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## A MESSAGE FROM YOUR COUNCIL

### Dear Women's Retail Network,

I hope this message finds you all in good health and high spirits as well as selling lots of GM vehicles. As my term as the outgoing chair for our esteemed network comes to a close, I take great pride in reflecting on the remarkable journey we have embarked upon together.

Since our formation on September 11, 2001, we have grown exponentially, now boasting a network of over 300 incredible women dealers. Each chair before me has left a lasting impact, contributing to the continuous growth and success of our network. As my mother used to say, "Green you grow, rip you rot," and it's clear that we have embraced this philosophy wholeheartedly.

During my term, we faced numerous challenges, including the aftermath of COVID, supply chain shortages, and the ongoing strike. However, as GM dealers, we are accustomed to navigating through an ever-changing environment. We are resilient, adaptable, and always ready to face any obstacles that come our way. One such challenge on the horizon is the rise of electric vehicles. As we all know, consumers drive our business, and if they embrace this new way of transportation, we have an incredible opportunity to lead them into the next century. Rest assured, our council has been diligently working on matters that impact our daily, weekly, monthly, and yearly operations as dealers. We are a cohesive group of active female dealers, well-versed in the day-to-day operations of a dealership. Constantly communicating with our GM senior leaders and partners our struggles and wins!

As I prepare to pass the torch to the next chair, Eve Knudtsen, I am confident that our network is stronger than ever. We have achieved great representation from across the country, and our collective dedication and expertise will undoubtedly guide us towards continued success.

In closing, I would like to extend my deepest gratitude to each and every one of you. Your unwavering support, determination, and camaraderie have made my time as chair an unforgettable experience. Together, we have not only shaped the future of our network but also set a shining example for women in the automotive industry.

Wishing you all the very best in your future endeavors.

Warmest Regards,

***Mary Jo Wheeler-Schueller,***

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Mary Jo Wheeler-Schueller  
CHAIR OF WOMEN'S DEALER  
ADVISORY COUNCIL



20 GROUP

**Q3, Best Idea***A Quarterly Message from a NADA 20 Group Moderator*

## **The Imperative of Consistent Departmental Daily Reporting of KPIs**

In the fiercely competitive world of automobile dealerships, a remarkable success story emerges showcasing the transformative power of consistent daily reporting of Key Performance Indicators (KPIs). This dealership, led by a visionary owner, not only embraced this practice but elevated it to new heights, setting a standard that others now strive to follow.

What sets this dealership apart is its unwavering commitment to daily KPI reporting from every department manager—New & Used Car Managers, the Finance & Insurance (F&I) Manager, the Service Manager, and the Parts Manager. Notably, these reports are expected every day the dealership is open, with a deadline of 9 a.m. for the prior day's performance. This precise timing ensures that the reports are not just informative but serve as a real-time compass guiding daily operations.

However, what truly distinguishes this owner is his personal involvement. He spot-checks KPIs throughout the day, keeping his finger on the dealership's pulse. His presence, albeit virtual, creates a culture of urgency and accountability. It's not about micromanagement; it's about ensuring everyone knows where they stand at any given moment.

This practice fosters transparency, accountability, and a remarkable ability to address issues before they escalate. For example, customer complaints about repair delays in the Service Department are swiftly addressed, ensuring a high-quality customer experience.

The genesis of this revolutionary management tool is equally remarkable. The visionary dealer attributes his inspiration to his priceless moments of interaction with his NADA 20 Group. This forum provided him with insights and ideas that transformed his dealership's operations. His involvement in the group, he notes, has been his competitive advantage, keeping his dealership on the cutting edge.

In conclusion, this dealership's story exemplifies the power of consistent daily reporting of KPIs. It underscores the importance of precise timing, personal involvement, and the value of insights gained through industry networks like NADA 20 Groups. In an industry where success hinges on innovation and adaptation, the road to profitability and growth is paved with KPIs, and those who embrace this path will undoubtedly maintain their competitive edge.



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# Welcome Q3, 2023 NEW WOMEN (WRN) DEALERS



**National City, CA**



**LAISSA SANCHEZ, DEALER OPERATOR**  
*September, 2023*



**JESSICA L. STAHL, DEALER OPERATOR**  
*September, 2023*



# WRN KEY OBJECTIVES | Q3, 2023 OVERVIEW:

## Profitability, Growth and Retention

### 2023 OBJECTIVE

- 10 Net Women Appointments
- 5 Vetted and Approved WRN Candidates  
*(1 Per Region)*
- WRN Profitability outperform GM Dealers  
Overall
- Increase WRN DPS scores compared to 2022
- Increase Participation in
  - 20 Groups
  - Quarterly Variable & Fixed Ops Forums
- Successfully execute Driven 2023

### 2023 ACTUAL

- **+11** Net Women Appointments
- 15 New Candidates
  - ✓ 81 Vetted and Approved WRN Candidates
- 95.6% of WRN Dealers are profitable compared to all GM Dealers of 94.3%; NPBBT of \$2,442,473 for WRN Dealers compared to all GM Dealers at \$2,564,693
- WRN DPS Q2 2023: **99.88** ↑  
WRN DPS Q2 2022: 98.14
- 20 Group – 2 New Members

## 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](#)

### 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.





## Q3, CYTD 2023 | TOP 10 WRN DEALERS BY BRAND

### gm women's retail network

- CYTD Thru September 2023 Retail Sales **107,243**
- **95.6%** of WRN dealers are profitable
- Avg NPBB&T of over **\$2.4M**
- Operating Profit above **\$1.2M**
- ROS of **3.61%**
- Sales Volume: **518**
- PVR of **\$3.010**
- Fixed Coverage of **61.0%**



1. Feldman Chevrolet of Novi *Novi, MI*
2. Bowman Chevrolet *Clarkston, MI*
3. Banks Chevrolet-Cadillac *Concord, NH*
4. DePaula Chevrolet *Albany, NY*
5. Shea Chevrolet *Flint, MI*
6. Roseville Chevrolet *Roseville, CA*
7. Schumacher Chevrolet *Little Falls, NJ*
8. West Herr Chevrolet of Rochester *Rochester, NY*
9. LaFontaine Chevrolet *Plymouth, MI*
10. Parkway Chevrolet *Tomball, TX*



1. Liberty Buick *Peoria, AZ*
2. Cardinal Buick GMC Inc. *Belleville, IL*
3. Shea Buick-GMC *Flint, MI*
4. Ed Morse Sawgrass Auto Mall *Sunrise, FL*
5. Mattek Buick GMC *Southfield, MI*
6. Alpine Buick GMC *Littleton, CO*
7. LaFontaine Buick GMC of Ann Arbor *Ann Arbor, MI*
8. Mike Smith Buick GMC *Lockport, NY*
9. Yates Buick GMC *Goodyear, AZ*
10. LaFontaine Buick GMC *Lansing, MI*



1. Banks Chevrolet-Cadillac *Concord, NH*
2. Liberty GMC *Peoria, AZ*
3. Alpine Buick GMC *Littleton, CO*
4. Yates Buick GMC *Goodyear, AZ*
5. Bob King Buick GMC Inc. *Wilmington, NC*
6. Ed Martin Buick GMC *Carmel, IN*
7. Shea Buick-GMC *Flint, MI*
8. Hall Buick GMC *Tyler, TX*
9. LaFontaine Buick GMC of Ann Arbor *Ann Arbor, MI*
10. Alpine Buick GMC South *Colorado Springs, CO*



1. Paul Conte Cadillac *Freeport, NY*
2. Ed Morse Sawgrass Auto Mall *Sunrise, FL*
3. Ed Morse Cadillac *Delray Beach, FL*
4. Genesis Cadillac *Saint Clair Shores, MI*
5. Ed Morse Cadillac *Tampa, FL*
6. Ed Morse Bayview Cadillac *Ft. Lauderdale, FL*
7. Cadillac of Bellevue *Bellevue, WA*
8. Ed Morse Cadillac *Brandon, FL*
9. Bergey's Cadillac *Plymouth Meeting, PA*
10. Holman Cadillac *Mount Laurel, NJ*

GM CONFIDENTIAL



## WRN|Q3, 2023 GM PERFORMANCE HIGHLIGHTS

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### Q3 Sales Results:

- General Motors sold 674,336 vehicles in the U.S., earning almost a full point of market share
- Third-quarter total sales increased 21%: retail up 16% and GM Enclave sales up 47%
- All of GM's brands grew: Chevrolet up 21%, Cadillac up 6%, Buick up 54% and GMC up 19%
- GM EV sales increased 28% compared to the second quarter, driven by strong customer demand and increasing production
- GM earned its 92nd consecutive quarter of truck industry leadership (includes full-size pickup, midsize pickup and full-size SUV sales)
- The third quarter estimated light vehicle U.S. industry total SAAR was 15.5 million

### Q3 Highlights:

- Full-size pickups had the best year-to-date sales since 2007
- Chevrolet Silverado and GMC Sierra combined sales were up 29%, supporting 7 consecutive quarters of industry leadership
- Chevrolet and Buick's combined small SUV retail share is #1 in the segment and the highest ever at 44%, with 103,479 units sold this quarter
- GM Enclave is #1 in total fleet sales, #1 in the commercial market and fleet conquest sales increased 35%

# gm diversity dealer relations

## Meet our NEW Managers

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**KRYSTAL TEAMER, DEALER PERFORMANCE MANAGER**, joins Dealer Diversity with 20 years of experience in the automotive industry including GM, Credit Acceptance and Ford. Most recently, the last 11 years in GM's Dealer Contractual Group (DCG) as a Senior Contractual Manager where she processed dealer change proposals including buy/sells, relocations, Dealer Operator changes and ownership changes for all 5 regions during her tenure including work with the Mega and Public dealer companies. She was also pivotal in the training of new Contractual Managers and the development of training guides to help improve processes. Krystal was a top performer year over year and cultivated many relationships with the dealers, Dealer Organization Managers, GM Legal and regional personnel.



**MEGAN WIGLEY, CANDIDATE PORTFOLIO RETENTION MANAGER**, joins Dealer Diversity from Customer Care and Aftersales at General Motors. While at Customer Care and Aftersales, Megan's ultimate focus was driving Parts Sales, Service Lane Processes, BDC Processes and Dealer Profitability. Megan covered several districts in the field, as a District Manager Aftersales in Evansville, Indiana, Seattle, Washington and thereafter. Megan helped drive dealer profitability by building relationships and working closely with her dealerships developing processes to improve customer experience and retention. Her efforts led to growth in retention and parts sales in both districts. In 2019, Megan joined the Central Office team as the Business Communications and Marketing Planner where she supported both the General Motors Aftersales Communications team and Marketing team in coordinating customer communications, leadership meetings and was instrumental in leading the launch of the all-new Marketing app on GlobalConnect.

# gm women's retail network

## 2023 WOMEN'S DEALER ADVISORY COUNCIL

### NORTH CENTRAL REGION



#### CHAIR

#### MARY JO WHEELER SCHUELLER

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End of Term: December 2023



SOUTHEAST REGION  
REPRESENTATIVE -  
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### SOUTH CENTRAL REGION



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### WESTERN REGION



#### VICE-CHAIR

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End of Term: December 2025

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# gm Additional Dealer Network Contact Information

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## GM DIVERSITY DEALER DEVELOPMENT TEAM

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