

DEALER POINT

Official Publication of the Wisconsin Automobile & Truck Dealers Association | 1928-2019 | Volume 54 Summer 2019



INSIDE:
2000th Foundation Scholarship
Recipient Brendan Franch

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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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Editor

Julie Farmer
 jfarmer@watda.org

Contributing Writers

Julie Farmer
 Josh Johnson
 Dan Klecker
 Chryste Madsen
 Kara Nania
 Bill Sepic
 Chris Snyder

Art Director

Kristin Mitchell Design, Inc.

Advertising Sales

Julie Farmer • 608.251.8062
 jfarmer@watda.org

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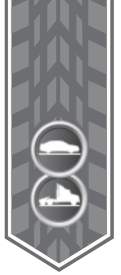
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THE FOUNDATION AWARDS IT'S 2000TH SCHOLARSHIP

BY KARA S. NANIA, V.P., FOUNDATION



When looking for the 2000th scholarship candidate we were looking for an outstanding individual. We wanted someone that embodied all aspects of the Foundation of WATDA. A well-rounded student that was a youth apprentice and participated in SkillsUSA. On top of that, someone who could really represent our industry.

I first met our candidate at a SkillsUSA town hall meeting. This meeting was where several different industry professionals had come together to discuss today's business climate and what we could do to make a difference. A gentleman from a different industry was saying that going into the trades no longer had a stigma; that technical college was no longer looked down upon as a lesser degree than one from a four-year college. This young man stood up and said, "With no disrespect sir, it's my dream to go into the automotive profession and I'm here to tell you that I face that struggle everyday". He went on to explain the reality of how technical college degrees are still looked at as "not as good", despite being able to graduate without large amounts of debt; graduating career-ready with useful skills.

Right then and there I stood up and handed him our scholarship brochure, because I knew I had a contender. As it turns out, after the interview process, we had three finalists. When the ranking results came in, they were clustered together with 3/10th of a point separating each of them.

Brendan Franch graduated from James Madison Memorial High School this spring. During his time there he held the position of SkillsUSA Wisconsin State Officer for two years. Back-to-back terms are not something you see very often with students. He also worked as a Youth Apprentice at Don Miller Subaru where he has transitioned into having his very own service bay.

When asked about Brendan, Brent Kindred, SkillsUSA Executive Director with the Department of Public Instruction said that “Brendan is a perfect example of a student who is prepared for life after high school. His K-12 education has prepared him for anything he wants to pursue in life. In Brendan’s case, this is collision repair. Over Brendan’s two-years as a SkillsUSA Wisconsin State Officer, I witnessed so much. Over this time, he has grown to be an outstanding ambassador for SkillsUSA and technical education. He was a mentor to his teammates and helped lift the Wisconsin Association to new heights. Wisconsin is better because of him.”

Although it was not taken into consideration when making our decision another neat story came from our selection. Miles Tokheim, Automotive Instructor at James Madison Memorial High School and Brendan’s teacher was also a past Foundation of WATDA scholarship recipient. When I asked Miles about the scholarship program, he reminded me that “the foundation had successfully provided him a scholarship to go to Madison College and to continue his education to become an automotive teacher.” That helped Miles become the teacher he is today and in turn, his students are achieving excellence in our profession and going on to win scholarships of their own.

Miles continued to say “The success of the foundation and it’s professional development programs that have been offered to him through SkillsUSA and our summer development Team Wisconsin group, prove that the foundation is bringing highly qualified, highly skilled technicians to the state of Wisconsin. A proven success model that can be hopefully duplicated throughout the country.”

Brendan will be attending Madison College this fall to achieve his two-year degree in Auto Collision.

As our 2000th scholarship award winner Brendan received:

- ✔ \$4,000 in tuition from The Foundation of WATDA in partnership with Wisconsin Auto Collision Technicians Association Ltd. (WACTAL)
- ✔ A Snap-on Tool set and box valued at \$5,741 from Snap-on
- ✔ A spray gun valued at \$1,409 from Body Shop Supply, SATA, and BC Marketing

I’d say that’s a pretty good start to making his dreams come true! ●



2000th Scholarship contribution representatives Kara S. Nania, The Foundation of WATDA; Brendan Franch, Recipient; Tom Hoppe, Body Shop Supply; Mark Behrens, Snap-on Corporation; Sue Peterson, WACTAL



Photo with Betsy DeVos, United States Secretary of Education



Photo with his Service Manager, Rich Johnson, from Don Miller Subaru where he completed his Youth Apprenticeship



CenterStage

AWARDS, HONORS, MILESTONES

► “Faithfully Serving the Community”

Breaman Merrill Ford recently received the “Faithfully Serving the Community” award from the Wisconsin Family Business of the Year sponsors and judges. The Breaman family support and participate in a variety of community service projects such as: Merrill Community Homeless Center, Merrill Area Food Pantry, St. Vincent De Paul society, Salvation Army, Merrill Area United Way, Bell Tower Residence/Sisters of Holy Cross, Big Brothers Big Sisters, area Parochial Schools and Churches, and local youth sporting events among others. Joe Sr., Joseph, David, John and Nick Breaman are all actively employed at the dealership; and were also recently awarded the Ford President’s Award for being one of the top performing dealerships that exhibit quality business practices and Ford’s core principles.

► Dealerships Help Purchase Safety Seats

Sleepy Hollow Auto and River Valley dealerships in Vernon County have donated to help provide child passenger seats to low-income families on a first-come, first-serve basis. This service would not be available without the dealership’s assistance and commitments to the community. They partner with the Vernon County Buckle-Up Task Force that was formed thirteen years ago and also offer car seat proper installation checks during the year.



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

► Fifty Years with Chrysler

Third-generation family member Andy Palmen, president of Palmen Motors, recently received recognition from Fiat Chrysler Automobiles (FCA) commemorating their golden anniversary with the company. It all started in 1936 when Andy’s grandfather Howard Palmen established a gas station and repair facility. “My grandfather was considered an innovator, and my father was more of a pioneer,” said Andy. Along the way, auto sales became a part of the operation, growing to the full-fledged operation Palmen is today. In addition to Chrysler and Fiat, Palmen Motors sells Dodge, Jeep and Ram; as well as Buick, GMC, Cadillac and Alfa Romeo, a total of five locations in the Racine/Kenosha market. ●



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NADA Report

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NADA's Dealer Attitude Survey is Now Open

By now you should have received the NADA Dealer Attitude Survey asking for your thoughts on each manufacturer in which you have invested.

PLEASE, PLEASE, PLEASE COMPLETE THESE SURVEYS!

NADA Director line representatives from across the country present the consolidated results face-to-face with the manufacturers. A strong dealer response rate gives the survey credibility and makes these meetings much more productive in presenting dealer thoughts and concerns to the OEMs.

If you have multiple stores, please ask your General Managers to assist in completing the surveys so as to provide the most thorough responses possible.

It only takes ten minutes to complete a survey. With OEM consolidation, electrification, mobility, autonomy, channel questions, disruptors, and countless other challenges, it's more important than ever that dealer concerns are well represented.

Please help NADA do the best job possible in conveying your concerns. Look for the survey; speak your mind. NADA and your dealer representatives will take it from there.

Overbroad Vehicle Recall Legislation Introduced

As the expiration of federal highway spending authorization looms, Congress may consider legislation this summer that would prohibit the sale, wholesale or loan of any used vehicle under open recall, but only on dealer lots. On June 26, Sens. Richard Blumenthal (D-Conn.) and Ed Markey (D-Mass.) introduced the Used Car Safety Recall Repair Act (S. 1971), which would indiscriminately ground consumer trade-ins under recall—even for minor matters such as a peeling sticker. This legislation would cripple the used-car market and push unrepaired vehicles into the unregulated private market. NADA opposes S. 1971 and instead supports the goal of a 100% recall completion rate, as well as initiatives to improve consumers' response to vehicle recall notices.

Supporters of the legislation have initiated a misleading public relations campaign, with articles in USA Today and Consumer Reports. With 99 new members of Congress having taken office this year, NADA has been educating Congress that indiscriminately grounding recalled vehicles for something as minor as a wrong phone number in the owner's manual would devalue trade-in vehicles by \$1,210 on average.

A House companion bill is expected to be reintroduced after the Independence Day recess.

Trade Negotiations Entering Crucial Phase

This summer will be consequential for the auto industry, as Congress could vote on the U.S.-Mexico-Canada Agreement (USMCA) ratification after Labor Day. Prospects improved for passage in the Senate when President Trump lifted steel and aluminum tariffs on Canada and Mexico in May.

USMCA, a top legislative priority for the president, may increase the required percentage of North American automobiles and parts from 62.5% to 75% within the next four years and create new wage standards for auto workers. But congressional Democrats want further changes to USMCA's labor and enforcement provisions.

The president retains strong leverage on USMCA passage, given his threats to pull out of NAFTA. Additionally, USMCA could become a bargaining chip for other legislative priorities, such as infrastructure reform.

The White House is also evaluating broad-based tariffs of up to 25% on imported autos and auto parts. On May 17, the president announced he would delay any decision on new auto tariffs related to national security concerns for up to a 180-day period—likely late November—while trade negotiations continue with the European Union, Japan and other nations. Because no vehicle is 100% domestically made—the average vehicle assembled in the U.S. has an international parts content of 40%—new auto tariffs would harm all dealers.

NADA commissioned the Center for Automotive Research to study the imposition of new auto and auto parts tariffs. The study found that even when combined with the USMCA and exemptions for Canada, Mexico and South Korea, tariffs would significantly raise the price of all vehicles, weaken sales and cost jobs.

Led by NADA President and CEO Peter K. Welch, NADA staff has been educating members of Congress and administration officials on the high costs of imposing new tariffs on autos and auto parts. In his testimony before the Department of Commerce and at a White House meeting with National Economic Council Director Larry Kudlow, Mr. Welch delivered a clear message: Any new trade actions must not harm the auto industry and its consumers by increasing vehicle prices, stifling demand for new vehicles or jeopardizing American jobs. ●

WATDASI Staff Grows

Alec Snyder was born and raised in Janesville, Wisconsin. In college, he studied at the University of Wisconsin- Milwaukee where he earned a degree in foreign languages. During his time in college he also studied abroad in Italy focusing on the Italian languages and conversing with people of many different cultural backgrounds. Along with learning languages Alec has been playing musical instruments for over 12 years. He currently plays guitar, drums, and mandolin. He has played in several bands with a wide variety of musical genres since high school and even abroad. Alec is also a Wisconsin sports fan, and played a variety of sports from a young age up into high school.

After college he moved to Nagoya, Japan to teach English to Japanese engineers who were working with American engineers in automotive plants from Honda to Mitsubishi. After two and half years of teaching he decided to return to Wisconsin to join the Wisconsin Auto and Truck Dealers Association Services Inc. Alec was interested in this position because of his desire to serve the members of this association by offering exceptional attention to detail of the dealer's needs and making sure that they get the best deals when it comes to advertisement specialty items, forms and the many product offerings of WATDASI.

Alec's family has a history with the association; Alec's father is executive Vice President and General Counsel, Chris Snyder. Alec's uncle, Ray O'Leary and grandfather Charles Everhart were co-owners of Everhart- O'Leary Motors in Janesville. With Alec's addition to our staff, we're sure he will continue this familial legacy with the utmost tact, professionalism, and determined work ethic. ●



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Legal & Legislative Update

BY CHRIS SNYDER

The Wisconsin 2019-20 Budget is Complete

On July 3, Governor Evers signed the \$81 Billion 2019-20 Wisconsin state budget. Every two years the Wisconsin legislature must pass a balanced budget. WATDA's, main focus in the budget process is transportation funding, because the bulk of the revenues generated and collected derive from motor vehicle ownership and retail business. All in all, there will be a projected \$393 Million in new revenue over the next biennium.

Below is a summary of notable provisions regarding the Transportation budget:

- ✓ Veto, removes the use of Volkswagen settlement funds for a school bus replacement program. As a result of this partial veto, Gov. Evers directs the Department of Administration (DOA) to allocate up to \$10 million of the settlement funds to a grant program for electric vehicle charging stations. *(These funds are the result of the Volkswagen emissions scandal and the funds are earmarked for state transportation emissions reductions)*
- ✓ Veto, the Department of Transportation (DOT) study on tolling and mileage-based fees. The governor noted his continued support for a motor fuel tax increase, though his eight cent per gallon gas tax increase was not included in the Legislature's budget. *(The governor originally proposed an \$0.08 increase in fuel tax to create new revenues and indexing the tax rate so that it would automatically adjust to inflation. He also proposed spending \$2.5 million for a study on Tolling. The legislature dismissed the idea of a fuel tax increase and promoted their desire for Vehicle miles traveled tax. Unfortunately, under the legislature's proposal only Wisconsinites shoulder the burden of road construction and rehabilitation costs. A simple drive down any stretch of Wisconsin's Interstate system will illustrate that Wisconsin drivers are not the only people enjoying the use of Wisconsin highways).*
- ✓ Deletes provisions setting light-truck registration fees for all trucks under 10,000 lbs at \$100 and instead re-instates a scale of fees based on weight. *(WATDA supported this provision – to combine weight classes of light duty truck plates. Truck plate weight classifications are confusing and antiquated and no longer fit the current vehicle configurations. We will be looking into the feasibility of getting a stand-alone bill on this issue passed)*
- ✓ Moves the effective date of the budget bill's reduction in the fuel supplier's administrative allowance from 2023 to 2020. *(This provision captures revenue that fuel suppliers used to be able to deduct from their tax obligation)*

- ✓ Removes the provision that would have allowed a manufacturer that manufactures only electric motor vehicles (e.g., Tesla) to sell directly to consumers, circumventing Wisconsin's motor vehicle dealer franchise laws. *(We suspect that this issue is not over. Tesla proponents have two choices now; 1. Run a separate bill; or, 2. Petition the state for a dealer license under the existing law).*
- ✓ Increases Titling fees by \$95, taking it from \$69.50 to \$164.50. *(This is a huge increase, but Wisconsin is not out of line with other state's and their titling fees)*
- ✓ Increases annual Registration Fees by \$10, taking it from \$75 to \$85 (not including any local wheel taxes). *(This is a modest fee increase and it allows Wisconsin to maintain a flat and very reasonable annual vehicle ownership fee)*

As in every budget process, neither the Governor nor the legislature got everything that they wanted, but we have a balanced budget that did pump some new revenue into the system, while also providing some modest income tax breaks.

DOT is poised to impose major fee changes onto dealers and APP Providers

Last year the Wisconsin DMV started a needed upgrade to their computer system that included the title and registration system. That process is winding up and the State has decided that dealers, their APPS vendors and customers should pay for the upgrade and much more going forward.

APPS (Automated Processing Partnership) provider is a third-party processor like DealerTrack or CVR. Even though these two businesses have saved the state of Wisconsin billions of dollars over the past 20 plus years, helping set up a state of the art electronic processing system, the state feels that they may be able to perform all of the services that the APPS providers do and therefore have designed a system in which dealers utilizing the E-MV11 system (state's program) can use the system for free and dealers who want to continue serving their customers with the best process available (delivering a vehicle with valid hard plates) should pay the state a per transaction fee. Therefore, when the system finally gets up and running (scheduled for some time before this article is published) DMV will be assessing a \$4.35 per transaction fee. The fee consists of a \$3.35 transaction fee, plus a \$1.00 convenience fee, even though they do not provide any other method of recording the transaction other than mail in or in person, which has a \$50 per transaction fee.

At a time when we have a budget process going on and state mandated fees are proposed, debated and determined, one



would think that the \$4.35 new fee on every transaction carried out by a dealer could have been proposed: the state has decided that this fee is a simple business transaction between the APPS vendors and the state and therefore not necessary to be mentioned.

To add insult to injury, the state is not willing to allow for any increase in the "Electronic Process Fee, which has been set at \$19.50 since 1996. WATDA will be seeking further "official" clarification from DMV on this penalty for assisting them. It seems highly unfair that these business partners and the dealers who pay them should have to shoulder the expense of improving the State's computer system and not be allowed to pass on the fee.

Stay tuned for further clarification and instruction. See WATDA Bulletin #7 2019 for more details regarding registering your dealership to process electronically.

All in all, there will be a **projected \$393 Million in new revenue over the next biennium.**

Fair Compensation Bill

Last legislative session, WATDA supported a bill that would prohibit manufacturers from surcharging or punishing dealers for requesting warranty reimbursement at a rate set by the Wisconsin franchise law. While our efforts came very close to securing passage, the bill ended up not making it through the process.

To that end, WATDA has asked that the legislature bring the issue back up. Senate Bill 304 has been introduced and is awaiting a committee assignment to begin the legislative process. It would prohibit manufacturers from punishing dealers for exercising a right that they have under the state Franchise Law. We have a long way to go to getting the bill passed. The bill is sponsored by Representative Joan Ballweg (R-Markesan) and Jason Fields (D-Milwaukee) and a companion bill in the Senate is sponsored by Senator Howard Marklein (R-Dodgeville) and Janice Ringhand (D-Evansville).

Both bills have good bipartisan support. However, we will need your help getting them through the process. Stay tuned for the call from WATDA to contact your legislators for support when the time comes. ●

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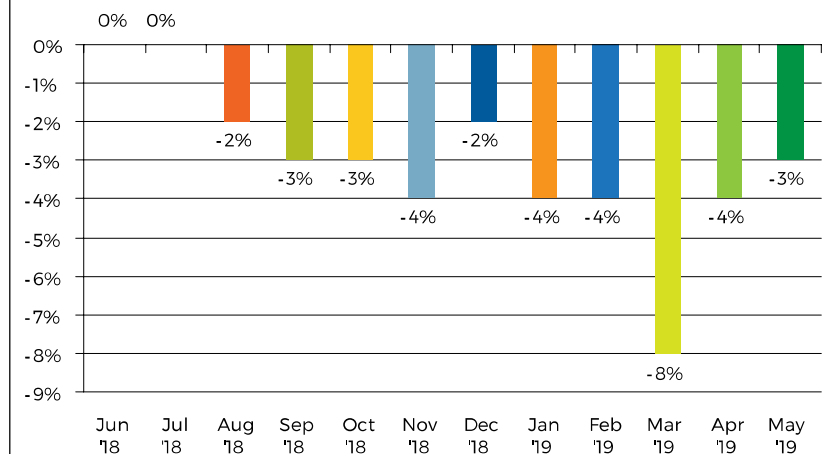
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New Vehicle Sales Trends

Wisconsin New Vehicle Trends: May 2019

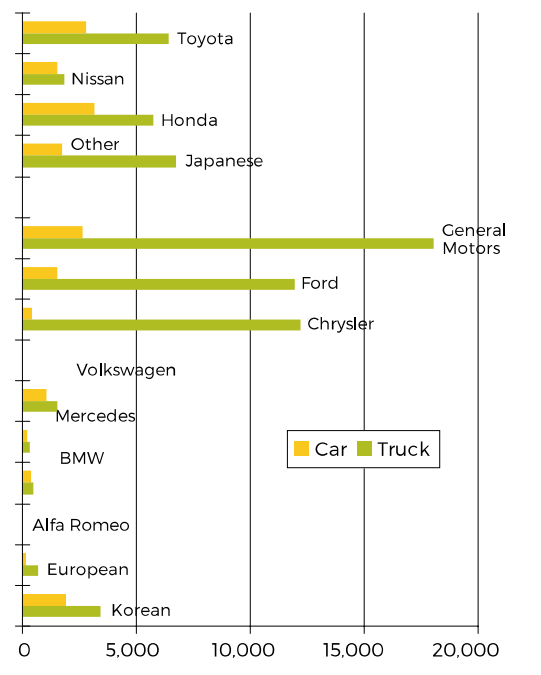
	Previous Two Months			Year to Date			Year to Date		Market Share
	4/18	4/19	% change	'18 YTD	'19 YTD	% change	'18 YTD	'19 YTD	change
Industry Total	38,604	39,205	1.6%	90,213	86,851	3.7%	100.0%	100.0%	0.0%
Car	9,027	8,347	7.5%	20,702	17,484	15.5%	22.9%	20.1%	2.8%
Truck	29,577	30,858	4.3%	69,511	69,367	0.2%	77.1%	79.9%	2.8%
Japanese	12,643	13,736	8.6%	29,924	29,950	0.1%	33.2%	34.4%	1.2%
Toyota	4,198	4,387	4.5%	9,770	9,229	5.5%	10.8%	10.6%	0.2%
Honda	3,804	4,132	8.6%	8,558	8,902	4.0%	9.5%	10.2%	0.7%
Nissan	1,409	1,390	1.3%	3,753	3,335	11.1%	4.2%	3.8%	0.4%
Other	3,232	3,827	18.4%	7,843	8,484	8.2%	8.7%	9.8%	1.1%
Domestic	21,545	20,690	4.0%	50,143	46,744	6.8%	55.6%	53.8%	1.8%
General Motors	8,852	9,177	3.7%	21,762	20,660	5.1%	24.1%	23.8%	0.3%
Ford	6,706	5,919	11.7%	14,782	13,459	9.0%	16.4%	15.5%	0.9%
Chrysler	5,987	5,594	6.6%	13,599	12,625	7.2%	15.1%	14.5%	0.6%
European	2,103	2,205	4.9%	4,871	4,852	0.4%	5.4%	5.6%	0.2%
Volkswagen	1,052	1,179	12.1%	2,475	2,599	5.0%	2.7%	3.0%	0.3%
BMW	353	375	6.2%	855	819	4.2%	0.9%	0.9%	0.0%
Mercedes	286	262	8.4%	608	530	12.8%	0.7%	0.6%	0.1%
Alfa Romeo	26	22	15.4%	66	44	33.3%	0.1%	0.1%	0.0%
Other	386	367	4.9%	867	860	0.8%	1.0%	1.0%	0.0%
Korean	2,313	2,574	11.3%	5,275	5,305	0.6%	5.8%	6.1%	0.3%
Other	2,313	2,574	11.3%	5,275	5,305	0.6%	5.8%	6.1%	0.3%

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.



May Trend Report from Scott Quimby

THE GOOD. THE BAD. THE UGLY.
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RAWHIDESM

Rawhide's Good, Bad, Ugly Summer Contest months include June, July, and August 2019. One winner will be chosen each month based on contest guidelines. Participants are eligible to win once per month. Contest rules at rawhide.org/contest/.



From Around the State

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

FILLBACK AUTOMOTIVE GROUP GROWS

Mark Fillback has added his fourth store located in Prairie du Chien, purchasing the former Blackhawk Motors from KAR Auto Group, Iowa who operated the dealership for the last four years. Other Fillback locations include the Ford and Chrysler dealership in Richland Center; Boscobel GM/Chrysler store, and Fillback Ford in Highland.

SECOND WISCONSIN LOCATION

Lupient Automotive Group broke ground on a new location for their Waukesha Infinity dealership. Lupient originally purchased two Infinity stores from International Auto Group then replaced one store with a Kia franchise on Green Bay Avenue. The new Infinity dealership is expected to open around the end of 2019.

HOME RUN AUTO GROUP RELOCATES RACINE HONDA

In a project slated for completion in spring of 2020, Racine Honda is relocating from Racine's Washington Avenue to improve visibility from I-94 as well as access for customers from the western part of Racine county. This is Home Run's third rebuild/relocation project in the area.

RUSS DARROW EXCLUSIVE MADISON MAZDA DEALER

Don Miller Group recently sold their Mazda dealership to Russ Darrow Group of Menomonee Falls. Russ Darrow has an east Madison Mazda store, where sales will move until the construction of the new west side store at 2302 W. Beltline Highway, which currently houses a Russ Darrow J.D. Byrider store. Construction is scheduled to begin this year and completion is expected in late 2020 or early 2021.

The Don Miller Odana Road (former Mazda) location will be converted to a Subaru showroom and Subaru Express Service Center.

NEW VAN HORN HYUNDAI STORE IN SHEBOYGAN

Van Horn Automotive Group is relocating their Sheboygan Hyundai store to the south side, just south of their newly acquired Nissan Volkswagen location on Race Track Road. The new 16,106 square foot Hyundai facility will feature a state-of-the-art service facility with two interior service drive-through lanes and eleven service bays, a customer lounge area and a 2,600 square foot showroom with energy efficient LED lighting throughout. The new store is expected to open in time for Christmas.



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BY JOHN HACKMAN

Accessories as a Profit Center for Your Dealership



Accessories can be a great profit center for our members. What does your dealership do for your accessory needs for the autos and trucks that you sell? If you need a floor liner, trailer hitch, a bed liner, or a tonneau cover who do you call? If you answered WISCO you are saving money on these important profit center items. If you answered someone else you are probably paying too much in this competitive business. WISCO can help you be competitive in this market and make you more money on the sale of these items.

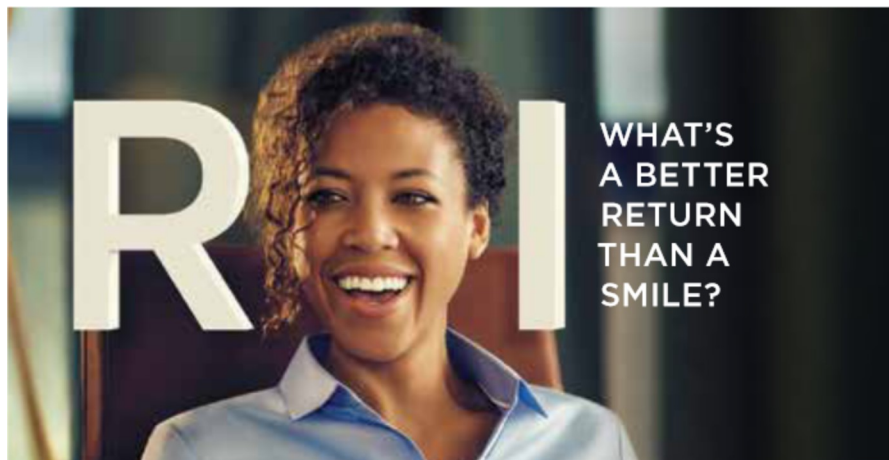
WISCO's accessory suppliers include Draw-Tite, Reese, and Curt trailer hitches and towing accessories. These are the top names in the towing industry and you can get them at WISCO's money saving prices. Need a tonneau cover? Check out the Access professional line of covers. WISCO has recently negotiated an even better price on the Access line. Check with us on the new program. We have Weather Tech floor liners, mats, cargo liners, and their entire offering in our lineup. Weather Tech makes a great product which is well known by your customers. You can purchase them through WISCO at a great price and except for very limited circumstances will not pay shipping on them. If you need an inexpensive floor mat for a used car WISCO stocks Rubber Queen carpeted floor mat sets. If you are looking to

get into the spray-on bed liner market we offer Rhino Pro, the number one spray-on liner in the industry. We have a great inexpensive system to begin spraying your own bed liners. No obligation demos are available, just call WISCO at 800-274-2319. WISCO is also proud to offer the DualLiner bed liner to our membership. DualLiner, a Wisconsin company offers an evolution of the truck bed liner. This liner has zero skid, not just skid-resistant, for the cargo in the bed. Its custom fitted hard sidewalls provide dent protection. DualLiner can be installed in your customer's truck bed in approximately 15-20 minutes and has a lifetime warranty.

The accessory business is a tremendous profit center. Use YOUR cooperative to be competitive in this business and make more profit. WISCO has a great lineup of quality products, at a great price, with excellent service. For information on any of these lines call WISCO at 800-274-2319.

On another subject, if you are renovating or putting up a new building and in need of equipment, let WISCO save you money on your purchases. We carry the top lines in the industry and save members money on them. Let us give you a quote. The earlier in the building process you can let us know the better! WISCO exists only to add to your bottom line! ●

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2019 State SkillsUSA Update

BY KARA S. NANIA, V.P., FOUNDATION

The 2019 State SkillsUSA competition was held on April 30 to May 1 at the Alliant Energy Center in Madison. Gold medal winners went on to compete at Nationals in Louisville, KY on June 24 – 28. We had 67 registered automotive competitors and 23 registered in the diesel competition. The Automotive winner, Timothy Bradt, also went on to win the Firestone Challenge at Madison College the following week!

Gold Medalists:

High School Auto	Timothy Bradt	James Madison Memorial High School, Madison
High School Diesel	Nicholas Czarnota	Hartford Union High School, Hartford
Post-Secondary Auto	Theodore Kretzmann	Fox Valley Technical College, Appleton
Post-Secondary Diesel	Thomas Hasenohrl	Mid-State Technical College, Wisconsin Rapids



Julie L. Olson, Program Director of the Foundation of WATDA,

was honored by both SkillsUSA with a Volunteer Appreciation Award and by The Foundation with an Extra Mile Award. As we award our 2000th scholarship, Julie has been a major part of making each of those happen. **We're so grateful that she is ours!**



Summer Institute 2019

BY DAN KLECKER, STATE EDUCATION DIRECTOR



This year's Summer Institute was centered around a theme of family, "A Family of Transportation Instructors". During this year's family gathering, in Madison, we recognized a couple of ladies who have gone above and beyond in assisting automotive education in the state, awarded the Foundation's 2000th Scholarship, and presented top-notch technical training to a record number of Tech College and High School transportation instructors.

Madison College hosted our Summer Institute with President Dr. Jack E. Daniels III welcoming the participants to the school. Wisconsin Technical College System (WTCS) President, Dr. Morna Foy, gave an appreciative keynote address to the instructors for the outstanding work they do to prepare students for a successful career in the transportation industry. Foy's message emphasized the need for high school students to consider their career choices carefully: a recently released PayScale survey of 248,000 respondents indicated that two-thirds of employees reported regretting their choice of post-secondary education, specifically the subject(s) in which it was focused. Dr. Foy emphasized that the Wisconsin Technical College programs, including transportation, offer excellent, affordable, flexible education that leads to outstanding career opportunities. The WTCS has strong partnerships with industry as well as two and four-year institutions of higher education.

Concluding the opening welcome session at Madison College, the instructors spent some afternoon family time playing "Country Yard Games", then gathered at Harley-Davidson of Madison for an evening reception. We took time at the reception to recognize people critical to our mission of auto/truck education, notably Diane Kraus, director of the Dane County Youth Apprentice program from its launch in 1994 to her retirement in 2015. Because of her leadership hundreds of high school youth were mentored during a work experience at local auto and truck businesses in Dane county. Many of them are still working in the industry today. Her tireless efforts in recruiting students and businesses for transportation youth



Dr. Foy emphasized that the Wisconsin Technical College programs, including transportation, offer excellent, affordable, flexible education that leads to outstanding career opportunities.

apprenticeship placements earned her the Foundation's "Extra Mile" award.

After awarding the 2000th scholarship to Brendan Franch (Madison Memorial HS graduate), who will be attending Madison College for Collision Repair, we also recognized the only person who has been involved in awarding every one of those scholarships for the past 27 years, The Foundation's own Julie Olson. As the Program Director, Julie has reviewed each of the thousands of scholarship applications we've completed. She has kept close tabs on the scholarship recipients as they completed their technical training. Julie was surprised with an "Extra Mile" award of her own, represented by a repurposed Frank Burany trophy from his days as a midget car racer.

Three days of technical training were started each morning by Madison College auto, collision and power equipment instructors covering topics of Handheld Small Engine Theory, Lab Scope Training, Air Conditioning, Final Drives and Differentials, and Paint Like a Pro. Afternoon sessions included Advanced Technology on STIHL Products, Heavy Duty Diesel by CSM Company, and New Vehicle Technologies by Ford Motor Company.

WATDA's CARS Curriculum was presented by its author, Carl Hader of Grafton HS, while Jerry Kobriger of Washington Park HS in Racine shared his Tool Distribution procedure with instructors. These two veteran automotive teachers continue to be valuable resources for new automotive instructors around the state.

An offsite tour of the Compressed Natural Gas (CNG)-powered county snowplows and methane cleaning station proved that the Dane County Landfill is not your typical refuse collection site. Institute concluded with an informative tour of the Engine Research Center at UW-Madison.

Final evaluations were not available before this article deadline, but verbal comments

from the attendees were exceedingly positive. Thanks to the support of the Foundation and its sponsors, many new instructors were welcomed into our "Family of Transportation Instructors". ●



Racing Toward the Future



BY KARA S. NANIA, V.P., FOUNDATION

This summer you might notice a bright yellow race car on the roads of Wisconsin. Well that's all thanks to Holiday Automotive making the foundation's promotional vehicle a reality.

A graphic of the car has been on our email for over a year. It celebrates and thanks the annual industry sponsors that donate to the foundation and help support our programming. Our goal is to raise awareness for the foundation's mission. It's partners like these that make a difference in the future of our industry!

More exciting news; this year we awarded our 2000th scholarship! We are currently supporting 100 different high school automotive programs throughout the state. We also support the 19 ASE accredited schools and we are working with five other schools towards their ASE accreditation.

We continue partnering with CESA and local dealerships in southwestern Wisconsin to bring high school level programming to rural areas that can't support programs in their schools. Next year we will have five different sites: Viroqua (Sleepy Hollow/Felton), Richland Center and Boscobel (Fillback), Dodgeville (Hallada), and Platteville (Pioneer/Boldt).

TeamHoliday is proud to support the Wisconsin Automobile & Truck Dealers Association! Kara Nania, Vice President of the WATDA Foundation, will be driving this Holiday Camaro over the next 6 months to raise awareness for WATDA's mission. Along with Snap-on Tools, they have provided many scholarships for aspiring high school seniors, college students, and adults pursuing a technical career in the auto industry, and they're excited to award their 2000th scholarship this summer! Sponsors of the foundation will be represented on this Camaro as it travels around Wisconsin and we'd like to thank all the current sponsors for their support!

To find out more about what the Foundation of Wisconsin Auto and Truck Dealers does in our state and community: www.watda.org/foundation

Thank you to EP-Direct for their amazing work getting our Camaro ready for the road!



We also launched our WATDA CARS curriculum. It's a four-year high school automotive curriculum authored by Carl Hader of Grafton High School. The foundation provides it to any teacher throughout the state at absolutely no charge. Our goal is, no matter where their school is located or how much money their district has, they have access to an elite curriculum. We want the very best for our students.

Our Teachers Institute that took place at Madison College this year had a record attendance of 105 — including 20 teachers that had never attended any of our programming before! With the addition of auto body/collision as well as small engine coursework it took the event to a whole new level this year!

With all of that going on we are working hard to drive more people into our industry. This year we had four Nitro-X middle school camps: WCTC, Gateway, MATC (Milwaukee), and Western. The students got to experience careers in automotive, heavy-duty trucks, and auto body/collision repair.

The SkillsUSA competition is still going strong with 67 registered competitors in auto and 23 in diesel.

Plus, we impacted 25,000 students through our career awareness programming with the schools, including partnerships and programming with the Girl Scouts, Junior Achievement, and the Rotary!

Your foundation is racing toward the future. Working hard to insure the future of our industry.

Make sure to cheer us on! ●

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Tribute

John A. Sanderson Jr.

John A. Sanderson Jr. left the earth on April 25, 2019; for all who knew and loved him, his jovial laughter will live on! John is the son of John A. Sanderson, Sr. and Eunice Gardner Sanderson and a graduate of Big Foot High School. He attended Stetson University, FL for one year before transferring to UW Whitewater and graduating in 1966. Upon graduating he joined the US Navy as a officer candidate in Pensacola, FL, where he was commissioned an Ensign and later promoted to Lieutenant Junior Grade, serving in various locations around the world, leaving the Navy in 1969. He was married to Mary Ellen Austin on April 24, 1976 in Fontana, WI.

John worked for Robert Alder & Sons in Delavan until 1978 when he and Mary Ellen moved to Sac City IA and purchased a Chevrolet dealership; in 1980 they moved to Whitewater, WI and bought Sanderson Chevrolet Oldsmobile Inc, operating there for 27 years. John served as a Director on the board of WATDA for seven years. He sold the dealership on May 31, 2007 to Burtness Chevrolet.

John is survived by his wife of 43 years, Mary Ellen; daughter Sarah Kenyon, Janesville; grandsons Coy, Calvin and Cole Kenyon; sister Ann (Bill) Matson, Carpentaria, CA. He was preceded in death by his parents and brother-in-law Thomas G. Austin, Walworth, WI. ●



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Wisconsin Dealer of the Year/
TIME Dealer Nominee for 2020



Congratulations to Kara Nania and the Foundation of Wisconsin Auto & Truck Dealers Association on your new race car! We are proud to partner and support your mission in educating the future of the Wisconsin Auto & Truck Industry.

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