

Your Resource for GM Women in Automotive Retail

WRN LINK

DRIVEN3 Delivers Best Practices for all Dealership Operations

WRN dealers from throughout the U.S., Canada and Mexico, as well as female — and male — GMs and service managers, convened in Detroit in September for **DRIVEN3** the annual WRN Business Meeting. Despite the storms experienced in many parts of the country, registrations for the conference topped last year's record-setting attendance.

This year, **DRIVEN3** offered a much more interactive experience for participants. Also, experts presented a variety of topics, from Fixed Operations to hiring women and Millennials. WRN GM

Director Celeste Briggs said the meetings continue to exceed her expectations.

"DRIVEN3 gives us the opportunity to refocus on our priorities, discuss new ways to elevate the customer experience and take time to connect with each other," said Briggs. "As we look for new ways to secure and retain customers for life, we examined the entire dealership operations, including sales, service, employee culture, BDCs and so much more."

Continued on next page



Vendor Alley exploded this year, going from 23 companies last year to 30, offering even greater interaction between our supplier partners and WRN members.



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At the heart of **DRIVEN³** was a series of Business Builders workshops where speakers shared proven techniques aimed at putting customers at the center of everything we do. That included Revolutionizing the Service Experience (RSLE) 2.0 with updates such as Workbench 2.0 and new incentive programs, using the GM Playbook to target and reach the customers you want, hiring the right workforce for today's changing marketplace, leveraging the huge potential of Business Development Centers and utilizing digital tools to connect with the evolving digital customer.

DRIVEN³ participants are encouraged to implement the Business Builder strategies discussed at the meeting. Presentations can be found on the WRN Web site at XXXXXXXX.

"We can't stress enough the

importance of executing these suggestions to improve your own dealership operations," said Briggs. "The Business Builder tools and techniques enable you to improve profitability and productivity through elevating the customer experience."

As a reminder, participants will receive a survey asking about their **DRIVEN³** experience. In order to make **DRIVEN⁴** the best it can be, Briggs encourages all participants to complete the survey completely and candidly.



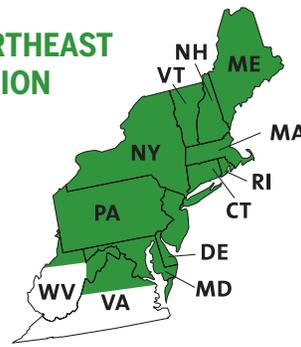
Cool, Calm, Connected Customer: Business that Clicks

Keynote speaker Paul Copses, executive director, GM Global Enterprise Solutions, talked about earning customers for life and the transformations necessary if we intend to succeed in our changing marketplace. Watch for his insights and every dealer's role in the Q4 edition of *WRN LINK*.



Women's Dealer Advisory Council ELECTIONS BEGIN

NORTHEAST REGION



SOUTHEAST REGION



Like all WDAC members, Council chair Marianne Ballas takes her role very seriously. She and fellow Council members act as advocates for GM women dealers, managers and candidates and promote communication with GM to help grow the number of women-owned rooftops, boost profitability and gain a larger share of the female market.

If you'd like to help women throughout the GM retail network improve the customer experience and increase the number of women entering our field, you are encouraged to self-nominate for three open WDAC seats.

For the term beginning in 2018, three seats are available on the WDAC. Interested WRN members are encouraged to self-nominate using the form posted on the WRN Web site (Link) and also emailed to our entire network.

After serving her entire term eligibility, nine years, Lori Guitson will be vacating her seat in the Northeast Region. The entire WRN thanks Guitson for her service. Both Southeast Region seats (currently belonging to Lori Davis and Christa Luna) are being contested; however, Davis and Luna are eligible to run again. The term for all open seats begins Jan. 1, 2018, and runs through Dec. 31, 2020.

Council members meet monthly, nine of which are held via teleconference. Face-to-face meetings generally run one and a half days. Council members are expected to keep their regional constituents informed on the broader network issues and sit on one or more WDAC subcommittees. Select WDAC members may also be asked to sit on other GM Advisory Councils.

"While I'm sad to be leaving the Council, I am proud of the work we did to grow our network and help dealers improve their operations," said Guitson.

Those interested should review the WDAC section of the Web site. Eligible WRN dealers wishing to self-nominate have until Oct. 31, 2017. Elections will be held in November.

For more information, please contact WRN Director Celeste D. Briggs, celeste.briggs@gm.com, or Bernita Lee, bernita.lee@gm.com.

“The Council needs fresh, energetic dealers to become active members of WDAC. If you've benefited from the WRN and its resources, consider your participation as a way of showing appreciation. It's also a great opportunity to help shape the future direction of our network.”

MARIANNE BALLAS
WDAC CHAIR



ELIGIBILITY

- Only dealers in a region where the vacant seat exists
- The dealer must be named on Paragraph THIRD of the GM Sales and Service Agreement
- The dealer must have been a GM dealer at least one year at the time of nomination
- The dealer must be active in the daily operations of the dealership
- Must meet minimum performance standards for Sales, CSI, Capitalization and Profitability. (DPS Overall Score 100 and Sales Effective)

CONTINUED HIGH DEMAND, PROVEN SUCCESS DRIVES THIRD 20 GROUP

It's been four years and hundreds of success stories since WRN partnered with NADA to offer the industry's first and only female exclusive 20 Group. Since that time, another WRN 20 Group was successfully added, and now it's time to expand again. Popularity and demand have created GMW3, the third women-only 20 Group for WRN members.

According to NADA, dealers that participate in 20 Groups are 30 percent more profitable than those that don't. Many 20 Group members enjoy the camaraderie and support they receive from one another in addition to the individualized business assistance.

Hear it from the members themselves:

Christa Billeaud, dealer
Acadiana Chevrolet
Breaux Bridge, La.

"The 20 Group offers me a very authentic experience. The other members are really invested in my success. This team is made up of mostly women who have come together to support one another so that we can all be successful. It's not just about best practices, it's about what's really working. Then we push one another and challenge one another to do great."

Tanya Robin, dealer
Superior Buick GMC
Dearborn, Mich.

"I didn't realize how a dealership in Kansas or Louisiana would be able to help me in my operations. Honestly, it's been the best thing that ever happened to my career. My sales are up dramatically. I'm happy to say that in 2016, my store was the number-one GMC store in the North Central Region. I would highly recommend others to join a WRN 20 Group."

Alexia Russell Feltham, assistant GM
Terra Nova GMC Buick
St. John's, NL, Canada

"One of the greatest connections I have in my 20 Group is the other Canadians, and we would love to have many more Canadians involved."

For More Information:

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What is the exclusive NADA WRN 20 Group?

- A group of non-competing female GM dealers, similar in volume, as determined by NADA and GM
- Members agree to guidelines regarding financial composite, meeting attendance and general conduct
- A minimum of 15 dealers is required to form a 20 Group
- Dealers elect a chairman to oversee the group administration for a one-year term
- Group determines meeting locations and dates, in conjunction with NADA
- Group meets in person three times per year (1.5 days); conducts conference calls and private communications between meetings
- Meetings focus on operational challenges, exchanging ideas and sharing best practices

 | WOMEN'S RETAIL NETWORK |

 20 GROUP



Canada 

WOMEN'S OUTREACH Still Priority for Dealers

The idea of dealership hosted, female friendly events to attract women customers is not a new one. That's what makes Heidebreicht Chevrolet's "Heels & Wheels" Women's Day Event so special. This year marks the **TENTH ANNIVERSARY** of the annual program, demonstrating the dealership's commitment to female customers and their unique needs.

"We began Heels & Wheels to educate women, increase their confidence and dispel fears about car buying and service," said Heidebreicht GM Jill Maniaci. "Ten years later, our focus has shifted to gratitude and customer appreciation

Today women register 43 percent of new cars in the U.S. and request 65 percent of service done at dealerships. That why, according to Maniaci, it is more important than ever to remain committed to activities targeted to women.

This annual event at the Washington, Mich., dealership draws roughly 300 current and potential customers. The most recent event featured local vendors, games, giveaways, a cocktail reception and more.

Maniaci said that over the event's history, the audience has shifted from a narrow demographic to women of all ages from Prime Time to Millennials. "Some are more educated shoppers; other are not," she said. But women remain interested in the service, functionality and mechanics of their vehicle.

Heidebreicht captures all participant information for future relationship building.

"It's nice to know we've built something that our customers value year after year. Gratitude and inclusion are the foundation of Heidebreicht's culture. From here it ripples out into the community in amazing ways."

Dealers are encouraged to continue hosting outreach sessions for women. Contact Briggs or Maniaci for ideas or check out the WRN website to read about events other dealers have held for women.

It's Not All Shoes

If you're thinking of offering a Finance 101 course to your customers, GM Financial has you covered. Trained professionals from GM Financial are available to teach basic financial literacy skills at your dealership.

"Although women represent the majority of today's car buyers, not all women are comfortable with monetary transactions," said Tricia Francis, VP Customer Experience Services, GM Financial. "We gear our financial literacy classes to each audience. Some people are looking for more specific information, maybe having to do with lease versus buy. Others want very basic steps on how to build credit.

According to Jill Maniaci, attendees at Heels & Wheels wanted even more time devoted to the class,

Financial literacy courses are available to dealers free of charge. To schedule, contact tricia.francis@gmfinancial



Heidebreicht General Manager Jill Maniaci, was one of the main organizers of the event.



Chevrolet's Sales & Marketing's Stacy Summers and Winnie Wilson showcased the features of the new 2018 Chevrolet Traverse.



GM Financial's Janisha Walker delivered a crash course in financial literacy available to all GM Dealers free of charge.

GM DEALERS LEAD INDUSTRY SUPPORTING FEMALE STUDENTS

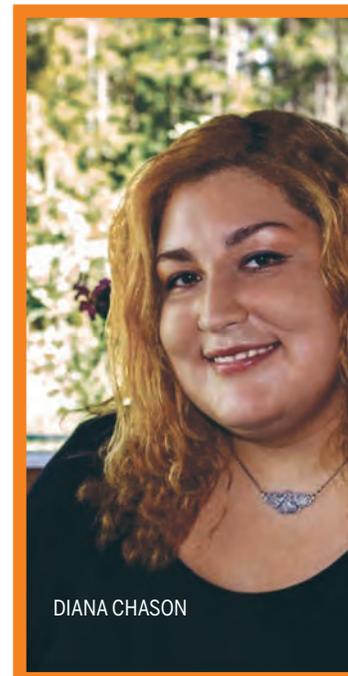
Women pursuing academic degrees in auto-related fields have only one dealer network to look to for support, and that's the **GM Women's Retail Network**.



JESSICA KENT



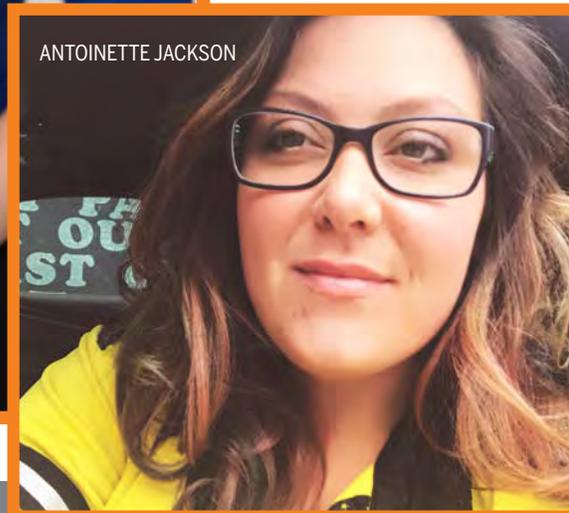
ANNA HAGLER



DIANA CHASON



RACHELLE KUKAN



ANTOINETTE JACKSON

WRN continues to lead the industry by providing female students with scholarships totaling \$194,000 since 2011. This year, the WRN Drive to Succeed Scholarship is contributing \$35,000 in tuition assistance to 10 women pursuing auto-related management and technical degrees. Thanks to our dealers, vendors and other supporters, the Scholarship program has given 61 individual scholarships to female students in its seven year history. Scholarship winners are full- or part-time students from the U.S. and Canada, and represent a variety of sales regions, ethnicities and cultural backgrounds.



With every scholarship awarded we are investing in our future, as well as helping women reach their true potential. Exceptional female employees increase customer loyalty and overall profitability, and attract other talented women to the automotive industry."

LISA REBOWE » WRN DRIVE TO SUCCEED SCHOLARSHIP CHAIR

2018 CAMPAIGN BEGINS NOW

The scholarship campaign for 2018 has officially begun with a goal of increasing overall contributions by 10 percent. In addition to digging a little deeper for donations, WRN is asking male and female dealers to consider becoming a Named Scholarship Dealer. This provides a tremendous opportunity to showcase your dealership's commitment to women in your community and invest in the future of retail automotive. Many WRN dealers are already benefitting from the skills scholarship winners bring to the workplace.



Please support the 2018 Drive to Succeed Scholarship Program by:

- Making your area schools, educators, counselors and communities aware of the WRN Scholarship Program
- Encouraging your own female employees and other qualified candidates to apply
- Providing the required signature and/or letter of recommendation for applicants
- Donating to the WRN's general scholarship fund
- Creating awareness of the wonderful career opportunities that exist in retail automotive
- Becoming a Named Scholarship Dealer



PERLA VELOZ

For more information about the 2018 WRN Drive to Succeed program, please visit www.gmwomensretailnetwork.com/business-priorities/scholarship or contact the CMS Foundation wrn scholarshipinfo@gmsac.com or WRN Scholarship Chair Lisa Rebowe, lrebowe@lesonchevy.com.

We applaud the WRN Drive to Succeed recipients and thank our WRN dealers and business partners for their generous financial contributions:

2017 Named Scholarship Dealers/Groups

Ballas Buick GMC » Toledo, OH
Cox Chevrolet » Bradenton, FL
Knudtsen Chevrolet » Post Falls, ID
Leson Chevrolet » Harvey LA
Lafontaine Automotive Group »
Maryann Wheeler Memorial Scholarship »
Schumacher Chevrolet Auto Group »
Little Falls, NJ
WRN 20 Group GMW1

2017 Vendor Sponsors

Agency 720
Martin Retail Group
GM Financial
American Financial &
Automotive Services, Inc.

Please visit:
www.gmwomensretailnetwork.com
for profiles on each of the 2017 WRN
Drive to Succeed Scholarship winners.



GM FINANCIAL OFFERS FLOORPLAN TEST DRIVE

Doing business with GM Financial has never been more rewarding. With our 120-day “test drive,” non-floorplan dealers can take certain exclusive floorplan benefits and rewards for a spin.

Here’s how to get behind the wheel: Submit an application to become a GM Financial floorplan dealer and earn Dealer Dividends rewards at 50% for 120 days from the completed application date. The remaining 50% will be paid in cash at the time of floorplan takeover.

Some of those exclusive benefits include:

- 50% of the benchmark requirement for non-floorplan dealers
- 2x the payout over non-floorplan dealers
- 2x multiplier option for down-payment assistance or cap-cost reduction on certain vehicles
- 100% cash-out option

If approved as a floorplan dealer, in addition to the exclusive Dealer Dividends benefits, you’ll experience all the benefits that floorplanning with GM Financial offers over the life of your floorplan, including*:

- \$3,000 GMF DealerSource buy fee credit
- 30-day interest-free period on off-lease vehicles purchased on GMF DealerSource
- 84-month standard loan program (restrictions apply)
- Automatic A3 Tier backend up to \$2,500
- Expanded FastTrack funding to B Tier loan and lease contracts
- Increased lease rate markup cap to 2.4% and increased reserve split to 90/10 or \$200 flat

To begin your test drive and experience how beneficial GM Financial can be for your business, contact your dealer account representative today, or visit us at www.dealers.gmfinancial.com.

**Current floorplan program benefits are subject to change at any time.*

“The value proposition we provide today is very different than what we offered 12 months ago. The benefits have never been greater; that’s why GM Financial has a significantly larger pipeline of floorplan leads rolling through the door.”

**BRIAN STRATTON, SVP OPERATIONS
COMMERCIAL LENDING SERVICES
GM FINANCIAL**

**120-DAY
TEST
DRIVE** 

 GM FINANCIAL
Dealer Dividends®

BRIEFS

CERTIFICATION MEANS BUSINESS » Female dealers (51 percent owners) in the U.S. and Canada are urged to become WBENC-certified to increase sales, especially for Fleet and Commercial business. The Women's Business Enterprise National Council was formed nearly 20 years ago to promote the growth of women-owned businesses by connecting them with top corporations wanting supply chain diversity. The WBENC certification is the most widely recognized and respected certification of its kind, accepted by hundreds of corporations and governmental agencies. It is an important marketing tool for expanding visibility among procurement decision-makers. Find out how to become certified at www.wbenc.org. 



GENERAL MOTORS FLEET



SERVICE & PARTS FORUM ONLINE 24/7 »

WRN Service & Parts WebEx presentations are archived on the WRN website at: www.gmwomensretailnetwork.com/business-priorities/fixed-operations/ for those unable to join the conversation live. The Q2 session focuses on the digital side of Certified Service. The PowerPoint presentation, posted in its entirety to the site, covers a variety of digital marketing trends and topics. Take a deep dive into today's digital landscape and assess how your own digital outreach meets the grade. Learn how service customers use the web, how they search and how to connect with buyers. 

WOMEN CAN SELL » Women in sales roles outperform their male colleagues and are overall good for businesses, according to *Entrepreneur* magazine. In a recent article, the magazine cites that while there aren't enough women in sales, those who are outsell their male colleagues and achieve sales quotas at a higher rate than men. Reports found that firms with 45 percent or more women achieved a 15-times higher average in sales revenue than those less gender divers. Women also have greater levels of engagement, commitment and passion in the workplace and stayed in their jobs longer. But that's only part of the story. Check out the entire article at www.entrepreneur.com/article/300990. 





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.

gmwomensretailnetwork.com

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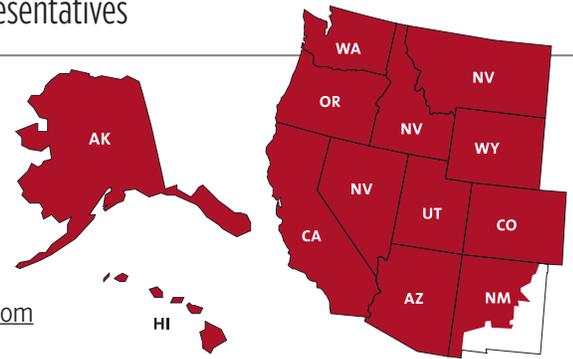
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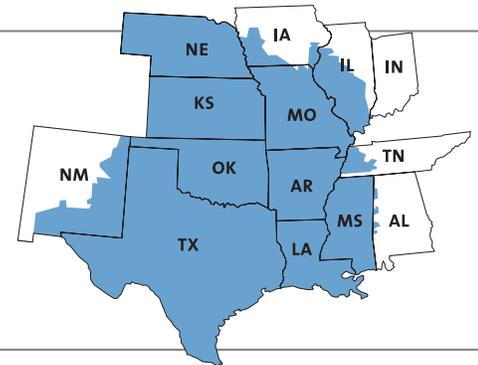
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