

Your Resource for GM Women in Automotive Retail

# WRN LINK

## WRN Dealer Spotlight: Jenell Ross of Bob Ross Buick GMC

Jenell Ross of Bob Ross Buick GMC support of breast cancer patients is one to be admired and a cause that is near to her heart. Her mother, Mrs. Norma J. Ross, lived by the scripture “To whom much is given, much is required” and committed her life to help improve the lives of others. Mrs. Ross distinguished herself by exemplary service and commitment to the Dayton community, and her endless generosity and love of people resulted in raising the standard of living for many of those less fortunate. Her altruistic efforts and character were reflected in her life, her family and in her business.



Mrs. Norma Ross lost her battle with breast cancer in 2010. The Norma J. Ross Memorial Foundation was established in loving memory of her and is committed to carrying on her legacy and commitment to helping others. And during the month of September, they delivered PPE supplies to healthcare providers in the Dayton, Ohio community. Their continued support breast cancer patients and frontline workers in breast centers and cancer treatment centers throughout the Dayton area is commendable.

Also, with the help of Premier Health, the foundation was honored to provide the opportunity to help local women get mammogram screenings. Our efforts are intended to reach ALL women! No matter the situation, the women were glad they came for the mammogram and urged the foundation to continue to spread the word about the importance of mammograms.

If you are interested in learning more about the Norma J. Ross Memorial Foundation or making a contribution, please [click here](#).

## **SAVE THE DATE: POSTPONED** **ANNUAL 2020 WRN MEETING** **VIVA LAS VEGAS!!**

Due to the Coronavirus (COVID-19) Pandemic, the decision has been made to postpone our 2020 MDD Meeting. But as restrictions gradually ease across the country, it will soon be time to once again jo forces and work together for the advancement and success of our Minority Dealer Network across the country. Stay tuned!



## 'We need you' GM CEO Barra to young girls

In an article for the Detroit Free Press, GM's CEO Mary Barra remembers her childhood years and when she began her love for engineering and cars. "My dad worked for GM for 39 years. He taught me the love of engineering and cars and my mom said, 'Mary, you can do anything and be anything. You'll have to work hard, but you can be anything you want to be,'" Barra said. "I liked math and science in school and so engineering seemed like a natural pathway for me when I started college."

Fast forward, taking the charge as the first female CEO of an automaker, Mary Barra encourages young girls to think STEM and become leaders in the male-dominated career path. And to help, GM has partnered with the Girl Scouts, to create STEM programming for the young girls. DFP states that "GM gave the Girl Scouts a \$1 million grant to help the organization develop STEM programming for the scouts, which includes some supplemental STEM courses that any girl, not just Girl Scouts, can take. GM also helped develop the curriculum for automotive badges the Girl Scouts can earn."

To read the full article, please [click here](#)



## GM Reports Third-Quarter U.S. Sales

General Motors (NYSE: GM) announced on Thursday, October 1, 2020, that it delivered 665,192 vehicles in the third quarter of 2020, a decrease in total vehicle sales of about 10 percent compared to a year ago. In a sign of a recovering industry, sales improved sequentially each month within the quarter. Industry and GM sales rebounded significantly in September, finishing the month with year-over-year sales increases. Total industry SAAR1 was an estimated 15.9 million vehicles for the quarter, up about 4 million units from the previous quarter.

"Our dealers are doing exceptionally well utilizing a combination of customer-facing online technologies – such as Shop. Click. Drive. – and showroom sales to deliver vehicles safely to our customers. This is contributing to retail share gains while we continue to refill the pipeline," said Kurt McNeil, GM vice president, U.S. Sales Operations. "Industry-wide, dealers are selling a high mix of large pickups as the summer comes to an end. Our strong large pickup and all-new full-size SUV lineups from Chevrolet and GMC are selling extremely fast."

**WRN dealers delivered 39,641 retail units in Q2 which represents a 16.9% decrease compared to Q2 2019, outpacing GM and the industry.**

More information and details for Q3 2020 sales can be found [here](#).

## **Enroll Today for the November Business Elite Advantage Program**

Business Elite Advantage, the turnkey small business sales prospecting program, drives small business owners to Chevrolet or GMC Business Elite dealerships. The November program will highlight the 2020 tax incentive. **Enrollment is now open for November and ends on October 6!**

### Business Elite Advantage Benefits/Features:

- Targeted mailing lists – include businesses in your area that have high potential for purchasing new vehicles
- Effective mailers – help educate businesses about the advantages of purchasing from your Chevrolet or GMC Business Elite dealership
- Dealership personalization – includes name, slogan, address, hours of operation, map, logo, contact number and website
- Easy enrollment – minimal setup fee
- Turnkey management – set it and forget it!
- Up to 150% reimbursable – ability to use both iMR sales funds (100%) and commercial co-op funds (50%)
- Online manifest reports posted on Global Connect – provide measurable results allowing you to follow up with prospects and adjust marketing strategies to maximize sales
- No-charge value add – email to owner audience at no additional cost

**Enroll today by calling Epsilon Program Headquarters (PHQ) at 800-292-9220.**



### **What is WRN?**

A diverse dealer network matters greatly to GM and to the customers we serve. The Women's Retail Network is designed to support our diversity goals. WRN is dedicated to growing a performance driven, customer-focused and profitable dealer network by connecting highly qualified women dealers. This is one demonstration of GM's commitment to a diverse dealer network.

Carlos Latour, Director of Dealer Diversity Relations, states it best... "Dealerships that welcome and invest in women have the opportunity to create a strategic advantage. Together, women are creating a positive change in our industry that's being felt around the world."

*Please join us in welcoming the following Women's Retail Dealers on acquiring their new dealership:*

Mallory Davis | Davis Buick GMC | Harrison, AR  
Christy Gilleland | Miller Buick GMC | St. Cloud, MN  
Carolyn Sheehy | Paul Conte Cadillac | Freeport, NY  
Andrea Zadd | Crestmont Buick GMC | Beachwood, OH  
Janet Freeman | Armstrong Chevrolet | McMinnville, OR  
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,

## 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:

### 2020 GM WOMEN'S DEALER ADVISORY COUNCIL — (U.S. & Canada)

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TERM ENDS:  
December, 2020



TERM ENDS:  
December, 2021

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TERM ENDS:  
December, 2021



TERM ENDS:  
December, 2021

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TERM ENDS:  
December, 2020



TERM ENDS:  
December, 2021

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TERM ENDS:  
December, 2022



TERM ENDS:  
December, 2022

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TERM ENDS:  
December, 2022



TERM ENDS:  
December, 2021

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TERM ENDS:  
December, 2021



WOMEN'S RETAIL NETWORK  
Women's Dealer Advisory Council

January  
2020