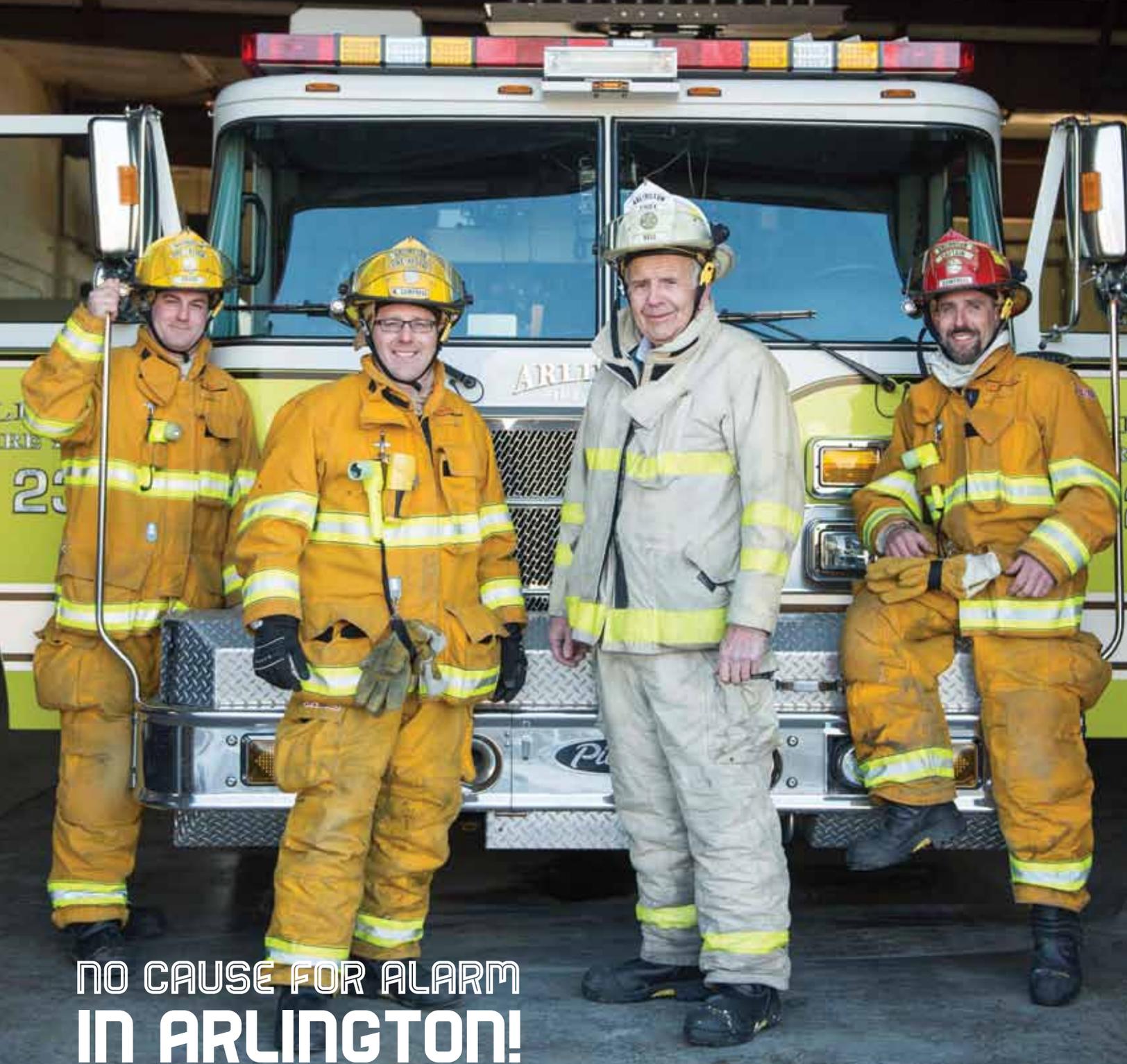
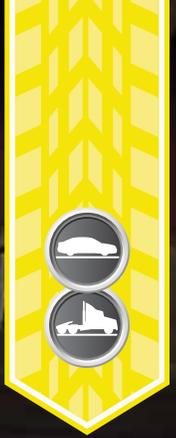


DEALER POINT

Official Publication of the Wisconsin Automobile & Truck Dealers Association | 1928-2014 | Volume 35 Spring 2014



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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.

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NO CAUSE FOR ALARM IN ARLINGTON!

BY CHRYSTE MADSEN

Something big is happening in the small town of Arlington, WI and it is receiving a great deal of attention locally. For those of you from dealerships small or large we hope you find this story to be a microcosm of what is good and right in our business.

By the time you read this story Bell Ford should be happily settled in their sparkling new dealership. The dealership will continue into the eighth decade of selling Fords under the Bell family name although the helm will now be manned by a Campbell. There is not much difference as he was “brought up” the Bell way according to all involved. The town of Arlington is very happy to have the continuity of this business for various reasons, as you will see.

Let’s take a look at how fate, hard work and perhaps a bit of faith made things turn out just right for a change.

Bell Ford was founded in Arlington by Bill Bell’s grandfather, William Bell, in 1918, when he, along with some partners, saw a need for an automobile service center. In 1931 it became a Ford dealership and the sole property of William Bell. Even Baby Face Nelson got into the act. In 1934 Nelson, who was on the run from the FBI, was involved in an accident with a truck while

traveling north. According to author Geraldine Rouse in her book *Arlington, Wisconsin: The First 100 Years*; “A collision of a canning company car and an Illinois vehicle necessitated the cars being brought to Bell Motors for repairs... The Illinois car was a fancy one for those times, with heavy tires and laminated windows... The Illinois driver readily paid cash and he and his woman companion were soon on their way.” And that’s how Public Enemy Number 1 and Bell Ford met. It was quite a scandal back in the day!

In 1949 William’s son, Gene, began managing the business. In 1958 Bill Bell, Gene’s son, started by washing cars, cleaning toilets, and taking out the trash while working his way through the departments as he learned the trade from his dad. In 1985 Bill took over the dealership completely and has run it ever since.

The original building is about 6,000 square feet and occupies a space right near the post office in downtown Arlington. The new building, just east of downtown, will give them 18,600 square feet. They will have 11 service stalls, compared to the five they have now, private offices and a dedicated indoor vehicle delivery area. Making the move to the new location are some very long term employees. Marge Kreitzman, Business Manager, has been with Bell Ford for 32 years and Bill Mootz, Parts Manager, has been there for 22 years. New owner, Nolan Campbell’s older brother, Nathan, has been a diesel mechanic at the dealership for 19 years. To say everyone is elated at the move is quite an understatement.

The Bell family’s commitment to the community is legendary. Bill has been a member of the local volunteer fire department since 1962. In 1970 he was elected Chief. At the last election he told the group that they had better think about electing someone else as Chief. At 73 he said he would no longer go out on calls (his quote to us was, “That would be stupid unless it’s an emergency!”) but he was willing to do the administrative part of the job. He left the room while they voted and, you guessed it; they elected him again.

Arlington’s fire department covers a 72 square mile area and when that fire alarm goes off, there is a large contingent from the dealership that responds. Nolan has been a volunteer for years, along with his brother Nathan and Justin, a Bell Ford service advisor. Village President Bryan Bjorge was quoted in the *Portage Daily Register*, “Without the commitment from Bell Ford to let their employees answer calls during working hours, the fire department would have a bit of a quandary... That’s been a great asset.” Bjorge also said the business is “synonymous” with Arlington. And, like most dealerships, Bell sponsors numerous local events.

Through the generations, the focus at Bell Ford has always been on the customer, as evidenced by a wall decorated with numerous customer service awards garnered through the years from Ford Motor Company. “It goes back to the same old thing,” Bell says about the business’ success, “taking care of the customer. That’s the main reason to build the new one: to better serve them.”

It wasn’t an easy path. The dealership had survived the wars, the Great Depression and several recessions including one of the worst in 2008. At that time Bill was offered a buyout from Ford. There were no children to carry on the Bell Ford tradition and times, as we all know, were very tough. So Bill, for the first time, seriously considered selling.



Arlington Garage built in 1918.



Centennial – 1972.



But there was that kid... the one who had walked through the door in 1994. The one who began washing cars, cleaning toilets and taking out the trash... eventually working his way through all the departments. Nolan Campbell. He hadn't wanted the job. But Bill and Nolan's mother had other ideas when Nolan was just 16 years old and needed some direction (and Bill liked the immaculate way he kept his car). So that's how, on October 14, 1994, Nolan began working before and after school at Bell Ford. By the time he was 18, Bill offered him a full-time job. For 15 years Nolan operated as Service Manager, piling up Ford's Medallion Elite Award, which recognizes top performers based on customer reviews, along with several others. Eventually Campbell moved to the sales side, absorbing everything he could from Bell.

Business improved and Bill ignored the buyout offer. As we all know, some of the best successors are not biological. But did either man really believe that Ford Motor Company would okay Nolan as a successor? "We didn't hear anything back for months," said Campbell. "When I got that approval letter that was big... It was a huge weight lifted."

Don't plan on Bill Bell going anywhere soon. "I don't plan on retiring," said Bell. Those who know him wouldn't be surprised if he outlasted Nolan. For his part, Nolan is appreciative saying, "He's still going to have an active role. Bill is still here every day and he's been the foundation of this business for years."

Ford Motor Company has made a major investment in the dealership along with Nolan and Bill assuring the community that the business will remain in the village for a long time to come. Something the town is grateful for, too.

Nolan has lived in Arlington, population 823, his entire life. He's married now, to Wendy, and they have two beautiful daughters, Raelyn and Paige. Nolan's pride in his hometown is obvious. "It's an honor to carry the Bell Ford name forward," he said, "and I couldn't have asked for a better place to raise my family, right here in my hometown."

In a small town, history is always important and this fact is not lost on Nolan. Bill's grandparents lived in a house where the car lot is now. Campbell remembers, "As a kid, I would come home from school and Bill's dad would stand on the corner and give us Bazooka bubble gum." Nolan said he would also sneak peeks of the classic cars through the garage doors. "I don't ever

want to lose track of the history," he said. "With the expansion we want to keep record of it as best as we can for years to come."

As for what it means to Nolan to carry on the Bell Ford tradition, he says, "It's an honor for me to be able to carry it forward. I'm not sure I can even express and explain just how important this is to me. So many things come to mind... our loyalty to our employees, our customers and community is what stands out to me. They have been just as loyal to us. This has been a win/win for all of us. I am so proud to work here and carry on the Bell Ford family values. With Bill, what you see is what you get. He prides himself on honesty, integrity and loyalty. These are values that I intend to carry forward."



While the road ahead is long and the road behind may have been hard, the stars have aligned and things have come together for Arlington; especially the small town volunteer fire department, the small town dealership and the big hearts at Bell Ford. Everyone appreciates Bell Ford for setting such a great example for our industry and the community for so many years past and so many years to come.

It is good to see dealers and manufacturers work together, to see dealers and employees work together and to know that communities care about the fate of their businesses. At the groundbreaking ceremony, in pouring rain, it seemed the entire population of 823 was present.

Just for a moment, may all of our WATDA members enjoy this example of how all of you truly do make life better for your employees, your customers and your communities. **You** most certainly deserve our thanks, too. ●

WATDA Insurance Agency

Responsive. Credible. Professional. Personable.



Bruce Ohlsen, of the WATDA Insurance Agency working with Dan Toycen of Bloomer to develop a strategy for their health insurance needs.

Responsive. Credible. Professional. Personable. Entering its fourth year, these attributes best describe the management team within the WATDA Insurance Agency. Another term that could also be included is longevity as the leaders of the Agency have 100 years of combined service in the benefits world. Sue Rausch, Vice President; Bruce Ohlsen, Sales Manager; and Chris Connor, Account Service Manager, bring you decades of experience in Administration, Sales and Customer Service.

Case in point: Through a recent health insurance renewal process for his three dealerships, Dan Toycen of Bloomer offered these comments: "When I became aware of a large rate increase with my former health insurer I called WATDA Insurance Agency to see if they could help. The call was close to my renewal date, but I couldn't have been more pleased with their efforts. The Agency team found a new insurer that saved me thousands of dollars with uninterrupted coverage. I would highly recommend them to anyone; they will go above and beyond to help you with your needs."

The WATDA Insurance Agency continues to meet the needs of scores of dealers around Wisconsin with their group Health, Dental, Life and Disability plans. The Agency has also been working hard to keep their customers up-to-date about the Affordable Care Act (ACA). It has been a challenging time for everyone in the health insurance industry with staying in front of the ACA's continual updates. As stated by Sue Rausch, "We believe our agency has a very good handle on all facets of health insurance because of WATDA's history of being an insurer itself. Then along came the Affordable Care Act with its ever changing mandates. We continue to keep our members up to date with the ACA as much as possible."

In his sales role Ohlsen said, "It is no wonder that dealers, in general, remain somewhat confused regarding the ACA as the information one learns on Monday just may be retracted by Friday! I know this may be somewhat of an exaggeration but, in reality, it's not too far from the truth!" Continuing with some of the same observations, Chris Connor states that "It's obvious the health insurers are struggling to keep up with the continual

barrage of system changes that are necessary with every tweak to the ACA regulations. Responses to questions or needs from insurers that used to take a few days, have sometimes taken weeks for responses. It is getting better now, thank goodness."

Case in point: Jim Peck, owner of Tom Peck Ford, Clinton, had the following to say: "Over the years WATDA Insurance Agency has saved me a lot of time and money. By shopping the health insurance market on my behalf they compare many options and share that information with me. A couple years ago we compared the Delta Dental plans available through WATDA and found their plans to be a better deal than what we had. We switched to their plan, and it has worked out well too. I appreciate and value the work the Agency does on my behalf. I trust them, and their expert work allows me to stay focused on managing my dealership! WATDA Insurance Agency makes sure I get the best bang for my buck!"

The WATDA Insurance Agency was created by dealers for dealers and focuses on our dealers' needs. Now, more than ever, this type of experience and credibility is of utmost importance. The WATDA Insurance Agency is up to the task! **Responsive. Credible. Professional. Personable.** ●



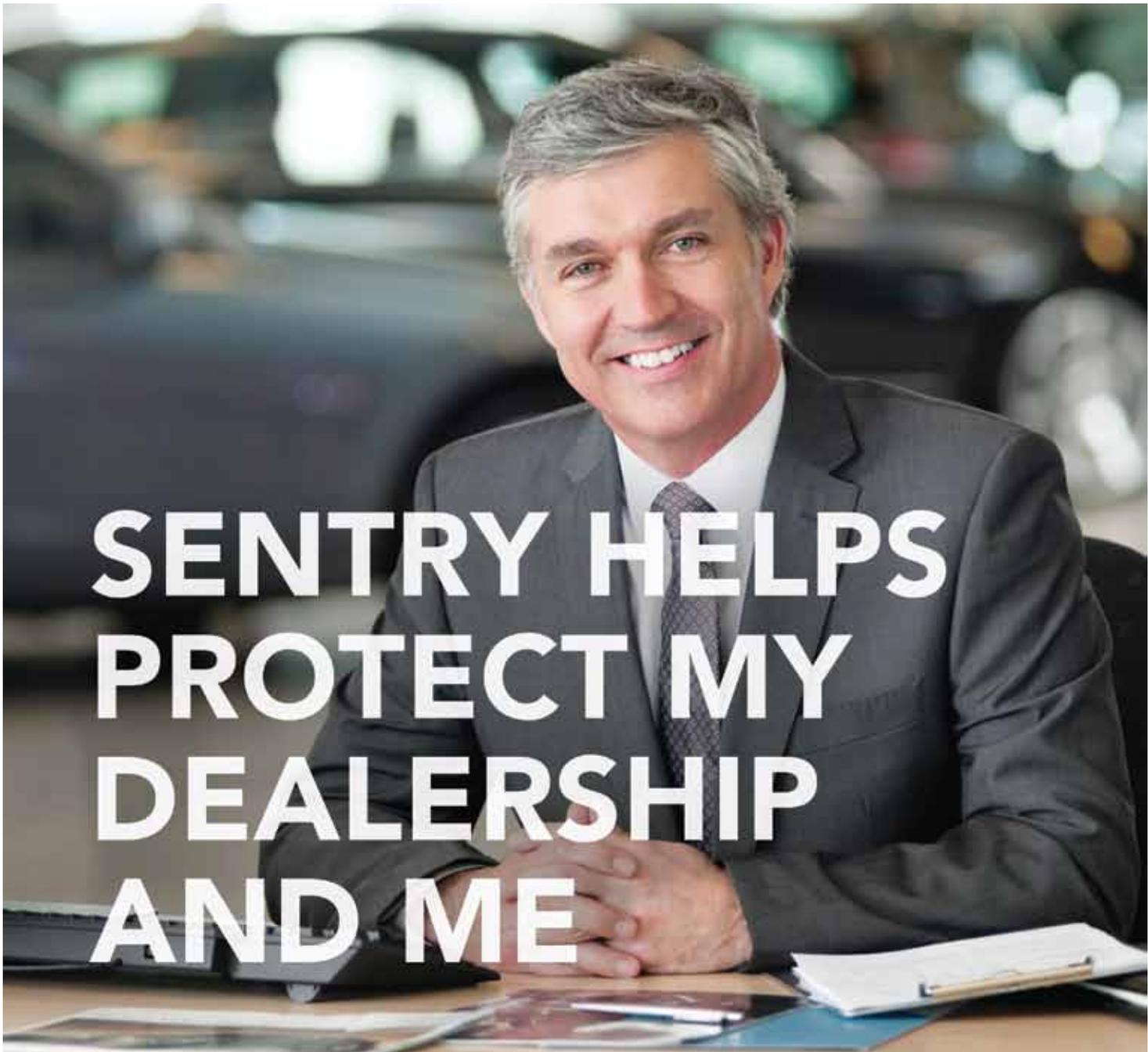
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NADA Director's Report

BY BOB HUDSON

Let me once again thank you for the opportunity that you have given me by electing me as your NADA representative. I have already attended my first Dealer Operations Committee meeting and I might have even volunteered for another responsibility. Time will tell.



As most of our committees have already met, I want to share a few items with you. NADA and a number of committees are focusing on the Consumer Finance Protection Bureau (CFPB). The goal is to keep the issues surrounding the CFPB on the top of everyone's mind. This is truly our number one issue today. NADA has also developed a voluntary compliance guide and I wish to emphasize my support for the use of this product. The 18 page program is available on-line to all NADA members. The booklet walks you through the process, step-by-step and includes the forms we are asking dealers to utilize.

Dealers are also in a fight to preserve our franchise system and promoting the advantages of such a system. Messaging tools including print material and short videos are currently being developed. Both on the national and state levels, legislative turnover will be huge. It is incumbent upon all of us to educate

our elected officials as to why franchise laws are in place and how they benefit the consumer, help maintain and increase employment as well as drive large amounts of tax revenues for every state.

A couple of important events that I want everyone to be aware of include:

2014 Washington Conference is September 9 and 10 and will be hosted at the Capital Hilton in Washington, DC. As a reminder, the WATDA staff arrives on the 8th of September and intends on hosting a legislative dinner on that evening. *Capitol Hill visits will be scheduled on the 9th and 10th. Please remember this when planning your trip.*

NADA's Annual Convention and Exposition will be January 23 through January 25th in San Francisco, CA. **The conference will run Friday through Sunday. This is a change from the past.** Opening Ceremonies will take place on Friday. *The Wisconsin TMQDA dinner is being planned for Thursday evening the 22nd but is subject to change.*

I sincerely hope the spring has been treating you well. Remember to call or write if you have any questions, concerns, suggestions or compliments. ●

CenterStage

AWARDS, HONORS, MILESTONES



The following Wisconsin Chrysler family dealerships have been awarded the 2013 Customer Experience Elite Award. Winners performance levels in the key areas include 90% or greater in Sales Advocacy; 90% or greater in Service Advocacy and 100% or greater Minimum Sales Responsibility. Congratulations to:

- Arcadia Motors Chrysler-Dodge-Jeep, LLC
- Brickner Motors, Inc. (Wausau)
- Chilson's Corner Motors of Cadott, LLC
- Cifaldi Motors Inc. (Cumberland)
- Gilberts of Sand Creek
- Homan Auto Sales Inc. (Waupun)
- Louisburg Garage, Inc. (Cuba City)
- Martin's Garage Inc. (Union Grove)
- Shawano Auto Sales Inc.

Lakeside International LLC CEO and owner, William K. Reilley, Sr., was nominated for Truck Dealer of the Year, an award presented by American Truck Dealers (ATD) and Heavy Duty Trucking magazine. Reilley runs Lakeside's eight locations across Wisconsin and Illinois with his son, William Reilley, Jr. Reilley has supported and contributed to many civic and religious organizations including Toys for Tots; Fund for Families; United Negro College fund; Highland Community School; Boys and Girls Club of Kenosha; and the Lombardi Cancer Fund. He is a board member of the Jesuit Retreat House.

Wilde East Towne Honda in Madison is among the 173 recipients of the 2013 Honda President's Award for exceptional performance. "We are proud to be recognized as a first year recipient of Honda's President's Award. We thank our dedicated staff and the amazing support of our loyal customers for this honor," said Jorge Hidalgo, partner-Wilde East Towne Honda. "With a focus on customer satisfaction and teamwork, we have established a solid foundation of excellence."



Congratulations to **Shawano Auto Sales Inc.** on their 50th Anniversary with Chrysler. Pictured from left to right: Jeffrey J. Roloff, President; Paula Roloff-Lackner, Secretary; Pamela K. Schmidt, Treasurer; Rick J. Roloff, Vice President; and Mike Poliak, ASM Chrysler. ●



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

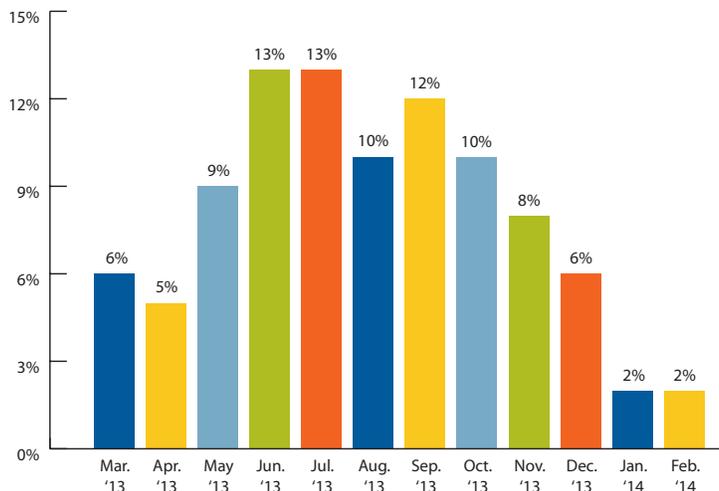


New Vehicle Sales Trends

Wisconsin New Vehicle Trends: February 2014

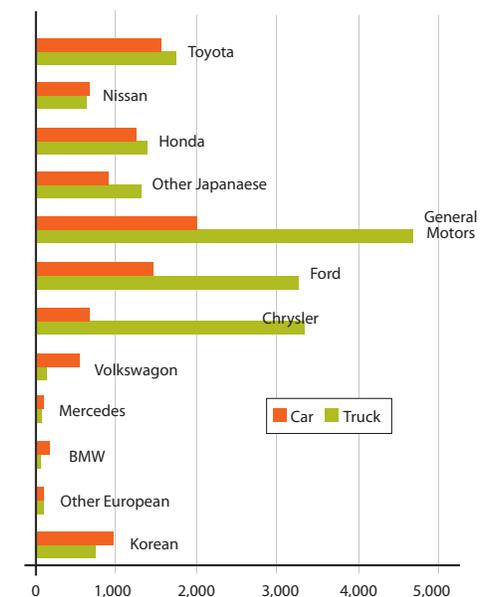
	Previous Two Months		% change	Year to Date		% change	Year to Date Market Share		
	1/13	1/14		'13 YTD	'14 YTD		'13 YTD	'14 YTD	change
Industry Total	-2/13	-2/14							
Industry Total	28,881	28,225	-2.3%	28,881	28,225	-2.3%	100.0%	99.9%	-0.1%
Car	11,577	10,570	-8.7%	11,577	10,570	-8.7%	40.1%	37.4%	-2.7%
Car	11,577	10,570	-8.7%	11,577	10,570	-8.7%	40.1%	37.4%	-2.7%
Truck	17,304	17,655	2.0%	17,304	17,655	2.0%	59.9%	62.5%	2.6%
Truck	17,304	17,655	2.0%	17,304	17,655	2.0%	59.9%	62.5%	2.6%
Japanese	9,051	9,577	5.8%	9,051	9,577	5.8%	31.4%	33.9%	2.5%
Japanese	9,051	9,577	5.8%	9,051	9,577	5.8%	31.4%	33.9%	2.5%
Toyota	3,409	3,327	-2.4%	3,409	3,327	-2.4%	11.8%	11.8%	0.0%
Toyota	3,409	3,327	-2.4%	3,409	3,327	-2.4%	11.8%	11.8%	0.0%
Honda	2,623	2,677	2.1%	2,623	2,677	2.1%	9.1%	9.5%	0.4%
Honda	2,623	2,677	2.1%	2,623	2,677	2.1%	9.1%	9.5%	0.4%
Nissan	1,329	1,338	0.7%	1,329	1,338	0.7%	4.6%	4.7%	0.1%
Nissan	1,329	1,338	0.7%	1,329	1,338	0.7%	4.6%	4.7%	0.1%
Other	1,690	2,235	32.2%	1,690	2,235	32.2%	5.9%	7.9%	2.0%
Other	1,690	2,235	32.2%	1,690	2,235	32.2%	5.9%	7.9%	2.0%
Domestic	16,351	15,494	-5.2%	16,351	15,494	-5.2%	56.6%	54.9%	-1.7%
Domestic	16,351	15,494	-5.2%	16,351	15,494	-5.2%	56.6%	54.9%	-1.7%
General Motors	7,657	6,711	-12.4%	7,657	6,711	-12.4%	26.5%	23.8%	-2.7%
General Motors	7,657	6,711	-12.4%	7,657	6,711	-12.4%	26.5%	23.8%	-2.7%
Ford	5,161	4,746	-8.0%	5,161	4,746	-8.0%	17.9%	16.8%	-1.1%
Ford	5,161	4,746	-8.0%	5,161	4,746	-8.0%	17.9%	16.8%	-1.1%
Chrysler	3,533	4,037	14.3%	3,533	4,037	14.3%	12.2%	14.3%	2.1%
Chrysler	3,533	4,037	14.3%	3,533	4,037	14.3%	12.2%	14.3%	2.1%
European	1,612	1,417	-12.1%	1,612	1,417	-12.1%	5.5%	5.0%	-0.5%
European	1,612	1,417	-12.1%	1,612	1,417	-12.1%	5.5%	5.0%	-0.5%
Volkswagen	877	698	-20.4%	877	698	-20.4%	3.0%	2.5%	-0.5%
Volkswagen	877	698	-20.4%	877	698	-20.4%	3.0%	2.5%	-0.5%
BMW	338	277	-18.0%	338	277	-18.0%	1.2%	1.0%	-0.2%
BMW	338	277	-18.0%	338	277	-18.0%	1.2%	1.0%	-0.2%
Mercedes	186	206	10.8%	186	206	10.8%	0.6%	0.7%	0.1%
Mercedes	186	206	10.8%	186	206	10.8%	0.6%	0.7%	0.1%
Other	211	236	11.8%	211	236	11.8%	0.7%	0.8%	0.1%
Other	211	236	11.8%	211	236	11.8%	0.7%	0.8%	0.1%
Korean	1,867	1,737	-7.0%	1,867	1,737	-7.0%	6.5%	6.2%	-0.3%
Korean	1,867	1,737	-7.0%	1,867	1,737	-7.0%	6.5%	6.2%	-0.3%
Other	1,867	1,737	-7.0%	1,867	1,737	-7.0%	6.5%	6.2%	-0.3%
Other	1,867	1,737	-7.0%	1,867	1,737	-7.0%	6.5%	6.2%	-0.3%

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



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YTD Registrations by Vehicle Type



From Around the State



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



On April 12, 2014 **Pischke Motors** hosted a *Dodge Drive Event* that raised \$3,220 to benefit the Senior Celebration Committee of West Salem High School. Dodge contributed \$20 for each test drive in a new 2014 Dodge vehicle. Pischke Motors provided the 2014 Dodge Durango,

Grand Caravan, Journey, Dart, and Charger for the test drives. The check was presented to (L-R) Senior Mikaela Hunter; by owner, Rahn Pischke; and Holly Rigotti, Senior Class Representative.

Whisper Hill Clydesdales LTD of Fond du Lac was presented with a new Toyota Tundra pickup after being named a winner in Toyota's "100 Cars for Good" philanthropic program that awarded 100 cars to 100 nonprofits. Winners were selected through public voting on Facebook. Whisper Hill Clydesdales LTD provides individuals the opportunity to reach their full potential for personal growth and fulfillment with the aid of horses and farm animals by offering safe interaction between people and animals in a structured setting. The presentation was made by **Bergstrom Toyota of Oshkosh**.

Kunes Country, Elkhorn hosted a Ram Truck test drive event to benefit the National FFA organization in support of local FFA chapter leadership programs. Ram Truck donated \$20 per test drive up to a total of \$2,000 to raise funds for the 'next crop' of farmers and leaders in the agriculture community.

Russ Darrow Group has formed a Hispanic Market Division to better serve the automotive needs of this growing community in Wisconsin. Mario Gayoso Nogueroles has joined the company as its new Hispanic Market Manager. Gayoso Nogueroles has lived and worked in both the Madison and Milwaukee areas and is a highly-engaged member of the Latino Chamber of Commerce of Dane County in Madison and the Hispanic Chamber of Commerce Wisconsin in Milwaukee. He previously served as an Account Executive for Telemundo.

The Rice Lake Warriors Boys' Basketball team was treated to a class ride to the State Tournament by **Don Johnson's Rice Lake** store, in the SUV's pictured here.



Dahl Automotive donated a refrigerated delivery truck to the Hunger Task Force of La Crosse. The Hunger Task Force collects food throughout the region and delivers it to local food pantries. It currently serves 60 meal sites and food pantries in La Crosse, Vernon, Trempealeau and Monroe Counties. In 2012, over 863,000 pounds of food was distributed to recipient agencies. "Dahl has been part of this community for five generations and we're proud to be able to help an organization that is so instrumental in serving our community," said Tyler Dahl, General Manager of Dahl Automotive.

Don Johnson's Hayward Motors awarded Kyle Walker, a local community member, more than \$12,000 in prize money for opting into a dealership promotion on social media and playing for a chance to win prizes on an ongoing basis. The dealership's new promotions platform through FATWIN utilizes engaging games to reward customers for shopping with them.



Pischke Motors owners Rahn Pischke and Blake Winters donated a vehicle to the La Crosse Habitat for Humanity in March. ●



Tribute

Don Jacobs



Don Jacobs of Waukesha passed away February 28, 2014 at the Masonic Center for Health & Rehab in Dousman, WI, at the age of 87 years.

Don was born in Madison, WI on February 4, 1927, the son of William and Helen (Steckman) Jacobs. A 1945 graduate of Madison East High School, Don also served

his country in the Merchant Marines in 1945. On August 26, 1950 Don was united in marriage to Jeanne Valtierra in Madison. The family moved to Waukesha in 1969 to establish the Don Jacobs Buick dealership, the first of several franchises acquired until Don's retirement early in the 2000's, with the remaining franchise being Don Jacob's Toyota of Milwaukee. Don earned numerous awards through the years; in 1999 he was named the Wisconsin TIME Quality Dealer of the Year.

Don was a very active member of Merrill Hills Country Club where he enjoyed golfing. He was also a member of the Masonic Lodge, Shriners, ADAMM and WATDA. He and Jeanne enjoyed traveling especially to Door County and their winter home and Boynton Beach, FL.

Surviving is his loving wife, Jeanne; children Patty Jacobs-Valtierra of Madison; Karen (Tom) McHugh of Waukesha; David Jacobs of Oconomowoc; and Steve (Angela) Jacobs of New Berlin; four grandchildren, Emily and Rebecca McHugh; Molly and Max Jacobs; and a brother, Walter Jacobs of IL; and further survived by many nieces, nephews and other family and friends.

Don was preceded in death by a son, Donny Jacobs, brothers William and Thomas; and sisters Georgene and Gloria. ●

Roger Symdon



Roger O. Symdon, age 82, passed away April 25 at home in Oregon, WI, surrounded by his loving wife and children.

Roger was born June 9, 1931 in Madison, the son of Rudolph and Irene (Schiesel) Symdon. He graduated from Edgewood High School in 1949, enlisting in the Air National Guard while still in school. He was inducted as active duty in 1951 and served as Airman First Class until

1954. Roger married the love of his life, Darleen Steiner on April 24, 1954.

Roger worked as a service technician for Montgomery Ward and attended Madison Business College, graduating with a degree in accounting. He went to work for the State of Wisconsin Tax Department and later obtained his CPA license in 1972. Symdon then began his career with Virchow Krause, becoming a partner in the firm. In 1984 Roger left the firm to begin a new career, starting Symdon Chevrolet in Evansville and later in Mount Horeb. The stores are operated today by sons Rick and Ron.

Active in the community, Roger was a member of All Saints Lutheran Church, former member and treasurer of United Church of Christ, coach with the Oregon Little League, Oregon Rotary and a board member of Oregon-Cottage Grove Insurance. He enjoyed traveling the world with Darleen, time with family, the cabin up north and fishing.

He is survived by his wife of 60 years, Darleen; children Diane (Jack) Jensen; Rick (Jackie) Symdon; Denise (Kip) Durkin and Ron Symdon; grandchildren Angie (Josh) Fassl; Lindsay (Kevin) Ewert; Heather Symdon; Ryan Symdon; Nikki Wermuth; Jayson Durkin; Jordan Durkin; Brielle Symdon; Roby Symdon and Baylee Symdon; and great grandchildren Jackson Fassl and Colton Ewert.

Roger was preceded in death by his parents and an infant son Russell. ●



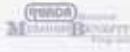
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TMQDA! It's **TIME** to Start the Search for the Best of the Best Again!

We will soon be sending out forms for you to nominate a Wisconsin Dealer you consider to be a top qualifier for the 2015 TIME Quality Dealer of the Year Award and the 2015 Wisconsin Dealer of the Year.

It should be a dealer who is the designated operating head of a franchised new car dealership and a member of WATDA and NADA for the last five years.

Someone who is active in his/her community and charitable organizations which benefit others.

Someone who demonstrates strong ethics, industry recognition and consistent customer satisfaction.

If you fit the bill, feel free to nominate yourself! If you work for someone who does, nominate him/her!

Current WATDA officers are ineligible (Karl Wuesthoff, Lavon Felton & Josh Johnson), as are the last four Board Chairman (Lawrence Meade, Eric Jorgenson, Frank Porth, Richard Stockwell) the NADA Director (Bob Hudson) the last four TMQDA winners (Tom Zimbrick, Jerry Holz, Brian Ewald, Dan Toycon).

We encourage you to look for the nomination ballot in the mail!



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A New Profit Center for Your Dealership

BY JOHN HACKMAN

WISCO is pleased to announce a new program that can be an excellent profit center in your dealership. Few programs we have introduced to our members have taken off as fast as this program. WISCO has entered into agreement with RhinoPro CS, which is backed by the pioneer of the spray-on truck bed liner, with 25 years of experience in protecting millions of pick-up trucks. Rhino is the number one brand, recognized worldwide, in the spray-on bed liner business. With this program no longer do you have to invest \$30,000-\$40,000 in equipment and buy the product in drums. The RhinoPro TM cartridge system is composed of a two-part polyurethane polyurea system that is packaged in disposable plastic cartridges. The product is sprayed with a pneumatic applicator gun specifically designed for the RhinoPro cartridge application. So with the purchase of a \$550.00 pneumatic applicator gun and some supplies you



can be in the spray-on bed liner business. The bed liner material (Tuffcoat kit) comes in a \$149.00 kit which is enough to do a truck bed. The RhinoPro product dries in seconds, so you cut down on your labor hours and on your customer's downtime. It is a professional system that delivers a high quality Rhino Liner at a fraction of the cost as the traditional method, with no mixing required or mess to cleanup. Now you can spray your own bed liners instead of farming the trucks out. RhinoPro will provide marketing materials to promote your spray-on bed liners to your customers. There is a nationwide lifetime warranty on the Rhino liners. With WISCO you can enter into this program with the WISCO preferential pricing, and as is the case with all purchases from WISCO, this program will count towards your WISCO year-end rebate. Call WISCO today at 800-274-2319 to get involved in this program, to arrange a no obligation demo, or with questions. You also can go to www.rhinoprocs.com for more detailed information and demonstration videos. ●

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Dealer Participation Programs | F&I Training | Advanced F&I Technology

Limited Warranty Products, Vehicle Protection Plans (VPPs) and GAP are backed by Lyndon Property Insurance Company in all states except NY. In NY, VPPs are backed by CIG (Pro) & B&B Insurance Company. Limited Warranty Products are backed by Western General Insurance Company and GAP is not available. Credit Insurance is backed by Protective Life Insurance Company in all states except NY where it is backed by Protective Life and Annuity Insurance Company.

Can We Butter You Up?

A Box of Rawhide Popcorn is Calling Your Name

And, we'd love to send it your way. Why? To show our appreciation for being an official Rawhide vehicle drop-off location *and* to enlist your help with spreading the word. Due to many WATDA member dealerships partnering with Rawhide, donating vehicles is easier for more Wisconsinites. THANK YOU! Yet, our work is only half done.

With your help, we need to let people know:

- About your dealership participation—good for your business and brand
- That Rawhide needs continual vehicle donations to fund programs—more so now than ever

Tougher Challenges Call for Extensive Programs

Growing up is tougher than ever for young people. Consequently, our current programs are more comprehensive to meet the changing needs of today's youth versus 30 years ago. Too many homes experience domestic violence. In fact, **"Studies suggest that up to 10 million children [worldwide] witness some form of domestic violence annually."**¹ Often, children in such homes also experience unthinkable abuse, parental drug addiction, and are frequently left to fend for themselves. These youth learn to live life in survival mode and need help to lead healthy, productive lives. To fund these programs, Rawhide needs ongoing vehicle donations.

How You Can Help

Your dealership can help in two ways:

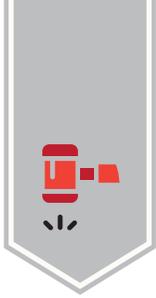
1. Promote the fact that your dealership is in partnership with Rawhide's vehicle donation program.
 - a. Doing so could drive traffic to your lot and enhance your brand. Publicizing how you help change lives for the betterment of our youth and the community, enhances brand perception.
 - b. **We have videos, logos, graphics, and written copy available for your use. We also can help with implementing these items on your website and in digital or print newsletters.**
2. Become a drop-off location for donated vehicles, if you haven't already done so.
 - a. Continue the legacy of WATDA's 30-year history of helping Rawhide.

So, partner up and promote. Let's continue the WATDA and Rawhide legacy. Visit www.rawhide.org/WATDA or email us at marketing@rawhide.org to get started today.

Remember to collect that box of free popcorn that is calling your name, too. Contact Patty at 877-959-2201. We'd love to butter you up. ●

¹ <http://domesticviolencestatistics.org>





Legal & Legislative Update

BY CHRIS SNYDER

Right to Repair and the Memorandum of Understanding

Recently the two major entities representing auto manufacturers, the Alliance of Automobile Manufacturers (Alliance), and the Association of Global Automakers (Global) signed a memorandum of understanding (MOU) with two major entities representing the independent repair facilities, the Automotive Aftermarket Industry Association (AAIA) and the Coalition for Automotive Repair Equality (CARE). The MOU sets guidelines for access to motor vehicle repair information. The purpose of entering into the MOU, is to avoid further legislative efforts by AAIA and CARE in other states, that would create a patchwork of Right to Repair (R2R) laws throughout the country.

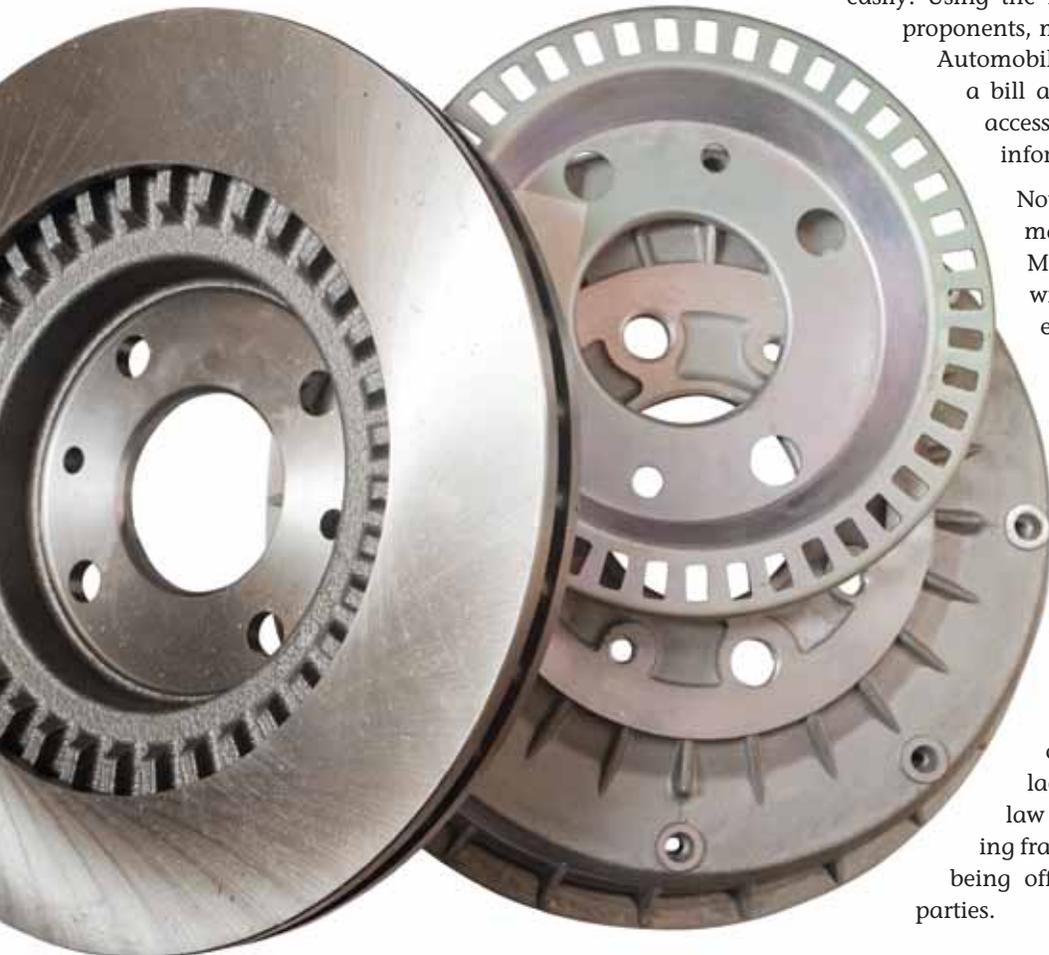
This all started around 2006 when the R2R proponents began lobbying Congress for access to repair codes. They claimed that the legislation was necessary to assist independent repair

facilities to perform maintenance on vehicles. The Alliance, NADA and the various state Associations countered that there was a system in place for repair information, and out of over 500 million repairs reported by the independents, there were only 48 complaints regarding lack of information. Further, it is suspected that the real reason for the push for more access to manufacturer repair information is to assist the after-market industry in gaining greater access to manufacturer intellectual property and patent information.

While the efforts to get something done in DC repeatedly failed, AAIA and Global took their cause to Massachusetts, believing the heavily liberal state would buy the idea that they needed a law change in order to keep independents in business. Those efforts also failed, but another reason for choosing Massachusetts was that they allow for certain initiatives to be presented to the public in the form of a ballot/referendum. The Massachusetts dealers took a beating in the R2R media campaign to pass the referendum, as being greedy, monopolistic and overpriced for service work and the referendum passed easily. Using the leverage of the referendum vote the R2R proponents, manufacturers and the Massachusetts State Automobile Dealers Association compromised on a bill allowing independents and vehicle owners access to manufacturer repair diagnostic and information and special tools.

Notwithstanding the fact that repair information has been readily available, the Massachusetts law and the MOU (nationwide agreement) will require manufacturers to make repair information available via one software platform. Access to the repair information and special tools will be made available to all repair facilities and vehicle owners upon fair and reasonable terms. There is nothing in the Massachusetts law or the MOU that allows the manufacturer to authorize independent repair facilities to perform warranty repairs or recalls.

Franchised dealers should benefit under the MOU with regard to easier repair information access for repairs performed on off-brand vehicles. However, the MOU is lacking some provisions in the Massachusetts law that prohibit manufacturers from charging franchised dealers more for the same products being offered to the independents or other third parties.



In Wisconsin, section 218.0116(W), of the Wisconsin statutes prohibits a manufacturer from performing or authorizing any entity to perform warranty repairs unless that entity has a sales and service agreement with that manufacturer, or in emergencies when there is no authorized dealer available to perform the warranty repairs.

The manufacturers estimate that 70-80% of non-warranty auto service repairs were being performed at non-dealer repair facilities before any law change or MOU. That coupled with the minuscule number of complaints by independents of not having access to repair information would lead one to believe that neither the Massachusetts law nor the MOU is going to have a diminishing effect on non-warranty service work being performed at franchised dealerships. What will be interesting to see is if there will there be an effect on the aftermarket (“knock off”) parts industry.

Chrysler Dealers Terminated in the 2009 Bankruptcies Get Appellate Court Win

148 former Chrysler dealers who lost their franchises in the 2009 bankruptcy cleared a major hurdle in their attempt to receive compensation from the U.S. Government. The dealers have filed a federal lawsuit against the government under a “Regulatory Taking” claim. In responding to the complaint the Government requested a dismissal for failure to state a claim, among others. The trial court denied the dismissal request and the government appealed. The Appellate Court affirmed the trial court’s decision and remanded it back to the trial court. While not making any decisions based on alleged legal theories advocated by the parties, the fact that the case is being allowed to continue is a sign that the dealers have a real shot at winning this.

The Takings Clause of the Fifth Amendment guarantees just compensation whenever private property is taken for public use. A Regulatory Taking occurs when property is regulated to a certain extent that even though the property has not physically been taken the regulation strips it of its usefulness. The U.S. Supreme Court has treated certain regulatory takings as “Categorical” takings, which occurs when regulations result in the property owner incurring a physical invasion of their property or the regulation prohibits all economically beneficial or productive use of that property. The court analyzes three elements in determining whether a “categorical” taking has occurred.

1. The character of the governmental action.
2. The extent to which the regulation has interfered with distinct investment-backed expectations.
3. The economic impact of the regulation on the aggrieved property owner.

The property that the dealers are alleging that was taken is their Franchise Agreements. The alleged governmental action (regulation) that resulted in the taking of the dealer’s franchise agreements is the insistence by the government that Chrysler

terminate a certain number of dealers (franchise agreements) as a condition of their receiving financial assistance from the government (the bridge loan).

In denying the Government’s motion to dismiss the case, the court laid out two main questions that need to be answered at trial. First, did the government’s demand for dealer terminations equate to coercion or persuasion? A coercive act can create a taking, whereas a persuasive act is not a taking. At trial it will have to be determined whether Chrysler was coerced by the government’s offer of financial assistance. In answering that question the court will examine the circumstances that lead to the financial assistance and determine (among other things) whether the government insisted on the terminations, whether the terminations would have occurred without government insistence, whether government financing was essential to Chrysler, whether the government had any role in creating the economic circumstances that gave rise to the need for financial assistance, and whether the government targeted the dealers for termination.

Second, provided that the government’s actions constituted a regulatory taking (the court finds that there was coercion), the Chrysler dealers will have to prove that the termination of their franchise agreements resulted in a complete loss of all economically beneficial or productive use. Proving economic loss requires that they prove that if the government had not insisted on their termination, they would not have been terminated, and had they not been terminated, they would have continued as viable dealers.

These are going to be tough questions to answer. It will be hard to prove that Chrysler would have somehow survived without the financial assistance. However, that is what expert economist witnesses are for. The question of whether the dealers could have remained viable had they not been terminated should give the dealers the opportunity to once and for all show that dealerships do not financially burden the manufactures and that their business viability is not solely dependent on new vehicle sales.

Mobile Refrigerant Bill Becomes Law

On April 16th Governor Walker signed into law Wisconsin Act 312. This law rescinds the dual certification for mobile refrigerant technicians. In the 2011-2012 legislative session, Wisconsin lifted the ban on sales of mobile refrigerants in containers of less than 15 pounds. The result was that you can now go into any auto parts store and purchase small canisters of mobile refrigerant and top off a leaky system. We ran out of time to rectify the dual certification issue when that bill became law. So in keeping with the governor’s initiative to do away with antiquated rules and regulations, the legislature saw fit to do away with the dual certification. After all, you are still regulated by the federal government, your technicians still have to be certified to perform mobile refrigeration maintenance and you still have to comply with all of the proper handling and disposal of used refrigerant. You just will no longer have to pay the state a regulatory fee. ●

Sales Internship Program is Taking Hold

BY GARY BEIER, VICE PRESIDENT, FOUNDATION OF WATDA

It was nearly a decade ago when Jerry Holz, Principal Owner of Holz Motors – Hales Corners and Watertown sat down with a small group of industry-based professionals to brainstorm an idea he had. The Foundation's Automotive Technician scholarship program had established itself as a solid career promotion and retention tool for our industry. Couldn't some of the same techniques be applied to a program to attract and retain sales associates?

In 2008, we took that concept to instructors and leaders in the marketing and retail programs at a number of Wisconsin's Technical Colleges. Moraine Park Technical stepped up to help develop a local certificate course that would allow interested students to combine academics with real-time experience at a dealership. During this same period, a member of our project advisory committee, Jim Neustadt, Human Resources Director at Smart Toyota in Madison developed an on-site study guide for the project.

In 2005 we established a working relationship with the Wisconsin Department of Public Instruction – DECA (Distributive Education Clubs of America) program to promote sales/marketing career opportunities to its 11,000+ members through the state.

Today, the Jerome and Dorothy Holz (JDH) program has its first official intern. Kody Devries – student at Moraine Park is now working three days per week at Baird GM in Ripon. According to his marketing instructor, Kory Mitchell, Kody is getting experience in a number of operational areas, just like the on-site study guide suggests.

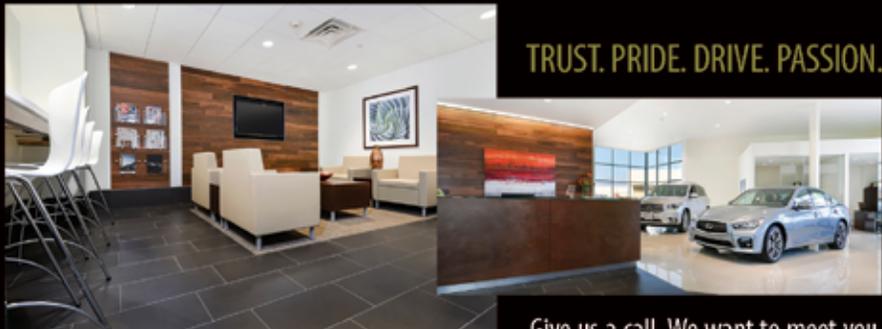
The Foundation has also produced an informational video that brings students face-to-face with employees of all the



*Kody Devries,
the first official
JDH program
intern.*

major departments of a dealership. A career guide for dealers is also in the works and will be offered via email later this summer. We are also setting up meetings with retail/marketing departments of other technical colleges around the state.

We'll keep you posted on the early outcomes of the internship and career programming. Feel free to call me at 414-520-7870 or email gbeier@watda.org if you would like more information. ●



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Grafton AYES Team Sweeps 2014 Technicians of Tomorrow

The choice to excel was how Scott Fisler, Automotive Technology Instructor for Milwaukee Area Technical College and Chief Judge for the 20th *Technicians of Tomorrow* competition stated it as he greeted the ten student technicians who were the 2014 finalists. "Getting into the transportation industry at this point is a great choice. The opportunities to build a solid career have never been better."

Steve Herro, Education Director for ADAMM and contest organizer congratulated the finalists saying, "You are an elite group who qualified out of a regional field of 93." Also attending the event were Becky Alsup-Kingery, Associate Dean of MATC's Technical/Industrial Division, Dr. Mark Feldsheim, Vice President of MATC Oak Creek and Gary Beier, Vice President of the Foundation of WATDA. Becky Alsup-Kingery commented, "We are happy to support the work of our area high school teachers through this event. Our work with ADAMM and WATDA is a great part of our relationship to the whole industry."

The competing teams were Eli Molina and Jake Wolf of West Allis Central with instructor Matt Kerhin – sponsored by Ewald's Venus Ford; Colt Morris and Pat Hahn of Grafton High AYES with instructor Carl Hader – sponsored by Schmit Bros. Ford; Luke Reinhart and TJ Wangerin of Arrowhead; AYES-instructor Eric Varrelmann – sponsored by Ewald's Ford of Hartford; Zach Brunette and Andrew Ringer of Mukwonago; AYES with Instructor Pat Grady – sponsored by Amato Ford and Tyler Stankevich and Jake Taubert of Muskego High with instructor Steve Brick sponsored by Hiller Ford.

...And the Wisconsin winners took top national honors – the students of Grafton High AYES, went on to national victory at the New York Auto Show beating 34 other teams from around the nation. According to Steve Herro, "This is the fourth time in the past eight years that Wisconsin transportation technicians have taken the top honor."

Shannon Parins, mother of champ Pat Hahn said, "I am very proud! He has been looking forward to this." Pat will be entering the United States Marine Corps when he graduates and will serve in their world security forces. The assignment could take him anywhere in the world, according to Sergeant William Robinson. When he returns his award will be ready for him as he enters Wisconsin's transportation industry. ●

"Getting into the transportation industry at this point is a great choice. The opportunities to build a solid career have never been better."

Scott Fisler, Automotive Technology Instructor for Milwaukee Area Technical College



L-R: Colt Morris; Carl Hader; Pat Hahn NY Auto Show winners



L-R Steve Herro, ADAMM and Scott Fisler greet contestants at the February competition.





SkillsUSA Champs, and the People Who Made it Happen

The 2014 SkillsUSA state finals came to a close and students of Grafton High AYES took the top two slots in this year's automotive finals. First place was won by Patrick Hahn, who will represent Wisconsin at the national finals this summer. Second honors went to Colt Morris, and third was Brandon Peterson, of Neenah High's AYES program.

This year ushered a new chapter in the Foundation's involvement with Wisconsin SkillsUSA as we began an annual support program for the Diesel competition at the big event. Top honor in the Post-Secondary contest went to Nate Krueger from Madison Area Technical College and the high school finalist is Joseph Clark of Madison Memorial. Rob Durham, Human Resources Director at Lakeside International Trucks took on co-chairmanship of this section along with Tom Wozniak of MATC. Durham commented, "The SkillsUSA Diesel Equipment Technology contest is the success it is today through the support and dedication of the professionals in the transportation industry."

Brent Kindred, SkillsUSA state director commented, "Our 41st annual SkillsUSA conference was the largest state conference in our history. I was so impressed to see all of our middle and high school members competing in technical and leadership events, these students are tomorrow's workforce."

Throughout the state of Wisconsin, more than 25 businesses come together each year to help facilitate the diesel contest, support the schools and to encourage the future diesel technicians of our state."



The list of people who helped out this year was impressive to say the least.

Post-Secondary Diesel Competition Volunteers:

- Advanced Disposal – Paul Carthew
- Badger Coaches – Henry Boehm
- Bobcat Co. – Josh Laurent
- Bobcat of Janesville – Keith Dominy
- Brakebush – Mark Borud
- Canadian National Railway – Matt Bobiak
- Columbia County Highway Dept. – Craig Steingraeber
- Cummins NPower – Mark Guilette & Miguel Kesler
- Diesel Injection Service – Matt Heacox
- Eaton – Loren Brown
- Fuch's Trucking – Steve Koehler
- Lakeside International – Rob Durham, Committee Co-Chair; Pat George & Jeff Taylor
- Lincoln Electric – Rob Stinson
- Madison Mack – Duane Statz
- Marwitz Motors – Sam Marwitz
- MATC-Madison – Tom Wozniak, Committee Co-Chair



Meritor – Paul Kyper

Penske Truck Leasing – Guss Gessner, Phil Singleton & Mike Yost

Peterbilt of Wisconsin – Keith Shadof

Pro-Lube, Harmony Grove Truck – Jeff Wendt

The Foundation of WATDA – Julie Olson & Scott Scheife

Wisconsin DNR – John Leighty & Brian Marshall

Wisconsin Kenworth – Aron Kershaw

Diesel High School Contest Volunteers:

CVTC – Rusty Naylor

FVTC – Lance Larson & Jim Olson

MATC-Madison – Paul Morschauer

NWTC – Dave Richards & Jon Sowl

WTC – Casey Eglinton & Jason Lewis

The Automotive volunteer crew included:

ADAMM – Steve Herro

Concours Motors – Dan Kolasinski (Committee Co-Chair)

CVTC – Margie Stewart

Easton Motors – Lawrence Meade, Jeff Turner & Mark Wermeling

Farm & Fleet - Retired – Ron Wentzel

Gateway Horizon Center – William Fell & Matthew Janisin

General Motors – Kevin Torrence & William Tuttle

GM North Central Region – Mike Campbell & Jeff Kahn

Hunter Engineering – Jeff Crooks & Jim Dahl

Madison Memorial High School – James Sainsbury

Moraine Park Technical College – Jim Daniels & Craig Schwanz

Olson Grain – Bing Bengtson, Gordon Drake, Debbie Genett,
Emelia Mason & Marilyn Olson

Smith's Service Center – Ron Smith

Snap-on Industrial – Ray Bikowski & Rick Olson

The Foundation of WATDA – Gary Beier, Jeff Dowd, Julie Olson,
Dan Wooster, & Ginna Schenk

Tom's Auto Service Center – Tom Schoenmann

Wells Vehicle Electronics – Mark Hicks & Glenn Rogman

Westech Automotive – June & Norm Brandes

Zimbrick, Inc. – Rich Baker, Dave Dewey, Chuck Howarth & Nick Wieneke

All-in-all a dedicated army of 79 helped us ensure that the competitive transportation section of this year's SkillsUSA could be the success that it was.

Julie Olson, Program Director of the Foundation said, "Every year the competition gets better and it's a direct result of the time and commitment that our outstanding volunteers put into making it great! They are not only a great team, they're like family." ●



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Rick & Sherry Mohr
Fred & Beth Mueller
Gary Newman Family
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Brad Schlossmann Family
Packer City International
Palmen Chrysler Dodge Jeep
Roger Palmen Memorial
Parsons Automotive
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WI Masonic Foundation-Glenn
Humphrey Fund
Patrick Witt
William Wuesthoff Family
Tom Zimbrick Family

Skill Building with the Future Makers

BY GARY BEIER, VICE PRESIDENT, FOUNDATION OF WATDA

One hundred years ago, the industrial revolution changed the professional fabric of this country. Society moved from agriculture to manufacturing. Suddenly success required a strong back and a strong mind and 20th century skill meant having a solid combination of both.

The dawn of the 20th century in Wisconsin saw birth of an educational system aimed at building employable skills across a wide variety of career programs. 1911 ushered the beginning of what we know today as the Wisconsin Technical College System.

Many of the 16 WTCS campuses have either begun or are in the midst of celebrating their centennial of service to their communities. The system educates approximately 380,000 students each year. It provides them with a wide variety of career technical education pathways to

WISCONSIN'S TECHNICAL COLLEGES | 

success. Transportation has, of course, been at the center of one of these pathways for most of the history of the system.

Today, 14 of the 16 Wisconsin Technical Colleges are National Automotive Technicians Education Foundation (NATEF) certified to meet the precise standards of our industry with a wide range of courses including automotive maintenance, diesel diagnostics and maintenance and collision-restoration.

A number of the WTCS schools have gained national recognition for their advances in classroom technology that develops marketable skills for their students. We salute the Wisconsin Technical College System for a century of service to our industry and all of the people of Wisconsin through its 16 campuses which are Blackhawk, Chippewa Valley, Fox Valley, Gateway, Lakeshore, Madison Area, Mid-State, Milwaukee Area, Moraine Park, Nicolet Area, North Central, Northeast Wisconsin, Southwest Wisconsin, Waukesha County, Western, and Wisconsin Indianhead.

One of the more recent WTCS innovations is the TechConnect job exchange program, which allows you to post openings and recruit skilled workers to fill them. You will find both how-to and direct access links on the Foundation's webpage at watda.org.

Congratulations to the Wisconsin Technical College System, the "Future Makers." ●

2014 WATDA Seminar Schedule

Date	Seminar	City	Location
June 24	Laws of Vehicle Leasing-AM	Wausau	Holiday Inn, 1000 Imperial Ave
June 24	Laws of Vehicle Sales-PM	Wausau	Holiday Inn. 1000 Imperial Ave
June 25	Laws of Vehicle Leasing-AM	Madison	Comfort Inn & Suites, 4822 E Washington Ave
June 25	Laws of Vehicle Sales-PM	Madison	Comfort Inn & Suites, 4822 E Washington Ave
June 26	Laws of Vehicle Leasing-AM	Pewaukee	Country Springs, 2810 Golf Rd
June 26	Laws of Vehicle Sales-PM	Pewaukee	Country Springs, 2810 Golf Rd
August 12	Title & Registration AM/ CVR User Group PM	Eau Claire	Best Western Trail Lodge, 3340 Mondovi Rd
August 13	Title & Registration AM/ CVR User Group PM	Green Bay	Hilton Garden Inn, 1015 Lombardi Ave
August 14	Title & Registration AM/ CVR User Group PM	Madison	Holiday Inn West, 1109 Fourier Dr
August 19	Title & Registration AM/ CVR User Group PM	Pewaukee	Country Springs, 2810 Golf Rd
September 16	*Office Manager/Controller	Brookfield	Doubletree by Hilton, 18155 W Bluemound Rd
September 23	*Sales & Use Tax	Pewaukee	Country Springs, 2810 Golf Rd
September 24	*Sales & Use Tax	Wausau	Holiday Inn, 1000 Imperial Ave
October 15	*F & I	Wausau	Holiday Inn, 1000 Imperial Ave
October 23	*F & I	Pewaukee	Country Springs, 2810 Golf Rd

*Indicates full day seminar



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Center Stage: Awards, Honors, Milestones



NADA Director's Report



Finding the right fit Minimizing the cost of employee turnover

Is this person a good fit for this position? At Baker Tilly, we will work with you to match your internal and external applicants with existing positions through a customized process proven to work for the auto dealership industry.

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