

# AUTOCONNECT

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## A MESSAGE FROM YOUR COUNCIL



Diane Pajouh  
Vice-Chair of Minority Dealer  
Advisory Council

Congratulations are in order once more to the entire GM Dealer Body, minority and non-minority, as we reflect on the JD Power 2022 US Customer Service Index (CSI) study.

General Motors is enjoying a CSI that is substantial above “Segment Average” with Buick at 872, GMC at 853, and Chevrolet at 852 in the Mass Market Brands. In the Premium Brands, Cadillac has an outstanding 880 CSI number.

These are incredibly high CSI numbers and I believe they are a direct correlation from a profitable dealer body who has had the opportunity to additionally invest in training, facilities and goodwill. We would not have the chance to compete in one of the most competitive business environments unless we have the financial resources to do so. In order to remain the best, It is imperative that we maintain a profitable dealer body so that we can continue to attract, invest, and keep our well trained highly paid professionals who take of our customers.

It is a pleasure serving and working with the Minority Dealer Advisory Council and the GM Diversity Dealer Development Team who continuously make themselves available to us in their extremely busy days to better our GM Minority Dealer Network and keep us all, as we move into the automotive retail future, in the lead.

*Diane Pajouh, MDAC Co-Chair*

**ATTENTION: MINORITY DEALER DEVELOPMENT  
NADA 20 GROUP 1-4 MEMBERS**

*Save the Date*

**2023 WINTER BUSINESS MEETING**

**DALLAS, TX**



**JANUARY 24 -26, 2023**

The Adolphus, Autograph Collection,  
Dallas TX



GlobalConnect

Watch for registration  
information coming the week of  
October 30, 2022

OTHER IMPORTANT DATES:

**2023 NADA SHOW**

: JANUARY 26 -29, 2023



Sandy Cerami is a nationally-recognized Business Expert and Speaker who consults and writes about topics ranging from Sales, Leadership and Business Development to Recruiting Top Talent, Organizational Culture and Dynamic Communication. For more information, free resources and online materials for your business or career [click here!](#)

## THE 7 HABITS OF HIGHLY EFFECTIVE RECRUITING

In his seminal work, *The Seven Habits Of Highly Effective People*, Dr. Stephen R. Covey, outlined the seven habits that top producing people employ to optimize performance, production and efficiency. It has sold more than 40 million copies worldwide since it was originally published. The book had a profound impact on my understanding of the everyday factors, actions and intentions that drove success for high performers, because it simplified and clarified everything by breaking it down in a way that was almost a "paint by numbers" process.

These principles are universally applicable, and what follows is a very effective system for getting the most out of your company's recruiting efforts with or without a Third-Party Recruiting (TPR) firm.

1. **BE PROACTIVE** - This sounds easy, but the truth is that we often encounter resistance to the concept of perpetual, proactive recruiting. This is often because many companies experience one or more of the "**3 LACKS**":

- **Lack of HR Staffing**
- **Lack of Time**
- **Lack of a Recruiting, Onboarding & Formal Development System**

The single costliest mistake made by companies is to only recruit when there is an open position and/or an urgent need. This is Thin-Slicing™ the employment market, and this limits both the talent level and volume of candidates that apply. If the top talent in the market isn't looking when you are hiring, you often hire the "best of the rest". This is something that I refer to as High Noon™...the exact moment when a candidate is looking for a new career opportunity. As employers, we should always be a High Noon™ simply because it is the only way to ensure that when top talent is looking, it's you they find!

2. **BEGIN WITH THE END IN MIND** - It sounds so smart, so simple. Yet, all too often, the opportunity to craft a plan that delivers a specific, desired result is not executed. Take the time to write out and record your company's entire staffing, recruiting, onboarding and development plan. Yes...it can be laborious, even tedious. However, taking the time to map out the actions, activities and accountability of your system, and its associated processes, will give you the ability to clearly communicate it to your team while fostering higher levels of consistency and better results. I also strongly recommend taking the time to identify the "non-negotiables" in terms of candidate qualities and skills required for consideration in hiring. Build out an profile or avatar if you will, that helps identify the candidates who will be more likely or less likely to fit with your organization, enhance your culture and improve the performance. This is essential...knowing your culture and who will thrive and who wouldn't survive is easier when you take the time to do this.



3. ***PUT FIRST THINGS FIRST*** - Firsts...there are a few critical firsts that can really drive confidence in newly hired team members. Make their first minute, hour, day,

so, that they are enthusiastically sharing these experiences with other people. This is how smarter companies are able to reduce the cost, time and resources required to attract, hire and ultimately retain top talent to the opportunities that develop in the company. This means being prepared for them prior to their career even beginning with your company. Get all of the busy, administrative tasks systemized and completed before they arrive on Day One. immediately begin creating genuine connections to people of influence within your organization, so that they feel welcome, appreciated and confident that they made the right choice. The lasting, residual effect of doing this will be invaluable in terms of building quick relationships and lead to higher retention.

4. ***THINK WIN-WIN*** - Seems like a total no-brainer...as if we wouldn't be doing this regardless. But taking the time to know, understand the motivation behind and support the career goals of your candidates even before offering them an employment opportunity is the true win-win. It is never just about how they can help your organization achieve its objectives. It is equally, and arguably, more important to help them hit their goals as part of the deal.

5. ***SEEK FIRST TO UNDERSTAND, THEN TO BE UNDERSTOOD*** - Principally speaking, this philosophy should drive most every moment of engagement during the recruiting process. Be curious. Ask smart, relevant questions of candidates that really probe their dreams, hopes and concerns. This will do as much to attract the right candidates, as it will to filter out the wrong ones. It can be uncomfortable when you discover things that may preclude a candidate from joining your team, but better to know in advance, than to have to address hidden issues after hiring them.

6. ***SYNERGIZE*** - Top talent truly craves the chance to be part of something bigger than just themselves. They want the opportunity to make meaningful contribution. They seek achievement and fulfillment through shared goals and achievement as part of a team. Offer them roles and responsibilities that challenge them and create a pathway to genuinely buy into your mission and culture. This is how the most talented people develop and enhance their self-value and often look for ways to contribute well over and above what is generally, and specifically, expected from them.

7. ***SHARPEN THE SAW*** - This is perhaps my personal favorite, most highly-valued of the "7 Habits", because supporting good people, inspiring them to grow personally and professionally while unlocking their omnipotent potential is my main purpose every day. In order to help our people experience this, we must not fall into the trap of myopically focusing on skill development. Sharpening the saw means that we nurture and ethos dedicated to the whole person. To not simply allow, but to encourage our people to grow in the areas of education, emotional acuity and maturity, spirituality and yes the perpetual improvement of their professional skills.





20 GROUP

## Q3.Best Idea



*A Quarterly Message from a NADA 20 Group Moderator*

### Are Your Digital Tools Really Working?

**What comes to mind when someone asks you “are your digital tools working”? For most, you think of the ROI of your digital expenditures and the effectiveness of a particular source by traffic counts.**

**All good information.**

**But are your tools actually “working”? Functioning as desired? How would you know?**

#### Put Your Digital Tools to the Test

Implement a monthly test of all your digital efforts. Your internet team needs to be accountable for assuring what you are employing is doing its job. How can they do that effectively? Test drive the digital experience.....all of it.

#### Implement a Digital D.E.A.R Report

Digital Experience Accountability Rotation. Almost self-explanatory. Every month, an internet representative tests all things digital. They should be held accountable for assuring that the following are working and up-to-date:

- Desktop tools
  - Links, phone numbers, CTA, SRP, VDP, chat, text, photos, specials and other tools
- Mobile apps
- Search Engine
  - Ad words
  - SEO and SEM

If you have multiple internet team members, rotate this responsibility each month. This creates accountability for all team members.

#### See Next Page for more...



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20 GROUP

## Q3.Best Idea



*A Quarterly Message from a NADA 20 Group Moderator*

### Create a Detailed Checklist

Like other areas of the dealership, a detailed checklist is most effective for assuring all items are investigated thoroughly every time. Create a checklist for each of the above-mentioned areas that must be completed in full and delivered to the GM or Dealer at a specified time each month. **See the partial examples below.**

DESKTOP	MOBILE SITES	SEARCH ENGINE (search incognito window)
Make sure all links work	Make sure all links work	Google dealership name
Make sure all phone numbers work and ring to dealership	Make sure all phone numbers work and ring to dealership	Check for details service if you offer
Make sure CTA's on SRP and VDP are working and submit leads or open chats	Make sure CTA's on SRP and VDP are working and submit leads or open chats	Expiration date on service offerings
Make sure all banners are clickable and go to select inventory	Make sure all banners are clickable and go to select inventory	Check competitors' offerings
Make sure chat/text buttons are working	Make sure chat/text buttons are working	Review GMB – hours and phone numbers

### Good Decision-Making Depends on Solid Information

You can't make good decisions about your digital strategies without knowing for sure that your tools are functioning as intended.

Hold your internet team accountable for assuring the information you receive is based on a system that is truly working.



## COMMUNITY HIGHLIGHT:

*‘This isn’t just helping me’: Jacksonville veteran gifted new truck already planning to pay it forward*

**JACKSONVILLE, Fla. –**

A Navy veteran who has struggled to get around Jacksonville since losing his leg following complications from hip replacement surgery will find the ride a little smoother from now on.

Wells Fargo, in collaboration with Key Auto Company, gave Scott Davis a payment-free 2022 GMC Sierra Crew Cab truck through the Gary Sinise Foundation’s R.I.S.E. program (restoring independence, supporting empowerment).

***“This is just one small way we can help and show our veterans our support and thank them for their service to our country,”*** said Tanya Sanders, head of Wells Fargo Auto. ***“The vehicle donation is payment free. It also comes with ongoing financial mentoring and coaching. And it’s just one small thing that we can do to support our veterans.”***

Davis, who was a petty officer second class, joined the Navy in 1997 and was deployed to Iraq in 2003 with the 26th Marine Expeditionary Unit. Shortly after returning home, Davis had hip replacement surgery, but due to complications from an infection, Davis had 42 hip and femur replacement surgeries over an eight-year period before finally having his entire leg amputated from the hip down.



## DEALER HIGHLIGHT:



*Monday, September 12th, the South East OnStar Team presented an OnStar Achievement Award to Josh Cummins, Dealer of Dan Cummins Chevrolet in Paris, KY.*



**Dan Cummins Chevrolet Buick** is the highest volume dealership in the market for New and Preowned Vehicle sales.

In 2021, they were under average for fulling activation all of their vehicles. In 2022, they have exceeded all of their OnStar metrics and was rewarded a plaque and a catered lunch. The OnStar team also attended the lunch for 80 Sales Consultants.







# *Congratulations*

Sharing the exciting Grand Opening of O'Fallon Buick GMC, O'Fallon, MO.

Congratulations, GM Dealer Candidate Graduate Darric Sewell and now GM Dealer.



**Darric Sewell,**

- Dealer Principal, O'Fallon Buick GMC, O'Fallon, MO
- GM Dealer Candidate Graduate, 2019



**Jackie Vessel,**  
General Manager of GM Sales Support.



**For additional information on the GM Dealer Candidate program please email [alicia.d.boggs@gm.com](mailto:alicia.d.boggs@gm.com)**



# CONGRATULATIONS!

NEW 2022 MOTORS HOLDING ALUMNI  
JULY, 2022

**MATT MAZZEI JR.**  
**JAY HODGE CHEVROLET**  
**MUSKOGEE, OK**

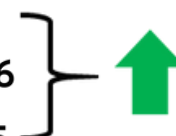
## MDD KEY OBJECTIVES | Q3, 2022 OVERVIEW: Profitability, Growth and Retention

### 2022 OBJECTIVE

- 7 Net Minority Appointments
- 20 Vetted and Approved MDD Candidates (4 Per Region)
- Profitability outperform GM Dealers Overall
- Increase MDD DPS scores compared to 2021
- Increase Participation in
  - 20 Groups by 10 new members
  - Monthly Variable & Fixed Operations Forums

### Q3, 2022 ACTUAL

- **+14** Net Minority Appointments
- **99.0%** of MDD Dealers are profitable compared to all GM Dealers of **98.5%**; NPBBT of **\$4,065,440** for MDD Dealers higher than all GM Dealers at **\$3,187,939**
- MDD DPS Q2 2022: **99.76**
- MDD DPS Q2 2021: **98.65**
- 20 Group - **14 new members**
- Variable | Fixed | Drive Growth Forums
  - 3 Training Sessions held





# Welcome

# gm Business

## Q3, NEW MINORITY DEALER DEVELOPMENT (MDD) DEALERS



**RAMONA R. LLAMAS**  
ROSEVILLE CHEVROLET  
ROSEVILLE, CA



**STEVE S. VANGORDER**  
SVG BUICK GMC IN SPRINGFIELD  
SPRINGFIELD, OH



**RONALD W. LOWENFIELD**  
CASA CHEVROLET  
ALAMOGORDO, TX



**PEDER BILLION**  
JC BILLION INC,  
BOZEMAN, MT



**MARCUS T. JOHNSON**  
LEGACY CHEVROLET  
GREENWOOD, SC



**EDUARDO G. SOLANA FONT**  
SOLANA AUTO GROUP LLC  
BRADY, TX



**CHAE B. SONG**  
AMERICAN CHEVROLET  
MODESTO, CA



**BILL LYNCH**  
**ROBERT LYNCH**  
KEY BUICK GMC  
JACKSONVILLE, FL



**DANIEL R. RANDOLPH**  
NAPLETON CHEVROLET  
SAINT CHARLES  
SAINT CHARLES, IL

## Q3, CYTD 2022 | TOP 10 MDD DEALERS BY BRAND

gm minority dealer development



- 2022 Retail Sales Thru Q3 127,632
- 99.0% of MDD dealers are profitable.
- Avg. NPBB&T of over \$4.0M, \$850K+ above all GM Dealers.
- Operating Profit above \$2.6M
- ROS of 5.57%
- Sales Volume: 632
- PVR of \$4,360
- Fixed Coverage of 58.8%

1. Bomnin Chevrolet Dadeland, Miami FL
2. Bomnin Chevrolet West Kendall, Miami FL
3. Dan Cummins Chevrolet-Buick, Paris KY
4. The Ancira-Winton Chevrolet, San Antonio TX
5. Estero Bay Chevrolet, Estero FL
6. Rydell Chevrolet, Northridge CA
7. Camino Real Chevrolet, Monterey Park, CA
8. Taylor Chevrolet, Taylor MI
9. Michael Bates Chevrolet, Woodhaven MI
10. Simpson Chevrolet of Irvine, Irvine CA



1. Todd Wenzel Buick GMC, Grand Rapids MI
2. Todd Wenzel Buick GMC of Westland MI
3. Lorenzo Buick GMC, Miami FL
4. Cavender Buick GMC, San Antonio TX
5. South Texas Buick GMC, McAllen TX
6. Brickell Buick & GMC, Miami FL
7. Todd Wenzel Buick GMC of Davison, Davison MI
8. Cardinal Buick GMC, Belleville IL
9. Dan Cummins Chevrolet-Buick, Paris KY
10. Cavender Buick GMC West, San Antonio TX



1. South Texas Buick GMC, McAllen TX
2. Cavender Buick GMC West, San Antonio TX
3. Cavender Buick GMC, San Antonio TX
4. Gerry Lane Buick, Baton Rouge LA
5. Alpine Buick GMC, Littleton CO
6. Todd Wenzel Buick GMC, Grand Rapids MI
7. West Point Buick GMC, Houston TX
8. Todd Wenzel Buick GMC of Davison, Davison MI
9. Simpson Buick GMC of Buena Park CA
10. Casa Buick GMC, El Paso TX



1. Vera Cadillac, Pembroke Pines FL
2. Cavender Cadillac Company, San Antonio TX
3. Wilson Buick GMC, Stillwater OK
4. Ocean Cadillac, Miami FL
5. Central Houston Cadillac, Houston TX
6. Crestmont Cadillac, Beachwood OH
7. Tustin Cadillac, Tustin CA
8. Simpson Buick GMC of Buena Park, Buena Park CA
9. Cable Dahmer Cadillac of Kansas City MO
10. Bomnin Chevrolet Homestead, Homestead FL





## MDD | Q3, 2022 PERFORMANCE HIGHLIGHTS

### GM Earns a Sales Trifecta in Q3

#### No. 1 in Full-Size SUVs, Full-Size Pickups and Large Luxury SUVs ...

**General Motors sold 555,580 vehicles in the US, up 24% year over year, based on strong customer demand and improved product availability.**

- Three of GM's vehicle brands posted double-digit total sales gains, with Chevrolet up 30%, GMC up 24% and Cadillac up 50%.
- GM and its dealers were able to translate improved dealer inventory into a nearly 3-point improvement in retail market share year over year, as well as significant sales gains in the commercial fleet market.
- The Chevrolet Bolt EV and Bolt EUV had record quarterly sales results, totaling 14,709 units.
- In response to unprecedented customer demand, GM plans to increase calendar-year production for global markets from approximately 44,000 vehicles in 2022 to more than 70,000 in 2023.
- Surpassing Ford F-Series sales calendar year to date: GM sold more full-size pickups than Ford in 2020 and 2021, and is on track to do so again in 2022.
- The Chevrolet Tahoe and Suburban and GMC Yukon and Yukon XL earned close to 70% of the retail market for full-size SUVs in the third quarter.
- The Cadillac Escalade and Escalade ESV earned close to 31% of the retail market for large luxury SUVs, leading the No. 2 competitor by double digits.
- Sales of the Cadillac XT4 rose sharply in the third quarter, earning the No. 1 retail share position in the small luxury SUV segment.
- Total sales of the Chevrolet Colorado and GMC Canyon rose sharply in the third quarter, and all-new models will soon arrive in dealer showrooms for the 2023 model year.
- **MDD Dealers delivered 46,286 new retail units in Q3, representing a year-over-year increase of 19.7%.**
- The breadth of GM's product lineup, especially customer demand for the Chevrolet Silverado, Tahoe, Bolt EV and Bolt EUV, Equinox and Express helped GM increase sales significantly in the commercial fleet segment calendar year to date. Total fleet deliveries were up 66% in the third quarter versus a year ago.
- Ultium Cells opened its first cell plant, located in Warren, Ohio, which will help enable GMC HUMMER EV and Cadillac LYRIQ production to increase in 2023.

# 2022 - 2024 MINORITY DEALER ADVISORY COUNCIL



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**Term: 2022-2024**

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