

# DEALER POINT

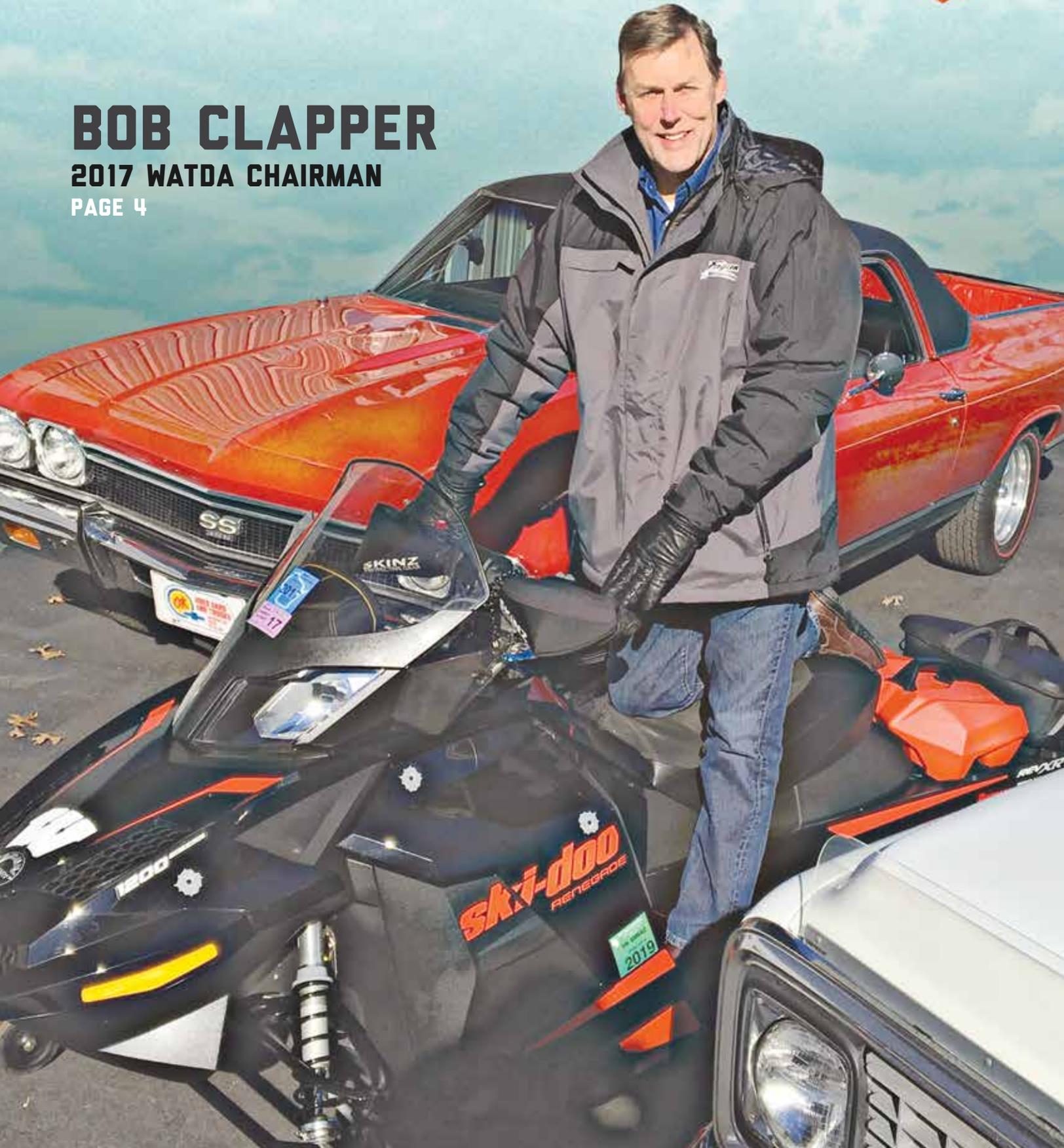
Official Publication of the Wisconsin Automobile & Truck Dealers Association | 1928-2017 | Volume 44 Winter 2017



## BOB CLAPPER

2017 WATDA CHAIRMAN

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Association focusing on the human side  
of the membership and trade.

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

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Dealer Point is a publication of the Wisconsin Auto & Truck Dealers Association, 150 East Gilman Street, Suite A, Madison, WI 53703-1493. Phone: 608.251.5577. It is published quarterly by WATDA. Printing by Inkworks, Inc., Stoughton, WI 53589.

For advertising information, contact Julie Farmer at the WATDA.

Subscriptions included in WATDA membership dues.

Address corrections should be sent to WATDA, P.O. Box 5435 Madison, WI 53705-0354

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### BOB CLAPPER

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# OUR 2017 WATDA CHAIR HUMBLE + KIND

BY CHRYSTE MADSEN

**W**ATDA's 2017 Chairman, Bob Clapper, and his wife, Tammy, began their married life in a single-wide mobile home. Money wasn't plentiful so they occasionally celebrated what they called "Hog Night", usually on a Sunday according to Tammy. It consisted of a shared box of macaroni and cheese with a fork while relaxing on the couch. A lot has changed in their lives over the years, but you can bet they are the same people now they were back then. Whether personally or professionally, you don't have to know the Clappers long to realize they care deeply about others. Bob is quick to share a quote he keeps pinned to the board behind his desk, "Put people before profit and all will prosper."

Bob grew up in Clinton, Wisconsin, with automobiles in his blood. His dad was an avid car collector, restorer and hobbyist and Bob never knew a vacation that didn't include a car show. His dad taught him the art of restoration but his older brother Bill was the true craftsman in the family. Bob's forte from the beginning was selling.

The art of selling himself took a little more work. After a snowmobile club dance in February of 1980, (snowmobiling being Bob's second passion) Bob was reluctantly enticed to another party. It was at that party that he reconnected with Tammy. We say reconnected because he had been dating Tammy's best friend. After unromantically asking if she'd

like to share some gum {long story}, they began dating. Fortunately, Tammy sensed something deeper in Bob. In October of 1981 they were married and a great partnership, along with "Hog Night", was forged.

Daughter Jennifer was born in April of 1983 and Kimberly in September of 1986. Kimberly is an event planner for Best Events in Janesville and, according to Bob, thankfully acquired her mother's great organizational skills. Jennifer, regardless of who in the family you speak to, spent her childhood happily cruising parking lots with Dad and could point out the makes and models of cars by the ripe old age of three! And they say the love of autos isn't hereditary.

Bob's path as a family man led him to selling body shop supplies by cold calling and establishing a sales route. Bob was doing great but, unfortunately, the company he worked for didn't share that success. To increase his revenue, Bob would occasionally buy and sell a car. Then one car became two, two became four; you get the picture.



## BOB CLAPPER



## **"I'VE ALWAYS HAD FAITH IN HIM. HE'S NEVER LET US DOWN."**

By 1983 Bob entered the wholesale business with the help of longtime friend Mike Parker, owner of Unique Motorcars in Rockford, IL. He grew quickly and was doing a lot of business with the Fagan organization. By 1985 Clapper had his own independent lot in Janesville along with childhood friend Lenny Boschma.

In November of 1985 Chuck Doring, Fagan's Used Car Manager, decided he wanted to retire. Pat Fagan offered the job of Used Car Manager to Bob, who by this time was a familiar face at the dealership. It was Jack Fagan, Pat's father and founder of Fagan Automotive, that finally put the close on Clapper and Bob was on the Fagan payroll.

The relationship with Jack was always a close one. The side story accompanying this article is a very important one to Bob. Bob and Jack had a great deal in common regarding how they take care of their customers...as evidenced in the story.

In 1992, Bob became a 10% owner of a used car location Fagan opened called the American Car Company.

In 1995, Bob was offered an opportunity to purchase Dick Reiter's Chevrolet Buick dealership in Wisconsin Dells. The offer was a tempting one and obviously the next step on the career path for Bob. But Jack Fagan had another idea and offered to sell Bob one-fifth of the Fagan family dealership. Jack and his sons, Pat, Jim and Mike held the other four-fifths. Bob and Tammy readily agreed. They didn't have to uproot their family and begin again in new territory. Bob had become a de facto part of the Fagan family. It was a perfect solution.

In 2001, Pat Fagan decided to retire and a deal was struck to sell Jack, Pat and Mike's shares to Jim and Bob. Mike stayed on for 5 more years as the Service Director and mentor before retiring also. They also assumed ownership in the American Car Company, changing the name to Fagan Budget Center and Fagan Truck and Trailer, a satellite trailer sales lot. In 2010, the dealership acquired the Buick and GMC franchises from Rock County Buick to add to the existing Cadillac and Chevrolet expanding their base of customers greatly. Together they formed a commercial leasing company named appropriately named FC Leasing in 2013.

In April of 2016, after Jim Fagan's decision to retire, Bob Clapper jumped in with both feet to become the sole owner of Fagan Automotive. While Jack Fagan had passed away in June of 2014, Bob's respect for him had not, nor will not, lessen. Out of that respect, the Fagan Automotive marquee will continue to burn brightly above the dealership Jack founded and Bob continues to direct in the same vein.

When asked how she felt about the purchase and if she found it challenging, wife and partner, Tammy, stated emphatically, "I'm not scared at all. It's an exciting time and I'm so proud of Bob. He's always worked so hard and always provided for us. While it's difficult sometimes to see the stress he's under, I've always had faith in him. He's never let us down. I just hope we never change who we are as people." While Bob has been hard at work through the years, it's been Tammy who has kept their home life organized and running smoothly. In addition to that formidable task, Tammy has served as a caregiver for many, including both family and friends. While never calling attention to herself, she certainly has made life better for others; another facet of the great Clapper team.

The dealership employees seem quite content with the recent change as Bob has had a long tenure to earn their respect. E.J. Coleman, the store's Title Clerk, has been with the organization for the past 23 years and said, "People seem to be happy with the experience here. I believe there's a difference in our dealership. People stay; not a lot of turnover. It makes you feel appreciated when they do the little things like personally hand out paychecks on payday." E.J. was surprised to hear that Bob was WATDA's 2017 Chairman. She laughed and said, "Bob doesn't gloat. It's a well-deserved honor."

Greg Yerke, Body Shop employee and hometown friend of Bob's, has been

## **"BOB DOESN'T GLOAT. IT'S A WELL-DESERVED HONOR."**



employed at Fagan's for 31 years, coming on board in April of 1986. Growing up in Clinton, their fathers were both connoisseurs of collector cars and friends. Greg worked in a couple of other dealerships but was not satisfied with how those dealers chose to treat customers. He was willing to take a job in detailing but quickly moved into the parts department and was pleased with the atmosphere at the dealership. "In some dealerships you don't even get to speak to the dealers," Greg said, "but with Bob there's always an open door. You might not always agree but he always listens--and he always remembers what you do for him." Greg went on to describe how he values the fact that Bob walks through the dealership daily and greets everyone, and like E.J. said, having your paycheck handed to you personally means a lot. Greg went on to describe how in 2003 the *Janesville Gazette* did an article on Greg regarding a restoration he had done. "It was a nice article and the Gazette contacted me and offered to sell me a nice, done up copy of the article. My wife and I talked about it and finally decided, as much as we would have liked to buy it, we just couldn't afford it. It was fairly pricey. We had a small child and it was just too expensive for us. A few days later Bob comes walking out to the shop with that article and gives it to me. He purchased it for me." Greg paused, "Now how many bosses would do that for an employee?" he said emotionally.

Sean Fagan, Pat Fagan's son, has a unique perspective on just about everything as he's been around the dealership most of his life in almost every department. Sean understands the significance of being the WATDA Chair as when he was 8 or 9 years old his father held the title. "As a kid," Sean laughed, "I thought my Dad was King of all the Dealers because he was Chairman of the Board." He understands and respects the fact that Bob holds that title today. Sean looks forward to continuing his career and contributing to the dealership that bears his name.

Sean works closely with another employee, Jennifer Anderson. Do you recall that little girl who perused parking lots with her Dad and could identify makes and models by age three? The now adult "car nut" would be Jennifer Clapper Anderson, mother of Bob and Tammy's two adorable grandsons, Westin, 5 and Jase, 3.

Jennifer followed a circuitous path home. She graduated from Madison College with a degree in Marketing and worked independently for AFLAC for 5 years. She then switched focus to homeowners insurance and securities but found she was bored and switched to sales and bartending. Finally, she and her Dad talked about a new position he had created in the dealership. While a bit hesitant, she went through the hiring process just like any employee and got the job. That was seven years ago. Needless to say, she's anything but bored. She enjoys taking on more responsibility and looks forward to growing and learning with every task. When Jennifer was asked how she felt when her Dad took over the dealership as sole owner, she grew emotional. "He's doing what he was meant to do. No, I didn't see him much when I was a kid, but only because he worked so hard," she continued, "but if I could have any Dad in the world, I'd pick him. I couldn't be more proud of him." Words any father would cherish. Incidentally, Jennifer gave her



## "I WISH ALL OF OUR MEMBERS COULD HAVE THE EXPERIENCE OF BEING ON OUR WATDA BOARD."

parents a gift commemorating the purchase of the dealership. With a nod to "Hog Night", they received a package of mac and cheese with a fork and a typically Clapper note that said, "Never forget where you came from." The gift, both parents commented, was highly prized.

Of course Bob is extremely proud to have Jennifer working in the dealership with him. It's now come full circle from their parking lot excursions. Bob expressed pride in all of his family. He also plays as hard as he works with his continuing love of car collecting and restoring, snowmobiling (which, in his case should have a capital S!), the Iola Car Show, which has become a nearly sacred ritual for the past 45 years and, of course, Badger sports with the legendary Fagan tailgate parties.

But, like most of our members, it's not just fun he pursues in the few precious hours outside of work. Bob Clapper, for many years, has been very involved with WATDA. He served for several years as your Membership Chairman, Chair of the DMV Advisory Task Force, Executive Board and Board of Directors, leading to this year's role as Chairman of the Board. Bob said he's very humbled to be serving as your Chairman this year. His agenda, as he stated at the Winter Board meeting, is to create a Member Services committee for dealer input on endorsed services and he hopes to further communication between WATDA and ADAMM.

When asked what message he would like to communicate to his peers, he said this, "Every time a Board member's term is up and they're asked to say a few words before they leave, without fail everyone says nearly the same thing, 'What a wonderful experience this has been! I learned so much!' I wish all of our members could have the experience of being on our WATDA Board." He continued, "This (the Chair position) is such an honor for me. We have such great dealers in this state." Yes, we do, Bob...and we're very fortunate that you are among them. ●



## + DON'T FORGET JOE

**J**ack Fagan, in Delavan, was new to the car business in 1951 when another new Delavan businessman, Joe Walters, walked into his showroom. Jack wrote a number on a piece of paper and handed it to Joe and, while neither man knew it at the time, when Joe accepted it and the men shook hands something very special began.

In February of 2013 Jack, at age 88, and his wife, Zane, entered the showroom of the Fagan dealership in Janesville to purchase his 51st vehicle from the Fagan organization.

Bob Clapper, co-owner of Fagan Automotive, presented the price and trade to Joe on a computer printout and then showed him the AutoCheck report on his cellphone. "Things have really changed!" Joe remarked, "Wow, Jack used to write down a number and hand it to me. Computers have really changed our lives, haven't they?" Bob laughed and replied "Well, you came in equipped with computer research on the Encore and your trade in, didn't you?" Even at 88 Joe wasn't going to be left behind.

Sean Fagan, Jack's grandson, completed the deal with Joe and delivered the Encore to the loyal and satisfied customer. Imagine what Jack would have thought had he been able to see this scenario emerge from that first deal so long ago.

On the following Monday everyone involved at Fagan's was surprised and saddened by a phone call from Zane informing them that Joe had passed away. The dealership kindly unwound the sale for Zane and the children which made the last encounter even more poignant. That's the way Bob takes care of his customers and knows that Jack would have done the same.

While we focus so heavily today on product and sales numbers and profit we sometimes tend to forget the big picture, the long range picture that's the same today as it was in 1951. Our business is all about the customer, about the person. Don't forget that handshake. Don't forget Joe. ●

**"OUR BUSINESS IS ALL ABOUT THE CUSTOMER,  
ABOUT THE PERSON."**



# 2017 NADA Convention *Celebrating 100 Years*



A.



B.



C.



D.



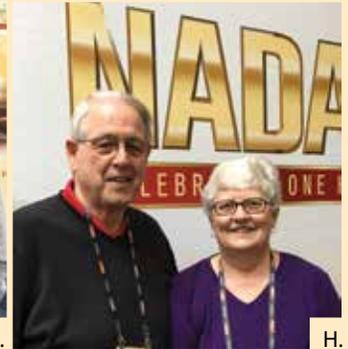
E.



F.



G.



H.



I.



J.

**A.** John & Jason Klein, Klein Automotive, Clintonville, speaking with US VP of Sales for Chevrolet, Brian Sweeney; **B.** Jason Vance, Ken Van Motors, Eau Claire, multitasking; **C.** The Mike Shannon Automotive group. Thor Gilbertson, Keith Mankovecky and Mike Shannon, Jr.; **D.** Bob Pietroske, owner Pietroske, Inc., Manitowoc, following the opening session at NADA; **E.** Wheeler Auto: Marshfield, Medford & WI Rapids. L to R: Mary Jo Wheeler-Schueller, Randy Schueller, Ann Wheeler, Dan Wheeler, Kim Allar; **F.** Catching up at NADA. Thor Gilbertson, President, Mike Shannon Automotive and Tom Zimbrick, Owner, Zimbrick, Inc.; **G.** Kolosso Toyota, Appleton; **H.** Don Larson Auto, Don & Gloria Larson; **I.** Chrysler World. L to R: Alyx Simons, Nick Simons, Kathy Winarski, Stu Winarski, Kacy Winarski, Tim O'Bryan; **J.** WATDA President, Bill Sepic and Angie Riedl, daughter of ADAMM Asst. Director Holly Riedel share a light moment.

# WATDA Dealer, Keith Kocourek, is the Time Quality Dealer of the Year Midwest Finalist!

Jeff Carlson, NADA Chairman, said it best, "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."

This year at the 2017 NADA Convention 49 auto dealers from across the country were nominated for their excellence as business people and community leaders by their state or local associations. From this quality group, only four finalists are chosen; one finalist for each region of the country. The nomination process takes time, beginning with a panel of franchised peers and ultimately being decided at the University of Michigan.

Keith Kocourek, of Kocourek Automotive, is Wisconsin's 2017 TMQDA and he certainly represented you, his peers, impressively in New Orleans. Keith's contributions to his community are incredible, and obviously, the panel agreed. As a pilot, Keith has volunteered for Angel Flights to assist those with critical medical needs; he has changed lives with his work in Big Brothers – Big Sisters; and the accomplishment dearest to his heart is the creation of the Kocourek Kid's Foundation, which has already put over a quarter of a million dollars to work in the community.

At the convention, Keith was named the Midwest Regional Winner, finishing in the top four candidates for the TIME Dealer of the Year!

Please join us in congratulating Keith on a well-deserved win. ●



## Regional Finalists



Bryan Gault



Keith Kocourek



Tyler Corder



Becky Harris & Keith Kocourek



Jim Carter, Keith's mentor and former WATDA Chair, surprised Keith on his special evening.



Paige Kocourek, Tanya Skrzypchak, Charlie & Meganne Sann

**NADA**  
**100** 2017



## Wisconsin Receives the Inaugural ATAE Award for Membership

**D**uring the 2017 NADA convention held in New Orleans, Bill Sepic was recognized for his outstanding advocacy on the value and importance of NADA membership with his Wisconsin dealers. Presenting the award to Sepic was Michael Smith, Chairman of the NADA Dealer Operations Committee. Bill is the **first** recipient of the Membership ATAE of the Year Award for his Association.

Wisconsin finished with 98% membership market penetration in 2016 and the state increased the number of NADA members with its highest number since 2008. Wisconsin finished first among NADA districts having over 500 dealership members. For the second consecutive year, WATDA attained the highest level of membership achievement, the Platinum level.

Bill was congratulated by the NADA Membership Division for his strong commitment to NADA membership recruitment in Wisconsin and for setting an excellent example for the rest of the nation.

In accepting the award, Bill quickly and generously thanked his team and membership committee for their work in contributing to the award. ●



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Bob Nuss with his grandson, Rhys.

## Nuss Wins Truck Dealer of the Year

Bob Nuss, president of Nuss Truck Group in Rochester, Minn., was named 2017 Truck Dealer of the Year, an annual award presented by the American Truck Dealers (ATD), Heavy Duty Trucking and Procede Software. ATD is a division of the National Automobile Dealers Association.

Bob Nuss, grew up with the family business and learned from his hardworking father and role model the nuances of what it takes to make a business thrive. Bob took over the reins after his father retired in 1973 and helmed the business, guiding it through its first acquisition of Mack Trucks of Rochester in 1979.

This was the third time Nuss had been nominated for Truck Dealer of the Year, and this was his first win. Nuss thanked his family and colleagues.

**Congratulations Bob!**

Get ready for *Spring*

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# CenterStage

AWARDS, HONORS, MILESTONES

## ► Change Your Oil for a Worthy Cause

In the years since its inception, “Change Your Oil, Change Lives” has paid for 930,000 meals for 380,000 hungry people in the area—just by turning over \$1 from every oil change to Feeding American Eastern Wisconsin. Since 2012, the program has raised \$310,000, with the numbers growing each year as more new car dealerships got on board. This year about 80 dealerships will be participating.

## ► Eau Claire Car Dealership Gives Student New Car

Morrie’s Chippewa Valley Mazda, owned by Bill Bertrand, gave away the first of two cars in early December to UW-Eau Claire junior, Alex Mitchell. Its “60 days of giving” program gives away two cars and \$500 gas cards to two deserving people in the area all for free. Mitchell was injured in a snowboarding accident four years ago, that left him paralyzed from the chest down. He uses a wheel chair to get around but needs a way to get from lower campus to upper campus for classes, the gym and dining facilities. His new car will have modified hand controls for gas and brake application installed, giving him the independence to go where he wants.

## ► Brickl Named to Sauk Prairie Healthcare Board of Directors

Jason R. Brickl, CEO of the Ballweg Auto Family companies, has been selected to serve on Sauk Prairie Healthcare’s Board of Directors to fulfill the remaining term of Phil Keiser; who passed away in October. Brickl has held numerous automotive industry board positions, including, Co-Chairman of the General Motors Dealer Executive Board, Toyota’s Dealer Council and Northwood University’s Automotive Advisory Board.

## ► Making a Splash

Hank Horn and Paul Rathsack from Horn Ford in Brillion donated \$1,000 to the Indoor Splash Pad at the Brillion Community Center. Because this was during the State Bank of Chilton Match, their \$1,000 is now \$3,000. They then submitted their donation to The Foundation of Wisconsin Automobile and Truck Dealers and received another \$500 grant which has also been donated to the Indoor Splash Pad.

## ► Courtesy Auto 3rd Annual Give Back Program

Courtesy Auto held their 3rd annual give back program at the Courtesy Dealership on Saturday, December 10th. Members of the Thorp Food Pantry, Greenwood Food Pantry, House of Friends, Fruit of the Vine Food Pantry, Jump River Food Pantry, Clark County Human Society, and the Stanley Food Pantry came to receive their share of over \$12,000 dollars in donations. The dealership has kept \$25 from every purchased vehicle to give this money back to the community, and all of the different charities were well deserved as well as appreciative.

## ► Garbo Motor Sales – President’s Award 17x

Garbo Motors is Wisconsin’s Oldest Lincoln Dealership and the only Lincoln Dealership in Wisconsin to win Ford/Lincoln’s most prestigious honor, the President’s Award 17 times. In fact, they have won this Award so often, they are ranked in the top 25 in the country for this Award. This year, Garbo Motors took home 2nd place in the Best Auto Dealer category and 1st place in the Best Auto Salesman category in the Journal Times Best of Racine County contest.

## ► Holidays are Brighter

In 1971, Johnetta Borum, a postal worker, got a handful of her co-workers together to share a meal and a gift with students from Milwaukee Public Schools who might otherwise receive few or no gifts. Fast forward about 45 years and the program is still running strong. The Boucher Group and other local dealerships are long-time supporters of the Johnetta Borum holiday luncheon for children. Along with supporting Milwaukee Public Schools, The Boucher Group also combine donations from employees to the La Causa nursery every year.

At Sommer’s Automotive in Mequon, customers and employees “Pack the Outback”, filling a vehicle on the showroom floor with toys for the local Make-A-Wish Foundation chapter. They are also donated \$250 for every new Subaru sold to the customer’s choice of one of seven charities through the beginning January. If the customer chose one of the Sommer’s two local charities, Portal Inc. or Big Brothers, Big Sisters of Ozaukee County, Sommer’s matched that donation for a \$500 total to those charities.

## ► Truck Dealer of the Year

Robert W. Nuss, President of Rochester, Minn.-based Nuss Truck Group, who also owns a truck dealership in Eau Claire, was nominated and won Truck Dealer of the Year, at the National Automobile Dealers Association Convention and Expo in New Orleans.

## ► Local Volkswagen Dealer Wins International Award

Zimbrick Volkswagen has been recognized for its excellence at the Volkswagen Diamond Pin Awards ceremony which took place in Wolfsburg, Germany at the end of December. The Diamond Pin, which is the highest honor that Volkswagen can bestow on a dealer, is awarded for services to the Volkswagen brand. Zimbrick Volkswagen was one of only five dealers in the United States to receive this special award.



Please submit your awards, honors and milestones to: [sbroske@watda.org](mailto:sbroske@watda.org)

## ► Arcadia Car Dealership Helps Raise Over \$5K for Area Schools

Two events held by Arcadia Motors Chrysler Dodge helped raise more than \$5,000 combine for Ss. Peter and Paul Catholic School in Independence and the Arcadia High School Football Booster Club. A Ram Gridiron Challenge was held in Arcadia before a football game in 2016 donating \$20 for every Ram test drive raising \$3,500 in total. A “Drive for Kids” fundraiser was held in shortly after in October during a Halloween party at SSPP donating \$10 for each 2017 Chrysler Pacifica minivan test drive raising \$2,160 in total.

## ► Dealership Generosity Lasts Throughout the Year

The Ewald Group recently created a check to represent the \$285,000 donated to charities in the Milwaukee area. The Ewald’s focus on non-profits to serve residents, with special emphasis on helping veterans.

Braeger Automotive Group is a supporter of automotive programs for high school students and of the Boys & Girls Clubs of Greater Milwaukee. In fact, the group donated a recreation area, the Braeger Room, to the Davis Boys & Girls Club.

The SAFRO Motor Group and dealer principal Jeanne Safro donated a vehicle to Operation Click program, which works to develop safe driving habits in teens. In partnership with Toyota, the dealership has helped fund a scholarship to the Medical College of Wisconsin.

Every October for the last 22 years, ACURA of Brookfield donates money to an organization called “Partners with Youth”, for every car sold and every oil change that is performed at the dealership.

UMANSKY Motors in Glendale continues to run an annual event called “Drive to Babies.” In partnership with the March of Dimes, they give car owners a chance—for a donation—to drive their cars on the Road American racetrack. Over the years, Drive for Babies has raised more than \$750,000 for the March of Dimes.

Heiser Toyota recently donated a grand prize of a two-year lease on a new 2017 Camry LE to a charitable effort in partnership with the Fred Astaire Dance Studios called “Dancing with a Cause.”

## ► Timber Ford Gives Back to Local Charities

Timber Ford of Hayward presented checks totaling thousands of dollars to 12 different area charitable organizations at its fifth annual “Give Back to the Community” event on December 1st. The Give Back program distributes funds donated by the dealer after consumer purchases. When customers purchase a vehicle from Timber Ford, the dealership contributes \$50 to a charity of the buyer’s preference.



## ► Local Program Brings Cross Country Skiing to Elementary Schools

The Nordic Rocks’ for Schools program is expanding in La Crosse’s Longfellow Middle School and Summit Elementary Schools, and Winona Saint Stanislaus Elementary and Washington-Kosciusko Elementary Schools. The program

introduces kindergarten to 6th grade students to cross country skiing through physical education classes and after-school activities. The program is offered at the school this winter thanks to a partnership between Dahl Subaru of La Crosse, Live Well Winona and the “Nordic Rocks” School Program.

## ► WATDA Donates Food to Madison Police Department

At the beginning of December, WATDA employees made surprise trips to the Madison Police Department and Madison Fire Department. The team provided a luncheon for all on-duty police and firefighters. Working with dealerships who lend so much support to the community, WATDA felt it their duty to give back as well.

## ► Markquart Dealerships Donate \$50,000

Markquart Motors and Markquart Toyota recently donated \$50,000 as part of a give back initiative. The funds were generated by \$100 donation for every new and used vehicle sold as part of “Markquart Gives Back” from mid-November to Christmas. The money will be shared between Boys & Girls Clubs of the Greater Chippewa Valley, Feed My People Food Bank, Chippewa Valley Free Clinic in Eau Claire, and the Open Door Clinic of Chippewa Falls.

## ► Wilde East Towne Honda Donates Van to Sun Prairie Media Center and Library

Wilde East Towne Honda, recently donated a Honda Odyssey van to the Sun Prairie Media Center and Sun Prairie Library. This van replaced an aging vehicle that was also a shared resource in the city. This Honda Odyssey will be theirs exclusively to be used by the Media Center and Library to transport camera and video production equipment, personnel and materials around the area to support their many community events.



## ► Operation Click Fundraiser Set for Feb. 18

Operation Click will hold its fifth annual Stay in Your Lane Bowling Fundraiser/Tournament in February. Proceeds benefit the Wisconsin chapters of Operation Click and is sponsored by Kunes Country Auto Group. The highlight of the program is the end of the year banquet in April where one lucky student from each chapter will win a car donated by a local car dealership. Kunes Country Auto Group provides the grand prize for the Walworth County schools and Burntess Chevrolet of Orfordville donates the car for the Rock County schools.

## ► Arlington Dealership Named “Business of the Year”

Bell Ford in Arlington was recently awarded “Business of the Year” by the Columbia County Economic Development Corporation – a recognition that owner Nolan Campbell credits to an evolving atmosphere at the company, in addition to long-standing community support and hardworking employees. ●



# NADA Director's Report

BY BOB HUDSON

## Early Predictions, Some Misgivings, and a Few Questions!



**W**isconsin dealers were well represented and accounted for at NADA's 100th Convention & Expo in New Orleans. I am proud to report that we had thousands of dealers, vendors, and special guests join us for the 100th Anniversary celebration—including dealers from several countries across the globe! It was a time of celebration and preparation for the challenges that lie ahead this year.

Car and truck dealers alike will be called upon to adapt to many challenges: there is a new president in the Oval Office along with his newly appointed administration; we are entering a new age of business, technology, and consumer demands; and our products and technologies are evolving faster than ever. I had a chance to see this for myself while walking the expansive expo floor of the Ernest N. Morial Convention Center. There were in excess of 600 exhibitors and vendors who were present throughout the floor, providing NADA members with the opportunity to shop for the latest and greatest products on the market. The same can be said about the over 150 educational workshops which were led by the most knowledgeable industry experts out there. I welcome all of you to download the many educational materials via the convention app or NADA Online—I can assure you there's a topic for everyone there.

As your NADA director, I was proud to attend the NADA board meeting preceding the convention and speak on your behalf. The NADA leadership—60 board directors from all 50 states—had very robust discussions concerning the future of the industry under a new presidential administration in the Oval Office. The good news is that the Trump Administration is likely to be much kinder toward the auto industry and may roll back on some of the harmful federal regulations that are hurting our business. That means that the Consumer Financial Protection Bureau—and its Director Richard Cordray—is under

scrutiny like never before. Moreover, we are still contending with the dozens of other business-stifling regulations apart from dealer-assisted financing; namely, the emissions and Phase 2 of the GHG regulations, FTC advertising regulations, and laws for auto recalls.

Our collective issues with our manufacturers are still ongoing. NADA believes that stair-step programs **derail the intent and integrity of the franchise system and they need to be revised.** At least some manufacturers are getting this message and changing the way they do volume bonuses with dealers. NADA is working hard to build better relationships and opening lines of communication with our OEMs.

Finally, I'd like to congratulate the outstanding showing by our Wisconsin Time Dealer of the Year nominee **Keith Koucerek** from Wausau, Wisconsin! From hundreds of possible winners, Keith came in at an impressive fourth place—heralded with some of the best that our industry has to offer in the name of philanthropy and community activism. I'd also like to thank Colorado's Jeff Carlson for an excellent year of leadership during his time as 2016 NADA Chairman. Let us all support our 2017 Chairman from Chicago: Mark Scarpelli as he takes us into NADA's 100th year.



Even if you didn't get a chance to attend NADA's 100th Anniversary Celebration, know that you were represented! The dedicated staff at NADA has done a remarkable job putting on a show that will go down in the history books as the best ever yet. The convention was full of positive energy and optimism thanks to the hard work and passion of dealers—like the ones throughout our great state of Wisconsin.



### And now a healthy sales prediction from NADA

17.1 million new-vehicle sales for 2017 to be exact.

Auto & Truck dealers will continue to show why they are a main staple for the national economy and their local communities.

I look forward to another year of representing, defending, and advocating for all of us!

Thank you and good selling and leasing wishes to all of you!

Bob Hudson  
President, Middleton Ford, NADA Director-Wisconsin  
rhudson@middletonford.com ●

# NADA 2017 Work Force Study

**T**he NADA/ATD 2017 Dealership Workforce Study (DWS) is now open. Your chance as a NADA/ATD member to participate ends on April 28.

Employees are a dealership's single largest expense and its single biggest advantage over competition. With the Dealership Workforce Study, NADA and ATD members have the opportunity to find out if they have the best tools to attract and retain the best employees in their markets. Whether it's compensation, benefits, work schedules, or even the company culture, dealers need to fine-tune these to get it right.

This is the sixth annual DWS NADA has conducted. The DWS collects data on compensation, employee benefits, retention and turnover, as well as work schedules, and hours of operation, and reports these as well as demographic issues such as the gender and generational gaps in the dealership workforce.

Only NADA and ATD members can participate in the DWS. It is free to participate, and participation involves enrolling, completing a survey, and uploading payroll data.

Just for participating, members receive two valuable complimentary reports: (1) the Basic Report, which is anything but basic, as it is customized to the individual participating dealer-

ship, comparing that store's numbers to the aggregate numbers of peers in the individual's own region and the entire country; and (2) the Industry Report, which provides overall analysis and trends, and statistics for every region of the U.S.

Participants are also eligible to purchase the Enhanced Report, which compares the individual dealership's numbers to peers who sell the same brand in the same state. By "numbers," we are talking compensation for 60 job positions; retention, turnover, and tenure; benefits; work schedules; and hours of operation.

**The NADA/ATD Dealership Workforce Study is the most comprehensive study available of the retail workforce.** With the data dealer-participants receive, you can adjust your pay plans, work policies, employment practices, etc., so that you are in a position to attract and retain finest workforce in your marketplace.

Deadline to participate is April 28. To enroll in the free survey, go to [www.nada-workforcestudy.com](http://www.nada-workforcestudy.com). Participants will need their member (company) ID. Call (800) 447-6232 or email [WorkforceStudy@nada.org](mailto:WorkforceStudy@nada.org) with any questions. ●



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# From Around the State

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

## Countryside Moves into New Building

Countryside Ford of Columbus, moved into its new building on Transit Road in early December. The new site includes an expanded lot with over 300 new and used vehicles now in stock. The new building has a three-bay Quick Lane Tire and Auto Center, where customers can stop for an oil change or basic maintenance. The new 21,645-square-foot building also features a large shop area with 13 bays. The City of Columbus bought Countryside's old property for future development as a fire station.

## Osseo Dealership Completes Remodeling and Addition Project

Earlier this fall the automobile dealership completed a year-long renovation and addition project. The project started in October 2015, Osseo Ford held a grand opening in October 2016. While much of the project involved the building's exterior and internal designs, it also includes the addition of a 40-by-80-foot enclosed delivery bay. The project modernized Osseo Ford's appearance to match recent years' upgrades made at the neighboring Nels Gunderson Chevrolet, which has shared ownership and marketing.

## Building Comes Down in Prairie du Chien

An apartment building owned by Blackhawk Motors of Prairie du Chien was taken down in mid-December. The apartment building was demolished to expand the parking to allow Blackhawk Motors to display more new vehicles to expand sales and volume.

## Auto Dealership has New Owners in Waupaca

After more than eight years at Neuville's Chrysler-Dodge-Jeep-Ram, Todd Petersen partnered with his brother Mark Petersen, will be taking the dealership over from Tim Neuville. Todd Petersen first started washing cars for the Chrysler dealer in

1996 when he was 16 years old. He then worked his way through the finance department and later the general manager. For the past 16 years, Mark has been working at a Honda dealership in the west suburbs in Chicago, first in sales, then as a manager.

## Portage Auto Dealership Sold

Hill Automotive in Portage has been sold after 51 years of business. The business was sold to Home Run Auto Group of Janesville, a group that owns more than 25 dealerships. Hill estimated the business grew from 20 employees in 1965 to its current group of 38 employees. Hill Automotive had been at its most recent location since 1995.

## Badger Truck Center Welcomes Paul Jacklin, Used Truck Manager

In this position, Jacklin will be responsible for managing the entire pre-owned division. He will oversee and manage all the workflow processes, sales team members and inventory while engaging customers in a smooth buying experience. Previously, Jacklin owned and operated L.B. Jacklin located in Slinger, WI.



## Bell Ford Expansion

Bell Ford in Arlington will expand its used car lot. The additional 80 parking stalls were an onsite project prompted by a recent surge in growth. ●

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by david

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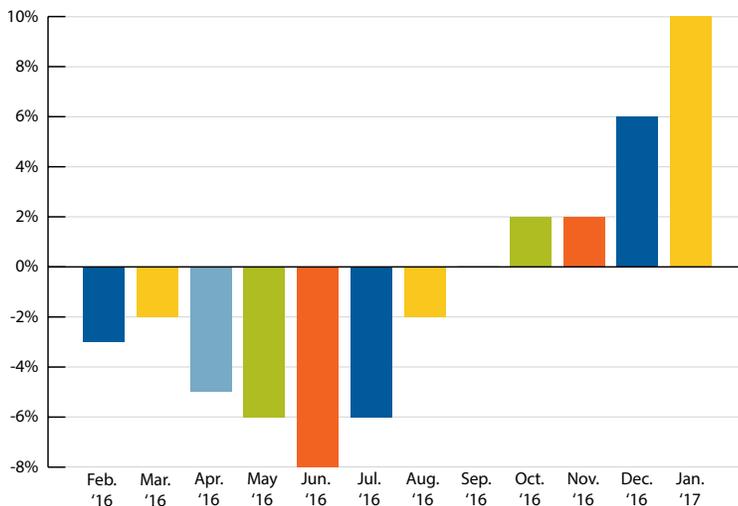


# New Vehicle Sales Trends

## Wisconsin New Vehicle Trends: January 2017

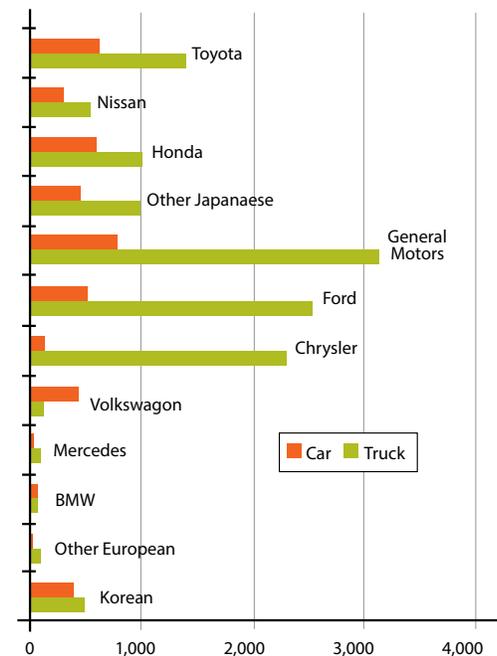
	Previous Two Months			Year to Date			Year to Date Market Share		
	12/15 -1/16	12/16 -1/17	% change	'16 YTD	'17 YTD	% change	'16 YTD	'17 YTD	change
<b>Industry Total</b>	<b>33,876</b>	<b>36,924</b>	<b>9.0%</b>	<b>15,414</b>	<b>17,459</b>	<b>13.3%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>0.0%</b>
<b>Car</b>	<b>9,879</b>	<b>9,631</b>	<b>2.5%</b>	<b>4,576</b>	<b>4,550</b>	<b>0.6%</b>	<b>29.7%</b>	<b>26.1%</b>	<b>3.6%</b>
<b>Truck</b>	<b>23,997</b>	<b>27,293</b>	<b>13.7%</b>	<b>10,838</b>	<b>12,909</b>	<b>19.1%</b>	<b>70.3%</b>	<b>73.9%</b>	<b>3.6%</b>
<b>Japanese</b>	<b>11,542</b>	<b>12,811</b>	<b>11.0%</b>	<b>5,289</b>	<b>6,000</b>	<b>13.4%</b>	<b>34.4%</b>	<b>34.3%</b>	<b>0.1%</b>
Toyota	4,194	4,489	7.0%	1,911	2,043	6.9%	12.4%	11.7%	0.7%
Honda	3,167	3,452	9.0%	1,473	1,630	10.7%	9.6%	9.3%	0.3%
Nissan	1,434	1,827	27.4%	693	862	24.4%	4.5%	4.9%	0.4%
Other	2,747	3,043	10.8%	1,212	1,465	20.9%	7.9%	8.4%	0.5%
<b>Domestic</b>	<b>18,704</b>	<b>19,855</b>	<b>6.2%</b>	<b>8,464</b>	<b>9,464</b>	<b>11.8%</b>	<b>55.0%</b>	<b>54.2%</b>	<b>0.8%</b>
General Motors	8,505	8,585	0.9%	3,971	3,939	0.8%	25.8%	22.6%	3.2%
Ford	5,645	6,309	11.8%	2,506	3,064	22.3%	16.3%	17.5%	1.2%
Chrysler	4,554	4,961	8.9%	1,987	2,461	23.9%	12.9%	14.1%	1.2%
<b>European</b>	<b>1,704</b>	<b>2,199</b>	<b>29.0%</b>	<b>788</b>	<b>1,080</b>	<b>37.1%</b>	<b>5.0%</b>	<b>6.2%</b>	<b>1.2%</b>
Volkswagen	774	1,181	52.6%	354	590	66.7%	2.3%	3.4%	1.1%
BMW	358	366	2.2%	177	174	1.7%	1.1%	1.0%	0.1%
Mercedes	255	317	24.3%	111	161	45.0%	0.7%	0.9%	0.2%
Other	317	335	5.7%	146	155	6.2%	0.9%	0.9%	0.0%
<b>Korean</b>	<b>1,926</b>	<b>2,059</b>	<b>6.9%</b>	<b>873</b>	<b>915</b>	<b>4.8%</b>	<b>5.7%</b>	<b>5.2%</b>	<b>0.5%</b>
Other	1,926	2,059	6.9%	873	915	4.8%	5.7%	5.2%	0.5%

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

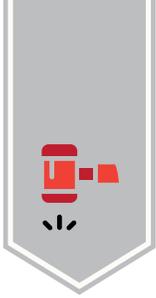


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**YTD Registrations by Vehicle Type.**



October Trend Report from Scott Quimby



# Legal & Legislative Update

BY CHRIS SNYDER

## 2017 is a Prime Number

**2017** is looking to be a very eventful and possibly paradigm shifting year. The National Automobile and Truck Dealers Association (NADA) is celebrating its 100th anniversary and kicked off the year with a huge bash in New Orleans at the annual convention. The 2016 elections were one of the most passionate and tumultuous elections this country has seen in a long time and the results promise to deliver many more HUGE deliberating moments yet to come. The motor vehicle retail industry is being attacked on numerous fronts, all in a designed to cut into or cull out dealers from the process.

With all that is going on it is imperative that we (WATDA staff and our members) congregate, communicate and coordinate our message and efforts. It's fortuitous that WATDA recently hired a full-time Marketing and Communications Director (Sarah Broske), to help us reconnect and stay connected to our members in a more timely, efficient and interactive manner. We bought her a fancy new computer and a Mophie for her cellphone so that it always has juice. All we need is buy-in from the membership.

Over the past few years it seems that less and less of the WATDA membership is keeping in touch or reading our communications. Therefore, we have made a concentrated effort to get our message out in as many forms as possible: snail mail, email, fax (not really, but it is available), Twitter, LinkedIn, Instagram and Facebook. So, get started by checking us out, "Follow, Join and/or Like" us to stay as up-to-date as possible. Help us promote the benefits of the franchised dealership business model. Let's brag a little, no—a lot, about the great career opportunities and awesome things your dealership is doing to better the communities you live in and serve.

### Help us promote the benefits of the franchised dealership business model.

Let's brag a little, no—a lot, about the great career opportunities and awesome things your dealership is doing to better the communities you live in and serve.

## NADA Celebrates 100 Years

This year marks 100 years that dealers have formerly engaged in a coordinated effort to enhance and preserve their industry. Just to show the world that dealers not only work hard, but can play some too, NADA threw a Mardi Gras worthy celebration, complete with live music, great food, refreshing beverages, lots and lots of sparkly things and fireworks! As always, the convention offered attendees host of great workshops, easy access to a myriad of vendors with useful products and services and informative speakers.

WATDA staff started our Nola adventure by attending meetings with Automotive Trade Association Executives (organizations like WATDA that represent state and metro dealer associations from throughout the country). As our first meeting was getting underway, WATDA President Bill Sepic, was awarded with the 2016 Outstanding Achievement Award for "NADA Membership Promotion." Bill graciously accepted the award on behalf of WATDA and our members (on a side note, the yeoman's efforts behind this award goes to Chryste Madsen, WATDA Membership Manager—so if you see her in your dealership, give her a shout out).

On Friday, it was WATDA dealers who took center stage. First, Robert Nuss, Nuss Truck Group, (Mack, Volvo and Isuzu) based out of Rochester, Minnesota, won the American Truck Dealers (ATD) Truck Dealer of the Year award. The award honors excellence in business practices, industry leadership and community service. I know what you're thinking, "what the....Minnesota?" But Bob has a dealership in Eau Claire and has been a member of the WATDA Truck program for decades. Frankly, we are honored to claim him as one of our own.

About three hours later, Keith Kocourek, Kocourek Automotive, (Nissan, Audi, Ford, Lincoln, Volkswagen, Hyundai, Kia, Chevrolet and Subaru) based out of Wausau, Wisconsin, finished as a finalist (top 4) for the national Time Quality Dealer of the Year. Though the winner was Carl Swope, Toyota dealer from Elizabethtown, Kentucky (who was well deserving), the Wisconsin delegation was extremely excited to see our guy standing tall on stage as one of the four finalists. In our book, when you are Wisconsin's Dealer of the year, you're America's Dealer of the Year.

One of the great things about the Dealer of the Year award is the attention that is paid to the dealer's philanthropic and community service. When lobbying on behalf of dealers, we like to point out that our dealer members employ over 24,000 Wisconsinites with good paying jobs (\$1B in payroll and \$287M in income taxes paid), and local ownership means that the money generated at dealerships stays in the community.

But it's the community involvement that is priceless. You don't have to build a wing on a hospital or library to make a differ-

ence. We recently received a call from someone concerned that their local, small town dealership was sold. She was worried that the new dealer would not be as supportive to the curling team, summer gold and softball league and various school fundraisers. But low and behold upon a short meeting with the new dealership management, she discovered that they were more than willing to continue their support of those activities. Those are the things that we want to hear about and push out for the world to see through social media. JOIN, LIKE and FOLLOW!!!

## Issues and Agents of Change

### New President

Donald J. Trump was sworn in as the 45th President of the United States on January 20. So far his presidency has been as entertaining and eventful as the campaign was. One of the vogue terms last year, used in both business and politics is “disruptive.” A disruptive innovation is an innovation that creates a new market and value network and eventually disrupts an existing market and value network, displacing established market leading firms, products and alliances. The term was defined and phenomenon analyzed by Clayton M. Christensen beginning in 1995. (I took that right off the Internet—so you know it’s accurate.)

Market disruption is the mantra of Silicon Valley, with recent examples like Uber, Lyft, Tesla, Airbnb, autonomous vehicles. These are all products and services that already existed, but they roll it out in a new package, make it seem techy and new so they get public support to help them combat the existing established rule of order (and in some cases the rule of law). You could somewhat say that President Trump is the Disruptor in Chief. He is not a polished politician (kind of a stretch calling him a politician), he tweets like it’s nobody’s business (“hey Mr. President, Follow our Twitter!”) and political pundits, considered experts at analyzing and explaining what is going on and what is going to happen in the world of politics have gotten him wrong all along the way. So far, he has a lot of Washington insiders and legislators on both sides of the aisle very nervous.

Although Democrats are avowed to protest, walk out, boycott, fight, kick and scream his every move, let’s hope that at some point Congress gets to work doing what they are being paid to do and stop posturing for the next election. One observation about President Trump is, this guy likes accomplishing things. While Congress slogs through confirmation hearings, he has taken a page out of Obama’s book and got busy signing Executive Orders.

One of the issues concerning dealers we should expect to see taken up by this Congress is an overhaul or repeal of the Consumer Financial Protection Bureau. In the very least a drastic reduction in their efforts to regulate the auto lending industry. The irony here is that dealers obtained an exclusion from the agency’s regulatory purview when it was established under the Dodd-Frank Act. However, the framers (including the

One of the issues concerning dealers we should expect to see taken up by this Congress is an **overhaul or repeal of the Consumer Financial Protection Bureau.**

Obama Administration) of the agency envisioned and lobbied to keep dealers in. So, they have been working the edges and backdoors to attach their regulatory activity to dealer business activity.

Tax reform is surely on the way. Both congressional Republicans and the President have expressed the desire to simplify and redesign the tax code. There has been a lot of talk about squeezing tax brackets, lowering corporate tax rates and eliminating most deductions. For dealers, a few of the tax issues to be concerned about, good and bad are the elimination of LIFO (hopefully over a period of time) and Section 179 accelerated depreciation deductions, eliminating or drastically raising estate tax thresholds, possible modifications or elimination of Federal Excise Tax on heavy trucks and as stated earlier a number of other current business expense deductions.

The auto manufacturers have been meeting with the president in an effort to slow down the idea of an import tax and seeking a rollback of the 2025 fuel efficiency standard target of 54.5 mpg. Further, in his confirmation hearing, Trump nominee to head up the EPA, Scott Pruitt, would not confirm that he would uphold California’s waiver to the Clean Air Act, which allows California to set their own clean air standards (provided they are stricter than the federal standards), and which is followed by 13 states and the District of Columbia. Stay tuned on this one because it looks like there will be a lot of posturing, protesting and litigating.

Something else to keep an eye on, not so much politically, is the continued development and evolution of alternative fuel and/or propulsion of motor vehicles. GM and Honda recently announced that they will be pouring approximately \$100 million in joint research to develop hydrogen fuel cell technology. Currently there are a number of alternative fuel options from ethanol, bio-diesel, gas/electric hybrid and plug in full electric vehicles. The problems with alternative energy sourced vehicles range from proven reliability, economic feasibility, mileage range between refilling/recharging, and infrastructure to facilitate refilling/recharging.

The U.S. Supreme Court recently vacated and remanded a 9th Circuit Court of Appeals’ decision that held that service writers were no longer exempt from overtime. On remand the 9th Circuit, once again found that service writers should not be exempt from overtime. This creates a split in jurisdictions regarding this issue. Wisconsin resides in the 7th Circuit, where there is case law confirming that service writers are exempt from overtime. So, that means they are still exempt in Wisconsin. There is a reasonable chance that this issue will once again find itself before the U.S. Supreme Court for a final determination.

### Wisconsin

By the time this reaches you the state legislature will be working hard on putting together the 2017-18 bi-annual budget. For the most part WATDA concerns itself with transportation funding because the 2 biggest funding sources are fuel taxes and vehicle title and registration fees. DOT projections show anywhere from a \$700 million to \$1.2 billion deficiency in funding all current road projects. Governor Walker has stated from the get go that there will be no tax or fee increases without offsets elsewhere. This has DOT, some legislators and interested parties (stakeholders) scrambling for solutions not only for this budget but state transportation funding in the future. Roads are important and roads are expensive, they command a huge chunk of state

revenues. It may be time to start seriously thinking and planning to implement tolling in Wisconsin.

There are number of nonbudget items that WATDA will be either working on or monitoring. Event Data Recorders (EDR) have popped back up this session. There are interested parties who believe that the information contained in a motor vehicle's EDR should be protected and the owner should have the right to lock it down and require dealers and manufacturers to receive written approval before accessing and sharing the information between the dealership and manufacturer. This bill is in the early stages of drafting and the drafters have been very open to our participation and have addressed a number of our concerns.

A topic we are monitoring closely is the status of DMV's APPS program. That is the third-party electronic title and registration program (CVR, DealerTrack). In the summer of 2016 WATDA was informed by DMV that they were reviewing and leaning against the continuation of allowing third parties to provide their services to Wisconsin dealers and consumers. The idea is to update the DMV's system (eMV-11) and force all dealers onto that platform. WATDA does not support this idea. It is our belief that Wisconsin dealers are currently offered and experiencing the best electronic titling and registration system in the country. We believe that having competitors in the market keeps costs affordable and technological advances and dealership operations efficiencies at an optimum.

## Wisconsin law prohibits manufacturers from selling directly to consumers.

This law is in place to protect the buying public.

WATDA remains vigilant regarding disruptive market participant activity. Issues like manufacturer direct sales and autonomous vehicles. Wisconsin law prohibits manufacturers from selling directly to consumers. This law is in place to protect the buying public and it ensures that there is a local presence between the manufacturer and consumer for warranty and repair issues and ferreting out potential recall and safety issues. Aside from Tesla, other manufacturers like, Volvo, Faraday, and Geely have all expressed a desire to sell direct and bypass local dealership partners. If the disruptive elements at play here (Tesla, Volvo, Geely) are allowed to sell direct, it could have a deleterious snowball effect with all manufacturers demanding to sell direct and that would not only be disastrous for dealers but consumers too. (it's one of those be careful what you wish for things, like when I was a kid, I always wanted to run the lawnmower. Then, it became my job, and it ain't cool anymore!)

One legislative topic conspicuously missing is the Wisconsin Motor Vehicle Franchise law (WMVFL). The last time there were amendments to the WMVFL was 2011. At this point in the legislative session, we are still planning what provisions we will try to address in a franchise bill. While we are in the planning stages, due to the current GM litigation our legislative efforts regarding the WMVFL are on hold.

## General Motors Lawsuit

In October of 2016, 11 dealers representing 13 rooftops filed a lawsuit against GM because GM is denying them of the right they have under the WMVFL to warranty reimbursement. As stated above, WATDA amended our WMVFL in 2011. Included in those amendments was a modification to the warranty reimbursement formula for both parts and labor. Before the bill was introduced we held a series of meetings with the manufacturers and their lobbyists (including GM who had the most representatives from the factory and the most lobbyists at the table). As was our typical practice we hammered out agreed upon language for the various provisions that were to be amended. The warranty reimbursement formulas were 2 of such provisions.

At the end of October 2015, WATDA was approached by GM and their lobbyists with a demand to rescind those two provisions. There simply was not enough time before the end of the legislative calendar to adequately assemble a committee and review and analyze the situation. After all, it had been 4 years since the law was enacted and GM was the only manufacturer complaining and only a handful of the GM dealers had requested reimbursement under the statutory formula. We did agree and assured key legislators, that we would continue a dialogue and work toward having something ready for this session. However, in September of 2016 GM informed each dealer who had requested the statutory reimbursement that they would be assessed a surcharge on all new vehicles sold to the dealers to compensate for GM's cost of complying with the law. That lawsuit is ongoing with a decision anticipated sometime around August-September. ●



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# Any Season is Data Breach Season

BY DEREK LACZNAK, M3 INSURANCE



As the data breach occurrence rate continues to rise, it is becoming clear that there is a certain randomness to these incidents. One of the key components of exposures and the effectiveness of insurance policies is the predictability of loss. Data breach threats and losses are “bucking” this trend. Unlike other types of losses, (hail, flood, fire, etc.) data breach incidents

have no season and no clear indicators of who is at greatest risk. In the absence of predictability, it is critical for businesses, including dealerships, to always be ready for an incident to occur.

The following list includes key recommendations to help you plan for an “unplanned” data breach:

## 1. Make a List

In data breach preparation planning, consider and list the worst case scenarios of a data breach. This exercise helps businesses understand how bad it could be and challenges you to think of the impact a significant incident could have on your dealership. Further, in the immediate aftermath of a data breach it is critical to have those that are most familiar with the business summarize what they think happened and what kind of data could be at risk. This is a critical step and something that will gauge the level of response needed when moving into stage two of your plan.

## 2. Assemble Your Team

Data breaches are complicated and require a unique understanding, skillset, and the coordination of many outside resources to investigate and rectify damages. Your first call should be to your risk advisor/insurance broker. Your risk advisor can coordinate and recommend specialized providers in the area of legal coaching, IT forensics, public relations, notification services, credit monitoring, and more.

Within 24 hours of a data breach incident you should have had a conference call with your risk advisor, legal counsel, and an IT forensics firm (if required). If your business holds Cyber Liability coverage, this will be easier as your insurance carrier will likely have an entire list of pre-approved vendors at negotiated rates, guaranteed to be available during your time of need.

## 3. Develop a Plan/Timeline

Managing a data breach is no different than any other a large project that might involve many aspects of your business. Develop a set timeline and objectives to keep your team on task. Identify expectations of how the days and weeks after

a breach will transpire and fully communicate the plan with your assigned team. These expectations should be realistic and tempered based on advice from advisors.

## 4. Don't Touch Anything!

More harm can come from internal resources trying to “self-fix” or “diagnose” the issues than if all the evidence was left preserved. Aside from reasonable efforts to isolate the intrusion and limit further data loss or corruption, organizations should limit action.

Once confirmation has been made that there is an incident that has caused or could cause a data breach, all internal personnel should refrain from trying to solve the problem. It is critical to not damage evidence or alert the intruder that they have been identified. It also helps maintain objectivity if the data breach ever were to be litigated.

## 5. Forensics Time

Once you have a good understanding of the potential exposure and liability associated with the data breach and a handle on the steps needed to start cleaning it up, for most data incidents the next step will be working with IT Forensics. Typically, this is an independent specialized third party that will conduct a forensic investigation of your network and hardware. The main objective is to figure out: what happened, where it happened, how it happened, and how long it was happening.

## 6. Results and Obligations

Engagement with a forensics firm is typically the best way to identify what obligations or exposures a business faces in the aftermath of a data breach. A full forensic report could take up to a week, but a summary of findings should be available within 24 hours. Any findings should be shared with your legal advisors as soon as available so they can advise you on your obligations going forward.

## 7. Repair, Regroup and Keep on the Lookout

After the immediate action items of your data breach remediation plan are complete, it is time to analyze what the data breach incident has taught you and your team. Take this chance to identify what caused the data breach incident and address the gap in IT security and any other areas of weakness that were identified during stage one. Successful data breaches are often followed up with other attempts so in the aftermath of an incident it is important to keep a close eye on your systems and networks.

**M3's team, including cyber professionals, can help you make sure your dealership is prepared for the unexpected—no matter what the season.** ●



# WISCO Show

BY JOHN HACKMAN



**W**ISCO exists with the sole purpose of saving our members money on their purchases. Dealership owners know the more their managers purchase from WISCO the more their dealership saves money. I have been asked by owners "John, how do I get my managers to purchase more from WISCO?" My first response to them is send them to the WISCO Show, and better yet, if possible attend with them. 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. We have our field rep visit your managers, we do mailings with new products and specials, the WISCO website has information, WISCO has a friendly staff waiting to answer your call, but nothing works as efficiently as the annual show. The 46th annual WISCO Show will be held on Saturday, March 18, 2017 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 New Orleans. 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 RPM as our entertainment. The combination of their great musical talents and unending energy will prove 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](http://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. There also are available two bedroom condos for \$264. All rooms include waterpark passes to the Chula Vista indoor waterpark. Phone number for reservations is 888-477-1717. Refer to the WISCO Show block of rooms booking ID number D72839 for the special show rates. After February 15th these rates are subject to availability. 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 27th at the Lake Arrowhead Country Club. Information will be sent out as it gets closer but keep the date open and plan to attend. ●



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# Jan Gillespie

Rawhide Co-Founder and  
mother to hundreds

Nov. 13, 1934

Jan. 25, 2017

Rawhide Boys Ranch, founded by John and Jan Gillespie in 1965, was informed that Jan Gillespie passed away with her husband at her side on Wednesday, January 25, 2017.

Jan Gillespie was 82 years old and married to her husband and best friend John for 59 years.

Jan Gillespie spent her whole life giving at-risk young men the very best love, care, and support she possibly could. Jan would often say, "they're like your children, and even though they were not born into your family, you treat them like your children and you love them unconditionally."

Jan was instrumental in securing Bart Starr's support by encouraging John to cold call him. John was hesitant, but Jan, always an optimist, told him, "How do you know if you don't try?" 51 years later, the support of Bart and Cherry Starr has helped make Rawhide a nationally recognized non-profit with superior outcomes.

During her 27 years at Rawhide, Jan was a housemother to over 350 boys. She was an avid horsewoman who utilized her love for horseback riding to work with young men residing at Rawhide.

Two months ago Dave Claus wrote, recorded and released a music video titled "I'm a Rawhide Guy" as a tribute to John and Jan Gillespie and the three years he resided at Rawhide. Those interested can view the music video at [www.rawhide.org](http://www.rawhide.org)

Memorial donations can be made at [Rawhide.org](http://Rawhide.org)



# Green Bay's Un-museum

BY GARY BEIER, VICE PRESIDENT - FOUNDATION OF WATDA



The fact of the matter is the founder of the unique showcase, *The Automotive Gallery*, in downtown Green Bay is out to make sure his guests view it as a celebration of the living art of transportation.

William 'Red' Lewis, the man behind the *Gallery* has a love of the automobile that simply won't quit, and it shows as you walk through his collection of motoring memorabilia. It shows through in the mission of *The Automotive Gallery* as well. "To appreciate the automobile as art...and to educate, inspire and share that passion with others so they, too, can truly appreciate the form and function of the automobile—past, present and into the future."

What drove Red is most likely has professional connection to the industry through his successful PDQ vehicle wash system, recognized as one of the world's leading manufacturers of 'touchless' car care equipment.

Fittingly enough, the *Gallery* now about one year old, was opened on the site of what was the former Denil Cadillac. It has put downtown Green Bay on the map for car enthusiasts and collectors from all over the world. It is also a tour and education stop for local technical college and high school classes. Every vehicle on display must be fully restored and driven to the *Gallery* before it can be shown to the public.

John Bergstrom, CEO of the Bergstrom Corporation said, "I have been to about 50 different automobile museums and displays in my life, and I can tell you that yours (*The Automotive Gallery*) is the cleanest and best executed of the lot."

Fred Beyer, retired Shawano auto instructor and member of the *Gallery* education committee notes that all of the heritage here is designed to encourage tomorrow's automotive technicians to think about preserving and maintaining the early technology that built the industry that we have today. What a great way to teach these young technicians about where automotive technology is heading with a long and colorful look down the road from whence it came. That, in this writer's estimation, is what *The Automotive Gallery* in downtown Green Bay is all about! ●



# AYES Mentoring – Best Practices

BY DAN KLECKER



**M**entoring youth into the automotive industry is critical in meeting the needs of your future workforce. Filling the employment needs is not a specific manufacturer problem or a dealer versus aftermarket issue, it is an automotive and truck industry-wide concern. To compound the problem, other trade groups are beginning to target younger students to entice them into their industry.

The automotive industry has been using the Automotive Youth Education System (AYES) model successfully for almost twenty years. In Wisconsin, AYES uses the Department of Workforce Development's Youth Apprenticeship program (YAP) for internships. YAP is available statewide through all public high schools. Since other industries are participating in YAP it is important that we review our best practices and adopt those

that have been successful in the automotive industry.

The most successful internship examples have always included a close connection between an intern and a Master Technician mentor. It is very important to show even the most inexperienced youth where a career in the service industry can lead. The mentor not only teaches the technical skills necessary to complete a job right the first time; but also the soft skills of customer relationships, coworker cooperation, general work ethic and the business' core values.

I'm going to share how three different sized dealerships provide this mentoring model. They all happen to be Honda stores, but this model is not exclusive to Honda and a similar program should be adopted by all automotive franchises.

The mentor not only teaches the technical skills necessary to complete a job right the first time; **but also the soft skills of customer relationships, coworker cooperation, general work ethic and the business' core values.**

## Zimbrick Honda

My large store example is of Zimbrick Honda in Madison. For many years I could always count on Zimbrick Honda to hire many of my students. Although they hired a lot of students and supported my program, we always felt there were better methods for interning students. Interns did not spend enough time with master techs to complete their required skills checklist.

Recently Zimbrick Honda, under the direction of Service Director Chuck Howarth and Assistant Service Manager Rich Baker, reorganized their service teams to better mentor their young employees as well as provide more scheduling flexibility. Their concern was at the Express Service facility; where the AYES interns spent too much of their time alongside the express techs who were not seasoned enough to properly mentor the interns. The mentoring experience suffered, as all the employees are close to the same age and experience levels. Now Zimbrick split up the full-time Express Service techs and the AYES/YAP interns among the five service teams. Each team now does their own express service maintenance under the watchful eye of master techs. This not only benefits the interns but now the express service techs are also receiving guidance from the team's lead techs. The expectation is that vehicle inspections can

be done quicker and more thoroughly with a master tech's experienced eye. Interns and express techs will have a better opportunity to learn what to look for when doing Express Service.

When school is out interns will follow the same schedule as their team. The Team Leader will divide the work among the team and also have an opportunity to work more closely with their interns. This should provide interns with the time to experience all the skills identified on their checklist. The sooner team leaders invest the time to bring their youngest team members up-to-speed, the sooner they start contributing to the team's flat rate time. AYES/YAP interns are still expected to do odd jobs related to their position and other service drive work; but as part of a team led by an experienced master tech, the interns will always be learning a variety of their future duties as a Service Technician.

Rich Baker is anticipating the AYES/YAP interns will learn the "Company Culture" as part of a team, making it easier to take a chance on an intern for permanent position, rather than bringing in an "unknown" seasoned technician.

## Wilde East Towne Honda

Wilde East Towne Honda in Madison has multiple AYES/YAP interns and uses them as the program originally intended. Each intern is assigned to one Honda master technician to work alongside when they are coming from their school for the work release program. The master techs are teaching their interns as they complete their assigned work orders. Having a student intern looking over a master tech's shoulder is not a faster way to complete the job; but at Wilde it is considered an investment in their future workforce. As the master tech and intern develop their relationship the intern gains not only the master tech's knowledge and understanding of the vehicle's systems, but also learns to anticipate the master tech's needs for the job. Like a surgical assistant who preps and closes for a surgeon, a properly trained intern can set up and complete work orders for the master technician. This is when the intern begins to add value to the service department.

Not every master technician is able to work with a high school interns, but those that have the patience and mentoring ability will be helping to develop a future coworker with similar attitudes and abilities to their own. Jim Hergenroether, Service Manager at Wilde Honda, says "We provide a great deal of knowledge and understanding to those interns that have enough automotive understanding to start." Students coming from an AYES program are better prepared for a productive internship with a master technician.

Not all interns have the ability to maximize their experience with a master tech. Those interns that have trouble understanding what a master tech is doing can be reassigned into the lube tech area to give them a more repeatable task that they can concentrate on mastering with supervision. The student can still successfully complete a level one internship with 450 hours.

Successful level two interns are hopefully mentored into the industry and their local technical college automotive program with scholarship assistance. After two years of a master tech's mentoring the interns are now prepared to work on their own as a trusted lube tech at Wilde during their technical college years.

With multiple high school AYES interns working with master techs and then continuing their education at the local tech college, Wilde East Towne Honda's expectation is that they will have their choice of hiring the best to fill any technician positions. Interns they do not hire still benefit the industry at another business. Wilde East Towne Honda's goal is to never place another ad for a technician for their facility. Not only will hiring their interns fill a need, but it will also provide an employee that already understands the company's culture, and performance standards.

## Rock County Honda

Even a smaller service facility such as Rock County Honda understands the importance of growing your own technicians. Rock County has been using two interns with complimentary schedules working in their own bay in this center-aisle facility. The intern works in the bay directly across from the lead master tech. That location places the intern under the watchful eye of the master tech that assigns maintenance jobs to the interns that match their ability. Initially interns are carefully monitored as they receive necessary instruction and approval of their work. The interns quickly learn the shop's expectations of quality work done in an expedient manner thanks to the frequency of the lube maintenance jobs they perform.

At times when the intern's work is slow they will be assigned to assist another technician doing more advanced work. This provides the intern with more valuable experience with jobs they would not see in their own bay. Over time the interns have the opportunity to work with a variety of technicians exposing them to various techniques to maximize their time completing jobs. As with any new technician an intern is part of the team and is expected to contribute in a positive manner to the team's success.

The ultimate goal is to show the interns the career opportunities available to them in the automotive industry. Successful student interns are provided with encouragement to attend the local technical college for continued automotive training.

"We at Rock County Honda have been involved with this program in the past and have renewed the program with help of our local schools. We look for work ethic and aptitude when interviewing. By working with interns still in high school it gives us the time to develop the culture we are looking for in our employees and our business." – Steve Gonzagowski, Service Manager, Rock County Honda.

## Conclusion

The main goal of having an intern is to mentor that youth into a career in our industry. That career may be as a technician, but after spending time with a youth, you may encourage them to pursue other positions in your facility such as, service advisor, sales, or even a four year degree to prepare them for managing or finance careers in the automotive/truck field.

Investing time with an AYES or YAP intern does not guarantee your business a future employee. These are 16-17 year old youth who are searching for a career opportunity that match their interests. Providing a youth with the opportunity to learn along side seasoned professionals is a much better career experience than working along side their peers in a fast food facility.

Mentorship to a youth can be more influential in their career choice than their school or even their parents. ●

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Official Publication of the Wisconsin Automobile & Truck Dealers Association | 1928-2017 | Volume 44 Winter 2017

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