

# The Road Well-Traveled



## A LETTER FROM OUR CEO

1984 Camry



In 1984 when I first came to Toyota of Orange, a Toyota Camry sold for about \$10,000. And we couldn't get our allocation fast enough. I remember well watching the car carriers pull into the dealership and customers gather 'round to pick their new car before it was even unloaded from the transport.

Thirty years and 17 dealerships later, the Camry is still a great car - as are the other brands we sell. But we don't see customers lining up to pick their cars off the carriers any more. They are doing their shopping on the internet, and contacting us through our websites via their mobile devices. They are better informed, and, sadly, more distrustful. It is a different world for businesses in general, and the automotive business in particular.

One thing has not changed in 30 years, however. People trust and return to businesses who have integrity and treat them well. Customer satisfaction is still the driving force in our success. Our achievements as a company can be attributed to what we stand for: our core values. As we begin this new year, I would like to ask you to join me in restating and recommitting to these core values.

As an organization we have always been dedicated to honesty, fairness, and integrity. In my office I have a small plaque with a quote from Ben Franklin: "It takes many good deeds to build a good reputation, but only one to lose it."

You can't buy a good reputation - you must earn it. The Wilson Automotive Group has the excellent name it does because we focus on honesty, transparency and absolute dedication to our customers. English writer and humorist Douglas Adams observed that "To give real service you must add something which cannot be bought or measured with money; and that is sincerity and integrity." This is our goal. Your job is to exceed our customers' expectations in all areas of our operation; and MY job is to exceed YOUR expectations - encouraging you to develop and grow and achieve success in your personal and professional life. Working together we can accomplish these goals. Our customers will do business with an organization they trust and believe in; and our associates will have successful and rewarding careers.

At the beginning of this new year, join me in recommitting to our core values of integrity, honesty, fairness and customer satisfaction. Our business will no doubt change a lot more in the next 30 years; but the Wilson Automotive Group will retain its reputation as the best place to work, do business, and refer your friends and family. We will work as a team to treat our customers and each other with respect, and maintain the values that have made us great.

Here's to a plentiful and profitable 2014.

*David Wilson*

2014 Camry



# WHO IS THAT MASKED MAN (OR WOMAN?)

That was the question on everyone's mind the first week in November as we tallied votes for the winners of our annual Halloween costume contest. Witches, warlocks and wicked queens jostled with ghosts, ghouls and even Gilligan to try to claim the cash prizes.

Desert Lexus went all out this year – two of the winners are from the desert. And while Toyota of Huntington Beach usually submits the most entries, they only took away one win this year. The judges, however, were from all different dealerships and random departments to eliminate any bias.

We've tried to include as many of the entries as possible on these pages. The winners received their American Express gift cards in plenty of time to do a little holiday shopping. Hopefully you will agree with our judges' choices.

## DRUM ROLL PLEASE . . . .

In the child's costume category:

- Third Place goes to 4-month old Bentley Labrado (Popeye), son of **Brenda Labrado** at **South Coast Toyota**.
- Second Place goes to 3-year-old Makaela Garcia (Princess Belle), daughter of **Andre Garcia** at **Toyota of Orange**.
- And in FIRST PLACE (for a \$100 gift card) is "Little Allen," (Scooby Doo) son of **Alvaro Bolainez** of **Toyota of Huntington Beach**.

In the adult costume category:

- Third Place goes to **Eric Dorati** of **Toyota of Riverside** as "The Headless Horseman."
- Second Place goes to **Brian Huff** of **Desert Lexus** as "Ice Cream Man."
- And FIRST PLACE goes to **George Glover** of **Desert Lexus** as "Slash!"

Great job everyone!



1ST PLACE



2ND PLACE



3RD PLACE



1ST PLACE



2ND PLACE

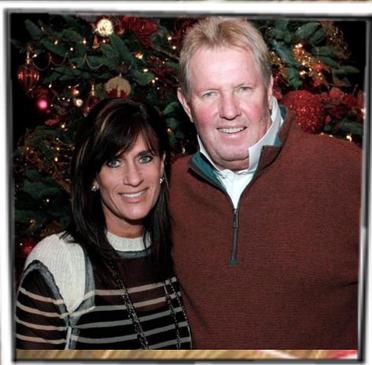


3RD PLACE



# MIRACLES ON WILSON STREET

For over 25 years the Wilson Automotive dealerships have been an integral part of their communities - volunteering and donating to local schools, organizations and causes. During the holiday season these efforts seem to intensify tenfold as our associates find new ways to share the holiday spirit with those in need. Including write-ups on every dealership's projects and contributions would take more space than we have in this newsletter. But here are a few of the highlights.



In December 2011, **Holly Wilson** (wife of owner **David Wilson**, and aptly named for her December birthday) received what she termed "the best birthday present ever:" a Kmart receipt. This was a very special receipt, however, for it listed hundreds of transactions – all the Christmas layaway accounts David paid off at his local store. In 2011 it was 260 accounts to the tune of nearly \$16,000. In 2012, it was 320 accounts and \$18,000. This year it was 213 accounts and \$19,000. Over the past 3 years nearly 800 people have received a Christmas miracle – courtesy of a very generous Secret Santa.

"Shop With A Cop" has become a highlight of the holiday season for **Jane Tenaglia** and her team at **Right Toyota**. This year she was joined by **Jennifer Marthaler** and **Ed Hines** and their families for this magical day. The children are taken to the local police department where they are met by officers who volunteer their time to serve as personal shoppers. Each youngster then rides in a squad car – lights flashing and sirens blaring – to Wal-Mart where they are given a \$150 gift card to spend on whatever they want. The amazing thing is that most of the children don't shop for themselves. Moms, dads, sisters and brothers are first on the list – and if anything is left, they will buy themselves something. Our associates who participate attest that they learn a great deal about the true Christmas Spirit from these underprivileged children every year.



**Lisa Scadron** of **South Coast Toyota** was listening to KROQ on her way to work one morning when the DJ began talking about The Friends & Helpers Foundation, an organization that supports victims of domestic abuse and violence. As a result, the ladies in the business office opted not to exchange gifts this year and instead "adopt" a family of 5. They shopped, wrapped and provided the family with items from their Christmas list. Pictured here with some of the gifts ready for delivery are **Maria Lopez**, **Sarah Lemos**, **Karino Reynoso**, **Michelle Garcia**, **Lisa Scadron**, and **Lynne Todd**.

"Be the Miracle" is the goal of the **Toyota of Huntington Beach** employees who support OliveCrest during the holiday. In January these associates sign up for voluntary payroll deductions in order to fill the wish lists of abused and abandoned children. This year those personal donations amounted to over \$13,000. It took five pickups and a couple of vans to carry this bounty of presents, bikes and gift cards to the 500 boys and girls sheltered at Olivecrest. And as this newsletter goes to print, Huntington Beach employees are already signing up for next year's opportunity to "Be the Miracle" in a child's life.

"I cannot believe the purpose of life is to just be happy. I think the purpose of life is to be useful, to be responsible, to be compassionate. It is, above all, to matter, to count, to stand for something, to have made a difference you lived at all."

~Leon Rosten



# NEVER LEAVE A MARINE BEHIND

## DESERT LEXUS



One evening in 2007 Erica Stone, founder of Soldiers Organized Services (SOS) was at the Palm Springs airport when she met a young Marine on crutches with a cast up to his hips. He had been shot and fallen off a roof during combat operations in Afghanistan and was on his way back to the Marine Corps Air Ground Combat Center (MCAGCC) after a long deployment. He looked exhausted as he tried to wrestle his crutches and two duffle bags to the bus that would carry him back to the base – only to find that he had missed the last bus by minutes. A cab ride to the Marine base would cost between \$150 and \$200; and his only other option was to spend the night in the airport and wait for the next day's bus. Needless to say, Erica insisted she drive him back to the base – and SOS was born.

Jackie Autry, former Angels owner and Desert Lexus customer, is a volunteer and strong supporter of SOS, and approached Desert Lexus for help just before the holidays. The non-profit was in dire straits. Their nearly-new 2012 8-passenger van had lost its door, and their only other vehicle had a blown engine. With Thanksgiving and Christmas looming, hundreds of Marines would be without transportation to and from the airport and thus unable to spend time with their families.

On November 23, 2013, with the help of Variety Club of the Desert, Jackie Autry and a few friends, Desert Lexus presented the organization with a nearly-new 2012 Dodge Caravan. Since its inception in 2007, SOS volunteers have transported over 45,000 military personnel and their family members to and from the Twenty-nine Palms Marine base. Desert Lexus is proud to promote the SOS motto: "Never Leave A Marine Behind."



## HOW THE INTERNET HAS CHANGED THE CAR BUYING EXPERIENCE:

- More than a third of car buyers now use their mobile phones to help research pricing and other factors *while* on dealer lots.
- A new survey of more than 7,600 adults across 27 metropolitan areas, from Pittsburgh to Chicago and New York to Atlanta, showed that Americans spend more time choosing a new car online than they do choosing a physician.
- 42% of car buyers spend 15 or more hours researching a car purchase online.
- According to autoshopper.com, over 89% of web-users, ready to buy a car, searched online before visiting any dealership.
- Approximately two out of three of all car buyers do not contact the dealership prior to their first visit. With 62 percent of used car buyers and 67 percent of new car buyers cite "walked in" as the most common method of establishing initial contact with the dealer.
- A study by JD Power and Associates showed that around 47% of first-time car buyers visited a third-party independent site and 46% visited a car manufacturer's site *before* making a car purchase decision.

## MEET OUR NEW TEAM MEMBER



Chad Pelliccioni has joined the Wilson Automotive Group team as our new E-Commerce Director, in charge of digital marketing. Chad has an extensive background in the digital environment, beginning when he was a junior at Cal State Fullerton. He re-established the university's ice hockey team and led all marketing and advertising efforts. His success included games with attendance of 1,500 fans and a substantial increase in revenue. While continuing to run the team, he worked at The Buddy Group in Irvine, managing the social media and online presence for major Fortune 500 brands like Nike, Western Digital and Experian. His expertise led to the

development of Hype Social Media, a creative agency that brings Fortune 500 digital strategies to small and medium-sized businesses.

Chad's father, Dave Pelliccioni, has been in the car business for over 40 years. Including time spent with General Motors and Toyota. This gives Chad a unique "insider's" perspective and devotion to the industry. He brings his passion for cars and digital marketing to our organization to help enhance the internet presence, visibility and success of our dealerships.

Chad is also an avid hockey player and musician. He and his wife Mariana have a 6-month-old son, Eli, who Chad claims is already an avid sports fan like his dad.

Welcome aboard, Chad. We're happy to have you as a member of our team.

# HEROES ON WHEELS

**November 1:** That loud rumble echoing across Orange County the first Friday of November was not the sound of guns or cannon fire. Though it was a celebration of the U.S. Marine Corps birthday, the 600 bikes rolling down the 5 Freeway were also honoring Harley Davidson's Military Appreciation Month and raising money for a most worthwhile cause.

The **Wilson Automotive Group** is a major sponsor of the Injured Warrior Appreciation Run hosted by the Orange Coast Harley Owners Group to benefit wounded soldiers. For our associates who own Harleys it's a great opportunity to get out and ride together. But this year's event added a very special element. The riders were able to actually drive their bikes onto Camp Pendleton, visit the Warrior Foundation Freedom Station Hope and Care Center, and have lunch with the injured warriors living there.

For the past 13 years, 2.5 million Americans in uniform have been called upon to fight two of the longest wars in history. Many have gone more than once, and some even 3, 4, and 5 times. Though depression, TBI and PTSD are treatable, veterans from our wars are dying by suicide at an average of 22 per day. The Hope and Care Center focuses on the monumental physical, mental, spiritual and emotional challenges these men and women face when they return home from the ravages of war. It also gives these wounded heroes a place to live as they focus on their treatment and rehabilitation.

The roar of Harley pipes was drowned out by the hoots and cheers of the waiting warriors who met the riders at the gate to express their appreciation. And even the burliest of bikers admitted to being touched by the strength, courage and enthusiasm of these soldiers. Ride Founder and Orange Coast HOG Chapter Director Kim Kohlenberger stated "Our nation will remain the land of the free only so long as it is the home of the brave. My heartfelt thanks to those who have sponsored and participated in this event to bring hope and healing to these brave young men and women to whom we owe such a debt of gratitude."



**December 22:** A little over a month later, many of these same associates strapped toys to their decorated motorcycles and joined 2,000 other riders for the Annual CHOC Toy Run. This event, which brings two moving trucks filled with toys for CHOC patients, attracts riders from all over Southern California. The "wounded" at CHOC are a bit smaller than the ones at Pendleton - but just as courageous. Riding in wheelchairs or carried by parents, many of them hooked up to oxygen tanks or IV drips, these tiny warriors in the fight against disease met the riders at the front doors of the new CHOC Children's Tower. Ride Co-chair Mark Murphy thanked all the riders who came out to support this great event. "We wanted to help the kids at CHOC enjoy being kids - and I feel a little like a kid myself today. Winston Churchill said 'We make a living by what we get; but we make life by what we give.' Thank you for giving of yourselves to make Christmas a little brighter for these young heroes and their families."



# 2 YEARS, 2 ISLANDS, 1 GOAL



Julian Rusinek, Finance Manager at South Bay Toyota, fulfilled his 2-year goal in September by becoming the first person to swim from San Miguel Island to Santa Rosa Island, two of the California Channel Islands.

You may recall the article in our newsletter a year ago about Julian and his team swimming the Catalina Channel in just over 13 hours. That crossing was a bucket list item for Julian; and he has done it more than once. However, two years ago one of his swim partners made a casual comment: "Do you realize pretty much all the channels have been crossed by a single swimmer – except for the San Miguel Channel?" That was all the challenge Julian needed. The two began planning.



Swimmers tend to stay away from the San Miguel Channel because it is known for its rough seas, fast-moving currents, violent winds, and an abundance of sharks. But more than anything, the water is very cold – consistently about 58 degrees Fahrenheit.

"It was ridiculously cold!" Rusinek said, "I was miserable. It was the hardest thing I've ever done." Holding at an average 63 strokes per minute, he conquered the channel in 2 hours, 25 minutes, and 55 seconds. As he wearily climbed aboard the escort boat and headed for the mainland, the crew saw a pod of blue whales suddenly rise out of the water. One of the giants raised a fin out of the waves, and then slapped it against the surface. "It felt like they were saying 'congratulations.'"



## WRESTLING WITH RESOLUTIONS

We all have something we'd like to do better, whether it's a desire to be more active, less messy, more creative or less attached to our smartphones (antisocial much?). To help you along, we've compiled a small list of habits, goals and routines to adopt for the New Year.

- **Get specific about your weight-loss goal.** Make detailed goals for yourself. They don't have to be big; simply parking further from your destination and forcing yourself to walk is a step in the right direction.
- **Get your finances in order – and keep them that way.** First of all, don't spend money you don't have. Has that credit card balance added up? Shred the plastic. Making too many compulsive purchases? Realize you don't need half the stuff you think you do. Eating out too much? Get a cookbook and visit a grocery store.
- **Clear out the clutter.** Invest in tools to help you get organized. A simple book shelf or closet organizer is a good place to start. Get a shoe rack and a clothes hamper. It's much easier to get out of the house in the morning when you know exactly where your house keys are and don't have to go diving into a pile of dirty laundry to find them.
- **Be more positive.** Being positive can do wonders for your psyche. It can also have a desirable effect on your overall health. It's as simple as looking in the mirror and saying, "I look good today!" instead of, "That zit on my cheek is hideous!" Give it a shot! You've got nothing to lose, right?
- **Be more honest.** Be honest with yourself. Be more honest with others. Just be more honest! Honesty goes a long way in relationships. Even if you have to be the bearer of bad news, it's best to be straightforward.
- **Get more sleep.** You will never regret a good night's sleep. Plenty of rest is known to boost memory, spur creativity, reduce inflammation, improve performance at work and school, lower stress and improve attention, among other things. College was for late nights and hangovers. Adulthood is all about balance.
- **Eat healthier.** We don't need to remind you of the benefits of eating healthier. Make a choice to develop better eating habits. A simple rule of thumb is this: When you look at your plate, you should see multiple colors -- greens, oranges, purples, blues and yellows. Eat your greens, control your portions and, most importantly, dare to try new things.

# CONTEST TIME!!!

This past year added some new words to our vocabulary: "selfies," "photobombs" and even the questionable "twerking" references. Some of you celebrated the new year with family and friends reminiscing about the best (or the worst) of 2013 - while others may have watched the ball drop at Times Square. There are, however, other New Year's traditions that may not be as commonly known. We've compiled a small collection of those factoids to test your New Year know-how.

Think you can figure them out?

Send your answers to [vikki@dwwco.com](mailto:vikki@dwwco.com) by **February 15th**. All correct submissions will win a Starbucks gift card and be entered in the quarterly drawing for 1st, 2nd and 3rd prizes of \$100, \$50 and \$25 American Express gift cards.

- Just as Santa Claus is the mascot of Christmas, who is the mascot of New Year's Eve?
  - Father Time
  - Baby New Year
  - Keeper of Time
  - New Year's Ghost
- The United States and Europe celebrate the New Year on January 1 of which calendar?
  - Lunar calendar
  - Julian calendar
  - Gregorian calendar
  - Saka calendar
- How do the Japanese welcome in the Gregorian New Year?
  - Fireworks
  - 108 rings of temple bells
  - Good luck kisses
  - Champagne toast
- In what country did the famous New Year song "Auld Lang Syne" originate?
  - Canada
  - Great Britain
  - Ireland
  - Scotland
  - Australia
- What is another name for the Chinese New Year?
  - Lantern Festival
  - Oriental New Year
  - Spring Festival
  - The Lunar New Year
- The famous Times Square is located in what city?
  - London, UK
  - New York, US
  - Paris, France
  - Moscow, Russia
  - Beijing, China
- Which of the following significant events happened on New Year's Day?
  - Our 49th state
  - First rover landing on Mars
  - UN Headquarters opens in New York
- New Year trees are popular in
  - China, Iran
  - Russia, Poland
  - Turkey, Vietnam
  - Pakistan, India
  - Germany, Austria
- What event follows the annual New Year's Pasadena Rose Parade?
  - The Rose Bowl
  - Tournament of Roses
  - Rose Queen Contest
  - Rose Idol Contest
- The first Dick Clark's New Year's Rockin' Eve took place in?
  - 1970
  - 1971
  - 1972
  - 1973
  - 1981

## 2013 ANNIVERSARIES CONT'D

Our last newsletter included the names of our esteemed associates who were celebrating anniversaries in 2013. Much to our dismay, some names managed to escape our list. To address this oversight, we have noted them below and hope that these valued employees will accept our heartfelt thanks for their many years of service to the Wilson Automotive Group.

THOMAS GRICE  
NEWPORT LEXUS  
25 YEARS

NANCY DARLING  
NEWPORT LEXUS  
25 YEARS

LARRY EGNOR  
RIGHT HONDA  
5 YEARS

SHANNON EVANS  
RIGHT HONDA  
5 YEARS

CORY FAIR  
RIGHT HONDA  
5 YEARS

CARLOS JAVIER  
RIGHT HONDA  
5 YEARS

MARY PADDOCK  
RIGHT HONDA  
5 YEARS

SCOTT REDDEN  
RIGHT HONDA  
5 YEARS

HECTOR SALAZAR  
RIGHT HONDA  
5 YEARS

LUIS SARIO  
RIGHT HONDA  
5 YEARS

JUSTIN SOBCHUK  
RIGHT HONDA  
5 YEARS

BRANDON WARWICK  
RIGHT HONDA  
5 YEARS

# ALSO NOTEWORTHY

## PARTYING RIGHT

**Right Toyota** knows how to plan a party! Their New Owner Events are a huge hit with their customers and associates alike, and usually have 100+ people in attendance. Over the 14 years they have been hosting these events (four per year), they have been able to personally reach out to more than 5500 customers in a way that could never be done through conventional advertising.



**TOYOTA OF ORANGE**  
ORANGE, CA

**TOYOTA OF RIVERSIDE**  
RIVERSIDE, CA

**TOYOTA OF HUNTINGTON BEACH**  
HUNTINGTON BEACH, CA

**SOUTH COAST TOYOTA**  
COSTA MESA, CA

**SOUTH BAY TOYOTA**  
GARDENA, CA

**RIGHT TOYOTA**  
SCOTTSDALE, AZ

**TOYOTA PUERTO VALLARTA**  
PUERTO VALLARTA, MX

**TUSTIN LEXUS**  
TUSTIN, CA

**DESERT LEXUS**  
CATHEDRAL CITY, CA

**NEWPORT LEXUS**  
NEWPORT BEACH, CA

**RIGHT HONDA**  
SCOTTSDALE, AZ

**FREEWAY HONDA**  
SANTA ANA, CA

**WEIR CANYON HONDA**  
ANAHEIM, CA

**WEIR CANYON ACURA**  
ANAHEIM, CA

**FORD OF ORANGE**  
ORANGE, CA

**MAZDA OF ORANGE**  
ORANGE, CA

**VW OF SAN BERNARDINO**  
SAN BERNARDINO, CA

**ROCKLEDGE SECURITIES**  
ORANGE, CA

## WORDS TO LIVE BY

**Toyota of Orange** General Manager **Allen Mozzett** is passionate about keeping Toyota of Orange the #1 Dealer in Orange County; and he believes the best way to do that is by creating and keeping loyal, satisfied customers. Recently this sign began popping up in each department and in other random places throughout the dealership. Great words to live by – for all our stores..

**“There is only one BOSS:**

**The customer.**

**And he can fire everybody in  
the company - from the  
Chairman on down - simply by  
spending his money  
somewhere else. “**

## COMRADES IN ARMS

On December 19, General Manager **Derrick Van Nieulande** of **Freeway Honda**, was paid a surprise visit by a representative of the Department of Defense. Fred Wagner, volunteer for the ESGR Department of the DOD, presented Derrick with the Patriotic Employer Award. Derrick was nominated by service writer **Jay Reyes**, US Army Reserve, for his leadership in creating a military-friendly workplace. Jay's nomination of Derrick and the Wilson Automotive Group was supported by three other dealership managers, also military veterans: **Frank Martinez**, **Kevin Garza**, and **John Beyer**. The Patriot Award is given to employers who support Guard and Reserve employees in numerous ways, including adopting policies and practices that make it easier for employees to participate in the National Guard and Reserve. This support for our citizen warriors helps armed forces retention rates and, in the end, strengthens our national security.

