

DEALER POINT

Official Publication of the Wisconsin Automobile & Truck Dealers Association | 1928-2023 | Volume 68 | Summer 2023



INSIDE:
SkillsUSA State
Championships

Technology solutions for all your dealership needs

Simplify the complicated

The promise of dealership technology is to make car buying easier and smoother, leaving employees happier and customers satisfied. However, that promise depends on systems working together and strong provider support.

At Dealertrack, we keep that promise every day. Our integrated technology software simplifies the complicated and is backed by unmatched support. From your DMS to F&I through Registration and Titling, here are the ways that Dealertrack solutions deliver a better overall customer *and* employee experience:

Flexible & supported business operations

The DMS is a critical part of your business and touches every aspect of your operations. A system that can't adapt to fit your workflows, is difficult to use, or is not highly supported, will negatively affect employee morale, your profit potential and the customer experience.

A flexible system like the Dealertrack DMS that comes already equipped with dedicated support allows you to run your business how you want with personalized assistance every step of the way. When your dealership runs like a well-oiled machine, employee turnover goes down, customer satisfaction goes up, and you reap the financial rewards.

“I get a comfort level using the compliance product from Dealertrack... I know I’m being protected.”

Lou Bregou

Director of Operations, Driver’s Village

Quick & compliant deal workflow

Today’s customers demand a quick and accurate deal process from start to finish. However, no dealership can afford to prioritize speed over compliance. A digital workflow with compliance built into every step gives customers a faster process while protecting your customers, your dealership, and your bottom-line.



Dealertrack offers a complete and compliant workflow from pulling credit through contracting and signing, and beyond. With the largest and fastest growing lender network in North America, more than 190 aftermarket provider partners, and complete DMS and CRM integrations, your dealership can handle each step of the deal efficiently, seamlessly, and in record time.

Fast & fluid deal completion

A slow or inaccurate manual registration and title process can sour a previously great customer experience, negatively affecting CSI and your dealership reputation.

Dealertrack’s suite of electronic reg and title solutions speed transactions and reduce costs from trade-ins to vehicles sold. With 20 state association endorsements across the U.S., only Dealertrack solutions allow you to submit in-state transactions in under 4 minutes¹, release liens and titles up to 70 percent² faster to accelerate trade-in turn and simplify cross-border deals with a seamless connection to every DMV across the country. DMS integrations also facilitate direct data import to reduce the need for data re-entry and mitigate inaccurate or incomplete documents.

The Dealertrack difference

Backed by the power of Cox Automotive, Dealertrack’s easy-to-use digital solutions integrate seamlessly across departments to speed transactions, reduce costs, and deliver compliance confidence. We are a true partner in your success. From proactive system support to knowing the retail automotive industry and its challenges inside and out, we simplify the complicated so you can focus on what matters most: your customers.

Simplify the complicated today. Schedule a no-obligation call with Jerrod Wertz, regional sales manager for Wisconsin, to discuss how Dealertrack can meet all your technology needs.

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

² Based on average industry timeframe for vehicle title release and vehicle payoff process of 18+ days, as determined by 2022 Dealertrack data

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.

2023 WATDA Officers

William A. Sepic
President

David Cuene
Chairman

John Klein
Chairman-Elect

Frank Hallada
Secretary/Treasurer

Editor

Julie Farmer
jfarmer@watda.org

Contributing Writers

Julie Farmer
Josh Johnson
Brent Kindred
Sue Miller
Bill Sepic
Chris Snyder
Jill Sukow

Art Director

Kristin Mitchell Design, Inc.

Advertising Sales

Julie Farmer • 608.251.8062
jfarmer@watda.org

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

© Copyright 2023 by the Wisconsin Auto & Truck Dealers Association. Permission to reprint must be secured in advance of publication and credit given to author and WATDA.

DEALER POINT

Official Publication of the Wisconsin Automobile & Truck Dealers Association | 1928-2023 | Volume 68 | Summer 2023



FEATURE



**SkillsUSA
Wisconsin State
Championships 4**

**Dealer Spotlight:
Lomira Auto 16**

DEPARTMENTS

-  Legal and Legislative Update 8
-  Rawhide 11
-  New Vehicle Sales Trends 13
-  NADA Director's Report 14
-  Center Stage: Awards, Honors, Milestones 18
-  From Around the State 20
-  Wisco 22



- Summer Teacher Training Institute 23
- 2nd Quarter Donors 2023 26
- A Foundation Testimonial 27
- Index to Advertisers 26

SkillsUSA Wisconsin Automotive State Championships

BY BRENT KINDRED - VICE PRESIDENT, WATDA FOUNDATION

We Have Your Future Master Technicians



All students came ready to test their skills against the best automotive, collision, motorcycle, small engine, and diesel students from across the state. These students are at both the high school and college level. The championships are held in Madison at the Alliant Energy Center. These competitions unite dealerships, and each station is aligned with ASE industry standards.

“It is through the spirit of competition where we challenge students to be the best they can be. This is where we engage students from every corner of Wisconsin and help them on their journey into noble transportation careers” said Brent Kindred.

The students who are fortunate to win gold medals in their respective competitions advance to Atlanta, GA for the National Competition in June. This is where all gold medal winners from all 50 states converge to test their knowledge for the ultimate title – best in the nation. For a lucky few national gold medal winners, there is an opportunity to advance to the global stage and compete at the World Skills competition.

The automotive, collision, and diesel students that competed at this year's SkillsUSA State Championships could probably get hired and be productive at any of our dealerships. They are that good – some of the best you will find anywhere.

On April 25-26 in Madison, SkillsUSA Wisconsin celebrated its 50th anniversary. For decades these state championships have been recognized for excellence in technical education. Indeed, these are the largest statewide transportation competitions held annually in Wisconsin. Registration for transportation related competitions reached well over 125 students, with close to that many dealerships, shops, and volunteers assisting to make these competitions happen. During the event, WATDA Foundation Curriculum Manager Carl Hader shared his thoughts. “For most of these students, this might be the first time they are being judged and evaluated solely by industry representatives” he said, “their teacher is not scoring them, our dealerships are scoring them.”





High School Results

AUTOMOTIVE MAINTENANCE LIGHT REPAIR

- Gold – Baelyn Putz, Shawano High School
- Silver – William Courtright, Grafton High School
- Bronze – Hunter Kerska, Superior High School

AUTOMOTIVE SERVICE TECHNOLOGY

- Gold – Joshua Weber, Oregon High School
- Silver – Jackson Riddle, Stevens Point High School
- Bronze – Harrison Brown, Madison Memorial High School

COLLISION REPAIR TECHNOLOGY

- Gold – Martin Zacher, Lincoln High School, Wisconsin Rapids
- Silver – Kaiden Volovsek, Freedom High School
- Bronze – Ryan Schmitz, Germantown High School

DIESEL EQUIPMENT TECHNOLOGY

- Gold – Ben Strupp, Holmen High School
- Silver – Jake Anderson, Holmen High School
- Bronze – Evan Nagel, Lake Geneva Badger High School

MOTORCYCLE SERVICE TECHNOLOGY

- Gold – Grant Bouche, Oconto Falls High School
- Silver – Tyler Bauer, Spooner High School

SMALL ENGINES TECHNOLOGY

- Gold – Brian Siegler, Jefferson High School
- Silver – Ben Stenson, Howards Grove High School
- Bronze – Ty Gaffney, Barneveld High School



Technical College Results

AUTOMOTIVE REFINISHING

- Gold – Sawyer Cherney, NWTC
- Silver – Katie Maurer, Madison College
- Bronze – Emelie Horsens, NWTC

AUTOMOTIVE SERVICE TECHNOLOGY

- Gold – Andy David, MSTC
- Silver – Evan Hacker, FVTC
- Bronze – Brady Ernst, FVTC

COLLISION REPAIR TECHNOLOGY

- Gold - Bryce Dunstan, NWTC
- Silver - Jeb Farnsworth, NWTC
- Bronze - Jeffrey Powell, Madison College

DIESEL EQUIPMENT TECHNOLOGY

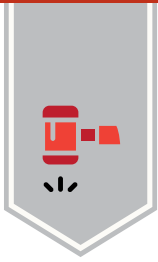
- Gold - Jacob Breunig, Madison College
- Silver - Sawyer Felton, FVTC
- Bronze - Brayden Konkol, MSTC

SMALL ENGINES

- Gold – Collin Klipstine, FVTC
- Silver – Andy Nimmer, FVTC
- Bronze – Kaleb Stark, FVTC







Legislative Commentary

BY CHRIS SNYDER

Are We There Yet?

The 2023-24 Wisconsin Budget has been passed and the legislators were given a month or so to spend more time in their districts. Now, bills that do not require an ongoing financial commitment will be taken up, debated and some will become law. Automobile and truck dealers made it through the budget process unscathed, with only an increase in the annual registration fees for electric vehicles directly affecting their business. There were also a number of property, franchise, and excise taxes that were modified and WATDA suggests that dealers consult their tax advisors to see how they may affect their business.

In an effort to be as accurate as possible, the information below is taken from the Wisconsin Department of Revenue, Wisconsin Tax Bulletin, July 2023, Number 222.

Milwaukee City and County Taxes

The Milwaukee Common Council approved by a two-thirds majority vote, a 2% sales and use tax increase for the city of Milwaukee. A certified copy of the ordinance must be delivered to the Secretary of Revenue at least 120 days prior to the effective date of the tax. The city must repeal the city tax after the city retirement system is first fully funded or 30 years after the effective date, whichever is earlier. Likewise, Milwaukee County passed on a two-thirds majority vote of the County Board to impose an additional 0.4-percent sales and use tax. A certified copy of the ordinance must be delivered to the Secretary of Revenue at least 120 days prior to the effective date of the tax. The county must repeal the additional county tax after the county retirement system is fully funded or 30 years after the effective date, whichever is earlier. Each tax must be effective on January 1, April 1, July 1, or October 1. Note:

Bottom line here, both the City of Milwaukee and Milwaukee County requested increases in sales/use tax because of their dire financial situations, mainly due to bloated pension obligations. The legislature agreed to allow them to impose tax increases, but with strings attached. According to reports, even though the common council passed the increase proposal (so they can impose the increase) they are planning on bringing a lawsuit to cut the strings.

There were some concerns by opponents of the tax increase that it may affect vehicle sales and repairs in the city and county of Milwaukee, due to people going to the suburbs in

Waukesha, Washington, Ozaukee, etc., counties to avoid the additional tax. However, sales tax for motor vehicle purchases are applied based on where the vehicle is registered. Those seeking repairs outside of Milwaukee city and county will pay less in sales tax for similarly priced repairs.

Increase in the Retailer's Discount

Retailers who collect and remit to the state, sales and use taxes, are allowed to retain a small portion of those taxes for their efforts. A retailer may deduct a portion of the paid sales tax reported on a timely sales and use tax return. This is known as the retailer's discount. The budget bill increased the discount on the total sales tax amount from 0.5 percent to 0.75 percent and increases the limit (cap) of a retailer's discount that may be deducted on a sales and use tax return from \$1,000 to \$8,000. The retailer's discount is computed on the total sales tax as follows: • \$0 to \$10; the discount is equal to total sales tax • \$10 to \$1,333; the discount is \$10 • Greater than \$1,333; the discount is the total sales tax amount times .0075 but cannot exceed \$8,000 per reporting period.

Electric Vehicle Registration Fee Increase

One provision in the budget that will affect vehicle owners is the \$75 increase in annual registration fees for electric vehicles. Upon implementation, the annual registration fee for plug-in electric vehicles will be \$175. The increase does not apply to hybrids and/or hybrid electric vehicles. The two main revenue sources for transportation needs (roads, administration) are vehicle titling and registration fees and fuel taxes. Electric vehicle owners use the highways, but do not purchase fuel. The increase in the registration fee is an attempt to capture what may be lost in fuel consumption excise tax revenue.

Dwindling fuel tax revenue is going to be an issue that legislatures across the country are going to have to address as the percentage of electric vehicles on the road continues to increase. That problem will be exacerbated with the need for more frequent road maintenance due to the increased wear and tear of the roadways due to the heavier weight of electric vehicles. The federal and state governments will have to revamp and/or come up with new revenue sources to maintain safe roadways. Higher registration fees, vehicle miles traveled taxes, toll roads and increased taxes on electricity are just a few to keep an eye on.

The Road Ahead

WATDA recently held our 2023 Summer Board meeting. During that meeting the board discussed several legislative and legal issues facing the dealers. Manufacturers are struggling to find themselves in the “new” electric vehicle era, with some providing electric vehicles for sale, while others have press releases touting future products. Computer chip shortages and manufacturers splitting their resources to make both internal combustion engine and electric vehicles have spread inventory thin. Consequently, some manufacturers are restricting inventory based on power source and State’s CAFÉ standards. Meanwhile the federal Environmental Protection Agency and the National Highway Traffic Safety Administration are passing rules that will artificially create more demand for electric vehicles. The Federal Trade Commission has proposed rules that will negatively affect the sales process making it more cumbersome, longer and more expensive for dealers and consumers.

To that end the board of directors challenged each other and the rest of the dealer body to step up and replenish WATDA’s political funds (WATDA Direct Giver’s Fund and CARPAC). The Board members contributed more than \$100,000 and soon all dealers will receive a letter from WATDA asking for your support. At times it can seem like half of the stress of running a successful dealership is fighting off onerous tax laws or over regulation and your contribution to those political action funds help us help you not only keep afloat but prosper. Please, keep an eye out for our letter and do what you can.

Mark Rather Moves to the Department of Justice

WATDA has been informed that Mark Rather, DMV Dealer Section Chief has accepted a position with the Department of Justice beginning in August. Mark’s tenure as Dealer section Chief was short-lived, beginning in January 2022, but when opportunity knocks you have to answer that door. Mark came to DMV with an extensive and impressive career in law enforcement and his new position at DOJ allows him to utilize the skills that he has honed over the course of his career. Congratulations Mark! We will keep you updated as to replacements going forward.

Changes to Trans 138 Are Working Their Way Through the Rule making Process

The Wisconsin Department of Transportation has introduced rulemaking that will allow the department to review and approve buyer’s BID card applications before a person is allowed to purchase vehicles at auto auctions located in Wisconsin. This was part of a problem that DOT had tried to rectify earlier. However, they were sued by a group of auction owners and the judge in the case found that because DOT has allowed for the process of BID card applicants to

buy immediately (once they filled out the application at the auction) for over 20 years, any change in the process would have to go through formal Rule making procedure. Under the process, DOT has to publish their proposed Rule change (which they have), accept public comments on the proposal, review those comments and then submit their final Rule to the legislature. The legislature can either approve the proposal or hold a hearing on it and decide whether to send it to the Governor for final approval. If all goes as planned (by DOT) the new Rule should be in place by November.

Things to Watch Out For

There are two bills that did not make it over the finish line in the last legislative session that may be reintroduced this session. One is DOT’s bill addressing the runaway wholesaler licensing issue and two, allowing owners of electric vehicle charging units to recoup their cost when people utilize their charging unit.

Over the past ten years, the number of wholesalers in Wisconsin has gone from approximately 75 to close to 2,000. With that growth has come an explosion in the number of odometer tampering cases, and incidents where Wisconsinites receive tolling violations and parking tickets from Illinois for

...continued on next page



The graphic features a green background. At the top is a white outline of the state of Wisconsin with a smiling face inside. Below this, the words "INSURANCE" and "MADE SIMPLE" are written in large, white, outlined, sans-serif capital letters. A white horizontal line is positioned below the text. Underneath the line, there is a paragraph of white text: "How do we make managing your employee benefits easy? By providing a dedicated account manager, offering combined administration, and helping keep rates stable. Plus, we're known for our responsive service and large provider networks. Who partners with you to make your employees happy? #DefinitelyDeltaDental". At the bottom, the Delta Dental logo (a triangle) is followed by "DELTA DENTAL®" and "DeltaVision®". Below that, in smaller white text, is "Delta Dental of Wisconsin | deltadentalwi.com".

vehicles that they have not owned for months. Last session, DOT supported a bill that would have enhanced facility and bonding requirements. That bill was killed in the senate. In our discussions with DOT, they have indicated that they intend to seek out legislative support on the issue again.

Likewise, there was a bill last session that would have allowed private owners of vehicle charging units to recoup their electricity expenses when customers use their chargers. This is a multi-layered issue with plenty of players at the table. The bill did not make it through the legislature but was extremely close. All indications are, interested parties have been working to iron out differences to come up with an agreed solution. To date nothing has been introduced, but it is suspected that when it finally is, it will be something that should move quickly through the process.

Let the Lawsuits Begin

The first of what is expected to be a number of lawsuits designed to overturn or sidestep laws implemented and supported by the Wisconsin legislature has been filed in Dane County. A national Democratic law firm, Elias Law Group, has initiated a lawsuit to overturn a July 2022 decision by the Wisconsin Supreme Court regarding the use of drop boxes to return absentee ballots. The suit also challenges a September 2022 Waukesha court decision that prohibits election clerks from filling out missing information on absentee ballots after 8:00 p.m. on the day of an election.

The 2020 elections were modified to accommodate the public and make voting “easier” on those concerned with COVID. The state implemented mail out ballots, neighborhood drop boxes, voting parties in the park and ballot harvesting. The legislature, believing that those “emergency” measures reduced voter integrity, passed a series of bills to tighten the process to ensure that the state of Wisconsin elections don’t work like Chicago’s. Governor Evers vetoed those measures and lawsuits ensued, resulting in the Supreme Court decision affirming that Wisconsin law does not permit drop boxes anywhere other than election clerk offices and only state lawmakers (legislature) and not the Wisconsin Elections Commission may make new policy.



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

Our strong commitment to serving dealerships —

We help you navigate the
business landscape and map
out strategies that sustain
business continuity and
accelerate profitability.



Connect with us

Mike Mader, Partner

+1 (920) 739 3329

michael.mader@bakertilly.com

bakertilly.com/dealerships

© 2023 Baker Tilly US, LLP

THANK YOU

TO OUR
200 DONOR
SERVICE
CENTER
PARTNERS!



It's not about a car. It's not about an organization. It's about youth and families in our local communities who need our support.

Thank you for volunteering your staff, time, and materials to help us transform the lives of at-risk youth who need a second chance at life. Thank you for committing to make a positive impact on youth for generations to come.

We could not do this without your generosity and dedication! Please let us know how we can help you to help transform young lives together.



1-800-RAWHIDE | Rawhide.org



Donor Service Center accepts the car



Rawhide picks up the car



Car is sold at auction



Proceeds help at-risk youth

Versatility and experience at every turn.

MEET OUR DEALERSHIP TEAM

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



PAUL NORMAN
Team Leader



JIM BARTZEN
Franchise Litigation



PATRICK BREEN
Franchise Litigation;
Consumer Disputes;
Buy/Sell Agreements;
Employment Issues



SARAH HORNER
Franchise Litigation;
Consumer Disputes;
Regulation & Licensing;
Employment Issues



JENNIFER MIRUS
Employment Issues



PAT NEUMAN
Buy/Sell Agreements;
Corporate Issues



JOHN STARKWEATHER
Buy/Sell Agreements;
Real Estate



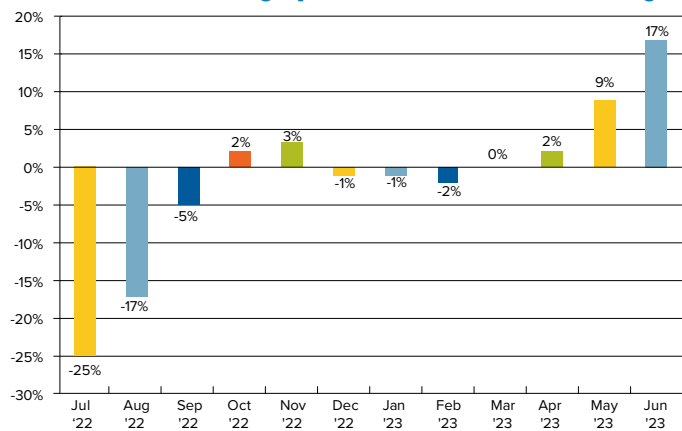
JEFF STORCH
Buy/Sell Agreements;
Corporate Issues

New Vehicle Sales Trends

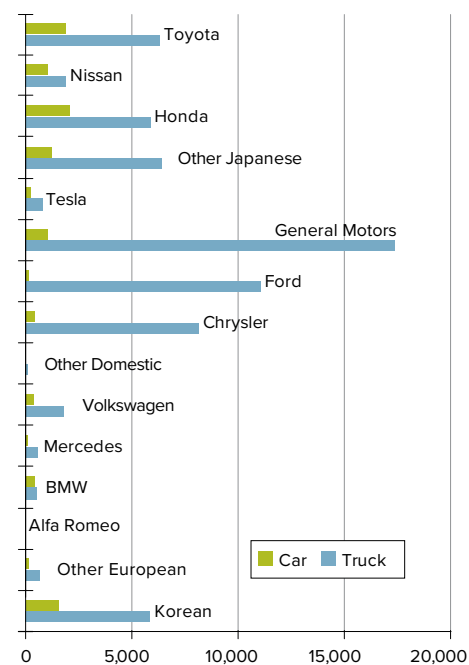
Wisconsin New Vehicle Trends: June 2023

	Previous Two Months			Year to Date			Year to Date Market Share		
	5/22 to 6/22	5/23 to 6/23	% change	'22 YTD	'23 YTD	% change	'22 YTD	'22 YTD	change
Industry Total	29,579	36,243	22.5%	89,703	97,726	8.9%	99.9%	100.0%	0.1%
Car	4,049	5,150	27.2%	12,053	13,415	11.3%	13.4%	13.7%	0.3%
Truck	25,530	31,093	21.8%	77,650	84,311	8.6%	86.5%	86.3%	-0.2%
Japanese	8,859	12,750	43.9%	28,936	33,423	15.5%	32.2%	34.3%	2.1%
Toyota	3,260	3,882	19.1%	10,148	10,317	1.7%	11.3%	10.6%	-0.7%
Honda	2,433	3,858	58.6%	7,814	9,887	26.5%	8.7%	10.1%	1.4%
Nissan	853	1,397	63.8%	2,882	3,668	27.3%	3.2%	3.8%	0.6%
Other	2,313	3,613	56.2%	8,092	9,551	18.0%	9.0%	9.8%	0.8%
Domestic	15,891	18,158	14.3%	46,791	49,238	5.2%	52.1%	50.4%	-1.7%
General Motors	7,105	8,377	17.9%	20,108	23,061	14.7%	22.4%	23.6%	1.2%
Ford	4,341	5,187	19.5%	3,220	13,994	5.9%	14.7%	14.3%	-0.4%
Chrysler	4,113	4,073	-1.0%	12,481	10,723	-14.1%	13.9%	11.0%	-2.9%
Tesla	296	468	58.1%	929	1,285	38.3%	1.0%	1.3%	0.3%
Other	36	53	47.2%	53	175	230.2%	0.1%	0.2%	0.1%
European	1,783	2,056	15.3%	5,524	5,737	3.9%	6.1%	5.9%	-0.2%
Volkswagen	873	981	12.4%	2,717	2,673	-1.6%	3.0%	2.7%	-0.3%
BMW	350	398	13.7%	1,146	1,173	2.4%	1.3%	1.2%	-0.1%
Mercedes	308	339	10.1%	811	844	4.1%	0.9%	0.9%	0.0%
Other	252	338	34.1%	850	1,047	23.2%	0.9%	1.1%	0.2%
Korean	3,046	3,279	7.6%	8,452	9,328	10.4%	9.4%	9.5%	0.1%
Other	3,046	3,279	7.6%	8,452	9,328	10.4%	9.4%	9.5%	0.1%

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



YTD Registrations by Vehicle Type.



©2023 Reg-Trak, Inc. | (877) 335-2525 | scott@reg-trak.com

June Trend Report from Scott Quimby



NADA Report

JOSHUA JOHNSON • jjohnson@donjohnsonmotors.com



NADA Fights for Consumer Rights— Battling Flawed Federal Mandates Threatening Dealers and Customers

In the dynamic world of automotive retail, the National Automobile Dealers Association (NADA) has emerged as a formidable force, tirelessly advocating for the rights of dealers, employees, and, most importantly, consumers. At the heart of their mission lies the battle against flawed federal mandates, and their latest challenge comes in the form of the contentious “Vehicle Shopping Rule.”

Proposed by the Federal Trade Commission (FTC) on July 13, 2022, the “Vehicle Shopping Rule” sparked immediate concern within the industry. What raised eyebrows was the fact that the FTC introduced this rule without soliciting input from industry experts, conducting consumer testing, or relying on credible data. In response, NADA stepped forward, creating a united front to halt this potentially detrimental regulation.

NADA’s Vigorous Stand

Taking a proactive approach, NADA penned a letter to the FTC, imploring them to look closely at a recent report by the Center for Automotive Research (CAR). This in-depth study delves into the potential financial impact the “Vehicle Shopping Rule” could have on consumers if it were to be enacted. The CAR report, requested by NADA itself after the FTC’s initial proposal, provides a thorough analysis of projected costs over a ten-year period.

Stark Findings

CAR’s findings were nothing short of eye-opening. While the FTC had estimated that the “Vehicle Shopping Rule” would generate an impressive USD 29.7 billion in net consumer benefits over a decade, CAR’s analysis suggested a starkly different outcome. According to their report, consumers could face an alarming cost burden of USD 38.1 billion during the same period. NADA confidently asserts that CAR’s cost analysis presents a more realistic picture, reflecting actual market conditions compared to the FTC’s initial estimates.

Building Momentum

NADA did not limit its efforts to just the FTC. They took the initiative to share their letter and the CAR report with

influential Senate and House committee leaders who wield authority over the FTC. The response was swift and promising, with the House Appropriations Committee incorporating a crucial provision into a broader spending bill to prevent the FTC from implementing the “Vehicle Shopping Rule.” NADA wholeheartedly supported this move, which found its place in the House Financial Services and General Government Appropriations bill.

Harnessing the Power of Unity

This bold step by Congress demonstrates how the “power of the purse” can protect consumers and dealers from the potential damage of this deeply flawed proposal. By joining forces and presenting a united front, NADA has shown that its commitment to preserving a fair and efficient vehicle sales process knows no bounds.

Future Horizons

Looking ahead, NADA has designated the “Vehicle Shopping Rule” as a top priority for discussion during the forthcoming 2023 NADA Washington Conference in D.C. this September. Preserving the NADA-backed language through the appropriations process remains critical, and NADA’s leadership, in conjunction with state Directors, remains resolute in making progress with the FTC.

A Call to Action

Throughout this journey, dealers and ATAEs have driven NADA’s success thus far. But the fight is far from over. Continued engagement from every stakeholder is crucial to secure long-term triumphs. NADA urges all Wisconsin dealers to immerse themselves in the press release after the recent committee vote, the CAR study, and the crucial media coverage that sheds light on the issues at hand.

Together, NADA and its allies are steadfast in their determination to safeguard the interests of consumers and dealers alike, ensuring a level playing field and a seamless vehicle buying experience for all.

NADA’s relentless pursuit of consumer rights and its fight against the flawed “Vehicle Shopping Rule” showcases its unwavering commitment to the automotive industry’s well-being. As the battle rages on, the impact of its efforts resonates far beyond boardrooms, shaping the future of vehicle sales and consumer protection. I urge all Wisconsin dealers to review the press release NADA issued following the recent committee vote, the CAR study, and essential media coverage of our issues.

CURIOUS IF YOU COULD BE GETTING MORE FROM YOUR WARRANTY REIMBURSEMENT



ENDORSED BY
WATDA
Wisconsin Automobile & Truck Dealers Association

S.W.A.T. is an industry-first tool that provides valuable pricing insights based on your customer pay data.

Uncover in real-time what is going well in your pricing and discounting policies...and what could use some help. From local competition to employee dynamics, we recognize each dealership comes with an exclusive set of needs. S.W.A.T. analysis with an Armatus Warranty Specialist generates unique "what-if" scenarios from your store's specific data to project practical and obtainable results.

FREE and exclusive to Armatus customers

Give Armatus a call today
You won't regret it

(888) 477-2228
info@dealeruplift.com
www.dealeruplift.com



PLANNERS | ARCHITECTS | BUILDERS



**BELL
COMMERCIAL
SERVICE FACILITY**

COMING SOON
Arlington, WI



Scan to learn more about Keller, Inc.!

KELLERBUILDS.COM

1.800.236.2534





INDEPENDENT DEALER SPOTLIGHT

BY JILL SUKOW, DIRECTOR OF MEMBERSHIP

Lomira Auto

DOOR TO DOOR VACUUM SALESMAN BECOMES DEALER?

Lomira Auto is an independent dealership with lots in Lomira and Neenah Wisconsin. The original Lomira location was started in 1982 by James O’Conner, past WATDA board Chairman and sold in 2000 to Randy Hoffman and Joel Guin, who eventually sold to Raymond Carver in May 2020.

At that time Raymond and his wife Jamie owned a home in Wausau, so Raymond came to the area and lived out of a hotel for six months while he worked at reopening a dealership that had temporarily closed due to the start of Covid. On his first official day of opening, his brother and finance manager

both came down with the virus and were out for three weeks. Raymond hit the ground running as he was selling cars, trying to figure out a new computer system and doing all the financial paperwork all on his own. He was “flying by the seat of his pants”, and like it or not he was “all in” at this point. After the first full month of hard work and some struggles, the numbers came in and he had broken all prior sales and service numbers allowing him a much-needed sigh of relief.

Raymond didn’t sit idle long, as exactly one year from the day of the opening of the Lomira dealership, Raymond opened



Pictured from left to right are: William, Raymond, Dennis, and Noble the shop dog



Original Lomira Auto dealership location in Lomira, WI.

his second location in Neenah. It was a previous Bergstrom building, and he actually found the listing on Facebook during some casual scrolling. It was the perfect sales building, meeting one of Raymond's requirements for expansion of being within 50 miles of the current location. "It proved to be the perfect in-between location situated in the middle of Fond du Lac, Appleton, Green Bay and Stevens Point, and it expanded the market in a way advertising couldn't do".

Raymond had a unique entry into the auto industry. He was always artistic and enjoyed cars, but at the age of 18 years and one-month, prior to attending UW Madison with an art scholarship, he moved to Green Bay and was selling Electrolux vacuum cleaners. He realized he was really good at sales, making the top three list in the country. One day further changed his career path when he knocked on the door of a Business Manager from Broadway Chevrolet. He sold him a cleaner and the gentleman said, "you should sell cars", so Raymond's arrival in the industry began.

Raymond's auto career began with a Sales Executive position at Van Boxtel Ford & Jeep in Green Bay, where he worked for seven years. This led to his decision to try and work his way into management. Through a meeting with Ralph Racette, the owner of Racette Ford in Oshkosh, he spent the next 9 years there, starting as the Used Car Manager, moving into General Sales Manager, and then General Manager. He then moved to Wausau as General Manager of Kocourek Ford for twelve years giving him the opportunity to work with Keith Kocourek. Growing Kocourek Ford to the number one selling F-Series dealer in the state for 2 years. The opportunity to purchase Lomira Auto was then offered to him.

Raymond enjoys the control being an independent dealer brings to his business. He loves people and cars; being able to help guests, family, and friends with such an exciting

purchase. His passion is buying vehicles, with a strong focus on reputation and expenses. "If you do things right people will buy from you, but you can also spend yourself right out of business. Doing the right thing is far more important than trying to prove you are right. Always find a way to make it right, even if you don't agree".

Lomira Auto prides itself on its 41-year history of being family owned and operated, with both Raymond's brother Dennis, and his cousin William, working at the dealership. They have a large service business, serving people all over Wisconsin, and a continued community focus with involvement and giving to a variety of organizations including the Lomira Booster Club, WLA Fond du Lac School, Badger State Sheriff Association, the Knowles Fire Department, and the Lomira Area Chamber of Commerce. In addition, they offer an annual \$2,500 automotive scholarship through Morrairie Park Technical College located in Beaver Dam. Class work is paired with hands-on experience at the dealership, which includes mentoring from two different senior master technicians on-site.

Raymond is currently in growth mode as he will be starting construction on a new detailing facility at his Lomira location. He continues to focus on growing their service business, expense, and savings, and keeping a velocity mindset on his inventory turn. He works at ensuring his team shares in this vision while they "have fun, laugh and enjoy each other because their guests can feel that and want to be around it". And as he looks into the future and the pending EV evolution, "they are equipped and ready for when their customers make the call".

Next time you are in the Fox Valley area, make sure you stop by and say hello to Raymond. If you are lucky, he will have his trusted companion, a beautiful white golden retriever named Noble with him for an extra special welcome to Lomira Auto!



Lomira Auto, Neenah, WI location.



CenterStage

AWARDS, HONORS, MILESTONES

► Bergstrom Inducted to WI Business Hall of Fame



John F. Bergstrom, Executive Chairman, Bergstrom Automotive, was recently inducted into the Wisconsin Business Hall of Fame by Junior Achievement Wisconsin.

Established in 1990, the Wisconsin Business Hall of Fame Induction Ceremony serves to recognize and honor a few individuals with significant professional and civic accomplishments. To date, there have been 125 inductees.

“We are honored to add another group of innovative and successful businesspeople to our Wisconsin Business Hall of Fame,” said Michael Frohna, President of Junior Achievement of Wisconsin. “They are a shining example to young people around the state of the success that is possible with entrepreneurial ideas, ethical business practices, and hard work.”

John F. Bergstrom’s journey to success took on many different forms, but his values and business philosophy have been a constant throughout his career: call people by name and show them that you genuinely care about them.

A Marquette University graduate, previous Board Chair and emeritus Board of Trustees member, John has been a serial entrepreneur along with his brother, Richard A. Bergstrom, and founder of Bergstrom Automotive.

Today Bergstrom Automotive is lauded for representing every volume automotive brand sold in the United States. Comprised of 32 dealerships, Bergstrom is one of the top 75 automotive dealer groups in the U.S., employing over 1,800 teammates and remaining focused on the same promise John has made throughout his career – to deliver outstanding guest service.

John has been recognized for his professional success, ethical business leadership and contributions to his community with numerous awards including Distinguished Alumnus of the Year Award from Marquette University, and the Janet Berry Volunteer of the Year award in Washington D.C., which recognizes an individual for acts of exemplary volunteerism.

He was also presented the Entrepreneur of the Year award by Arthur Young & Company. The Medical College of Wisconsin presented him with an honorary degree and TIME magazine awarded him their Dealer of the Year. Bergstrom was also recently named one of the Top 100 Corporate Directors in America.

Giving back has become a major part of Bergstrom’s corporate culture. Each year, the company is a proud partner and supporter of major community efforts including the Boys & Girls Clubs, the Fox Cities Performing Arts Center, Make A Wish Foundation, Habitat for Humanity and Drive for A Cure with the Medical College of Wisconsin.

Bergstrom also has served on the Board of Directors for several organizations including Wisconsin Energy, Kimberly-Clark, Associated Bank, and the Green Bay Packers, serving over 100 years in Public Company Board rooms.

His passion for hard work and his genuine love of people shines through in both his business practices and his interactions with the community that surrounds him.

► President’s Award Celebration at Holiday Ford

Holiday Ford celebrates the President’s Award with a team cookout.



Pictured from left to right are Willie Beyer – VP of Fixed Operations, Tony Mathos – VP/General Sales Manager, Tim Foulk – Service Manager, Thor Gilbertson – CEO, and Shane Rosalez – Sales Manager

► Fillback Hosts Pistons to Pathway

In May these high school students were recognized for graduating their 'Pistons to Pathway' course. This is our automotive class held at the Fillback Family of Dealerships in Boscobel, Richland Center, and Prairie du Chien. We taught them the basics of vehicle care such as changing the oil, belts, tires, breaks, etc. This class not only earned them college credits at Southwest Tech and lifelong skills, but they also received tools, boots, cash, and gas vouchers through a grant that was given to the program. Thank you to our three instructors Todd in Richland Center, Shea in Boscobel and Mike in Prairie du Chien."



► Foundation Honors Joe Ciontea

At the 2023 annual Summer Teachers Institute, the WATDA Foundation honored Joe Ciontea with a Lifetime Achievement Award. This recognition is to honor over 40 years of outstanding contribution and commitment to inspiring and advancing technical education in Wisconsin. Joe was a teacher for 35 years, is still the WTEA Executive Director for over 20 years and has also worked for the WATDA Foundation for a number of years. We are all better because of the work Joe has done and continues to do.



► Chilson Shares the Love

Chilson Subaru in Eau Claire donated nearly \$30,000 as part of the 15th annual Subaru Share the Love Event. Chilson presented checks for over \$23,000 to Feed My People Food Bank in Eau Claire, and over \$6,500 to Family Promise of the Chippewa Valley Homeless Shelter.

► Toyota of La Crosse Assists with School Lunch Debts

Toyota of La Crosse is helping give away a car to help the community. The dealership presented a \$10,000 check to the 'Beer by Bike Brigade' to help purchase a new Toyota Corolla Cross. 'Beer By Bike Brigade' will raffle off the new Corolla Cross to help eliminate school lunch debts and assist families in need within the La Crosse School District.

► Kayser Ford Awards Hero

A former Marine received a special gift: an SUV -- and no payments to go with it. Corporal. Tyler Whiting was presented a white Ford EcoSport at Kayser Ford Madison. The gesture was part of the Military Warriors Support Foundation's Transportation4Heroes program, which not only provides vehicles but also helps wounded veterans and Gold Star spouses.



From Around the State

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

Bob Clapper Automotive Now Kayser Chevrolet Buick GMC

Kayser Automotive Group and Bob Clapper Automotive jointly announced last month that they have come to terms under which Clapper sold Kayser its Chevrolet, Buick, and GMC franchise assets in Janesville. Bob Clapper, specifically chose Kayser Automotive Group for their family values and solid track record of supporting their employees and the communities in which they operate.

“The Baxter’s were selected to succeed my family as owners of this franchise because they recognize and value the strength of our brands, but also the talent and future potential of our employees. I wish continued success to the entire team and am grateful for our devoted employees and loyal customers,” says Mr. Clapper, who has decided to retire after sale of the company.

The facility is now open for business at its present location as Kayser Chevrolet Buick GMC. Kayser will be the third owner of the dealership since its founding by Jack Fagan in 1945.

Sean Baxter, President of Kayser Automotive Group stated, “Bob Clapper has built a fabulous business, serving South Central Wisconsin since starting with the company in 1985. We look forward to carrying on that tradition as we expand our Kayser brand to better serve the Rock County market. We are thrilled to be representing General Motors with this, our second GM location, and the thousands of loyal GM owners in Southern Wisconsin and Northern Illinois.”

BUILDINGS AND PARTNERSHIPS MADE TO LAST



Thank you Rosen Hyundai & Nissan in Greenfield for choosing us as your trusted architect, builder and member of your team!

Specializing in automotive facility design and construction since 1969.

608.257.2289



sullivananddesignbuild.com

Toyce of Ladysmith Acquired by Don Johnson Motors

Fifth generation family business Don Johnson Motors has acquired General Motors dealership Toyce of Ladysmith. The Toyce family has been in the automotive industry for 71 years, 27 of those years at the Ladysmith location, and is the only new car dealership in Rusk County. LaVerne Toyce started the family business in 1952 in Bloomer; Dan Toyce joined his father in 1974.

Toyce thanks the Ladysmith community for its years of support and encouraged continuing support for Don Johnson Motors. Josh Johnson, CEO of Don Johnson Auto Group, said on social media that they are 'thrilled' to welcome Toyce of Ladysmith to the Don Johnson Motors family; they are excited to build on the excellent reputation built by the Toyces. Guests can expect an expanded selection of vehicles to choose from and exceptional customer experience from Don Johnson's Ladysmith Motors'.

The Toyce family will continue to operate Toyce Ford in Chippewa Falls.

WATDASI welcomes Phyllis Wisden as our new Customer Service staff

Phyllis grew up in Peoria, IL. She came to the Madison area when she was 18 because her sister relocated here, and she followed. It was time to spread her wings in a new area. Their parents stayed in Illinois but eventually followed to Wisconsin.

Phyllis is number nine of ten siblings. "It was an amazing way to grow up; I've always had a community of support and encouragement surrounding me. It really shaped me as a confident, strong person."

Mom of two young adult daughters Olivia, 29 and Elizabeth, 27. She recently gained a son-in-law, Michael, at their destination wedding in Portugal.

A Certified Paralegal with a degree from Madison's Edgewood College, Phyllis has never practiced that profession. When she was in school, she also worked full time with Medicare, which directed her path into the healthcare industry. "I have always been attached to a customer service department, either on the front lines or managing," says Phyllis. This position has a heavy focus on customer service, which is always my favorite part of any role I have held."



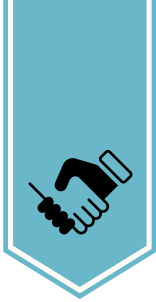
Recent positions she enjoyed at Lexus of Madison as well as an independent dealership, gave Phyllis the interest in working at WATDA to keep her involved in the auto industry. She was surprised to discover the diversity of WATDA's contributions to the industry.

Her favorite hobby is traveling. "I travel frequently and enjoy seeing new destinations both in the United States and Europe, she added. Norway was just added to my future destination list."

Not one to back away from a challenge. Phyllis has competed in several running and endurance events. She even joined her daughter, Olivia, for a 'Tough Mudder' competition, which is a giant team event that includes a three to five mile run in the mud, with 23 obstacles such as jumping over a fire, and trudging through ice water.

Phyllis loves spending time with her dog, Milli, a Lab/Pitbull mix, at local dog parks.





Wisco: Opportunity for Integrity

BY JOE MAASS, WISCO PRESIDENT



Vetting Dealer Services

Over the past couple of years Wisco's been focused on providing clear understanding of member programs, discounts and benefits. This has brought forth an array of changes and improvements to ensure our dealer members can realize the full potential of their Wisco Membership. We continue to give thanks to our partners, the distributors and manufacturers, for their professional services and transparency. Wisco will continue to focus on addressing our dealer's needs through improvements or new opportunities.

What needs to be made clear and upheld by all is the "Wisco Price". All too frequently we hear of suppliers using the term while not providing a full understanding of the true cost. Price matching is a common practice that helps all of us demonstrate our dedication to business relationships. There are those who will exercise the "we'll beat anyone's price" and those who will go any length to devalue products or reputation for simple pride. As an organization we recognize value beyond inverted auction tactics of dropping price to a financial grovel. After all, Wisco's built on savings but survives on service.

Simply put, those referencing the "Wisco Price" should disclose the whole program including our annual rebate. This year we returned over \$640,000 to our Members based on their purchases. Meanwhile, we've continued to fuel growth in savings through communication and program expansion. We're three years into a five year revitalization, proud of the progress and truly regard our service as a privilege. Together, our partnership with WATDA has brought forth a collaborative effort to serve our members, industry and future business.

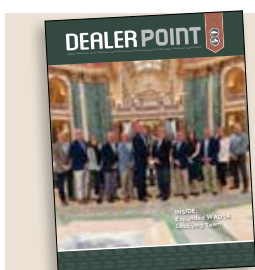
Over the past two years there have been a few relationships we've had to discontinue. Organizations that placed corporate

interests ahead of the end user or unscrupulously tilt the financial scales in their favor have been gleefully put to pasture. We're grateful to have healthy and happy partnerships that have stood for decades and several new comers already proven to share in our values.

Personally, I believe the time for community is more important than ever. Endorsing those who share in the mantra of the golden rule are deserving of a referral. The global market's proven we're all responsible in some part for the health of Main Street. Certainly, the business world's profit driven but restoring some of the qualities of years past will benefit the future. Some of the greatest life lessons have been bestowed on me in recent years through those living by example. With full confidence, I can say Wisco's staff and affiliates lead by example.

Share the news!

Wisco Cooperative Association has set a date for our 2024 Wisco Show! March 8th at Radisson Hotel & Convention Center, Green Bay. Based on feedback from our '23 show, Members & Vendors alike had an incredible time sharing information, enjoying the facility, food and great company. Factory Motor Parts has already committed to sponsoring Boogie & the Yoyoz for another year and we'll work with our other partners to bring even more value to attendees. Please also keep in mind: This event welcomes every staff member from your dealership with the goal of communicating opportunities and building relationships to benefit your business.



Be part of this publication.
ADVERTISE TODAY!

For advertising information contact: Julie Farmer WATDA c/o Dealer Point Sales
p: 608.251.5577 | f: 608.251.4379 | email: jfarmer@watda.org

Summer Teacher Training Institute

BY BRENT KINDRED - VICE PRESIDENT, WATDA FOUNDATION



On July 11–12, 2023 approximately 60 converged at the Chippewa Valley Technical College (CVTC) transportation center. This is a \$30 million dollar referendum funded, state-of-the-art transportation center that houses programs in automotive, collision, diesel, and power equipment. Great facility and great partners for this event.

Holding transportation professional development events like the Summer Teachers Institute is one of the most important activities the Foundation does but is one the least visible to the dealership network. The purpose for all our training sessions is to help our teachers and programs stay current with a rapidly changing industry. We want to help our teachers to be better and for our transportation programs to thrive.

Over the two full days of training, teachers participated in sessions that included electric and hybrid vehicle safety, small engines dyno demonstration, diesel engine identification, and Toyota specific training. In total, teachers attended six robust training sessions and took a field trip to Mars Racing. The Mars Racing tour provided an in depth, behind the scenes look at building race chassis, engines, shocks and much more. In total, teachers received automotive, collision, diesel, Toyota, and small engine training.



Find out what you could be missing (or saving).

Get your First Month FREE!

Faster. Better and MORE Reliable.



Schedule a Demo Today!

708.821.8090
 travis@dealer-pay.com
 www.dealer-pay.com

Another highlight from this training was a female student technician panel discussion. This panel involved two collision students that just graduated high school and the other just completed her first year in automotive at WCTC. The panel was moderated by Ms. Tara Topel of Topel's Automotive Repair. She is the 2021 Women in Auto Care Female Shop Owner of the Year award winner. Great discussion for the teachers to hear. Great group of panelists who are our future technicians.

Training sessions like this would not be possible without our industry or partners. CVTC graciously opened their doors, hosted sessions, and allowed us to fill-up their training center with teachers from across the state. We also had many generous donors contribute to this event, which allows us to offer it to teachers free of charge. We simply want to have our teachers attend.



2nd Quarter Donors

April thru June 2023



AAA - The Auto Club Group	Chippewa Valley Mazda	Koehne Chevrolet Buick GMC Inc.
ADAMM	Bob & Tammy Clapper	Kunes Country Automotive Group
Bachrodt Baraboo Motors	Dahl Family Foundation	Lunglow, LLC - DBA Flagship Ford
Patrick & Lee Baxter Family Foundation	DeBauche Truck & Diesel Inc	Lynch Motor Vehicle Group, Inc
Bergstrom Automotive	Eagle River Ford	Manheim Metro Milwaukee Auto Auction
Bergstrom Body Shop of Oshkosh	Ellsworth Ford Inc	Martins Garage Inc
Bergstrom Body Shop on Victory Lane	Ewald Automotive Group	Julie Olson
Bergstrom Buick GMC Truck	Fillback Automotive	Parsons Of Antigo
Bergstrom Cadillac Buick GMC	Fillback Ford Inc	Packer City International Trucks - Appleton
Bergstrom Cadillac Inc	Finley Buick GMC	Packer City International Trucks - Green Bay
Bergstrom Chev Cad Buick GMC Trk Inc	First Technologies, Inc	Packer City International Trucks - Shawano
Bergstrom Chevrolet Cadillac Inc	Forest County Potawatomi Foundation	Pischke Motors Inc
Bergstrom Chevrolet of Madison	Fox Valley Auto Auction, Inc	Pischke Motors of La Crosse Inc
Bergstrom Chevy Buick Cadillac Inc	Goben Cars	Prestige Auto Corporation
Bergstrom Chrysler Dodge Jeep Ram	John Grinwald/Grinwald Ford	Rapids Ford, LLC
Bergstrom Enterprise Motorcars	Gross Motors Inc	Schulz Automotive Inc
Bergstrom Lexus of the Fox Valley	Hall Volkswagen Mazda	Mike Shannon Automotive Foundation
Bergstrom Mazda of Green Bay	Holz Motors Inc	Snap-On Incorporated
Bergstrom Subaru Green Bay	Homan Auto Sales Inc	Richard Stockwell
Bergstrom Subaru of Oshkosh	Johnson Motors, New Richmond	Symdon Motors Inc
Bergstrom Toyota	Kari Toyota Inc	Toycen Ford
Bergstrom Victory Lane Imports	Kayser Chevrolet Buick GMC	Truck Country of WI - Oak Creek
Bergstrom VW - Appleton	Michael & Pamela Keil	Truck World Inc
BMO Harris Bank N.A.	Keyes Chevrolet, Inc	WI Automotive & Truck Education Assoc. (WATEA)
Mike Juneau's Brookfield Buick Inc	Brent Kindred	Zimbrick Inc
Dick Burany	Klein Chev-Buick Inc	
Burtness Chevrolet Inc	Klein Chrysler-Dodge-Jeep Inc	

Index to Advertisers

Armatus.....	15	Delta Dental.....	9
Eric Baker WI Dealer Law.....	.IBC	Keller.....	15
Baker Tilly.....	10	Rawhide.....	11
Boardman & Clark LLP Law Firm.....	12	Sullivan Design Build.....	20
Dealer Pay.....	17	WATDASI Forms & Products.....	BC
Dealer Track.....	.IFC		

A Foundation Testimonial

Your support of the WATDA Foundation enables us to award scholarships to students pursuing careers as automotive, diesel and auto collision technicians. Your donation makes a difference, and we want to share a note that we received from a recipient's parent, Lynn Holmes:

My son, Jason, has been interested in cars for as long as I can remember.

The fact that he ended up in school for automotive technology really came as no surprise.

As a grade schooler, he was a less than enthusiastic student who struggled in math and English.

In 8th grade, he finally had a math teacher that made it all “click” and his English grades saw improvement.

As he began high school, my husband and I impressed upon Jason the fact that good grades in high school can help to determine his future. They have the ability to open or close doors of opportunity, so it would be extremely important to do his very best. He did his best and was a solid B student. He tried really hard – even in the classes that were less than interesting to him (most of them).

As a junior, he enrolled in an auto shop class. School became interesting and fun. Really!

He went through the available levels of auto shop, then took the highest level again, just because he wanted to.

As a senior, he was able to take classes at Waukesha County Technical College through the “start college now” program. WCTC was just then launching a new program in which high school students could be dually enrolled as high school and college students. This gave him the opportunity to enroll in the Automotive Technology associate degree program. He was halfway through that program already when he graduated high school last June.

It was during this time that he applied for a scholarship from WATDA and wonderful people like Julie Olson and Doug Nalbert (of Holz Family of Dealerships) came into our lives. The application process wasn't difficult. Jason knew of his acceptance and payment was made to the school in a timely manner.

Julie is easy to reach and answers all of our questions. She's also great at offering encouragement and congratulations to scholarship students.

A generous Snap-On tool set is included in the scholarship and is the student's to keep upon graduation.

It is a great opportunity for any student looking for a career in automotive technology.

—Lynn Holmes

Side Note: While Jason didn't particularly like some of his high school classes, he took his Mom's advice to heart and graduated with a 3.0 GPA. Now that he's attending the automotive program at WCTC and taking classes he likes, he currently has a 4.0 with a 3.95 cumulative GPA!

ERIC BAKER
WISCONSIN DEALER LAW

A fresh approach to dealership legal services

Experienced legal representation
uniquely focused on franchise and
independent dealerships.



CALL OR EMAIL

608.285.9200
eric@WiDealerLaw.com

OR VISIT ONLINE

WiDealerLaw.com



PRST STD
U.S. Postage
PAID
Permit No. 1
Madison, WI

NEXT ISSUE:

Wisconsin Dealer of the Year/
TIME Dealer Nominee for 2024



THINK PINK!
**BREAST CANCER
AWARENESS**



800-236-7672

WWW.WATDASI.COM