

SPARK PLUG

JIM BURKE EMPLOYEE NEWSLETTER • OCTOBER 2010

CNBC'S FORD: REBUILDING AN AMERICAN ICON

A CNBC Original will premiere Wednesday, November 10th at 9pm ET. The documentary will repeat at 10pm ET, 12am ET and 1am ET that evening. The show will also air on Sunday, November 14th at 10pm ET.

CNBC goes behind the scenes at the Ford Motor Company to tell the inside story of its astonishing comeback just a few short years after nearly collapsing. The program shows Ford bosses, including the tireless and steel-nerved CEO, Alan Mulally, who bet nearly everything the company had in its quest to steer back from the brink. More astoundingly, Ford rescued itself without a government bailout, unlike rivals General Motors and Chrysler. Today, Ford appears to be a company with a bright future.

Ford Plans to Reinvigorate Its Lincoln Brand

Excerpted from USA Today

With Ford Motor Company making the decision to end production of its Mercury brand at the end of 2010, there has been a lot of speculation about what the future holds for Lincoln. "The decision to end production of Mercury this year gives Ford an opportunity it didn't have before" said Erin Merkle, president of consultants Autoeconomy.com in Grand Rapids, Michigan. "It will allow them to come down in terms of size" he said. "They couldn't do that before because Mercury was sitting on the same lot."

Without Mercury, Merkle said, Lincoln can introduce new small cars and SUVs at slightly lower prices than the current Lincoln lineup and then slowly increase the prices of its existing vehicles.

Ford has said it plans seven all-new or significantly refreshed Lincoln vehicles in the next four years, including Lincoln's first-ever compact. Ford hasn't said whether the compact will be a car, SUV or crossover. And as Ford has shed its stable of niche luxury brands like Jaguar, Land Rover and Aston Martin over the last three years it has found itself with

considerably greater resources to devote to Lincoln's turnaround.

"We have a very clear vision for Lincoln" Ford President Mark Fields said, "and it's to offer customers the finest quality in vehicles with an engaging driving experience...combined with a really warm and inviting level of comfort."

This fall, Lincoln will launch the hybrid version of the midsize MKZ sedan and a restyled 2011 MKX crossover. The MKZ launch is big news, because Lincoln will be the first brand in the world to offer a hybrid vehicle for the same price as a standard gas engine. Typically customers pay a \$3,000 and up premium for hybrid technology. The hybrid MKZ – like its Ford Fusion sibling – will get 41mpg on the highway. And the MKX will be the first vehicle to come with the company's new touch-screen instrument panel, called MyLincoln Touch, as standard equipment.


Our Lincoln store in the Automall is excited to be a part of the resurgence of an iconic American luxury brand. Look for these exciting new Lincolns to hit our showrooms over the next few years!




Building Lasting Relationships Through Great Customer Service Since 1913


Recent Customer Responses From Viewpoint Surveys

“Building lasting relationships through great customer service.”


 “I have used Jim Burke FLM for over 40 years – they all know me. **Roger Lara** is great at discussing a problem if I have one. Super place to do business. Also, excellent shuttle service.”
—*B. Ryan*


 “**Dave Gates** (our salesman) was amazing!!! I never expected buying/leasing a car would be as pleasant as it was!!!! He was completely accommodating and made sure that we got everything we wanted and was totally fair on price.

Since my purchase/lease I have called Dave with minor questions about some of the more in-depth features and he has always been happy to assist me & has even offered to come out to my home if needed to make sure that I was completely satisfied! My husband & I received outstanding customer service at Jim Burke Lincoln and continue to receive such service. We will definitely be returning!”
—*R. Garrett*

 “Friendly personnel and knowledgeable. I have confidence in my service rep, **Steve Smith**.”
—*J. Thomas*

 “I like how quickly **Roger Lara’s team** works, services were provided with efficiency.”
—*D. Ochoa*


 “The Jim Burke Lincoln salesman **Mike Houser** was an excellent representative who answered our questions and stayed late even while he had guests waiting at home. His dedication is sincerely appreciated.” —*R. Nelson*


 It would be so much better if I could share my thoughts and beliefs on my new 2010 Fusion in person so you could see the joy jump out of my body when ever I speak about it! I did fill out the questionnaire on buying from your “crew” but I feel several individual people need to be bragged upon. So here goes, I would never had bought another (1st in Dec 2006) Ford Fusion if it wasn’t for **Mr. Corey Wild** who took my car and me under his wing to make sure the best possible service was given to both of us.


It was Mr. Corey Wild who let me know my extended warranty was just about up so I had to do something. I went right away to see **Adolfo Martinez** to get that all straightened out. He was very patient with me and we explored renewal of said extended warranty or applying \$1700.00 towards a new (so gorgeous) Ford Fusion. Adolfo was my car salesman as he showed me my present beauty of course since **Chris Strong** is a fellow Kiwanian I had to bring him into this as I trust him completely as he was the business manager which sold me the extended


warranty on the 2006 Ford Fusion. They had **Mr. Pete DeJesus** finish up the whole process. Mr. Pete took lots of time to explain all the new features on the 2010. He was so kind and understood where I was coming from (ignorance) as I am 75 as of 5/30/10. Sirius is a whole new world to conquer.


Anyhow I just wanted to share with you my love for my new Fusion and know Mr. Jim Burke is very pleased at how you are running Jim Burke Ford. I knew him briefly back in 1980’s and 1990’s in a business way so believe in all you stand for.
—*D. Baker*


 “I liked most being met and starting to work on my car right away. **Roger Lara and his team** did a great job.”
—*J. Patterson*

 “**Phil Hudson** was very experienced and knowledgeable about MKX & other Lincoln Mercury vehicles.”
—*K. Noack*

 “**Dave Gates** is different type of car salesman that I have come to expect. From the very moment I walked into the dealership he was concerned about getting us the kind of car we wanted. If all sales persons at Jim Burke Lincoln are as good as Dave, it certainly puts it at the top of the ladder.
—*R. Guitierrez*

 “**Gary Weichelt**, the service manager, is the best at his job. I really like him and Roger Lara. Keep up the good work.”
—*D. Adams*

 “Great! We had an unusual problem with the Flex but **Steve Smith** was able to determine the problem and get it fixed.”
—*Mrs. Karwoski*

 Thank you so much for giving me the opportunity of being a part of such an event.

What an experience and I had so much fun driving that Mustang (I am so sorry about the windshield even though I had no control, I still feel bad) I worried about that the whole time and then on the last day the good thing is you did get a lot of publicity.

You do so much for the Ag. Industry and put so much back into the community. Thank you so much again for my evening under the stars. The food was delicious, pictures, gifts, etc. I will always remember. I’m very proud to being the First Woman’s Agriculturalist.

The Mustang was certainly the frosting on the cake!
—*M. Twisselman*

Back by Popular Demand!

Pumpkin Roll

INGREDIENTS

Pumpkin Roll Mix

- 3 eggs
- 1 cup chopped walnuts
- 1 cup sugar
- 1 teaspoon cinnamon
- 3/4 cup flour
- 1 cup pumpkin
- 1 teaspoon baking soda

Cream Cheese Mix

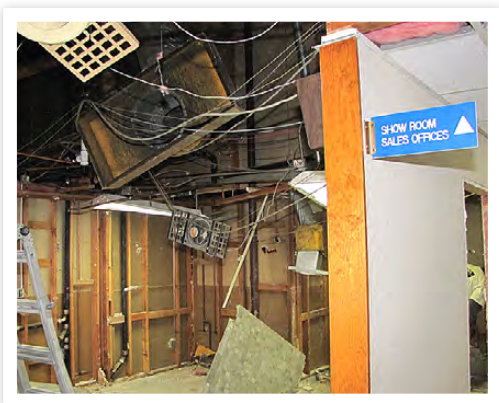
- 2 tablespoons softened margarine
- 3/4 teaspoon vanilla
- 8 oz. softened cream cheese
- 1 cup powdered sugar

PUTTING IT TOGETHER

Preheat oven to 350 degrees. Cover a jelly roll pan with waxed paper. Mix above ingredients thoroughly and pour this mixture in the jelly roll pan. Sprinkle walnuts on top and bake at 350 degrees for 15-20 minutes. Remove from oven, making sure it is done. Cover the cake with a damp towel and carefully turn it upside down and lift pan away. Gently pull the waxed paper off and then roll it up in the towel. Cool on the counter top for 2 hours or until completely cool.

Mix well the butter, vanilla, cream cheese and powdered sugar. Carefully unroll the cake, removing the towel. Spread the cream cheese mixture on cake and roll it back up. Refrigerate and enjoy. This roll is better if made at least 1 day in advance.

By: Sharon Perkins
Chief Accountant



Downtown Continues Remodeling Work

If you work at Jim Burke Ford downtown you have probably noticed that the service drive just completed a major remodeling, creating a new work space for the advisors, cashiers and warranty office staff plus a much more pleasant write-up space for our customers. In October the remodeling work

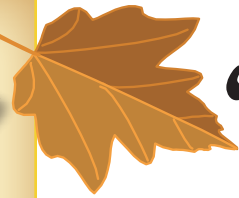
entered phase two, which will completely re-work the restrooms and customer lounge, which are two of the most high-traffic locations in the dealership.

Expected to be completed in two months, the work will involve modernizing and expanding the customer lounge, combining and expanding the existing mens and womens restrooms and female employee lounge, and creating a new joint lunchroom in a space that was formerly sales offices, and before that was occupied by Certified Rental. It will also include transforming the original service cashier space into offices and a housekeeping room for Cat Martinez, who keeps our downtown offices spotless. The finished product will leave us a much better working environment, and will facilitate our vision of building lasting relationships with our customers!

Jim Burke Heath Fair a Success & Fun!

Jim Burke Ford & USI sponsored a Health Fair for all employees in October. The dealership is emphasizing the overall importance of healthy living and developing a Wellness Program. Employees were offered free flu shots and received health screenings from Mercy/Memorial Hospital including cholesterol, glucose and blood pressure readings. Another relaxing option was a chair massage that several employees enjoyed. Entrust and Medical Help Line were available for questions regarding benefits or medical issues. While enjoying healthy snacks of fruit, vegetables or granola bars, employees received healthy recipes and entered drawings for prizes. We also had local vendors offering samples & coupons: Cay's Health Food Store located at 902 18th Street and Bakersfield Racket Club at 1660 Pine. Over 130 people came through the health fair. We plan to continue making this an annual event. Human Resources is already planning next year's health fair and looking for input from the employees to make it even better.





“Holiday” New Hires

Mark Your Calendars!

BIRTHDAYS

Llovany Perez	11/3
Ray Daniel	11/17
Natalie Gaona	11/17
Izzy Ruiz	11/17
Steve Witt	11/19
Victor Avila	11/20
Pat Gillett	11/20
Marlene Stewart	11/22
Bill Ferguson	11/24
Mike Perez	11/25
Adriana Pena	11/28
Mike Aldridge	11/29
Jesus Cubillo	11/29
Kim Martin	11/30

ANNIVERSARIES

11/2	Chad Manning	12 yrs.
11/4	Mark Waybright	8 yrs.
11/5	Francisco Lopez	1 yr.
11/18	Johnny Rodriguez	14 yrs.
11/20	Rod Streiff	19 yrs.
11/23	Mia Atherton	1 yr.

Halloween Contest

Friday Oct. 29th
Oak St. Showroom at 2:30pm

Join us if you dare for
an afternoon of scare...

Jim Burke will host a Halloween
costume contest for employees

Prizes available for
1st and 2nd place winners!!

Come dressed to win!!!

Thanksgiving

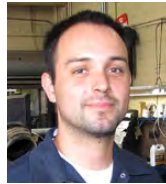
The dealership will be closed
Thursday, November 25th for
Thanksgiving!

When Holiday Ford closed their doors October 1st Jim Burke was able to help by not only purchasing their remaining inventories, but also by welcoming six very talented members of their service department into our teams here on Oak Street and at the Automall. A brief bio on each of them is included below. Please welcome (or welcome back!) these new members of the Jim Burke Family!



Alex Carillo

Alex is an entry-level automotive service technician who went to high school in Lancaster and was trained at the Universal Technical Institute (UTI) in Rancho Cucamonga, CA. He has achieved Ford's Accelerated Credentials Training in a number of areas of automotive repair. Prior to working at Holiday Ford he was a Fleet Service Worker for the City of Bakersfield.



Alfi Melendrez

Alfi graduated from Delano High School and attended Universal Technical Institute (UTI) in Avondale, Arizona. He has a background in automotive/diesel repair and as an industrial service technician. His training includes over 2,520 hours in more than 25 different areas of automotive repair. Prior to working at Holiday he had experience working at Courtesy Chevrolet, the Ryan Engine Exchange and Southwest Forest Products, all of Phoenix, Arizona.



Manny Andrade

Manny is from Wasco, California and after graduating from Wasco High School attended UTI in Phoenix, Arizona. While at Holiday Ford, Manny specialized in many areas, including engine performance, electrical work, climate control, brakes, steering, suspension, maintenance and basic repairs. Prior to joining Holiday Manny was a tire technician at Discount Tire in Phoenix, Arizona.



Sal Lugo

Sal was educated in Mexico, and prior to working at Holiday Ford was employed as a technician at Pep Boys in Bakersfield on F Street. Sal will be working at the Oak Street location as a Heavy Line Technician. He comes to us with over 3 years of experience at Holiday Ford and a total of 20 years as a technician.



Gabe Garcia

Gabe is a graduate of Foothill High School, and prior to working at Holiday had spent twenty years at Jim Burke Ford. Gabe had the distinction of working in several departments at the dealership, including Rental, Certified Leasing, as a Dispatcher, and as a Service Advisor for nine years. Happy to have you back Gabe!

Looking for Stories

The newsletter committees are always looking for human interest stories. If you know a co-worker with an interesting hobby or experience please let Adriana in Human Resources know. With 250 employees at Jim Burke it is amazing what stories we hear!

A special thanks to this month's newsletter committee: Joe Hay, Garrett Ming, Barry Hopfe.

