

# SPARK PLUG

JIM BURKE EMPLOYEE NEWSLETTER • JANUARY 2010

## LOOKING FORWARD TO

# 2010

### 2009 HIGHLIGHTS

- **Cash For Cunkers:** Jim Burke Ford Lincoln Mercury Jaguar capitalizes on a national phenomenon.
- **Partners In Quality Award:** Jim Burke's dream of this prestigious award became a reality.
- **Jaguar Leaper Goes Missing?**
- **Ford Dimension:** Introduced the 35th class of students
- **Certified Leasing:** Partners with Valley Republic Bank
- **Ford In the Park:** Bringing Fords to your neighborhood
- **Board of Directors:** Declares 401k discretionary match
- **Employee picnic:** Was a FIESTA!
- **Collision Care:** Introduced "Lean Production"
- **Jim Burke Ford is Blue Oval Certified**
- **Jim Burke Lincoln Mercury is Elite Certified**
- **CASA:** Employees contributed making a difference, one child at a time.

**A**s we start the new decade we need a clear picture of not only our direction and focus but of the opportunities in front of us. 2009 was not only a challenging year but a year in which we really worked together as a team to improve the business and to build those lasting relationships through great customer service. Through all the economic uncertainty we were still able to make improvements to our health insurance and make an employer contribution to our 401k.

We need to continue to do everything possible this year to make our vision a reality. We are going to do a major renovation to the Oak street store in order to modernize the service drive, the customer lounge, and the bathroom areas to not only have a nicer area for our customers but for the employees.

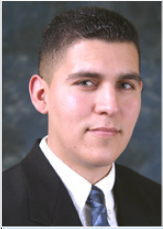
Our primary focus this year is to improve our relationships with our customers. This is going to require the changing of habits if they aren't beneficial to the accomplishment of our vision, and learning new ones that will make us better. We all need to join hands and get behind this effort.

Ford's improved situation and great new products put us in the unique position of having a once in a life time opportunity to grow our business. Let's not waste this chance. Let's make all the efforts as a team to continue to make the Jim Burke organization the best in the business.

Sincerely,  
Dan Hay, President

# LOOKING BACK at building relationships through great customer service in 2009.

I just wanted to take a few minutes of your time to thank you for the great customer service I received recently on my first visit to your Service Department.



On Friday, October 30th, I took my Ford Explorer to your Service Department for a visor/mirror repair. My Service Advisor, Frankie Lopez, greeted me with a smile and processed my paperwork in record time. I tried using my phone and discovered it was on mute. He even went the extra mile in trying to assist me in taking my phone off mute. I am sure the latter is not in his job description, but he assisted this helpless old lady anyway. GOD bless him.

On Monday, November 2nd, I returned to your Service Department as the part was in and they were ready to do the repair. As I drove up, Alex saw me and alerted Frankie of my return. I got out of my vehicle and Alex told me all I had to do was make myself comfortable in the lobby while I waited for the shuttle driver. I must say I was impressed by this young man's initiative. (I did not have to flag someone for assistance.) I also have to mention that on my way to the lobby, another young man offered me coffee. I wished I had asked him his name.



Sometime before noon, I returned again to retrieve my vehicle. I waited for it and imagine my surprise when Mike drove up and I noticed he had washed it. He and Alex dried it in a few minutes. I drove off a happy customer in a clean Ford vehicle thinking life is good!

In these tough times of recession, it is refreshing to walk into a business where the employees are smiling and eager to provide great customer service!!! If your Ford team keeps this up, you can be sure you will be selling more Ford vehicles and keeping Ford customers. When businesses truly care about their costumers, customer loyalty is sure to follow. Word of mouth is a strong ally. I congratulate you on your leadership and KUDOS to your Service Department.

Sincerely,  
Linda Kennedy

I have been a customer of Jim Burke Ford for many years. I have done business with several different service writers, over the years. Around October 25th 2009 I brought my 2007 F250 in



for a transmission service. I was greeted by Nuncio Caggianelli, Service Writer for Jim Burke Ford. Nuncio called me when the work was completed and informed me of the repairs that were made. I thought this was very nice and it saved me a phone call to see if my vehicle was completed. I had the vehicle serviced because I was going on a trip to Colorado on October 29th. I fueled up my truck that morning to leave on my trip and my fuel gauge stopped working. I did not want to make the long trip without knowing how much fuel was in the tank. I called Nuncio and told him

of my situation and Nuncio instructed me to bring my truck to the service drive and he would take care of having the fuel gauge replaced and would have me on the road before noon. At 11:30 am Nuncio called me and informed me the repairs were made and I could pick up my truck. Now that's Customer Service. Because of service like this I will remain a long time customer of Jim Burke Ford. Thanks again Nuncio you helped us have a great vacation.

Sincerely,  
Tim Adams

I am Mrs. S.J. Bonertz. I am 65 years old and a satisfied customer of Jim Burke Ford. Several years ago I purchased my first certified vehicle, a Ford Ranger F150. It has been cared for like a baby and has never let me down. Always hand-washed with a cold distilled water rub-down for the clear coat. This puppy turns heads and those splashy chrome wheels sweet out of detail.



When it's time for minor servicing I patronize the Quick Lane. Ida Salcido (Service Advisor) is friendly, remembers her customers and their vehicles. She invariably goes the extra mile to make sure her customers are clearly advised on scheduling for the care and feeding of their investment. She has been a patient and thorough trouble-shooter. Ida is a professional and a definite asset to Jim Burke Ford. We will look forward to seeing her on the Ford staff for many years to come. "Happy New Year" Ida and to all your fellow co-workers, and thank you for a job well done.

A very appreciate customer,  
Mrs. S.J. Bonertz

A few weeks ago I had my F350 worked on at your agency. When I got my truck I paid the \$100 deductible as billed and didn't question it. Sometimes my visit there has been completely covered by the warranty and sometimes I pay the \$100 deductible.

Well, imagine my surprise a few days ago when I got a check for \$100 in the mail. Apparently someone in your agency was on the ball and reviewed my bill and determined that the work on my truck should not have required me to pay the deductible and saw to it that I was reimbursed. That's what I call honesty and professionalism of the employee and your company. Thank you!

Sincerely,  
Richard Blomgren

P.S. I've always had Ford trucks and have no intention of changing even with out this event.

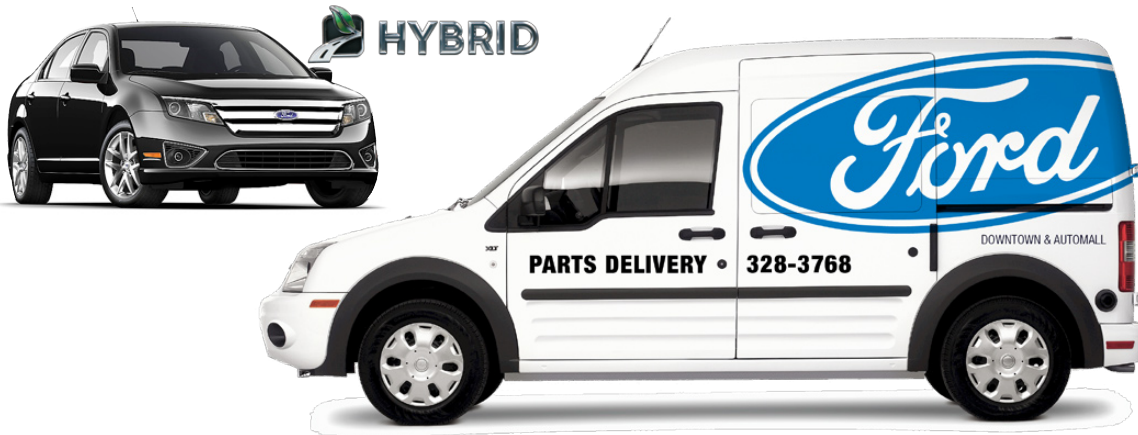
# NEWS BREAK: Ford Sweeps Awards

This week at the annual Detroit Auto Show, it was announced that **Ford Motor Company won both North America Car and Truck of the Year awards**. The Ford Fusion Hybrid was the winner in the car category, and our all new Transit Connect won top honors for the truck segment. It was only the third time in 17 years that an automaker has won both awards in the same year. This came on the heels of the **Fusion winning Motor Trend's 2010 Car of the Year award**, announced late last year.

While 2009 was a difficult year for all auto manufacturers, the Big Three reported sales declines as follows: Chrysler, down 36 percent from 2008; GM, down 30 percent; but Ford's sales "only" slipped 15 percent. Many market analysts feel that Ford suffered least, in part by not having taken bailout money from the government, nor going through bankruptcy proceedings as both GM and Chrysler did.

In an article published in the New York Times on Sunday, January 10th, Alan Mulally, Ford CEO, and the new Ford Focus, Ford's first truly global car, were highlighted in a very glowing report. In just three short years, Ford's turnaround under Mr. Mullaly has been extraordinary, especially considering he came to Ford with no prior auto experience, having spent 37 years with Boeing. He left his CEO position there to take over a struggling automaker in desperate need of fresh blood and creativity. From his tenure has come **"One Ford...One Team...One Plan...One Goal"**, which is Mr. Mulally's approach to redefining Ford Motor Company. Ford has set in motion that in the very near future, all Ford cars around the world will be built from just three platforms. The first to emerge is the Focus, which now becomes a "global" car. Factories all over can make exterior changes while maintaining the integrity of the platform, thus enabling the Focus to have one look in America, another look in Europe or Asia. This difference can be manifested in interior fabric, for example, or headlights or taillights differing from one continent to another. By working globally from just three platforms, manufacturing costs are reduced, giving better value for the consumer, and increased profit opportunity for the manufacturer.

We here at Jim Burke Ford Lincoln Mercury Jaguar are very excited about the direction Mr. Mulally has taken Ford, and look forward to the potential in front of us this year. The products being delivered to us today, along with many new innovations just around the corner, will guarantee Ford's, and our, success for the future.



## Automall Employee of the Quarter

**Gary Buell** was awarded the Employee of the Quarter at the Auto Mall in November during the Thanksgiving potluck. Gary is a seasoned sales person at the Used Car Outlet. Gary has been employed with the organization since March of 1999. Gary was nominated for being such a professional in dealing with customers as well as his co-workers. He lives the vision in all he does – "building lasting relationships". Congratulations Gary!



**SPARK PLUG**

# THE BIGGEST LOSER

## Spinach Salad with Feta & Mandarin Oranges

I'm generally not a fan of Mandarin oranges in salads (I worry they'll make the salad soggy), but somehow this combo has recently become one of my favorites. The sweetness of the oranges and the saltiness of the feta coupled with lean protein and fresh spinach keep my cravings satisfied—and will do the same for you! Just be sure, here, as always, to dry your raw veggies well. It's the only way you'll achieve restaurant-quality salads.

- 14 cups loosely packed spinach leaves, stems removed
- 1 (10 1/2-ounce) can unsweetened mandarin oranges in juice, drained (about 1 cup)
- 1 1/2 ounces finely crumbled reduced-fat feta cheese
- 1/2 cup red onion slivers
- 6 tablespoons light balsamic vinaigrette
- 1 pound lean grilled chicken breast, cut into strips

In a large salad bowl, combine the spinach, oranges, feta, and onion. Pour the vinaigrette over the mixture and toss. Divide the salad among 4 dinner plates or large salad bowls. Top each with one-fourth of the chicken (about 4 ounces) and serve.

### Makes 4 Servings

*Per serving: 240 calories, 31 g protein, 17 g carbohydrates, 6 g fat (2 g saturated), 68 mg cholesterol, 5 g fiber, 469 g sodium*

**Bon Appétité**



## Mark Your Calendars!

### BIRTHDAYS

Carlos Lozano .....	2/2
Rob Burke.....	2/3
Howard Whitson .....	2/10
Jose Cendejas .....	2/12
Justin Isaac .....	2/13
Robert Ely.....	2/14
Mark Salcido .....	2/15
Raquel Hernandez .....	2/19
Mike Houser .....	2/22
Manuel Arellano .....	2/23
Hector Cabrera .....	2/24
Victor Bernabe .....	2/27
Brad Cross.....	2/28

### ANNIVERSARIES

2/1 Martha Garcia .....	10 yrs.
2/1 Tracy Jewell .....	2 yrs.
2/5 Ron Mortensen.....	3 yrs.
2/6 Corey Wild.....	4 yrs.
2/8 Dennis Walker .....	5 yrs.
2/16 Ward Smith.....	15 yrs.
2/17 Raul Medina .....	7 yrs.
2/19 Jose Ruiz .....	3 yrs.
2/20 Rick Montijo .....	21 yrs.
2/20 Leon Regalado.....	21 yrs.
2/20 Raquel Hernandez .....	4 yrs.
2/21 Pat Walsh .....	7 yrs.
2/22 Mike George.....	11 yrs.
2/22 Kim Martin .....	3 yrs.
2/24 Catherine Mahan .....	7 yrs.
2/26 Ramon Valdez.....	14 yrs.
2/26 Adriana Pena.....	3 yrs.
2/28 Carlos Lozano .....	5 yrs.

### Many Thanks to the Newsletter Committee of the last three issues!

Rose Charmley & Don Summers and Mark Waybright.

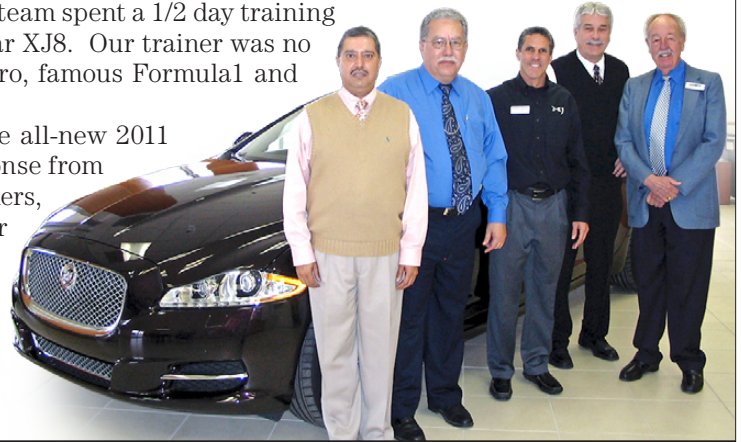
## 2011 Jaguar XJ Training

On January 7th our luxury team spent a 1/2 day training on the all-new 2011 Jaguar XJ8. Our trainer was no other than Roberto Guerro, famous Formula1 and Indy Car driver.

We should start seeing the all-new 2011 XJ8 in late April. By the response from our sales team, service customers, and advisors we have a winner in this new Jag.

More to come!

LEFT TO RIGHT:  
Sathi Sanghera, Sales Manager,  
Dave Gates, Robert Guerro,  
Mike Houser & Phil Hudson



## Announcing our charity for 2010

You nominated! You voted! Votes were tallied! and the winner is CASA!

Our first 2010 fund raiser will be Denim Day – Friday January 29th.

Please visit the HR office and donate \$5 or more and sport your jeans on the last Friday of January.

Thank you for supporting a child so they have a voice!!

## DO YOU KNOW THAT... ?

### January begins a new benefit year for your deductibles

Your medical plan has an annual single/family deductible that starts new in January as well as your dental plans. Your dental plans have a maximum annual benefit which starts over this month - either \$750 or \$1500 per year. Also your vision annual allowance is \$200.

### You'll receive an Explanation of Benefit (EOB) statement

You will receive an Explanation of Benefit statement each time you visit a physician or dentist. It will indicate what was covered and your financial responsibility. You do not pay anything from the EOB but you do need to pay from a statement billed by your provider. Please bring your EOB's or statements to HR and we will explain them to you.

### A New Number to Know is 2-1-1

Operated by the Community Action Partnership of Kern, 211 links you to government and social service information 24 hours a day, seven days a week. The 211 number gives Kern County residents a new outlet to receive emergency information without having to use 911. A general rule is you should call 911 for a physical emergency that is life-threatening and 211 when you need emergency information concerning evacuations, social services or disaster relief. You can also visit the website at [www.capk.org/211](http://www.capk.org/211).