

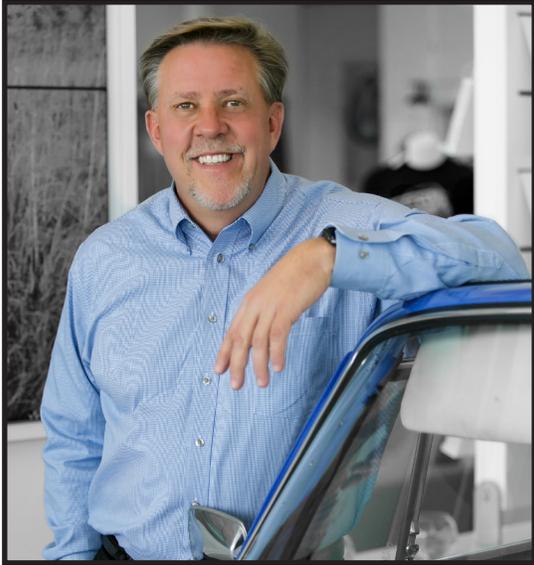
THE STREET VOLKSWAGEN NEWS

MAY 2020

MONTHLY COMPANY NEWSLETTER

Vol. II

FROM THE DESK OF JOHN LUCIANO: THANK YOU



To say that we had a great May is an understatement, because we had a record-breaking, unstoppable month and it's all because of the talented individuals who come to work every single day.

First and foremost, I'd like to thank you all for not just coming to work, clocking in and doing your routine, but for coming in with a smile on your face, with a great attitude and doing your best to brighten someone's day, whether it's one of our customers or a co-worker. Think about that feeling when you brighten someone's day by simply smiling at them or offering to help someone in need. I see it all the

time here and for that I give you thanks and that is a big reason we are so successful.

Yesterday I overheard a long-time customer, Sammy's customer actually, telling one of our managers that she has lived in Colorado and in the Dallas area in the last few years, but since her first purchase here at Street VW she has always returned to do business with us. She said, "It's like when you find a good dentist or doctor, they become your people and that's exactly what Street VW is for me now." I want you all to remember that no matter what is happening outside these walls, while we are here we are here to treat customers to the best of our abilities and create an experience that they will never forget.

As many of you know, I along with Ashley and David are members of the American Advertising Federation-Amarillo Chapter and I want to congratulate David for a remarkable job this year as President. His presidency is almost over, but not before the club was named District 10 Small Club of the Year-just a reminder that District 10 is spread out across 4 states with over 20 clubs. David was also named District 10 President of the Year. Again, let's all congratulate David for all his work as President leading an incredible AAF club.

As warmer weather approaches, please be cautious, especially if you are outside. Drink plenty of water to stay hydrated. Remember that the drinks and snacks in the lobby are for our guests and not for any employee. We have two working refrigerators in the break rooms where you can store your drinks and snacks.

If you are interested in the Route 66 Motor Speedway even this weekend, please see Elvis for tickets. We have limited amount of tickets, but it will be a fun event for all.

Last but not least, I want to give a shout to our Sales Department one last time for a fantastic month and I ask that you carry that momentum into our summer months. Thank you to all who submitted material for this newsletter.

-John Luciano

INSPIRATIONAL QUOTES FROM SOME OF THE GREATS, FROM JOEL L.

"The secret of change is to focus all of your energy, not on fighting the old, but on building the new." -Socrates

"No matter how much falls on us, we keep plowing ahead. That's the only way to keep the roads clear." -Greg Kincaid

"Life doesn't get easier or more forgiving, we get stronger and more resilient." -Steve Maraboli



SAVE THE DATE
OCTOBER 31, 2020

8TH ANNUAL
CALLING ALL SLUG BUGS CAR SHOW

Street Volkswagen of Amarillo

MOTOR SPEEDWAY TICKETS
GIVEAWAY
COURTESY OF STREET VOLKSWAGEN

OPENING NIGHT
SATURDAY, JUNE 6, 2020

PLEASE SEE ELVIS ERRINGTON FOR MORE
INFORMATION OR IF YOU'D LIKE TO
ATTEND OPENING NIGHT.

STREET VOLKSWAGEN OF AMARILLO EMPLOYEE GRADUATES HIGH SCHOOL AND COLLEGE



Street Volkswagen of Amarillo is excited to announce the graduation of Brenda Dominguez, a part time receptionist. Brenda will graduate from Caprock High School with honors and Amarillo College with honors later this month, she will participate in two virtual ceremonies.

Brenda is known as Little Brenda around the Street Volkswagen where she has been employed since June 2019. While at Street Volkswagen Brenda has been actively involved in helping her company with community events and fundraising for nonprofits like YoungLife of Amarillo & Canyon and Panhandle Breast Health.

"I and the rest of the employees at Street VW are proud of Brenda," Sindy Monasmith, Customer Care Director said. "We are going to miss her in the fall but know that she is going to do great things."

While at Caprock, Brenda stayed busy with her many extracurricular activities: National Honor Society, National Junior Honor Society, Student Council, Varsity Cheerleading, Drumline, Theatre, Yearbook, Cross Country, Track, YoungLife, and Amarillo & Canyon Teen Leadership. Brenda will graduate in the Top 10, ranking 8th in her class of over 480 students. Brenda is the proud recipient of the Dell Scholarship.

While still completing her high school requirements, Brenda has been enrolled at Amarillo College the past two years. While at AC, Brenda was a member of Phi Theta Kappa and is graduating with honors. Brenda is graduating from AC this month with her Associates in Science, making her a first-generation college graduate.

"I've enjoyed my time at Caprock and at Amarillo College," Dominguez said. "I loved working at Street Volkswagen, and I believe in working hard without comparing yourself to others, everybody's journey is different."

Brenda plans to attend the University of Texas at Austin this fall where she has been accepted into the College of Natural Sciences. Brenda is in Texas Interdisciplinary Plan Scholar Program and is a Dell Scholar.

"We are so excited for all of Brenda's accomplishments," John Luciano, General Manager/Managing Partner said. "She is going to do great things and we wish her success in the future."

Street Volkswagen of Amarillo is proud to hire and support both high school students and college students from the community year after year. The company congratulates Brenda on her huge accomplishments.

GOOD HABITS CAN MAKE YOU MORE EFFECTIVE

By: Danny Mize | Street Automotive Staff Support. - Call, text or email if you need a good listener. 806-236-0582
danny4street@gmail.com

What makes people effective? More importantly, what makes YOU effective?

Several years ago, popular author and speaker, Stephen Covey, wrote The Seven Habits of Highly Effective People. Millions of copies have been sold, and countless lives have been changed for the better (including mine).

I recommend the book... but more importantly, I recommend we focus on our HABITS if we want to grow on the job, in our personal lives, and in our relationship to others. Here are a few important habits, from my perspective:

1. Allow some margin in life. Leave for your destinations a little early so you can arrive more relaxed and at least on-time if traffic problems occur.
2. Improve life relationships by listening. Really listen to what the other person is trying to tell you. Don't answer or give advice unless or until you really know what's going on.
3. Organize your life. Cut out the wasted time (and avoid the frustration) of always having to scramble to find what you need. When you buy something new or receive something as a gift, put it in its proper place.
4. Unclutter your life. If you're not using something, and haven't in the past year or so, give it away or throw it away. Deal with mail once – pitch it, file it, or answer it – to avoid handling it multiple times.
5. Do it now if it needs to be done. Continually putting things off is like stacking your trash and garbage in the corner of the room until it spills over as a mess. Deal with things and people as soon as you can. The dread that comes with procrastination is a drain on you.
6. Do it right the first time. My dad was big on this one, always reminding us boys, if a job is worth doing, do it right the first time.
7. Faithfully respond to people. Don't leave people wondering what you're thinking or what you plan to do in response to their inquiry or invitation. Practice being prompt.

MAY 2020 EMPLOYEE OF THE MONTH:

JOEL LEIMER



Congratulations to Joel Leimer for being named the May 2020 Employee of the Month at Street Volkswagen of Amarillo.

Joel has been with the company since 2019 and is in Sales. He is always walking around with a great attitude willing help anyone especially his customers and co-workers.

When Joel isn't at work, he spends his time with his fiancé, Shanna and son, Lucas.

Congratulations Joel!

AAF-AMARILLO: FINAL PRESIDENT'S LETTER

Dear AAF-Amarillo Club Members, Board of Directors, and District 10 Officers:

I hope you are all well and safe, wherever you may be reading this.

As the end of my presidency nears, I want to give an update on where AAF-Amarillo stands. Although this year was cut short due to an unexpected virus, I still believe that as an organization we accomplished a lot and still came out ahead, and for that I am grateful. I want to thank all my predecessors, the AAF-Amarillo Board, our members, AAF District 10, my employer, and my friends for always supporting this journey.

The year began with 7 of our members heading down to Dallas for District 10 Club Officer Training. This, in my opinion, was the start of a successful year because the members who attended were the ones who excelled the most this year. Following D10 Club Officer Training, I hosted a retreat at my home, and we were lucky enough to have D10 Governor, Bill Richmond and D10 Second Lieutenant Governor, Stephanie Price attend. At the retreat we learned from one another on what we thought would make our club better, how we could help one another and listed the things we wish we knew at the beginning of our terms.

One of my goals this year was to bring an Ad 2 club to Amarillo and with that being said, I am happy to announce that AAF-Amarillo has been approved for Ad 2 Amarillo. Ad 2 Amarillo will connect young professionals under 32 years of age to our more seasoned professionals by hosting their own programs and events, but they will also have the ability to team up with AAF-Amarillo throughout the year. It is with excitement that I also announce that AAF-Amarillo is the only small club in District 10 to host an Ad 2 club. We will be recruiting members soon, so please, if you're interested reach out to our Incoming Ad 2 Amarillo President, Megan Nelson who will do an amazing job as the first ever president of Ad 2 Amarillo.

My second goal this year was to keep AAF-Amarillo financially stable. I can say that for several reasons we are in a great situation money-wise. At the beginning of my term I sat down with the AAF-Amarillo Board and discussed the 2019-2020 Budget, once we approved it, we followed it strictly. I would like to extend my thanks to both our Accountant and our Treasurer, both have done an amazing job this year.

I've said this before, but I'd like to say it again: Congratulations Honnah Taylor on an incredible Addys. We did two things, which in my opinion, were very important. First, we recognized and honored many creatives in our community. I believe the Addys are special because we get to recognize the people "behind the screen/camera" who don't usually get the recognition they deserve. They work so hard to make their clients' brand look good. The second thing we accomplished was to raise money for both the club and AES. This is important because we want our events to be successful, but at the same time we want people to have a good time while celebrating with friends and co-workers. Thank you again to all our sponsors, volunteers, and everyone who attended.

Our club is growing, people are talking about AAF-Amarillo and I believe in a few years, we will level up to a Big Club (100 Members or more). I'd like to again say thanks to our new members who joined this year. To all our members, thank you for believing in our club and joining us at our bi-monthly programs.

This year AAF-Amarillo raised and donated \$1,700 to the Tenth District Foundation For Advertising Education. The majority of our money came from raffles in which our members purchased tickets for giveaway items. To all who donated, thank you for supporting our students.

In the past few months the AAF-Amarillo Board, and several member volunteers have started working on the upcoming Central Region Conference in 2021. I am happy to say that AAF-Amarillo will host this conference again and this year the event is in the great hands of Jody Reynolds and Blake Goldston. I know they will do an amazing job and I encourage you to reach out to them and the AAF-Amarillo Board to get involved. I promise, it sounds like years away, but the conference will be here before any of us know it.

Unfortunately because of cancellations, we were unable to attend Advention in Oklahoma City this year for our annual spring conference. However, our D10 Leadership took a different route and we had a virtual event where all D10 Clubs were recognized for their hard work all year. I am happy to announce that for the third year straight, AAF-Amarillo has been named District 10 Small Club of the Year. I'd like to congratulate AAF-Dallas for being named District 10 Big Club of the Year. An unexpected award this year, for the first time was the District 10 President of the Year Award, which was awarded to David Meraz. I normally wouldn't mention this, but it is with humility that I happily receive this award, but more importantly, it is because of the strong board who have always been there for me, including some of my best friends in the industry. AAF-Amarillo was also recognized on a National level this year, we placed Third Place in our Club Operations Club Achievement Competition (Division 4). Again, all these awards would not be possible with our strong members and our board, so thank you all.

I didn't realize this until today, but looking back at my journey on the AAF-Amarillo Board, my journey to President started and ended short. When I stepped up to the position of Second Vice-President, it was a few months into my first term on the board, so I missed out on many duties that were to be upheld by the VP2. The main duties at the time for VP2, were the American Advertising Awards. Because of this, I only held the position without doing any of the required work since the Addys had already been assigned to another board member to continue in the absence of our original VP2. When I moved up to First Vice-President, I asked to do the American Advertising Awards instead of Programs, because I wanted an opportunity to show the club my creativeness at event planning. This meant that I missed out on Programs. Luckily, I was able to help Jody and Honnah with some programs throughout the year. My presidency was cut short for obvious reasons... But to be honest, these past three years have been remarkable and I wouldn't trade my time as President, VP1 or VP2 for anything.

The future of AAF-Amarillo now lies in the hands of a very talented and strong leader, Honnah Taylor, the Marketing Director of United Way of Amarillo & Canyon. I know that she will continue the path that so many presidents before us followed and will lead AAF-Amarillo into better and brighter things.

Thank you and stay safe everyone,

DAVID NICOLAS MERAZ

AAF-Amarillo President, 2019/2020
Street Volkswagen Marketing Director

RESPECT

By: Ron Garverick | Street Volkswagen Finance Director



Respect is a BIG word when it comes to people having contact with each other.

Respect is defined as a feeling of deep admiration for someone or something elicited by their abilities, qualities, or achievements or Respect is a way of treating or thinking about something or someone. ... You show respect by being polite and kind. For a lot of people, taking your hat off is a show of respect. When people are insulted or treated badly, they feel they haven't been treated with respect. You can respect things as well as people.

Now with all the chaos which is happening in the world from social distancing of having respect for some ones space or the actions in Minneapolis of the brutally murder of George Floyd, there was no respect for a man that was handcuffed and put on the ground. When the man was screaming in pain that he could not breath the police officer still had no respect and got off the mans neck.

In the car business it is no different we must respect each other in one way or the other. Respect is earned not demanded but if you are not being disrespected in any form you must respect and treat others the way you want to be treated. Matter of fact this should be done always no matter what the circumstances. We all have the will and professionalism to not be disrespectful to others customers, employees or our superiors. Even Managers, Leaders, & Influencers in our business need to show some respect to our employees. We do a great job of it.

Sometimes I think we play on the fine line of friend and manager outside of work and that is my opinion which we should not mix. I believe sometimes it gives the employee a mixed feeling when you have to counsel them for something they have done at work and you have to write them up and they get offended and think " Hey we are friends, we are boys, Why did you write me up?" I guess that is the military side of me the sergeants were not allowed to hang out with the privates off post it was a bad idea so we never did it.

At the dealership everyone can be stressed, overwhelmed and start to become short tempered and may yell, get onto, or talk down to someone from an employee or another manager which causes hurt feelings, bad moods, and a person not to be productive because they feel like they have been disrespected. So we need to watch what we say and how we say it and if you feel overwhelmed, stressed or you're just in a bad mood take a breath, take a walk and gather your thoughts and don't say something that will make you look bad or get you into trouble.

Employees just brush it off and have what we call a Rhino skin in the car business, let that just brush off your shoulders. Managers we need to keep out composure and what how we handle an employee and how we talk to them. We are their leader, their

manager, their influencer and if we show any disrespect to them it will be kind of hard to get that respect back. It can cause issues in your relationship with the employee and issues with sales. If you have a problem, issue or a concern with an employee take them to a private area in the dealership and you and a witness can talk about what ever issue you are having and there will be no seen and everyone else can continue to be productive. Show respect to them and not make a big deal where people can see. It's always said "Treat others the way you want to be treated" We are doing so well breaking records on New, CPO, USED, Finance & BDC we cannot let anything negative stop us from breaking those records again. If you agree please come see me and let's talk.

Remember check out my podcast Automotive Architect Sales Podcast where all podcasts are listened to and leave a review. Let's make June a Phenomenal month.

KEEPING UP WITH SHANE & FAMILY



JK VISITS THE LAKE IN VW ATLAS



AFTER A LONG DAY AT WORK, ASHLEY RELAXES AT SPA...FINALLY!

