

# SPARK PLUG



JIM BURKE EMPLOYEE UPDATE • JANUARY 2009

## PARTNERS IN QUALITY AWARD

Ford Motor Credit, our outstanding business partner, came to town on Tuesday, December 15th, to present our Ford dealership with the Partners in Quality Award. This prestigious award, which is earned annually, was the first ever for Jim Burke Ford.

Over the decades of ownership, it was perhaps the only major award that had eluded us, according to Dan Hay, President. "Jim Burke always coveted this award, and I'm very proud we have finally achieved it. I'm sure he's looking down on us now and smiling".

This award is based on Voice of the Customer (VOC) as it pertains to the financing side of our business. Because of the economic downturn, we haven't sold as many commercial vehicles, (which typically aren't financed), so in turn our percent of total sales that are financed with Ford Credit has increased. Our CPO program, financing Certified Pre-Owned autos with Ford Credit, gave us an additional lift to receive the P.I.Q. award.

Randy Crites, Western Regional General Manager of Ford Credit, along with Greg Cerise, LA Regional Manager, and Cecil Benedict, Dealer Account Manager, hosted a cocktail reception and dinner at Woolgrowers that evening for Dan and Mikie Hay, along with the sales and business managers of the Ford store. It was a great night, and we all felt very proud to work for a dealership that continually shows the vision of "Building lasting relationships through great customer service".

## Christmas Sales Contests

On Thursday morning, December 17th, Jim Burke Ford, Lincoln Mercury Jaguar Sales Departments met at Stockdale Country Club for a wonderful Holiday Breakfast, and to announce winners of our annual Christmas contests for both facilities.

The early morning start was no deterrent to all in attendance. Holiday dress and smiles were abundant as the coffee was poured and everyone settled in for a very nice time. Garrett Ming started things off with a prayer, breakfast was served, and afterward Chad Manning went to the podium to talk about the year in review and the great opportunities that lie ahead in 2010.

Next, Dan Hay also spoke of the difficulties in this trying economy, but praised the employees for their work ethic, as both he and Chad declared these sales staffs the Best in the West!

Garrett gave out the first award to David Gates, top New Car Salesperson for 2009, and then Rick Perez as the overall Salesperson of the Year at the L-M-J store. Holiday contestant winners there were to be announced at a later date.

Chad Manning was next with the Ford sales contestant winners and the Salesperson of the Year Award.

Ford had a bracketed contest, similar to the type used in NCAA basketball finals, and the four finalists, who each received a cash prize, were: Rob Boyd N/C sales, Joe Tamez, U/C sales, Daniel Contreras, Ford @ The Automall, and Steve Witt, Commercial sales. These four will now draw teams from the sales department and compete in a 2 month contest for a pot of gold at the end of the sixty days.

As always, there was a Top Dog table, headed by this year's winner of the Ford Salesperson of the Year, Raul Medina. Raul's lovely wife, Flor, made a surprise entrance, to help congratulate her husband on his special day. Both Raul and Rick have outstanding work ethic, and are very representative of employees who have embraced the company vision of providing customer service beyond compare. Others at the Top Dog table included Joe Tamez, Steve Witt, who was last year's Top Salesperson and came in second to Raul this year, Shawn Underwood, Mario Bustamante, David Gates, and Rudy Galicia Jr.

All the sales departments are excited about the coming year, as Ford Motor Company has gained new traction in the world of automobiles, and we all look forward to a prosperous and exciting New Year.



Dave Gates (left) with Garrett Ming



Raul Medina (center) with Dan Hay (Left) and Chad Manning (right)



# Milestone Anniversary

Monday, December 14th we had a extravagant luncheon to honor our employees who have achieved a milestone anniversary—employees who have reached 5, 10, 15, 20 & even 25 years were recognized. We are proud of our loyal employees and the team work they display in meeting our customer's needs.



## Bonifacio Saucedo – 5 yrs.

"Bono" started five years ago as a parts driver. In January 2005 he became a tech helper, and moved back to parts, today he works on the back counter and we are very proud of his Master Certification status. Way to go Bono!



## Scott Lyon – 5 yrs.

Scott joined JBF from State Farm Insurance where he was an estimator and Service First Representative for over 13 years. Scott works as an estimator and has helped overhaul the body shop. Thank you Scott for all you do!



## Daniel Contreras – 5 yrs.

Daniel made the move to Jim Burke Ford at the Auto Mall from Haddad Dodge. Daniel is very successful in selling vehicles, getting excellent VOC scores and building a strong clientele. Thank you Daniel!



## Manuel Arellano – 5 yrs.

Manuel joined the Auto Mall five years ago as a detailer for the Used Car Outlet. Manuel now oversees the detail operations at the Used Car Outlet and makes sure that the vehicles are in proper running order and clean to our standards. Awesome job!



## Natalie Gaona – 5 yrs.

Natalie works in Certified Leasing and brings with her over twenty years of accounting experience. Natalie has been generous with her talents to employees of Jim Burke Ford by making wonderful birthday cakes, bridal and baby shower cakes and even wedding cakes. Thanks for bringing so much joy to so many employees!



## Bob Hallum – 5 yrs.

Bob is a Dealer Trade Driver that we all know. Bob is always smiling, greeting employees and customers as he walks the lot on to his next trade. Bob is very involved in the community and his family. Thanks Bob!



## Kirk Perkins – 5 yrs.

Kirk is another dealer trade driver who is the spouse of Sharon (our Chief Accountant) and as a former employee, Kirk was very familiar with the dealership. Kirk and Sharon have been foster parents to 17 children. Way to go Kirk!



## Victor Bernabe – 5 yrs.

Victor is a technician at Lincoln Mercury Jaguar. He came to us as an AYES student from Arvin High School. Victor worked as a tech helper and within two years, Victor was working on his own as a commissioned technician. Thank you Victor!



## Mike Salcido – 10 yrs.

Mike works at the Auto Mall in the service department. He spent a couple of years helping the technicians as needed to support their work. He is now on the service drive taking care of our customers or filling in as the shuttle driver. Thanks Mike for all your help and with a positive attitude!



## Ida Salcido – 15 yrs.

Ida started as a car jockey in the service department. She has held many positions in the service department and is a great asset. Ida has been a service advisor on the drive and is currently an advisor in Quick Lane. She is always pleasant and helpful with everyone she comes in contact with. Thanks Ida for 15+ years of terrific service!



## Cruz Nelson – 20 yrs.

Cruz joined Jim Burke Ford in the Credit Department over 20 years ago. She has done a great job in many areas including the contract office and main office. She currently works in the contact office and is a joy to work with. Cruz not only gives her time to us and the community but her family is a high priority. Thank you Cruz!



## Delfina Garza – 20 yrs.

Delfina currently works in the detail department. Delfina not only works in detail but is part of our early morning janitorial crew. She does a great job in everything she does. She is always helping out others. Thanks Delfina!



## Leon Regalado – 20 yrs.

Leon started in the body shop and has been there ever since. Leon is a terrific employee, hard worker and will do whatever is needed for his department or the dealership. Leon is always smiling creating a positive relationship with all those he comes in contact with. Thank you Leon!



## Maria Crowe – 25 yrs.

Maria has worked in many positions and currently works in the contract office. Not only is Maria's knowledge of many departments in the dealership vast, so is her desire and heart to help others in need. Maria, thank you for 25 years of service to Jim Burke Ford!



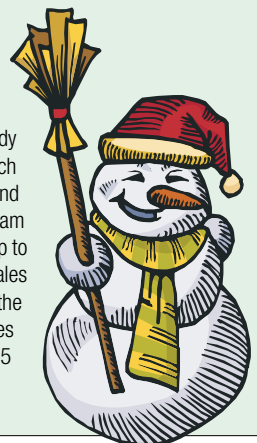
## Steve Witt – 25 yrs.

Steve works in fleet sales where he is very successful and has great longstanding relationships with his customers. He consistently receives outstanding VOC scores from his loyal customer base. Steve is often the Fleet Salesperson of the Year and even Jim Burke Ford Salesperson of the Year. Thank you for 25 years of amazing service!



## Barry Hopfe – 25 yrs.

Barry is our Body Shop Manager and has held many positions within the body shop including: delivery and pick up, tech apprentice, journeyman, foreman, and manager. Barry is now leading his team through many changes in the body shop to streamline the entire production and sales process. Barry is always willing to go the extra mile to take care of his employees and customers. Thanks Barry for 25 terrific years!



# Winter World Softball Tourney

Our own Gary Weichelt (pictured below top) and Mark Salcido (pictured below bottom) recently returned from Las Vegas where their team, The Baker Boyz, took 5th place in the Seniors Winter World Softball Tournament.

The event was held at the end of November, with triple elimination rounds culminating in the eventual winner. Of 12 teams, 5th place was a remarkable achievement and kudos definitely should go out to Gary and Mark! They have played together on this team for the last three years, Gary as Coach and all-round player; Mark takes

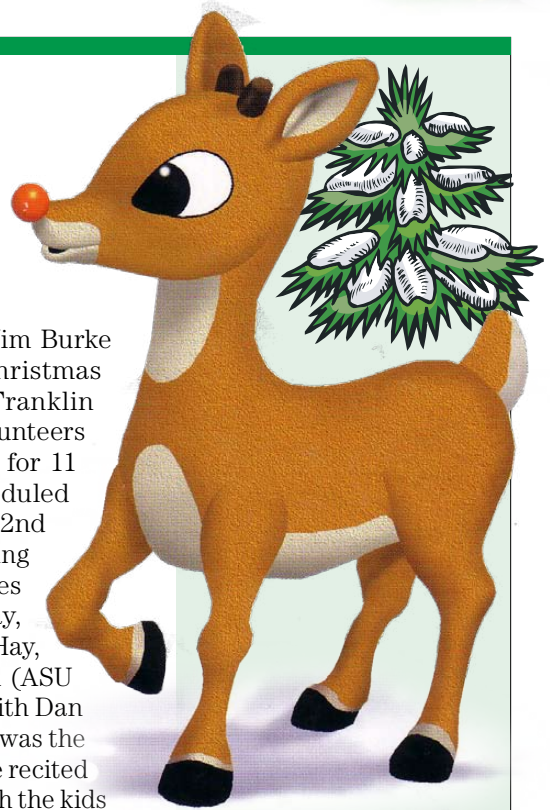
care of the catcher position as well as some infield duty. When you see Gary or Mark, certainly give them a high-five for games well done. GO SENIORS!!!



# Volunteers are Love in Motion!

On Friday December 18th our Jim Burke “reading coaches” threw a Christmas party for the 2nd graders at Franklin Elementary school. Jim Burke volunteers have been putting love in motion for 11 years. Reading coaches are scheduled three times a week to work with 2nd graders who are having trouble learning to read. This year’s reading coaches include: Jessica Adams, Mikie Hay, Garrett Ming, Nicole Martinez, Joe Hay, Ramon Valdez, and Scott Underhill (ASU & Associates). The party started with Dan Hay reading the Christmas Story “T’was the Night Before Christmas”. Mrs. Burke recited two beautiful Christmas poems which the kids enjoyed. Gifts of red sweatshirts were given to the kids followed by a big surprise! SANTA CLAUS arrived with his hearty laugh and a bag full of candy canes. One by one Santa (a.k.a. Chad Manning, our General Sales Manager) handed out candy canes with a great big smile. All the kids put on their new sweatshirts and sang “Rudolph the Red Nose Reindeer”. The

party ended with treats for all and a very big THANK YOU from all the kids. If you would like to become a volunteer reader next year please call Cathy Reese at 622.



## Mrs. Claus Persimmon Cookies

- 1 cup sugar
  - 1/2 cup butter
  - 1 egg
  - 1 cup persimmon pulp (use very ripe persimmons, or freeze them, peel, and use mashed pulp)
  - 1 cup pecans
  - 1 cup raisins
  - 2 cups flour
  - 1 teasp. Baking soda
  - 1 teasp. Baking powder
  - 1 Tables. Cinnamon
  - 1/4th teasp. Salt
  - 1/2 teasp. Pumpkin spice
- Cream sugar with butter, add egg, then add persimmon pulp. Add these wet ingredients to the dry mixed ingredients. Bake at 350 degrees for 18 to 20 minutes. Enjoy!



## “People live when people give”

Congratulations to Jill Villa and Damon Blanton for reaching the 3 gallon mark in donating blood to the Jim Burke Account at Houchin Blood Bank. 11 employees signed up to donate blood at the Auto Mall on the most recent blood drive. Donating allows any employee or family member to access the account if needed. Volunteers are love in motion. Please contact Maria Paine for more information.





# Annual Casa Fundraiser A "Success"

By Victoria De La Cruz

**W**ell, we ended our fundraising earlier than expected and through everyone's support we were able to raise enough money to support CASA with approximately 45 to 50 Christmas gifts for children ages 0-18.

We will also be purchasing non perishable foods to create food baskets for the families that care for the CASA children. This year due to the economic downturn in jobs, there are more families in need than ever before.

Here are a few of the comments that we received from the CASA personnel when the gifts were delivered:

"WOW" We are overwhelmed with your generosity! Thank you so much for all the time spent raising funds to provide Christmas gifts for our CASA children. These nice things will mean so much to our CASA families.

—Kathy Orren, Program Manager

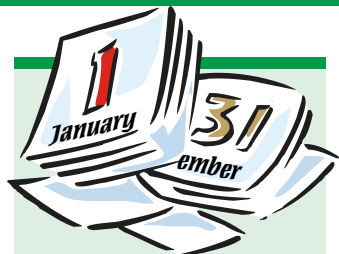
Please pass on our grateful thanks for the Wonderful toys for our CASA children. The timing is perfect! As your staff has blessed us may the windows open up for Jim Burke Ford Lincoln Mercury and great prosperity abound.

—Colleen McGauley

What a wonderful feeling we should all walk away with during this holiday season and may each and everyone of you have a blessed and prosperous Christmas and New Year! Thank you.

**Pictured Left to Right:**

Leticia Castro • Amalia Martienzo (front) • Natalie Gaona (back) Mickey Wade • Vickie DeLa Cruz



## Mark Your Calendars!

### BIRTHDAYS

- Paul Armstrong ..... 1/1
- Federico Perez..... 1/8
- Gary Buell..... 1/9
- Fernando Leal ..... 1/9
- Rob Mallory..... 1/10
- Joey Juarez..... 1/15
- Derrick Jones ..... 1/17
- Rose Charmley ..... 1/18
- Daniel Hurtado ..... 1/18
- Margaret Murkland..... 1/21
- Manuel Yopez ..... 1/24
- Kyle Manning ..... 1/25
- Lupe Sanchez..... 1/26
- Lowell Dow ..... 1/29
- Ken Covey ..... 1/30
- Stan Loewen..... 1/30

### ANNIVERSARIES

- 1/2 Hector Castillo .....4 yrs.
- 1/5 Mike Severy ..... 29 yrs.
- 1/11 Jerome Johnston .....4 yrs.
- 1/18 Damon Blanton .....28 yrs.
- 1/18 Vicki Lamont.....11 yrs.
- 1/19 Mario Bustamante....6 yrs.
- 1/20 Joe Darby .....13 yrs.
- 1/21 Pat Gillett ..... 6 yrs.
- 1/23 Steve Smith.....4 yrs.
- 1/25 Bob Morales.....17 yrs.
- 1/26 Gary Ruiz.....16 yrs.
- 1/27 Mike Houser.....12 yrs.
- 1/31 Mike Gurrola .....3 yrs.
- 1/31 Sandy Morales.....5 yrs.

### Many Thanks to the December Newsletter Committee:

Rose Charmley, Don Summers and Mark Waybright

## Fidelity 401(k)

**W**e are very pleased to announce that the company's Board of Directors declared a discretionary match to our 401(k) plan. The company will make a matching contribution of 100% of a participant's salary deferral on the first 5% of your compensation, not to exceed \$2000.00 based on the following criteria: being an employee on 12/31/09 and on making contributions during the 2009 plan year.

December is open enrollment for the 401(k) plan which allows you to change your payroll contribution. Effective January 1, 2010, deductions must be made on a percentage basis only- no longer flat dollar. Changes/elections need to be made on the Fidelity website at [www.401K.com](http://www.401K.com) by December 31, 2009. Stop by or call Human Resources at Ext. 616 or 724 for questions or help.

## Tree Trimming Tradition

**I**t has become a tradition at Jim Burke Ford to invite employees and their families to participate in the decorating of the showroom Christmas tree. Adriana Pena, HR, and Joel Salazar, Parts, labored successfully to put the lights on this 14 foot tree. On Wednesday, December 2nd a small group of employees and their children helped hang the ornaments on the tree and afterwards enjoy some refreshments and the beauty of their work.



George Guillen, Downtown Service Department, helps prepare for the tree trimming.