

DEALER POINT

Official Publication of the Wisconsin Automobile & Truck Dealers Association | 1928-2022 | Volume 65 | Fall 2022



INSIDE:
Wisconsin's 2023
Time Dealer of the Year
Winner—Andrew Dahl

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

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Three generations celebrate Dahl Automotive's 100 year anniversary in 2011. Top L-R Jansen, Harry, Tyler. Bottom L-R Andrew and Kenny

Wisconsin's 2023 Time Dealer of the Year ANDREW DAHL

BY SUE MILLER

If you spend any time with Wisconsin's 2023 Time Dealer of the Year winner, Andrew Dahl, you'll quickly come away with this certainty: Andrew lives his values. Through philanthropy, dealership excellence, and extraordinary care for those around him, he walks his talk.

As any multi-generational dealer can attest to, dealer children are often raised in the dealership. Andrew was no exception. As a teen he worked summers at Dahl Ford doing parts inventory, washing cars, delivering parts, and working as an apprentice under a master technician.

After graduating from college, Andrew worked first for an investment firm and then for an internet start-up. Recalling that time of his career, "It was important to me to work outside the car business post college to develop a strong work ethic, have the experience of working for someone other than family, and learn skills that I could eventually bring back to the business. I lived in the San Francisco Bay Area working in Finance and for an internet start-up during the dot com boom."

Returning to the family business, Andrew followed the guidance of preceding generations, working in all departments. "When I moved home to join the family business, I learned the car business on a career track through a variety of departments. One of the benefits of a multi-generational auto group was the lesson learned from my forefathers on how to best prepare the next generation for successful store leadership. Working in all departments was the best advice I was given to understand each of the roles in the

store and experience what our team does daily. I am grateful to my father, Harry, for requiring this path. My roles included: Service Advisor, Wholesale Parts, Customer Service (BDC), Sales, F&I, Sales Leadership, GSM, GM and President."

For his first General Manager position Andrew threw himself into a very challenging project – resurrecting a newly purchased Toyota store in Winona. "The preceding dealer was in financial ruin, leaving a decimated team and poor community reputation in its wake. By the time we took over, all but two team members had abandoned the store. This required me to completely rebuild and develop the team, implement core processes to achieve growth and profitability, as well as repair the reputation in the community. Today we employ 40 team members at that dealership, profitability is above industry average, and we've earned multiple community awards including "Best Place to Work" and "Business of the Year".

"What drives me in leading our organization is that automotive retail isn't about selling and servicing vehicles, it's about serving people."

"The challenges I encountered and overcame prepared me for my next post – our auto group's President. Through my leadership, Dahl Automotive La Crosse has become our group's most profitable point

and earned multiple awards, including Subaru Love Promise (six of the last eight years) and our community's "Best of La Crosse" choice for New and Used Vehicles, as well as Service Department."

"Early in my automotive career I had a realization after connecting with my faith. Dahl Automotive isn't about me, but about the opportunity our legacy family business has – to

positively impact our team, their families, our guests, and the greater community.”

In a recent interview, Andrew mentioned his grandfather's sage advice: “Don't screw it up.” When asked what he thought about those instructions he commented, “There is such a low percentage of family businesses that make it to the second generation much less the fifth. I believe the reason many family businesses fail is because they lose perspective and forget the responsibility of owning a business is so much more than their own financial gain. When a family business fails or closes, the team and community suffer. We laugh about Grandpa's quote but the weight of that statement was definitely a motivation.”

Andrew's love for the automotive dealership industry comes through clearly. “What drives me in leading our organization is that automotive retail isn't about selling and servicing vehicles, it's about serving people. Transportation is crucial to people's lives, and we have this incredible opportunity to serve the community in a positive way through taking care of their automotive needs. That is why our mission statement says: Keep People Moving. I love that our business provides this opportunity to serve.”

“With this strong sense of purpose, our group has expanded its positive impact on others. When I joined the business full-time in 2002, we had one dealership, a body shop, and 75 team members. During my 20 years in the business, we've grown to nine franchises, five stores, two body shops and 375 team members. We've started an open point Hyundai store and revitalized an underperforming Honda dealership. I love creating and building a team fueled by a positive leadership culture. I have the greatest job and I thank God each day that I have this opportunity to serve our team and community through our automotive business.”

Andrew, with his Dahl Automotive team, has supported a variety of philanthropic activities. One closest to his heart is Adult & Teen Challenge of Western Wisconsin (ATCWW), a faith based residential addiction treatment center for women, founded by Andrew and his wife, Jamie, in 2017.

While Andrew was experiencing early career success, not everything else in his life was as manageable. Andrew lost his mom to addiction, and is in recovery, himself. “Past experience, awful as it might be, places you in a position to help. It's your



The Dahl Automotive Team

decision whether to use it.” Andrew has chosen to view others with compassion and care.

“I believe that impactful philanthropic service happens when three things align:

1. Life experiences provide wisdom in a particular area
2. God given gifts/talents are used to help others and
3. an overwhelming need in the community.

My giftedness is in leadership, building new things, and rallying people around a common cause. The need in our community



Andrew speaks at the launch of the Adult & Teen Challenge Residential Addiction Center in La Crosse.

was the worsening drug addiction epidemic with little effective resources available locally. I am very proud of the impact ATCWW has had on women and families in our community. We have seen countless women freed from addiction through the program leading to restored families and individuals who have become productive members of our community again.”

Andrew is open about his Christian faith and its critical role in his recovery, life and business. “I spend structured, intentional time in prayer, meditation and reading scripture. In addition, my wife and I pray together daily.”

Lest you think he is all work all the time, Andrew enjoys a variety of outdoor pastimes. Nordic skiing in the American Birkebeiner, downhill skiing, road and mountain biking all provide an outlet to expend some energy and enjoy the outdoors. When his activities are solo his time in nature is an opportunity to ponder and reset. He also enjoys these activities with both of his daughters, Lauren and Katherine. “Shared experiences bring us closer as a family unit.”

While this is an article about Andrew Dahl as Wisconsin's 2023 Time Dealer of the Year, he is quick to point out, repeatedly, that he is a part of a very effective leadership team. He works closely alongside his brothers, Jansen and Tyler, both Vice Presidents. “Our philosophy is to empower our leaders at all

levels of our organization and make sure we have the right people in the right seats. We have talented GMs who run the stores, and work relentlessly to create a people-first culture and a laser focus on our vision to transform the auto industry at the retail level. This with our mission to “keep people moving” are our differentiators and our strengths.”

“We strive to accomplish this with a philosophy and practice of continuous improvement. We support the team in many ways, including providing opportunities for training and working within the framework of our humility-based, servant leadership culture to effectively apprentice one another for development. We have Core Values and Expected Behaviors that all team members learn. We focus on team member recognition to demonstrate that they are valued. We’ve found that when our



Andrew competes in the 2019 American Birkebeiner 50km cross country ski race. He has completed 11 races.

team is properly supported, the results are exceptional guest service, growth and profitability.”

The Dahl Automotive Group has been an integral part of the Wisconsin dealer body for decades. Andrew, along with his brothers, are fifth generation dealers, having celebrated their dealership’s 100th anniversary in 2011. Earlier Dahl dealers have served on WATDA’s Board of Directors as well as held leadership positions at other state and national organizations. Wisconsin is well represented with Andrew Dahl as its 2023 Time Dealer of the Year.



Jamie, Katherine and Andrew participate in the Steppin’ Out in Pink Breast Cancer walk fundraiser. Jamie is a Breast Cancer survivor

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Legislative Commentary

BY CHRIS SNYDER

The More Things Change, the More They Stay the Same

Well, the midterm elections have come and gone and the political make up in Wisconsin has not changed (some of the faces may have but the parties in power have remained in place) so we can expect a lot of the same going forward. The legislature, both the senate and assembly are solidly held by the Republicans; senate 22-11 and assembly 64-35. However, they have fallen 1 vote short (in each house) of having a super-majority, so the legislature will not have automatic over-ride ability (that is assuming voting strictly along party lines).

The legislative leadership going into the 2023-24 session will be:

Republican Assembly

Speaker of the Assembly	Robin Vos
Speaker Pro Tempore	Kevin Petersen
Majority Leader	Tyler August
Assistant Majority Leader	Jon Plumer
Caucus Chair	Bob Summerfield
Caucus Vice-Chair	Cindi Duchow
Caucus Sargent at Arms	Treig Pronschinske

Republican Senate

Majority Leader	Devin LeMahieu
President	Chris Kapenga
President Pro Tempore	Patrick Testin
Assistant Majority Leader	Dan Feyen
Caucus Chair	Van Wanggaard
Caucus Vice-Chair	Joan Ballweg

Democrat Assembly

Minority Leader	Gretta Neubauer
Assistant Minority Leader	Kalan Haywood
Minority Caucus Chair	Lisa Subeck
Minority Caucus Vice-Chair	Jill Billings
Minority Caucus Secretary	Kristina Shelton
Minority Caucus Sargent at Arms	Lee Snodgrass

Democrat Senate

Minority Leader	Melissa Agard
Assistant Minority Leader	Jeff Smith
Minority Caucus Chair	Chris Larson
Minority Caucus Vice-Chair	Dianne Hesselbein

With Tony Evers winning another four years, that means he has two more legislative sessions 2023-24 and 2025-26. In the 2021-22 legislative session Governor Evers vetoed a record 126 bills. Some of those bills pertained to ensuring election integrity, preventing critical race theory and sexual grooming from being incorporated into the school curriculum. With the political differences being so wide between republicans and democrats, it is going to be interesting to see if anything other than the budget gets passed.

To illustrate, shortly after the election results were confirmed, the governor proposed spending some of the \$5 Billion budget surplus on K-12 education by increasing the amount of money allocated per student. Speaker Vos responded by saying he'd be willing to push increased spending per student if the governor would sign a universal school choice bill. Thereby allowing parents to send their child to any school (public/private) and the state funding would follow the student. However, the governor wants the increased funding to stay within the public school system, so the likelihood of any increased spending on education will have to wait for the 2023-24 school session.

What does this mean for the dealers and our legislative priorities? Our two biggest priorities are preventing direct sales and allowing private owners of charging units to recoup their energy costs. We will be playing defense on any direct sales initiative and offense on recouping energy costs.

...continued next page

Direct Sales

While there hasn't been much talk about a forthcoming bill, judging by the actions of Tesla lobbyists, Tesla will certainly try to blow up the franchise laws again in the 2023-24 legislative session. The only real question will be, how far they want to cut into the law? Will they seek a narrow carve out for themselves or seek an opening for all manufacturers of "ELECTRIC" only vehicles, or something that all manufacturers can drive through.

Throughout the last legislative session and the immediate election cycle, we have been communicating with legislative leadership in both houses and parties to ensure that the dealer's position is known and hopefully supported. There are handful of republican legislators who support Tesla and the notion that manufacturers should be allowed to run their business as they see fit and view franchise laws as simply a law crafted by dealers for dealers. Meanwhile, there are a handful of democrats who see the Direct Sales bill as essential to saving the world from catastrophic climate related calamities.

One thing to keep in mind when/if you are speaking with one of your legislators is, electric vehicles ("EV's") are no different than internal combustion vehicles from a purchasing, ownership, and servicing standpoint. Surveys have shown that almost 60% of prospective EV buyers would prefer to buy their EV at a dealership, opposed to buying online. EV's are new to the marketplace, so consumers have lots of questions and ownership anxieties that need to be addressed. People still want to look, touch, and test drive a vehicle before spending over \$50,000+ on one. Also, EV's still break down and need repairs and maintenance from time-to-time.

In fact, Tesla has been investing in more and more brick-and-mortar facilities across the country. They have two brick-and-mortar facilities in Wisconsin (Milwaukee, Madison) that they claim are merely repair facilities with vehicles on display. However, WATDA periodically receives reports that they are probably engaged in sales activities. So, in the end they really are just dealerships with an attitude of an international call center.

Recouping Energy Expenses from Vehicle Chargers

There was a bill last session that would have allowed private owners of motor vehicle charging units, to assess fees to users to recoup the owner for the energy expense. Currently, private citizens are not allowed to resell energy. One would think that passing a bill to allow those (like dealers) who have invested in installing an EV charging unit to recoup the energy expense incurred by people charging their vehicles on a privately owned unit would be a no-brainer. While the concept is widely supported, the energy companies are working double-time to educate and advocate that energy generation and distribution

has multiple layers of complex investment, expenses and relationships that need to be taken into consideration.

The complexities of energy generation and distribution were discussed, debated, and analyzed to the point that nothing was passed. However, it appears most of the issues were resolved, and getting a meaningful bill that works for energy producers, private owners, and consumers is likely. The state recently had its charging network distribution plan approved by the federal government, clearing the way for federal funds to assist in the development and build-out of Wisconsin's charging network.

However, one sticky point from last session that may still need to be addressed is recouping of energy expenses and/or allowing a private party to assess charging fees when the electricity is generated by the charging unit's owner (i.e., they generate their own electricity from wind, solar etc.). When the last session ended only public utilities are allowed to sell electricity. Therefore, private entities may only assess fees for charging when the electricity is generated by a public utility.

Wholesalers

The DOT tried passing a bill last session that would have placed a number of stricter facility and bonding requirements on wholesalers. Wisconsin's wholesale license is currently being abused by mainly out-of-state people who get a wholesale license strictly to buy at Wisconsin auctions. The number of wholesalers in Wisconsin has jumped from about 75 in 2015 to over 1,800 in 2022. It's no coincidence that the number of reported incidences of title jumping, curbstoning, people getting parking and tolling tickets related to the vehicle they had traded in months earlier and odometer fraud have exploded. Therefore, DOT felt they needed to do something. While DOT has recently terminated hundreds of licenses in Elkhorn and Arlington, the business model remains in place. We suspect that DOT will make another run at a bill to address the issue.

Washington DC

Wisconsin's congressional makeup will be slightly different. Ron Johnson won re-election and so the Senate is composed of one democrat, Tammy Baldwin and one republican, Ron Johnson, with the democrats holding the majority. In the House of Representatives, the Republicans hold the majority and Wisconsin will have six republicans, Bryan Steil, Derrick Van Orden, Scott Fitzgerald, Glenn Grothman, Tom Tiffany and Mike Gallagher: and two democrats, Mark Pocan and Gwen Moore. One thing is for sure, in the past election people voted for party. Given the Biden administration's self-destructive energy policy, humiliating failure in withdrawing from Afghanistan, anti-business agenda, hiring an army of 87,000 IRS auditors and total disregard for the welfare of working people; history would indicate that the republicans would have cleaned up. But not so.

People who turned out to vote, stayed with their party despite the current conditions of the country. The democrats ran a nationwide misdirection campaign, making abortion a major issue (even though it is now a state issue, not a federal one) and convincing their supporters that somehow democracy was at stake if republicans won. More importantly, many blue states have left their COVID election processes in place, this resulted in election ballots being mailed out whether requested or not, ballot harvesting, and election officials being allowed to correct incomplete ballots, all resulting in delayed election results and democrats coming from behind to win numerous elections days and weeks after the election concluded. Preserving “democracy” by loosening laws that ensure election integrity only opens the door for fraud and that is a fact, not opinion.

FTC Extends Safeguards Rule Compliance Deadline

The Federal Trade Commission recently announced it is extending by six months the deadline for companies to comply with some of the changes the agency implemented to strengthen the data security safeguards financial institutions must put in place to protect their customers’ personal information. The deadline for complying with some of the updated requirements of the Safeguards Rule is now June 9, 2023.

The provisions of the updated rule specifically affected by the six-month extension include requirements that covered financial institutions:

- designate a qualified individual to oversee their information security program,
- develop a written risk assessment,
- limit and monitor who can access sensitive customer information,
- encrypt all sensitive information,
- train security personnel,
- develop an incident response plan,
- periodically assess the security practices of service providers, and
- implement multi-factor authentication or another method with equivalent protection for any individual accessing customer information.

Dealers are encouraged to continue in their efforts to expeditiously comply with all the new requirements of the Rule but should consult with their attorneys, service providers, and IT professionals about the potential impact of this deadline extension.

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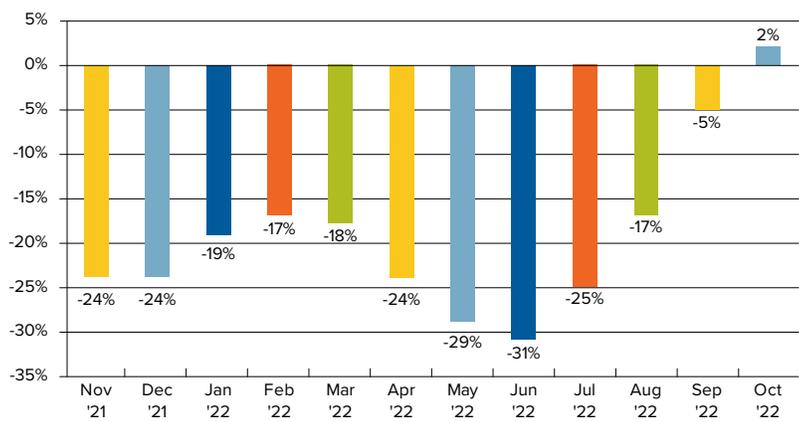


New Vehicle Sales Trends

Wisconsin New Vehicle Trends: October 2022

	Previous Two Months			Year to Date			Year to Date Market Share		
	9/21 to -10/21	9/22 to -10/22	% change	'21 YTD	'22 YTD	% change	'21 YTD	'22 YTD	change
Industry Total	29,331	30,206	3.0%	182,703	151,120	-17.3%	100.0%	100.0%	0.0%
Car	4,210	4,431	5.2%	27,128	20,902	-23.0%	14.8%	13.8%	-1.0%
Truck	25,121	25,775	2.6%	155,575	130,218	-16.3%	85.2%	86.2%	1.0%
Japanese	10,116	9,997	-1.2%	64,051	48,555	-24.2%	35.0%	32.0%	-3.0%
Toyota	3,614	3,798	5.1%	21,247	17,751	-16.5%	11.6%	11.7%	0.1%
Honda	3,079	2,442	-20.7%	20,117	12,706	-36.8%	11.0%	8.4%	-2.6%
Nissan	916	1,011	10.4%	6,074	4,733	-22.1%	3.3%	3.1%	-0.2%
Other	2,507	2,746	9.5%	16,613	13,365	-19.6%	9.1%	8.8%	-0.3%
Domestic	14,443	15,390	6.6%	90,945	78,607	-13.6%	49.9%	52.0%	2.1%
General Motors	5,019	7,553	50.5%	39,747	34,745	-12.6%	21.8%	23.0%	1.2%
Ford	5,076	4,204	-17.2%	24,781	22,558	-9.0%	13.6%	14.9%	1.3%
Chrysler	4,034	3,153	-21.8%	25,167	19,382	-23.0%	13.8%	12.8%	-1.0%
Tesla	308	432	40.3%	1,234	1,750	41.8%	0.7%	1.2%	0.5%
Other	6	48	700.0%	16	172	975.0%	0.0%	0.1%	0.1%
European	1,895	1,950	2.9%	11,217	9,618	-14.3%	6.1%	6.3%	0.2%
Volkswagen	949	962	1.4%	6,007	4,747	-21.0%	3.3%	3.1%	-0.2%
BMW	333	395	18.6%	1,910	1,955	2.4%	1.0%	1.3%	0.3%
Mercedes	276	282	2.2%	1,377	1,401	1.7%	0.8%	0.9%	0.1%
Alfa Romeo	19	12	-36.8%	54	51	-5.6%	0.0%	0.0%	0.0%
Other	318	299	-6.0%	1,869	1,464	-21.7%	1.0%	1.0%	0.0%
Korean	2,877	2,869	-0.3%	16,490	14,340	-13.0%	9.0%	9.5%	0.5%
Other	2,877	2,869	-0.3%	16,490	14,340	-13.0%	9.0%	9.5%	0.5%

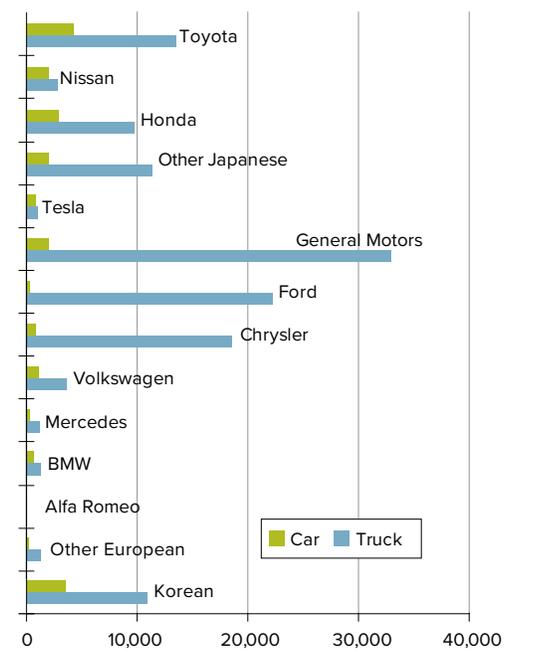
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October Trend Report from Scott Quimby

YTD Registrations by Vehicle Type.



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NADA Report

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The National Automobile Dealers Association and its dealers are reaching major milestones despite the most seismic changes in our industry's history. Franchised dealers around the nation are standing strong in the face of inflation, new federal regulations, and an EV evolution that's redefining our businesses. More than ever, NADA is calling on the support and engagement of affiliated associations like WATDA to help spread the word about NADA's recently released, Guiding Principles.

The dealer franchise system is being challenged from all directions: Calls for agency relationships; expanded over-the-air updates; new data-sharing regulations; direct sales models that don't benefit consumers in sales and service and more. So, for the past two years, the NADA board, state dealer associations, and NADA's executive leadership have been working on a set of principles for the future of automotive retail. Our goal was to articulate common core values that both dealers and manufacturers could agree upon; and to provide a pathway for the franchise system to continue flourishing as the best system for selling and servicing new cars and trucks. Additionally, we must position our industry for a future of electric vehicles, hydrogen vehicles, and new technologies.

You can see NADA's Guiding Principles by downloading an editorial that ran in Automotive News, as well as a PowerPoint presentation we have been sharing with manufacturers. You can also see a video feature from Automotive News where NADA's leadership discusses the principles.

These are meant to help clearly and succinctly communicate the benefits of our dealer franchise system to anyone serious about the future of auto retail. When "progressive" auto retail schemes like direct sales and "agency" models are discussed on Wall Street, in Silicon Valley, in Detroit, or in any meetings you may have, please keep these principles in mind.

1 <https://www.nada.org/nada/nada-headlines/principles-guide-auto-retails-future>

2 https://security-us.mimecast.com/ttpwp/#/checking?key=dRv6pVUEYfCXckJCNk7yUn9_rgwqU9OM64y1nEU5qPYyYHYo4QHO3w9uPQQ5LGdfuAI8dKPFNeOQH2za9qRfjKcspX5FbbLQYvOQNxzB0A

3 <https://youtu.be/sOPPlzcYBNY>

NADA is 100% focused on ensuring that the franchise system is resilient not just today but for future generations of dealers as well. WATDA and NADA are here to protect all dealers and advocate for our best interests. I encourage all of you to review the links provided. I'm optimistic that our Wisconsin auto and truck dealer body will head towards a secure and successful future for generations to come. And with NADA's Guiding Principles, we now have a common language to address the issues at large



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INDEPENDENT DEALER SPOTLIGHT

BY JILL SUKOW, DIRECTOR OF MEMBERSHIP

Ness Auto Sales & Service



When Richard “Tack” Ness walked back and forth to school he walked by a gas station named Thistle and Brown every day. Often as he walked by he’d dreamed of owning his own business. He worked at the local pharmacy stocking shelves for money. Coming from a family with 12 brothers and a sister they all needed to work for anything they wanted.

Tack’s brother Tom worked at the gas station and was drafted to the army. That was Tack’s chance to get into the business and he took it. He worked for several years and when the opportunity to purchase half the business came up, he purchased half in 1965. His idea was to provide the best service for his customers he could. In 1972 the opportunity came to purchase the other half as the other owner wanted to retire so he did, and in 1973 he was joined by his brothers Charlie and Don, and Park Corner Oil Co Inc was formed. At the time the business consisted of a gas station, auto repair shop, and a bulk fuel oil company.

In 1983 they decided to add Used cars to their business. It was a good fit. It provided their customers a one stop shop for all their automotive needs. As business outgrew the current location they bought out another shop, another fuel oil company, and this provided a little room to grow.

In 1986 they had the other facilities at capacity and they began building the current location at 910 N Main Street.

A 1,960 square foot facility that would allow them to house their business in one place. Larger than they really needed but it would be so nice having everything in one place. No more changing tires outside in the snow during the winter storms, every car would be worked on inside. They equipped it with the latest up-to-date automotive equipment. This would be the ultimate facility for them.

In 1992 Tack’s son Craig would join the business as an automotive technician. Over the next eight years he worked mainly as a technician, but also filled in for service advisors, parts advisors, and sold cars when needed. The future owner of Ness Auto Sales and Service was being groomed to take over. Eventually Craig’s position as a technician was turned over to another tech and he began working more in the sales department to learn that.

In 2009 Craig purchased one third of the business when Don decided to retire. Craig worked in a partnership with Tack and Charlie until 2015 when he purchased their interest in the company. To this day Tack and Charlie still come in virtually every day.



L-R: Craig, Richard “Tack” and Brian Ness.

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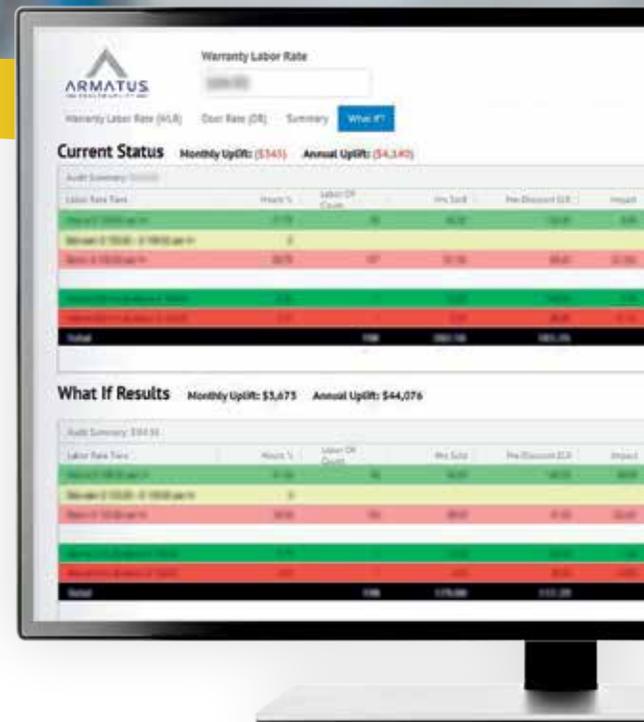
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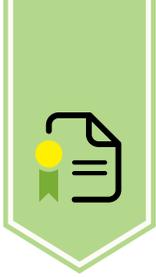
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AWARDS, HONORS, MILESTONES

► Chilson Subaru Shares the Love

Chilson Subaru donated over \$18,000 to the Feed My People Food Bank in Eau Claire. Chilson Subaru nominated the local charity as part of the Subaru Share the Love Event for 2021 and will partner again with Feed My People for the 2022 Subaru Share the Love Event. A local donation ensures that our community continues to see food in their homes.

► Past WATDA Chairman Honored

Junior Achievement of Northwest Wisconsin, honored Ken Vance posthumously as the 2022 Legacy JA Hero.

Vance's family accepted the 2022 JA Legacy Hero award at the 7th annual JA Hero's Gala, November 10 at the Florian Gardens in Eau Claire.

Ken Vance was among one of the first area business professionals who was instrumental in bringing Junior Achievement to northwestern Wisconsin in the late 1980's with JA operations starting in the Chippewa Valley in 1991. At the time, Ken was President of the Auto Dealers Association and was a huge influencer with other Chippewa Valley auto dealers in gaining financial support to start up Junior Achievement operations in Eau Claire and throughout northwestern Wisconsin.

Junior Achievement provides education for youth in grades K-12 on financial literacy, work readiness and entrepreneurship providing them the tools and skills to make smart economic and academic choices.

► Parsons Eagle River Helps VFW

Parsons of Eagle River recently donated \$2,734 to the Veterans of Foreign Wars (VFW) Post 8637 in Eagle Rivers, proceeds from the Chevrolet dealership's second annual care show. VFW Commander Dennis Geiseman, (second from right) accepts the check from Parsons staff members Scott Furtak, Bill Weber and Dale Collins.



► Maritime Ford Pays for Lunch

For nearly three years Maritime Ford of Manitowoc has provided a free lunch at a local restaurant for hungry customers and community members. Starting back in October of 2019, once a month they chose a local restaurant (never a chain) at first not advertising where it would be happening, allowing customer to be happily surprised when their server informed them lunch was on Maritime Ford. Then they started posting the location on Facebook the morning of the lunch to bring more people to the restaurants and maximize the impact. During Covid, the meals took on additional significance with some places telling Maritime it helped them stay in business!

This summer, Maritime brought food trucks to the dealership parking lot for hungry guests. It proved a great way to invest advertising dollars locally!

► Dahl Gives \$30,000 to Family & Children's Center

The 14th annual Lube-A-Thon held at Dahl Automotive locations in Onalaska, LaCrosse and Winona raised \$29,870 from the event. Dahl provided a \$5 discount on all their oil changes and donated \$5 to Family & Children's Center during the month of September. Guests were encouraged to match the \$5 donation, and contributions were also made by Dahl team members. Dahl has raised more than \$200,000 through the annual event. Family & Children's Center is nationally accredited agency, headquartered in LaCrosse, and Winona, serving people throughout Wisconsin and southeastern Minnesota and had additional offices in Black River Falls, Spart and Viroqua.



Members can always access WATDA legal manuals and Bulletins on the WATDA E-Learning Site:
[Login/Member Resources/E-Learning](#)

► Holiday Automotive Employees Donate \$3,315 in October

In October, the Employees at Holiday Automotive donated \$3,515 to the SSM Agnesian Cancer Center in honor of breast cancer awareness month.

“Breast cancer is a cause that has impacted the families of so many of our teammates”, said Michael Shannon, Jr., President, and Chief Operating Officer at Holiday. “We’re fortunate to have a local cancer center, filled with skilled and caring specialists who treat Fond du Lac area residents in their time of considerable need. Our Holiday Automotive family recognizes this, and we want to show our support for this important community clinic.”

One of the main fundraisers was what they called the “Day-Off Pay-Off”, where Holiday team members purchased tickets to win an extra day off work. Team members were also encouraged to wear pink on Fridays to remind visitors of breast cancer awareness month. The building was decorated with large pink ribbons and a pink-wrapped Chevrolet Silverado was prominently displayed on the lot during the month of October as part of the campaign.



Holiday Chevrolet teammates wear their pink and black Chevy Cares pullovers while posing with a pink 2022 Chevrolet Silverado as part of their breast cancer awareness campaign in October.

► Ewald Family Donates to Lake Country Lutheran High School

The Ewald Family and Ewald Automotive Group announces a cash contribution of \$300,000 to Lake Country Lutheran High School for the construction of the school’s all new Ewald Family Sports Pavilion. This Pavilion will be located between the existing sports venues providing a central point for concessions, supplies, facilities, and bathrooms. Having the Sports Pavilion will benefit thousands of young people and their families for years to come. The Ewald family has been motivated to continue their mission to support local families and youth in the Lake Country and surrounding areas.

The Founder of the Ewald Automotive Group Emil Ewald said, “We would like to acknowledge our customers and their families by building this Sports Pavilion in appreciation of the support we, and our employees have received in our Lake Country Area businesses over the past 40 years. My four Sons and I all reside in the Lake Country area and being able to contribute to this project is very meaningful to all of us.”



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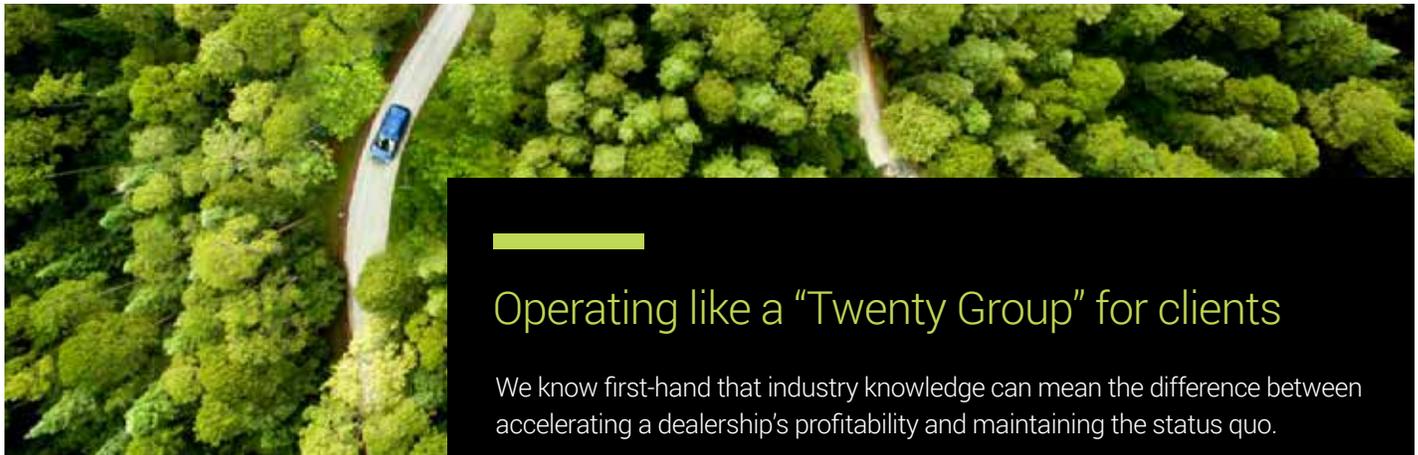
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WATDA Seminars 2023



May			
16th	25th (am)	25th (pm)	
Laws of Vehicle Sales Tomah, WI	Laws of Vehicle Sales Brookfield, WI	Advanced Laws of Vehicle Sales **NEW Brookfield, WI	
August			
8th	10th	15th	17th
Title & Registration/ DealerTrack User Group Eau Claire, WI	Title & Registration/ DealerTrack User Group Neenah, WI	Title & Registration/ DealerTrack User Group Brookfield, WI	Title & Registration/ DealerTrack User Group Sun Prairie, WI
Title and Registration includes the DealerTrack User Group in the afternoon.			
October			
17th	26th	Attendees of both Advanced Laws of Vehicle Sales and the F & I Conference must have attended Laws of Vehicle Sales within the last two years.	
Sales & Use Tax Seminar Neenah, WI	F & I Seminar Sun Prairie, WI		



Operating like a “Twenty Group” for clients

We know first-hand that industry knowledge can mean the difference between accelerating a dealership’s profitability and maintaining the status quo.

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From Around the State

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

Morrie's Moves In

Morrie's Audi Volkswagen has relocated from the northside of LaCrosse, to Onalaska, near competitor's dealerships. "That increases the ease of shopping for customers," says GM Ryan Riste. The new building has about 34,000 square feet of space, over 12,000 more feet of space as well as 400 outside parking spaces for inventory.



Each vehicle brand has a separate showroom at Morrie's Audi-Volkswagen's new dealership in Onalaska.

Morrie's Audi-Volkswagen GM Ryan Riste at their new location.



PETER THOMSON PHOTOS, LA CROSSE TRIBUNE

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2022 SCHOLARSHIP PROGRAM

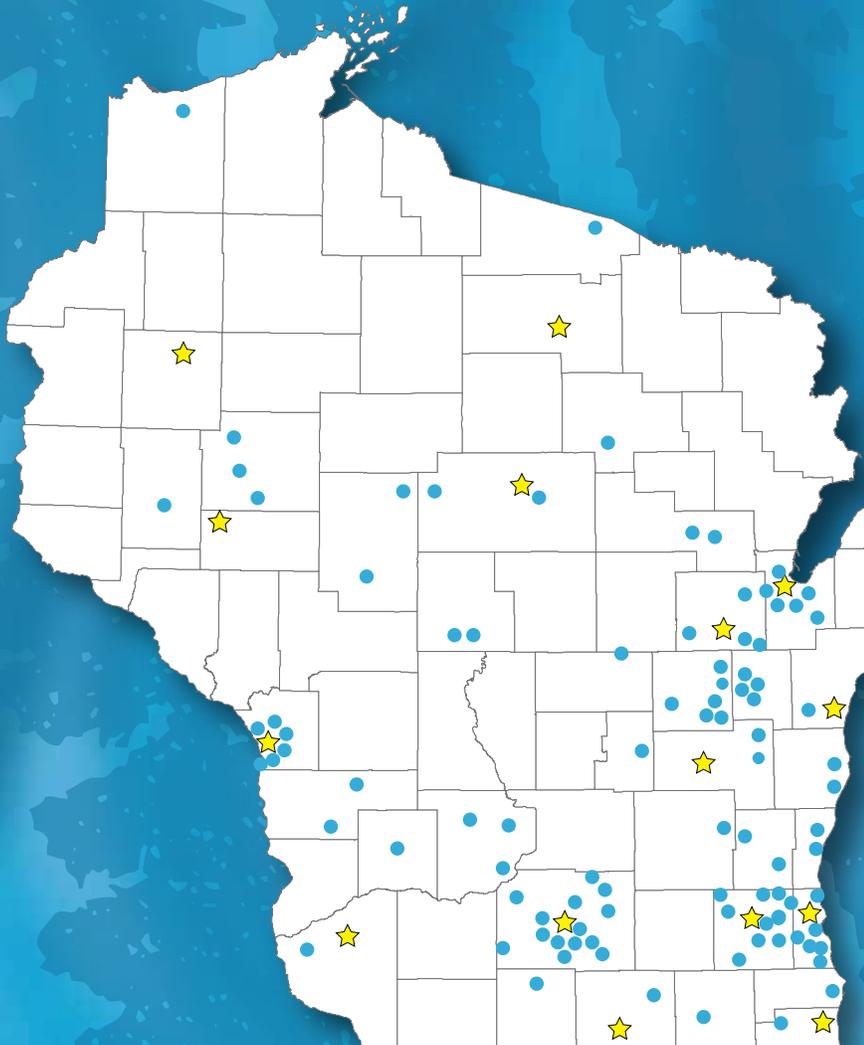

90
STUDENTS
AWARDED
SCHOLARSHIPS

SCHOLARSHIP RECIPIENTS

 
86 **4**

 SCHOLARSHIP PACKAGE
AWARD TOTAL:
747,892

WHERE THEY COME FROM:



-  Technical colleges where scholarship recipients are attending
-  High schools where scholarship recipients graduated from

3rd Quarter Donors

July thru September 2023



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Bergstrom Cadillac Inc – Madison

Bergstrom Chevrolet of Madison

Bergstrom Chevy Buick Cadillac Inc – Neenah

Bergstrom Chev Cad Buick GMC Trk Inc – Oshkosh

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Bergstrom Subaru – Green Bay

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Boucher Chevrolet Inc

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Wilde Chrysler Jeep Dodge Ram Subaru

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MEET OUR DEALERSHIP TEAM

The road to success is smoother when you've traveled it before. For over 40 years, we have worked side by side with Wisconsin dealerships to navigate their legal landscape. We understand the issues dealerships face and are equipped to handle them with a skilled team and decades of experience. Together, we can chart the best path forward.



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Corporate Issues



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5 ways Electronic Reg and Title solutions lead to happier customers



You know your customers best. We can help you meet their needs by delivering an exceptional reg and title customer experience that helps avoid some of the parts of the process that customers like the least. Whether you want to give your customers a more streamlined buying process, address their payment consciousness, help ensure a hassle-free trade-in experience, or maintain a wider selection of used inventory from trade-ins—we have you covered.

Reg and title in under 4 minutes

Today's customers want to be in and out of your dealership as fast as possible. You can simplify the purchase process with electronic tools that help you catch errors, drive accuracy, and complete and submit paperwork directly to the DMV in **less than four minutes**¹. Customers are happier when you get the deal out the door faster – and that's reflected in higher CSI.

Reassuring customers with consistent payments

Cox Automotive's analysis of vAuto Available Inventory data at the end of the third quarter shows that vehicle supply remains well below historical norms, and prices are still far higher than in the past. To help make payment-conscious customers feel confident in their deal, you can work to ensure that their payment doesn't shift outside of their comfort zone. Adopting an electronic solution enables you to calculate reliable taxes and fees for the customer's city, state, and municipality all while keeping it aligned with the deal in your DMS.

Serving every customer from any state

Cox Automotive 2022 Car Buyer Journey research shows that the average buying radius for car shoppers has nearly doubled over the past four years to more than 89 miles. Customers are crossing state lines more often to purchase

vehicles, and it's important to be prepared to handle their title and registration no matter what state they live in. A 50-state registration and title solution can help ensure that every customer finishes their deal positive note.

Avoiding payoff surprises

When it comes to ensuring a positive trade-in experience for customers, knowledge is power. It's important to avoid payoff surprises that can cause a deal to unravel – such as an ex-spouse on the title that the customer may not realize has a say in the trade. An insightful trade-in titling solution allows you to view full title details before accepting a trade so you can eliminate surprises and work to solve any issues before they become a problem.

Increasing used vehicle selection for customers

Finally, used vehicle shoppers want choices to find their best-fit vehicles. Trade-ins are a vital source of used inventory for dealerships, so maintaining that broad selection relies on getting those trades to the lot quickly. Yet it typically takes 18 or more days to get a lien release or clean title for vehicles taken in on trade. A trade-in titling solution can streamline and expedite payoffs and the lien and title release process **up to 70 percent faster**² to help keep more inventory on the lot for your customers to choose from.

Dealers can use Dealertrack's suite of registration and title solutions to help deliver exceptional customer experiences. Schedule a no-obligation demo with Rob Howe, Regional Sales Manager for Wisconsin, to learn more.

¹ Dealertrack User Timing report through Google Analytics 1/1/21 to 12/31/21.

² Based on average industry timeframe for vehicle title release and vehicle payoff process of 18+ days, as determined by 2021 Dealertrack data.



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