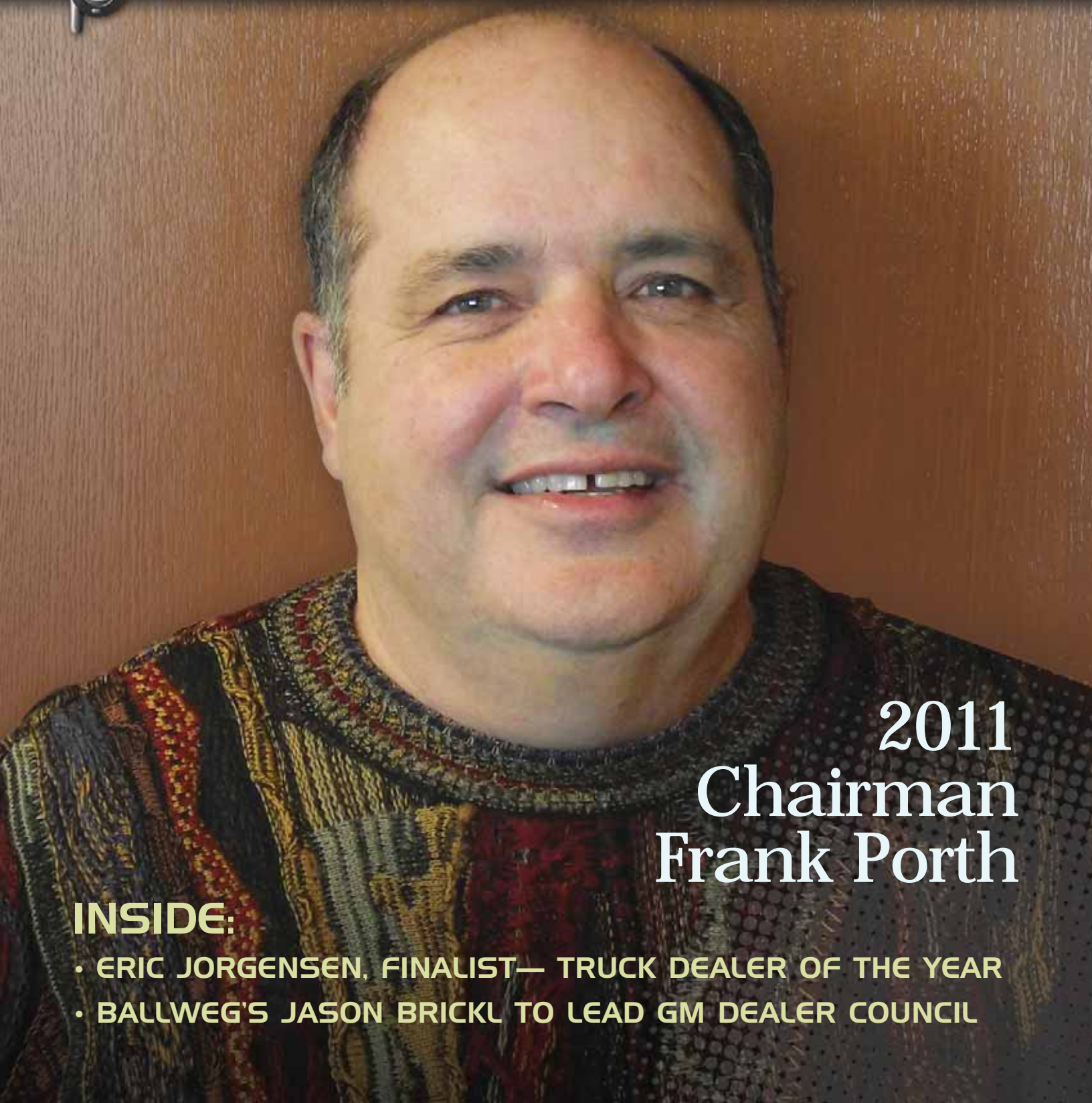




DEALERPOINT

Official Publication of the Wisconsin Automobile & Truck Dealers Association | 1928-2011 | Volume 27 Spring 2011



2011
Chairman
Frank Porth

INSIDE:

- ERIC JORGENSEN, FINALIST— TRUCK DEALER OF THE YEAR
- BALLWEG'S JASON BRICKL TO LEAD GM DEALER COUNCIL

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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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2011 Chairman Frank Porth

Since WATDA Board Chairman Frank Porth was trained as an accountant, and is still a CPA, you can be sure he'll have an eye on the WATDA financials!

Frank started his career with Coopers and Lybrand, at that time one of the big eight accounting firms. During his tenure he worked on the Ford Motor Company and Ford Estates audits. After leaving there he became a partner with Hill Christensen & Company, a CPA firm out of Marshfield, and opened an office in Columbus. His first client in Columbus was Cal Meier Chevrolet Buick Inc. After eight years in 1985, Cal Meier approached Frank about purchasing the dealership and thus began his auto dealer career. In 2002, he purchased a second store, Banaszak Chevrolet in Crivitz.

Frank has long been involved with your Association as a Board member since 2004, and as an Insurance Trustee since 2006. Other committee service includes Franchise Laws Task Force, Political Fundraising, Bylaws Task Force, Audit & Finance Committee and the Legislative Council. He also served the industry as president of the WISCO dealers buying cooperative board of directors, as well as president of the Badgerland Buick Advertising Association.

Frank and his wife of more than forty years, Cindy have homes in both communities, but they are spending most of their time in Crivitz these days. They both enjoy the beauty of the Northwoods and the activities associated with it, like hunting,

hiking, biking, snow shoeing, cross country skiing and snowmobiling. Frank and Cindy are parents to Adam, who lives in Idaho with his three children and Amy of Stevens Point, who also has three children.

For his term as WATDA Chairman, Frank's real focus will be on effectively communicating the benefits of WATDA membership to all dealers. Frank believes that most dealers do not know that a full-fledged, independent insurance agency has replaced the insurance corporation. That's right; the WATDA Insurance Agency sells UHC, Blue Cross Blue Shield, WPS and all other health insurance products accepted across the state of Wisconsin. Additionally, publicizing our governmental initiatives, marketing the products and services within WATDASI and sharing our message regarding the Foundation of WATDA are all important.



Frank feels that he has learned so much about this organization and the benefits it has to offer, by serving on the boards. This has also given him the opportunity to make friends and learn from top dealers in the state. Everyone should take the opportunity to serve on these boards, because the information gained is so valuable.

The organization is a great asset to big or small, foreign or domestic, new and used dealers. Frank would like to see more young people get involved with WATDA and learn the many benefits it offers. ●

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WATDA

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Eric Jorgenson, Finalist – Truck Dealer of the Year.



Eric Jorgensen, President and CEO of JX Enterprises in Waukesha, was runner up for Truck Dealer of the Year, a national award co-sponsored by the American Truck Dealers (ATD) and *Heavy Duty Trucking* magazine.

JX Enterprises is a family company founded in 1970 that operates a network of 13 Peterbilt dealerships in Illinois, Michigan and Wisconsin, a Volvo dealership in Wausau as well as operating JX Financial and JX PacLease.

Eric began his career during high school, working in his father's dealership in the summer. He joined the dealership after graduating from the University of Wisconsin. After holding several department assignments, he assumed responsibility for the group's largest dealership, and became President and CEO in 2000.

As the new president, Jorgensen faced management and marketing challenges that required quick responses and a significant restructuring of the business. He focused on developing core business principals as well as a professional executive team. These changes facilitated internal growth including building a 550 unit leasing fleet from an initial 54 units and re-energizing a financial services subsidiary with a significant portfolio balance.

The JX Enterprises Mission Statement and Credo for Mutual Success emphasizes the importance of the customer, integrity, mutual respect, continual quality improvements and long-term growth. In addition, it underscores the need for trust and teamwork among associates, customers and suppliers.

JX Enterprises also has a strong focus on charitable causes. An internal program called "Casual for a Cause," encourages associates to give back to the community by donating \$3 to a local charity for the ability to wear jeans on Fridays. Since the program began in 2009, JX Enterprises has given more than \$27,500 to charitable organizations through this program. In addition, JX Enterprises sponsors and participates in events for the Midwest Athletes against Childhood Cancer (MACC Fund), Special Olympics and various other area charities. This February Eric personally raised over \$9,000 in four days for the Polar Plunge sponsoring Special Olympics.

The dealerships that Eric and his brother Kurt co-own have won 13 "Best in Class" and "Platinum Oval" awards from Peterbilt in the last five years, placing them as one of the top Peterbilt dealer groups in the nation. Eric has served fellow dealers as Executive Committee Chair of Paccar Leasing and as a member of the Peterbilt Dealer Council.

Eric is currently serving as Chairman-Elect of the WATDA Board of Directors and is the incoming Chairman for the Wisconsin Young Presidents' Organization (YPO). ●

Wisconsin Chevrolet Dealer to Chair GM's National Dealer Council

Jason Brickl, Ballweg Automotive CEO, will represent all GM dealers in the U.S.



Jason Brickl, CEO of the Ballweg Family of Dealerships, has been elected to co-chair the General Motors National Dealer Council on behalf of the approximately 4,500 Chevrolet, Buick, GMC and Cadillac dealers in the U.S.

Brickl heads a group of 15 GM dealers from around the country who work together with GM's senior executives regarding sales, service and marketing issues. He will serve on the GM National Dealer Council for the next two years; Don Johnson, GM Vice President, U.S. Sales Operations, is also a co-chairman.

"I am honored to be elected to serve the GM dealer body and represent their interests," said Brickl, who began his automotive career at age 15 working for the Ballweg family at their

Chevrolet dealership in Sauk City, Wis. "I look forward to helping dealers' voice concerns by collaborating with GM to not only solve our mutual problems, but generate new growth opportunities for both GM and its outstanding dealer network." Darlene Ballweg, Brickl's business partner since 1999 and Ballweg President said, "I am honored to have Jason elected

Chairman. There is no better automotive executive to lead GM dealers through the future challenges ahead."

"Dealers are the face of GM to our customers and are critical to the success of our business," Johnson said. "The National Dealer Council is a valuable resource for us and a key partner in our commitment to design, build and sell the best cars in the world." Brickl has held a variety of positions of increasing responsibility in automotive retail with Ballweg, with Toyota Motors Sales, USA, Inc., and at a Toyota dealership in Madison, Wisconsin. He rejoined Ballweg in 1999, where he was named Vice President in 2001, and CEO in 2007. He graduated Magna Cum Laude from Northwood University and has been awarded Northwood University's Outstanding Alumni Achievement Award. He lives in Prairie du Sac, Wisconsin, with his wife and two daughters.

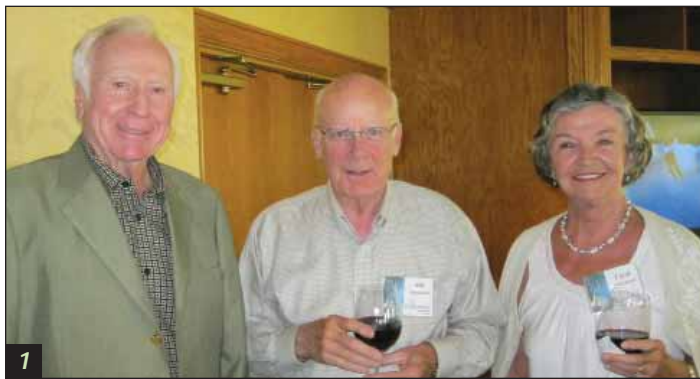
Ballweg Chevrolet received the Wisconsin Dealer of the Year Award in 2007 and was nominated for the coveted National *Time Magazine* Quality Dealer Award. It has also received the Chevrolet Mark of Excellence Award. The Ballweg Family of Dealerships has Wisconsin locations in Sauk City, Middleton, Wausau, and La Crosse. ●

2011 Naples Dealer Event

The annual Foundation of WATDA Naples dealer program that took place on March 17 attracted 55 guests from throughout Wisconsin. Andy and Gretchen Hall and Dave and Judy Lynch hosted this year's event at Wyndemere Country Club.

Foundation Chair Dan Toycen gave a brief report on recent Foundation activities, including the Cornerstone campaign, which has topped the \$35,000 mark in 5 months. Ray Pedersen introduced our newest Foundation board member, Andy Ginger, recently appointed President of Snap-on Industrial. The evening was capped off with a sing-along celebration of St. Patrick's Day lead by Ken Vance.

Special thanks to our corporate sponsor, Snap-on, for this year's program. ●



1. Emil Ewald, Bill and Carol Wuesthoff; 2. Joan, John and Mary Kolosso; 3. Roberta Vance and Barbara Ewald; 4. Andy Ginger, Snap-on President, Ray Pedersen, Foundation Executive Director, Bill Sepic WATDA President; 5. Lois McAllister and Duke Lauson; 6. Ken Vance leads the Irish sing-along.; 7. Hosts Gretchen and Andy Hall; 8. Ray Pedersen and Bob Sorrentino; 9. Don Goben and Mary Lynn Toycen; 10. Bo and Mike Schmit.



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WATDA Legal News

BY CHRIS SNYDER

Word coming out of the NADA convention and from most economists is that 2011 is going to see a rebound in automobile and light duty truck sales (and medium and heavy-duty trucks can only go up). Over the last three years dealers have been adjusting on the fly to make do. Like most employers they have been forced to ask more of their employees to continue to provide the customer service necessary to keep and grow business in areas other than new vehicle sales. In anticipation of economic upswing there is a lot of pressure being applied by the manufacturers to gain market share.

In an effort to ensure that Wisconsin dealers can be as successful as possible, WATDA is pursuing legislation that will amend the Motor Vehicle Franchise law. The amendments are geared toward preserving as much business investment and autonomy as possible. Manufacturers who, through their actions and communications with WATDA, seem to not respect the role that dealers play in the company's overall success are contesting our bill.

There are over 450 franchised auto and truck dealers who employ over 20,000 people throughout the state of Wisconsin. Dealerships are privately owned, independent businesses that are funded 100% by the dealer owner. Dealers pay for everything out of their own pockets, i.e., vehicles, tools, employee training, diagnostic equipment, real estate, building facilities, computers and direct communications with the manufacturers. In short, a dealership costs the manufacturers nothing. Most dealership foundations are based on generations of family investment in the business and community.

Wisconsin has had a Motor Vehicle Franchise law since 1935. We were the first one in the nation and now every state has one, and needs one. A motor vehicle franchise can not be left to a simple take it or leave it contract, when the party presenting the contract controls the distribution of inventory and parts, makes no investment, reserves the right to unilaterally amend the contract any

time they see fit, and constantly tries to dictate how the business is run.

Let's review. In June of 2008, gas hit \$4.00+ a gallon and the SUV market tanked. Not that gas prices caused the cliff-like drop in vehicle sales, but it was the first noticeable stone of the new vehicle sales landslide that dealers would face. Some dealers really had to scramble

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because their manufacturer's product lineup didn't provide the fuel economy that customers wanted. Sales dipped precipitously. Between 2007 and 2009 nationwide new vehicle sales went from 16,089,300 to 10,401,700 respectively.

Then in August/September of 2008, the finance and insurance markets started to feel the effects of the sub-prime mortgage finance collapse and the manufacturer's captives started looking to boost their economic position off the backs of the dealers by demanding additional cash infusions and even terminating floor planning business with some. Meanwhile, real estate values dropped and many traditional lenders got out of the floor planning business all together. Still, dealers kept in there, finding a way to stay a float.

In December of 2008, General Motors and Chrysler were teetering on economic collapse. The dealers of all franchises (with the aid and organization provided by NADA, AIADA and WATDA) voluntarily went to Washington DC to help the manufacturers obtain a government loan ("Bridge Loan"). The loan, according to GM and Chrysler, was just a pinch of what they needed to get over a rough period. However, the federal government tied strings to the money by requiring GM and Chrysler to provide them with a

"viable" business plan within 60 days, and assigning a federally appointed task force to oversee and evaluate the progress.

Neither Chrysler nor GM could convince the task force that their business plan was viable. But one thing they agreed upon was that the dealers had something to do with the problem. Obviously, the reason they each were losing market share was because they had too many dealers. (Funny, there weren't too many dealers when they were lobbying Capital Hill on their behalf) As a condition of not meeting the viable business plan deadline, both Chrysler and GM were required by the government to either pay back the money immediately or file for a controlled bankruptcy.

They were two of the biggest bankruptcy estates in United States history and the rulings that came from them fit the setting. Once again they insisted that dealers were bogging them down and they used the protection provided by the bankruptcy court to terminate scores of dealers without rhyme, reason or justification. For the dealers it meant a day in waiting for the delivery man like no other. In Wisconsin, over 100 dealerships received notice that they were no longer wanted as a face in the community.

After dismissing 3,000 + dealers nationwide in the bankruptcy proceedings, the dealers fought back by educating Congress about how the money flows through the motor vehicle franchise system. They worked to get a bill passed that gave those terminated dealers an opportunity to argue their case before an arbitrator. In a hearing before Congress top executives testified that each dealership costs the manufacturers thousands per vehicle. It was a statement that dealers contested at hearing and was later verified to be false by an impartial audit by the federal government. In the end it was just another time that the manufacturers were under the gun to explain their actions and they chose to throw the dealers under the bus in an effort to explain why they were in the economic shape they were in.

Over the years, both GM and Chrysler received millions of Wisconsin taxpayer dollars to support their manufacturing facilities in Janesville and Kenosha. In December of 2008, GM and Chrysler received billions of dollars in federal bailout money to help them survive. In mid 2009 they each benefitted from a government controlled bankruptcy proceeding wherein they were allowed to off load billions of more dollars in debt obligations, close factories (including Janesville and Kenosha). The end result was the termination of over 3,500 factory jobs and the termination of over 100 viable dealerships and consequently thousands of dealership jobs in Wisconsin alone.

Meanwhile, many dealers used their personal savings to pay the bills necessary to meet their financial obligations. While the economy was tanking and GM and Chrysler were on the brink of going out of business, Wisconsin dealers found a way to stay open, servicing their customers, keeping as many of their employees working as they could and providing their local communities with property and sales tax revenues, jobs and charitable giving.

After receiving the benefits of government bailouts and bankruptcy debt relief, GM and Chrysler are now strong-arming dealers to invest more of the dealer's personal money into facility modifications and forcing them to surrender business autonomy in exchange for being treated fairly within the dealer body market for inventory and customer pricing schedules. Many of these dealers are still paying on notes for previous dealership modifications that were requested and oversaw by the manufacturer as recently as three or four years ago. The manufacturer's new plan is forcing dealers to invest in a different color floor tiling and requiring entryway construction of a specific material and paint color (all purchased from a specifically designated out-of-state supplier). It's an image whim that prevents dealers from better servicing their customers and community by hiring more personnel.

They want to make every single dealership look the same. They don't value the hard work and dedication that dealers have put into their business to make them stand out and be the dealership of choice for their customers. They don't value dealers' efforts taken over the years (decades) to grow and cultivate customer loyalty, market penetration and/or your dealership culture.

This is why we feel so strongly that the amendments in our bill are so important. Dealerships represent an investment made by independent business people that benefit the dealer, their employees, their customers and their communities. They need to have the autonomy to invest money in areas they see fit for the betterment of the overall business, not just what some manager in Detroit thinks they should.

The Save Our Local Dealers (SOLD) Act will maintain balance to the manufacturer-dealer relationship in the post-bail out/bankruptcy world and ensure that Wisconsin's dealerships have the tools they need to keep employing 20,000+ people across the state and selling quality vehicles at a fair price to Wisconsin families. **With these changes, dealers can get back to focusing on running their business, creating jobs and growing Wisconsin's economy that has taken several blows from automobile manufacturers.** After all, it's the dealer's money that is at risk.

Here are some of the key elements of the SOLD Act:

- **Reducing lawsuits by providing a definition of the word "coerce" under the WMVDL.**

The word coerce is used for a number of prohibited actions between manufacturers and dealers, providing a clear definition sets a bright line for both parties to follow and for courts to enforce.

- **Closing a loophole that allows truck component manufacturers to avoid paying for repairs covered under warranties.**

Heavy commercial trucks (semi's) are assembled in components and very often the engine manufacturer is different than the cab and chassis manufacturer. Engines, axles and transmissions are vital components to a proper functioning commercial vehicle. However, dealers and customers are at risk of not receiving proper warranty protection by not having these vital component manufacturers be a part of the Motor Vehicle Franchise law.

- **Protecting dealers from unreasonable site and facility demands made by manufacturers. As it stands today, manufacturers can force dealers to spend hundreds of thousands of dollars on everything from the tile on the showroom floor to location of the dealership to the kinds of cars they can sell. This is particularly problematic now that manufacturers, protected by the bailouts and bankruptcies, are insisting on facility upgrades dealers can't afford.**

- **Preventing manufacturers from charging fees when a vehicle sold by a dealer is exported without the dealer's knowledge or consent.**

- **Making it clear that employee purchases are subject to the same fees as non-employee purchases. (These fees cover all legal compliance requirements that have been imposed on dealers over the years)**

- **Protecting the privacy of customer financial information.**

Protecting personal private information is a federally and state mandated requirement of all dealers. Manufacturers want information for marketing purposes. Dealers should be allowed to help protect their customers' person private information.

- **Ensuring that manufacturers fairly reimburse dealers for repairs covered under a warranty.**

Under the current law manufacturers are required to pay the same thing as cash paying customers do for vehicle repairs. Manufacturers refuse to follow the law and threaten to charge dealers a penalty if they do pay what the law requires.

- **Clarifying that manufacturers are responsible for any legal claims based on the defective or negligent manufacturing of a vehicle. (They should stand behind their warranty)**

- **Updating manufacturers' financial obligations to reimburse dealers for inventory and other investments made at the manufacturer's insistence if the manufacturer terminates the dealership without cause. ●**

Dealer Call to Action

Please call your legislators, your State Senator and Assembly Representative and ask them to sign on as a co-sponsor of this important Franchise Legislation. If you aren't sure who represents you check our website at: www.watda.org/WATDA/Public/Legislature.asp or call the Legislative Hotline at 800-362-9472 give them your address and they will give you your Senator and Assembly Representative contact information. It is critically important that legislators hear from all dealers. Thank you.



CenterStage

AWARDS, HONORS, MILESTONES

The Ford Salute to Dealers Recognizes 2011 Honorees

The Ford Salute to Dealers program honors four of the automaker's standout retail partners annually at a ceremony held prior to the opening of the NADA Convention. Presented for the eleventh time this year, the awards go to Ford dealers who have set new standards for their commitment to community service. Two of this year's winners are from the Wisconsin family of Ford dealers:

Don and Cheryl Brenengen, owners of Brenengen Ford in Sparta.

Focusing primarily on reaching out to the youth of Sparta and other nearby Wisconsin communities, the Brenengens efforts have included leading a grassroots campaign to establish a



local Boys & Girls Club in the area. In support of this. The couple drove fundraising efforts that garnered three years' worth of operating funds for the club, contributed a substantial donation of their own to the campaign, arranged to rent an unused building for just \$1 a year to be the club's new home, and personally lead remodeling work on the facility.

Don and Cheryl have truly touched the community by giving thousands of hours of their time and financial support," said Craig Kuberski, Ford Motor Company credit business development manager. "Their commitment is an inspiration to others, especially their dealership staff. At each of their five dealerships, they have a fundraising committee responsible for raising money and giving back to the local community.

Keith Kocourek, president of Kocourek Ford Lincoln Mercury in Wausau

Kocourek is a dedicated community leader who is committed to helping those in need. Among his many contributions to local charitable groups include mentoring (with his wife, Linda) for Big Brothers/Big Sisters;



piloting volunteer flights for groups like Angel Flight, which offers free transportation to people in crisis; the Mother's Milk Bank, which delivers breast milk for premature babies to needy hospital; serving as president of the Community Foundation of North Central Wisconsin; and supporting the Neighbor's Place food drives.

"Keith's substantial contributions, financial and personal, could not be further removed from traditional 'check book' charity," said Michael O'Brien, Ford Motor Company regional sales manager. "He has chosen to become a part of the lives of people who need help and has inspired members of his dealership team to give of themselves as well."

Les Stumpf Ford, Appleton is among an elite group of Ford dealerships nationwide to be recognized with the 2010 President's Award by Ford Motor Company. The President's Award honors dealers who have excelled in achieving superior customer service and satisfaction.

This marks Stumpf Ford's 5th Presidents Award. "We're very proud to receive this kind of recognition from our customers," says Stumpf Ford President, Corey Stumpf. "I couldn't be more proud of our entire staff. They're the reason we were able to achieve this award." ●

MPG Advertising

With gas prices rising and vehicle MPG's getting better and better, more dealers have turned to advertising MPG ratings in their ads. With a rise in this type of advertising, we've also noticed an increase in mistakes in MPG advertising. Here are the basic rules to follow based on the Federal Trade Commission regulations for advertising MPG:

- Any ad that makes reference to MPG must quote the MPG of the exact model of vehicle being advertised.
- If quoting an MPG you must state the source of the claim. The FTC requires "Per EPA estimates" and must indicate whether the quote is Highway or City MPG. Ex. "Per EPA Highway estimates"

- If quoting the range of MPG for a vehicle, the ad must include both the high end of the range and the low end of the range. Moreover, the upper and lower number of the range must be stated with equal prominence. Therefore, you cannot quote only the upper end of the range.
- Proper MPG quotes and proper MPG disclosures are required for all types of advertising including print, broadcast, Internet, billboards, etc.
- A good reference website for MPG quotes is: www.fueleconomy.gov

Verbiage is also available on the Internet Guidelines regarding MPG advertising.

If you have any advertising questions or concerns contact Liza Longhini at lizal@uwm.edu or 414-227-3252. ●



Rawhide Profile

Each month a young man is selected as the Student of the Month by the staff of Starr Academy, Rawhide's private school. Winners are selected for their scholastic efforts, maintaining high rank, helpfulness to others, and exhibiting a positive attitude.

Student of the Month: Roddy

My About Face

My name is Roddy and I am 15 years old. I'm from Brown County and have been at Rawhide for four



months. My favorite things to do in my free time are playing football and going fishing. I used to fish a lot with my Grandpa and was able to pick it up again here at Rawhide. I like to be outside and I've been able to go ice fishing during my stay as well. I also like the woodworking class.

The thing I most like about Rawhide is participating in the job training program. The job trainers have taught me how to be a good worker. I know

that even when a job is difficult, I can push myself to get it done and do it well. This will be a valuable skill for me when I leave Rawhide and get a job. I would like to get a good job that uses my woodworking skills when I'm discharged from Rawhide.

I am doing the best I've ever done in school. My goals are to graduate from high school and attend college after I leave here. Someday I would also like to have my own cabinet making business.

Some of the people who helped encourage me are the job trainers, teachers, my houseparents Ed & Patti Dedmon, and the other Smith Home staff. I am very grateful for all their help in making an about face change to my life.

~ Roddy

The above testimonial was written by our current Student of the Month. Personal notes of encouragement are welcome.



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From Around the State

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

Four years ago Wayne and Peggy Gross, **Gross Motors** initiated a partnership with three area medical facilities including Neillsville's Memorial Medical Center establishing the Gross Motors Mammography Fund. The fund was inspired by Peggy's personal experience with breast cancer. Each October during National Breast Cancer Awareness Month, all three Gross locations donate \$50 to the fund every time a customer takes a test drive. The goal is to encourage women to have their annual mammogram and to make mammograms more accessible to all women by removing the cost barrier.

Kolosso Chrysler Jeep Dodge Ram helped raise \$5,560 for St. John School with the Chrysler's Drive for Kids program. Parents and guests each earned a \$10 contribution to the school from Chrysler by taking a brief test drive in a Town and Country minivan. The Kolosso dealership supplied the vehicles and

volunteers from the dealership were on hand to assist in the fundraising event that saw 556 drivers. "Drive for Kids is a mutually beneficial program. We're pleased to support our local schools, and enjoy demonstrating a great product," said General Manager Ryan Kolosso. "Parents are genuinely interested in testing the minivans, and we are happy to raise extra dollars for the school. We all work together for the kids. Everyone had a great time."

When shoppers purchased new cars and trucks from **Von Holzen Chevrolet Buick GMC Truck** in Ashland this past holiday season, they did more than buy a vehicle. They helped their neighbors in Ashland and Bayfield counties. Jeff Von Holzen, president of the dealership explained, "We joined the nationwide program sponsored by Chevrolet to help raise money for local charities. For each new car purchase the customer selected an envelope from the showroom Christmas

tree. The envelopes contained cards stating that the dealership was donating from \$25-\$150 each time someone bought a new car from Von Holzen." Dealership staff decided that half of each donation would go to The BRICK Ministries, a non-profit food shelf and emergency services agency. The customer could designate another local charity to receive the other half, though many chose to give the entire amount to The BRICK. In total, The BRICK received \$1,875 from the Von Holzen campaign.

Klein Chevrolet Buick, Clintonville, just cemented its plan to build a new 24,000 square foot dealership that will open in November. It will be on 22 acres just 800 feet west of the current location on U.S. Hwy 45 at State Hwy 22. The family's Dodge dealership across the street will stay in place.

"It's not something we'd been planning," said owner Charlie Klein. "But we had two parties - Kwik Trip and Walgreens, approach us about purchasing our current properties."

Lakeland Automotive, Sheboygan plans to double its building space, increase its service area and add about 20 positions to its staff. Lakeland now sells four brands; Toyota, Honda, Subaru and Mazda in a 27,000 square foot building. The project will add a new 31,000 square foot building to house Toyota and Subaru. The existing building will be remodeled for Honda and Mazda brands. The project will increase the number of service bays from 15 to 33. Owner Dave Heather is excited to keep expanding in Sheboygan and adding employment and better service for their customers. ●

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Student Technician Profile: Motivation, Logic and Ambition

That's what ASE Master Technician, Tim Mugan, described as the winning combination for success as an automotive service professional. He should know because he has been one for 21 years at Brantmeier Ford in Sheboygan. His career there as a student and his school experience is a mirror image of the academic work-based skills combination that the Foundation of the Wisconsin Automobile and Truck Dealers has promoted throughout its history.

Tim is a graduate of Milwaukee Area Technical College's Ford ASSET program. He credits the combination of classroom learning and the on-site mentoring during his Brantmeier internship as valuable tools for a life-long career. In Tim's words, "Hands-on and academics is the best way to learn this business." Mugan has done pretty well for himself in that regard. He's a fully certified in all 8 of the ASE Master Technician competencies. Tim has also achieved the A-9 level of specialization in light duty diesel engine technology.

Mugan's advice to aspiring automotive and truck service technicians is to learn all they can about electronics and

advanced diagnosis, because that's where the work really begins. In his own words, "Diagnosis is much more comprehensive." According to Tim, today's service tech is on a constant learning curve with manufacturer training and new software that has become a key tool in the service process. Tim also says it's important to grab that first entry level opportunity at the dealership because it is a great doorway to learning more advanced skills on the job, which leads to career growth.



L-R: Tim Mugan, Service Manager Greg Wilker and Rick Brantmeier.

Rick Brantmeier, Brantmeier Ford General Manager said, "Tim has been a great asset to our store. Technical education like the Ford ASSET program is essential to the future of our service professionals, now and into the future." The dealership has been a long-time advocate of the technical college program and foundation scholarships as well.

Mugan says that his MATC ASSET instructor, Scott Scheif was a real motivator along with then stand-in teacher, Jim Eden, who is now Vice President of Technical Instruction for Moraine Park Technical College and a member of the Foundation's board of directors. ●

Fillback Ford of Richland Center Partners with American Heart Association, and the Wisconsin Masonic Foundation in Launching New Statewide Training Program

On February 24, Fillback Ford teamed up with the American Heart Association and statewide charities to help launch a brand new CPR education program for young people.

"CPR Anytime" was introduced to 95 Richland Center Middle School students that day. The students got a concentrated short course in the newest CPR techniques. Thanks to the funding partnership, which was spearheaded by Mark and the Fillback Automotive Group, these students were able to walk away from the course with their own Family & Friends® CPR Anytime® Personal Learning Program kit. This kit allows those who

most likely would never attend a traditional CPR course – to learn the core skills of CPR in just 22 minutes using their own personal kit, which can be shared with the student's families. These students have trained an additional 220 people since February.

Sara Alger, Executive Director of the American Heart Association said, "It is important to acknowledge and thank our community partners and local foundations, Wisconsin Masonic Foundation, Fillback Ford and Richland Middle School. They are helping the American Heart Association continue to save lives right here in Wisconsin." ●



“Line One is For you!”

BY CHRYSTE MADSEN

When you place a call to your Wisconsin Auto & Truck Dealers Association and are connected to whomever you wish to speak to, you don't normally think about the phone system that made it possible. The phone system that routes you to your staff at WATDA was installed originally in 1996, updated in 2005 and has been continually serviced by Convergent Solutions. What a reliable partner they have been!

In business since 1983, originally known as Allcom of Wisconsin, Convergent Solutions, as it was renamed in 2004, is locally owned and has statewide sales and technical staff. They are a WATDA Endorsed Service Partner since 2007.

Some of the products and services they provide are:

- VoIP (Voice over IP) Business Telephone Systems
- Voice Mail/Unified Communications
- Security/Surveillance/Fire Systems and Monitoring
- Access Control
- Structured Cabling
- Wireless Handsets
- Network Services (Incoming Telephone Lines)
- 24/7 emergency service
- Overhead Paging

Scott Suchomel, one of Convergent Solutions' owners, began as a technician. In fact, it was Scott who installed the original WATDA phone system. Scott is now very active in the sales portion of his business and is proud of the “consultative” approach the business takes in the presentation of their products vs. hard sell. They try to inform and educate prospects for the best fit for their needs... and anticipate problems before they arise.

They do succeed as evidenced by the job they accomplished for Trans World Data. Howard Schlei, President of Trans World Data LLC had full telephone and internet wiring install in November of 2009... under rather unique circumstances. “Our ‘new’ office building is a beautiful building constructed more than 150 years ago. We have some walls that are 18-inches thick and in the attic there are beams made by hand. Convergent was able to not only accomplish our wiring to specification, they did it well within the time promised. We've had zero issues in the year and a half since. If they could handle this project, I think they could handle anything.”

Mike Tasch of Tasch Chevrolet Buick GMC in Elkhorn said, “We feel we got a very fair price and we have had no service issues with Convergent Solutions.”

Convergent Solutions has also partnered with the State of Wisconsin for work at Camp Randall, the Kohl Center, some Department of Natural Resource locations, Department of Corrections and State Patrol Headquarters.



Bob LeMieux, Jr. recently opened a new Toyota store in Green Bay and used them as their voice provider. He said “Convergent Solutions took a genuine interest in our business and provided a system to meet our needs!”

The telecommunications industry changes on a daily basis and it's good to have a partner in your corner like Convergent Solutions that can keep you ahead of the learning curve. To have someone who cares about you and what's best for your business and who will stand behind their products and services can give you peace of mind when facing confusing and challenging decisions.

The lifeblood of your dealership is carried by your chosen communication provider. It is probably one of the most important decisions you will make. That's why, even though it may not be the most mesmerizing topic when you're NOT in the market, we hope you'll remember Convergent Solutions is here when you are in the market.

If you would like to contact Scott Suchomel with questions or for a no-obligation quote he can be reached directly at 920-749-3880 or ssuchomel@convergent-solutions.net ●



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WISCO, the Dealer's Partner



BY
JOHN
HACKMAN

The WISCO Advantage

Wisco is 100% owned by its members. When members buy from Wisco they are indeed buying from themselves. When they buy from another source they are bypassing their own company in favor of the

other source. Saving money for and serving our membership is not only our main priority, but our only priority. There are no outside interests or causes. One of Wisco's main jobs is to educate members on using our entire program. Although, we obviously still seek new members, our emphasis through the years has shifted to more fully serving our existing members. To have them look at our many different products and programs and to see the whole picture. Instead of just thinking about Wisco when that big equipment purchase comes up, we want them to look at us for their day to day supplies and parts. Or, instead of just taking advantage of our car appearance and detailing programs, to remember us when a new lift purchase arises. To think of Wisco for something as simple as the office needing a case of copy paper.

There are many advantages to buying from Wisco. First, and foremost, is the savings. Wisco's use of its volume buying power and small markup equals savings. Add the fact that the money Wisco makes goes back to its membership in the end of the year Wisco rebate and you have a real difference-maker in your bottom line. Another advantage of buying from your cooperative is peace of mind. You know if the invoice comes from Wisco you purchased a quality product at a good price. Your dealership can also save time and money by consolidating your vendors. From paper clips to major equipment Wisco truly is a one stop buying program. Additionally, the more you use your cooperative the stronger it becomes. Wisco is then able to obtain better deals from its suppliers. Naturally when this happens the savings are passed on to you, the customer, making for even better programs. Take advantage of your cooperative. You reap the rewards. ●

Senior Care Insurance Services – Revisited!

Through WATDA Services, Inc. a long term relationship has existed between your Association and Senior Care Insurance Services. As it has been a while since we've been proactive with information about their services, WATDA Insurance Agency wishes to highlight them as our featured insurance partner in this issue of Dealer Point. This brief article will focus on how a Long Term Care insurance policy can help preserve your personal assets, as well as other employee's you may wish to extend the offer to through individually-owned and paid policies.

As you know, as a society our population is living longer. While longevity has many personal advantages, there are also some downsides to living a long life. Increased longevity often-times create the need for Long Term Care, either in one's home or in a medical facility of some type.

The U.S. Department of Health and Human Services States that "at least 70% of people over age 65 will require some kind of Long Term Care service at some point in their lives." The annual cost of Long Term Care in the greater Madison area is \$80,400 and increasing yearly. Please remember: Medicare does NOT pay for Long Term Care.

Here are your options should you need long term care:

- Pay for your care from your estate, if you have assets or income. If you have no assets or income, you can apply for Medicaid.
- Your other option is to purchase an estate-protective Long Term Care policy in order to pay for such a catastrophic event.

Under the WATDA sponsored program, Senior Care Insurance Services can show you the best estate conservation solution for each individual situation. Also, because of WATDA's sponsorship, there is a discount on Long Term Care Insurance premiums. In addition, there are Federal and State tax benefits. Like any other insurance program, Long Term Care Insurance allows the insured to pay an affordable premium to off-set what would, otherwise, be unaffordable out-of-pocket costs for most people.

Senior Care Insurance Services, Inc. has contracts with some of the most enduring Long Term Care insurers in the country. They also have contracts with excellent Medicare Supplement insurers and can help you in that regard as well. They are the experts when it comes to these senior products, and can make them available to as many employees and spouses you wish! By calling Bill or Kevin Kumpf at either 608.273.3443 (or) 877.578.8400 they can provide you with all the A-Z information you need. ●

We're In It For The Long Term.

Ask us how you can save substantially on health insurance premiums for Senior employees.



Let us show you how Long-Term Care insurance can protect your estate.

At left, the Senior Care Insurance Services team:
 Bill Kumpf (seated)
 Kevin Kumpf (left)
 Financial Planner
 Brian Brown (right)

Your WATDA Now Offers

Medicare Supplements & Long-Term Care Insurance Through Senior Care Insurance Services, Inc.

(608) 273-3443 or Toll-Free (877) 578-8400 or e-Mail: seniorcareinsurance.net



WATDA Insurance Agency is fully equipped and ready to shop the market on your behalf. Let us do the work and find the answer for your employee benefits:

- Health Insurance
- Dental Insurance
- Life Insurance
- Group Disability Income Protection
- Vision Plan

Employee-Paid Benefits:

- Disability Income
- Life Insurance
- Accident Plans
- Cancer Insurance



Full Service



Contact Bruce Ohlsen at (608) 251-5577 to review your options and design a plan to fit your needs.

Commissions the Association Insurance Agency receives help keep your WATDA Membership dues down.

New Lease – New Look

Downtown Madison will remain as the site of the WATDA headquarters - close to the Capitol with efficient access to our State Legislators.

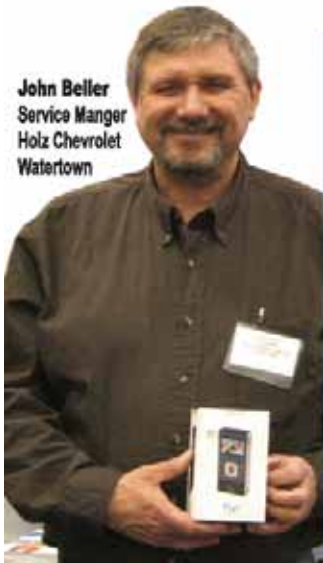
WATDA secured a new ten-year lease with landlord Fiore Corporation that includes a substantial reduction in annual lease rates as well as a remodel of our office suite. Savings were achieved with a reduction in square footage, the elimination of the surface parking lot on Butler Street, and a favorable tenant environment. In addition to the savings, new flooring, carpet, ceiling tiles, paint, along with some minor construction have helped update our space. A focal point is a new reception and welcome area for our dealers and guests. This area also creates more privacy for the staff in the open cubicle area of the office. In addition the association has added new modular workstations and refurbished some of the existing furniture.

The project timeline calls for completion by late-April. WATDA will host an open house for dealers once the dust has settled. Look for an announcement this summer. ●



Congratulations to the WATDA Flip Video Winners at the WISCO Show at Kalahari Resort!

John Beller
Service Manger
Holz Chevrolet
Watertown

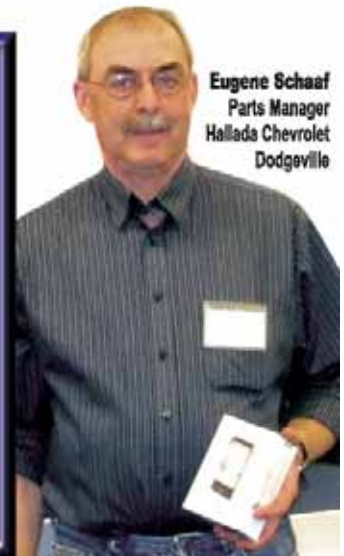


Automotive Etc!

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NADA Report

BY KEN VANCE

Importance of Political Giving



Happy Spring to all of you in our industry. I'm sure it feels great to see a resurgence of traffic and buyers coming through the doors and most of all lenders willing to buy contracts.

I'm not sure if anyone takes the time to read this pontification but if I have a few minutes of your attention I hope you'll stick with me for a few more. This past month we had a meeting of our Foundation here in Naples,

Florida. The costs of this function were covered entirely by Snap-on, just so you don't think we're frivolously spending Foundation money. We were fortunate to have secured David Regan, Chairman of Legislative Affairs for NADA.

David manages the Capitol Hill office and truly has his finger on the pulse of legislation affecting dealers across the country. As David was speaking to us I couldn't help but reflect on some of the unbelievable hurdles we jumped this past year. Had we not received the carve-out of the financial regulatory bill, I can't imagine how many of us would have been adversely affected. This legislation would have basically put us out of the F & I business and cost our customers opportunities that help them to receive the best rates available. As I think of this and all the other stumbling blocks we've dodged I think of the fact that we all need to give assistance to DEAC, the Dealer Direct Givers Fund (our conduit), and Car Pac to help keep our voice heard throughout the state and nation. You wouldn't think of opening your doors without P & C insurance or liability insurance; why not also participate in franchise insurance. We are currently fighting a tough battle on our franchise laws in Wisconsin and we all need to participate. I wouldn't ask anyone to do something I haven't... please join me in assisting us to remain viable.

Legislative and Regulatory News

SBA Launches Temporary Program for Commercial Real Estate Refinancing

Late last month, the Small Business Administration announced

that small businesses facing maturity of commercial mortgages or balloon payments before the end of 2012 may be able to refinance their loans under a new program. The new loan refinancing program comes less than a month after the SBA rolled out a new dealer floor plan (DFP) loan guarantee program strongly supported by NADA. The refinancing loan program, also backed by NADA, is designed to respond to another financing need often expressed by dealers: the refinancing of commercial real estate. "The new refinancing loan is structured like SBA's traditional 504, with borrowers committing at least 10 percent equity and working with third party lending institutions and SBA-approved Certified Development Companies in the standard 50 percent/40 percent split," SBA said. But a key feature of the new program is that it does not require an expansion of the business to qualify. The administration began accepting refinancing applications on February 28. The program, authorized under the Small Business Jobs Act, will be in effect through September 27, 2012. Questions regarding either program can be directed to NADA Regulatory Affairs at 703.821.7040 or regulatoryaffairs@nada.org.

Fraud Alert: Dealers Targeted in Loan Marketing Scheme

NADA is warning dealers to be on the lookout for possible fraudulent activity related to dealers' retail loan portfolios. Certain individuals have recently targeted dealers with a scam involving a promise to "bundle a dealership's car loans and market them to investors," essentially selling the car dealer's collectible debt. The individuals then require dealers to pay car buyer's first two to three months' payments up front. These individuals collect the fees, but never market the loans. One such group of individuals in Washington State was recently sentenced in federal court for their role in such a scheme. This group operated under several names including Auto Credit Solutions, Sub-Prime Financial Services, Easy Credit Store, Instant Funding Systems, Great Northwest Financial Services and Western Empire Financial Services. Dealers are encouraged to be diligent in selecting business partners, and if a dealer suspects such fraud is being attempted, they should contact the Internal Revenue Service Criminal Investigation, U.S. Postal Inspection Service or their local police department. ●

What do you see?

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A hand in a grey suit sleeve and silver watch holds a red frame. Inside the frame, the following text is displayed:

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Tribute

Ambrose "Speed" B. Feldner



Ambrose "Speed" B. Feldner, 92, of Fond du Lac, and formerly of St. Cloud, passed away on Saturday, February 12, 2011, at his residence, with his loving family at his side.

He was born March 6, 1915, in St. Cloud to Benedict "Ben" and Mary "Mae" Pickart Feldner.

He attended St. Cloud Grade School.

On September 2, 1940, he married Marion Lefebber at St. Cloud Catholic Church.

He began his career of over 75 years in the auto industry by establishing a single gas pump station in St. Cloud, which eventually grew to be Feldner Chevrolet, and in time, the addition of snowmobile and Mercury marine sales.

He was a member of St. Isadore Parish, St. Cloud Church and Winnebago East Shore Lions Club, and a former member of the St. Cloud Volunteer Fire Department, where he proudly served as Chief for 40 years. He was also a Bank Director for the former State Bank of St. Cloud for over 40 years as well as a member of both WATDA and NADA, and an honorary member of the Fond du Lac Knights of Columbus.

Speed and several other area residents were instrumental in obtaining the land to establish the village park in St. Cloud.

Speed and Marian spent their winters in Winterhaven, FL and their summers at their home on Lake Winnebago, after retiring.

He is survived by his wife of 70 years, Marian, of Fond du Lac; his daughters Judy (Eugene "Pedro") Wagner of St. Cloud, Jane (Jerry) Mueller of Plymouth, and Joyce (John) Helz of Oshkosh; seven grandchildren; ten great-grandchildren, his in-laws; many nieces, nephews and other relatives and friends. ●

Earl R. Roloff

Earl R. Roloff, age 83 passed away Thursday, February 3, 2011 at his home after losing his battle to Lymphoma Leukemia. Earl was born August 8, 1927 in the Town of Helvetia in Waupaca County to the late Elmer and Esther (Strohschoen)



Roloff. He graduated from the eighth grade at Big Falls and when he came to school in the 10th grade he was told he could not attend because he didn't have shoes to wear. From that time on, Earl was always working and had many jobs throughout his life.

On July 21, 1951, he married Violet Fournier and the couple made their home in Shawano. Earl worked for Consolidated Badger until 1951 when he was hired by Gordon Keyes of Shamoco Ford to work in the body shop. From there he moved to the parts department where Gordon recognized Earl's gift of selling and soon made Earl his top salesman. In 1957, Earl and Vi had the opportunity to purchase a salvage yard and they started Shawano Auto Parts. In 1963, Chrysler came knocking on the door and offered a franchise to Earl and Vi, which they accepted. Through the years, Earl won many awards for service and sales and also won many trips.

Earl is survived by his wife of nearly 60 years, Violet; four children, Pamela (Bill) Schmidt, Rick Roloff, Paula (Jim) Lackner, Jeffrey (Jennifer) Roloff all of Shawano; six grandchildren, four sisters, three brothers and three sisters-in-law.

His parents and four sisters preceded Earl in death. ●

James R. Gustman



James R. Gustman passed away in Florida on January 12, 2011 at the age of 84 following a very brief illness. He was born on November 6, 1926 in Kaukauna, Wisconsin and remained a Fox Valley resident his entire life while spending his winters in Florida. His parents were Helen Gustman (Hunt) and Arthur August Gustman.

He is survived by his wife of 38 years Sally A., two children, Jane Herring (Vance) and Margaret Keough (Richard) and four step-children; Julia Severson (John), Jill Hubert (Mark), Kirk Pottner (Susie), and Christopher Pottner; 11 grandchildren and two brothers, David C. (Mary) and Thomas P. (Suzy).

Mr. Gustman was an active member of the Boy Scouts of America in his younger years and graduated from Kaukauna High School at the age of 16, where he won multiple state competitions in oratory and debate. As a student of Lawrence University, he was an active member of the Delta Tau Delta fraternity and Debate Team; spending a summer honing his oratory skills at Northwestern University. After earning his BA of Science in Economics (class of 1948) he entered the United States Navy where he served on the USS Tidewater. He was very proud to be a life member of the VFW Post 9957 Flying Tigers.

Mr. Gustman began working for his father at the Gustman Chevrolet dealership in Kaukauna in the 1940's, where he was later joined by his two brothers. His vision and dedication played an integral role in the expansion of the Gustman businesses. He loved the automobile business and continued to work with zest and passion his entire life, beginning with the formation of an automobile leasing and rental company (Midwest Car Corporation) in 1957. The first National Car Rental location opened in 1968 and later expanded to eleven additional states. In 2002, Midwest Car Corporation began the acquisition of Alamo franchises in all of its National locations. Over his lifetime, the Gustman dealerships expanded to five with the latest acquisition in 2004. Gustman companies employ 560 people. ●

DEALERPOINT

Official Publication of the Wisconsin Automobile & Truck Dealers Association | 1928-2011



Dealer Point is a quarterly magazine for the Wisconsin Automobile & Truck Dealers Association members, a trade organization representing franchised and used car and truck dealers in Wisconsin. *Dealer Point* reports the personal side of automobile and truck dealerships. It is produced quarterly and provided free to WATDA members.

2011 DEADLINE CALENDAR

Winter Issue

Ad space reservation and materials deadline: December 30, 2010

Spring Issue

Ad space reservation and materials deadline: March 31

Summer Issue

Ad space reservation and materials deadline: July 29

Fall Issue

Ad space reservation and materials deadline: Sept. 30

For advertising information contact:

Julie Farmer
WATDA

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Madison, WI 53705-0345

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Madison, 53703-1493

Phone: 608.251.5577

Fax: 608.251.4379

Email: jfarmer@watda.org

www.watda.org

ADVERTISING RATES

Effective January 2010 thru November 2011 (ad rates are net)

	1X	2X (consecutively)	3X (consecutively)	4X (consecutively)
Back cover, IFC & IBC	\$2,420	2,200	2,100	2,000
Full page	\$2,310	2,100	1,890	1,680
1/2 page	\$1,580	1,470	1,260	1,150
1/4 page	\$950	840	740	650

- **Full Color – 10% Surcharge.**
- All rates are per issue and are non-commissionable.
- Short-rate will apply if frequency commitment is not met.
- Insert Rates available upon request.
- Electronic files must conform to exact sizes below.
- Payment must accompany all space reservations.
- Rates are subject to change.
- Advertising space is limited. Space reservations will be honored in order of receipt.

MECHANICAL REQUIREMENTS

Ad Dimensions (width by height in inches)

FULL PAGE 7-3/8" x 9-7/8" (Live print area)

1/2 PAGE Horizontal: 7-3/8" X 4-7/8" • Vertical: 3-5/8" x 9-7/8"

1/4 PAGE Horizontal: 7-3/8" x 2-3/8" • Vertical: 3-5/8" x 4-7/8"

Magazine trim size: 8-1/2" x 11" • Bleed: 8-3/4" x 11-1/4"

SUBMISSION REQUIREMENTS: QuarkXPress (.qxd) or InDesign (indd), (all fonts and support files supplied), Illustrator (.ai or .eps), (all fonts converted to outlines or supplied), Photoshop (.psd), (all fonts embedded or supplied or a pdf file).

ELECTRONIC AD SUBMISSION CHECKLIST: Verify ad dimensions. Make sure color mode for ads are converted to CMYK (no RGB). Files under 5 MB may be submitted via email OR copy all materials to disk (include all placed graphics, scans, logos, fonts and layouts). **LASER OR INK JET PRINTER PROOF REQUIRED FOR ALL ADS** on disk.

NOTE: Any ads not supplied properly could incur additional charges. Design services are available. Please call for cost estimates.

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“From the Farm to Franchise” LaVon “Spanky” & Michelle Felton

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-  From Around the State
-  WATDA Legal News
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