

DEALER POINT

Official Publication of the Wisconsin Automobile & Truck Dealers Association | 1928-2015 | Volume 38 Winter 2015



LAVON FELTON • 2015 WATDA BOARD CHAIRMAN



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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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Cover photo credit: Stephanie Neprud Photography
High Mileage Band; seated L-R: Anne Christoff; LaVon Felton; Jesse Peckham
standing: Tom Lohr; Steve Davis

WATDA CHAIRMAN KEEPS THE BEAT

BY CHRYSTE MADSEN

LaVon “Spanky” Felton, Dealer Principal of Sleepy Hollow GM, Sleepy Hollow Ford and Sleepy Hollow Chrysler Jeep Dodge, all stores located within eyeball distance of one another in Viroqua, is our 2015 WATDA Chairman of the Board.

A Board member since 2010, LaVon would be the first to tell you that his journey through the automotive world to this point has been quite indirect.

“I started selling used cars at the farm in Richland County in 1987. We were still milking cows at that time. In 1989 I moved to an old corner gas station in Viroqua and had about twenty cars and two service bays,” LaVon said.

In 1995, LaVon made one of his best decisions when he married his wife and now business partner, Michelle. LaVon continued, “We built a new building in 1995 with six bays and about fifty used cars.” The Feltons began life together by creating a thriving independent business. Then came the opportunity to become a franchised GM dealer. Success again followed.

LaVon and Michelle are quite humble about this success, but even they cannot deny that since they acquired Chevy, Buick, and GMC; opened the new collision center; purchased Chrysler Jeep Dodge Ram, and recently Ford; each of these businesses is prospering.

LaVon contends that he happens to be a used car dealer who sells new cars, too. His savviness regarding the used car market certainly seems to be an advantage.

When asked if they had plans to expand outside of the Viroqua area, LaVon replied, “Never say never – if a good opportunity was there we might take it... as long as it kept the same flavor.” Knowing and taking care of his customers is most important to LaVon. His blue jeans and cap are his everyday uniform. You won’t find any sign of pretense in the man. His word is good. That would be the Sleepy Hollow “flavor.”

Michelle and LaVon work together in the dealerships day-in and day-out. It works very well for them because they have quite naturally defined areas of interest and a great deal of obvious respect for each other’s talents. LaVon is the front-end guy who loves working with people and making deals. As he said with a laugh, “If it weren’t for Michelle, nobody would get a title, a bill, or get paid!” He also related, with a great deal of pride, how Michelle managed to go back to school after raising their two children; Janie, 19 is a freshman at UW-Madison, and Sawyer, 14, still at home, to get two (not one, but two) Masters degrees. Michelle takes care of human resources and payroll for 85+ employees. She also oversees the offices and “just keeps things flowing.”



Michelle and LaVon Felton



Janie, LaVon, Michelle and Sawyer Felton

LaVon obviously has good communication with his employees, many of whom are long-term. In talking with a few of them this is what we heard: Nate, who has worked for LaVon for 15 years and is Service Manager at the GM store, explained why he enjoyed working there. "He lets you run your department. LaVon doesn't micromanage." Parts Manger, Terry, went on to say, "He realizes that people have their own way to do things and as long as it ends in the result it should, LaVon allows you to be comfortable in how you reach that result. He doesn't demand that you do it HIS way. He knows how to listen to you."

Robert, who has been with the dealership since 2007, enthusiastically stated, "LaVon allows you to use your own tools and methods to become better at your job. He teaches you how to do that... how to be better." High praise any employer would be happy to hear.

With all the hours Michelle and LaVon put in each week you wonder what they do to decompress. When not spending time with family, Michelle loves a plethora of activities; reading, camping, movies and most unique and personal, quilting with her 91 year old grandfather, Calvin Thompson, who still lives on his own. To add to the variety, Michelle has recently taken up gun hunting and is looking forward to April and turkey hunting along with her first season of bow hunting this fall.

LaVon finds his outlet in music, as evidenced by the picture on the cover, and has been playing drums with this group, appropriately named High Mileage, since he was 15. It's a rock n roll band, playing primarily 80's and 90's music. Most are the original members and they still play once a month.

He also calls himself a "picker" as he enjoys a good find while antiquing. Ask him about his leather license plate sometime. You may find Spanky in the woods in the fall with a bow and arrow or planting or harvesting corn at home on an old John Deere tractor.

When he joined the WATDA board, LaVon was surprised at how rewarding it became. "I enjoy serving on the committees; keeping up with what is new and cutting edge in our industry. We have made so many great strides in the past years as an organization and I am proud of the work we have done at WATDA."

As for being the Chairman this year, when asked what message he would like to pass along to the members he said, "I would hope this year we can find a way for all dealers to work together, making the way we do business easier." Lavon continued, "I encourage everyone in the car business to get involved, participate and make a difference. There is strength in numbers in all we do and we can achieve anything if we work together. I look forward to a year of continued growth and strengthening of our organization for the betterment of all dealers in this state."

WATDA's 2015 looks to be in good, caring hands.

To LaVon and all of our volunteer dealers, your WATDA staff sends our heartfelt thanks for your investment of time and effort. •

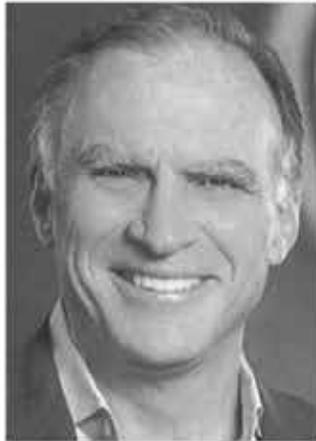




**2015 TIME
Dealer of the Year
Andy Crews, Portland, OR**



**2015 TIME
Dealer of
the Year
Regional
Finalists**



Greg Goodwin
Portland, OR



Michael Shannon
Fond du Lac, WI



Greg York
High Point, NC

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These distinguished business executives are the recipients of the TIME Dealer of the Year Award – honored for their outstanding performance as automobile dealers and as valued citizens of their communities. Each candidate is nominated by either state or local associations of franchised new-car dealers, and then a faculty panel from the Tauber Institute for Global Operations at the University of Michigan selects three regional winners and one national TIME Dealer of the Year.

TIME, in partnership with Ally and in cooperation with the NADA, is pleased to give deserved recognition to these representatives of the thousands of quality dealers across the country. Congratulations to all, and best wishes for a highly successful 2015.

Congratulations to this year's TIME Dealer of the Year Award recipients. Each of them excels in business and works diligently and untiringly to help their communities and their industry. They represent the best of our profession and are an inspiration to all of us. On behalf of dealers everywhere, I thank TIME and Ally for recognizing and honoring the franchised new-car dealers of America.

Forrest McConnell, III
NADA Chairman



In addition to the apt description to the left, WATDA dealers and staff also add our sincere congratulations to our TMQDA Midwest winner, Mike Shannon of Holiday Automotive, Fond du Lac.

Mike's tireless work ethic, generous philanthropic endeavors and commitment to church and civic efforts were acknowledged on the national stage, giving national recognition to a person that most in Wisconsin already knew was a winner.

Our thanks to Mike for representing the state of Wisconsin so admirably. You exemplify all that is good in our industry. Congratulations!

President
WATDA



CenterStage

AWARDS, HONORS, MILESTONES

Gagne Ford of Princeton is celebrating twenty-five years of family and teamwork. Dan Gagne saw a two-line ad for the dealership in the *Milwaukee Journal*, and that's what eventually brought them to Princeton. Gagne started working in his father's Thiensville Ford dealership when he was fourteen going on to learn every aspect of the dealership, and eventually being promoted to Service Manager at age nineteen. When he finally received the long-awaited letter welcoming him to the Ford family, he was joined by co-owner Dave Kaisler, whom he had worked with in Thiensville for three years as a service and sales manager. Today Dan's sons, known as the "Gagne Boys," who each started in the dealership as their father had at age fourteen, washing cars, work in the business; Tyler heads up the Gagne Body shop, Jake and Adam work in sales and Artie, the youngest is currently working towards his master's degree.

Don Larson GM Superstore has been named **Baraboo** Area Chamber of Commerce's Business of the Year. In spite of the economic collapse that crippled many car dealers, and the creation of the U.S. Highway 12 bypass that diverted traffic away from their business, Don Larson Superstore has managed to survive and thrive. "They have a track record of supporting the community, growing their business and actively promoting the greater Baraboo community." said Chamber Executive director Deb Bauer.

Elkhorn's Kunes Chevrolet recently helped the Elkhorn Area High School automotive technology program by donating a fully-functioning tire-balancer and mounter for students to practice and learn proper mounting and balancing technique. The school's equipment had just broken and was not able to be repaired. Kunes Auto Group has been a strong partner with the high school since the start of the 2014-'15 school year, including mentoring a youth apprentice student at the dealership.

Kevin Reyer, an ASE certified master collision repair and refinish technician from **Sheboygan Chevrolet Buick Cadillac GMC** was recently honored with a national achievement award as the PPG/ASE Master Refinish Technician of the Year. The annual award spotlights top scorers on the ASE certification tests from among the ranks of 300,000 ASE certified professionals nationwide.

Courtesy Auto & Truck Center of Thorp presented a total of \$5,850 to eight local organizations from their 2014 program collecting \$25 from each vehicle sold for one of the eight charities of the Community Give Back Program chosen by each individual customer. "These organizations are an example of good things happening," said Al Olejniczak of Courtesy. "We hope the Community Give Back program continues to grow and with the community's help, we can get there."

Russ Darrow Used Car Superstore, Appleton was recognized as the CarSoup.com Souper Dealer of the Month, Wisconsin region, for November. The Superstore was honored for exceptional customer service.

Dahl Ford Lincoln teamed up with the Hunger Task Force of **La Crosse** to fill the bed of a Ford F-150 with nonperishable food items. For every item donated, donors received up to \$5 off service work at the dealership.

Plach Automotive of New London once again collected toys that were distributed through the "toy room" by the New London Community Cupboard.



Pictured with the pickup truck full of collected toys include: (L to R) Jim Vander Loop, sales manager, Tina Sweet, office manager, Jaime Radtke, receptionist, and Dan Plach, owner.

Bergstrom Automotive Team members raised a record \$204,000 for Make-A-Wish Wisconsin! Throughout the month of October team members conducted numerous fundraisers and the Bergstrom dealerships donated \$5 for every test drive taken. Additionally on Saturday, October 18 a special Lube-A-Thon offering free oil changed for a donation of \$15 or more to the Foundation; over 1,500 oil changes were performed that day! ●



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



NADA Director's Report

BY BOB HUDSON

They told us to “Engage” and that’s exactly what we did. That six-letter word was more than a convention theme—it was a call to action. San Francisco was the place to *engage* for the thousands of dealers, vendors and manufacturers who converged upon Moscone Center in January for the NADA convention. Every day brought hundreds of exhibits, dozens of workshops, several manufacturer meetings, and countless reasons why the auto industry has always been at the heart of our nation’s economy.



Franchised dealers experienced an excellent 2014 and this year, according to NADA, is projected to bring **16.94 million** new car sales. If the latest models and products on the convention floor were any indication, that number is very achievable. Dealers have the latest and greatest to offer the car buying public and our franchise system will be here to make sure they get it. The

defense of the franchise system—the best and most economically efficient means to sell and finance vehicles—was at the heart of the dealer issues. NADA will continue this campaign to assure that federal regulators and the greater public understand that dealers provide this vital service to their customers. Other issues to be aware of this year include a proposed introduction of more stringent legislation for handling recall work; continued federal overreach into our successful vehicle finance model; and federal taxes that could negatively impact our business. Despite these imminent challenges, the people of NADA—including me—are ready for them. Aside from the newest products and latest models, as I stood on the convention floor I was most amazed by the *people*.

I saw resilience and passion despite all the odds that come year after year. I saw perseverance and commitment by those who know how to celebrate our accomplishments and at the same time, prepare for our trials. I saw some of the best examples in all of us—like our Wisconsin Time Quality Dealer nominee Mike Shannon who made

it to the final four! I saw (and heard) some inspirational speakers like Jeb Bush and Dr. Beck Weathers—both of whom expressed their respect and admiration for what we do not only in our dealerships but in our communities.

And on a personal note, this has been, I believe, the 17th NADA convention that I’ve attended. Each time, I gain a deeper appreciation—and a deeper understanding—for the men and women who work hard for our industry and for all of us. The people at NADA have done an incredible job defending our business and showing the world why the retail automobile industry is the magnificent enterprise that it is. I believe we owe them a debt of gratitude! So even if you weren’t able to attend the NADA Convention a few weeks ago, you can continue the spirit of engagement right here in Wisconsin.

Engage with all those who have a stake in our business and in our livelihoods; and with those who affect you and your employees. And, always remember, I will stand with you. Have a successful new year! ●

They told us to “Engage” and that’s exactly what we did.




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Take a look
at the next page to see Wisconsin Dealers at the NADA Convention in San Francisco this past January.



Mike Shannon was honored as Wisconsin 2015 TIME Quality Dealer of the Year.

Tim & Joy Neuville
Neuville Motors, Waupaca



Don & Josh (WATDA
Chairman Elect) Johnson
Don Johnson Motors,
Rice Lake



Jim & Christine Frampton
Cox Motor Sales, New Richmond
Celebrating their 34th
anniversary!



Tony Mathos & Katie
Shannon Mathos
Mike Shannon
Automotive
Fond du Lac



ATD Chairman Eric &
Sarah Jorgensen, JX Enterprises, Hartland

Dave Brantmeier
Vande Hey Brantmeier
Chevrolet Buick, Chilton



John Klein
Klein Chev-Buick Inc, Clintonville



Brian & Matt Bowditch, Burtness Chevrolet
Orfordville

Kathy & Stu Winarski; Peter & Carol Mueller, Chrysler World Inc, Abrams



WATDA Chairman
LaVon (Spanky)
Felton, Sleepy
Hollow Automotive,
Viroqua



Katie Shannon Mathos; Nikki Shannon Murray;
Tony Mathos; Mike Jr. & Lisa Shannon
Mike Shannon Automotive, Fond du Lac

Dinner honoring Wisconsin TMQDA Mike Shannon,
his wife Rita; Tim & Joy Neuville Waupaca;
Wally & Debbie Sommer, Mequon



Allen Taylor
Rapids Ford Lincoln
Wisconsin Rapids

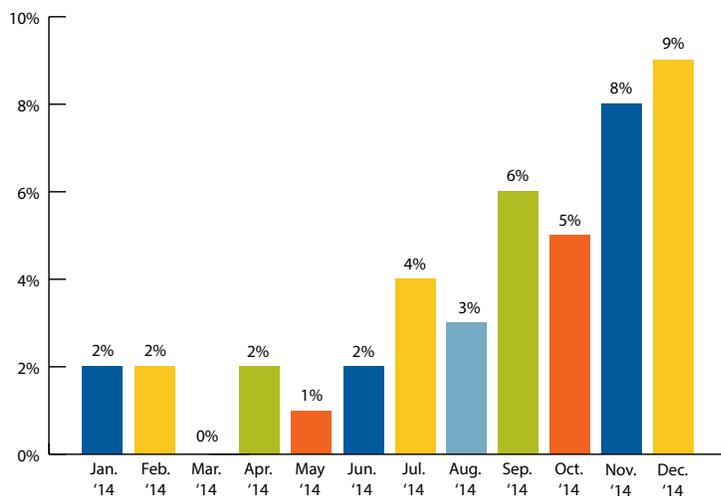


New Vehicle Sales Trends

Wisconsin New Vehicle Trends: December 2014

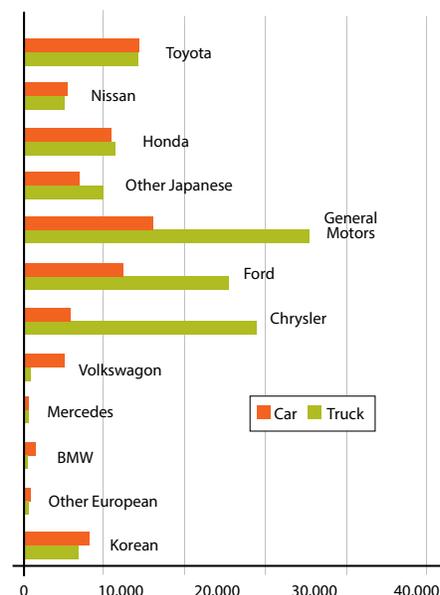
	Previous Two Months			Year to Date			Year to Date Market Share		
	11/13	11/14	% change	'13 YTD	'14 YTD	% change	'13 YTD	'14 YTD	change
Industry Total	30,950	34,240	10.6%	213,548	222,598	4.2%	100.0%	100.0%	0.0%
Car	12,067	11,552	-4.3%	88,703	84,589	-4.6%	41.5%	38.0%	-3.5%
Truck	18,883	22,688	20.2%	124,845	138,009	10.5%	58.5%	62.0%	3.5%
Japanese	10,628	11,835	11.4%	71,062	76,237	7.3%	33.3%	34.3%	1.0%
Toyota	3,932	4,042	2.8%	26,643	27,444	3.0%	12.5%	12.3%	-0.2%
Honda	3,061	3,470	13.4%	21,316	21,807	2.3%	10.0%	9.8%	-0.2%
Nissan	1,557	1,618	3.9%	9,653	10,402	7.8%	4.5%	4.7%	0.2%
Other	2,078	2,705	30.2%	13,450	16,584	23.3%	6.3%	7.5%	1.2%
Domestic	16,598	18,541	11.7%	116,851	120,553	3.2%	54.7%	54.2%	-0.5%
General Motors	7,191	7,969	10.8%	51,432	50,230	-2.3%	24.1%	22.6%	-1.5%
Ford	5,483	5,598	2.1%	37,168	36,771	-1.1%	17.4%	16.5%	-0.9%
Chrysler	3,924	4,974	26.8%	28,251	33,552	18.8%	13.2%	15.1%	1.9%
European	1,889	1,851	-2.0%	12,037	11,324	-5.9%	5.6%	5.1%	-0.5%
Volkswagen	941	920	-2.2%	6,804	5,920	-13.0%	3.2%	2.7%	-0.5%
BMW	409	381	-6.8%	2,237	2,180	-2.5%	1.0%	1.0%	0.0%
Mercedes	302	296	-2.0%	1,463	1,605	9.7%	0.7%	0.7%	0.0%
Other	237	254	7.2%	1,533	1,619	5.6%	0.7%	0.7%	0.0%
Korean	1,835	2,013	9.7%	13,598	14,484	6.5%	6.4%	6.5%	0.1%
Other	1,835	2,013	9.7%	13,598	14,484	6.5%	6.4%	6.5%	0.1%

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



Tribute

Robert L. "Bob" Schlossmann

Bob Schlossmann was born in Ashland, WI in 1927 and moved to Milwaukee with his family when he was very young. He attended Shorewood High School and served in the U.S. Army.

In the 1950's, he started selling cars at a number of Milwaukee dealerships including brands like DeSoto and Rambler. His success was built on his business philosophy that "he was in the people business, not the car business;" this remained his viewpoint for all of his nearly sixty years in the automotive field.

The Schlossmann name was well-known in the Milwaukee area automotive scene in the '60's when Chrysler Corporation was looking open a new Dodge dealership in the area; marking the beginning of Schlossmann's Dodge City, famous for its ad catchphrase "The Good Guys in the White Hats;" still used today by the Schlossmann Group. The company also has

Honda and Subaru dealerships as well as BMW and Triumph motorcycle dealerships in metro Milwaukee. Sons Brad and Mike are second generation co-owners of the dealership group.

Bob Schlossmann is remembered by many; from former employees and customers to waitresses at restaurants and roulette players at Potawatomi who became friends, as a warm, gentle person who loved everybody no matter who they were. He was active in charitable causes, including raising money annually for the Digestive Disease Center at the Medical College of Wisconsin.

Bob and his wife Delores were married for sixty-two years; she died in 2013. He is survived by their sons Brad (Holly); Michael (Ellen); as well as grandchildren Mari, Dara, Benjamin, Bria and Mariah. Bob is further survived by nieces and nephews. ●



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WISCO Show

BY JOHN HACKMAN



WISCO exists with the sole purpose of saving our members money on their purchases. Dealerships are looking for ways to buy better and to improve their bottom line.

What better place to look than WISCO and what better way to see what WISCO offers than the WISCO Show? One of our biggest challenges in saving our membership money on their purchases is educating them on all the products and programs we have available. The annual show is an excellent way to do just that. The 44th annual WISCO Show will be held on Saturday March 14, 2015 at the Chula Vista Resort and Waterpark in Wisconsin Dells. Attendees will see our vendors' product offerings, new products, and will be able to take advantage of money saving specials. Many of our suppliers, including our major equipment manufacturers, have developed "WISCO

Show Specials" on their products. Often these specials yield the year's best pricing available anywhere on these products. This should be of particular interest for items seen at the NADA Show in San Francisco. Look to your Co-op to save money on these items.

There will be up to 80 vendor booths to browse at the WISCO Show which runs 9:00-4:30 on Saturday. Door prizes will be given out throughout the day. Saturday night will start with a cocktail reception followed by a dinner and dance. We are very excited to have back Boogie and The Yo-Yo'z as our entertainment. The combination of their great musical talents and unending energy always proves to be highly entertaining and a big hit with our attendees. The WISCO Show is, and always has been, free for our members. The only expense for attendees is the cost of their room if they stay overnight. You can register with WISCO for the show online. Go to wisco.com and click on the WISCO Show tab and enter the requested information.

The show weekend is a good blend of business and fun for our members and their spouses, especially at such an excellent venue as the Chula Vista. We hope to see you along with your managers at this year's show. WISCO has reserved a block of rooms at the Chula Vista with a special group show rate of \$144 for a junior suite. The room includes waterpark passes for each occupant up to 6 maximum. Phone number for reservations is 877-568-8086. Refer to the WISCO Show block of rooms with a room code of B43719 to receive the special group price. Plan now to attend. You can save your dealership money and have an enjoyable weekend with your fellow WISCO members.

Also, our annual meeting and golf outing will be held on Tuesday June 30th at the Lake Arrowhead Country Club. Information will be sent out as it gets closer but keep the date open and plan to attend. ●

2015 WATDA SEMINAR SCHEDULE

DATE	CITY	LOCATION	TIME	SEMINAR
June 9	Pewaukee	County Springs Hotel	8:30-Noon	Laws of Vehicle Sales
June 16	Wausau	Holiday Inn	8:60-Noon	Laws of Vehicle Sales
August 5	Green Bay	Hilton Garden Inn	8:30-Noon	Title & Registration
August 5	Green Bay	Hilton Garden Inn	1:00-4:00	CVR User Group
August 6	Eau Claire	Best Western	8:30-Noon	Title & Registration
August 6	Eau Claire	Best Western	1:00-4:00	CVR User Group
August 26	Madison	Holiday Inn American Center	8:30-Noon	Title & Registration
August 26	Madison	Holiday Inn American Center	1:00-4:00	CVR User Group
August 27	Pewaukee	Country Springs Hotel	8:60-Noon	Title & Registration
August 27	Pewaukee	Country Springs Hotel	1:00-4:00	CVR User Group
October 14	Wisconsin Dells	Great Wolf Lodge	8:30-4:00	F & I Conference

Registration opens at 8:00 a.m. for all seminars. Lunch on your own. Register at www.watda.org

From Around the State



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

Glacier Valley Ford in Baraboo opened their new dealership, located a quarter mile up the street from their old home. The new building is double the size of their previous dealership on a ten acre lot. Owners Mike and Becky Hoppe believe the new location positions them for growth in sales and service.

Brenengen Chevrolet in Onalaska has purchased the Cadillac franchise from a Richland Center dealership. Don Brenengen said he has been working to bring the franchise back to the LaCrosse region for more than three years.

International Auto Group is moving its Mazerati dealership from Waukesha to **West Allis** and adding the Alfa Romeo nameplate. The building is currently being remodeled and plans are to open the dealership by fall.

Nine **Racine**-area new car dealers hosted the twenty-fifth annual New Car Show at Festival Hall in mid-January. The show presented by the *Journal Times*, gives consumers a chance to see new models and technology in one place.

Dahl Automotive of LaCrosse named Andrew Dahl as President effective January 1, 2015. Harry Dahl who has been President for forty years will move to the position of Chairman of the Board as he passes the baton on to the fifth generation. Andrew attended the University of Colorado at Boulder; worked in the financial services industry and helped run an Internet start-up in San Francisco before returning to the family business in 2002.

The Wheeler family automotive group has purchased Ironside GMC and Dick Neville Buick, and will operate **Wheeler Buick GMC in Wisconsin Rapids**. The dealership will operate from the former Ironside building at 2250 W. Grand Avenue and will host an on-site fleet of about 100 new and used cars. Combining the two dealerships will mean more convenience for customers and provide a 'one-stop shop' for GM repairs in Rapids. ●

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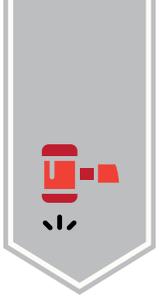
How to Start:

1. Call (888) 281-3882 or (920) 531-2619 and speak to Jeff Miller. He will answer any questions and arrange a prompt pick up of your salvage vehicles.
2. Use your extra time to sell more cars.



Legal & Legislative Update

BY CHRIS SNYDER



2015-16 Wisconsin Budget

By the time you receive this copy of Dealer Point the Wisconsin state legislature's Joint Finance Committee will be up to their eyeballs in crafting the state's 2015-2016 Budget. WATDA will be watching and advocating the dealers' interest throughout the process.

Typically the area of most concern is transportation funding. Under the budget process the various state agencies present their proposed budget to the governor's office. The governor then issues a proposed budget to the legislature. The legislature establishes a Joint Finance Committee consisting of Assembly representatives and Senators from both parties with the majority party (Republicans in both houses) having the majority of committee members. Joint Finance then holds public hearings on each section of the budget and when they are done it goes to each house for passage and then back to the governor who has line item veto authority. All indications are the final budget should be presented to the governor sometime shortly after Memorial Day.

The Department of Transportation's proposed budget called for an increase of approximately \$1.3 billion over the upcoming biennium to address a projected \$974 million deficit (paying for all projected transportation projects over the next 2 years). In their proposed budget DOT pays for the increases with an increase in fuel taxes (gas and diesel), bringing back fuel tax indexing, implementing a 2.5% tax (based on MSRP) on the sale of new vehicles (excluding trucks over 12,000 lbs.) and increasing annual registration fees for hybrid vehicles by \$50 per year, among a few other items.

The governor's proposed budget does not raise any existing title or registration fees or fuel taxes and it does not create any new taxes or revenue streams. Under the governor's plan current projects continue to be funded and moving forward and the existing deficit is covered by a transfer from the general purpose revenues and bonding.

The governor's proposed budget has now been handed off to the legislature and Joint Finance. Indications are they will be looking to modify the transportation budget somewhere between the DOT's and the governor's proposals. In order to do that they will need to find more money either from existing revenue streams or create new taxes. Existing sources are transfers from general purpose revenues, bonding, increasing title and registration fees and fuel taxes. New taxes discussed are vehicle miles traveled tax (an additional tax on every mile driven), value-based registration fees, doing away with the trade-in credit, MSRP tax, road and bridge tax (flat fee on every transaction), hybrid tax, privatizing some roads (resulting in tolling). Speaking of tolling, it is currently not an option due to federal laws, but if there were a change in the federal law that would allow for states to toll on existing highways, it would not be a revenue factor until the next proposed budget in 2017.

WATDA will be monitoring the process very closely. We believe that all Wisconsinites benefit from a safe and efficient

infrastructure, not just people who purchase or own vehicles. Products get to markets, public services (police and fire, hospitals) are provided for and are dependent on a sound infrastructure.

License Plate Bill

WATDA is working on a bill that will re-categorize license plate designations for vehicle between 4,500 lbs. and 8,000 lbs. Currently license plate fees are determined by vehicle weight and divided into three categories that no longer match up with the vehicles being manufactured. Under the bill, vehicles with a vehicle weight between 4,500 and 8,000 lbs. will be in one category, all with the same fee.

Watch for updates and notice of passage.

Lemon Law Clean Up

In the last legislative session the auto manufacturers worked to pass a bill that made significant changes to the lemon law. One of the provisions in that bill directed DOT to create a form (MV 2691) that vehicle owners can download from DMV's website, and bring to the dealership when having warranty repairs performed. The form requires a dealership representative to sign the form acknowledging that repairs were performed.

During the course of this legislative session WATDA will be assisting the auto manufacturers in once again amending the lemon law to do away with this form. The form serves no real purpose other than to document that the vehicle was in for repairs. The repair order and invoice already do that and the dealer/manufacture warranty repair data base keeps all repair history by VIN so the form is redundant.

However, it currently is part of the law so if a customer comes in for repairs and requests that a dealership representative sign the form please cooperate with them.

Truck Dealers Washington DC Fly-In

The American Truck Dealers (ATD) will be holding their annual Board of Director's meeting in Washington DC, June 15 and 16. This year they are putting a new spin on it. They are inviting all heavy-duty truck dealers to join them on the evening of the 15th for a cocktail reception and the board meeting on the morning of the 16th. Then attendees will make legislative visits on the afternoon of the 16th.

WATDA staff will attend this event and we are hoping that our heavy-duty truck dealers will join us. With the Republicans taking over congress, indications are that there will finally be some movement on meaningful legislation. Meeting face-to-face with your congressional legislators is an excellent way to communicate how various laws are affecting your business. This is a great opportunity to share your concerns and opinions about tax reform, highway funding and ObamaCare, to name a few.

If you are interested in joining us, contact Bill Sepic or Chris Snyder at WATDA for more details. ●

Luther Hudson Chevrolet Earns One-of-a-Kind Service Award

BY GARY BEIER, VICE PRESIDENT, FOUNDATION OF WATDA

Luther Hudson Chevrolet GMC was awarded the prestigious Federal Government's Service Excellence Award during ceremonies at their dealership Friday, January 16, 2015. Luther Hudson Chevrolet GMC General Manager Tim Jubie accepted the award on behalf of the dealership. "I was flabbergasted when I heard this," said Jubie. "We are blessed to have a marvelous staff and our employees are involved in a lot of volunteer work – doing good things."

The award was presented by Federal Executive Board Minnesota Executive Director Joseph Schmitt. It was given on behalf of the Federal Executive Board and White House Liaison Office. The Minnesota office is one of 28 in the country that performs a variety of services, and is also involved in the Service Excellence Award program. Schmitt said the dealership makes a significant impact on the community and reaches organizations outside their own, provides service for the greater good of the community and demonstrate exceptional leadership skills.

The list of partners and programs Tim and Luther Chevrolet has supported is quite substantial and it includes the Foundation through our Community Challenge Grant Program.



L-R: The Jubie Family: Nanette of Luther Ruby Toyota; Tim of Luther Chevrolet; Janine, Irene, and Kim

What makes this event so unique is that the award established by John F. Kennedy following a directive in 1961 to "increase the effectiveness and economy of federal agencies," has never before been given to any automotive dealership in its history.

Hudson Star Times covered this special event in January and provided the quotes in our story. ●

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Community Challenge Grants

DEADLINE IS APRIL 1

The board of the Foundation is pleased to be able to offer the Community Challenge Grant two times each year. This first biannual grant offer was made last winter. It was so well received that your Foundation Executive Committee and staff budgeted for the biannual program.

Challenge Grants will now be opened every year in winter with an April 1st deadline and summer with an October 1st deadline.

Policies

- Only grant proposals from dealership owners or their corporate officers are eligible.
- One grant request per dealer per calendar year.
- Dealers making the grant must submit a letter to The Foundation with the Grant Application that confirms the benefactor organization's status as an IRS qualified, 501(c)(3), tax exempt, charitable organization. Qualifying organizations must be within Wisconsin.
- A copy of a check issued by the dealer donor and payable to the charity is required prior to the issuance of a grant check by The Foundation. The grant amount may be up to 50% of the dealer's gift, not to exceed \$1,000 to the benefactor organization. The check will be mailed to the dealer to be presented by the dealer and/or a Foundation representative.
- Uniqueness, need and impact will be the criteria used in all grant proposals.
- Grant proposals that are duplicative of The Foundation's Scholarship Program, or proposals promoting specific religious beliefs or political views, are not eligible.

How To Apply

Application Procedure

The Foundation operates on a fiscal year from January 1 through December 31. Annual proposal deadlines are **April 1 and October 1**. The Foundation Development Advisory Committee reviews all proposals and recommends grants for approval by The Foundation Board of Directors. Notification of awards is made in November. Commitments for funds are not made verbally, however site visits may be requested. An application form is required for all Dealer Community Challenge Grants. All requests must be in writing, and should include the following information:

- A copy of the check issued by your dealership to the recipient organization.
- Complete Dealer Community Challenge Grant Application
- A copy of the charity's IRS determination letter confirming 501(c)(3) charitable status.

You can connect to our online challenge grant form at this web address:
<http://watda.org/Foundation>

Mail your completed application to:
Gary Beier, Vice President
The Foundation of the Wisconsin Automobile & Truck Dealers
150 East Gilman Street, Suite A, Madison, WI 53703
E-mail to: gbeier@watda.org
Fax to: 608-251-4379 ●



Kids enjoy Eau Claire Sculpture Tour Community Challenge Grant in conjunction with Eau Claire Ford Lincoln

2014 Spring Community Challenge Grant Awards

■ Dealer/Donor ■ Charity

Brickner's of Antigo Inc.
Northcentral Technical College Foundation

Brickner's of Wausau Inc.
Wisconsin Auto & Truck Education Association – Wausau

Hall Imports Inc.
Neighborhood House of Milwaukee

JX Enterprises
Medical College of Wisconsin

Kolosso Toyota
Harbor House

Langlade Ford Mercury Inc.
Boys & Girls Club of Langlade County

Newman Chevrolet Inc.
Cedarburg Grafton Rotary Club

2014 Fall Community Challenge Grant Awards

Baraboo Motors Group Inc.
Baraboo Boys & Girls Club

Brickner's of Antigo Inc.
Langlade Country Humane Society

Brickner's of Antigo Inc.
Boys & Girls Club of Wausau Area

Brickner's Park City Inc.
River District Development Foundation

Dorsch Ford Lincoln Kia
Rawhide

Eau Claire Ford Lincoln
Sculpture Tour Eau Claire
c/o Eau Claire Community Foundation

Neuville Motors, Inc.
ThedaCare Hospice Foundation

Pioneer Ford Sales
Platteville Community Arboretum (PCA)

Prestige Auto Corporation
The Flying Eagles Ski Club, Inc.

Schmit Bros Auto, Inc.
The Food Pantry, Inc.

Soerens Ford, Inc.
Elmbrook Humane Society

Joe Van Horn Chevy, Inc.
Boys & Girls Club of Sheboygan County



AYES “Home Grown” Internships

BY DAN KLECKER, WISCONSIN AYES FIELD MANAGER



All technical fields continue to struggle to encourage young people to pursue a career in their line of work, but the automotive industry has an advantage. Automotive Youth Education System (AYES) continues to stand out as a nationally recognized model that works. Since former General Motors CEO Jack Smith envisioned GM-YES and its expansion to include other manufacturers AYES has demonstrated a proven method for recruiting, mentoring and training some of the best employees a dealership could want. AYES is part of the Automotive Service Excellence (ASE) Industry Education Alliance whose goal is to find and train a qualified automotive service workforce; for today and tomorrow. AYES utilizes a partnership between secondary education and dealerships, with both having specific duties to achieve success.

To be an AYES school, the teacher must demonstrate proficiency by passing the ASE exams for the technical skills they are teaching. The school district must invest in the automotive program to insure they are equipped with the necessary tools and equipment to teach the required skills as indicated on the National Automotive Technician’s Education Foundation (NATEF) Skills list. A school that successfully completes the NATEF evaluation procedure, and meets established standards will be granted accreditation for their automotive program. This is no small feat by a secondary school, but necessary to demonstrate their commitment to properly preparing young people for a successful career in the automotive industry. A noncertified automotive hobby shop may spark the interest of some students to go into an automotive career, but the advanced technical nature of today’s automobiles requires a higher level of training. An AYES school can provide that training and the sooner we start providing students with the fundamental technical training the better.

Most of us recognized the NATEF certification as something Technical College automotive programs have achieved. The high schools are preparing students under the very same standards as the post-secondary programs and may provide students with technical school credit for their high school experience. This will encourage students to continue their education in automotive at their local technical college after high school.

After an AYES student develops an interest in the automotive industry from their AYES class, and shows the necessary academic achievement, students are sent on a job shadow at a dealership. The purpose of the job shadow is for students to see the inner workings of a dealership. This may be in the service area with a cooperating technician or throughout the dealership depending on the interest of the student and the dealer.

My experience as an AYES instructor has shown me that job shadows also may serve as informal job interviews and lead to the student becoming an intern after completing the application procedure and receiving the recommendation of their school and instructor.

A vital part of the AYES program is the student internship component. We are fortunate in this state to have a Wisconsin Youth Apprenticeship program in the automotive area. The Youth Apprenticeship Automotive program is aligned with AYES. Students and businesses who participate in the Youth Apprenticeship program will also be involved in the AYES program depending on the school districts involved. Not all areas of the state have access to an AYES school so be sure to ask schools if they are NATEF certified. Encourage non-certified programs to show their commitment by achieving NATEF accreditation. You should also offer to serve on the schools advisory board. Youth Apprenticeship Programs are coordinated by a number of consortiums throughout the state. For more information on Youth Apprenticeship go to <http://dwd.wisconsin.gov/youthapprenticeship>.

Hiring a student AYES intern should be an expectation of every dealer and is your opportunity to “grow your own” technician.

Hiring a student AYES intern should be an expectation of every dealer and is your opportunity to “grow your own” technician. As long as you are growing your own you have the ability to raise your intern in the image of your best technician. You need to carefully choose the mentor who works with your intern. They must not

only be a top technician but they must also have the willingness and ability to work with a young person. Mentor training programs offered in your area will provide technicians with the background necessary to be successful working with a youth at the worksite.

At first an AYES intern may slow down the productivity of an experienced technician, but this will improve as they learn to work as a team. Typically the AYES intern is paid a straight hourly wage and the technician books the flat rate of any work completed by the intern. The technician is going to oversee all of the intern’s work so it is in the technician best interest to help educate the intern as to the dealership procedures as soon as possible. It won’t be long before your technician is booking more work than normal and you have a future technician learning from your best.

While the hiring of an AYES intern should be considered the cost of doing business, AYES has created an “Intern Value Calculator” for you to do the math yourself. The calculator is located on the AYES.ORG website under the Employers tab. I encourage you to explore the AYES website where you will also find links to related articles such as: **Home Grown — A New Approach to Hiring Technicians.**

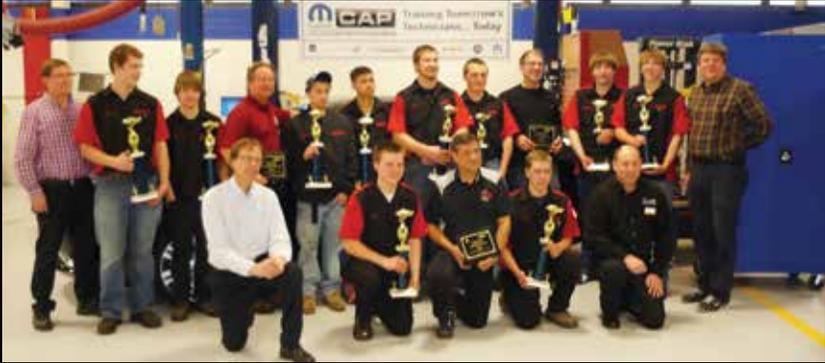
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- Dennis V. Trecek
- Vogel Chevrolet, Inc.
- Gary & LuAnn Williams
- Wisconsin Auto and Truck Dealers Association – WATDA
- WI Masonic Foundation – Glenn Humphrey Fund
- Zimbrick Chevrolet



Front row (L-R) Bill McAvoy of Chrysler; Zach Welter, Carl Hader, Colin Weyker, (Grafton team); Jay Gossert, Chrysler Cap program-MATC. Back Row: Teams from Badger High; Mukwonago High; Arrowhead High and Germantown High.

Grafton Takes First Place Honors in the 2015 Technicians of Tomorrow Competition

The 2015 event took place on Tuesday, January 27 at Milwaukee Area Technical College's Oak Creek Automotive training center. Competition vehicle was the 2015 Chrysler 200. Technicians of Tomorrow finalists included Badger High – Sponsored by Miller Motors, Burlington; Mukwonago High – Sponsored by Lynch, East Troy; Arrowhead High- Sponsored by Ewald Chrysler, Oconomowoc; Germantown High – Sponsored by Uptown, Slinger and first place Grafton High – Sponsored by 5 Corners Chrysler, Cedarburg. ●

continued from previous page...

In the past you may have hired high school students to work in the detail department or maybe does some quick-change lube work to pay their dues. That is not the method of the AYES program. AYES interns are taking classes from an ASE certified instructor at a NATEF accredited automotive program. For you to do justice to this program you need to provide a trained mentor technician who will complement the student's education and provide the work experience to benefit the intern. I had one student who told me they liked going to work after class. His mentor would always ask what they learned in AYES class and then tried to find examples on the vehicles they were servicing that day.

Having a high school AYES interns may sound like a lot of work and you may ask "why don't I wait and hire a Technical School automotive graduate"? The answer is it may be too late. The industry needs more and better candidates to go into the automotive programs at our state technical schools. It is up to the Service Director at your dealerships to hire AYES high school candidates and guide them into the technical schools before they decide on another technical trade or even a four-year college degree with no career in mind. High schools students develop a sense of loyalty especially when they work side-by-side with adults who take an interest in them. You have the ability to direct quality young people into the automotive industry, but you need to hire AYES interns and mentor them to show them the way!

For more information contact me at: Dan.Klecker@ayes.org or Scott Schiefe at: Scott.Schiefe@ayes.org. ●

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From Around the State



Center Stage: Awards, Honors, Milestones



NADA Director's Report



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