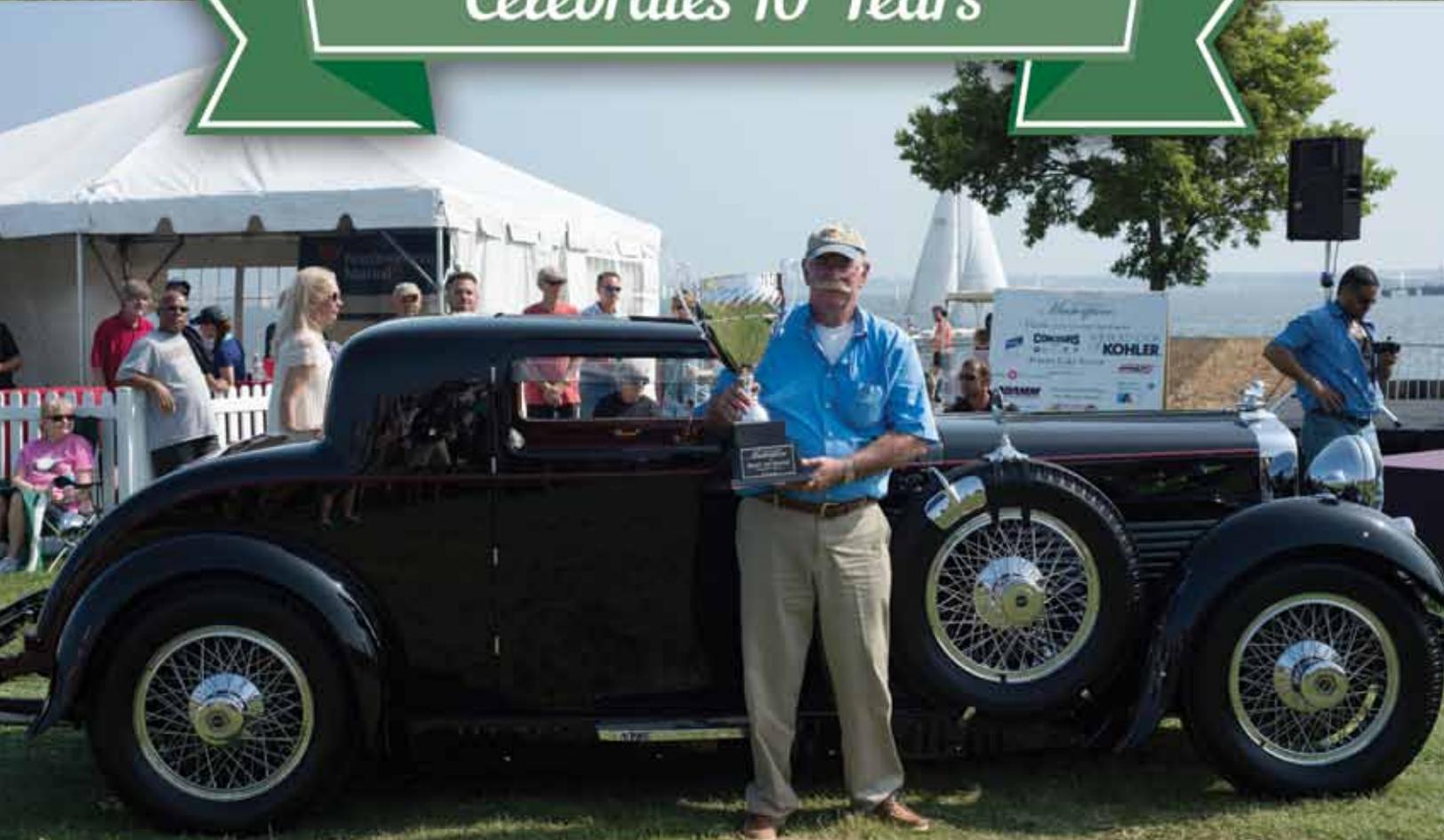


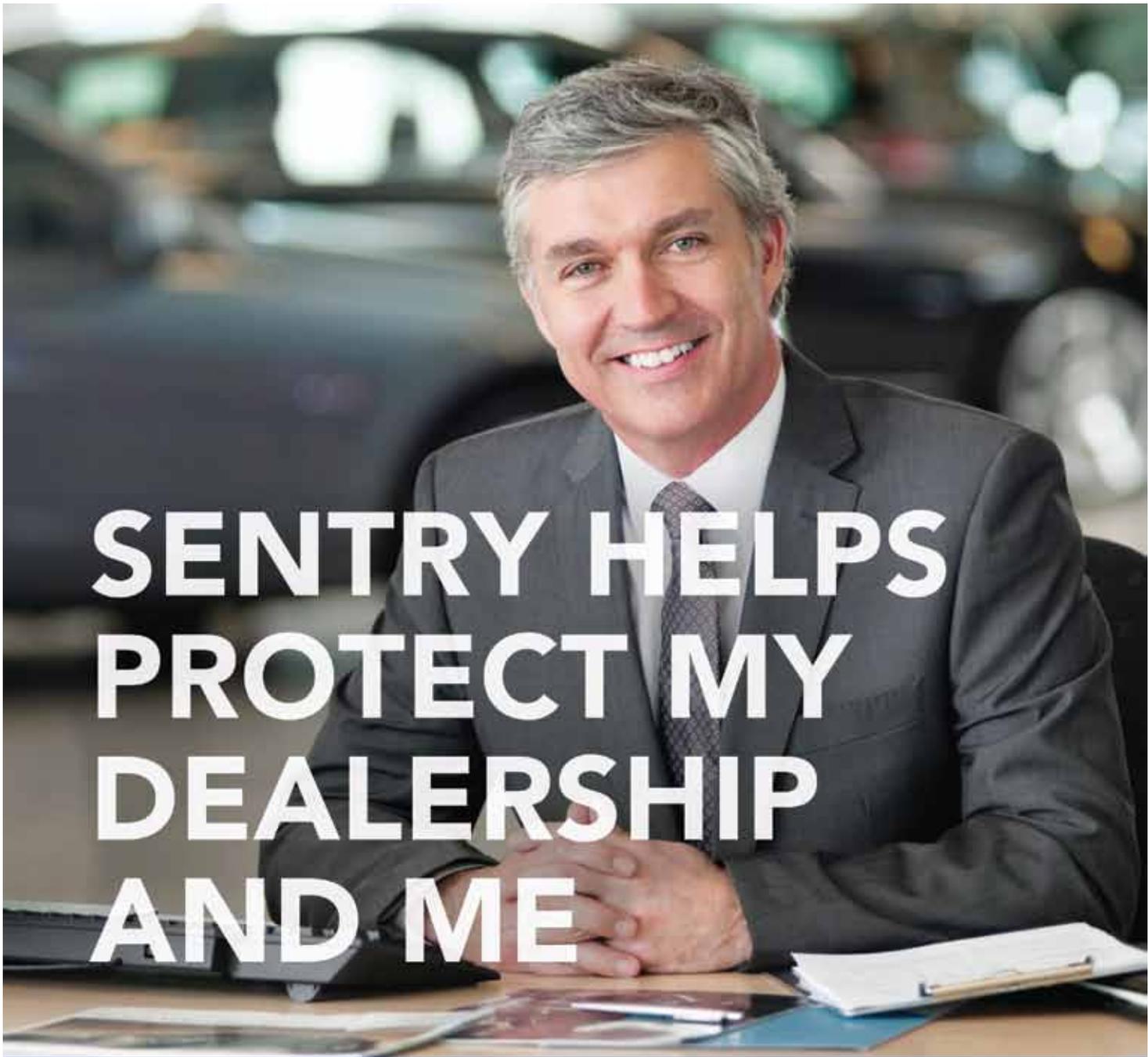
# DEALER POINT

Official Publication of the Wisconsin Automobile & Truck Dealers Association | 1928-2014 | Volume 36 Summer 2014



*Milwaukee Masterpiece  
Celebrates 10 Years*





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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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**Editor**

Julie Farmer  
jfarmer@watda.org

**Contributing Writers**

Gary Beier  
Julie Farmer  
Bob Hudson  
Chryste Madsen  
Susan Miller, CAE  
Bill Sepic  
Chris Snyder

**Art Director**

Kristin Mitchell  
Kristin Mitchell Design, LLC

**Advertising Sales**

Julie Farmer • 608.251.5577  
jfarmer@watda.org

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*Best of show cover photos provided by Milwaukee Masterpiece.*

# Milwaukee Masterpiece

BY BEVERLY JURKOWSKI, MILWAUKEE MASTERPIECE

The 10th annual Milwaukee Masterpiece, August 23 – 24, 2014, at Veterans Park on Milwaukee's lakefront, was an unqualified success.

We enjoyed record attendance with approximately 5,000 people on hand to enjoy the event.

Saturday was set aside for members of car clubs and individuals to show their favorite vehicles. More than 280 vehicles were displayed, including cars, trucks and motorcycles. Volvo Sports America, the national club of Volvo owners, held their national meet within Club Saturday while members of the Wisconsin Jaguars Ltd. Auto Club held a concours d'elegance competition within the confines of the Masterpiece on Saturday.

When the sun rose on Sunday, stunning vehicles were already filing into the show grounds, allowing time for final preparations for the Milwaukee Masterpiece Concours d'Elegance. Two hundred and twenty-four vehicles were invited to participate; approximately half had competed in previous Milwaukee Masterpieces and the other half were new to the show. The 224 vehicles represented a 21 percent increase in noteworthy vehicles compared with the show field for 2013.

Sunday's vehicles were grouped into 29 classes and judges selected a first-, second- and third-place winner in each class. All of the vehicles were then eligible for the prestige awards of the event. Twenty-five (25) prestige awards, from Auto-Chic (awarded to the owner whose attire best reflects the era of his/her vehicle) to People's Choice, Chairman's Award, Chief Judge's Award and Best of Show.



For 2014, two Best of Shows were awarded, reflecting the high quality of the competition.

**Best of Show – American** - 1929 Stutz Model M Supercharged "Lancefield" Coupe, owned by Richard and Irina Mitchell of Montgomery, Texas. This vehicle won Best of Show in 2011. One of only two supercharged Stutz still in existence and the only supercharged Stutz bodied by Lancefield of London, this dramatic example boasts a number of unique features, including a low and streamlined "gun turret top," "helmet wings," retractable roof, teardrop step plates (rather than running boards) as well as many louvers along the lower-body chassis. This car remained unrestored and neglected for decades in a barn.

**Best of Show – European** - 1933 Delage D8S Roadster by DeVillars, owned by Jim Patterson and The Patterson Collection, Louisville, Ky. This vehicle won best of show in 2013. Delage was founded in 1905 by Louis Delage in Levallois-Perret near Paris, France, and rose to represent the height of European motoring prestige. Acquired by its rival, Delahaye in 1935, it ceased operation in 1953. DeVillars' coachwork represents perhaps the height of Art Deco French design with its multitude of flowing curves and long, uninterrupted hood. Presented in white, D8S chassis 38021 was the star of the 1934 Paris Salon and honored in Vu magazine as "triumphant in any Concours d'Elegance."

BY CHRYSTE MADSEN

Leon Flagg, the founder of The Milwaukee Masterpiece, tapped our current WATDA Chair, Karl Wuesthoff, to sit on the 2014 Board as a Director of this venerable event. He is the only member of our industry to participate.

The Milwaukee Masterpiece, in its 10th year, is one of the top five Masterpiece events in the country, competing with the likes of Pebble Beach and Amelia Island. Why Wisconsin? Wisconsin has a great deal of automotive history and Milwaukee's lakefront provides a beautiful backdrop for these classics.

The purpose of the two day event is to celebrate the automobile as "an art form,"

according to Leon Flagg. On the first day you can see classic cars and motorcycles brought to the lakefront by anyone who wishes to do so. A People's Choice winner is chosen for this day.

The second day is the concours de masterpiece event and this is by invitation only. The vehicles are judged in 29 different classes. The judges wear white gloves and look for things as minute as a blade of grass on a tire. Awards are given out in each class and are too numerous to mention but some of the automobiles that won this year ranged from a 1923 Kissel 655 Phaeton to a 1963 Excalibur Hawk Sports Coupe to a 1933 Deluge Roadster.

The real winners in the event were the charities involved. The Autism Society of Southeastern Wisconsin, the Boys and Girls Clubs of Greater Milwaukee and Meta House, one of the first residential treatment facilities for women struggling with drug and alcohol addiction.

The event is very family friendly and for those of us who appreciate the classic and vintage forms of transport and all the work that the restoration requires, this is an event to salivate over. Look to visit or participate in the 2015 event! ●



The most unique were:

1912 American "Underslung" Scout Type 22-8278 (#X278) Roadster owned by Clem & Mary C. Lange of Huntingburg, Ind. Indianapolis-built from 1905 to 1914, Harry Stutz designed the American, but Fred Tone decided to place the frame below the axles lowering the center of gravity. The need for heroic 40 inch wheels meant far fewer rollovers. Noticeably lower in stance than other cars of the era, the result is sports car appearance and handling. The name "Underslung" came to use by 1912. One of the most significant, if unsung, automobiles of the century's first decade.

1963 Excalibur Hawk Sports Coupe by Brooks Stevens & Associates owned by Anthony Stevens of Waukesha, Wisconsin In 1961, Brooks Stevens designed the Hawk Coupe to entice Studebaker in building something more interesting than the Avanti. Based on components from the Studebaker Hawk and powered with the supercharged Studebaker R2 289 cu in V-8. The body style was very aggressive, even displaying design traits that would soon be seen on late '60s Corvette's. The Excalibur Hawk raced from 1963-65, but never achieved success of its predecessor, the J car.



## The real winners in the event were the charities involved.

**Other award winners:** The Richard B. Windsor People's Choice -1956 Ford Fairlane Sunliner Convertible owned by Ronald and Amy Grove of Wauconda, Ill.

**Chief Judge's Award sponsored by Kohler Company** – 1963 Excalibur Hawk Sports Coupe by Brooks Stevens, owned by Anthony Stevens of Waukesha, Wis.

**Chairman's Choice Award presented by Kohler Company** – 1958 Lister-Jaguar "Knobbly" Classic #BHL Cunningham Team Car, owned by Colin and Cana Comer of River Hills, Wis.

Three 50th anniversaries were celebrated at the event – the Pontiac GTO, the Ford Mustang and the Excalibur, which was designed and built by Milwaukeean Brooks Stevens. A special guest on hand to present the GTO class awards was Jim Wangers, also known as the *Godfather of the GTO*. Wangers was the marketing mastermind behind the introduction of the GTO, which launched the muscle-car era in the U.S.

Three local charities in Milwaukee are the beneficiaries of the proceeds of The Milwaukee Masterpiece for 2014: Autism Society of Southeastern Wisconsin, Boys & Girls Clubs of Greater Milwaukee and Meta House. While the books are still being closed on the 2014 Milwaukee Masterpiece, the preliminary results reflect gross proceeds in excess of \$165,000. ●



# NADA Director's Report

BY BOB HUDSON

America's franchised new-car and truck dealers are facing a number of challenges in 2014. Between government guidance that threatens the consumer benefits of dealer-assisted financing and fallacies of our dealer business and the franchise system, dealers are experiencing new challenges *to their business and to their reputation.*



The good news is that there's something Wisconsin dealers can do about it. More than ever, we are called upon to get involved and become knowledgeable about the following issues.

For the past year, extreme government overreach has been one of our most pressing challenges. When the newly-created Consumer Financial Protection Bureau released its "guidance" to auto finance sources in March 2013, it was without prior notice or public comment. The CFPB's goal is to eliminate a dealer's flexibility to discount interest rates in the showroom. It is pressuring auto finance lenders into changing the way they compensate dealers, in favor of a flat fee. And the CFPB's actions could change a successful and efficient \$783 billion auto loan market. When Senator Elizabeth Warren (D-MA) held a Q&A with CFPB Director Richard Cordray at a Banking Hearing Committee, it became clear that the misconceptions about the dealers business are rampant.

NADA has been the first line of defense for dealers. The NADA team began rallying its dealer members as well as members of Congress in the Spring of 2013. We launched a multi-faceted initiative to *preserve dealer assisted financing* as one of the most affordable auto finance options for car buyers. Contrary to what Senator Warren alleged, we **do not** "trick our customers out of billions" during the car loan process. We **save** them billions. NADA has been arguing that the CFPB's actions would ultimately weaken a consumer's ability to secure financing at the lowest possible cost. We are not alone in this.

Since last year, 11 letters from bipartisan members of Congress have been sent directly to the CFPB. And 22 members of Congress have signed the letter written by Senator Portman and Senator Shaheen which questions the basis for the guidance itself. Members on both sides of the aisle are demanding greater transparency from the CFPB. NADA's efforts have led to hearings with Director Cordray and this agency has even admitted that it has not studied how its changes would impact consumers. Congress is also taking action against the CFPB's lack of transparency. Representative Marlin Stutzman (R-Ind.) introduced *House Resolution Bill 4811*. This bill would require the CFPB to be more transparent by requiring prior public notice for other future guidance. The bill would also rescind the CFPB's auto finance guidance issued last March which threatens to eliminate a dealer's ability to offer interest rate discounts in the showroom. Thanks to strong support throughout our industry, this NADA-backed bill passed the House Financial Services Committee on March 2014.

On another front, is our continuing battle to defend the dealer franchise system. Our critics (like TESLA) have claimed that the public does not need a car dealer to buy a car and that we provide 'middle-man' services. Nothing can be further from the truth. When something goes wrong on the assembly line, automakers turn to their franchised auto dealers and our service departments to make things right – all at no cost to the customer. This is because the franchise system is a network that consists of more than 17,800 new-car dealerships across the country which support customers beyond the point of sale.

NADA has launched campaigns on multiple fronts. The NADA *Get The Facts* campaign, has showed the greater public and Washington that our services are indispensable. Car and truck owners know they have a dealership in their community that they can turn to when something goes wrong. The most current General Motors recall is just one example. The Associated Press reported that automakers have recalled about 9 million vehicles in the United States through the first four months of this year alone. The franchised dealer network will always be a model that benefits both our customers and manufacturers alike. And it's a network that is irreplaceable.

Protecting the commercial truck dealer business is another top priority for all of us. NADA is *opposed* to an increase in the heavy-duty truck excise tax. The current 12% levy is the highest excise tax imposed by Congress on a percentage basis. Increasing this tax could hurt the industry, stall new truck sales, and delay the deployment of cleaner, safer, and more fuel efficient trucks. American Truck Dealers (ATD) strongly supports *House Concurrent Resolution 52*: a bipartisan bill that would keep the federal excise tax rate at 12%. NADA is urging Congress to support this bill.

With all these pressing challenges how do we make sure the tides turn in our favor? The best way to gain public momentum is to show others what our business is all about.

*How many visits with Congressional Members have you hosted at your dealership?*

*How many letters have you sent to Capitol Hill?*

Wisconsin dealers must get involved and open their doors to Congressional partners. Over the past two years, NADA's Legislative staff has arranged more than 60 congressional visits to truck and car dealerships around the country so that legislators understand our issues. The success of our business depends on all of you. Whether it's protecting our businesses from extreme government overreach or harmful taxes—for car dealers or truck dealers—NADA and WATDA need your help.

My NADA colleagues and I will always work hard as your first line of defense. But strong grassroots support—such as the support from my fellow dealers in Wisconsin—has *always* been instrumental in winning these battles; battles that affect our business and our employees. With your help, we can continue paving the way for success today and tomorrow. ●

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# CenterStage

AWARDS, HONORS, MILESTONES



Ewald Automotive Group Founder Emil Ewald was recently presented a 50-year Recognition Award for being a Chrysler Corporation Dealer at Ewald Chrysler Jeep Dodge Ram in Oconomowoc, by District Sales Manager, Rocky Williams.

On March 1, 1964, Ewald founded North Avenue Plymouth in Milwaukee, and the business has grown exponentially ever since. Emil's four sons (Craig, Brian, Dan and Tom) joined the business over the years, and now a third generation of Ewalds (Eric, Jay and Brett) work hard every day to service and retain existing customers and to earn new customers. Early on, Ewald believed that engaged employees were more productive and customer-focused. Today with nearly 400 loyal, dedicated employees his vision couldn't have been clearer.



Homan Automotive celebrated their dealerships 40th Anniversary in June. On June 19th, they hosted a "Customer Appreciation Event" with a band; Green Bay Packers Bryan Bulaga, Davon House, and Nick Perry for pictures and autographs; and a Classic Car Show. Over 1,000 people attended a very fun evening.



Wheeler's Chevrolet GMC of Marshfield is celebrating fifty years as an automotive dealer. Ann Wheeler and family were presented with a recognition plaque by their GM district manager.



John Zimbrick was honored at the WATDA Summer Board of Directors meeting in Lake Geneva for his 25 years of President's Club membership in the Dealers Election Action Committee (DEAC). *Pictured l-r: WATDA President Bill Sepic; WATDA Board Chairman, Karl Wuesthoff, John Zimbrick, Zimbrick Inc., Madison; Bob Hudson, Wisconsin NADA director; WATDA President Emeritus Gary Williams.*

The 2nd Annual Team Hidalgo/Warner Golf Outing was held on July 25, 2014 at the Western Lakes Golf Club in Pewaukee. 156 registered golfers participated in the day's events, which included an 18-hole scramble, dinner, raffle and silent auction. The \$29,000 raised will go to benefit Fisher House of Wisconsin.

"It was a great success as we honored and celebrated the lives of Army 1st Lieutenant Daren Hidalgo and Marine Lance Corporal Richard Warner," said Jorge Hidalgo, GM and principal partner, **Wilde East Towne Honda**. "Our sons selflessly paid the ultimate sacrifice in defense of our nation in Iraq and Afghanistan. We honor them by supporting their fellow service members who have returned home. We are grateful and touched by the businesses and individuals who help raise funds for a charity that supports those veterans and families who have given so much in service of our nation."

Groundbreaking for the newest Fisher House was held on June 3, 2014. Fisher House of Wisconsin's mission is to provide a "home away from home" for Military and Veterans' families to be close to a loved one during hospitalization for an illness, disease or injury. Fisher House will be located just northwest of Lake Wheeler within walking distance of the medical center. The facility is expected to open in the summer of 2015.

The third annual Team Hidalgo/Warner Golf Outing is being planned for July 24, 2015.



**Rosen Motors** began in 1989 with a Nissan store in Milwaukee. A quarter-century later the company has expanded to seven stores; in five southeastern Wisconsin and northern Illinois cities. In addition to Nissan, franchises include Hyundai, Mazda, Honda and Kia. The Rosen Kia dealership was the first in Wisconsin when it opened in 1998. Jeff Rosen joined his Uncle Saul Rosen in the summer of 1989 and liked the business and prospects for advancement, so he stayed.

**Lakeland Automotive in Oconomowoc** marked its 40 year anniversary in July. Co-owners Tom Manthy and Ron Reiter met while working at a Milwaukee Lincoln Mercury dealership. In 1988 they added a Lake Mills location. Long-term staff members include Betty Morgan with thirty seven years of service and Dick Uttech who started the year Manthy and Reiter purchased the dealership.

Congratulations to "2013 Mark of Excellence" award winners **Keyes Chevrolet of Menomonie; Sommer's Automotive of Mequon, Zimbrick Buick GMC Eastside and Zimbrick Buick GMC West of Madison**. The awards presented by General Motors, are reserved for dealerships that exhibit professionalism and superior customer service while growing their business.

**Scott Kunes of Kunes Country, Elkhorn**, was named one of *Automotive News* '40 Under 40' an annual recognition honoring forty high achievers at new car dealerships who are under forty years old. Kunes Country Auto Group was founded by Scott's father Gregg Kunes in 1997 and includes seven dealerships in Wisconsin and Illinois.

**Rhineland Toyota** has been presented the President's Award from Toyota Motor Sales USA for achieving high standards of performance in all facets of the dealership including vehicle and parts sales, service and customer satisfaction.

**Gustman Chevrolet Buick GMC of Kaukauna** was named Wisconsin's number one Chevrolet sales dealer. Sales are based on retail sales and fleet sales count in the total. Gustman's has significant fleet sales because of their National Car Rental franchise. They also believe their location on Highway 41 plays a part in vehicle sales.

**Brodhead Chevrolet** is doing their part to help match a \$350,000 grant for improvements to the Pearl Island Project, a recreational area serving Rock and Green counties. The dealer is donating \$25 for each car sold through the end of the year, with a goal of \$10,000 by the end of the year.

*Automotive News* announced that **Bergstrom Automotive** has been named one of the top 3 dealership groups to work for in the U.S. along with Penske Automotive Group and AutoNation. These three organizations had the most dealerships in the "Top 101 Dealerships to Work for in the U.S." in 2014; out of 15,000 automotive dealerships in the country.

The Best Companies Group, an independent third party, conducted an in-depth research process investigating the dealership's total operations from the perspective of those who work there. It identified dealerships that are excelling in workplace satisfaction, talent retention and excellent treatment of their employees.

Recently, A.M. Best, the insurance industry's leading independent rating authority, reaffirmed WATDA Endorsed Partner **Sentry's** financial strength with an "A+ Superior" rating for Sentry Insurance and all insurance subsidiaries. This is the 23<sup>rd</sup> consecutive year the Sentry Insurance group achieved the superior rating.

Sentry is proud to once again have achieved this enviable rating, as only 9.3 percent of rated Property and Casualty companies are rated A+ or higher. It is a tribute to the dedication of Sentry associates with business philosophies that focus on consistently successful operations geared toward providing security to its policyholders. ●

**Please submit your AWARDS, HONORS AND MILESTONES to: [jfarmer@watda.org](mailto:jfarmer@watda.org)**

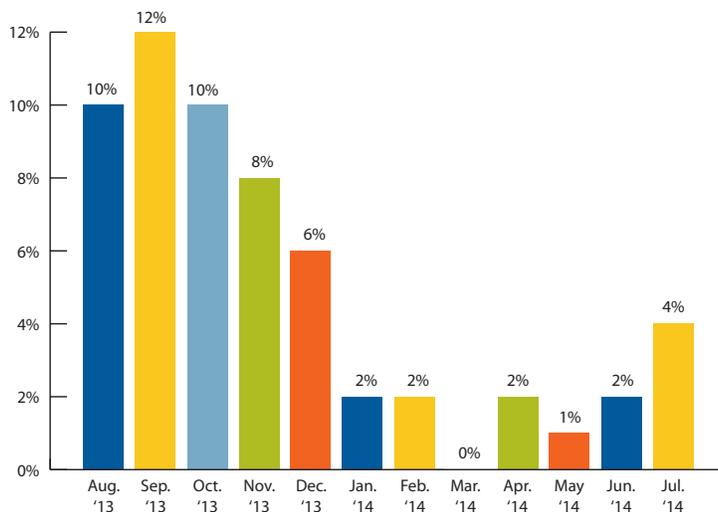


# New Vehicle Sales Trends

## Wisconsin New Vehicle Trends: July 2014

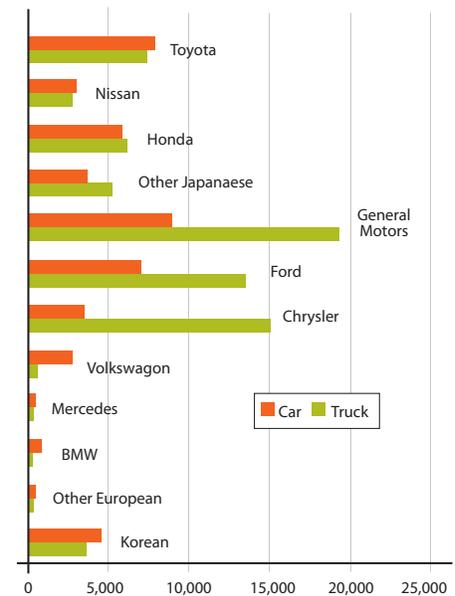
	Previous Two Months		Year to Date % change	Year to Date Market Share					
	6/13	6/14		'13 YTD	'14 YTD	% change	'13 YTD	'14 YTD	change
<b>Industry Total</b>	<b>38,590</b>	<b>41,255</b>	<b>6.9%</b>	<b>125,047</b>	<b>127,715</b>	<b>2.1%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>0.0%</b>
<b>Car</b>	<b>16,720</b>	<b>16,328</b>	<b>-2.3%</b>	<b>53,118</b>	<b>50,652</b>	<b>-4.6%</b>	<b>42.5%</b>	<b>39.7%</b>	<b>-2.8%</b>
<b>Truck</b>	<b>21,870</b>	<b>24,927</b>	<b>14.0%</b>	<b>71,929</b>	<b>77,063</b>	<b>7.1%</b>	<b>57.5%</b>	<b>60.3%</b>	<b>2.8%</b>
<b>Japanese</b>	<b>12,933</b>	<b>13,726</b>	<b>6.1%</b>	<b>40,779</b>	<b>43,333</b>	<b>6.3%</b>	<b>32.5%</b>	<b>34.0%</b>	<b>1.5%</b>
<b>Toyota</b>	<b>4,869</b>	<b>5,256</b>	<b>7.9%</b>	<b>15,153</b>	<b>15,658</b>	<b>3.3%</b>	<b>12.1%</b>	<b>12.3%</b>	<b>0.2%</b>
<b>Honda</b>	<b>3,889</b>	<b>3,966</b>	<b>2.0%</b>	<b>12,440</b>	<b>12,469</b>	<b>0.2%</b>	<b>9.9%</b>	<b>9.8%</b>	<b>-0.1%</b>
<b>Nissan</b>	<b>1,763</b>	<b>1,734</b>	<b>-1.6%</b>	<b>5,517</b>	<b>5,938</b>	<b>7.6%</b>	<b>4.4%</b>	<b>4.6%</b>	<b>0.2%</b>
<b>Other</b>	<b>2,412</b>	<b>2,770</b>	<b>14.8%</b>	<b>7,669</b>	<b>9,268</b>	<b>20.9%</b>	<b>6.1%</b>	<b>7.3%</b>	<b>1.2%</b>
<b>Domestic</b>	<b>20,778</b>	<b>22,724</b>	<b>9.4%</b>	<b>69,137</b>	<b>69,386</b>	<b>0.4%</b>	<b>55.3%</b>	<b>54.3%</b>	<b>-1.0%</b>
<b>General Motors</b>	<b>9,121</b>	<b>9,518</b>	<b>4.4%</b>	<b>30,530</b>	<b>29,086</b>	<b>-4.7%</b>	<b>24.4%</b>	<b>22.8%</b>	<b>-1.6%</b>
<b>Ford</b>	<b>6,248</b>	<b>6,723</b>	<b>7.6%</b>	<b>21,620</b>	<b>21,208</b>	<b>-1.9%</b>	<b>17.3%</b>	<b>16.6%</b>	<b>-0.7%</b>
<b>Chrysler</b>	<b>5,409</b>	<b>6,483</b>	<b>19.9%</b>	<b>16,987</b>	<b>19,092</b>	<b>12.4%</b>	<b>13.6%</b>	<b>14.9%</b>	<b>1.3%</b>
<b>European</b>	<b>2,319</b>	<b>2,046</b>	<b>-11.8%</b>	<b>6,928</b>	<b>6,416</b>	<b>-7.4%</b>	<b>5.5%</b>	<b>5.0%</b>	<b>-0.5%</b>
<b>Volkswagen</b>	<b>1,402</b>	<b>1,082</b>	<b>-22.8%</b>	<b>4,020</b>	<b>3,371</b>	<b>-16.1%</b>	<b>3.2%</b>	<b>2.6%</b>	<b>-0.6%</b>
<b>BMW</b>	<b>386</b>	<b>372</b>	<b>-3.6%</b>	<b>1,271</b>	<b>1,225</b>	<b>-3.6%</b>	<b>1.0%</b>	<b>1.0%</b>	<b>0.0%</b>
<b>Mercedes</b>	<b>226</b>	<b>290</b>	<b>28.3%</b>	<b>737</b>	<b>866</b>	<b>17.5%</b>	<b>0.6%</b>	<b>0.7%</b>	<b>0.1%</b>
<b>Other</b>	<b>305</b>	<b>302</b>	<b>-1.0%</b>	<b>900</b>	<b>954</b>	<b>6.0%</b>	<b>0.7%</b>	<b>0.7%</b>	<b>0.0%</b>
<b>Korean</b>	<b>2,560</b>	<b>2,759</b>	<b>7.8%</b>	<b>8,203</b>	<b>8,580</b>	<b>4.6%</b>	<b>6.6%</b>	<b>6.7%</b>	<b>0.1%</b>
<b>Other</b>	<b>2,560</b>	<b>2,759</b>	<b>7.8%</b>	<b>8,203</b>	<b>8,580</b>	<b>4.6%</b>	<b>6.6%</b>	<b>6.7%</b>	<b>0.1%</b>

**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](mailto:jfarmer@watda.org).

**Mid-State International Truck** broke ground for a new 35,000 square foot building on U.S. Highway 53 in **Lake Hallie**. Current Chippewa Falls and Eau Claire locations will be consolidated into the new facility that will employ thirty five plus.

**Charles Automotive**, Chevrolet, GM, Buick dealer held a groundbreaking for their new **Coloma** facility. The new 16,000 square foot Coloma location will be on the northwest corner of Highways 21 and I39. Completion is expected in spring of 2015.

**Princeton's Gagne Ford** purchased an adjacent building and razed it to double the size of their truck lot. The new lot will display up to 120 trucks along Highway 23. Paving is expected to be completed by the end of August.

**Glacier Valley Ford** is moving a quarter mile down the road; ground was broken for the nearly 16,000 square foot facility and completion is slated for November. Just one piece of **Baraboo's** redevelopment project at South Boulevard and Highway 12, the dealership opened in 1971.

**Marinette's Koehne Chevrolet Buick GMC** broke ground for a new 24,000 square foot dealership with the help of Wisconsin Governor Scott Walker and Congressman Reid Ribble. The new home is double the size of the current building and plans call to add 20-30 additional employees.

**Goben Cars** has moved its eastside **Madison** location further east to 2501 East Springs Drive across from the Home Depot East. The new location triples the lot display size to 200 vehicles and they expect to add four more employees.

**McCoy Group Inc.** has entered into an agreement to purchase Stoops Freightliner-Quality Trailer of Indianapolis. The sale includes all six Stoops locations in Indiana and Ohio as well as Stoops National Lease and JES Leasing LLC. With the acquisition, **Truck Country** will own and operate 18 full service Freightliner dealerships in Wisconsin, Iowa, Indiana and Ohio.

The **Bergstrom Automotive Group of Neenah** has purchased two Kia Stores from the Darrow organization. The Fond du Lac store will continue to operate in the

current location. The Appleton location is temporarily operating from the former Bergstrom Saturn location at 1000 Nicolet Road. The Bergstrom's have plans to build a new facility for the Kia franchise within the year.

The **Russ Darrow Group** has expanded their pre-owned presence in the Fox Valley with the addition of Russ Darrow Direct located at 4400 W College Avenue in Appleton. It operates alongside the JD Byrider franchise. Darrow also has a JD Byrider franchise on Ramada Way in Green Bay.

**West Side GM of Berlin** recently celebrated the grand opening of their new facility with a classic car show, Dizzy D. Clown and special treats for the children.

**Mid-State International Truck of Wisconsin** announced the addition of the ISUZU Commercial Truck product line in **Wausau**. ●

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# Tribute

## Jack P. Fagan

Jack P. Fagan, age 94 of Naples, FL; formerly of Janesville and Delavan; passed away June 5, 2014, after a short illness. Jack was born in Patch Grove, WI on October 13, 1919 to farmers Lloyd and Letha (Duncan) Fagan. He graduated from Patch Grove High School and Madison Business College with a degree in Accounting. Jack married Jessie Margaret Voss in November 1938; they celebrated their 75th anniversary last November. Jessie preceded Jack in death January 16, 2014.

Jack purchased the old International Harvester building in Bloomington and reopened the local Ford dealership in November of 1945, with two other men. Automobiles were scarce at the time, but Jack figured out how to buy Ford trucks from a Detroit Ford dealer, two at a time, and sold them to local farmers. Ford Motor Company offered Jack a chance to move to Delavan; he built a building and had Grand Opening on St. Patrick's Day of 1949. Continued growth required a more modern facility in Delevan in 1966; and in 1975 he purchased Clifford Motors Ford in Janesville. With his sons Pat and Michael, Jack purchased Art Fenzl Chevrolet Cadillac in June of 1983. Jack retired in 1990 but continued to be involved with his sons and loyal employees. The dealership was sold to Jim Fagan and Bob Clapper in 2001, now known as Fagan Automotive Inc., and remains on Milwaukee Street in Janesville.

Jack was involved in many civic organizations throughout his career; Walworth County Board of Supervisors, the Catholic Knights of Columbus, achieving the highest honor of Fourth degree; President of the Janesville Area Chamber of Commerce, the Lions Club and a Pioneer member of the Janesville Country Club.

Jack is survived by five children: Pat (Carol) of The Villages, FL; Michael (Marilyn) of Janesville; Mary Jo (Bill) Anderson of Naples, FL; Kelli (David) Westbrook of Little Rock, AR; and Jim (Sigga) of Milton. Jack and Jessie had two deceased sons, infant James (1944) and adult Thomas (2011). Jack is also survived by thirteen grandchildren and nine great grandchildren. ●

## Raymond Clark Hutson

Raymond Clark Hutson died August 1 at Bentley Village Care Center, Naples, FL. Ray was born June 25, 1920 in Pine Bluff, AR, to Mabel Clark and Roy Hutson. Ray and his identical twin Robert were good athletes, excelling in football, baseball, basketball and swimming. After winning the high school national championship in 1939, Ray and Robert followed their older brother Don to the University of Alabama, where Don was an all-American football player. In their freshman year they decided to join the military and became pilots in the Army Air Corps. During WWII, Ray ferried planes overseas and eventually flew supplies and gas over "The Hump" from India into China. During his military career he progressed from Sergeant to Captain and was awarded the Distinguished Flying Cross. Unfortunately Robert was killed in action.

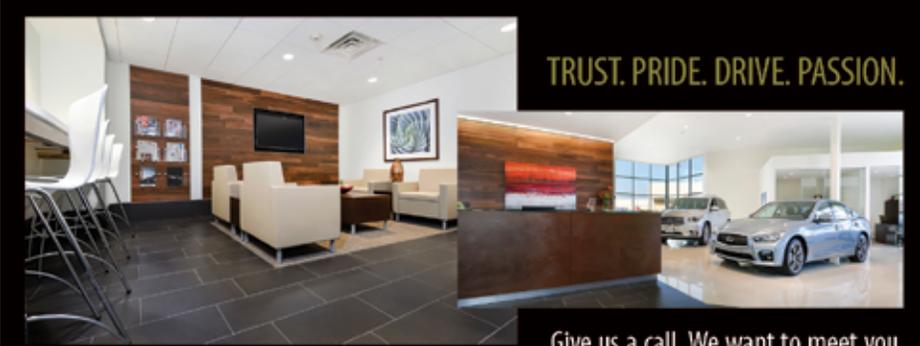
After the war Ray returned to Green Bay to join his brother in the car business, where he met and married Emily Ann "Sis" Cowles. They were married for more than fifty years before she died in 2000. Ray and Don partnered to start Don Hutson Chevrolet in LaCrosse in 1953. The business was renamed Ray Hutson Chevrolet after a few years and moved from its Third Street location to Fourth and Cass Streets before a final move to a new facility on Mormon Coulee Road in 1967.

Ray is survived by his two sons, Mike (Tami) of Onalaska and Steve (Maggie) of Orlando, FL. He is also survived by six grandchildren and two great grandchildren. He was preceded in death by his wife, Sis; two brothers Robert and Don and his parents. ●

## Roger Bryden

Roger Bryden, one of Beloit's best-known businessmen passed away on June 8. Bryden Motors New Car Sales Manager Norm Bittner said Roger left for a fishing trip to Canada last week, and passed away on Sunday. He said Roger will be remembered for being a huge part of the community and helping countless people.

In November 2013 Roger Bryden celebrated fifty years in business with the dealership his father, Bill Bryden has started in Beloit in 1945. The family has been associated for decades with selling Chrysler, selling cars and trucks to thousands of customers all across the Stateline Area. Roger was involved with the of the Foundation of WATDA since its inception. ●



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# Save Money Through Your Co-op

BY JOHN HACKMAN

**W**hat does your dealership do for your accessory needs for the autos and trucks that you sell? If you need a trailer hitch, a spray-on bed liner, or a tonneau cover who do you call? If you answered WISCO you are saving money on these important profit center items. WISCO can help you be competitive in this market and make you more money on the sale of these items.



WISCO's accessory suppliers include the CCI line which includes grille overlays, chrome accessories, wheel covers, along with OE alloy wheels. We are proud to carry Draw-Tite, Hidden Hitch, Reese, and Curt trailer hitches and towing accessories. Need a tonneau cover? Check out the Access professional line of covers. WISCO has Weather Tech floor liners, mats, cargo liners, and their entire offering in our lineup. If you need an inexpensive floor mat for a used car WISCO stocks Rubber Queen carpeted floor mat sets. We have Dee Zee and

Owens truck accessories. Lund accessories are part of our offering. If you are looking to get into the spray-on bed liner market we offer Rhino Pro, the number one liner in the industry. We have a great inexpensive system to begin spraying your own bed liners. No obligation demos are available, just call WISCO at 800-274-2319.

The accessory business is a tremendous profit center. Use YOUR cooperative to be competitive in this business and make more profit. For information on any of these lines call WISCO at 800-274-2319.

On another subject, if you are renovating or putting up a new building and in need of equipment, let WISCO save you money on your purchases. We carry the top lines in the industry and save members money on them. Let us give you a quote. The earlier in the building process you can let us know the better! WISCO exists only to add to your bottom line! ●



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As an auto dealer, if an employee isn't placed in the appropriate role, your bottom line can be significantly affected. With our process, you will know whether your top salesperson is the best candidate for your open sales manager position before you make the promise.

Having the right people in the right positions allows you to spend more time focusing on growing and promoting your business. Connect with a Baker Tilly dealership specialist for additional information on how to best align your workforce.

Connect with us: [bakertilly.com/dealerships](http://bakertilly.com/dealerships)  
Mike Mader, Partner 800 866 2272  
[autodealers@bakertilly.com](mailto:autodealers@bakertilly.com)



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Candor. Insight. Results.



# Car Donations Drop from 13,000 to <5,000 Cars per Year

**T**hirty years ago, when WATDA helped Rawhide start its Vehicle Donation Program, Rawhide used to receive 13,000 donated cars per year at its peak. Now, the donated vehicle count is less than 5,000 per year and sales prices of used cars are falling, too. We need your help so that we can continue to help at-risk youth.

## ***We need to let people know:***

- Rawhide needs continual vehicle donations to fund programs—more so now than ever
- Your dealership participates in the program—good for your business and brand



## **RAWHIDE NEEDS YOUR HELP**

### ***How Your Dealership Can Help Rawhide***

- 1. Become a drop-off location if you aren't one already. Rawhide donors can drop off their donated cars at your lot. Continue the legacy of WATDA's 30-year history of helping Rawhide.***
- 2. Talk to your customers about the benefits of donating their car to Rawhide.***
  - a. 48% higher tax deduction than with other car donation charities*
  - b. Helping to change a life*
- 3. Use our free digital marketing materials for your website.***
  - a. Download videos, logos, graphics, and written copy from [rawhide.org/WATDA](http://rawhide.org/WATDA).*
- 4. Highlight a story about Rawhide's Vehicle Donation Program in your email or hardcopy newsletter.***
- 5. Link to our donation page ([rawhide.org/donate](http://rawhide.org/donate)) from your site.***
- 6. Post on Facebook, Twitter, or Google+ and link to our donation page.***

Partner up and promote. Let's continue the WATDA and Rawhide legacy. Visit [www.rawhide.org/WATDA](http://www.rawhide.org/WATDA) or email us at [marketing@rawhide.org](mailto:marketing@rawhide.org) to get started today. Let us know how we can help.



# Legal & Legislative Update

BY CHRIS SNYDER

## Elections and Discussions

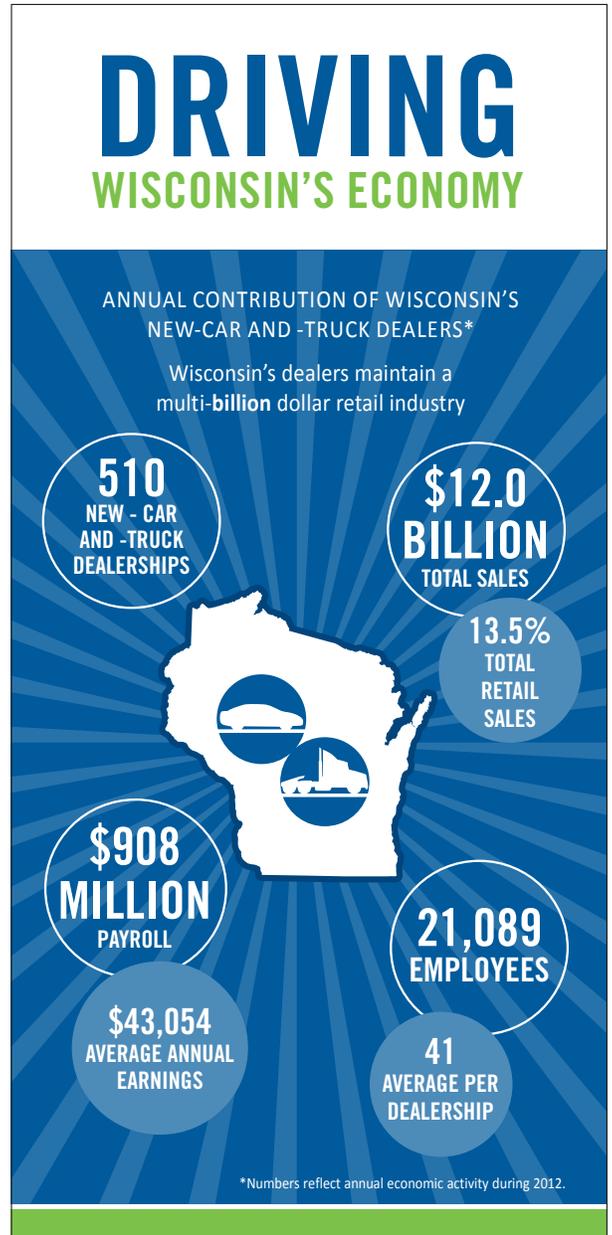
The elections are heading down the homestretch and WATDA staff and dealers are getting out and meeting with legislators and candidates to show our support and find out where they stand on the issues that are important to the future success of the motor vehicle dealership industry and Wisconsin's economy. WATDA is fortunate to represent and include in our membership not only franchised automobile dealers, but also independent automobile dealers, heavy-duty truck dealers, recreational vehicle dealers and motor cycle dealers. At this juncture of the process, there are two main topics that we discuss when meeting candidates, franchise laws and transportation funding.

## Franchise laws

By now you all should have received a brochure sized, two-sided slick that touts Wisconsin's franchised dealers' contribution to the state and on the other side there are a few talking points about the benefits of the motor vehicle franchise law. While the slick that is being circulated throughout the Capital and the State references only the franchised automobile dealers economic and community benefits (on one side), we are quick to point out that the statistics represent merely a fraction of the motor vehicle retail industry's contribution to Wisconsin's economy and quality of life. The fact is, the statistics presented were provided to WATDA by NADA, and they are the only solid, verifiable statistics that we have access to. We can confidently state that Wisconsin motor vehicle dealers employ well over 23,000 people throughout the state of Wisconsin.

We prepared the slick so that when dealers are out and meeting with their legislators and/or candidates they have some organized talking points regarding our biggest priority issue, the motor vehicle franchise law. Lately the dealership business model has come under attack by techno-geeks and consumer groups who believe that the franchise system is clunky, antiquated and layered with unnecessary costs, and the general public would benefit by allowing manufacturers to sell direct to the public. We all know that nothing could be further from the truth. Dealerships, dealers, and their employees are engaged in one of the most fiercely competitive and regulated industries on the planet. It has continually evolved and adapted to changes in technology, lifestyle and the economy and has done so due to independent ownership and investment.

What these uninformed pundits don't take into consideration when expounding on the flawed economic argument that cutting out the dealers is akin to cutting out the middleman is this; if manufacturers were to sell direct, they would have to added expense of owning real estate, building, maintenance of those buildings, taxes on the real estate and property, payroll, unemployment and worker's compensation insurance, employee training, tools, furniture, IT, advertising just to name a few of the big ones. They would have to take on all of these expenses while foregoing the cash flow they currently enjoy by requir-



ing that dealers pay for the vehicles as they roll off the assembly line. When the manufacturer sells direct, they wouldn't get paid until they sold a vehicle.

The franchise model works for the manufacturers, the dealers and local communities throughout the state. The dealer franchise systems, consisting of independent ownership, spurs intra- and inter-brand competition for the sale price of vehicles, trade-in values, service (vehicle repairs) and financing options, all of which benefits consumers. Independent business ownership

ensures that all types of communities (cities, suburbs, small and rural towns) have thriving businesses that provide stable jobs with living wages. Whereas factory ownership, burdened with the expense of maintaining sales and service outlets would eliminate their presence in many smaller communities, do away with intra-brand pricing competition, constrict customer financing options and require many vehicle owners to travel long distances for warranty service. The restriction in market presence would also hurt local economies with lost property, sales, and income (employee payroll) taxes.

Changing our law to allow manufacturers to sell direct to the public would needlessly disrupt one of Wisconsin's most stable business industries. The law currently provides for manufacturers in certain circumstances to sell direct. The exception is narrow and it affords entrepreneurs an opportunity to grow. However, to change the law by eliminating the prohibition on factory-owned stores and allowing manufacturers to compete and eliminate generations-old, independent, family-owned businesses is a recipe for economic disaster. In the past manufacturers like Ford and General Motors have tried to operate dealerships and those experiments failed.

We feel that at this juncture in our economic recovery, the prudent thing to do is stay the course. Dealers have been adapting and perfecting remote sales activity for those customers who want to buy a vehicle from the comfort of their own living room via the Internet. Vehicle pricing has never been lower (just check out your margins), multiple financing options, service hours and oil change conveniences' are readily available. Buying and owning a motor vehicle is readily available and convenient and that service is being provided by independently-owned motor vehicle dealers.

### **Transportation Funding**

In February of 2015 the Governor will roll out the proposed 2015-2016 biennial budget. WATDA and our members always have a stake in the budget because one of the biggest ticket items is the transportation fund. As transportation costs continue to rise, the traditional revenue streams are showing signs of decline. In preparation for the next budget, state agencies are in the preliminary stages of putting proposed budget numbers together. All indications are that DOT is looking at a substantial gap between projected road project costs and revenues.

Wisconsin is not alone when it comes to dealing with transportation funding deficiencies. The federal Highway Trust Fund is experiencing the same decline in revenues that the states are and as a result we are sure to see some dramatic changes in how roads and bridges are paid for in the near future. Currently Wisconsin's transportation revenue formula consists of a combination of state fuel tax receipts, vehicle title and registration fees and federal funding. The funding deficiency has been discussed in study groups, blue ribbon task forces and commissions. Debate features a tug-of-war between general taxes and user fees with a mindful eye on the political fallout for any of the necessary increased burden on taxpayers and/or vehicle owners.

It wouldn't be a transportation funding discussion in Wisconsin without floating the propositions of eliminating the motor vehicle trade-in credit, value-based registration fees, vehicle miles traveled tax (VMT) and tolling. WATDA believes that the fairest and most effective methods of increasing and sustaining sufficient revenue levels are through tolling and or an increase in the state's sales tax rate. We understand that these are not very popular with legislators who fear public backlash, but achieving any increase in funding is going to result in either a tax increase, new tax or a new user fee or increase an existing one. We believe that tolling is the best solution because it requires a contribution that is directly proportional to road use. Likewise a general sales tax increase, while it affects consumers, is fair because consumers benefit from a safe and efficient transportation system.

A new wrinkle to the transportation funding discussion for this fall is the Transportation Fund Referendum that will be on the election ballot this coming November. The Referendum will ask Wisconsinites if they want to establish a segregated transportation fund, wherein specific state revenue streams will be identified and the revenues from those sources will be deposited into the transportation fund and can only be used for transportation-related expenses. While this is something that has been worked on for some time and may sound like a sensible solution, if passed could create tax and fee battles down the road between transportation fund takers and transportation fund contributors. A segregated transportation fund will put the trade-in credit, title and registration fee increases and sales tax revenues generated through motor vehicle sales and service transactions on the block every budget going forward and handcuff the legislature by taking revenues out of the general fund thereby possibly creating other funding holes within other areas of the budget. It would be akin to establishing a policy at the dealership where revenues generated in the service department could only be used to cover service department expenses and no other department within the dealership.

### **Consumer Financial Protection Bureau**

If you happen to have the opportunity to speak with your Congressman or U.S. Senator, we urge you to ask them to support H.R 4811. H.R 4811 is authored by Rep. Stutzman (R-IN); Wisconsin Representative Reid Ribble is a co-sponsor of the bill. The bill would require the CFPB to follow typical standard procedures utilized by other federal agencies when issuing industry guidance.

This bill does not ask for any corporate welfare. It does not call for any tax break, cut or credit. It does not seek any elimination or lightening or any regulation. It merely requires the CFPB to be more transparent when engaging in actions that affect industry and the economy. It would be required to provide minimum safeguards such as notice, public comment period and access to documents and data supporting the agency's position, conclusion and directive. We should all find it interesting why a legislator would not support requiring a federal agency to engage in such a process in conjunction with dictating industry standards and/or attempting to extract huge settlements via lawsuits from businesses under their prevue.

## Keeping DOT Records Electronically

Dealers are allowed under the law to keep records and data electronically. From time to time WATDA receives calls from dealers who want to do this with deal jackets. WisDOT requires dealers to submit their electronic record keeping plan to them in writing prior to starting or converting paper records into electronic archives. Below is the procedure and form that WisDOT requires to do so.

### WisDOT Guidelines for Electronic Record Storage

At their option, licensed dealers may store documentation of completed vehicle transactions in an electronic format, and dispose of paper files, if the dealer complies with the following *WisDOT Guidelines for Electronic Record Storage*. Dealers must complete and submit *WisDOT's Electronic Records Storage Statement* (WisDOT form ERSS) *before* using an electronic record-keeping system that replaces paper files.

#### Records kept

1. Maintain all documentation required by law for completed consumer transactions.
2. Protect your dealership by maintaining electronic files of other important information relating to a transaction, including worksheets and other papers customarily stored in the "deal jacket," even if not required by law.
3. Check electronic record-keeping requirements of your franchiser and other regulatory agencies (including the Department of Financial Institutions), *before* using an electronic record-keeping system that replaces paper files.

#### Quality control

1. Make sure all scanned copies are legible and complete.
2. Create a process for double-checking that a file has been scanned completely before paper copies are destroyed.

#### Availability

1. Make sure electronic records are available to WisDOT staff during normal business hours.
2. Have a working printer on site at all times, and print paper copies of electronic records at WisDOT request.
3. Keep in mind that, in the event your dealership became unable to provide dealer records upon WisDOT request, and if your dealership had an ongoing relationship with an electronic records vendor or software provider, WisDOT might ask the vendor to assist with system access during an investigation. Dealerships certify on their Electronic Records Storage Statement (WisDOT form ERSS) that they authorize the vendor to provide such assistance to WisDOT, if needed—at vendor discretion.

#### Security

1. Protect the integrity of your files, and your customers' privacy by password protecting your electronic records storage system.
2. Limiting *system-wide* access to a few trustworthy employees, top managers or dealer principals.

3. Tailor system access to match users' actual needs—for example, create separate folders or "cabinets" for F&I, Sales, Service, etc., and limit employee's access to their department's folders.
4. Change passwords periodically.
5. Make sure all electronic stored documents are in a read-only format and cannot be modified.

#### Back-up copies

1. Systems sometimes fail and records can be corrupted or lost. Keep electronic back-up files of all electronic records in a secure location. Do not store your back-up files on the same hard drive as your primary files.
2. Back-up electronic record files often—preferably at the end of any day in which new records have been created.
3. Keep the paper copy of any record until a back-up copy of the record has been created. Note: you do not have to keep paper copies of properly stored and backed-up electronic records of a completed transaction.
4. Keep a second back-up copy of all records at a secure location, for example in a safe deposit box at a nearby bank.
5. Maintain records and back-up copies for 5 years to be consistent with legal record retention requirements.

#### Laser Forms

1. Any dealership forms produced electronically at the dealership must meet all legal requirements for content and layout, and any DOT print specifications for that form. For more information about laser form requirements, contact WisDOT Dealer Section at (608) 266-1425.
2. The electronic record of any dealership-produced form should contain any required signatures. (Scan documents into the record *after* all signatures have been added.)
3. The customer copy of any printed form should contain the same information and signatures as the dealership copy or file copy of the form.

Dealers can get a copy of the form online here:

<http://www.dot.state.wi.us/business/dealers/forms/erss.pdf>

#### Send form to:

WisDOT Dealer Section  
P.O. Box 7909  
Madison, WI 53707-7909  
(608) 266-1425; (608) 267-0323 Fax

## NHTSA Announces Website Providing Access to Recall Information

The National Highway Traffic Safety Administration has recently launched a website that will provide motor vehicle owners information on open or unrepaired safety recalls. Now anyone can simply go to <https://vinrcl.safercar.gov/vin/> type in their VIN and find out whether the vehicle has any open or unrepaired recalls. If the vehicle you are looking up does not have any open or unrepaired recalls the VIN search will show that no information for the search exists. NHTSA is also requiring light vehicle manufacturers to provide VIN search capabilities on their websites. Manufacturers are required to update the recall data base on at least a weekly basis.

## Glider Kit FET Bulletin Correction

WATDA published a Truck Bulletin on March 14, 2014 regarding IRS memorandum (POSTN-131956-13, published on October 31, 2013), wherein they analyze applications of the 75% Safe Harbor Rule for Federal Excise Tax Applications. The good news is the IRS read our Bulletin. The bad news is the IRS read our Bulletin. All joking aside, we received a call from an IRS FET specialist who pointed out a misstatement in the Bulletin.

On page 5, first paragraph, we stated:

*Unfortunately, the memorandum does not include modification costs or prices of comparable new Articles therefore we have to assume that the costs of the modifications analyzed in the memorandum exceeded 75% of the value of comparable new Articles, resulting in tax being owed under each scenario.*

The IRS representative pointed out that the above statement incorrectly assumes that the costs of modifications analyzed in the IRS memorandum exceed 75% of the value of comparable new articles. He clarified that the costs or values of the articles (parts/components) used in the examples provided in the analysis are irrelevant because the 75% rule only applies to restored or refurbished articles (parts/components) that are taken from an existing taxable unit (truck/tractor) and then reinstalled in the same unit. Therefore if a taxable unit is rebuilt with used parts and/components that were previously used in a different unit, those parts/components are not subject to the 75% rule. ●

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# Holz Motors Celebrates a Century in Business

BY GARY BEIER, VICE PRESIDENT, FOUNDATION OF WATDA



**“Y**esterday was history – Tomorrow’s a mystery – Today is a gift and that’s why we call it the Present.” This is one of Jerry Holz’s favorite sayings and, on August 14th at Holz Motors in Hales Corners, it set the tone for the celebration of a century.

Holz Motors opened its doors in 1914 on Janesville Road and it never left the neighborhood. This is the kind of loyalty that has bound the people of southeastern Wisconsin to this family and its dealerships for the past 100 years.

On Thursday, August 14th hundreds of guests, employees and state and local officials turned out to celebrate and say thanks to the Holz family for being a part of their community and their lives. Distinguished guests included Governor Scott Walker, Lieutenant Governor Rebecca Kleefisch, representatives from Hales Corners and Milwaukee County government, General Motors and Ally Financial as well. There was plenty to celebrate.

General Motors has officially recognized Holz Motors as being Wisconsin’s first Chevrolet Dealer. This relationship dates back to 1916 when the Chevy line consisted of only two models: the 490 and the Baby Grand.

In 1932, at the height of the Great Depression, Rudy Holz and a group of local businessmen stepped in to save Hales Corners only bank from financial collapse. State Bank Hales Corners, under the continued guidance of the Holz family, grew over the next seven decades to become State Financial Services Corporation. By 2005 State Financial had 29 branches with net assets of over \$1 billion.

Jerry has been recognized by the automotive industry with many awards including three times as Wisconsin’s TIME Magazine Quality Dealer of the Year and General Motors Dealer of the Year eight times since 2000. Holz attributes it all to a great team, “None of these awards would have happened if it weren’t for the great team we have working for us in Hales Corners and Watertown.”

That team spirit has always been the guiding influence of Jerry and his family and it was evident when hundreds of guests came out for the celebration of the Holz century.

In Mr. Holz’s own words, “The best is yet to come!” ●

*“The best is yet to come!”*

# The 2014 Summer Institute Celebrates 15th Year of Service to our Teachers

15  
years

That was the theme as the Foundation's annual Summer Teachers Training Institute opened at the same campus where it all began in 2000 – Milwaukee Area Technical College, Mequon.

It all began when our *Team Wisconsin* education consultants came up with the concept of summer school for transportation technology teachers, which could provide them with their required professional certification tools namely: meeting with industry representatives, new curriculum elements, safety standards, new technology and links to classroom and student resources. The first institute was a single session. It has come a long way since that early beginning.

This year's institute attracted teachers from all four corners of the state. In fact, we served an equivalent of nearly 50% of all of the high school automotive programs in Wisconsin. The subjects included paperless classroom, virtual painting, hybrid battery technology, power stroke diesel maintenance, advanced diagnostics, electrical/electronic classroom concept to reality, web-based training, drivability and open forums on jobs and grants. In all, there were 14 individual subjects offered during the four-day program that ran from July 8 through 11.

The depth of subjects presented and the 72 attendees would not have been possible without the support of a host of sponsors including:

***Automobile Dealers Association of  
Mega Milwaukee ADAMM***

***CDX Automotive***

***Ford Motor Corporation***

***Gateway Technical College***

***GM North Central Region***

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***Snap-on Corporation***

***University of Wisconsin La Crosse***

***Wisconsin Auto & Truck Dealers Association-WATDA***

***Wisconsin Department of Public Instruction***

***Wisconsin Technical College System***

***Wisconsin Technology Education Association***

This fall, our transportation service technology classrooms and labs will be better for the education services provided by our *Teachers Institute* team! ●



# Longtime Foundation Education Consultant Jeff Dowd Retires



On July 8, Jeff Dowd automotive technical education consultant to the Foundation closed the book on a fifteen-and-a-half year assignment.

Dowd's primary assignment was establishment of the Automotive Youth Educational Systems – AYES – program throughout

Wisconsin. During his tenure, Jeff built the program from just two participating high schools in 1998 to a network of fourteen sites that now serve over 1,800 advanced transportation program students across the state. Much of this achievement was due to Jeff's persevering spirit. In the words of many of his colleagues he simply doesn't take no for an answer.

Besides his consulting work with our Foundation, Jeff has served on the board and various committees of the Wisconsin Technical Education Association for nearly 50 years. He came to the Foundation of WATDA back in 1999 following his retirement from the position of Technical Education Coordinator for the Racine Unified School District. Prior to that position, Jeff served the district as an instructor and coach through various assignments.

One of the many legacies Jeff Dowd leaves the Foundation is the *Team Wisconsin* concept, which has fostered a strong interpersonal and professional network among transportation technology teachers throughout Wisconsin. This gets reinforced every year through the Foundation's *Team Wisconsin Teachers Institute* series, which brings them together twice a year to share techniques and ideas that strengthen the quality of education for their students.

Dowd brought his coaching experience to our program, assisting many newer teachers to find employment and training through the AYES and *Team Wisconsin* networks that he helped to build.

Jeff's replacement on the AYES side is Dan Klecker. Dan recently retired as head of the McFarland High AYES program, which serves all of the greater Madison area. Klecker has almost three decades of technical and educational experience in the Badger state. He is also an active member of the Wisconsin Technical Education Association. Joining Dan as educational program consultant is Scott Scheife, retiring head of the Wisconsin Ford ASSET program. Both have pledged to build on the solid technical education service base that Jeff Dowd built for this Foundation. ●

# Foundation Adopts New Recognition for Business Partners

BY GARY BEIER, VICE PRESIDENT,  
FOUNDATION OF WATDA

The Business Partners of the Foundation of the Wisconsin Automobile and Truck Dealers Association have long provided an important financial investment in the educational support programs that we conduct each year.

This work lends added value to the major investment in technical scholarships that dealer/members provide annually by ensuring that the educational institutions our scholars attend are delivering the highest quality and meeting industry standards. This is accomplished through our Teachers Institutes and the ongoing professional guidance of our *Team Wisconsin* educational consultants.

In essence, our Business Partners enhance the overall educational investment put forth by dealers just like you throughout Wisconsin. Some of these partnerships are nearly as old as the Foundation itself.

The Board of Directors of the Foundation, under recommendations provided by our Development Advisory Committee, adopted a multi-level system to recognize the ongoing commitment of our Business Partners. It is based on the cumulative gifts made through these partnerships as follows:

**Platinum Star: \$1 million and above**

**Gold Star: \$100,000 to \$999,999**

**Silver Star: \$50,000 to \$99,999**

**Bronze Star: Up to \$49,999**

On behalf of our Board of Directors and staff, we proudly announce recognition of these continuing Business Partners under the new star levels.

**Platinum: Snap-on Industrial**

**Gold: Automobile Dealers Association of  
Mega Milwaukee – ADAMM; BMO Harris Bank;  
Manheim Metro Milwaukee Auto Auction**

**Silver: Wisconsin Department of Public Instruction;  
the M&I Foundation**

**Bronze: The Baird Foundation, Forest County  
Potawatomi Foundation, Grainger Industrial Supply,  
Journal Communications, Moore Oil Company,  
Wisconsin Masonic Foundation**

We are grateful to these and our past Business Partners for their investment in our programs to help promising students build a productive future in Wisconsin's transportation industry. ●



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## NEXT ISSUE: 2015 Wisconsin TIME Magazine Quality Dealer Award Candidate



From Around the State



Center Stage: Awards, Honors, Milestones



NADA Director's Report

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