

gm minority dealer development

AUTOCONNECT

A Message From Your Council

Special points of interest:

- Award winning team members in 2021!
- Get involved in the 2022 MDD Scholarship!
- Next generation spotlight!
- Service Technician recognition program!



Charles Winton-Co-Chair of
Minority Dealer advisory
Council

It has been a pleasure and a privilege to serve as Co-Chair of your Minority Dealer Advisory Council this year. It has been a year of both record profits and extreme challenges for our dealers. 2021 has proven the economic theory of supply versus demand does work.

As we look toward a new year, we face the uncertainty of when the chip shortage will subside and what normalcy will look like for our businesses.

Even with record profits overall this year, we still have a few unprofitable dealers. Over the last two years our Council has strenuously tried to assist any minority dealers who were not profitable during these great economic times. At every opportunity we let Motors Holding and MDD leadership know that we are ready and willing to assist any dealer in need of

help. We must continue this in 2022. I urge any dealer who needs assistance to reach out to your respective MDAC member.

As I transition from my role of Co-Chair and hand the reigns over to Leo Portaluppi, I do so with great anticipation for the future and for our Minority Dealer Network. With Leo as your new Co-Chair, our focus on advocacy, profitability, growth and retention will continue.

~Charles Winton

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We are GM.

As part of our commitment to creating a safe world for all, we're not only making safer vehicles, but also taking action to foster diversity and inclusion, both in our workplaces and communities. By listening, learning, reflecting and showing up for everyone, we're dedicated to ensuring all individuals feel heard, respected and secure no matter their background.



Be Inclusive

I create moments every day that value backgrounds, opinions and ideas that may be different than my own.

MDD Summer Business Meeting Accelerated Our G.R.I.T!!



Leadership Panel Conducting Q & A. Detroit, MI

Over three days, MDD dealers and General Managers networked, participated in 20 group meetings, and enjoyed a robust discussion featuring GM's senior leadership team including Steve Carlisle, Brian Sweeney, Kurt McNeil, Maurice Williams, and Bob Muiter. Our MDD dealers had the opportunity to ask any question they wanted to our esteemed panel.

This year's overarching theme "Accelerate your *GRIT*-Growth, Retention, Inclusion and Transformation, focused on relevant information and realistic business solutions while encouraging dealers to lean in and finish 2021 strong.

"It's nice to be back to business and see so many faces in person and not on my computer screen"
 Carlos Latour-
 Director Diversity
 Relations

What is MDD? gm minority dealer development

A diverse dealer network matters greatly to GM and to the customers we serve.

Minority Dealer Development is designed to support our diversity goals.

MDD is dedicated to growing a performance driven, customer-focused and profitable dealer network by attracting highly qualified minority dealer candidates, this is one demonstration of GM's commitment to a diverse dealer network.

Congratulations to the following Minority Owners on acquiring their new dealership!

Joe Collado, Trinity Cadillac, Englewood Cliffs, NJ

Anthony Miller, Paul, Thigpen Chevrolet Buick GMC, La Fayette, GA

David Vara, Vara Chevrolet, San Antonio, TX

Karl Malone, Karl Malone Chevrolet Park City, Park City, UT

Shawn Kohli, City Chevrolet of Grayslake, Grayslake, IL

Inder Dosanjh, Seaside Cadillac, Seaside, CA

Amir Rauf, World Auto Chevrolet Buick GMC, Pecos, TX,

Ali Talebi, Spruce Pines Chevrolet Buick GMC, Spruce Pine, NC

Thank You to Our Outgoing Council Members!

We want to give a special THANK YOU to Eric Lane and Jessie Dosanjh for their service on the Minority Dealer Advisory Council!

Today's GM is all about putting the customer at the center of everything we do. Dealers like you, along with your team members, help us live and demonstrate this core value by continuing to provide your customers with outstanding sales and service.

I also know you are active in your community, which is a key factor in establishing lifelong relationships with customers. Your commitment, effort and results are very much appreciated by the entire GM team.

Thank you again for your service on the WDAC. The Dealer Diversity Development Team wish you all the best and continued success!



Jessie Dosanjh-Steven's Creek Chevrolet, San Jose CA



Eric Lane-Gerry Lane Chevrolet, Baton Rouge LA

2021 Bob Ross Buick GMC Breast Cancer Awareness

Another successful Breast Cancer Awareness walk organized by Bob Ross Buick GMC. The American Cancer Society's 2021 Making Strides Against Breast Cancer Walk was held on Saturday, October 16th at Island Metro Park. This was the first time that the event was held at this new location and it was a success. The

Norma J. Ross Memorial Foundation, Pink Ribbon Driven and the Bob Ross Auto Group were well represented with volunteers, staff and supporters. We are happy to report that we were able to raise nearly \$10,000 in merchandise sales and signed up over 20 women to get mammograms! The entire rea-

son that we do this is to give women a fighting chance against breast cancer through education, early detection which includes making mammograms accessible, and by funding research efforts. There is definitely more to do and with your continued support we can continue to positively impact the lives of

"We are happy to report that we were able to raise nearly \$10,000 in merchandise sales and signed up over 20 women to get mammograms!"

*-Jenell Ross
Dealer Operator*



Two of our Own Team Members are Being Honored at NAMAD

Maurice Williams is Being Honored with the Lifetime Achievement Award

Maurice Williams, General Manager of Sales Support at the RenCen in Detroit, is being honored at this year's NAMAD meeting. Maurice is receiving the Lifetime Achievement Award.

Alicia Boggs is NAMAD's Woman of the Year!!!

Alicia Boggs, the Portfolio Retention Manager for Dealer Development at the RenCen in Detroit, is being honored at this year's NAMAD meeting. Alicia is being presented with the Woman of the Year Award.

Congratulations to Maurice and Alicia!



Save The Date: GM Minority Dealer 20 Group Winter Business Meeting

The General Motors Diversity Dealer Development team is pleased to invite you to join us in Las Vegas, NV, March 8-10, 2022, for our General Motors MDD 20 Group Winter Business Meeting! Throughout this meeting you will reside in comfortable style at the Wynn Hotel. Registration will begin mid December. Detailed schedule will be communicated once finalized.

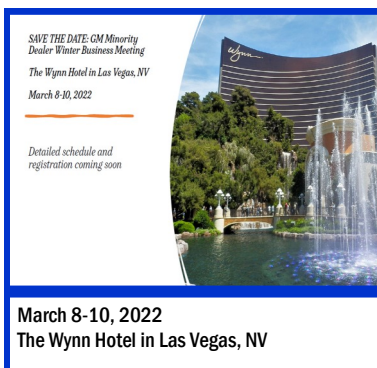
GM MDD 20 Groups Overview:

- A group is comprised of non-competing GM dealerships of similar new and used vehicle sales volume, as determined by NADA and GM ("non-competing" refers to ownership and geographic proximity criteria)
- GM MDD provides specific bylaws for dealers to adhere to that regulate participation in the financial composite, meeting attendance, and general conduct
- Dealers elect a Chairman to a one-year term to oversee group administration
- GM MDD and 20 Groups determine their bi-annual meeting locations and dates (Winter/Summer)

If your interested in joining the MDD 20 Group please contact the following:

Alex Warren
Dealer Performance Manager
Alex.warren@gm.com

Jim Davis
Business Applications Administrator
jdavis@nada.org



Next Generation Corner



Ava Alvarez-Countryside Chevrolet,
Franklin North Carolina

My name is Ava Alvarez and I'm a recent marketing graduate from Clemson University. I am 22 years old, and I am excited to have started my career in the automotive industry. I've grown up in the car business, watching my dad operate at his former dealerships and witnessing the ways he was able to help others in the community.

Spending summers at my Dad's Chevrolet dealership in between my college semesters and attending dealer meetings with him is what really drew me to the industry. I started my first job at his dealership as a cashier. My dad always told me the first and last impressions of your dealership will be the receptionist and the cashier. The receptionist is the first one to greet our customers and the cashier is the last, where we can thank them for their business and say goodbye. I enjoyed creating relationships with these customers and wanted to ensure they felt the same way upon leaving our store. I quickly realized the impact of this position.

My second year, I worked with our Service Director and our advisors. They taught me how fixed operations flow through the service department. I got to be involved in the entire experience, from the write up of a customer concern to fol-

lowing the vehicle through our service and parts department. The most interesting thing I learned is how many streams of income move through that department.

Instilled in me was the importance of having our customers' vehicles fixed correctly the first time and having them leave our business knowing how much we care and how important they are to us. The understanding of customer retention has carried with me as I have recently been introduced to the Internet Department and BDC.

It's been my goal to build a sales and service process that allows us to deliver a seamless experience to customers, especially amid COVID. I've even been able to use my marketing degree from Clemson to grow our Digital Marketing Platform. We are heading in such a great direction, and I am dedicated to learning every aspect of this business. Thanks to my Dad, the Women's Retail Network, and General Motors, I feel really encouraged as a

November is Native American Heritage Month

Every year on **November 1**, Native American Heritage Month is celebrated to honor the remarkable Native Americans who have contributed a lot to improve the character of the nation. This month is also referred to as the **American Indian and Alaska Native Heritage Month**. November is the **time to rejoice in diverse and rich cultures, histories, and traditions and to appreciate the great contributions of the Native Americans**. This month allows us to spread awareness about tribes or to educate people about the various challenges faced by the Native Americans in the past and today. Throughout this month, we commit to keep on supporting the remaining Native American tribes and let the world know about their sacrifices.



New GM Service Technician Recognition Program Coming in January!

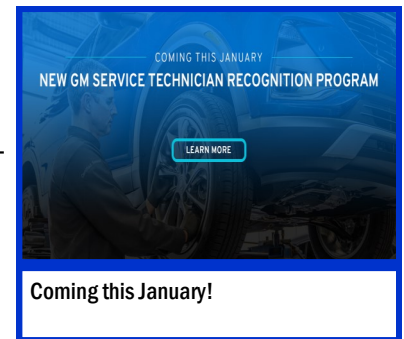
GM is excited to announce we are expanding efforts to build on the quality of our brand by recognizing the hard-working service technicians who proudly serve our GM customers. A career as an automotive technician is truly challenging and always evolving with advancements in engineering and technology, and we want to en-

sure our customers have access to technicians who are trained and certified in GM's platforms and quality standards. This requires technicians to stay on the leading edge through ongoing training and in-shop experience.

This GM Service Technician Recognition Program developed by General Motors, the Dealer Executive Board and the Dealer

Fixed Operations Advisory Board will offer GM-certified technicians the potential to receive significant quarterly rewards with additional dealer-match opportunities. All GM dealerships and service technicians are eligible to participate. **No enrollment fees required!**

Access Global Connect message GCUS-6-1008



How an Immediate Greeting of Customers Plays Key Role in Increasing CSI Scores

In an article by Business Wire, saying hello and acknowledging customers upon arrival at an aftermarket service facility can significantly improve customer satisfaction scores, specifically those for full-service maintenance and repair, quick oil changes and tire replacement. Satisfaction scores decline when customers wait more than three minutes before they're acknowledged, according to the J.D. Power 2021 U.S. Aftermarket Service Index (ASI) StudySM fueled by SurveyMonkey, which was released today.

Performance in three segments—full-service maintenance and repair; quick oil change; and tire replacement—is based on the combined scores for seven measures that comprise the vehicle owner service experience. These measures are ease of scheduling/getting vehicle in for service; service advisor performance; service advisor courtesy; service facility; time to complete service; fairness of charges; and quality of work.

In all three segments, customers indicate they were very often greeted immediately: 42% of the time for full-service maintenance and repair; 53% of the time for quick oil change; and 34% of the time for tire replacement. However, among customers in each segment who say they waited three minutes or more—which ranges from 27% to 39%—satisfaction scores decline as much as 219 points (on a 1,000-point scale).

Please [click here](#) to read the full article as well as to find more about the following are key findings of the 2021 study:

- It's important to recommend additional service the right way
- Fix it right the first time
- Attention to detail boosts customer satisfaction

Now Available: Order Workbench Video Series

The Order Workbench video series titled “Get Optimal Results from the Dealer Order Submission Process” is now available.

This video series describes tools and strategies you can use to manage your vehicle ordering data and get these results from the weekly DOSP:

- Have your orders placed with the configurations you need for your market area.
- Keep the allocation and constraints the system distributed to your dealership for the target production period.
- Gain more allocation or constraints—if they are available—for the target.

Click the links to view the videos:

Video 1 – Know Your Weekly Ordering Data

<https://bcove.video/2Lf260c>

Video 2 – See Your ADS as a Key Factor

<https://bcove.video/2IwOjkE>

Video 3 – Control Your Sales and Availability

<https://bcove.video/3qITfnU>

Video 4 – Use Run Pass One to Your Advantage

<https://bcove.video/37TuWLv>

Video 5 – Prioritize Orders and Handle Constraints

<https://bcove.video/3qQ0F95>

Minority Dealer Development SCHOLARSHIP

Since 1972, GM has provided leading opportunities to qualified minorities to help prepare them to become dealers and to help them succeed once they become dealers. GM is committed to "Changing the Face of Automotive Retail."

In support of this mission, the GM Minority Dealer Development (MDD) Scholarship Program is offered to help minority students of African American, Asian, Hispanic or Native American descent, interested in pursuing careers in automotive retail and/or automotive technology. There are

many strong career opportunities in automotive retail, and we wish to encourage students interested in pursuing these career options.

The GM Minority Dealer Development (MDD) Scholarship program is another critical step in creating an inclusive retail culture. Visibility and representation of an increase in minority employees increase customer loyalty and overall profitability and attract other minorities into our industry.

Donate – Individual donation, dealership donation, or named scholarship.

Promote – MDD provides marketing and communications materials to help build awareness of the scholarship. Use them to help publicize the program in your stores, schools, and communities.

Nominate – encourage eligible candidates to self-nominate!

Getting involved in the 2022 campaign takes three simple steps: Donate, Promote and Nominate!

Questions regarding the program or how you can get more involved? Contact: CMS Foundation – GM MDD Scholarship Program by emailing info@gmmddscharship.com, calling (630) 428-2412, or checking out our website, <https://gmmddscharship.com>

GM Reports Third Quarter U.S. Sales

- GM dealers delivered **446,997** vehicles in the United States in the third quarter of 2021, **down 218,195** units YOY as a **result of semiconductor supply chain disruptions & historically low inventories**; YTD, total sales for **Buick increased by 27%**, **GMC by 8%** and **Cadillac by 11%**
- Despite challenging conditions in the quarter, **GM maintained or increased its retail market share in key segments** compared to a year ago, according to J.D. Power PIN estimates.
- MDD dealers reported 38,666 retail deliveries representing a -27.2% YOY decrease, outperforming all GM Dealers which had a -33.2% YOY sales decrease. Thru September CYTD MDD dealers have sold 146,570 retail units achieving a sales increase of 9.8%, while all GM Dealers have generated a 3.1% YOY increase**
- GM grew retail share of the full-size pickup segment by more than 2 percentage points.**
- Almost **seven in 10** customers in the full-size SUV segment **purchased a Chevrolet Tahoe, Chevrolet Suburban or GMC Yukon**
- Sales of **high-demand vehicles** in GM's other leading segments **grew significantly** in the Q3: Cadillac **Escalade** was **up 123%**, Chevrolet **Trailblazer** was **up 147%** & Chevrolet **Corvette** was **up 60%**
- GM's financial outlook** is still **expected to be within** the calendar year **guidance range** previously provided as the company **continues to develop solutions to mitigate** the impacts of the **semiconductor shortage and Chevrolet Bolt EV recall.**
- Looking Ahead to Q4:**

All of GM's full-size pickup, full-size SUV & midsize pickup truck plants in North America are operating.

During the quarter, **GM shipped** to dealers **over 68,000 units** that had been held at assembly plants due to semiconductor supply issues.

Lansing Delta Township Assembly in Michigan, which builds the Buick Enclave and Chevrolet Traverse, and Lansing Grand River Assembly, which builds the Cadillac CT4, CT5 & Chevrolet Camaro, resumed regular production on Oct.4.

Q3 2021 | Top 10 MDD Dealers By Brand



2021 GM MINORITY DEALER ADVISORY COUNCIL (MDAC)

Our MDAC's role is to communicate the voice of the minority dealer body and direct prioritized issues to GM management and/or the appropriate divisional Councils. Should you have any questions or concerns, please contact your MDAC member below.

MINORITY DEALER ADVISORY



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 sales, service and management careers.

www.gminoritydealer.com

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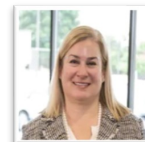
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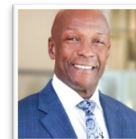
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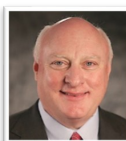
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*Dealer Executive Board

Dealer Diversity Development

Focusing on diversity, growth and retention of minority and women dealers.

gmdiversitydealerrelations.com

Minority Dealer Development is changing the face of retail automotive and it's critical for GM to connect with the changing face of America to succeed in winning customers for life. We invite you all to get involved with MDD and ask that you take an active role in fostering an inclusive culture that nurtures and respects the unique beliefs, talents and capabilities of our diverse network. To win in the marketplace, we need everyone's voice to be heard.



Carlos A. Latour
Director, Dealer Diversity Relations
Dealer Contractual, Diversity & SER Business
Operations



Shana B. Eastern
Senior Manager,
Diversity Dealer Development



Alicia D. Boggs
Portfolio Retention
Manager



Bernita L. Martin
Dealer Development
Communication,
Events & Finance



Alex Warren
Dealer Performance
Manager, Dealer
Development



Michell Johnson
Dealer Development
& Dealer Contractual
Group Coordinator

Enjoy a Safe and Happy Holiday from the National Council of Safety

Holiday safety is an issue that burns brightest from late November to mid-January, when families gather, parties are scheduled and travel spikes. While the holidays might look a little different this year due to the pandemic, smaller outdoor or indoor in-person gatherings are still possible if everyone agrees to maintain a safe distance, refrain from sharing objects and only gather with people from the same local area or community. [Here are some basic guidelines.](#) Following is additional advice on ensuring your family remains safe and injury-free throughout the season.

