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A MESSAGE FROM YOUR COUNCIL

Hello General Motors Women's Retail Network members! My name is Mary Jo Wheeler-Schueller, and I'm serving you this year as the Women's Dealer Advisory Council Chairperson.

This is my twelfth year serving on the council and during that time I have had the privilege of working with some great women over the years. I am excited to bring my problem solving skills and experience to the council in a leadership role.

My passion for the auto business can be traced back to growing up in the industry and getting "grease on my feet", something you can never get off. As a second-generation dealer and following in my parents' footsteps, today I co-own and am actively involved in daily operations of the dealership they started in 1964. I am currently the president of Wheelers Family Auto Group with five GM rooftops serving Central Wisconsin.

I am a graduate of National Automobile Dealers Association Dealer (NADA) Candidate Academy (NADA), I am also the current president of both the Chevrolet Local Marketing Association (LMA) and the Buick GMC LMA for the Wausau-Rhineland markets.

Additionally, I am the Vice Chair for the NADA 20 group, GMW1, the first all-women's 20 group formed. I have also served on past boards for the State of Wisconsin and Wisconsin Auto and Truck Dealers Association (WATDA), which include the Department of Motor Vehicles Advisory Board. Active in state and local politics, I work with current state leaders on both sides to help positively affect the auto industry. I am dedicated to standing up for their convictions, even if it may not be popular.

As a council member and chair of the GM WRN, one of our roles is to echo the voice of the women dealers that we were elected to serve and to directly prioritize the issues we are facing. Relaying those issues to GM Senior Leadership and coming up with solutions with them that better the dealer body as a whole. My vision with the council is to have a "parking lot" of topics that we can collectively talk about and find solutions for not just the female dealers, but also for all dealers in the GM network. This will help strengthen our partnership with GM and make us all stronger together.

Additionally, one of our other missions is to help facilitate the efforts of GM in attaining its goals of increasing the number of qualified women dealers and attracting women into automotive retail. One of the ways in which we do this is through the GM WRN Drive to succeed Scholarship program that demonstrates the value GM and its dealers place on women and their importance to the company's overall success. I am urging you to donate today or even set up a "named dealership scholarship" for \$2500.00 like we have with our Wheelers "Maryann Wheeler Memorial Scholarship." This gives you the opportunity to promote the scholarship in your community with your dealership name - front and center.

I'm excited to work with all of you on executing our vision in 2022 through the Women's Retail Network. Working together as a collective dealer body will not only help us grow, but expand our diversity within the automotive industry. Please feel free to reach out to me on any questions or concerns that you may have.

Always at your service,

Mary Jo Wheeler-Schueller,
WDAC Chair



Mary Jo Wheeler-Schueller
Chair of Women's Dealer
Advisory Council

COMMUNITY HIGHLIGHT

gm women's retail network Scholarship Program

GETTING INVOLVED IN THE 2022 CAMPAIGN TAKES THREE SIMPLE STEPS: DONATE, PROMOTE AND NOMINATE!

The WRN Drive to Succeed Scholarship program demonstrates the value GM and its dealers place on women and their importance to the Company's overall success. With women now the No. 1 consumer of automotive sales and service, it is paramount that we deliver an experience focused on their needs. This includes a representative, diverse dealer body that is attentive, knowledgeable and committed to excellence."

- 1. Donate** – Individual donation, dealership donation, or named scholarship.
- 2. Promote** – WRN provides marketing and communications materials to help build awareness of the scholarship. Use them to help publicize the program in your stores, schools and communities.
- 3. Nominate** – encourage eligible candidates to self-nominate!

Please visit our [website](#) to for more info and ways to donate!

GM and its dealers continue as the only manufacturing/retail partnership to offer scholarships to women pursuing academic degrees in automotive management and technical fields. Since 2011, the program has provided over 111 individual scholarships totaling \$330,500.00 to students in the U.S. and Canada representing a variety of sales regions, ethnicities and cultural backgrounds.

Questions regarding the program or how you can get more involved?

Contact: CMS Foundation – GM WRN Scholarship Program

Email: info@WRNScholarship.com or call (630) 428-2412

<https://wrnscholarship.com/>

**BEGINNING FUND BALANCE
(12/31/2021)**



**CURRENT FUND BALANCE
(INCLUDING PLEDGES)**



2022 PROGRAM YEAR

**PLEDGES / DONATIONS:
AS OF 03/31/2022**

Wheelers of Marshfield (Mary Jo Wheeler)	\$ 5,000.00
Assurant Dealer Services (Aimee Dogra)	\$ 5,000.00
Marla Feldman	\$ 5,000.00
Eve Knudtsen	\$ 2,500.00
Pro Counsultin LLC (Craig Almon)	\$ 2,500.00
GM Financial (Whitney Gray)	\$ 2,500.00
Agency 720 (Kyle Brazelton)	\$ 2,500.00
Outsell (Valerie Vallancourt)	\$ 2,500.00
Bowman Chevrolet (Katie Bowman Coleman)	\$ 500.00
Cronic Chevrolet Buick GMC (Wanda Cronic Howell)	\$ 500.00
Jeff Johnson Chevrolet (Sharon Johnson)	\$ 200.00

DEALER HIGHLIGHT:

*EVE KNUDTSEN - WDAC VICE CHAIR
Knudtsen Chevrolet, Post Falls, ID*

THE PRIDE OF POST FALLS

POST FALLS – She's a leader, a business owner, a dedicated community supporter and a role model to young women everywhere.

That's why Eve Knudtsen is the Post Falls Chamber of Commerce's 2022 Citizen of the Year.

Knudtsen was honored during the annual Community Recognition Gala at Red Lion Templin's on the River on Thursday evening.

"My sister, Eve Knudtsen is a giver, a mentor, a teacher, an advocate, a leader and a warrior," said Eric Knudtsen, chamber board chairman.

Knudtsen is the third generation to own and operate Knudtsen Chevrolet, which was founded in 1939. In that capacity, she has crashed through the glass ceiling of a male-dominated business that has earned the respect of the industry on a national level. Knudtsen Chevrolet employs 115 people and is celebrating its 20th year in Post Falls.

The selection committee, comprised of past recipients, hails Knudtsen as "a giver, a mentor, a teacher, an advocate, a leader and a warrior." She's also a wife, mother and just recently added the title of grandmother to the list.



Eve Knudtsen was honored Thursday as the Post Falls Chamber of Commerce's 2022 Citizen of the Year. She is joined on stage by Eric Knudtsen, the chamber's board chairman.

JANUARY 21, 2022
BY PRESS STAFF

 COEUR D'ALENE/POST FALLS
PRESS

DEALER HIGHLIGHT:

AUTOMOTIVE NEWS 40 UNDER 40:

MANAGING PARTNER, ALPINE BUICK-GMC SOUTH



Laissa Sanchez,
35

Automotive News
40 UNDER 40

As a college intern pursuing a career in broadcast news, Laissa Sanchez became the face of Alpine Buick-GMC in Denver, appearing in TV commercials and infomercials that aired on the local Spanish Telemundo channel.

Fast-forward 15 years and Sanchez is managing partner and general manager of Alpine Buick-GMC South in Colorado Springs, Colo. "What I thought started as a one-month, one-time gig ended up being a 15-year gig," Sanchez said.

Sanchez, who has a bachelor's degree in journalism and with a minor in marketing from Metropolitan State University in Denver, said she realized during the filming of those commercials that she had a passion for auto retail.

In 2011, she officially went to work for Alpine Buick-GMC in Denver after appearing in the store's commercials for years.

"I started in sales, and I worked myself up all the way to GM," Sanchez said. "I worked in every position. I was in finance, used-car manager, new-car manager." Years later, dealership owners Ivette Dominguez, an Automotive News 100 Leading Women in the North American Auto Industry honoree in 2020, and Mike Drawe, gave Sanchez her big break: They offered the then-general manager the opportunity to become a managing partner in a new store. Sanchez and Dominguez acquired Alpine Buick-GMC South in November 2018.

With Sanchez at the store's helm, vehicle sales more than tripled in 2019 compared with 2018, she said. The sales gains led the store to the No. 1 spot for both GMC and Buick in its region in 2019, an achievement the store has maintained, Sanchez said.

Last year presented new challenges. Amid the early months of the coronavirus pandemic, vehicle sales at the dealership were prohibited. So Sanchez helped create an online showroom for vehicle purchases and a no-contact service concierge program. "We rose to the occasion and used technology to our favor, and we became a full-service online dealership," she said.

Sanchez now aims to spend more time in the community and working with charities. She'd like to encourage more women to work at dealerships and more students to pursue auto retail as a career path.

"We need to make the auto industry more appealing to these new generations," she said.

Automotive News,
– Melissa Burden



2021 GM YEAR IN REVIEW

WRN KEY OBJECTIVES | OVERVIEW:

Profitability, Growth and Retention

2021 ACTUAL

- **-2** Net WRN Appointments
- **13** New WRN Candidates
 - **57 Total** Vetted and Approved
- **100%** of WRN Dealers are profitable compared to all GM Dealers of **98.9%**; NPBBT of **\$3,619,633** for WRN Dealers higher than all GM Dealers at **\$4,053,479**
- WRN DPS Q4 2021: **98.68**
- WRN DPS Q4 2020: 103.04 } 
- 20 Group - **8 new members**
- Variable | Fixed | Drive Growth Forums
 - 6 Training Sessions held

2022 OBJECTIVE

- 6 Net Women Appointments
- 5 Vetted and Approved WRN Candidates
 - (1 Per Region)
- WRN Profitability outperform GM Dealers Overall
- Increase WRN DPS scores compared to 2021
- Increase Participation in
 - 20 Groups
 - Quarterly Variable & Fixed Ops Forums
- Successfully execute Driven 2022

gm women's retail network

The WRN is comprised of every female dealer and department manager in GM's retail network.

- To qualify as a dealer member of the Women's Retail Network a woman must have a minimum ownership investment of 15% and be named on Paragraph THIRD of the GM Dealer Sales and Service Agreement.
- To qualify as a WRN Affiliate or manager member of WRN, there are no ownership, ethnicity requirements or fees associated with membership in WRN.

BECOME A MEMBER



The GM Women's Retail Network (WRN) is a diverse dealer network that matters greatly to GM and to the customers they serve.

The Women's Retail Network invites you to become a member. Feel free to pass this on to other Women interested in knowing more about this unique Network of Women working in the GM Automotive industry.

Click on the link below to learn more and to join.

[CLICK HERE](#)



NEW WOMEN (WRN) DEALERS

[Kelley LaFontaine](#)

LAFONTAINE BUICK GMC OF ANN ARBOR, INC.
ANN ARBOR, MI

[Kelley LaFontaine](#)

LAFONTAINE BUICK GMC, INC.
LANSING, MI

[Sandra Tyler](#)

KARL TYLER CHEVROLET, INC.
MISSOULA, MT

[Kathryn A. Shorkey-Mrdjenovich](#)

JIM SHORKEY CADILLAC.
GAINSVILLE, GA

[Heatherlynn N. Cutter](#)

CUTTER CHEVROLET
HONOLULU, HI

[Jeanne L. Clement](#)

LAPEYROUSE MOTORS
JEANERETTE, LA

[Stephanie L. Gilchrist-Legary](#)

GILCHRIST CHEVROLET OF PORT ORCHARD
PORT ORCHARD, WA

[Mary Jo Wheeler-Schueller](#)

WHEELERS CHEVROLET BUICK GMC.
COLOMA, WI

WRN | 2021 CYE PERFORMANCE HIGHLIGHTS



- WRN group consisted of **280** Dealerships
- Selling **129,233** retail new vehicles, producing
- Total Dealership Net Sales of almost **\$12.7 Billion** (new, used, service, body and parts), while
- Investing approximately **\$1.2 Billion** in their General Motors Dealerships, and
- Employing **10,200** people in 45 states (no active WRN Dealers in DE, MD, NV, RI & VT)
- CYE, the average WRN Dealer sold **633** new retail GM vehicles, compared to the average GM Dealer at **560**, while
- Producing an average NPBTT/ROS of **\$4.1M/5.79%** vs **\$3.6M/5.88%** for the average GM Dealer



WRN | 2021 TOP DEALERS BY BRAND



1. Feldman Chevrolet of Novi, Novi, MI
2. John Bowman Chevrolet, Clarkston, MI
3. Lafontaine Chevrolet, Dexter, MI
4. Sweeney Chevrolet, Youngstown, OH
5. Banks Chevrolet-Cadillac, Concord, NH
6. Parkway Chevrolet, Tomball, TX
7. Maher Chevrolet, Saint Petersburg, FL
8. Jim Glover Chevrolet, Tulsa, OK
9. Shea Chevrolet, Flint, MI
10. Schumacher Chevrolet, Little Falls, NJ



1. Cardinal Buick GMC, Belleville, IL
2. Liberty Buick, Peoria, AZ
3. Sweeney Buick GMC, Youngstown, OH
4. Lafontaine Buick GMC of Ann Arbor, Ann Arbor, MI
5. Lafontaine Buick GMC, Lansing, MI
6. Alpine Buick GMC, Littleton, CO
7. Shea Buick GMC, Flint, MI
8. Mike Smith Buick GMC, Lockport, NY
9. Myers Autoworld, Anderson, IN
10. McGuire Buick GMC, Little Falls, NJ



1. Banks Chevrolet-Cadillac, Concord, NH
2. Liberty GMC, Peoria, AZ
3. Alpine Buick GMC, Littleton, CO
4. West Point Buick GMC, Houston, TX
5. Bob King Buick GMC, Wilmington, NC
6. Yates Buick GMC, Goodyear, AZ
7. Sweeney Buick GMC, Youngstown, OH
8. Hall Buick-GMC, Tyler, TX
9. Shea Buick-GMC, Flint, MI
10. Lafontaine Buick GMC of Ann Arbor, Ann Arbor, MI



1. Paul Conte Cadillac, Freeport, NY
2. Genesis Cadillac, St. Claire Shores, MI
3. Cadillac of Bellevue, Bellevue, WA
4. Holman Cadillac, Mount Laurel, NJ
5. Marvin K Brown Cadillac, San Diego, CA
6. Bical Auto Mall, Brooklyn, NY
7. Cadillac of New Orleans Metairie, LA
8. Romain Buick GMC, Evansville, IN
9. Rickenbaugh Cadillac Company, Denver, CO
10. Bill Black Chevrolet Cadillac, Greensboro, NC

2022 WOMEN'S DEALER ADVISORY COUNCIL

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OPEN SEAT

WESTERN REGION



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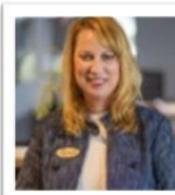
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ADDITIONAL CONTACT INFORMATION



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