

Your Resource for GM Women in Automotive Retail

WRN LINK

WRN Dealer Spotlight: Liza Borches

In a recent Automotive News (AN) article, WRN Dealer Liza Borches was recognized for her selfless actions in her community of Charlottesville, Virginia. Due to the new norm of social distancing, many people are relying on delivery services now more than ever before. So, when an older woman received her grocery delivery from a local market, she was greeted with a big smile from Liza, bags in hand! As shared with AN, it was the first time the older woman had seen another smiling face in over 10 days. "It was just a nice, small thing we could do but it made a huge difference to her" says Liza.

As the COVID-19 pandemic spread across our country, many dealerships jumped into action to help within their communities. And Liza, President and CEO of Carter Myers Automotive (CMA), stepped up in a big way. CMA created a temporary help line that offers grocery, pharmacy and essential-errand deliveries to community members. It has been used by individuals and nonprofit organizations that need volunteers. Liza decided "we have people, we have cars and we have time!"



Liza Borches, President and CEO of Carter Myers Automotive, oversees dealer operations of the Virginia-based dealership group, which has 15 stores, 17 franchises (including Chevrolet, Buick, GMC, and Cadillac), serving five markets.

Thank you, Liza, for being a shining light during these dark times!

Centers of Disease Control and Prevention (CDC) COVID – 19 Prevention Tips

To help prevent the spread of COVID-19, everyone should:

- ✓ Clean your hands often, either with soap and water for 20 seconds or a hand sanitizer that contains at least 60% alcohol.
- ✓ Avoid close contact with people who are sick.
- ✓ Put distance between yourself and other people (at least 6 feet).
- ✓ Cover your mouth and nose with a cloth face cover when around others.
- ✓ Cover your cough or sneeze with a tissue, then throw the tissue in the trash.
- ✓ Clean and disinfect frequently touched objects and surfaces daily.

Welcome New WRN Dealers

Congratulations to the following Women's Retail Network Owners on acquiring their new dealership:

Andrea Zadd | Crestmont Buick GMC | Beachwood, OH
 Karen Miller | Larry H. Miller Casa Chevrolet | Albuquerque, NM
 Kristin Dillard | Team Chevrolet Buick GMC of Boone | Boone, NC
 Virginia Bowden | McClinton Chevrolet Company | Parkersburg, WV



GENERAL MOTORS



During this pandemic, we are all experiencing unwelcomed change. To bring relief to our Minority and Women Dealers, our Motors Holding and Dealer Development teams partnered with Mitch Cummins, CEO & Founder of Cummins Performance Group. Mitch brings more than 30 years of experience as an innovator and results-driven automotive sales and marketing leader. He has been through other crises such as 9/11, the 2007 recession, and bankruptcies. Mitch conducted webinars for our dealers, that focused on:

- Assess, Plan, and Execute
- Digital Sales Productivity, Processes, and Results
- Fixed Operations – Your Digital Message During These Times
- Inbound Phone Call Handling and 72 Hour Press
- Seven Traffic Drivers to a Service Department
- 72 Hour Press and Building Your “A” Team
- Fixed Operations – Creating the Ultimate Appointment Experience
- Creating Your Ad Budget, Marketing Your Store, and Your Next Big Event
- Sales to Service Handoff

In addition, Cummins Performance Group developed The Dealer Emergency Kit ([click here to download](#)). This kit breaks down each department for dealership that are either fully open, semi-open (i.e. service drive and new car home delivery) or closed. It's important that dealers maintain operations and maximize all opportunities. The kit includes do's and don'ts regarding these important topics:

- Minimize costs and maintain cashflow and operations
- Ensure compliance, processes, and people are in place
- Maximize productivity, gross and sales through chaos
- Maximize absorption and throughput
- Consistent, timely, and clear messaging

Please feel free to reach out to Mitch should you be interested in his services. He and his team can have a positive impact on your business results.

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2020 GM WOMEN'S DEALER ADVISORY COUNCIL

Our WDAC's focus is to represent the interests of GM women dealers and management staff and to drive focus on the profitability, growth and retention of the Women's Dealer Network. Should you have any questions or concerns, please reach out to your regional WDAC member:

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