



10:00 am  
Currently: 0  
RealFeel® High: -3  
Humidity: 77  
Winds: S at 6 mph

Click here to view La Crosse Area Weather

Home > News > Story increase font size | email story | print story

Published - Tuesday, January 27, 2009

POST COMMENT | READ COMMENTS (1 comment(s))

## Brenengen wins national recognition at auto dealers convention

By STEVE CAHALAN | [scahalan@lacrosetribune.com](mailto:scahalan@lacrosetribune.com)

Don Brenengen, owner of Brenengen Chevrolet in West Salem, was one of four finalists for the 2009 Time Magazine Dealer of the Year award.

The Dealer of the Year and the regional finalists were announced Saturday at the annual National Automobile Dealers Association Convention and Exposition in New Orleans. The award is sponsored by the magazine and The Goodyear Tire & Rubber Co., in cooperation with the association. It is for exceptional performance in their dealerships and for distinguished community service.

Brenengen, 57, was chosen to represent the Wisconsin Automobile and Truck Dealers Association in the national competition. Being a finalist is "quite an honor," he said Monday.

Brenengen began his automotive career in 1975 as a salesman for Dahl Motors and in 1991 bought Curly's Chevrolet in West Salem.

Today, he and his wife, Cheryl, own five automobile dealerships in West Salem, Sparta and Tomah. They live on French Island and have been active in civic and community affairs, such as establishment of a Boys and Girls Club in West Salem.

ShareThis

### Ads by Yahoo!

#### Stickhead Lacrosse

When you need a Lacrosse shaft, head or handle think Stickhead. Stickhead is a Lacrosse specialty store with a full line of equipment and stringing accessories. [store.stickheadlacrosse.com](http://store.stickheadlacrosse.com)

#### LaCrosse Liquidation Sale

All Remaining '08 Models Must Sell! See Local Buick LaCrosse Prices. [BuickLaCrosse.ConnectWithLife.com](http://BuickLaCrosse.ConnectWithLife.com)

#### Buick LaCrosse Clearance

Buick LaCrosse Blowout Pricing! Get Discount Buick LaCrosse Prices. [BuickLaCrosse.Reply.com](http://BuickLaCrosse.Reply.com)

#### More News:

- Wisconsin Supreme Court: Cheerleading is a contact sport, former Holmen student can't sue over injuries
- Cathedral students want everyone's birthday celebrated
- Area food pantries see more demand
- Is the worst of winter over? Statistically, yes
- Want a free house? OK, but delivery is not included
- West Salem water rates rising: Most residential customers likely to see increase of about 34 percent
- Courtesy Corp. chairman is happy about his career choice
- Marijuana operation found in Crawford Co.
- 'Starting from scratch' - New Houston County criminal justice center must be smaller than planned
- REVIEW: Russian American Kids Circus delights kids

Advertisement



Advertisement

# Inside Preps.com

Stories, Standings, Stats, Photos, Videos, & Highlights updated throughout the week.

#### SECTION SPONSORS

- Beyer Cabinets
- Hansen's IGA
- Gross Pontiac Buick GMC
- Interior Designs
- Leon Country Floors & More, Inc.
- Merchants Bank
- Meyer & Associates
- Northwest Realty
- Reisinger Heating
- State Bank Financial
- Stock Building Supply
- Upper Iowa University
- Wells Fargo - EdVest

ADVERTISING INFORMATION

#### NEWSPAPER ADS

#### Viterbo University / Humanities Symposium

### The Good Earth

Understanding our relationship with nature

Monday, February 2, 2009  
Tuesday, February 3, 2009  
Wednesday, February 4, 2009

Published on 1/24/2009

#### Save more money with DISH Network.

DISH Network offers great programming packages at the lowest of digital price nationwide, every day.

FREE HBO and SHOWS for 3 months  
FREE HBO and SHOWS for 12 months for \$4  
FREE Activation  
FREE Standard Professional Installation

Sign up today and save all year.

DEAN'S SATELLITE  
608-372-2887 • 877-562-3474

Published on 1/19/2009

#### Coldwell Banker Superior Realty

★ Friday, Feb. 13<sup>th</sup>, 2009 ★

### FAX BID AUCTION

Bank Owned AUCTION Commercial Building

A Guaranteed Confirmed Absolute Sale, With a min. bid of \$50,250 Plus 10% buyers fee.

Over 2000 sq. ft. brick-wal building on .184 acres, 44x58 & 16x38, 2 wash bays, one service bay, plus utility bay, in-floor heat, interior vinyl steel & block, 2 phases, 2 gas furnaces, city utilities, concrete parking pavement. Suggested for Engineers/Architects. Assessed Value \$195,800.

Published on 1/26/2009

VIEW MORE

#### LACROSSE JOBS

On Call Instructors Needed!  
Western Technical College

Customer Service Representative  
APAC Customer Services Inc.

Customer Service Representative  
Sprint

VIEW MORE

TOP HOMES

### Tell us what you think...

Comments >>

capricorn wrote on Jan 27, 2009 8:34 AM:

" Way to go Don. You deserve this award. "