

THE STREET VOLKSWAGEN NEWS

DECEMBER 2020

MONTHLY COMPANY NEWSLETTER

Vol. II

FROM THE DESK OF JOHN LUCIANO: HAPPY NEW YEAR!



As always, I'd like to start this note by thanking everyone for all that you have done this incredible and long year. 2020 has been a year that we will never forget. Thanks to all of our readers, our customers, our partners and everyone else we come in contact with daily for being you and for allowing us to do business with you year after year. I also want to thank my amazing wife, Kat for all that she does and for always believing in me and in Street Volkswagen, thank you Kat.

As I sit here I am reminded about December 2019 and how our store looked. A year ago exactly we had a team out here looking at our store and measuring our showroom for what eventually would be our EV Station, as you all can see, we are almost there, all we're missing is an ID.4 which we'll have pretty soon. A year ago we hadn't planned the extension of our Service Department-and now as you all know by the construction, we are adding two bays to our Service Department. Everything we do is so that we can better serve our customers and keep them coming back. But let's not forget that it all starts with you and your smile, your attitude and your servant's heart. For that, I thank you all because if it weren't for you, none of the other things would ever be possible.

Although 2020 hasn't been what we all imagined a year ago, it's important to look back at all the good things that did happen here and in your own lives. It's important to look back at those things because so many people can't. I always like to say this time of the year, "It's important to reach out to loved ones and mend the fences that have been broken," if 2020 has taught us anything is that we need to cherish our loved one more. Don't let little things stand in the way of your happiness.

With the start of the new year only hours away it's time to start fresh on things you may not have accomplished this year. Like I say every December 31st, write down your resolutions or goals for 2021 and work on them throughout the year. Your goals don't have to be big, because even the little ones will make a difference in your lives if you let them.

- John Luciano



DECEMBER EMPLOYEE OF THE MONTH: ASHLEY PARKS



Congratulations to Ashley Parks our Digital Internet Coordinator & Assistant BDC Manager for being our last 2020 Employee of the Month!

Ashley has been with the company since 2017 when she started as a BDC Agent. She is always here no matter rain or shine and sometimes the only person in the BDC Office. She is a dedicated employee and always has a positive attitude.

Ashley loves to spend time with her son, Karter when she isn't working or with her friends playing recreational sports like softball, soccer, volleyball, tennis or cricket. She enjoys visiting her family in Kansas. Ashley is the Treasurer and Past Secretary for the American Advertising Federation-Amarillo Chapter. In case you didn't already know, Ashley is expecting and due in June of 2021.

Congratulations Ashley on all your hard work, always!

WELCOME BACK JANICE STAFFORD!



If you haven't already met Janice, she is a returning employee who was with us back in 2016.

Janice is one of our newest Sales Associates.

Take a moment to visit with Janice and introduce yourself if you haven't already.

Welcome back Janice, we are glad to have you back on our team here at Street VW!

THINGS WE HAVE SEEN IN 2020...

By Ron Garverick, Finance Manager



Things we have seen this year in 2020, is that you as a person have grown.

You have grown mentally, personally and professionally. You went from being a weak stick to becoming a true profession in the art of selling. When people doubted you, you didn't doubt yourself.

You went from uncomfortable to being comfortable about being uncomfortable. In some sense you grew up and decided that you were going to be successful and show your family and friends that you aren't the person that they thought you were.

Deep down inside you know its true, you look in the mirror and you already know that you need to change for the better. No one was going to help you with that, that is something you would have to do on your own.

There was a piece of you that wanted to deny it but there was something inside of you that told you that you were better than this.

In March 2020 all hell broke loose and COVID -19 hit Amarillo like a swarm of grasshoppers in the early 1930's in the Great Plains of Kansas and we were all thinking there goes my year of making a living selling cars. We didn't know what was going to happen. We were told by John everything is going to be okay. We will see how everything turns out, save your money for the slower months.

That reinsurance from John gave us a sense of hope that with his leadership and guidance we will be fine. We had record breaking months in March, April, May all the way through September and we weren't looking back. COVID had nothing on us as we all knew we had cars to sell.

We over came the odds and took the bull by the horns and we still did business, A customer that was in finance told me one thing when I asked them why they were buying a new vehicle? "Besides the 0% for 72 and no payment til 120 days, they could either do 2 things during the chaos, Have a baby or buy a car, and having a baby was more expensive so they decided to buy a car instead." Well for the ones that decided to have a baby instead of buying a car there will be a lot of babies being born in the next couple of months I would imagine.

But with all that we have experienced in 2020 we can look forward to 2021. Lots of positive things with Volkswagen but more importantly you have lots of positive things you can look forward to personally.

You are a better person mentally, personally and professionally. You are going to have doubts, you are going to have situations that you will be uncomfortable with but you have to suck it up and deal with it and move on. There is no obstacle that you can't overcome, that you can't handle. Personal or professional it's time to grow up and become the person you have molded yourself in from 2020.

Clear vision, open ears and a positive mindset.

FILL THE BEETLE WITH PEANUT BUTTER FOR THE HIGH PLAINS FOOD BANK



FILL THE BEETLE WITH
Peanut Butter
Benefiting the High Plains Food Bank
8,471 MEALS!
 special thanks to our partners.

21 QUESTIONS WITH FERNANDO VASQUEZ

What is your name and how long have you worked at Street Volkswagen? My name is Fernando Vasquez. I started 6 months ago.

What do you like to do in your spare time when you aren't working? Work on my cars and take care of my livestock.

Where did you go to school? Caprock High School.

What's your favorite thing about living in Amarillo? I am around my family.

If you could move anywhere in the world, where would you move to? Bora Bora.

What's your favorite movie? The Longest Ride.

Best concert you've been to? JMBLYA

Netflix or Hulu? Netflix.

What's the name of the last book you read? I don't read much.

Do you have a favorite author? No.

What is something you do now that you didn't imagine doing when you were a kid? Working at a car dealership selling cars.

Do you have any pets? I have one dog and my livestock.

Which television game show do you think you could win? Smarter Than a 5th Grader.

What is one show you could watch over & over again? Grey's Anatomy & Criminal Minds.

Furthest place you've traveled? Santa Cruz, California.

Favorite place to eat in Amarillo? My mom's house.

Do you remember life before the Internet. No.

At what age did you get your first cell phone or pager? 14 years old.

What is your dream car? McLaren 720S

If you won the lottery, what would be the first thing you'd do? I would pay off all debt I have and buy property to fix.

Tell us something we don't know? I'm an open book, you all know everything.



NEW YEAR'S RESOLUTIONS

"If this year didn't turn out as planned: GOOD. You are now stronger, wiser and one lesson learned closer to success."

- Fearless Motivation, iTunes, Spotify



"To satisfy every customer I meet."

- **Ethaniel Ramos (Ethan Boyd...)**

"Starting back with all my fitness and nutrition goals."

- **Brenda Roos**

"I want to lose 100 pounds this year."

- **Kimberly Tollett**

"To make sure all of my sales associates make over \$100k in a year."

- **Ron Garverick**

"To make more time for my hobbies, sharpen my skills and expand my creative horizons."

- **Cassie Owens**

"Enjoy life, for David and I to travel more often, enjoy our family more this year and get organized."

- **Sindy Monasmith**

"I want to read more books this year and travel more than in 2020."

- **David Meraz**

"Living a better lifestyle and diving deeper into my relationship with God."

- **Christian Theiss**

"Make over \$100k selling cars."

- **Fernando Vasquez**

"I hope to get accepted into nursing school."

- **Carmen Ruiz**

"To improve myself on every aspect and keep pushing forward. I want to be the best father for my kids and I want the best 2021 for them."

- **Joel Marquez**

"I want to lose at least 25 pounds, to get close to God and to better reading my word."

- **Monique Betancourt**

"To eat healthy all year long."

- **Ashley Parks**

CONGRATULATIONS DAVID & SINDY



David Ortiz & Sindy Monasmith are on their way to Las Vegas for their Vegas Wedding happening Saturday, January 2, 2021.

You can watch the wedding live by heading over to Sindy's Facebook page and finding the link on her page.

Next time you see Sindy, please call her Mrs. Ortiz.

We wish the couple a safe and wonderful time in Vegas and a happy a long marriage.

WHAT HAVE WE LEARNED FROM 2020?

By Danny Mize, Staff Support



The year "2020" will long be associated with two key words: virus and limitations. The impact of those two things have touched each of us differently, but no one has been unaffected. Rather than re-live the challenges of the past months, let's take stock of what we might have learned from recent events. May the life lessons we have experienced improve our quality of life as we move forward.

- We have been reminded that we are not always in control of our life and circumstances.
- We have re-discovered leisure time, quiet times, and the value of taking time to slow down and just "be" sometimes.
- We have come to realize that what we have considered "permanent" can actually be changed, removed or limited.
- We have learned the value of connecting with people through technology – more than just scrolling through stories and posts, but really connecting with people to share life.
- We have learned that relying on our expectations, what we feel entitled to, doesn't guarantee that we'll always get what we want or expect.
- We have been reminded that there are people around us willing to risk their well-being for the benefit of others – in the realms of healthcare, food supply, and infrastructure services which provide us with our living environment.
- We have experienced the need to return to or deepen our spiritual roots – to find ways to feed our spirit and strengthen our soul, even when we can't gather with others of like faith to encourage each other.
- We have learned the value of telling people that they matter. Saying and hearing "I love you" or "I appreciate you" puts emotional fuel in our tanks.
- We have been reminded that the world does not revolve around "me" and my wants, desires or demands. We are in this life together – others do matter.
- We have learned that too much "news" can wear us down. We need more than breaking stories and statistics to feed our intellect and give us hope for the future.
- We have learned that we can't let fear rule our lives and paralyze us into inaction – but, we've also learned that we need to act responsibly because our actions may profoundly impact others.
- We have been confronted with the fact that a job and our financial security are not "rights" to be demanded, but blessings for which to give thanks.

2020 WASN'T ALL BAD, READ THE GOOD THAT HAPPENED IN OUR EMPLOYEE'S LIVES

- "I got married."
- **Christian Theiss**
- "I got a baby nephew in October and another one coming in March."
- **Cassie Owens**
- "Moved to a new house, still able to come to work and make money."
- **Ron Garverick**
- "Celebrated by son's first holiday season and birthday."
- **Joel Leimer**
- "I have a new grandbaby, Leo Patrick. I also am blessed to have a job at Street VW."
- **Janice Stafford**
- "I have been extremely blessed in 2020. I have not had so much as a cold. My family, so far, have all been healthy. All the girls at the front desk have stayed healthy. I have been blessed with having a job I love. I have been promoted this year which was also a blessing! Happy New Year to all my friends family and co workers."
- **Brenda Roos**
- "I didn't go broke. I found a nice girl."
- **Owen Sutherland**

2020 BINGO GAME

Be the first to hit "BINGO!" on this 2020 BINGO Card and receive a \$25 PRG Card.

2020 BINGO				
ZOOM HAPPY HOUR	BOUGHT A TIE DYE SWEATSHIRT	JOINED IN A CAR PARADE	BAKED BREAD	LEARNED A TIK TOK DANCE
BECAME A HOME SCHOOL TEACHER	SOCIALLY DISTANCED DRIVE WAY HANG	WENT ON A SUMMER VACATION	WENT TO A WEDDING	CANCELED A TRIP
BINGE WATCHED TIGER KING	WATCHED A LIVE STREAM CONCERT	FREE SPACE	BOUGHT AT LEAST 5 DIFFERENT FACE MASKS	CUT YOUR OWN HAIR
REMODELED A ROOM IN YOUR HOUSE	BOUGHT A BLOW UP POOL FOR THE BACK YARD	ZOOM GAME NIGHT	HOARDED TOILET PAPER	BECAME YOUR OWN BARTENDER
ORDERED GROCERIES ONLINE	TOOK A MASK SELIFE	BINGE WATCHED A TV SERIES	COUGHED IN PUBLIC & FELT BAD ABOUT IT	READ A BOOK YOU BOUGHT A FEW YEARS AGO