

Your Resource for GM Women in Automotive Retail

WRN LINK

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WRN Director Recaps 2016, Sets Sights on 2017

In a year marked by many highs, GM WRN Director Celeste Briggs pauses briefly to reflect on WRN's successes, thank the Network's supporters and plan for the year ahead.

1 WRN celebrated its 15th anniversary in 2016. How would you describe the impact the organization has had?

Of course we had hoped to make a significant impact and grow the number of women working in retail automotive. But I don't think we could have dreamed of the cultural change we're experiencing today. WRN has become *the* platform for discussing women's influence throughout the automotive industry. We're no longer a niche — we represent the mainstream automotive retail.

2 2016 was a year of records. DRIVEN2 broke attendance records; the Scholarship program raised more money and helped more women than ever. How do you explain these and other successes?

We are very pleased to be hitting or exceeding our objectives. For example, there were 13 (net) new female dealer appointments in 2016. We're building name recognition throughout the company. We're creating amazing synergies that help WRN deliver even more resources women want. When dealers experience tangible outcomes — bottom line results — as the result of working with WRN, I know we're doing our job.

3 Analysts are predicting a strong finish for vehicle sales in 2016. Women continue to drive the majority of purchases and vehicle service. How is WRN helping dealers win/retain female buyers?

WRN remains focused on helping dealers create customers for life.

Our job is to deliver the resources dealers need to succeed. That includes building women's capabilities in sales and service through training and skills development. It includes creating networking opportunities such as more 20 Groups and an exclusive S&P forum. It includes rolling out processes to help dealers leverage resources like OnStar, the BuyPower Card and the Service Development Process.

4 Strategic partnerships were critical to WRN's success. How did you build those relationships?

WRN welcomes all proponents of women throughout the retail experience. Specifically, GCCX, GM Women in the Field and CCA have long been supporters of WRN. These relationships are mutually beneficial to GM and its dealers, because they align our business priorities. All of our partners want the same result: more women in GM dealerships selling, servicing and buying our cars.



Women ARE Today's Market

To echo my friend Celeste Briggs, Women are not a niche market. Representing more than half the population and holding more than half of all American wealth, women are the market. To refer to women as a niche undervalues them, their economic power and their overall worth in today's society.

That's why GM, WRN and our dealer network take women so seriously. Not just as potential buyers, but as visionaries, problems solvers, trend setters, creative thinkers and relationship builders. To recognize their influence, GM is building more and more forums that invite women to share their likes and dislikes, priorities, peeves and even emotions.

Carlos Latour Leads Diversity Dealer Relations

NEW DIRECTOR REPLACES ERIC PETERSON IN PIVOTAL ROLE

Ethnic consumers comprise 27 percent of the auto market. Women buy and service more vehicles than men. With numbers like that, it's obvious that Diversity Dealer Relations is enormously important to GM and its automotive retailers.

The man now at the helm is Carlos Antonio Latour, a 37-year veteran at GM. This fall, Latour replaced Eric Peterson, a diversity pioneer in retail automotive who retired after 40 years of GM service. Latour is tasked with furthering GM's long-standing commitment to diversity, including Minority Dealer Development and WRN.

"Eric had a trailblazing career at GM, charting the unexplored world of multicultural consumers and how to reach them," said Latour. "He and his team elevated GM to the industry-leading position it enjoys today."

Latour has held several Sales and Marketing roles, working with dealers throughout the U.S. and Mexico.

"Inclusion is the centerpiece of our industry," said Latour. "That means giving everyone a seat at the table, not simply growing our numbers.

Example #1: *The WDAC and WRN are important to GM leadership. We meet annually with CEO Mary Barra to share our perspectives on products, women's marketing and the overall retail experience. We talk about what works and what doesn't as businesswomen, and our comments are taken seriously. We have similar meetings with other GM executives throughout the year. Our influence is seen in a variety of programs and resources targeted to female buyers. That includes GM Power of Women, an international program charged with weaving women into the fabric of GM. Its goal is the seamless integration of women — our needs and opinions — into everything GM does at the OE and retail levels.*

Example #2: *Many of the resources developed for female-owned dealers and women in automotive retail are being rolled out to the greater dealer network. Our S&P WebEx forum is open to everyone. DRIVEN2 includes Women in the Field, CCA and GCCX. Our vision is the greater GM vision. We work together to grow dealer retention and profitability, and secure customers for life.*

In today's world, we must recognize there is one page. There is one table. And in addition to being the market, women make the market so much better.

Please enjoy a happy holiday. ▣



It means listening to and learning from dealers of all backgrounds, ethnicities, cultures and walks of life. Fully leveraging the power of diversity requires taking the step from diversity to inclusion. The difference? Inclusion is diversity in action."

GM Minority Dealer Development, created in 1972, remains the most comprehensive program of its kind among all automakers. WRN, launched in 2001 and now operating in the U.S., Canada and Germany, remains the only OEM/dealer partnership to grow female participation in the automotive retail experience.

"I'm honored to lead an extremely talented team that is laser focused on providing quality and value for consumers across all demographics, lifestyles and needs," he said. "Our team will build upon GM's great successes in diversity, and strengthen relationships and business across all communities." ▣

5 WRN focused much of its efforts on fixed operations in 2016. What are you seeing as a result of this concentration?

Our female dealers have all but closed the profitability gap with the greater retail network. The business acumen and technical skills of women in retail is improving. We've targeted S&P, because that's the greatest opportunity to increase profitability and retention. WRN will continue its focus on fixed ops, starting with an exclusive S&P 20 Group in 2017. And we're widening our quarterly S&P WebEx audience to all minority dealers.

6 There so much positive momentum carrying WRN into the New Year. What are your 2017 priorities?

Listening to the customer remains our number one objective.

Remaining consistent and improving our deliverables is what's important. Getting tools to our audience and helping them develop sustainable processes that drive customer loyalty — that's who we are. The result: more women in our network and buying GM products.

In this issue of WRN LINK, we're featuring 2016 Drive to Succeed Scholarship winner Elizabeth Kruse.

The Freehold, New Jersey, student is studying to become an automotive service technician. She received the \$2,500 "Yes I Can" Named Dealership Scholarship from Schumacher Chevrolet.

Thanks to the Drive to Succeed Scholarship and an innovative internship offered through Brookdale Community College, Elizabeth Kruse will graduate next year as a certified GM-ASEP technician. For two years, Kruse has been learning her trade while working at L&M Auto Center in Lincroft, earning both college credits and a paycheck.

"I hear students talking about how hard it is to get a job, and here I am going to school for what I love," said Kruse, 19. "I have a job as an auto tech and I am getting paid. There's nothing else I can ask for."

The top student makes a good impression wherever she goes — with co-workers, teachers and L&M owner Michael Cardone. He calls her enthusiastic, caring, attentive and eager to learn. He also hopes she will be with L&M Auto for a long time.

"Elizabeth is exactly the type of student the Scholarship program was designed to help," said WRN Scholarship Chair Lisa Rebowe. "A growing number of WRN Scholarship winners are enrolled in automotive technology courses. This is especially important as dealers seek to integrate women into all roles and establish a workforce reflective of the communities they serve."

In 2017, we'll develop programs that benefit both WRN and MDD. WRN will work to expand our network into other countries. That includes creating a foreign exchange program for students and WRN dealers. Look for certification to become a more visible priority as we help our dealers grow, especially in fleet sales. Of course, we want more dealers to sign up for the Named Dealer Scholarship and get involved in promoting the program. There is no shortage of initiatives on our plate for 2017.

7 Changing the face of automotive retail has been the mandate of WRN since its inception. As we bring 2016 to a close, what grade would you give WRN toward this overarching goal?

Our work is not finished, so I can't say we deserve an A+. But if you look at where we started I would comfortably give the WRN a B+. Each year, we continue to move forward, expand our reach, improve our execution and deliver more targeted resources. At the end of the day, we ask our dealers this: Is involvement with WRN worth your time and effort? If the ROI is positive, the answer is obvious. Be assured that the WRN will continue to aim for a perfect grade. □



Brookdale Auto Tech coordinator Ivan Anderson is a witness to Kruse's enthusiasm. A volunteer in the school's tool room, Kruse fulfilled her duties there even after an accident left her in a cast.

"She has unmatched perseverance and shows a rare level of reliability," Anderson said. "She is nothing short of fantastic."

"I love everything about cars, from the smell of the leather to the smell of gear oil," said Kruse. "I love turning wrenches and scraping my knuckles. I've been passionate about cars since I welded floor panels into my brother's Nova."

"The Auto Tech program and the WRN Scholarship have changed my life. Both opportunities have introduced me to amazing people and have given me a chance to do what I love." □

2016 Named Dealership Scholarship Launches with Success WRN looking to double dealership participation in 2017

Building on its enormous first-year success, WRN Director Celeste Briggs is encouraging all dealers to participate in the Named Dealership portion of the 2017 WRN Drive to Succeed Scholarship program.

“The Named Dealership Scholarship is a game-changer,” said Briggs. “We’re able to offer *more women more* tuition assistance to study automotive management and service technology. We are grateful to the nine dealers/dealer groups that participated in 2016, and are looking to double that number next year.”

The Named Dealership Scholarship, which allows dealers to provide scholarships directly in the dealership’s name, raised \$27,500 in 2016. Another \$25,000 was contributed by business partners and the WRN general fund, setting a record of \$52,500 in scholarships awarded in 2016.

Briggs said the WRN Scholarship subcommittee conceived the Named Dealership Scholarship as a way to give dealers more ways of getting involved in the program. It specifically gives GM dealers the opportunity to establish scholarships of \$2,500 or more in the dealership’s name.

“Putting a dealership’s name directly on the scholarship increases the promotional value of the program,” said Lisa Rebowe, WRN Scholarship chair. “It helps dealerships connect with their customers and show their individual commitment to women, education and community service.”

“Our Named Dealership Scholarship directly reflects our priorities,” said Pam Hall, president, Hall Buick GMC, Tyler, Texas. “We support education and training, and are committed to increasing the number of women working in retail automotive. The reaction from our local community, employees and customers has been very positive.”

“The Named Dealership Scholarship is a perfect fit for us,” said Christa Luna, dealer/owner, Gilbert Chevrolet, Okeechobee, Florida. “It’s one more initiative that demonstrates our dealership’s overall support for women and our community. Female shoppers like seeing women working in sales and service positions. It provides a level of comfort, reassurance and familiarity.” ■

It’s easy to start your own Named Dealership Scholarship:

- First, commit to funding a Named Dealership Scholarship. Check out the online toolkit www.gmwomensretailnetwork.com/resources/ for everything you need to get started.
- Next, connect with vocational schools, colleges, high schools and local educational foundations. Leverage them for ideas, resources and promotion.
- Promote the Named Dealership Scholarship with media, civic organizations, women’s groups and students using your social media, advertising, Web site and dealership signage.
- Make sure to include dealership employees in your communication.
- Ask your GM Women in the Field rep to help with promotion and implementation.
- When winners are named in 2017, you have a second opportunity to highlight your involvement in the program.

More than \$157,000 has been raised in total scholarships since the WRN Drive to Succeed Scholarship program began in 2011.

GM and its dealers continue as the only manufacturing/retail partnership in the industry to offer scholarships to women pursuing academic degrees in automotive fields.

Many of the Scholarship recipients are now working in GM dealerships in both management and S&P roles.

“Putting a dealership’s name directly on the scholarship increases the promotional value of the program.”

— Isa Rebowe, WRN Scholarship Chair

The goal in 2017 is \$60,000

WRN Drive to Succeed Scholarship fundraising has already begun. All contributions are 100 percent tax-deductible and a great way for dealerships to increase their visibility in the community.

[CLICK HERE](#) to make a financial donation to the 2017 campaign today.

Dealerships are encouraged to get involved in the 2017 Scholarship program by:

Publicizing the campaign

Nominating qualified candidates

Making an individual contribution or offering a Named Scholarship

GM | WOMEN'S RETAIL NETWORK |

GM AUTOMOTIVE DRIVE TO SUCCEED

SCHOLARSHIP for WOMEN

2016 DRIVE TO SUCCEED SCHOLARSHIP WINNERS



JANETTE AGUILAR



ALISON BANNON



NORMA BENAVIDES



MINDY BROWN



NOELLE CAREY



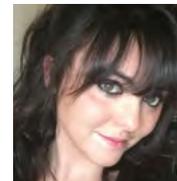
JESSICA COREY



ANNA HAGLER



MADELYN HAMILTON



SARAH KOEPSSELL-SCHMIEG



ELIZABETH KRUSE



SAMANTHA LEONARDI



COURTNEY MORLEY



TARA RODGERS



JACALYN SUTTON



Thanks to the 2016 Named Dealership Scholarship Participants

Ballas Buick GMC • Borcharding Buick GMC • Gilbert Chevrolet
Hall Buick GMC • Knudtsen Chevrolet • Leson Chevrolet
Patsy Lou Chevrolet • Schumacher Chevrolet • WRN 20 Group 1

Northwood, MDD, WRN to Offer Minority/Female Internship Program

WRN and MDD are partnering with Northwood University to offer 23 paid internships to minority and female students throughout WRN and the Minority Dealer network. The program starts in 2017, and is open to students on all Northwood's campuses, regardless of major.

"WRN and MDD are again on the frontline of supporting women and minorities in automotive retail by developing a program to fill our dealership pipeline with qualified candidates for dealership employment," said GM WRN Director Celeste Briggs. "This is another step in creating a diverse dealer environment that represents our multicultural consumer."

WRN works closely with Northwood's faculty and administration, serving as a template for how academia and private industry can develop a workforce ready for the challenges of global competition.

Northwood is the only U.S. university to offer a comprehensive educational experience supporting automotive retail.

"Northwood University and WRN enjoy a special relationship that

benefits students, the industry and ultimately the automotive customer," said Briggs. "Women graduating from Northwood are positioned far ahead of their peers from other programs because their education was earned in the classroom of real-world business knowledge."

Briggs said WRN is proud to partner with GM and its dealers to provide auto-related internships for women and minorities.

"With women now the number one consumer of automotive sales and service, it is paramount that our dealerships create an inclusive environment," she said.

Northwood University is a private, nonprofit and accredited institution specializing in managerial and entrepreneurial education. Students must be U.S. citizens or able to work in the U.S. to be eligible for the 400 hour internship program, which also earns students course credit.

Please contact Celeste Briggs (celeste.briggs@gm.com) to learn more about the Northwood internship program. 



GM Rewards Card Reward Service Customers

Merchandising the GM BuyPower Card has historically been a “front of the dealership” function.

In 2017, that’s no longer true.

To help increase a dealership’s S&P revenue, the GM Rewards Card team is expanding the program into the service department using a series of special promotions at no cost to the dealer.

Here’s how it works: Both current and new BuyPower cardholders will be eligible for extra savings on service and parts purchases at participating dealerships.

“This is a great opportunity to recruit inactive GM customers back into dealerships,” said Gordon Barnes, GM Certified Service. “It also gives non-customers an incentive to visit a GM dealer to buy service products they would usually purchase somewhere else.”

GM Card and Certified Service are launching a national ad campaign featuring seasonal Certified Service promotions to raise awareness of the BuyPower card. Beginning February 2017, new BuyPower cardholders will receive a \$100 credit on their statement when using their card. In March/April and again in September through November, new and existing cardholders can combine the \$100 credit with a possible \$100 mail-in rebate when purchasing a set of tires at a participating dealership. From June through August, new card owners can receive \$40 off new brakes — twice the national mail-in rebate.

“When you combine these seasonal offers with customers (potentially) receiving instant credit approval, this will be a very strong closing tool for our service writers,” said Barnes. “Approved customers can put the service bill right on their new card.”

Dealers in the pilot program experienced an average instant credit transaction three times greater than the average GM customer repair order. With a 0-percent, 12-month introductory offer, card customers can spread the service bill over 12 months, interest-free. Remember, every card purchase generates earnings customers can use toward their next new GM vehicle, possibly at your dealership.

NOTE: GM requires a minimum number of participating dealers to offer the program. It is critical that dealers enroll today to secure this amazing opportunity. Service managers must sign up for required training at www.centerlearning.com using course number VMVRP.016.0D. Visit the GM Rewards Card site at GM Program Info for more information or call GM Program Headquarters at 1-800-368-1638.



IMPRESSIVE GM DEALERSHIP BENEFITS



BIGGER PURCHASE AND ADD-ON SALES

Capture more sales with add-ons such as parts, accessories, tires, oil changes, maintenance plans, etc.



INSTANT ACCESS TO CREDIT

Encourages same-day repairs and maintenance



SALES INCENTIVES

Service Advisors receive \$10 for every 5 confirmed applications, plus an additional \$25 training spiff is paid with first application submitted



INCREASE SERVICE PARTS GROSS

During the pilot, the average instant credit transaction was \$940



ADVERTISED IN THE 2017 SERVICE MARKETING PROGRAMS

Take advantage of exclusive national card promotions



APPLICATION IS CUSTOMER DRIVEN

Quick and convenient and does not interfere with existing processes

Service retention. There's no better way to increase dealership profitability and no limit to the amount of revenue it can add to your business.

The folks on GM Global Connected Customer Experience team are committed to helping dealerships create customers for life. In September, OnStar began offering three years of free Basic Connectivity on eligible MY'11 and newer vehicles. The Basic Plan includes: Mobile App Key Fob Services, OnStar Diagnostics Report (Formerly OnStar Vehicle Diagnostics) and Dealer Maintenance Notification (DMN) .

Not only is this a great deal for customers — valued at over \$100 — dealers receive amazing long-term benefits. Activating the Basic Plan on dormant service lane vehicles increases DMN leads, each worth \$1,200 in customer pay repair orders over the three years. The promotion allows dealers to “Winback” customers who have not visited the service department in the last 12 months. And service BDCs can utilize the available manifest list to drive customers back to the service lane.

“Connecting customers to OnStar can make a big difference to a dealer’s bottom line” said Ashley Clark, lead GM Connected Customer Specialist-Atlanta. “There is a huge gap in both sales and service between customers engaged with the service and those who aren’t. The gap widens as the vehicle ages — up to 40 percent more R.O. on vehicles retained after 70 months.”

Ashley presented the benefits and functionality of the service during the 4th Quarter GM WRN S&P WebEx. (see her presentation at www.gmwomensretailnetwork.com/2016-priorities/fixed-operations/).

And that’s not all! The best capabilities of OnStar RemoteLink have been merged with the owner apps for one cohesive Mobile App experience.

“The new app is the singular place for anything an owner could want to know about his/her vehicle,” said Ashley. “This includes remote commands, vehicle status, Wi-Fi Hotspot, parked location, AtYourService, Preferred Dealer, Schedule Service and Assistance. The app even offers ways for customers to trouble shoot problems to possibly avoid a service call.”

The app is tied back in to Owner Center, the place to get even more vehicle info, virtually making the Owner’s Manual obsolete.

Ashley recommends that dealers have a repeatable process for ensuring all service lane vehicles are connected to OnStar.

“Dealers do a lot in the service lane to increase loyalty,” she said. “but no one thing impacts retention more than OnStar. By ensuring that all vehicles have a basic OnStar plan, dealers are increasing their customer touches and S&P profitability for years to come.”

OnStar Basic Plan

- Key Fob
 - Remote start/stop
 - Remote lock/unlock
- Destination Download
- Advanced Diagnostics
 - DMN
 - Smart Driver
 - Low Mileage Discounts
- AtYourService
- Schedule Service
- Preferred Dealer




Mobile App

Merge best capabilities of **OnStar RemoteLink** mobile app and previous Brand Owner Apps for one cohesive app

(myChevrolet / myBuick / myGMC / myCadillac)





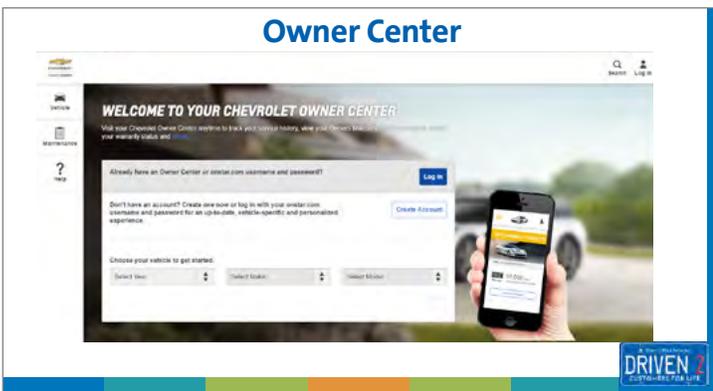
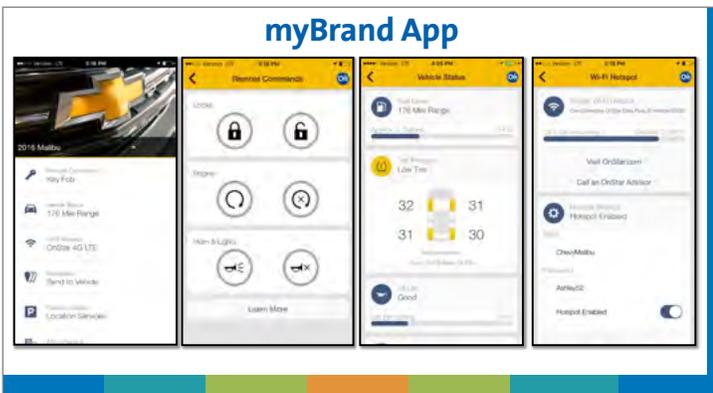

WOMEN'S RETAIL NETWORK |

SERVICE & PARTS

A PREMIER ORGANIZATION OF PROFESSIONALS

Information about OnStar, New Owner Onboarding and Mobile Apps is available as training modules through the GM Center of Learning. Make sure all dealership employees take the following classes to get the most from these connected features.

- SSM0N.016-0D2: OnStar Online Enrollment
- SCF0S.016-0D: Owner Onboarding: New Owner Set Up
- SCFMA.016-0D: Owner Onboarding: All New Mobile Apps



TIPS



S&P Manager Gets “A” Rating

Kate Kersten, accessory manager at Bob Jass Chevrolet, has helped increase the dealership’s First Service Visit retention score to near perfect. Here’s how:

- During the delivery, Kate helps each customer schedule their first service appointment using the dealership’s CDK Web site.
- This teaches the customer how to schedule their service online, and secures a return visit to Jass’ service department in about five months — consistent with the vehicle’s Oil Life Monitor System.
- Then she hands a hard copy of the vehicle’s Maintenance Menu to the new owner.
- Finally, she walks each customer through the dealership to visit the service manager. Meeting the service manager is a proven technique for improving the likelihood that a customer will return to the dealership for parts and service.
- Kate’s “meet and greets,” combined with a BDC appointment reminder, has lofted Jass’ First Service Visit retention score to well over 90 percent. That puts Kate at the head of the class. 

BRIEFS



*Employee
Erika Pikor at
Marty's Chevrolet
grand opening.*

Dealer Daughter Continues Tradition

With the popping of champagne, Christine Alicandro Karnolt opened Marty's Chevrolet on Black Friday last month. She is the daughter of the late Martin Alicandro Jr. (Marty) who started Marty's Buick GMC Isuzu in Kingston. The new dealership is located on MacArthur Boulevard in Bourne, Massachusetts. Christine was one of the first members of the WRN, so it's no surprise that half her staff is women. Barbara Alicandro, Marty's widow, said, "I am so proud of my daughter, Christine, who is carrying on Marty's legacy." The three-day grand opening celebration also raised money for the Bourne Food Pantry. □

Miss Shoppers Want Manners

According to Bridget Brennan, marketing expert at Female Factor, it's more than price with women — they also notice etiquette during the sale. Here are Brennan's five tips for minding your manners:

- 1 Say thank you. And show your appreciation.
- 2 Don't use "not a problem" as a substitute for "you're welcome." Even better: "My pleasure," or "I'm so happy we could help."
- 3 Celebrate the purchase. Stay focused on your customer all the way across the finish line.
- 4 Ask your customer how they want you to communicate with them: don't assume.
- 5 Follow up. Show you care about your customers' satisfaction. □

What Have You Done for Me Lately?

When it comes to customer support, warranties and other post-purchase features, it's likely women who are your audience. Women's marketing maven Marti Barletta encourages dealers to demonstrate their commitment to service throughout the ownership lifecycle, calling it "a critical part of women's marketing." Remember, women use the service lane two-thirds of the time. As part of the sale, walk all shoppers through your S&P department and introduce the service manager to build confidence and demonstrate your service excellence. □

Forget the ABCs

For disciples of the ABC rule of sales (always be closing), Marti Barletta has a word: STOP. She says, "Women find this sales approach tiresome and exhausting. If you're always trying to close the sale, she will close her mind to your offerings." Instead, make sure you reach out occasionally for non-sales reasons. "Women are suspicious of salespeople who are always trying to get something from them. They can spot an ulterior motive or sales agenda from a mile away. Stay in touch with your women customers, even if you aren't selling anything." Barletta says women want to be loyal customers, but businesses must reciprocate that loyalty. When dealers resolve questions and problems in a caring manner, customers find it surprising and delightful. Find Barletta's monthly newsletter at <http://martibarletta.com/> □



Younger Women Not Intimidated by Car Buying

The notion that women are less capable car buyers is losing traction with each generation. According to Edmunds' "Car Shopping and Gender Report," women are becoming every bit the confident decision makers men are at the dealership. The reason: More Millennials are making up a larger chunk of car buyers. "Millennial men and women feel nearly equal levels of self-assurance and empowerment," said Edmunds. The report also states that 70 percent of Millennial men and women feel self-assured during the car-buying and negotiating process, which is good news, since Millennials are becoming auto's predominate consumer. □

Marisabel Cole

GM Women in the Field, Recognized for Excellence



A normal day for Marisabel Cole is never a normal day. Sure, she has all of the obligations of a modern women — full-time career, mother, wife, family, church, wellness ...

But add to her role as GM Manager, Aftersales, Florida & Caribbean, another job she does on her own time, without pay and with little notoriety.

Cole is an active member of GM Women in the Field, one of the many subcommittees of GM WOMEN — the GM Employee Resource Group launched in 2014 to improve purchase consideration among female consumers and help GM become the workplace of choice for women. GM Women in the Field was formed specifically for the women who work as the interface between GM and its dealers.

GM WOMEN recently honored Cole for her achievements as a member of GM Women in the Field.

“I owe any recognition I receive to my zone team,” said Cole. “We support each other 24/7. I also work with a number of amazing women. I try to be present for women, I’m passionate about my work and I love this industry. I’m blessed to have the support of my family and my co-workers.”

Celeste Briggs, GM WRN director, nominated Cole for her work on 2016 WRN DRIVEN2, and organizing and hosting the quarterly WRN S&P WebEx sessions. Cole also leads the Southeast Region’s 82-member GM Women in the Field subgroup.

“I know how to help dealers improve Fixed Ops profitability and retention,” said the 20-year GM veteran. “My team and I remind dealers to keep the customer in the center of everything they do. That includes hiring more women.”

“Cole is an outstanding GM dealer partner,” said Christa Luna, dealer/owner, Gilbert Chevrolet, Okeechobee, Florida, and WDAC representative for the Southeast Region. “She always goes above and beyond; knowing the most important aspect of her job is the customer experience. Marisabel helped us install GM Workbench and coordinate our team’s training. We’re now better able to provide a superior experience for our customers.”

“As GM Women in the Field, we reach out to women working in GM’s Field Operations and offer a lifeline,” said Cole. “We all know the feeling of isolation that field jobs can bring. Our message to women is, ‘No one has to do this alone.’” □

Celeste Briggs encourages all of GM’s female field staff to join GM Women in the Field. She also urges dealers to fully leverage the group and the resources they offer.

“Our partnership is very much a three-legged stool,” Briggs said.

“One leg is WRN, one leg represents dealers and one leg is GM Women in the Field. We need all three legs working together to be successful. I cannot stress enough the importance of Marisabel and the remarkable women like her. GM Women in the Field provides the structure to fully engage our female workforce.”



The GM Women's Retail Network (WRN) is comprised of dealers, dealer management staff and stakeholders working together to improve dealer quality and profitability by leveraging the mutual support systems that benefit its members.

www.gmwomensretailnetwork.com

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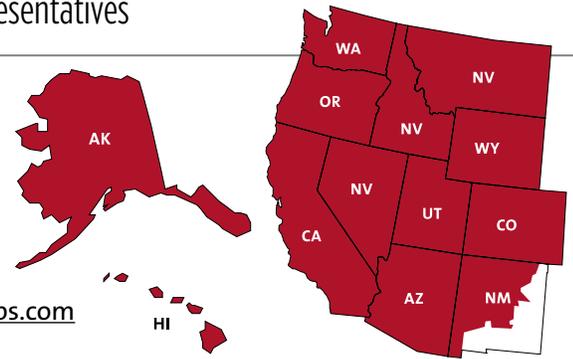
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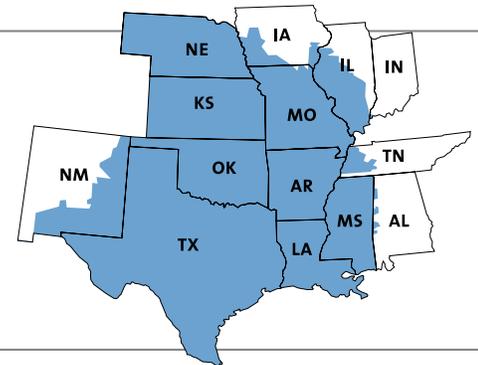
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Open Seat



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