

# Dealer POINT

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inside |

## Jim Tolkan and Ken Vance take the gold

Two of WATDA's Gold Award presentations took the spotlight at WATDA's annual board meeting held at the Stone Harbor Resort in Sturgeon Bay June 16. Jim Tolkan, Bob Tolkan Buick GMC, Milwaukee and Ken Vance, Ken Vance Motors, Eau Claire, were honored as members who have given extraordinary service to the Association and who have taken multiple leadership roles over a lifetime.

The Gold Award is WATDA's highest honor to a dealer. "These two dealers have earned your WATDA's highest appreciation," said Gary Williams, President. Both Tolkan and Vance continue to be active and committed.

In the history of WATDA's 80 years, only nine of these awards had previously been given. Both Tolkan and Vance have served in leadership roles of at least three major functions within the WATDA family such the WATDA board of directors, WATDASI board, The Foundation board or the WATD Insurance Corporation board.

"I have always been passionate for what I do," said Tolkan. "My Dad told me to get involved with the Association



From left are Gary Williams, WATDA president; Sharon and Jim Tolkan; Roberta and Ken Vance; and WATDA board chairman Bob Pietroske.

and I did and I believe that if we continue to do the right things in government, we'll continue to have success."

Jim Tolkan has served as Wisconsin's NADA director since 2003. He served as WATDA's 1999 WATDA board chairman, WATDSI board chairman, and has chaired the Franchise Laws Committee for 10 years. Additionally, Jim has provided exceptional leadership as a key contact for our Senators Kohl and Feingold and for Congresswoman Gwen Moore. Currently, Tolkan is serving ADAMM as its board chair, for the second time.

Ken Vance served as WATDA's chairman of the board, WATDASI board chairman in 2001. He chaired The Foundation in 2006 and 2007. He

is the current chair for the Transition Task Force, charged with the job of hiring Gary Williams' successor. Vance is a key contact for numerous legislators and Congressman Ron Kind. He was Wisconsin Dealer of the Year in 1995 and the TIME Magazine Quality Dealer Award nominee for 1996. In 2007, Ken received the Northwood University Dealer Education Award for his work in marketing education and career advancement for youth.

"When I think about this wonderful country we live in, I am grateful to have been so blessed with the opportunity to be a dealer," Vance said to the directors and their spouses. "I have loved my involvement with WATDA and hope

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## WATDA staff longevity milestones recognized



WATDA staff celebrated the anniversaries of nine staff members on May 22. From left are Chryste Madsen, membership services manager; Julie Olson, scholarship coordinator; Lori Crow, insurance billing coordinator; Ray Pedersen, Foundation executive director; Sue Rausch, VP insurance operations; Jean Fahey, bookkeeper; Jim Salerno, insurance sales manager; Megan Cuccia, systems administrator; and Christine Fleming, claims examiner.

Your WATDA staff recently enjoyed a recognition luncheon, an annual event that salutes particularly those who have reached longevity milestones. "It is a big morale booster and everyone enjoys it, said Linda Poulsen, Dealer Point editor.

"This year Gary gave us a message about how he sees his staff, and why we make a difference," she said.

What does "difference" mean?

As individuals, you take personal responsibility.

As a team, you do whatever it takes to get it done.

As a staff family, you are there always for one or another in need.

Taken together, you make a difference.

Gary D. Williams

## OBITUARIES |

**Robert "Bob" Edward Fish**

Robert "Bob" Edward Fish, 59, of West Bend, died June 20, 2008 at his home. Bob started Bob Fish Pontiac, Cadillac and GMC Truck in West Bend in 1981 after serving a full tour of duty in Vietnam with the 82nd Airborne division. His dealership later became Bob Fish Pontiac, Buick, GMC and Isuzu Truck and Bob Fish Truck and Equipment.



Bob was born on April 21, 1949 in L'anse, Mich., to the late Leo and Carol (Wettengel) Fish. He was raised in Cedarburg, attended and graduated from Cedarburg High School where he excelled in basketball.

In 1969 he was drafted into the United States Army where he served proudly. After an honorable discharge, he began his career in the automobile industry. Bob was known as a tremendous talented businessman who took time to teach and share his knowledge with not only his employees but also anyone who was in need of his talents.

**FROM AROUND THE STATE | Changes**

Bob and Beverly Kennedy, Kennedy Chevrolet-Buick, Watertown, sold their franchises to the Holz organization, based in Hales Corners. The Chevrolet and Buick lines will be incorporated into the Holz Watertown store. David Hulick, general manager of Holz Pontiac-Cadillac-GMC, in Watertown, announced plans to sell the Kennedy dealership building and construct an addition and a new showroom at the Holz Watertown location.

# Dealer POINT

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**2008 WATDA OFFICERS**

**Bob Pietroske** Chairman  
**Todd Reardon** Chairman-Elect  
**Dick Stockwell** Secretary/Treasurer  
**Gary D. Williams** President

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His passion was to build and manufacture commercial trucks of all sizes.

He was an originating board member of the national commercial dealer council where he served his fellow dealers and General Motors in the advancement of the commercial truck business for the last three years. Bob was also involved with WATDA and ADAMM.

Bob was a very compassionate person who cared about the community and showed his compassion for children by his generous gifts to the MACC Fund, Big Brothers and Big Sisters of Washington County, the Washington County Fair Park and numerous other organizations.

Bob's avocation was his everlasting fondness for racing. Bob helped start and create careers in short track racing. Most notably was his involvement with Slinger Speedway and the Milwaukee Mile. Bob was a tremendous outdoorsman who loved to pheasant and duck hunt; he also enjoyed fishing, golfing, boating and traveling.

Bob was a proud member of the West Bend Moose Lodge 1398, West Bend VFW Post # 1393, the Vietnam Veterans of America in Newburg, the West Bend Area Chamber of Commerce and numerous other organizations.

Bob is survived by his wife of 11 years, Chantelle (Kirshke); two daughters Kristy (Todd) Weir and Ginny (fiancé, Paul); one grandson, Mitchell Robert Weir. He is further survived by nieces, nephews, other relatives and special friends Ike, Brody and Savannah.

**MAILBOX | Correspondence**

Dear Ms. Olson,

I am writing to thank you for the generous \$500 Bob Kolosso, Jr. Memorial Scholarship. I was very happy to learn that I was selected as the recipient of your scholarship. Attending Fox Valley Technical College is helping me to achieve on of my goals. I am currently in the Administrative Assistant program with hopes of working in an office after I graduate. I am from Freedom and attend Freedom High School. The financial assistance you provided will be used towards helping me pay my tuition fees and textbooks. I will strive to continue giving my greatest effort to excelling in my program.

Michelle Evers

Dear Ms. Poulsen,

The third-annual Shawano/Menominee Financial Wellness Conference was an unqualified success! The Conference was a true partnership, in which individuals from many organizations worked hard to conduct an excellent event. Thank you again for the very kind and generous support that WATDA provided for the Conference.

With the assistance of all our Conference partners, we reached out to the community and provided unbiased education regarding many basic financial literacy topics in an affordable and fun setting. At least 91

Bob was preceded in death by his parents and one sister Laurel (Paul) Demler.

A funeral service was held June 26 at the Phillip Funeral Home, West Bend. In lieu of flowers memorials are appreciated to Bob's favorite charity, the MACC Fund (Midwest Athletes Against Childhood Cancer) 10000 Innovation Drive, Suite 135, Milwaukee, WI 53226.

**Robert "Bob" Sharon**

Robert "Bob" Sharon, 80, a longtime Antigo Cadillac and Oldsmobile dealer who operated a successful dealership in northern Wisconsin for a half-a-century, died June 10, 2008 under the loving care of his family and the LeRoy Hospice.



A lifelong Antigo resident, Sharon joined the automobile dealership started by his father, L.C. "Bud" Sharon in 1946. Originally selling Hudson and Kaiser Frazer automobiles, Sharon moved the facilities and obtained the Oldsmobile-Cadillac and GMC truck franchises in 1954 from Lewellyn B. Johns.

The dealership was considered one of the most successful in the area, but the need for new facilities fueled a merger with Parsons of Antigo in 1996. Mr. Sharon's sons, Dan and Tim Sharon, remain active in the business today.

Bob was born in Antigo, a son of the late Louis "Bud" and Pauline (Poshinske) Sharon. On June 18, 1949 he married the former Joyce Wolfinger

at St. William Catholic Church in Eland. Following graduation from Antigo High School, he served in the U.S. Navy, stationed in Guam, from 1944 until 1946.

He was an active member of SS. Mary & Hyacinth Catholic Church. The church was an important part of his life. He was also a member of the Antigo Knights of Columbus, a lifelong member of the Veterans of Foreign Wars, and served on various city committees, the Antigo Area Chamber of Commerce board and the Queen of Peace Cemetery board.

His main love in life was his wife, "Gert," and his family, children, grandchildren and great-grandchildren. He took pride in a beautiful yard. Due to his love of aviation, he acquired a private pilot's license and enjoyed flying.

Survivors include his wife, 10 children, Susan (Steve) Brettingen, Dan (Cheryl) Sharon, Cindy (Wes) Tradewell, Sally (Larry) Steckbauer, Tim (Paula) Sharon, Lisa (Bob) Ourada, Lynne (Brad) Henricks and Beth (Dan) Husnick, all of Antigo, Dr. Mark (Barb) Sharon, Plymouth, and Laura (Bill) Weber, Eagle River; 29 grandchildren, James (Jean) Sharon, Pelican Lake, and three sisters-in-law, Alice (Robert) Steebes, and Kay (David) Norrbom, all of Eland, and Dorothy Yaeger, Wittenberg.

In lieu of flowers, a memorial has been established for LeRoy Hospice and Langlade Memorial Hospital's radiation center.



Joan Kolosso, left, of Appleton congratulates Michelle Evers of Freedom High School who will attend Fox Valley Technical College in May under scholarship from the Bob Kolosso, Jr. Memorial Scholarship fund, created by Joan through The Foundation. Joan is currently a member of the board of directors.

individuals attended the Conference as participants. More than 30 additional individuals, many who attended the Conference educational sessions, served as speakers and volunteers.

Richard Entenmann  
President, Asset Builders of America, Inc.

Dear Julie,

Thank you for entrusting the Fox Valley Technical College with the privilege of awarding the Bob Kolosso, Jr. Memorial Scholarship! We are pleased

to partner with you to meet your philanthropic desires and positively impact our students.

Tammy Smith, a second semester Associate Degree Nursing student from Fond du Lac adds her thanks, "I am very grateful for the generosity of the donors. My scholarship has made a difference in my life and will help me to reach my goal of becoming a registered nurse. I hope to be able to "pay forward" my gift in the future.

Deb Woodworth  
Scholarship Manager, FVTC

**Tolkan and Vance take the gold**

CONTINUED FROM PAGE 1  
that we all continue to challenge each other."

The presentations were unexpected by both dealers and came during the evening dinner program following a toast to WATDA's 80th Anniversary.

There have been nine other Gold Awards given in the WATDA history. Former recipients of the Gold Award are Roger Kriete of Milwaukee (9th), Ron Boldt of Platteville (8th), Tom Tobola of Cadott (7th), Jerry Long of Ripon (6th), Les Eversole of LaCrosse (5th), Roy Carlson of Reedsburg (4th), Bob Moody (3rd), C.J.Thorstad of Madison (2nd) and Milt Rodewald of Sheboygan (1st).

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## GARY'S BRIEFS | Gary Williams, WATDA president

Another surprise.  
Or two!

So, we are at the board meeting June 15-17. Lots of heavy stuff. Mind boggling issues, one after another. Energy in. Energy out.

Suddenly key staffer Linda Poulsen pronounces, "Hey! Do you dealers know that this is your 80th anniversary as an association? How about that for something to celebrate?"

For a moment, everyone was surprised! But what would we celebrate?

Here's what: Celebrate your rich history of accomplishments. *Imagine if it were different.* The reality might be the following:



Finance reserve is capped at \$25.  
Brokers flourish without regulation.

Manufacturers can ship you trucks and cars you did not order, and draw automatic payment.

All disputes go to mandatory binding arbitration in Delaware. All franchise laws are meaningless.

Dealer personnel must still accompany buyers to the DMV offices and stand in line in order to get plates immediately.

New vehicle "lemons" are the dealer's responsibility, not the manufacturers.

The absence of relevant market area law allows manufacturers solely to decide dealer placement or moves.

No overtime exemptions.

Family succession is negotiable at best.

Factory stores are permitted.

Sorry, no services fees allowed.

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Dealers are open on Sundays. No closing law.

Trade-in value may not be deducted from gross receipts for sales tax.

Your vehicle inventory is subject to the personal property tax every May 1.

Vehicle registration is computed by weight, value, gas mileage, and age.

DMV investigators wear uniforms and guns, issue citations.

Customer order-outs are subject to manufacturer price increases. You eat it.

National banks and credit unions can be in the used car business in Wisconsin.

**In 80 years, WATDA has had only two chief staff executives: Louis Milan served for 44 years and Gary Williams has served for 37 years, 36 as president — likely a national record for associations.**

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Now that is a surprising list. None of it is true of course because you come together through your WATDA to make a better world.

I must add one more surprise. In your 80 years, you have had only two chief staff executives! Louis Milan served for

44 years. I have been with you for 37 years, 36 as your president. This is likely a national record for associations.

And that is where the record will stand, since as previously announced, I will be migrating

into retirement on December 31. You will welcome your third president on January 1. More on that later.



Ryan D. Jones, left, of Jones Chevrolet-Buick-Pontiac-Cadillac in Richland Center is the new dealer operator in the family dealership. He succeeds his father, the late Don Jones who died in April 2007. The family run dealership has been in business for over 85 years. "We congratulate Ryan, Bonnie, Ben and Kami — all the Jones' involved in carrying on the family business," said Mike Schmitz, right, zone manager for GM.

## RAWHIDE PROFILE | Austin

My name is Austin and I am 13 years old. I am from Outagamie County and have been in the Home Plus program (students live at home with their families and attend school at Starr Academy) at Rawhide for six months. My favorite things to do are fishing, hunting, riding ATV, and snowmobiling. I also like playing pool and hanging out with my friends.

I really enjoy math with Scott Wilson (academic instructor) and being part of the Beat the Heat elective. Students who participate in Beat The Heat have



the opportunity to work on a drag race car and to interact with the local sheriff (who drives the car) and other north-east Wisconsin police officers.

I also like working in the woodshop with Bruce Miresse (woodshop instructor) because I get to build things, like tables.

Someday I would like to go off to college to become a game warden, so I can watch for people that are breaking the hunting laws.

Before I came to Rawhide, I would not listen to the teachers, and I would not do my school work. At first, I did not like attending Starr Academy. After a period of adjustment, I relaxed and now look forward to school.

Now I'm doing good, and I'm getting good grades. If it wasn't for Rawhide, I would probably be in an institution somewhere. I want to thank all the Rawhide staff for helping me in my school work and helping me prepare for my future. Rawhide, you rock!

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# Making a difference through early detection

BY JULIE BOUCHER SELLARS  
PRESIDENT, BOBBIE NICK VOSS  
CHARITABLE FUNDS

Bobbie Nick Voss, a 33-year veteran in the auto industry with the Boucher Group, made it her mission to educate those around her about the importance of early screening for colon and other detectable cancers. Voss, a vibrant and active woman, was diagnosed with colon cancer at the age of 47.

From that point forward Bobbie made it her mission to spread the word on the importance of knowing colon cancer risk factors, signs and symptoms and getting routine colon cancer screenings. She fought hard, but her cancer was too advanced at the time of diagnosis.

Voss passed away at age 51. Friends and family joined together in 2006 to form the Bobbie Nick Voss Charitable Funds, a non-profit, public charity, to make a difference through early detection. The group is committed to carrying on her fight and giving others the chance for a long, healthy life through the simple act of getting screened.

Colorectal cancer is the second leading cause of cancer deaths in the United States. If detected and treated early, colorectal cancer has a five-year survival rate of 90 percent. As many as 60 percent of the deaths from colorectal cancer could be prevented if everyone age 50 and older were screened regularly, but only 56 percent of all U.S. adults 50 years and older reported having a sigmoidoscopy or colonoscopy within the past 10 years.

“Clearly, much work needs to be done to raise awareness and about the importance of early screenings in prevention, early detection and successful treatment of colorectal cancer and to overcome the fear, denial and embarrassment that prevent many people from getting colonoscopies that could save their lives,” said Bob Nichols, director of Community Memorial Hospital’s Cancer Care Center in Menomonee Falls.

The center is receiving a \$56,000 BNVCF grant to provide screening colonoscopies to at-risk individuals without health insurance, and to fund a community health educator who will raise awareness among the general public of colorectal cancer and the vital importance of early detection.

In addition to its partnership with Community Memorial, BNVCF has also made a \$60,000 donation to the Vince Lombardi Charitable Funds to assist in the launch of the CT Colonography Program at Aurora St. Luke’s Medical Center in Milwaukee.

The BNVCF has also donated \$44,000 with an additional \$100,000 committed to the Digestive Disease Center at the Medical College of Wisconsin for colon cancer research. Dr. Michael Dwinell of the center has discovered a gene that is silenced in many colon cancer patients. Further analysis has indicated that the silencing of this gene has a critical role in pro-

moting colon cancer metastasis.

“We have initiated studies into the ways of restoring this altered communication arc in order to disrupt tumor metastasis,” said Dwinell. “Interestingly, the same gene is turned off in breast cancer tumor cells as well, suggesting our findings have broader significance in the understanding of cancer progression.”

The BNVCF has raised the majority of their funds through their annual Bobbie Nick Voss Charity Golf Classic, which began in 2006. The third annual event was held in June at North Hills Country Club in Menomonee Falls.

Bobbie was a bright light in the lives of many including the countless people she mentored during her tenure in the automotive industry. We are truly hoping to make a difference in her

memory.

For more information call 262-754-9191 or visit [www.bobbiesays.com](http://www.bobbiesays.com). Dealers interested in making a tax-exempt gift of \$500 or more may take advantage of the Dealer Community Challenge Grant program and double their contribution. Call Linda Poulsen at the WATDA Foundation at (608) 251-5577 for more information.



The late Bobbie Voss, left, former CFO of the Boucher Group, poses with Gordie Boucher and daughter Julie Boucher Sellars.



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## Berg brothers from Minnesota are new owners of Menominee dealership

*The family business continues for brothers Scott and Bryan Berg, who recently became owners of the Trail Dodge Chrysler Jeep dealership in Menominee.*

BY SHARYN ALDEN

For some Wisconsin auto dealers, a first dealership in Minnesota can be a great springboard for growing a new business in Wisconsin.

That is exactly the path that Scott and Bryan Berg, owners of Trail Dodge Chrysler Jeep followed before they became new owners of the Menominee dealership on February 1, 2008.

Scott Berg said, "It was one of the most satisfying, feel-good moments of our careers when Bryan and I bought the Wisconsin dealership last winter. For 35 years our family sold only Dodge vehicles so it was a thrill to be able to add new Chryslers and Jeeps to our inventory."

Like many other store owners, Scott and Bryan Berg have the auto business in their DNA. Not only did they grow up around the industry in Minnesota, their father, Len Berg, was also in the car business for several years. Both Scott and Bryan say there was never any question about what path they would follow. "We just knew we were going into the family business with our father," Scott explains, "He started Trail Dodge in St. Paul, Minnesota in 1973, and before that, he was in the auto industry for over 10 years. The car business was all around us—it was a logical next step for both of us."

While the Berg brothers are proud of their Wisconsin dealership, they continue to have strong roots in Minnesota. Bryan, for example, served on the Minnesota Auto Dealers Association (MADA) for six years and was President of the Board of Directors in 2004.



Scott (left) and Bryan Berg.

Both brothers have spent a considerable amount of time in Wisconsin prior to buying the dealership. Scott went to the University of Wisconsin-Eau Claire and graduated in 1990. Both have taken several vacations to Wisconsin over the years to destinations like the Wisconsin Dells, Door County, and games at Lambeau Field and Miller Park.

Scott and Bryan are married and each has two children. Scott has been married to Toni for 12 years, and they have two boys, Jamie, 8, and Breckin, 6. Bryan will be celebrating his 15th wedding anniversary in August to Tanya. Their children are Megan, 11 and Corey, 10.

In their down time, the brothers enjoy similar activities. "We spend time with our families and like to play golf and watch sporting events," said Scott.

**Subhead—A new beginning**

The Bergs have long felt that just like having a winning strategy in place if you're playing a successful game of chess, thriving in the auto business requires staying ahead of the curve.

"This is a rapidly changing business—you have to be able to anticipate the future," said Scott. Their move to Wisconsin came about because of careful forward planning. "Several years

ago we thought that there were too many dealers in major metro areas so we weighed our options. We had a stand-alone Dodge dealership so we considered either purchasing the local Chrysler Jeep franchise in South St. Paul or selling our Dodge franchise to the Chrysler Jeep dealer," said Scott.

"It worked out best for us to sell the Dodge franchise then find a dealership at a location with less total dealers in the area. This solution was the best business decision for us."

The next step was to find that ideal Chrysler dealership. Their quest began by working with Chrysler Dealer Placement to find the right store for the criteria they had in mind. "We gave them a basic list of what we were looking for, and then they went to work for us," said Scott. "We emphasized that it was most important to find a dealership with all three brands—Chrysler, Dodge, and Jeep, and that the store was located in an area with growth potential."

Scott said they also wanted to make sure they could easily also get back and forth to work. "We were only interested in a dealership that was within a 50-mile radius of where we live," he said. Both Berg brothers live in just over the Wisconsin border in Minnesota.

The Menominee dealership ended up being a perfect match for the Bergs' criteria. The result, as they say, is history. Bryan notes, "The Menominee location perfectly matched the criteria we were looking for in a dealership. We believe this area is very progressive and has fantastic potential for growth."

In an ever-evolving industry, Scott

said, "There are many more aspects about the car business than what most people realize. You can't go into this business if you're going to 'try it.' You have to be committed to make it work."

.....  
**WISCO | John Hackman**

### WISCO members receive money

In June WISCO Co-op sent its annual rebate checks to its members. Total rebates going to the dealerships amounted to \$756,743.



A week later WISCO sent out another round of checks. This time the money was the retirement of equity from 2000. The amount of the equity redemption was \$60,637. On average WISCO members received checks or equity totaling almost \$1,400 from their co-op in June. This cash is on top of what they had already saved by purchasing products through their buying group.

The members of WISCO own the company. The annual rebate checks are simply a corporation distributing its profit to the owners, who in this case are its customers. What other company that you deal with is in business solely to save you money and then at year-end pays you any profits realized? This is why WATDA endorses WISCO as your source for quality products. Buying from WISCO is truly buying from yourself. The products available from WISCO are endless. We can supply virtually anything for a dealership except the cars. Offerings include accessories, equipment, parts, supplies, bulk oil, batteries, tires, rust proofing, and detailing. All available from a company dedicated to saving your dealership money.

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## Sometimes your human resources are all too human.

Every dealership owner or manager faces complex personnel issues sooner or later. Employment laws can protect you, but they can also present risks to your business if proper practices are not followed from the outset.

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To get started, visit the Reading Room on our Web site and look for the article, "Reducing Risk and Abuse of FMLA Leave," in the Automotive Services section. Then call us to discuss your needs.

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"We expect that there will be 15 million vehicle unit sales by the end of the 2008, and by 2012 we will hit 18 million. How can we go through a recession? The average vehicle on the road is 9.3 years old. Repair sales are going up, but should be higher. Now is a great time to get your customers back to your dealerships." Don Broman, World Wide Industrial Sales president, Snap-on Corporation and Foundation board director.

## After 63 years, Witt Auto Sales still celebrating a sense of excitement

BY SHARYN ALDEN

Time rolls on when you're having fun. Consider the fact that Witt Auto Sales has been keeping customers happy for over 63 years.

While some auto dealers can say they grew up around the auto industry, not many have had the entrée to the world of wheels like Pat and Mike of Witt Auto Sales, Inc. at Crivitz and Sturgeon Bay.

Their parents, Al and Ellen Witt established the family business in 1945. Their sons, Pat, Mike, Ed and Bill learned all about cars as they grew up. Today, Pat and Mike own the dealerships, and Pat's son Tom, and Mike's sons Dan and Joe manage the Crivitz and Sturgeon Bay stores.

Pat Witt says, "Our folks operated a Dodge, Plymouth dealership in Crivitz, and Mike, Ed and I grew up working in the business, learning the business from the back end to the front end."

In 1955, the dealership became a Ford dealer as it continues to be today.

Besides learning about the auto business first-hand, Witt also says, "Working in the family business, we learned that hard work is fundamental to any successful business, and that responsibility, and accountability is equally important elements."

Today, Witt Ford, an integral element of the Marinette and Door County communities, is proudly looking ahead to serving the areas for many years to come.

### Technology and tires

Another anniversary is the 40-year milestone of Tires Witt, with full-service tire sales and installation at both Witt stores.

Witt says the Purigen '98 Nitrogen air system has helped the dealership grow. "When you fill your tires with nitrogen it helps increase your fuel and tire mileage," he says. "Not everyone knows about it, but they should. It only takes 30 minutes and you'll also have less alignment problems."

The stores carry hundreds of name brand tires for immediate installation. "We'll match or beat the lowest advertised price on tires," says Witt.

For those who need help when their vehicle has broken down or been in an accident, Witt has four service wreckers which offer 24-hour service within 20 miles.

Witt also expanded the Vehicle Collision Center to the 801 Main Street location in Crivitz. The center features the latest technology in paint and body work. Need a car while yours is being repaired? "That's not a problem," says Witt. "We provide free loaners."

### More to celebrate

Witt Auto Sales stores in Crivitz and Sturgeon Bay, continue to celebrate the opening of the new Crivitz location on Highway 141. The store has 56 employees and many have been with the company for 25 years.

The new Crivitz store is located on over six acres with easy customer parking.

There is also a new and used vehicle display and car rental pick-up and delivery. The service department in Crivitz has a four-stall Quick Lane which accommodates all makes and models. The company has also invested in the new Hunter MT190 Alignment System, which makes it possible to check alignments in 10 minutes as well as align larger vehicles like heavy

trucks and RV's. "Our vehicle lifts range from 8,000 to 30,000 pounds," says Witt.

### A sense of excitement

Over the years, Witt Auto Sales has been recognized by Ford Motor Company for its excellent customer service. They have received over 80 awards including 7 Presidential awards. Witt says the dealership has received these awards thanks to the company's dedicated team of employees.

For that reason, there's a lot of enthusiasm and loyalty behind running the Witt family business. "We not only believe in the Ford Motor Company, we continue to be excited about the products associated with Ford and their best-in-class world-wide vehicles," says Witt, who notes his favorite car is a 1956 Ford Crown Victoria.

He is also excited about the new products that Ford will be offering. "I like to say Ford got small so they could



Pat Witt, left, and Dan Witt.

get big again. With new technology Ford will have the highest miles per gallon than any other manufacturer, and we are starting to see our resale values climb, especially on cars." The reason, says Witt, is simple. "The quality is higher than ever before. There

are 750,000 people who retired from Ford, work for Ford, are Ford dealers or advocates for the company. What does that tell you?"

Witt is also excited about what Ford has done with the new Festiva and Taurus model cars, coming next year. "You'll love them; they are really outstanding," he says.

Witt says he loves the variety that comes with being in the auto business. "There are challenges to be sure, but it's a personal pleasure knowing we have made so many customers happy over 63 years. Some have purchased over 20 vehicles from us. It's also great working with my staff—many have been with us for over 20 years."

Looking back at the dealership's growth, Witt points out why it takes a team to achieve big dreams. "Mike and I couldn't have accomplished what we have without our wives," he says. "They have always been there for us, which is why it's important to balance family time with business time."

**"Mike and I couldn't have accomplished what we have without our wives."**



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## WATDASI is your compliance and marketing center

WATDA Services exhibited its products during WISCO's 37th annual show at Regency Suites & KI Convention Center in Green Bay in April.

"WATDA Services extends a thank you to John Hackman and the entire WISCO staff for inviting us," said Donna Michaelis, forms and products manager at WATDA.

A few of those attendees received iPod giveaways. Everyone that stopped at the booth received a neon yellow backpack that has multiple uses and an extended life. Michaelis says they keep the promotional messages they carry working longer and out of the refuse cans and landfills.

"Comments from attendees consistently centered on being green," she added. "We will be increasing green products that have a neutral or, better yet, a positive impact on the environment. Green questions: Is it reusable, recyclable or reclaimed?"

Participating in the WISCO show provides WATDA Services exposure to display many of its products such as sales/office/service forms, car lot signage, promotional products, embroidered shirts & jackets, thermal mugs, air fresheners, key tags, blankets, swooper flags and much more – products to put a dealership's name in front of the customer.

WISCO's members own the company and it is one of the best and most viable buying groups of automotive parts, supplies and equipment in the nation.

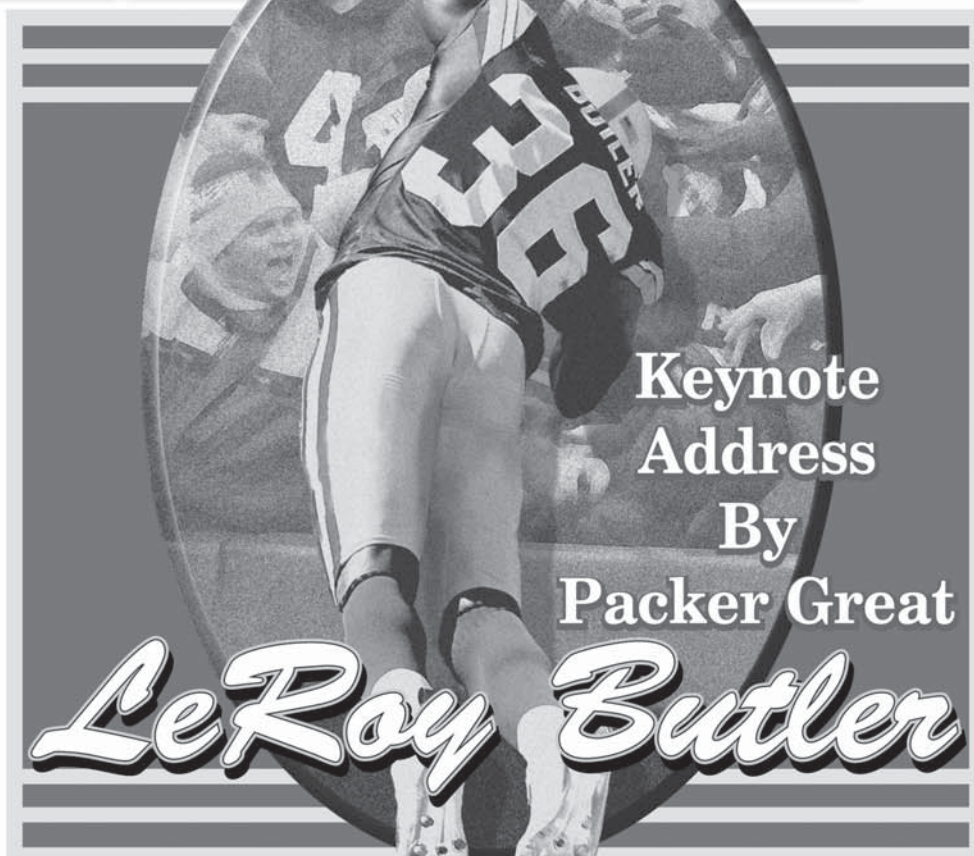
"Like WISCO when you buy from WATDA Services you are also buying from the Association and helping Wisconsin auto and truck dealerships," said Michaelis. "WATDASI's tagline: Your compliance and marketing resource center." She hopes to see more WATDA members and their managers at next year's show March 14, 2009 at the Radisson Paper Valley Hotel in Appleton.

Editor's note: Call your WATDA Services at (800) 236-7672 for further information on forms, car lot signage, garments and promotional products. Watch for John Strange, your account manager, to visit you this year with a revised catalog and a token of our appreciation.



Mr. and Mrs. Donald Berker, Hiller Ford-Franklin service manager, were the lucky recipients of WATDA Services raffle prize giveaway of an iPod.

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By

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*LeRoy Butler*

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John Weiser, left, holds his 50 year award from GM offered to the 70-year old dealership, while Scott Weiser stands by. This year Bud Weiser Motors of Beloit honors a half century partnership with Cadillac, Chevrolet and GMC. The dealership was also presented a Mark of Excellence plaque from Chevrolet for excellence in customer service and sales.



Newman Chevrolet, Cedarburg, delivered two, new Chevrolet Colbats from GM to Ryan Cummings and Scott Tonelli in June. As seniors at Grafton high school, Ryan and Scott put in five semesters of outstanding automotive class work and logged countless hours of preparation needed to win the 2006 Greater New York Automobile Dealers Association National Automotive Competition. From left is Grafton High School teacher, Carl Hader, Ryan Cummings, Scott Tonelli and Steve Herro of ADAMM, the sponsor of the Technicians of Tomorrow automotive competition won by the two students.

**SEMINARS & CONFERENCES**

Title & Registration	
Aug. 12	Cranberry Country Lodge Tomah
Aug. 18	Holiday Inn American Madison
Aug. 20	Bridgewood Resort Neenah
Aug. 21	Country Springs Waukesha
Controller Conference	
Aug. 13	Hilton Garden Inn Oconomowoc
WATDA Education Conference <i>(Formerly the Used Car Conference)</i>	
Oct. 13-14	Clacier Canyon Lodge
The Money Conference™	
<i>For more information visit <a href="http://assetbuilders.org">assetbuilders.org</a>.</i>	
Madison	Aug. 16
Wausau	Sept. 27
Racine/Kenosha	Nov. 1
Fox Cities	Nov. 8



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## Meet your directors | profiles of your WATDA directors

By Sharyn Alden

### NORMAN MUELLER

Norman Mueller, owner of Mueller Chrysler-Lincoln-Mercury, Oshkosh, recognizes that living each day to the fullest is usually its own best reward.

The oldest of six children, this Oshkosh native was raised on a farm and learned early the challenges and rewards of hard work.

Mueller said he enjoys what he does so much that even a disaster might not get in the way of his enjoyment of life. "If my house was on fire and I was at work, I would tell whoever was there to call the fire department," he said.

Looking back on his career



**"I personally learn something from every board meeting I attend."**

Mueller said serving in the Marine Corps was one of the most meaningful times in his life. "When I was promoted to colonel in the Marine Corps, it was probably one of the most satisfying moments I can remember," he said. Keeping in stride with his humble, proud spirit he adds, "I was thrilled to accomplish that in spite of the fact that I did not complete my college degree."

In 1955, when Norman Mueller was released from military duty, he made a decidedly different career decision, one that turned out to be fortuitous. He decided to work as a salesman at Dahl Ford in Oshkosh.

In 1957 his interest in automobiles led him to start a Mobil gas station on the corner of Highways 21 and 41 in Oshkosh. This is the same corner but across the street from the current dealership.

In January 1960 Mueller acquired a used vehicle dealer license. Nine years later, he signed with Chrysler as a dealer. In June 1982 he became a Lincoln-Mercury dealer.

What does Mueller like most about being an automotive dealer? His down-to-earth spirit crops up when he sums up his response in six words. "I just like the car business," he said.

He also notes the biggest challenge of his career is right now. "It's a big challenge running a dealership today. I can only speak for myself, but here is an example of what we're up against in the industry. I'm a domestic dealer without a truck line and, we represent two franchises – Chrysler Plymouth and Lincoln Mercury, both of whom



Besides running his dealership in Oshkosh, Mueller likes to drive a backhoe and take the wheel when he digs footings, roads, and parking lots for his buildings and subdivisions.

**"I still have dinner with my mom every Friday night, and I love a classic cartoon."**

cut our product offering."

One of the things on his career path that he points to with great pride is serving on the WATDA board.

For several years Mueller has served as a WATDA director. "I was motivated to serve because I feel all auto dealers owe something to our industry. We need to help out in order to improve it and to guide our legislation regarding motor vehicle laws."

WATDA board meetings are also a highlight in Mueller's life. He explains, "I personally learn something from every board meeting that I attend."

If you have a chance to ask Mueller about the one thing that people don't know about him, he'll probably give you a "telling" insight into his personal life. It's moments like this when he feels like a new friend. "I still have dinner with my mom every Friday night," he said, "and I love a classic cartoon."

Mueller, who has four children, ages 51, 50, 23 and 12, can be found boating on a nearby lake every week during

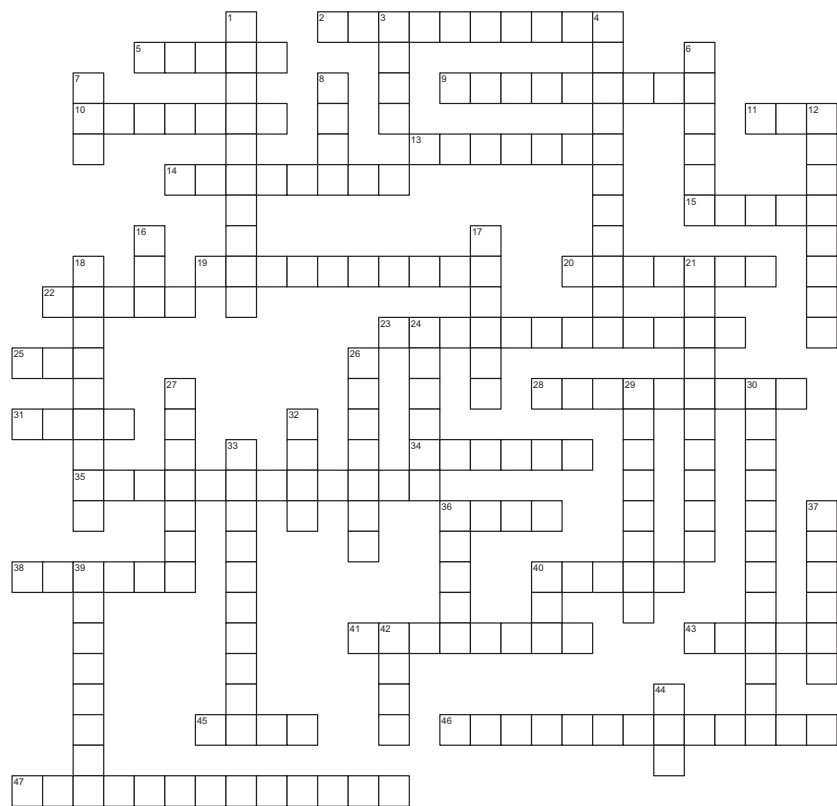
the summer boating season. "I also like to play three-handed Sheepshead and other card games," he said. Not to be outdone by the younger ball players, Mueller is a competitor when he plays softball in the over-45 league.

Looking back, Mueller said if he could live his life over, he might have stayed in the Marines if he had been counseled to do so. "When I look back on my service, it was really like a second career. I spent three years in the regular Marine Corps and 28 years in Marine Corp Reserve."

Mueller's love of the auto industry, though, is never more evident when he said the person he'd like to share an evening with is Bob Lutz of General Motors.

"In my opinion, Bob has more experience, exposure and common sense than anyone I have ever known in this industry," Mueller said.

### Title & Registration Challenge 2008



#### ACROSS

- 2 \_\_\_ Policy a document every dealership must have that describes how the business protects customer privacy  
5 The person on the title  
9 The person requesting registration  
10 Another name for an automobile  
11 Regulatory agency  
13 A severely damaged vehicle  
14 An agreement to repair a vehicle for a period of time after a sale  
15 Number of days allowed to file an MV11  
19 What people need to know, the fine print  
20 What title clerks do with applications  
22 Someone who may be risky to sell a vehicle to

- 23 Customized license plate  
25 What Title and Registration Seminars are  
28 \_\_\_ Display, Wisconsin law requiring dealers to supply temporary or metal plates  
31 Type of plate  
34 The best plate anywhere (and team)  
35 Process of assigning the title to a subsequent owner  
36 A service where you pay the DMV extra to process your application  
38 Purchaser's partner (sometimes)  
40 Not a motorcycle or a bicycle  
41 Another word for Exhaust  
43 Vehicle Ownership Document  
45 Registration type required for all vehicles with an open bed  
46 Item required by an individual selling more than six vehicles per

- year  
47 Section of the MV11 where a dealer attests that all liens have been satisfied

#### DOWN

- 1 Business that sells vehicles  
3 What you pay when you register a vehicle  
4 State law enforcement agency  
6 Title notations  
7 Third party processor  
8 How people often pay for vehicles  
12 When you move a plate from one vehicle to another  
16 Number of days a vehicle may be operated without plates  
17 Person who takes out a lease  
18 Required when names are conjoined by "and"  
21 Method of processing all dealers will be expected to comply with  
24 Not required to provide odometer disclosure  
26 Cash or check?  
27 Individual who is part of a trust  
29 A plate for which the purchaser must provide special documentation  
30 Process of obtaining license plates  
32 A vehicle which has no title  
33 Person or company requiring a secured interest in a vehicle  
36 Something WATDASI Sells  
37 Evidence of registration  
39 Mileage device  
40 A statement assigning ownership of a new vehicle  
42 Form Dealers use to apply for title  
44 Vehicle Identification Number

**Need to fill in a few more blanks? Attend WATDA's title & registration seminar for the latest information from WisDOT and WATDA. Fill in those digital blanks by attending the FREE CVR User Group. Register online and save \$10. Visit [www.watda.org](http://www.watda.org) for more information and for the crossword puzzle answer key.**



It was zero degrees for the 7:30 a.m. boarding on Jack Safro's "Elite Air" jet at the Waukesha airport. Guest LuAnn Williams is going aboard, while Johnny Safro is doing a final check with the crew. Jack has three BAC's in his rental fleet, one previously owned by Baron Hilton. We landed in Phoenix in a little more than three hours after take-off.

# Flight of fun!

BY GARY WILLIAMS

When Jack Safro asked if LuAnn and I would like to fly with him to Phoenix and back in one of his charter BAC's, my jaw dropped. These are beautiful planes!

When I asked LuAnn, she wasn't so sure. The last time I had her up in a charter plane, it was a claustrophobic-like experience. And Phoenix is a long trip, she said.

We went. What a highlight experience in our lives. The pictures tell the story.

Jack, a former TMQDA nominee, is a cordial, interesting guy to be with. He has a fascinating business beyond his dealerships (Lexus, Toyota, Ford). He owns and rents large luxury jets. In fact, the jet we flew in is now chartered to Bon Jovi for his national tour, including 34 flight logs.

The planes go all over the world. When I asked Jack how often he uses a BAC for his personal trips, it was maybe once a year like for this trip to Phoenix. "I can't afford it," he said, rolling his eyes.



"OK, so which seat is mine? All of them? OK by me." Looking forward from about two-thirds aft is an example of what all airliners aspire to be. Further aft is another parlor with sleeping couches, and a generous sized restroom. Seated are friends of the Safro's on the ride to Phoenix from Waukesha.



Inside the Waukesha Safro hanger is a 22,500 square foot modern and immaculate facility. On the left is a Sabreliner and two BAC's are on the right. A third BAC we took to Phoenix with the Safro's for the classic car auctions.



Great way to fly! Couches, flowers, roomy toilet/shower room. Home cookin', no TSA check-in, all passengers and crew are friendly and nice. Gary and LuAnn Williams agreed, "What an incredible treat for us to fly in this fashion with the Safro's."



"I stole it," Jack Safro said after his high bid on this cherry classic converted bus at the Barrett-Jackson Scottsdale auction. (LuAnn is still bidding!) The auctions were a first for the Williams' and one fun experience!



Back home! From left, Gary Williams, Jack and Jeanne Safro, LuAnn Williams and Johnny Safro. In addition to managing the air fleet operations, Johnny buys, sells and collects classic cars, and he races in the "Legends" circuit.

[www.watda.org](http://www.watda.org)

## Donor Bill of Rights endorsed by your Foundation

BY RAY PEDERSEN AND GARY BEIER

Here at The Foundation, we feel strongly about your right to know about all of the aspects of the philanthropy you have become involved in through your generosity to us.

The two of us have been actively involved with a number of professional organizations. One, the Association of Fundraising Professionals, (AFP) has always been a powerful advocate of standards and practices that enhances a donor's right to know what they are investing in. The Donor Bill of Rights was created by the (AFP), the Association for Healthcare Philanthropy (AHP), the Council for Advancement and Support of Education (CASE), and the Giving Institute: Leading Consultants to Non-Profits. It has been endorsed by numerous charitable organizations. We are among them.



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board to exercise prudent judgment in its stewardship responsibilities.

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VIII. To be informed whether those seeking donations are volunteers, employees of the organization or hired

solicitors.

IX. To have the opportunity for their names to be deleted from mailing lists that an organization may intend to share.

X. To feel free to ask questions when making a donation and to receive prompt, truthful and forthright answers.

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# Rawhide celebrates 25 years of vehicle donations

BY MICHELE YAHR

With a huge shout of thanks to all of the WATDA dealerships, Rawhide is proud to celebrate 25 years of vehicle donations this summer.

Back in 1983, Rawhide founder John Gillespie turned his plan to accept vehicle donations into a reality. With hopes of receiving a handful of cars each year to be fixed by the boys on the ranch and then sold, the Vehicle Program was born. In its first year the program took in 50 donations, surpassing what they had hoped for. Over the next five years donations continued to increase each year.

In 1987 Bart Starr invited the WATDA to partner with Rawhide to increase the number of vehicle donations. By organizing a car drive and challenging each dealership to donate one vehicle to Rawhide the WATDA was able to help raise over \$180,000, which was used to build a much-needed boys home – the WATDA Carriage House – that is still in use today. In addition to the funds raised, over 100 dealerships volunteered to serve as donor drop-off sites for people interested in donating a vehicle, boat or camper to Rawhide.

Today, well over 300 dealerships serve as donor drop-off locations for Rawhide, some of them from the original 100 that volunteered. Because of the generous support received from the WATDA and the individual dealerships, Rawhide now takes in between 6,000 and 7,000 donations annually and the sale of the donated vehicles provides a significant portion of Rawhide's gross revenue each year. In addition to being a vital stream of income, the Vehicle Program provides valuable work experience to the boys on the ranch. Students are responsible for cleaning and detailing the cars before auction and they may also work along with staff to evaluate donation and make minor mechanical repairs.

Since its inception in 1983,

Rawhide's Vehicle Program has taken in over 150,000 vehicle, boat and RV donations from every state in the U.S.

except Hawaii. To help raise needed funds, donations are sold at auctions and boats, RVs and motorcycles are



"The Four Horsemen" This quartet of cowboys represents the start of the multi-million dollar Vehicle Program. From left to right are: Ron Boldt; 1987 WATDA Chairman of the Board of Directors; Jerry Long, 1987 WATDA Public Relations Committee Chair; Gary Williams, WATDA president; and Bart Starr, Rawhide co-founder.



The WATDA Carriage House boys home at Rawhide Boys Ranch shortly after completion.

sold on eBay with buyers hailing from all areas of the world including Denmark, Egypt, Israel and Sweden.

Rawhide's Vehicle Program would not be what it is today without the generous support of WATDA president Gary Williams and the Association. Thank you to all the dealerships that choose to support Rawhide and help change the lives of troubled boys in Wisconsin.



WATDA president Gary Williams is dressed in his best cowboy duds for an association picnic at Rawhide. Gary is addressing the dealers on the plan to raise funds to build a new boys home on the ranch.

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## Roloff at the helm: 50 years and going strong at Shawano Auto Sales

BY SHARYN ALDEN

Not everyone can succinctly say what is the number one driving force behind their business success.

But that's not true about Earl Roloff. At 81, he continues to thrive at the helm of Shawano Auto Sales after 50 years in business. What's more, he has no immediate plans to retire completely because he's having too much fun.

If you know Earl, you've probably heard a "pure Earl" pearl of wisdom more than once. His daughter Pam Schmidt, vice president of the dealership, works at the store along with six other family members.

Schmidt offers insight into Roloff's philosophy. "Dad always told us, 'Just remember that nothing happens in this world until somebody sells something,'" she said.

Roloff's interest and eventual ownership of the Shawano dealership took a circuitous route. There were no family members in the Roloff family in the auto business when he started selling cars in the 1950s.

Right after World War II, Roloff began the road to entrepreneurship. He bought a pulp and lumber truck and drove a semi part-time for Clintonville Transfer. That work was followed by a series of various jobs including a year with Consolidated Badger, now Morning Glory Farms.

In 1950, the parts department at Shamoco Ford kept him busy until three years later he started selling Ford automobiles and trucks. Four years later, Henry Westgor offered him a partnership in the used car salvage yard and repair business. "Unfortunately, before the deal could be completed, Mr. Westgor passed away," said Schmidt. "Mrs. Westgor insisted Earl buy the business because that is what Henry would have wanted."

It was an interesting time for Roloff because his business venture also included a 24-hour wrecker service. But he was up to the task of responding to emergency calls and making do with all the sleepless nights that went with the territory.

Life was about to change, though, when George Vaxilere, a Chrysler Motors representative, paid a call in the early 1960s. "He invited Earl to join Chrysler," said Schmidt. "After many visits to Shawano, in 1963, Earl decided to sign the paperwork."

The rest, as they say, is history.

Even though it took some initial persuasion from Chrysler to convince Roloff to hang out a Chrysler dealership sign, decades later Roloff is extremely proud of his work with Chrysler.

On Roloff's desk is an award from Chrysler, a bronze stature of Walter P. Chrysler. It was presented to Shawano Auto Sales in 1996 for top sales and

service. Only about 2 percent of dealers are recognized with the award. "The dealership has also received many other awards earned by a lot of hard work," said Schmidt.

In 2004, the dealership made room for a change when it took over Lasch Motors, the Shawano area's Dodge dealership.

Today, the auto dealership, has involves several family members. Earl's wife Violet is treasurer, son Rick is sales manager, son Jeff is service manager, daughter Pam Schmidt is vice president, and daughter Paula Lackner is secretary. Paula's husband Jim is parts manager.

If you've ever wondered what methods you can use to really use to measure how a community depends on you, Roloff has some answers.

Selling and servicing cars are necessary, worthy and attainable goals, but repeat business is where small-town dealers can really make a difference in the community.

That's exactly what Roloff and his staff have done. "Earl feels that what brings people back time and again is the service after the sale," said Schmidt. That friendly service has paid off in many ways. Roloff proudly mentions one example of going the extra mile



PHOTO COURTESY OF THE SHAWANO LEADER

for customers. Over the years, one customer bought 25 cars from the dealership; Roloff personally sold every one of those cars to this customer.

But that's just one story in many stories during 50 years of treating people with fairness and respect. "The dealership now is selling cars to many third generation customers," said Schmidt.

After 50 years in business, some dealers might be content to while away their time doing as little as possible, but that's not true for Earl Roloff.

When he's not at the dealership, he enjoys trout fishing on the trout stream that runs through his 80 acres, as well as fishing at Shawano Lake or the Wolf River. If you dropped in on him at home, you also might find him logging in the woods behind his house. When he isn't selling cars, fishing or logging, you might also find him reading a book like Lee Iacocca's biography or Tom Brokaw's "Greatest Generation."

"He has the best of both worlds," said Schmidt. "He loves being at the dealership and he loves being outdoors close to nature."

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# Are you maximizing your share of online marketing?

If you're struggling with how to streamline and improve your Internet presence, J.R. Smart, President of Smart Motors, Inc. in Madison, offers some perspectives on using the Internet as an invaluable sales tool.



J.R. Smart, Smart Motors, Madison.

Successful Internet marketing has a lot of components including Web sites that are easy to navigate, access to inventory before it gets on the lot, continuous Web site updates, online promotions, and high quality photos that showcase your inventory.

**DealerPoint: The most important question every dealer wants to know is this: How effective is online marketing for you? Has your Web site [www.smartmotors.com](http://www.smartmotors.com) been beneficial in bringing in new business, referrals and return business?**

J.R. Smart: Online marketing has been HUGE for us! The use of Reynolds Contact Management has improved this as well. We just started mining our "Orphan Sold Customers" and have already received a lead after one day of follow-up. After customers buy a car, our focus is to bring customers back to the site, and that involves a variety of areas including service, parts,

and body shop work.

**DealerPoint: How much inventory do you cover on site?**

J.R. Smart: New cars are listed when being invoiced to us from Toyota. They are on site before the car actually gets here. Pre-owned cars are usually listed after safety inspection, without photos. We just updated the stock photos to match the color of the car--this is a huge improvement. Pre-owned has a stock image until the actual photos are taken.

**DealerPoint: How is your site managed so it reflects your changing inventory?**

J.R. Smart: Twice a day BZ Results, our third party vendor, updates our site. Inventory is removed when the car is sold and delivered in the Reynolds system. If it is not sold, it appears as being available until the day after the delivery happens. New cars are removed if reserved using the Dealer Daily System.

**DealerPoint: Some dealers say that Internet marketing is cost effective. Is that true for you? How do you measure business that originates online?**

J.R. Smart: It is true that online marketing is cost effective. The cost per vehicle sold on the Internet is about a quarter of the expense compared to typical walk-in traffic. We are typically between \$100 and \$150 each month. That means if we sell, for example, 100 cars in a month and advertising for the month runs \$40,000, then we can say that our advertising costs per

vehicle were \$400. Traditional media advertising is significantly higher than the Internet. That's why we focus our efforts on the Internet. It allows us to drive down advertising costs per vehicle, and that's how the \$100 to \$150 figure comes into play.

**DealerPoint: You mention that advertising costs per vehicle sold would probably be even less if reporting procedures were more accurate. What should dealers know about this?**

J.R. Smart: Unless you have a dedicated toll free number attached to advertising, a number that log monitors and logs the calls, it is challenging to determine precisely what brought the customer in the door.

**DealerPoint: Does your sales staff ask customers what motivated them to visit your store?**

J.R. Smart: Yes, during the initial meet and greet step it is typically one of the first words out of our mouths. Our perception is that customers come in more often than not because of our Web site. Certainly, our repeat and referral business is well established due to our longevity in the market and accounts for a significant portion of our sales as well.

**DealerPoint: Do you have someone at the dealership who is responsible for your Web site monitoring?**

J.R. Smart: We certainly do. Roger Ingalls is our computer guru, and he heads up our Internet Department.

He also oversees our Business Development Center and Call Center. He has been a tremendous asset to our organization.

**DealerPoint: Do you feature "specials" or promotions on site?**

J.R. Smart: Incentives from Toyota are updated monthly or as needed. There is also a \$200 coupon that is only available to online customers. We just launched a video for the specials. I am told our video is played more often than the average store's special video. We know that from the amount of traffic we get to our site. Also, the video is done very well, and keeps customers interested.

**DealerPoint: What new features have you launched on your site? Have they been successful?**

J.R. Smart: We're always looking for ways to improve our site. Our latest venture is video and it has proved to be a profitable decision. It helps keep people on site longer, which means we get a "better lead"...it helps put the browser more in the buying mode than just looking.

**DealerPoint: What are some next steps in updating your online presence?**

J.R. Smart: We'll be bringing video photos of pre-owned and new cars online. That will include taking 9 photos of each new model and 32 photos of each pre-owned car, as well as static photos of the building, staff, and possibly some service areas.

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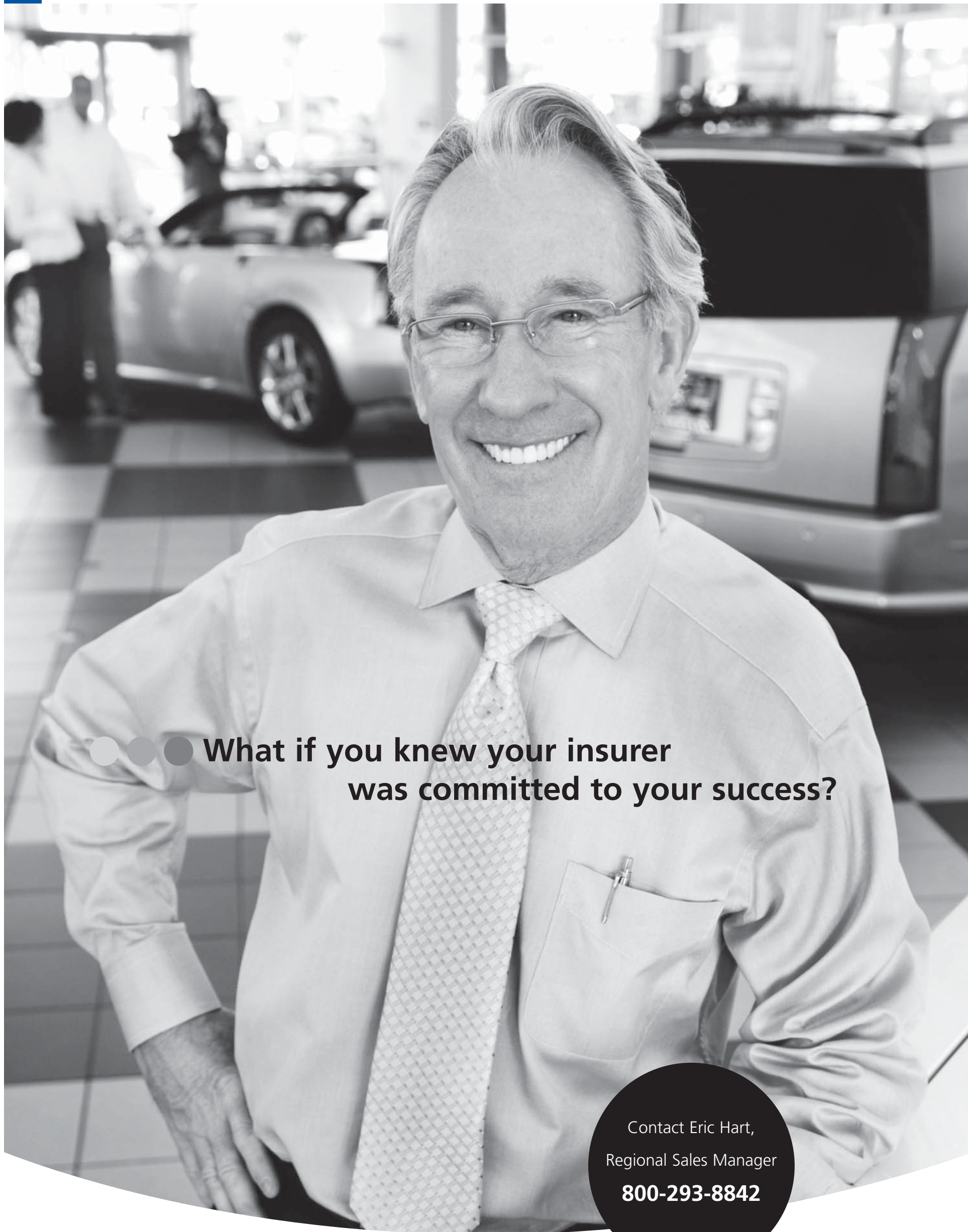
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