

The Wayfinder

Helping you find your way to the California Regional updates



CALIFORNIA WINS GRAND REGION AWARD!

That's a headline I've been waiting to see for a long time. A lot of blood, sweat and tears from all our associates across the state earned it. We have come a long way this year with strong leadership from David Spisak, Sudhir Sood, Hani Nassif, Bret Petersen and Dave Casto. Not only did our region win the Grand award, we did it by capturing the First, Second and Third place awards out of all other AutoNation markets across the country.

Outstanding year over year improvements came from teams at AutoWest Honda Roseville, Power Hyundai Volkswagen South Bay, Ford of Dublin, Power Ford Valencia and AutoWest Chrysler Jeep Dodge Roseville. We also had several stores prove that making a million dollars in a month was not only possible; Land Rover Encino did it four times last year.

The processes we are putting in place at our stores are producing great results. The hard work has paid off and I feel we've only begun. We have restructured our Markets in Southern California to support our stores even better. In the coming year, we are going to strengthen the AutoWest and Power brand names in our advertising. We are improving our systems, training and creating a better work environment for all our associates.

Let's celebrate our victory...and repeat next year. Congratulations!

Jerry Heuer

California Region President



Pictured top left - Jerry Heuer, Region President, accepting the Grand Region Award. Pictured above - All of the California Region General Managers, Region Directors with Jerry Heuer, Mike Maroone and Mike Jackson.

Year-Over-Year Performance Awards

Total Used Retail Volume

Large Store:

AutoWest Honda Roseville,
Ron Ardissonne

F&I PVR - with OVI, after chargebacks, before compensation

Small Store:
Power Hyundai Volkswagen South Bay, Nima Parvin

Pre-Tax Profit

Small Store:
Ford of Dublin, Bill Berman

New Vehicle Market Share

Small Store:
Power Hyundai Volkswagen South Bay, Nima Parvin



Brand Segment Leadership Awards

Ford: Power Ford Valencia,
Gary Pilikeyan

Chrysler-Jeep-Dodge:
AutoWest Chrysler Jeep
Dodge Roseville, Rick Matthews

Million Dollar Club

Power Toyota of Cerritos, Anthony Woods
1 month

Newport Auto Center, Tim Tauber
2 months

House of Imports, Pat Lustig
2 months

Land Rover Encino, Cyrus Mazaherian
4 months

Grand Market

1st Place: David Spisak, California Market 02

2nd Place: Sudhir Sood, California Market 05

3rd Place: Hani Nassif, California Market 04

GRAND REGION

California

In this issue of *The Wayfinder*:

	<i>Page</i>
<i>Holiday Parties</i>	2
<i>Meet a Manager</i>	3
<i>Dealer News</i>	3-4
<i>New Arrivals</i>	4
<i>In The Community</i>	4-5
<i>California Region Welcomes</i>	6

Holiday Party at the "Merriest Place on Earth!"



Both December 7th and December 14th turned out to be fantastic evenings at the "Happiest Place on Earth," which became the "Merriest Place on Earth" at our Disneyland Holiday Party. This year, Disneyland



celebrated its 50th Anniversary with the biggest bash ever! The Power Automotive associates and their families enjoyed the "Remember...Dreams Come True" pyrotechnic spectacular as the night skies turned into a colorful canvas. Did you spot

Tinker Bell fly across the sky? It was topped-off by an amazing Southern California snowfall. We were also



enjoyed as Mickey battled evil and conjured good in the musical "Fantasmic." We enjoyed the new & improved "Space Mountain," the "it's a small world holiday," the "Santa's Reindeer Round-up" that had some down-home fun with Santa and Mrs. Claus, along with their team of reindeer, and of course, all of the other great rides and attractions. We thank the Boy Scouts for volunteering their time by handing out the giveaway. We trust that everyone had a fabulous time!

Pictured - Datevig Apelian, Controller of Power Ford Tustin with son Gary and friend Kyle; Kurt Polentz, Service Technician of House of Imports and wife Donna; Michelle Moreno, Assistant to Jerry Heuer at the Regional Office with Jeff Gauntt, Sales Manager of Power Toyota Cerritos and wife Julie; Alton Corotan, Business Manager of Prime Auto and wife Carolee.

It's Scary In The California Region

The associates know how to celebrate Halloween! All the brave ones dressed up for the holiday. Look at these awesome pictures around the region:





POWER TOYOTA BUENA PARK CONGRATULATES "JT"

Congratulations are in order for **John "JT" Townsend!** JT, a Technician of Power Toyota Buena Park was given a party on Monday, January 20, 2006 celebrating his 20 years with the company. Everyone gathered, ate Mexican food and had a great time while JT was presented with a \$4,000 longevity bonus check. We applaud you JT!

Master Technician John Bottarini Goes To Detroit



In August 2005, the Master Technician & Service Steering Committee sent 26 Chrysler Master Certified Technicians to Detroit, Michigan. Only one technician was chosen from each training center. Our very own **John Bottarini** was chosen and sent to the four-day conference to participate as a Master Tech Steering Committee member. John has 28 years of DaimlerChrysler experience. He has been a part of the AutoWest Dodge Chrysler Jeep Roseville and AutoNation team for 5 years. In Detroit, the first two days of the conference consisted of various discussions and presentations that focused on technical and service management training, service marketing opportunities and other topics of general interest to the corporation and retail service professionals. Also, the committee provided strategic direction on the dealership training needs, service marketing and other opportunities as well as a basis for broader two-way communication between DaimlerChrysler and representatives of the dealership audience. On the last two days of his stay the Master Technician & Service Committee provided John and the other participants with a Five-Star dinner, VIP treatment at the renowned Woodward Dream Cruise and an amazing race day at the Michigan International Speedway. As an added bonus NASCAR driver, Jeremy Mayfield, #19, finished 1st place in his 2006 Dodge Charger! AutoWest Dodge Chrysler Jeep Roseville and AutoNation are fortunate to have such an accomplished technician be apart of our family. Congratulations John!



MEET A MANAGER

**CHRIS ANDERSON, SERVICE MANAGER,
AUTOWEST DODGE CHRYSLER FREMONT**

Question: How do you define success on the job?

Answer: SUCCESS IS SEEING THE POLICIES AND PROCEDURES THAT YOU KNOW TO BE CORRECT AND PROFITABLE INSTALLED AND FOLLOWED CORRECTLY BY EVERY ASSOCIATE WITHIN A DEPARTMENT. PROVIDING A SMOOTH AND PROFITABLE OPERATION FOR EVERYONE INVOLVED.

Question: What's your idea of great customer service?

Answer: GREAT CUSTOMER SERVICE IS THE PROCESS OF EDUCATING A CUSTOMER TO THEIR NEEDS, WHILE MAKING THEM AWARE OF YOUR ABILITY TO MEET THOSE NEEDS AND FOLLOWING IT UP BY DOING EXACTLY WHAT YOU HAVE PROMISED.

Question: How do you motivate your employees?

Answer: EVERY EMPLOYEE HAS DIFFERENT MOTIVATIONAL NEEDS. SOME WORK BEST WITH PERSONAL GOALS, SOME WITH TEAM GOALS. SIMPLE AS IT MAY SEEM, MOST EMPLOYEES JUST WANT TO KNOW THAT WHAT THEY DO IS IMPORTANT TO MANAGEMENT AND THAT THEY'RE DAILY ACTIONS ARE APPRECIATED.

Question: If you ran the company for a day, what would you do?

Answer: IF I RAN THE COMPANY FOR A DAY, I WOULD AGGRESSIVELY PURSUE MORE NISSAN FRANCHSISES IN THE SAN FRANCISCO BAY AREA.

Biography

Industry Experience: 10 YEARS

Favorite Food: STEAK AND POTATOES

Nissan Experience: 10 YEARS

Favorite Team: NOTRE DAME FIGHTING IRISH

Pre-Nissan Job: SEMI-PRO BASEBALL

Motto: "WHAT YOU GUNNA DO"

Hometown: SALINAS, CA

Hobbies: SPORTS (WATCH OR PLAY) and SPENDING TIME WITH MY WIFE AND KIDS

AWESOME JOB JEFF HERSHMAN OF HAYWARD TOYOTA

For the last 10 years, **Jeff Hershman**, Internet & Fleet Manager of Hayward Toyota has been taking a digital picture of every customer that he has had and emailing a copy to him or her. This results in extremely high CSI. Way to go Jeff!



DEALER NEWS . . .



~ Before & After ~

Michelle Moreno,
Assistant to Jerry Heuer
at the Regional Office lost
almost 100 pounds!

Stats

Joined Curves: 4/19/04
(5 days a week, after work)

Changed eating habits:
5/2/04

Joined 24 Hour Fitness: 1/1/05
(4-5 days a week, before
work!)

Height: 5'6" Start Weight: 250 • Current Weight: 155 •
Goal Weight: 150

New Goal: to run 5K in the Susan G. Komen walk at the
end of February ~ Total Pounds Lost: 95 ... 5 to go!!

Success and goals

Beginning around 1990 the weight started to creep up and getting more so with every passing year ... we are proud to report that Michelle has almost reached her goal weight! She is now healthier & smaller than she's ever been. Her doctors are tickled!!! Many people have asked her how she did it? Her reply is simply ... **"I WOKE UP AND WANTED TO REALLY LIVE!"** She did it through diet & exercise. She used to snow ski in high school, but stopped because of the weight. Well, she went skiing last year and has already hit the slopes twice in January of this year!! When she describes the joy of what it's like to be at the top in a chair lift with her daughter and son ... you can see that every moment of focus was worth the hard work. She swears she **"WILL NEVER, EVER GO BACK TO THE WAY I WAS."** For those of you who know Michelle, you know her enthusiasm is from the heart ... she doesn't only talk-the-talk, she walks-the-walk ... so, if anyone needs a shot in the arm, she's the most open person we know and will share her heart if that's what you need! KEEP IT UP!

BABY TALK . . .



Mark Callihan, Internet & Fleet Manager of Power Toyota Buena Park and fiancée Elena are proud to announce the arrival of their new baby boy, Noah Andrei. He was born in Bucharest, Romania on September 24, 2005 at 11:50 am Romanian time! Noah was born 1 hour before Mark's

plane landed. Mark and Elena plan to be married in January 2006 and all three will be in California by March 2006.

Best Wishes to **Steve Shelton,** Service Technician of BMW of Fremont and his wife Sarah for welcoming a baby boy, Austin, on October 22, 2005.



Austin weighed in at 7 pounds 14 ounces. Congratulations to the Shelton Family!

AT WORK IN THE COMMUNITY . . .

POWER AUTOMOTIVE HOSTS HUGE WINTER WONDERLAND ICE STATION EVENT AND WAS FEATURED IN LOCAL PAPER

Inside SCV Magazine of Santa Clarita featured the Power Automotive Group. The Valencia Group hosted "Winter Wonderland" at the Ice Station in Valencia on December 21, 2005. All of the Santa Clarita Valley residents were invited to this free event. All guests of Winter Wonderland had the option of bringing an unwrapped toy that was donated to Toys for Tots. Everyone who attended had an awesome time!

VALENCIA GROUP FEATURED IN LOCAL PAPER

The *Santa Clarita Valley Magazine* featured the Power Automotive Group in Valencia, along with the Santa Clarita Valley Auto Dealers Association and others to present a check for \$10,000 on November 2, 2005 in support of the Single Mothers Outreach new Mentoring Program and other programs offered. The contribution will help provide much-needed goods and services to Santa Clarita Valley Single Mothers. Way to go to the Valencia Group!

Aspira Giving Tree

This holiday season AutoWest Dodge Chrysler Jeep Roseville and AutoWest Honda Roseville sponsored a gift-giving tree for Aspira Foster and Family Services. They purchased and donated gifts for a total of 243 foster children who are placed in temporary foster homes. The turnout was awesome as every foster child received a gift. But the best part of the whole event is knowing that it brought huge smiles to many children in their community that otherwise had so little to smile about. Many, many thanks to everyone who participated. GREAT JOB!!

LOCKS OF LOVE!

Mallory Regan age 15, daughter of **Lenora Regan** of the California Region, donated over 10 inches of her hair to Locks Of Love. Mallory has wanted to cut her hair for a while now and with a nudge of her mother, decided to help this organization that provides hairpieces to financially disadvantaged children that are suffering from long-term medical hair loss. On Sunday, October 23, 2005 she took the plunge. They put her hair in a ponytail and cut away!! Mallory did cry, as this was a huge sacrifice for her...*you know teenagers and their hair!* But she is thrilled that a prostheses will be made from her hair and given to another child or adolescent, which will help to restore his or her self-esteem and confidence, enabling them to face the world and their

peers. We are proud of Mallory and the wonderful and kindness that shine in her heart.



POWER NISSAN EL MONTE HOST BLOOD DRIVE



Power Nissan El Monte has definitely been doing its part in saving lives! On August 12, 2005, they hosted a Blood Drive along with The American Red Cross, while associates voluntarily donated blood. The dealership had a BBQ too! A BIG THANK YOU goes out to **Richard Ruano** for coordinating the blood drive. The American Red Cross recognized Richard at banquet on September 14, 2005.

To support The American Red Cross, please call 1-800-HELP NOW or go to www.redcross.org.



Who is the Masked Man lurking around the Auction? Could it possibly be Zorro? Or maybe Captain Fantastic?

DAVE SEIBEL MAKES US PROUD

Dave Seibel, Parts Counterman of AutoWest Acura of Steven Creek, who has been employed for 13 years, is also an expert in another area. Dave has been donating blood to the American Red Cross for 15 years and is just a couple donations away from being awarded for donating a grand total of **5 gallons of blood**. Keep it up and keep donating!



BMW OF FREMONT SPONSORS BAVARIAN MOTOR WEEKEND



Everyone who came to the "Bavarian Motor Weekend" event, which was sponsored by BMW of Fremont and put on by two young BMW enthusiasts, had a great time. The two enthusiasts go by the Internet names of

"Emperor" (left) and "AbsolutealexY" (right) are pictured with **Samay Attai**, Sales Manager. The day had an amazing turnout with aftermarket sponsors, food and beverages along with entertainment. General Manager, **Larry Long** found it amazing that the turnout was 90% kids, ages 18-25 all with BMW's and it was only advertised via the Internet on BMW forums and bulletin boards. Emperor and AbsolutealexY are quite well known over the Internet in these mediums...the turnout was much more than they expected considering it was their very first event!



CALIFORNIA REGION WELCOMES...

Region Payroll Coordinators:



Welcome **Linda Phothisanesak!** Linda moved to the California Region from Power Ford Torrance and has been with our company for 7 years. She currently processes payroll for Power Chevrolet South Bay, Power Chrysler Valencia, Power Dodge Valencia, Jaguar South Bay, Acura South Bay, Infiniti South Bay and Power Dodge Ontario. Linda has a cat named Tegra. She loves to travel and has been to Hawaii, Paris, London, New York and Miami. Linda's next destination is to be Thailand where her family is from. She is a Blockbuster girl and loves those romantic comedies but most of all; she spends a lot of time with her family and friends.



We are pleased to announce that **Kimberly White** has joined the Region in August 2005 as Region Payroll Coordinator with 14 years of payroll experience in Healthcare and Manufacturing Industry. She currently processes payroll for AutoWest Honda

Fremont, AutoWest BMW Fremont, AutoWest Chrysler Jeep Roseville and AutoWest Honda Roseville. Kimberly has two children, 15-year-old son and an 11-year-old daughter. She appreciates good Stand Up Comedy, great music and loves spending time with her family.

Human Resources Specialist:



Please help me welcome **Shannon Bohte.** Shannon joined the California Team in September 2005 and brings 4 fi years of Human Resource experience, 12 years of Management experience and 7 years of Training & Development experience to the table. She will be responsible for the Valencia area. Shannon received a Bachelors Degree and Certificate in Human Resources from California State University Northridge. Shannon loves to travel, entertain, write and play golf. She's written golf and travel articles for several publications. Shannon has 2 daughters, ages 16 and 21.

Human Resources Coordinator:



California Region now has a new Human Resources Coordinator, **Erika Zeuli.** Erika has been with the company since October 2003 and was recently promoted from Region Payroll Assistant to Human Resources Coordinator. She is currently attending California State University Fullerton and will be graduating in August 2006. Erika is a Taurus, loves to read, go to the movies and shop.

Please join us in welcoming Linda, Kim, Shannon and Erika to the California Region!

Compliance Audit Scores - Top Performers Received a 97% or better on Q4 Compliance Audit

Controller	Dealership	Score	Month Performed
Sue Blea	Hayward Toyota	100%	October
Ellen Chase	Jaguar South Bay	100%	October
Christina Goldberg	Power Volvo Irvine	100%	October
Natalie Grondahl	Smythe Volvo	100%	October
Doreen Milano	AutoWest Acura		
	Steven Creek	100%	October
Steve Narvasa	AutoWest Honda Fremont	100%	October
Sue Blea	Hayward Nissan	99%	October
Lorraine Espiritu	BMW Mountain View	99%	October
Barbara Prestia	Ford Dublin	99%	October
Mary Pun	BMW Fremont	99%	October
Lorraine Perez	Power Chevrolet El Monte	98%	October
Scott Borg	Power Honda Costa Mesa	97%	October
Tina Bruna	Power Ford Torrance	99%	November
Lynette Woods	Newport Auto Center	98%	November
Lea Burns	Costa Mesa Infiniti	100%	December
Lea Burns	Infiniti Tustin	100%	December
Linda Clemit	Smythe European	100%	December
Kasey Miller	Power Volkswagen Corona	100%	December
Mary Pun	AutoWest Dodge		
	Chrysler Fremont	100%	December
Bonnie Sellers	Lexus of Cerritos	100%	December
Michelle Pinkston	Power Chevrolet Valencia	100%	December
MaryEllen Nigro	Power Volvo Cerritos	99%	December
Kris Edwards	Power Chrysler		
	Jeep Valencia	98%	December
Fabiola Gomez	Power Volvo South Bay	98%	December
Greg Mayberry	Land Rover Encino	98%	December
Kim Wirtz	AutoWest Dodge		
	Chrysler Jeep	98%	December

Congratulations!! These Store Controllers will be recognized by the Regional Team for a job well done!

Hot Tips Hotline Your newsletter needs fresh, hot, up-to-the minute news about you and your dealership. If you have a story, an idea, a joke, a photo, anything you'd like to contribute to the next *Wayfinder* newsletter, please send it to reganl@autonation.com. The more we have, the more fun and informative your newsletter will be.