

# DEALER POINT

Official Publication of the Wisconsin Automobile & Truck Dealers Association | 1928-2022 | Volume 63 | Winter 2022



**Inside:**  
Keith Kocourek,  
2022 WATDA Chairman of the Board

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 of the membership and trade.**

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## FEATURE



**Keith Kocourek,  
 Kocourek Automotive  
 Group, Wausau** ..... 4

**Independent Dealer Spotlight:  
 Pete Raskovic, Raskovic Automotive Sales & Service** ..... 16

**WATDA 2021 Political Impact Success** ..... 24

## DEPARTMENTS

-  Legal and Legislative Update ..... 8
-  Rawhide ..... 10
-  New Vehicle Sales Trends ..... 11
-  NADA Director's Report ..... 12
-  Center Stage: Awards, Honors, Milestones ..... 14
-  From Around the State ..... 21
-  WISCO ..... 22



- WATDA Foundation Releases Technician Supply & Demand Report** ..... 26
- Every Gift Counts!** ..... 28
- 4th Quarter Donors 2021** ..... 29
- Index to Advertisers** ..... 29
- Tribute** ..... 31

# KEITH KOCOUREK

## Kocourek Automotive Group, Wausau, is the 2022 Chair of the WATDA Board of Directors.

BY SUE MILLER

Keith has been featured in Dealer Point previously, most recently in the Fall 2016 issue announcing him as the 2017 Wisconsin Dealer of the Year and your TIME Quality Dealer of the Year Nominee.

Keith has worked hard to attain the level of success he has today and, as he will be the first to tell you, he has not made this journey alone. "I grew up in Manitowoc with four sisters and one brother," Keith said. "My parents operated a bar and restaurant in which I was expected to work, and we also had

a small farm, where I learned the invaluable lessons that only throwing bales of hay can provide."

At 16, Keith's automotive career began with washing vehicles at Pietroske Inc., Manitowoc. Keith worked his way up to Service Manager and attended Northwood University, graduating with a degree in business.

In 1988, Keith met Jim Carter, a former Green Bay Packer linebacker, and respected member of the auto industry. Jim owned the Chevrolet dealership in Wausau. Jim became Keith's mentor, friend, and confidant. "Jim," Keith said, "ran a business just as he played on the field...full out and hard. He was tough but fair. He taught me more about the business than I could have learned anywhere else and then rewarded me when I succeeded." Keith continued, "Jim is someone whose opinion means the most to me. When I need the truth, even now, I pick up the phone and call Jim."

Jim said of those early years, "Keith was a hard worker. Bright. Not just putting in his time. It was clear he was going to move up." Carter continued, "By the time he reached the position of Service Manager you could see his star shine. He grew and our business grew. We were always looking to promote from within for our Chevrolet store and I decided it might be better for the dealership to have a GM with knowledge of the parts and service areas instead of sales. It proved to be the right decision."

Jim and Keith became partners. By 1999 Keith was the sole owner of what is now Kocourek Chevrolet, the first dealership in Kocourek Automotive Group. Kocourek Automotive Group has experienced outstanding growth. To the original Chevrolet franchise, Kocourek Automotive Group has added Ford, Lincoln, Chrysler, Dodge, Jeep, Ram, Honda, Nissan, Kia, Subaru, Audi, Hyundai, and Volkswagen franchises encompassing nine stores throughout Stevens Point, Wausau, and Rhinelander. In addition, the group operates an Abra Autobody and Glass as well as a Byrider franchise in Wausau.



Keith and daughter Paige, both avid pilots.



Keith with "Big Brothers Big Sisters- Little Brother of 31 years"- Charlie Sann and his son Karson at the groundbreaking of the new Kocourek Subaru building where Charlie is the General Manager.

By almost any metric, Kocourek Automotive Group is thriving, providing employment for over 375 people, and serving diverse communities throughout the region.

Keith is the catalyst of this success according to his employees. "Integrity, loyalty, high standards, great role model, teacher, and leader," are accolades used repeatedly when employees talk about Keith.

Keith's life does not take place solely inside the dealerships. Jim Carter compared his management style with Keith's in this way. "I was smart enough...and I worked hard, very hard, but I think the path that Keith has taken is better than mine because he takes time for life. His life is more balanced. He's much more well-rounded."

Keith cares for his employees and communities. Where others might simply pass by with words of sympathy, Keith gets involved, and works to improve lives and situations. His passions are varied, interesting, and demonstrate his desire to give back.



Keith skiing in Colorado with daughter Paige.

Early in his career Keith took a float plane excursion in Alaska where the pilot put him in the right-hand seat. Within two weeks he started flying lessons and eventually combined his love of flying with serving others piloting Angel Flights. Keith received Ford's prestigious Salute to Dealers Award in recognition. Michael O'Brien, Ford Motor Company regional sales manager at the time said, "Keith's substantial contributions, financial and personal, could not be further removed from traditional 'check book charity'."

In addition to other charitable activities, Keith established the Kocourek Kid's Foundation in 2011. Kocourek Automotive Group donates a percentage of its profits to the Foundation each month. Keith personally matches all employee and other contributions. This donor advised kids fund benefits many charities in the Wausau area such as the Boys and Girls Club, Big Brothers-Big Sisters and the Boy Scouts to name a few. "Improving the lives of our neighbors is both a responsibility and a privilege." Repeatedly, within the walls of his dealerships and within his community, he lives these words every day.

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**Kocourek Automotive Group is thriving, providing employment for over 375 people, and serving diverse communities throughout the region.**

Keith's commitment to giving back his time and talents is why he joined the WATDA Board and subsequently agreed to work through the chairs. "Helping others is part of Kocourek Auto Group's core values. The association does so much for dealers that it's my duty, obligation frankly, to do my part. I learned a lot the first time I served on the board but my main reason for volunteering this time, and serving as chair, is because of the issues we're facing.

"There are so many things attacking the franchise system, like direct sales, new competition, manufacturer efforts to go outside the franchise system, etc. Who is going to service those vehicles? What if it's a lemon? By joining the WATDA Board I



Keith enjoying an afternoon of boating with his Grandsons Karson and Miles.



have a voice on these issues. I think I have a role to protect the dealers' and, more importantly, consumers' interests. My efforts can make a difference.

"Our association staff is amazing and has a great relationship with the legislature and agencies, but the staff can't do it alone. To succeed WATDA needs my time and talent – all our time and talents. And I'm happy to help because the staff makes my efforts more effective."

The WATDA Board isn't just nose-to-the-grindstone work. Keith has developed some strong friendships and working relationships with fellow board members. "I'm meeting dealers I didn't know; and we're solving some pretty tough issues together. Some of those working relationships turn into



friendships. There are some cool and interesting folks on the Board. I remember sitting on the back of that ratty old pontoon (Summer 2021 Board Meeting) chatting with Greg Kunes. I knew him but I'd never had a conversation with him. Turns out he's an interesting, generous, philanthropic guy. We have a lot in common and I would have never gotten to know him if we hadn't served together.

"It isn't like other boards. WATDA Staff handle the day-to-day work so when we meet as a board we're talking about significant issues. I always learn new things and gain insight into the industry. The regulatory information alone is huge.

"What WATDA does is so much more than the Bulletins and phone calls. That truly is the tip of the iceberg. We – WATDA – get a lot done and have an excellent reputation both with our local legislators and regulators as well as nationally. WATDA has an out-sized effect. We're small, really. But we do a lot and are getting unbelievable results.

"You know, usually when I volunteer to serve, I take the position because I have goals. Things I've seen that I want to address. That's not how it is with WATDA. My predecessors and the staff have done a great job. We're focused and going in the right direction. My goal as Chair will be to stay the course. Support the staff. Get work done. If we can manage that 2022 will be another successful year." ●

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# Legislative commentary

BY CHRIS SNYDER

This column is being written on February 1. Below are brief descriptions of a handful of bills that WATDA is following. The Wisconsin legislature is still in session, but by the time this issue of Dealer Point reaches its intended audience, they should be wrapping up the 2021-22 legislative session and looking toward the mid-term elections in November.

## **Catalytic Converters (Senate Bill 408/Assembly Bill 415).**

Catalytic converter theft is a nationwide problem. So much so, that manufacturers are being asked to help combat the issue by stamping VIN's on all new converters coming off the assembly line. Numerous states have passed laws making the theft a felony, setting up administrative road blocks and working with law enforcement and non-governmental organizations to mark and track converters to make the sales of stolen ones more cumbersome.

The Wisconsin companion bills create more record keeping and reporting for salvage dealers. The idea behind the bills is to create a better paper trail and more clearly identify who is selling used converters. The bills have passed both houses and are eligible to be signed into law.

## **Wholesalers (Senate Bill 658/Assembly Bill 581).**

Wisconsin has become the nesting ground for the wholesale buyer industry. Case in point, in 2012 the DMV issued eight wholesale licenses in the State. In 2021 the DMV issued 848 wholesale licenses and there are currently over 1,500 licensed wholesalers in Wisconsin. Over 1,250 of those wholesalers are located at five locations (Arlington, Beaver Dam and three in Elkhorn).

To the best of our knowledge, this organized licensing industry began in Indiana around 2010. Indiana was experiencing a high number of odometer tampering and title jumping incidents and they traced it back to a large group of wholesalers that all shared a common address. To alleviate the problem, they discontinued wholesale licenses in 2015. The Indiana group then moved to Washington State, same result and in 2017 Washington discontinued issuing wholesale licenses. Next stop was Missouri, same result. In 2018 Wisconsin issued 21 wholesaler licenses. In 2019 that number jumped to 341;

2020 - 536 and in ten months of 2021 - 848. Alarmingly, DMV estimates (through investigation) that since 2019, a total of 42,504,625 miles have been rolled back on vehicles purchased at auction by wholesalers associated with these facilities and the number of title-jumping incidents (evidenced by consumer complaints about tolling violations and unpaid parking tickets connected to vehicles that they no longer owned) had grown exponentially.

This Bill does not do away with wholesalers, but it creates facility restrictions that will make it more onerous and expensive to hold a wholesale license. Both bills have passed through the Senate and Assembly Transportation committees and are eligible for scheduling for floor votes. Hopefully by the time you are reading this, it will be ready for that vote or have been signed into law.

## **Assessing Fees for Using a Privately Owned Electric Vehicle Charging Unit (Senate Bill 573/Assembly Bill 588).**

If passed, this bill would allow private owners of EV charging units to assess fees to individuals who charge their EV's. Currently, private citizens are not allowed to resell energy. One would think that passing a bill to allow those (like dealers) who have invested in installing an EV charging unit to recoup the energy expense incurred by people charging their vehicles on a privately owned unit would be a no-brainer. While the concept is widely supported, the energy companies are working double-time to educate and advocate that energy generation and distribution has multiple layers of complex investment, expenses and relationships that need to be taken into consideration.

It appears most of the issues have been resolved, for now, and both bills (companion bills, meaning they are identical) are ready to have committee hearings and be voted on. WATDA was told that it looks like the main issue of allowing private entities to recoup their energy costs on charging units they own (and are paying a utility company for the energy flowing through them) will be passed before the end of the session. However, recouping of energy expenses and/or allowing a private party to assess charging fees for a unit they own will be restricted to charging units that obtain their electricity from

an energy company. Businesses that generate electricity from privately owned solar panels and/or wind turbines will not be allowed to assess fees, because at that point they are selling energy and not simply recouping their energy expenses.

**Direct Sales (Senate Bill 462/Assembly Bill 439).** If you believe the federal government and their friends in the press, everyone wants to buy electric vehicles and they want to buy them directly from the manufacturer. But an organic metamorphosis would simply take too long, so the government plans to spend tax dollars on enticing people to buy electric vehicles through tax credits, creating an electric power source infrastructure and restricting the oil industry, selling it to the public as necessary to save the planet. So much for consumer choice driving the market.

If the past is prologue, state regulators and consumers should be aware that the real drivers behind the EV movement (EV manufacturers) fashion themselves as market disruptors and insist that the ONLY way to move forward is to sell their product direct. These market disruptors have a consistent history of avoiding and ignoring any and all regulations pertaining to the development and sale of their product. This session's bill represents the 3rd try to compromise the Wisconsin motor vehicle franchise law by allowing electric motor vehicle manufacturers to sidestep rules and laws designed to protect consumers by ensuring robust competition and local accountability.

This session's bill (*authored by Senator Dale Kooyenga, R-Brookfield; and Representative Adam Neylon, R-Pewaukee; co-sponsored by Senator Kelda Roys, D-Madison and Representatives Cindi Duchow, R-Delafield; Deb Andrca, D-Whitefish Bay; Kalan Haywood, D-Milwaukee; Jessie Rodriguez, R-Oak Creek; Michael Schraa, R-Oshkosh; Dora Drake, D-Milwaukee; Shelia Stubbs, D-Madison*) originally would have allowed any manufacturer of solely electric vehicles to sell those vehicles direct to the public. That would have allowed existing manufacturers like General Motors, Ford, etc., to sell their electric vehicles directly to the public and bypass dealers.

After a hearing before the Senate Committee on Government Operations, Legal Review and Consumer Protection, the bill was amended to allow only manufacturers who make solely electric vehicles and don't have any dealers to sell direct. That bill passed out of Committee on a 4-1 vote with Senators Duey Stroebel, R-Saukville; Mary Felzkowski, R-Irma; Julian Bradley, R-Franklin and Kelda Roys, D-Madison, voting to pass the bill out of the committee and only Senator Jeff Smith, D-Brunswick opposing the bill and supporting the dealers.

Thankfully, there are 99 State Assembly Representatives and 33 State Senators and for now, it appears that the dealers have the support of an overwhelming majority in both houses to prevent this bill from passing this session. However, we can

fully expect another run at dismantling the franchise law in the 2023-24 legislative session.

To be clear, WATDA and its dealer members throughout the state are not anti-electric vehicles. They are investing in training personnel and facility modifications to sell and service electric vehicles. However, if the market is truly going in that direction, it should be the result of consumer demand and not government mandate. It defies logic to strip out all rules and regulations designed to protect Wisconsin consumers in a healthy and robust industry, simply to allow fledgling companies to selling unproven products (very expensive products) to Wisconsin consumers (in some cases manufacturers seeking to change the law, do not have any product to bring to market yet).

The law currently provides manufacturers with a way to obtain a license to sell direct. They simply have to petition the state and make their case as to why they believe that there are no prospective independent dealers available to own and operate the dealership in a manner consistent with the public interest; and that meet the reasonable standard and uniformly applied qualifications of the factory. This review process at the very least preserves the state's role in regulating an industry that endures governmental oversight in every aspect of day-to-day business sales and service transactions.

## Federal LIFO

A large number of dealers throughout the country utilize the Last In First Out (LIFO) accounting practice. This accounting method can be very advantageous when parts and vehicle inventory levels remain consistent. However, when inventories dip or the business is sold, the tax is owed. The amount of tax owed is typically substantial. 2021 saw Corona Virus shutdowns and ensuing micro-chip shortages, resulting in huge inventory reductions and consequential tax ramifications.

To that end, NADA has been in close contact with the U.S. Treasury department, requesting that they implement a never-used-before provision, wherein Treasury could grant dealers temporary relief, due to a "major foreign trade interruption" that would allow dealers to replace their new vehicle inventories over a 3-year period. To assist in those efforts NADA submitted two letters; one, a bipartisan letter from the House of Representative and the other from Senate Democrats. As of today, Treasury is hesitating and questioning whether the micro-chip shortage is truly a culprit in the inventory deficit. (I don't know how they can deny that, unless they know something we don't). To assist in proving to the representation that the micro-chip shortage is the cause of lack of inventory, the Alliance for Automotive Innovation (formerly known as

...continued on page 24



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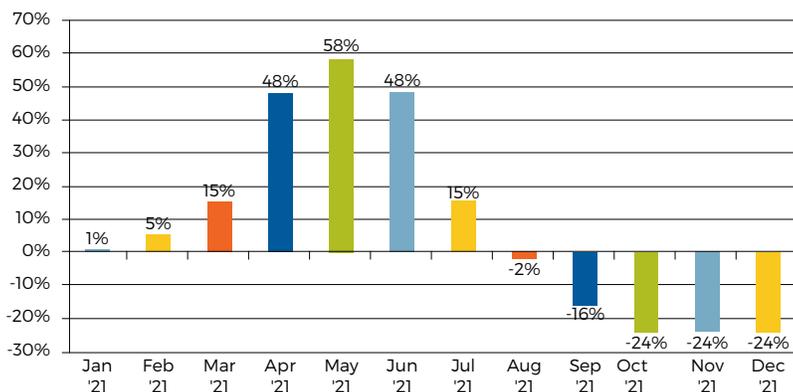


# New Vehicle Sales Trends

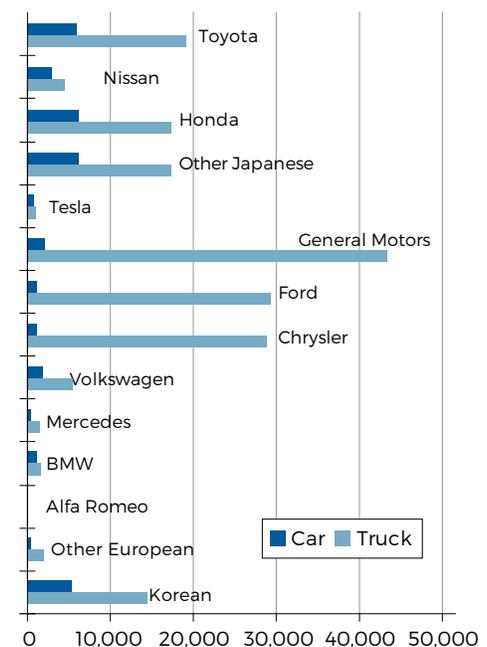
## Wisconsin New Vehicle Trends: December 2021

	Previous Two Months			Year to Date			Year to Date Market Share		
	11/20 to 12/20	11/21 to 12/21	% change	'20 YTD	'21 YTD	% change	'20 YTD	'21 YTD	change
Industry Total	37,419	30,025	-19.8%	207,724	212,724	2.4%	100.0%	100.0%	0.0%
Car	4,696	3,704	-21.1%	31,526	30,828	-2.2%	15.2%	14.5%	-0.7%
Truck	32,723	26,321	-19.6%	176,198	181,896	3.2%	84.8%	85.5%	0.7%
Japanese	12,393	9,830	-20.7%	69,373	73,881	6.5%	33.4%	34.7%	1.3%
Toyota	4,592	3,663	-20.2%	23,563	24,910	5.7%	11.3%	11.7%	0.4%
Honda	3,695	2,866	-22.4%	20,905	22,983	9.9%	10.1%	10.8%	0.7%
Nissan	976	991	1.5%	6,461	7,065	9.3%	3.1%	3.3%	0.2%
Other	3,130	2,310	-26.2%	18,444	18,923	2.6%	8.9%	8.9%	0.0%
Domestic	20,215	15,401	-23.8%	110,623	106,342	-3.9%	53.2%	49.9%	-3.3%
General Motors	9,450	5,378	-43.1%	48,170	45,125	-6.3%	23.2%	21.2%	-2.0%
Ford	5,328	5,319	-0.2%	31,232	30,100	-3.6%	15.0%	14.1%	-0.9%
Chrysler	5,234	4,430	-15.4%	30,182	29,597	-1.9%	14.5%	13.9%	-0.6%
Tesla	201	267	32.8%	1,025	1,501	46.4%	0.5%	0.7%	0.2%
Other	2	7	250.0%	14	19	35.7%	0.0%	0.0%	0.0%
European	2,105	2,008	-4.6%	11,756	13,225	12.5%	5.6%	6.2%	0.6%
Volkswagen	1,037	987	-4.8%	6,220	6,994	12.4%	3.0%	3.3%	0.3%
BMW	437	441	0.9%	1,886	2,351	24.7%	0.9%	1.1%	0.2%
Mercedes	260	265	1.9%	1,515	1,642	8.4%	0.7%	0.8%	0.1%
Alfa Romeo	13	8	-38.5%	46	62	34.8%	0.0%	0.0%	0.0%
Other	358	307	-14.2%	2,089	2,176	4.2%	1.0%	1.0%	0.0%
Korean	2,706	2,786	3.0%	15,972	19,276	20.7%	7.7%	9.1%	1.4%
Other	2,706	2,786	3.0%	15,972	19,276	20.7%	7.7%	9.1%	1.4%

**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.





# NADA Report

JOSHUA JOHNSON • [jjohnson@donjohnsonmotors.com](mailto:jjohnson@donjohnsonmotors.com)



The National Automobile Dealers Association and its dealers reached major milestones in what has been one of the most complex times in our industry's history. Franchised dealers from around the nation are standing strong in the face of a global pandemic, volatile market conditions, the evolution of EV technology, and an onslaught

of challenges coming out of our nation's capital. NADA has been proudly holding the front lines, and we couldn't do it without the support and engagement of WATDA and Wisconsin's dealers. As we look toward the year ahead, we must continue to gain ground on our most critical issues.

NADA is helping dealers navigate a landscape filled with new federal mandates as we continue to move through the year. The amended Federal Trade Commission's Safeguards Rule contains complicated new technical, procedural, and security requirements that dealers must undertake this year. NADA is currently developing comprehensive compliance guidance which will be published in the coming months. Once published, I urge you to carefully review this information and reach out to your technology vendors to ensure that you're in full compliance.

Today dealer advocacy and participation are more important than ever. We need your voice, your phone calls, and your emails to your elected officials throughout the course of the year. NADA is working to improve a new EV incentive program that's part of a massive federal spending bill. These programs must work in the showroom and at the point-of-sale. As always, we'll be fighting against harmful tax increases that would hurt the nation's auto and truck dealerships. We encourage you to engage with everyone, especially your members of Congress because these are battles, we can only win together.

Finally, when it comes to the EV debate, it is essential that everyone is made to understand that dealers are part of the solution. Despite what critics have said, franchised dealers are embracing the electric vehicle wave and we're ALL IN. We are ready and eager to sell customers the vehicles they want. NADA has staunchly fought the conflation of electric vehicles and direct sales. The Association's goal is to present a solution to the government for its ambitions for an electric future, especially as these vehicles go beyond luxury and move into the mainstream. NADA will continue to examine the internal and external challenges along the path to electrification, the motivations for prospective EV buyers, and how dealerships can best prepare for future EV sales using a data-driven approach.

There is no doubt that we've become stronger and tougher from the past year's experiences. Dealers have always adapted their businesses through the waves of change. We've capitalized on a virtual world and have made the car-buying experience convenient and accessible for customers. Most of all, we've done a tremendous job protecting the health and safety of our employees, customers, and families. NADA has provided a constant stream of guidance and educational materials that have helped guide dealers since the pandemic began. I urge you to utilize NADA's resources and visit the NADA and ATD websites often.

Lastly, a special thank you to NADA for bringing its Professional Series training to Wisconsin in February and thank you to WATDA for hosting. These condensed core-competency-focused sessions provided a unique in-state opportunity for our dealers to invest in new and high-potential managers while limiting time away from the dealership and achieving a great ROI. The reviews we received from attendees were phenomenal and I'm hopeful that this experience will open the door to future NADA-supported opportunities for Wisconsin dealers. Stay tuned! ●

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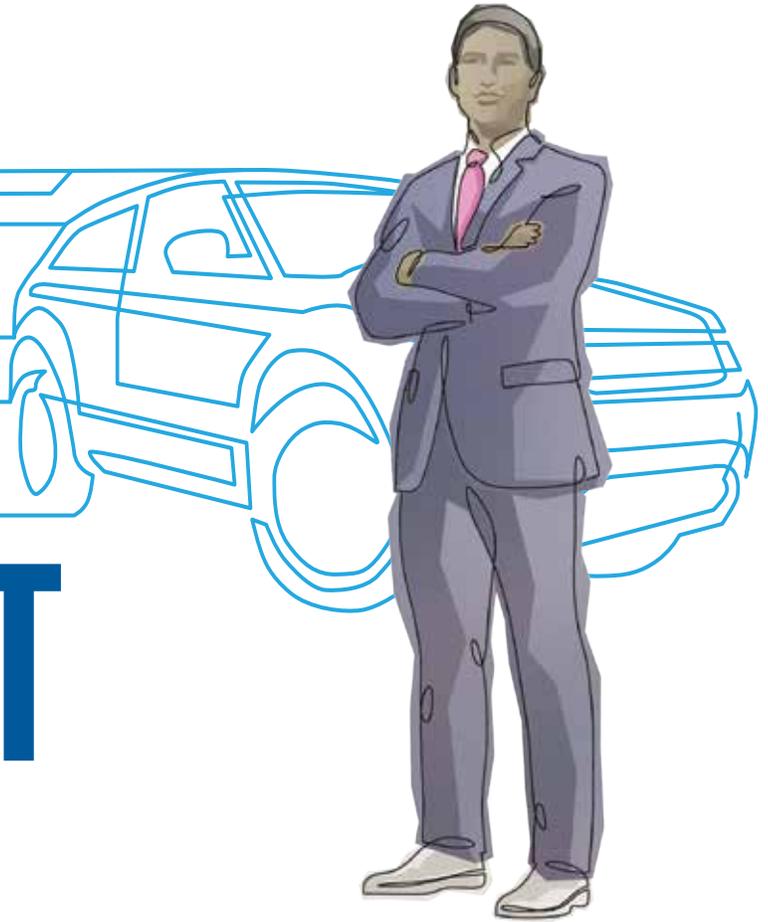
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<sup>1</sup> Based on average industry timeframe for vehicle title release and vehicle payoff process of 18+ days, as determined by 2021 Dealertrack data

<sup>2</sup> Based on Dealertrack User Timing report through Google Analytics 11.1.19–10.31.20



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# CenterStage

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## ► Griffin Group Supports Parade Tragedy Fund

Griffin Automotive Group, of Waukesha, collaborated with their employees, and contributed over \$6,000 to the *United for Waukesha Community Fund* after the tragedy at the annual Waukesha Christmas Parade. Waukesha County Community Foundation and United Way of Greater Milwaukee & Waukesha County joined together to create the "United for Waukesha Community Fund" to support the needs of the families impacted by this incident. The dealership group, headed up by Jim Griffin, was proud to get involved in this effort to heal the community.

## ► Dahl Automotive Provides Scholarships to Two Student Employees

Dahl Automotive is proud to partner with the Wisconsin Automobile and Truck Dealers Association and other partners to provide Wisconsin high school graduates and continuing education students with opportunities to receive automotive technician scholarships. Recipients will use the scholarship awards to fund their vehicle service education in automotive, diesel, motorcycle, or collision technology at the Wisconsin Technical College of their choice.

Dahl Ford team members Noah Busse of Trempealeau and Dawson Bryant of Onalaska, who are both attending Western Technical College (WTC) in La Crosse will each receive a \$1,500 tuition scholarship sponsored by Dahl Automotive. Dahl Ford in Onalaska will provide Bryant and Busse with on-the-job training and mentoring while they work toward their degree in automotive technology. Each will receive a tool set valued at \$4,355 from Snap-on Corporation of Kenosha, and additional tuition incentives provided by Dahl Automotive.



## ► Dearth Motors Staff Responds in Emergency

In mid-October of 2021, a gentleman suffered a cardiac arrest while driving past the Dearth Buick GMC. He coasted off the street and came to rest against the mailbox just outside showroom. Kevin White, General Sales Manager and Mike Foulker, Sales Consultant were leaving the showroom to walk next door when they saw the van and the gentleman slumped over the wheel. They tried to get the man's attention; when he did not respond, Mike ran back inside to get Sales Consultant Dan Perdue, Volunteer Firefighter, Medical Responder, and Lieutenant, for the Monroe Fire Department.

While Dan was trying to get access to the motionless man, Kevin dialed 9-1-1 and was on the phone with the dispatcher. The doors to the van were locked, the van was still in drive and running with the man still behind the wheel. Dan ran to his nearby car, pulled out a tool, came back and broke out the passenger side window, unlocked the vehicle, placed it in Park and turned it off. He ran around to the driver's side, opened the door, and pulled the unresponsive individual out onto the ground. Dan assessed the individual and determined that he had no pulse and was in cardiac arrest. Dan informed Kevin to tell the 9-1-1 operator that CPR was in progress, and he began CPR, as he was trained to do. Almost immediately, Cheryl Gassman, an off-duty firefighter who was driving by pulled over to assist Dan with CPR until the ambulance arrived. In addition to the ambulance, the Monroe Fire Department also arrived with more personnel to help the ambulance crew. Kevin helped to hold up a blanket to provide some privacy from the view of passersby. By the time the ambulance transported the gentleman, he had regained a pulse and a blood pressure.



A couple of weeks later, the gentleman had recovered enough to be sent home from the hospital and stopped at Dearth Automotive to thank Dan for his quick, life-saving actions. The City of Monroe provided special recognition to Lieutenant Perdue, and Firefighter Gassman by presenting them with a Letter of Commendation and a plaque for their lifesaving actions while off duty.

► **Blood Drive Held at Wilde East Towne Honda**



Wilde East Towne Honda hosted a community blood drive with the American Red Cross in January.

“Hosting a blood drive supports Wilde East Towne Honda’s core values of giving back to the community,” said Jorge Hidalgo, General Manager of Wilde East Towne Honda. “With a simple blood donation, we can help save the life of someone who could be a coworker, loved one or neighbor. This blood drive is our way of giving staff and community members an opportunity to help save lives.”

“The short amount of time it takes to donate can mean a lifetime to a patient with a serious medical condition,” Hidalgo said. The event was a success with 39 units of blood collected from 36 donors.

► **Lynch GM Burlington Employee Gives Back**



SUBMITTED PHOTO The Press  
Daniel Dace and his wife Michelle (right) donate a vehicle they purchased to Suzanne Giloy, of Racine. Dace, who is sales consultant for Lynch GM Superstore in Burlington ran a contest on social media to find a deserving person to receive the car. Giloy lost the car she had owned for 30 years in an accident earlier this year.

Daniel Dace and his wife Michelle (r) donated a vehicle they purchased to Suzanne Giloy, Racine. Dace, who is a sales consultant for Lynch GM Superstore ran a contest on social media to find a deserving person to receive the car. Giloy lost the car she had owned for 30 years in an accident earlier in the year. Giloy often used her car to transport other to doctor appointments or deliver food, medicine and other supplies to friends who could no longer drive. ●

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# INDEPENDENT DEALER SPOTLIGHT

BY JILL SUKOW, DIRECTOR OF MEMBERSHIP

**Name:** Pete Raskovic

**Dealership Name/Address:**

Raskovic Automotive Sales & Service  
2740 3rd Street North, Monroe  
1019 9th Street, Monroe

**A little bit about yourself?**

My wife Lauree, a nurse, and I live on Keystone Farm, a 200-acre farm in New Glarus Township. I have five children – Nikole (34), owner of Keystone Farms Cheese, Bethlehem, PA. Michael (25); F&I Manager for Schoepp Motors and accomplished stock car driver; Peter Jr. (31), co-owner of a drug and alcohol rehabilitation center, Beverly Hills, CA; Katie Lynn (23), a student at Blackhawk Technical College and also works for the dealership as a licensed Wisconsin Buyer; Lauren Ally (22), is a vet tech for Monticello Veterinary Clinic. I have always encouraged my children to pursue their passion and do their absolute best, no matter what profession they choose.

**What was your first car?**

1966 Shelby GT 350 which I rescued from a farm field in Kunkletown, PA. They weren't worth much then. I rebuilt it

over the course of a year with the help of my mentor. To this day I cannot believe that my parents allowed me to buy that car! I cringe at the thought of allowing any of my children to have that as a first car. Times were different for sure! I currently own a Mr. Norms Challenger Demon #11 of 12 produced and a restored 1924 Durant Star Model F Special Touring which is one of three known to still exist.

**What do you love most about the automotive industry?**

Other than the pressure and fast pace, the technology is most the most exciting for me. I embrace new technologies both in the shop and at the sales lot. While the shop stays current with technical advancements geared to repair, there are advances in dealership software that we embrace in sales that allows us to be transparent as well as more efficient in marketing and reconditioning so that we stand apart from the competition. For instance, we always had a written procedure for tracking a unit from the time the transporter picks it up at the auction to being front-line ready. As we all know, there is a great deal of work and communication in between those two points. We started using Carketa in 2021 and have reduced our reconditioning time by almost half.



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## How did you get into the car business?

I was mostly inspired by my automotive instructors, many who I keep in touch with. But the person that I admired most and who was also the most influential on my career and education path is Robert "Bob" Parvin. He was a few years out of the U.S. Army after doing a tour of duty in Vietnam when he moved into the house next to ours. I was 10 years old. He worked as a General Motors master-tech for a local dealership when he had an opportunity to move to another store in a management capacity. He advanced rapidly over the next few years becoming active in operations and by the time Bob retired, he was as a partner in the dealership. It was an unbelievable journey that I watched unfold firsthand. That experience taught me that anything can be done with hard work, perseverance, dedication, and good decisions based on data. But Bob's real secret was an intense focus on the customer experience and customer satisfaction. Everyone loved this guy! He was a leader in every aspect. I write these words with mixed emotions as Bob is currently in the last stages of his life due to terminal cancer. We speak almost daily, and he counsels me as he always has on business matters... and sometimes matters of life as well. Life and business are really about relationships.

## What has your journey in the industry looked like?

I started working at Brown-Daub Chrysler-Plymouth, Easton, PA as a technician apprentice at the age of 15 in a high school co-op program. I attended college in the evenings while working full time in the service department from age 18-38 and obtained an associate degree in Automotive Technology from Northampton College, and a Vocational Training Degree from Temple University which was followed by a B.S. Degree in Career, Technical Education and Training from the University of Wisconsin-Stout. I hold many industry certifications and am currently a 36-year ASE Certified Master Technician. I eventually became an automotive technology instructor and moved to Wisconsin after 9/11/2001, where I was recruited by the Beloit School District to build my second AYES/NATEF Master-Certified High School Training Program. With the help of the late Ken Hendricks, CEO of ABC Supply Co. providing funding, we built the first AYES/NATEF Master-Certified high-school automotive training program in the history of the state of Wisconsin which included a new state-of-the-art training facility.

In 2014 we decided to build a new service-center in Monroe that would house our service and repair business as well as our American Ethanol-sponsored stock car team. We perform

general service and repair specialize in computer, fuel, and emission diagnostics.

In 2017 we decided to expand into pre-owned sales in the adjacent lot that we built specifically for sales. In November 2019 we purchased a former Kwik-Trip building at 1019 9th street in Monroe as the Kwik-Trip organization was expanding into a new, much larger facility one block away. We opened that location for business in January 2020.

We will be expanding into a third location in 2023/2024 in the Madison area.

### **If you were going to give advice to someone who just became a car dealer, what would that advice be?**

- Develop a realistic business plan and set a one, two and five-year goal for growth. Monitor and adjust.
- Don't start out under-capitalized.
- Seek the counsel and advice of others in the business who are successful.
- Never stop training and embrace new technologies. Require staff to participate in training regularly.
- Set yourself apart from other dealers. Consider the NAIDA CPO Program as a part of your portfolio.
- Get involved with state and national associations; WATDA and NIADA provide invaluable knowledge and support for used car dealers.
- Stay educated on current markets and trends and attend trade conferences such as the NIADA and NADA Conference. You can't afford NOT to attend. There are many great take-aways that can help your dealership succeed and grow.
- Be smart when buying inventory. Preview your purchases before the auction then bid online.
- Take care of every customer and treat them as if they are the best customer that has ever walked through your dealership doors!

### **What are some important lessons you have learned in the car business?**

Sell on quality and safety.

Purchase and sell the best quality cars that you can source.



Don't get into pricing wars. Rather, educate your customer of the features and benefits of purchasing from your dealership.

Build value in your cars. We use an on-vehicle QR code placed by the Buyer's Guide that customers (and our salespeople) can scan to view the digital inspection report, repairs performed and technician comments. Customers can also see an uploaded picture of the repair invoice along with the retail costs of those repairs. This is work that they won't need to have done in the immediate future and there is a tangible value in that.

CPO units command a higher gross but require the dealer to provide a quality vehicle and salespeople to educate the consumer on the benefits of purchasing a CPO unit.

### **What makes your dealership stand apart from the others?**

Offering Certified Pre-Owned Vehicles as an independent dealer. It allows us to provide a better vehicle at a fair price. We also keep our lot, facilities and staff looking professional and always welcoming. Look towards successful WATDA franchise dealers in your area as an example. Most Wisconsin franchise dealers are prime examples of professionalism.

### **What is a fun fact about you that not many people know?**

Racing was my avocation. I am an experienced and seasoned race mechanic who has worked with various teams over the years including the Indy Racing League Team of my childhood hero, the legendary A.J. Foyt. I previously managed the ABC Supply Company short-track stock car racing team owned by my close friend and mentor, the late Ken Hendricks. And in recent years, I have owned and operated my own multi-car asphalt stock car team.



### **Biggest challenge to owning/operating an independent dealership?**

Sourcing quality inventory at a reasonable price is currently the biggest challenge, especially in this market. Be cautious buying online without seeing the vehicle. I like to preview my units at the auction and then bid online confidently.

Finding quality people for your team is also a major issue today. Hopefully both challenges will ease up in the next few years, but my belief is that it will be a few years for things to get back to some sense of normalcy. ●



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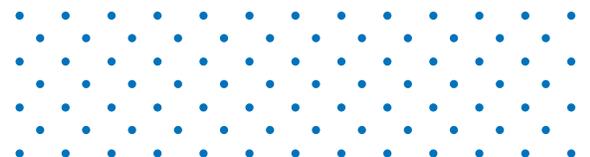
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# From Around the State

Please send your news From Around the State to [jfarmer@watda.org](mailto:jfarmer@watda.org)

## Badger Chevrolet Buick Groundbreaking Ceremony

Badger Chevrolet Buick, a division of Milwaukee-based Badger Truck & Automotive Group, Inc., announced broke ground on a significant building expansion in December 2021. Currently at about 13,000 square feet, the building will grow to over 25,000 square feet, much of the expansion targeted towards the service and parts departments. More than doubling in size, the building will allow for 5 service bays, 2 quick lube bays, 2 delivery areas, an alignment rack, and an automatic car wash. Sullivan Design Build has been awarded the project.



Badger Chevrolet Buick celebrates building expansion with groundbreaking ceremony. Pictured left to right: Amy Wildman, Project Manager, Sullivan Design Build; John Riley, President, Sullivan Design Build; Paul Schlagenhauf, Dealer Principal, Badger Chevrolet Buick; Jim Triatik, Vice President / Architect; Matthew Dierksmeier, Partner, Badger Chevrolet Buick

## Summit Automotive to Feature All Jeep Showroom

A brand new 8,000 square-foot Jeep showroom will open in Fond du Lac in May 2022. Summit Automotive, who also owns the Summit Chrysler Dodge Jeep RAM dealership across the street from the currently under construction showroom, aims to make positive Jeep memories regardless of whether you already love the iconic automobile brand or are experiencing it for the first time. Summit Automotive bought the lot for the new showroom 15 years ago, then created a vehicle overflow lot and an automobile service center on the site. Now, it will add the exclusive Jeep dealership and brand experience with its full dedication to “all things Jeep,” according to Summit Automotive President Matt Weinberg. The stand-alone Jeep showroom is the first of its kind in the Midwest. It will display the new Grand Wagoneer, whose concept was recently re-imagined, along with the 3-row Grand Cherokee L, and other new models. The building’s glass panel and bamboo bevel exterior make for a natural, but flashy look, Weinberg noted. The structure will clearly be a draw for locals and visitors, as it will be very easily noticed from WI Highway 41. ●



Summit Automotive is proud to be the future home of the Midwest's only standalone showroom dedicated to Jeep vehicles. - Courtesy of Summit Automotive



# Wisco: Renewed Dedication

BY JOE MAASS, WISCO PRESIDENT

## Death, Taxes and Wisconsin Winters



The fear of global warming tends to wane in the dim light of a winter's morning. It's ironic that as each New Year begins, the days get longer but time grinds to a crawl as the grip of Wisconsin's cold tightens around a body, mind and, seemingly, the soul. Our annual plunge into the thermal abyss tempers our resilience and tenacity. Like Bedouins seeking water, we endure heat deficiency thirsting for a warm destination.

Inevitably the cost of comfort ebbs and flows. Unfortunately, demand for natural gas is growing while supply is falling and, of course, heating cost skyrocket. For many dealers the volatile natural gas market is a reminder of a bygone era; utilizing their waste oil has sheltered them from these concerns while compounding their financial returns.

Some may recall bygone heating systems requiring weekly maintenance to which I'll remind them it was the same era as carbureted engines, when a car's 20 mpg was considered efficient and 100,000 miles vehicles condemned as beyond sellable.

Wisco's partnership with Black Gold Environmental Services in Ogdensburg provides Member's access to the industry leader in waste oil heating. Since 1978 Black Gold has installed thousands of complete waste oil heating system. As the nation's leading distributor/installer of EnergyLogic waste oil heaters known for clean, quiet, low maintenance and unrivalled quality and reliability. The initial motivation maybe saving money but creating a safe and comfortable workplace for employees certainly results in greater productivity and added ROI. Adding HVLS (high volume low speed) destratification fans will take staff comfort to an even higher level. Contact experts Black

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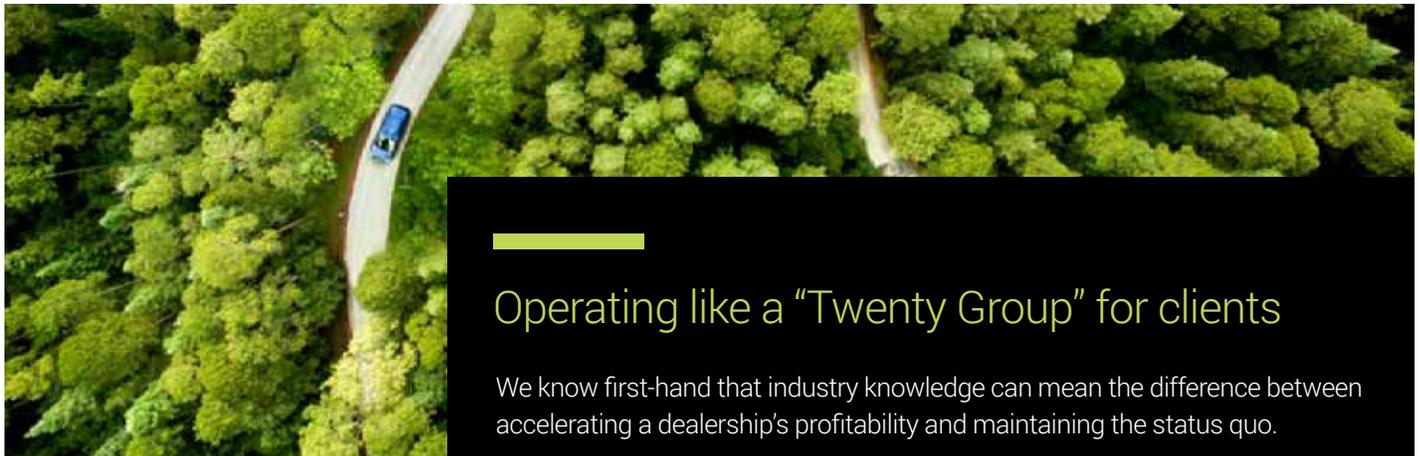
Gold Environmental Services at 1-800-667-4838 to meet the founder & owner Denny Wandtke for no pressure analysis of your savings potential.

While on the topic of energy, LED lighting technology has been one of the easiest energy reduction measures and with some of the greatest payback. Wisco recently added a new Sylvania LED Direct Fluorescent replacement bulb that is uniquely flexible. Past LED retrofits were offered to either work with or without a ballast; our new Sylvania's includes smart technology allowing to fit either application. It may seem insignificant on the surface but the low operating cost added to minimal install labor, avoided expense of future replacements compounded by Focus On Energy's LED replacement funds makes this Sylvania's 48T replacement bulb an easy choice and quantity discounts are available!

Wisco's sole mission is simple: Provide service and savings on everything our Members need to operate profitably. Whether its toilet or copy paper, Hunter alignment equipment or Factory Motor Parts vast catalog: If our Members have needs Wisco is working to provide savings. An excellent example is uniforms and garment services: Cintas' Wisco Program provides excellent savings through our ever improving decade long agreement. We are truly grateful and look forward to continuing indefinitely.

In an effort to broaden Member's options Wisco has established a new partnership with Unifirst Uniform Company. This new program will allow current Wisco Members, already under local contract with Unifirst, to immediately graduate onto a lower cost national pricing structure as well as newly signed contracts.

Please know these are just a few of latest improvements in Wisco Membership we would be amiss to not share praise for the great work of the WATEA. For those unfamiliar allow me to quote from their website: "WATEA is a group of likeminded individuals and businesses in the automotive, truck, and transportation industry with the common goal to develop awareness of career paths and opportunities available in the automotive, truck, and transportation industry. Why Join WATEA? To help us improve and enhance the image of the automotive, truck, and transportation industry. It's important that we recruit and retrain qualified candidates TODAY to insure we have candidates tomorrow!" Wisco has joined the WATEA to support their mission as well as their partnership with the WATDA foundation. We sincerely appreciate their proactive, forward thinking and hard work ensuring the future of our industry. ●



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# WATDA 2021 Political Impact Success

Last year will be known for COVID, chip shortages and supply chain challenges. However, 2021 will also go down as the year that WATDA members stepped up big when it came to political gifting. Not only did the board of directors boost their investments in a big way, but the membership exceeded the boards challenge of matching their contribution dollars.

Additionally Wisconsin dealers reached the goal set by NADAPAC, leaving us well-positioned to support pro-industry candidates for the House and Senate in the 2022 elections

WATDA wants to thank you by investing that money wisely and in a fashion that benefits all Wisconsin dealers. We will support and oppose legislation, making our industry stronger. We will seek elected officials that share the goal of making our industry one of growth and strength.

Special thanks to Frank Hallada, Hallada Automotive, Dodgeville, for heading up this effort on your behalf. Frank served as our Political Impact Task Force chair and will continue this initiative for 2022. His leadership and passion drove the success of the effort!



If you have not been participating in this effort, please consider how you can join your fellow dealers in 2022 to keep our political funds strong and viable into the future. ●

...continued from page 9

the Alliance of Automobile Manufacturers) submitted a letter spelling out how the chip shortage has affected the industry.

The ball is currently in the Treasury's court. If relief is ultimately granted, dealers can file amended tax filings.

## FTC Modifies Information Safeguard Rule

In late October of 2021 the Federal Trade Commission (FTC) issued amended Information Safeguard Rules that affect dealers. The amended Rule will take effect on October 27, 2022. The amendments expand procedural, technical and personnel requirements that dealers will have to meet to satisfy their information security obligations.

All dealers should already have a written Information Safeguard Rule that documents what steps the dealership and their affiliated vendors are taking to secure the integrity of their customers personally identifiable information. The amendments will require:

1. Dealers to designate one specific "Qualified Employee" who's responsibility will be to oversee, coordinate and enforce your program.
2. Draft a Risk Assessment document that identifies areas of risk of breach of security.
3. Establish access controls, that will require the qualified employee to restrict access to secured information to only authorized personnel.
4. Identify and manage the data, personnel, devices, systems and facilities into the overall risk strategy.
5. Dealers must encrypt all customer data. All dealer vendors and others who have access to dealership customer data must be included.
6. Identify secure practices for housing, transmitting, accessing customer information.
7. Implement a multi-factor identification procedure for all individuals with access to any information system.
8. Establish a system to monitor all activity of authorized users and identify how unauthorized activity can be discovered.
9. Establish a secure method of disposing of customer information.

NADA has produced an FAQ for a more detailed explanation, go to: <https://www.nada.org/WorkArea/DownloadAsset.aspx?id=21474865365>

Further, NADA will be holding seminars at the NADA show in Las Vegas March 10-13. There will also be many opportunities to catch webinars or presentations between now and the implementation date. ●



# Wisconsin Automobile & Truck Dealers Association

To all Wisconsin Ford Dealers,

As you may already know, the Wisconsin DMV regularly monitors dealer websites to ensure advertising compliance. Many Ford dealers have recently received an Advisory Letter from DMV stating that a feature that allows consumers to view the original window label runs afoul of Wisconsin advertising rules.

**Trans 139.03 (5)** Used vehicle comparative savings. *The use of manufacturer suggested retail prices, wholesale or retail dealer pricing guides, or similar price guides to advertise comparative savings for used vehicles other than demonstrators or executives is an unfair practice and prohibited, except that a motor vehicle pricing guide may be used if the use of the guide as the source of the pricing is stated in any required disclosure and the dealer makes the full objective documentation used to set the price available in writing to the customer.*

WATDA has reached out to DMV about their interpretation of how the above provision applies to providing a copy of the Monroney Label for customers to view. We have communicated that our interpretation is that the access to the label is not for "price comparison" purposes, but to provide more complete information regarding the vehicle's equipment and specifications. DMV's response is less than favorable that a practical resolution is possible. Therefore, to stay in compliance, Wisconsin dealers will have to ask Ford Direct to disable that feature on their website.

In the meantime, dealers who wish to provide used vehicle inventories' original equipment, options, and specifications, can do so by using the Vehicle Details Information Sheet found on the Vehicle Details product offered through WATDASI. Using a VIN explosion process, your dealership can create a pdf document that can be printed on a label or uploaded to a website. If you are currently utilizing Vehicle Details and don't use the Vehicle Details label feature or have not looked at the Vehicle Details product in a while, contact WATDA Services at (800) 236-7672 or your account representative directly.

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# WATDA Foundation Releases Technician Supply & Demand Report

BY BRENT KINDRED - VICE PRESIDENT, WATDA FOUNDATION

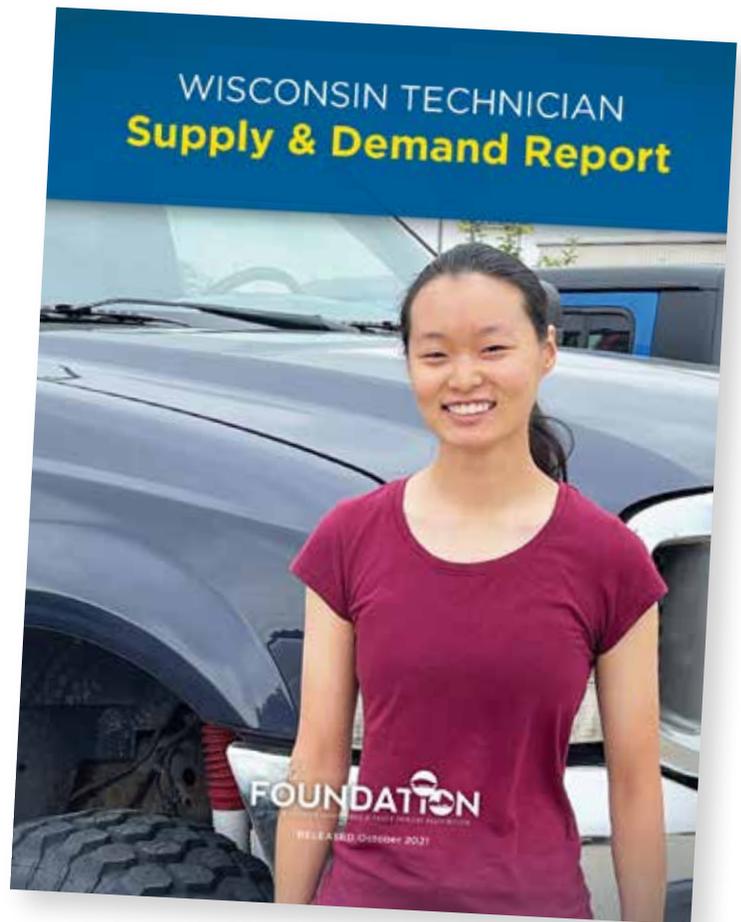
The statewide technician talent shortage is real. Wisconsin dealerships, like dealerships across the United States, are facing historic technician shortages in automotive, collision, and diesel positions. Fewer students are pursuing a technician career, and dealerships are reporting increasingly shallow application pools for most positions. Addressing these shortages, while attracting, developing, and retaining top talent, is one of the most critical issues facing the industry.

The Wisconsin labor market is dynamic. From month-to-month there are hundreds or thousands of jobs that are lost or gained. There are job openings, hires, job separation, retirements, and lay-offs. The transportation industry is not much different than other industrial and service sector businesses. The transportation dealers in the state are continuing to struggle filling these positions.

In the *Wisconsin Technician Supply & Demand Report*, you will find data and trends for the industry specific to Wisconsin. The data comes from several sources. Analysis of this data can enhance our understanding of the current dilemma but will also shed light on demands in the near and distant future.

In the needs section of the report are projections for auto, collision, and diesel technician jobs that stretch-out to the year 2028. According to the Jobs Center of Wisconsin Employment Occupational Employment Projections, there will be significant annual openings in the industry. Each year, there will be 2,399 combine openings in automotive, collision, and diesel careers.

The supply section focuses on technical college graduates. We know there are some workers who enter this profession sans a technical college education. These workers could be career changers or move into Wisconsin from another state. These individuals are not accounted for and are difficult to track. In addition to college graduates, this report also briefly analyzes the Wisconsin high school pipeline specifically for Automotive Service Excellence (ASE) accredited programs. It shows approximate high school program numbers and aggregate data for ASE accredited programs. These pre-college



students are engaged in transportation education and are candidates to pursue a technician career pathway. Even though the high school analysis doesn't directly impact today's labor calculations, you can certainly make an argument they will influence the talent development pipeline for years into the future. It will be up to everyone in this industry to determine how big of an impact these students will make, and we engage them.

The entire Wisconsin Technician Supply & Demand Report can be downloaded at <https://www.watda.org/foundation.html>.

# TRANSPORTATION Demand

The transportation talent gap is a subject that has continued to grow since the COVID-19 pandemic, some will argue it has accelerated the problem that continues to compound and be further impacted by the transportation careers.

According to the Jobs Center of Wisconsin Employment Occupation Term 2018 - 2028, there will be significant unmet openings in the 'openings' refers to a variety of reasons why the position is considered an employee transferred to another position, employee left the industry, employment projections this supply and demand report will focus

SOC Code	Occupation Title
49-3021	Automotive Body and Related Technicians
49-3022	Automotive Service Technicians and Mechanics
49-3031	Bus and Truck Mechanics and Diesel Engine Specialists

When you consider these projections for a single year it is very projections over the next eight years it comes great anxiety. Finding technicians. Some dealerships have open positions for outlook, hiring qualified technicians will not be getting easier. While it might seem surprising to see projected openings this and more cars on the road everyday. Dealerships are doing vehicles. Protecting one of largest expenses consumers will be industry technicians, as with many skilled trades, is getting industry stereotypes are also affecting young people pursuing. There are many factors that lead to this demand and it is

1 <https://pubindex.wisconsin.gov/industry/publications>

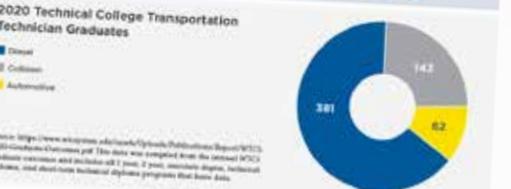
## The High School Pipeline

Even though high school numbers do not figure into this report, it is important to the overall talent pipeline. Wisconsin has approximately 200 high schools that have some type of transportation programming. This could include a course such as small engines/power equipment or consumer automotive, or an entire pathway of an Automotive Service Excellence (ASE) accredited school. Automotive programs that earn ASE accreditation meet a series of industry determined benchmarks to receive this honor. The students of these schools can participate in automotive programming that is a career pathway journey if they choose. According to reporting on taking some type of transportation courses during the 2020-21 high schools.

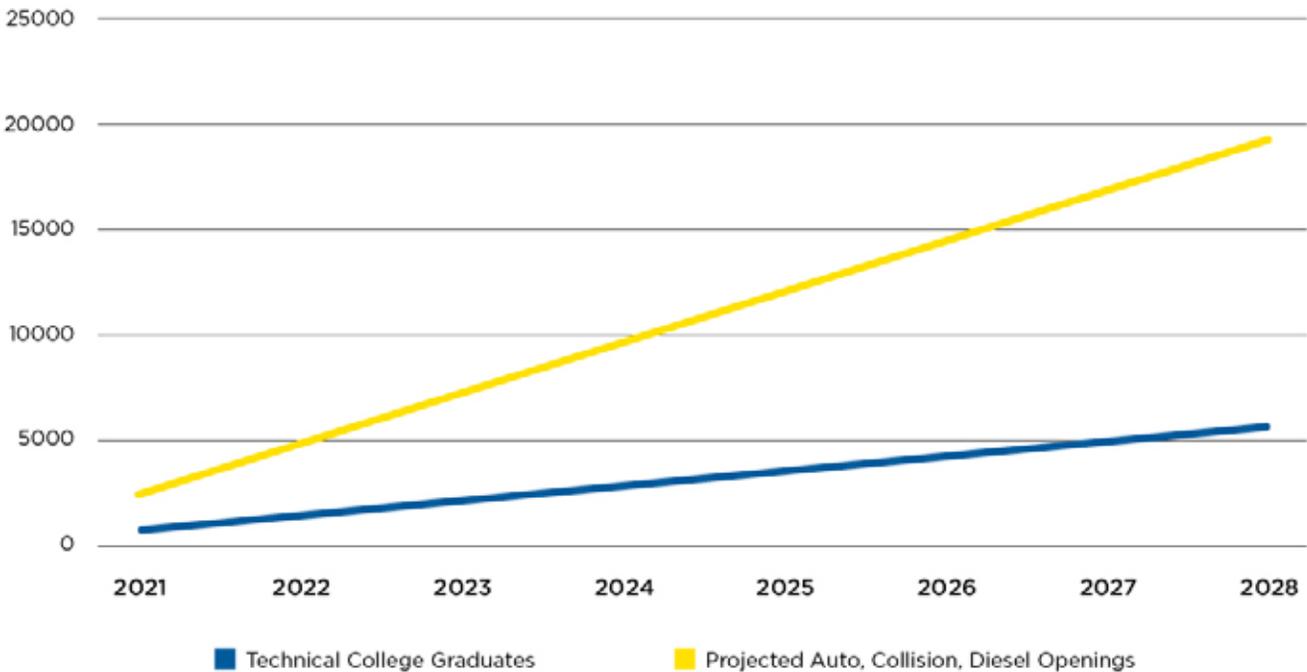
Seats in Wisconsin High Schools	
	2020 - 2021 Student Enrollment
	90
	82
	66
	5
	28
	26
	83
	74
	59
	44
	52
	52
	36
	35
	79
	12
	49
	28
	<b>951</b>

## The Graduates

The following graphs analyze the most recent three years of WISCONSIN transportation graduates. These numbers are only the graduates. Most graduates are successfully employed in their graduate program area, but others will continue their education, enter different related fields of work, or go into a different but related occupation in the industry (e.g., service advisor, parts, etc.).



## Projected Openings Vs. Three Year Average of Transportation Graduates Extrapolated Over Time



# Every Gift! Counts!



Your WATDA Foundation is a non-profit 501(c)3 organization that has the mission of supporting educational initiatives and ensuring Wisconsin has a highly skilled transportation workforce. Part of this work is accomplished through the scholarship program that was started in 1991.

Last year, the Foundation was proud to award **96 scholarships** to young people pursuing automotive, collision or diesel careers. **Without donors, this would not be possible.** Together we can make a difference.

◆ — Your Donation Does Make a Difference — ◆



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To make a gift to the scholarship administration fund, call 608-251-3603 or write to [bkindred@watda.org](mailto:bkindred@watda.org)

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 Van Horn Chrysler Dodge  
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 Gary & LuAnn Williams  
 Wisconsin Masonic Foundation  
 Excelsior Lake Lodge No 189

## Index to Advertisers

Armatus.....	19	Ethos Group.....	20
Eric Baker WI Dealer Law.....	IFC	Keller.....	17
Baker Tilly.....	23	Rawhide.....	10
Boardman & Clark LLP Law Firm.....	IBC	Sullivan Design Build.....	15
Capstone Dealer Solutions.....	7	WATDA Services.....	22
Cox Automotive.....	13	Wipfli LLP.....	BC
Dealer Pay.....	7	WISCO.....	22
Delta Dental.....	12		

# Tribute

## Frank Hallada II

It is with great sadness that we announce the passing of Frank Hallada II. He passed away peacefully with family by his side, at his home in Manzanillo Mexico, just short of his 91st birthday.

Frank led a very active and colorful life between Germany, the United States, and Mexico.

He was born in Neurn Germany to Franceska and Frank Hallada on February 20, 1931.

Frank had a harrowing journey as a young man living in Germany. His father was killed in WWII and his mother was left to raise three children. Frank had to quit school at a young age to help support his family which consisted of his grandmother (Barbara), mother (Franceska), brother (Rudy) and sister (Frieda). He then acquired an apprenticeship in Germany to train as a mechanic.

At age 18, he immigrated to the United States and settled with his uncle and aunt, Frank and Bessie Bohman in Richland Center. There he worked days as a mechanic and spent his nights teaching himself English. Eventually he purchased a full-service gas station in Ridgeway where he settled and raised his family.

In 1955, he became a franchised International Truck dealer. Eventually, his brother Rudy came to the U.S. where they procured a Ford franchise in 1971 and later built the new Hallada Motors in Dodgeville. Together the brothers grew the dealership into a thriving successful business.

Frank served his community through many organizations throughout the years. He drove school bus, was active with the Ridgeway Fire Department, the Shriners, and the Dodgeville Lions Club where he was awarded the highest humanitarian award the Melvin Jones Award.



Frank traveled to Mexico to vacation over the years and resided there during the winter months. He fell in love with the beautiful beach town of Manzanillo and later it became his home.

He instilled in his children a hard work ethic and set a good example. He came from Germany with little, but through hard work, good decisions, and good fortune, became a successful businessman and entrepreneur. Frank lived the American Dream!

Frank was preceded in death by his parents Francesca and Frank Hallada and his brother Rudy.

He leaves behind his wife Ofelia, her daughters Miriam, Lucy, and son Leo. His sister Frieda Grun. His four children Annette (Fred) Mindermann, Frank (Connie) Hallada, Allen Hallada, Tony (Teresa) Hallada. Grandchildren Owen Benkowski, Aidan (Alisyn) Benkowski, Carsen (Stevie) Erickson, Haley Hallada, Mason (Samahra) Hallada, and Hannah Hallada. Great grandchildren Jensen and Eastin Erickson with two more great grandchildren on the way in 2022. ●

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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.



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