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## A MESSAGE FROM YOUR COUNCIL

Dear Women's Retail Network,

I've said it before, but I'll say it again: I'm so proud to be part of the GM Women's Retail Network and to work for a company, the only auto company, that recognizes its women dealers.

As we move into Quarter 2, we are seeing growth but we are also seeing a continuation of parts shortages and supply chain shortages.

Fortunately, we are a very active group of dealers on this council from across the United States and Canada working alongside GM to help fix some of these frustrations that we face as dealers.

I encourage you to reach out to the Advisory Council representative in your region to share any issues that you are seeing or experiencing; they are your voice with GM, working with senior leadership to make our lives easier.

We are stronger together than we are apart!

If you have questions or concerns, please reach out to us! [CLICK HERE](#) We are here to help and to be your voice with GM.

Don't forget to mark your calendar for our Women's Retail Network Summer Business Meeting in Orlando, Florida on August 8-11th with a special segment for our future leaders. We are asking our dealers to bring their children (sixteen and older) to the meeting to hear how they can enter this great industry and what the future has in store for them!

Enjoy the rest of your spring and I hope you have a safe and fun summer!

**Mary Jo Wheeler-Schueller,**

Women's Retail Network,  
North Central Region WDAC Chair  
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Mary Jo Wheeler-Schueller  
CHAIR OF WOMEN'S DEALER  
ADVISORY COUNCIL



# 2023 SUMMER BUSINESS MEETING I DRIVEN

*Save the Date*

**Orlando, Florida  
August 7-11, 2023  
Hilton Orlando**



*Registration Coming,*  
**MAY 2023**



20 GROUP

## Q1, Best Idea



*A Quarterly Message from a NADA 20 Group Moderator*

## ARE YOU MAXIMIZING YOUR TECHNICIAN CAPACITY

Ask any dealer about their most significant challenges, and you will likely hear about how hard it is to find and keep high-quality service technicians. However, when it comes to profitability, we should ask, "Are you maximizing your technician capacity?"

Profitability in a service department starts with generating revenue. We generate revenue by billing hours at our effective labor rate. Our effective labor rate is the actual rate we are collecting on billed hours. To improve profitability, we must first focus on maximizing our billable hours.

I was in Florida at a top-volume dealer meeting one winter when it was snowing in my hometown of Washington, DC. A fellow dealer commented that at least he will have the vehicles to sell tomorrow. A restaurant completely loses that day because a customer won't come in the next day and buy two meals. The dealer didn't think about the hours lost in his service department.

According to NADA guides, a regular line flat-rate technician (not including quick lube or oil technicians) should be able to bill at least 125% of the hours available. If a technician works an eight-hour day (available hours do not include vacation or training), they should be able to bill at least 10 hours. Every dealership I have reviewed has at least one or more technicians who bill more than 10 hours daily. However, when we look at total shop technician proficiency, most operate below 100%.

- Technician availability (minus vacation/training) - 1,920 hours/year
- Technician at 125% proficiency = 2,400 hours/year
- Technician at 95% proficiency = 1,824 hours/year
- If your effective labor rate is \$125/hour, the tech that runs at 95% is costing the dealership \$72,000 a year in lost revenue.
- Does your shop have ten techs? = \$720,000

If our average vehicle inventory runs about \$50,000/car, then we are losing the equivalent of 14 vehicles a year. What would the outrage be among owners on missing 14 vehicles from their inventory? Do we have the same outrage at losing \$720,000 of technician billable hours? We can't see or touch the hours, so the loss goes unnoticed.

We need to focus on technician hours billed every day! If management focuses on the hours, the entire service department will follow and focus on the hours. We worry if a technician is 10 minutes late clocking in, but we don't focus as much on the fact they are only billing 7 hours per day. Many factors are critical to improving technician proficiency, but it must start first and foremost with management making it a priority and holding the technicians accountable.



**Donald J. Hopper, CPA**

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## DEALER HIGHLIGHT:

### Pittsburgh body shop generates revenue for Diehl Auto Group

Diehl Automotive Group built a 26,000-square-foot collision repair facility in 2019 and ever since it opened, revenue has grown by double digits.



Corina Diehl – owner of Diehl Automotive Group

Several years ago, Corina Diehl – owner of Diehl Automotive Group – decided to roll the dice and build a 26,000-square-foot standalone collision center in Pittsburgh.

**The final cost: About \$2.5 million.**



The calculated gamble has turned into a smashing success. Since the Diehl Collision Center opened in October 2019, annual revenue has increased by double-digit percentages, despite the pandemic, which hit full force soon after its opening, Diehl said.

In 2020, the first full year of operation, the center generated an average of \$243,000 in sales per month. In 2021, average monthly revenue rose to \$326,000 – a 34 percent increase compared with 2020. In 2022, average monthly revenue increased to \$412,000 – about a 26 percent jump over the 2021 figure, Diehl said.

The center already is booked out for repairs through midsummer, she added, as are six other collision-repair facilities owned by the auto group, which operates 21 stores in Pennsylvania and Ohio.

**“It's been crazy,” Diehl told Automotive News. “I would say the center has exceeded our expectations.”**

The collision center's success offers a blueprint for dealers interested in developing new revenue streams and diversifying into services with high profit margins. There's not much competition from other dealers for collision-repair services. Only about 35 percent of the 16,752 franchised dealerships nationwide do bodywork, according to the NADA Data 2022 midyear report.

The collision center benefits the auto group in other areas as well. For starters, the dealerships can sell parts to the collision centers. While Diehl couldn't pin down the revenue generated by selling parts to the repair centers, she said there is no doubt that overall parts sales have increased significantly as a result.

In addition, the collision centers serve as a springboard to new-car sales. “We've already had about 30 cars declared total losses this month,” Diehl said in January. “So that's 30 people who we can introduce to our salespeople and try to sell them a new car.”

Offering collision repairs also diversifies the company's service offerings and makes it more convenient for customers who prefer to avoid the hassle of going somewhere else for repairs, she said.

**READ**

**MORE**



# PARTNER HIGHLIGHT: CDK GLOBAL



Minority Dealers | Women Retail | Industry Partners

## CELEBRATING WOMEN WHO PAVE THE WAY IN THE AUTOMOTIVE INDUSTRY

As we begin the new year, CDK Global would like to showcase the women in the industry who have been a beacon for change.

Each month, through our **Paving the Way** campaign, we will spotlight key leaders in the automotive industry who contribute, connect and collaborate to elevate the role of women.

**DO YOU KNOW SOMEONE WHO SHOULD BE RECOGNIZED FOR THEIR CONTRIBUTIONS AND ADVOCACY FOR WOMEN?**

Benefits for selected nominees include:

- Women Who Are Paving the Way Award
- A profile in our Women Paving the Way Corner
- A partner story to appear in our newsletter, The Dashboard, which is distributed to our dealers and industry partners
- A monthly social media feature from CDK Global
- Digital copy of award to assist with direct marketing
- Recognition from a premier industry partner

For a nomination form, contact [susan.michaels@cdk.com](mailto:susan.michaels@cdk.com)

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**Our “Paving the Way” campaign is an opportunity for CDK and our industry partners to spotlight women in the dealership (and in the automotive industry) that have been a beacon for change towards leading the way for women in the automotive industry.**

**This is a great way to continue to build awareness for the women in our industry that continue to give back and lift up others.**

**For a nomination form, contact [susan.michaels@cdk.com](mailto:susan.michaels@cdk.com)**

**FREE SEMINAR**

## Cybersecurity Roadshow

Free Seminar – Get FTC Compliance Insights

### Help Is Here

CDK Global and Fortinet are bringing their industry-leading expertise in dealerships and cybersecurity to a location near you, so you can achieve compliance by the **June 9 FTC Deadline**.

### Learn How To Guard Against Cybercrime

Connect with the cybersecurity expertise and solutions you'll need to keep your dealership secure and compliant now and in the future. The valuable insights in this seminar **could save you thousands** in penalties and fines — and they're provided to you free of charge.

### Hear From Top Industry Experts About:

- **FTC Guidelines** and the steps you need to take
- **Identify** the strengths and weaknesses of your current **cybersecurity strategy**
- The biggest **cyberthreats** facing your dealership today
- Using Security Solutions to **monitor** and **improve** consumers' digital experience
- How staying **secure** enhances your brand and **customer retention**

### Protect Your Business and Avoid Fines

Get the guidance and solutions you'll need to succeed. Remember, these are complimentary tickets for you and your guests. But don't wait — seats are limited.



**May 3rd – Richmond, VA**

Richmond Marriott, 500 East Broad Street, Richmond, Virginia, USA, 23219

Registration: <https://app.groupize.com/e/cybersecurity-roadshow-richmond>

# Congratulations

**GMC**

**2022**  
**DEALER**  
*of the* **YEAR**



**2022**  
**DEALER**  
*of the* **YEAR**



- **BOWMAN CHEVROLET, CLARKSTON, MI**
- **FELDMAN CHEVROLET OF NOVI, NOVI, MI**



**DEALER**  
**OF THE YEAR**  
**2 0 2 2**



- **LIBERTY BUICK, INC. , PEORIA, AZ**
- **SHEA BUICK-GMC, FLINT, MI**



**DEALER**  
**OF THE YEAR**  
**2022**



- **ED MORSE BAYVIEW CADILLAC, FORT LAUDERDALE, FL**



# WRN KEY OBJECTIVES | Q1, 2023 OVERVIEW:

## Profitability, Growth and Retention

2023 OBJECTIVE	2023 ACTUAL
<ul style="list-style-type: none"><li>• 8 Net Women Appointments</li><li>• 5 Vetted and Approved WRN Candidates (1 Per Region)</li><li>• WRN Profitability outperform GM Dealers Overall</li><li>• Increase WRN DPS scores compared to 2021</li><li>• Increase Participation in 20 Groups by 10 new members</li><li>• Monthly Variable &amp; Fixed Operations Forums</li></ul>	<ul style="list-style-type: none"><li>• +13 Net Women Appointments</li><li>• 6 New Candidates<ul style="list-style-type: none"><li>◦ 77 Vetted and Approved WRN Candidates</li></ul></li><li>• 89.9% of WRN Dealers are profitable compared to all GM Dealers of 91.5%; NPBBT of \$2,153,631 for WRN Dealers slightly below all GM Dealers at \$2,355,654</li></ul> <div><div>WRN DPS Q4 2022: 99.49</div><div>WRN DPS Q4 2021: 98.68</div><div>↑</div></div> <ul style="list-style-type: none"><li>• 20 Group - 1 new members</li><li>• Variable   Fixed   Drive Growth Forums<ul style="list-style-type: none"><li>- 1 Upcoming Training Session<ul style="list-style-type: none"><li>◦ MDD   WRN Dealer Call with Cadillac Team<ul style="list-style-type: none"><li>◦ May 4<sup>th</sup> @ 2PM</li><li>◦ October 26<sup>th</sup> – time TBD</li></ul></li></ul></li></ul></li></ul>



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

**WRN QUALIFICATIONS:**

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

- To qualify as a WRN Dealer, a woman must be the P3 with at least 15% ownership or must own 50.1% of the dealership.
- To qualify as a WRN Affiliate or manager member of WRN, there are no ownership, ethnicity requirements or fees associated with membership in WRN.

# Welcome

# gm Business



## Q1, 2023 NEW WOMEN (WRN) DEALERS



**Kelley LaFontaine**

LAFONTAINE CHEVROLET PLYMOUTH  
PLYMOUTH, MI



**GMC**

**Carla S. Clayton**

PERFORMANCE BUICK GMC OF WOODBRIDGE LLC  
WOODBRIDGE, NJ



**Danielle R. Medoza**

LEGACY CHEVROLET GMC  
COLLINS, MS



**GMC**

**Mary K. Williams**

MATICK BUICK GMC  
SOUTHFIELD, MI

## Q1, CYTD 2023 | TOP 10 WRN DEALERS BY BRAND

### gm women's retail network

- CYTD Thru March 2023 Retail Sales 31,851
- 89.9% of WRN dealers are profitable
- Avg NPBB&T of over \$2.1M
- Operating Profit above \$1.0M
- ROS of 3.47%
- Sales Volume: 465
- PVR of \$2,989
- Fixed Coverage of 60.3%



1. Feldman Chevrolet of Novi Novi, MI
2. Bowman Chevrolet Clarkston, MI
3. Roseville Chevrolet Roseville, CA
4. Shea Chevrolet Flint, MI
5. Banks Chevrolet-Cadillac Concord, NH
6. DePaula Chevrolet Albany, NY
7. Sames Laredo Chevrolet Laredo, TX
8. Parkway Chevrolet Tomball, TX
9. West Herr Chevrolet of Rochester Rochester, NY
10. Maher Chevrolet Saint Petersburg, FL



1. Liberty Buick Peoria, AZ
2. Cardinal Buick GMC Inc. Belleville, IL
3. Ed Morse Sawgrass Auto Mall Sunrise, FL
4. Alpine Buick GMC Littleton, CO
5. Yates Buick GMC Goodyear, AZ
6. Shea Buick GMC Flint, MI
7. Ed Martin Buick GMC Carmel, IN
8. Mike Smith Buick GMC Lockport, NY
9. Sapaugh Chevrolet Buick GMC Herculaneum, MO
10. McGuire Buick GMC Little Falls, NJ



1. Liberty GMC Peoria, AZ
2. Banks Chevrolet-Cadillac Concord, NH
3. Alpine Buick GMC Littleton, CO
4. Yates Buick GMC Goodyear, AZ
5. Bob King Buick GMC Inc. Wilmington, NC
6. West Point Buick GMC Houston, TX
7. Shea Buick-GMC Flint, MI
8. Ed Martin Buick GMC Carmel, IN
9. Alpine Buick GMC South Colorado Springs, CO
10. Mark Porter Chevrolet Buick GMC Pomeroy, OH



1. Paul Conte Cadillac Freeport, NY
2. Ed Morse Cadillac Delray Delray Beach, FL
3. Ed Morse Sawgrass Auto Mall Sunrise, FL
4. Ed Morse Cadillac Tampa Tampa, FL
5. Genesis Cadillac Saint Claire Shores, MI
6. Ed Morse Bayview Cadillac Ft. Lauderdale, FL
7. Ed Morse Cadillac Brandon Brandon, FL
8. Cadillac of Bellevue Bellevue, WA
9. Bergey's Cadillac Plymouth Meeting PA
10. Marvin K Brown Cadillac San Diego, CA





## WRN|Q1, 2023 PERFORMANCE HIGHLIGHTS

**WRN dealers delivered 31,851 retail units in Q1, 2023 representing a 19.4% YOY increase**

### 2022 U.S. Fourth Quarter and Full-Year Sales ...

#### 2022 Sales Highlights:

- General Motors sold 623,261 vehicles in the U.S. during the fourth quarter, up 41% year over year, based on strong customer demand.
- U.S. total sales increased 3% year over year, selling 2,274,088 vehicles in 2022.
- Full-size pickups, midsize pickups and full-size SUVs accounted for 1.1 million vehicles sold.

#### Notable Growth in Q4 and 2022:

- Chevrolet- Up 43% in Q4; 6% in 2022
- Cadillac- Up 75% in Q4, 14% in 2022
- GMC- Up 42% in Q4, 7% in 2022
- Fleet- Up 101% in Q4, 44% in 2022

#### Notable Brand Highlights:

- Chevrolet
  - Bolt EV and Bolt EUV delivered best sales year ever
  - Bolt EV earned highest mix of buyers under the age of 36 among EV competitors
  - Colorado sales up 22%, Equinox up 28% in 2022
- Cadillac
  - Escalade leads second place competitor by 6 points of retail share in 2022
  - CT5: best sales year ever, with momentum from CT5-V Blackwing
- GMC
  - GMC earned record retail market share at 3.8%, bolstered by best-ever Sierra retail segment share (J.D. Power)
  - GMC No. 1 premium truck brand: 201,966 units sold at retail in Denali or AT4 trim; 46% of GMC sales
  - GMC Canyon sales up 15%, Terrain sales up 82% in 2022
- Fleet
  - Fleet accounted for 21% of the sales mix
  - Best year for commercial deliveries since 2006
  - Best-ever full-size and midsize pickup sales to commercial and government customers
  - Sales to small businesses up 20% in 2022
- BrightDrop
  - BrightDrop expanded internationally with DHL Express Canada as its newest customer

# gm women's retail network

## 2023 WOMEN'S DEALER ADVISORY COUNCIL

### NORTH CENTRAL REGION



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End of Term: December 2023



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End of Term: December 2025

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End of Term: December 2023



**SOUTHEAST REGION  
REPRESENTATIVE -  
TBD**

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End of Term: December 2025

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End of Term: December 2025

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# gm Additional Dealer Network Contact Information

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