renew registrations because the vehicles can't pass their annual emissions inspection. However, how fair is it to ground those vehicle and let VW owners continue to drive elsewhere? What about VW owners who LOVE their vehicle just the way it is, performance is great, fuel economy is great (maybe they could get a bumper sticker that says – "If you're an asthmatic, back off! I'm polluting here). Then there are trial attorneys who are desperately searching for the best way to repair the diesel-sooted souls of those VW owners who

have been irreparably damaged both physically and emotionally because their carbon foot-print has been off-the-charts. As stated earlier, this is not an issue with a simple blanket fix and the economic repercussions to VW, their dealers, investors and the auto retail market will be felt world-wide.

Taxes

No trip to Capitol Hill would be complete without talking to our Representatives and Senators about taxes. Their livelihood depends on them assessing and collecting and you paying taxes. Tax reforms and various proposals are a constant in Washington, albeit very little is ever done. But that doesn't mean that a slight change here or there can't be slipped in to ride along with another bill that is making its way through the system. To that end the dealers reminded our legislators that if they are inclined to do away with LIFO (last in first out accounting method), please have it fade away in increments over 5-7 years as opposed to cutting it off in one year. This is a concept that most legislators understand and agree with.

Another tax issue near and dear to heavy duty truck dealers is the assessment of federal excise tax (FET). FET is assessed on the first sale of certain trucks and the tax is 12% of the purchase price of the truck. This tax is the highest rate excise tax assessed by the federal government. The proceeds of the tax go to the highway trust fund. For years heavy duty truck sales have lagged (see VW discussion above). Over the years the EPA has imposed ramped up emission standards for trucks. During that time a number of motor carriers pre-bought fleets, opting to purchase the older, more polluting trucks with familiar performance. This resulted in drastically reduced FET revenues and more polluting truck fleets.

The diminished FET revenue exacerbates the highway trust fund deficiencies. To that end there have been a number of proposals regarding FET on trucks. The American Truck Dealers Association (ATD – an affiliate of NADA) proposed doing away with FET, to help spur sales of newer, cleaner units and replacing the lost revenue with an increase in the fuel tax on diesel fuel. While this proposal garnered the support of the trucking industry, increasing fuel taxes is not a popular position on the Hill. Then someone proposed to increase the FET. ATD worked quickly to bury that idea. Green Bay Congressman Reid Ribble (R-8th) has a resolution that states that Congress agrees NOT to increase the current FET. A resolution is merely a statement that says, "This is what we believe." This Resolution does have support from Congressman Ribble's colleagues.

The constant reaction regarding taxes from the Wisconsin legislative delegation is: "we understand your concern about LIFO and we will keep a phase-out in mind," and "What is FET? I don't think I've seen anything proposing to increase it."

Dealers Make A Difference

One of the more helpful pieces of information that WATDA receives at the Washington Conference is the annual "Driving Wisconsin's Economy" fact sheet. This year NADA added to the fact sheet by not only providing Wisconsin franchised dealer-specific economic information, but also including national figures and a quick rundown of the average cost of federal regulation on dealers. We have provided all three information pieces. ●

SEE PAGES 22-25 FOR MORE INFORMATION

DRIVING THE UNITED STATES' ECONOMY

Annual Contribution of the United States' New-Car Dealers

NUMBERS REFLECT ANNUAL ECONOMIC ACTIVITY DURING 2014.

www.nada.org/StateEconomy

16,396

DEALERSHIPS

(New Car)



2,253,208*

TOTAL JOBS

(Created by Dealerships)

64

EMPLOYEES

(Average per Dealership)



**\$58.1
BILLION**

Payroll

**\$19.3
BILLION****

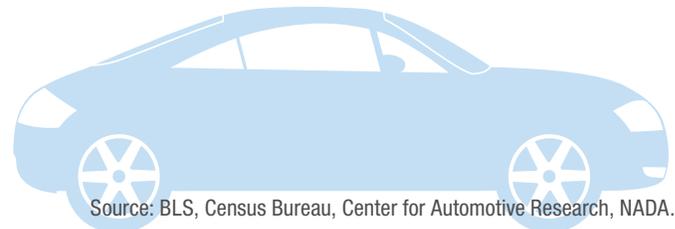
Income
Taxes Paid

\$54,170
Average Annual
Earnings

**\$806.1
BILLION**

Total Sales

17.1%
Total Retail
Sales



*Includes 1,072,773 direct jobs and 1,180,645 indirect and induced jobs.

**Includes income taxes paid for direct, indirect and induced jobs.

Source: BLS, Census Bureau, Center for Automotive Research, NADA.



National Automobile Dealers Association | www.nada.org

NADA Industry Analysis | 8400 Westpark Drive, McLean, VA 22102 | 703.821.7010 | industryrelations@nada.org

NADA Legislative Affairs | 412 First Street, SE | Washington, DC 20003 | 800.563.1556 | 202.547.5500 | legislative@nada.org

DRIVING WISCONSIN'S ECONOMY

Annual Contribution of Wisconsin's New-Car Dealers

NUMBERS REFLECT ANNUAL ECONOMIC ACTIVITY DURING 2014.



www.nada.org/StateEconomy

453

DEALERSHIPS
(New Car)

46,150*

TOTAL JOBS
(Created by Dealerships)

51

EMPLOYEES
(Average per Dealership)

\$364 MILLION**
Income Taxes Paid

\$990 MILLION
Payroll

\$43,214
Average Annual Earnings

\$14.1 BILLION
Total Sales

15.5%
Total Retail Sales

*Includes 22,917 direct jobs and 23,233 indirect and induced jobs.

**Includes income taxes paid for direct, indirect and induced jobs.

Source: BLS, Census Bureau, Center for Automotive Research, NADA.

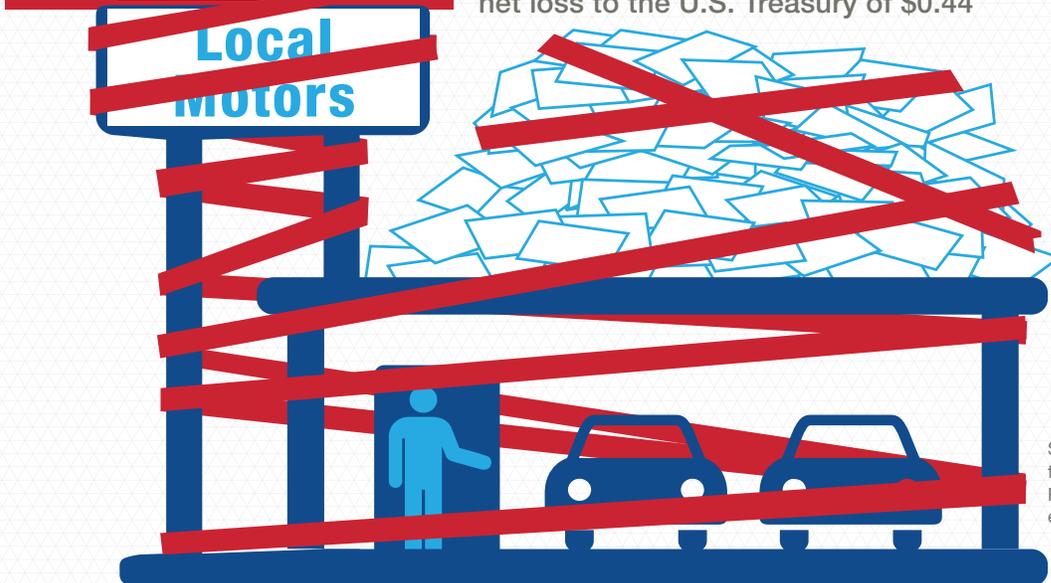
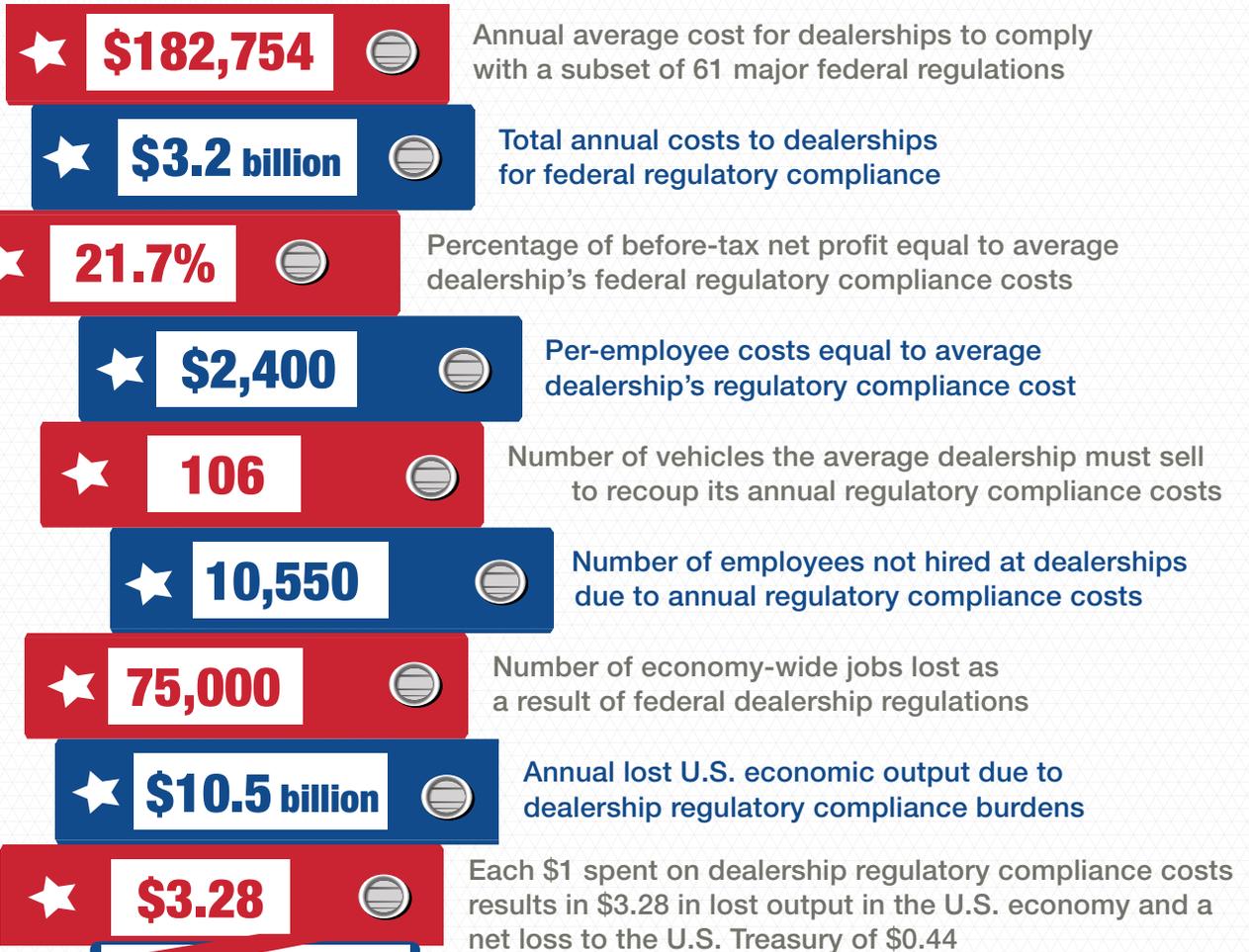


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How Federal Rules Burden Local Auto Dealerships



Source: 2014 Center for Automotive Research (cost estimates 2012)



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2015 Washington Conference CAR Study

At the request of the **National Automobile Dealers Association (NADA)**, the **Center for Automotive Research (CAR)** conducted this study on the economic costs of U.S. light-vehicle dealerships' federal regulatory compliance. Cost estimates are for 2012 and are based on interviews that took place in 2013 and 2014.

According to the analysis in this study, in 2012 the average dealership incurred \$182,754 annually in federal regulatory compliance costs for regulations pertaining to employment, business operations, vehicle financing, sales, marketing, and vehicle repair and maintenance. These regulatory costs composed 21.7 percent of the average dealership's 2012 before-tax net profits, or nearly \$2,400 per dealership employee. Regulations pertaining to employment, accounting and vehicle financing made up more than 63 percent of the estimated federal regulatory compliance costs.

Though estimating the cost of compliance with federal regulations is challenging, it is clear these costs are present and impactful at all levels of a dealership organization; indeed, the average dealership needed to sell 106 vehicles in 2012 just to recoup its regulatory compliance costs.

The \$3.2 billion spent on regulatory compliance in 2012 was passed on to consumers in the form of higher prices. This also resulted in an estimated economic cost (total of lost sales revenues and lost consumer plus producer surplus) to light-vehicle dealerships of \$7.7 billion and a 10,550 reduction in direct dealership employment. The overall impact on the U.S. economy—including direct, indirect and expenditure-induced effects—is estimated at \$10.5 billion in lost economic output and more than

75,000 fewer jobs in 2012. Every \$1 increase in a dealership's regulatory compliance costs results in \$3.28 in lost output in the U.S. economy and a net loss to the U.S. Treasury of \$0.44.

U.S. light-vehicle dealers must comply with a wide range of federal, state and local regulations, which take time and add to the cost of doing business. As noted above, these costs are passed along to vehicle purchasers in the form of higher prices, resulting in lower vehicle sales and reduced U.S. employment.

This study examines only the costs incurred by U.S. light-vehicle dealerships to comply with a group of some 60 federal regulations (a mere subset of the full catalogue of federal regulations with which light-vehicle dealerships must comply). Absent from this subset are "upstream" product regulations, such as federal fuel-economy mandates imposed on vehicle manufacturers. The federal government itself estimates that vehicle regulations governing safety and emissions alone represented 21.5 percent of the \$25,517 average cost of a new light-duty vehicle in 2012. Also absent from the subset of federal regulations examined by this study are state and local mandates that cover other areas of concern or that layer on top of federal regulations, increasing the burden on dealerships.

Three AYES Grads Now Heading Their Programs

BY GARY BEIER, VICE PRESIDENT, FOUNDATION OF WATDA

The Automotive Youth Educational Systems (AYES) program has entered its 20th year in Wisconsin. Three of our graduates are now heading up the programs from which they graduated.

Nick Pellman | McFarland High

I started my apprenticeship in 2003 and finished in 2005 while attending Marshall High school, (an AYES/McFarland consortium partner site), and working for Ben's Auto Service, Sun Prairie. Upon completion of high school, I attended MATC Madison from 2005 to 2007 and received an associate degree in Automotive Technology. While attending MATC I worked for J & L 4 Wheel Drive Center, Sun Prairie and then began working at Don Miller Pontiac GMC, Madison in the spring of 2006. After graduation from MATC I attended UW-Stout from 2007-2012 at the same time working for Don Miller Subaru. Currently, I am employed at McFarland High School teaching technology education and also teaching the Youth Apprenticeship course through the Dane County School Consortium.

Jeremy Hodkiewicz | Shawano High

I graduated from Shawano High School in 1994. I was never really interested in cars until I had taken auto with Fred Beyer my junior year of high school. By the time I graduated, I knew that I wanted to be a technician. I enrolled in the diesel program at Fox Valley Tech. I graduated from the diesel program one year later and started my career as a diesel tech at Quality Truck Care Center in Appleton.

I worked as a tech for about five years then decided, with Fred Beyer's advice that I wanted to become a high school teacher. I went to UW Stout and earned my technical education degree, and completed my student teaching at Oconto Falls High School.

I got my first teaching job at Two Rivers High School. There I taught small gas engines, automotive, machine tool, and welding for five years. Then I received a phone call from Shawano High, Fred Beyer was retiring and they would like me to consider moving back home and taking over the program.

I have now been at Shawano High for eight years. I have taken the program from where Fred left off and pursued NATEF and AYES accreditation. I have gained a lot of support from administration, school board, and the community in taking the program to the next level.

Fred and I are still very close. He stops in from time to time to visit or use the shop. We try and go for lunch a few times each year and share stories. I owe a lot of my success to Fred getting me started on this career path. It has been an honor to come back to Shawano and take the automotive program to the next level.

Luis Vallejo | Milwaukee Pulaski High

As a student at Pulaski, Luis became interested in automotive service technology. He got into the AYES program and soon after received a Youth Apprenticeship slot in the service department of Andrew Chevrolet, working under the guidance of Service Director Brian Davis. After nine years of professional experience, Luis has come back to the Pulaski High AYES program to teach the advanced automotive service course. His old boss, Brian points to his accomplishments with a lot of pride.

We are proud of these three students who have now joined our Team Wisconsin transportation service technology education team. One of the great novelist Thomas Wolfe's classics is "You Can't Go Home Again." Wonder what he'd have to say about these three great guys? ●

Shawano High – Wisconsin's Newest AYES Site

BY GARY BEIER, VICE PRESIDENT, FOUNDATION OF WATDA

Shawano Community High School's new Automotive Youth Educational Systems program was officially recognized on Wednesday, October 21 2015, making it Wisconsin's 15th AYES program. AYES and WATDA Foundation representatives, students, school officials, district board members, Ford Motor Company and Snap-on Tool Corporation officials, local dealership representatives, and community members gathered for the official start of the program, recognizing the efforts of automotive technology teacher Jeremy Hodkiewicz in particular. The event was capped-off with an address by Carl Carmichael who was the principal that helped get the program off the ground more than 20 years ago.

In 2015
AYES schools had
57
INTERNS

The AYES program allows automotive students to receive paid, on-the-job training from local dealerships and automotive businesses, partnering school and community. It also affords participating schools a greater opportunity to receive donated training equipment from manufacturers. This year the AYES schools had 57 interns working at dealerships throughout southern, eastern and central Wisconsin. Program sites also shared in \$165,000 in equipment from manufacturers and special grants through the program's connection to the Forest County Potawatomi Foundation. ●

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Reaching Out and Giving Back: Unique, New Program

BY GARY BEIER, VICE PRESIDENT, FOUNDATION OF WATDA

Earlier this year, motivational speaker Chuck Zamora approached the Foundation with an innovative program that had the potential to produce positive and meaningful results on two different fronts with one effort.

The concept is titled "Reach Out-Give Back." It entails outreach to high schools and professional training for dealership personnel in one package. What Chuck brings to the table is a two-pronged, motivational workshop that can be tailored to fit the needs of individual companies plus a day-long high school presentation called, "Tools of Life."

Zamora recently teamed up with Greg Hobbs at David Hobbs Honda in Glendale for a two-day effort. The first part, "Tools of Life" was presented to seniors at Nicolet High School on Friday, October 23rd. Next will be the professional motivation program for staff members on the Hobbs Honda team. Chuck has also presented this same program to the Kriete Group, with an employee development program one day, followed with the "Tools" program for Rufus King High students at another separate session.

Zamora is no stranger to this product. His Zamora International Learning Company has made "Tools" presentations to some 91,000 high school students worldwide. On the corporate side, he has worked with major clients on two continents.

This past summer, Chuck was the keynoter for our 2015 Summer Teachers Institute and he captivated his audience with stories that put common sense about interpersonal communications in a new and interesting light.

One of his past students, Liam Thompson says, "Mr. Zamora's session really inspired me not to waste my life because there are chances to succeed not only at school but in the real world as well."

Do you know where the most efficient pump in the world is located? Chuck does and he shares bits of knowledge and lots more in his captivating presentations. To find out more about the "Reach Out-Give Back" series call the Foundation at 414.520.7870. ●

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2016 WATDA Chairman

JOSH JOHNSON

Don Johnson Motors



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