DEALER POINT

Official Publication of the Wisconsin Automobile & Truck Dealers Association | 1928-2018 | Volume 51 Fall 2018

INSIDE:
PETE DORSCH
TIME Dealer of the Year
Wisconsin Dealer of the Year

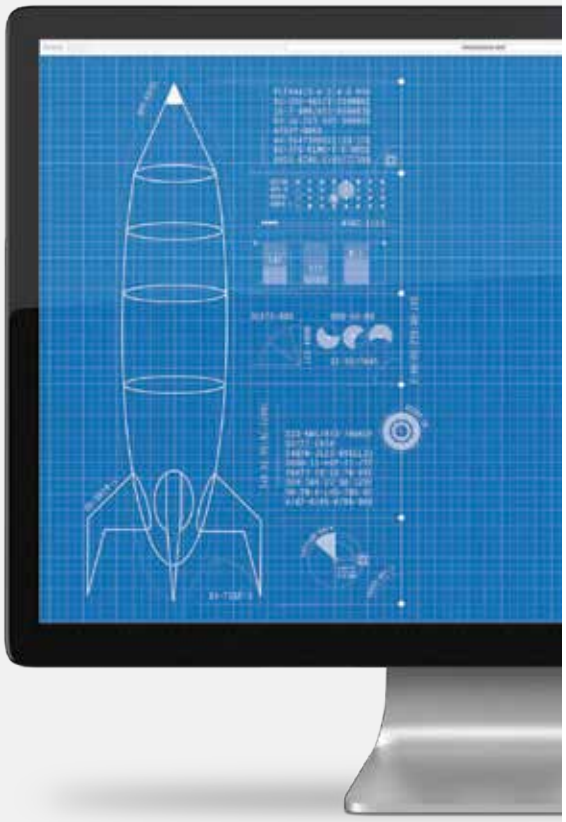
ROCKET SCIENCE IS HARD.

Registration and title processing doesn't have to be.

With a unique combination of technology, expertise, and compliance, Dealertrack Wisconsin Reg & Title can help you create process efficiencies that help mitigate shrinking margins – so you can maximize profits, while delivering the exceptional "start-to-finish" experience your customers expect.

Dealertrack Reg&Title

TECHNOLOGY THAT DRIVES YOU.



Learn more and schedule your no-obligation Wisconsin Reg & Title demo: **go.dealertrack.com/WATDA**

COX AUTOMOTIVE™

A publication of the 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.

Dealer Point is a publication of the Wisconsin Auto & Truck Dealers Association, 150 East Gilman Street, Suite A, Madison, WI 53703. Phone: 608.251.5577. It is published quarterly by WATDA. Printing by Inkworks, Inc., Stoughton, WI 53589. For advertising information, contact Julie Farmer at the WATDA.

Subscriptions included in WATDA membership dues.

Address corrections should be sent to WATDA, 150 East Gilman Street, Suite A, Madison, WI 53703

DEALER POINT

Official Publication of the Wisconsin Automobile & Truck Dealers Association | 1928-2018 | Volume 51 Fall 2018

FEATURE

DEPARTMENTS

The FOUNDATION
OF THE WISCONSIN AUTOMOBILE & TRUCK DEALERS ASSOCIATION

PETE DORSCH
TIME Dealer of the Year
Wisconsin Dealer of the Year

BY EMILY KINZEL

"What makes you get up in the morning?"

Pete's chuckle bobbed his shoulders. He earnestly pondered the question, "What makes me get up in the morning? It really comes down to a simple thank you."

Pete's livelihood stemmed from his father's dream. After several years of transfers at Ford Motor Company in Milwaukee, Don Dorsch decided to steer his future in a different direction. Don strived to open his own dealership. In 1970, Don partnered with Don Yineman. With little money, but high hopes, the two sought out to take ownership of a Ford dealership in DePere, Wisconsin. After rejections from almost every bank in Green Bay, one finally agreed to help them achieve their dream.

Pete's dream, at the time, was that of many young boys, "I wanted a new 10-speed bicycle." The only catch, "My parents told me I would have to pay for it." By earning under $14 a day and enduring two weeks of grunt work at his father's dealership, Pete finally could afford a brand new 10-speed bicycle.

From left: Pete, Mike, Chris and Don.

"I would do most of the jobs no one else wanted to do," Pete explained, "Like sweeping the lot, cleaning the trap lines in the service department, picking up the garbage barrels and going to the waste site to dispose of the trash." Pete got to experience the innerworkings of a dealership first-hand at a young age – the good, the bad and the ugly.

Like most children of car dealers, Pete worked at his father's dealership throughout high school. Pete then went to at Marquette University earning a Business degree in 1982. Armed with his college education, he went back to work at the dealership. Being the oldest, Pete established the pathway followed by his brothers, Mike, Dan and Chris.


Dorsch brothers, Pete, Mike, Chris and Dan.

As their business continued to grow and needing more space, the Dorschs moved their dealership facilities to its present location in 1995. Then in 1999, they added Kia and Pete and his brothers assumed ownership of the dealership. By 2007, the Dorschs expanded by adding Lincoln Mercury thereby, over the course of eight years, transforming from a stand-alone Ford dealership to a Ford Lincoln Kia dealership that employs over 150 people in the Green Bay community. With their eye on continued growth and seeing a strong used vehicle market in the Green Bay area, they opened an independent Used Car Sales and Service facility in 2013. In 2017, with a need for more space, the Dorschs broke ground expanding their facilities to almost doubling the size. This allowed them to augment their Collision Center, repurposing the old space into a reconditioning area for used vehicles and further developing their Buy Here/Pay Here operation. In keeping with the evolving industry, their latest endeavor has been to enhance and grow their Business Development Center. They find that it's the best way to stay in communication with their larger customer base.

One may think working with family can have its share of butting heads, especially with younger brothers. But according to Pete, working with family is rewarding and believes the secret to their success is each establishing their own niche within the business. When asked what he thought about Pete's nomination, his brother Mike stated, "When I had heard that my brother Pete had won the TIME Dealer of the Year award for the state of Wisconsin I was extremely happy and proud for him. As brothers, we have worked side by side for some thirty-two years and, hard as it may be to believe, we have never had a heated argument. We have maintained a very strong family relationship and have not allowed egos to get in the way of business. We have always checked our pride at the door and that has allowed our company to grow exponentially. Congratulations Pete – hard work and good people really do end up winning!"

When asked to sum up his success, it boiled down to his wholesome family values. From an early age, Pete's parents encouraged him and his brothers to be self-sufficient. "Our work ethic was instilled into us at a young age. If we wanted something or to do something, it was up to us to make it happen." Pete elaborated, "Through hard work and perseverance, we learned the tools needed to be successful in the automobile business."

Pete also explained the importance of customer care. Having been raised with a strong work ethic and respecting the hard work and value of a dollar, Pete never loses sight that custom-

ers are spending their hard-earned money on a vehicle and there are many buying options out there for them to choose from. This understanding is why after every deal Pete and his brothers make it a priority to exchange handshakes and thank-you's. It's no wonder Dorsch Ford Lincoln Kia has fourth generation customers returning to do business with them.

Pete feels fortunate his success has allowed him to give back to his community and beyond. With the support of his wife, Aliece, both Pete and Dorsch Ford Lincoln Kia have supported many charities and organizations. Pete is very supportive of the Boys and Girls Club of Green Bay, Rawhide, Drive 4 UR School, and the Green Bay YMCA just to name a few. He also has been involved in WATDA since 1998, becoming Chairman of WATDA in 2006 and Chairman of WATDA's Foundation in 2019. He and his wife, Aliece are also 21st Century Founders for the Foundation of WATDA.

"We are also major contributors to the 'City Stadium Automotive' program." Pete added. City Stadium Automotive is a program made up of area dealers and the Green Bay Public School System to further educate high school students in the automotive trade and prepare them for college. He continues, "I am on their board and have donated a lot of time and effort to ensure the success of the program."

Another organization Pete and Aliece are passionate about and major donors to is the Green Bay Wildlife Sanctuary's Nature Based 4K Kindergarten program. The organization is comprised of a network including the Green Bay School District, the University of Wisconsin-Green Bay, the city of Green Bay and the Wildlife Sanctuary. Recently, the sanctuary broke ground to double its size. "We became involved in their program because it is a nature-based program. A lot of today's children do not have the same opportunity and we felt this was a way to share our love of nature and animals." Pete explained.

Pete is also very excited and proud of his participation in a recent project with the Green Bay School District and the State of Wisconsin Department of Vocational Rehabilitation. "It's a very unique program that trains special needs students in detailing vehicles." Pete explained. Through this program, students can explore career opportunities in the auto and truck industry. The Dorschs sponsor the facility, education and training, while DVR funds instructors and pays students while they're working through the program. "It was a very successful program and hopefully will be rolled out on a wider scale next year." Pete stated. "The students truly enjoyed their time here and we really enjoyed having them as well." Pete is also making an effort to encourage the school district and DVR to hire some of the students.

Pete and Aliece also participate in charity on a global scale. The two traveled to Guatemala with the Global Alliance for Animals and People (GAAP) and Veterinarians International.

Don, Dan, Mike and Pete.

Don, Dan, Mike and Pete.

Yineman Dorsch Ford
First Customer
June 17, 1970

Don's office original location.

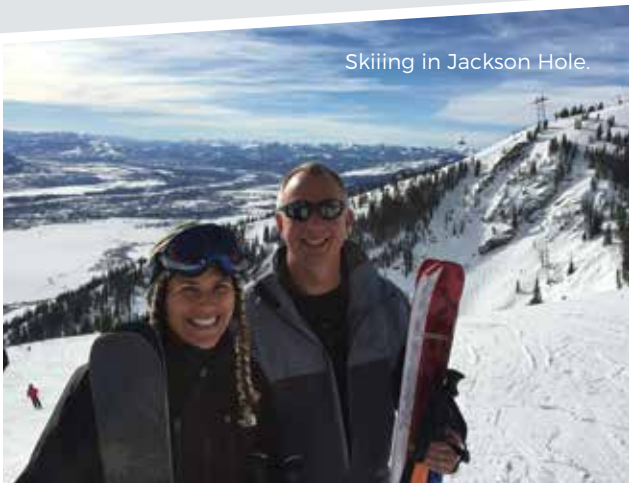
"Guatemala has had a huge problem with rabies being transmitted from dogs and cats to humans." Pete informed. To combat this issue, Pete and Aliece assisted in spaying and neutering countless cats and dogs, provided educational tools on prevention, and acted as goodwill ambassadors in the community. Pete mentioned, "The local community is very appreciative of the assistance." Pete and Aliece further support this organization by sponsoring local para-veterinarians for year-round animal care.

Pete's active participation in his community and beyond doesn't go unnoticed. When asked about Pete's philanthropy, David Cuene of Broadway Automotive and friendly automotive competitor in the Green Bay area, David stated, "I have had the opportunity to work with Pete Dorsch on several Non-Profit Boards and with the Wisconsin Auto and Truck Dealer Association. He is a dedicated champion of the automobile industry and great charitable causes in our community, including the development of the Automotive Lab at East Green Bay High School and Automotive Programs at Northeast Wisconsin Technical College. Pete's commitment to excellence will be felt for generations in Wisconsin."

Pete met his wife Aliece in 1985 when Aliece was waiting for her date at a local establishment that she waitressed at. Pete, accompanied by some friends, walked in and Pete saw Aliece sitting alone. Confused and curious how such a beautiful woman would be sitting by herself, Pete decided to introduce himself. The rest is history.

Pete and Aliece both grew up in a rural setting and love nature. They are avid travelers and were looking to indulge their adventurous side. Pete suggested they go on The Great Loop, cruising the Great Lakes and down the Mississippi River. Aliece wasn't so enthused. "Well, that was my dream," Pete voiced, "what's yours?" After some thought, they decided flying was a compatible option. Pete is a pilot now in the process of earning his IFR Instrument Flight certification and taking delivery a plane – a step up from his 10-speed bicycle. Pete and Aliece are excited to have the freedom to take long weekends wherever they choose.

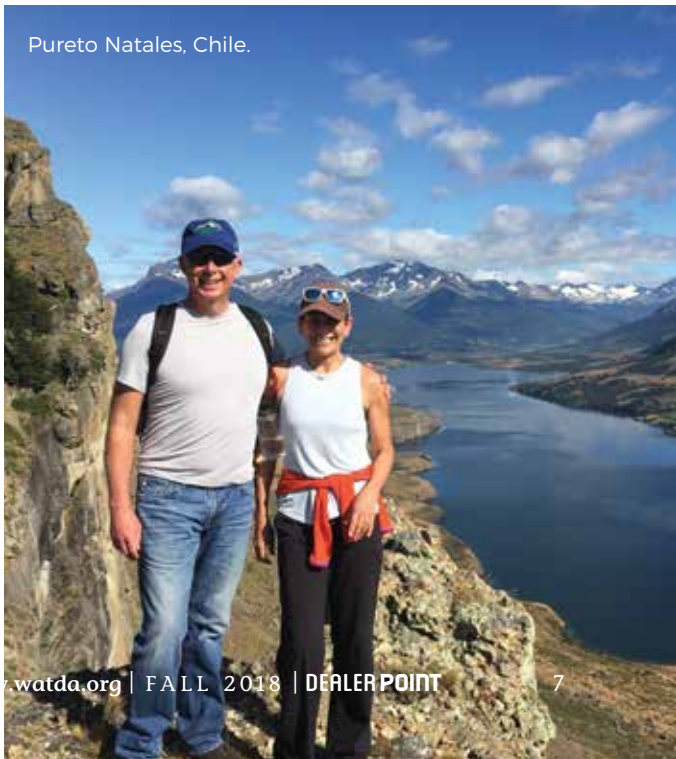
Being able to work with his siblings, travel with his wife, and actively participate in his community is reward enough. Pete never expected he would be honored in the auto and truck industry in such a meaningful way. "This is the biggest honor in the dealership business and I am eternally grateful for this nomination and award." Pete humbly expressed. Pete, we are honored to have you represent the Wisconsin dealer body as the 2019 TIME Quality Dealer of the Year and the Wisconsin Dealer of the Year. ●


Skiiing in Jackson Hole.


Near the top of Tortes Del Paine in Patagonia, Chile.


Todos Sant, Guatemala.


Aerial view in 1995.


Pureto Natales, Chile.

CenterStage

AWARDS, HONORS, MILESTONES

Fillback Ford 70th Anniversary Celebration

1.

2.

3.

1. Live long customer Al Michek and (planned 4th generation auto dealer) Luke Fillback showing Luke what a rumble seat is in Al's model A.
2. Cars from the past 70 years on display.
3. Customer that restored and his Ford Fairlane that was originally sold at the Highland location.
4. Mark and his first Fillback Ford coat and 30 plus year employee Mike Michek's 1953 Ford F100 on display.
5. Mark and his father Jim getting ready to cut the 70th Anniversary cake.

4.

5.

25th Year for Andrew Chevrolet

Andrew Schlesinger was recently honored for twenty-five years with Chevrolet at his dealership in Glendale. Andrew's father, Melvin was a dealer in Milwaukee for twenty-two years, and while Andrew was growing up, he worked part time in a variety of departments at Schlesinger Chevrolet. He became General Manager in 1984 and then Dealer Principal in 1993, when the auto group which includes a Toyota store, moved to Glendale and was renamed Andrew Chevrolet and Andrew Toyota. Schlesinger said his father instilled in him the importance of following through. "Always to what you say you will do," Andrew said.

"I feel a great sense of responsibility to my employees as the custodian of their livelihood, gratitude to my guests for their loyalty and extremely fortunate to be able to give back to the community that has supported me and my family for more than 50 years." ●

Ewald's Cruisin' Hwy 16 Car Show Honors Vets

More than 150 vintage, classic, custom and racing vehicles of all makes and models filled the parking lot at Ewald's Chevrolet Buick for the Cruisin' Hwy 16 car show. The sixth annual event is a fundraiser that helped raise money for b-CAUSE We Care, Inc.-a non-profit that supports local veterans and their families.

Four generations of the Ewald family were also in attendance to help celebrate the 91st birthday of their patriarch and founder, Emil Ewald, a World War II veteran and lifetime member of the VFW. Emil was presented a ceremonial American flag and a handmade patriotic Quilt of Honor. "This was really something. I knew there might be some surprises, but I didn't know it would be this special," said Ewald, "and I really appreciate it."

Memorial Golf Fundraiser Donates Over $14,000 to Fisher House of Wisconsin

For the sixth consecutive year, Team Hidalgo/Warner joined forces with the Wisconsin Veterans of Foreign Wars Foundation to raise $43,050 at the Sixth Annual Hidalgo/Warner Memorial Golf Outing held at Western Lakes Golf Course in Pewaukee.

"Every year, the Memorial Golf Outing receives overwhelming support in honor of our fallen heroes," said Jorge Hidalgo, Wilde East Towne Honda Principal Partner. "The legacies of Army 1st Lt. Daren Hidalgo and Marine Lance Cpl. Richard 'Rich' Warner endure, shining a light in the community and creating a lasting impact in the lives of our sponsored military families."

Team Hidalgo/Warner presented Fisher House Wisconsin with a check for $14,350, commemorating a portion of the funds raised at the Hidalgo/Warner Memorial Golf Outing.

"Fisher House Wisconsin is humbled by the generous, annual contributions from the Hidalgo/Warner Memorial Golf Outing," said Andrew Roberts, president of Fisher House Wisconsin. "We are extremely grateful for the sacrifice Army 1st Lt. Daren Hidalgo and Marine Lance Cpl. Richard 'Rich' Warner gave for their country and profoundly appreciate that even in their absence, they continue to serve those in need."

Sixth Annual Hidalgo/Warner Memorial Golf Outing participants (from left): Pete Erkkila, Geoff Brown, John Martin, Jorge Hidalgo and Pat Donahue.

Team Hidalgo/Warner presents donation check to Fisher House Wisconsin President Andrew Roberts, third from left, on Thursday, Sept. 27, 2018. The contribution is a result of funds raised at the Sixth Annual Hidalgo/Warner Memorial Golf Outing.

Kari Toyota Honored for Fifty Years

The 85-year-old Kari family business, founded by Edwin Kari in 1933, began as a service station. The first line of vehicles they sold were Studebakers; when the last models rolled of the line in March of 1966, the dealership began looking for a franchise. In 1968, they started selling Toyotas to the Twin Ports market with about half of their customers coming from Duluth, keeping 43 people employed.

Over the years the business passed from Edwin to his son Henry, then on to his sons Wayne and Jim, who co-own it today. The have Wayne's son, fourth generation of the Kari family, Chris serving as the General Manager.

Present for the milestone representing Toyota, were Jamie Farley, Marketing; Mike Lemay, Assistant General Manager and Mark Nazario, General Manager all from Chicago.

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

NADA Report

JODIE TEUTON, CHAIRWOMAN, AMERICAN TRUCK DEALERS

ATD Tackles Industry Workforce Shortage

For years, truck dealerships around the nation have struggled with a technician shortage that threatens the health of our businesses and local economies.

From my front porch, I can see my neighbors are starting to put up decorations to celebrate Halloween. But sometimes the real world can be the most surreal of all. A scary part of our reality today is our truck industry's workforce shortage. It's time that we come together and tackle this monster head-on.

For years, truck dealerships around the nation have struggled with a technician shortage that threatens the health of our businesses and local economies. For dealers to meet future staffing demands from retiring workers and those learning about new technologies, our industry requires thousands of skilled people, especially technicians, by 2026. A drought in our workforce means many well-paying local jobs will remain unfilled and we will have difficulty getting the necessary people – and skill sets – to move the trucks that move America. Ultimately, this shortage can harm the financial health of our dealerships, the costs can trickle down to our customers, and ultimately all consumers served by trucking.

Last month I had the privilege of attending the White House Economic Summit with fellow NADA and ATD leaders. We had a unique opportunity to meet with White House officials, like National Economic Advisor Larry Kudlow and Treasury Secretary Steven Mnuchin, who spoke about critical issues such as economic, budget, tax and trade policies. Meetings like this come on the heels of President Trump's executive order which established the President's National Council for the American Worker and the American Workforce Policy Advisory Board. The council is developing a national strategy to address critical workforce issues, including a national campaign to raise awareness of the urgency of a job skills crisis. ATD applauds the president's efforts as our industry struggles with recruiting and retaining technicians. Improving our pool of potential employees with skilled workers is a top priority, and I'm proud the ATD and NADA leadership have been in discussions with the Trump administration to examine how we can be involved in this vital initiative.

As the year progresses, ATD will also work to promote the value of careers at dealerships by launching national campaigns. While we work hard on this headway, I urge you to log onto mydealership.org and share the truck dealership spot on your own websites and social media channels.

All told, our industry runs on more than 2,000 commercial-truck dealerships with more than 145,000 employees. Together, we produce $85 billion in sales, but the heart of our businesses rest in our people who work with us day in and day out. We will tackle our workforce issue head-on so the future of our industry remains strong. ●

Teuton is ATD chairwoman and vice president of Kenworth of Louisiana, a full-service dealership with seven locations in the state (Baton Rouge, Houma, Lafayette, Lake Charles, Monroe, New Orleans and Shreveport), a full-service Hino dealership (Baton Rouge) and Southland Truck Leasing at all dealership locations. ATD, a division of the National Automobile Dealers Association, represents more than 1,800 medium- and heavy-duty truck dealerships.

From Around the State

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

All World Ford breaks ground

The successor to Mike Murphy Ford of Hortonville, All World Ford is building a new facility in Greenville. The 14.5-acre parcel will hold up to 800 new and used vehicles including, a 50,000-square foot facility with 17 stall service department, a 12-stall body shop, including a large down-draft paint booth to accommodate vehicles of any size, a ten-car showroom and a touch-free car wash. Set to open later this year, the business could create 40 new jobs.

Amato opens new dealership in Glendale

Amato Automotive Group has opened a new Chrysler, Dodge, Jeep, Ram dealership. The 52,000-square foot building houses new and used vehicles, and a parts and service department. The new dealership is expected to create more than 70 jobs in the community.

Amato Automotive Group is comprised of Amato Hyundai, Amato Ford, Amato Genesis, Amato Mitsubishi, and Amato Nissan. The group has been family-owned and operated for more than 60 years, started by John Amato Sr. His son John S. Amato became actively involved in running the auto group more than 20 years ago. Now John's son JR Amato has become involved in the day-to-day operations and leading the expansion effort into the new dealership.

Klein Automotive Acquires Wentzel Ford

Klein Automotive with Chevrolet Buick and Chrysler, Dodge, Jeep and Ram dealerships in Clintonville has purchased Wentzel Ford in Winneconne. All current employees will remain with the Ford dealership, including former owner Berry Wentzel, who will stay on for two years to aid in the transition, and function as a liaison as the dealership fully changes over. Anticipated transformations include remodeling and updating of the building, expanding inventory – both new and used – added technicians, expanded service capabilities and potentially a facility build-out. Klein is owned by brothers John and Jason Klein, who purchased the business from their father Charlie in 2014.

Russ Darrow Group relocates two dealerships to Auto Mall

Mike Darrow, President and Chief Operating Officer, said he anticipates the new dealerships, which are tentatively scheduled to open in June 2019, will create more than 50 new jobs.

The development consists of approximately 10.67 acres of land, with the proposed buildings constructed per the respective manufacture's requirements. The Honda dealership will be approximately 40,000 square feet in size. The showroom is aluminum storefront framing and glass / aluminum composite panel.

"The Chrysler Dodge Ram classifications include a 25,700 square foot building with a brand specific showroom and entry that maintains the current brand image, while the Jeep showroom exterior has a contemporary look with its own entry and architecture." The Jeep showroom entrance is 26-8-feet tall and the Service Lane height is 20.5-feet. "The different heights create architecturally-interesting buildings," said Darrow.

Each of the proposed structures will contain office, interactive showroom, parts, and automotive service facilities, together with outside display area for automobiles in a landscaped setting. In addition, an automobile rental subsidiary will be available for customers having their vehicles serviced.

The current Honda dealership is at 91st and Brown Deer Rd. and the CJDR location is on 76th Street south of Bradley Rd.

Don Johnson breaks ground for new Cumberland Facility

Local officials and business leaders joined the team at Don Johnson's Cumberland Motors to celebrate the ground breaking of a new 30,000-square-foot dealership, being built adjacent to the current facility. "We've looked at the guests' perspective from all angles and have specifically designed the facility to provide the best dealership experience possible," said Josh Johnson, CEO. The company is also excited to introduce a new community room, which will be made available to local nonprofit organizations to use free of charge 24 hours a day, seven days a week. The room will be equipped with everything needed for a successful meeting including whiteboards, wireless internet access, a large-screen tv with computer connectivity and videoconferencing capabilities as well as access to kitchen facilities.

Van Horn Group buys Russ Darrow Sheboygan stores

The Van Horn Automotive Group has purchased Russ Darrow Nissan and Volkswagen of Sheboygan. The acquisition brings the Van Horn Group to a total of 16 dealerships throughout Wisconsin and Iowa and offers 10 manufacturer brands in Sheboygan county.

To celebrate the purchase and give back to Sheboygan, during October and November, Van Horn will donate $100 of every vehicle sold at the Nissan and VW locations to Safe Harbor, a local organization that provides services to victims of sexual assault and domestic violence. ●

Legal & Legislative Update

BY CHRIS SNYDER

David Kriete, Kriete Truck Centers, is Nominated for American Truck Dealer of the Year.

WATDA is proud to have one of our truck dealer's in the Mix for the 2019 ATD Truck Dealer of the Year. David Kriete is a 3rd generation Wisconsin Mack Dealer, and is following in his father's (Roger Kriete) footsteps in being recognized and nominated for this prestigious award.

Below is a press release from ATD regarding the 2019 ATD Truck Dealer of the Year nominees.

The American Truck Dealers (ATD) announced the nominees for 2019 Truck Dealer of the Year.

The national award, sponsored by ATD, Heavy Duty Trucking and Procede Software recognizes commercial-truck dealers for business performance, industry leadership and community service.

The six nominees for 2019 are:

- **David Kriete, Kriete Truck Centers, Milwaukee, Wis.;**
- Kim Mesfin, Affinity Truck Center, Fresno, Calif.,
- Terry Minor, Cumberland International Trucks, Nashville, Tenn.,
- Harry Moyer, Lowe and Moyer Garage, Fogelsville, Pa.,
- Trey Mytty, Truck Center Companies, Omaha, Neb.,
- John Nichols, Palmer Kenworth, Indianapolis, Ind.

The winner and runner-up will be announced during the 56th annual ATD Show in San Francisco, which runs from Thursday, Jan. 24, through Sunday, Jan. 27, 2019. The four-day event runs concurrently with the National Automobile Dealers Association (NADA) Show 2019.

A panel of professors from Indiana University's Kelley School of Business will evaluate the nominees on dealership performance, industry leadership, civic involvement and community service.

The nominees were selected by ATD line representatives and state and metro association executives.

ATD, a division of NADA, represents more than 1,800 heavy- and medium-duty truck dealerships in the U.S.

For more information, visit www.atdshow.org.

Privacy Form Gets Updates

WATDASI, has updated the Privacy Notice forms to include information regarding Consumer Credit Freeze rights, Fraud Alerts, and Active Duty Alerts.

Taken From Federal Trade Commission News Release, September 21,2018

Thanks to a new federal law, free credit freezes and year-long fraud alerts are here, starting September 21st. What does that mean for your customers and employees?

Free credit freezes

Security freezes, also known as credit freezes, restrict access to a consumer's credit file, making it harder for identity thieves to open new accounts in the consumer's name. Starting September 21st, consumers can freeze and unfreeze their credit file for free. They also can get free freezes for their children.

How will freezes work? Consumers will need to contact all three nationwide credit reporting agencies: Equifax, Experian, and TransUnion. If consumers ask for a freeze online or by phone, the credit reporting agency must have the freeze in place within one business day. And when consumers want to lift the freeze, the credit reporting agencies have to make that happen within one hour. (If consumers make the request by mail, the agency must place or lift the freeze within three business days.)

Freezes aren't the same as locks. They work in a similar way, but locks may have monthly fees.

What does the new law mean for your business? Suppose consumers concerned about identity theft decide to freeze their credit. Fast forward a few months and their furnace is on the fritz or they're shopping for a new refrigerator. To finance a purchase, they'll need to lift the freeze on their credit. Under the old system, depending on the circumstances, that could take several days. As of September 21st, that has to happen within an hour. The good news for consumers and businesses: a quicker, easier system that puts consumers at the controls.

Fraud alerts

A fraud alert tells businesses they should check with the consumer before opening a new account in his or her name. It used to be that fraud alerts were in place for only 90 days and the onus was on the consumer to extend it. But starting September 21st, when consumers place a fraud alert on their credit file, it will last a full year. Fraud alerts will still be free and identity theft victims can still get an extended fraud alert for seven years.

To place a fraud alert on their credit file, consumers can visit any one of the three credit reporting agencies – Equifax, Experian or TransUnion. The one the consumer contacts must notify the other two.

Active Duty alerts

Moves and deployments are standard operating procedure for servicemembers and their families, but changes of address can present challenges when it comes to protecting their identity. That's why the new law leaves in place the existing system for members of the military to put an active duty alert on their credit file. It works like a fraud alert and is in place for one year, renewable for the time the servicemember is deployed. The active duty alert provides an added benefit: The credit reporting agencies will remove the person's name from their marketing lists for prescreened credit card offers for two years.

The process for placing an active duty alert on a credit file is the same as a fraud alert. Members of the military can visit any one of the three credit reporting agencies, who will then notify the other two.

Steps your business can take

- **Set up a process for when a consumer with a credit freeze wants to finance a purchase.** Especially as consumers are getting used to the new system, there are steps your business can take to keep things running smoothly. Consumers looking to buy something on credit may have forgotten about the credit freeze they put in place months earlier. Educate your staff about providing customers with accurate information. When consumers are empowered with the facts about how to freeze, unfreeze, and refreeze their credit, they're in a better position to protect themselves from identity theft and manage their credit wisely.
- **Report possible violations of the law.** If you think a credit reporting agency is not placing or lifting a credit freeze or fraud alert properly, report it to the Bureau of Consumer Financial Protection at www.consumerfinance.gov/complaint or call the BCFP at 855-411-2372.
- **Enlist your HR pros to help your staff understand the new law.** Three FTC publications – Place a Fraud Alert, Extended Fraud Alerts and Credit Freezes, and Credit Freeze FAQs – offer updated advice about consumers' rights under the new law. Also, if one of your employees has been victimized by identity theft, he or she may turn to your personnel people for assistance with IRS issues, health insurance headaches, and credit complications. Or maybe they've been told their personal data could be at risk due to a breach. Make sure your HR experts are aware of the resources available at identitytheft.gov, the FTC's one-stop site to help people report and recover from identity theft.

Credit bureau contact information

Equifax.com/personal/credit-report-services: 800-685-1111
Experian.com/help: 888-397-3742
TransUnion.com/credit-help: 888-909-8872

As a result of the new Rule, WATDASI has made modifications to the Initial Privacy Notice, to ensure our members are providing their customers with up-to-date information.

Federal Judge Rules That GM is Free to Punish Dealers for Utilizing the Warranty Reimbursement Law

As most are aware, in October of 2016, a group of 13 Wisconsin GM Dealers sued GM in an attempt to prevent GM from assessing a surcharge of $389. On September 24, 2018 the Court issued its decision, ruling that nothing in the Wisconsin Motor Vehicle Law prohibits a manufacturer from assessing surcharges as a method of cost recovery. It is a disappointing decision, albeit not completely unexpected.

Under terms of the Order for Summary Judgement, both parties were afforded the right to amend their complaints after the judgement was issued. The dealers have amended their complaint and have requested a hearing before the Division of Hearings and Appeals. In the meantime, WATDA is trying to keep the line of communication open with GM.

Are You Getting Our Stuff?

Please help us help you. We know that you are inundated with information, solicitations and invitations. However, we also have a lot of important stuff to say that may be useful, or even vital for you. WATDA provides a variety of ways for you to stay in touch. When we have important (urgent) information, we send out an email. For other important but not-so urgent information, we send out a bi-weekly "Updates" Newsletter. We also post information on our website, Facebook, Twitter.

The problem is, it seems like we are missing some people. So, if you would like to receive our emails, the Updates Newsletter, call our office at 608-251-5577 and ask to be put on the distribution list. You can also call the office and get a password to the website. Besides getting updates, it will allow you to search Bulletins and manuals.

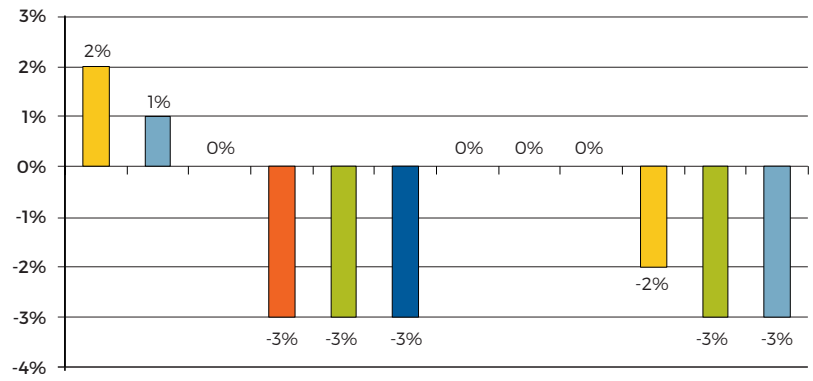
If you prefer to get industry information, fun facts, and up to the minute updates, go to our Facebook page, https://www.facebook.com/WIAutoDealers/ and Like us, or follow us on twitter, https://twitter.com/WIAuto. Don't be the last one to know what's going on in the Wisconsin dealership business.

New Vehicle Sales Trends

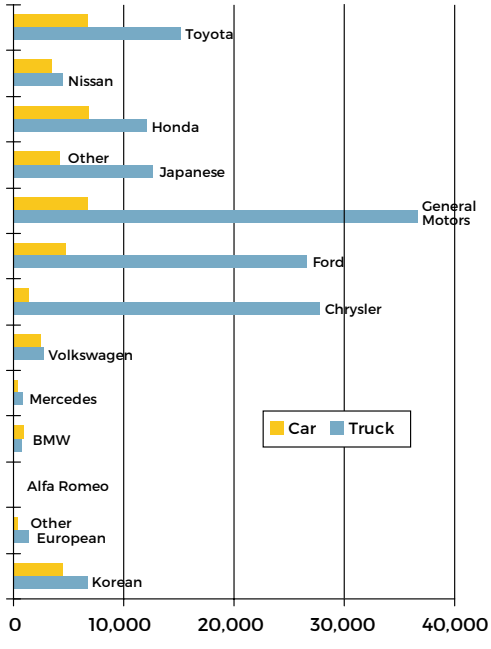
Wisconsin New Vehicle Trends: October 2018

	Previous Two Months 9/17 -10/17	9/18 -10/18	% change	Year to Date '17 YTD	'18 YTD	% change	Year to Date Market Share '17 YTD	'18 YTD	change
Industry Total	41,308	40,065	3.0%	194,298	191,069	1.7%	100.0%	99.9%	0.1%
Car	10,341	8,329	19.5%	53,574	43,032	19.7%	27.6%	22.5%	5.1%
Truck	30,967	31,736	2.5%	140,724	148,037	5.2%	72.4%	77.4%	5.0%
Japanese	14,042	14,013	0.2%	67,591	65,813	2.6%	34.8%	34.4%	0.4%
Toyota	5,340	4,874	8.7%	23,815	21,927	7.9%	12.3%	11.5%	0.8%
Honda	3,616	3,906	8.0%	18,295	18,940	3.5%	9.4%	9.9%	0.5%
Nissan	1,793	1,755	2.1%	9,165	8,080	11.8%	4.7%	4.2%	0.5%
Other	3,293	3,478	5.6%	16,316	16,866	3.4%	8.4%	8.8%	0.4%
Domestic	23,072	21,552	6.6%	105,221	103,972	1.2%	54.1%	54.4%	0.3%
GeneralMotors	10,531	8,656	17.8%	45,879	43,373	5.5%	23.6%	22.7%	0.9%
Ford	6,955	6,729	3.2%	32,339	31,400	2.9%	16.6%	16.4%	0.2%
Chrysler	5,586	6,167	10.4%	27,003	29,199	8.1%	13.9%	15.3%	1.4%
European	2,050	2,034	0.8%	10,163	10,047	1.1%	5.2%	5.2%	0.0%
Volkswagen	1,084	1,097	1.2%	5,391	5,313	1.4%	2.8%	2.8%	0.0%
BMW	310	327	5.5%	1,597	1,689	5.8%	0.8%	0.9%	0.1%
Mercedes	292	243	16.8%	1,407	1,200	14.7%	0.7%	0.6%	0.1%
AlfaRomeo	14	13	7.1%	68	86	26.5%	0.0%	0.0%	0.0%
Other	350	354	1.1%	1,700	1,759	3.5%	0.9%	0.9%	0.0%
Korean	2,144	2,466	15.0%	11,323	11,237	0.8%	5.8%	5.9%	0.1%
Other	2,144	2,466	15.0%	11,323	11,237	0.8%	5.8%	5.9%	0.1%

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



YTD Registrations by Vehicle Type.



October Trend Report from Scott Quimby

REDUCE.
REUSE.
RAWHIDE.

When you donate your vehicle to Rawhide you give troubled youth a fresh start and a real chance for a successful future.

Bring your tax receipt to an employer and **double your difference** by asking them to match your donation — it drives us.

1-800-RAWHIDE
rawhide.org/donate

RAWHIDE

THREE NEW PROGRAMS FROM WISCO

BY JOHN HACKMAN

WISCO is constantly looking for new programs to supply to our members. We look for programs that will be of benefit to our membership and will come with WISCO's money saving prices. We are pleased to announce three new programs.

WISCO has entered a national account agreement with Cintas Corporation for their first aid and safety services. The program we currently have with Cintas/G&K services on their uniform and facility services has been a great success. We feel the first aid and safety service program will be a great addition and natural fit. Cintas offers a comprehensive suite of first aid products to help you keep your business compliant and your employees safe, saving you time and reducing costs. First aid cabinets, kits, eyewash stations and all supplies are available. Cintas monitors, re-fills, and maintains your supplies on a consistent service schedule. With WISCO's national account you will receive discounted prices on the products to save you money. Plus, as is the case with all your purchases from WISCO, these purchases count towards your year-end rebate further increasing your savings.

We also have entered a distributor program with Champion air compressors. Champion is well known for their high quality in their air compressor line. They offer reciprocating, rotary vane, rotary screw, and rotary scroll compressors. Again, with the WISCO program you will receive great pricing on this excellent line. Champion is located in Quincy, Illinois and is part of Gardner Denver Inc. headquartered in Milwaukee, Wisconsin. With more than 95 years experience in designing and manufacturing compressed air systems Champion knows compressors and can help you with your shop's requirements. If you are or will be in need of a compressor call WISCO to have a rep give you a recommendation and price for your shop's needs.

Lastly, we have added an accessory line we think could be a great profit center for your dealership. We have added the Crystal Clear automatic heated wiper blade system. This is a great opportunity to help your customers drive safely & efficiently in Wisconsin's driving conditions. The unit automatically turns on when the vehicle is running in cold weather preventing snow and ice from building up on the wiper blades. The warm blades are more pliable which means they hug the glass better and swipe the windshield clear every time. WISCO can offer their members this kit for about ½ the price of what they are selling at online. You can check the product out at crystalclearblades.com.

We are pleased to announce three new programs:

Cintas Corporation for their first aid and safety services

Distributor program with **Champion** air compressors

Crystal Clear automatic heated wiper blade system

We are excited about these new program offerings to our membership. WISCO exists to serve our members and bring them quality products at a savings. To check out any of the programs call WISCO at 800-274-2319.

Is a "Cheap" Retirement Plan Costing Your Dealership Money?

BY GRANT ARGALL, RETIREMENT PLAN CONSULTANT, M3 FINANCIAL

Make Retirement Plans Part of Your Overall Benefits Strategy

A common adage in the retirement plan community is that if you don't offer the "lowest-cost" retirement plan, you are putting yourself and your business at fiduciary risk. While cost is an important consideration, there are many aspects of cost to explore when designing a retirement program. Perhaps the adage guiding our decisions should be: *If you think the cost of excellence is expensive, wait until you get the bill for mediocrity.*

Consider the Bigger Picture

When evaluating qualified retirement plans, it's important to look at the associated costs across your business. The actual administration costs of the plan pale in comparison to the bottom line costs associated with the overall strategy. A typical list of costs should include:

- Impact on other benefit plans (health care and wellness program costs)
- Employer contribution cost (efficiency and motivation caused by program design)
- Staff time associated with operating the plan (time is money)
- Cost assignment (employee vs employer)
- Liability for the organization and owners/trustees
- Plan service provider cost (record keepers, investments, advisors, TPAs)

While the trend in today's marketplace is for employers to pay the most attention to the final two items listed above (liability and service provider cost) when considering retirement plans, it's important to expand that focus and acknowledge that the type of retirement plans offered can have a much wider-reaching impact on the well-being of your dealership.

Financial Wellness is a Key Component

Personal finances and financial stress have been the leading cause of stress in America for years. That trend was broken in 2017 with financial stress coming in second, affecting 62 percent of Americans [1]. (Political issues came in at #1.)

Financial stress can cause a host of issues in the workplace, including:

- Increased absenteeism
- Higher turnover
- Higher health claims
- Lower productivity
- Lower employee satisfaction
- Employees working beyond normal retirement age

Taking it a step further, individuals exhibiting high levels of stress are 24 percent more costly to insure than individuals with low degrees of stress [2]. Health issues related to stress include, but are not limited to musculoskeletal, respiratory, gastrointestinal, cardiovascular and nervous system.

Leading retirement plan providers understand the bigger picture and focus on the benefits of long-term employee health vs. short-term savings. They offer holistic financial wellness programs centered on key components of personal finance, including budget, debt reduction, credit score, social security, and long-term medical costs.

While businesses may experience higher up-front costs, the benefits that come from offering quality retirement plan options as part of a bigger strategy will likely cost less in the long run and make a greater impact on the overall well-being of your dealership.

Contact your M3 representative for information, or visit www.m3ins.com to learn more.

SOURCES:

[1] American Psychological Association Stress in America Survey 2017

[2] Higher Health Care Costs for Metabolic Syndrome Risk, Disabled World, September 2009

Tribute

Art Gunderson

Arthur Emil Gunderson of Osseo (Pleasantville) Wisconsin, completed his life on earth Saturday, September 8th, 2018. Art was born on March 1st, 1925 to Alfred and Esther (Swaim) Gunderson in Pleasantville, WI. He spent his entire life dedicated to the community of Pleasantville where he lived for 86 of his 93 years.

Art graduated from Whitehall High School in 1943. He went on to serve his nation as a sailor in the United States Navy during World War II, primarily in the Pacific Theatre aboard various air craft carriers. Returning home, he married Adeline Charlotte Mryin on October 2, 1948.

Art was a lifelong member of Grace Lutheran Church, where he taught high school Sunday School, and served in numerous leadership roles on the Church Council. He was a charter member of the Hale Township Fire Department, and a charter member of the Pleasantville Lions Club, where he received both their Citizen of the Year and the Melvin Jones Fellowship Award for Distinguished Service. He served for several years on the Whitehall School District School Board and took great pride that as President, he led efforts to begin building a new high school complex.

Art grew up in the car business and eventually joined his father full-time, owning and operating Gunderson Chevrolet of Pleasantville and Osseo. During the 70's and 80's he helped transition the business to one of the region's largest heavy-duty truck and Chevrolet dealerships, winning many awards including being selected as a national finalist by TIME Magazine as National Truck Dealer of the Year in 1978.

Art Gunderson was a proud husband, father, grand-father and great grand-father. He was preceded in death by his wife Adeline of 50 years in 1998. He is survived by eight children and their families: Melinda (Bruce) Hanson of Decorah, IA; Kris (Vince) Boeckmann-Morrissey of Osseo; Steve (Ethan Ngo) Gunderson of Arlington, VA; Scott (Linda) Gunderson of San Dimas, CA; Naomi (Gerry) Bodway of Osseo; Nels (Nancy) Gunderson of Osseo; Matthew (Margo) Gunderson of Ladera Ranch, CA; and Kirk (Jennifer) Gunderson of Osseo, and countless other relatives and friends. Art found his happiest times in recent years with his (22) grand-children and (28) great grand-children. ●

Dave Marston

David Lee Marston was born January 13, 1941 to Revered Arthur Charles and Lota Mae Marston in Collins, Iowa. David graduated from high school in Storm Lake, Iowa and the University of Iowa in 1964 with degrees in Business Management and Marketing. While at the University of Iowa, he was President of Delta Upsilon Fraternity when it was named the most outstanding chapter in the United States.

David went to work for Ford Motor Company in 1964 and served in various fields and general office positions for the next 19 years. He bought the Ford dealership in Minocqua, WI in 1983. David married his best friend, soulmate and business partner Kathleen Marie McDonald in 1986. They later added Chrysler Dodge Jeep to their Ford dealership, and numerous land and facility additions followed. After 28 years of business, they sold the business to their son, David Scott Marston, David and Kathleen retired in Scottsdale, AZ.

David trained and hunted with American field springer spaniels. He loved and enjoyed bird hunting with his son, Scott, as well as playing golf. David was a long-time member of Minocqua Country Club and served on its Board of Directors.

David is survived by his wife Kathleen; bird dog "Ace"; son, D. Scott Marston (Briana); granddaughters, Kendra and Ashley Marston; brother, Paul Charles Marston (Pamela); nephew, Nicholas Marston (Jamie) and family; and step-mother, Dottie Marston. David is preceded in death by his parents and sister, Constance Elaine Marston. ●

LED LIGHTING BENEFITS RAWHIDE

INGERSOLL LIGHTING

LET YOUR LIGHT SHINE!

Rawhide is excited to announce a new partnership with Ingersoll Lighting. This program is designed to help dealerships save money, support Rawhide's mission and help the boys "shine their own light" when they leave the program.

Ingersoll Lighting is a LED consulting company headquartered in southeastern Wisconsin. In addition to providing car dealerships with lighting solutions to maximize savings, charitable giving is also one of Ingersoll's core values. Inspired by Rawhide's mission to serve at- risk youth and families in a Christian environment, Ingersoll Lighting has committed to financially support Rawhide's mission in a major way.

For every dealership that partners with Ingersoll Lighting to upgrade their current lighting to LED, the company will donate a portion of each sale to Rawhide. Begin maximizing your energy savings and making a difference by contacting Ingersoll Lighting today!

For a Quote...

1. Email or call: Dave Krause dkrause@ingersolllighting.com or 920-379-2935

2. An Ingersoll team member will personally visit your dealership and review your current lighting.

3. Within 48 hours, you will receive a complimentary Energy Reduction Proposal and any recommendations.

"We are very thankful for our partnership with Ingersoll Lighting and their commitment to support Rawhide's mission."

-Alan Loux,
President of Rawhide

820 W Walworth St. Elkhorn, WI 53121 / 262.723.1212 / ingersolllighting.com

Why I'm a Donor

BY KARA S. NANIA

Don't get me wrong I "drank the kool-aid" even before I took this job. How could I not? I mean have you ever really stopped to think about what the Foundation is all about? Working to help people get jobs they could have for the rest of their lives. Good jobs that could support their families. Helping students graduate debt free and not just nine or ten students a year, but 60 to 80! Supporting teachers in any way it can. Are you kidding me? That was something I wanted to be a part of, but then I started working here and well, it became something so much more.

real life works. I believe in our industry with all of my heart. I believe in the work we are doing and I believe in all of you. I believe every kid we get excited and educated that grows up to work at your dealership will have a great place to work. In the end that's why my checkbook came out, because I believe.

I ask you to take a minute to think about what this industry has given you and your family. Your Foundation is working to ensure the future of our industry and it needs your support to continue to make that happen. I am so very proud to be supporting our foundation to ensure its future. I hope you will join me in doing the same. Together we can do great things! ●

It became more than just a mission.

It is exciting that the foundation is on track to give out it's **2000th scholarship** this year, absolutely, but what's more exciting is handing a student a scholarship and seeing the tears in his eyes as he tells you **he wouldn't be able to go to school without it.**

It became more than just a mission. Is it exciting that our Foundation is on track to give out it's 2000th scholarship this year, absolutely! But what's more exciting is handing a student a scholarship and seeing the tears in their eyes as they tells you they wouldn't be able to go to school without it. Or seeing a student's kids handmade "thank you" cards because their entire family's lives changed because of the work we do. Or having moms tell us after the Nitro-X Middle School Summer Camp this is the coolest thing their kids have ever done. Or having another mom pull you aside to point out her son laughing and smiling with his friends at camp, telling you she had to pull him out of school early because he was being so badly bullied, and for the first time in his life he finally fit in and found something he loved.

It's no secret that we need more people going into our industry and I'm convinced why I, as a former CEO, was chosen for this position. We've put in more programing in the last year than has been in place in the entire existence of our foundation. What's exciting is how organizations throughout the state that I couldn't get meetings with a year ago are now knocking down our doors to discuss program ideas. It's a great time to be a part of our industry. Fire has ignited, and you can see it spreading. And there is so much more to come.

But just like I couldn't walk into any one of your dealerships and expect to walk out with a brand-new car or truck for a smile, (if I can please let me know I'll be right over) it turns out "making a difference" costs money. I wish we could run programs on sunshine and rainbows, but you know that's not how

Summer Institute 2018

BY DAN KLECKER, STATE EDUCATION DIRECTOR

Northeast Wisconsin Technical Institute (NWTC) hosted the Foundation's Summer Institute July 9th–12th in their new Transportation Center in Green Bay. This was the first time the institute was held in Green Bay and it was well received by all who participated.

The opening day set the tone with Kyle Holt, president of SP/2, explaining how to "Help Students Enter and STAY in the Industry." Instructors were encouraged to continue to teach soft skills to their students by discussing ethical issues they'll face in industry. Students also need to be taught the soft skills of personal hygiene, showing up on time, communication, empathy, and customer focus to make them more employable.

Businesses also need better access to technician candidates as they accelerate the "Grow Your Own" movement. Part of that is for businesses to be more involved with their local schools. Serving on advisory boards, visiting automotive classes and inviting students into their businesses is critical. When an entry-level technician is hired, providing them a proper mentor is critical. According to Holt, industry has endorsed a new fear: "How will I survive if I don't start hiring entry-level technicians and growing my own?"

A Business panel of Pete Dorsch, from Dorsch Ford Lincoln Kia, and David Cuene from Broadway Automotive Group followed up Holts' keynote with actual practices they follow while working with schools in the Green Bay area. Many instructors were impressed with the panels commitment and wished they had the same commitment from their local automotive and truck businesses. Both Dorsch and Cuene offered to share their "Growing their Own" experience with other businesses around the state.

The first day continued to impress with a two-hour tour of Lambeau Field followed by a reception in a Lambeau Suite with the sun setting over the stadium. During the reception Jim Eden was recognized with the Extra Mile award for his service to the industry. Jim started as a Ford technician and is now the Vice President - Academic Affairs at Moraine Park Technical College. Jim was responsible for hosting the Foundation's first Summer Institute at Moraine Park.

Brandon Dixon, Field Service Engineer with Ford Motor Company, also spoke at the reception where he shared information on the new direction of Ford vehicles and donated a Ford 1.6L EcoBoost engine which was won by Ted Schultz, automotive instructor at Tomah High School.

Monday was a great opening to three days of technical training at the new Transportation Center. The NWTC instructors provided technical training each morning in the following areas: Electrical Theory, Automotive Air Conditioning, Collision Repair, Diesel Fuel Systems, and Heavy Equipment Electronic Engine Troubleshooting. Afternoon sessions included a Boot Camp for newer instructors, Future of the Automotive Industry, Steering & Suspension MLR Tasks, and Teaching an Auto Body Unit.

Not all the training took place in the classroom as evening events at Doc's Harley Davidson and USAIR Motorsports Raceway provided an opportunity for attendees to let off some steam. Shifter Kart racing provided the instructors an opportunity to push the Foundation's State Education Director around the road course track.

The instructors who attended the 2018 Summer Institute were once again appreciative of the industry training provided them by the Foundation of WATDA. Next year's Summer Institute will be held at Madison College ●

3rd Quarter Donors

July — September 2018

The FOUNDATION
OF THE WISCONSIN AUTOMOBILE & TRUCK DEALERS ASSOCIATION

ADAMM
Larry & Barbara Anderson
Baird Family
Bergstrom Cadillac Buick GMC
Bergstrom Chevrolet Cadillac Inc
Bergstrom Chevy Buick Cadillac Inc
Frank Boucher Chevrolet Inc
Brickner Family
Broadway Automotive - Green Bay, Inc.
Richard Burany
Mike Burkart Ford-Mercury Inc.
Diane Casey
Cengage Learning
Clason Family
Conant Automotive
Cottage Motors
Dahl Family Foundation
De Bauche Trk & Diesel Inc
Dorsch Ford Lincoln Kia
Ewald Chevrolet Buick LLC
Ewald Hartford Ford LLC
Ford Motor Company
Ivan Gandrud Chevrolet Inc
Debra Genett
Goben Family
Goodheart-Willcox Publisher
Hallada Motors Inc
Jerome & Dorothy Holz Family Foundation
J & L Tire
Don Jacobs
Jerry's Automotive Service, LLC
Jones & Bartlett Learning - CDX Automotive
Kari Family
Dan Klecker
Lakeside Intl Trucks Inc./Bill Reilly
Lidtke Motors Inc
Madsen Family
Manheim Metro Milwaukee Auto Auction
Martin Family
Don Miller Subaru East
Don Miller Subaru West
Kara S. Nania
Neuville Motors Inc
Dawn Olson-Klein
Julie L. Olson
Marilyn Olson Family
Raymon Pedersen Family
Pischke Motors Inc
Pischke Motors of La Crosse Inc
Ginna Schenk
John Schlagenhauf
Paul Schlagenhauf
Schlesinger Family
Schlesinger Family
Mike Shannon's Holiday Automotive
Shortall Family
Sleepy Hollow Ford
Snap-on Industrial
Soerens Family
Vogel Chevrolet, Inc.
WATEA
WI Auto Collision Technicians Assoc, Ltd
Wisconsin Kenworth-Madison
Wisconsin Kenworth-Menomonie
Wisconsin Masonic Foundation
Dan & Carolyn Wooster
Zimbrick Chevrolet

Index to Advertisers

DEALER POINT
Official Publication of the Wisconsin Automobile & Truck Dealers Association | 1928-2018 | Volume 51 Fall 2018

WATDA
150 E. Gilman St., Suite A
Madison, WI 53703

PRST STD
U.S. Postage
PAID
Permit No. 1
Madison, WI

NEXT ISSUE:

Mike Darrow, Russ Darrow Group
Menomonee Falls
2019 WATDA Chairman