

AUTOCONNECT



MDAC Meets with GM CEO Mary Barra

The Minority Dealer Advisory Council had an opportunity to meet with GM CEO Mary Barra and other GM senior executives to discuss issues important to the minority dealers. The MDAC was very interested in discussing operational challenges that have caused dealer profitability to decline in 2017 from the record year in 2016. Steve Hill, U.S. vice president, Sales & Service, and Kurt McNeil, U.S. vice president, Sales, were on hand to facilitate a Q&A session to address core U.S. retail business issues.

Mary Barra shared comments about GM's leadership in technology, mobility, autonomous and ride sharing. She also thanked the MDAC members for their contributions to keep the GM leadership and MDD dealer relations relevant and transparent.

"We had a very productive meeting," said Mark Rainey, director, GM Dealer Development. "It's a sign of tremendous progress when most of the challenges raised by the MDAC are not unique to minority dealers, but similar to the challenges all dealers face in this competitive market."

“Our access to GM leadership, including CEO Mary Barra, is a clear example that our issues are important to GM. We appreciate all of the progress GM is making to increase the number of minority dealers in the dealer network. Minority dealer appointments continue to grow, minority dealers’ sales per outlet are higher than the national average, and minority dealer earnings continue to exceed the national average. There is still a lot of work to be done, and we look forward to a great partnership in 2018!”

IVETTE DOMINGUEZ, VICE CHAIR OF MDAC



Message from Mark Rainey



MDD is continuing its progress to increase the number of minority-owned dealerships in the GM dealer network. In 2016, GM added a net total of 17 minority-owned dealerships in the dealer network. MDD is on pace to add an additional 17 minority-owned dealership appointments in calendar year 2017. There are very few opportunities to add dealerships into the network through open points, so our focus must be in the following areas:

Strengthen the Current MDD Dealer Network

Increase support and resources at the dealership level to support dealers “one-on-one” for profitability and sales effectiveness improvement.

Expand GM NCM 20 Group Participation

Our internal metrics consistently indicate that dealerships that are active in 20 Groups perform better and are more profitable than those that are not.

Build the Bench

MDD has made significant progress increasing the number of “vetted and approved” dealer candidates. We will continue this momentum working with the regional sales teams and MDD.

Improve Communications

In 2017, AutoConnect was launched. We will better utilize this communication and our MDD website to more effectively build community among MDD dealers.

We are excited about the opportunities to make MDD even stronger in 2018.



GM and MDD Receive High Praise from NAMAD

Damon Lester, president, National Association of Minority Automobile Dealers, puts GM up front for attracting and supporting minority dealers.

“By far, GM leads other OEMs in its support of ethnic minority dealers,”

said Lester. “And the number-one reason is through Motors Holding where GM is creating opportunities for minorities to become dealers. This has been a constant, even when the market was tight. It demonstrates GM’s commitment to creating an inclusive, representative dealer network.”

Lester cites GM MDD 20 Groups as another factor in GM’s leadership.

“GM doesn’t just want to place ethnic minorities in dealerships,” he said.

“GM wants minority dealers to succeed.”

MDD 20 Groups are a place for dealers to delve into issues with like-minded owners and managers, and find answers. This leads to profitability, customer retention, growth and multi-generational ownership.”

GM MDD is listening closely to dealers to create even more support for minority dealers. With 30 percent of today’s car buyers representing ethnic minorities, the success of minority dealerships has never been more important.

“GM has established diversity and inclusion as business imperatives,” said Lester. “That is evident in its approach to MDD. It’s evident in the programs offered on profitability, and in the quality of opportunities that are being offered to ethnic minority dealer candidates. GM is leading OEMs with net minority appointments. We all need to work together to achieve parity in our network, not just dealer owners, but employees working in every dealership role.”



DAMON LESTER
President
National Association of
Minority Automobile Dealers
(NAMAD)

GM MINORITY DEALER DEVELOPMENT
20 GROUP



Ed Chavez is a highly accomplished auto dealer with 30 years experience.

Chavez is president of Coachella Valley Buick GMC, in Indio, California. He’s served on the GM Minority Dealers Association Board of Directors, was a GM MDAC member and also former president of the I-10 Dealers Association.

With all that knowledge, you might not think Chavez had anything left to learn about automotive retail. But Chavez said he absolutely does, and that’s why he rejoined a GM MDD 20 Group.

A native of Albuquerque, New Mexico, Chavez has been elected chair of the newly formed fourth MDD 20 Group. He is an enthusiastic ambassador of the program and urges all MDD dealers and managers to join.

“GM MDD 20 Groups have not only made me a better dealer, they have introduced me to other dealers who have become lifelong friends,” said Chavez.

“MDD 20 Groups are valuable because they expose your weaknesses as well as your strengths. Successful dealers can offer their peers suggestions for improvement as well as get help in areas they are struggling with.

While all dealers look at their stores’ financial statements, they seldom analyzes them as you do in a 20 Group setting. Members dig into issues and see how we compare, get and give suggestions, and look for solutions. At the end of the meetings you return to your dealership to make adjustments, monitor the implemented ideas monthly and track your composites with the group.”

Chavez said he’s wiser and more successful because of MDD 20 Groups. He enjoys knowing that, at this point in his life, he’s able to give back to dealers just starting out.

GM MDD 20 Groups are open to dealers and managers in all disciplines. In fact, managers are a natural conduit for communicating and executing the best practices learned in the meetings. Please contact tracey.brown@gm.com for more information on joining an MDD 20 Group.

GM MINORITY DEALER DEVELOPMENT



SCOTTSDALE, ARIZONA
January 24 - 26, 2018 Fairmont Scottsdale Princess

GM MINORITY DEALER DEVELOPMENT
20 GROUP



MDD internal metrics consistently indicate that dealerships that are active in 20 Groups perform better and are more profitable than those that are not.

Now, MDD is making a new service available to MDD 20 Group members that will take 20 Group participation to the next level.

NCM, MDD's 20 Group partner, is offering personalized in-dealership consulting — dedicated, one-on-one help from industry experts to solve dealers' unique business challenges.

MDD will share in the cost to dealers as part of its commitment to growing and maintaining a strong, profitable minority dealer network.

Utilizing their real-world experience, NCM professionals — many of whom are former dealership owners and executives — partner with dealers to develop action plans to address their toughest challenges. They leverage their years of retail expertise to help dealers improve the bottom lines and secure customers for life.

“NCM consultants use the latest management trends and proven best practices to create individualized strategies for increasing profitability, growth and customer retention,” said Tracey Brown, manager, GM MDD Performance. “Because they’ve worked with thousands of dealers to streamline processes and increase dealers’ bottom lines, NMC consultants are experts at developing improvement plans.”

To learn more, contact Tracey Brown at tracey.brown@gm.com.



MDD members are invited to kick off the New Year at the Winter Business Meeting.

Start the year sharing ideas and best practices with fellow dealers. Exchange ideas at 20 Groups, network with your peers and find new ways to improve operations and drive the bottom line.

One-stop registration is easy at: [CLICK HERE](#)

Agenda

DAY ONE: Wednesday, January 24

- Arrival and Check-in
- Afternoon at Leisure
- Evening:
 - 5:15-6:15 PM: General Session
 - 7:00-9:00 PM: Welcome Reception

DAY TWO: Thursday, January 25

Daytime:
8:00-5:00 PM: MDD 20 Group Meetings

DAY THREE: Friday, January 26

Daytime:
8:30-11:30 AM: MDD 20 Group Meetings
Departures



MINORITY DEALER DEVELOPMENT

GM Minority Dealer Development is comprised of GM minority dealers and next-generation talent. Through the MDD program, GM and its dealers work to actively recruit, train and place minorities as dealers and in all service, sales and management careers.

www.gminoritydealer.com

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"It is my honor to work with the dedicated members of MDAC and implement practices to improve not only the opportunities for minority dealers, but also the operational performance of each minority dealer to grow GM market share across the U.S."

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