

# AUTOCONNECT

## Dominguez Named First Female MDAC Chair

Ivette Dominguez is part of a very rare subset of GM's dealer body. The owner and president of Alpine Buick GMC in Denver, Colorado, is both female and Hispanic. That positions Dominguez perfectly to lead GM's Minority Dealer Development Advisory Council, succeeding former chair Lonnie Bennett. "I'm grateful to have served with Lonnie for a year as vice chair," said Dominguez. "He is a visionary leader who worked hard to advance the cause of minority dealers."

When Bennett stepped down at the beginning of 2018, Dominguez took the helm with a clear vision to increase the number of minority dealers in the GM network.

"GM MDD will remain committed to attracting minorities into dealership opportunities," said Dominguez. "For GM to be relevant to future generations of car buyers, our dealerships must be inclusive in all positions. Racial diversity has been called the most defining and impactful characteristic of Millennials. It's predicted that 50 percent of Gen Z will be part of a minority group."



MINORITY DEALER DEVELOPMENT  
MINORITY DEALER ADVISORY COUNCIL

“With 50 percent of future car buyers identifying as minority, there's no more important task than creating dealerships that are diverse, inclusive and representative.”

IVETTE DOMINGUEZ  
CHAIR OF MDAC

Dominguez walks the talk. Alpine Buick GMC is rich with diversity and female employees. The family-owned dealership gives back to the community in a number of ways, including support for the Hispanic Chamber of Commerce and other Hispanic charities. The dealership website can be viewed in both English and Spanish.

"I have always been an advocate for progress," said Dominguez, one of only 255 (based on CY 2017) female minority dealers in GM's retail network. "That includes evolving our dealerships in a way that reflects our consumers. It takes education, promoting dealership careers, searching for candidates and working with the community to identify ways to connect with young people of various ethnicities."

In her role as chair, Dominguez has the opportunity to talk with GM's top leaders about important dealership issues. For Dominguez, that includes the availability of financing, helping dealers become more profitable, and increasing the number of minority-owned dealerships.

"Dealers are facing serious issues," said Dominguez. "Car sharing, electric vehicles and autonomy to name just a few. It's the MDAC's responsibility to represent the minority dealer network and give them a voice. It is also our job to bolster the programs that help dealers be successful, such as 20 Groups. I also encourage all of our dealers to mentor the next generation of leaders."





“Being measured against your peers is one of the best benefits of being part of a 20 Group. Attending the meetings is like being made fresh again.”

MALCOLM  
CUNNINGHAM

## Veteran Dealer Credits 20 Group for Staying Fresh

**M**alcolm Cunningham has a saying, “The minute you say you know everything, you start going backward.”

It’s because of this humble philosophy that the dealer-owner of Malcolm Cunningham Chevrolet joined a GM MDD 20 Group after more than 25 years in the business.

“The longer you work, the more things change,” said Cunningham. “Business today is conducted very differently from when I started selling cars in 1990. To stay competitive, you must constantly educate yourself.”

Cunningham bought his first dealership with another OEM in 2005 in Atlanta. Ten years later, he bought his Chevrolet dealership in Augusta, Georgia, with the help of MDD and Motors Holding. Soon after the purchase, Cunningham began receiving invitations to join a GM 20 Group, but declined. It wasn’t until 2017 he attended his first meeting in New Orleans.

“But just to check it out,” said Cunningham. “I wasn’t quite sold. During that meeting I realized I should have been a member from the start. Joining a 20 Group is the best thing I could have done.”

Even after nearly three decades in retail automotive, Cunningham says he is learning new things.

Cunningham is a huge proponent of metrics and values, inspecting every process to maximize efficiency. Whether it’s pay plans, Internet leads or pricing, Cunningham believes it’s critical to evaluate everything in the dealership.

“Looking at what other successful dealers are doing helps me improve my store,” he said. “The business evolves daily. You won’t be profitable if you’re doing things the same way you did five years ago. I bring my experience, other dealers bring theirs, and we all benefit.”

For information, contact: [mark.rainey@gm.com](mailto:mark.rainey@gm.com)



**MINORITY DEALER DEVELOPMENT**

20 GROUP

# Changes to the Dealer Candidate Evaluation Process Delivers Results

General Motors Dealer Development continues to improve the diversity and performance of the dealer network through MDD and the Minority Dealer Candidate program. “GM has more minority dealers than any other OEM in the U.S.,” said Mark Rainey, director, GM Dealer Development. “We have leadership and we must continue to develop minority dealer candidates for future ownership opportunities to further advance our leadership.”

Alicia Boggs, National Dealer Candidate and Portfolio Retention manager, leads the efforts at GM to help identify and prepare the next generation of minority dealers.

“I enjoy meeting and interacting with the dealers and dealer candidates,” said Boggs. “I have the opportunity to learn about the goals of these aspiring dealers and help them pursue their dreams of owning a General Motors dealership.”

Boggs joined the Dealer Development team in July 2016. “I identified opportunities to streamline the dealer assessment process to get results faster and improve candidate success rates. I received feedback from past dealer candidates who successfully completed the assessment as well as some candidates who were unsuccessful.”

Minor changes in the candidate evaluation process were made and delivered outstanding results. During the candidate interview stage, GM team members on the interview panel began requiring applicants to successfully complete the Ally Managing Retail Operations course or the NADA Dealer Academy prior to taking the GM Dealer Assessment. “We believed that these courses would best prepare the candidates for the intensive GM Dealer Assessment,” said Boggs.

The immediate results were outstanding. Candidate passing rates in the assessment improved from 29% in 2016 to 83% in 2017. “We are very pleased with the candidate success rate,” added Boggs.

Additional changes to the assessment process are now in place for 2018 that will also decrease some of the travel burden on the candidates. “We will now use video conference capabilities to interview candidates remotely,” said Boggs. “This will allow us to interview candidates more frequently and help build our bench of future dealers more quickly.”



“Candidate passing rates in the assessment improved from 29% in 2016 to 83% in 2017.”

ALICIA BOGGS



## 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](http://www.gminoritydealer.com)

## DEALER DEVELOPMENT REGIONAL REPRESENTATIVES

### WESTERN REGION

**Rick Sitek**  
805.540.9462  
[rick.sitek@gm.com](mailto:rick.sitek@gm.com)

### NORTH CENTRAL REGION

**Jeffrey S. Tate**  
630.961.6703  
[jeffrey.s.tate@gm.com](mailto:jeffrey.s.tate@gm.com)

### SOUTH CENTRAL REGION

**Yvette Guyton**  
469.417.7070  
[yvette.guyton@gm.com](mailto:yvette.guyton@gm.com)

### NORTHEAST REGION

**Michael Garrick**  
203.790.3803  
[mike.a.garrick@gm.com](mailto:mike.a.garrick@gm.com)

### SOUTHEAST REGION

**Steve Kotfer**  
214.766.9305  
[steven.r.kotfer@gm.com](mailto:steven.r.kotfer@gm.com)

*AutoConnect* is published by Minority Dealer Development (MDD) for the GM Minority Dealer Network. For information about MDD contact:

**Mark Rainey**  
313.667.5899  
[mark.rainey@gm.com](mailto:mark.rainey@gm.com)

Editorial and Design:  
Meg Lope' & Associates, LLC



**Mark Rainey**  
Director, GM Dealer Development  
Co-Chair, MDAC  
313.667.5899  
[mark.rainey@gm.com](mailto:mark.rainey@gm.com)

*"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."*

## MINORITY DEALER ADVISORY COUNCIL



**Lonnie Bennett**  
(African American)  
South Central Region  
972.298.4911  
318.458.6809 Cell  
[lbennett@freedomchevydallas.com](mailto:lbennett@freedomchevydallas.com)



**Michael Henry**  
(Native American)  
South Central Region  
918.245.2201  
918.628.0757 Cell  
[mlh@keystonechevrolet.com](mailto:mlh@keystonechevrolet.com)



**Robert Brogden**  
(African American)  
South Central Region  
913.782.1500  
913.530.7503 Cell  
[robertbrogden@brogdenauto.com](mailto:robertbrogden@brogdenauto.com)



**David Ferraez**  
(Hispanic)  
Northeast Region  
732.752.3000  
908.334.9348 Cell  
[dbferraez@gmail.com](mailto:dbferraez@gmail.com)



**Patrick J. DeCuir, Vice Chair**  
(African American)  
Northeast Region  
724.222.2800  
615.430.7256 Cell  
[zipp1229@comcast.net](mailto:zipp1229@comcast.net)



**Todd Ingersoll**  
(Hispanic)  
Northeast Region  
203.730.5766  
203.868.1278 Cell  
[todd@ingersollauto.com](mailto:todd@ingersollauto.com)



**Ivette Dominguez, Chair**  
(Hispanic)  
Western Region  
303.932.8000  
303.919.1989 Cell  
[ivette@alpinegmc.com](mailto:ivette@alpinegmc.com)



**Bill Lynch**  
(Asian)  
Southeast Region  
334.821.9001  
904.545.9023 Cell  
[blynch@lynchauto.com](mailto:blynch@lynchauto.com)



**Jessie Dosanjh**  
(Asian)  
Western Region  
925.479.3500  
209.765.5840 Cell  
[jessied@cacargroup.com](mailto:jessied@cacargroup.com)



**Eric Stuteville**  
(Native American)  
South Central Region  
580.920.1800  
580.889.0127 Cell  
[eric@stutevillechevrolet.com](mailto:eric@stutevillechevrolet.com)



**Tatiana Yepes Dyer**  
(Hispanic)  
Southeast Region  
772.469.3000  
772.776.8287 Cell  
[tdyer@dyerauto.com](mailto:tdyer@dyerauto.com)



**Charles Winton**  
(African American)  
Southeast Region  
239.908.2600  
704.968.3667 Cell  
[cwinton@esterobaychevrolet.com](mailto:cwinton@esterobaychevrolet.com)