

DEALER POINT

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



**Rawhide Celebrates
50 Years of Service
to At-risk Youth
and Families**



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

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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, Inc.

Advertising Sales

Julie Farmer • 608.251.5577
 jfarmer@watda.org

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Rawhide Celebrates 50 Years of Service to At-risk Youth and Families

BY SHERYL DAWSON



In 1965, Jan and John Gillespie felt a calling to open their home to teen boys in need of parental love and guidance. They started with one home and a handful of employees. Fast forward to 2015, and Rawhide Boys Ranch is celebrating their 50th anniversary in helping at-risk youth and families turn their lives around. Over the years, Rawhide has expanded its capacity to help hundreds of troubled youth with continuum-of-care services, thanks to generous donors and partners like WATDA.

The WATDA and Rawhide Partnership

WATDA has been a Rawhide partner for over 30 years. That's more than half the time that Rawhide's doors have been open. And the fact that Rawhide has been accepting vehicle donations for that same length of time is no coincidence. WATDA was instrumental in establishing Rawhide's official vehicle donations program.

Was Bart Starr's Red Corvette the Start of Something?

In 1968, Bart and Cherry Starr generously chose to raffle off Bart's gifted MVP red Corvette and donate the proceeds to Rawhide. In just three days, they raised over \$40,000 (nearly \$200,000 in today's money). You could say Bart and Cherry were Rawhide's first car donors—15 years before the vehicle donation program even began!

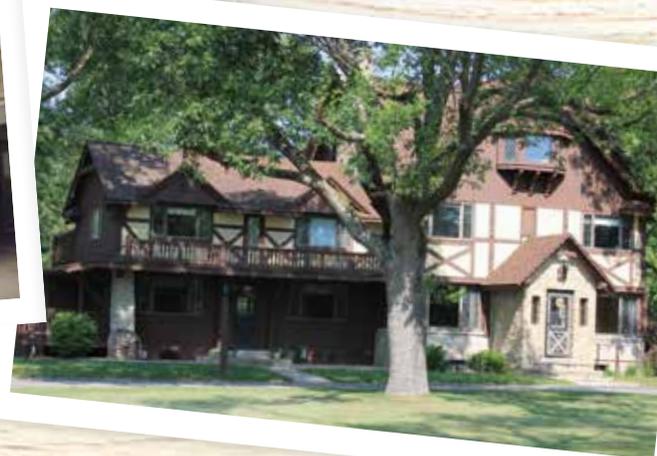
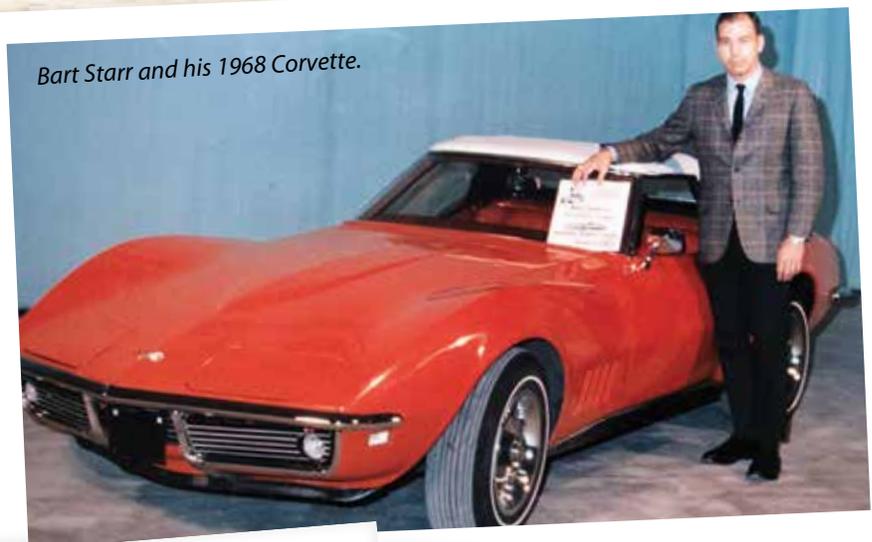
In the succeeding years, people donated cars, vans, and trucks for Rawhide's use on the ranch. When John Gillespie noticed how generous people were with donating vehicles, he reached out to WATDA members and discussed the idea of an official program to fund Rawhide.

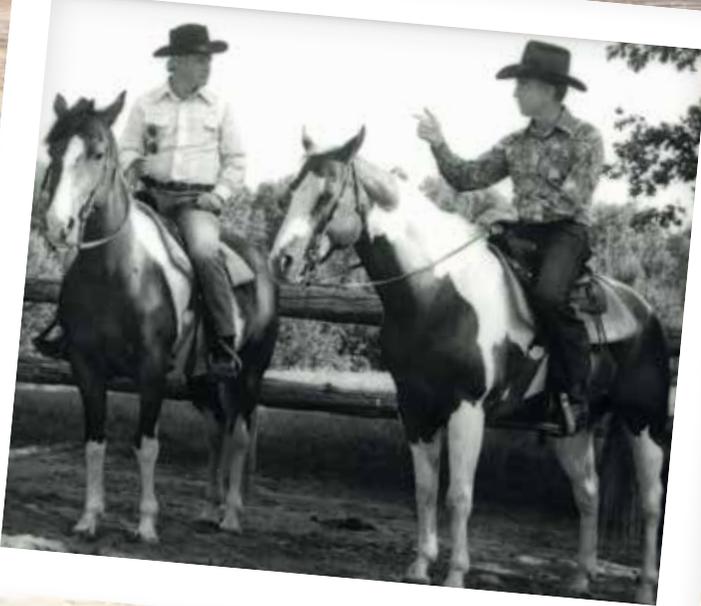
WATDA Helps Rawhide Establish Vehicle Donations Program

John's idea came to fruition in 1983 with WATDA's help—long before other charities climbed on the car donation bandwagon which did not gain popularity until the 1990s. By 2000, Americans claimed \$654 million in annual tax exemptions on the basis of car donations (Priceonomics.com).

How did WATDA help Rawhide?

1. By dealers volunteering to be drop-off locations
 - a. Donors are then able to drop off their car at a convenient, nearby location
2. By promoting Rawhide's vehicle donation program to their new car buyers
 - a. Dealers suggest donating their old car instead of trading it in





From left to right are: Gary Williams, WATDA president emeritus; and Bart Starr, Rawhide co-founder.

The Early Days

These “cowboys” represent the early days of Rawhide’s partnership with WATDA. This photo was taken on September 4, 1987 on a break during the first meeting of WATDA leaders at Rawhide.

WATDA Inspired to Do More

WATDA’s involvement in the Vehicle Donations Program prompted them to help raise funds to build another group home for the ranch. And in 1995, a new home opened to help more boys—the Carriage House. This home is unique in the fact that it occupies a self-contained level above the Visitors Center and Administration Offices, which occupy the main floor. Residents of the WATDA Carriage House are in the About Face Service Corp, which is a military-style program. The guys participate in a number of community service activities as well as attend school at Starr Academy.

Rawhide Today

What started out as one home in 1965 for at-risk boys to experience life in a loving family-centered environment has expanded to many buildings, including:

1. Seven homes for troubled youth
2. Starr Academy
3. Sheldon Equestrian Center for horse-assisted therapy
4. Pennau Prep Center for inspecting car donations
5. Snap-on Tools Center for working on vehicles
6. Administrative office space
7. Visitors center
8. Frontier Café for students, employees, and guests
9. Other buildings that you can check out on a Rawhide Tour

Services and programs have expand as well, including:

1. Community-based outpatient counseling for girls, boys, individuals, groups, families, couples
2. Foster care
3. Equine-assisted Therapy
4. Work Experience Program
5. Trauma Treatment
6. Home Plus Schooling
7. Family Therapy Weekends
8. And more.

Since Rawhide’s inception, thousands of young lives have been changed for the better, and that number will continue to increase in the years to come. Thank you WATDA members! ●

Dealer Challenge

The board of directors along with the entire WATDA membership would like to congratulate Rawhide on its 50th anniversary! Additionally, it is with a tremendous amount of pride that WATDA celebrates two additional anniversaries with Rawhide. Together we celebrate the 30th anniversary of the vehicle donation program. We also celebrate the 20th anniversary of the Carriage House facility which WATDA was instrumental in building.

With these three milestones being met in 2015, WATDA would once again like to make a statement by its philanthropy. The WATDA board of directors would like to challenge all of our dealerships to donate one (or one extra) vehicle to Rawhide over the next 60 days. We know many of you already participate. Please find it within your dealership to part with one or more vehicles. Many of you don’t participate. It’s easy. You can contact WATDA or Rawhide directly. Make a donation of one vehicle to help us celebrate this great accomplishment. Remember, any vehicle is acceptable. That means, motorcycles, trucks, cars, motorhomes, anything! We would like to add 250 additional vehicles to what Rawhide would typically receive. Just call us, email us, text us and tell us that you have an anniversary vehicle for Rawhide. I promise the satisfaction that you will receive will be worth the investment. It may even move you to celebrate – any one of the three anniversaries.

Donate an Anniversary Vehicle

Miles Smith, msmith@rawhide.org
920-531-2600 or 920-538-5833

Bill Sepic, wsepic@watda.org
608-251-5577 or 608-843-5578

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vehicle donation
experts
1-877-721-6069





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The Angler

"Water erupted as if the torpedo had exploded. The sudden jolt nearly yanked the rod from the angler's hands. Water boiled in a froth as another 12-pounder battled for its life."

- Little Water, Big Fish by John N. Felsher

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The **Parsons** family is celebrating 80 years in the automotive business. They are in the third generation of Parsons, starting with Max and Adeline opening a garage in Bryant on Highway 52 in 1935 and adding a Chevrolet franchise a year later. They remained at that location until 1982 when the next generation, their son David and his wife Sherri moved to **Antigo**, merging with Bob Hunter's Buick store.

In 1985 Parsons opened new locations in **Crandon** and in 1994 the **Eagle River** location was purchased from the Lorch family. The Cadillac and Oldsmobile franchises moved to the north side of Antigo when Tim and Dan Sharon merged their dealership with Parsons. The Pontiac franchise was purchased from the Brickner family in 1996.

Third generation Parsons Siblings, Curt and Jenny Gretzinger Parsons partner today with Dan and Tim Sharon to keep the family traditions of honesty, integrity and excellent service and products successful.

5 Corners Dodge has seen dramatic changes over the last 75 years but one thing has remained constant; new and used vehicles continue to roll off the lot at the intersection of Highway 60 and Washington Avenue in **Cedarburg**. The business traces its roots to 1940 when Ted and Rose Demler opened a Standard Service station across the street from the current location. In the years to follow they added a car and truck repair business and a mini-mart.

Paul and Phil Demler opened a GMC Truck dealership in 1966 and the family purchased an existing Dodge dealership in 1983. Somewhere in that stretch of time, Mark Demler, representing the third generation, is now co-owner with Roman Weninger, Mark began working at the dealership, around the age of nine. Weninger, who was one of nine on the family farm in Washington County, came looking for a job as there was not enough work to support everyone. During the recession of the 80's, desperate for a job, Weninger applied at 5 Corners Dodge. When he was hired for a sales job, interest rates on new car loans were 18% and 25% for used cars. The manager told him, this is as bad as it's going to get. Weninger quickly became one of the top salesmen at the dealership. To commemorate their anniversary the dealership and Paul Demler have created a \$20,000 scholarship fund to support tech education at Grafton and Cedarburg high schools.

In 1965 Ed Schlagenhauf opened **Badger Truck Center**, one of the only Ford heavy truck dealerships in the country. "Badger truck began with the Ford franchise, and over the years grew to include Isuzu, and most recently the Chrysler, Dodge, Jeep, and Ram franchise," says Paul Schlagenhauf, president of Badger Truck Center. A second generation, family-owned business, Badger Truck has locations in **Milwaukee, West Allis, Brookfield and New Glarus**.

Pioneer Ford of Platteville was recognized with the 2014 President's Award by Ford Motor Company, one of only two Chicago region dealers to receive the honor. The award honors dealerships that have excelled in automotive retailing by providing exceptional customer service and satisfaction. "Earning this award is a reflection of our entire staff's commitment to delivering the best customer experience possible," said owner Tim Boldt. "We couldn't be more proud to receive this recognition, especially since it comes from the people we value most - our customers."

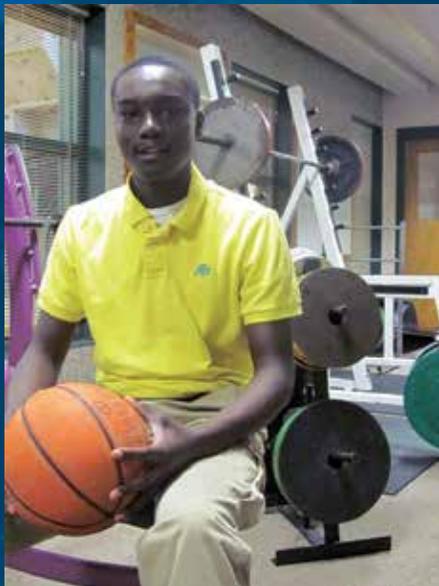
Ubersox Auto Group was recognized for the RAM Challenge of Champions for June, an award given each month to the highest selling RAM dealer in the Midwest Business Center.

Bergstrom Automotive recently received two national awards as a great place to work! The Center for Generational Kinetics named Bergstrom's as one of the Best Places in America to Work for Millennials. The list, which comes on the heels of news that Millennials are now the largest workforce in America, is the first of its kind to identify companies that excel at recruiting, developing, and retaining top millennial performers. Bergstrom was also named one of the top three dealership groups to work for in North America by *Automotive News*. The honor is based on workplace satisfaction, talent retention, and excellent treatment of their employees. "We truly have a special team that comes to work each day focused on caring for each other and our guests," said Tim Bergstrom, president and COO. "Our goal is to be the best place to work for in every market where we do business. Having the best team has always been the key to our continued success," said John Bergstrom, chairman and CEO.

Russ Darrow Group Dealerships were ranked in the top 25 "Best Places to Work" by the *Milwaukee Journal Sentinel* and their partner WorkplaceDynamics based on surveys of 250 companies and more than 67,000 employees. Mike Darrow, President and COO said, "As a local, privately-held, family-owned business, we take strides each day to make sure that our staff and team members know how valued they are - and that the organization's success is truly their success." ●

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

Ever Wonder How Your Support Makes a Difference in Young Lives?



You many not think that encouraging car buyers to donate their trade-ins has that much impact on a life, but it does. This young man tells you in his own words.

My Second Chance

My name is Johany, and I'm 17 years old. I've been at Rawhide for six months. My favorite things to do include: playing basketball, football, and baseball. I also like to read or sing when I have time.

Since I've been at Rawhide, my life has been a roller coaster physically and mentally. First, I started in the About Face program where the Johnson's were the houseparents. Later they retired and the Socha's became our new houseparents. While I was in About Face, I was able to do many cool things like attend the Chalk Talk where Brett Favre and Steve Young spoke to us. I was also able to experience the job training program, which I really had fun doing.

Pops Socha has helped me out a lot during my time in About Face. He never gave up on me, even when times were tough. He has helped me find God with the devotions that we did together. He also taught me a lot about the military. The most important thing he taught me though was to forgive. This helps me when I interact with other cadets in the house, staff, and my parents. I want to give him a big thanks!

I am now in the standard residential program and live in the Aylward Home. It's been a nice transition. I'm doing better in school with peers, my teachers, and my homework. I'm building a better relationship with my family as well.

Thank you Rawhide staff for giving me a second chance.

~ Johany

Johany's progress towards a better life is why we do what we do.

And every time you tell your customers the benefits of donating their used car to Rawhide, you are making a difference for youth in your community. Youth just like Johany.

Continue the 30 year WATDA and Rawhide Legacy

- Link your website to ours at www.rawhide.org/donate
- Send an email to your customers on how donating cars to Rawhide changes lives
- Become a drop-off location for car donations



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Frank Hallada (left) presents scholarship certificate to Ethan McCracken (right)

Local Student Receives Automotive Technician Scholarship

Ethan McCracken of Montfort will receive a \$3,000 tuition scholarship sponsored by Hallada Motors Inc. in Dodgeville. They will also provide McCracken with on-the-job training and mentoring while he attends the automotive program at Southwest Wisconsin Technical College. In addition to the scholarship, McCracken will receive a tool set valued at \$3,667 from Snap-on Corporation headquartered in Kenosha, Wisconsin.

To date, The Foundation of the WATDA has awarded over 1,600 scholarships. This program encourages young people to pursue a career in the auto and truck industry in Wisconsin. ●



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NADA Director's Report

BY BOB HUDSON

Imagine That

Imagine: A retail market where dealers could only offer pennies on the dollar for customer trade-ins.



Imagine an industry where every vehicle recall means no vehicle sales—and cars are grounded regardless of minor or major defects.

Imagine the back-up at your department of motor vehicles because no title or registration can be processed until an unperformed recall is fixed.

Imagine: An insurance industry that refuses to put a policy in force on a vehicle with an unperformed recall.

And finally, **imagine** what you'll have to tell your customers when you can't take their trade-in because Washington passed a policy that takes their used cars off the road indefinitely.

If it sounds like fiction, be advised that it is not. It's regrettable that these scenarios are rooted in reality.

An amendment to the highway bill, introduced by Senator Richard Blumenthal (D-Conn.), is currently being reviewed by the Senate. This bill proposes to ground all used vehicles sold at a dealership and currently under open recall. The problem is that it could lead to all the scenarios illustrated above. As with credit financing, Washington is missing the mark on open recall policies. The ultimate problem with the Blumenthal amendment is that it's overly broad. It doesn't differentiate between recalls involving a serious defect and those with a negligible impact on safety.

There are currently 46 million open recalls across the nation. But most of these recalls do not require the drastic step of grounding a car. In fact, the majority of recalls do not come with any recommendation from the manufacturer or the *National Highway Traffic Safety Administration* to stop operating the vehicle.

If the *Blumenthal amendment* passes, it would effectively slash the trade-in value of some recalled vehicles to zero. It would remove cars from the road needlessly even if the reason is something as minor as a warning sticker that may peel off the sun visor. This amendment would cripple the used car market, leaving consumers

with diminished trade-in values because cars would be grounded indefinitely until parts became available. This would be devastating for consumers, dealers and automakers.

Wisconsin dealers can and should do something about this.

In addition to supporting the lobbying efforts of NADA & WATDA, I'm requesting all dealers to take the following measures that are simple and require little effort.

1. Get the www.safecar.com website on your dealership's website and encourage customers to view it and see if their presently owned vehicle has an unperformed recall.
2. Ask the advertising agencies you work with to inquire about getting some public service announcements aired or in print to educate the buying public about open recalls—they're not all the same.
3. Ask your regional and national advertising entities to devote some ad time to this subject and gain awareness.
4. Send an e-mail blast to your internal customer base.

Lets be "proactive" instead of "reactive" and come together to do what we do best in the face of federal overreach into our business. Dealers didn't create the problematic situation of open recalls. Wisconsin dealers should take this opportunity to again solidify why the franchise system works. Let us collectively act to turn this issue into a positive grassroots movement. If we do, we will show the greater public that Wisconsin auto & truck dealers are tasked to fix open recalls and we're good at doing our jobs and alleviating a problem we didn't create.

Imagine the public perceptions that we can change by doing this. ●

RECALL LEGISLATION

Ground All Rental Vehicles

- **H.R. 1181** (Schakowsky, D-Ill.)
- **S. 900** (Blumenthal, D-Conn.)
- **H.R. 2410, "Grow America Act 2.0"** (DeFazio, D-Ore., by request of the Obama Administration)

Ground All Used Vehicles

- **H.R. 2198** (Capps, D-Calif.)
- **S. 1173** (Schumer, D-N.Y.)
- **H.R. 2410, "Grow America Act 2.0"** (DeFazio, D-Ore., by request of the Obama Administration)

No Registration Renewal for Vehicles Under Open Recall

- **S. 617** (Markey, D-Mass.)
- **H.R. 2410, "Grow America Act 2.0"** (DeFazio, D-Ore., by request of the Obama Administration)

Tribute

John Bradford Bowditch



John Bradford Bowditch passed away peacefully surrounded by his family at Wisconsin Heart Hospital in Wauwatosa, on July 13. John was born on September 19, 1949 in Libertyville, IL, the son of late John and Mary (McKinney) Bowditch, Sr. John graduated from Janesville Parker High School in 1968 and married Susan Elizabeth Fjelstad on December 12, 1970. John and his beloved “Redhead” went on to raise two amazing sons, Brian and Matt, and spent many years in the Milton/Janesville area before finding their second home in Sarasota, FL.

John was the definition of a genuine, hard-working family man. He had a love for cars at a very young age. He learned from one of the best, Mr. Charlie Everhart, where he began washing cars at Charlie’s dealership. He soon moved up through the ranks and his entrepreneurial spirit lead him to purchase Burtness Chevrolet in Orfordville, WI in 1978; expanding in 2007 to the Whitewater area. He continued to lead the company for the past 38 years, and had the pleasure to work side-by-side with his sons. He enjoyed traveling to many destinations, golfing with his buddies and being the quiet instigator during crazy adventures with his pals. His love for his five grandkids made him a permanent fixture at most baseball, basketball, football, swim meets and horse riding lessons. To

this day, when his family and friends see a shiny Corvette, Grandpa John will be on their minds. John was a very humble, genuine and true gentleman. He will be greatly missed by all who were blessed to call him a friend, dad, grandpa and husband.

John is survived by his wife of forty-four years , Susan; son Brian (Deb) and their children Mark, Brad and Nate; son Matt (Sunshine) and their children Audrey and Blake; his sister Jeanne (Jon) Bartel; sister-in-law Suzy Bowditch; nieces and nephews Erin (Greg) Flottmeyer, Ben Bowditch, Molly Bowditch and Anna Bartel. He was preceded in death by his parent, his brother Tom, sister-in-law Jean Bowditch and brother-in-law Bill Fjelstad. ●



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From Around the State

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

McFarland Fire & Rescue members are shown receiving the CPR Resuscitation Annie's from Bob Hudson of [Middleton Ford](#).



L-R: Blake Karnitz, Fire Inspector & Public Education Specialist; Bob Hudson, President of Middleton Ford; and Justin Grenawalt, Firefighter/EMT specialist with McFarland Fire & Rescue. Hudson was able to secure four of the Resuscitation Annie's from the Charitable Foundation of the National Automobile Dealers Association. Since its inception, the NADA Foundation's Medical Grants program has donated over 4,800 training units throughout the country.

.....
[Brenengen Auto Group](#) with locations in [Onalaska](#), [West Salem](#), [Sparta](#) and [Tomah](#) has donated a 2013 Dodge Caravan to the Tomah VA Medical Center. The van is now part of a fleet of over 50 vehicles located in west central Wisconsin. The VA plans to convert the vehicle to a wheelchair accessible van. According to a medical center spokesperson, more than 100 volunteer drivers, along with staff rack up over 1 million miles a year to transport 40-60 veterans a day to and from medical appointments. Owner Don Brenengen said, "I wanted to do something for veterans and my wife and sons decided that this was a good thing."

A check for \$2,070 was presented by the Chrysler Drive for Kids Test drive to Belmont Schools with local dealer [Ubersox Auto Group](#), with locations in [Barneveld](#), [Darlington](#) and [Platteville](#). "We appreciated everyone who test drove during the fundraiser, said owner Mike Ubersox. "It was a privilege to work with the parents and students of Belmont School."

.....
[Charles Automotive](#) in [Coloma](#) held a grand opening of their new facility, hosted by owners Charles Plach and his son Dan. The building includes new offices, showroom, a Quick Lube bay and eight service bays along with a climate-controlled indoor customer delivery area, where it's easy to explain and demonstrate vehicle features.

.....
Members of [Brickner's of Antigo](#) staff along with Jerry & Jane Brickner broke ground for a new body shop & recreational vehicle service and storage facility. The new complex is located just south of the dealership building off on Highway 64 on Antigo's north side. ●

WISCO Equipment Offerings



BY JOHN HACKMAN



In June WISCO Co-op sent its annual rebate checks to its members for last year's business. Total rebates going to the dealerships amounted to \$554,016.11, again 100% of WISCO's profit. The rebates are paid in direct proportion to how much a dealership buys from WISCO, so the more you purchase from WISCO the higher your rebate check. A week after the rebate checks, WISCO sent out another round of checks. This time the money was the retirement of equity from 2007. The amount of the equity redemption was \$62,860.00. This cash is of course just gravy. The real savings is the money saved on the invoice at the time of purchase from your cooperative.

The members of WISCO own the company. The annual rebate checks are simply a corporation distributing its profit to the owners, who in this case are its customers. **What other company that you deal with is in business solely to save you money and then at year-end pays you any profits realized?** This is why WATDA endorses WISCO as your source for quality products. Buying from WISCO is truly buying from yourself. The products available from WISCO are endless. We can supply virtually anything for a dealership except the vehicles. Offerings include accessories, equipment, parts, supplies, oil, batteries, rust prevention, and detailing. All available from a company dedicated to saving your dealership money.

If you are a member of WISCO are you getting all the benefits you can from WISCO? We can only save you money on your purchases if you use us. That continued message, especially from the dealer owners and managers, is invaluable to WISCO and to the bottom line of your business. Of all the ways your people hear about WISCO nothing beats your encouragement to use WISCO. If your dealership is still not a member of WISCO perhaps it is time to join. With WISCO you save money on your purchases, share in the year-end checks, and add to your bottom line. Check us out by calling WISCO at 800-274-2319 or visit us on the web at www.wisco.com. ●

"The members of WISCO own the company."

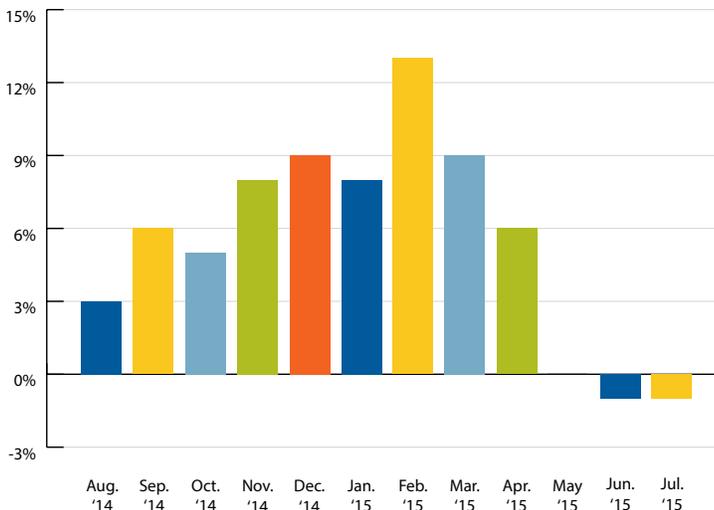


New Vehicle Sales Trends

Wisconsin New Vehicle Trends: July 2015

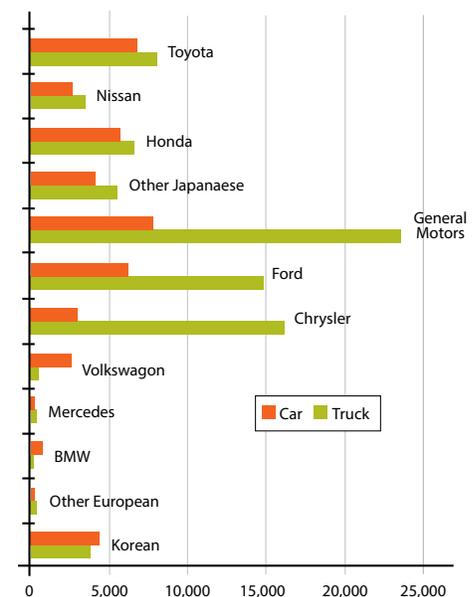
	Previous Two Months			Year to Date			Year to Date Market Share		
	6/14	6/15	% change	'14 YTD	'15 YTD	% change	'14 YTD	'15 YTD	change
	-7/14	-7/15							
Industry Total	41,255	41,943	1.7%	127,715	130,884	2.5%	100.0%	100.0%	0.0%
Car	16,328	15,075	-7.7%	50,652	46,015	-9.2%	39.7%	35.2%	-4.5%
Truck	24,927	26,868	7.8%	77,063	84,869	10.1%	60.3%	64.8%	4.5%
Japanese	13,726	14,501	5.6%	43,333	44,030	1.6%	34.0%	33.6%	-0.4%
Toyota	5,256	5,072	-3.5%	15,658	15,200	-2.9%	12.3%	11.6%	-0.7%
Honda	3,966	4,221	6.4%	12,469	12,488	0.2%	9.8%	9.5%	-0.3%
Nissan	1,734	2,010	15.9%	5,938	6,397	7.7%	4.6%	4.9%	0.3%
Other	2,770	3,198	15.5%	9,268	9,945	7.3%	7.3%	7.6%	0.3%
Domestic	22,724	22,555	-0.7%	69,386	72,153	4.0%	54.3%	55.2%	0.9%
General Motors	9,518	9,912	4.1%	29,086	31,627	8.7%	22.8%	24.2%	1.4%
Ford	6,723	6,597	-1.9%	21,208	21,181	-0.1%	16.6%	16.2%	-0.4%
Chrysler	6,483	6,046	-6.7%	19,092	19,345	1.3%	14.9%	14.8%	-0.1%
European	2,046	2,116	3.4%	6,416	6,266	-2.3%	5.0%	4.8%	-0.2%
Volkswagen	1,082	1,218	12.6%	3,371	3,415	1.3%	2.6%	2.6%	0.0%
BMW	372	377	1.3%	1,225	1,163	-5.1%	1.0%	0.9%	-0.1%
Mercedes	290	263	-9.3%	866	854	-1.4%	0.7%	0.7%	0.0%
Other	302	258	-14.6%	954	834	-12.6%	0.7%	0.6%	-0.1%
Korean	2,759	2,771	0.4%	8,580	8,435	-1.7%	6.7%	6.4%	-0.3%
Other	2,759	2,771	0.4%	8,580	8,435	-1.7%	6.7%	6.4%	-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



July Trend Report from Scott Quimby



Legal & Legislative Update

BY CHRIS SNYDER



Federal Excise Tax is Included in the Sales Tax Calculation

Wisconsin truck dealers are all too familiar with Federal Excise Tax (FET). It is a “sin” tax assessed to the first retail purchase of certain truck and tractor sales transactions.

In fact, at 12%, it is the highest percentage tax levied on any entity by the federal government. Heavy trucks are big ticket items and the 12% adds up quickly.

Imagine our surprise last September (2014), when the Wisconsin Department of Revenue (DOR), published in the Sales and Use Tax Report, stating that sellers of heavy trucks and trailers were to include any applicable FET in the taxable sale price when calculating Wisconsin state, county and stadium sales or use tax. A tax on a tax!?!?

In fairness to the issue, if the customer provides the retailer with a fully completed sales and use tax exemption certificate, then no part of the sale price of the truck or trailer is subject to Wisconsin state, county or stadium sales tax. Many trucking companies, who buy fleets of these expensive units have exempt status due to their motor carrier designation. But, there are a number of companies that choose to ship their own products and therefore do not qualify for the exemption.

WATDA contacted DOR regarding the announcement and were directed to the relevant section of the Wisconsin administrative tax code (Tax 11.26 (2)), and there it was in black and white, included in the purchase price, the federal excise tax imposed on the first sale of heavy trucks and trailers under s. 4051 of the Internal Revenue Code.

This interpretation is the result of a change in the Wisconsin tax code in the 2013-2014 budget bill. As part of that bill the legislature created an exemption for certain items to be excluded from the definition of “sales price” for purposes of assessing sales or use tax at the time of a transaction. The statute was amended as follows:

Wisconsin statutes, section 77.51(15b)(b) states: “Sales price” does not include:

SECTION 1484. 77.51 (15b) (b) 3m. of the statutes is created to read:

77.51(15b) (b) 3m. Taxes imposed on the seller that are separately stated on the invoice, bill of sale, or similar document that the seller gives to the purchaser if the law imposing or authorizing the tax provides that the seller may, but is not required to, pass on to and collect the tax from the user or consumer.

It just so happens that the amendment above describes the process by which FET is disclosed and assessed in a typical heavy truck/trailer transaction. Wisconsin administrative code section Trans 139.05, requires dealers to provide every purchaser with a copy of a purchase contract. Section 139.05(2)(g), requires

that all purchase contracts contain an itemization of the pricing components including taxes. In fact the WATDA Truck Purchase Contract has a separate FET tax calculation box to help identify all of the components included in the FET. Further, FET (the federal excise tax imposed on the first sale of heavy trucks and trailers under s. 4051 of the Internal Revenue Code), is a tax imposed upon the seller on the first retail sale regardless of whether they collect it from the customer.

The root of the problem stems from DOR’s interpretation of the statutory exemption from “sale price.” The statute (which is law passed by the legislature) currently reads as follows:

Section 77.51 (15b) (a) “Sales price” means the total amount of consideration, including cash, credit, property, and services, for which tangible personal property, or items, property, or goods under s. 77.52 (1) (b), (c), or (d) or services are sold, licensed, leased, or rented, valued in money, whether received in money or otherwise, without any deduction for the following:

(b) “Sales price” does not include:

3m. Taxes imposed on the seller that are separately stated on the invoice, bill of sale, or similar document that the seller gives to the purchaser if the law imposing or authorizing the tax provides that the seller may, but is not required to, pass on to and collect the tax from the user or consumer.

However, section Tax 11.26 (2) of the administrative code (rules that are created by state agencies interpreting the statutes), specifically includes under section Tax 11.26 (2)(i) The federal excise tax imposed on the first sale of heavy trucks and trailers under s. 4051 of the Internal revenue Code.

Hence the announcement in the Wisconsin Department of Revenue Sales and Use Tax Report, that FET is to be included in the sale price subject to Wisconsin sales, county and stadium tax. WATDA has recruited the assistance of other affected organizations to discuss this issue with DOR in hope of clearing up what we interpret as an inconsistency between the statute and the Rule.

Recalls

It seems as though every manufacturer has some sort of recall campaign going on out there (with some more than others). While it has always been the law that dealers could not sell new vehicles with an open recall, Chrysler recently agreement with the National Highway Traffic Safety Administration (NHTSA) to restrict their dealers from selling certain used vehicles with open recalls. Not to be outdone, Cadillac followed suit with a “stop delivery order” on certain 2013-2016 models (due to a sunroof issue).

Consequently, Congress has decided that they need to step in and protect the safety of unwitting vehicle owners, who may or may not be driving around with a vehicle that has an open recall. These proposed bills range from requiring rental car companies to inform customers that the vehicle they are renting has an open recall (obviously not a safety related recall), or prohibiting rental car companies (including dealers) from renting (or

dealers providing loaners) any vehicles with any open recall, or a complete prohibition on dealers from selling new, used or even wholesaling any vehicle with an open recall.

One thing for sure, is that congress is scheduled to vote on a transportation bill in October and all three of these proposals will be in play as part of that bill. NADA is working this issue very diligently and the timing of the Washington Conference this year (Sept. 29- 30) will present a perfect opportunity for dealers to weigh in on the recall issue.

We do not want to make light of vehicles on the road with unrepaired manufacturer defects, but the simple fact is that not all recalls affect the safety or operation of a motor vehicle, and most open recalls are the result of either a lack of parts, lack of an approved repair or a lack of presentment by vehicle owners. Passing laws that restrict or shut down transactions that run through dealerships (the very entity where the repairs are required to be performed) will not effectively address the real issues. If dealers are prevented from selling inventory, they will not take on inventory they can't sell. Those vehicles that would have been traded in will then be sold privately and the open recall will still exist.

Maybe a better way to address the current recall situation is to get the manufacturers to present an effective plan of action to NHTSA that includes a showing that adequate repair procedures and parts are available, accompanied by a concerted effort by the manufacturers, their dealers and the government to inform vehicle owners on how to determine and present their vehicle to the dealership for repairs (much like Mr. Hudson – the Wisconsin NADA representative spells out in his article in this publication).

GPS Bill Becomes Law

Governor Walker recently signed into law Wisconsin Act 45, that will permit dealers and lienholder among others, to install and utilize global positioning devices. The primary intent of the law is to create a Class A misdemeanor for individuals who place a device on someone's vehicle without their permission. However, the law creates exceptions that in essence permits the use for specific reasons.

Exceptions categories are:

1. Motor vehicle manufacturers or a person acting within the scope of his or her employment, who installs an in-vehicle communication or telematics system, to a device installed by or with permission of the vehicle owner for automobile insurance rating, underwriting, or claims handling purposes.

2. Law enforcement officer acting in his or her official capacity.
3. A parent or guardian acting to track the movement or location of his or her minor child or ward.
4. Lienholder or agent of a lienholder acting to track the movement or location of a motor vehicle in order to repossess the motor vehicle.
5. An employer or business owner acting to track the movement or location of a motor vehicle owned, leased, or assigned for use by the employer or business owner.

For some time the use of GPS and ignition interlocking devices by lienholders (primarily sub-prime lenders and Buy-Here-Pay-Here businesses) has been contentious with state regulators. Therefore WATDA recommends that if dealers or your lending partners intend on utilizing GPS devices, you follow these best practices.

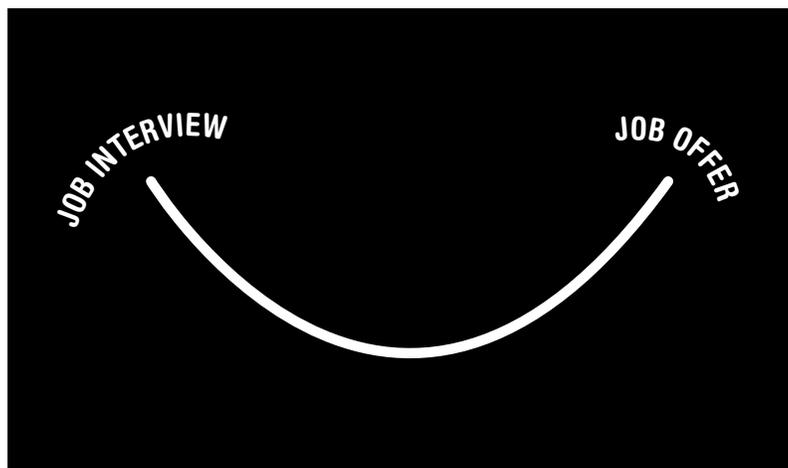
1. The customer should be provided with a written notice (before signing the purchase agreement) that the vehicle is equipped with a GPS device.
2. The device will not be engaged unless the customer is in default on their loan.
3. The device will be removed (free of charge) upon satisfaction of the loan.
4. The customer should sign the notice and provided a copy at delivery and the dealer should keep a copy in the deal jacket.
5. Dealers should also include a statement on the Purchase Agreement that the customer is aware that the vehicle is equipped with a GPS tracking device as a condition of financing.

Motorcycles and Mopeds May Have Ground Effect Lighting

In another recently passed law, motorcycle and moped owners may now equip their rides with a lighting device that illuminates the ground directly beneath the motorcycle if all of the following apply:

1. The lighting device is not visible to approaching vehicles.
2. The lighting device does not display a red, blue or amber light.
3. The lighting device does not display a flashing, oscillating or rotating light.

This new law will dramatically aid in the visibility of a motorcycle or moped in the evening. As a former moped owner (one equipped with illegal undercarriage lighting) this is a very good development for riders and something new for dealers to offer. ●



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The 2015 Summer Institute

New Approach, New Site

BY GARY BEIER, VICE PRESIDENT, FOUNDATION OF WATDA

The The Foundation's annual Summer Teachers Training Institute was held from July 7 – 10 at Fox Valley Technical College's recently renovated Keller Transportation Center. This was a brand new location for the annual event. Most important, the Fox Valley Team took a brand new approach to the program offerings for 2015.

Five individual week-long study tracks were offered. The courses were designed to parallel the newer National Automotive Technicians Education Foundation (NATEF) standards with concentrations in Automotive Service/Master Automotive Service Technician. This category included four specialized concentrations: Advanced Electrical and Engine Performance, Advanced Automatic Transmission, Advanced Hybrids and Advanced Light Duty Diesel. The fifth track, Medium Light Repair, was presented for newer teachers and schools working toward their first level of NATEF certification.

Attendees received a great deal of hands-on training and were able to go home with some of the equipment they trained on. Thanks to AYES and General Motors, program schools received a total of 30 new GM Spark four-cylinder engines to study this fall.

Our generous grant from the Forest County Potawatomi Foundation provided direct grants of \$250 each to twenty registered schools for purchase of classroom training aids.

Another portion of the Potawatomi Foundation grant, along with in-kind support from Wells Vehicle Electronics made it possible for us to provide electronic training boards for another twenty of the registered/qualified schools.

“Classrooms were benefited with over \$165,000 in training equipment and grants.”



The Fox Valley Tech team provided transmissions that were given to instructors who attended this specific study track and National Geographic Cengage provided their latest automotive service text book for attendees to sample.

All told, the 2015 Summer Teachers Institute provided 59 instructors with a potential of 2,360 certified professional credit instruction hours. 75% of all our NATEF certified programs participated and classrooms were benefited with over \$165,000 in training equipment and grants. There were 78 total participants this year. The best showing in the 16-year history of this program.

Our special thanks to the Fox Valley Technical College team: Associate Dean, Dan Poeschel; instructors & staff: Jamie Derr, Bob Hicks, Jeremy Hughes, Doug Johnson, Todd Knorr, John Mueller, Linda Schraa, Rick Springstroh, and Scott Springstroh. It's interesting to note that many of these team members are past Foundation scholarship recipients. Also joining the Fox Valley Team were Tim Moy of Moraine Park Technical College, Bob Marconi of Western Technical College, David May from Snap-on Diagnostics, Carl Hader of Grafton High and Chuck Zamora whose opening session address set a positive tone for the week. Thanks to Dan Wooster and Dan Klecker of Team Wisconsin as well.



NED LEASE OF OREGON HIGH HAD THESE KIND WORDS FOR ALL INVOLVED:

I just wanted to take a moment to thank you for another great WATDA Summer Institute training session. The team at Fox Valley was just stellar. Everyone from the instructors to the food service and staff were very helpful and created a comfortable learning environment for all of our instructors.

I wanted to tell you a little story to illustrate my gratitude to the foundation and to encourage your continued support for automotive education in the state.

I have been an automotive instructor at Oregon High School for going on 5 years now. When I started as an automotive instructor it was more or less out of necessity as my new teaching position at the time was trying to fill both metals and automotive instructor openings from the previous year. I have a good deal of metals experience but relatively little automotive teaching experience. I was encouraged and mentored by your own Mr. Dan Klecker to take advantage of the foundation's training offerings and the foundation's scholarship available to my students. That summer I attended the WATDA Summer Institute with little clue as to how to organize/prioritize my classes around all of the NATEF standards etc. The training was great but much like drinking from a fire hose for a new instructor, but never fear, WATDA also offered a new instructor boot camp, led by Mr. Carl Hader. This proved to be most valuable for me as it gave me the resources, time, and mentor support to affectively organize my classes. The continued mentor resources of Mr. Hader, Mr. Klecker, and Mr. Jeff Dowd gave me the confidence to be an affective instructor through my first year.

Near the end of this year's WATDA Summer Institute I attended a session where I met a new instructor starting his first year of teaching automotive. I thought to myself "Boy, I know just what that feels like." At the end of the session I introduced myself and told him that he was, most definitely, in the right place, and that WATDA and Team Wisconsin would surely take care of him.

The experience with this new instructor caused me to reflect on the years past with great gratitude for all that the foundation has done to support me and the students at Oregon High School. It also causes me some shame, in that I had never officially thanked all those involved.

In the past few years my students and have consecutively qualified for the Ford AAA state automotive competition placing as high as 2nd, just behind our beloved Mr. Carl Hader. We have sent several students on to area technical colleges to study automotive, and even more already employed in automotive related fields. We have even had students receive the coveted WATDA scholarship which has helped boost their interest in the field as well as support their career goals. I know Ms. Julie Olson and the rest of the scholarship staff work tirelessly to support those students in need.

Over the past few years I have grown as an instructor through the continued support WATDA provides. I have training sessions available to me all year long and support that is just a phone call away. WATDA supported me as a beginning teacher and continues to provide ways of challenging and supporting me to be the best that I can be. WATDA has created a culture of collegiality and support that instills beneficiaries, like myself, with a sense of duty. A duty to reach higher levels of excellence and a duty to support each other in the automotive community.

Truly, WATDA provides vital resources and support that are not met by any other organization. The fact that other states do not have the support of an industry partner like WATDA is apparent to me every time I attend a training outside of the state. WATDA is the link between instructors, industry partners and success.

Thank you, Thank you, Thank you.

*Most Gratefully,
Nathaniel E. Lease (OHS Automotive)*

***"WATDA is the link between instructors,
industry partners and success."***



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Your local transportation service technology classes will have a lot of new resources to work with this fall, thanks to our instructional/program team and sponsors. Many of our attendees rated this as one of the best institutes ever! ●

Two of Wisconsin's AYES Instructional Team Nationally Recognized

BY DAN KLECKER, WISCONSIN AYES MANAGER

Eric Varrelman of Hartland Arrowhead High School and Walter Remic of our NWTC/Green Bay consortium were recently recognized by ASE (Automotive Service Excellence) with the Industry Education Alliance Instructor Award. Grafton's Carl Hader was a member of the inaugural class receiving this award in 2014.

To achieve this recognition, instructors must apply and document the following:

- Employment at a NATEF accredited auto, truck and/or collision program
- ASE Master Certified in the area in which their program is accredited (auto, truck, collision)
- Five years teaching auto, truck and/or collision technology
- Participate in the AYES Student model or have a defined student internship program
- Have an Advisory Committee member affiliated with at least one ASE Industry Education Alliance supporter
- Document attendance at one instructor training event in the prior year (e.g. ASE Instructor Conference, NACAT, CAT, State Instructor Conference).
- Letter of support from their administrator, principal or other supervisor

We are very proud of all of our AYES instructors but especially those who received the special recognition at the conference as instructors who have gone above and beyond on behalf of their students. Both Eric and Wally run outstanding programs preparing students for the technical aspects of diagnosing new vehicles as evidenced by their top three finishes at the State Ford AAA AutoSkills contest in 2015.

Wisconsin is recognized as a leader in NATEF accredited Automotive Education as evidenced by the large showing of secondary and post-secondary instructors at the ASE Industry Education Alliance Instructor Training Conference at Kansas City in July. Wisconsin had the most teachers at the conference of all 50 states. Special thanks to the Foundation and Jeff Minter at the Wisconsin Technical College System for making this possible.

The success of our automotive programs in Wisconsin is due in large part to the support The Foundation provides for the Summer Institute and ASE Instructor Training Conference. ●



WALTER REMIC

“Wisconsin had the most teachers at the conference of all 50 states.”



ERIC VARRELMAN



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WATEA Golf Outing

At the Wisconsin Automotive & Truck Education Association (WATEA) golf outing held July 31, 2015 at the Greenwood Hills Country Club in Wausau, scholarships were presented to two recipients. L-R: Ray Bikowski, Snap-on; Kent Olson, WATEA Co-Chair, Olson Tire & Auto; Dakota Flink of Edgar; Nathan L. Howard of Antigo, scholarship winners; and Jerry M. Brickner, Brickner Motors, WATEA Co-chair. ●

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