

DEALER POINT

Official Publication of the Wisconsin Automobile & Truck Dealers Association | 1928-2021 | Volume 61 | Summer 2021



Inside:

- Foundation Summer Endeavors
 - Nitro X Camps
 - Teacher Institute



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

Our Mission:

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

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

For advertising information, contact Julie Farmer at the WATDA.

Subscriptions included in WATDA membership dues.

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

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FEATURE



**Sparking Interest in
 Transportation Careers
 through Nitro-X Middle
 School Summer Camps 4**

Tribute 26

DEPARTMENTS

-  **Legal and Legislative Update 7**
-  **Rawhide 12**
-  **New Vehicle Sales Trends 13**
-  **NADA Director's Report 14**
-  **Center Stage: Awards, Honors, Milestones 16**
-  **From Around the State 20**
-  **WISCO 23**



- Summer Teacher Training Institute 2021 23**
- Advancing Inclusion, Equity and Diversity
 in Transportation Education 24**
- Snap-On Receives "Foundation Champion" Recognition 25**
- 2nd Quarter Donors 2021 27**
- Index to Advertisers 27**

Sparking Interest in Transportation Careers through Nitro-X Middle School Summer Camps

BY BRENT KINDRED - VICE PRESIDENT, FOUNDATION OF WATDA

The skilled labor shortage is real. Many in this industry uniquely know the critical need for automotive, collision, and diesel technicians. One way the WATDA Foundation is trying to solve this problem is to hold middle school summer camps - also known as Nitro-X Summer Camps.

Pivoting with the COVID-19 pandemic this summer, we were fortunate to hold camps at Gateway and Southwest Wisconsin Technical Colleges, who are our partners. These middle school camps are a great way to introduce children to transportation careers. It gives young students a weeklong experience to grow, become more self-confident about transportation careers, and allows them to make friends who are learning the same new skills as they are.

There are not many, if any, middle schools that can offer the type of experience our Nitro-X camps offer. When children go to their middle schools in the fall, they are traditionally immersed in core subject matter classes. They might participate in sports and various after school extracurriculars throughout the school year, but have time for little else. Our summer camps provide a dedicated, distraction free, in-depth transportation experience for children to develop an automotive, collision, or diesel interest.

Since our Nitro-X Summer Camps are weeklong events, it allows the children to do a deep dive into the industry. Students were able to learn about automotive technology, collision repair,



and diesel by learning technical skills through hands-on activities over the five days. And the marquee hands-on experience for the students is building their own remote-control car.

One of the highlights for the summer camp is painting their remote-control car. Students work with technical college staff and industry professionals to prep and paint their cars using the same materials and techniques used in the collision repair industry. The car bodies are customized by the students.

In addition to the hands-on activities, the student at each technical college camp toured three dealerships. This gives the children an opportunity to see a dealership up close, ask questions and hear from the people who work there. This year students toured the following; Hallada Motors, Pioneer Ford, Fillback Chevrolet, Kriete Truck Center, Lynch Chevrolet, and Kunes Country Ford. A big thank you to our dealers for helping make this years summer camps a success.

And the highlight of the week, after learning new skills, touring dealerships, meeting new friends and hearing about all of the noble career pathways is the students get to race their remote-control cars. Everyone shows up for race day – family, friends, dealerships, instructors, etc. This is the students opportunity to see who can master the road course and hopefully win the race. It is a fun filled day and a great way to end a busy and rewarding week.

Indeed all of the students have fun, but these summer camps give them the opportunity to feel like they belong to the entire transportation industry. It gives these young people a sense of common purpose and empowers them to dream about their transportation career in the future. ●



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Legislative commentary

BY CHRIS SNYDER

Please Read Our Stuff

The motor vehicle industry is changing fast. The federal government is doing everything in their power to promote and grow the electrification of the American fleet, manufacturers are staggering new vehicle production and disbursement, which has created a shortage of available used vehicles. New entrants to electric vehicle manufacturing are demanding sweeping death blow changes to the existing motor vehicle distribution legal structure (motor vehicle franchise laws) in an attempt to catch up and compete with existing manufacturers. That is why it is more important than ever that you read our emails when they are sent out.

Time and again when an issue is brewing, we will send out an email either just informing you of what is going on or asking you to help by making a contact with your elected officials. Inevitably, a day or two after our communication is sent, we get calls from members wanting information on the very thing we just sent out. A review of our communications' analytics shows that on the average only 36% of our emails are being opened, and the click rate (actual engagement) is a measly 6.75%.

We recognize that dealerships are a place of business, and you receive hundreds of emails daily. Therefore, we make a concerted effort not to flood your inbox with fluff. Emailing information can be extremely efficient and effective, but only when the messages are received. So, please read the emails we send out. If you have requested to be on the email list and are not receiving our emails, check your spam filter, if you are not on the distribution list, contact Megan Markanich at mmarkanich@watda.org and ask to be added.

Direct Sales Bill

For those who have been reading our communications, you know that there is a bill out there that would in essence make all franchised dealerships obsolete within 10-15 years. Senate Bill 462 and Assembly Bill 439, authored by Senator Dale Kooyenga and Representative Adam Neylon respectively, would allow for the ownership, operation, or control (of a retail facility) by a manufacturer of electric vehicles, that deals solely in the manufacturer's electric vehicles. A review of the proposed law by the legislative counsel (lawyers who advise the legislature) confirmed that this law would allow existing manufacturers who currently sell internal combustion vehicles to sell solely electric vehicles directly to the public.

Recently the federal government and some states have passed resolutions and laws setting goals to eliminate the sale of internal combustion engine vehicles by 2030-35. They are also loading up subsidies to help manufacturers develop electric vehicle technology and tax credits for buyers, all in an effort to push the technology and entice people to buy electric vehicles. The basis for this push is that electric vehicles will help clean the environment. However, they ignore the fact that increasing the electric vehicle fleet will create a much greater demand for electricity production and distribution, the need for precious minerals to produce the batteries and the disposal of the spent materials. Motor vehicle manufacturers have made great strides in reducing emissions and providing safe and reliable transportation options and it just seems short-sighted to throw that all away to pursue a technology that is unproven, inefficient (batteries lose juice very fast in cold weather and take hours to days to recharge), and sure to have other unforeseen complications, that we will all be left to deal with.

In a lead up to the Senate hearing scheduled for August 25, there have been a few newspaper and magazine articles, not only critical of the existing law, but insinuating a partnership between Foxconn and Fisker Inc., hinges in the balance if the law isn't changed. For the record, Fisker is currently slated to release its first production vehicles, Fisker Ocean (manufactured by Magna Steyr in Graz, Austria) in late 2022. (And really, therein the problem with this legislation lies.) Past direct sales legislation proposals concentrated on getting just Tesla in the door. Not only would this proposed legislation let every electric vehicle newcomer and wannabe sell direct, regardless of their financial stability, consumer track record and performance history, but it also allows existing manufacturers to sell their fully electric models directly to the public and bypass their dealers.

This proposed legislation is not about forcing electric vehicles on the public. It's about eliminating dealers. With a push by the government for manufacturers to dramatically accelerate electric vehicles, consumers need dealers now more than ever. Very seldom does new technology run smoothly and there will be many unforeseen mechanical, software and electrical problems with newly minted electric vehicles. In order to address these unforeseen problems, manufacturers will need a well distributed, educated and experienced sales and service network. The existing dealer body is adequately disbursed

and established throughout the state to handle those needs. Dealers have a proven track record of adjusting to market needs and technological advances. Further, being community based, they know their customers' needs.

When businesses are owned and operated in communities (of all sizes and locations) throughout the state, both those communities and the state benefit. The profits stay in and are reinvested in the communities where they reside. If manufacturers own and operate retail locations, they will bypass smaller towns resulting in lost jobs, tax revenues, and profits will go back to California and Michigan. When manufacturers operate retail outlets you lose intra-brand competition. Currently, if a consumer is looking for a Ford or Toyota, etc., they have 2 or 3 options close to their home or work that they can shop against each other to garner the best deal possible. If the manufacturers are operating the stores, consumer options for a specific brand are reduced to a single source and the ability to dicker is eliminated. According to a 2019-20 study by JD Power, 96% of new vehicles sold by dealers were below MSRP. With direct sales, that number is 0%.

Further, the current law provides a pathway for manufacturers to sell direct. There is an exception in the prohibition on factory owned stores, wherein the manufacturer can petition the State

for a hearing before the Division of Hearings and Appeals and if they can show that, there is no prospective independent dealer available to own and operate the dealership in a manner consistent with the public interest and that meets the reasonable standard and uniformly applied qualifications of the factory, then they can be issued a license to sell their products direct. There are currently 5 companies operating in Wisconsin under this exception.

So, when you see the "Call Your Legislator" email from WATDA, remind them that:

That Wisconsin dealers employ over 35,000 people throughout the State;

This legislation will eliminate almost all of those jobs (definitely in smaller and rural communities);

It will close thriving businesses, eliminating philanthropic community leaders, local tax revenues and investment in communities;

Reduce consumer outlets for vehicle sales and services;

Drive up motor vehicle prices, and;

The current law provides a pathway for these companies to sell direct.

Balanced Advocacy at Every Turn.

HELPING DEALERSHIPS CHART THE BEST PATH FORWARD.

For nearly 40 years, we have worked side by side with Wisconsin dealerships to navigate their legal landscape. We understand the issues dealerships face and are equipped to handle them with a skilled team and decades of experience. Together, we can chart the best path forward.



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MPLC

Lawyers representing the Motion Picture Licensing Corporation (MPLC) have been aggressively targeting dealerships throughout the country to offer an “umbrella license” so that the business may continue to play copyrighted television and movie content in the showroom, waiting area, and other spaces. Along with the license offer comes a threat that, if a dealer fails to secure the license, MPLC will refer the matter to the relevant copyright holders for a potential enforcement action.

MPLC represents a large group of copyright holders for movie and television programs. Generally, any time a business plays entertainment content for its customers it will have to secure a license from the owner to play the content. If a business plays protected entertainment content for its customers without the necessary license, the business can face significant exposure for copyright infringement, with potential statutory damages of between \$750-\$150,000 per infringement.

When looking at the potential liability associated with the failure to secure a license from MPLC, it often makes sense to just pay the fee and move on, even if the whole operation feels like a shakedown. Though, before you cut the check, you should look at your satellite or cable package and determine if the package that you have contracted for already contains the licenses necessary to broadcast the content to your customers. However, be aware performance licenses provided by satellite and cable providers are typically very limited and do not cover all the content that is available through your satellite/cable package.

If, after inspecting your contract with your cable/satellite provider, you determine that you are not covered by a license through the provider, you still may be able to avoid liability due to the type of content you play for customers and the way you display it. You should seek the advice of an intellectual property attorney to determine whether an exception in federal copyright law might apply to your specific situation.

Should you decide to purchase a license from MPLC, first get information on the exact type of content that is covered by the MPLC license. There are several organizations that represent the owners of copyrighted entertainment content, such as the American Society of Composers, Authors and Publishers (ASCAP), Broadcast Music, Inc. (BMI), and SESAC (formerly the Society of European Stage Authors and Composers). You do not want to get into a situation where you are paying for multiple licenses for the same content, although some overlap may be inevitable.

Thus far, WATDA has not heard from any Wisconsin dealers that they have received any communications from MPLC. We are hearing from colleagues across the country that these are not “demand letters” that explicitly threaten a lawsuit unless the dealer takes some desired action; they are solicitations that encourage the dealer to purchase a license to avoid future legal

exposure. Accordingly, there is no date by which a reply is needed or statutory legal considerations. If you receive such a letter, the best course of action is to first determine whether you already have a license through the dealership’s cable/satellite package or are covered by an exemption in federal copyright law. WATDA encourages all dealers, regardless of whether you have received a letter or not, to examine your cable/satellite contracts to see if you currently have a license and if so, what it covers.

Multi-Point Dealer Advertising

In April of this year, many multi-point dealer groups received an Advisory Letter from the DMV, warning them of advertising violations for listing all of their used inventory (for all points owned by the dealer group) on each of their individual franchise websites. Most manufacturers require their franchisees to maintain a dedicated website that meets the manufacturer’s specifications. This requires dealers to maintain a number of websites. Many dealer groups were listing all of their used vehicle inventory from all points under their used vehicle inventory. In some cases, they were not clearly specifying the location that the used vehicle was being kept at. After some discussion with DMV, explaining the barriers and hurdles that dealers must contend with in managing multiple websites and the consumer benefits of listing all of their used inventory, DMV agreed to allow the practice under certain conditions. In the July edition of the Plain Dealing, DMV published the following:

DMV Plain Dealing, July 2021, vol. 32, no. 3

Dealer group advertising – policy update the department has made changes to its policy regarding advertising as a dealer group. Dealer groups are defined by the department as dealerships with the same majority ownership.

Dealer groups often advertise their inventory as a group of dealer licensees in one advertisement or website. When advertising in a group, it is important to make sure all licensees in the group advertisement have the same majority ownership. When dealerships qualify as a dealer group, each dealer website can advertise vehicles available at any location in the group if the advertisement clearly states the dealer location where the vehicle is offered for sale.

Example: ABC Motors Inc. and Anytown Motors LLC are part of a dealer group. ABC Motors Inc. has a 2017 Chevrolet for sale. Anytown Motors LLC advertises the 2017 Chevrolet on their website with the statement: “Vehicle for sale at ABC Motors Inc.”

Alternatively, you can maintain a general webpage for the entire dealer group. Each advertisement on the general page must clearly state the dealer location where the vehicle is kept in inventory.

Example: ABC Motors Inc. and Anytown Motors LLC are part of a dealer group. Both dealers use a shared website,

alphabetdealerships.com. An advertisement on the website for a 2017 Chevrolet states: "Vehicle for sale at ABC Motors Inc."

If your dealerships don't meet the department's definition of a dealer group, you can link each dealer's individual website to a central home or landing page. The landing page cannot advertise vehicles; it should serve to guide customers to each dealer's own website and inventory.

Example: ABC Motors Inc. and Anytown Motors LLC are not part of a dealer group. They share a website, alphabetdealerships.com. The website is a landing page that includes links to each dealer website, www.abcmotorsinc.com and www.anytownmotorsllc.com. The landing page, alphabetdealerships.com, does not advertise any vehicles.

Credit Card Surcharges

WATDA has received many calls asking if dealers can pass on credit card merchant fees to customers. In the past, we have advised against accepting credit cards in the sales department because of the rules and risks that credit card transactions present. However, with the growth in online transactions and purchasing method options, here are general guidelines for assessing credit card surcharges provided by VISA. (<https://usa.visa.com/content/dam/VCOM/global/support-legal/documents/merchant-surcharging-qa-for-web.pdf>)

Merchant Surcharge Q and A

- What is a payment card surcharge?

A payment card surcharge, also known as a checkout fee, is an additional fee that a merchant adds to a consumer's bill when he or she uses a card for payment.

- Can I add a surcharge to card transactions?

Merchants in the U.S. and U.S. territories may add a surcharge to credit card transactions, subject to certain limitations. Merchants who choose to surcharge must follow consumer disclosure and other requirements.

- What should I consider when determining whether or not to assess a surcharge on card transactions?

Before choosing to surcharge, U.S. merchants may want to consider a number of factors, including:

- ✓ The potential impact on your customers' experience
- ✓ What your competitors might be doing
- ✓ What information must be disclosed to your customers, and how
- ✓ Cost of credit cards and other forms of payment

Join the conversation

The dealer environment is rapidly changing, and you need reliable sources of information more than ever.

Wipfli's Dealer Conversations blog covers topics and issues important to you and your business. Join the conversation.

wipfli.com/dealerships

WIPFLI

- **I am a merchant who intends to surcharge. What is the process I need to follow?**

U.S. merchants that intend to surcharge are required to:

- ✓ **Notify Visa and your acquirer at least 30 days in advance of beginning to surcharge. A notification form to Visa can be submitted at www.visa.com/merchantsurcharging.**
- ✓ **Limit surcharging to credit cards only (debit cards and prepaid cards cannot be surcharged) and limit the amount to your merchant discount rate for the applicable credit card surcharge*.**
- ✓ **Disclose the surcharge as a merchant fee and, for both in-store and online transactions, clearly alert consumers to the practice at the point of entry, the point of sale or transaction, and on every receipt. Merchants should also consider whether they comply with all applicable state and/or federal laws. Currently, several states have laws that prohibit or limit surcharging, including Colorado (prohibition effective through 30 June 2022), Connecticut, Maine, Massachusetts, and Oklahoma.**
- ✓ **More information can be found at www.visa.com/merchantsurcharging.**
- **Can I assess a surcharge on both credit and debit card purchases?**
No. The ability to surcharge only applies to credit card purchases, and only under certain conditions. U.S. merchants cannot surcharge debit card or prepaid card purchases.
- **Can I assess a surcharge on debit card transactions where the debit cardholder chooses “credit” on the point-of-sale terminal?**
No. The ability to surcharge only applies to purchases made with a credit card, and only under certain conditions.
- **Are there limits to the amount I can surcharge?**
Yes. U.S. merchants may assess a surcharge on credit card purchases that does not exceed the merchant discount rate for the applicable credit card surcharged*. More information can be found at www.visa.com/merchantsurcharging.
- **Can I choose to surcharge Visa credit cards and not surcharge other card brands?**
Yes, however merchants typically must surcharge Visa on the same terms and conditions as any equal or higher cost competitor that imposes limits on surcharging.

- **Am I required to disclose the surcharge to my customers?**

Yes. U.S. merchants that surcharge must disclose the surcharge dollar amount on every receipt. In addition, disclosures indicating that a merchant outlet assesses a surcharge on credit card purchases must be posted at the point of entry and point of sale/transaction. Disclosure requirements and sample compliant signage can be found at www.visa.com/merchantsurcharging.

- **What laws exist that may relate to surcharging?**

Currently, several states have laws that prohibit or limit surcharging, including, Colorado (prohibition effective through 30 June 2022), Connecticut, Maine, Massachusetts, and Oklahoma.

- **I operate stores in multiple states. I understand that state laws prohibit me from surcharging in some states where I operate, but not others. Does that mean I can't surcharge in any of the states where I operate?**

No. If a merchant is legally prohibited from surcharging in one state, Visa's rules do not prevent the merchant from surcharging in other states that allow the practice.

- **Can I pick and choose what types of Visa cards I add a surcharge to?**

U.S. merchants have the option to add a surcharge at the “brand level” to all Visa credit card transactions, or to particular types of Visa credit card transactions at the “product level” (e.g. Visa Traditional, Visa Traditional Rewards, Visa Signature) but not both.

- **Does the ability to surcharge apply to merchants globally?**

No. The rules discussed in this Q&A related to the surcharging of credit cards apply to purchases made in the U.S. and U.S. territories only. Surcharging remains prohibited outside the U.S., with certain limited exceptions. For further information, please visit: <https://usa.visa.com/dam/VCOM/download/about-visa/visa-rules-public.pdf>.

- **Where can I get more information about Visa's rules related to surcharging, requirements for surcharging, and other related information?**

Merchants can access this and other information by visiting www.visa.com/merchantsurcharging.

- **For further information, please visit: <https://usa.visa.com/dam/VCOM/download/about-visa/visa-rules-public.pdf>.**
- **In no event can a merchant assess a surcharge above 4%, even in cases where the applicable merchant discount rate exceeds 4% of the underlying transaction amount.**

(Information provided here is subject to Visa's operating regulations relating to surcharging) ●



MIDDLETON



THANK YOU MIDDLETON FORD!

Over the last 55 years, generous donors have allowed us to provide effective residential and community-based programs and services for hurting, at-risk youth in Wisconsin who are in need of a second chance at life.

More than 35% of Rawhide's funding comes from our Vehicle Program donations, which supports the programming that transforms the lives of youth and their families. Our Wisconsin Donor Service Center (DSC) partners are safe and convenient drop-off sites for used vehicles donors.

Middleton Ford has supported the Rawhide mission for over 30 years, bringing in about 21 vehicle donations each year!

Middleton's Personal and Commercial Sales employee, Steve Statz, has been with the company for 29 years and has worked closely with vehicle donors for more than a decade. He makes sure to inform donors about the impact their donation has on the youth.

He learned quickly that being a DSC for Rawhide was easy and actually helped his business grow. For other DSCs who may not have visited the New London campus yet, Steve encourages them to do so to truly understand the great impact Rawhide's programs and services have on Wisconsin's youth.

"Seeing firsthand what Rawhide does helped me realize the incredible, well-rounded experience youth receive as they heal," Steve said.



1-800-RAWHIDE
Rawhide.org/Donate

AN AVERAGE OF

21

VEHICLES DONATED THROUGH MIDDLETON FORD EACH YEAR!

"If you haven't been to Rawhide, you owe it to yourself to see what's there to help youth. My visit was really heartwarming and reinforced what my company's role is in helping the community."

- Steve Statz

Personal and Commercial Sales
Middleton Ford



THANK YOU to all our Donor Service Centers!

Our great impact on the community would not be possible without you.

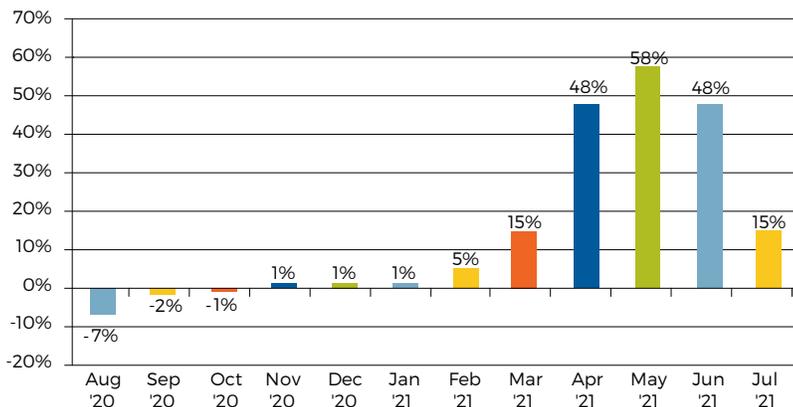


New Vehicle Sales Trends

Wisconsin New Vehicle Trends: July 2021

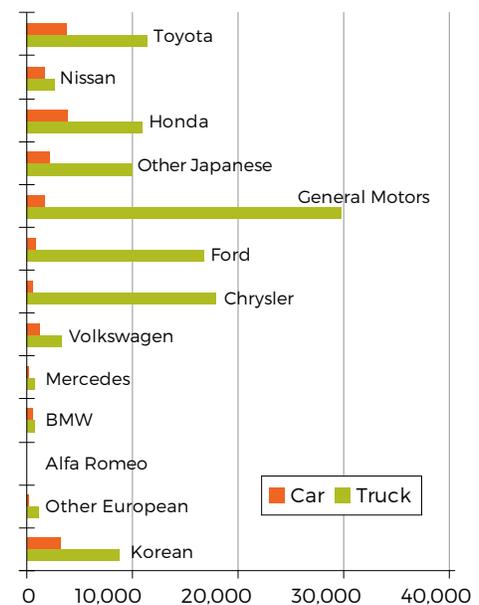
	Previous Two Months			Year to Date			Year to Date Market Share		
	6/20 -7/20	6/21 -7/21	% change	'20 YTD	'21 YTD	% change	'20 YTD	'21 YTD	change
Industry Total	36,902	38,621	4.7%	110,363	137,185	24.3%	100.0%	100.0%	0.0%
Car	5,984	6,371	6.5%	17,911	20,467	14.3%	16.2%	14.9%	-1.3%
Truck	30,918	32,250	4.3%	92,452	116,718	26.2%	83.8%	85.1%	1.3%
Japanese	13,375	14,263	6.6%	37,197	47,709	28.3%	33.7%	34.8%	1.1%
Honda	4,333	5,034	16.2%	11,215	15,113	34.8%	10.2%	11.0%	0.8%
Toyota	4,238	4,183	-1.3%	12,285	15,631	27.2%	11.1%	11.4%	0.3%
Nissan	1,293	1,427	10.4%	3,677	4,533	23.3%	3.3%	3.3%	0.0%
Other	3,511	3,619	3.1%	10,020	12,432	24.1%	9.1%	9.1%	0.0%
Domestic	18,371	17,795	-3.1%	58,333	69,054	18.4%	52.9%	50.4%	-2.5%
General Motors	7,738	9,134	18.0%	25,338	32,222	27.2%	23.0%	23.5%	0.5%
Chrysler	5,433	4,829	-11.1%	16,176	18,888	16.8%	14.7%	13.8%	-0.9%
Ford	5,196	3,828	-26.3%	16,809	17,932	6.7%	15.2%	13.1%	-2.1%
Other	2	2	0.0%	5	6	20.0%	0.0%	0.0%	0.0%
Other	2	2	0.0%	5	6	20.0%	0.0%	0.0%	0.0%
European	2,106	2,581	22.6%	6,282	8,299	32.1%	5.6%	6.0%	0.4%
Volkswagen	1,101	1,365	24.0%	3,384	4,553	34.5%	3.1%	3.3%	0.2%
BMW	286	471	64.7%	908	1,378	51.8%	0.8%	1.0%	0.2%
Mercedes	278	309	11.2%	827	949	14.8%	0.7%	0.7%	0.0%
Alfa Romeo	9	13	44.4%	20	31	55.0%	0.0%	0.0%	0.0%
Other	432	423	-2.1%	1,143	1,388	21.4%	1.0%	1.0%	0.0%
Korean	3,052	3,984	30.5%	8,556	12,129	41.8%	7.8%	8.8%	1.0%

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



NADA Report

JOSHUA JOHNSON • jjohnson@donjohnsonmotors.com



Over the course of the past year+, NADA has done a masterful job of navigating the rapidly changing COVID environment and providing dealers with up-to-date resources to manage their business. As life (hopefully) returns to normal, these resources continue to be

available to dealers via NADA's Coronavirus Hub at nada.org/coronavirus.

Today, NADA's time and attention are quickly shifting to electric vehicles and, more specifically, manufacturer attempts to alter the sales and distribution channels for these vehicles. At its core, this is a state issue. Today 12 states are facing a fresh set of legislative battles over direct sales, including Wisconsin as seen in the bill recently reintroduced by Senator Kooygena. This is an issue that affects every dealer, regardless of what manufacturer(s) you represent or where, within the state, you are located.

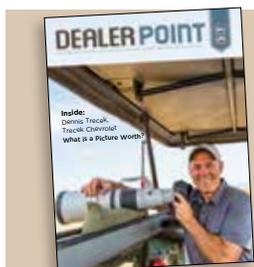
NADA is deploying its resources to provide research, strategic insights, and messaging for this battle. The research includes an in-depth white paper by Glenn Mercer. NADA has also been conducting focus groups across the country to determine what messaging best resonates with both our legislators and the public. As a result of these learnings, the theme of our communications is transitioning from "The Big Lie About EVs"

directly combatting the narrative being presented by many of the new startups to the far more positive "Dealers Are All-in on EVs". Not only are dealers excited about the new products being announced on almost a daily basis, but they're also essential to speeding public adoption of EVs. Local dealerships exist in every community and provide already built, local infrastructure to sell and service electric vehicles.

Speaking specifically to direct sales, it's important that our legislators and the public understand the necessity that all manufacturers and retailers play by the same set of rules. States passed franchise laws specifically to separate car sales from manufacturing to prevent monopolistic pricing by factories, to promote competition in auto sales and service, and to keep jobs and investments local. Competition by dealerships lowers consumer prices. In fact, Auburn University economists found that dealership competition lowers new car transactional prices by about \$500 each.

As we go forward, please be sure to share this information with your teams. This is just the beginning of an ongoing narrative--and an uphill battle--that all Wisconsin dealers and dealership employees will be forced to engage in for years to come.

Thank you, as always, for the opportunity to represent your best interests with our national association. Please feel free to reach out to me any time I may be of assistance. Good selling! ●



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Schedule a no-obligation call with Jerrod Wertz, Regional Sales Manager for Wisconsin, to discuss saving your dealership time and money.

* Dealertrack In-state Registration and Title Solution User Data Google Analytics 11.1.19 - 10.31.20



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► Hallada Auto Group celebrates 50 years

Hallada Auto Group of Dodgeville celebrated 50 years as a Ford dealership with a luncheon at the dealership's showroom for employees (present and former), family and friends.



Above left, Frank Hallada Jr. receives a 50 Year commemoration plaque from Dawn Valeski, Ford Regional Manager. At right, Frank gives a short speech and thank you to those present. The dealership was also presented with plaque/citation from Wisconsin Representative Todd Novak and Wisconsin State Senator Howard Marklein.

► Sondalle Ford Lincoln Celebrates 20 years

For the past twenty years Sondalle Ford Lincoln has been providing customers the opportunity to purchase new and used cars while continuing to provide a comprehensive inventory, service and learning to adapt to the ever-changing times of the industry. Owner Steve Sondalle purchased the Berlin dealership in 2001 after years of industry experience in the Madison market learning all aspects of dealership sales and management. Community minded, Sondalle has been involved with the Boys & Girls Club of the Tri County Area for nineteen years, even serving a stint as a board member.

Growth opportunity for Sondalle happened late in 2020 when they purchased Cottage CDJR in Wautoma. The new mix of brands and expanded customer base have been a successful addition.



The Sondalle Family (l-r): Ryan, Megan, Steve, Julie and Cody.

► Dahl Automotive Consultant Sells 10,000th Career Vehicle

Gene "Geno" Arentz is recognized as one of the top selling sales consultants in the 7 Rivers Region, ranking in La Crosse County's Best of La Crosse top three sales consultants several years in a row. His wealth of knowledge and experience in the automotive sales industry is unmatched; if it rolls on four wheels, he's likely sold it or one like it.

Gene reached a remarkable milestone on Wednesday, April 28th ... selling 10,000 vehicles in his 35-year career. "Serving this community alongside the great team we have at Dahl, makes everyday fun. It's an honor I look forward to continuing while I apprentice my son, Dillon, to follow in my footsteps," Arentz said. Gene also set a record-breaking month in April with 56 vehicles sold!

The 54-year-old Arentz is probably best known for his smooth, patient and highly effective communication style. If you want it, he will get it and he will sell it to you. And if he's sold one to you, he's handwritten your name, number and what you bought into one of two thick notebooks.

"We couldn't be more proud of Geno in his career milestone," said Andrew Dahl, President of Dahl

Automotive. “Our team is at the core of Dahl Automotive’s 110-year success. Geno brings a positive attitude every day and has an unwavering commitment to exceed guest expectations. It’s a winning combination. Thank you, Geno, for your service to Dahl Automotive and CONGRATS!”



L-R Dillon Arentz, Kayla and Mark, Gene Arentz, Ryan Smith.

► **Wilde East Towne Honda to Help the Community during Team Honda Week of Service**

Team Honda Week of Service is an annual event in which Honda associates, dealers and suppliers conduct service activities in their communities. This year’s nationwide volunteer event will take place from June to August, allowing participants more flexibility in planning projects and encouraging a focus on COVID-19 recovery.

Wilde East Towne Honda employees returned to Sun Prairie’s Dream Park on June 4 to clean up the park, lay new mulch and plant trees in preparation for the park reopening. The Dream Park relies on volunteers throughout the season to maintain the playground for others to enjoy.

“Our commitment to the community does not stop with putting great vehicles on the road,” said Wilde East Towne Honda New Car Sales Manager Peter Bothe. “It is so important to give back and I love seeing the team come together to help out the community.”



On July 16, Wilde employees will also be volunteering at Second Harvest Foodbank. The hope is to help families struggling after the pandemic. Second Harvest Foodbank has served over 17 million meals to families in need since the pandemic started in March 2020.

“We take great pride in being able to give back to our community every year,” said Wilde East Towne Honda General Manager Jorge Hidalgo. “Team Honda Week(s) of Service is part of a greater, year-round initiative to directly benefit those who live and work here.”

► **Rhineland GM, ABC Promote Scramble**

The Rhineland Athletic Booster Club (ABC) recently thanked Rhineland GM Auto Center and the Central WI GMC Dealers for their support of the organization’s 40th annual golf scramble. Rhineland GM Auto Center and the Central WI GMC Dealers will supply a new 2021 GMC pickup as a hole-in-one prize for the event. Pictured, from left to right, ABC board member Jeremy McCone, Digital Marketing specialist Miranda Gavrilescu, Marketing Coordinator Tarsie Goes, ABC board member Dave Mannikko, ABC board president Brandon Karaba, Sales Manager Tim Nordby and owner Dan Towne. The scramble benefits the ABC, a 501(c)3 non-profit organization which supports Rhineland High School and Rhineland area youth sports teams through monetary grants



► **Dahl Honda Donates Over \$7,800 to Local Schools**

For every vehicle sold in April, Dahl Honda donated \$50 to the Top-Notch Teacher Relief Fund. Dahl Honda also donated \$5 to the fund for every oil change completed in the month of April. The Top-Notch Teacher Relief Fund is designed to be used for classrooms, school supplies, and books during this pivotal time.

In total, Dahl Honda raised \$7,825 for the Top-Notch Teacher Relief Fund. The local community had the opportunity to vote for which schools should receive the funds. The following three schools received the most votes: Southern Bluffs, North Woods, and Evergreen Elementary; each school will be receiving \$2,608.33.

“Supporting our community is a core part of Dahl Automotive’s values. We strive to find new ways to invest and give back to the community so this partnership with WKBT was a great fit!” said Vinnie Pontius, General Manager of Dahl Honda.

► Gustman Receives Business Partner in Education Award

In the Kaukauna Heart of the Valley Chamber's continued effort to connect local schools and businesses, they presented this award to recognize a business that demonstrates a commitment to local school districts by sharing their time, talent, and expertise with today's students, empowering a new generation to become tomorrow's business leaders. Nominated by the Kaukauna Area School District for their partnership and dedication to supporting hands-on learning in the automotive field, this business has made it priority to invest in education and workforce development. Through field trips, demonstrations and classroom presentations, this company has provided hundreds of students with an avenue to explore career opportunities. Dan Van Boxtel, Technology Education Teacher, at Kaukauna High School, had this to say about this year's recipient: "Year after year, Matt (Gustman) and his staff have been willing to do whatever they can to teach our students about the automotive industry, how a dealership functions and explore all of the careers that are found within the industry." Their commitment to connecting education and the business community, has improved career readiness for countless KHS students and is developing a stronger workforce and therefore, the 2021 Business Partner in Education Award goes to Gustman Chevrolet Buick GMC.



The Large Business Achievement Award was presented to G&G Machine. Pictured are Josh Griesback, Bo Stumpf, and Mason Stumpf.

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From Around the State

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Rudig Jensen Ford Chrysler Dodge Jeep RAM Changes Ownership

After 44 years, Mark Jensen has sold his New Lisbon dealership to three of his partners; Bobbi Southworth, Derek Nelson, and Jordan Schmidt, who Jensen described as extremely capable people he has worked with for many years. Southworth is named the dealer principal, though ownership is equal among the three. Bobbi started at the dealership in 2005 after answering an ad in the paper, as executive assistant and in the accounting department before working her way up the ranks, becoming a co-owner in 2012. As one of the few female owners in the state, she is proud of how she earned the position. Nelson worked for the dealership for fourteen years prior to becoming an owner and will lead the sales team; while Schmidt started at Rudig Jensen ten years ago and will function as general manager. There are no plans to change the dealership name.

Neuville Motors New Ownership

On June 15 Lindsay Neuville became the new owner of Neuville Motors in Waupaca, allowing her father Tim to retire. Tim Neuville acquired the dealership at the age of 22 back in 1976 along with Morrie Neuville. Lindsay, a 2009 graduate of St. Olaf College, majoring in psychology and business, returned to Waupaca in 2016 after working in Minneapolis for CBRE, a global commercial real estate firm. She began as an accountant at the dealership. She also graduated from NADA Academy. Lindsay admits she prefers the operation side of the business, making sure the dealership is functioning the way it should. Her goal is to “move the business forward in a way that continues the traditions of a community oriented, customer-service first business.” Lindsay is also currently chair of the Waupaca Area Chamber of Commerce board of directors..

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- Chris Merklein, Director of Real Estate at Van Horn, Stoughton, WI

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Chippewa Valley Merger

Ken Vance Automotive and Chippewa Valley Mazda announced their merger in July. Both businesses are keeping their names, locations and retaining all employees. Bill Bertrand, president of Chippewa Valley Mazda since 2003 views the mergers as the joining of two well-known brands in the region. Suzanne Vance Ashley, president of Ken Vance Automotive is also optimistic about the partnership. Ken Vance dealership namesake management changes include President Jason Vance reducing his role to public relations for the merged brands, and the retirement of Vice President Chris Vance.

CSM Companies add 7th Wisconsin location

North Fond du Lac will be the home of the seventh Kenworth dealership of CSM Companies. It will also be one of twenty-two nationwide for the group. The dealership is expected to open in February with more than thirty employees on staff, seventeen service bays on a twelve plus acre lot.

Ziegler Auto Group Makes Wisconsin Debut

Ziegler Auto Group announced it has purchased four Wisconsin locations from the Home Run Auto Group, all to be rebranded as; Ziegler Honda of Racine, Ziegler Toyota of Racine, Ziegler Hyundai of Racine; and Ziegler Subaru of Kenosha. Ziegler plans to keep all staff on board in all of its new stores. Founded in 1975, Ziegler employs over 1,800 people with annual sales of \$1.7 billion, ranking among the top 1% of automotive dealers in the nation.

Kocourek Auto Group Grows

Kocourek Auto Group, with locations and corporate headquarters in Wausau, announced the acquisition of four dealerships, bringing the number of current operations to eleven. Keith Kocourek, company president, announced the purchase of locations in Rhinelander and Stevens Point, all formerly part of the Home Run Auto Group. The transaction includes a Chrysler-Dodge-Jeep and Ram facility and a Honda dealership in each city. Kocourek also operates Ford/Lincoln, Volkswagen/Audi/Hyundai, Subaru, Chevrolet, and Nissan/Kia dealerships in the Wausau metro area, plus a Byrider location and Abra Auto Body and Glass. ●

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Wisco: Renewed Dedication

BY JOE MAASS, WISCO PRESIDENT

Wisco Cooperative Association = From the Beginning



Every three months the WATDA shares *Dealer Point* space for Wisco to introduce newcomers, update Members on changes and give notice of scheduled events. Over the past year I've taken liberty to entertain readers with anecdotal view points on current events and opportunities to enhance dealership revenue streams. This misguided assumption

overlooked the possibility that *Dealer Point* readers may not be familiar with the structure, programs and membership value of the Wisco Cooperative.

To atone for this oversight allow us to explain: Wisco Cooperative Association was formed in 1972 to merge auto dealer's purchasing power. A charter was written and registered with the state of Wisconsin, and six local dealers purchased \$1000 Wisco Stock Certificates. With the WATDA's endorsement Chuck Radlinger, founding President, logged thousands of miles visiting dealerships across the state sharing stories the co-op's financial advantages and growing membership. In just a few years, dozens of dealers across Wisconsin joined, creating unprecedented purchasing power that allows Member's access to distributor pricing, saving thousands. Low margins mean high volumes that translate into sizeable profits. These funds are converted into Annual Rebates repaid to our Members.

Today the Wisco Cooperative charter and structure remains the same: A cooperative in the purest sense exists to serve the Members. Exclusive to licensed auto/truck dealers, prospective members submit an application to the Board of Directors; when approved, purchase the same \$1000 share of stock and access deep discounts on everything from equipment to copier paper. Each year Wisco returns annual profits based on member's purchases along with a 5.5% dividend on the \$1000 stock share. Zero risk: If a dealer closes or sells the business the stock certificate is returned and the full \$1000 is refunded.

Over the past 49 years Wisco's mantra has stood: *When you buy from Wisco you buy from yourself.*

2021 has been a year of restoration and revitalization. As mentioned in the opening paragraph our sin is the assumption *Dealer Point* readers are aware of the savings potential. Wisco membership means every dealership department adds margin: Copy paper, oil, auto parts, accessories, shop tooling, equipment, building lighting, waste oil, body shop and now, health benefits!

Visit www.wisco.com or call anytime with questions. Our vendor network consists of the highest quality equipment and supply manufactures worldwide: Factory Motors Parts, Hunter Engineering, WeatherTech, Halron Lubricants, Medco Tools, Spectrum Health Solutions, Wurth, Kent, MSC, Perkins Oil, Black Gold, Trydon Lighting, DualLiner and dozens more.

Our sole purpose is to serve our Members: Bring us your needs and we'll find solutions. ●



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Summer Teacher Training Institute 2021

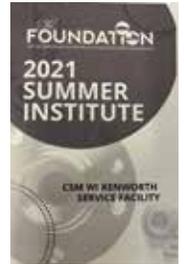
BY BRENT KINDRED - VICE PRESIDENT, FOUNDATION OF WATDA

One of the most important activities for the Foundation is holding the annual summer teacher training institute. The host for this year was CSM Wisconsin Kenworth. They were welcoming every step of the way and helped coordinate an outstanding multiday learning event for teachers.

Since there are still COVID-19 concerns, in-person attendance was limited (it did fill to capacity) and we offered a distance learning option for those who could not attend. In attendance were high school and technical college instructors, and CESA personnel. In total we had 30+ educational institutions benefit from this training.

The event started off with a welcome address from Wisconsin Kenworth staff. After the welcome, teachers attended the following sessions: ASE areas 6 & 8, automatic transmissions, youth apprenticeship, inclusion and diversity in transportation programs, student scholarship program updates, alignment demonstration, and vehicle multiplexing with electric vehicles, and more. In addition to the sessions, teachers had opportunities for social networking; time where they could talk individually about their programs, curriculum, teaching strategies, etc.

The essence for all the Foundation's professional development events is to help teachers be better. We want Wisconsin's local transportation programs to be healthy, contemporary and to encourage students into this career pathway. ●



Quote from attendee:

"The best one I've been to yet. Very diverse topics, great instructors, great conversation about inclusion in our classrooms. Very, very, very pleased with this one." Brian H. - Madison Area Auto Teacher

Advancing Inclusion, Equity and Diversity in Transportation Education

BY BRENT KINDRED - VICE PRESIDENT, FOUNDATION OF WATDA

The work the WATDA Foundation does is workforce development. We are a skills gap solution for the transportation industry in Wisconsin. If we are going to have the greatest impact on solving this issue, we need to be encouraging everyone possible into these career pathways. According to the U.S. Bureau of Labor Statistics, nationwide only 2.1% are female auto mechanics¹. Furthermore, in a 2020 study, the most commonly found ethnicity among technicians is White, which makes up 66.9%, followed by 16.8% being Hispanic or Latino and 9.1% being Black or African American ethnicity².

At the 2021 summer teacher training institute, the Foundation was proud to host a panel discussion with a few of our scholarship recipients. The panel discussion focused on how to increase inclusion and diversity in our automotive, collision and diesel programs. The purpose was to generate meaningful conversations on how teachers can create an environment that welcomes everyone into their classrooms regardless of gender, race or ethnicity.

Teachers had an opportunity to hear first-hand from the diverse panel why they took transportation classes in high school and why they are choosing auto technician as a career pathway. The students explained, from a race and ethnicity standpoint, problems they encountered while taking automotive classes. They spoke about teachers supporting them in a swift and effective manner when they encountered issues. The panel also provided insightful strategies for teachers to make their classes and classrooms more inviting for females and students of color. Teachers also took the opportunity to ask specific questions of the students.

This was a powerful session. It provided an opportunity for teachers to hear directly from young technicians about their experiences. On a personal note, it also reinforced why we do the work we do. Listening to our young technicians gives me great confidence that Wisconsin is in good hands with the next

generation of technicians. They were poised, confident and spoke in an articulate manner about real societal issues they have encountered in their young lives. You would have been equally as proud.



Student Quote:

“It was a fun experience to be able to talk to the instructors and have them ask question to make their students experiences better.” - Bethany L. (WATDA Foundation Scholarship Recipient)



Educator Quote:

“I was very inspired to hear first-hand accounts from students of diverse backgrounds telling their stories. It is so important to ensure all students feel welcome and safe in all classes, especially non-traditional.” Chuck K. (Educator)

¹ U.S. Bureau of Labor Statistics, Labor Force Statistics from the Current Population Survey (2018), <https://www.bls.gov/cps/cpsaat18.htm>

² Auto Mechanic Demographics and Statistics in the US, <https://www.zipppia.com/auto-mechanic-jobs/demographics/>

Snap-on Receives “Foundation Champion” Recognition

BY BRENT KINDRED - VICE PRESIDENT, FOUNDATION OF WATDA

The Foundation is proud, and fortunate, to partner with organizations that have likeminded goals. Across all work sectors, you will find companies that talk about the critical need to find skilled workers - but do little to solve the problem. Snap-on is a company that uniquely knows about the skills gap issue and has been contributing to the solution for 25 years.



Even though Snap-on is a publicly traded company on the New York Stock Exchange they formed an alliance with the Wisconsin Automobile and Truck Dealers (WATDA) Foundation many, many years ago. Each organization has the same goal; to get more technicians into the industry. Since the start of this collaboration, both have been working together to produce the next generation of highly-skilled Wisconsin transportation technicians.

Snap-on has been one of the WATDA Foundation’s most committed and longstanding partners. Continuously since the late 1990’s they have been contributing to our mission and supporting future technicians on their educational journey. Because of this partnership, recently WATDA leadership made a special visit to Snap-on world headquarters. During the visit, Mr. Bart Wignall (Snap-on President of Industrial) was presented with the Foundation Champion award. Through this partnership both organizations have been able to impact over 2,000 lives.

Everyone involved with the WATDA Foundation is incredibly appreciative of Snap-on. With the support from this global tool manufacturing icon, both organizations have been able to join forces on a common vision and have a collective impact on many young people and ultimately on Wisconsin’s network of dealerships.

In attendance; Snap-on President of Industrial – Bart Wignall, WATDA Foundation Chair - Michael Shannon Jr., WATDA Association Chairperson – Mary Ann Scaffidi, WATDA Foundation Board Member – Karmala Sutton, WATDA President – Bill Sepic and WATDA Foundation Vice President – Brent Kindred. ●



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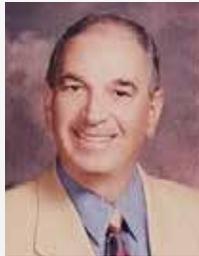
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Tribute

Sam Joseph Scaffidi

God took him into his arms honorably and peacefully on July 6, 2021 at the age of 91. Beloved husband of Ann Mayer Scaffidi. Inspiring father of Kathleen A. Scaffidi, Karen (Bruce) Barlow, Mary Ann Scaffidi, Mark (Kerry) Scaffidi and Lisa (Neil) Scaffidi. Adored grandpa of Joseph (Elena) Vicari, Nicholas (Angela) Vicari, Gene Vicari, Christina (Nick) Meisner, Janelle (Brent) Yeakey, Jay (Samantha) Barlow, Jonathan Barlow, Jessica Phillips, Samantha (Steve) Calmes, Dale Jezwinski, Jeanna (Jeff) Watson, Ryan Scaffidi, Nicholas Scaffidi, Kaitlyn Scaffidi, Annalise Scaffidi, and Arianna Scaffidi. Loving great-grandpa of 13. Dear stepfather of Bradley (Catherine) Mayer, Charlie (LaDonna) Mayer, and Carl David (Heather) Mayer. Caring step-grandfather of Noreen Mayer, Chase Mayer, Mitchell Mayer, Seth Mayer, Brooke Mayer, Jack Mayer and Kate Mayer. Sam was preceded in death by his parents Nunzio and Nunziata Scaffidi, his son Michael Scaffidi, his brothers Charles (Ruth) Scaffidi and Peter Scaffidi, his sisters Mary (Joe) Belfiore and Sadie (Frank) Felder, his ex-wife Jeanette Scaffidi and his stepson Michael Mayer. Sam will be greatly missed by other relatives and many friends.



In 1954 a tenacious but inexperienced young man applied to be a salesman at the Heiser Automotive, although he didn't get the job, Sam did find his drive. Wanting to earn his experience he set out to get the toughest sales job at the time, selling Kenmore vacuum cleaners. He was a success. One year to the day of being turned away, Sam Scaffidi joined Heiser Automotive as a salesman, and 19 years later, he bought the company. Under his leadership Heiser Automotive became one of the largest running dealership groups in the Milwaukee area. Over the next four decades it would grow from a single Ford dealership to four new car dealerships selling Ford, Lincoln, Toyota, Chevrolet, and Cadillac vehicles, as well as a pre-owned dealership. Now in our 100th year, Heiser Automotive continues to be well known and trusted as a family business. This was his legacy to the family. Sam's favorite activities in life included his family, hunting, deep sea fishing, being at the lake, water skiing and travelling. He was a storyteller, a mentor, and an inspiration to all who had the honor of meeting him. He was affectionately known as the Iron Clad Marshmallow Man for his strong exterior and soft-hearted interior. Sam was an inspiration to everyone he met. Everyone walked away with something that changed their lives positively.

Donations in Sam's name to the Oral Cancer Foundation, the American Lung Association, or the American Heart Association would be greatly appreciated by the family. ●

Thomas H. Peck (Pechousek)

Thomas H. Peck (Pechousek) age 88 years of Lake Geneva, WI and Naples, FL passed away to eternal life on Monday, June 28th, 2021, in Naples, FL. Beloved husband for 62 years of the late Carol (nee Buresh) who preceded Tom in death on March 29, 2017. Devoted father of Tom Peck of McHenry, IL, James (Vickie) Peck of Lake Geneva, WI, Lawrence (Molly) Peck of Ann Arbor, MI and Shanghai, China, and Robert (Christina) Peck of Williams Bay, WI. Proud grandfather of Shelby, Thomas, Lauren, Lindsay, Nicole, Julia, and R.J.



Tom was born November 3rd, 1932, in Chicago, IL the son of James and Mary (Koran) Pechousek. He married Carol M. Buresh on May 1st, 1954, at St. Mary of Celle Catholic Church, Berwyn, IL.

Tom attend St. Mary of Celle Grammar School, Saint Ignatius College Prep and Loyola University. Tom and Carol soon after started a family and raised four sons in Elmhurst, IL., before moving to Lake Geneva, WI in 1983.

Tom was very involved in many civic and community groups in Lake Geneva, WI and Naples, FL He was proud to serve as Past President of the Lake Geneva Lions Club, member of the Presidents Club of St. Ignatius College Prep School, board member of the Lake Geneva Water Safety Patrol, Past President of the St. Kilian Parish Council, board member of the Madrid Club in Naples, Past Chairman of the Board of the Geneva Bay Estate Association and member of the Knights of Columbus, Elmhurst Council.

Tom was a businessman during his life, and he was proud to have worked with many wonderful people doing a job he loved. Tom started and ran many different car dealerships during his life. In 1968 he became President of Grange Dodge in Countryside, IL, and in 1979 he started Tom Peck Chevrolet in Chicago. In 1988 with his son Jim, he started Tom Peck Ford in Clinton, WI and added Tom Peck Ford of Huntley, IL in 1999 with his son Tom Peck Jr. During his career he was able to serve as Past President of the Chicagoland Dodge Dealers Association, A.C.E. Judge, Chicago Auto Show, Resolution Judge for the Wisconsin Auto and Truck Dealers Association and Past Chairman of the CATA Dodge Dealer Laborers.

The Family is asking for memorials to be made to the Angel Fund at St. Francis de Sales Catholic Church (148 W. Main Street, Lake Geneva, WI 53147) in Tom's Honor. ●

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—Eau Claire

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Paul Schlagenhauf

Mike Shannon Automotive Inc.

Shawano Auto Sales Inc

Sheboygan Chevrolet
Buick GMC Cadillac

Sleepy Hollow Chev
Buick GMC Inc

Toycen Ford

Toycen of Ladysmith Inc.

Wisconsin Kenworth-Madison

Index to Advertisers

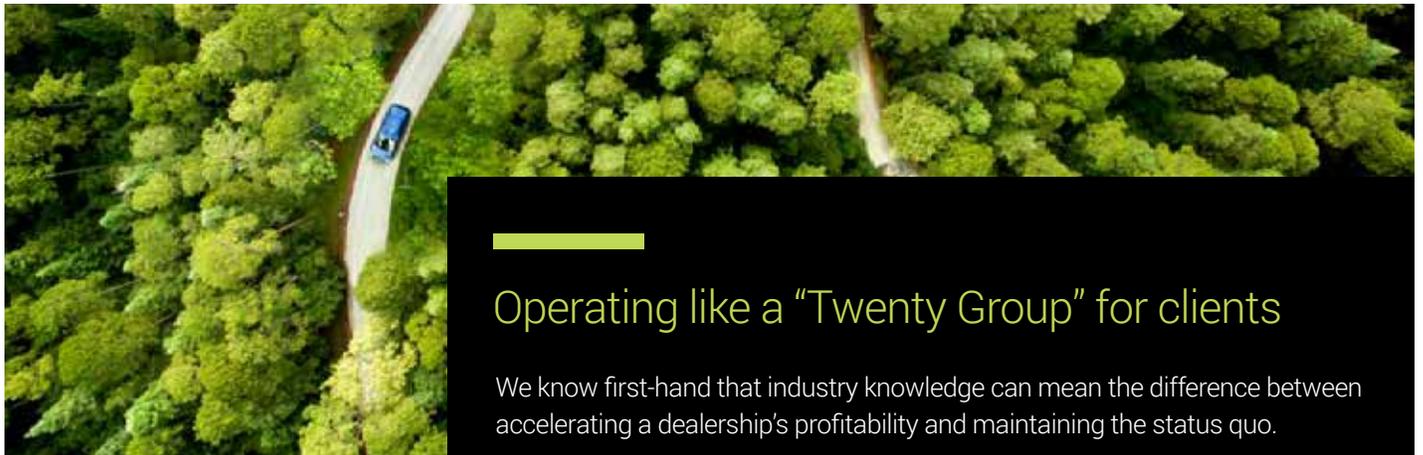
<i>Armatus</i>	15	<i>Keller</i>	20
<i>Eric Baker WI Dealer Law</i>	6	<i>Protective</i>	IFC
<i>Baker Tilly</i>	BC	<i>Rawhide</i>	14
<i>Boardman & Clark LLP Law Firm</i>	8	<i>Sullivan Design Build</i>	18
<i>Capstone Dealer Solutions</i>	22	<i>WATDA Services</i>	21
<i>Cox Automotive</i>	15	<i>Wipfli LLP</i>	10
<i>Delta Dental</i>	25	<i>WISCO</i>	22



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