

DEALER POINT

Official Publication of the Wisconsin Automobile & Truck Dealers Association | 1928-2014 | Volume 34 Winter 2014



IT RUNS IN THE FAMILY
Karl Wuesthoff Family



The Burish Group

- Over \$2.7 billion of assets under management
- Andy Burish is the only Financial Advisor to be named number one in Wisconsin for 2013 and for the past five years by the prestigious financial journal *Barron's**
- Recognized for the seventh consecutive year on *Barron's* Top 100 Financial Advisors in the U.S. list
- Selected to be on the 2013 inaugural FT 400 list of top financial advisors published by the *Financial Times***



Andrew D. Burish, CIMA®
Managing Director

8020 Excelsior Drive, Suite 400
Madison, WI 53717
608-831-4282

411 E. Wisconsin, Suite 1700
Milwaukee, WI 53202
262-794-0872

andrew.burish@ubs.com

Visit our video library to learn more about
The Burish Group at ubs.com/team/burishgroup

* *Barron's* is a highly respected, weekly newspaper covering U.S. financial information. It has been published by Dow Jones & Company since 1921.

** *Financial Times* is renowned for its award-winning global business news with over 600 journalists reporting from 50 countries worldwide. It was founded in 1888 and is owned by Pearson PLC, headquartered in London.

The market is more
complex than ever.
Managing your
investments
shouldn't be.

Every day, the world changes.
And so do the markets. Do you have
a portfolio that's ready to capitalize on the
opportunities that present themselves? Now
you can own a portfolio that offers a method for
participating in a variety of global asset classes
while taking advantage of The Burish Group of UBS
investment professionals, researchers and strategists.

We invite you to have a conversation with
us about professionally managed
portfolios at The Burish Group of UBS.

We will not rest 

Accolades are independently determined and awarded by their respective publications. For more information on a particular rating, visit their corresponding website. Neither UBS Financial Services Inc. nor its employees pay a fee in exchange for these ratings. Accolades can be based on a variety of criteria including length of service, compliance records, client satisfaction, assets under management, revenue, type of clientele and more. As a firm providing wealth management services to clients, we offer both investment advisory and brokerage services. These services are separate and distinct, differ in material ways and are governed by different laws and separate contracts. For more information on the distinctions between our brokerage and investment advisory services, please speak with your Financial Advisor or visit our website at ubs.com/workingwithus. UBS Financial Services Inc., its affiliates, and its employees are not in the business of providing tax or legal advice. Clients should seek advice based on their particular circumstances from an independent tax advisor. CIMA® is a registered certification mark of the Investment Management Consultants Association, Inc. in the United States of America and worldwide. ©UBS 2014. All rights reserved. UBS Financial Services Inc. is a subsidiary of UBS AG. Member FINRA/SIPC. 470, 468, 8, 5411, 10/2014, 8/14

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.

2014 WATDA Officers

William A. Sepic
President

Karl Wuesthoff
Chairman

LaVon Felton
Chairman-Elect

Josh Johnson
Secretary/Treasurer

Editor

Julie Farmer
jfarmer@watda.org

Contributing Writers

Gary Beier
Julie Farmer
Bob Hudson
Chryste Madsen
Susan Miller, CAE
Bill Sepic
Chris Snyder

Art Director

Kristin Mitchell
Kristin Mitchell Design, LLC

Advertising Sales

Julie Farmer • 608.251.5577
jfarmer@watda.org

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

For advertising information, contact Julie Farmer at the WATDA.

Subscriptions included in
WATDA membership dues.

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

© Copyright 2014 by the Wisconsin
Auto & Truck Dealers Association.
Permission to reprint must be secured
in advance of publication and credit
given to author and WATDA.

DEALER POINT

Official Publication of the Wisconsin Automobile & Truck Dealers Association | 1928-2014



FEATURES




It Runs in the Family
Karl Wuesthoff..... 4

National Automobile Dealers Association Convention Recap..... 6

Stroll Down Memory Lane at the Dahl Auto Museum 12

WATDA and Our Used Car Council Has
Lost a Great Friend: Jack Lungwitz 19

DEPARTMENTS

 NADA Director's Report..... 8

 Center Stage: Awards, Honors, Milestones 9

 New Vehicle Sales Trends 10

 From Around the State..... 11

 WISCO Cooperative 14

 Legal and Legislative Update..... 16

 Rawhide Vehicle Donation Program: Rawhide Cookies..... 20



A Green Light for Green Skills in Wisconsin 21

Brenengen Family Matches a Grant in More Than One Way 22

2013 Winter Donors 23

Tribute 18

Index to Advertisers..... 22

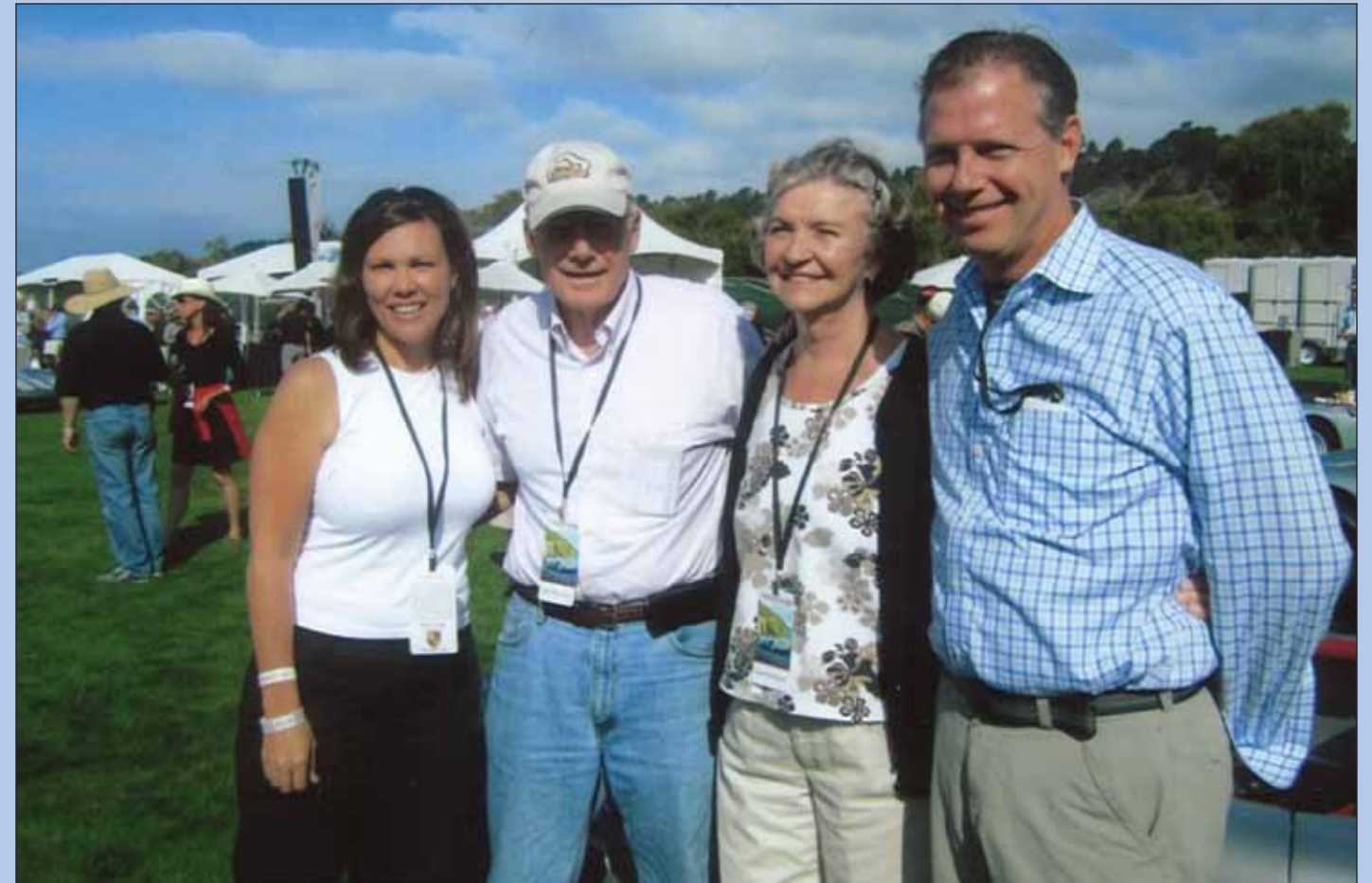
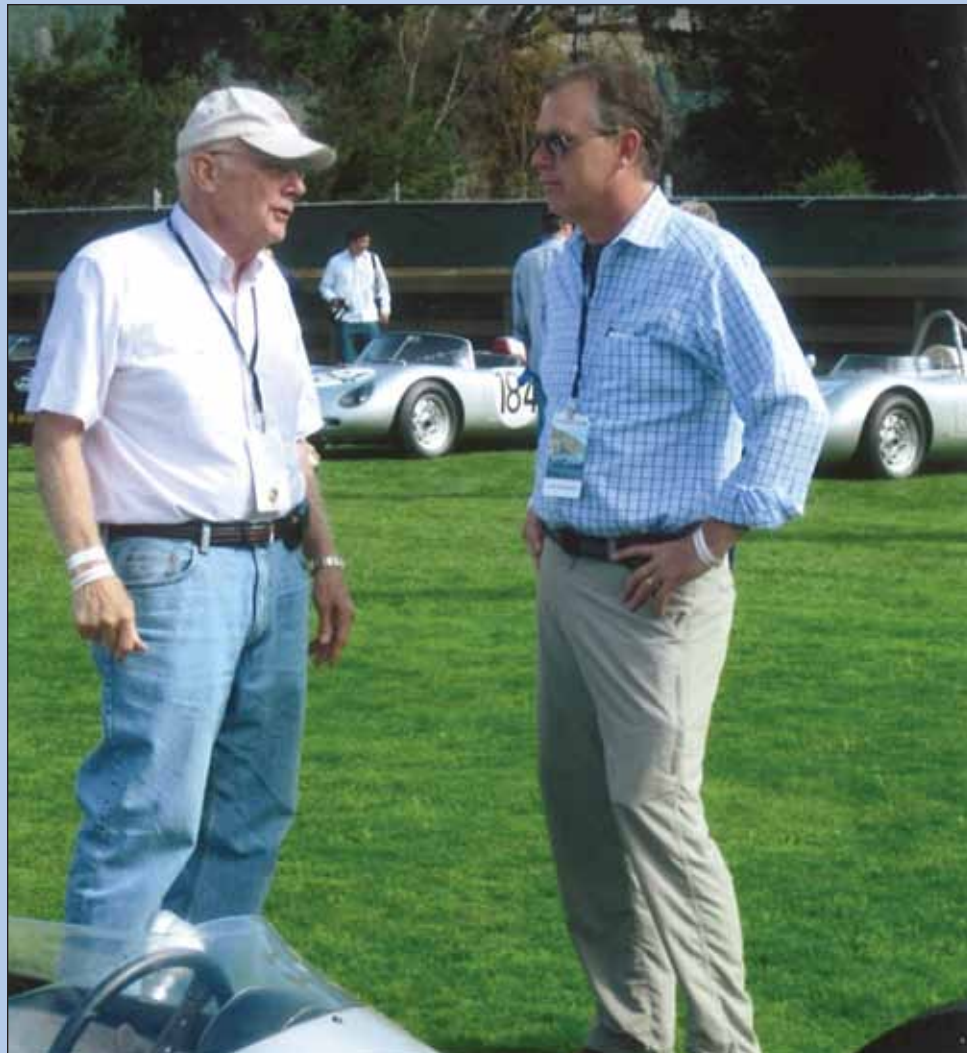
On the cover: Back row left to right Tyler, Maggie, Kristopher.
Front row Left to right Alexa, Leslie, Chelsea and Karl.

IT RUNS IN THE FAMILY

BY JULIE FARMER

For only the second time in the 86 year history of Wisconsin Auto and Truck Dealers Association, we have a family that has generously given us two Association Chairman; the first pair was Ervin (1953-Milwaukee) and John (1984-Fond du Lac) Deising. Our second pair of leaders is from the Wuesthoff family; Bill (1977) and Karl will serve the dealers as 2014 Board Chairman.

Concours Motors of Milwaukee has two dealerships plus a stand-alone body shop, and employs a staff of 175. Their stores include the upscale BMW, Mercedes Benz, and Porsche franchises, as well as Volkswagen and Mazda nameplates. Karl, President of Concours since 2000, started out at age fifteen, broom in hand, and progressed through positions of vehicle detailer, parts counter-person, service advisor, sales person, sales manager, leasing company manager and VP-General Manager. In between those varied positions, Karl found the time to attend University of Wisconsin-Platteville to earn a B.S. in Business Administration.



Upper left: Bill and Karl discuss the next race for the day. Lower left: Karl and Leslie begin their 34 mile journey into the Grand Canyon. Above: Leslie, Bill, Carol and Karl Wuesthoff at Road America, Elkhart Lake.

Karl promotes a service culture for the organization; their motto has always been "Where Service Makes the Difference." He communicates this with his entire team by asking them to under-promise and over-deliver with customers as well as fellow employees. The biggest ingredient to their performance is to get the job done ahead of schedule and for less than the promised amount.

This is a family that loves all things automotive! In addition to many years of membership and involvement with your Association, Bill has served on the Board of directors at Road America for 35 years; Karl and his brother Lee (Who is General Manager of the BMW store and Vice President of Concours Motors), have been involved in Pro ice racing and stadium short course off-road racing. Karl recently ran in the Baja 1000 race and a couple of years back he scored a 1st-in-class finish in the first vintage Baja 1000! The enthusiasm for racing has even passed on to the third generation of Wuesthoffs; Karl and his sons Kristopher and Tyler built and raced a spec Miata road race car at regional tracks including Road America.

Karl has found a way to combine his love of the industry with his desire to benefit charity. He is a member of the board for the

Milwaukee Masterpiece; a two day auto show in the Concourse de' Elegance style beginning with a parade day-one featuring the juried event. The Masterpiece is celebrating its tenth event this summer, raising over \$150,000 to benefit underprivileged children and families in need of medical and social services. Karl has also been a ten-year committee member on the "Drive for Babies" March of Dimes event at Road America that typically raises over \$70,000 each year.

Karl and his wife Leslie enjoy an active life. Their love of the outdoors took them on a recent trip for hiking and backpacking 34 miles in the Grand Canyon. They also enjoy Hot Yoga, where the temperature is 105° and the class lasts 90 minutes! Their blended family of five adult children, the two boys plus three girls; Alexa, Maggie and Chelsea, ages 27 to 21, loves to vacation together, especially in Northern California, where Leslie's parents live in San Rafael and Karl's sister Sally is an hour away in Santa Rosa.

Recently Karl completed the state of Wisconsin Emergency Medical Technician training program, something he says has always interested him, though I suspect it could be about driving that speeding ambulance through the city streets! ●



THE BIGGEST INGREDIENT TO THEIR PERFORMANCE IS TO GET THE JOB DONE AHEAD OF SCHEDULE AND FOR LESS THAN THE PROMISED AMOUNT.

National Automobile Dealers Association Convention



PHOTOS BY CHRYSTE MADSEN

Your fellow Wisconsin auto dealers were spotted in New Orleans at the recent National Automobile Dealers Association convention — on the expo floor; at opening session or out and about for some fun!



Tom Zimbrick

Craig Lukas and Michael Schlossmann, Schlossmann's Honda City and Dodge City



Daryl Spoerl and Jackie Witt, Havill Spoerl Ford Lincoln

Tim and John Bergstrom, Bergstrom Automotive



Mark Wilde and Jorge Hidalgo, Wilde Automotive

Josh Johnson of Don Johnson Automotive, working the Expo floor.



Jackie Symdon, Symdon Chevrolet



Roger and Mary Schlegel, Heritage Chevrolet



Shannon Groher, Pete Dorsch, Jason Lemerond of Dorsch Ford Lincoln Kia



Dave Brantmeier, Vande Hey Brantmeier Buick visits with a vendor.

Bob Pietroske, Pietroske Inc



Tom, Marykay and Joel Zimbirck, Zimbirck Inc





NADA Director's Report

BY BOB HUDSON

I would like to thank everyone for their support in electing me as your Wisconsin NADA Director. I am humbled and I pledge to represent all of Wisconsin, any make, any location, and any size. I have big shoes to fill following Ken Vance. Ken tirelessly represented the needs and concerns of our state and always made himself available to those wanting to talk. I would like to thank Ken for his service and dedication to our industry. I look forward to serving my fellow Wisconsin dealers in this role.



For those of you who do not know me, I am a third generation automobile dealer. My grandfather was awarded the Ford franchise in 1947. I started doing odd-jobs in the dealership in grade school and have acted as a service writer, dispatcher, new-and used-car sales representative, F & I manager, Sales manager, G.M. and now a dealer

principal. I was honored to serve as the chair of WATDA in 2003 and have served on the franchise law task force, dealer services committee and the DMV-WATDA advisory committee. I contribute to the Dealer Direct Givers Fund, CARPAC, and DEAC as well as advocate for the dealer body in Madison and Washington DC.

I ran for this directorship because I believe strongly about being involved in the affairs and issues of our industry. There are many issues that face us in the coming years and I would like to be involved in the shaping of these policies and the strategies to deal with them. We are facing a prolonged battle with the CFPB, scrutiny by the FTC, and a threat to our next generation due to estate taxes.

I am not interested in serving a life term, but enough time to do some good. I appreciate your confidence and look forward to representing this great state of Wisconsin. ●



WATDASI

Forms & Products

Free shipping for online orders only at www.watdasi.com

Free shipping
Offer expires:
03/31/2014

Free shipping is valid for Online orders only at watdasi.com.
Not combinable with any other coupon.
Retail sales only.
Coupon Code: DPWINTER2014



WATDASI
Forms & Products

Call WATDASI Forms at **800-236-7672**
or shop online at www.watdasi.com

Call the people you know and the company you trust.



CenterStage

AWARDS, HONORS, MILESTONES

Cifaldi Motors of Cumberland received a plaque recognizing their fifty year anniversary as a Chrysler dealer. Zone Representative Joel Schlader presented the plaque to Anthony and Bernice; Patrick, Michael and Robert Cifaldi.

Ron and Tim Boldt of **Pioneer Ford in Platteville** presented \$2,000 along with a \$1,000 matching grant from the Foundation of the Wisconsin Auto & Truck Dealers to the Veterans Honor Roll Memorial.

The Sauk County Humane Society teamed up with **Baraboo Motors** to collect more than \$3,000 in supplies, food and cash during their "Fill the Truck" event. An "Adopt-A-Thon" was also held in conjunction with two days of the event, resulting in homes for seven shelter animals.

Mark and Patti Olynk of **Mark Motors, Plover**, donated \$1,500 to secure a matching grant from the Foundation of the Wisconsin Auto & Truck Dealers to the Family Center in Wisconsin Rapids. The funds will be used to improve security features of the Center's safe shelter.

Schmit Brothers of Saukville provided 1,600 pounds of turkeys for the Port Washington and Saukville food pantries based on new cars sales for the period.

The Flambeau High School music program benefitted from Ford Motor Company's Drive 4 UR School program, hosted by **Courtesy Auto & Truck Center** in Thorp. The funds are raised by area residents test driving Ford vehicles; the dealer and Ford Motor Company donate \$20 per drive. The \$6,000 raised will help with uniforms, travel expense and equipment.

Wheeler Chevrolet GMC of Marshfield has been named the Marshfield Area Chamber of Commerce & Industries "Firm of the Year." Selection committee representative Terry Franklin cited Wheelers history of growth, environmental consciousness, and support of community activities and organizations as well as noteworthy accomplishments as consideration for the honor.

Bushnell Ford, Lodi, hosted a Ford Drive 4 UR Community event helping to raise \$6,000 for the Lodi Food Pantry and Lodi Valley Personal Essentials programs. Also during the Christmas Holiday season they collected two truckloads of food and personal items to fill the shelves of the two organizations.

The Green Bay Boys and Girls Club received a \$5,000 check from **Russ Darrow Group** in honor of the grand opening of the new Russ Darrow Used Car Superstore, their first Green Bay dealership.

Reilly Motors and Dodge donated to the Wautoma High School Boosters. Wautoma High School students and families participated in a Dodge Booster Club Fundraiser in October of 2013. They raised \$1,700 for the school's booster club. The Dodge brand contributed \$20 for each test drive in a new 2013 Dodge Durango, Journey, Grand Caravan or Dart. Pictured for the check presentation are (l to r): Trent Caswell, Mike Pica, Adam and Will Heding; Mike Reilly, Reilly Motors, Wautoma; Marc and Kris Bickford.



Bergstrom Corporation announced that effective January 2, 2014, its longtime President and Treasurer and company co-founder Richard A. "Dick" Bergstrom will move to the new position of Vice Chairman. Dick Bergstrom will continue to be a director of Bergstrom Corporation and President of Bergstrom Investments.

Bergstrom also announced that Timothy M. Bergstrom will assume the title of President in addition to his current title of Chief Operating Officer of Bergstrom Corporation. He will be responsible for Bergstrom's day-to-day management decisions. Tim is a Cum Laude graduate of Marquette University's School of Business. He joined Bergstrom Automotive in 1999. He is a member of the Boards of Directors of the First National Bank-Fox Valley, Theda Clark Foundation, and is Chairman of the United Way-Fox Cities campaign. Tim also is a member of the National Dealer Councils for Lexus and Audi.

Long-time General Counsel John J. Hogerty, II will assume the role of Treasurer in addition to his position as Executive Vice President and Corporate Secretary of the company. He joined Bergstrom Automotive in 1995. John is Chairman of the Board of the Fox Cities Performing Arts Center, and is a director of the Community Foundation. He is the past Chairman of the United Way-Fox Cities Board of Directors.

Peter Beane, President of Jorns Chevrolet, announced that **Jorns Chevrolet of Kewaunee Inc** celebrated 25 years as a GM dealership in October 2013. Jorns Chevrolet of Kewaunee Inc specializes in Corvettes and Classic Cars in addition to their core business of selling and servicing Chevrolet cars and trucks. ●

**Please submit your AWARDS, HONORS
AND MILESTONES to: jfarmer@watda.org**

New Vehicle Sales Trends



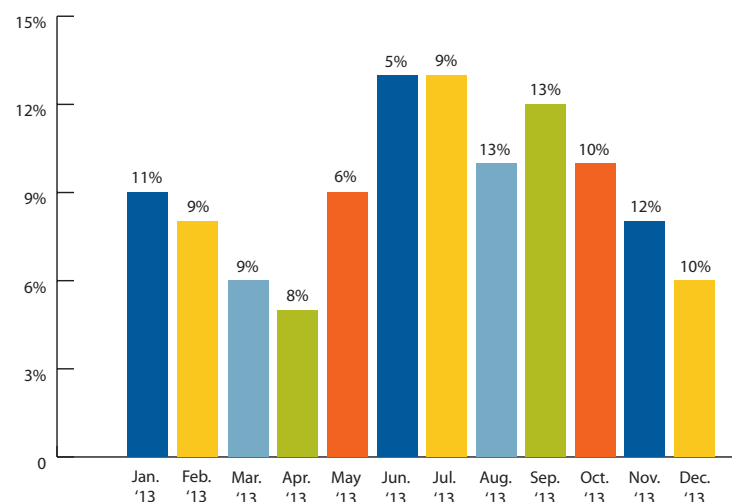
From Around the State

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

Wisconsin New Vehicle Trends: December 2013

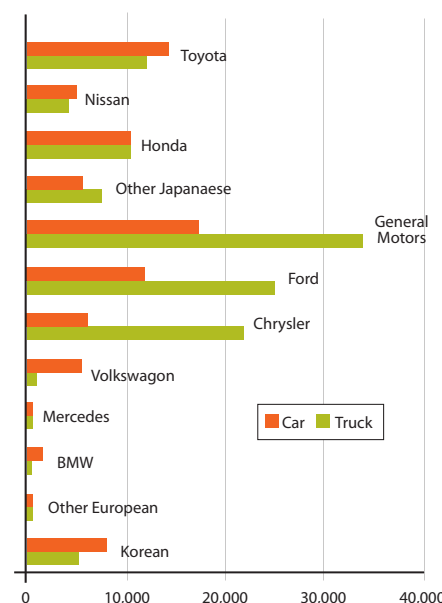
	Previous Two Months		Year to Date	Year to Date Market Share					
	11/12	11/13		'12 YTD	'13 YTD	% change	'12 YTD	'13 YTD	change
Industry Total	29,662	30,950	4.3%	194,907	213,548	9.6%	99.9%	100.0%	0.1%
Car	11,981	12,067	0.7%	84,688	88,703	4.7%	43.4%	41.5%	-1.9%
Truck	17,681	18,883	6.8%	110,219	124,845	13.3%	56.5%	58.5%	2.0%
Japanese	9,312	10,628	14.1%	62,477	71,062	13.7%	32.0%	33.3%	1.3%
Toyota	3,688	3,932	6.6%	24,795	26,643	7.5%	12.7%	12.5%	-0.2%
Honda	2,760	3,061	10.9%	18,322	21,316	16.3%	9.4%	10.0%	0.6%
Nissan	1,170	1,557	33.1%	8,401	9,653	14.9%	4.3%	4.5%	0.2%
Other	1,694	2,078	22.7%	10,959	13,450	22.7%	5.6%	6.3%	0.7%
Domestic	16,325	16,598	1.7%	104,896	116,851	11.4%	53.8%	54.7%	0.9%
General Motors	7,116	7,191	1.1%	46,885	51,432	9.7%	24.1%	24.1%	0.0%
Ford	5,470	5,483	0.2%	32,188	37,168	15.5%	16.5%	17.4%	0.9%
Chrysler	3,739	3,924	4.9%	25,823	28,251	9.4%	13.2%	13.2%	0.0%
European	2,096	1,889	-9.9%	11,953	12,037	0.7%	6.1%	5.6%	-0.5%
Volkswagen	1,152	941	-18.3%	7,107	6,804	-4.3%	3.6%	3.2%	-0.4%
BMW	436	409	-6.2%	2,124	2,237	5.3%	1.1%	1.0%	-0.1%
Mercedes	280	302	7.9%	1,323	1,463	10.6%	0.7%	0.7%	0.0%
Other	228	237	3.9%	1,399	1,533	9.6%	0.7%	0.7%	0.0%
Korean	1,929	1,835	-4.9%	15,581	13,598	-12.7%	8.0%	6.4%	-1.6%
Other	1,929	1,835	-4.9%	15,581	13,598	-12.7%	8.0%	6.4%	-1.6%

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



©2014 Reg-Trak, Inc. | (877) 335-2525 | scott@reg-trak.com

YTD Registrations by Vehicle Type



Nels Gunderson Chevrolet, Osseo, recently completed a major expansion and improvement project, doubling the size of the operation. The project included the addition of two drive-over oil change pits, additional space in the shop area, improvement to drive in service, customer waiting and an enclosed delivery area.

Broadway Automotive, Green Bay will renovate the three buildings on each side of its Military Avenue Ford, Hyundai and Used Car stores. The \$9.6 million project should be completed in early 2015.

Rhineland Toyota has moved to their new facility located next to their Rhineland GM store. The new store was built with energy efficiency in mind, as well as employee and customer comfort features like a more spacious lobby area and indoor delivery bays for new cars. The new location plans to add at least 12 new hires.

Dorsch Ford Lincoln Kia has expanded with a second location in **Suamico**. The full service repair facility as well as a pre-owned car and truck sales operation added 25 jobs in the community.

Gentile Automotive Group of Racine has been sold to Jim Bozich and Mark Geiger. The dealerships will be known as **Racine Toyota, Racine Hyundai, Racine Scion** and **Racine Subaru**. New construction is expected at each of the four sites to provide more showroom space and updated facilities.



Owners Ron, Gary and Ryon Kautz along with Ryon's sons Bryson and Peyton break ground for the new dealership.

Three generations of the Kautz family recently broke ground for a new 20,000 square foot facility for **Clintonville Motors**. The Ford dealership will have 12 service bays, a body shop, service drive, complete parts department, large indoor showroom with offices and a comfortable customer lounge. The new location marks the first move of the dealership in its 73 years of existence. ●

Your financial engine

Accelerating business performance with personal service and a wide range of credit and treasury management solutions. It's how we help Wisconsin dealers achieve new milestones.

Troy Huber
Sr. Client Manager
423.946.7010
troy.huber@baml.com

Bank of America
Merrill Lynch



Stroll Down Memory Lane at the Dahl Auto Museum

Take that stroll and you will find yourself in the midst of the history of our industry and plenty more on and off wheels. Recapture the fun of an old fashioned drive-in movie; see some of the last returnable soda bottles issued in the U.S.; and just enjoy our history on wheels including one of only three 1930 Buick models known to still be in existence. All of the 33 to 35 vehicles are accessible and in running order. The pictures tell the real story.

Museum Curator Sam Siebenaler is ready to guide your stroll with his expertise in the vehicles and the history any Thursday, Friday or Saturday from 10 a.m. to 4 p.m.

Located at 711 Third Street South in LaCrosse, the Dahl Family opened the museum in 2010 to prepare to celebrate their 100th year in business in 2011. ●



STRENGTH THROUGH EXPERIENCE

OUR DEALERSHIP LAW TEAM



Gary L. Antoniewicz



Kenneth B. Axe



Eric A. Baker



Michael J. Lawton



Paul R. Norman



John P. Starkweather

Over 100 years combined experience.

boardman
& clark llp
LAW FIRM



Madison, WI
608.257.9521
boardmanclark.com

Protective.
Asset Protection

Protect your best asset
– your reputation.

With Protective Asset Protection, you and your customers can rest assured that the products we offer are administered and backed by us, which means reliable service that protects your reputation.

Contact Protective's Wisconsin representative,
Matt Keller at 866 477 1434
or visit protectiveassetprotection.com

Endorsed by Wisconsin Automobile & Truck Dealers Association
for Vehicle Service Contracts, Credit Insurance, and GAP.



Wisconsin Automobile & Truck
Dealers Association
An Endorsed Service

Protect Tomorrow. Embrace Today.™

Vehicle Protection Plans | GAP Coverage | Credit Insurance | Limited Warranty Products
Dealer Participation Programs | F&I Training | Advanced F&I Technology

Limited Warranty Products, Vehicle Protection Plans (VPPs) and GAP are backed by Lyndon Property Insurance Company in all states except NY. In NY, VPPs are backed by Old Republic Insurance Company. Limited Warranty Products are backed by Western General Insurance Company and GAP is not available. Credit Insurance is backed by Protective Life Insurance Company in all states except NY, where it is backed by Protective Life and Annuity Insurance Company.



WISCO Show

BY JOHN HACKMAN

WISCO exists with the sole purpose of saving our members money on their purchases. Dealerships are looking for ways to buy better and to improve their bottom line. What better place to look than WISCO and what better way to see what WISCO offers than the WISCO Show? One of our biggest challenges in saving our membership money on their purchases is educating them on all the products and programs we have available. The annual show is an excellent way to do just that. The 43rd annual WISCO Show will be held on Saturday March 15, 2014 at the Chula Vista Resort and Waterpark in Wisconsin Dells. Attendees will see our vendors' product offerings, new products, and will be able to take advantage of money saving specials. Many of our suppliers, including our major equipment manufacturers, have developed "WISCO Show Specials" on their products. Often these specials yield the year's best pricing available anywhere on these products. This should be of particular interest for items seen at the NADA Show in New Orleans. Look to your Co-op to save money on these items.

There will be up to 80 vendor booths to browse at the WISCO Show which runs 9:00-5:00 on Saturday. Door

prizes will be given out throughout the day. Saturday night will start with a cocktail reception followed by a dinner and dance. We are very excited to have back Boogie and The Yo-Yo's as our entertainment. The combination of their hi-energy entertainment and superior musicianship will certainly be remembered by this year's show attendees. The WISCO Show is, and always has been, free for our members. The only expense for attendees is the cost of their room if they stay overnight. A new feature this year is that you can register online for the WISCO show. Go to wisco.com and click on the WISCO Show tab and enter the requested information.

The show weekend is a good blend of business and fun for our members and their spouses, especially at such an excellent venue as Chula Vista. We hope to see you along with your managers at this year's show. WISCO has reserved a block of rooms at the Chula Vista with a special group rate of \$144 for a junior suite. The room includes waterpark passes for each occupant up to 6 maximum. Phone number for reservations is 877-713-4760. Refer to the WISCO Show block of rooms with a room code of A43518 to receive the special group price. Plan now to attend. You can save your dealership money and have an enjoyable weekend with your fellow WISCO members.

Also, our annual meeting and golf outing will be held on Tuesday June 24th at the Lake Arrowhead Country Club. Information will be sent out as it gets closer but keep the date open and plan to attend. ●



Don't be LEFT in the SMOKE

Are you stuck in neutral with your current accounting firm?

Baker Tilly, a leading automotive dealership accounting and advisory firm, is dedicated to becoming your Valued Business Advisor. We bring our clients the most up-to-date automotive industry best practices to help you increase your bottom line.

Connect with us today to learn more about our proven track record of providing proactive solutions that add value to dealerships across the state, and put yourself ahead of the pack.

Connect with us: bakertilly.com/dealerships
Mike Mader, Partner 800 866 2272
autodealers@bakertilly.com



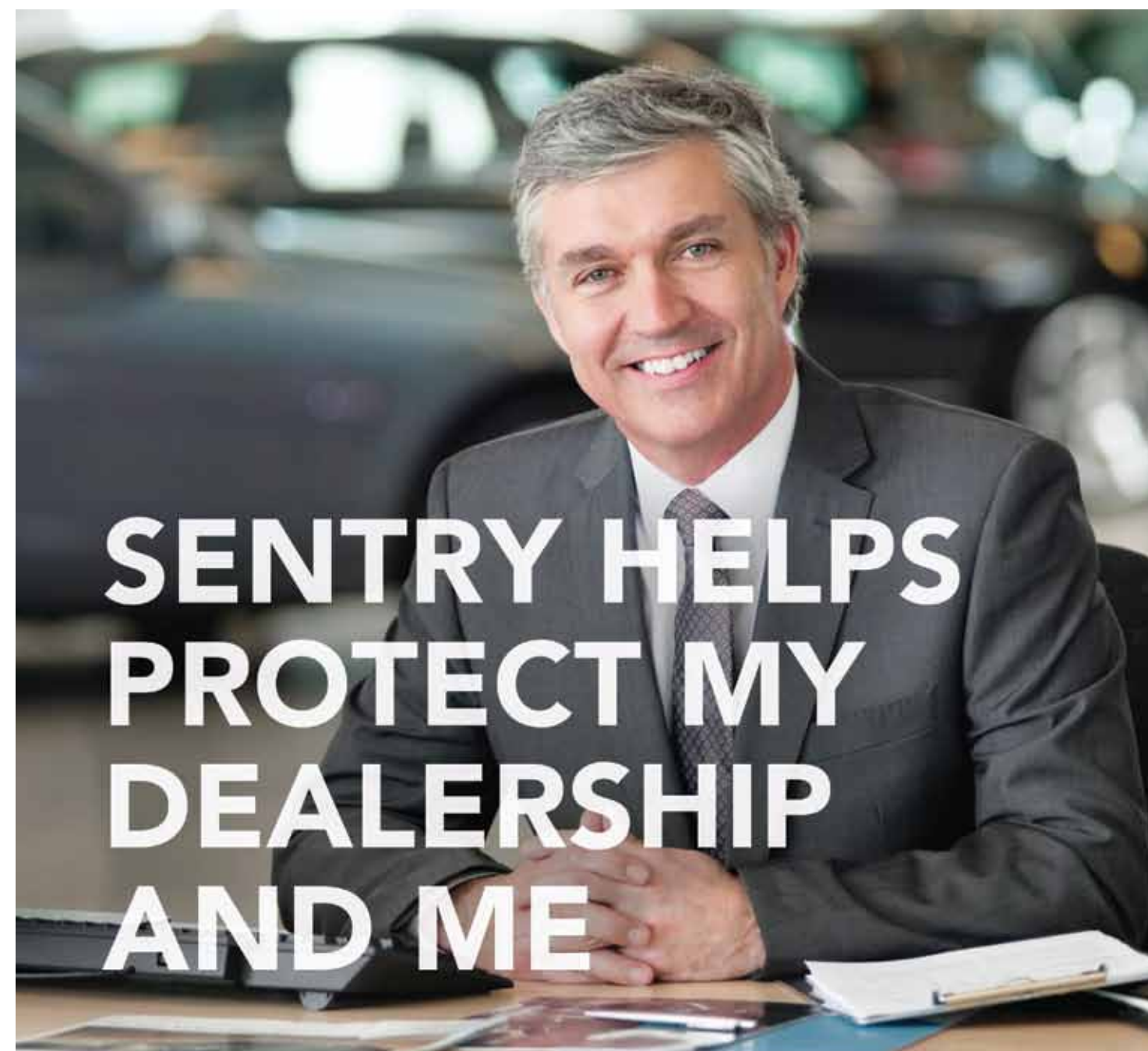
an independent member of
BAKER TILLY
INTERNATIONAL



BAKER TILLY

Candor. Insight. Results.

Baker Tilly refers to Baker Tilly Virchow Krause, LLP, an independently owned and managed member of Baker Tilly International. © 2014 Baker Tilly Virchow Krause, LLP



SENTRY HELPS PROTECT MY DEALERSHIP AND ME


It's our business to know the insurance needs of your dealership. We help you create flexible, custom-made risk management solutions to protect you when you need it most, including garage liability, employment practices liability, and employee benefits programs developed specifically for automobile dealers.

With Sentry, you'll spend less time worrying about insurance and more time focusing on your dealership. And that's good business.


1-800-447-0633, option 1 • sentry.com

Part Endorsement:
Property and casualty coverages are underwritten by a member of the Sentry Insurance Group, Silverton, OR. Individual life insurance, group and individual annuities and group products are issued and administered by Sentry Life Insurance Company, Silverton, OR. For a complete listing of companies, visit sentry.com. Policies, coverages, benefits and discounts are not available in all states. See policy for complete coverage details.

25-107 340264 6/12/11



Wisconsin Automobile & Truck
Dealers Association
An Endorsed Service



SENTRY
INSURANCE



Legal & Legislative Update

BY CHRIS SNYDER

Dealers engaging in prize promotion advertising need to be aware of that there are rules and regulations.

Dealer advertising practices are in the cross-hairs. The Federal Trade Commission (FTC) recently announced sweeping enforcement actions against numerous dealerships throughout the country. They have reached settlement agreements with various dealers on a number of violations including alleged violations for claiming “We’ll pay off your trade, no matter what you owe;” advertising prices that include every rebate available (even when it is clear that no individual could qualify for every rebate available); claiming that a lease offer was “no money down” when in fact the customer was responsible for tax, title and licensing fees; and advertising a prize offering. The FTC further claims that they have many other investigations underway.

Meanwhile, the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP), regulates retail advertising practices in Wisconsin. Lately, they have discovered problems

with some Wisconsin motor vehicle dealers’ direct mail promotions that offer a prize. Prize offerings and direct marketing are regulated in Wisconsin under section 100.171 of the statutes and ATCP 124 & ATCP 127 of the administrative code. Violations can lead to substantial fines and penalties from the State of Wisconsin or in a private right of action.

To date, WATDA has received information that at least five dealers from around the state have been contacted by DATCP requesting information and copies of all of their sales promotions dating back to January 1, 2012. In the investigations that WATDA have been made aware of, there have been reoccurring problems. Below are the reoccurring violations and corresponding statute sections.

1. Failure to provide the verifiable retail value of each prize the individual has been selected to receive. Sec. 100.171(3) (a) 2.
2. The odds of winning were not in the same size font and boldness as the prize. Sec. 100.171(3) (b) 1.

The statutes regulating the first two alleged violations read together in the vernacular as follows: Written prize notices shall contain the verifiable retail value and statement of odds of each prize offered. The retail value and odds of winning shall be stated in immediate proximity to each listing of the prize in each place the prize appears and shall be in the same size and boldness of type as the prize.

3. Statement of odds of winning each prize was wrong. 100.171(3) (a) 3.

If the prize notice lists more than one prize that the individual may be eligible to win, there must be a statement of the odds of winning each prize.

4. Failure to state the total number of prizes to be given away and the total number of written prize notices delivered. 100.171(3) (b) 2.

The number of prizes and number of written prize notices delivered shall be stated in Arabic numerals and in the following form: “5 prizes out of 50,000 prize notices.”

5. A solicitor may not... “represent directly or by implication” that the number of individuals eligible for the prize is limited or that the individual has been selected to receive a particular prize unless that representation is true. 100.171 (3) (f) 3.

This one is pretty clear on its own.

WATDA became aware this issue in November of 2013 and met with DATCP officials to discuss the problems in late November. We agreed at that point that it would be productive and beneficial to both consumers and the dealers if we embarked on a joint education effort, starting with DATCP representatives briefly addressing the WATDA Board of Directors. WATDA is

also coordinating with DATCP and the University of Wisconsin Milwaukee, Center for Consumer Affairs, a series of advertising seminars at various locations throughout the state. We are in the process of updating materials and once everything is ready to go we will get word out as to where and when the seminars will be held.

Flat Rate vs. Finance Reserve

As you should all be aware by now the finance reserve model of compensating dealers for helping arrange financing for their customers is under attack by the Consumer Finance Protection Bureau (CFPB). Those within the bureau firmly believe that the existence of discretion creates opportunity to discriminate, therefore everything must be done to eliminate discretion. Before its existence, proponents of the creation of the CFPB lobbied to include motor vehicle dealers within the regulatory purview of the bureau because they were convinced that dealers consciously and systematically discriminate against protected classes of buyers by charging them a higher finance reserve markup than non-protected buyers.

Notwithstanding those firmly held beliefs, the dealers were able to convince a more thoughtful congress to exempt them from the purview of the CFBP. This exemption has not stopped the CFPB from actively pursuing their original agenda of regulating dealer practices by strong-arming the lenders that dealers utilize to assist customers in financing their purchase. Time and time again, dating back to the aforementioned lobbying battles, dealers have asked for real life examples, data, and statistical analysis that discrimination exists and the effect that imposing a flat rate system would have on consumers. These simple pleas of transparency and evidence made by dealers, lenders and members of congress have continually gone unanswered. They are an agency with no funding source that congress can utilize as leverage and therefore they are emboldened to pursue their own agenda, regardless of the effect on the market place.

Last November the CFPB hosted an auto finance forum. Participants included the CFPB, the U.S. Department of Justice (DOJ – the CFPB’s enforcement arm), the American Financial Services Association (AFSA – most lenders), and NADA to name a few. A few tidbits to take away from the meeting are that the CFPB stated that while flat fees are their preference to eliminate their perception of discrimination, it may not be the only method. The DOJ seemed to acknowledge that the finance reserve business models have a positive effect on financing terms for consumers and most importantly, AFSA has agreed to pay for a study of the effects that a flat fees system would have on consumers in the market place.

In the meantime, NADA had to come up with a plan based on a historically acceptable procedure that will allow for the continued use of the finance reserve business model that eliminates the first hurdle of rebuttable presumption of discrimination in the event that a credible data analysis would result in disparate impact of protected classes of buyers. NADA’s guidance is based on a procedure that was developed and accepted by DOJ in 2007 in the settlement of the *U.S.A. v. Pacifco Ford* lawsuit, wherein Pacifco Ford was accused of discriminatory lending practices pinning from their finance reserve practices. While the DOJ never proved discrimination and Pacifco never acknowledged engaging in discriminatory practices, a settlement was agreed to and a system of recording and reporting was put in

place that NADA believes is now a practical solution to preserve the dealer finance reserve business model.

We preface this by stating that neither the CFPB nor DOJ have publically or officially indicated that this process will address or satisfy their concerns regarding disparate impact that may occur when dealers are afforded discretion in setting finance reserve interest rates. However, in the past the DOJ has accepted the premise that the finance reserve model can have a beneficial impact for consumers in the market place. The DOJ is the CFPB’s enforcement arm; in other words, if the CFPB wants to take action against a lender, they have to get the DOJ to do it for them. The policy and procedure being promoted by NADA mirrors the policy and procedure that was devised by the DOJ in the Pacifco settlement, which allowed Pacifco to continue to utilize the finance reserve system.

NADA Fair Credit Compliance Policy and Program

By now, franchised dealers who are NADA members should have received a copy of the NADA Fair Credit Compliance Policy & Program guide. If you haven’t, you should contact NADA or go to their web site: www.nada.org and download one. The guide is a very helpful tool to assist you in creating your own Fair Credit Compliance Policy and Program that is unique to your dealership. The guide provides background information framing the issue at hand, general and specific instructions for producing and maintaining your program and templates to assist you in setting-up your program. ●

DEALERSHIP DESIGN & CONSTRUCTION SPECIALISTS

“Thanks again for putting Jim ‘T’ with us on this project. Just moved at the depth of his understanding from a consumer/customer/employee point of view as he helps us with this addition and remodeling. I am at times just amazed. Thanks!”
— Bob Hudson, President | Madison Ford | Madison, WI

designBUILD
CELEBRATING OVER 75 YEARS OF RELATIONSHIPS & SERVICE

Since 1969, Sullivan designBUILD has designed, built and remodeled hundreds of projects related to the automotive industry. We are a true design-build company. We have architects, engineers, construction crews and can manage your local subcontractors all from one roof. Our single source approach streamlines the process for our clients with one agreement/contract, faster delivery times from start to finish and lower costs by involving construction professionals early on in the design process.

Give us a call, we want to talk about your ideas, answer your questions and show you how we're the best choice to help you reach your goals, big or small.

Sullivan designBUILD
1314 Emil Street | Madison, WI 53719 | 608.257.2289 | sullivandesignbuild.com

MAKE PROFITS NOT PAPER

Our **document management solutions** may not have the appeal of a new car sitting on your dealership floor, or a new marketing campaign, but one thing is for sure: your back office operations will profit from the use of the technology and so will your bottom line.

TPG | THE PRITON GROUP

Deal Jackets • Repair Orders • Accounts Payable Invoices

Learn more at www.pritongroup.com
700 Rayovac Drive | Madison, WI 53711 | 608.279.4088

Tribute

Valentine “Jack” Lungwitz

Jack Lungwitz, a well-known and respected businessman and lifetime resident of the Redgranite area, age 85, passed away December 10, 2013.

Jack grew up working on his parents’ farm with work horses, no electricity or telephone, developing a strong work ethic. After graduation from Redgranite High School in 1946, Jack sailed the Great Lakes with the Merchant Marines and was also a member of the Naval Reserves, training on the U.S.S. Wisconsin. In 1949 he and his brother Pete decided to go into the automotive business together. They cleared corn stalks from a field about a mile “up the road” from their parents’ farm, built a building and started Lungwitz Garage. Jack became the sole owner in the 1950’s when Pete had another business opportunity.

He married Deloris Schendel of Berlin on August 26, 1950, and they spent 63 happy years together.

Throughout his 64 years in business, Jack was active in many automotive related organizations; he served on the Board of Directors for the National Independent Auto Dealers Association; President of the Northland Auto Dealers Association; and as a member of the Wisconsin Auto & Truck Dealers Association, Used Car Council Chairman for eight years and represented used car dealer/members on the WATDA Board of Directors for 22 years. In 1985 Jack was voted the “Used Car Dealer of the Year” and in 2010 Jack received the “Hero Award” from WATDA for “his many years of joyful commitment to the Wisconsin auto industry, leading by example, giving unselfishly of his time and ideas, and helping to make Wisconsin a better place.”

Jack had a special love and pride for his community; he served the Redgranite Advancement Association as President and as a Board Member for many years; served the Redgranite Development Committee for 15 years; and was President of the Redgranite Labor Day Celebration committee for 12 years. Jack was awarded the Redgranite Outstanding Citizen Award in 1989.

A life-long member of Trinity Evangelical Lutheran Church, he served in many roles for the congregation including Council President, Secretary and Treasurer for many years; chaired a number of committees and even represented the church at the Synod Conference.

Jack enjoyed travel and had been to China, Thailand, Hong Kong, and enjoyed many fishing trips with his brother-in-law John. He and Delores also travelled extensively in the United States, Spain, Germany, and the Caribbean. Jack enjoyed hunting, family camping trips and 30 years of father-daughter fishing trips on the Chippewa Flowage.

Jack is survived by his wife Delores, two daughters; Gail (Mike) Romanesko of Little Chute and Jill (Steve) Elza of Eureka; six grandchildren; four great grandchildren; a brother Dorn (Beth) Lungwitz; a brother-in-law, two sister-in-laws; two uncles, nieces, nephews, other relatives and a host of friends.

Jack was preceded in death by his parents Valentine and Iva; his brother Wesley “Pete” and his sister Nancy Erickson. ●

Roger Cross

BY GARY WILLIAMS

The WATDA family was saddened to learn of the death of Roger Cross, Waupaca, former DMV Administrator from 1991 to 2003, appointed by Gov. Tommy Thompson. He died from pancreatitis on January 6, at age 66.



Dealers always had the highest respect for Roger, and loved what he brought to the office in the way of innovations, good spirits, and morale building. He carried a true mentality of “serve the customer.”

Roger was a Malcolm Baldrige National Quality Award Examiner, and he brought many Baldrige concepts for adoption in the DOT. He was very good at bringing private sector ideas to the government sector.

Without his help, and without the leadership of Chuck Supple of the Dealer Licensing Section under Roger, dealers today would still be enmeshed in disappointing title and registration procedures, inflexible attitudes, and unduly harsh rules. The “services fee” is a case-in-point where a prohibition was turned into a sensible solution and approved with Roger’s guidance.

Roger definitely holds the all-time record for DMV Administrator attendance at dealer meetings. He loved to get out, learn and share. Sometimes he would call his own dealer meetings. He would call and say, “Gary, I would like to meet with some dealers”... in some corner of the state where he was travelling.

Roger served as an officer in the US Navy stationed in Italy and Newport. This was after graduating from Marquette University, where he met and married Linda. After serving, he got his MBA at UW-Oshkosh, partnered in a Waupaca marina, collected antique cars, played and taught music, studied the Bible, and enjoyed many and varied experiences. He was always a good visit.

At his funeral, Gov. Thompson gave Roger a beautiful and heartfelt salute.

Roger Cross has earned a very prominent place in WATDA’s history. ●

WATDA and Our Used Car Council Has Lost a Great Friend

BY CHRYSTE MADSEN

Jack Lungwitz passed away on December 10, 2013. For those of you who did not know him, Jack was a long-time used car dealer in Redgranite. For those of us who did know him, Jack was not only an independent dealer but an institution in the Used Car Council and the Association. His passing leaves a bit of a hole in many of our hearts.

In his obituary you can read the list of awards, accomplishments and contributions attributed to this unique gentleman but they do not measure the amount of time and caring Jack invested with both the staff and his peers in his Association. That may be immeasurable.

There are many people responsible for the creation of the Used Car Council, but it’s heart came from Jack. There were many coupon books in existence before Wisconsin’s but the one you hold in your hands today is entirely because of Jack’s quiet persistence. Used Car Conferences you attended, speakers you’ve heard, suggestions to the DMV... all of these things were, at one time or another, influenced by Jack.

When an independent dealer would join our ranks and ask for advice about running his business that was beyond the scope of the Association or DMV it was often Jack that we called. He never turned anyone down and was always willing to help someone new to the business, even a close competitor.

Whenever a dealer’s voice was needed to talk to a member Jack was always available. Many times we were with him at auctions or in dealerships. He was respected by his peers who would listen as he talked about his association. He was quiet but firm and knowledgeable about the many ways that he felt WATDA and the Council helped dealers. His sincerity was so real... seldom did a dealer say “No,” to Jack. He instilled an even deeper desire in us to never, ever give up on a prospect.

And it was always done with a smile and a twinkle in his eye. There will long be remembered and retold the story of the Board meeting held at the Kalahari Resort and Waterpark and the dreaded “Toilet Bowl” waterslide. Jack was challenged to the waterslide thinking a turndown imminent. He got up from his lounge chair next to his wife, Deloris, and said, with

a smirk, “Let’s go!” Five trips up the stairs to the top of the slide later, the challenger’s legs collapsed like a pile of rubber. Jack was still going strong, still in great shape after ski season. (He continued to ski until somewhere around his 80th year.) He made us do the Toilet Bowl one more time. We thought we were going to suffer heart failure, much to the amusement of several of our members, staff, and yes, perfect strangers. No, no one challenged Jack to anything again.



There was the day we called on twelve independent prospects... and we signed up ten and came home with dues checks to prove it! We were flying high. But the real test would be to sign them up again the next year. We kept in touch with all of them throughout the year... worked on proving our value, etc. When it came time for renewal only one chose to renew. We called Jack. He couldn’t believe it. He called on all of the dealers himself to find out what happened. He came back to us and admitted that we were right, we can only be as good

as the member allows us to be, and no matter what he said, did, argued, etc. he could not convince them to renew. From that time on Jack would back us up when we would attempt to explain used membership. It is an enigma but, as Jack taught us, we cannot quit trying.

WATDA is a volunteer organization and we certainly hope all of our members know that every dealer’s time and efforts are greatly appreciated. Jack Lungwitz’s long-term love of his Association, Used Car Council and his industry, however, was a very rare occurrence indeed.

It seems somehow fitting that Jack left us on the very day that the WATDA Board was meeting.

We hope that Jack (Valentine) Lungwitz’s heart and spirit will remain here at WATDA and within the Used Car Council. We hope that a new generation of independent dealers will get involved in their Used Car Council the way Jack did and care the way he did. But we don’t believe there will ever be another Jack... because there will never be another person who can speak so little or so quietly and say so much. ●



How You Received Your Rawhide Cookies Yet?

Bart Starr once said "I can't think of a better legacy to leave our children than contributing to Rawhide and giving youth and families a future." As an automotive or truck dealer, you have a great opportunity to do just that, by spreading the word about Rawhide's vehicle donation program, and placing Rawhide videos and other messages on your websites, email campaigns, social media, printed newsletters, or any other marketing or advertising you choose. You can choose to embed one of our videos, images/graphics, and text to your dealership website or other marketing you choose. To learn how to get involved, visit Rawhide.org/WATDA

If you have any questions or just want to receive your complimentary box of cookies, please call Patty at 877-959-2201. ●



© 2013 Wipfli LLP All Rights Reserved

< FIERCELY FOCUSED

I NEED TO GET MORE MILEAGE OUT OF MY DEALERSHIP. When your business isn't hitting on all cylinders, let Wipfli Dealership Consultants run a diagnostic. They're trained experts at providing accurate and actionable insights into your company's process, people and profitability. Their power of focus can put you back on the road to success.

WIPFLI
CPAs and Consultants

Kevin Cherney
kcherney@wipfli.com
608.274.1980

www.wipfli.com



A Green Light for Green Skills in Wisconsin

BY GARY BEIER, VICE PRESIDENT, FOUNDATION OF WATDA

Four years ago, the Milwaukee Area Workforce Funding Alliance approached Jobs for the Future (JFF), a leading national workforce development nonprofit organization, with a proposal to enhance JFF's expertise in green sector training programs. The concept was to create a career pathway providing green technology training programs for lower-skilled adults in seven major cities across the country. The national fund directors approached the U.S. Department of Labor with this proposal and created the Green Jobs Innovation Fund to support programs based in Boston, Chicago, Detroit, Milwaukee, Philadelphia, Seattle, and Washington, DC.

Only two of these programs, Milwaukee and Boston, have an automotive technology component. Milwaukee's program included the Foundation of WATDA based on our success at attracting and educating aspiring technicians to our industry. Our partnership includes ADAMM and its Tech Train education program, the Housing Authority of the City of Milwaukee as the project's finance manager, Milwaukee Area Technical College as education service provider and Milwaukee Community Service Corps as recruiting and placement managers.

When we hit the ground with this concept back in early 2011, our industry was still in recovery mode and many whom we thought could be key partners in Compressed Natural Gas and Hybrid technology were a bit skeptical about the future of this green technology. That changed as MATC's automotive instruction team led by Associate Dean Becky Alsup-Kingery, formerly of Chrysler, Detroit; along with instructors Craig Kuehl, Bob Schultz, Dave Schwid, Scott Fisler and Dan Kolasinski in conjunction with our dealer-based advisory team led by Dan Wooster of the Foundation's Team Wisconsin and Brian Davis, Service Director at Andrew Chevrolet collaborated to design a fast-track lesson plan aimed at providing entry level students with a comprehensive overview of all the basic elements of vehicle maintenance with emphasis on alternative fuel and hybrid systems. Two new members, Linda Reinke and Jay Grosser joined the instructional team this year.

MATC's instructional team designed three specialty courses: one for compressed natural gas (CNG) systems, one focusing on hybrid electric vehicle servicing and an introductory course that included automotive basics plus a sample of both the alternative fuels specialties.

It was as if fate had a positive hand in the whole process. The Green Skills training program opened its doors in January of 2013, the very same morning that national news headlined the

launch of a new line of consumer-oriented CNG vehicles. Soon after, there was more news of advanced hybrid products, all electric vehicles and new statewide networks of charging and fill stations for the green technology drivers.

The Green Jobs grant partnership grew as our advisory committee made up of Jeff Tews from the City of Milwaukee, Brian Davis, Dan Kolasinski from Concours Motors, Steve Herro of ADAMM, Becky Alsup-Kingery, Craig Punak of Badger Truck, Shirron Jude-Boyd from the Service Corps, Jon Lebesse of Amato Automotive, Bob Fitzpatrick of Snap-on Tools and Lamont Smith from Urban Strategies began to tackle the business of scholarships for grads entering automotive degree and diploma programs as well as making job connections for them.



One of these grads is Marcie Thomas who completed the summer 2013 Alternative Fuels introductory course at MATC. She was awarded first-year tuition and the complete technician's tool set from Snap-on. Marcie is currently employed at Amato Hyundai

as a general maintenance technician. She says, "Thanks to everyone in this program that made it possible for me to start my career in the automotive industry. I will always be grateful to all of you."

Sue Kenealy from the City of Milwaukee Housing Authority said, "The end result of WATDA's leadership and commitment to the Green Jobs partnership means that young people, who are "drifting" and at-risk to be a burden on society, are offered the opportunity to access training, connect with mentors, feel valued and most importantly, cultivate the necessary vision to develop and maintain a successful career and life."

This project has now reached far beyond the Milwaukee city limits. Statewide teach-the-teacher workshops have been instituted by MATC through another grant secured through Wisconsin DOA and Sandra Schmit one of our newest board members who coordinates all transportation technology programs for the Wisconsin Technical College system. Schmit says, "It was the specialized diesel/CNG training equipment that was procured for the Green Jobs grant, a big investment by MATC that made this training possible." Becky Alsup-Kingery of MATC commented, "We are proud and pleased to be able to share our Green Skills experience with the rest of the Wisconsin Technical College System." It appears that the green light is on for alternative fuels careers and technology here in Wisconsin. ●

Brenengen Family Matches a Grant in More Than One Way

The Foundation of WATDA's work with the Brenengen family's Community Challenge grant to the Coulee Region Humane Society (CRHS) uncovered a really nice story about a grandmother's example that inspired her granddaughter to launch a campaign for the greater La Crosse area's warm and fuzzy friends.

Cheryl herself won't take on any regular hours at the humane society because she is afraid that she will want to take all of the residents home. She has been a foster parent for four baby African elephants, so you can understand where she is coming from on this issue. However, her 20-plus-years of commitment to the CRHS and her work on the capital campaign for their current animal shelter have created a shining example.

Paige Brenengen has followed it; first becoming a volunteer as an on-site animal ambassador who spends her time at the shelter entertaining and socializing with the furry residents. Now she has added her own fund raising campaign to support the CRHS spaying/neutering program.

This year Paige and Cheryl approached the Foundation's Community Challenge

Grant program, which is how we discovered this great story. This mini-campaign has become the centerpiece of Paige's learning experience unique to her high school, the Senior Exit Project. Her senior exit project campaign culminates in March with a Chicken Queue fund raising event, which Paige hopes will put her over her \$2,000 goal. She notes on receiving the WATDA Foundation's challenge grant, "Even though I haven't finished, it feels like I have accomplished a lot." Cheryl commented, "It's good to have young people involved in a project like this. I'm very proud of what Paige is doing." After college, Paige hopes that someday she might be able to work in animal biology or a related field. But then she doesn't totally rule out being involved the car business, where she currently works in the Detail Department.



Left to right: Paige Brenengen; Liz Meil, CRHS, Cheryl Brenengen and Gary Beier pictured in front of the Coulee Region Humane Society in Onalaska.

Meil says, "The Brenengen family has been very supportive through the years. Paige is not only doing work here but she is educating the community as well on the importance of spaying and neutering." She and the Brenengens also expressed their gratitude for the matching funds given through our Foundation's Community Challenge Grant program.

On behalf of the Foundation of the Wisconsin Automobile and Truck Dealers Association, we are pleased to participate in grants like this, which demonstrate how well-connected our members are with the communities that support them throughout all of Wisconsin.

There will be two rounds of community challenge grants offered in 2014. The application due date for spring is April 15; the fall deadline is October 1. For more information call Gary at (414) 520-7870; Julie at (608) 251-4631 or visit the Foundation's page at WATDA.org. ●

Index to Advertisers

Baker Tilly.....	14	Sentry Insurance.....	15
Bank of America Merrill Lynch.....	11	The Priton Group.....	17
Boardman & Clark LLP Law Firm.....	13	UBS Financial.....	IFC
Custom Security Technologies LLC.....	IBC	WATDASI Services- Forms.....	8
K.F. Sullivan Construction.....	16	Wells Fargo.....	23
Protective.....	13	Wipfli LLP.....	20
Schenck Business Solutions.....	BC	WISCO.....	14

Custom Security Technologies LLC

Do you ever wonder what happens at your **DEALERSHIP** when you're not there?

Custom Security Technologies can tell you...

...right from the convenience of your mobile or handheld device!

Serving the Wisconsin Area • Veteran Owned

(855) 920-5150
P.O. Box 3155 • Oshkosh, WI 54903
www.customsecuritytechnologies.com

DIGITAL VIDEO RECORDING

FIRE

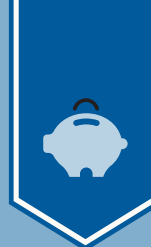
SOUND

NETWORK SERVICES

ACCESS CONTROL

SECURITY

BUSINESS TELEPHONES



Winter 2014 Donors

Ally Financial	National Social Innovation Fund
John & Cindy Amato	Tim & Joy Neuville
American Fleet & Auto Service	Packer City International Trucks, Inc.
Automobile Dealers Assn of Mega Milwaukee, ADAMM	Brad & Holly Schlossmann
Baird Foundation, Inc.	Mike & Ellen Schlossmann
Mark & Tracy Fillback & Family	Sommer's Automotive
Jack Garbo Family	Trecek Automotive
Greater Milwaukee Foundation, Pike Family Fund	V & H Trucks, Inc.
Claremont S. Jackman Foundation	Gary & LuAnn Williams
James Lecher & Family	Wisconsin Auto & Truck Dealers Assn
Milwaukee Area Workforce Funding Alliance	Wisconsin Masonic Foundation, Glenn Humphrey Fund
	Tom Zimbrick Family

Wells Fargo Dealer Services



Wells Fargo salutes...

Ken Vance Hyundai for being honored as the #1 Dealership in the Nation for Customer Satisfaction by Hyundai Motor America



Ken Vance
Ken Vance Hyundai
Owner, President

Congratulations to Ken Vance, owner and president of Ken Vance Hyundai, for his dealership earning the #1 ranking among 830 Hyundai dealers nationwide — with a score of 982 out of 1,000 for 2013. We're proud to serve you and your team!

From your friends at Wells Fargo Dealer Services.

Wells Fargo Dealer Services is a division of Wells Fargo Bank, N.A. Member FDIC and Equal Opportunity Lender.
© 2014 Wells Fargo Bank, N.A. All rights reserved. 2014041 2/14





PRST STD
U.S. Postage
PAID
Permit No. 1
Madison, WI

NEXT ISSUE: New Owner – New Facility – Same Community Commitment



From Around the State



Center Stage: Awards, Honors, Milestones



NADA Director's Report



Steering your dealership in the right direction

Receive consulting and
tax advice with Schenck's
Dealer Insights newsletter.
Visit schencksc.com/subscribe
to sign up.



Schenck
CPAs AND SO MUCH MORE.

WATDA MEMBER

schencksc.com

At Schenck, we go beyond accounting and tax services to provide proactive solutions that help you build a more profitable dealership. Your dealership will benefit from our industry experience and knowledge.

We help our clients with:

- Sales tax analysis and review
- Cost segregation studies
- Health Care Reform consulting
- Cash flow analysis
- Leasing
- LIFO
- Buying and selling dealerships
- Operations management
- Benchmarking against industry standards

To learn more about our services, contact Jason or Bill at 800-676-0829.



**Jason Kiehna, CPA
Manager**



**Bill Meulbroek, CPA
Shareholder**

Appleton • Fond du Lac • Green Bay • Manitowoc • Milwaukee • Oshkosh • Sheboygan • Stevens Point • Wausau

© Schenck w. 2013.9.13