

DEALER POINT

Official Publication of the Wisconsin Automobile & Truck Dealers Association | 1928-2023 | Volume 66 | Winter 2023



INSIDE:
David Cuene,
2023 WATDA Chair



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

Our Mission:

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

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On the cover: Jairo, Duke, David, and Pablo Cuene

DAVID CUENE

of Broadway Enterprises is the 2023
Chair of the WATDA Board of Directors

BY SUE MILLER

WATDA's 2023 Board of Directors Chair should be a familiar face to WATDA members. David Cuene has served on the board of directors previously as well as represented WATDA as the 2020 Wisconsin Dealer of the Year. So, what has changed since we last profiled David Cuene in Dealer Point?

"A lot is the same – it was just 3 years ago – but so much around us has changed." What hasn't changed is David's strong commitment to Broadway Enterprises and its employees. "Customer experience remains a top priority. My brother Michael and I constantly refine our focus ensuring every team member has a great employment experience. If our employees feel like they're winning, really winning, then our organization is winning."

Working with the Green Bay school system Cuene discovered something that completely changed the way they looked at their team. "Prior to their freshman year, students in the district meet with a counselor and decide what they'd like to do upon graduating. Together, they plot the path to accomplish the goal. They do the same thing every year, recognizing that the students have been growing and changing over the past year. The counselor asks if the student still wishes to pursue the same path and, if the answer is no, goals and class schedules are adjusted.

"A disconnect comes when students graduate and enter the workforce. Industry throws a yoke on the graduate and tries to drive them like a team of workhorses. After a while, the once-promising new hire becomes frustrated, quits, and their supervisors grumble about millennials. That's not the problem. The problem is we aren't speaking their language."

Speaking their language starts with recognizing that team members are individuals with their own goals and dreams. Broadway implemented a dealership program to retain top talent by ensuring everyone has the tools and the training they need to be successful. The dealership developed the "Broadway Better Leadership Training" (B2L) program. It cultivates skills in managers, enabling them to effectively coach and lead



L-R: David's partner Jairo, Duke, David, and Pablo

employees and allows current employees with potential to grow into leadership roles.

"Imagine that you walk into work one day and your supervisor asks you where you want to be in three to four years and then they help you put together a game plan to get there. With B2L we do personal career planning once a year, every year, with every team member. The meetings are usually a celebration of success. On other occasions, the team member's goals change, or we talk about what the associate needs to change or focus on to get to their goal. B2L helps us build and maintain our culture and is one of the defining things we do to be successful.

"Sometimes those goals involve growing within the group and sometimes those goals involve growing out of the group. We aren't going to discourage someone from pursuing their dreams just because it doesn't serve us; rather, we'll be a part of the process until we no longer fit. It's probably easiest to explain this as a story," Cuene adds, "Each person's experience is different but here's one."

"We hired a youth apprentice at East High School who started on the Quick Lube team and ended up at Northwest Technical College. Great kid. Unusually good with people. We offered them the chance to be a Quick Lane advisor, and they thought that sounded interesting, so they shadowed an advisor and then started as a Quick Lane Advisor.

"During our annual meeting we asked them their goals. It's common for youth to be unsure of what they want. (Make a lot of money!) In this case, when they expressed openness, we suggested working toward service advisor. They were open to the idea, so Broadway focused on helping them develop toward that goal and they were succeeding.

"One day they approached their manager, "When I was going to school what I really wanted to do was be an architect. I don't know if I took the easy way out. I think I want to quit and go to school." With the philosophy of 'if that's your dream, let's help you get there', the manager offered to keep them employed at

least part time while attending college. The employee became a full-time student and part time team member. Sometime after that, the employee approached their manager again, "I think I remember why I didn't become an architect. I hate math. Can I get my old job back?" Yep. They returned full time and provided exceptional customer service until they were offered a position in their family's business years later.

"That's our B2L philosophy – Five years from now some of our team members won't be here – they're pursuing different goals, but in the meantime, they're engaged and happy." Throughout all our departments, our managers are good at helping people be successful. It's kind of cool seeing a manager acting like a parent and being proud of one of their "kids." A great manager is making sure their people are successful. If there is a secret sauce to what we are, that's it."

Cuene brings a similar focus to his WATDA chair position. "I accepted this position because I feel like we're at a critical moment in the industry. The next year or two are pivotal moments for two things:

1. Sales – Manufacturers are looking for, and in some cases, finding ways to control the sales process. It's looking increasingly like they want an agency model where the manufacturer controls the order, and the dealer delivers the vehicle. It side-steps manufacturer direct sales, but still takes the sales process and customer relationship away from dealers.

2. Electrification – I don't know where clean energy is going to end up, but we must keep looking for the best solution. There are parts of the country where, with current technology, electrification is not the best option. How we weave through the process of moving toward cleaner options is critical.

"Keith (Kocourek, 2022 WATDA Chair) did a great job working on these issues with the board but the work isn't done. It won't be done at the end of my year either. But I'm focused, we the Board are focused on continuing the discussion; pursuing



David and brother, Michael

useful legislation; and bringing litigation, if necessary, to get solutions that work for our industry and our customers."

A Bit More about David Cuene and Broadway Enterprises

David Cuene owns Broadway Enterprises, with his brother Michael. The group consists of Broadway Automotive Green Bay (Chevrolet & Volkswagen), Broadway Automotive Manitowoc (Buick, Cadillac, Chevrolet & GMC), and Broadway Ford-Hyundai Green Bay. The Cuenes also have Broadway Auto Credit and a Hertz Rent-A-Car location at the Austin-Straubel and Central Wisconsin airports.

If you speak with Cuene about the business, you'll know by the end of the first sentence that he credits a large team of family and staff for their success. Broadway Enterprises has had multiple generations of Cuenes and David shares equal credit and responsibility for this generation with his brother, Michael. "As 3rd generation business owners, my brother, business partner, and best friend Michael and I are looking forward to celebrating our 107th year in business."

Cuene vividly remembers his very first day of work at the dealership when he was 15 years old. "My mom dropped me at the side entrance to the dealership. My dad, Duke, was in his office, and I waited patiently for him to finish a call. When done, he smiled, rose, and said, 'Follow me'. We went through the office, the long length of the shop, all the way to the back of the building. Once out on the muddy lot, my dad told me to wait. Soon enough, a large dump truck appeared. My father, now grinning, pointed to an area of ground. It turned out the truck was filled with gravel, and it dumped its' load right in the area my father indicated. I hadn't noticed, but as we walked through the shop, my father had grabbed a shovel and he now, proudly, presented it to me with the instruction, 'spread that around and come and get me when you're done.' I may have been 15, but I knew the truck could have easily spread the load as it drove, and I shared this with my father. He just said, 'I know, I know, just spread it around' as he walked back into the building chuckling to himself. I spread the pile, and many more." Cuene went on to relate that after spreading gravel that summer he emptied sludge pits and cleaned walls with solvent so strong it ate away at his gloved hands. He wouldn't have traded the work for anything. "Looking back," he says, "there is not a floor, wall or piece of blacktop in our dealership that I have not personally cleaned."

Following high school, Cuene attended Northwood University. He was planning to join the family business at graduation, but his father and uncle had another idea. "I was expected to gain industry experience in other dealerships first. "Drive, passion, and accountability were some of the traits I learned from early managers and role models. Uncompromised integrity and honesty were two that came from my father and Uncle Jim."



L-R: Jairo, Michael, his wife Melissa, and David

Cuene’s drive to build an excellent workplace has already been documented but in addition, he truly cares about the greater community. He goes out of his way to make the world we live in a better place by serving on Boards, doing community service, or helping individual people.

The Cuene family has always been philanthropic. When David was asked which award was most meaningful to him, there was no hesitation and he answered Urban Hope. The dealership has been recognized several times for fundraising, instructing, and steering the organization.

Cuene recalled how he accepted what he thought was a simple invitation to an Urban Hope graduation ceremony from a friend. “The stories I heard that day moved me to take action,” he said. “Some of the graduates got up and addressed the audience, telling their personal stories. Many had the cards stacked against them, homeless, jobless. Others simply had a great idea that needed to be put into action. eHub/Urban Hope helped these people turn their dream into a functioning, thriving business. At the end of the ceremony, I tracked down the program director and offered my help.”

While Cuene has made a huge commitment to his business, community, and industry, he gives equal dedication to his personal life. He says, “I didn’t fully come into my own until I met my partner, Jairo, and we started our own family. We met 22 years ago and 17 years ago, while it was considered unconventional at that time, we had twins. My family has opened a world of slack-jawed wonder while simultaneously allowing me to see more clearly what is truly important.”

When we asked Jairo how they make their busy schedules work he said, “When I first met David, he worked all the time. When we had children, he changed his schedule to be home for dinner and time on the weekends. He didn’t want to miss anything raising the boys. Even though he volunteers a lot in the community, family always comes first.”

Jairo continued, “David and I share the same values and interests – sports, traveling, animals and boating. I have shared

my family and Columbian culture with David. My adjustment to the culture here has been easier since I met David because of the person he is. He introduced me to a great community of close friends and family.”

Whether at home, work or in the community David Cuene’s passion, humor and optimism do not fade. “I was born and live in Green Bay, Wisconsin, a football town,” Cuene said. “I literally see Lambeau Field every time I look up at my desk. The Green Bay Packer logo is everywhere. It has had a profound effect on me and has shaped the way I run my business. We think of ourselves as a team and every team has their Super Bowl. We select market or customer satisfaction objectives, philanthropic goals, and associate experience targets as our “Big Game”. The most rewarding aspect of my career has been the ability to create opportunities for leadership and participation.

- Leadership is not about being the best.
- Leadership is about making everyone else better.



David and Jairo at home with their dogs.

True to life, we all cross the finish line together. We win as a team, and we fail as a team. Our unique approach to business has all eyes on the future; we work hard but we also make sure there is always fun in the mix.

This applies to anything that I do. You can feel the impact of this philosophy in our business and the charities I work with such as eHub/Urban Hope, Children’s Hospital, or the Green Bay School System. It applies to how I want to live my life and raise our children. It is all about making this a better place than we found it. I have been blessed with wonderful people in my life; peers, great community leaders, wonderful team members, customers, a brother that is my best friend and business partner, and most of all, family.”

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Legislative Commentary

BY CHRIS SNYDER

What's Ahead in 2023

Time will tell whether 2022 was an anomaly or the new norm for the motor vehicle retail industry. The Seasonal Adjusted Annualized Rate (SAAR) was 13.7 million, lowest since 2011. However, most dealers reported a decent bottom line for the year, and likewise most manufacturers reported healthy profits. Manufacturers cited many reasons for the precipitous drop in production: COVID, chip shortages, supply chain disruptions etc. But those with paranoid minds may think that manufacturers simply didn't want to build out inventory to stock dealer's lots anymore. Manufacturers have publicly stated that dealers not holding inventory was not an issue because customers don't mind waiting months on end to maybe get the vehicle that they ordered out.

Consequently, many dealers' lots were relatively empty. Some dealers were sick of watching heat waves radiate off their empty lots, so they got creative and dug deep to find and (in some cases) overpay for pre-owned inventory. It appears now that new vehicle inventories are starting to come back, but inflation is affecting the cost of everything from groceries, utilities, and credit card payments and is stressing average American's pocketbooks to the max. Interest rates have also been steadily climbing. Indications are that those in the market to buy a vehicle are doing so out of necessity and not just the desire to have a new vehicle. According to studies the average new vehicle payment is over \$750 a month and \$525 for used vehicles.

To add insult to the financial pain that Americans are going through, the federal government has joined arms with Silicon Valley to push an inferior, untested and much more expensive technology down our throats under the false pretense of saving the planet. Due to the money being dangled in front of manufacturers by the government to adopt electric vehicles, manufacturers are charging full speed ahead to develop EV's at the expense of internal combustion engine (ICE) technology.

(As this article is more about tax credits, we will not go into the issues regarding charging infrastructure, the environmental impact of finding and mining the raw material needed to produce batteries or how these spent batteries will be disposed of.)

EV technology may have its' place in the market, but it looks more like they are putting the cart before the horseless carriage here by creating a demand out of necessity by reducing ICE

vehicle choices. To push their agenda, the federal government passed the Inflation Reduction Act (IRA) which included income tax incentives up to \$7,500 for certain types of vehicles. The fact that incentives exist, and their amount have been highly publicized, but the qualifications are so narrow that most of the EV's currently available do not qualify for any credits. And the dealers are being left to explain what vehicles do and do not qualify for a tax credit to people coming in to buy a vehicle.

The following is a 30,000-foot look at the IRA's EV tax credits. The vehicles that qualify are still a moving target and at the time of writing this article, the IRS has not finished their Rule making process that will identify which vehicles qualify for tax credits based on assembly and battery material sourcing. WATDA has found that the best resource for information regarding the new EV credits is the NADA website: <https://www.nada.org/ev-incentives>

The information below was taken from the IRS FAQ regarding EV tax credits.

[Qualifications: The information below can be found in greater detail here]: <https://www.irs.gov/newsroom/topic-a-frequently-asked-questions-about-the-eligibility-rules-for-the-new-clean-vehicle-credit>

New vehicle EV credit

A vehicle made by a qualified manufacturer that meets the definition of a motor vehicle under Title II of the Clean Air Act, has a gross vehicle weight rating of less than 14,000 pounds, is powered to a significant extent by an electric motor with a battery capacity of seven kilowatt hours or more, and is capable of being recharged from an external source.

You may not claim the credit if your modified adjusted gross income (AGI) exceeds certain thresholds. This limitation is based on the lesser of your modified AGI for the year that the new clean vehicle was placed in service or for the preceding year. The relevant modified AGI thresholds are as follows:

- Married filing jointly or filing as a qualifying surviving spouse or a qualifying widow(er) - \$300,000;
- Head of household - \$225,000;
- All other taxpayers - \$150,000.

Your modified AGI is the amount from line 11 of your Form 1040 plus:

- Any amount on line 45 or line 50 of Form 2555, Foreign Earned Income.
- Any amount excluded from gross income because it was received from sources in Puerto Rico or American Samoa.

The manufacturer's suggested retail price (MSRP) for the new clean vehicle may not exceed the following amounts for the following vehicle types:

- Vans - \$80,000
- Sport Utility Vehicles - \$80,000
- Pickup Trucks - \$80,000
- Other - \$55,000.

If the MSRP exceeds the limitation for that specific vehicle type, that vehicle is not eligible for the new clean vehicle credit.

The MSRP for this purpose is the base retail price suggested by the manufacturer, plus the retail price suggested by the manufacturer for each accessory or item of optional equipment physically attached to the vehicle at the time of delivery to the dealer. It does not include destination charges or optional items added by the dealer, or taxes and fees.

Previously owned EV Tax Credit

A previously owned clean vehicle is a motor vehicle that meets the following requirements:

- The model year of the vehicle is at least two years earlier than the calendar year in which a taxpayer acquires the vehicle;
- The purchasing taxpayer is not the original user of the vehicle*;
- The vehicle was acquired for a sales price of \$25,000 or less from a dealer and the purchasing taxpayer is the first qualified buyer to claim the credit since August 16, 2022, other than its original user;
- And such motor vehicle is a:
 - Qualified fuel cell motor vehicle with a gross vehicle weight rating of less than 14,000 pounds, or
 - A vehicle made by a qualified manufacturer (see Topic A FAQ 9) that meets the definition of a motor vehicle under Title II of the Clean Air Act, has a gross vehicle weight rating of less than 14,000 pounds, is powered to a significant extent by an electric motor with a battery capacity of seven kilowatt hours or more, and is capable of being recharged from an external source of electricity.

The dealer selling the previously-owned clean vehicle must provide a report containing purchaser and vehicle information

to the purchasing taxpayer and to the IRS. This provision prevents lease customers from receiving a tax credit when buying out their lease.

You may not claim the credit if your modified adjusted gross income (AGI) exceeds certain thresholds. This limitation is based on the lesser of your modified AGI for the year that the previously owned clean vehicle was placed in service or for the preceding year. The relevant modified AGI thresholds are as follows:

- Married filing jointly or filing as a qualifying surviving spouse or a qualifying widow(er) - \$150,000;
- Head of household - \$112,500;
- All other filers - \$75,000.

Your modified AGI is the amount from line 11 of your Form 1040 plus:

- Any amount on line 45 or line 50 of Form 2555, Foreign Earned Income.
- Any amount excluded from gross income because it was received from sources in Puerto Rico or American Samoa.

Commercial Clean Vehicle Tax Credit

A taxpayer can claim a qualified commercial clean vehicles credit for purchasing and placing in service in the taxpayer's business a "qualified commercial clean vehicle" during the taxable year. The taxpayer must use the vehicle for a "business use." A "qualified commercial clean vehicle" is defined as any vehicle of a character subject to the allowance for depreciation that:

- Is made by a qualified manufacturer,
- Is acquired for use or lease by the taxpayer and not for resale,
- Is treated as a motor vehicle for purposes of title II of the Clean Air Act and is manufactured primarily for use on public streets, roads, and highways (not including a vehicle operated exclusively on a rail or rails), or is mobile machinery, as defined in § 4053(8) of the Code, and
- Is propelled to a significant extent by an electric motor which draws electricity from a battery that has a capacity of not less than 15 kilowatt hours (or, in the case of a vehicle that has a gross vehicle weight rating of less than 14,000 pounds, 7 kilowatt hours) and is capable of being recharged from an external source of electricity, or satisfies the requirements under § 30B(b)(3)(A) and (B) of the Code for being a new qualified fuel cell motor vehicle.

The amount of the qualified commercial clean vehicle credit is the lesser of:

...continued on next page

- (1) 15 percent of the taxpayer's tax basis in the vehicle (30 percent in the case of a vehicle not powered by a gasoline or diesel internal combustion engine), or
- (2) the incremental cost of the vehicle.

The credit is limited to \$7,500 in the case of a vehicle that has a gross vehicle weight rating of less than 14,000 pounds, and \$40,000 for all other vehicles.

Record keeping for Tax Credit

At the time of sale, dealers must provide customers with a form listing specific information about the vehicle. Some manufacturers are providing forms, NADA has sample forms, or you can use IRS form 8936 (01/22). Customer will use that form as proof of purchase of a qualifying vehicle when they file their income taxes. Dealers are also required to provide the IRS with the same information by January 31 of each year for the previous year. You can either keep a copy of the form you provide customers or keep the information electronically. The IRS has not yet indicated how the dealers are to submit their verifying purchase information.

Wisconsin

The 2023-24 legislative session is underway and here are a few things that we are watching very closely.

The 2023-24 Budget. The good news is this legislature will be budgeting the state's finances with an existing surplus of about \$7 Billion. The bad news, the Governor and the legislature have diametrically opposed opinions regarding what to do with the abundance of candy, overflowing from the jar. While some of the money is from COVID relief (therefore has some strings attached), it appears from Legislative Reference Bureau reports that the state is currently generating more revenue than they are scheduled to spend.

Traditionally, the main area of the budget that WATDA watches very closely is Transportation funding. Preliminary reports are encouraging that all major road projects are moving forward and will be adequately funded with existing money and revenue sources. However, those seasoned in state budgeting know that there are issues looming. Currently, the bulk of transportation funding comes from titling and registration fees and motor vehicle fuel taxes. When motor vehicle sales plummet, like 2022, revenues also drop accordingly. In 2019 the legislature increased the titling fee from \$69.50 to \$164.50. Wisconsin's titling fee is on the higher side compared to other states, so there is not a lot of room to increase that fee.

Registration fees are annual fees, annual revenues from registration fees remain fairly steady (based on the number of vehicles registered to Wisconsinites, which has consistently been around 4.8 Mil.). Wisconsin's registration fees are a set amount (\$85 passenger vehicles and light trucks, \$185

electric vehicles and various amounts for medium and heavy-duty vehicles). Local governments are also allowed to assess wheel taxes that are added to registration fees. Wheel tax revenue stays local and is supposed to go into transportation expenditures.

While titling fees are high compared to neighboring states, Wisconsin's registration fees are relatively low. Consequently, these fees are looked at when budgets are more challenging. Some of the ideas floated about are value-based registration fees, which are typically a large amount for newer vehicles (typically \$350+) and ramp down as the vehicle ages. Another new type of fee discussed but not implemented yet are vehicle miles traveled fees. They are what they sound like, you pay the government for every mile you drive your vehicle. Thank God, overlord bureaucrats have not developed an accurate or efficient way to determine how many miles someone has driven other than the honor system or attaching some sort of tracking device on vehicles. As much as no one wants big brother tracking you, VMT are user fees and an attractive alternative to funding transportation needs.

Fuel tax revenues are based on overall fuel consumption. Currently, Wisconsin's fuel tax rate is \$0.30.9 per gallon. As vehicles become more fuel efficient, and the federal government and vehicle manufacturers forces the adoption of electric vehicles, fuel tax revenues will continue to drop. One thing for certain, the current legislature is not entertaining any increases in the fuel tax. However, as electric vehicles make up more and more of the vehicle fleet in Wisconsin there will have to be a system for recouping the lost revenues, be it from taxing electricity use all together or simply at the charging station.

Bottom line is road construction costs are not going down and Wisconsin still has a number of major road projects that will need to be addressed in the future and those responsible for paying for them will have to conduct some comprehensive studies to figure out how to develop a sustained revenue source. In the meantime, WATDA will be watching and interjecting when allowed to ensure that whatever systems are used to gather revenue for roads, they won't have a detrimental effect on dealer's ability to sell customers the vehicles they want to buy.

Case in point, a bill has recently been introduced that would earmark sales tax receipts from motor vehicle sales and service that would go directly into the Transportation fund and could not be used for anything else. WATDA does not support this idea. We believe that the legislature is elected to carry out the state's budgeting as they see fit, on a case-by-case basis. Sales tax revenues from motor vehicle sales and service are the second highest sales tax generators for the state and that revenue should not be summarily taken off the table but should be able to be used wherever they are most needed.

Direct Sales

The push for manufacturers to sell direct to the public is mainly coming from manufacturers of electric vehicles who are new or relatively new to the industry. As of the time of writing this article, no bill has been introduced, however we are hearing whispers that something may be in the works. The state of Wisconsin regulates all vehicles sales and requires manufacturers and dealers to obtain licenses to do business in the state. Licensing those entities allows the state to regulate the motor vehicle sales industry on behalf of Wisconsin consumers.

Wisconsin's law currently provides a pathway for manufacturers to petition the State for a dealer's license. Any entity petitioning for a license would have to request a hearing through the Wisconsin Department of Administration. At that hearing they would have to show that there is no prospective independent dealer available to own and operate the dealership in a manner consistent with the public interest and that meets the reasonable standard and uniformly applied qualifications of the factory. WATDA believes that those manufacturers seeking a license to operate a retail establishment should utilize the law as it is. It allows the state of Wisconsin to assess each applicant on a case-by-case basis. Further, any amendment to the Franchise Law, would open the door for established manufacturers to advocate for their right to sell direct also.

Charging Stations

Part of the federal Inflation Reduction Act (IRA) requires states to build out electric vehicle charging networks. Further, most manufacturers believe that their dealers should be providing public facing electric vehicle chargers. Currently, only public utilities can charge fees for electricity.

There was a bill in the last legislative session that would have allowed private entities who own a charging station to recoup the cost of electricity used by the general public. That bill came very close to passing at the end of the session but, due to several unforeseen issues it did not pass. This is an issue that we believe is very important to the dealers. We anticipate that something will pass this legislative session. If we truly are moving toward most vehicles being electric, these types of issues need to be addressed. It is apparent that the demand on the electrical grid is going to grow and as that demand grows, taxes and fees related to the generation, distribution and use must be worked out.

Wholesalers

This is another carryover issue from last session that we anticipate will be taken up again. In the recent years the number of wholesale licenses has exploded in Wisconsin. Consequently, the number incidents involving curb stoning,

odometer tampering and citizens receiving tolling and parking violation for vehicles they no longer own are increasing. This puts the integrity of vehicles being offered through the auctions and eventually all used vehicle in Wisconsin at risk.

Last legislative session the Department of Transportation supported a bill that would have tightened up facility and bonding requirements in hopes of curbing the growing number of licenses. That legislation did not pass. Representatives for the wholesalers convinced the legislators that they play a vital role in the dealership industry. Over the past year, DOT has revoked the licenses of hundreds of wholesalers based on facility and practices violations. However, the number of those revoked has been replaced and then some by new applicants. In a recent meeting with DOT, they expressed concerns about the direction the wholesale issue is going and indicated that they will once again try to address it legislatively.

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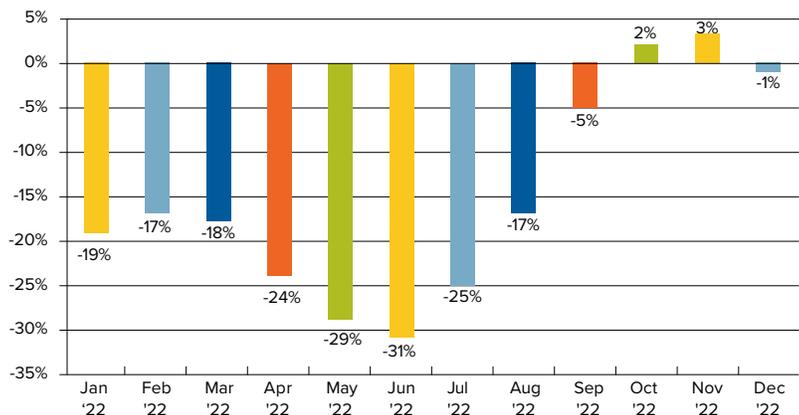
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New Vehicle Sales Trends

Wisconsin New Vehicle Trends: December 2022

	Previous Two Months			Year to Date			Year to Date Market Share		
	11/21 to -12/21	11/22 to -12/22	% change	'21 YTD	'22 YTD	% change	'21 YTD	'22 YTD	change
Industry Total	30,031	28,983	-3.5%	212,734	180,103	-15.3%	100.0%	100.0%	0.0%
Car	3,710	3,787	2.1%	30,838	24,689	-19.9%	14.5%	13.7%	-0.8%
Truck	26,321	25,196	-4.3%	181,896	155,414	-14.6%	85.5%	86.3%	0.8%
Japanese	9,830	9,940	1.1%	73,881	58,494	-20.8%	34.7%	32.5%	-2.2%
Toyota	3,663	3,414	-6.8%	24,910	21,165	-15.0%	11.7%	11.7%	0.1%
Honda	2,866	2,258	-21.2%	22,983	14,964	-34.9%	10.8%	8.3%	-2.5%
Nissan	991	1,078	8.8%	7,065	5,811	-17.7%	3.3%	3.2%	-0.1%
Other	2,310	3,190	38.1%	18,923	16,555	-12.5%	8.9%	9.2%	0.3%
Domestic	15,407	14,365	-6.8%	106,352	92,972	-12.6%	49.9%	51.7%	1.8%
General Motors	5,378	7,180	33.5%	45,125	41,925	-7.1%	21.2%	23.3%	2.1%
Ford	5,319	4,042	-24.0%	30,100	26,600	-11.6%	14.1%	14.8%	0.7%
Chrysler	4,430	2,726	-38.5%	29,597	22,108	-25.3%	13.9%	12.3%	-1.6%
Tesla	267	372	39.3%	1,501	2,122	41.4%	0.7%	1.2%	0.5%
Other	13	45	256.2%	29	217	648.3%	0.0%	0.1%	0.1%
European	2,008	1,948	-3.0%	13,225	11,566	-12.5%	6.2%	6.4%	0.2%
Volkswagen	987	940	-4.8%	6,994	5,687	-18.7%	3.3%	3.2%	-0.1%
BMW	441	410	-7.0%	2,351	2,365	0.6%	1.1%	1.3%	0.2%
Mercedes	265	242	-8.7%	1,642	1,643	0.1%	0.8%	0.9%	0.1%
Alfa Romeo	8	11	37.5%	62	62	0.0%	0.0%	0.0%	0.0%
Other	307	345	12.4%	2,176	1,809	-16.9%	1.0%	1.0%	0.0%
Korean	2,786	2,730	-2.0%	19,276	17,070	-11.4%	9.1%	9.5%	0.4%
Other	2,786	2,730	-2.0%	19,276	17,070	-11.4%	9.1%	9.5%	0.4%

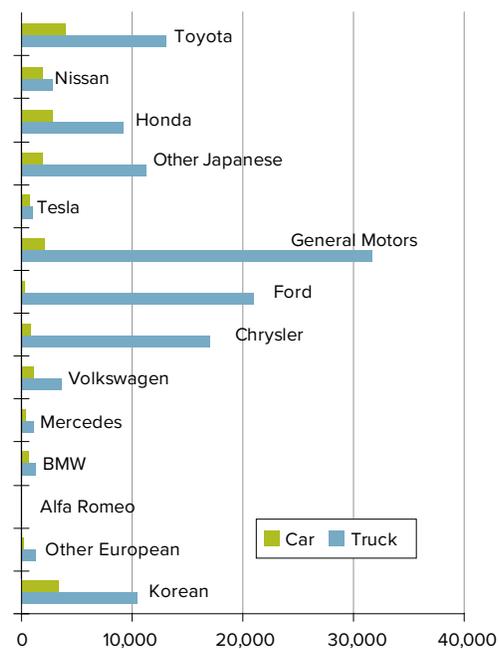
3 Month % Change – and view annual trend.
Compares most recent 90 days vs. same 90-day period from last year.



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December Trend Report from Scott Quimby

YTD Registrations by Vehicle Type.





NADA Report

JOSHUA JOHNSON • jjohnson@donjohnsonmotors.com



The most-recent NADA Board meeting was held at the end of January in conjunction with the 2023 NADA Show in Dallas. In addition to a thorough discussion of the top issues NADA is working on behalf of franchised dealers, the January Board meeting marked the official transition to the Board’s new executive leadership team, with 2023 Chairman Geoff Pohanka, Vice Chairman Gary Gilchrist, and all other officers and committee chairs officially beginning their terms.

I know you will join me in congratulating our 2023 officers, wishing them luck, and thanking our 2022 officers, including 2022 Chairman Mike Alford and Geoff Pohanka, for a tremendously successful year on so many fronts, particularly as it relates to Dealer-OEM communications and relations.

As usual, advocacy issues – including regulatory, legislative, and industry relations matters – were a primary focus of this latest Board meeting. A few key issues remain unresolved, and some recent ones continue to evolve. But headway is being made on all. Of note:

- Work continues opposing the Federal Trade Commission’s (FTC) Vehicle Shopping Rule. The focus continues to be on encouraging proper – and bipartisan – Congressional oversight of the profoundly flawed process undertaken by the FTC in issuing the proposed rule and the FTC’s lack of justification or inclusion of credible evidence supporting the rule.
- NADA continues to push the IRS for much-needed clarity about implementing the EV tax credits included in the Inflation Reduction Act (IRA). NADA will continue to

provide updates and clarifications as more information becomes available and will pursue opportunities to improve the EV tax credit and demonstrate that dealers are essential to advancing consumer EV adoption.

- NADA is more hopeful than ever that Congress will pass LIFO relief legislation, which will be retroactive. And in that regard, we are pleased to report that on Wednesday, Feb. 16, 2023, Sens. Sherrod Brown (D-Ohio) and Tim Scott (R-S.C.) introduced the “Supply Chain Disruptions Relief Act” (S. 443) with overwhelming bipartisan support and nearly half the Senate as original cosponsors. This legislation is identical to the House bill H.R. 700, which was recently reintroduced by Reps. Jodey Arrington (R-Texas) and Dan Kildee (D-Mich.).
- Directors were briefed on the status of ongoing efforts to engage several OEMs in productive discussions related to various initiatives and proposals that would negatively impact dealers and our customers. NADA continues to stress, showcase and demonstrate the many ways in which dealer networks and the franchise system are massive competitive advantages to all automakers – regardless of powertrain. NADA’s work in this area has already resulted in vital positive outcomes for dealers, and they continue to progress on several fronts.

The Board meeting was an excellent way to begin the first NADA Show held in the Lone Star State since 1995. Attendance exceeded NADA’s expectation topping 2022 in Las Vegas with more than 20,000 attendees.

NADA’s next full Board meeting will occur June 6-7 in Colorado Springs. I look forward to providing you with another update following that meeting.



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Madison, Wisconsin (Wisconsin Automobile & Truck Dealers Association)

April 11-12	8:30am-4:30pm	Parts Manager
April 13-14	8:30am-4:30pm	Service Manager
April 18-19	8:30am-4:30pm	Office Manager
April 20-21	8:30am-4:30pm	Sales Manager
June 15-16	8:30am-4:30pm	Leadership

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Buy/Sell Agreements; Corporate Issues



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Buy/Sell Agreements; Real Estate



JEFF STORCH
Buy/Sell Agreements; Corporate Issues



SARAH ZYLSTRA
Franchise Litigation



INDEPENDENT DEALER SPOTLIGHT

BY JILL SUKOW, DIRECTOR OF MEMBERSHIP

Uke's Harley-Davidson, Inc. Four Generations Spanning 93 Years



L-R: The original dealership bought by Frank (Uke) Ulicki when he was 22 years old in 1930. Frank Ulicki moving in 1939 into the new Kenosha Harley-Davidson on 22nd Ave, Kenosha, WI. Uke's Harley-Davidson's former 18,000 square foot building on 52nd St., Kenosha, WI.

Uke's Harley-Davidson® has a long rich history. It began in 1930 during the Depression when Frank (Uke) Ulicki, at age 22, bought Hargty's Harley-Davidson® in Kenosha, Wisconsin for \$250.00. His first 500 sq. ft. dealership was in a strip mall on the corner of 56th Street and 22nd Avenue in Kenosha. On Uke's first day in business, April 1, 1930, he sold one bolt for 4 cents.

In 1935, Uke met Marie Kudrick. They fell in love and in 1939 eloped on his Harley-Davidson® motorcycle. Uke and Marie had three children: Frank, Lynne and Keith. Neither Uke nor Marie ever owned a car, so their kids were brought home from the hospital in the sidecar of a Harley. Their son Keith grew up working in the dealership and raced flat track professionally for 15 years sponsored by the Harley-Davidson® Motor Company.

In 1939, the dealership moved down the street to 5719-22nd Avenue where the Ulicki family lived above the dealership. In 1943, Uke enlisted in the army and was sent to fight in Europe during WWII. Marie ran the dealership in his absence. In 1960, a fire at the dealership forced the Ulickis to relocate once again to 5403- 52nd Street into a 5,400 sq. ft. building.

The Ulicki family has had a true love affair with Harley-Davidson®. Uke's brother, CD, owned the Waukegan, Illinois Harley-Davidson® Dealership from 1933-1963. Another brother, Peter Ulicki, worked at Harley-Davidson® Motor Company in the R&D department. Keith's brother, Frank Ulicki II, worked at the Motor Company in Engineering. His cousin, Dave Ulicki, worked for the Buell Company. His niece, Liz Ulicki Lubner, is currently at the Motor Company in the Engineering department. Keith always jokes that there were more Ulickis at Harley-Davidson® than Davidsons.

In the winter of 1971, Keith attended college where he met Nanc Redding. Keith taught Nanc how to ride a Harley-Davidson® their first year together. Keith and Nanc were married in 1973. They traveled the country going to races four days a week. Keith was his own mechanic and Nanc drove the van and helped in the pits. Keith and Nanc had two children, Brenda, and Karen. The girls also traveled the racing circuit with Mom and Dad and learned to ride a modified 90cc Harley-Davidson® in the pits at an early age. When Keith retired from racing, he started working full-time at the dealership. Nanc went on to graduate from UW



Uke's Harley-Davidson's current home, built in 2003, with 60,000 square feet located at 5995 120th Ave., Kenosha, WI.

Milwaukee's School of Architecture. She was contracted by the US government to build military recruiting centers throughout the country. She did that for 10 years before Keith asked her to join him in running the dealership. Nanc's background in architecture was instrumental in constructing two additions to the building on 52nd Street making it 18,000 sq. ft.

Keith and Nanc purchased the dealership from Uke in 1989. They immediately changed the name from Kenosha Harley-Davidson® to Uke's Harley-Davidson® in honor of Keith's father. Frank (Uke) Ulicki (1907 – 2000) worked in the dealership every day until he was 92 years old.



Keith and Nanc Ulicki after winning State Championship at Elkorn in 1978.

Keith and Nanc arrived at work one day to see that the entire parking lot was filled with employee cars. They realized they had once again outgrown their location. This led them to look for a new home for their dealership. They found and purchased a 10-acre site on I-94 in 1999. It remains the home of Uke's Harley-Davidson® today.

In 2003, Keith and Nanc finished construction of their beautiful 60,000 sq. ft. dealership. It includes a now iconic 70 ft. tower which Nanc calls the "jewelry case". The tower displays ten

Harley-Davidson® motorcycles. Inside the dealership, the second-floor mezzanine features a 3,000 sq. ft. museum displaying items from the Uke's unique and colorful 93-year history. There are seventeen bikes as well as many pieces of memorabilia spanning from 1930 to present. It also includes items from Keith's racing days.



Keith Ulicki (#73) geared up and ready to race in 1982.

...continued on next page

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Uke's Harley-Davidson® has been a family run dealership since 1930. Keith and Nanc are still running the dealership with help from their daughter Brenda Ulicki, son-in-law Bill Lobacz and granddaughter Frankee Lobacz. During events you can see the whole family getting involved including all the rest of Keith and Nanc's grandkids – Kyle, Cole, Max, TK (tiny Keith), Kamryn, Ryder, and Greyson.

This year Harley-Davidson® is celebrating its 120th anniversary with the "Harley-Davidson Homecoming". Uke's Harley-Davidson® will be celebrating as well with a five-day event, July 12 – 16, 2023. Uke's was chosen as one of the stops on the "All Roads Lead Home" rides coming to Wisconsin from six different parts of the country. Join them in welcoming the riders on July 12th. You will want to see and feel this spectacle up-close and in-person. Uke's has also been chosen as one of only two dealers to offer Harley-Davidson® sponsored demo rides. And if you've never seen 'boonie' bike racing, this will be your opportunity as Uke's is sponsoring the 2023 Boonie Bike race. This is where grown-ups (must be at least 18) race pull-start mini-bikes. It's fun for the entire family. There will be great food, drink, entertainment, and vendors. Stop in and immerse yourself in the Harley-Davidson® experience. You are certain to come away with some new friends.

If you can't wait that long, join them on June 24, 2023, for their annual Open House. Stop in to enjoy some camaraderie with other riders, grab something from a food truck and enjoy the music. It doesn't get much better than hanging out with fellow riders on a Wisconsin mid-summer day.

The Uke's team is always excited to welcome new riders (and non-riders) to the family. If you ever find yourself traveling between Milwaukee and Chicago, take a quick hop off the freeway to visit Wisconsin's oldest Harley-Davidson® dealership and see some of the incredible Harley-Davidson® history you won't find anywhere else. Or stop by and enjoy one of the many events taking place each year at Uke's Harley-Davidson®.



Keith & Nanc Ulicki handing out 'Welcome Home' posters at the 115th Anniversary Kick-Off Party held in September 2018.



Member Spotlight

Volume Two: *coming soon!*



Dealerships participate in many philanthropic events and activities that enhance their communities. We want to spotlight these accomplishments. Currently, we are in the process of putting together Volume Two of our Member Spotlight Magazine and we are looking to share your stories of kindness within your communities!



Share with us!

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give back



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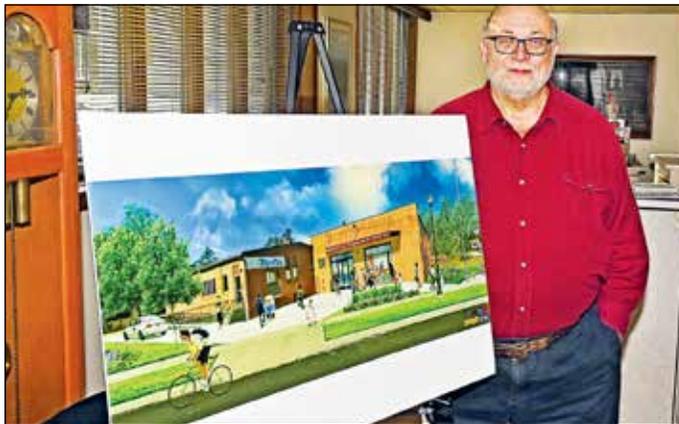
AWARDS, HONORS, MILESTONES

▶ EVS Dealerships \$20,000 Gift to Food Pantry

Aiding in the effort to buy and refurbish a building to house the Saukville Community Food Pantry, Eric von Schledorn dealerships presented a \$20,000 check to Food Pantry Executive Director Mark Gierach and Board President Sara Pashak.



A RENDERING CREATED by the University of Wisconsin-Milwaukee's Community Design Solutions group (top) shows what the renovated Tri-Par building could look like when the Saukville Community Food Pantry moves in next year. Aiding in the effort to buy and refurbish the building was a recent \$20,000 donation from Eric von Schledorn car dealerships (above). Present at the check presentation at the Tri-Par building were (from left) Food Pantry Executive Director Mark Gierach, Board President Sara Pashak and Eric and Chris von Schledorn. Lower photo by Sam Arendt.



STANDING IN THE offices of the former Tri-Par building at the corner of South Main Street and Green Bay Avenue in Saukville, Mark Gierach, executive director of the Saukville Community Food Pantry, stood next to a rendering of how the building will look after the organization purchases and renovates it for use as its new, larger facility. Photo by Sam Arendt

▶ Morrie's Boosts Attendance Program

The La Crosse Community Attendance Partnership offers students tangible incentives to attend school and be in classes. This partnership focuses on a community campaign to raise awareness for youth and family engagement in making sure students at school are ready to learn. Morrie's Auto Group is further strengthening this partnership by donating \$9,000 to the new Attendance Matters-Powered by Morrie's campaign. The campaign's goals are to increase the average daily attendance rate at each La Crosse high school, reduce the percentage of students who are chronically absent, and provide an equitable, tiered approach to incentivizing school attendance so that students are recognized for regular or improved attendance.

▶ Mid-State Truck Service - Truckers for Tots

Mid-State once again enjoyed giving back to the communities they serve through the annual TRUCKERS FOR TOTS campaign, for the fourteenth year. Mid-State Truck Service, along with generous support from transportation partners, including Roehl Transport, Furniture and Appliance Mart, Badger State Western, Purple Mountain Solutions, Fahrner Asphalt, Fahrner Excavating, Jentex, Rivers Edge Campground, Jeff Foster Trucking, Navistar Inc., Idealease of Central WI, and Cummins, collected over \$65,000 in monetary donations that were used to purchase new toys for area youth. In addition, the local Toys for Tots program coordinators and this year's toy retailer, Fleet Farm, played a large role in helping make the five shopping events possible. During these events, volunteers from Mid-State locations and from our campaign partners helped shop for a variety of toys to make a brighter Christmas for youth within the communities they serve including Abbotsford, Chippewa Falls, Marshfield, Plover, Wausau, and Wisconsin Rapids.



Members can always access WATDA legal manuals and Bulletins on the WATDA E-Learning Site:

[Login/Member Resources/E-Learning](#)

► Dahls Named People of the Year

Jamie and Andrew Dahl have been giving back for decades and their efforts were recognized with their naming as the La Crosse Tribune's People of the Year. An accolade typically bestowed on one individual, the Dahls were nominated by the Dahl staff as 'a team unit.' The couple was instrumental in founding the local Adult and Teen Challenge branch, which houses girls and women in recovery from addiction. They also serve on boards for the Dahl Family Foundation, formed to support non-profit organizations in the La Crosse and Winona areas where their dealerships are located. A total of \$3.5 million has been awarded to 45 different entities through their foundation.



Jamie and Andrew Dahl are the 2022 La Crosse Tribune People of the Year. The couple were instrumental in founding the local Adult and Teen Challenge branch, which houses girls and women in recovery from addiction. *PETER THOMSON, LA CROSSE TRIBUNE*



► Link Ford Honored

Ford Motor Co, RM Catrina Dunleavy presented the 75 years in Business Award to Link Ford and RV. L-R: owners Mary Jo and Jack Link, Dunleavy, and owner Troy Link. Link Ford was also presented a President's Award from 2020, delayed by COVID-19. Link has two locations: Minong and Rice Lake. Wilfred "Wolf" Link, Jack's father, and his Uncle Francis Link opened the dealership in 1946. Jack took over after his uncle and father both died. The family celebrated with community members with cake and a reception.

► Weber is Eagle River Man of the Year

Bill Weber, co-owner of Parsons Eagle River, was named the 2022 Man of the Year by the Eagle River Chamber of Commerce. Weber is active in many organization throughout the community: Relay for Life, the VFW, the Salvation Army, The Rock and the Chamber, as well as the Rotary, where he served as President and has been named a Paul Harris Fellow several times. Bill is seen in the community as very giving of his time and talents, and one who greatly cares about others and what they are going through.



Bill Weber receives 'Man of the Year' award from previous recipient Bryan Boone.



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WATDA Seminars 2023



May

16th	25th (am)	25th (pm)	
Laws of Vehicle Sales Tomah, WI	Laws of Vehicle Sales Brookfield, WI	Advanced Laws of Vehicle Sales **NEW Brookfield, WI	

August

8th	10th	15th	17th
Title & Registration/ DealerTrack User Group Eau Claire, WI	Title & Registration/ DealerTrack User Group Neenah, WI	Title & Registration/ DealerTrack User Group Brookfield, WI	Title & Registration/ DealerTrack User Group Sun Prairie, WI

Title and Registration includes the DealerTrack User Group in the afternoon.

October

17th	26th	
Sales & Use Tax Seminar Neenah, WI	F & I Seminar Sun Prairie, WI	Attendees of both Advanced Laws of Vehicle Sales and the F & I Conference must have attended Laws of Vehicle Sales within the last two years.

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From Around the State

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

Dahl Invests \$2 million in EV Chargers, Tools, Training, Digital Technology

Dahl Automotive recently installed two ChargePoint DC Fast Chargers at their Hyundai dealership, the first of its kind in La Crosse. The new ChargePoint units provide a Level-3 Fast Charge or 130 KWH, equivalent to fully charging a Hyundai IONIQ 5 in only 30 minutes.

Dahl Automotive now has the latest EV chargers at their other dealership locations: Winona Chevrolet Buick GMC has a 50kW DC Fast charger plus two Level-2 chargers; Toyota in Winona recently upgraded to three Level-2 chargers; Ford in Onalaska has three Level-2 chargers and Honda in Onalaska has two Level-2 chargers in service and guest parking. There are plans to add 7 more charging stations in 2023 in the auto group including a 240kW DC Fast charger at the Ford location in Onalaska. The Ford dealership also plans to add two additional DC Fast Chargers by 2026.

Dahl Automotive worked closely with Excel Energy on the charging infrastructure in La Crosse, Onalaska, and Winona, as well as local electricians on installation.

Tyler Dahl, VP of Strategy comments “As we move to an electrified future to reduce carbon emissions, our manufacturer partners are taking a variety of approaches from hybrid to plug-in hybrid, full EV and hydrogen. It will be an exciting time of technological transition and we look forward to working with our OEMs to deliver a great guest experience to ensure the smoothest transition possible”.

Dahl Automotive is offering complimentary EV charging to the community at all their dealerships through April 30, 2023, to help usher in the new era of EV vehicles.



Van Horn’s Cloudlot Puts Customers in Full Control

Van Horn Automotive has partnered with Cox Automotive’s state-of-the-art Essential E-Commerce platform – which guides customer through the entire online buying process with speed, safety and transparency, to introduce Cloudlot. The platform allows customers to purchase a vehicle with zero human interaction and engagement if desired, just like ordering goods from Amazon. Van Horn realizes they can’t compete with other digital sellers such as Carvana’s or Vroom, but that as an auto dealer, they can offer service that the digital guys don’t.

Van Horn considers itself a progressive auto group that changes with the times. Cloudlot offers a means to keep pace with digital-retail-exclusive companies and customers desire to do more online, regardless of their location.



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Bergstrom Body Shop on Victory Lane	Greater Milwaukee Foundation:	John Schlagenhauf
Bergstrom Buick GMC Truck- Appleton	Frank and Helen Burany Scholarship Fund	Paul Schlagenhauf
Bergstrom Chevrolet Cadillac Inc. – Appleton	Kenneth and Janet Pike Family Fund	Michael & Ellen Schlossmann
Bergstrom Chevy Buick Cadillac Inc. – Neenah	William & Carol Wuesthoff Family Fund	Schulz Automotive Inc.
Bergstrom Chev Cad Buick GMC Trk Inc. – Oshkosh	Goodheart-Willcox Publisher	Mike Shannon's Holiday Ford
Bergstrom Enterprise Motorcars	John Grinwald	Bob & Gale Slane
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Bergstrom Subaru of Oshkosh	Holz Motors Inc.	The Sommer Family
Bergstrom Toyota – Oshkosh	Claremont S. Jackman Foundation	Richard Stockwell
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In honor of Alex Brusk	Brent Kindred	Vande Hey Brantmeier Chevrolet Buick
Burtness Chevrolet Inc.	Klein Automotive	Andrew Waldner
Conant Automotive Inc.	Kolosso Toyota	Gary & LuAnn Williams
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Tribute

Emil A. Ewald



On Tuesday January 10, 2023, Emil A. Ewald passed to Eternal Life peacefully at his home in Naples, Florida. Emil was born August 19th, 1927, in Milwaukee to his parents Emil and Emma Ewald.

After Emil graduated from high school, he joined the U.S. Navy to serve in World War II. Upon his return home, Emil began his automotive career as a mechanics helper at a local car dealership. He learned the many facets of running other departments and before long became Manager of the dealership. With a strong track record of customer service and proven results, Emil had the opportunity to go on his own, and in 1964 he opened North Avenue Plymouth as the dealer. In 1966, Emil moved his dealership to Hwy 100 in Wauwatosa and opened Emil Ewald's Mayfair Chrysler Plymouth. This was the beginning of what is today, the Ewald Automotive Group.

Emil lived both the dream and the reality. The dream, like the dreams of so many who took the chance to become a dealer, put him in the incredibly competitive market of West Milwaukee. Mayfair Chrysler Plymouth emerged as a player, as was recognized by Chrysler Corporation numerous times as a Pacemaker dealer. Like all others who gave ownership a shot, guts gave the "mechanic" a chance to make good.

The work ethic and passion to be in business as an Automobile Dealer was a part of who Emil was. The reality of sticking to a daily grind, steeped in worry as with any entrepreneurial dealer, did give uplift to his dream. He was a visionary, a builder, a communicator, a collaborator, and a leader. While Emil never served on the WATDA board, in 1998 he was named TIME Magazine's Automobile Dealer of the year for Wisconsin.

Emil became involved in the WATDA Foundation and joined its board of directors in 1997. He pledged one of the early Legacy gift levels and moved the Foundation to a higher level by hiring a full-time director. His chairmanship of the WATDA Foundation was paramount. That Foundation now employs four people and has touched countless lives and educated thousands of technicians. Emil lived by the golden rule which was to treat people the way he would like to be treated. These core beliefs are reflective in the Ewald Automotive Group today.

More dreams? Emil's four sons evolved with the business and have grown the dealer group. Today his grandchildren follow in the footsteps of their grandfather by serving the industry he so loved and the organizations that he helped grow.

Emil was active in the Masonic Fraternity, and he received many of the highest honors conferred including the 33rd degree of Scottish Rite Masonry. He was also a Life Member of the American Legion and believed strongly in giving back to numerous Veterans causes. Emil's faith served as his moral compass and was the cornerstone of his philanthropic endeavors and in large part is what led him to form the Emil Ewald Family Foundation. Over the years, Emil and Barbara became affiliated with International Cooperating Ministries that led them to contribute to building 95 churches in over 20 countries around the world. They also contributed to many local

projects including the Strike FC Soccer Park, Lake Country Lutheran HS Sports Pavilion, and the Oconomowoc War Memorial, to name a few.

Emil's vision, work ethic, and passion for people to succeed motivated him throughout his life and into his family. One of Emil's lifelong quotes was, "The difference between good and great is a little extra effort." In 2017, Emil wrote his autobiography, "90 Years of Making Dreams Come True." He shared many personal stories and life lessons growing up in Milwaukee, raising a family, building a business, and creating his legacy. In his personal time, he enjoyed hunting, fishing, spending time up north, history, traveling, and golf.

Emil is survived by his loving wife Barbara of 47 years, his sons Craig (Jan), Brian (Betty), Dan (Patti), and Tom, daughters Rebecca Sprague and Roberta Schaefer, Grand Children; Eric (Rebecca), Jay (Carrie), Kevin, Brett (Jenna), Cortney (Kevin) Ihde, Kristine (Eric) Groot, Carolyn, Lauren, Madeline, Mason, Ryan (Vicki) Haslbeck, Matthew Schaefer, and Damian (Sarah) Wendorf along with 12 Great Grandchildren.

The family will be hosting a celebration of life Friday, May 26th at Thirst Christian Church (1260 Brown St. Oconomowoc, WI). Visitation for family and friends will begin at 1:00 PM until the time of service at 4:00 PM. Memorials to Thirst Christian Church in honor of Emil's legacy appreciated.

Contributors to this memorial were Tom Ewald, Gary Williams, and Ray Pedersen.

Betty Foster



Mrs. Betty Foster, of Hazel, Kentucky, died on Wednesday, November 2, 2022 at the age of 82. She is survived by her husband John, 3 children, 8 grandchildren and 4 great-grandchildren.

John and Betty Foster were Pontiac dealers in the Milwaukee area for over 37 years.

They were well known for their Foster Feud commercials with customers opting to be a member of John or Betty's team. Betty usually won.

Betty and John began their career in the auto industry in the 1960's, cleaning up and selling one car at a time. They then moved to a wholesale operation, located first in Kentucky, then Chicago. They eventually settled in Milwaukee, purchasing the Pontiac franchise from a dealership located at 19th and National. Three years later they moved to the familiar location of 27th and Loomis Road where they would remain. It would later become a family affair when they were joined by their children, Lucinda, Belinda, and Jim.

The dealership they originally purchased brought with it the worst CSI score in the nation – until Betty picked up the phone and began calling every new customer of the dealership. Going forward, Foster Pontiac was in the top 3% of customer satisfaction in the nation.

The Foster family believed in giving back to the community and they loved Milwaukee! Many charities in the city benefited from this heartfelt feeling. Betty once said, "The whole city seems to be like one big neighborhood, large in size but with a small-town feeling."

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² Dealertrack User Timing report through Google Analytics 9/30/21 to 9/30/22.

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