

## IN THIS ISSUE:

- 2022 DRIVEN MEETING
- GM CELEBRATES
- WRN 20 GROUP
- BEST IDEA
- DEALER HIGHLIGHT
- GM BUSINESS
- CONTACT LIST

## ATTENTION:

### WOMEN RETAIL DEALERS AND KEY FEMALE DEALERSHIP MANAGEMENT

Mark your Calendar!

Notifications and Registration information will be sent through GM Global Connect later this summer!



## gm women's retail network



### OCTOBER 24 -28, 2022

PGA NATIONAL RESORT, PALM BEACH GARDENS, FL

## DRIVEN 2022

People, Purpose, & Passion:  
*The Pathway to the Future*

- 2022 WRN DRIVEN Business Meeting • October 25-26  
*WRN Dealers | GM Dealership Key Female Managers*
- 2022 20 Group Workshops • October 24-28  
*NADA Enrolled 20 Group Members*

MEETING REGISTRATION COMING IN JULY, 2022

*Congratulations!*

**2021  
DEALER  
of the YEAR**

## GM WOMEN RETAIL NETWORK DEALERS



Northeast	Banks Chevrolet	Concord	NH
North Central East	John Bowman Chevrolet	Clarkston	MI
North Central East	Feldman Chevrolet of Novi	Novi	MI



West	Liberty Buick	Peoria	AZ
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Southeast	Banks Buick	Concord	NH
North Central East	Shea Buick GMC	Flint	MI

# Become a WRN 20 Group Member Today....

If you are already a member of a 20 Group and are looking for a change, or you are not affiliated and you want to join a group and engage your managers and successors, this is a great opportunity to experience the GM WRN difference.

GM and NADA have been working together for over 15 years to deliver this profit-boosting, business management program and we want you to take advantage of it.

General Motors will pay the first year of membership and meeting expenses to any GM dealership owned by a woman who has not been previously involved in a Women's Retail Network (WRN) 20 Group.



20 GROUP

## GM WRN 20 GROUP OVERVIEW:

- WRN 20 groups are comprised of Dealers/Executive Managers who exchange best practices to increase volume and gross, decrease expenses, manage assets more effectively, and increase employee productivity.
- Historically, the WRN 20 Groups outperform the GM dealers overall, in profitability and RSI. It is the ultimate Dealer to Dealer networking experience.
- Each 20 Group is made up of dealers that do not share a common geographical market to create some diversity and inspire new ideas among your fellow members.
- There are 2-3 meetings per year for 1.5 days each meeting. The WRN 20 Groups meet in various locations throughout the year and one meeting adjoins the annual Driven conference for WRN's members.

## FEES AND REQUIREMENTS:

- **Membership Fees:** Monthly dues after the first year paid by GM
- Member will be responsible for travel, hotel, and incidental expenses

## HOW TO ENROLL:



**Alex J. Warren**

Dealer Performance Manager  
Diversity Dealer Development  
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20 GROUP

# Q2, Best Idea

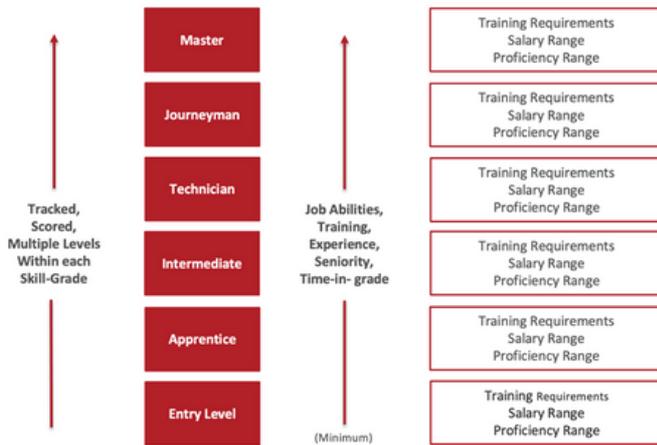


*A Quarterly Message from a NADA 20 Group Moderator*

## Build a Career Path to Recruit and Retain Service Technicians

**Car and truck technicians are in short supply—but you can expand recruitment and retention by demonstrating exactly how they can advance in your dealership.**

### Build A Technician Career Path



### CREATE A LADDER OF ADVANCEMENT

Give employees and applicants a roadmap to career progression in both seniority and compensation. Develop a series of positions building one upon the other, each recognizing increased proficiency, each titled accordingly. Start with entry-level and add numerous positions and sub-positions with defined requirements that techs can work to satisfy.

### TRACK AND SCORE MULTIPLE LEVELS WITHIN EACH SKILL-GRADE

Identify criteria for each skill-grade. Regularly measure and record achievements. Grade skills to acknowledge accomplishments and progress while simultaneously coaching toward the next level.

### JOB ABILITIES, TRAINING, EXPERIENCE, SENIORITY, TIME-IN-GRADE

Identify techs' abilities to do increasingly difficult work. Track, measure and record the levels achieved. Help develop and identify those proficiencies that enable techs to reliably routinize tasks.

### TRAINING REQUIREMENTS, PROFICIENCY RANGE, SALARY RANGE

Develop written standards, training requirements—including OEM requisites—and salary ranges for each level. Specify the skills and abilities your technicians need in order to grow in the job. Show technicians the advancement opportunities they can aspire to and pursue in a well-planned, orderly ladder of achievement.

Setting a career path gives your team members clear direction for each step in their development, and as a manager, it gives you a roadmap for one-on-one coaching and improvement discussions with each technician. A win-win for your entire team!



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## DEALER HIGHLIGHT:

### Automotive News

#### INSIGHTS FROM AN AMBASSADOR IN THE AUTOMOTIVE INDUSTRY



Mary Jo Wheeler-Schueller

In March, when Mary Jo Wheeler-Schueller traveled to the NADA Show in Las Vegas, she took her 21-year-old son Zach, a student at Northwood University.

Invariably, when the pair approached a booth, says Zach, “They’d reach out first to me, to shake my hand and ask me a question. I’d have to stop them and say, “Actually, my mom runs the store.”

Mom Mary Jo is president and co-owner of Wheelers Family Auto Group and its four General Motors dealerships in central Wisconsin. From her perspective, the NADA experience is a sign that although the industry has made progress in its opportunities for and support of women, there’s still work to be done. “It’s changing, but slowly. It’s still a very male-dominated field,” she says.

Wheeler-Schueller is not only a dealer principal, but chairs the General Motors Women’s Dealer Advisory Council and is vice chair of the first all-women’s NADA 20 group. She also is president of both the Chevrolet and Buick marketing associations in the Wausau-Rhineland market, and is a former board member of the Wisconsin Automobile & Truck Dealers Association.

For Wheeler-Schueller, being a female dealer never felt unusual. Her role model growing up was her mother, Ann, who worked at the dealership alongside her husband, Dan, and took over after he passed away. “Dad and Mom were a pioneering couple. They tried to solve problems together. After Dad was gone, Mom was one of the first women dealers; I think GM didn’t know how to handle her,” says Wheeler-Schueller. “She did the books and payroll until the day she died in 2017.”

But although her mom was involved in the business for years, Wheeler-Schueller says her dad wasn’t keen on his daughter joining. “I always wanted to be part of it, but Dad didn’t want me to be part of it. He had more of a traditional mindset,” she says.

So instead, Wheeler-Schueller built a career in retail management, running a cosmetics department for a large Midwestern department store chain. But she remained interested in the family business. “I knew I could sell; I had been working for Younkers and Estée Lauder, and was a top seller for them.

One day Dad threw down a sales manual, and said, ‘Come down here and sell cars.’ I immediately found I loved the sales and marketing part of the business.”

That made for a perfect partnership with her brother, co-owner Daniel Wheeler, who she says has complementary skills. “What great partners we became – he’s great at acquiring inventory, I love sales and marketing,” she says.

Wheeler-Schueller depends on her NADA 20 group for support, and on the relationships built in that group over the years. “We have kids about the same age, so when we get together yes, we dive into our financial statements but we also talk about our families and our challenges. We give each other a shoulder to lean on and to cry on,” she says. “They are the only ones who get me.”

She says she also appreciates her fellow dealers in the GM Women’s Retail Network. “GM has done a great job with that group. It’s a great sounding board. We laugh all the time about the dumb stuff we have to deal with. For instance, we find that employees – both men and women – have a tendency to cry in front of us because we’re women. Maybe they look at us as mothers, or maybe we seem more sympathetic. So we know when they come into the office, we need to grab a box of Kleenex.”

[Read More about Mary Jo Wheeler-Schueller](#) 

# Automotive News

## HOW WOMEN IN AUTO INDUSTRY SEE THEIR CAREERS

A survey by the Women Automotive Network highlights challenges women see in the workplace.

*April 11, 2022 12:00 AM*

At its Spring Meetup in March, the Women Automotive Network surveyed 408 attendees from 35 countries about diversity in the automotive industry. Here are some survey highlights.



- 53% said a "lack of education and industry awareness" are the reasons there are few female mechanical engineers in the industry.
- 47% cited education as the solution to improving diversity in the industry.
- 40% said they turn to mentors outside work, as opposed to management or colleagues, indicating a large number of women in the sector don't think they can trust their employers for advice and/or career development opportunities.
- 29% said mentorship programs are the key to career success.
- 68% said they "take opportunities as they come."
- 20% said their employer "lacks career opportunities."
- 47% said they "could keep this pace up for a while, though not forever," and 36% said they "could keep this up indefinitely," suggesting that the automotive sector provides long-term career stability.

# WRN Dealers and Dealership Leaders, You are invited....

## CDK GLOBAL®



Join us Wednesday July 20<sup>th</sup> at 1:00 PM Central time for the first event in the new series **Rev It Up with Women Retail**, brought to you by CDK's Women Retail Team.

### **Is Your Dealership's Customer Experience Losing You Customers?**

Listen in as CDK's Business Process Consulting Manager **Linda Spraggins** dialogs with dealership leaders to learn more about what trendsetting women dealers are doing to manage customer expectations and to improve the customer dealership sales experience post pandemic

This panel dialog will focus on:

- What is Customer Experience?
- Customer Expectations– What are they now?
- How to Improve the Customer Experience

Click on the link below to register for "Is Your Dealership's Customer Experience losing you Customers" webinar.

[https://cdk.zoom.us/webinar/register/WN\\_yqS3cftjR8GZLYAd6U02yw](https://cdk.zoom.us/webinar/register/WN_yqS3cftjR8GZLYAd6U02yw)

Register now.

**For more information call 248-829-0191 or [email me](#).**

Thank you and have a great day!

Jill Mitchell

# WRN KEY OBJECTIVES | Q2, 2022 OVERVIEW:

## Profitability, Growth and Retention

### 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 by 10 new members
  - Monthly Variable & Fixed Operations Forums

### Q2, 2022 ACTUAL

- +3 Net Women Appointments
- **98.8%** of WRN Dealers are profitable compared to all GM Dealers of **98.2%**; NPBBT of **\$3,018,908** for WRN Dealers slightly below all GM Dealers at **\$3,240,883**
- WRN DPS Q1 2022: **98.38**
- WRN DPS Q1 2021: **97.05** 
- 20 Group - **4 new members**
- Variable | Fixed | Drive Growth Forums
  - 1 Training Session held

## 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](#)

Welcome

gm Business

Q2, 2022 NEW WOMEN (WRN) DEALERS



Heather S. Putney  
STOKES CHEVROLET  
MONCKS CORNER, SC



Lindsey C. Michael Longo  
BEACH BUICK GMC, INC.  
MYRTLE BEACH, SC



Corina S. Diehl  
DIEHL CHEVROLET OF HERMITAGE  
HERMITAGE, PA

WRN | Q2, 2022 PERFORMANCE HIGHLIGHTS



- 2022 Retail Sales Thru Q2, 57,361
- 98.8% of WRN dealers are profitable



- Ave NPBB&T of over \$3.0M



- Operating Profit above \$2.1M



- ROS of 5.01%



- Sales Volume: 493

- PVR of \$4,121

- Fixed Coverage of 59.6%

WRN | Q2, 2022 TOP DEALERS BY BRAND



1. Feldman Chevrolet of Novi, Novi MI
2. John Bowman Chevrolet, Clarkston MI
3. Sweeney Chevrolet, Youngstown OH
4. Banks Chevrolet-Cadillac, Concord NH
5. Shea Chevrolet, Flint MI
6. Schumacher Chevrolet, Little Falls NJ
7. Jim Glover Chevrolet, Tulsa OK
8. Holz Motors, INC., Hales Corners WI
9. Parkway Chevrolet, Tomball TX
10. Lafontaine Chevrolet Buick GMC of St. Clair, China Township MI



1. Liberty Buick, Peoria AZ
2. Sweeney Buick GMC, Youngstown OH
3. Lafontaine Buick GMC of Ann Arbor MI
4. Shea Buick GMC, Flint MI
5. Lafontaine Buick GMC, Lansing MI
6. Alpine Buick GMC, Littleton CO
7. Cardinal Buick GMC, Belleville IL
8. Myers Autoworld, Anderson IN
9. Ballas Buick GMC, Toledo OH
10. Shortline Buick GMC, Aurora CO



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. Sweeney Buick GMC, Youngstown OH
6. Lafontaine Buick GMC of Ann Arbor
7. Shea Buick-GMC, Flint MI
8. Yates Buick GMC, Goodyear AZ
9. Alpine Buick GMC South, INC., Colorado Springs, CO
10. Lafontaine Chevrolet Buick GMC of St. Clair, China Township MI



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

# 2022 WOMEN'S DEALER ADVISORY COUNCIL

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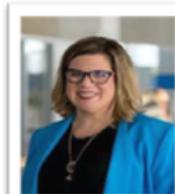


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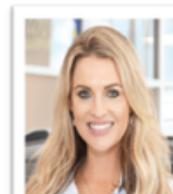


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# ADDITIONAL CONTACT INFORMATION

## ADDITIONAL GM DEALER NETWORK SUPPORT

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