



Holiday Issue, 1987

NEWS

OFFICIAL PUBLICATION OF SERVICE STATION DEALERS ASSOCIATION OF MICHIGAN

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Passes House
98 - 4**

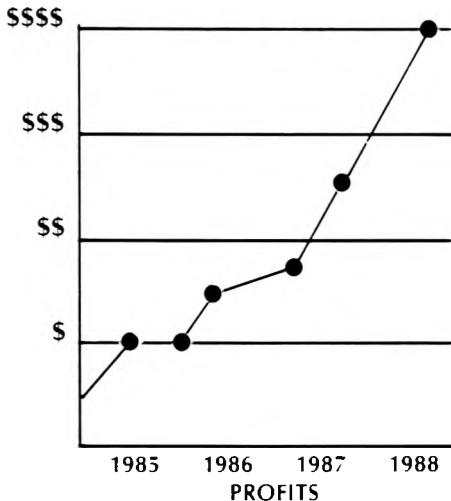
(SEE PAGE 3 FOR DETAILS)

SERVICE STATION DEALERS NEWS
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SERVICE STATION DEALERS ASSOCIATION OF MICHIGAN NEWS

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**SERVICE STATION DEALERS
ASSOCIATION OF MICHIGAN, INC.**
27780 Novi • Suite 106 • Novi, Michigan 48050
TELEPHONE: 313/344-8700

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Executive Director's

Equity Bill is Fair and Equitable To Dealers



Daniel J. Loepp

by **Daniel J. Loepp**
SSDA-Michigan Executive Director

As we move into this Holiday Season my first thoughts are to wish all dealers and their families the happiest of holidays and the hope that 1988 will be a fruitful year for all.

But...even in the holiday season we must deal with reality (it's okay not to do that on Hanukkah, Christmas or New Years except many of you probably will be working). The Service Station Dealers of Michigan are embattled in the fight of their lives --- a fight for survival.

HB 5068, "The Dealer Equity Bill" was introduced by Representative Curtis Hertel (D-Detroit) because quite frankly dealers are not getting a fair deal. The bill was passed by the House by a 98 - 4 margin and has been sent on to the Senate. But passage of the bill out of the House is an important first step, and there is a lot more to go. The ultimate passage of this bill depends on the dealers of this state.

The Board of Directors of this association have worked hard to explain how to write and call your legislators to explain why dealers need HB 5068 to survive. Many dealers have responded, but all of you must respond and we will continue to work with you as the bill makes its way through the legislative process.

If all the dealers in the state contact their legislator about HB 5068, service station dealers, wives, sons, daughters, all other family members and all employees will sleep better and enjoy their holidays. Have a happy holiday



Answers to Questions About the Dealer Equity Act

by Daniel J. Loepp
SSDA-Michigan Executive Director

Question: Can rights of ownership be transferred under the proposed Dealer Equity Act?

Answer: Yes. Under the new Act, a dealer may transfer his rights through sale of the business to a qualified party. The only way a sale or transfer of rights could be halted by the franchiser is in the event the purchasing party would not be granted a franchise if the buyer is unable to obtain a franchise as a new applicant.

Question: When rights are transferred, when can the buyer assume the rights if the proposed legislation becomes law?

Answer: Immediately

Question: Can rights be assigned upon the death of a dealer under this proposed Act?

Answer: The new Act allows the dealer to designate a successor to their businesses. The current law states quite literally: "The dealership dies with the dealer."

Question: Under the proposed Act, who can be named as the successor?

Answer: The surviving spouse, adult child, adult step-child, son-in-law or daughter-in-law of the dealer

Question: How does this Act affect 24-hour operations?

Answer: The new Act would allow dealers to operate 24 hours if they desire. A franchiser could only require a dealer to operate a 24 hour 7 day a week facility if **all** of the following conditions were met:

- 1) The business is located next to an interstate highway exit;
- 2) The franchiser has obtained the most recent traffic counts for the area of the dealership for the time period midnight to 6 a.m. and the counts show that 10% of all traffic passes the business during those hours;
- 3) The facility is equipped with a secure area that includes a restroom for the attendant and allows the attendant to operate the facility without leaving the secured area.
- 4) The oil company provides a feasibility study demonstrating that the 24-hour

operation is economically productive to the franchise.

Question: Does the proposed Act allow dealers to operate as corporations?

Answer: Yes, provided certain guarantees are made by the dealers themselves. This would allow dealers to obtain certain tax advantages by incorporating and would also grant them limited liability under the law. The Act would require suppliers to recognize the dealer's corporation.

Question: Would minimum sales requirements be allowed to remain under the new Act?

Answer: The new Act would eliminate minimum sales requirements, which are often unfair and unrealistic and often impossible to meet.

Question: Would this Act allow dealers to join trade associations without fear of recourse from franchisers?

Answer: Yes. The Act would allow dealers to join trade associations such as the SSDA-Michigan and also have the right to legal counsel without penalty

Question: How would pricing be affected by the Act?

Answer: The Act would ensure that all prices charged to dealers be fair and reasonable. This would also apply to service station rents, as dealers would be protected from unfair and confiscatory rents which could threaten the future of their operations. The bill could also clarify that dealers themselves would set the actual retail price of their products.

Question: Are charge-backs allowed under the proposed Act?

Answer: Credit card charge-backs would be regulated in that franchisers must supply the dealer with the card-holder's name, address, copies of the invoices and the reasons for the charge-back. Charge-backs would have a 90 day limitation under the new law.

Question: How would the Act affect dealers being forced by oil companies to stay open on holidays?

Answer: If the Act becomes law, oil companies could not force dealers to remain open on the following days: Christmas Eve (past 9 p.m.), Christmas Day, Thanksgiving Day (past 4 p.m.), New Year's Eve (past 9 p.m.), New Year's Day, Easter Sunday, Yom Kippur.

PMPA AT NINE

Service Station Dealer Equity Act

by Mark Cousens

*SSDA-Michigan Legal Counsel
Miller, Cohens, Martens and Ice
313-559-2110*



The Dealer Equity Bill which was just passed by the House Committee would dramatically improve dealer protection. Called the "Service Station Equity Act" the bill will go a long way toward relieving many dealer problems.

The bill is necessary because neither federal law (including the Petroleum Marketing Practices Act) or state law offers adequate and fair protection to dealers regarding the matters covered by this bill. The bill contains several parts, each dealing with a different dealer problem. When passed, dealers will be immediately relieved of many major problems. "When passed," however, assumes much. This bill will become law only if the dealers of this state personally explain the problems they have to virtually every member of the Michigan Legislature. The bill can be passed, but dealers will have to work for it.

The bill permits the sale of a dealer's business, and requires the supplier to consent to the sale under most circumstances. This would increase substantially the value of a dealer's business. Presently, many dealers work all their lives at a location, and simply retire without receiving a penny for the value of their business. The bill would and should change that. Businesses would have a value. They could be bought and sold.

The bill permits dealers to designate certain persons as successors in the event of a dealer's death. Presently, a dealer's death terminates the franchise. The dealer's family cannot sell the business. They cannot operate the business as they are not the franchisee. They are often simply out in the cold. The bill would allow a designee to begin operating the business immediately following the franchisor's death.

The bill permits dealers to operate as corporations, provided certain personal guarantees are made. Presently some suppliers will not recognize a dealer's corporation no matter what personal guarantees are made. Many dealers wish to incorporate to obtain tax advantages, and limit their personal liability. The bill would compel the supplier to recognize the dealer's corporation.

The bill prohibits certain minimum sales requirements. These often unfair and unrealistic sales requirements can be

impossible to meet. Still, suppliers sometimes force dealers to promise to meet goals which can only be accomplished by selling products at cost, or even at a loss. Some dealers have been driven to near bankruptcy by these demands. The bill would outlaw them.

The bill guarantees that dealers may join associations of dealers and may have the right to counsel. Presently, some suppliers penalize dealers who use counsel. Others make it impossible for dealers to secure counsel by demanding that leases be signed on the spot. These two rights are so basic that they should not be questioned. The bill guarantees them.

The bill makes clear that dealers set the retail price of their products. This rule seems obvious, and redundant to federal law. However, there are some suppliers who ignore the law. The SSDA-Michigan knows of at least one jobber who has attempted to impose retail prices on his dealers. Some dealers have acquiesced. The bill would create a method to prevent this pressure and enforce dealer rights in state court.

The bill controls credit card charge-backs. Presently, every dealer is plagued by charge-backs. The suppliers essentially do as they please with regard to questionable credit card invoices. The bill would prevent charge-backs unless the supplier provides the card holder's name, address, copies of the invoice and a reason for the charge-backs. Charge-backs are prohibited after 90 days.

The bill requires all prices charged to dealers to be fair and reasonable. This section would also apply to service station rents. Dealers would be protected against unfair and confiscatory rents which threaten to collapse the entire dealer network.

The bill would prohibit mandatory 24-hour station operation except where it is profitable. Dealers would be permitted to operate 24 hours if they wish.

This is not a complete description of the bill. It is a summary of the major parts. Passage of this bill must become a first priority for every Michigan dealer. It is of critical importance.

Passage of The Dealers Equity Act Depends on YOU!

You can help The Dealers Equity Bill become LAW. Call the SSDA Michigan office at (313) 344-8700 to help.

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Mike Schuler's Auto Service
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Union Pier, MI 49129

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Lansing, MI 48917

Carriage Hills Marathon
3010 Lake Lansing
East Lansing, MI 48823

Stinger Standard
34901 Ann Arbor Trail
Livonia, MI 48150

Terry's Shell Service
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Romeo, MI 48065

Mike's Service Station
7596 East M-36
Hamburg, MI 48139

Tom's Fast Food Mart
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Ludington, MI 49431

Pump-N-Shop II
743 W. Grand River Ave.
Okemos, MI 48864

Tele-Chicago Sunoco Service
9504 Telegraph
Redford, MI 48239

West Columbia Shell
4954 W. Columbia
Battle Creek, MI 49015

Schwartz Service Ltd.
G-3142 Miller Rd.
Flint, MI 48507

Lakeville Shell
866 Capital Ave. NW
Battle Creek, MI 49015

Pete's Frandor Shell
3024 E. Saginaw
Lansing, MI 48917

Wolf Agency, Inc.
33742 W. 12 Mile
Farmington Hills, MI 48018

Grand Blanc Shell
11431 S. Saginaw St.
Grand Blanc, MI 48439

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East Jordan, MI 49727

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Dearborn, MI 48120

Charlie Knight's Shell Service
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Trenton, MI 48183

Peterson Services
324 N. Mitchell
Cadillac, MI 49601

Four Seasons Auto Wash
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St. Clair Shores, MI 48081

S & J Total Service
320 Riley Street
Kincheloe, MI 49788

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Houghton Lake, MI 48629

Bailey's Shell Service
18321 W. 8 Mile Rd.
Detroit, MI 48219

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Westland, MI 48185

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3510 Elizabeth Lake Rd.
Pontiac, MI 48054

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Oak Park, MI 48237

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Pinckney, MI 48169

Verl E. Gallup (retired)
816 Calvin Dr.
Traverse City, MI 49684

Hi-Tech Automotive Gas & Oil
1015 E. Auburn
Rochester, MI 48063

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Mt. Clemens, MI 48043

Main & Logan Service, Inc.
801 S. Logan
Lansing, MI 48915

Fillyaw Service
327 W. Main
Manchester, MI 48158

Gorence Bros.
12535 Duchess
Detroit, MI 48224

Walton's Ten & Orchard Shell
31324 Ten Mile Road
Farmington Hills, MI 48024

Dandy Oil Inc.
5465 Sashabaw Rd.
Clarkston, MI 48016

Miller Road Marathon
7026 Miller Rd.
Swartz Creek, MI 48423

Hartford Shell Food Mart
61828 C.R. 687
Hartford, MI 49057

Hadley's Standard Service
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Bridgman, MI 49106

Bell Creek Amoco
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Livonia, MI 48154

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Monroe Marathon Co., 12 East Third St., Monroe, MI 48161
Contact: James (Birdie) Burchette 313-241-4004

Marathon Flint Oil Co., 1919 S. Dort Highway, Flint, MI 48503
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Cathleen Bray joins SSDA-Michigan as Marketing Representative

Cathleen Bray of Waterford Township, Michigan, is the newest addition to the SSDA-Michigan staff.

Cathleen is the marketing representative for the SSDA-Michigan. A graduate of Western Michigan University, where she earned a bachelor of science degree from the College of Applied Sciences, her concentration in petroleum marketing made her a natural for the position of marketing representative, which consists of servicing existing member accounts, as well as making non-member dealers aware of the SSDA-Michigan and its benefits.

"I am pleased to be associated with the SSDA-Michigan," says Cathleen. "This position will give me an opportunity to use the knowledge I gained with my degree and also utilize my past experience in customer service."

Prior to joining the SSDA-Michigan, Cathleen served as contracts manager with Technical Aid Corporation, Southfield, and as project manager for Norrell Services, Inc., Rochester, Michigan.

DEALER NEWS

Frank Salazer and his hard-working crew have moved to a new location — from 8 Mile-Gratiot Shell in East Detroit to 14 Mile-Schoenherr Shell in Sterling Heights. Frank has been associated with Shell for over 30 years. The business is family owned and operated with son Jim the service manager and wife Rosemary the office manager.

Karen Anne Henry, past manager of Tel & Penn Sunoco in Dearborn, was married to Mike Gainey October 23 at Sacred Heart Church in Dearborn. Karen is the daughter of Ralph Henry, owner of the station for 35 years. She was station manager for 18 years and is present owner of Baldwin Bait and Marine in Pontiac. Her sister, Rosemary, now the station manager, was the matron-of-honor at the wedding. Best wishes for a happy marriage from SSDA-Michigan.

If you have any Dealer News send it to SSDA Offices for publication.



Elaine Hollis Brings Varied Background to SSDA-Michigan

Elaine Hollis has enjoyed a varied career. She now brings that experience to the SSDA-Michigan, working as administrative assistant.

Elaine earned a nursing degree from Wayne County Community College but decided to make herself part of the public sector by working with U.S. Congressman Lucien Nedzi, Detroit, and later U.S. Congressman Dennis Hertel, who replaced Nedzi after Nedzi retired. The east side Detroit resident came to the SSDA-Michigan in September.

Elaine spends time with her three adult children and two grandchildren. She is also an active volunteer with Henry Ford Hospital's Parent-Infant Beginning Program.

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Highlights of the Dealer Equity Act

The Proposed Act Would:

- **Allow right of transfer to qualified buyers giving dealerships a value on the market like other businesses.**
- **Allow a successor to the dealership in the event of death which would allow the family of a dealer to continue the operation.**
- **Allow dealers to incorporate to take advantage of the current tax laws and allow dealers personal limited liability.**
- **Prohibit unfair pricing by franchisors and allow dealers to remain competitive.**
- **Eliminate minimum sales requirements which are unreasonable, unfair and sometimes impossible to meet.**
- **Eliminate mandatory 24-hour station franchise, unless conditions for profitability exist, returning the rights of operation to the dealers themselves.**
- **Regulate charge-backs to dealers allowing them a say in credit practices maintained by franchisors.**
- **Allow dealers to join trade associations such as SSDA-Michigan and to have representation by legal counsel without penalty or fear of reprisal from the franchisors.**
- **Allow dealers the option of opening on the following days: Christmas Eve (past 9 p.m.), Christmas Day, Thanksgiving Day (past 4 p.m.), New Year's Eve (past 9 p.m.), New Year's Day, Easter Sunday and Yom Kippur.**

**The Dealer Equity Bill
A Time To Balance
The Scales....**



SSDA-Michigan Holds Regional Meetings Throughout State on Dealer Equity Act

Service station dealers throughout Michigan were given details on the Dealer Equity Act at a series of regional meetings held in Warren, Novi, Lansing, Grayling, Flint and Grand Rapids.



State Rep. Curtis Hertel, sponsor of the Dealer Equity Act, talks to dealers about the Act at an SSDA-Michigan regional dealer meeting.

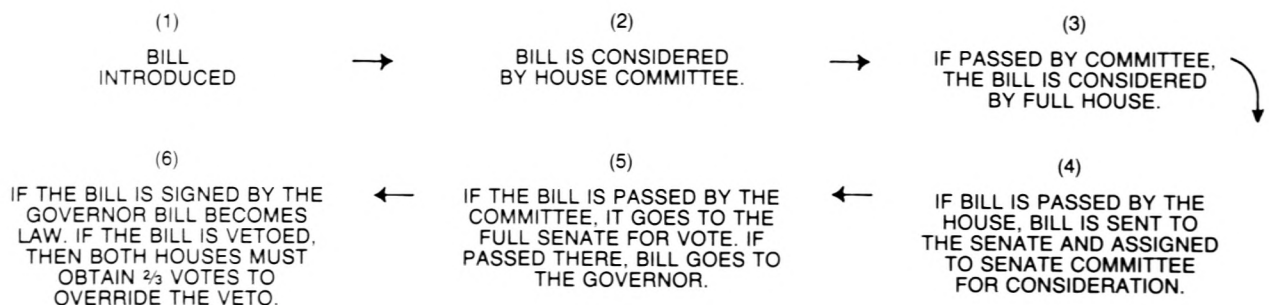


(Left) Daniel Loepp, SSDA-Michigan executive director, reviews the contents of the Dealer Equity Act.

(Right) Phil Bucalo, SSDA-Michigan president, talks about the need for dealer support for the Act.



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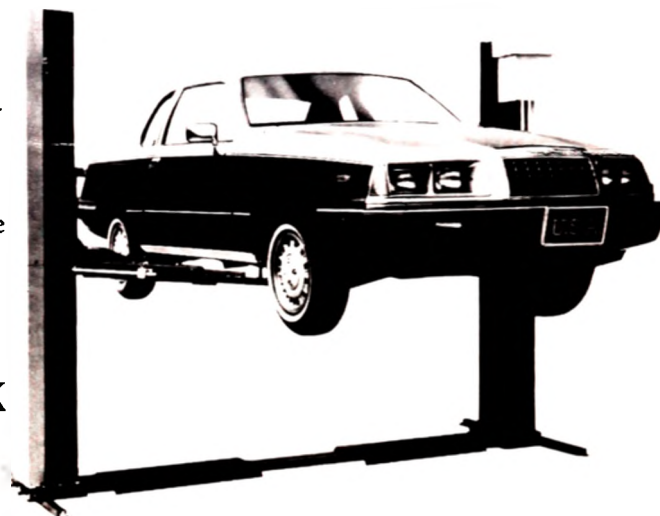
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The Service Station Equity Bill passed the House Transportation Committee on November 18, 1987.

But to complete the rest of the way against those powerful forces who want to stop the Equity Bill we need your help. Call and write your legislator and tell them how you feel and also support the SSDA-P.A.C.

Yes, I want to support the Dealer Equity Bill. Enclosed is my contribution of \$_____ to help.
(Make checks payable to SSDA-P.A.C.)

NAME: _____

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CITY: _____ ZIP: _____

TELEPHONE: (_____) _____

No cash or corporate checks please.

SSDA GOLF OUTING IS COMING

Friday, May 13th, 1988 (mark your calender), at Bay Pointe Country Club

*** Watch this place in the coming months for details.**



Ernie Remondini of Remondini's Service Center in Iron River for the last 40 years has retired. The SSDA-Michigan wishes him a happy retirement.

DEALER NOTES:

Ernie Retires

40 years on same corner

If there is one word to describe Ernie Remondini, it is cheerful.

His cheerfulness and optimistic outlook have rewarded Ernie over the years — say 40 years.

After 40 years on the corner of Fourth Avenue and Adams Street in Iron River as a Standard Oil Company dealer and proprietor of Remondini's Service Center, Ernie Remondini, a SSDA-Michigan member, has retired.

Over the last 40 years, Ernie has won many honors. In 1959, he took first place and won a new red and white Ford station wagon in an 11-point contest based on cleanliness, excellence, service and appearance.

The same year, Ernie won the All-American Atlas tire contest and a payoff trip to King's Gateway.

He was recognized in big front page headlines in the June 25, 1959 edition of the *Milwaukee Sentinel*. It read, "Remondini Wins Wagon."

Besides winning many tire and sales contests, Ernie has been chosen by Standard Oil Company for many years to represent other Amoco dealers on the Dealer Advisory Council.

The company had Ernie train dealers who were going to take over stations. He was their designated dealer trainer.

Ernie said, "I am so very grateful for having such wonderful customers. It was my customers who made it a pleasure being in business and helping me make it a success of the 40 years in business. I want to thank them all."

He also said he is grateful to his family for their help and support.

"Forty years. Hey! I've really got mixed emotions. Forty years on the same corner is a long time. But it's been great. I've enjoyed it," he said with his usual cheerful smile.



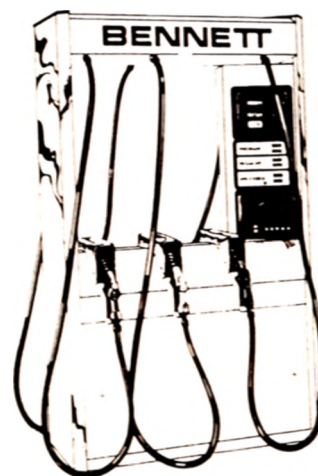
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Rep. Hertel Sponsors Dealer Equity Act

State Rep. Curtis Hertel, sponsor of the Service Station Equity Act, is a long-time friend of gas and service station dealers. Now in his fourth term as a State Representative of District 12 (northeast Detroit), Hertel, 34, has established a reputation among House colleagues as a diligent and patient public servant.

"We are fortunate to have a legislator who is respected as much as Rep. Hertel is to sponsor this legislation," says Daniel Loepp, SSDA-Michigan executive director. "That's why we are optimistic about the chances for passage."

A lifelong Detroit resident, Rep. Hertel and wife Vicki have three sons, Curtis, Matthew, and Kevin, and a daughter Lisa Marie. He was raised in a family environment that encouraged an interest in community affairs and public service, and is one of three brothers all having held elected office.

He is a graduate of Denby High School and Wayne State with a B.S. in education. In 1975, he was the recipient of the "Outstanding Young Man of America" award. His current affiliations include the 14th Congressional District Democratic Party, Friends of Belle Isle, the Detroit Historical Society, the Friendship Lions Club, and Board member of the Eastwood Community Clinics.

Rep. Hertel is chairman of the House Transportation Committee. He also serves as a member of House Judiciary, Public Health, Urban Affairs, and State Affairs, and Tourism and Recreation.

Noted as a key legislator in the area of child protection; Curtis Hertel is responsible for passage of legislation to establish the Children's Trust Fund and legislation to create Michigan law guarding against Parental Child Snatching.



State Rep.
Curtis Hertel

SOMETHING FOR NOTHING

HERE'S WHY: The demand for air is greater than ever. Less than half of the 195,000 service stations and convenience stores offer air service. Provide a much-needed service for your customers — with no effort or investment on your part!

Consider the benefits of AIR-serv® :

- **Builds Traffic** — new customers will stop at your location each month, specifically seeking air service.
- **Satisfies Customers** — air service is provided 24 hours a day. Your customers appreciate availability of convenient air service.
- **Generates Revenue** — customers who come looking for air will often buy other products as well, which means additional sales for your location every month.
- **Eliminates Costly Maintenance** — the dealer in your area installs and services the

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To date, over 22,000 AIR-serv units have been installed across the country through a national dealer network. In fact, 20 of the top 30 C-store chains have approved its placement. Why? Because AIR-serv is the best built tire inflator in the industry.

Find out how you can put AIR-serv to work for you. Give us a call today and we'll show you how you too can increase your profits with a no-cost profit center. Call toll-free — 1-800-247-8363, ext. 24. In MN: 612-454-0465.

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Beginning November 1, 1987,
Michigan dealers operating both
self-service and **full-service** areas
at the same location may be eligible
for separate payroll classifications
with the Dodson Group.

Qualifying dealers must meet the following standards:

- Each service operation must have a separate staff.
There can be no interchange of labor between the
two service areas.
- A separate column in payroll journals must be kept
for each service operation.

If you qualify, you'll benefit from additional savings on your workers' compensation premiums with the Dodson Dividend Plan, approved by Service Station Dealers Association of Michigan since 1962.

The Dodson Dividend Plan returned
13.5% of premium to all participating
dealers in 1987. The yearly average
return is now 20.82% of premium.

**Find out how the Dodson Dividend Plan can benefit you! For more information,
contact the home office toll-free at 800-825-3760.**

DODSON GROUP

9201 State Line Road • Kansas City, Missouri 64114

List of Exhibitors at SSDA-Michigan Fall Meeting

Champion Spark Plug Co.
Mr. Ron Smith
966 Dahlia Lane
Rochester, MI 48063
(313) 651-0195

N.B.F. Security Systems
Mr. Mark Jones
P.O. Box 489
Milford, MI 48042
(313) 685-3955

Weller Auto Parts
Mr. Skip Weller
2525 Chicago Drive
Grand Rapids, MI 49509
(616) 538-5000

Hand Therapy Service
Ms. Brenda Woerker
22809 Kelly Road
East Detroit, MI 48021
(313) 372-5690

Absopure Water Co.
Mr. Gary Dixon
8845 General Drive
Plymouth, MI 48170
(313) 459-8000
Mr. Tom McKendry
96 84th Street S.W.
Byron Center, MI 49315
(616) 455-5700

Dobson Insurance Group
Mr. Elmer Gibson
9201 State Line
Kansas City, MO 64114
1-800-821-3760

Jays Foods
Mr. Abe Schram
2976 Stamford S.W.
Wyoming, MI 49508
(616) 241-6421

PardaData Computer Networks, Inc.
Mr. John Weurding
37525 Interchange Drive
Farmington Hills, MI 48018
(313) 478-8400

Blue Cross/Blue Shield of Michigan
Mr. Mike Galvin
53200 Grand River
New Hudson, MI 48165
(800) 262-8998

Lawrence A. Wright, Inc.
Mr. Larry Wright
28277 Dequindre
Madison Hts., MI 48071
(313) 547-3141

Monroe Auto Equipment Co.
Mr. Scott Muessig
5519 Wilmont Ct. S.E.
Kentwood, MI 49508
(616) 455-8128

Reynolds & Reynolds
Mr. Tom Hardie
10 Oak Hollow Drive Ste. 140
Southfield, MI 48034
(313) 353-8500
Mr. Pat Leddy
3915 Bay Road
Saginaw, MI 48603
(517) 792-4581

Michigan Air-Serv Distributors
Mr. Mark Richards
2006 Wealthy
Suite #208
Grand Rapids, MI 49506
(616) 456-3234

The Oscar W. Larson Co.
Mr. Gary Walker
6503 S. Division
Grand Rapids, MI 49509
(616) 455-5310

Horner Equipment Company
Mr. John Snyder
P.O. Box 1288
Saginaw, MI 48606
(517) 755-5327

Original New York Seltzer
Mr. Arch Matsos
P.O. Box 1201
East Lansing, MI 48826
(517) 337-2226

Hunter Engineering
Mr. David Gossett
934 E. Third Street
Royal Oak, MI 48067
(313) 399-2643

Frito-Lay
Mr. Fred Cahill
12000 Reeck Road
Southgate, MI 48195
(313) 287-9477

Allen Test Products
Mr. Tim Hudson
5991 Twin Oaks
Laingsburg, MI 48848
(517) 651-6354
Mr. David Lalley
24310 Indoplex Circle
Farmington Hills, MI 48018
(313) 476-7610

Sun Electric Corporation
Mr. Charlie Lowler
23192 Commerce Drive
Farmington Hills, MI 48018
(313) 478-4304

W & S Distributing
Terry Sharon
2936 Bay Road
Saginaw, MI 48603
(517) 792-7900

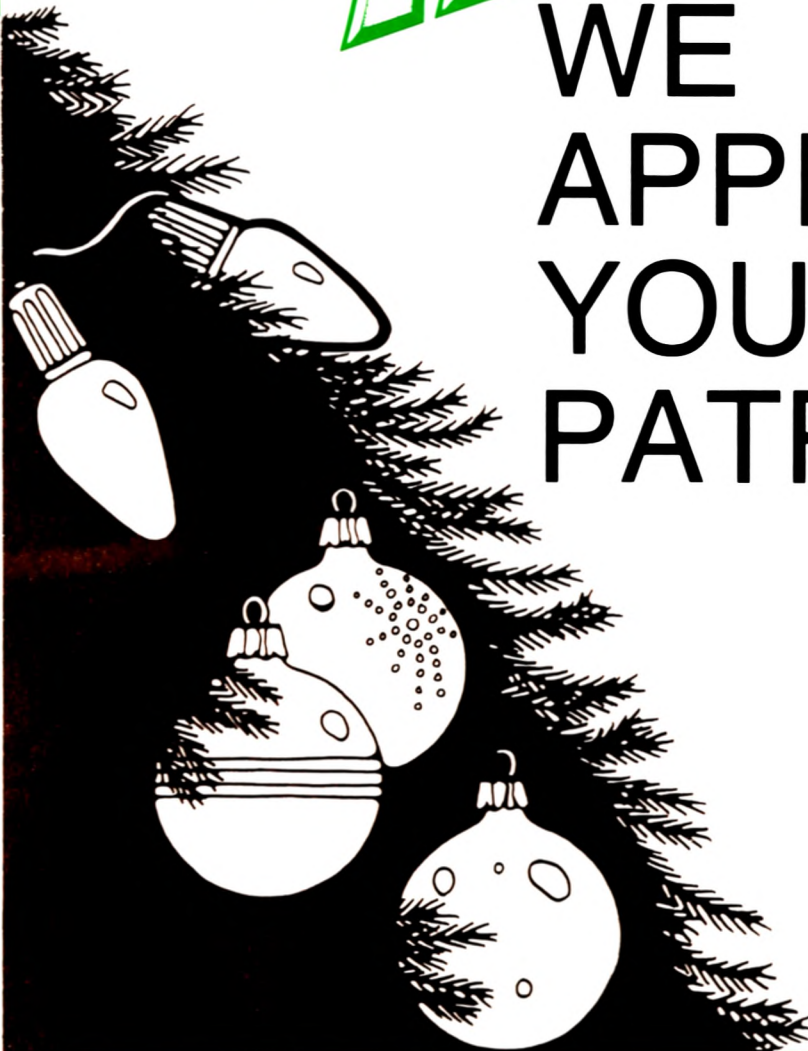
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HAPPY HOLIDAYS

WE APPRECIATE YOUR PATRONAGE



*Member Service Station
Dealers Association of Michigan*



‘Hats Off To Service’

Who are those corporations great with wealth immense and world-wide fame?

*We buy their gasoline and oil and every one is known by name,
But at their stations, large or small, we're met by dealers of humble rank
No President of their company ever comes out to fill the tank,
Nor does the Chairman of the Board appear with smiles to greet us then.
Not from the office comes their fame, but from their station service women and men.*

*There are some stations where we stop and other stations that we pass,
And it is often just because we like the dealer who pumps the gas.
We've shared their friendship down the years, we know their hopes and dreams and aims
They've told us of their joys and woes and we have learned their children's names.
They've kept our windshields shining clear, our tires and motor in repair
'Tis the dealer and not the company, however great, that takes us there.*

*Since upon gas and oil and aid all motorists dependent are
Were there not service stations near, but few of us would drive a car,
Did we not know along the miles, wherever we may choose to roam
We'd meet with friendly service dealers we'd all prefer to stay at home.
So not to their corporations vast, but unto them this tribute small
People with devotion to their task - friends of the highways, one and all.*

by Edgar A. Guest





(Left) George Kell, Detroit Tiger TV broadcaster, featured speaker at the dinner banquet.
(Right) A buffet breakfast.



Highlights of SSDA-Michigan Fall Meeting at Shanty Creek



(Left) Ed Fredericks, safety consultant program developer with the safety education department of the Michigan Dept. of Labor, talks about safety standards.
(Right) Dampness did not discourage diehards.



(Left) State Rep. Francis Spaniola. (Pictured) State Rep. Curtis Hertel and Dorothy Beardmore, State Board of Education member were featured speakers.
(Right) One of the product exhibitors.



(Left) Dan Loepp moderates a panel discussion on dealer marketing.
(Right) George Kell signs a 1953 baseball card for Rob Adams of Adams Shell in Birmingham.





(Above) Outgoing SSDA-Michigan president George Schuhmacher is given special recognition by 1st VP Phil Bucalo and Dan Loepp (Upper Right) Frank and Rosemary Salazer at a reception (Right) Mike Ranville of Karoub Associates discusses Dealer Equity Act (Left) George Kell signs a T-shirt for Dennis Pellicci, SSDA-Michigan board member.

Winners at SSDA-Michigan Fall Meeting

Charles E. Shipley Scholarship Award

Jon R. Steinhauer (Northville High School)
Son of Robert F Steinhauer of
Steinhauer's Shell in Livonia

Political Action Committee \$6000 Raffle

\$3000 Winner — Mike Walton, manager of
Morgan's Amoco Auto Repair in Bay City.

\$2000 Winner — Heather Bucalo, grand-
daughter of Phil Bucalo,
SSDA-Michigan 1st vice-president

\$1000 Winner — Tom Swartz, owner of
Miller West in Flint

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Tax Simplification

by Lawrence A. Wright, Inc.
*Specialists in Financial Services
for the Service Station Dealer*
313-547-3141

When last year's tax reform was first introduced to us, it was billed as necessary for "tax equity" and "tax simplification." We were told that the rich would be responsible for a greater share of the tax burden, and that tax brackets would be brought down once and for all.

What they failed to mention was that "the rich" means anyone making over \$40,000 per year, and that subsequent "corrections" would lower that definition to \$30,000 to help increase tax collections by approximately \$23 billion per year. Also, that a reduction of tax brackets would be followed up by an increase in tax basis (fewer deductions), and that tax simplification is an extremely complex process, of which the following are some examples of their success:

1. Over 40 new tax forms have been or are being introduced and 200 forms are being revised.
2. A new mortgage deduction, Form 8598, with a four-page instruction booklet for people who have incurred mortgage debt after August 16, 1986, has been added.
3. There is a new W-4 with three pages of instructions.
4. Instead of earned income and unearned income, we now have earned, portfolio and passive. Passive can be either passive passive or active passive.
5. Passive losses cannot be offset against earned income unless your passive loss was from certain qualified passive activities or unless you were actively pursuing the activity or you were in a limited partnership before enactment of the new law.
6. Children under 14 who have portfolio or passive income over \$1,000 must file a form so that the income can be taxed at their parents' tax rate or their tax rate, whichever is higher.
7. Vehicle business expenses must be adjusted for depreciation if the vehicle weighs under 6,000 lbs. or cost over \$16,000.
8. Business travel and entertainment expenses are only 80 percent deductible, except certain types of T & E expenses are 100 percent; and sometimes, under certain circumstances, 80 percent items may be 100 percent, and certain 100 percent items may be only 80 percent.

9. You must now pay F.I.C.A. taxes on personal use of company vehicle.
10. You must now get proof of every new employee's right to work in this country if hired after November 1, 1986. If he's an alien, you need only one identification certificate. If he was born across the street, he has to have two pieces of proof. Everyone must fill out an I-9.

Now that we have this new simplified tax structure, as you can see by the above complex set of examples, you can expect to allocate a portion of that "tax savings" to professional help necessary to help you straighten it out.

It's not too soon to get organized for your 1987 taxes. Now is a good time to meet with your tax professionals to find out what he needs from you and to plan accordingly.



DEALER PROFILE

Art Konkle in Bay City

Art Konkle lives by one creed where his customers are concerned: *service* — just like the name of his station.

Konkle Super Service has been a fixture on Center Street in Bay City for 34 years. Not surprising is that Konkle has many of his original customers.

"We know our customers by name," says Konkle. "We're a neighborhood service station. That's our forte. There are always going to be people who will want to deal with neighborhood gas stations and with people they have come to know and trust. They are not going to want to deal with specialty shops."

"Our customers feel comfortable here," continues Konkle. "We give them a sense of security. They call us at home if they need us. They're safe with us. These are the best people to deal with."

And Art Konkle believes in the SSDA-Michigan. An SSDA-Michigan member over 15 years, Konkle has been a dealer representing Sinclair, Arco, Mobil, and currently Marathon, with whom he became associated in January, 1987.

"The SSDA-Michigan is an important organization to belong to," stresses Konkle. "Members share a common goal — unity. Like the old saying, 'Together we stand' and the SSDA-Michigan has stood by us in the good times and the bad. I remember when the 1973 oil crunch hit, the SSDA stood by us and we came to rely upon the organization."

Konkle also likes the fact that the SSDA-Michigan keeps dealers up-to-date on issues that impact upon them, like tank leak insurance and the right-to-know requirements.



APPLICATION FOR MEMBERSHIP SERVICE STATION DEALERS ASSOCIATION OF MICHIGAN, INC.

27780 Novi • Suite 106 • Novi, Michigan 48050
Telephone: (313) 344-8700



I (We), by submitting this application and the payment of scheduled dues, hereby apply for membership in the Service Station Dealers Association of Michigan, Inc.

BUSINESS NAME: _____

BUSINESS ADDRESS: _____

CITY: _____, MI ZIP: _____ PHONE: () _____

BRAND OF GASOLINE SOLD: _____

TYPE OF OWNERSHIP (Check appropriate box)

☐ SOLE PROPRIETORSHIP ☐ PARTNERSHIP ☐ CORPORATION

LIST OWNERS/PARTNERS/CORPORATION PRESIDENT AND TREASURER:

NAME: _____ TITLE: _____

RESIDENCE ADDRESS: _____

CITY _____ ZIP: _____ PHONE: () _____

NAME: _____ TITLE: _____

RESIDENCE ADDRESS: _____

CITY: _____ ZIP: _____ PHONE: () _____

LIST ADDITIONAL STATIONS OWNED

1. STATION NAME: _____ BRAND: _____

ADDRESS: _____

CITY: _____ ZIP: _____ PHONE: () _____

2. STATION NAME: _____ BRAND: _____

ADDRESS: _____

CITY: _____ ZIP: _____ PHONE: () _____

Signature

Date

DUES SCHEDULE

Annual Dues \$200.00

Second Station @ \$50.00 _____

Additional Stations _____

@ \$25.00/each _____

Partners @ \$12.00/each _____

Total \$ _____

I would like information on those items checked below:

- ☐ Michigan Bankcard-Visa/MasterCharge
- ☐ Dodson Workers Comp. Insurance
- ☐ Blue Cross/Blue Shield of Michigan
- ☐ Equipment

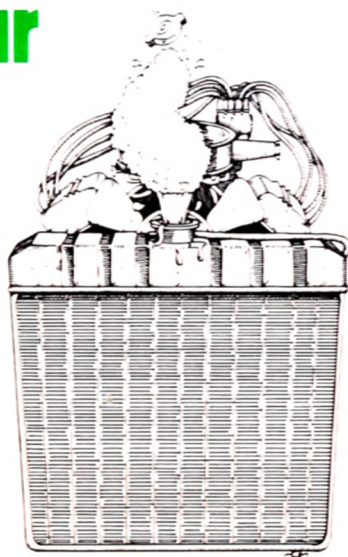
A dirty cooling system can make your engine run hot

When dirt, rust and sludge deposits clog the tiny passages in your heater core, you're in for a long, uncomfortable winter behind the wheel.

That's because these blockages prevent your cooling system from circulating hot coolant from the engine through your heater to warm the inside of your car.

But you really don't have to freeze this winter. Because now there's a method of cleaning out your car's entire cooling system, including the heater core. With WYNN'S

...and your heater run cold.



X-TEND Power-Flush and WYNN'S X-TEND Cooling System products. A new approach to cleaning and maintaining your automobile's entire cooling system, while helping to maximize cooling system efficiency.

WYNN'S X-TEND Power-Flush unit uses pressurized water and air to flush even those hard-to-reach areas of your cooling system.

So act now, before a dirty cooling system can cause your heater — and your blood — to run cold.

Wynn's XTEND Power-Flush

For further information or personal demonstration please contact:



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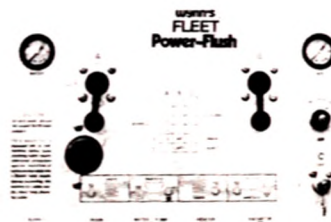
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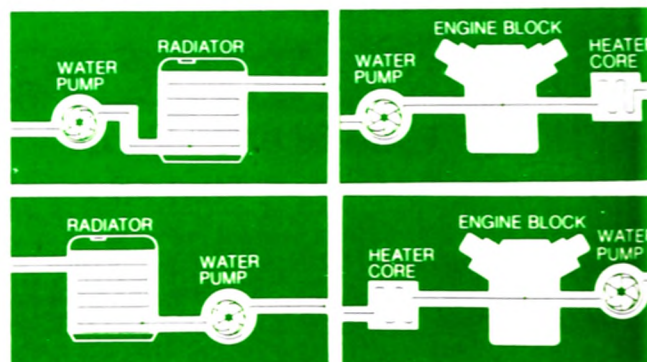
Power-Flush

a major advancement in automotive cooling system maintenance equipment



Water pressure, air pressure and the sight glass located on the face of the unit, allows the operator to completely control the flushing procedure and visually monitor the progress.

Residue removed from the cooling system is directed down the shop drain, helping keep the work area clean and dry.



WYNN'S® Fleet Power-Flush utilizes multi-directional pressurized water and air turbulence to quickly and effectively flush and "scrub" all internal components of today's automobile cooling system.

This flow diagram illustrates the flushing direction. Surfaces on the system are "scrubbed" forward and backward to dislodge built-up deposits.

Wynn's XTEND Power-Flush

Advanced Cooling System Maintenance

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